

City of Encinitas

Development Services Department

505 S. Vulcan Avenue, Encinitas, California 92024-3633

June 4, 2018

Department of Housing and Community Development
Division of Housing Policy Development
Attn: Ms. Robin Huntley
2020 W. El Camino Avenue, Suite 500
Sacramento, CA 95833

RE: PUBLIC COMMENTS RECEIVED ON THE CITY OF ENCINITAS DRAFT HOUSING SUBMITTALS

Dear Ms. Huntley:

Thank you for forwarding correspondence received by HCD on May 28, 2018 from Jamal Mohamed in reference to the City's Draft Housing Element submittals and the Environmental Assessment. Mr. Mohamed raises a number of questions about the City's Draft Housing Element, and the City's responses are provided below.

HCD and the Public Have an Adequate Review Period

The City submitted a complete draft of the 2013-2021 Housing Element Update to HCD on April 13, 2018, and it simultaneously made the entire document available for public review on its website.

When a housing element update is being prepared following entry of a final judgement by a court against a city or county, California Government Code Section 65754 calls for HCD to review a draft housing element and report its findings within 45 days of receipt of the draft. As outlined in the March 14, 2018 letter to HCD from Barbara Kautz of Goldfarb & Lipman, the City is subject to two final court judgements entered by the San Diego Superior Court, both of which require the City to adopt an updated Housing Element. Therefore, the 45-day review period applies, and HCD's response typically would have been given to the City on May 28, 2018.

Members of the public and HCD have given the City preliminary feedback on its draft Housing Element, suggesting ways to clarify, refine, and in some cases, strengthen, the proposal. As noted in the comment letter, the City has updated the draft Housing Element Update since April 13, 2018 in response to these comments. Each update has been submitted to HCD and made publicly available on the City's website in "redline" form to highlight the changes in each version. The changes focused on updates to site inventory list included in Appendix C, both to eliminate sites objected to by HCD and the public and to add additional sites to promote residential development. Other changes have included enhancements and clarifications to the proposed policies and programs requested by HCD and the public, and consistency edits to the tables and figures, as well as various technical corrections and edits for clarity.

To ensure that HCD and the public would have adequate time to review the updates to the Housing Element along with the original submittal, the City agreed to extend the 45-day review

period to 60 days: until June 12, 2018. There is no need to restart the review period for each of the updates; the majority of the Housing Element remains unchanged, many of the updates were vetted and discussed in multiple community meetings and public hearings, and ample time remains before the City takes final action on the Housing Element for additional comments to be received, considered, and incorporated as appropriate.

The commenter suggests that the review period should not have begun until the entirety of the City's proposed zoning revisions were published, or until after the Environmental Assessment was released for public review. Although revised zoning standards are included in the City's Housing Element Update, there is no requirement that the City include the full text of its proposed zoning code revisions in the Housing Element. As stated in the Housing Element, the City intends to amend the zoning code simultaneously with the adoption of the Housing Element Update, and the full text of the proposed zoning revisions was published on the City's website on June 1, 2018. Ample time remains for public comment on the proposed standards.

Similarly, there is no requirement that site specific environmental constraints be included in a Housing Element (see Gov't Code § 65583.2(b)); therefore, HCD and the public could begin review of the Draft Housing Element Update before the Environmental Assessment was published on May 25, 2018. Appendix C of the Draft Housing Element Update includes all of site-specific information required by statute for each proposed site and describes the environmental constraints specific to each site even though not required by Housing Element Law. Any additional comments the public has on the Environmental Assessment are welcome over the coming weeks as the City continues to deliberate the Draft Housing Element at upcoming Planning Commission and City Council hearings.

As evidenced by the many detailed comments the City and HCD have already received, the public and HCD have had time to thoroughly review and respond to the Draft Housing Element Update, as revised. Moreover, there will continue to be additional opportunities for public review over the coming week. There is no need to extend the HCD comment period beyond June 12, 2018.

The Housing Element Update Complies with Environmental Review Requirements

The City remains subject to two "Judgments Pursuant to Stipulation," approved by the San Diego County Superior Court on July 28, 2015 and August 11, 2016, that require the City to adopt an update to its Housing Element. Both of these judgments incorporate the requirements of Government Code Section 65759. Under Government Code Section 65759 and the judgments, CEQA does not apply to "any discretionary actions necessary to bring the Housing Element and relevant mandatory elements of the General Plan into compliance with State Law."

To bring the Housing Element into compliance, it is necessary to amend the zoning code, specific plans, and the Local Coastal Program so that the required RHNA can be accommodated within the planning period. HCD has stated that the Housing Element will not be in compliance with State law until the relevant zoning is adopted, which also requires amendments to the specific plans and LCP. Therefore, CEQA does not apply to adoption of the Housing Element, adoption of corresponding General Plan Land Use Element updates, or revisions to the zoning code and specific plans required to obtain a certified Housing Element.

Pursuant to California Government Code Section 65759, an Environmental Assessment (EA) has been prepared to identify the potentially significant environmental effects from the Housing

Element Update and the related General Plan and zoning changes. As noted in the comment letter, the City previously certified an environmental impact report (2016 Program EIR) for the "At Home In Encinitas" proposed Housing Element that was not approved by the voters. The EA's content substantially conforms to the requirements of a draft environmental impact report, and its analysis and mitigation measures focus on the new potential impacts associated with implementing the Housing Plan Update 2018 instead of At Home In Encinitas. When applicable, relevant portions of the 2016 Program EIR have been incorporated into the EA. However, as requested by the comment letter, the EA also includes new modeling for traffic, air quality, greenhouse gas, noise, and other impacts to account for the sites currently under consideration.

The entire EA will be incorporated by reference into the City's General Plan upon adoption of the Housing Element, and future projects will be subject to its requirements. Projects on inventory sites that include at least 20% lower income housing and do not require a subdivision qualify for by-right approval, and will not be subject to additional CEQA compliance. Other future discretionary actions may be subject to subsequent environmental review if they involve new or increased environmental impacts, but this does not affect the adequacy of the Housing Element or limit the capacity to develop housing element inventory sites at the levels shown in the Draft Housing Element Update.

The comment letter incorrectly characterizes the EA as "merely an assessment, similar to an Initial Study." As discussed above, the EA substantially conforms with the requirements of a draft environmental impact report, and it provides the public and decision makers a detailed analysis of the Housing Element's potential environmental effects. Therefore, as set forth in Government Code Section 65759, no additional environmental review is required for the City (or its voters) to act on the draft Housing Element Update and associated land use and zoning changes required to achieve a legally adequate Housing Element.

The City is Complying with Coastal Act Requirements

The City has initiated the six-week review period for the Local Coastal Program (LCP) Amendment required to implement the Housing Element. The review period runs from May 25, 2018 through July 9, 2018, and it will be complete before the City or its voters takes final action on the Housing Element. If the LCP Amendment is approved by the voters, the City will request Coastal Commission certification of the changes to the land use policy and implementation framework to guide development in the Coastal Zone due to the amendments to the General Plan, specific plans and Zoning Code. Additional discussion of the City's approach to obtaining Coastal Commission approval is provided in the City's May 25, 2018 letter to HCD in response to comments submitted by the Public Interest Law Project.

The comment letter specifically identifies the Echter Property (Site 09) as being "problematic" due to its active agricultural production and LCP policies to preserve agriculture. Although it is correct that Coastal Commission approval will be required for the site, as for all properties in the Coastal Zone, the proposed rezoning is consistent with the LCP and the goals of the Coastal Act. As discussed in the Housing Element and in the City's May 25, 2018 letter to HCD in response to comments submitted by the Public Interest Law Project, the owner of Site 09 has expressed interest in developing his property at the density shown in the draft Housing Element Update while maintaining agricultural uses, and the owner's public comments and conceptual plans provide substantial evidence to support the conclusion that 250 dwelling units can be developed on the site during the planning period.

The Housing Element Includes Programs to Address Proposition A and Create Community Support for Housing

The comment letter claims that Proposition A creates a constraint on development and asks for numerous surveys and financial analyses to demonstrate the extent of Proposition A's impact. The requested information would be of no value in identifying programs to mitigate Proposition A's potential to act as a constraint on the City's ability to comply with Housing Element Law. The Draft Housing Element Update includes Program 3C, which includes specific objectives to help the City meet its obligations under State Law while respecting its voters' constitutional right of initiative and referendum. For example, the Draft Housing Element update includes a significant buffer of sites that will be available for development during the planning period, and the City will work with property owners to identify mechanisms to provide as much affordable housing as is economically feasible on each site. Program 3C also requires the City to begin preparing its next Housing Element update well in advance of the April 2021 due date so that any implementing actions can be taken with ample time to comply with Proposition A's requirements.

In addition, Program 3G in the Draft Housing Element Update includes objectives to create additional community support for housing at a variety of income levels in the City. Outreach campaigns, a continued commitment to a transparent public process, and a commitment to high quality design that fosters community pride will help the City address some of the negative public perception regarding new development summarized in the comment letter.

Each Item Required For Housing Element Implementation is Scheduled and Will Comply with Proposition A

The comment letter acknowledges the City undertook a "substantial and methodical process" to prepare the At Home In Encinitas draft Housing Element, which was not approved by the voters. The City has undertaken a similarly substantial process to prepare the current Draft Housing Element Update and put it before the voters, which is detailed in Appendix A of the Housing Element and summarized in the City's April 26, 2018 letter to HCD in response to public comments received on the Draft Housing Element submittal.

On June 7, 2018, the City's Planning Commission will consider the draft Housing Element Update, along with associated amendments to the General Plan, Zoning Code, Zoning Map, Specific Plans and Local Coastal Program – each item that the comment letter claims must be addressed. The City Council will subsequently consider and act on the same items on June 20, 2018, and a second reading will occur on July 18, 2018. In addition, on July 18, 2018, the City Council will consider a resolution to put required items on the ballot for voter approval consistent with Proposition A, in advance of the August 10, 2018 deadline for filing a local ballot measure pursuant to Elections Code Section 10403.

The City has already noticed each of the actions summarized above in the manner required by Proposition A which requires the information to be not less than 13 point type, the total acreage of the area proposed for the amendment, maps of all parcels affected by the amendment, the land uses and density currently allowed and proposed for each parcel, and the date, time and place if the public hearing. The public noticing for the Planning Commission meeting scheduled

for June 7, 2018 was mailed first class on May 18, 2108. The City Council meeting scheduled for June 20, 2018 was mailed first class on May 31, 2018.

Continued compliance with the noticing requirements will not be a constraint to filing the ballot measure prior to the August deadline or having a vote of the people in November.

The City's Proposed Zoning Complies with State Law

As discussed above, to implement the Housing Element, the City is proposing changes to its Land Use Element, zoning ordinance, and various specific plans to remove constraints to development on the candidate sites identified in the sites inventory included in Appendix C of the Housing Element.

The comment letter correctly observes that California law requires consistency between the General Plan and the zoning code, which is why the City proposes to amend each of the documents listed above to permit development of housing at the densities shown in the Housing Element. The comment letter incorrectly assumes that the General Plan Land Use Designations would remain unchanged and alleges that the inconsistency would violate State Law. Because the General Plan would be amended concurrently with the zoning changes, there would be no inconsistency, and accordingly, the rezoning complies with State Law.

Finally, the Housing Element includes a significant buffer of designated sites, so if a property owner does not develop housing at the level permitted by the new General Plan and zoning designations, ample sites will remain available for development without the need for immediate further rezoning.

The Revised Development Standards Remove Constraints to Development

The comment correctly notes that Proposition A includes standards for measuring building heights. The proposed development standards increase the permitted height of residential buildings on candidate sites identified in the Housing Element, and they provide a process to obtain an exception to the Proposition A measurement standards if those standards would prevent development at the density permitted.

As the development standards were being developed, the city held two meetings with local building industry professionals, including market-rate and affordable housing developers and BIA representatives, to discuss effective and appropriate development standards related to the feasibility of constructing multi-family housing at a density of 25-30 dwelling units per acre. These meetings were open to the public, and the city held a subsequent community open house focused on development standards before presenting them multiple times to the Planning Commission and City Council. Feedback from experienced local builders was incorporated at every step of the way to ensure that the proposed development standards do not create a constraint that would prevent the candidate sites from developing at a net density of 30 dwelling units per acre.

Should you have any further questions or comments, please feel free to contact me directly at 760/633-2712 or bwisneski@encinitasca.gov.

Department of Housing and Community Development

June 4, 2018

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Sincerely,

A handwritten signature in blue ink that reads "Brenda Wisneski". The signature is written in a cursive style with a large initial "B".

Brenda Wisneski, AICP
Development Services Director

Department of Housing and Community Development Reviewers-

Thank you for the opportunity to comment on the City of Encinitas' current attempt to draft a compliant Housing Element, pursuant to GC 65585. The City's current attempt raises numerous questions. This email and various supporting file attachments call HCD's attention to consider several issues and questions as part of the Department's review.

ADEQUATE REVIEW PERIOD REQUIRED

The City has been and continues to make significant, substantive revisions to its Housing Element drafts—the City has submitted five drafts as of May 25, 2018, since April 13, 2018 (perhaps more drafts are forthcoming) and first provided an “Environmental Assessment” on May 25, 2018. This raises a concern about whether HCD has adequate time to review these major changes and constrains the public's ability to provide input, pursuant to GC 65585. Specific questions to be addressed and fully explained include:

- Because Encinitas has never had a proper Housing Element, should it be subject to a 90-day review period? Encinitas is not amending a Housing Element from the prior cycle, for example.
- Are HCD and the public being afforded adequate time to review the City's multiple drafts?
- Should each new and significantly changed draft submission (e.g., adding/removing sites) trigger a new review period?
- Because Encinitas must concurrently re-zone and adopt development standards to enable implementation of the Housing Element, but has not yet submitted a full draft of these implementing standards (only a PowerPoint overview, rather than underline/strikeout ordinance text, is available on the City's webpage as of May 25, 2018), should a complete HCD and public review period begin once those are submitted by the City?
- The lack of any environmental review, including at least an Initial Study, hinder HCD and public review, especially regarding the adequacy of the proposed sites, so how is this issue reconciled with the requirements of GC 65585 (the City first provided an Environmental Assessment on May 25, 2018)?

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE REQUIRED

The City asserts that because it is subject to a judgement or court order, it need only prepare an Environmental Assessment, per GC 65759. However, because the Court recently ruled that the Settlement Agreement between DCM Properties and the City was satisfied, is there still a judgement against the City? The San Diego Tenants United and BIA lawsuits were essentially set aside, pending the outcome of Encinitas' attempt to put a compliant Housing Element on the November 2018 ballot and corresponding vote. Therefore, in the absence of an active judgement or court order, how does GC 65759 apply to the City's current effort to prepare a Housing Element?

How does GC 65759 apply to anything more than General Plan elements? The mandatory General Plan elements are described here: <http://www.opr.ca.gov/planning/general-plan/guidelines.html>, per GC 65302. Encinitas should explain why it thinks its rezoning, specific plan amendments and zoning code amendments can be exempted from CEQA by applying GC 65759 when those are not General Plan elements. The attached public notice from 2016 describes all categories of legislative/discretionary actions required to adopt and implement a Housing Element in Encinitas.

The Housing Element and all related, required and concurrent legislative/discretionary actions comprise a project, pursuant to CEQA Guidelines Section 15378. Moreover, because of the significance of the changes involved, it is evident that a fair argument can easily be made and substantial evidence exists requiring the preparation of an EIR, pursuant to CEQA Guidelines Section 15065. The City's own EIR prepared for At Home in Encinitas found numerous significant effects, which required that the City prepare findings and a statement of overriding considerations. The City's current attempt to prepare a Housing Element will also create similar significant effects. However, individual significant effects will be different, because the proposed sites are not the same as At Home in Encinitas. Additionally, Encinitas has steep topography, coastal resources, sensitive habitat, floodplains and agricultural resources. How can HCD review the adequacy of sites without environmental review to know the true net developable area of its proposed sites?

Furthermore, Encinitas has determined that it will refer its current attempt at a Housing Element to the City's voters. Doing so requires CEQA compliance—the *Tuolumne* case does not apply because this ballot measure is not a citizen initiative. Because Encinitas Municipal Code Chapter 30.00 (Proposition A) states that a vote of the people on "major amendments" to its land use policy and regulatory documents is needed, the zoning and development standards necessary to adopt and implement a Housing Element also trigger a public vote. Therefore, the entirety of the City's effort to comply with State Housing Element Law would need to be voted concurrently and simultaneously as one ballot measure this November 2018 for Encinitas to expeditiously comply with State Housing Element Law so late in the current housing cycle. If Encinitas chooses to only subject to the minimum changes to a public vote, such as land use, zoning, height and density, it cannot improperly segment environmental review because the whole of the actions is one project. How is Encinitas' proposed ballot measure going to comply with CEQA to ensure compliance with State Housing Element Law is achievable?

The City cannot use much of the At Home in Encinitas EIR for this Housing Element and subsequent projects resulting from it. In particular, most of the proposed sites are different and therefore were not studied. Furthermore, the modeling results between At Home in Encinitas and the current Housing Element effort would therefore be completely different. Traffic, noise, air quality and greenhouse gas emissions must be modeled anew. Also, subsequent housing projects cannot tier from an Environmental Assessment. An Environmental Assessment does not provide CEQA clearance because it is merely an assessment, similar to an Initial Study. The City should explain why it thinks it can rely on an EIR prepared for a substantially different project than the one it has currently drafted.

Please address these aforementioned CEQA issues and considerations. Without proper CEQA compliance, the City's current attempt at a compliant and implementable Housing Element is easily challenged for failing to comply with CEQA, frustrating compliance with State Housing Element Law.

COASTAL COMMISSION APPROVAL REQUIRED

While the Housing Element itself is not subject to approval of the Coastal Commission, the Land Use Element and implementing zoning and development standards that comprise the City's Local Coastal Program (LCP) do require Coastal Commission approval. Approximately two-thirds of the City is within the Coastal Zone, subject to the jurisdiction of the Coastal Commission. Has the City been consulting with the Coastal Commission on what will be the required amendments to its LCP? This is especially important for HCD to understand the viability of the sites proposed by Encinitas. One site in particular may be problematic: Echter

property. That site is large and in active agricultural production. The Coastal Act and the City's LCP seek to preserve high quality agricultural lands. Therefore, the City should explain the viability of the Echter property as a lower income housing site. The City should consult with the Coastal Commission to reduce further risk that the City's compliance with State Housing Element Law will be dragged out. The City should explain how it intends to gain Coastal Commission approval of the LCP amendments.

PROPOSITION A IS CONSTRAINT AND A PATTERN OF NIMBY-ISM EXISTS

On May 25, 2018, Councilmember Tony Kranz commented on an article by a reporter for the Los Angeles Times about a new legislative effort by a state legislator to compel cities and counties to accommodate needed housing in California (<https://twitter.com/dillonliam/status/1000090519094022144>). Councilmember Kranz summed up the issue of NIMBY-ism in Encinitas with these words: "We're getting killed by our constituents out here." HCD should ask staff to track the number and nature of zoning counter inquiries, Staff Advisory Committee reviews, formal application reviews and all other similar interactions where staff answer questions or reviews projects during which staff informs an applicant or property owner that something cannot be done as proposed due to the requirements of Proposition A. Undoubtedly many potential projects never get past the idea stage because of Proposition A. Furthermore, the City should be required to conduct a survey of the land development and building industries to report on the constraints created by Proposition A. The City should also provide a full cost accounting of its efforts to both prepare multiple Housing Element drafts since 2013, the cost of staff time involved and the cost of the City's legal efforts to fight compliance with State Density Bonus Law, to provide a full accounting of the taxpayer costs of these housing issues. Attached are transcripts of statistically-valid focus groups conducted for At Home in Encinitas, which document a pattern of NIMBY-ism and discriminatory attitudes prevalent in Encinitas. Those focus groups, coupled with Councilmember Kranz's comment, demonstrates the profound challenges Encinitas continues to face that has prevented it from ever complying with State Housing Element Law. The City should address how this Housing Element will deal with this intractable issue.

PROPOSITION A TRIGGERS EXTRAORDINARY PUBLIC NOTICING

Proposition A requires extraordinary noticing—twice (one for Planning Commission; other for City Council) to place the project on the ballot. For At Home in Encinitas, a citywide mailer, inserted into a 9"x12" envelop was sent to every property owner and legal household occupant in the city. Has Encinitas provided the noticing or does it intend to provide the noticing that EMC Section 30.00.050 states is needed. One of the extraordinary public notices provided for At Home in Encinitas is attached? How can Encinitas make the Registrar of Voters deadline in August to get on the November ballot when administering EMC Section 30.00.050?

CLARIFY THE REMAINING WORK PLAN AND SCHEDULE TO COMPLY

Attached is the work program and schedule that was used for At Home in Encinitas, demonstrating a substantial and methodical process. Also attached is an overview of the process for the City Council used to place At Home in Encinitas on the November 2016 ballot. Complicating this is the aforementioned extraordinary noticing requirements set forth by the City's Proposition A. Encinitas should layout a list of tasks and corresponding schedule of dates to show how they will get on the ballot in November 2018 and comply with CEQA and have the re-zonings in place and have the development standards done and get Coastal Commission approval.

OVERLAY ZONING DOES NOT COMPLY WITH CALIFORNIA LAND USE LAW

The overlay approach is improper because it is not consistent with the General Plan Land Use element land use designations. When a property owner invokes the overlay zone and the City merely undertakes a quasi-judicial or ministerial action to approve it (in contrast to a legislative action), the City would be amending the General Plan (e.g., a commercial site then developing housing), which cannot be done without formally amending the General Plan through a legislative action (triggers vote of people, per Proposition A and Coastal Commission review and approval). The City needs to explain how its voluntary, opt-in overlay approach is consistent with California land use law, where the General Plan is the land use constitution for the City and everything flows from it. Additionally, the City's proposed overlay zoning also means a bigger buffer is needed because there is no certainty that a parcel will simply develop under existing zoning, rather than "optional" housing site. Therefore, there is much greater risk of the no-net loss provision being triggered in Encinitas.

ISSUES FOR HCD TO FOCUS REVIEW ON CITY'S DEVELOPMENT STANDARDS

Proposition A changed how building height is measured, which is now based on a loosely-defined "natural grade." Because Encinitas has sloping and steep topography and the building height was limited to two stories/30 feet, that definition is a severe constraint on development. Encinitas now proposes to require a discretionary process to accommodate what should be by-right density when building height measurement is problematic for achieving the required density. This is inconsistent with Housing Element law. Encinitas needs to address this. The City also needs to explain how its proposed 65 percent lot coverage maximum will allow achieving the required density. Encinitas also needs to provide an analysis of its existing development standards and explain how none will conflict nor thwart achieving the required density. This is especially important because as of May 25, 2018, the City has not provided an underline/strikeout ordinance text of its proposed development standards.

Thank you for considering these comments.

Sincerely,

Jamal Mohamed



**CITY OF ENCINITAS
PLANNING AND BUILDING DEPARTMENT
LEGAL NOTICE OF PUBLIC HEARING BY THE CITY COUNCIL**

PLACE OF MEETING: **Council Chambers, Civic Center
505 South Vulcan Avenue
Encinitas, CA 92024**

THE CITY OF ENCINITAS IS AN EQUAL OPPORTUNITY PUBLIC ENTITY AND DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, NATIONAL ORIGIN, SEX, RELIGION, AGE OR DISABILITY IN EMPLOYMENT OR THE PROVISION OF SERVICE. IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT/SECTION 504 REHABILITATION ACT OF 1973, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE PLANNING AND BUILDING DEPARTMENT AT (760) 633-2710 AT LEAST 48 HOURS BEFORE THE MEETING IF DISABILITY ACCOMMODATIONS ARE NEEDED.

It is hereby given notice that a Public Hearing with the City Council (Council) will be held at 6:00 p.m., or as soon as possible thereafter, on **Wednesday, June 15, 2016 and any additional hearings continued to a date specific the Council determines necessary** to discuss the project as described in this notice.

CASE NUMBER: 14-200 POD
APPLICANT: City of Encinitas
LOCATION: City-wide
DESCRIPTION: An update to the City's Housing Element, also known as *At Home in Encinitas* (Project), which additionally includes amendments, updates, corrections, and clarifications to other portions of the General Plan, Specific Plans, Local Coastal Program, Zoning Code, and other sections of the Municipal Code, as further described herein.

The project is an update of the City's Housing Element, also known as *At Home in Encinitas*, along with related conforming and ancillary amendments (HEU), for the housing cycle 2013–2021. The State of California mandates that all cities and counties prepare a Housing Element as part of the comprehensive General Plan. The 2013–2021 Housing Element represents the City's effort in fulfilling the requirements under the State Housing Element Law. On July 14, 2015, the City and the Building Industry Association of San Diego County (BIA) entered into a Settlement Agreement to resolve litigation filed by the BIA. The Settlement Agreement provides, in part, that the City must adopt: (1) an updated Housing Element; (2) conforming amendments to other General Plan elements; and (3) zoning ordinance amendments needed to implement the Housing Element. The Settlement Agreement was incorporated into a Judgment Pursuant to Stipulation entered into by the San Diego County Superior Court on July 22, 2015.

The City conducted multiple outreach efforts to inform and engage residents, property owners, businesses and stakeholder groups in all five communities of Encinitas, to receive public input on where new housing options should be located, and how it should look. The City held 10 community dialogue sessions; 7 Planning

Commission meetings; 8 City Council meetings; 5 joint Council–Commission study sessions; 125 stakeholder meetings, briefings, and presentations over the last 20 months. The Planning Commission held a public meeting on May 24, 2016 to take public testimony on the Project. On May 26, 2016, the Planning Commission voted 5 – 0 to recommend that the City Council certify the Environmental Assessment/Program Environmental Impact Report and approve the Project, with conditions. To comply with State Housing Element Law to accommodate future housing needs as required by that law, the City has identified up to 33 potential sites to accommodate new housing distributed across the five communities of Encinitas. Various combinations of these viable housing sites resulted from the public and environmental review processes, and comprise four alternative concept housing strategy maps. Each strategy map includes a description of land uses, type of development, and basic site design that could be attained. Once a preferred plan(s) is (are) adopted by the City Council, the HEU will be submitted to the voters on the November 8, 2016 General Municipal Election ballot, as required by EMC Chapter 30.00.

Discretionary actions to be considered by the City Council include the HEU, along with all necessary actions to make its adoption internally consistent with the City’s General Plan, Zoning Code and other sections of the Municipal Code; some of which require a public vote, pursuant to EMC Chapter 30.00:

General Plan Amendments:	Housing Element:	Update the Element and request State certification
	Land Use Element:	Amend the land use map with a new land use designation to provide for adequate sites for consistency with the Housing Element; amend the Land Use Element text for consistency with the Housing Element, including allowing for three-story buildings
	Noise Element:	Resolve internal inconsistencies in the existing Noise Element and reflect contemporary noise standards for mixed land uses
Specific Plan Amendments:	North 101 Corridor Specific Plan:	Provide for implementation of new Chapter 30.36 for adequate sites; remove the prohibition on ground floor housing, except in key centers; and allow all lawful means of subdividing land regardless of housing type
	Downtown Encinitas Specific Plan:	Provide for implementation of new Chapter 30.36 for adequate sites
	Encinitas Ranch Specific Plan:	Provide for implementation of new Chapter 30.36 for adequate sites
	Cardiff-by-the-Sea Specific Plan:	Provide for implementation of new Chapter 30.36 for adequate sites
Zoning Code Amendments:	Adopt a new Chapter 30.36 to provide use and development standards to implement the new General Plan land use designation and new Design Guidelines to provide for development quality; re-zone sites to provide adequate housing sites and implement the amended General Plan land use map; make assorted changes required for consistency elsewhere in the Zoning Code; amend EMC Chapter 30.00 to allow a change in maximum building height to accommodate three-story buildings on the sites designated in the General Plan and Zoning Map and facilitate required certifications by State agencies	
Local Coastal Program Amendments:	Request Coastal Commission certification of the changes to the land use policy and implementation framework to guide development in the Coastal Zone due to the amendments to the General Plan, specific plans and Zoning Code	
Other Municipal Code Amendments:	Amend Zoning Code Chapter 23.08 to allow additional authority to grant a permit	

Under California Government Code Section 65009, if you challenge the nature of the proposed action in court, you may be limited to raising only the factual and legal issues you or someone else has raised regarding the matter described in this notice or written correspondence delivered to the City at or before the time of the determination.

ENVIRONMENTAL STATUS: An Environmental Assessment/Program Environmental Impact Report; State Clearinghouse House [SCH] No. 2015041044) has been prepared pursuant to Government Code Section 65759 to address potential environmental effects associated with the proposed project.



















For further information, or to review the project application prior to the hearing, contact Mr. Mike Strong, Senior Planner, at 760-943-2101 or via email at mstrong@encinitasca.gov or contact the Planning and Building Department at 760-633-2710, 505 South Vulcan Avenue, Encinitas, CA 92024. Information is also available at the project website at www.athomeinencinitas.info.

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Sep	4th C Oct
1		1. PROJECT MANAGEMENT	715 days	Mon 4/7/14	Fri 12/30/16				
2		Organizational chart	1 day	Mon 4/7/14	Mon 4/7/14				
3		Scope of work	16 days	Wed 4/23/14	Wed 5/14/14				
4		Outline	1 day	Wed 4/23/14	Wed 4/23/14				
5		Detailed	15 days	Thu 4/24/14	Wed 5/14/14	4			
6		Schedule	2 days	Tue 4/29/14	Wed 4/30/14				
7		Kick-off meeting	1 day	Thu 5/1/14	Thu 5/1/14	6			
8		Team meetings (weekly)	1 day	Thu 5/1/14	Thu 5/1/14	6			
10		Progress reporting (monthly)	676 days	Fri 5/30/14	Fri 12/30/16	7FS+20 days			
43		Salvage prior work products	25 days	Fri 5/2/14	Thu 6/5/14	7			
44		Review prior work products	10 days	Fri 5/2/14	Thu 5/15/14				
45		Draft assessment	5 days	Fri 5/16/14	Thu 5/22/14	44			
46		Management review	5 days	Fri 5/23/14	Thu 5/29/14	45			
47		Finalize salvage assessment	5 days	Fri 5/30/14	Thu 6/5/14	46			
48		Professional Services Contracts	210 days	Fri 5/2/14	Thu 2/19/15				
49		CEQA Consultant Requisition	59 days	Mon 12/1/14	Thu 2/19/15				
50		Prepare RFP	10 days	Mon 12/1/14	Mon 12/15/14	51SF			
51		Issue RFP	1 day	Mon 12/15/14	Tue 12/16/14	52SF			
52		Proposals due	15 days	Tue 12/16/14	Tue 1/6/15	53SF			
53		Consultant interviews	10 days	Tue 1/6/15	Tue 1/20/15	54SF			
54		Select Consultant	2 days	Tue 1/20/15	Thu 1/22/15	55SF			
55		Finalize contract	5 days	Thu 1/22/15	Thu 1/29/15	56SF			
56		City Council approval of contract	15 days	Thu 1/29/15	Thu 2/19/15	57SF			
57		Notice to Proceed	1 day	Thu 2/19/15	Thu 2/19/15	149			
58		Urban Design Consultant Requisition	21 days	Wed 5/7/14	Wed 6/4/14				

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Sep	4th C Oct
59		Solicit proposals	10 days	Wed 5/7/14	Tue 5/20/14				
60		Review proposals	5 days	Wed 5/21/14	Tue 5/27/14	59			
61		City Manager approves contract	5 days	Wed 5/28/14	Tue 6/3/14	60			
62		Notice to Proceed	1 day	Wed 6/4/14	Wed 6/4/14	61			
63		Community Engagement Consultant Requisition	24 days	Thu 7/31/14	Tue 9/2/14				
64		Solicit proposals	10 days	Thu 7/31/14	Wed 8/13/14				
65		Review proposals	9 days	Thu 8/14/14	Tue 8/26/14	64			
66		City Manager approves contract	5 days	Wed 8/27/14	Tue 9/2/14	65			
67		Notice to Proceed	0 days	Tue 9/2/14	Tue 9/2/14	66			
68		Market Data Consultant Services (optional)	1 day	Fri 5/2/14	Fri 5/2/14				
70		Contract administration (ongoing)	1 day	Fri 2/20/15	Fri 2/20/15	57			
71		HCD monthly consultation	1 day	Fri 5/9/14	Fri 5/9/14	7FS+5 days			
73		Coastal Commission monthly consultation	1 day	Fri 5/30/14	Fri 5/30/14	7FS+20 days			
75		2. HOUSING RESOURCES, ISSUES AND NEEDS ASSESSMENT	735 days	Fri 10/28/11	Thu 8/21/14				
76		Conduct Assessment	695 days	Fri 10/28/11	Thu 6/26/14				
77		RHNA allocation	1 day	Fri 10/28/11	Fri 10/28/11				
78		Review existing Housing Element	20 days	Fri 5/2/14	Thu 5/29/14	7			
79		Review related General Plan content	20 days	Fri 5/2/14	Thu 5/29/14	7			
80		Review existing housing programs	20 days	Fri 5/2/14	Thu 5/29/14	7			
81		Review Consolidated Plan	20 days	Fri 5/2/14	Thu 5/29/14	7			
82		Prior RHNA progress	20 days	Fri 5/2/14	Thu 5/29/14	7			
83		Financial resources	20 days	Fri 5/2/14	Thu 5/29/14	7			

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th C Oct
84		Community profile: Census and market data	40 days	Fri 5/2/14	Thu 6/26/14	7			
85		Constraints analysis	40 days	Fri 5/2/14	Thu 6/26/14	7			
86		Energy conservation	40 days	Fri 5/2/14	Thu 6/26/14	7			
87		Assessment White Paper	40 days	Fri 6/27/14	Thu 8/21/14	76			
88		First draft	15 days	Fri 6/27/14	Thu 7/17/14				
89		Management review	5 days	Fri 7/18/14	Thu 7/24/14	88			
90		Second draft	10 days	Fri 7/25/14	Thu 8/7/14	89			
91		Management review	5 days	Fri 8/8/14	Thu 8/14/14	90			
92		Finalize Assessment	5 days	Fri 8/15/14	Thu 8/21/14	91			
93		3. PROJECT VISION AND OBJECTIVES	311 days	Wed 7/17/13	Wed 9/24/14				
94		RHNA allocation distribution approach	1 day	Wed 7/17/13	Wed 7/17/13				
95		Identify potential qualitative benefits to Encinitas	10 days	Fri 5/2/14	Thu 5/15/14	7			
96		Administrative draft vision and objectives	10 days	Fri 5/16/14	Thu 5/29/14	95			
97		Public review draft vision and objectives	14 days	Fri 5/30/14	Wed 6/18/14	96			
98		Final vision and objectives (accomplishments to achieve)	5 days	Thu 9/18/14	Wed 9/24/14	97,144			
99		4. LAND USE AND CHARACTER/SITES INVENTORY	361 days	Wed 9/25/13	Wed 2/11/15				
100		Inventory and evaluate available sites	228 days	Wed 9/25/13	Fri 8/8/14				
101		Initial inventory	0 days	Wed 9/25/13	Wed 9/25/13				
102		Refined inventory	48 days	Wed 6/4/14	Fri 8/8/14	7,104SS			






ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th Oct
103		Prepare three alternative conceptual land use and character plans for each community	81 days	Wed 6/4/14	Wed 9/24/14	96FS+3 days			
104		Winter & Company Contract Tasks	31 days	Wed 6/4/14	Wed 7/16/14				
105		Finalize	5 days	Thu 9/18/14	Wed 9/24/14	144			
106		Public review	30 days	Wed 11/5/14	Tue 12/16/14	103,105,123			
107		Final project description plan	15 days	Thu 1/22/15	Wed 2/11/15	148			
108		Revisions	12 days	Thu 1/22/15	Fri 2/6/15				
109		Management review	2 days	Mon 2/9/15	Tue 2/10/15	108			
110		Finalize project description plan	1 day	Wed 2/11/15	Wed 2/11/15	109			
111		5. PUBLIC PARTICIPATION	449 days	Fri 5/2/14	Wed 1/20/16				
112		Public Participation Plan	99 days	Fri 5/2/14	Wed 9/17/14	7			
113		Administrative draft	5 days	Fri 5/2/14	Thu 5/8/14				
114		Management review	5 days	Fri 5/9/14	Thu 5/15/14	113			
115		Revised draft	5 days	Fri 5/16/14	Thu 5/22/14	114			
116		Management review	2 days	Fri 5/23/14	Mon 5/26/14	115			
117		Revised draft	3 days	Tue 5/27/14	Thu 5/29/14	116			
118		City Manager's Office review	5 days	Fri 5/30/14	Thu 6/5/14	117			
119		Revised draft with Community Engagement consultant services input	6 days	Wed 9/3/14	Wed 9/10/14	118,63			
120		City Council approval	0 days	Wed 9/17/14	Wed 9/17/14	119,144FF			
121		Project Awareness Campaign	45 days	Wed 9/3/14	Tue 11/4/14	63			
122		Kick-off meeting with MJE Marketing	3 days	Wed 9/3/14	Fri 9/5/14				
123		Prepare and conduct awareness campaign	34 days	Thu 9/18/14	Tue 11/4/14	122,144			

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th C Oct
124		 Periodic public input summary reporting	64 days	Thu 9/18/14	Tue 12/16/14	120			
125		 Stakeholder meetings results	0 days	Tue 12/16/14	Tue 12/16/14	134			
126		 Community meetings results	22 days	Mon 11/17/14	Tue 12/16/14	137			
127		 Placeholder for other periodic reports	1 day	Thu 9/18/14	Thu 9/18/14				
128		 Online Engagement Tool—e-Town Hall	79 days	Fri 7/18/14	Wed 11/5/14				
129		 City Manager's Office deems Online Engagement Tool ready	0 days	Fri 7/18/14	Fri 7/18/14				
130		 Prepare online content: alternatives	31 days	Wed 9/24/14	Wed 11/5/14	104			
131		 Prepare content	20 days	Wed 9/24/14	Wed 10/22/14	132SF			
132		 Peak Democracy Coding and Upload	10 days	Wed 10/22/14	Wed 11/5/14	133SF			
133		 Finalize and launch	1 day	Wed 11/5/14	Wed 11/5/14	106SF,123			
134		 Stakeholder meetings	109 days	Thu 7/17/14	Tue 12/16/14				
135		 Prepare open house/exhibitions content	50 days	Thu 7/17/14	Wed 9/24/14	104			
136		 Conduct stakeholder engagement	30 days	Wed 11/5/14	Tue 12/16/14	123			
137		 Community open houses/exhibitions	87 days	Thu 7/17/14	Fri 11/14/14				
138		 Concept plans	87 days	Thu 7/17/14	Fri 11/14/14				
139		 Prepare open house/exhibitions content	50 days	Thu 7/17/14	Wed 9/24/14	104			
140		 One open house in each of 5 communities; one for business and property owners	5 days	Mon 11/10/14	Fri 11/14/14	106SS,123			

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th C Oct
141		Planning Commission information/study sessions	0 days	Thu 6/5/14	Thu 6/5/14				
142		Vision and Objectives study session	0 days	Thu 6/5/14	Thu 6/5/14	97SS+5 days			
143		City Council information/study sessions	65 days	Thu 6/19/14	Wed 9/17/14				
144		Project Launch and Community Engagement Approach Confirmation and Direction	65 days	Thu 6/19/14	Wed 9/17/14	97SS,142FS+9 days			
145		Joint Study Sessions: Planning Commission and City Council	341 days	Tue 9/30/14	Wed 1/20/16				
146		Open house/exhibitions preview	0 days	Tue 9/30/14	Tue 9/30/14	144FS+9 days			
147		Community Engagement Findings Report and alternatives review	0 days	Wed 12/17/14	Wed 12/17/14	146FS+56 days,140FS+19 days			
148		Selection of preferred plan	0 days	Wed 1/21/15	Wed 1/21/15	147FS+25 days			
149		Confirmation of preferred plan; draft Housing Element policy document study session; approve CEQA consultant contract	0 days	Wed 2/18/15	Wed 2/18/15	148FS+20 days			
150		Related legislative actions study session	0 days	Wed 3/18/15	Wed 3/18/15	164			
151		Draft EIR study session	0 days	Wed 1/20/16	Wed 1/20/16	181SS+15 days			
152		6. HOUSING ELEMENT DOCUMENT	445 days	Thu 12/18/14	Wed 8/31/16				

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Sep	4th Oct
153		Administrative draft including housing policies, programs and quantifiable objectives	45 days	Thu 12/18/14	Wed 2/18/15	92,147			
154		Public review draft (60 days)	40 days	Thu 2/19/15	Wed 4/15/15				
155		Public review	30 days	Thu 2/19/15	Wed 4/1/15	153,149			
156		HCD review round #1	20 days	Thu 2/19/15	Wed 3/18/15	153			
157		Revisions	10 days	Thu 3/19/15	Wed 4/1/15	156			
158		HCD review round #2	10 days	Thu 4/2/15	Wed 4/15/15	157			
159		HCD determination of substantial compliance	0 days	Wed 4/15/15	Wed 4/15/15	158			
160		Final administrative draft	15 days	Thu 2/11/16	Wed 3/2/16	181			
161		Final draft	0 days	Thu 4/14/16	Thu 4/14/16	160,187SS			
162		HCD certified draft (90 days)	60 days	Thu 6/9/16	Wed 8/31/16	191			
163		7. RELATED LEGISLATIVE ACTIONS	135 days	Thu 1/22/15	Wed 7/29/15				
164		Prepare amendments	40 days	Thu 1/22/15	Wed 3/18/15	148,153SS			
165		Zoning Code amendments	40 days	Thu 1/22/15	Wed 3/18/15				
166		Zoning Map amendments	40 days	Thu 1/22/15	Wed 3/18/15				
167		General Plan map and text amendments	40 days	Thu 1/22/15	Wed 3/18/15				
168		Local Coastal Program amendments	40 days	Thu 1/22/15	Wed 3/18/15				
169		Public review	20 days	Thu 3/19/15	Wed 4/15/15	164,155SS			
170		Tribal notification	60 days	Thu 5/7/15	Wed 7/29/15	174SS			
171		8. CEQA PROGRAM EIR	305 days	Thu 4/16/15	Wed 6/15/16				
172		Project description for one preferred plan	15 days	Thu 4/16/15	Wed 5/6/15	107,57,159,164			
173		Project objectives	15 days	Thu 4/16/15	Wed 5/6/15	98,172SS			

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th C Oct
174		NOP	10 days	Thu 5/7/15	Wed 5/20/15	172,173			
175		Scoping meeting	0 days	Wed 5/27/15	Wed 5/27/15	174FS+5 days			
176		Technical studies	60 days	Thu 5/7/15	Wed 7/29/15	172			
177		CEQA alternatives	20 days	Thu 7/30/15	Wed 8/26/15	176			
178		ADEIR Screencheck #1	60 days	Thu 7/30/15	Wed 10/21/15	176			
179		ADEIR Screencheck #2	30 days	Thu 10/22/15	Wed 12/2/15	178			
180		ADEIR Screencheck #3	20 days	Thu 12/3/15	Wed 12/30/15	179			
181		Draft EIR	30 days	Thu 12/31/15	Wed 2/10/16	180			
182		MMRP	30 days	Thu 12/31/15	Wed 2/10/16	180			
183		Statements of Overriding Considerations	30 days	Thu 12/31/15	Wed 2/10/16	180			
184		Responses to comments	30 days	Thu 2/11/16	Wed 3/23/16	181			
185		Administrative FEIR Screencheck #1	30 days	Thu 2/11/16	Wed 3/23/16	181			
186		Administrative FEIR Screencheck #2	15 days	Thu 3/24/16	Wed 4/13/16	185			
187		FEIR	10 days	Thu 4/14/16	Wed 4/27/16	186			
188		NOD	5 days	Thu 6/9/16	Wed 6/15/16	191			
189		9. PUBLIC HEARINGS FOR ADOPTION AND REFERRAL TO VOTERS	24 days	Thu 5/5/16	Wed 6/8/16				
190		Planning Commission	0 days	Thu 5/5/16	Thu 5/5/16	187FS+6 days			
191		City Council	0 days	Wed 6/8/16	Wed 6/8/16	187,190FS+24 days			
192		10. BALLOT MEASURE	194 days	Thu 2/11/16	Tue 11/8/16				
193		Draft ballot measure	10 days	Thu 2/11/16	Wed 2/24/16	181			
194		Ballot measure ordinance	20 days	Thu 2/25/16	Wed 3/23/16	193			
195		Submit Ballot Measure to County Registrar of Voters	0 days	Mon 8/8/16	Mon 8/8/16	191			
196		Ballot measure placement process	66 days	Tue 8/9/16	Tue 11/8/16	195			
197		Election Day	0 days	Tue 11/8/16	Tue 11/8/16	196			

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names		
								Sep	4th C Oct
198		11. COASTAL COMMISSION CERTIFICATION	686 days	Thu 5/21/15	Thu 1/4/18				
199		Preliminary review round #1	30 days	Thu 5/21/15	Wed 7/1/15	172,173,174			
200		Preliminary review round #2	30 days	Thu 2/11/16	Wed 3/23/16	181			
201		Certification process	302 days	Wed 11/9/16	Thu 1/4/18	197			
202		Coastal Commission hearing	0 days	Thu 1/4/18	Thu 1/4/18	201			

RESOLUTION 2016-77

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ENCINITAS, CALIFORNIA, ORDERING THE SUBMISSION TO THE QUALIFIED ELECTORS OF THE CITY OF ENCINITAS A CERTAIN CITY PROPOSITION, WHICH PROPOSITION RELATES TO THE CITY'S UPDATE OF ITS HOUSING PROGRAM, INCLUDING WITHOUT LIMITATION AN UPDATE OF THE CITY'S GENERAL PLAN HOUSING ELEMENT, AND RELATED AMENDMENTS TO OTHER PORTIONS OF THE CITY'S GENERAL PLAN, SPECIFIC PLANS, ZONING CODE, ZONING MAP, MUNICIPAL CODE, AND LOCAL COASTAL PROGRAM, AT THE GENERAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 8, 2016 AND DIRECTING PREPARATION OF AN IMPARTIAL ANALYSIS FOR THE CITY PROPOSITION; AND AUTHORIZING ITS MEMBERS TO FILE WRITTEN ARGUMENTS IN FAVOR OF THE CITY PROPOSITION AND PROVIDING FOR THE FILING OF REBUTTAL ARGUMENTS BY ITS MEMBERS.

WHEREAS, the voters of the City of Encinitas passed Proposition A in 2013, requiring certain major land use decisions of the City (as defined in Proposition A, now a part of the City of Encinitas Municipal Code Chapter 30.00) to be approved by a simple majority vote of the voting electorate (voters) of the City of Encinitas at a regular or special election;

WHEREAS, California Elections Code section 9222 provides that "[t]he legislative body of the city may submit to the voters, without a petition therefor, a Proposition for the repeal, amendment, or enactment of any ordinance, to be voted upon at any succeeding regular or special city election, and if the Proposition submitted receives a majority of the votes cast on it at the election, the ordinance shall be repealed, amended, or enacted accordingly;"

WHEREAS, at a duly noticed public hearing and consistent with controlling law, the City Planning Commission reviewed, considered and recommended to the City Council the adoption of a Proposition that provides an update of the City's housing program, including without limitation an update of the City's General Plan Housing Element, and related amendments to other portions of the City's General Plan, Specific Plans, Zoning Code, Zoning Map, Municipal Code, Local Coastal Program and a related Environmental Assessment/Environmental Impact Report (State Clearinghouse Number 2015041044);

WHEREAS, the City Council is required by controlling law to amend the City's General Plan Housing Element, and related other portions of the City's General Plan and Local Coastal Program polices by Resolution (Resolution No. 2016-52), and the City Council is required by controlling law to amend the Specific Plans, Zoning Code, Zoning Map, Municipal Code and Local Coastal Program implementation program by Ordinance (Ordinance No. 2016-04);

WHEREAS, the Resolution and Ordinance are necessarily intertwined and interdependent on each other to effect the City's Housing Program update proposed by the ballot Proposition this Resolution is addressing (popularly known as "At Home in Encinitas"), Resolution No. 2016-52 and Ordinance No. 2016-04 therefore comprise the integrated entirety

of the single City Proposition (titled "At Home in Encinitas") that this Resolution is submitting to the Registrar of Voters for inclusion on the November 8, 2016 ballot for electorate vote.

WHEREAS, following duly-noticed public hearings and consistent with controlling law, the City Council adopted City Council Resolution No. 2016-52 and City Council Ordinance No. 2016-04 comprising the entirety of the "At Home in Encinitas" Proposition (set forth in full in *Attachment A* to this Resolution), subject to voter approval;

WHEREAS, the City prepared this Housing Program to comply with State law and to address the need to incentivize the production of housing that is more affordable as required by State law and has endeavored to do this in a manner that respects existing community character through a new set of rules and encourages sustainable mixed use places in the City's five communities, all of which resulted from an extensive public engagement process, and furthermore resolves existing lawsuits and maintains local control of Encinitas zoning; and

WHEREAS, consistent with Encinitas Municipal Code Chapter 30.00 and the California Elections Code, the City Council of the City of Encinitas, California, having adopted the above referenced "At Home in Encinitas" Proposition, subject to voter approval, desired to submit the City Proposition to the qualified electors of the City at the general election to be held on Tuesday, November 8, 2016 and therefore did so by adopting Resolution No. 2016-53 on June 22, 2016 and transmitting Resolution No. 2016-53 to the Registrar of Voters for San Diego County; and

WHEREAS, following the City Council adoption of Resolution No. 2016-52 and Ordinance No. 2016-04 comprising the entirety of the "At Home in Encinitas" Proposition, a clerical mistake was found in a map contained within Resolution No. 2016-52 and a similar map in Ordinance No. 2016-04; and

WHEREAS, consistent with controlling law, the City Council ordered the correction of the map mistake in each through the adoption of errata Resolution No. 2016-75 and errata Ordinance No. 2016-06. Such corrected maps, within already adopted City Resolution No. 2016-52 and City Ordinance No. 2016-04, now comprise the integrated entirety of the single City Proposition comprising the entirety of the "At Home in Encinitas" Proposition (set forth in full in *Attachment A* to this Resolution), subject to voter approval.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ENCINITAS, CALIFORNIA, DOES HEREBY FIND, DECLARE, DETERMINE, ORDER AND RESOLVE AS FOLLOWS:

SECTION 1. City Council Resolution No. 2016-53 is hereby repealed in its entirety. The City Clerk is hereby authorized and instructed to contact the San Diego County Registrar of Voters and retrieve from said Registrar said City Council Resolution No. 2016-53.

SECTION 2. That City Council Resolution No. 2016-52 and City Council Ordinance No. 2016-04, containing the corrected map in each ordered corrected by errata Resolution No. 2016-75 and errata Ordinance No. 2016-06, comprise the "At Home in Encinitas" Proposition to be submitted to the qualified voters of the City of Encinitas and are attached to this Resolution as

Attachment A, which *Attachment A* is hereby incorporated into this Resolution by this reference as if set forth in full in this place. The City Clerk shall maintain a copy of *Attachment A* (comprised of City Council Resolution No. 2016-52 and City Council Ordinance No. 2016-04, containing the corrected map in each ordered by errata Resolution No. 2016-75 and errata Ordinance No. 2016-06), which comprise the integrated entirety of the “At Home in Encinitas” Proposition to be submitted to the voters and shall make the same available for public inspection upon request.

SECTION 3. That pursuant to the requirements of the laws of the State of California relating to general law cities, there is called and ordered to be held in the City of Encinitas, California on Tuesday November 8, 2016, a General Municipal Election for the purposes of voting yes or no on the “At Home in Encinitas” Proposition (comprised of City Council Resolution No. 2016-52 and City Council Ordinance No. 2016-04 containing the corrected map in each ordered by errata Resolution No. 2016-75 and errata Ordinance No. 2016-06, set forth in *Attachment A*).

SECTION 4. That the City Council, pursuant to its right and authority, does order submitted to the voters at the General Municipal Election the following question:

Shall City Council Resolution No. 2016-52 and Ordinance No. 2016-04, which collectively update the City’s General Plan Housing Element, amend related General Plan provisions, and amend Specific Plans, Zoning Code, Zoning Map, Municipal Code, and Local Coastal Program, in an effort to comply with State law, incentivize greater housing affordability, implement rules to protect the character of existing neighborhoods, maintain local control of Encinitas zoning, and resolve existing lawsuits, be adopted?	Y
	E
	S
	N
	O

SECTION 5. That pursuant to Section 10403 of the Elections Code, the City Council hereby requests the Registrar of Voters of the County of San Diego to consolidate the ballot Proposition with the general election to be conducted on November 8, 2016.

SECTION 6. That the City Council authorizes election expenses to be paid to the County upon presentation of a properly approved bill.

SECTION 7. That the City Clerk is hereby directed to file this Resolution and its *Attachment A* with the Registrar of Voters, the election official of the County of San Diego, on or before August 12, 2016.

SECTION 8. That in all particulars not recited in this Resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION 9. That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form and manner as required by law.

SECTION 10. That in accordance with Elections Code sections 9282 and 9283, arguments for or against the Proposition, not exceeding 300 words in length and signed by no more than five (5) persons, may be submitted to the City Clerk prior to August 22, 2016 at 5:00 p.m. That the City Council authorizes an Ad Hoc City Council Subcommittee, consisting of Deputy Mayor Lisa Shaffer and Council Member Catherine Blakespear to draft a written argument in favor of the Proposition and bring back to the City Council for its affirmation by simple majority vote no later than the regular City Council meeting of August 17, 2016, and once affirmed by the City Council, shall submit a written argument in favor of the Proposition and submit it to the City Clerk no later than August 22, 2016, after which no arguments for or against the Proposition may be submitted to the City Clerk.

SECTION 11. Pursuant to City Council Resolution No. 2013-11 and in accordance with Elections Code section 9285, rebuttal arguments, not exceeding 250 words, may be submitted to the City Clerk prior to August 30, 2016. The Ad Hoc City Council Subcommittee referenced above in Section 9 of this Resolution shall draft the rebuttal argument and bring the rebuttal argument back to the City Council for its affirmation by simple majority vote no later than the regular City Council meeting of August 24, 2016 and once affirmed by the City Council by simple majority vote shall submit the rebuttal argument to the City Clerk prior to August 30, 2016.

SECTION 12. The City Clerk is directed to transmit the "At Home in Encinitas" Proposition to the City Attorney. In accordance with Elections Code section 9280, the City Attorney is directed to file with the City Clerk an impartial analysis of the Proposition, not to exceed 500 words, showing the effect of the Proposition on the existing law and the operation of the Proposition, prior to August 18, 2016 at 5:00 p.m.

SECTION 13. Pursuant to Elections Code section 12111, the City Attorney is hereby directed to prepare a synopsis of the "At Home in Encinitas" Proposition at least one time not later than one week before the election in a newspaper of general circulation in the City. The City Attorney shall adhere to all of the requirements of section 12111 of the Elections Code.

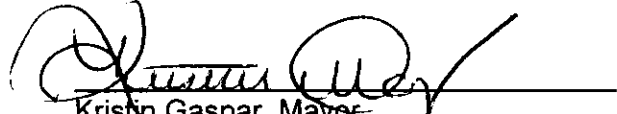
SECTION 14. That the City Clerk shall make available for public inspection the arguments filed for or against the Proposition (including rebuttal argument), as well as the City Attorney's impartial analysis during required inspection periods.

SECTION 15. That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

SECTION 16. That this Resolution shall take effect immediately upon its adoption.

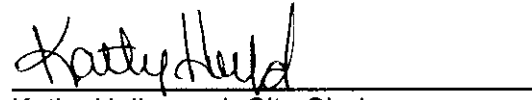
PASSED AND ADOPTED this 27th day of July, 2016 by the following vote, to wit:

AYES: Blakespear, Gaspar, Kranz, Shaffer.
NOES: None.
ABSTAIN: None.
ABSENT: Muir.



Kristin Gaspar, Mayor
City of Encinitas

ATTEST:

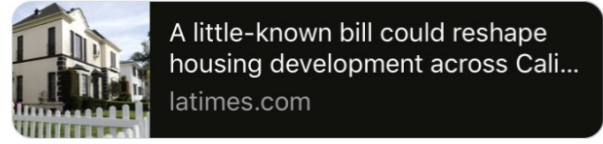


Kathy Hollywood, City Clerk

Attachment A

Resolution No. 2016-52 and
Ordinance No. 2016-04

Thread



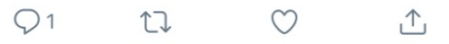
5/25/18, 12:05 PM

7 Retweets 13 Likes



Tony Kranz @Tony_Kranz · 11h
Replying to @dillonliam and @Scott_Wiener

Ben Metcalf knows of what he speaks. We're getting killed by our constituents out here. Piling on more requirements and RHNA obligations is not going to solve the problem. State \$\$\$ for land and construction costs, to deed restrict affordability, is paramount.



Liam Dillon @dillonliam · 11h

Tweet your reply



Strategic Memorandum

TO: Karen Brust
City of Encinitas

FROM: Adam D. Probolsky
Probolsky Research

SUBJECT: Encinitas/Focus Group Qualitative Report

DATE: April 29, 2016

Probolsky Research conducted two, 90-minute focus group discussions on behalf of the City of Encinitas, the first on Tuesday, April 19 and the second on Thursday, April 21, 2016, in a private room at the Best Western Encinitas Inn & Suites at Moonlight Beach, located at 85 Encinitas Boulevard, Encinitas. Adam Probolsky moderated both groups, which consisted of a total of twenty-four voters within the City, including 13 women and 11 men.

The main purpose of the focus groups is to help us craft the pending telephone survey. They were immensely helpful to that process. The consulting team may also find that reviewing this document, the transcripts and watching the videos to be helpful towards gaining a unique understanding of the vernacular and tone of community before beginning the creative content creation process for outreach and education materials.

It is important to note that the results of the focus groups are not statistically significant, but rather they are used to inform our subsequent quantitative research (telephone poll now underway). This memorandum provides a synopsis of key findings and actionable information gleaned from both groups.

The full video of the first focus group can be viewed via this unlisted link:
https://www.youtube.com/watch?v=S_7dhW-SKA4

The full video of the second focus group can be viewed via this unlisted link:
<https://www.youtube.com/watch?v=hv6meBBAok8>

We have gone to great lengths to transcribe both focus group sessions. Those transcriptions are being sent as separate documents. It is important to note that while we have largely captured all spoken words of the moderator and participants, transcriptions are not 100% accurate.

SYNOPSIS

While there are certainly specific aspects of the Housing Element that were not well received by participants, there is an understanding that housing availability is an issue within the City and that the Housing Element is a realistic approach. Our subsequent telephone research will quantify the scale of voter appetite for the ballot measure itself.

Does Encinitas currently have enough housing for families, workers, seniors, veterans, and others community members in general?

- There is recognition that more housing is needed, especially housing that is affordable. One participant said we don't need housing, "for millionaires."
 - "I grew up here, I've been here since I was three and seen the change in it, and there's enough housing but we need affordable housing for young families to be able to stay."
- Traffic is a theme that resonated with many participants related to new housing and in general.
 - "I think we've got enough housing, the traffic is horrible, so that's why I think we do not need more."



- Some constructive, thoughtful comments were made and echoed by other participants throughout the groups about balancing quality of life and development in the City.
 - “Basically, we want to see any development balanced with the quality of life that people in Encinitas moved here for, and if we overbuild it, I’m afraid that it will change the quality of life in Encinitas.”
- Other comments were made that are less actionable, but nevertheless important to understand.
 - “I don’t want a bunch of lower class, lower cost housing around my neighborhood to bring down my property value.”

Involvement with Prop. A/Recognition of @Home In Encinitas

- No participants were actively involved in the passage of Prop. A. There was limited recognition of @Home In Encinitas.
 - Six out of 24 total participants expressed some level of recognition with @Home In Encinitas.
 - “It has an @ sign, right—@ sign? Yeah, yeah. That caught my eye. I’m a computer guy, so I noticed.”

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

- Our conclusion after both groups is that the above statement was either confusing to participants or did not communicate a message that broadly captured the values of the community.

Why Types of Housing Can We Expect?

- Participants were asked to pick their favorite among six unique multi-family house options.
 - Eight chose the Town House
 - Five chose the Carriage House.
 - Four chose the Duplex.
 - Four chose the Mixed-Use.
 - Two chose the Apartments.
 - One participant made a selection that was not offered – single family home.
- When presented with the realities of the need to plan for 1,093 housing units and that there would be limited numbers of duplexes, carriages house and town homes in that mix when compared to the alternatives, most participants accepted this reality.

Some people have suggested that the name “floating zones” can be confusing or may not be exactly descriptive of what they accomplish. How would you better describe them? If it was your job to come up with a name, what would you call them?

- Here are some suggestions that came from the groups:
 - “Hover zones”
 - “Housing enhancement zone”
- There was also some very harsh criticism of the floating zones, including:
 - “It sounds slick. And something’s coming. The shoe’s gonna fall 20 years from now. So there’s a hidden agenda there. It’s a hidden, deceptive Trojan horse. It seems to me a way to avoid public comment—that is its strength. I don’t think it’s a good idea. I think it’s a terrible idea.”
 - “It will defeat your measure.”

Housing Strategies

- We provided a list of eight housing strategies/ways for/of approaching new housing in the City and asked participants to choose the ones that were most important to them.
 - Maintain Community Character
 - “Well, I think if you’re going to build new communities, you want them to blend in to what we already have here...”
 - “I like the words “integrate” and ‘blend’.”

- Consider Infrastructure Conditions.
 - “...you have to address infrastructure, traffic...”

High-level vs. Detailed approach to the ballot measure

- **Nearly three-quarters** (18 out of 24) of participants agreed with a statement which read:
 - Dr. Jones says: “Proposition A is clear, the voters get to vote on land use changes and height changes, and that’s it. The November ballot measure for the housing element should be limited in scope to keep it simple and uncomplicated and leave the decision-making about design details of future projects up to the city planning commission and professional planning staff.” over another statement which offered a much more rigid option and read: Dr. Miller says: “While Proposition A was clear that the voters only had the right to vote on land use and height changes, the spirit of the proposition was to allow the voters a say in every detail of the planning process. The voters should be able to roll up our sleeves and get into the nitty-gritty of every detail of every development project. The November housing element ballot measure should have every last detail in it for voters to vote up or down.”

Probolsky Research specializes in opinion research on behalf of business, government and special interest clients.

Adam: Let's go ahead and begin. I'm going to do some reading here and we'll kind of get started. Good evening, welcome to our discussion group. Thank you very much for taking the time to join us and to talk about the exciting world of city planning. That's what we're talking about tonight. My name is Adam Rubolski (phonetic) and I run a research company based in California and assisting me here today are Nick and also Scott and also Emily as well. So we were asked by the city of Encinitas, my company was, to help understand how the general public, you all, perceives their housing plan, so we'll talk more about what a housing plan is, sometimes called housing element. The city wants to know if the public knows about planning and the planning process, change that happened in the city and get your opinions about the alternatives that you are going to have the chance to vote on in the November general election. So that's what we're talking about today. You are going to participate randomly, based on the fact that you live in Encinitas, that's the basis of how you were selected. The information and results from the discussion group tonight will be analyzed and compared to information from other groups, other people talking, and it will be connected with the same purpose. As you can see, our discussions will be video and audio taped and we're recording this session because I can't take notes that quickly and we're asking you to acknowledge with a yes that you're okay with us going ahead and video and audio taping. For privacy purposes, we're using only first names tonight, so if everybody is okay with it, just go ahead and acknowledge with a yes, you're okay with us video and audio taping.

Group: Yes.

Adam: All right, okay, all right. For the record, your participation is voluntary so you can certainly get up and leave at any point. Only those who stay for the whole 90 minutes will be offered the incentive and it will be cash at the end of the 90 minutes. So first, I want to make sure everybody understands your participation is very important and side conversations are distracting, so if you'll keep focused on what we're talking about, but there's no such thing as a wrong answer tonight. We want positive and negative comments and want you to really be engaged in what we're saying and tell me what you really think, so don't think something negative is wrong. There are no expectations on what's going to be said, tell us what you want us to think, please feel free to share freely, everyone should be considered equally, and if you agree or disagree, kind of elaborate on it, tell me why you really agree or disagree with it. My role is not to express my opinions, but I will kind of press a little bit, I will bring up ideas and see what you think about them. We've placed the end cards, as you can see, so

let's maybe go around the table and say your first name, just in case we _____ it seems like a pretty easy deal, and maybe say what you do for a living, and let's start with you, Sandy.

Sandy: Sandy, I'm a stay at home mom, part-time bookkeeper.

Jan: Jan, and I'm retired.

Kyle: Kyle, I'm a behavioral technician.

Peter: Peter, I'm actually in affordable housing with the labor community and president of a corporation that deals with about 500 units of affordable housing in _____ City that labor has developed and in the process of redeveloping that property, densities could go as high as 2,300 with the density bonus allowed for affordable housing. Also we've been involved for about 40 years with the ambulance district in the _____ area.

Jim: Jim, I'm retired.

Judy: Judy, I was an accountant. I now work at the Encinitas library and other county libraries.

Gary: Gary, and I sell semi-conductors.

Katherine: Katherine, and I sell practice management systems.

Tamara: Tamara, and I'm a stay at home mom.

Pete: I'm Pete, I'm semi-retired, I'm still in the health club business and I'm a recovering CPA.

Stella: My name is Stella, and I'm retired.

Georgina: Georgina, and I am retired.

Adam: Okay, so we've got some workers _____ yet, and we'll be very cautious about turning the _____ at the right time. So first let me start a discussion by asking you to give your impression of whether Encinitas currently has enough housing for families, workers, seniors, veterans and other community members in general, or do you think there's a need for more housing in the city. So Georgina, I'm going to start with you.

Georgina: I think we've got enough housing, the traffic is horrible, so that's why I think we do not need more.

Adam: Okay.

- Stella:* Well, I know there's been some talk about low-income housing being established in different areas of Encinitas, and I do believe that those probably are good ideas because there are people that live in Encinitas that wouldn't be able to afford to buy a home.
- Adam:* So does that mean you think that there's a need for it?
- Stella:* Yes, I think there is a need for it.
- Adam:* And for people who they have lower incomes?
- Stella:* Yes.
- Adam:* Okay.
- Pete:* I think there's plenty of housing in Encinitas, but it really comes down to affordability, and if you can – they're trying to come up with affordable housing for people, I don't know, either to buy it, rent, whatever, but I think there's still enough housing now, but it comes down to affordability.
- Adam:* So maybe it's _____?
- Pete:* What's that?
- Adam:* A balance maybe?
- Pete:* Yeah, it used to be very affordable at one time, and then everyone discovered Encinitas and the beach and the whole thing and you don't build as much or the type of housing that you build becomes too expensive for most people to buy.
- Tamara:* I agree with what he just said 100%. I grew up here, I've been here since I was three and seen the change in it, and there's enough housing but we need affordable housing for young families to be able to stay.
- Katherine:* I think there's enough housing by the traffic. I think if we have too much housing, too much more, there's going to be way more congestion and it's already starting to be a lot of congestion.
- Gary:* I think _____ local space that could allow for some more housing, but we don't have the resources and the water and some of the other infrastructure to not burden who's already here. I'm sure before they built my house, everyone wanted to stop building also, but I got in, I just didn't stop building. If, you know, you're this close to the ocean and you want affordable housing, you need to move inland, there's no reason to do it here just because, you

know, we're a city with city boundaries. I think you got to draw an economic incentive based on the attraction that we've got, and it's just too expensive, you know, too good, you know, in our city.

Judy:

I just moved here, my son has lived here for many years, my boys did, but I lived in Rancho Bernardo before, and Rancho Bernardo and Poway, those have the same issues, because you have the higher income people that are living there, the homes are nicer, they do have some property, but is that not in my backyard scenario always. Yes, I work at the library here, I see the homeless all the time, I see the people who cannot afford a lot of things, so I feel like we need to find something and I have no idea what it is, but I do know that there are needs.

Jim:

So I feel there is enough housing, homes. Coastal property has always been expensive, always. I've been coming to this area since '66, was able to live here starting in '76, and I've seen many busts and booms, changes, but you know, lots of people would love to live by the beach, but it's all a cost factor. If you don't make enough money, have enough income to do it, I think it lowers the value of the homes if you build a lot of affordable homes for people who are in that price range. I think it's a disadvantage for the people who are able to make it here, make it happen.

Adam:

So what do you use to – the counter argument someone might say is what do you do for perhaps the children of people who live here that want to live here?

Jim:

It just comes down to dollars and cents. If you can't afford to live here, unfortunately you're going to have to find a more affordable place to move to, and that's generally somewhere inland, Vista, San Marcos, Escondido, wherever. To me, that's just the nature of the beast of housing and living, where you'd like to and where you can afford it, and maybe it's a tough call, but I just see – you got to look at it both ways, the people who are here who've earned a lot of money, who've had good breaks, whatever it was to come here, and I just don't think you bend over backwards for somebody who can't afford it, because I think it lowers the value of the homes in that area.

Peter:

Well, being in the business, the theory is that if you have a diversified community, you benefit from certain advantages, so if I have children, what are their chances to continue living in this community and prosper in the community. Those positions that contribute to our community, teachers, firefighters, police, with their salaries and wages, can't afford to live in the community, so

is that a good thing or a bad thing? I think it's preferable to be diversified in the community and find ways to deal with those economic disparities. The reality is, you know, this term gentrification, you like being here, I've got a lot of money, I want to be here, I'm going to pay you whatever I have to get your house and you're going to take the money and run.

Jim: What if I don't want to sell?

Peter: Well, then that's fine, you know, I'll go to your neighbor. The fact of the matter is the economic engine that allows economic buy-in, because we all know what a lovely place this is to live, and then the outcome that comes if you aren't thinking at fast-forward very far, if it becomes almost inherently white, retired people, that's not a diversified community. Not one person would say that's fine with me. And if you don't have kids and you don't really care whether those service people that contribute to the community are daytime people that have to travel over the hill to find affordable, then that clearly is an option. If you let just the economics define that, then that's what you'll get. So I mean, I go down here at night and listen to a great jazz player, Tony Ortega, that lives up on San Donato Drive, he doesn't make a lot of money, he's a jazz legend, and he lives a block away from me. I had a — I was in the _____ when I went to college, I got a _____ reunion at our house, and Tony played there. I mean that's just kind of a real life example of the sorts of things that a vibrant community can do. It worries me if there isn't some intelligent approach to trying to find that diversity and somehow do what we have to do to make it possible.

Adam: Kyle shared with me earlier, you live —

Kyle: Oh yeah, no, I'll cut in here. So I grew up in this area, I grew up in _____, and I'm a young person, so you know, when I was working fulltime, I realized that I wouldn't really be able to afford to live in Encinitas, so I moved to Ocean Side, that was my alternative. We moved just a little farther inland, a little farther north. And what that would mean is whenever I was coming to Encinitas, that's me making a drive, it wasn't an easy bike ride or walk. You know, I can ride my bike to the beach, I can get around Encinitas pretty easily without too much congestion. And I think one of the problems, and I'm definitely not an expert when it comes to real estate or housing, but one of the problems with having an area where people simply live and then work somewhere else, there's not necessarily a lot of really high-paying industry in the city per se, so I feel like a lot of people who work or who live in Encinitas work either in San Diego or somewhere else in North County, and

what that means is Encinitas becomes a commuter town. That definitely wasn't the case growing up. Tamara, you said you've lived here longer than I have, growing up, there was a lot of greenhouses, it was – the industry of the city was growing flowers, and the industry of the city is now, I think, tourism and real estate itself, so it's definitely more of a commuter town than it was in my memory. And if I was going to move and, you know, live in Encinitas on my own, right now I still live at my parents' house, I would definitely need my own car and I would need probably two or three roommates, so that would be three of us living in, you know, one two-bedroom apartment.

Adam: Do you think there is a shortage of low income housing?

Kyle: I think that there is a housing shortage depending on the certain market. So for a renter, like from a renter's perspective, I'm not going to buy property anytime soon, from a renter's perspective, I would say there is a shortage of housing. I think that a lot of the new developments I've seen personally are designed for single family homes. On my street, I'm trying to think, like by Capri Elementary School, all the housing that came up there, most of that at one point was agricultural flower growing land, those are all, you know, luxury homes, and right near my house, I live by the YMCA, that empty property that at one point was poinsettia – you know, poinsettia flowers, those are all, you know, luxury single family homes. So I think there is definitely sufficient housing for wealthy homebuyers, but maybe not for young renters.

Jan: I think there's enough housing in Encinitas, maybe not lower cost housing, but there's enough housing because the traffic and everything else. I'm a _____, I'll admit it. I don't – I mean I paid for my house a certain amount, and I don't want a bunch of lower class, lower cost housing around my neighborhood to bring down my property value. It just is the way it is.

Sandy: I agree with Georgina, Gary and Jim, there's enough housing and traffic is so bad just getting from my house to the store in Encinitas at, you know, certain times. It's bad.

Pete: Let me just interject one thing.

Adam: Please.

Pete: Lower cost housing, I think because it just – just the geography of Encinitas versus Ocean Side or Carlsbad, Carlsbad and Ocean Side have huge amounts of tracts of land to the inland, Encinitas doesn't. It stops at _____, Rancho Santa Fe, so it's blocked in

there, and then we have a lot of hills, a lot of different canyons, we have an old city dump right in the middle of the city on the east side over there that you can't build on, so there are areas that where do you put in low income housing. It doesn't have to be apartments, it could be, you know, condos, it could be all kinds of different things, but they don't have many places to really put it in or that you would have to scrape something, rezone it and then make it more dense.

Adam: We're going to get to that. All right –

Judy: May I just say one other thing. Working at the library, you have a lot of educated people, and at the Encinitas library, there are only three of us that live in the Encinitas area. One lives with her parents still, myself, because I've retired from a job where I made more money, and another gal who grew up here and went to San Diego High School and inherited the house she's living in from her family. And all these people, except myself because I just am a technician, but these other people, they are educated, they make a decent salary, and they cannot afford the houses here.

Adam: All right, so I'm going to ask you to open your workbooks and just look at pages one and two; okay? One is the housing legend, and the following page is page two, and then it stops. So I need you to read pages one and two in your workbook and then stop reading there, and that's a decent amount of content, so I'm going to give you a couple minutes to read through it, and it's going to be probably similar to _____, and then we'll discuss it, so take a couple minutes, and feel free to _____, feel free to grab drinks or a candy bar or whatever you want to do.

Gary: Can I ask who wrote this?

Adam: This is from the city's website, we'll discuss it more, but there's an outreach process that the city has worked on that of course is early next year, part of the city's website _____ from the city. So it's a lot of content, I know. By show of hands, has anyone before tonight heard of proposition A or prop A? Anyone heard of prop A?

Pete: Yes.

Adam: Raise if you have, so keep your hands up, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, so most of you have heard of prop A. Was anyone involved in prop A, getting it on the ballot or involved in the campaign in anyway? Okay.

Pete: I wasn't involved in it, but I had neighbors that tried to get me involved into it, and at first, I went to a lot of meetings that the city was holding showing where possibly to build and everything like that, and then this group formalized, and what they started out to be turned out to be entirely different when we finally got the proposition together, because they wanted to take away some of the power away from the board, you know, for the city.

Stella: City council.

Pete: From the city council and put it in their hands, which I don't know if that's a good thing. It appears that it's not because you can't get a lot of things done.

Adam: So what does everybody think about the housing plan? Does anyone want to jump in and give some thoughts about maybe housing plans before and any ideas about what a housing plan is now?

Sandy: You mean about this city's housing plan?

Adam: Yeah, what we've read. Is it troubling, is it interesting, is it fascinating?

Pete: I can tell you the troubling thing is about it, from looking at it just right here, is that they want to build – the housing that they want to build, they say they want it – it has to qualify to be mobile job housing balance to reduce greenhouse gas emissions, so that means that you're going to have to build homes, these multi-family homes or apartments and everything to pass certain regulations that the state has mandated in dealing with, you know, climate change or whatever, whether you believe it or not. But the bottom line is it adds more costs to the housing to build any house, so what that's doing is in essence, they want us to have affordable housing, but the cost and the permitting process and everything to build it, I'm sure you've gone through that, is horrendous and what it does is build up the cost, and then you either have to subsidize more by the city or the state or the feds, like a Section 8 or stuff like that, and then on top of that, the families may not be able to afford getting in even at a reduced rate or a subsidized rate.

Adam: So there's also – and I'm not disputing that – another way of reducing greenhouse gas, it's also to potentially build housing that is very mobilized to transit, so you build the housing let's say close to a train station, then people don't necessarily have to drive cars.

Pete: Good luck here. Our freeway runs right next to the beach.

Adam: Well, that's why we have the train station.

Peter: Well, if you look at Europe –

Adam: And I'm not trying to –

Pete: No, no, I don't mean to be sarcastic or anything.

Peter: The opportunity that desert communities provide is that you can afford rapid transit rail system close to where a lot of people live, so we're spoiled in California with that suburban phenomena, we all love our car and we all want to drive it. If you lived here in the 70's and 80's, you remember the air was so bad you couldn't see across the block on a given number of days of the year, and it's really a technological phenomenon now that there are that many more cars and it's better. But it doesn't change the fact that in this model, it's state law, so we're going to either have to do it or someone is going to make us do it by legal action, which I guess happened at some level now. The thing that I think is concerning is that the approach of the city is that they want to increase the densities in certain areas 30 per acre units, so what that allows in theory is that the more supply you have, the more affordable housing will come from there. I personally think that the city should be proactive and figure out where the best locations for the things that meet transit advantages and job locations and try to create those densities there, and this idea that a lot of people have that it's going to hurt my property values, let me tell you, if you look at modern design, dense affordable housing developments, we toured several in San Francisco, you can't tell it from the neighbor. As a matter of fact, if it's well-designed, you shouldn't have anything but maybe a positive effect on adjacent properties.

Adam: Gary, is there anything that you read that you're uncomfortable with?

Gary: Yeah, quite frankly, I think it's ludicrous that the state can define for our community and make it generic across the state what is acceptable. I think that's ridiculous. The law itself can't draw boundaries. Just because we call ourselves a city, we've got Acadia and _____, but you know what? Why do we have to be beholden to them with this decree? I understand the greenhouse gas emissions and the great opportunity we have with our transit, really with the trains and stuff, but the whole basis of this whole thing is ridiculous to me to have lawyers get involved to tell us how best to run that. Again, we've got the ability to actually – you know, those little apartments downtown near the restaurants, I think that's a great idea. I mean people were against it, but it's

happening and they're actually expanding quite a bit of that. I'm hoping that that can be a model for other people to invest in that, say hey, this is good to try and invest and in, and enhance that in a certain area. I don't want the state to tell me I can do that, or tell us as a community that we have to do it. This whole greenhouse gas thing, we're still alive, stop it, leave us alone. For a new community that you're going to have to define, these are good rules, absolutely, but to put those on us as an overlay 100 years after we've been incorporated and tell us, guess what, figure this out, I think that's ridiculous. Sorry, that's my little two cents.

Sandy:

I agree with him.

Judy:

I have to say in Poway in the 1990s, it had the highest per capita income of any city in the county, it has a very high – and they started having seminars and people talking and going over places, and they ended up building this whole area that was basically like modular homes, but a beautiful area, that you don't even realize that it's there. It is very nice, has never affected anything, they regulate and they make sure it's kept up and it looks very nice, and that is low income housing, and they did a very nice job of that and it helped mitigate these kinds of issues that this city has. And I think that we are all going to have to be realistic about the fact that whether we like the fact that the state is controlling us, the state controls us, the county controls everything, you know, you have all of these overlays of issues. We have to comply, so rather than fighting it, learn to work within it and to get people onboard with this. I know – I mean I wouldn't particularly like low cost housing, but actually the place that they ended up building in Poway was not very far from some extremely expensive homes where a lot of the athletes, you know, Chargers players and baseball players and things like that from all over the country lived, and it didn't bother them at all, it didn't affect the value of their homes, either. I agree with him, it's not true, it does not affect the value of your homes because these places are not for sale.

Adam:

Katherine, what do you think about what you read here?

Katherine:

It's kind of scary to be forced into increasing the population, but there are a lot of good points. If there's, for instance, a place where people can park and ride at the train station, because I still have the concern about the congestion, I mean there is definitely – if you drive on the freeway through Encinitas, there's congestion from people pouring out of Encinitas onto the freeway, so if they're going to do this, I think that it's very important to allow for the traffic increase.

Peter: Just to make a quick point, Carlsbad, our neighbor to the north, they actually started this planning 20 years ago, so I've been at a couple seminars, they have a big annual meetings in San Diego of all the housing authorities and developers once a year, and they showed their very deliberate actions of setting targets with the development community, and now they're at the point where they met their requirement of the affordable housing community. It was well-planned, but they did it over a 20 year period. So that's really our disadvantage, we're at a point now where the gun is to our head, the law is the law, there are federal and state monies at risk here, and all it takes is someone to bring suit and they can put a hold, as mentioned here, on the building process in the whole city, so these are serious issues.

Katherine: I think we should get involved as a community instead of being forced to do it so then we can have input.

Jan: But it seems like Encinitas – I live in Acadia and the houses around me, if an empty lot comes up, they build a huge house, but it's always with granny flat, and that is considered affordable housing, and no one is living in that, yet it counts as the number for an affordable house. So when Encinitas is talking about affordable housing, sometimes they have their ways of getting around it with these granny flats and all that where it's really not helping people who need to find affordable housing find it. I mean there's always just – I mean I think this is maybe they're looking or another way of just adding a hidden, you know, hidden way to make affordable housing rather than having true, real affordable housing.

Katherine: I think it can be done in a way where everybody would be happy, but I think that the community has to have some input.

Jan: Yeah, but around our house, I mean everyone who – in order to get a building permit, it's so much easier if you put on a granny flat and then that's considered an affordable house.

Peter: Let me just bring one thing to the table here as an actual situation in the city. So the city council, dealing – they give you a housing bonus if you build some affordable, so a developer comes in and subdivides, under the current zoning he might be able to get five or six single family homes. If he dedicates some amount of that to affordable, now he can take it up to 10 or 11. The city council's problem was developers were coming in and taking advantage of the bonus but only adding one affordable, and they were saying this isn't getting us there.

Adam: So first of all, with the new housing in Encinitas, it may not all be affordable housing. I mean there's going to be a mix of new housing for all different members of the community, maybe for young people, maybe for old, maybe for affordable, so as we move on, just think of new housing in general, some of which may be affordable; right? So we're going to move on –

Jim: Is there a percentage?

Adam: I'm sorry?

Jim: Is there a percentage? Is it a percentage of the affordable housing or is it a set number of homes that are in the city of Encinitas?

Adam: It's going to be a percentage. So _____. In 2014, the city embarked on a public outreach to educate and to seek input from the public about the forthcoming new housing plan. They used direct mail, social media, community forums, email, direct door hangers and trying to get the word out through media and ads. The effort was branded at home in Encinitas. By show of hands, please tell me if you're familiar with the at home in Encinitas effort. 1, 2, 3, 4, 5. Was it through the website or the all kinds of other –?

Peter: Mainly through the website.

Stella: Did they have like different areas that they were showing, you know, and they would ask people to vote whether they thought the housing should go in certain areas; is that it?

Adam: Correct, yes. So again if you didn't see it, there was a big kind of push to kind of educate the community on what this process was about. It started in October or so of last year. So it was kind of what we were talking about, getting the community involved and bringing them into part of the process. So you said you attended one of the forums?

Stella: I didn't attend a forum, but I did look at the maps and I did vote on it, and I thought –

Adam: On the internet?

Stella: On the internet, yes. I went on the website.

Adam: What else did people hear about it?

Pete: I was at two of the forums myself, and then people down the street were organizing for prop A, and then a lot of things that they brought up about where to place some of the housing was that they

were looking at the shopping centers that are off of El Camino Real and Encinitas Boulevard, they wanted to build buildings on top of – like they did downtown.

Peter: Mixed use.

Pete: What?

Peter: Mixed use.

Pete: Mixed use, and then build second and third stories on top of that and put it there in the shopping centers.

Peter: Another example is Petco property right across the street, that's another one of the possible places.

Pete: Yeah, those areas, and given that injection of –

Katherine: Encinitas Boulevard is a nightmare.

Stella: So another thing about transportation, I know that people don't realize that there is transportation available to us where we don't have to use our cars, like if you want to get to the train station, instead of parking your car at the train station, you can call the bus company, Flex, and they'll come and pick you up and drive you there. A lot of people aren't aware of that. Maybe we need more notification by the CTV that we have these things available to try to help bring down the traffic that we have. Even for shopping, you can go and shop and then be picked up and taken back home. It would be easy to do something like that.

Adam: All right, so I'm asking you to turn to pages – the next several pages, pages six and seven in your workbooks – I guess it's three and four, I'm sorry, three and four; all right? And then there's a statement, and then there's a map. First I'll read the statement out loud and then you guys do it too. New sites for housing in mixed use sites should be targeted in areas that are already developed to add to their vibrancy while preserving single family residential neighborhoods. And my question to you is does this statement reflect the values of Encinitas' residents, and then just explain. Mixed use would basically indicate a building that might have residential and commercial in one building, such as a store on the ground floor and apartments or condos above. And so you can look at the map, but the map would indicate who –

Pete: I'm going to need stronger glasses.

Adam: Yeah, the map isn't supposed to make you kind of know exactly where these places are, but just generic or generally, these are the potential locations for housing in mixed use sites. So basically – and not all of them will be necessary. The need is, the city planning need is that there's new housing to the tune of 1,093 units, housing units, in the city of Encinitas. And so in order to meet that goal, and let me explain, there won't really necessarily be built 1,093 units, but the state says that Encinitas has to plan for the availability or the ability to build 1,093 units within the city. So the city has to somehow make the ability to build that many units, and it's really up to the private sector so say whether this is viable or not, so the city has to somehow over the course of this housing element plan say okay, we can fit some here or some here and some over here, and then whether the private sector actually builds them, because the city doesn't build houses, the private sector does, whether they actually come to fruition or not. So these blue kind of locations are where they kind of talked about it might come back, those pockets of places that are in play now. So what we're first going to focus in on though is does this statement reflect your as Encinitas citizens. So let's kind of maybe start with you, Georgina, does that statement reflect your values?

Georgina: No. Well, I think they have to work some plan because if you don't do it, they're going to make other things _____, so we better _____ plan and _____ family. The families need new housing _____ how to do it or –

Adam: What this statement is essentially saying is the new sites for housing should be in essentially locations where rather than being in places where you have single family homes, let's keep those single family homes, and they have, like we were talking about earlier, you have businesses and you redevelop those places with housing above businesses at shopping centers, redevelop them to have housing there, perhaps have a business on the first floor, housing above. Is that kind of basically what were you commenting on, or is that not what you think?

Georgina: I think there's no good plan because _____, they need something nice to call home and _____ down and you got a restaurant and you are going to be smelling the food all day. I think there's no way of doing it and the people who owns those small businesses, the more commercial sites, they have to have more expense _____ to be happy with this. I think the new housing will be _____. I don't think that's really _____.

Adam: Okay. Does that represent your values?

Katherine: I couldn't hear a lot of what she was saying, but my opinion is that I would like – I would buy one of the sections, like the Whole Foods, they have the condos, and I think it's a great idea because that is an answer to congestion because can walk to shop, they don't have to – I mean my neighborhood is a walking neighborhood, you walk everywhere, and I think that's a great idea for those areas. It would make it a little more crowded, but overall, I think that's a good idea.

Georgina: That is not affordable housing. They want 400 or 500 thousand each unit. That is not affordable.

Katherine: That's true, right, but it is mixed, and if they're going to have a certain number, I think this is a smart solution because it will – it just keeps a lot of things the same in the neighborhood; you know? We don't want a lot of change.

Stella: For some populations, like somebody who's retired and doesn't necessarily want to have a yard, but for a family who's got children, living, you know, in a place that is mainly businesses probably wouldn't be very practical. So I think just having housing put into developed areas wouldn't necessarily work. I think we'd need to have a mix.

Adam: You would want to consider other options as well?

Pete: When I read this, target developed areas, first of all, what does that define? Is that a shopping center, an existing shopping center, and you build levels on it, or is it a developed area that you have a bunch of strip mall areas or something and that you have tracts of land that you could – in a single family development like you were talking about, that you could maybe build some condos or some apartments or something? Because when I see it says add to the vibrancy, the word vibrancy means just adding congestion and traffic. I mean this works in cities like San Francisco, in La Jolla they did it on the outskirts off of I5 in there, and the only thing is it's brought trucks and UCSD and most of those apartments are handled by students anyway who like the activity or whatever like that, but you don't see any families in there.

Peter: The point is the development is going to happen, so what the city is saying if we look at it as intelligent planning and trying to answer these questions about transportation, going to the market, going to school, there are better choices than others. If we take no action, if we could, we can't, then the development will strictly be guided by available parcels, again that may not be – they'd create additional ____ because they're further out where the land is a little cheaper,

and now you have another person who has to get in their car and drive that much further.

Pete: The problem with the planning and all that stuff like that, I'm telling you the people who put together prop A, they saw where they wanted to build over shopping centers, and they about had a hissy fit. I mean they went crazy. And I know a lot of them are in the area because I live over in that area.

Judy: I think okay, some of this would be fine, some of these would be fine, if I don't think that this would be the only one. I think it should be a combination of types of places. And in Vegas, they built a whole community, and it was a beautiful shopping area with, you know, the angled parking and _____ and then above it was all of these condos and apartments and things like that. So it is viable and they have parks and things and there are places for the children and for people to get out, but this wouldn't be the only choice. I think that this could be – some of these parcels could be a viable thing and then have other types.

Adam: Kyle, do you have something?

Kyle: Yeah, I guess I like the idea of this depending on how affordable the housing is. So to work on people's congestion needs, assuming that the people who live above store fronts can walk downstairs and go to work, what comes to mind is Pike's Café when originally the owners of that Café in Cardiff lived up top, you know, walked downstairs to their restaurant in the morning, a locally owned business and there's no congestion there. Walk downstairs, go to work, walk to the beach at 3:00 and close up shop. You know, that's a good idea. Now, I know that not everything is going to be – it's a little Utopian, right, I'm not a local-owned business, but I mean I'm looking at these areas, this is, you know, the Ralph's shopping center, then you've got, you know, Rose Bend, some of these other areas that are kind of highlighted along this area, and Encinitas also probably is so coastal you probably wouldn't be able to work and live there. And also, it might not be best for single families to necessarily, like you were saying, you know, a single family is not going to want to live on top of a business. But if we can draw the affordable housing plan to live in the more, you know, urban parts of Encinitas if you will, which kind of leaves the traditional houses that we already have disaffected from these changes, that seems like a decent middle ground; it just depends on how it gets rolled out.

Adam: So in order to answer some of what we were talking about, let's go to page five in your workbook and you're going to see a graphic

there, and because there are no longer large open lands to develop in the San Diego region, multi-family is largely what you can expect to see in the future. Regardless of the topic we're discussing today, that's going to be a fact of life. Take a moment to look at the types of housing you can expect to see in the coming years in Encinitas and the San Diego region in general, and circle the type of housing you like the best. So grab your pen, this is a bit of an exercise, and circle the one you like the best.

Peter: Just only once choice here?

Adam: Just one choice, the one you like the best.

Sandy: For the areas they're proposing?

Adam: Yeah, in general. For instance, the future of Encinitas for the areas we're proposing, you're right, and then the blue areas that you saw on the map before, you can look back if you want, circle the one you like best. You have two minutes.

[Cross talk – inaudible]

Judy: Excuse me, what is a carriage house? Are these two separate houses?

Adam: Carriage house has a garage below, it's got houses above, it's got some parking right next to it. I mean you guys can see basically the illustration.

Katherine: It looks like townhomes.

Pete: Yeah, with a little land in between.

[Cross talk – inaudible]

Peter: So my son is 47 years old, he has a friend, late 30's with two kids, and they have a house in Poway, 3,000 square foot. They were in the San Diego Union yesterday in a featured article. They decided, and it was for schooling reasons, they wanted to get their kids in specialized education academies, so they had two that were developed downtown, so they sold their house and moved into a 1,000 square foot two bedroom high rise in downtown to put their kids in these particular learning experiences. So I would have said boy, maybe that is really the exception, but you kind of have to be careful, people make choices for a lot of different reasons. They moved from the most suburban environment into the most urban in a high rise with young kids.

Adam: All right, so I assume everybody has made their choice, so why don't we start with Judy. What did you choose?

Judy: Mixed use.

Adam: All right, so we got one mixed use. Gary?

Gary: I chose SFH, it's not on here, it's a single family home. It wasn't an option, but I chose it.

Adam: It's not an option, all right. Katherine?

Katherine: It was tough, but I chose townhome.

Adam: Okay.

Tamara: Carriage house.

Adam: Carriage house, all right.

Pete: Carriage.

Adam: All right.

Stella: Townhome.

Adam: All right.

Georgina: Townhome.

Adam: Okay.

Sandy: Townhome.

Adam: Okay.

Jan: Duplex.

Adam: Okay.

Kyle: Apartment. I'm the unpopular one here.

Adam: All right.

Peter: And I don't think it works with just one, I guess I was trying to get to that point, but I was really going between mixed use and townhome.

Adam: Which one would you chose?

Peter: If I had to, it would be mixed use.

Adam: All right.

Jim: Carriage.

Adam: Okay, did we get everybody?

Judy: Yep, you started with me.

Adam: All right, duplex, carriage and townhome. So who had duplex? Who had the carriage house? All right. And who had townhomes? So duplex, carriage and townhomes, and certainly single family, here's the story. Duplex, carriage and townhomes and single families, there is – Encinitas needs to plan for a goal of requiring 1,093 new units. In order to meet this goal, there will likely be a mix of these housing types, but certainly along with flats, mixed use and apartments. So if you had to choose something else, what else would you, on the –

Jan: Why did you put it on there and give me the option if I couldn't do it? I mean it's like you're telling me, you said here are these choices, and then you said oh, no, we're not going to have that.

[Cross talk – inaudible]

Adam: Here's the reality. On your blue map –

Jan: I get what you're saying, if we had duplexes, then you're not going to get to the thousand.

Adam: No, we're not, look at the blue map. I'm not a developer, but I would expect that you're going to have duplexes and you're going to have carriage houses and you're going to have townhomes, and you're probably going to have _____ as well. You're going to have developers who are going to make choices as to how they're going to make money, but most likely you're going to have a mix of all these kinds of property. But in order to plan for that higher number, there's going to be a mix of all these different things. So for instance, kind of from a review perspective and for in that transition, if you're a single family home, it's unlikely that you're going to have an apartment that's going to be smack right next to, you know, a single family home neighborhood right up against it, so you're probably going to have these transitions. And I'm not a city planner, but you're probably going to have some transition types of property. So if you had to choose something else, would something else be palatable? Would you be comfortable with the

idea that you might have a flat or a mixed use or an apartment in the city of Encinitas? Are you okay with that kind of thing?

Judy: Mixed use.

Jan: I would – I mean downtown Encinitas is fine the way they did the Whole Foods and all that, and I like it, but they are very definitely not lower income houses. They're nice, you know, they're nice houses. I have no objections to it. The only thing I have objections to is if you're going to have that type of mixed use, put in the parking, because there is not the parking to accommodate people. I don't go down to Whole Foods a lot because I'm not parking in that dumb old garage, and I'm not parking on the – I can't find street parking half the time. I don't use the restaurants down there except certain times because I can't find parking. So if you don't have parking –

Peter: Whole Foods is a problem, too; right? That's an expensive option.

Jim: These things on the map for building the homes are some of the most congested areas right now, like downtown Encinitas, Encinitas and El Camino Real, even if these people are going to be walking and shopping, where are their guests going to go? Where are they going to park? El Camino Real is a damn freeway. Not only is it Encinitas residents using that road, you got people coming from Vista, San Marcos, Escondido using it as an alternate route to avoid 78 and 5, and there's a huge line getting up Manchester. And they're also using Birmingham, Santa Fe, it's like these little fingers of traffic moving through our town. You know, we can't close the doors and the roads, but –

[Cross talk – inaudible]

Adam: We're going to address some of that. So okay, first let's go to my carriage house folks, raise your hands real quick. Are you going to be okay with anything in the bottom row?

Tamara: I think mixed use is very viable, and I mean I think about the people that live in San Francisco, I mean a lot of the houses are right in downtown areas and they've got grocery – I stayed with a friend who lived below the pizza parlor, or above the pizza parlor, and truly it can be very convenient. There is a problem with congestion, but like one of the places on the map is where Petco used to be, I mean I think that could be a wonderful spot, right by the train station, it's right by the busses, busses are available, there's a park right next door, Cottonwood Creek is right next door which is a great family park. So yeah, I think something like that

could be very viable. And people are talking about families, but there are also a lot of elderly people that as people get older, they want to downsize, they want smaller houses, and this could be a wonderful option and then they could walk downtown to the grocery store.

Peter: My problem with affordable housing, calling it affordable housing, there's no guarantee. This is really to satisfy state law and there's no guarantee that we will end up with a sufficient amount of affordable housing in our community. So you either believe that we should have some balance in affordable housing in the community, and if so, you want to know how to get there. This plan won't get us there. As mentioned, I own a four unit building in Cardiff, two bedroom, one bath, 900 square feet, they rent for between 23 and 25 hundred dollars a month. That's not affordable. The professionals I have living in there, I've got a pilot, I've got an anchor person from one of the news stations, this is not affordable housing. And the developers aren't going to care about affordable, they're going to put in the highest, best use that they can turn in the market. So if you aren't going to dedicate that effort to say we got to get to this many units, how are we going to get there, I don't think we're going to get there. What we're going to do is satisfy state law and end up still with a lot of growth that won't answer the need of affordable housing.

Adam: Any townhome folks, real quick?

Pete: So wait a minute, so what's the balance, so what are you saying?

Peter: You have to look at – we manage 500 units in National City. Do you know what that gives you? You walk in that community, it's been built from the 60s, they're patio, two story –

Pete: Yeah, you go back to old building –

Peter: Well no, you have child care onsite, you have health facilities onsite, you have adult education onsite, you have multiple playgrounds –

Adam: Okay, we're getting a little off topic. Any of my townhome people real quick, are you going to be okay? Who are the townhomes? Are you going to be okay with the mixed use?

Sandy: With the mixed use, that would be the second.

Pete: You didn't ask me, but the thing is I had the carriage, but yeah, mixed use would be great if you found old centers, like off the freeway or something like what you were talking about, the one

over there, and you took old centers like that, but the ones that are vibrant, like the one in El Camino like the Real center and all that stuff, if you tried to screw with all that, you'd really have yourself a situation.

Adam: We're going to get to exactly what you're talking about. All right, so workbooks, please turn to pages six and seven in your workbooks and please read the information about zoning and floating zones, and then we'll discuss it.

Jim: Can I ask you a quick question about housing descriptions? Do you have any idea what kind of housing that is on Santa Fe just east of the boulevard, there's a new housing development? Those are the strangest looking hollow buildings, I don't know what the hell they are.

Adam: Let's get to what we're dealing with here, page six and seven.

Pete: I'll tell you about that afterwards.

Jim: That's so strange.

Adam: Okay, we're talking about zoning and floating zones, pages six and seven, and we'll read through this and then we're going to talk about it. This is some kind of detailed information, and we'll talk about it in a minute. Raise your hand if you need some water, I'll have Nick bring it over.

[Cross talk – inaudible]

Pete: You really expect us to read that letter? I mean you've got eyes.

[Cross talk – inaudible]

Pete: I think you're trying to get the concept out, so I understand that. Peter have you ever dealt with any of that, it's like a floating –

Peter: Actually I've never heard of that specifically, I'm curious.

Adam: Everyone take another minute, and then we'll discuss it.

[Cross talk – inaudible]

Adam: So does everybody feel like you have a concept of what zoning is?

[Cross talk – inaudible]

Adam: Does everybody feel like you have a concept of what floating zones are?

[Cross talk – inaudible]

Adam: So why doesn't someone take a crack at – take a crack at what zoning is. Do you want to take a crack at what zoning is?

Pete: Her or me?

Adam: Either one of you.

Pete: Do you want me to do it?

Stella: The way I understand it, certain areas are dedicated to either be commercial or residential or a little bit of both. I don't know if there's any other kind other than commercial or residential.

[Cross talk – inaudible]

Adam: And then some other things like the types of buildings and some other –

Pete: Height restrictions and all that stuff.

Adam: Height restrictions and some other details about what you can put there, how you can build it, things like that.

Stella: Yes.

Pete: As well as designated areas of a city.

Adam: Any other details about zoning you think are important to point out?

Pete: Density, you mentioned density and all those other things, I think you did, but it puts all the characteristics that you want for that area as defined by a city or by building regulations and safety regulations for, let's say, single family housing, if it's agriculture, what you do with the land, how you build on it, the height, stuff like that.

Peter: It answers the question land use.

Adam: Does that sound reasonable to everyone? Floating zones, anyone want to take a crack at explaining that?

Tamara: Well, it just sounds very dangerous to me.

Adam: How's that?

Tamara: Because the things have been defined what you can and cannot do with your property, and then all of the sudden, if you have a floating, it seems like there could be a lot of abuses, I don't know.

Sandy: I'm concerned about it.

Adam: Okay. So you're concerned about it how?

Sandy: For instance, we have rental properties in the area and are height restrictions going to change? I mean is it going to take away our views, you know, that kind of stuff.

Peter: It's almost imperative, though, if you're talking about mixed use, because the ground floor could be business oriented, and you could still have residential above it, so it's one way to get there.

Pete: That was one of the things that was brought up with the groups that we talked about is that with this concept, let's say you take the Real Shopping Center, owners of that look at it and think oh, you know what, this thing is old, we want to do something with it, so if they want to redevelop it, then these new guidelines come in and say you can do that with mixed use on it so then they can get more revenue streams, they can get all kinds of different things, it's like building almost like a timeshare with a hotel type of thing, the timeshares actually pay for the hotel. But the thing is what they would do is then they could build where they normally couldn't put housing, they can put that on top of the commercial, which they didn't have that before or the regulations didn't say that. But with this floating one, it just says in the future to meet our needs, if I'm explaining this –

Adam: You're explaining it well –

[Cross talk – inaudible]

Adam: What we're basically saying is what you have today, if we're talking specifics, let's say in a shopping center where you have today a shopping center, whereas the city may let's say zone that today as a shopping center, that's what it is, they may give entitlements to that property to then make it mixed use and in the future allow for shopping center, apartment housing, whatever other kind of use to be redeveloped. And so that owner of that property could keep that as a shopping center, or if the owner of that shopping center wanted to, they're going to put a floating zone on top of it, and if the owner of that shopping center wanted to in the future elect to then go with the floating zone and redevelop that

property into mixed use and then go with whatever that new title will allow them to do and go ahead and build x number of housing units and the commercial entitlement, that they could do. So they could keep their permanent entitlement or build the new entitlement that was basically the floating on top.

Judy: But that entitlement is defined, I mean like they couldn't take a shopping center and because they're in a floating zone make it heavy industry?

Adam: No, no, no, it would be defined.

Judy: It would be still within one of the definition –

Adam: So go back to that little map and say take x number of properties, not all of them, but identify so many properties and say okay, we're going to float on top of six of these areas or ten of these areas or whatever number of these blue areas and say okay, you know, on top of this area, we're going to give them entitlement to be mixed use, on top of this one, we're going to give them entitlement to do something residential, on top of this one we're going to do – only if those property owners let it, because you're not going to say that we're doing it whether the property owners want to do it or not.

Sandy: So because of the –

Adam: It would be for those blue areas there would be a floating zone property.

Peter: In all cases the floating is referencing a way to get the additional residential; correct?

Adam: Correct.

Peter: It's not like you're talking about mixing farming and industrial.

Pete: Right, that was whole point of it.

Adam: Commercial residential. So here comes a fun part, fun for me anyway, and hopefully fun for you. And so some people suggested that the name floating zones can be confusing, and maybe we did discover that tonight, and may not be exactly descriptive of what they accomplish. Now that we kind of all understand what they accomplish, how would you better describe them? If it was your job to come up with a name, what would you call it? We now know what they do, right, it just sits there until a property owner

elects to say ah ha, I want to redevelop my property, but maybe floating zone isn't the best way to explain it. Is there a better way?

Katherine: Multi-use.

Adam: What is it?

Katherine: Multi-use.

Adam: Multi-use, okay.

Pete: Hover zone.

Adam: Hover zone, all right.

Georgina: No zone restricted.

Adam: No zone restricted, okay.

Katherine: Not defined, not defined zone.

Pete: Let's do something politically correct.

Peter: Housing enhancement zones.

Pete: Alternative something. I was just being stupid.

Gary: So the basic zoning law is pretty fixed, pretty defined?

Adam: Yeah.

Gary: So this is really a flexible zone law, but it's defined with a barrier – I'm sorry, a broader description than the original zone.

Adam: But it's still defined, the new one will still be defined.

Gary: But it has multiple – I mean there are more options, it's up to the property owner.

Judy: Flexible zone.

Adam: Flexible zone, okay.

Gary: But again, it's limited, so it's not do any one.

Adam: The new one is limited to the new zone.

Katherine: How about undetermined, undetermined zone.

Adam: Okay.

Peter: That might scare people.

Stella: Option, option designated.

Adam: Option designated.

Pete: You know what? I saw it right off the back, so I'm a visual guy, so I think floating is fine, I think it's easy to explain. There are so many little deviations that we could crazy but I still think that's a decent description.

Adam: Okay, anybody else?

Jim: I changed my mind zone.

Adam: I changed my mind zone.

[Cross talk – inaudible]

Adam: Okay, all right –

Jim: On this floating zone, is this something that's looking at to be adopted by the city now?

Adam: Yes, yes. I think – I'm not a real city planner, but I think that's one way they're looking to –

Jim: Is only city council going to vote on it, or does the public have a chance to vote on it also?

Adam: I believe we're going to get to the point where, as we talked about at the beginning, I mean there will be a – something will likely be on the November ballot for the residents –

Jim: So maybe now we don't know all the limitations and things that can happen, cannot happen under the floating plan because it hasn't all been worked out yet?

Adam: Like I said, I think something will be on the November ballot.

Jim: Yeah, but I mean now, we don't know the limitations that it offers?

Adam: The limitations of?

Jim: Well I mean are they going to have to go through a proposal or a permit to change to a floating plan construction or zoning, I should say?

Adam: Well certainly someone will – well, I mean I think – I don't know all the details, but I think you as voters will vote for it.

Jim: That's what I said, right now we don't know all the details.

Adam: Correct.

Pete: The council can't pass it themselves, so they adopt a plan and according to prop A that we all have to, as a city, have to vote on it to approve it. It can't be just approved.

Adam: Okay, in order to – I want to try to get you guys out of here at nine, so let's move ahead. So please turn to page eight in your workbooks and please read about housing strategies, and then we'll discuss it. You can read top rows yourself, and what I want to do is circle the top three things on the list that are most important to you. We've got eight things, and they kind of are value driven and things that are relevant to the housing strategies and they're relevant to the housing element, so choose three things that you really care about the most and we'll talk about them after you read through it. All right, how many of you – is everybody done or – we'll give you another minute to make your choices.

Tamara: How many choices are we supposed to make?

Adam: Three choices.

Tamara: Three? Wow, these are really good.

Adam: Stella, did you make your choices?

Stella: Yeah.

Adam: Okay, Stella, why don't you tell us what you chose.

Stella: Number three.

Adam: Which is what? Read that whole thing.

Stella: Achieve a variety of new housing types, and number four is to consider infrastructure conditions, and number eight, equitably distribute multi-family housing.

Adam: All right, why did they strike a chord with you?

Stella: Well, I think if you're going to build new communities, you want them to blend in to what we already have here, so they don't have to be exactly the same as what we have, but to blend into them so it

doesn't look institutional or, you know, doesn't – and I like the idea of having different neighborhoods. And number four, I think that's important to provide infrastructure for the additional people that you're going to have and additional needs that those people will have, water, transportation, utilities, all that is important. And number eight, so that we don't create a place that is terribly expensive, you know, that everybody is able to live wherever they can afford to live.

Adam: Okay, Jim?

Jim: Do you want me to read off what I chose?

Adam: Yeah, please.

Jim: One, four and six.

Adam: Read those, the whole part, and tell us why you chose it.

Jim: One, maintain community character.

Adam: What's relevant to you about that?

Jim: That's what I pretty much fell in love with coming to Encinitas, it was mainly surfing, but I like the less commercial look that it has or did not have like Newport Beach, Laguna, Huntington, it was just, you know, almost kind of semi-rural and it wasn't just so over-crowded, roads, shopping centers, whatever. I'm sure there were a lot less people who lived here in the earlier days, but I just liked that character, the feel of the area; you know? I moved down over three towns, _____, and Ocean Side. Ocean Side used to be much quieter, but there's just more people living in California, especially coastal areas, so it's just falling in the strain on all the infrastructure and all the systems. People want to visit here. I mean San Diego is one of the biggest destinations to come on holidays, I know triple A said that many times, so it's just a draw for people coming. Consider infrastructure conditions, consider adequate infrastructure to support new housing and future development. Right now, our biggest crisis is water. How can we build more homes or subdivisions when we can't even provide the water? I think that is even kind of a – there's something behind this water issue, many people are saying we got plenty of water. We just had this major rain this year, a lot of the reservoirs and lakes, some of them are up to 75% of normal, but they keep telling us to cut back water. Hey, we're not cutting back on water, we're not cutting back on water, so it's like somebody is not telling the

truth. But all that aside, yeah, water is going to be the biggest problem in Southern California.

Adam: Tamara, what did you choose?

Tamara: I chose one, four and six as well. I think they're all kind of mixed in together in a way, I mean one and eight to me are kind of saying the same thing.

Adam: Tell us about why you feel that way.

Tamara: Maintain community character, because each community is very different, I mean Lucadia has its own kind of offbeat kind of feel to it, downtown Encinitas has its own place, it's just important to maintain that.

Adam: Can you do that if you bring new housing to the city? Can you maintain the character?

Tamara: I think you can, yes, I think you can. You just kind of have to look at what's around and what kind of fits in with the feel of it all that's already happening, so I think that you can do that. Consider infrastructure, I mean that has to be considered with any type of development, you know, how are we going to get around, I mean it has to all be thought out ahead of time. And ascribe for sustainable Encinitas, I mean that's a big part of Encinitas, growing up as a kid here, I mean the flower fields were everywhere, now we have what used to be _____ ranches now is _____ foundation, and they're doing a wonderful, wonderful job up there, so maintaining certain bits of property like that and making sure that there's still, you know, plenty of open space as well.

Adam: Is there anybody else that feels really strongly about the choices they made?

Jan: Well, to maintain the community character, I mean if you put in a multi-use in certain areas, and I understand none of it is targeted for equality because it would be so inconsistent with their community character. I mean but you're piling on – it seems like you're piling it all in like Real Shopping Center and downtown Encinitas that already has – you know, it's pretty congested already, so you're not equally distributing it within all the communities.

Adam: Anybody else?

Pete: Well, I think just the access in and out is so poor –

Jan: No, I get it, I get it, but –

Pete: You couldn't build anything there, it's not close to anything for transportation.

Jan: I live in Lucadia, and there's nothing – I mean you're not going to build a lot of – you know, there's not a lot of areas to do it, but it just doesn't seem to be – number six, it certainly doesn't seem to equally distribute the multi-use in all the five communities in the least.

Kyle: I picked three, I don't know if I have a lot of other people with three, just because it mentions recognizing the community character right in, you know, the first sentence of it, but I think what it notes is that, you know, varying – you offered us six different types of housing that could be potentially utilized, so I think the idea is to use, you know, to be selective of where we're going to put a certain type of housing that would make it more fitting to go along with each community, like with the variety make it so, like a puzzle piece, fitting the right type of housing to the right area.

Pete: Architecturally as well, to blend it in.

Peter: And I think if you surveyed the city of Encinitas, you know, following this argument now for some number of years, number one would come up on everyone's list, everyone is concerned about the character of the communities they live in. When I looked at a lot of these other choices, the one I couldn't discard is six, ascribe to a sustainable Encinitas, so coordinate a plan, land use transition and housing to reduce environmental impacts and preserve a natural, healthy environment, nobody could argue with that. If you look at two, three, four and five, those are ways to get there, you have to address infrastructure, traffic, and then ultimately the housing, number eight, that's why I chose one, six and eight, because I do think you have to distribute this load amongst the various communities and make it equitable and more balanced.

Adam: All right, we're almost done. Go to nine and ten in your workbooks, take a quick look at the graphics there and there are two statements I think. I'm going to read these two statements. So I've got two statements I'm going to read to you. We've got Dr. Jones who says proposition A is clear that the voters get to vote on land use changes and height changes, and that the November ballot measure for housing element should be limited in scope to keep it simple and uncomplicated and leave the decision-making about

design details of future projects up to the city planning commission and professional planning staff. So that's Dr. Jones, he says proposition A says keep it simple, you know, just go ahead and leave the details for planning staff and professionals. Dr. Miller (phonetic) says while proposition A is clear that the voters only have the right to vote on land use and height changes, the fear of the proposition was to allow voters a say in every detail of the planning process and the voters should be able to roll up our sleeves and get into the nitty gritty of every detail of every plan and development project. The November housing element ballot measure should have every last detail in it for the voters to vote on up or down. Who do you agree with more, Dr. Jones who says leave the details up to the planning commission and the professional planning staff, or Dr. Miller, who says the voters should get into the nitty gritty and plan of every detail and the voters should have the chance to vote up or down on it?

Pete: With Dr. Miller, you wouldn't get a doghouse built.

Adam: What's that?

Pete: With Dr. Miller's plan, you wouldn't get a doghouse built.

Peter: But that is one of the strategies, they're trying to block every possible –

Pete: I know that, and it's garbage.

[Cross talk – inaudible]

Adam: Okay, so you take Jones?

Pete: Jones.

Judy: Jones.

Adam: So the high level planning –

Pete: Yeah, because when you get into the minutia of anything like that, I mean I've gone through planning and like that, yeah, they drive you crazy and everything like that, but the thing is they have a good broad brush look at the area. If it gets too crazy like Delmar, we're screwed, but if we can keep it reasonably simple, what they've been doing now, keep the character of the neighborhoods, keep the character of the design, keep all the little minutia that goes down, because there are some things you have to move a foot here, you have to do this, you have to build whatever, if you let the

population of Encinitas vote on everything like that, you'll never get anything done.

Peter: You don't think it's obstructionism on any level; do you?

Adam: Anybody else with a different opinion, voters voting on every detail?

Judy: It doesn't matter what you're doing, if you have ten people look at something, if I could, so I had ten people and say, you know, which color combinations, I could never get all ten people to agree on any one color combination. If you're trying to get people to vote on every detail, people are going to say that building is ugly, and some of them are going to say it's gorgeous, and you're never going to get everybody to agree, and to vote on all that would be stupid.

Peter: I think that, you know, the general electorate can't address the issue at the level that a trained city planner could, I mean you have to have some confidence in expertise at some level.

Adam: Okay, Georgina?

Georgina: I have feeling Dr. Jones would be better, because we don't want _____ and then no, no, no, and then this, this, this, so it has to be.

Adam: All right, is there anything else, thinking about the November ballot measure, that you want to give input for?

Peter: \$150, we'll all get the vote out, if you give every person a ballot, that part of the plan is sound.

[Cross talk – inaudible]

Adam: Do you have anything else on your final comments on the issue you want to put on the map?

Sandy: For me, the bottom line is the traffic and the congestion that's already so bad in the city.

Adam: Okay, so on behalf of Probolsky Research, my company, and the city of Encinitas, I want to thank you for your valued input and your time, your input was very valued. I'm going to stay right here and hand out your incentive for participating and I really appreciate you taking the time.

[End of Audio]

Adam: Welcome to our discussion group session. Thank you very much, too, for the time _____ to discuss the exciting world of city planning. That's our discussion, that's our topic this evening. My name is Adam **Probolsky**, I run a research company based in California, and assisting me here today are Nick and Scott and **Andy**.

And we were asked by the City of Encinitas to help understand **Gerald** _____ Encinitas their housing plan. We'll talk more about what a housing plan is. Sometimes we call it a housing element, and you'll read a little about it in just a minute. The city wants to know what the public knows about planning and going through the process and changes that might happen in the city, and need your opinion about the alternatives that we might actually have a chance to vote on in November in the general election coming up.

So, you were invited to participate in this evening because you live in this city. That's really the only qualification we have is living in the city, nothing else. The information results from this group will be analyzed and compared to information from other people around you, other groups that we're talking to, and you can see from this evening, we're video and audio taping, and so, for the purposes of privacy, we're gonna be on a first name only basis, as you can see from your name cards. But just to get your approval, I want to make sure everybody is okay with it, that we're video and audio taping. If I can get everybody to just indicate by saying "Yes," that you're okay with us video and audio taping, you're just gonna say, "Yes!"

Participants: Yes.

Adam: Okay, all right. So, for the record, participation, of course, is voluntary and you're free to leave at any time, but only those who stay the full 90 minutes are eligible to receive the _____ incentive that you were promised, and at the end you'll get an envelope with real American dollars in it.

And so, again, this is only for research purposes. No one is gonna try to sell you anything or follow up with you in any way. When you leave, you're done.

So, the rules. First, this is really about you, I want to get your opinions. Side conversations are distracting, so please just direct the conversation my way, but I do want to have opinions, so there are no right or wrong answers, just different points of view, with no expectations of what you're going to say. Tell us honestly what

you think, feel free to share whatever's on your mind. We're just as interested in negative opinions as we are in positive ones.

Everyone here is to be considered equally _____. If you disagree, try to say more than just, "I disagree," try to explain what you're thinking, as well as, "I agree"—explain why you agree. We want to get as many different points of view, ideally, as much as time will allow. My role is not to express my opinion, but I will bring up ideas and see what you think about them.

So we placed name cards, as you can see. Why don't we start somewhere here with Beth, and I want you to say your first name—I think they're awfully easy, but say your first name, and maybe what you do for a living, and we'll go around the table real quick.

- Beth:* My name is Beth, and I'm a realtor.
- Adam:* And if we can kind of speak a little louder and do what we can, here. Go ahead?
- Peter:* I'm Peter, and I've worked in the software industry as a consultant and developer.
- Leslie:* I'm Leslie, and my husband and I are both retired. I used to be a teacher, but basically a housewife.
- Christopher:* My name is Christopher, and I'm a student.
- Harold:* My name is Harold, I'm retired from the post office.
- Isabelle:* My name is Isabelle, and I'm a stay at home mom.
- Kim:* My name is Kim, and I'm a technical recruiter.
- Mark:* My name is Mark, and I'm in between jobs.
- Kathy:* My name is Kathy, and I'm a photographer and stay at home mom.
- Mike:* My name is Mike, and I'm a lawyer.
- Pete:* My name is Pete, and I represent city and county governments as an insurance adjuster.
- Lois:* My name is Lois, and I'm a semi-retired lawyer, but I was a senior _____.

- Adam:* Okay. So, first up, I'm gonna start a conversation by asking you to give me your impression of whether Encinitas currently has enough housing for families, workers, seniors, veterans, and other members of the community in general. So, if there's enough housing for people in the general community, or if you think there's a need for more housing in the city.
- So, why don't we start with Isabelle? Is there enough housing, or is there a need for more housing?
- Isabelle:* I haven't lived in the city for too long, but if I had to say, I would say we need more.
- Adam:* Okay. Is there any particular community or type of person in the community or an individual that would need more housing, you think?
- Isabelle:* I'm not really sure of all the details. Again, I'm still new to the community. But what I've noticed is, I have seen vacant lands, and I always wondered, why wasn't there something built here? In terms of who needs more housing, I'm not really sure about that.
- Adam:* Okay.
- Kim:* Honestly, I don't know. I'm assuming that, for veterans and seniors, there could probably—I don't know if you need more, but I'm guessing that it needs to be more affordable.
- Adam:* Okay.
- Mark:* I agree that housing should probably be more affordable. I have seen a bunch of homeless communities around Encinitas recently. So I don't know if we need more housing, but—
- Adam:* I really think you've got to talk louder.
- Lois:* Either lean in, or—yeah.
- Kathy:* Yeah, I think we definitely need more affordable housing for families and just people kinda starting out. I feel like if you, you know, inherited a home or something, you're fine, but for people who are working real hard, it's like, really hard for us to live here.
- Adam:* Okay.

- Mike:* I think we could use additional housing in the right places in the right way.
- Adam:* Talk more about that.
- Mike:* Well, smart land use, keeping open spaces, which is still very important. Smart—I mean, as far as using a viable piece of land if it's proper for affordable housing, make it such. If there's housing in the community that has larger sized lots, to be consistent with the local neighborhood community.
- Adam:* Okay.
- Pete:* Well, I'm gonna agree with him. Basically we want to see any development balanced with the quality of life that people in Encinitas moved here for, and if we overbuild it, I'm afraid that it will change the quality of life in Encinitas.
- Adam:* What does quality of life mean to you?
- Pete:* Not so much traffic that you can't get around. Traffic is a problem on the weekends, and it's because of too many people. I mean, there's only so much—Encinitas is confined. It's like an island. It just—if you overbuild it, you're gonna lose the quality of life.
- Adam:* Do people agree with that?
- Leslie:* Yeah.
- Mike:* Yes.
- Harold:* I agree with that.
- Isabelle:* But you can't really stop people from coming in. It's—again, from my perspective as somehow a newbie in town, it's a touristic area. You can't stop the flow of people coming in. Because you said something about traffic
- Pete:* Well, just because the traffic at times is overwhelming because of tourists, and every island or town has limits as to how many people it can sustain. And I'm just saying that it needs to be balanced so that you preserve the quality of why we moved here.
- Isabelle:* True. Very true.

- Pete:* Versus changing it into New York City or Manhattan Beach up there in L.A. County.
- Isabelle:* I know exactly what you're talking about. I am from the East Coast, so I know what you're talking about.
- Adam:* Good. Lois, is there enough housing in Encinitas, or does there need to be more?
- Lois:* I don't know if there's enough housing. I see the housing that goes in here for the millionaires. **Carved Lake**—\$1,000,000.00, \$2,000,000.00, \$3,000,000.00. You know, like that.
- Leslie:* In the low millions—I love this.
- Pete:* *[Laughter]*
- Lois:* Yeah, right. And then there's one that's off right past the senior center, that one's also in the 900 to \$1,000,000.00. You know, all of our houses—I went through my house, it was 82,000; now it's worth 700,000. That's just because of the land, but just because there's enough space doesn't mean you want to stick something there. When I moved here, people rode horses on Encinitas Boulevard. It was rural. There were flower fields. It's now—it's getting to be congested. I might as well have stayed in San Diego.
- Pete:* Can I have—
- Adam:* Please.
- Pete:* Do you know where Oakcrest Park is, or Oak Crest Middle School? It's adjacent to the senior center? I've heard the school district wants to sell it so it can be filled out with million dollar homes.
- Isabelle:* Yes.
- Pete:* And what would be lost forever would be any child to be able to go to Oak Crest Middle School, with an ocean view. That would be lost for all future generations if that property was sold and developed into houses.
- Kathy:* And that's cool, actually, because my kids go to Cardiff Elementary, and literally, they're on the playground and the ocean is, like, right across from them. And that—like, it's cool.

Temperature-wise, it's cool. It's cool just because that's cool.
[Laughter]

Mike: That's really cool. My kids go to Cardiff Elementary, too.

Pete: But does that make sense?

Kathy: Yeah.

Pete: That if we sell it, we'll lose—that empty space, it's lost forever.
[Cross talk]

Isabelle: I thought that deal was already made. I thought they sold that land already.

Adam: Well, let's keep going around the room, here, before we get on another subject.

Beth: I agree that we could use a few more houses. I don't think we need million dollar houses, and I don't think we need dense housing, like apartments and condos. Single family homes for starter people, like myself and people my age are typically looking for first time homes, and in this community, I grew up with a bunch of people that had to move out of Encinitas to buy their first home. So I would love to retain people in Encinitas longer.

Adam: Do you think it's reasonable to think that first home buyers will be able to buy single family homes?

Beth: Right now, no. Not in Encinitas.

Adam: Okay.

Beth: It's very hard.

Lois: Can I say something to that? The problem is, we're on the ocean.

Beth: Yeah.

Lois: You can move—I don't know, when I started out, I lived in an apartment adjacent to railroad tracks. That's what happens when you're 20 years old or 25 years old.

Beth: Yeah.

- Leslie:* You can't move into the big house on the hill overlooking the water, unless you're _____.
- Beth:* _____ Park is affordable for people that are first time home buyers. I think that's where we're kind of plopped in is just right there, and that's our only option.
- Adam:* Peter, what do you think?
- Peter:* Well, I think we have to have a reality check. I think we're kind of expressing two different views, here. On the one hand, I agree, there's not enough affordable housing, but the very nature of where we live goes against affordable housing. We are in a very upscale, ocean view area, with great weather, really, really attractive, there's an overabundance of interest in living here, and not enough housing to go around.
- So we have to, I think, be realistic. And I know, at the same time, that there are state mandates that you have to have a certain percentage of low income housing, or housing that's affordable, and I don't know where you put it. I mean, quite honestly. You know, if someone says, "They're gonna put a low income housing unit right next to your house," you're gonna say, "Not in my backyard." I mean, that's gonna be everybody's reaction.
- So, where is the space for these kinds of homes that are supposed to go in that are affordable? I'd love to find them. My son can't live in our neighborhood. He grew up here, and when he moved out, he moved to Oceanside—the only place he could live.
- Adam:* So do you think it's a priority for you that your children will get an opportunity to live in Encinitas?
- Peter:* I would love that, yeah. I really would, but I don't think it's realistic. Until I die. *[Laughter]* *[Cross talk]*
- Pete:* At least you're realistic. *[Laughter]*
- Peter:* Yeah.
- Leslie:* I share with you the reality of the situation. Oceanfront is oceanfront, and so it is gonna be more expensive than other places. I think that, before you develop, you do have to consider the roads. Traffic is one thing, but the roads? I love off of La Costa, and they're continually adding bike lanes. The coast highway has bike lanes—but no place to park on the Coast Highway. No place to

park, but yet you condense for a bike lane. And La Costa Boulevard, I think there's a big development going in where—the nursery spot, at the moment. And it's a one way, busy, busy, busy road that has moved over for pedestrians and moved over for bikers, and if you're adding a development, you're adding a lot of traffic to that road.

And I think they just have to consider the big picture, and keep the sense. If you're doing low income—and I'm all for low income housing—but I think it should be built in the flavor of the neighborhood, as opposed to just a big box. You know, I think there should be a certain standard that it should appear and the maintenance should be covered and all of that stuff, so.

Adam: Christopher?

Christopher: I can understand why Encinitas would be a really expensive place to live, and I think that we can try and control that as best we can, but it is a pretty upscale place.

The problem I have is that I don't think that Encinitas should become a proper, or a dense city like—New York is an extreme example, but a more local example would be Los Angeles. It's houses as far as you can see and air pollution.

And not a lot—well, I don't know, how do I phrase this? I know there's a lot of people who simply don't want to live in a big city, and if small cities like Encinitas around the country keep growing like they are, then there aren't going to be many options for people who want a rural environment place in Southern California.

Adam: Do you think Encinitas is rural?

Christopher: No, but it used to be less densely populated than it is today. I've lived here all my life, and I know there was a time when we didn't even have the Leucadia Boulevard that actually went over the hill, and boy, was that interesting. *[Laughter]* But yeah, I kinda miss those times.

Adam: Harold? Do we need more housing in Encinitas?

Harold: Yeah, I've been living here since '75, and I remember when I was living here, you had all these beautiful flower fields and all that stuff. There was so much e, you had all these beautiful flower fields and all that stuff. There was so much that went through here, and I'm not, I don't like it being a city that has a lot of people.

That's at least, when I moved out here, and I could only afford out here _____. When I moved out here, I only paid 50,000 for my house, because all the downtown people wanna be downtown. That was the thing. You know, you complain about the prices now—and Encinitas is becoming more expensive because more people wanna move here.

So, like they were saying, I would like to see the areas be kind of, the roads be widened where there's a lot of people so you don't have all this traffic. Like kinda, like Leslie was saying, have a one way street, and have all this happening there. And it just builds up the traffic, and you'll be there all day long trying to get some place.

Adam: All right, so I'm asking you to turn, in your workbooks, just to pages one and two, and read pages one and two only, and then we're gonna discuss it. So, the people _____, and it may be interesting, it may be shocking, it may be fascinating, but read just pages one and two. Page one is from the city's website, the City of Encinitas, and page—page one and two are from the same webpage, and part of page two has some information from, I think, the city as well.

[Participants read 18:00 – 20:15]

Adam: It opens a very interesting dialogue, this document.

[Participants read 20:20 – 20:39]

Adam: I'll give everyone a couple more minutes and then we'll get into it and we'll talk about it.

[Participants read 20:43 – 21:18]

Adam: All right, so by a show of hands, before tonight, had anyone heard of Prop A, or Proposition A? One, two, three, four, five, six. Was anyone involved in getting Proposition A on the ballot, or getting it to pass in the ballot box? Okay.

What did you know about Prop A before tonight?

Peter: Well, I remember it was up for a vote, and I remember that there was a lot of discussion about what that meant for the city. There was a lot of concern expressed by those who were in support of Prop A that the city was reckless in how they were kind of approving housing and doing things, and the Prop A supporters wanted to take that voting away from the city council.

Adam: Okay. Is that generally what other people thought about Prop A, or does anybody have a different opinion?

Lois: Okay, this comes out of a U.N. resolution that our President adopted, and the states have adopted it, also. When you search it online, you'll find it out. This is to make everything, that the whole key is the one, two—one, two, three, four, five, six slides on the second page. To reduce greenhouse emission, it's to get people so that they live in an area where they can walk to everything and they take no cars. That's the whole basis if we go back to the U.N. bill and the U.S. bill and the state bills. That's where it comes from.

And the people who did Proposition A knew that, I talked to some of that, and that's why they put that through, so that Encinitas couldn't just steamroll through with [*Cross talk*].

Adam: Okay, so in general, what do you think about the housing plans, the concept of housing plans? I mean, before tonight, did people know what a housing plan was, and that the state has this mandate, this authority? What do you think about the situation in Encinitas _____? Give me some thoughts.

Mike: I'm still not sure exactly what housing plans require for the city of Encinitas. As a matter of fact, I read this and I was a little circumspect, but this was written by somebody with a bias.

Pete: Yeah.

Mike: And that—I mean, the changing demographics, I don't—I mean, other than it is getting, the housing prices are going up and the people moving in are more affluent, I disagree with some of the premises this was based on. And I'm not quite sure whether it needs to be more housing, it just needs to be a plan for whatever housing will be built.

Adam: Okay.

Mike: Yeah, so that's—

Pete: My question was, can the residents, you categorized them into income levels, and you have certain percentages or quotas you have to make? And is it realistic to—I mean, what do we do with the homeless? Do we have to provide housing for them, too? Is that part of your plan?

Adam: I'm not _____. [Laughter]

Peter: Yeah, but I agree with him—whoever wrote this is biased. It doesn't seem to be very behind voters in Proposition A.

Adam: So, with the voters—yeah, we'll get in more detail as we move on. The state—this is a state mandate, right? So this is not a city mandate, this is not—this is a state mandate _____, and so the city is following the state mandate, and that's how we arrived at this.

And so the goal was to not be biased, quite frankly, and if you see bias, I don't really, I'm not—I **don't mean to complicate it in any way**. So it's sort of appropriate for me to say that, up front.

But the goal was to just give you some background, and that was the background _____, but the goal was to give you some information on it. This is a state mandate coming down on the city, and the city needs to then respond to it and create this housing plan that, and then introduces the hurdles, and then is given the _____.

Isabelle: So, is it because the city of Encinitas doesn't have a certified housing plan that the state is putting pressure on it because they're afraid of these penalties and legal action that they actually have to make this plan now?

Adam: Yes. I mean, every city—every city and every county has to have a housing plan, a housing only plan. And if they don't, then these are the penalties that they potentially accrue. [Cross talk] I'm sorry?

Kathy: Do you know why Encinitas was the only city in San Diego that was noncompliant?

Isabelle: Well, I was going to add, because people have [Cross talk] really good points, saying—the reason why I moved to Encinitas is because I fell in love with it 15 years ago. And I knew it was gonna be expensive, and I knew what I was getting into. I was buying the beautiful weather and all of this beautiful lifestyle.

So, are they—I think this is gonna be a challenge, from my point of view. Because, as he said, nobody wants that type of housing in their back yard.

Adam: Right.

Beth: So, my experience with low income housing—for example, part of this plan includes having enough low income housing in each city. When I showed property at the lake house, the corner of Lake and Santa Fe, in that, there's 12 houses, and one of them had to be a low income housing as a new development. So that's one way that maybe they're starting to change things.

But also, as a first time home buyer, I haven't bought a house yet, but I've actually looked into buying a low income house in a different community, and the income limit is about—and this was a couple years ago—47,000 a year for a single person. So I could essentially go through all the hoops to get a low income house, but it was a tiny apartment, and it was in the 92127 zip code.

So that's like, what may be part of this plan is maybe requiring. Now, I don't know the whole plan that they're trying to put together.

Adam: So, we'll talk about, as we move forward, new homes. They're not gonna all be low income, they're gonna be a whole spectrum of income levels, from the very wealthy, for millionaires, to low income. There'll be some low income, but not all, by any means. Yes?

Lois: But there are a number of specific homes, low income, that we have to have in Encinitas. That's part of the plan.

Adam: Absolutely. For sure.

Lois: And that's the problem, is finding a place to put them.

Adam: Well—

Peter: And that's the question I have is, I mean, I'm a data guy, so I wanna know, where is the—what percentage of buildable land is still left in Encinitas to begin with?

Lois: Yes, Encinitas is *[Cross talk]*.

Adam: Well, and we're gonna talk more about, in fact, where these things could go.

Peter: Yeah—where are they? Yeah.

Adam: I guess, is there anything more on the housing development plan that we're—yeah? *[Cross talk]* Yeah, let's hear from Kim.

Kim: Me? Okay.

Adam: Yeah.

Kim: So, just to be clear, because initially, I thought this was more about affordable/low income housing.

Adam: Not necessarily.

Kim: So basically, it's just, it's sort of a program, I guess, to allow the builders who are building the multi-million dollar homes to get closer to the water?

Adam: No, it's just housing in general. It's housing in general. It's the concept of making sure that there is a plan for housing in the city, overall.

Kim: So, okay, and I guess I'm just not seeing it. So, like, is there a particular price point at which it's considered affordable?

Adam: Well, this—the plan itself does not speak to it at this point. We're not _____ about prices. We're talking about more housing availability at this point.

Kim: Okay.

Adam: We're not speaking to the price point at all.

Kim: Oh, because the reason I asked is, what keeps catching my eye is affordability and the changing demographics, so I'm trying to get my head around what that means.

Adam: So it's in there, and we'll get to the numbers, but just generically at this point, there's a mandate from the state to build more numbers of houses. Because in a market scenario, if you bring more housing, you know, anything can have more _____ at some point, but if you bring—

Kim: Not necessarily.

Adam: - if you bring a number of houses [*Cross talk*].

Isabelle: You have to have the land to build it. Isn't that what the issue is?

Adam: Well, we'll get to the idea that **there's no more land**, right?

Isabelle: Right.

Adam: They're not making new land, so you're gonna have to put the housing somewhere, and we'll get to that, about where do you want to put that housing. *[Cross talk]*

Leslie: Is that telling the private property owners who own the land what they can and can't build on that land?

Adam: Well, that's actually what we had there. That's the idea _____. So, it's not _____.

Pete: Does the plan have a term? I mean, is it over 20 years and then we re-evaluate if we wanna change it?

Adam: Actually, yes. _____ term, it's just the fact that Encinitas hasn't had one for a long time, is why this is *[Cross talk]*.

So, let me read for a little bit _____. "In 2014, the city embarked on a public outreach effort to educate and to _____ about the forthcoming housing plan. This was late 2014. They used direct mail, social media, community forums, e-mail, door hangers, and tried to get the word out through media and ads. The effort was branded At Home in Encinitas."

By a show of hands, tell me if you're familiar with the At Home in Encinitas effort. One person. All right. And what have you heard about At Home in Encinitas?

Peter: I remember that there was this program and there was this—I remember the being something on my door, and reading about it. I think we also got something in the mail that we were asked to respond to. I think there was something about going on the website and looking at what was being proposed by the city. That's all I recall.

Adam: Okay. So—

Peter: It has an @ sign, right—@ sign?

Adam: Yes.

Peter: Yeah, yeah. That caught my eye. I'm a computer guy, so I noticed. *[Laughter]*

Adam: Very good. All right. So, if you will, turn to pages three and four in your workbook, and there you'll find a big statement, and then you'll also find a map. And I'll read this to you again if you want to read along, and you can look at the map. And the city says, "New sites for housing and mixed use development should be targeting the areas that are already developed to add to their vibrancy, while preserving single family residential neighborhoods."

So, mixed use, I'll explain, is perhaps explained by a building that might have residential and commercial, such as stores on the ground floor, and apartments and condos above. That might explain what a mixed use development would be. So you might have, let's say, a shopping center that will either add residential above it, or you tear down perhaps an entire shopping center or an entire strip mall and then rebuild it and have a residential build above.

Kathy: So like, Whole Foods in downtown Encinitas where they have, like, those [*Cross talk*]—

Adam: Right, or you would take, let's say, these higher shopping centers, take it all down, and redevelop it as, let's say, an apartment building rather than residential and commercial alone. You can really kind of—and if you're giving it a _____, you can imagine a view with a big block and you can redevelop it with parking below and things like that, or around a train station, things like that.

So, you can actually look at this map, and—

Lois: [*Cross talk*] who came up with this pitiful language?

Adam: This language comes from the city, from the city website. Let me read to you a little bit. "Take a moment to look at the map of Encinitas. While in fact all the sites colored blue are under consideration as part of the housing plan, not all of them will be included, because not all of them are needed to reach the goal of 1,093 new housing units in the city."

There's the city, and let me explain about the 1,093 new housing units in the city. The city is required to plan for 1,093 new housing units in the city. It is not necessarily going to happen that 1,093 new housing units in the city will be built. The city does not build housing units. Private developers build housing units. So the city has this plan, this goal behooved upon it by the state that they have to build, they have to plan for 1,093 new housing units.

So they have to, they're taking this map, and they said, "Okay, here's the potential sites where we can theoretically, through mixed use, most likely"—and we'll look at some types of housing later on—to **put the intensity of** 1,093 units. And theoretically, there will be private developers that could potentially build those units onto those sites.

My question to you is, this statement, "New sites for housing and mixed use development should be targeted into areas that are already developed to add to their vibrancy, while preserving single family residential neighborhoods"—does that jive with your values? Does that speak to and reflect your values as an Encinitas resident?

Pete: No.

Adam: Isabelle?

Isabelle: I don't see that interfering with our lifestyle or changing the city if we take up air space, and build over, say, the 101. There are all these one level buildings. I don't think that's gonna interfere with anything. I think that's wonderful. If anything, that's kinda the solution, when you think about it, because obviously there's no land, so we're gonna have to build up.

And just looking at the map and the little areas, what I'm trying to make out is the neighborhoods here. I don't know what's in the big chunk. I'm very curious about that, if anybody can help me figure out what that is, what area that is, because it seems like—

Mike: Well, it's at the corner of Encinitas Boulevard and El Camino Real, which is, there's all kinds of commercial stuff there.

Pete: That's a commercial tear-down, we'd call it.

Mike: Yeah, sure.

Lois: So that's the Ford dealer, the bank—

Isabelle: Oh, isn't that the Harvest Ranch area?

Lois: No.

Mike: No, that's up near _____.

Isabelle: Oh, this is up [*Cross talk*]. Oh, okay.

Lois: The Ford dealer, El Camino, and [*Cross talk*] a bank.

Peter: Yes, there's a 7-11 there, there's all of that stuff.

Isabelle: Okay.

Mike: Oh, where Trader Joe's is [*Cross talk*].

Isabelle: Yeah, it's busy out there. Yeah, I know where that is, okay.

Pete: Please. I guess I have a problem with the logic that you're saying that you're trying to preserve single family residential neighborhoods, but you're imposing a mixed use development. So, by definition, you're not preserving the single family single family neighborhood by putting in a mixed use development.

Adam: The idea is to preserve single family neighborhoods, so you would not touch a single family neighborhood, but you would then—

Leslie: Existing neighborhoods.

Adam: Existing neighborhoods, right?

Pete: Okay.

Adam: So you're not—

Pete: I misunderstood.

Adam: Okay.

Mike: Well, it isn't clear. I had to read it three times to try to figure out, what they're saying is, with the mixed use and the housing, other than—

Adam: Along the corridors [*Cross talk*].

Pete: Residential areas. Like, what she brought up with Lake and Santa Fe is million dollar homes with one low income home. Well, that didn't preserve the neighborhood. It kind of destroyed the neighborhood.

And where I live, what I'm seeing is, if you have something that's affordable, somebody buys it and then turns it into a rental. And all

of a sudden, the value is—it's worth so much as a rental, and it's **the shortest distance**.

Adam:

All right, so in this case, I'm asking in general—does this statement, does this agree with your values as an Encinitas resident?

Lois:

No. No, I live in this area. I don't go out after 9:00 in the morning on a Saturday, because you can't get through the traffic.

Isabelle:

Mm-hmm.

Pete:

[Nods]

Lois:

And let me tell you, those places for rent, you put 500 people in apartments in cars, it's gonna be awful. It's gonna be really awful. And to me, that's not gonna make the neighborhood better—

Isabelle:

Right.

Lois:

- by adding all that extra traffic. We have accidents once a week at Encinitas and El Camino, once a week.

Isabelle:

That's because of the red light camera. *[Laughter]* I can guarantee that. Let's research on that.

Lois:

Well, no, I *[Cross talk]*.

Kathy:

Just the city of San Diego.

Isabelle:

No, it's not until 2018. **Hacienda** is not until 2018. But you can _____.

Adam:

What were you gonna say, Christopher?

Christopher:

Yeah, I wanted to say, maybe we shouldn't be looking at this as some perfect solution. Maybe this is the best solution that we possibly have for our city. Because the state is mandating this, we have to adopt something. We're going to encourage _____.

Adam:

I'm sorry; say that again? The best solution—what was that?

Christopher:

Maybe it's the least bad solution. Because we have to put in new housing somewhere, and we don't have much more land.

Adam:

Okay. Peter, what were you gonna say?

Peter: I'm questioning the 1,093 new housing units. Where are they gonna come from, and why is that a mandate?

Adam: It's a mandate from the state.

Peter: We have to build 1,093 new houses?

Beth: Well, it's [*Cross talk*].

Adam: No, you have to plan for 1,093 new houses, yes.

Peter: Even if they're not built?

Adam: Well—

Peter: I mean, that's what I'm trying to get to. Is it a mandate to plan, or is it a mandate that you must build? That's what I'm struggling with.

Adam: No, it's not a mandate to build 1,093 homes, it would be _____, because no one—the market will decide if the market can absorb [*Cross talk*].

Peter: Okay, so I have to—the plan is, if someone's gonna build 1,093 homes, that's what we're saying.

Isabelle: But is there a need for it?

Peter: Well, that's what I'm—

Adam: Well, see, this is government. This is the state government, so the state government doesn't know—

Isabelle: Well, isn't the city supposed to say, "Well, I need X amount," or "We need this much"? Why are you imposing this on us?

Adam: Look, I'm not here to—

Isabelle: It seems like it's kind of a random number.

Adam: - I'm not here to argue whether government knows best, and I'm certainly not here to argue whether state government knows best, but that's what the state government mandated. So we're here to decide whether you, the values of Encinitas residents are being kind of adhered to, and how do we best adhere to Encinitas values and then pass it on to the city?

So, Kim?

Kim: So, since part of this is to preserve single family residential neighborhoods, are you gonna be—not you, per side effects, but will one be building additional schools? How is that gonna work?

Adam: I'm not permitted to talk about schools, but I fully expect that the city is in conversation with the schools to say, "Look, we're planning for new housing," and they know it's coming.

Kim: Well, the reason I ask is, because if you're trying to preserve the single family residential neighborhoods, school is a big part of it, and if you're bringing in, whether it's 1,093 or however many, I gotta figure there are gonna be some kids there, so I'm just trying to understand this.

Adam: Yeah. When developers build housing, they have to pay school fees, and then they pay for _____ go toward building the schools, so that happens hand in hand. When you build a new apartment building, a new apartment, every new apartment door has to pay X number of dollars towards the school fee, so.

Kim: Oh, no, I know that, but I'm just trying to understand how you're gonna bring in people, even if they're not technically right in the middle of the single family homes. If you bring them in, either through traffic, they're gonna affect the single family neighborhoods as well as the schools, so I'm just trying to understand how that's gonna work.

Adam: Yeah, I think the schools are certainly the resources they need. Kathy was trying to get something in.

Kathy: Yeah. For me, my husband and I are not poor, by any means, and to me, this more speaks to my heart as an issue. Like your son—we don't want to be run out of town because this is, like, the new Beverly Hills, and so our kids are gonna have to go to some non-California Distinguished School now because we can't afford to live here.

So, for me, I'm not like, someone in affordable housing, and I don't feel like I'm slumming down the neighborhood, because we're not—you know, the Encinitas community park is doing that with the state park, you know what I mean? They're bringing in people robbing Rite-Aid and doing whatever. So it's not like a home situation that makes a good quality of life achievable for

somebody like us without running us out of town. You know, I find value in something like that, and opportunity in something like that, to give my children—I want them to go to a private school and have an ice cream social and do all these things. I don't want to have to go to Vista where half the population speaks Spanish as their first language or whatever, you know?

Isabelle: What's wrong with that?

Kathy: I wanna maintain something for them, and I might not—well, I'm just saying, it's just, I don't mean that in a mean way, but I just—

Isabelle: I don't speak Spanish, I speak French—I'm just saying.

Kathy: Whatever language you speak, I don't mean it in a mean way, but it's just, like—I want the opportunity that this place provides, just like anybody else, and I don't want to have to feel like—

Adam: So what you're saying is, you like the idea of additional housing options? Is that what you're saying?

Kathy: Yeah, because we work really hard and have, like, nothing left because we're spending everything we have to stay here.

Adam: So is this—

Kathy: Because there's nothing affordable.

Adam: - will this agree with your values? Is this your values? What part of that statement do you like?

Kathy: I mean, as far as this exact statement—yeah, I mean, we live in a single family residential neighborhood, so it's just an opportunity to be there that's not—like, making me buy Top Ramen for all my meals. *[Laughter]*

Beth: I would say I'm still trying to figure out if I agree or disagree with this.

Adam: Oh?

Beth: But there is one thing that I disagree with, and that's putting mixed use developments in certain areas on this map *[Cross talk]*.

Adam: Okay.

Beth: I disagree with some of the locations, because they're already such single family home neighborhoods, that you're adding basically what I think, when a mixed use development comes into a town, I think walkability, you can just go to the grocery store a block away. But some of these in the blue, you can't walk too far, so I don't really agree or disagree with this, but I don't agree with it 100 percent.

Adam: All right. Let's look at page five in your workbook, and page five has some new kind of housing types. Because there are no longer large open lands to develop in the San Diego region, multi-family is largely what we can expect to see in the future. Regardless of the topic we're discussing here today, really what we're seeing for the future of San Diego region is multi-family.

So I want to take a moment to look at different types of housing that we can expect to see in the future, and circle the type of housings that you like the best. So take a moment, grab a pen on the table, and circle the one that speaks to you.

Mike: And if they don't?

Leslie: Do any of them have back yards or patios?

Adam: _____

Leslie: I don't really like any of them.

Adam: Well, pick the one that—

Leslie: Pick the least worst?

Adam: The one that speaks to you the most.

Leslie: Because I mean, the first floor is retail or something, right?

Adam: No, not necessarily.

Leslie: Oh.

Adam: Not necessarily.

Mike: I think that's the mixed use.

Leslie: Oh, so these are the—

- Adam:* Yeah, *[Cross talk]*.
- Pete:* I guess it also depends on *[Cross talk]*.
- Adam:* Sure, sure, but it's just a type of housing style. You don't necessarily have to live there, it's just kind of what you might like to see walking by or what you want to live in or what your kids want to live in, or just kind of—what would you like to see?
- Leslie:* But there's no **caveats**. *[Cross talk]* Well, there's no place to be outside. It's just *[Cross talk]*.
- Adam:* Maybe imagine having that on it.
- Isabelle:* It's probably there, it's just not—you can't see it on the details because it's very small.
- Leslie:* Well, I don't know, if I put my circle on it, that means I like it, and *[Cross talk]*.
- Isabelle:* If I had to pick one, I would pick the mixed use. If I had a kid who needed a place to stay, I would like my son to live—you know, above Whole Foods, near the train station, where he could ride his bike to the train near the train station, where he could ride his bike to the train station and go to his job without having to drive. I see that as a great thing.
- Adam:* All right. Any other mixed uses? Raise your hand? All right. How many duplexes do I have? I've got two duplexes, all right—three duplexes, all right. How many carriage houses do I have?
- Isabelle:* What is a carriage house?
- Pete:* I circled carriage house, but after hearing her, I'm gonna go for mixed use.
- Adam:* Okay, mixed use. I have two carriage houses. All right, how many townhomes do I have? One, two, three townhomes? All right. How many flats do I have? No flats.
- Lois:* Isn't that the same as carriage?
- Adam:* *[Cross talk]* How many apartments do I have? I've got one apartment.
- Mark:* I think apartment *[Cross talk]*.

Adam: I've got 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11. How do we have 11? Who didn't choose one?

Christopher: Uh, that was me. I vote for townhome.

Adam: Oh, you're gonna go for townhome. All right. Now comes the interesting part. Where do my—so, my duplexes, if you had to choose something besides a duplex—well, let me change it. My duplexes, my carriage houses, and my townhomes. Let me just make it very clear. There will be duplexes, there will be carriage houses, and there will be townhomes, most likely. But the fact is that, in order to plan for 1,093 units in town, we're probably not going to have a lot of duplexes, carriage houses, and townhomes. We're probably going to plan for a lot more flats, mixed use, and apartments.

So, is it plausible that you could see yourself supporting flats, mixed use, and apartments?

Leslie: No.

Lois: No.

Leslie: You're asking us for our opinion, and if we don't want them, then you'll have to build more [*Cross talk*].

Adam: Well, if the answer is probably not, what's gonna happen is, you're gonna have some, theoretically—right, there's gonna be certain places where you're gonna have duplexes, carriage houses, and townhomes, because they fit into the character of that neighborhood, or there's just a place, right? There may be an empty lot where you can only build a duplex, or there may be a community that really can only fit a carriage house.

But the fact is, in order to get that number of units, you're gonna have a whole lot more _____. So my question is, to the folks that supported the duplexes, the carriage houses, and the townhomes, raise your hands and tell me, would you support the others, or are you dead set against supporting the other products on the _____?

Kim: Well—

Mike: You mean, support and vote in November, or—

Beth: [*Laughter*]

- Adam:* No, not necessarily vote. We're sitting around and talking, we're having water—and by the way, anybody who wants water, raise your hand, and they will bring a water out.
- Beth:* I marginally support mixed use over the other two options, and that's just because, from my experience going to Del Mar city council meetings—and I hate to bring Del Mar into this, but they're actually building a mixed use on the corner of Jimmy Durante Boulevard, right by the race track. And they actually have a great plan, but it's gonna be, I wanna say, between 30 and 40 housing units within that, retail at the bottom and then parking underneath.
- The way that they've structured it, and they've kind of figured that plan out, is very promising. I don't say I love it, but if I had to choose the lesser of the evils, I would pick mixed use, just based on—
- Adam:* Okay.
- Peter:* I would agree with Beth. If I were to choose one of those, I would probably go for mixed use, because it's the least intrusive to the existing neighborhoods.
- Mike:* Me, too, _____.
- Leslie:* Yeah, but—and you know what there is downtown in Encinitas now with the Whole Foods mixed use thing?
- Adam:* Right.
- Leslie:* Those are—they're very expensive. Very, very, very expensive.
- Lois:* Sure, because you're near the ocean.
- Leslie:* And the train tracks. I mean, I don't see the bonus for that.
- Peter:* _____ station.
- Leslie:* Yeah, but you get the trains going by, it's far away from you.
- Peter:* Oh, it's romantic. *[Laughter]*
- Leslie:* And you're paying \$2,600.00 a month for that, or whatever it is, in rent. So—

Kathy: Or not.

Leslie: Yeah, or not.

Adam: Is there anyone who chose something at the top, that would not, would not be okay with something on the bottom?

Christopher: Well, I'd just like to try to put this in perspective. I would really, ideally, like it if Encinitas could try and maintain its current level of population density that it has. But, I mean, we can't face these penalties that the state is threatening to push on us, like legal action.

So if our job is to choose which of these is the least bad for Encinitas, then yes, I would go something with like the mixed use complexes. But I'd be really sad to see a bunch of those put in.

Adam: Okay.

Harold: I think, basically, everybody's worried about traffic. If they're gonna be located in an area where it's gonna make the traffic even worse than what it is. Like the one at Encinitas and, what—

Leslie: El Camino.

Harold: - El Camino. Around there, the traffic's already bad there. What's gonna happen if all of a sudden people are coming down and merging into the traffic? I mean, it's so bad merging into the traffic, it's gonna—you know?

Adam: Beth, did you—

Beth: I agree with that statement, and I think traffic studies definitely need to be put in place.

Mike: That's right.

Adam: Do you see a solution to the traffic? I mean, whether we're putting in housing or not, do you see any kind of solution to the traffic problem?

Isabelle: Buy an electric car, and then gashouse emissions will be less. But then again, just to get serious about this, Encinitas Boulevard is a cut-through to Rancho Santa Fe, so a lot of people take that road to go to Rancho, or to go to different places. Because it is a cut-through street. And then El Camino—I have taken El Camino to

avoid the 5 when I'm going to Solana Beach in the morning, because then I can end up on Manchester Street. That's why it is so condensed, because you can cut through there.

Lois: But it won't be any less if you add more houses, it's gonna be even more—

Isabelle: No, but I agree with you—putting more houses in that area—

Leslie: That's not a _____.

Isabelle: - that is already busy, will make it even busier, and then you have—and that is [*Cross talk*].

Adam: There was _____. We'll talk a little about that in here.

Harold: I guess they've got to, like I said, get a _____ somebody come in here and fight the traffic now and then come in and say, "How much more traffic will there be?" If it's not feasible in that area because of the traffic, then I don't want that. [*Laughter*] I moved in here because I could afford it back, 30 years ago. I couldn't afford to move in here now, but I like it.

Adam: We'll get Kathy, and then we have to move on real quick.

Kathy: I was just gonna say that I think that it's a lot more than just these potential homes that would or do affect what our traffic is. I mean, it's things that neighboring cities do, like Carlsbad just had that big thing where they're gonna build that mall by the lagoon and all that. That is gonna—the guy that is in charge of that, I think he built the Grove shopping malls in L.A. So he wants to just build this huge thing and people are gonna come all over into these neighboring towns just to go to this mall and to be consumers.

And so things like that are gonna increase the traffic in and around here and bring people here.

Isabelle: Can I say something quick before we move on? To control traffic, you said what can we do about traffic—I think we can direct traffic, or re-direct traffic, and I see this in my own neighborhood. I live on Skylark. I don't know if anybody is familiar with that, it's on the back of _____, it's up the hill, and my on the back of _____, it's up the hill, and my street is a cut-through street, when you think about that. Because it comes from the preschool and you can come down Skylark and go to the **park**.

What my HOA did is, we actually got approval and we put a fixed area and we blocked the street. So you cannot _____ do anything about it. So eventually, over time, people knew that barrier existed, so nobody came through that street. Now we have a completely quiet neighborhood, so that's maybe a solution to some places if traffic becomes a nuisance.

Adam: All right. We've got to move on. I want you to turn to pages six and seven, and I need you to quickly take in pages six and seven. We're gonna learn about zoning, and then floating zones. Take a couple minutes and understand what zoning is on page six, and what floating zones are on page seven, and then we'll talk about it.

[Participants read 57:11 – 58:29]

Adam: All right, so take another minute to read about zoning and then floating zones, and then we will talk about them. If anyone needs water, just raise your hand, and Nick can bring it over to you.

Kathy: Nick, is there any candy? Is there any m&m's? Peanut butter m&m's? I'll have one of those. *[Laughter]*

Nick: I ate 'em all.

Kathy: *[Laughter]* *[Cross talk]* I need some sugar.

Harold: *[Cross talk]* in Encinitas. I couldn't afford a house in Encinitas. Even rent a house in Encinitas.

Kathy: You're awesome. Thank you.

Harold: It's like \$2,000.00 to rent a house.

Adam: I'd like to ask if everyone around the table could just keep the crinkling down to a minimum. *[Cross talk]* So, has everyone had a chance to review everything? So, why don't—does someone want to take a quick 30 second crack at explaining what zoning is? Anyone want to take a crack at zoning? Peter, do you wanna take a crack at what zoning is?

Peter: Zoning is simply guidelines that are mandated by the city as to what can and cannot be done to the property. They're generally commercial—

Isabelle: Residential.

- Peter:* - residential, mixed use, apartment, whatever it is, high density—it's all based on the area that it's in, and what, in keeping with the city's desired character, what they try to do.
- Adam:* Okay, how high it is—
- Peter:* Yeah.
- Adam:* - and where parking is and what you can build there, things like that.
- Peter:* Yeah.
- Adam:* Okay. Anybody want to take a crack at what floating zones are?
- Leslie:* I've never heard of them until today.
- Adam:* Well, that's probably a perfectly rational argument or answer, because the city kind of ended floating zones.
- Leslie:* That could be why. *[Laughter]*
- Harold:* Is that just, whenever they approve a development and they'll zone it then and people who live in that certain area go for it?
- Adam:* No, but that's as good an answer as any. So, anybody else want to take a crack at it?
- Pete:* This floating can at one time be housing and another time be mixed use?
- Adam:* Well, so—
- Peter:* It depends on how you want to develop?
- Adam:* Essentially, what a floating zone says is, today the zoning is whatever it is today. In order to accomplish this plan for 1,093 units, the city would go about taking this map and putting floating zones on top of these blue areas—some of these blue areas, not all—and essentially overlaying floating zones on some of these areas. And seeing if, at some point, an owner of some of these properties wants to develop as mixed use, as residential, they can elect to go with some new zones, new zone **scheme** and allow themselves to develop mixed use or residential on that property. So it would go from their current zone of residential or commercial or mixed use, whatever you have, and now elect to go with this new

floating zone that basically sits on top. That's what it would be. It's all essentially—

Isabelle: So it's only the neighboring homes to an existing—for example, a mixed use building?

Adam: It's only—no, basically it's just, the illustration here is just kind of explaining that it doesn't affect the neighbors, it's just _____ property itself is all this is [*Cross talk*].

Leslie: But it does affect it.

Kim: It does affect it.

Pete: But if you're buying something and you don't know what the zoning is —

Kathy: If they change their mind?

Pete: - in the area you're buying because it can float and change, well, then how do you, how do you [*Cross talk*]?

Adam: No, no, no. It's not that it can float and change, you know what I mean? I'm sorry?

Isabelle: I just want to hear.

Adam: Yeah. So the answer is, no, the zoning is X, and there will be a floating zone that is just Y, and you would know—

Peter: They're options.

Adam: - they're options, and you would know—

Pete: It just makes it harder to evaluate.

Adam: - no, no, no. You would know exactly what the top options are, and you wouldn't know necessarily whether you would elect to make those options, but you would know what those options are.

Pete: Right.

Leslie: So what are the parameters of the floating zone? I mean, do they have the same setbacks and the same height?

Adam: No, but they're different, but you'd know exactly where they—

- Leslie:* So that totally affects things.
- Adam:* Well, you'd know exactly what those are and those options.
- Leslie:* But what do you care about your neighbor?
- Pete:* But you only know the options, you don't know what they turn out to be, right?
- Leslie:* Well, so, your neighbor—I mean, like in my case, our neighbor completely blocked our view, and Encinitas doesn't have any—and they didn't care. They said to us, "We want it all," and they now have it all. But so you can't say that this floating zone doesn't affect the neighbors of that property, because they're closer, the density, the noise, the everything affects the person [*Cross talk*].
- Adam:* No, absolutely. It's not that it doesn't affect anybody, I'm just saying that you know exactly what the zone would be, could be.
- Pete:* Well, you don't know exactly, because it floats.
- Peter:* Well, no. For example, let's say, take the Ford dealership. That's commercial right now.
- Pete:* Right.
- Peter:* If they had a floating option, it would say, "You could, Ford, at some point [*Cross talk*] decide to go mixed use, right? Whatever you wanted. You don't have to, but if you decide to, you could without getting prior approval from the city. You just can do it."
- That's what they're offering here, because the way it is now, they would have to go to the city and petition for a zoning change in order to become a mixed use property. So this kind of greases the skids for—
- Pete:* It makes it easier to develop.
- Peter:* - development in the future. That's all it's supposed to do.
- Isabelle:* But I don't think it should be up to one owner. It should be a vote. I mean, how about people in the neighborhood? They're affected by it. [*Cross talk*]
- Adam:* Go ahead.

Lois: _____ this floating zone, anyway, right?

Adam: No, what will essentially happen is, in November, it will be voted by the public in order to vote in this new housing law [*Cross talk*] and the floating zones will be able to _____.

Lois: Okay, so I believe below a huge area _____. So they could come in and they could put some floating thing in and I could wake up one morning and find—

Adam: Well, no, these are the sites that would potentially have the new housing.

Lois: Okay.

Peter: It's just these ones.

Lois: Right.

Adam: So, here's the fun part of the meeting. Some people have suggested that the name floating zones can be confusing or may not have exactly the description of what it can accomplish, and we may have to start _____.

How would you better describe it? If it was your job to come up with a name, what would you call floating zones if they weren't called floating zones?

Isabelle: Don't they call it flexible—flexible zoning options. That's what I would call it.

Kathy: Yeah, a flex zone.

Adam: Anyone? What did you say?

Isabelle: We should not be influencing.

Pete: Multiple, flexible zones? Multiple zoning. Choose what you want.

Kathy: [*Laughter*]

Christopher: Are floating zones limited to a couple of distinct options for that land use?

- Adam:* Well, it's basically one option for that land use. One _____ option for that land use.
- Leslie:* What's the difference between that and appealing for a zone change? Because the zone [*Cross talk*] has to notify all the people around you.
- Adam:* Right. Well, no, you still have to notify people around you, but it's basically just to have the option built in.
- Leslie:* Yeah, but if you don't have the option built in and you want to do something different, can't you go to the city and appeal for a different [*Cross talk*]? Then they have to send out to all the local people.
- Lois:* This would be named ahead of time.
- Adam:* Right. Remember, the goal is for the city to adhere to the state mandate and to plan for the 1,093 new housing units they have to plan for. And in order to do that, they have to give entitlements and plan for it today. So that's—the goal is to basically—
- Lois:* How is faster being better? [*Laughter*]
- Pete:* Your floating zones _____. It sounds slick.
- Lois:* It does.
- Peter:* And something's coming. The shoe's gonna fall 20 years from now.
- Lois:* I agree. I agree.
- Peter:* And your page six, everything is high density, okay? So there's a hidden agenda there.
- Lois:* Absolutely. Yeah.
- Leslie:* Yes.
- Pete:* That's how I see the _____ floating zones. It's a hidden, deceptive Trojan horse.
- Peter:* It seems to me a way to avoid public comment—that is its strength.
- Pete:* Yeah, to get something streamlined.

- Peter:* What he's worried about—Ford decides, I'm gonna build a huge apartment building here because I can, and all of a sudden—
- Isabelle:* But it's gonna lead to *[Cross talk]*.
- Peter:* I don't think it's a good idea. I think it's a terrible idea.
- Pete:* It's a terrible idea.
- Lois:* It's a _____.
- Pete:* It will defeat your measure.
- Lois:* On everything.
- Pete:* Because we wanna know what is gonna be at the corner of Encinitas Boulevard and El Camino Real.
- Peter:* Yeah, that would *[Cross talk]*.
- Isabelle:* You know, you say yes to something now, but you don't know what it's gonna be in the future, so *[Cross talk]* I don't, honestly, it's something I'd wait to see. *[Cross talk]*
- Adam:* Here's a good question.
- Pete:* Also, when something slick is gonna get slid through, then 20 years from now, it's gonna be—hell, it's too late. It's already done. It's built.
- Christopher:* All right, I'm curious why they're pushing for these flexible zones.
- Adam:* Well, *[Cross talk]* have to plan 1,093 units and the only way, one of the ways to do that is to grant the **title owner** today to allow for property owners to elect to move ahead with it, where _____ today so that you just grant it.
- Christopher:* In this case, specifically, a larger number of housing units?
- Adam:* Correct, because that's what they're planning for today.
- Isabelle:* It just sounds like, to me, it's kind of a panic move because they're under pressure from the state that's mandating them to do this housing plan.

Kim: Or is the pressure from developers, is more like it?

Isabelle: You know, it's creative, I gotta give them A+ for that, but it has—you know. I think they have a [*Cross talk*].

Adam: So, now I'm gonna ask you to turn to page eight in your workbooks, and please read housing strategies, and then we'll discuss it.

What I want to do is have you circle the top three things in the housing strategies that are most important to you. There's a list of eight, and I want you to circle the top three that are most important to you.

[Participants read 1:09:56 – 1:11:07]

Adam: I'll give you another minute to choose your top three.

Pete: What are we choosing?

Adam: The top three things in the housing strategies that are most important to you, amongst the eight.

Lois: All eight.

[Participants read 1:11:20 – 1:11:45]

Adam: Mark, have you made your choices?

Mark: Yes.

Adam: All right, what did you choose?

Mark: I choose 3, 4, and 7.

Adam: Why don't you say what you chose? Read off the bullet points.

Mark: Okay, it's _____, so different types of buildings.

Adam: Okay.

Mark: Consider infrastructure conditions, so if there's already developed areas to put the housing in, then it will strengthen the local economy.

Adam: Sorry, what was the last one?

- Mark:* Strengthen the local economy.
- Adam:* Okay, so explain the first one. What's the rationale behind it?
- Mark:* It's just, having the option of what type of housing you want to live in, because a lot of people, different types of people want to have different options. _____ apartments because that's a building I like, because my brother and sister both live in apartments in San Francisco and Seattle, and I kinda just like the lifestyle that that means. So having the option of apartments or townhouses or any other type of housing is nice.
- Adam:* Okay.
- Mark:* Just that building structures using already built on land would be nice, because it wouldn't go to waste, or it would have more use for the population. And strengthen the local economy—good for business. *[Laughter]*
- Adam:* All right. Mike, how about you?
- Mike:* 6, 4, 5—strive for a sustainable Encinitas, and—
- Adam:* What does that mean for you?
- Mike:* Keep our quality of life. Keep our parks, keep it an environmentally green place to live. Keep open space. And basically, keep Encinitas, Encinitas.
- Four was consider infrastructure conditions, which I interpreted to mean, put the housing where the traffic can handle it. And five, address mobility needs—let people still be able to get around and get to where they have to go.
- The economy is doing great in Encinitas. We're very fortunate. We have a great tax base.
- Adam:* All right. Harold?
- Harold:* Yeah, I've got 1, 7, and 8.
- Adam:* Why don't you read the bold and tell me what each one—
- Harold:* Maintain community character.
- Adam:* What does that mean to you?

Harold: That means that you don't mix different types of housing in the area. If you've got a single home, that's what you want, a single home, where your friends and your community are. You don't want to take and put, have all single homes and right in the middle, put an apartment right in the middle.

Adam: Right. What's the next one?

Harold: Strengthen the economy—absolutely. More jobs because people need jobs. The young kids need more jobs. Instead of having to move out of Encinitas to get a job, if they spiked the economy here in Encinitas, that's a place for them to get a job. So they can work their way through college or whatever.

Establish _____ multi-family houses. Yeah, have this multi-family housing, have these apartments over here. You don't intermix the two.

Adam: All right. Kim, how about you?

Kim: Uh, emphasize mixed use. Although I'm not a big fan of the mixed use situation, it seems to be the least evil. And it's—you know, hopefully make it a bit more walkable, have more services or whatever around there, so maybe cut down the traffic. Consider the infrastructure conditions—to make sure that they actually put these new buildings in areas that can support it, so they're not overwhelmed.

And strive for a sustainable Encinitas, to—like the other gentleman said, pretty much keep Encinitas, Encinitas. Have the open spaces, the trails, and keep it as close to the way it is now as possible.

Adam: Okay. Beth?

Beth: Number 6—strive for a sustainable Encinitas. It mentioned transportation. I know we don't have a great bus system here, but I don't know if adding 1,093 would improve the transportation.

Number 4—consider infrastructure conditions. Existing and potential capacity—I kind of agree with the traffic issues that we keep talking about and keep bringing up, and I think there's ways to change the traffic areas. For example, _____ project has a traffic change in mind for Del Mar Heights Road, but—redoing the road and the lines and the striping and everything and the lights and everything.

Number 1—maintain community character. I like the words “integrate” and “blend.” I like the blending thing in Encinitas.

Adam: Okay. Is that keep Encinitas, Encinitas? Does that resonate with you?

Beth: Yes. *[Laughter]*

Adam: All right. Is that something that resonates with everybody? Okay.

Mike: We live in a great place.

Peter: Well, Encinitas to me is a place where—it’s a refuge. I mean, I work downtown, San Diego. I come back here for quiet and peace and less traffic if we can possibly have it, and that’s what I’d like to continue to have. If it becomes more and more dense, and more and more difficult to get around? Forget it.

Isabelle: Yeah.

Peter: I’ll go to Valley Center.

Isabelle: Yeah.

Adam: Does anybody think keep Encinitas, Encinitas is not a good idea? Does anybody think that’s—

Isabelle: It’s a great phrase.

Adam: You think it’s a great phrase?

Isabelle: Yeah. When we moved here, we always said that the reason why we were attracted to Encinitas is that Encinitas has a soul. It’s a soulful city. You drive through everywhere else, but you drive here and you feel something. And that’s why we’ve never left. We just fell in love with it, and we would like to keep it that way.

Adam: Okay.

Peter: We don’t want to become the Valley. We don’t want that.

Isabelle: Well, yeah, that’s the cookie cutter.

Pete: Or Carlsbad.

Adam: You don't want to become what?

Peter: _____ Valley.

Pete: Or Carlsbad. Carlsbad is extremely overdeveloped and overpopulated. It—

Peter: It's getting worse.

Pete: They have groomed their—

Isabelle: They have the space, though.

Mike: The next question is, if we need 1,093, we have to plan for 1,093 units?

Adam: Right.

Mike: How many units are presently available in our baked in parcels in some of our existing zoning lots? There must be hundreds.

Adam: _____

Mike: We don't really need 1,093 new units planned for us if we already have existing vacant land that can take some of that _____.

Lois: But they're building one acre home lots.

Mike: Understood, but they'll still count against the 1,093.

Adam: Does anybody else have any other numbers they wanna offer? Yeah, please.

Isabelle: Emphasize mixed use, for the same reasons as everybody. Strive for a sustainable Encinitas, and strengthen the local economy. I really believe strongly in that, in shop local and make the city, as it says here, fiscally sustainable. Just to encourage people to stay here, shop here, live here. You don't need to go out to a different town to get your things. And you can start with small things, but it does make a difference.

Adam: Okay.

Lois: Can I ask two questions? One is, why don't they consider the mobile homes? There are subsidized mobile homes that would be for low income housing. Why don't they count any of those?

- Isabelle:* It still needs land.
- Lois:* There are mobile home parks.
- Leslie:* But we have them.
- Lois:* We have a number of mobile homes.
- Adam:* There's still a need for new 1,093 units.
- Lois:* No, because they're saying they're counting the _____ plots that are already there, so that's the same thing as the mobile home _____.
- Adam:* Just one more thing we gotta get to, and then we can get you out of here quickly. I want everyone to turn to page nine in your workbook and take a look at the graphic, and then go back and read the two statements, Dr. Jones and Dr. Miller, and you're gonna circle the statement that you agree with most.
- And you're gonna look at two different standards—zoning standards and design guidelines. And basically, Dr. Jones is saying that, “Look, I'm okay with just signing off on zoning standards,” and Dr. Miller is saying, “No, no, no—I wanna sign off on everything, including design guideline standards. I want to ensure I get to know every single nitty-gritty detail. I need to have—I wanna know the color, I wanna know the awning, I wanna know the type of stone—everything.” Who do you agree with more?
- Isabelle:* I think knowledge is power, and it depends on—
- Adam:* Hold on, hold on. Circle who you agree with, and then we're gonna pick and choose.
- Isabelle:* You'll ask for answers—okay. *[Cross talk]*
- [Participants read 1:21:24 – 1:21:58]*
- Adam:* Okay. Did everybody get a chance? Let's go around. Pete, why don't you tell me what you chose?
- Pete:* I marked Dr. Jones. I think the **voters made it clear**. I think, from what I'm picking up here is, the city appears to have a problem with Proposition A. We need to accept it and live by it.
- Adam:* Okay, so what do you mean by that?

Pete: Proposition A is clear. Voters get to vote on land use changes and height changes—that's it. [*Cross talk*] Proposition A passed. You gotta live with it.

Adam: Okay. Lois?

Lois: I chose Dr. Miller, simply because I've had dealings with the _____ commission, and they have their fair haired boys, and their fair haired boys, they zip right through. So, this way, we would have a chance to know what's going on, such as, you're notified if you're more than 100 feet or 500 feet of something of where they're gonna make a change. Then you can go and talk about it. But they did something above me that we weren't even told about until it was done, and it can cause flooding on our property. If they would've asked the people, they'd put the irrigation on the other side and there would be no flooding.

So, _____ has fair _____.

Adam: Okay.

Mike: I'm a Dr. Jones fan. I don't think we need to go through the nitty-gritty. I think there's gonna be rules and regulations already for that. I can rely on the staff of the city to be reasonable in that.

Adam: Raise your hand if you are a Dr. Jones. One, two—one, two, three, four, five, six. One, two, three, four, five, six.

And then, if you're a Dr. Miller—one, two, three, four. One, two, three, four, five, six.

Okay, wow. So, why did you choose Dr. Miller?

Beth: I chose Dr. Miller because I have been to many Del Mar review board meetings, and I see what they have in place for a new construction, especially mixed use projects. They have guidelines and they have specifications that they have to meet, and it kinda gives the builders kind of these, "You can't do this," but it still gives them freedom to make it look how they want it to look, but they have to be within the limits. But then, if they were to just do whatever they wanted, to me, it kind of creates a—they can do whatever they want, because that would be crazy.

I like having limits. That's just me, personally.

Adam: Okay. Kathy?

Kathy: Yeah. I mean, I think, when I look at these two, they're basically the same. They don't look too much different. I mean, they're basically the same size and height and one just has more details than another, and I mean, I think deciding what color backsplash you want is something you do in your house with your partner. And I think our city council probably has a desire to keep Encinitas, Encinitas. I don't think they're gonna go crazy.

So I think just having an opinion about every single thing, it just slows the processes down, so you have to put some trust in the leadership that they're gonna want to maintain an image and have things be at a certain standard and not have to hypermanage.

Adam: Okay. Please.

Peter: I think if we made the _____ ballot like Dr. Miller with all the details in it, it would be such a huge ballot measure you couldn't even get through it, and because of all the details, people are more likely to vote no than yes. I think it would fail miserably if they went with Dr. Miller's approach in November.

Adam: Okay.

Leslie: Then I would like the city planning commission to have a little bit more accountability.

Adam: What do you think that looks like?

Leslie: I think it is consideration for the neighborhood, and I'm not—I mean, I may be saying design review board, heaven forbid, or _____, heaven forbid—but I do think that there needs to be a reasonable awareness of the placement and how you're affecting those around you.

Adam: So, do you think that it's more—

Leslie: Instead of just going by the black and white on the paper, I think you need to look at the whole vision and be aware of what's over here and what's over here and what's over here, and how it will impact it.

Adam: So there's no _____ there's definitely notification to the neighbors. Do you think we need to expand that notification?

Leslie: Yeah.

Adam: So I think it's—let's say there's a 500 foot notification for neighbors. Do you think we need to expand it to 1,000 foot, or—

Leslie: Well, it isn't necessary—I just think that, I think when they looked at the plan, they just look at the, “Oh, are they within this boundary? Are they within this boundary? Are they below the height level?” and this and that. They're not considering the placement on the lot or the view or the look of how it is from the street or—you know, I mean, if there's no consideration of where you're building this thing, that wasn't and now is, and will always be, then—that's not cool. *[Laughter]*

Adam: Okay. All right. So thinking again, is there anything specific that you can think of that would be—what would be most important to develop on the November ballot measure? Obviously, you'll have a lot of _____, but anything else that you can think of that should definitely be there, should be in there, other than what we talked about today?

Mike: Simplicity.

Adam: Simplicity—all right.

Isabelle: Transparency. More information.

Leslie: I don't think that they're addressing the transportation—the road situation at all. I don't know if—

Harold: Traffic.

Leslie: - and even without traffic. I mean, when you put in these bike lanes, and—I wonder about the rail quarter, you know, that area in Leucadia where all those restaurants are now? That is truly a death trap at 12:00 at night when people are crossing the Coast Highway. They park on the rail. Because they build these restaurants without any parking, and they park on easement, and there's no lighting on Leucadia because it's funky.

And so you, you know, I think—could they develop the easement into a bike path instead of the Coast Highway for a bike path? Or can you make, you know, one way streets so that everybody isn't squeezed out?

Isabelle: Are you talking about the 101 last night?

Leslie: Yeah.

Isabelle: Okay.

Christopher: The easement?

Leslie: Yeah, railroad _____ .

Isabelle: You know, there was that whole *[Cross talk]*.

Pete: It would be nice if somehow you could rewrite this *[Cross talk]*.

Kathy: Yeah, some people park there to go to *[Cross talk]* across the street to get to the restaurants.

Pete: I mean, you look down here, you're not impacted at all. *[Cross talk]* If you look right over here, you're highly impacted, and you're *[Cross talk]*. But then the problem is, the rest of the city is *[Cross talk]* because they're not affected. *[Cross talk]*

Lois: That thing we're voting *[Cross talk]*.

Adam: All right. I want to thank everyone for participating—

Leslie: I have a quick question.

Adam: Please.

Leslie: Who decided where these housing developments would go?

Adam: So that the—

Leslie: I mean, because I have some suggestions. *[Laughter]* I do.

Adam: The At Home in Encinitas process was started in 2014, and there was that long _____ process _____ were several dozen forums where the public was invited and they did the door hangers and the direct mail and e-mail. Then there was—

Peter: You missed your chance. *[Cross talk]*

Adam: No, everybody gets a chance. There's the city council meeting and the funding information and *[Cross talk]*.

Isabelle: You know, I wanna get everybody's opinion on this just quickly, because you guys are all residents here. It just it me—behind where I live, it's all empty. It's a canyon, I get it—but this is California. They're geniuses. They can build things. I mean, I come from the East Coast where everything is flat, and I came here, and I'm like, "Oh, my God." *[Cross talk]*

Adam: It's called a preserved open space.

Isabelle: It's amazing! I've never had that. Like Saxony? It's all—

Pete: Count your blessings.

Isabelle: What's in there? Somebody said they saw a mountain bike, so I'm like, "Maybe that's from the kids."

Lois: With the canyon, that's a fire problem. With my first ranch *[Cross talk]*.

Adam: All right, so we each have _____. So, thank you on behalf of my firm and the city of Encinitas for participating. Your opinions are very highly valued. I want everybody to leave their workbooks here, those are for me, and I will be sitting right here, and I'll take the sign-in sheet, I'll have you sign real quick and give you your environment with your incentive. Thank you very much.

Leslie: I have a suggestion—

[End of Audio]