

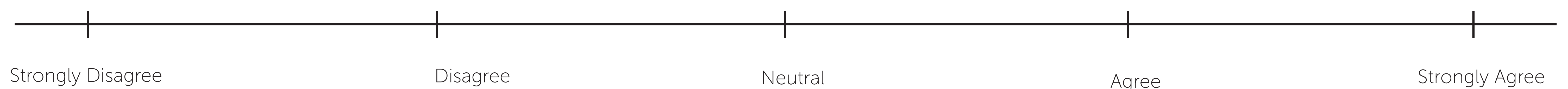
VISION STATEMENT

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.

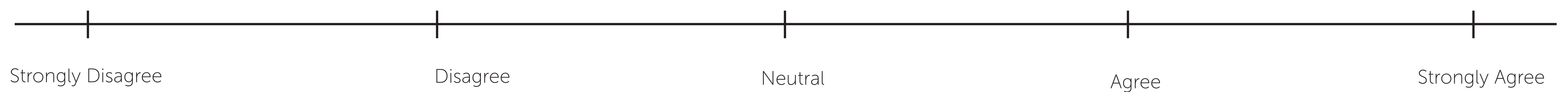
The vision statement components below were crafted based upon the public feedback received at Workshop 1: Visioning, Opportunities and Constraints. Please identify your level of agreement with the following vision statement components.

The El Camino Real Corridor will...

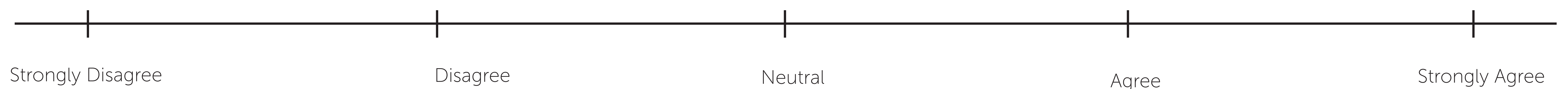
Maintain and expand upon the site's commercial and office serving uses, while integrating housing opportunities to create mixed-use development that is compatible with surrounding uses.



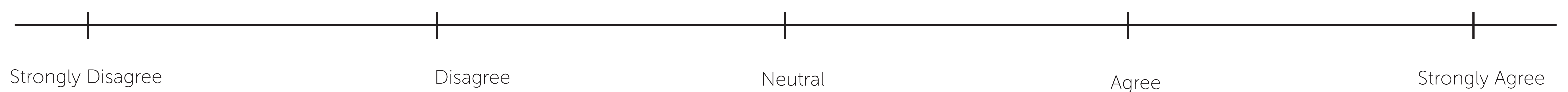
Create an attractive and unified local and visitor-serving destination that attracts residents, jobs, businesses and shoppers.



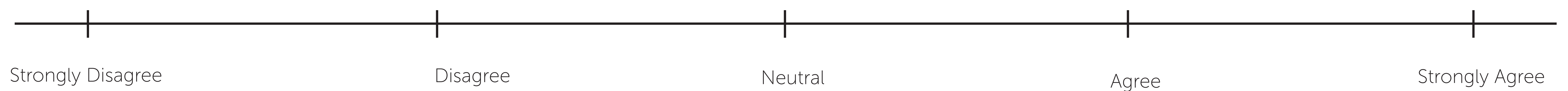
Enhance the scenic quality and circulation network to incorporate multi-modal transportation opportunities for locals and visitors alike including enhanced pedestrian, bicycle, vehicle, and transit infrastructure.



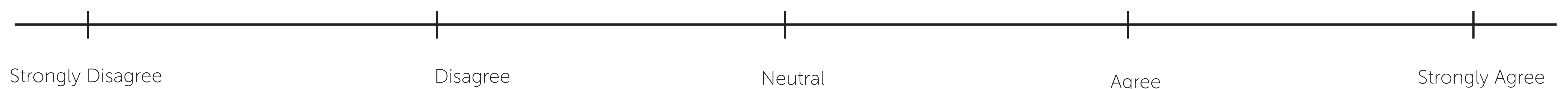
Allow for multi-story mixed-use development that is sensitive in design, scale, massing, and topography of the site in relation to adjacent residential uses.



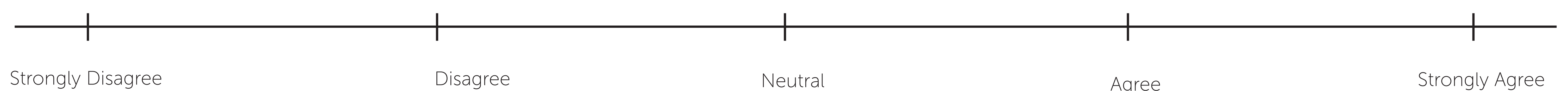
Increase passive and active open space opportunities for enjoyment by locals and visitors alike.



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



Ensure adequate infrastructure is in place to support future development.



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?

Small Shopping Center



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Large Big Box Shopping Center



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree

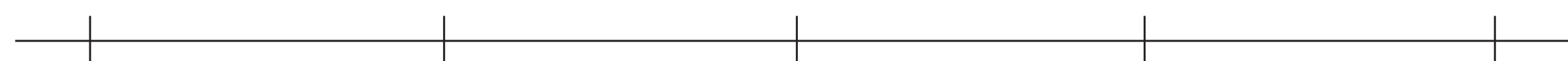


Three-Story Medical Offices



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Two-Story Office Building



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



BUILDING TYPES CONT...

Based on your vision for the Specific Plan Area, are the building type’s size and scale appropriate for the corridor? Should their look and feel be replicated within the Specific Plan Area?



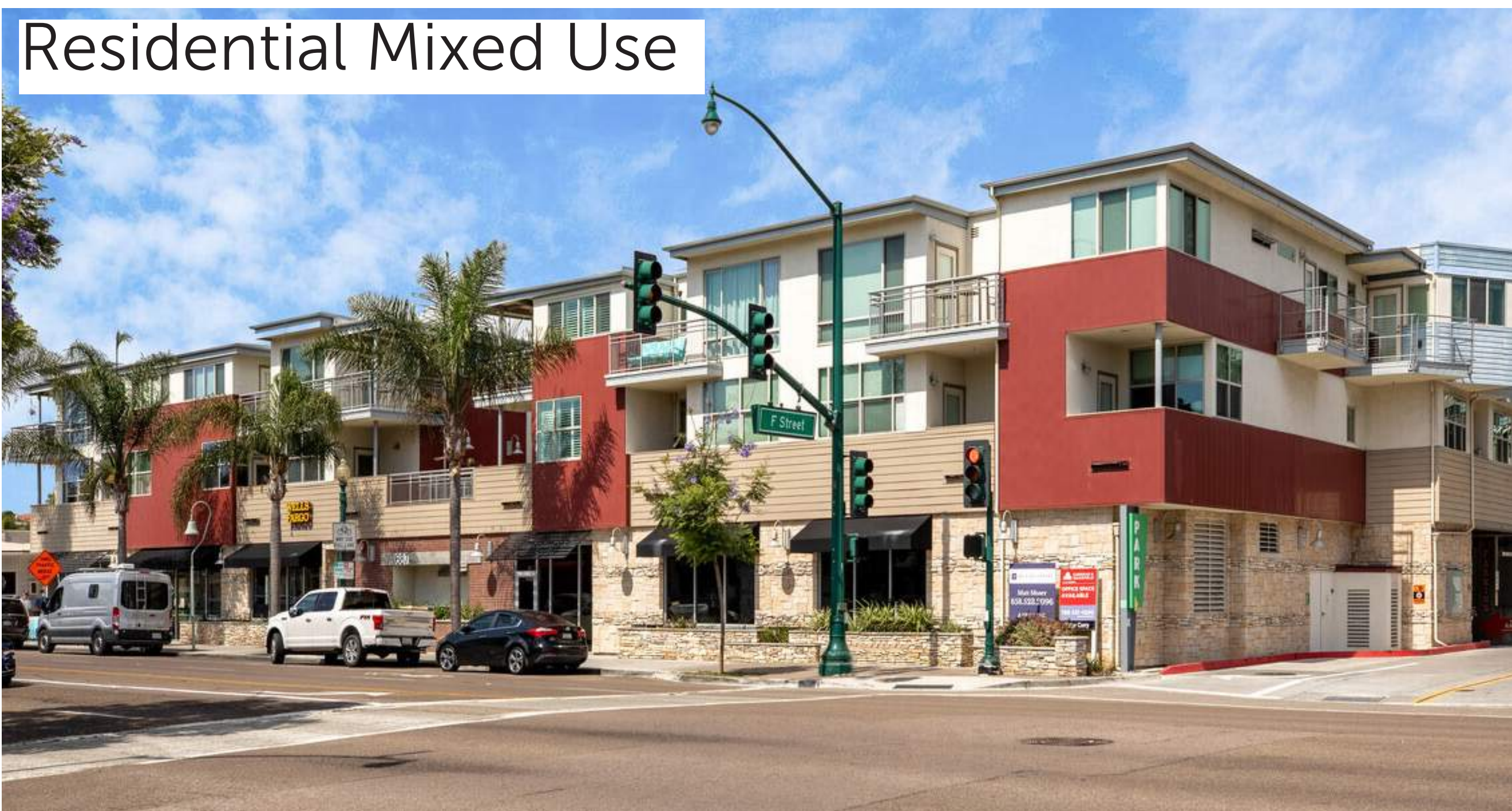
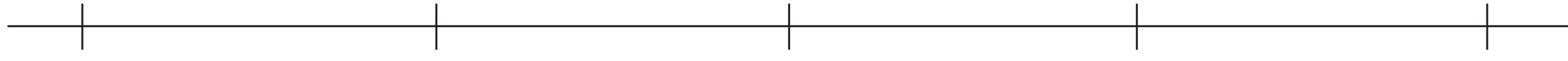
Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



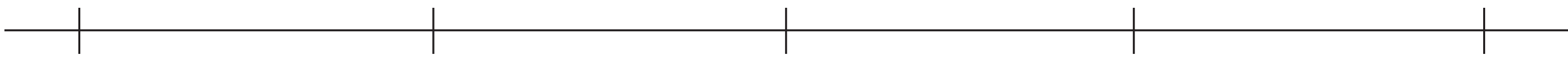
Size and Scale:

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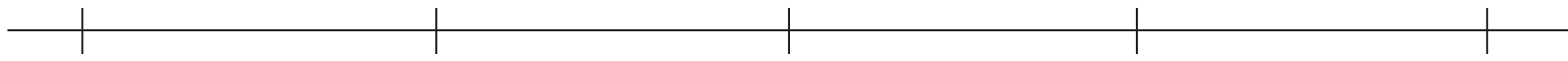
Size and Scale:

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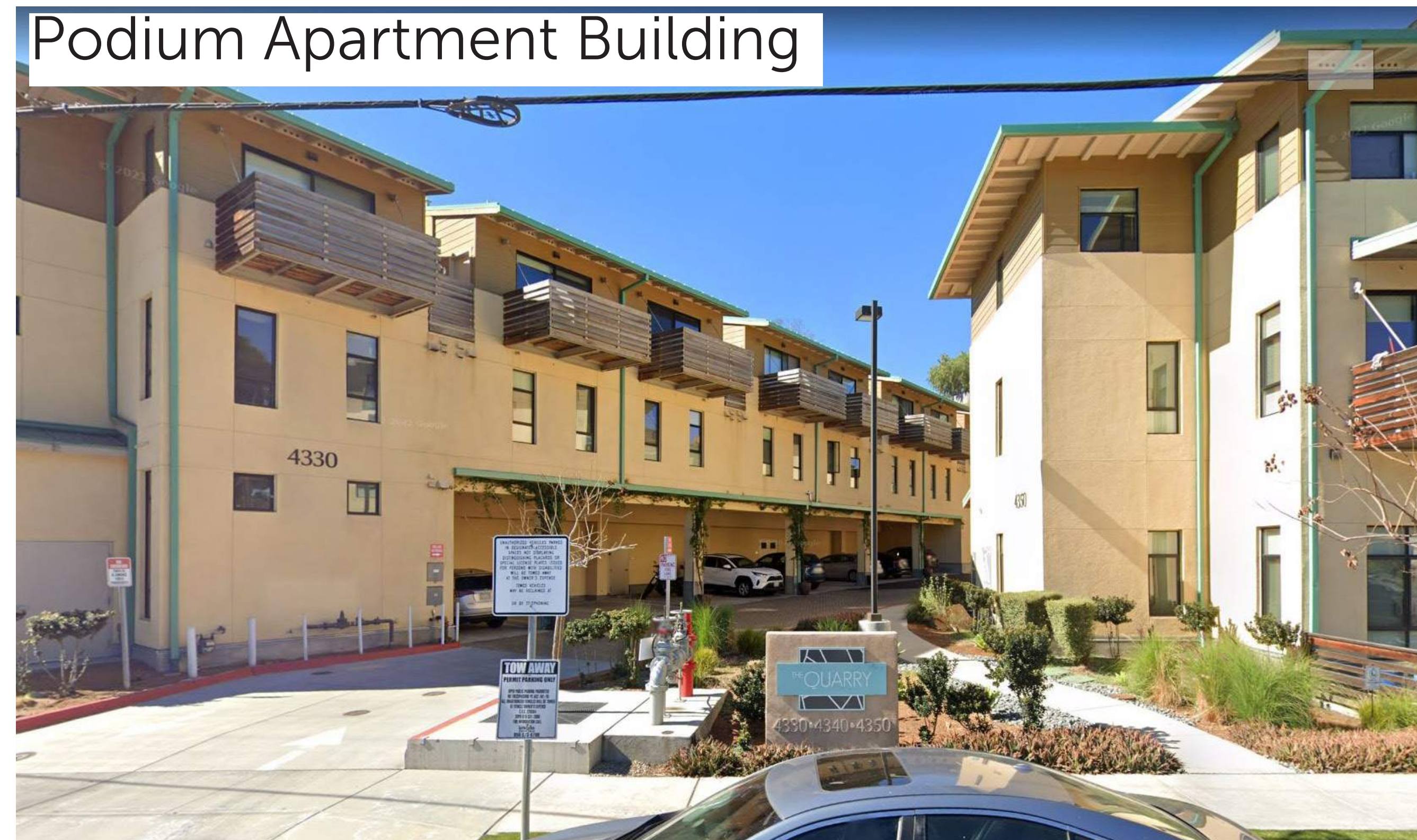
Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



MASSING AND ARTICULATION

Architectural differentiation can help break up the feeling of bulk and scale. Of the following architectural techniques, should they be applied to future development within the Specific Plan Area?



Strongly Disagree Disagree Neutral Agree Strongly Agree



Strongly Disagree Disagree Neutral Agree Strongly Agree



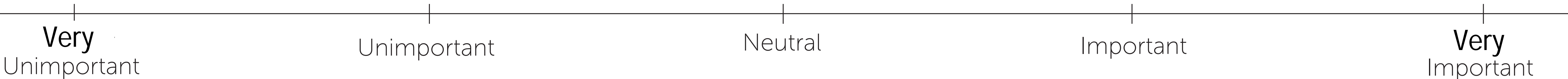
Strongly Disagree Disagree Neutral Agree Strongly Agree



Strongly Disagree Disagree Neutral Agree Strongly Agree



How important is it for the El Camino Real Corridor to have a different design and feel than that of other places in Encinitas?



BUILDING ORIENTATION

How do you prefer buildings be orientated within the Specific Plan Area, meaning where should buildings face? Buildings within the Specific Plan Area should be oriented to...

Face the Parking Lot



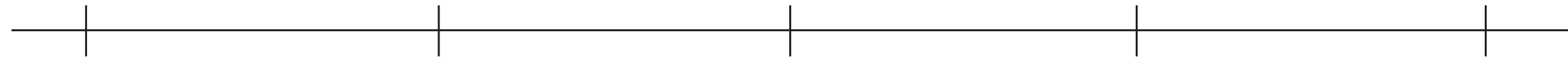
Strongly Disagree Disagree Neutral Agree Strongly Agree



Face the Street



Strongly Disagree Disagree Neutral Agree Strongly Agree



Face an Internal Courtyard



Strongly Disagree Disagree Neutral Agree Strongly Agree



Face an Internal Promenade



Strongly Disagree Disagree Neutral Agree Strongly Agree



BUILDING PLACEMENT

The placement of a building affects its sense of bulk and scale. In each of these examples, would you agree the building is placed appropriately in relation to it’s surroundings?

Top of Slope



Strongly Disagree Disagree Neutral Agree Strongly Agree



Bottom of Slope



Strongly Disagree Disagree Neutral Agree Strongly Agree



Next to the Street



Strongly Disagree Disagree Neutral Agree Strongly Agree



Next to Single-Family Residential



Strongly Disagree Disagree Neutral Agree Strongly Agree



BUILDING FRONTAGES

Building frontages can create a welcoming pedestrian experience. Which of these frontage types would you like to see within the Specific Plan Area? Should their look and feel be replicated throughout the Specific Plan Area?

Curbside Shopfront



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Dooryard



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Outdoor Dining Shopfront



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Frontyard



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Stoop



Size and Scale:

Strongly Disagree Disagree Neutral Agree Strongly Agree



COMMON OPEN SPACE

Would the following open space amenities add to the character of the El Camino Real corridor? Should their look and feel be applied throughout the Specific Plan Area?

Plazas with Outdoor Seating



Adds to Character:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Playgrounds



Adds to Character:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Pocket Parks



Adds to Character:

Strongly Disagree Disagree Neutral Agree Strongly Agree



Linear Parks



Adds to Character:

Strongly Disagree Disagree Neutral Agree Strongly Agree



STREETSCAPE ELEMENTS

Would the following streetscape elements improve your experience along El Camino Real?

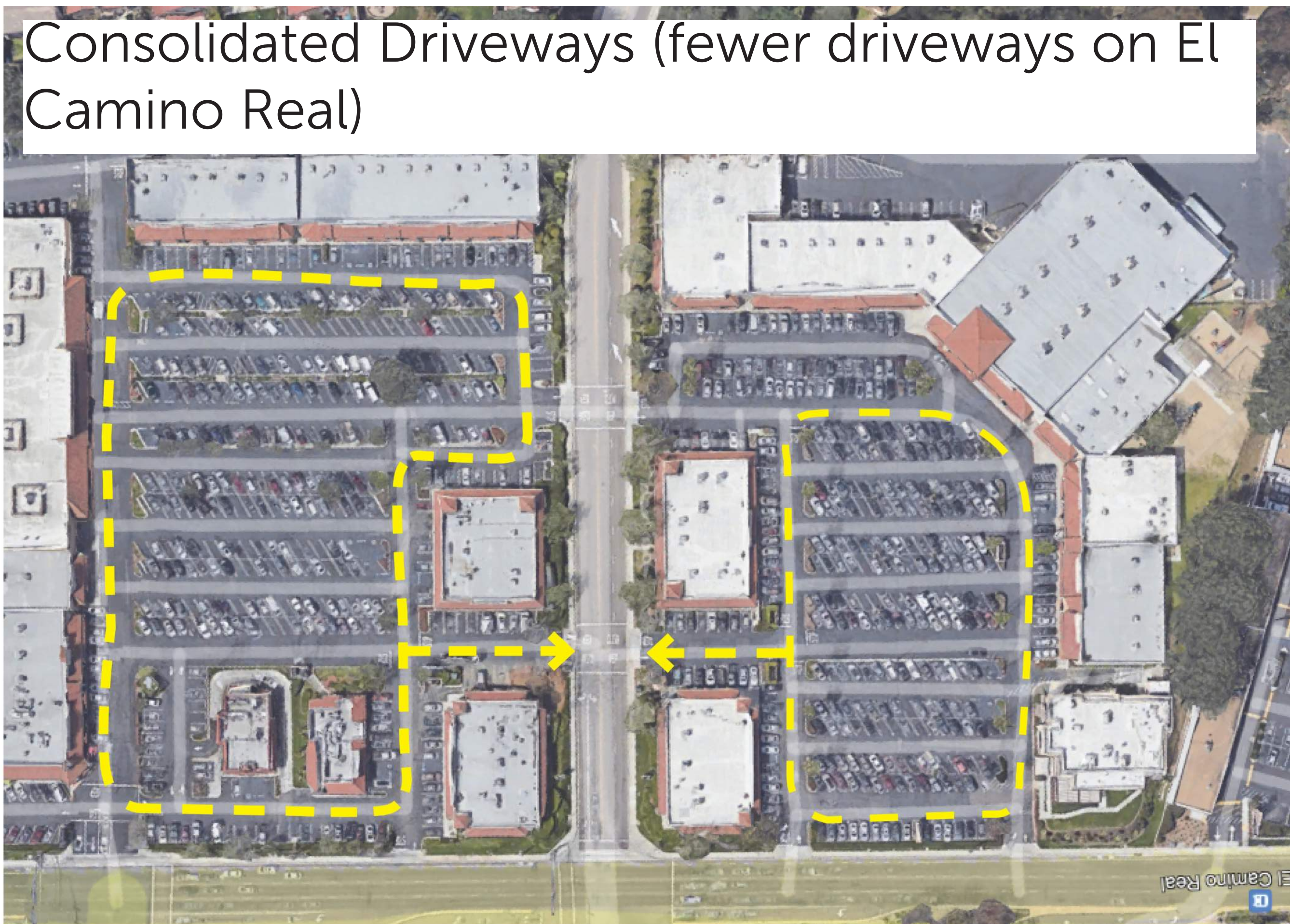
Buffered Bike Lanes



Strongly Disagree Disagree Neutral Agree Strongly Agree



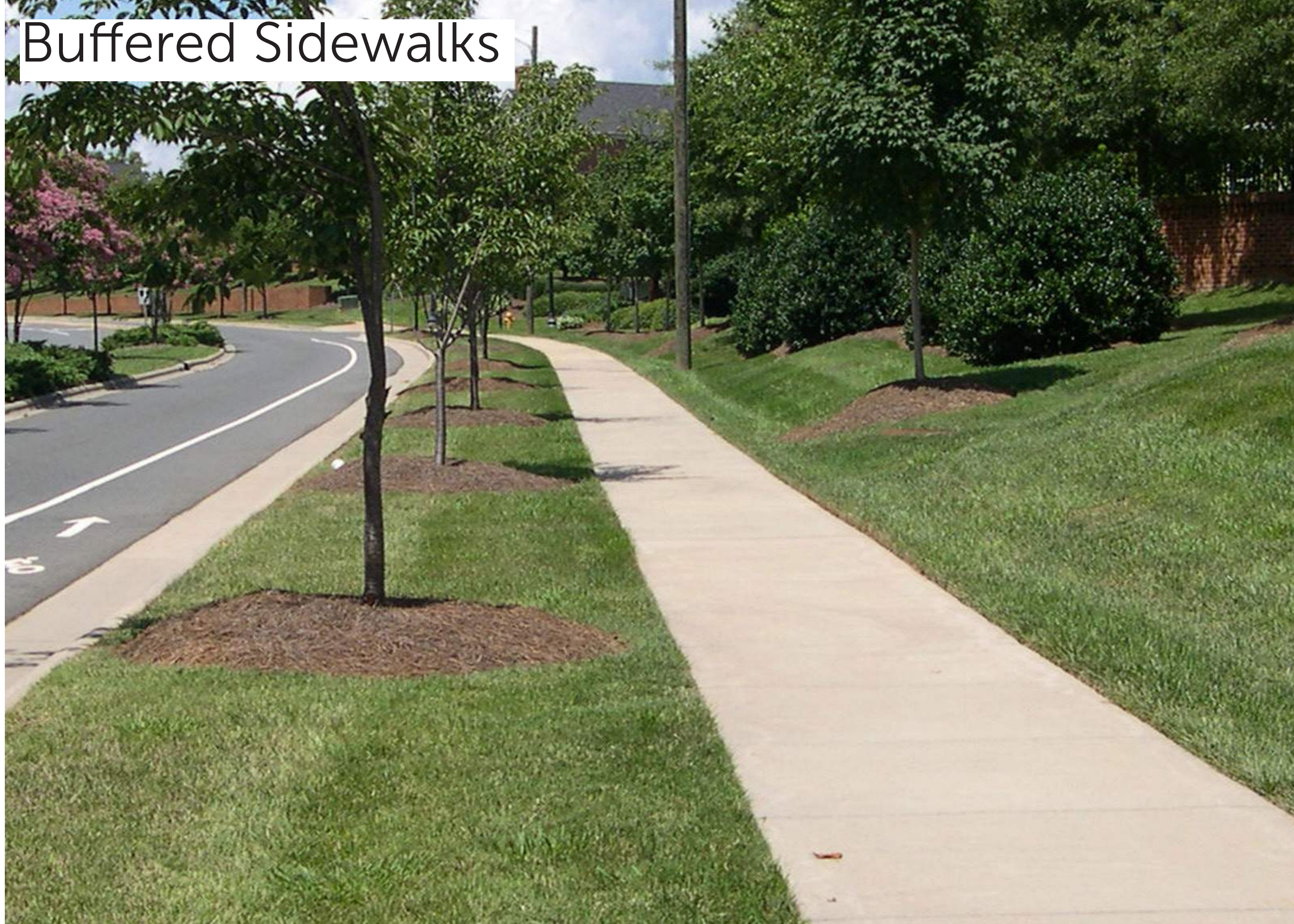
Consolidated Driveways (fewer driveways on El Camino Real)



Strongly Disagree Disagree Neutral Agree Strongly Agree



Buffered Sidewalks



Strongly Disagree Disagree Neutral Agree Strongly Agree



High Visibility Crosswalks



Strongly Disagree Disagree Neutral Agree Strongly Agree

