



El Camino Real

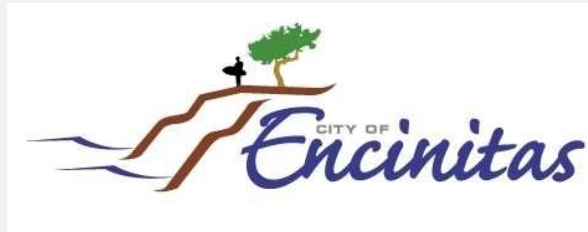
S P E C I F I C P L A N

City of
ENCINITAS

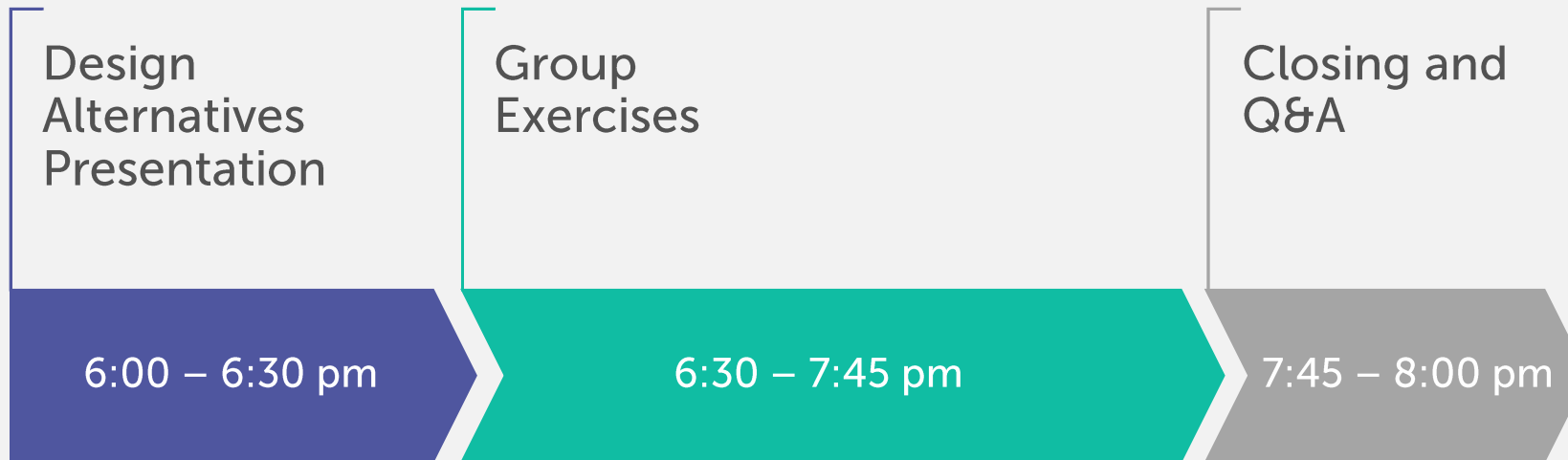
El Camino Real Specific Plan

Workshop #2: Design Alternatives

June 20, 2022



Workshop Agenda



Workshop Guidelines



- Think innovatively and welcome new ideas, solve problems
- Show respect and patience working with each other in groups
- Honor time
- Invite humor and good will

Workshop Team

City of Encinitas

Jennifer Gates, Policy Planning and Housing Manager

Melinda Dacey, Planner IV, Policy Planning and Housing

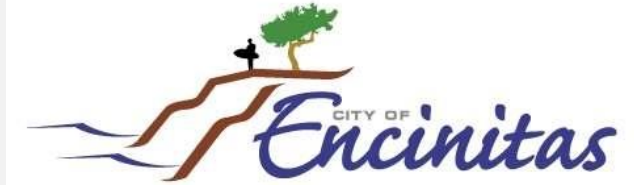
Anna Colamussi, Planning Manager, Development Planning

Andrew Maynard, Senior Planner, Development Planning

Nick Koutoufidis, Senior Planner, Development Planning

Katie Innes, Principal Planner, Land Development and Building

Kathy Noel, Senior Management Analyst



Workshop Team

RICK Planning + Design

Brooke Peterson, Principal-in-Charge - Planner

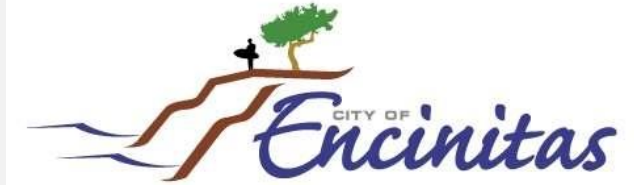
Shannon Baer, Project Manager - Planner

Adam Mercieca, Planner

Hannah Shurance, Planner

Citythinkers

Diego Velasco, Urban Design Lead



Project Background

2021-2029 Housing Element Update

- Goals and programs to diversify housing in Encinitas
- Identified areas for housing

City Council Direction (Oct. 2019)

- Focus housing implementation along transit corridors

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

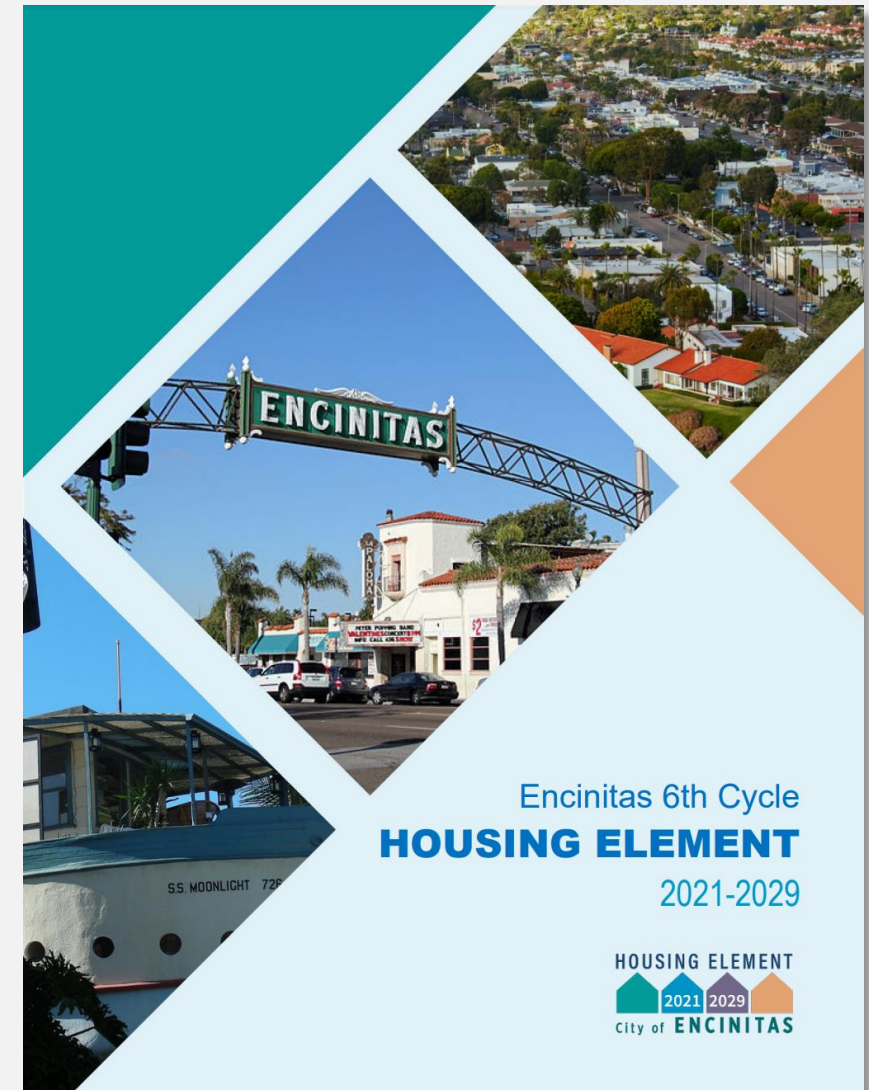
- Expedite permit approvals and objective design standards for the El Camino Real corridor

Community Surveys & Workshop 1

- Better understanding of the community's needs and values

El Camino Real Task Force

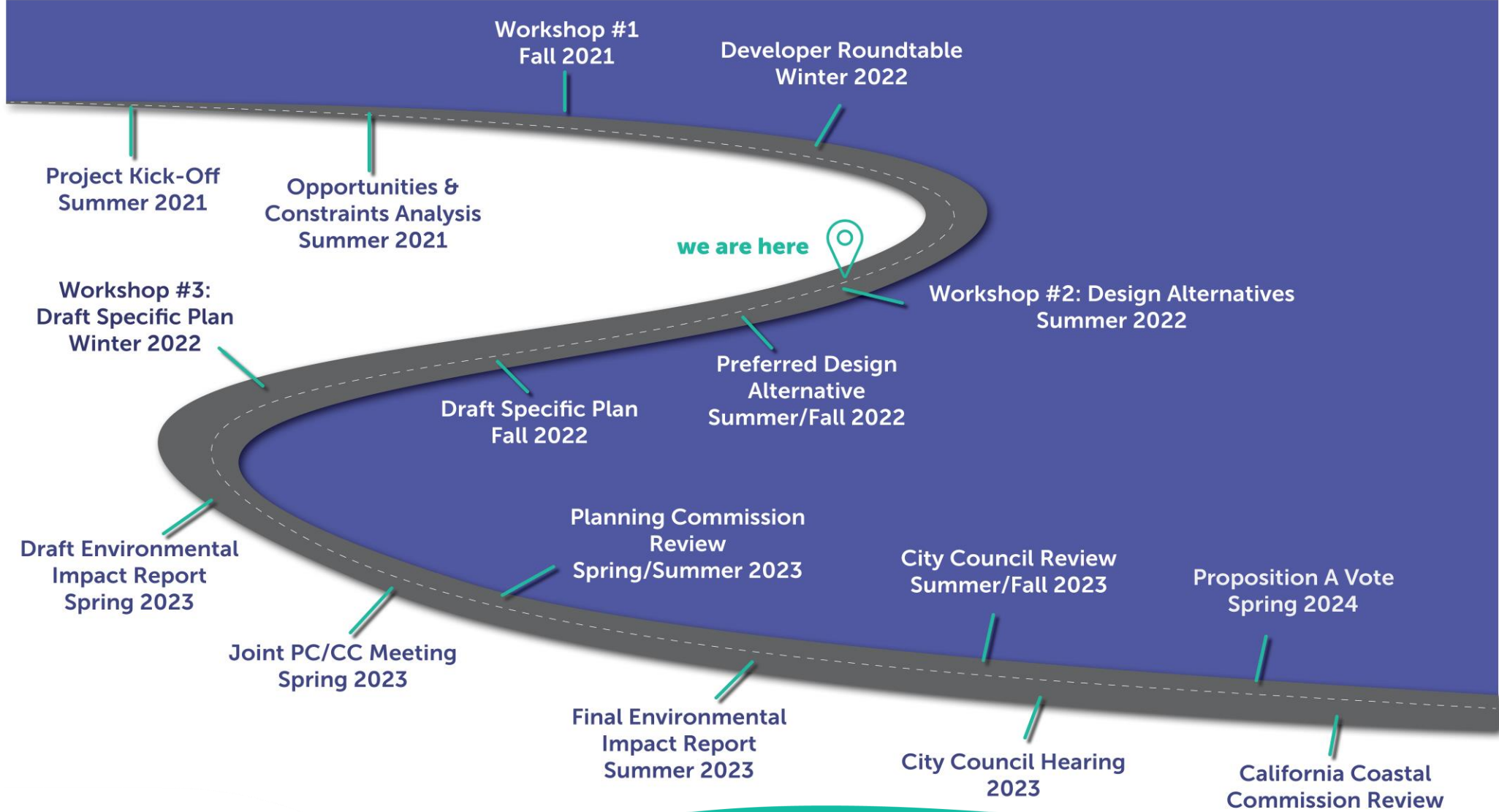
- Created by City Council to assist in development of Specific Plan



Encinitas 6th Cycle
HOUSING ELEMENT
2021-2029

HOUSING ELEMENT
2021 2029
City of ENCINITAS

Project Process



Purpose of Workshop 1

- Provide a Project Overview
- Present Existing Conditions
- Obtain Community Feedback
 - Opportunities and Constraints
 - Vision for El Camino Real Corridor



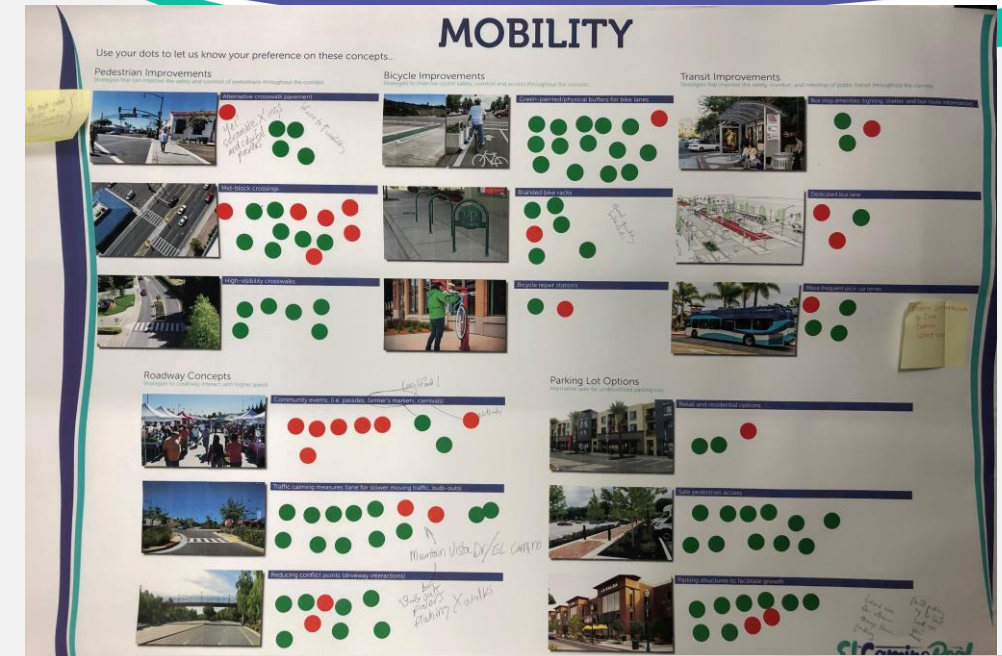
Themes of Workshop 1

Mobility

- Pedestrian safety and walkability for all
- Bike safety along the corridor
- Improve traffic flow and consider commuter route
- Transit improvements

Land Use

- Green space
- Recreational and gathering space
- Affordable housing
- No new housing
- Mixed use
- Performing arts or movie theatre



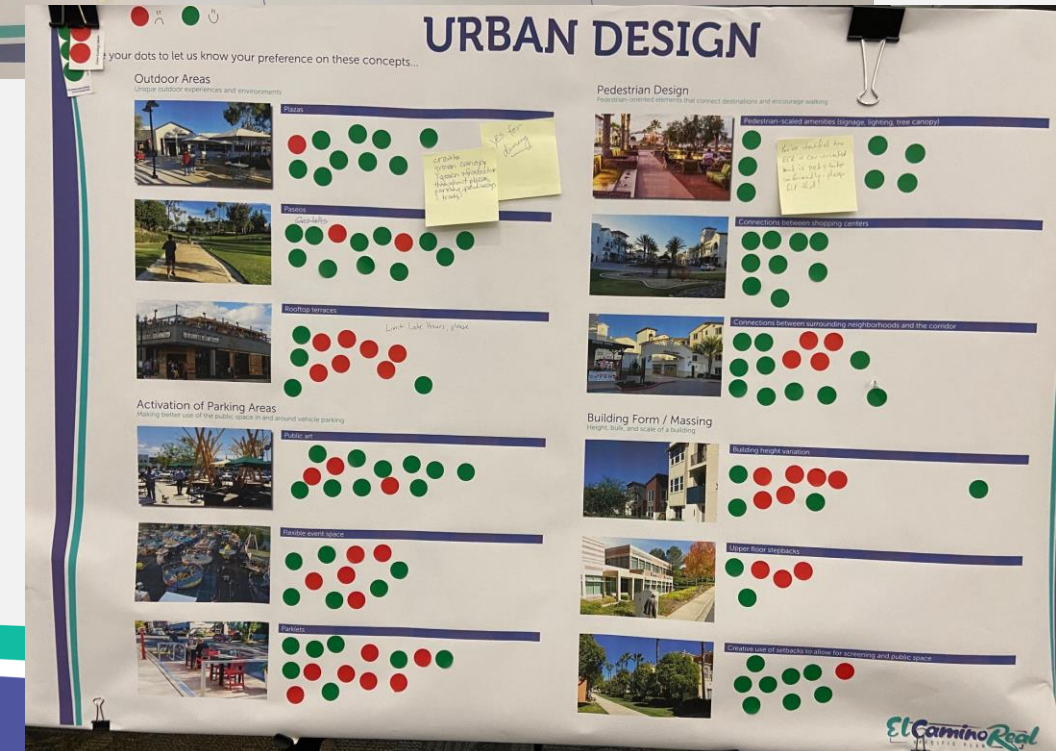
Themes of Workshop 1

Economics

- Support local small businesses
- Variety of stores

Urban Design

- Maintain the 30' height limit
- Increase the 30' height limit
- Landscape improvements
- Consider topography and nearby residential



Workshop 1 Split Opinions

"Love, love,
love to see
mixed use"

"Add
housing"

"No height
increases"

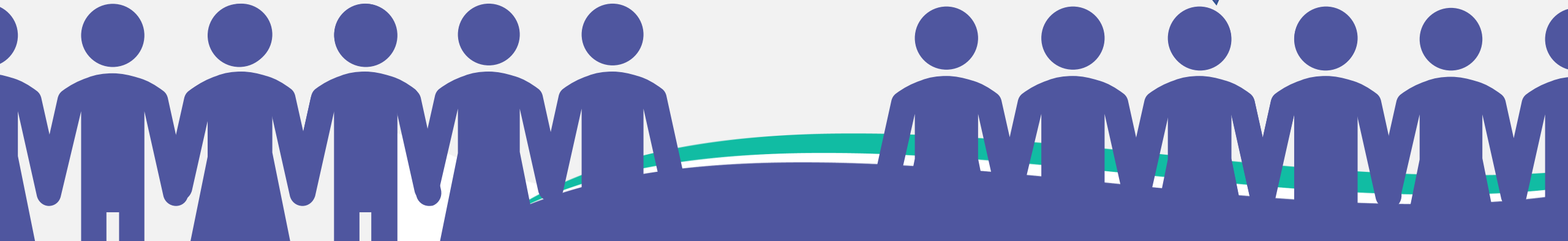
"Remove
bike lanes
from
traffic..."

"NO
mixed use
building"

"Do not
bring
housing"

"Remove
30-foot
height limit"

"Bike lanes
with
buffers"

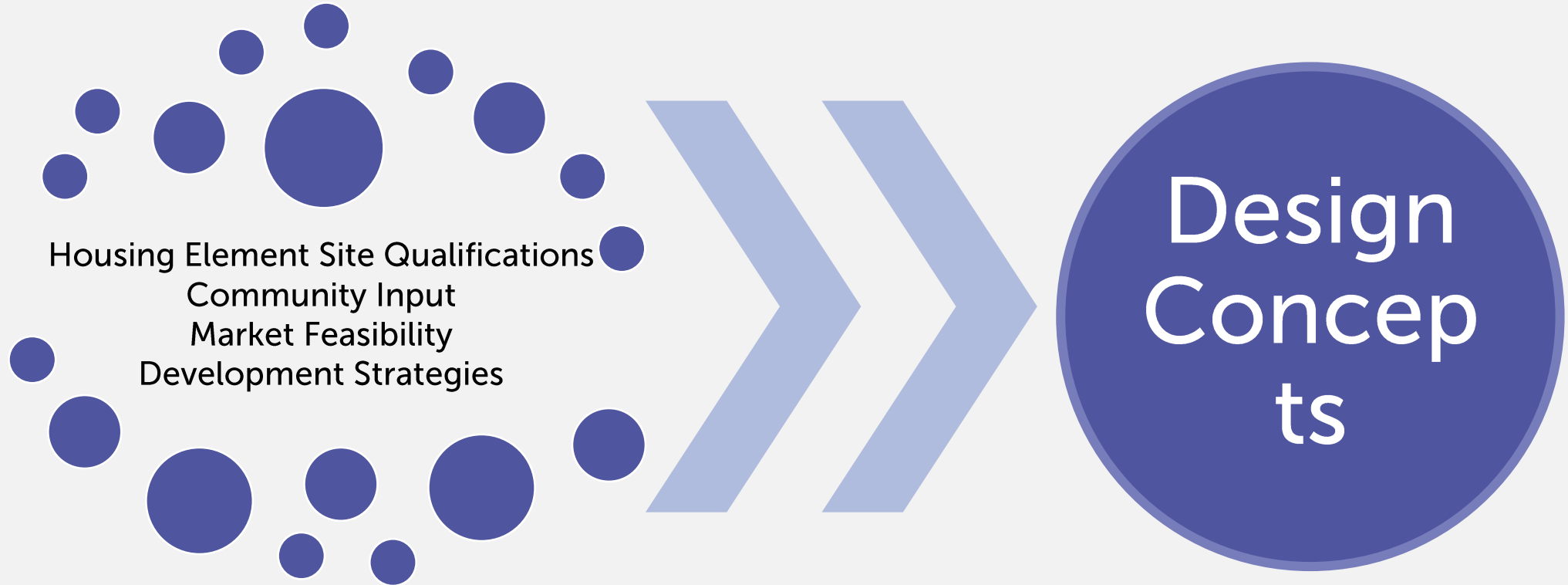


Developer Roundtable Feedback



- Standalone retail is failing
- Increase density (40-60 du/ac)
 - More bikeable & walkable to accommodate density
- Increase building heights
- Flexible zoning regulations (i.e., overlays)
 - Let the market dictate uses
- Horizontal mixed-use is preferred
- Municipal Code outdated

Vision & Design Concepts Approach

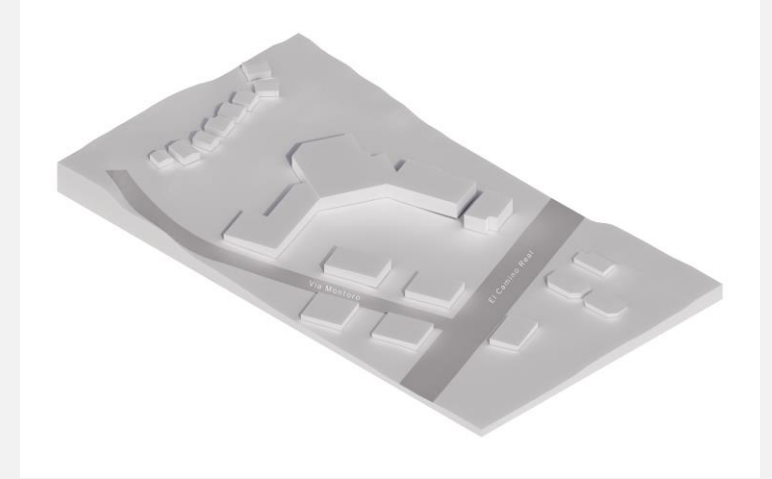


Design Concepts

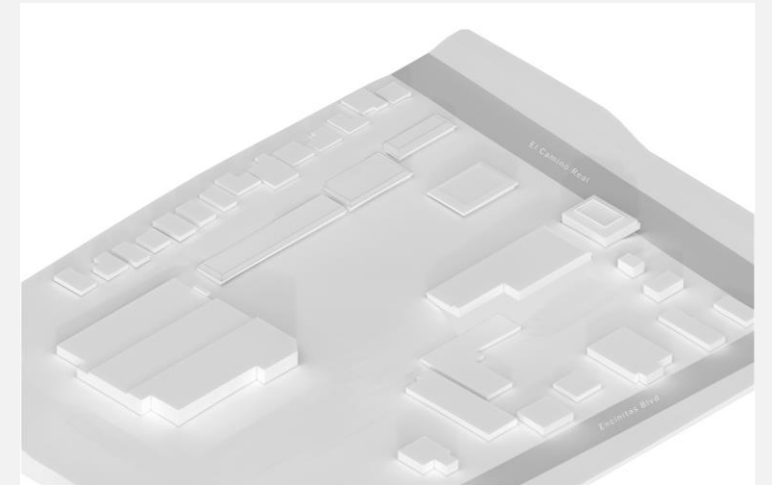
Test Sites Criteria:

- Parcel sizes
- Adjacency characteristics (visibility, topography, residential, etc.)
- Transferability
- Opportunity for mobility improvements
- Opportunity for placemaking

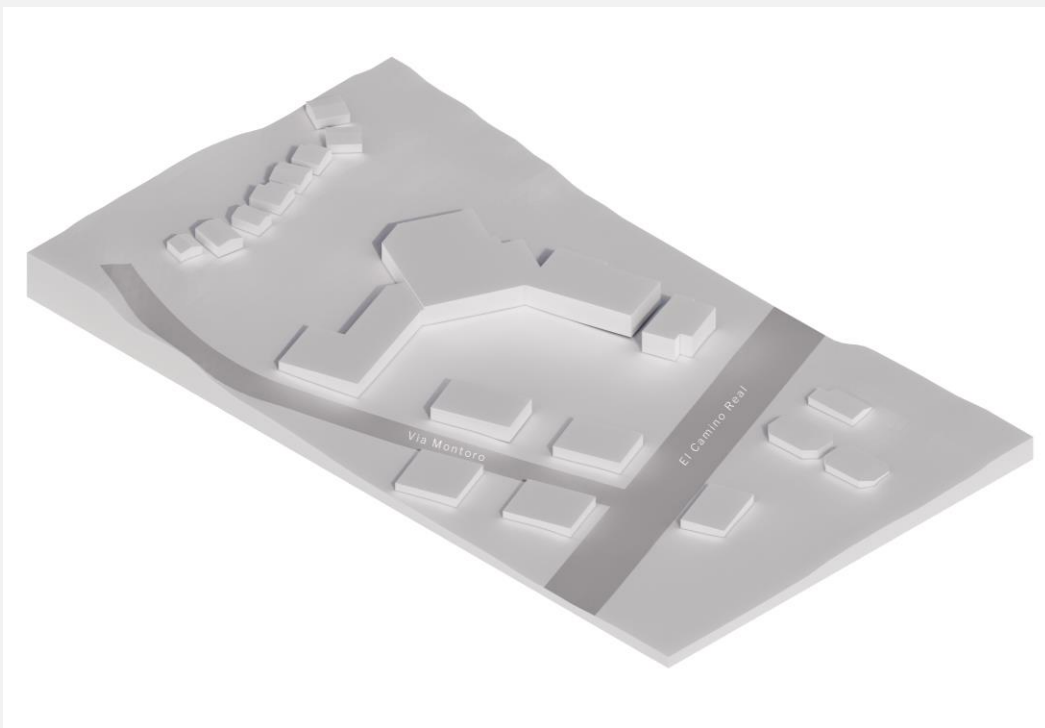
Site A



Site B

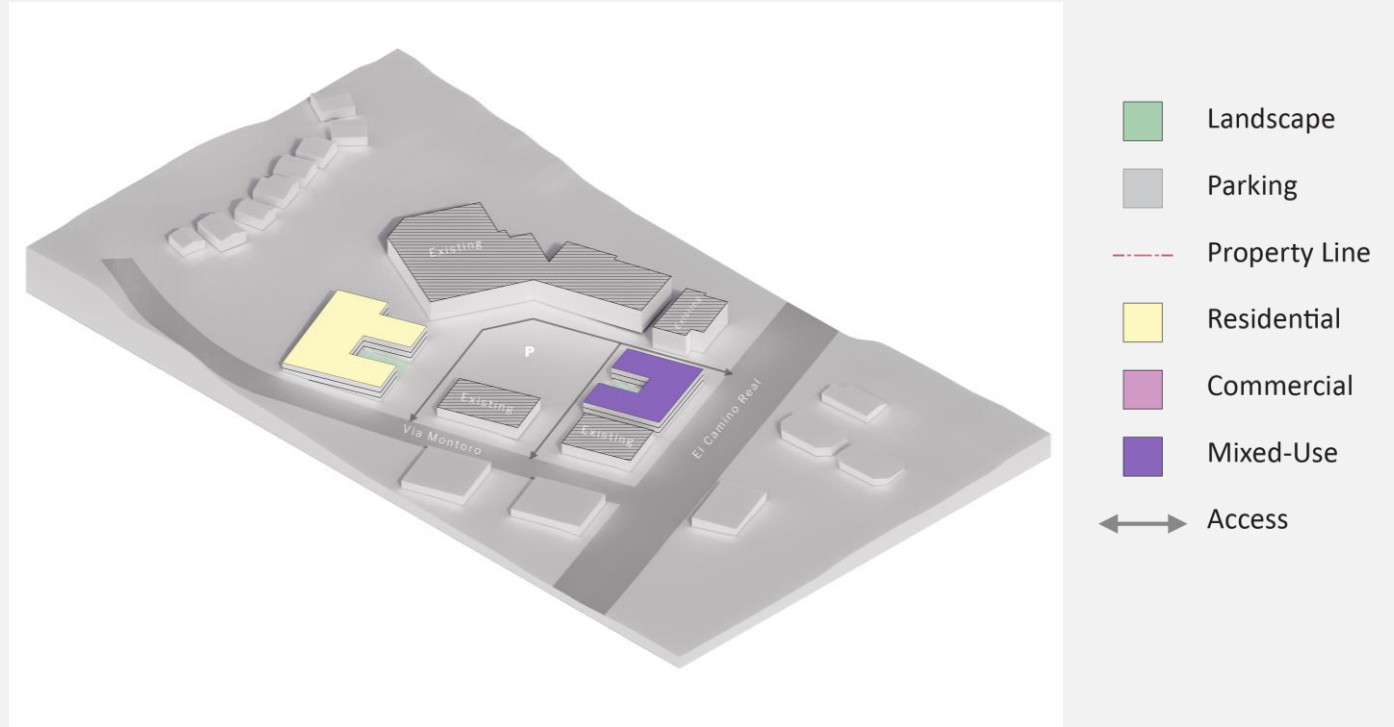


Site A: Existing Condition



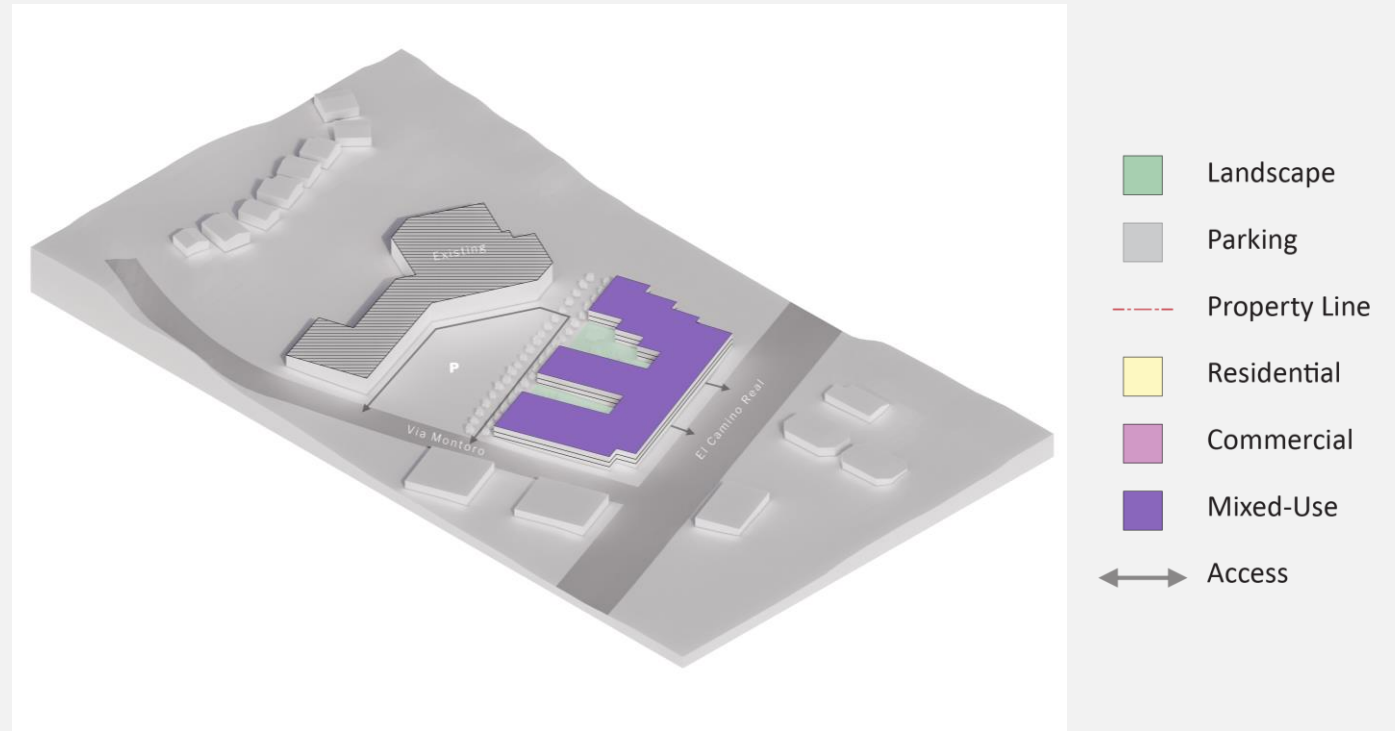
Selective Redevelopment

- Maintains most existing commercial uses



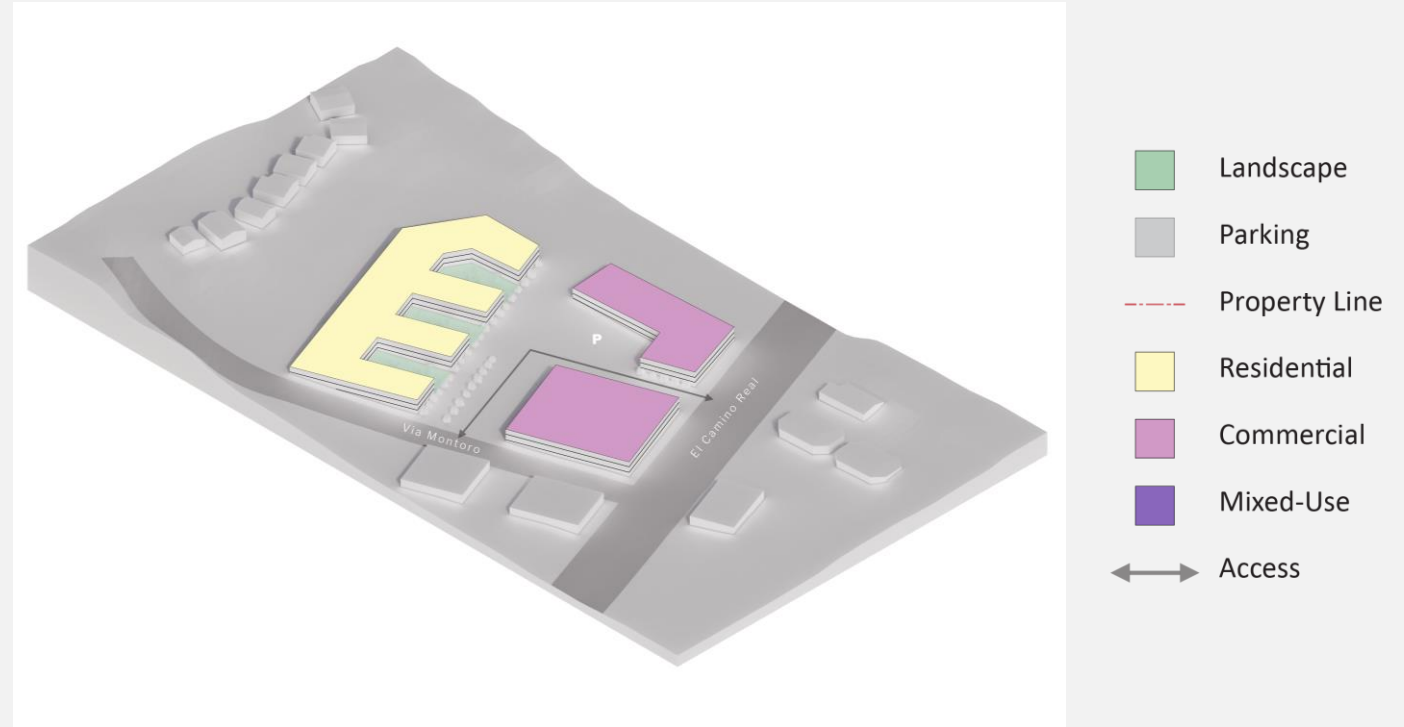
Partial Redevelopment

- Blends existing uses with new mixed-use residential

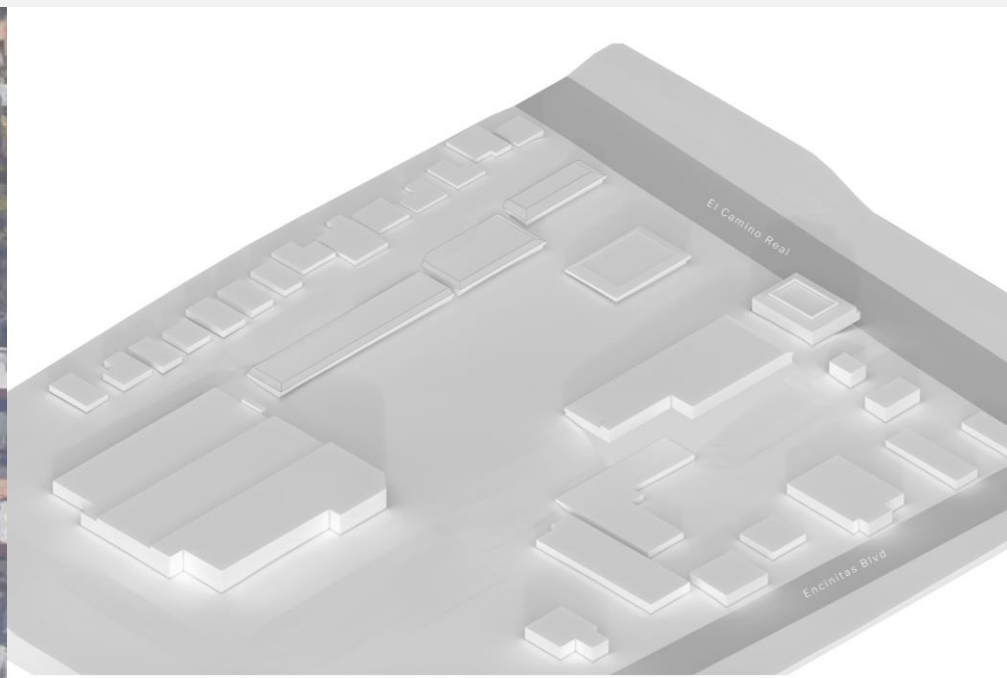
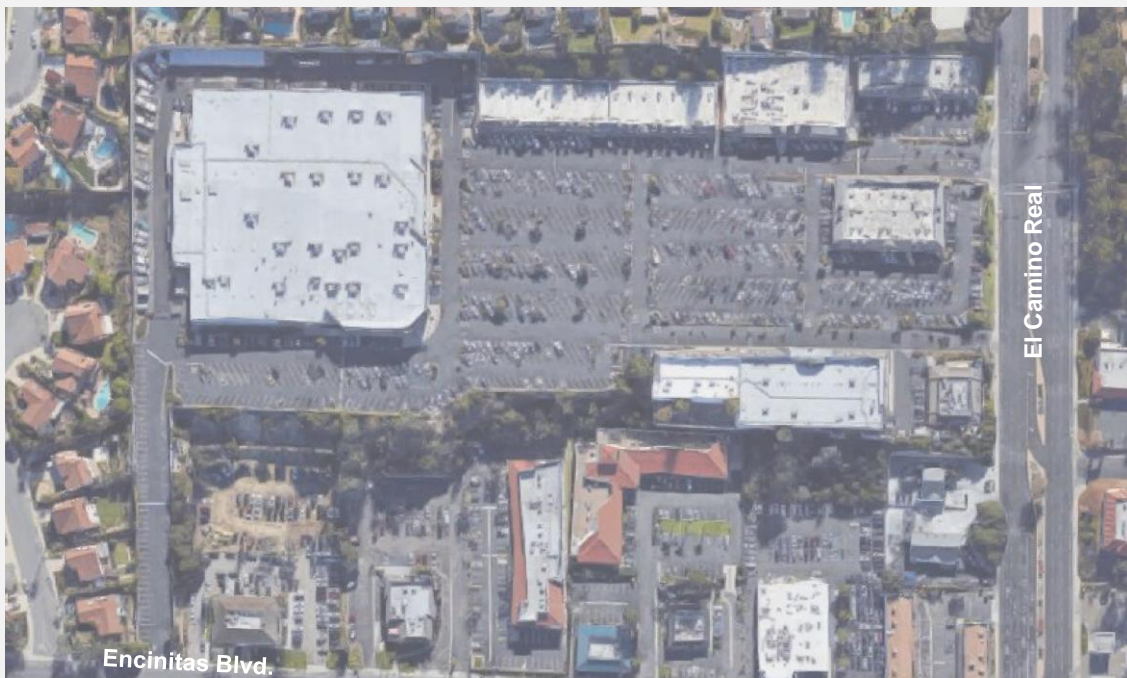


Wholesale Redevelopment

- Redevelops the entire site with a mix of residential and commercial uses

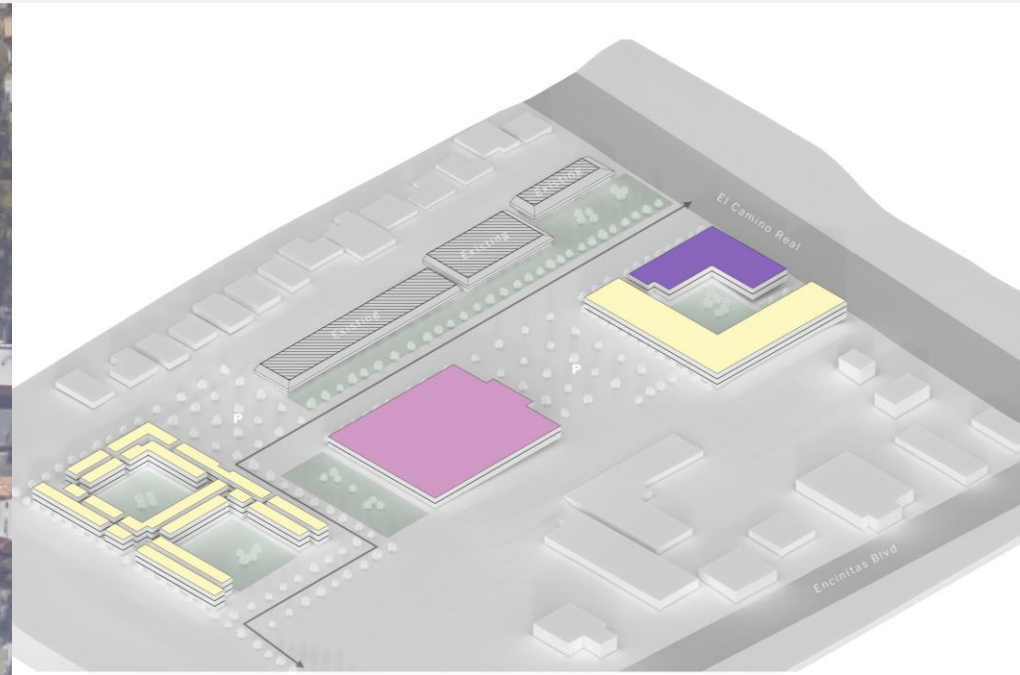


Site B: Existing Condition



Partial Redevelopment

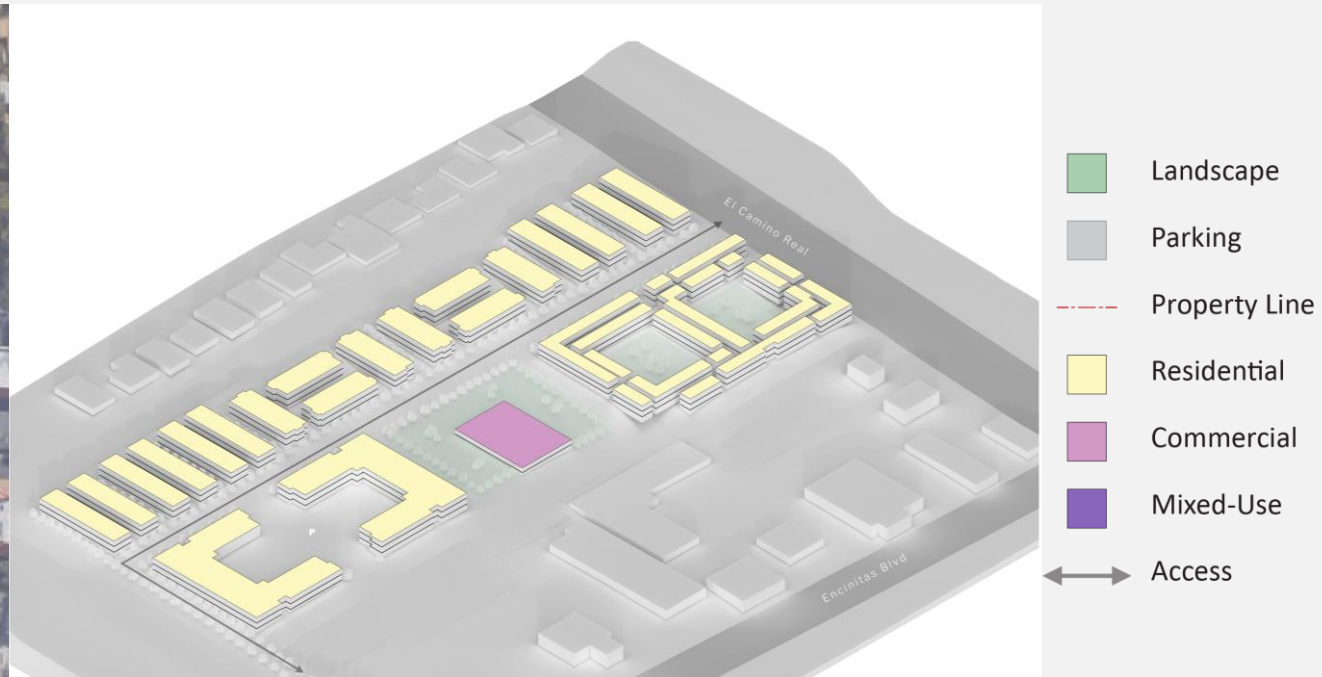
- Maintains some existing commercial uses and adds new commercial, residential, and mixed-use to the site



- Landscape
- Parking
- - - Property Line
- Residential
- Commercial
- Mixed-Use
- ↔ Access

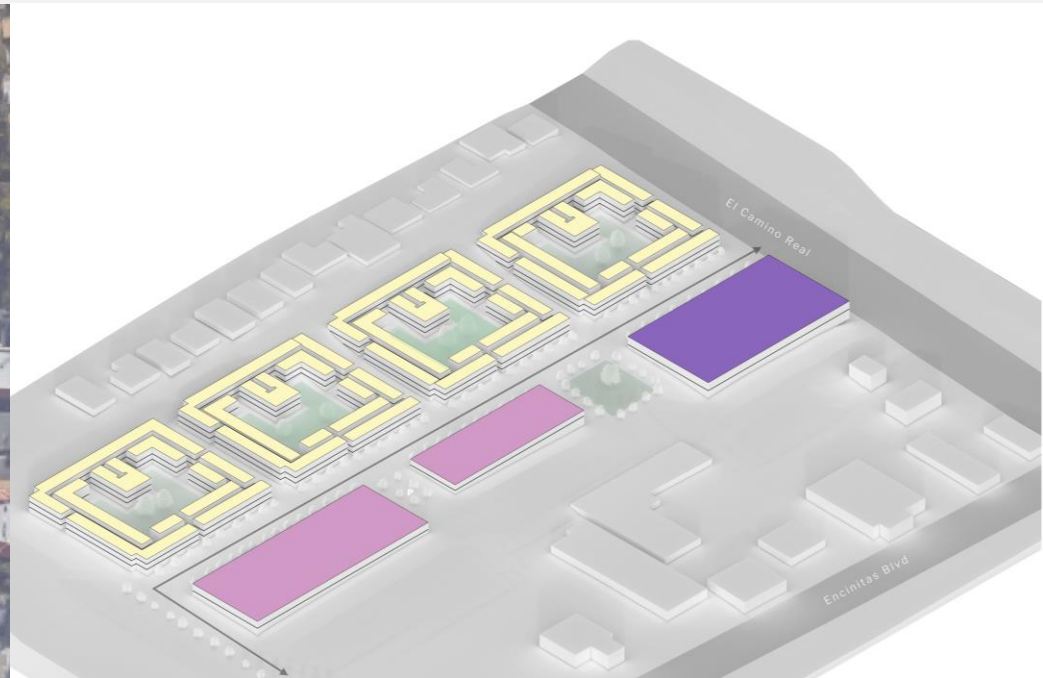
Wholesale Redevelopment: Residential Focus

- Redevelops the entire site with residential uses



Wholesale Redevelopment: Mixed-Use Focus

- Redevelops the entire site with a mix of uses



- Landscape
- Parking
- Property Line
- Residential
- Commercial
- Mixed-Use
- Access



Part II. Group Exercises

Group Exercises

A. Test Sites

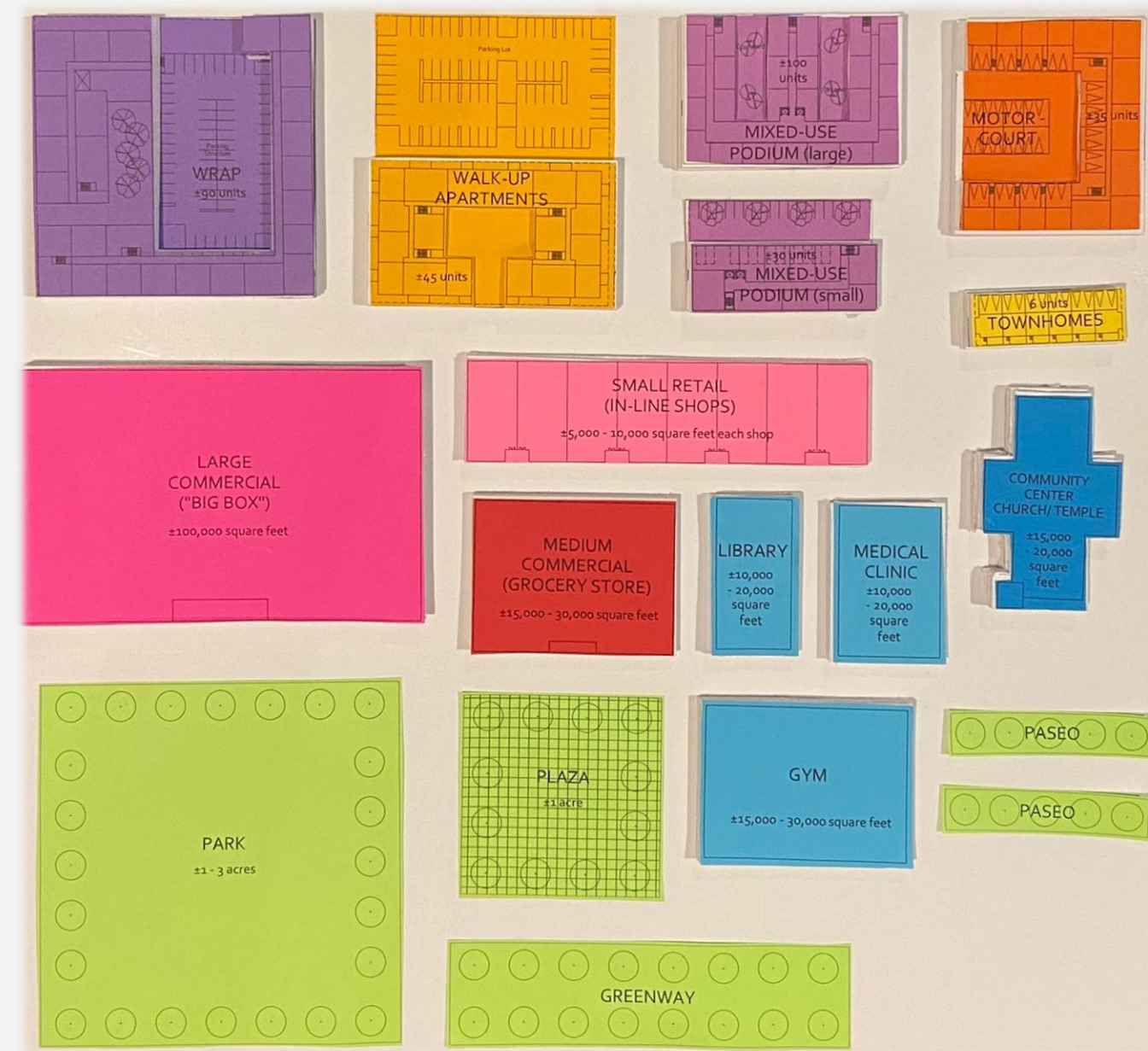
- Create a desired site prototype using to-scale development pieces
- Answer prompts about your prototype

B. Mapping & Visual Preferences

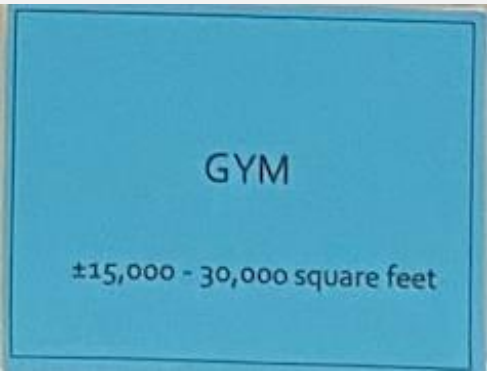
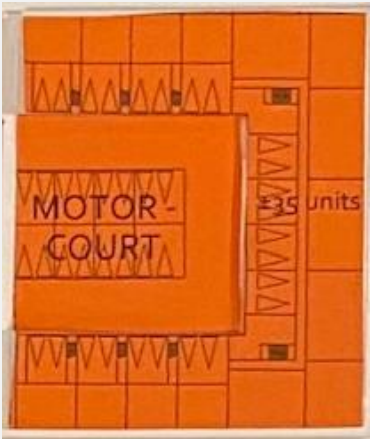
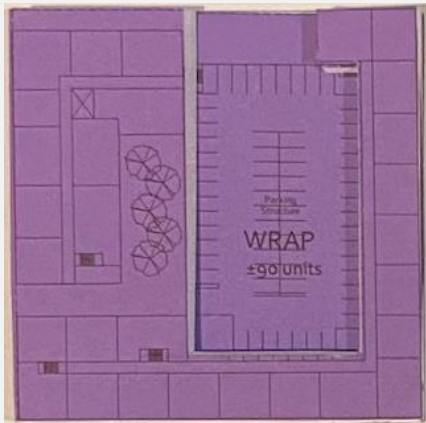
- Tables: Identify locations for different development types and improvements on the maps provided
- Wall: Provide feedback on the vision and corridor design elements

Group Exercise A. Overview

- Development Type "Game Pieces"
- Arrange preferred game pieces on test site
- Answer prompts

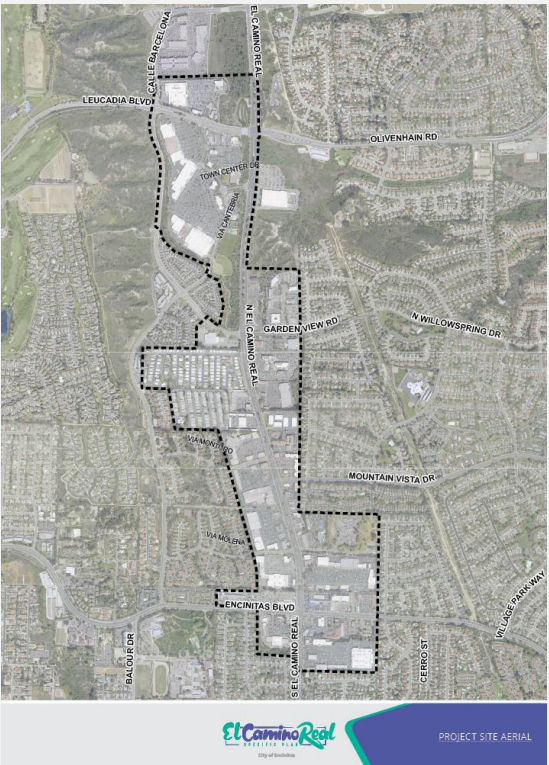


Development Types Game Piece Examples



Group Exercise B. Overview

Mapping Exercise



Visual Preference Survey

BUILDING FRONTS

Building fronts can create a welcoming pedestrian environment. Which building front types do you like to see within the Specific Plan Area? Show your level of agreement with the following building front types.

Curbside Shopfront

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Outdoor Dining Shopfront

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Stoop

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

MASSING AND ARTICULATION

Architectural differentiation can help break up the monotony of a building facade. Which massing and articulation techniques, should they be applied to future development, do you like to see within the Specific Plan Area? Show your level of agreement with the following techniques.

Setbacks

Strongly Disagree Disagree Neutral Agree Strongly Agree

Varied Roof Lines/Forms

Strongly Disagree Disagree Neutral Agree Strongly Agree

How important is it for the El Camino Real corridor to have a building facade that is more interesting than that of other corridors in the City of Encinitas?

Strongly Unimportant Unimportant Important Strongly Important

BUILDING TYPES

Of the existing building types below, are the building type's size and scale appropriate for the Specific Plan Area? Should their look and feel be replicated within the Specific Plan Area? Show your level of agreement with the following building types.

Small Shopping Center

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Large Big Box Shopping Center

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Three-Story Medical Offices

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Two-Story Office Building

Size and Scale: Strongly Disagree Disagree Neutral Agree Strongly Agree

Look and Feel: Strongly Disagree Disagree Neutral Agree Strongly Agree

Vision Statement

VISION STATEMENT

A vision statement consists of short phrase(s) or sentence(s) that convey your hopes for the future of the El Camino Real Corridor and clarify the governing principles of the Specific Plan document.

The vision statement components below were crafted based upon the public feedback received at Workshop 1: Visioning Opportunities and Constraints. Please identify your level of agreement with the following vision statement components.

The El Camino Real Corridor will...

Maintain and expand upon the site's commercial and office serving uses, while integrating housing opportunities to create mixed-use development that is compatible with surrounding uses.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Create an attractive and unified local and visitor-serving destination that attracts residents, jobs, businesses and shoppers.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Enhance the scenic quality and circulation network to incorporate multi-modal transportation opportunities for locals and visitors alike including enhanced pedestrian, bicycle, vehicle, and transit infrastructure.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Allow for multi-story mixed-use development that is sensitive in design, scale, massing, and topography of the site in relation to adjacent residential uses.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Increase passive and active open space opportunities for enjoyment by locals and visitors alike.

Strongly Disagree Disagree Neutral Agree Strongly Agree


Protect, enhance, and improve the connections of the creek and open space areas between existing and future development.


Strongly Disagree Disagree Neutral Agree Strongly Agree

Ensure adequate infrastructure is in place to support future development.

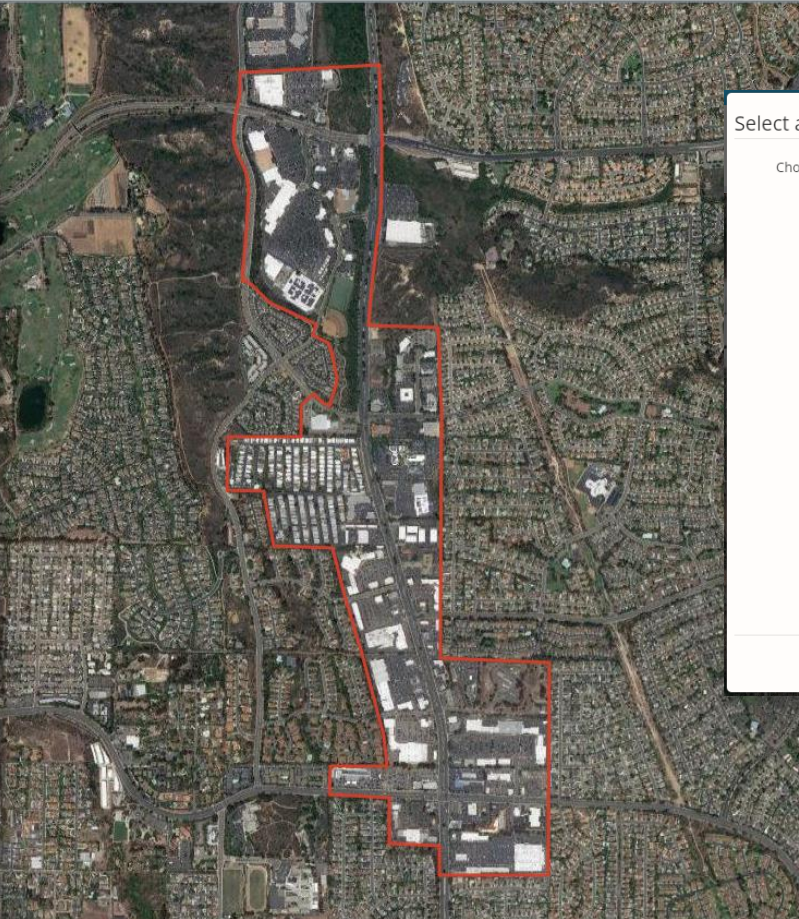
Strongly Disagree Disagree Neutral Agree Strongly Agree


Virtual Mapping Exercise




Instructions


Using the "Add Comment" tool, select markers of different development types and place them in areas you think help achieve your vision of El Camino Real. A pop-up will appear after placing a marker that allows you to add any specifications or comments.








Select a marker type


Choose the type of comment that you would like to leave



Townhome Building



Walk-Up Apartments



Residential Mixed Use



Office/Medical Office Building



Storefront


Large Commercial


Plaza


Pocket Park


Park


Ideas and Suggestions

Cancel

El Camino Real
SPECIAL STUDY

City of
ENCINITAS

Part III.

Questions and Comments

Contact Information

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Project Website

encinitasca.gov/El-Camino-Real-SP



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