



Workshop #1 Opportunities, Constraints, and Visioning Summary

FINAL DRAFT
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Prepared for:



Prepared by:



RICK Engineering Company – Planning + Design Division
5620 Friars Rd, San Diego CA 92110



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1. Workshop #1 Background

The first workshop for the El Camino Real Specific Plan project was held in-person on November 15, 2021, from 6:00 p.m. to 8:00 p.m. at the Encinitas Community and Senior Center at 1140 Oakcrest Park Drive, Encinitas, CA. For the community members who were not able to attend the in-person workshop and for those who wished to provide additional comments after the workshop, a virtual outreach effort was provided through an interactive online platform, supported by SocialPinpoint, to solicit input on the same content. The virtual platform was made publicly available on November 16, 2021.

Workshop #1 introduced the El Camino Real Specific Plan project to the community, including the project background, purpose, and timeline, and presented the opportunities and constraints identified in the El Camino Real Specific Plan Opportunities and Constraints Memorandum (Memorandum). In addition to presenting opportunities and constraints, the other main objective of the workshop was to solicit input from the community on their vision for the project area.

Additional objectives for Workshop #1 included:

- Present the project to community members and stakeholders and define the next steps;
- Provide an opportunity for the community members to give feedback and expand on the existing opportunities, constraints presented; and,
- Utilize all input for use in drafting the El Camino Real Specific Plan Vision Statement and land use alternatives.



Community members and stakeholders were notified of the meeting through a series of City email blasts, posts on the project website, and through an event page on Eventbrite where community members were encouraged to RSVP for the workshop and note whether they needed Spanish translation. The project website was launched and introduced to community members during the initial community survey period in May 2021. The website hosts project materials such as the Project Fact Sheet, Workshop #1 recording, and other background information. The project website includes a link for community members to sign-up for project updates and review the latest events and analyses conducted by the project team. The project website is available here:

www.encinitasca.gov/elcaminorealsp

All input received from the in-person workshop, online platform, and email has been recorded in this Workshop #1 Summary document and appendices, which will be used to inform the next phase of the project process. The next project phase includes the preparation of land use

alternatives, which will also be presented to the community for further collaboration on the El Camino Real Specific Plan.

2. Workshop #1 Overview

Workshop #1 was organized into two main components. The first component included a 15-minute overview presentation of the project and a brief summary of the opportunities and constraints identified in the Memorandum.

The second component included an hour-long open house where community members were encouraged to ask questions and interact with the exhibits at each station. The open house stations included:

1. Project Process
2. Spanish Translation (translated handouts were available for each open house station topic - i.e. Project Process, Visioning, Land Use, etc.)
3. Visioning
4. Land Use
5. Urban Design
6. Mobility
7. Economics

Project team members (comprised of City and consultant staff) were present at the open house stations to facilitate conversations and answer questions about the exhibits and guide the community through the exercises. Community members were provided sticky notes, pens, and green and red sticky dots to engage with the prompts on the exhibits.

Each station posed open-ended questions relating to the station topic, except for the Project Process station, which included a graphic image of the project process and a map of the project boundary. Dot exercises were also available at the Urban Design and Mobility stations, which allowed community members to provide suggestions and prioritize various strategies for urban design practices and mobility improvements. The dot exercise exhibits from the in-person workshop are included in Appendix A – Workshop #1 Exhibit Images. Additional comments and



results from the online platform are provided in Appendix B – Workshop #1 Online Platform Comments. All results from the dot exercises were summarized into the comment themes described in the following sections and shown as bar charts in Appendix A.

Spanish translation was provided for two people that requested the service. A City staff member guided the participants through the workshop stations and provided direct interpretation services.

Project team members were available toward the end of the workshop to answer individuals questions about the project. The workshop formally concluded after that.

3. Workshop #1 Input Summary

Approximately 614 public comments were received as part of Workshop #1 effort. Of the 614 public comments, approximately 371 comments were received at the in-person workshop, 234 comments were received through the online platform, and nine comments were received via email.

3.1 Workshop #1 Comment Themes

Similar to the station topics, the following comment themes were mentioned most by community members:

3.1.1 Mobility

- Walkability and pedestrian friendliness:** Community members expressed their desire to have a place where people can feel comfortable walking to and from shops and restaurants. Individuals noted that the corridor is currently not conducive for walking around to shop and eat. Having safe, well-lit, stroller- and ADA-compatible pedestrian amenities is important.
- Bike safety and infrastructure:** Community members expressed concerns for bicyclist safety. They requested bicycle amenities to incentivize and accommodate bicyclists along the corridor. Desired amenities include bike racks at shopping destinations, separated, elevated, and/or protected bike lanes, and e-bike facilities.
- Improve traffic flow and consider commuter routes:** Members of the community noted an urgency to consider the existing heavy traffic throughout the corridor and to find ways to alleviate congestion, and increase traffic speeds during peak times. Community



members like the corridor's automobile accessibility and services available. Concerns were expressed about changing the nature of the corridor to slow traffic and no longer allow El Camino Real to be a secondary north-south route between Encinitas and Carlsbad. These community members would like to retain the existing easy access and make future uses easy to park, walk, bike or take transit. Other comments had concerns regarding idling cars and their impact on the environment.

- **Reduce traffic speeds:** Community members noted their desire to reduce traffic speeds on all streets within the corridor to improve safety and reduce risk of collisions.
- **Transit options and improvements:** Some community members want more types of public transportation throughout the corridor such as trolley and shuttle services to regional transit and other destinations. Other community members expressed their opposition to this topic, stating that public transportation is unrealistic for the area.

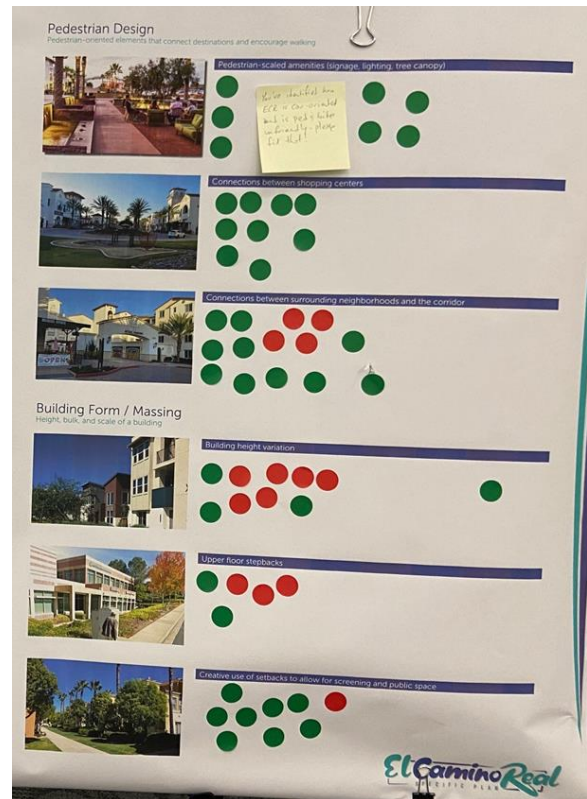
3.1.2 Land Use

- **More green space:** Community members noted that they wanted more turf, landscaping, tree canopy, and overall greenery within the corridor, with an emphasis on linear green space with walkways and green space to socialize and gather, such as parks and open space.
- **More recreational options:** Community members suggested that the corridor include more business types in which to gather, such as a performing arts theatre or a movie theater.
- **"Missing Middle" and affordable housing:** Community members noted their desire to see more housing in the form of senior housing, townhomes, condominiums, and other attached residential unit types to accommodate a mix of income levels such as families and the local employees currently working in the corridor.
- **No housing:** Some community members stated that they do not want new housing in the corridor because they are concerned that more residents in the area will cause more traffic congestion.
- **Mixed Use:** Community members expressed their desire for more mixed development and uses in strategic locations along the corridor, including retail, office, and housing.



3.1.3 Urban Design

- **Building height limits:** Community members noted their desire to maintain the existing building height limits in order to keep the small town-feel and protect the viewshed. However, some community members were in favor of removing the 30-foot height limitation in order to provide a greater range of options in land uses.
- **Landscape improvements:** Community members would like to see more landscape areas to increase permeable surfaces, provide welcoming environments, and generate placemaking.
- **Site design and parking:** Members of the community noted that future development in the corridor should consider the existing natural topography and proximity to nearby residences. Other comments included locating parking to the rear of the parcels, providing more pedestrian connections, and moving parking to be underground. Some community members questioned the results of the parking study that was conducted as part of the Memorandum, with statements suggesting that parking is currently insufficient.
- **Variety of uses:** Community members appreciate the mix of shops and services provided along El Camino Real and would like to see mix of uses including a theater, life sciences, cafes, and eateries.



3.1.4 Economics

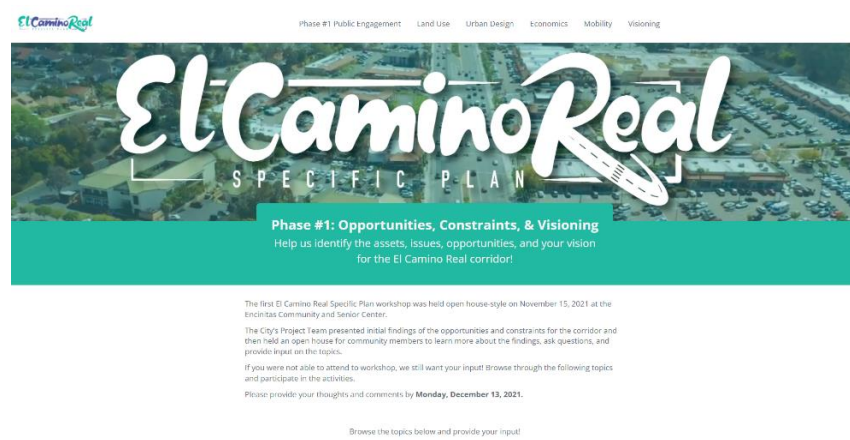
- **Support local and small businesses:** Community members want to see more local and unique small businesses to provide a balance with the existing national chain businesses. Examples include, cafes, bakeries, a small brewery, local restaurants, and a local farmers market.
- **Variety of stores:** Community members would like to retain the quantity and variety of shops, stores and resources within the corridor.



3.2 Workshop #1 Online Platform

For the community members who were not able to attend the in-person workshop and for those who wished to provide additional comments after the workshop, a virtual outreach effort was provided through an interactive online platform to solicit input on the same content.

The online platform was organized into the same station topics as the workshop, as shown in Appendix B – Online Platform Comments. Bar charts are also included in Appendix B to visually show the results of the dot exercises for the Urban Design and Mobility stations.



3.3 Emailed Comments

Additional public comments were received by City staff via email prior to the close of the public comment period. These comments are included as Appendix C – Emailed Comments and were summarized with the comment themes described above.

4. Conclusion

In summary, the approximately 614 public comments received from Workshop #1 and virtual outreach immediately following, provide an overall snapshot of the opportunities, constraints, and priorities identified by the community.

As described in Section 3.1, a range of opinions were provided as reflected in disparate comment themes. Differing opinions were provided related to building heights, housing, and mobility infrastructure. For example, there were multiple comments about keeping the building height limit as-is and other individuals made comments in favor of increasing the building height limits. Some community members expressed opinions in favor of seeing housing infused into the corridor, while other community members expressed they do not want to see housing occur in the corridor. Similarly, some community members prefer to see the corridor transition as a walkable, bike-friendly community with strong public transit use; whereas other community members do not think it is realistic that El Camino Real could accommodate those features with the current nature of the road acting as a commuter corridor and by-pass of Interstate-5 (I-5). These polarized opinions from community members demonstrate the community's range of opinions and competing viewpoints and priorities. The project team will continue to provide the community with opportunities to provide feedback on these controversial topics.

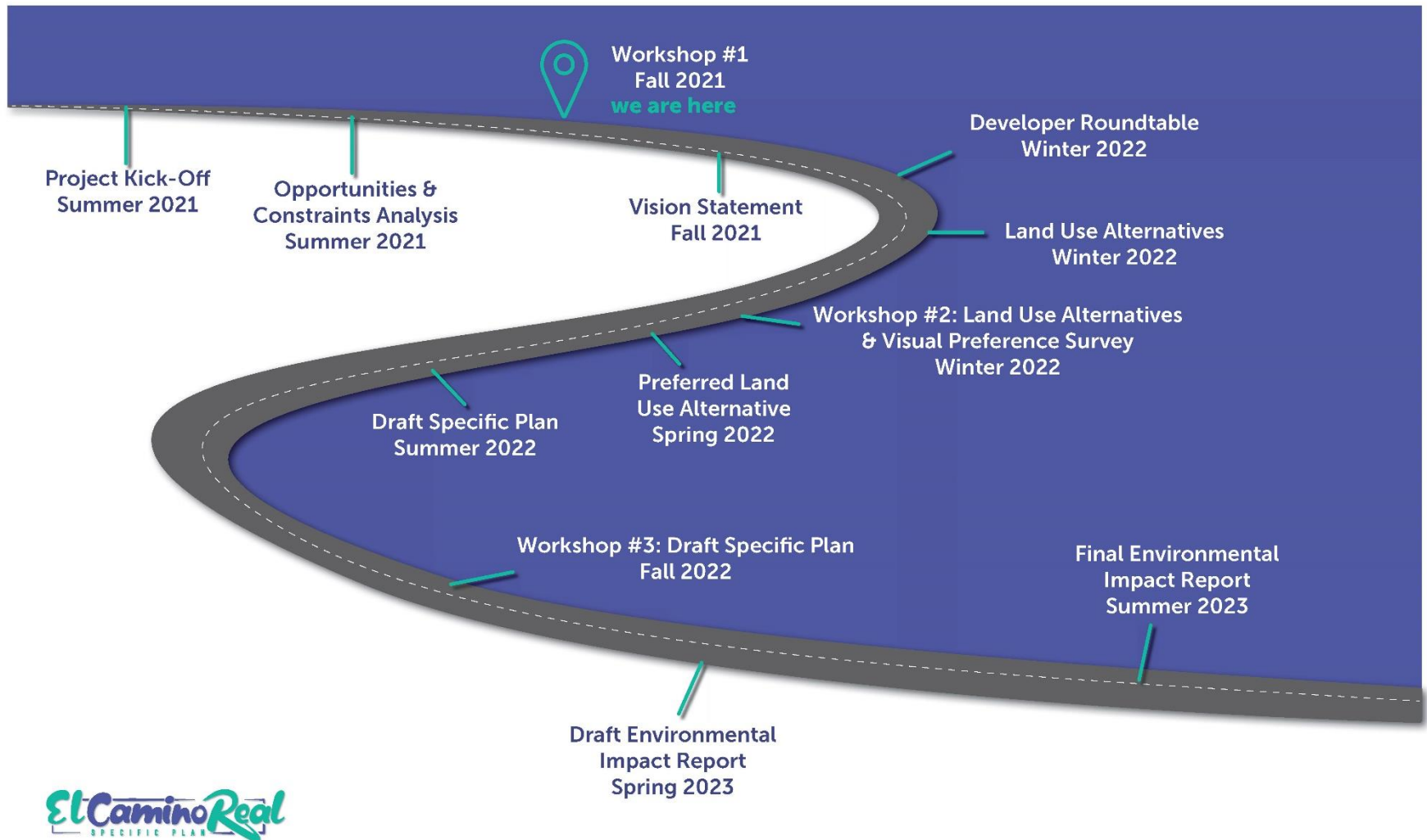
Images of the Workshop #1 exhibits are included in Appendix A.

Appendix A - Workshop #1 Exhibit Images

PROJECT BOUNDARY



PROJECT PROCESS



Our Vision for El Camino Real

SPECIFIC PLAN

How do you want El Camino to look and feel 20 years from now?

Vertical
So Vertical!

Consider 4th
Shopping & restaurants
BUT NOT traffic like
Downtown San Jose!

more walkability
discovered people
walk, patios with
fountains or other
physical improvements
signage

Look for
opportunities to
expand verticality

Provide for
low & very low
income housing
for rent, mixed in
with existing around
at 4 to 90-150
APN

more vertical
mixed income
mixed use
more WALKABLE

mixed use
housing &
retail

more
green
space

Much more
alive than
it is now
less cars, please

More
natural
less pavement

Hubby says
parks

Walkable, with
dedicated cars-
bicycle lanes
- also light to
shop like Fremont
- on off street
parking area

More daylight
than during night

It could be
place you want
to visit, park
& walk around
for a couple
hrs

yes

Calmed down, less
traffic, more green,
less cars.

Human-
scale

Pod, Bike, Transit
oriented
lots of housing
above street
open spaces
chairs & parking
underground

A comm
use, can work
live, shop and play
not have to
commute 70-90 min
to work

Freeway
infrastructure
same safety
but less cars,
dedicated
bicycle friendly

Reduced parking
ratio for
commercial/retail
centers

Connected
lots
parking in-park
(spaces are too
small, too
tight)

What do you like about the corridor
and want to maintain?

- variety of
businesses, don't
just want

availability
base of access

variety of
shops and
services -
ability to get
all kinds of
goods and services
from one place

convenience
of shopping

Very
little

Easy to
park

Small shops &
business variety

Mark
thriving
business
mixed
use
former
market

Better
connection
between
shopping
centers

retail,
restaurants,
rest, retail,
mixed to
offices
Because of parking
has to be reduced
otherwise crowded
shopping

we need
signs to promote
"No TOWING"
to reduce
existence &
wear & tear on
arteries

SHUTTLES to
more people
from rail and to
the other side of
it connect to
College

we need
signs to promote
"No TOWING"
to reduce
existence &
wear & tear on
arteries

CARS CARS
CARS too many!!
PEDESTRIAN
FOOT BRIDGES
connecting
all blocks
without waiting for
cars!!

We need
connecting
walkways in
Emeryville, Rock
Shopping Center
to to Barrow from
Target etc. hand walk

Improve mass
transit
Bus system
don't need to
go to Main Gate
College, San Diego
from El Camino
willows

Local
small
businesses &
restaurants

Shops +
commercial
use

ability to
drive & park
or shop

Like A
Small Town
- high level
of planning

BUSES TO
DOWNTOWN
EMERYVILLE

Visuals
- zoning with
variety/options
- stepped in
development
design - go higher

Make
sidewalks
bigger

Wider side walks
- rest areas - not crowded
- noise reduction

If not a
destination
Park - play - lake

OPPORTUNITIES

LAND USE

CONSTRAINTS

- Increase housing options through mixed-use development, townhomes, condominiums, senior housing, and co-living
- Allow for more parks and recreational facilities
- Allow for post-pandemic outdoor dining spaces — Yes!
- Allow for public market, plazas, or gathering spaces
- Introduce business startup incubators space to fill vacancies
- Identify appropriate places for increased density **NO!**
- Consider building height increases for greater option in land uses **NO!**

- Underutilization of various retail spaces and parking lots
- Limited residential opportunities
- City-wide height restrictions and Coastal Zone limit development to 30 feet
- Relatively high off-street parking requirements
- Varying age of structures and façade maintenance

What are we missing?

What are we missing?

ADD WALKABILITY

NO height increases

MIXED USE
KID FRIENDLY
PEDESTRIAN FRIENDLY
BICYCLE FRIENDLY
SP. CITY OF VILLAGE
IS A STRONG

NO FILL
TO VACANT
LANDS
(existing street frontage)
for future development
1/2 mile

WALKABLE
used to be close
to transit

8' height max
3 stories

European Kiosk
— ped friendly
— local & other
stores

good landscaping
down the
middle

low level low to
see mixed use

not additional
facilities

El Camino Real
SPECIAL PLAN

El Camino Real

[illegible]



CONSTRAINTS

- Lack of pedestrian experience
- Poor signage and inadequate wayfinding
- Buildings lack diverse forms and material variations
- Narrow storefront sidewalks, and awnings
- Inconsistent street, pedestrian, and parking lot lighting
- Inconsistent architectural style
- Lacks sense of place or destination

What are we missing?

URBAN DESIGN

SUBURBAN REVITALIZATION



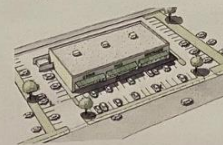
FROM:

- Auto dominated
- Strip malls
- Surface parking
- Few outdoor spaces



FROM:

- Big box
- Single use



FROM:

- Drive in and drive out



TO:

- Walkable
- Mixed-use blocks
- Structured parking
- Many outdoor spaces



TO:

- Infill
- Mixed-use



TO:

- Drive in and stay

OPPORTUNITIES

- More common open spaces
- Placemaking by way of:
 - » gateway signage
 - » plazas and seating
 - » water features
- activating spaces between stores/buildings
- pedestrian-friendliness through building orientation
- consistent architecture, landscaping, and lighting
- commercial building frontages closer to the street
- parking with parking in rear
- complementary features to the historic El Camino Real bell markers
- Mixed-use with active ground-floor retail
- Expand sidewalk seating for outdoor retail environment
- Increase tree canopy

What are we missing?

Neighborhood Transitions treatments/buffering

*Too dense
Too many cars added*

*What do we miss?
Big parking lot
Big box building
No open space
No greenery?*

*Not realistic
Not practical
Not very quality use
Quality use*

URBAN DESIGN

What do you like about the shopping centers?

How would you like to see the shopping centers transform? What kind of spaces would you like to see?

How can we successfully integrate housing into the corridor?

VARIETY &
CONVENIENCE

MULTIPLE SHOPPING OPPORTUNITIES

Close to home -
can walk for
1 bag shop to PS

Has
most
everything

Many options
Changing
business

-convenience

lots of options

- easy to walk around
- trees
- no parking at eating + meeting areas - put for ass

variety of
services/
supplies
is amazing!

plentiful -
have everything
you'd need

Good variety -
you can
get
anything

variety of
offering items
stores and
services -
I rarely need
to leave.

Loaded question - what makes it so vibrant in automatically like Shopping Center - find this sim 30000 who's husband paid a shopping center development for 35 yrs

Parking up back
Give ECR back
to people
connect corners
with foot bridges

Parklets
Lass Park
Lass Park

ONE TREE
FOREST AT
PARKWAY +
Pickup lots + shade

Green
spaces

Kid friendly
spaces

yes
multi use
- but handle
parking
carefully

Pedestrian & Bicycle friendly paths between them

base of

between
Fresh of
Unify
S

Mixed use
retail/office
+ housing

Optimal /
New / built / single,
upgrade to standards /
investigate!

No
Marjuna
disposens!

larger areas for landscaping so there's a lot of soil area

SMILE

MIXED
FLEXIBLE
DESIGNS THAT
CAN PROVIDE HOUSING
AT RETAIL OR GROSS

DO NOT
BRING
HOUSING

DO NOT
DO IT!
Let one
Paseo be
1-44 on!

Fix the zone
E.g. the van
cater on Esc B
across from 2nd
- that would be

Add
H₂O using
I agree
but not
Gibbs

Mixed
Ignorance
retail

Why are you asking biased questions?

- make Via Monitor
+ Via Modem
25 mph +
flat ticketing!
much ration
are own

Nope?
How to do it
without
increasing traffic

senior
housing -
just

No more housing on congested streets.

please be
sure to have
adequate parking
especially for any
units;

Be thoughtful
about those
integrate
usable
value

No new housing
in corridor.
Repurpose existing
buildings to house
the

redevelop small
empty eyesore
with small
use

URBAN DESIGN

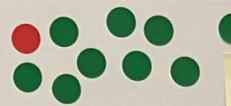
your dots to let us know your preference on these concepts...

Outdoor Areas

Unique outdoor experiences and environments



Piazas



create green canopy
patio infrastructure
throughout plaza
parking (patio wrap
+ trash)

yes for
dining



Paseos

Greenbelts



Rooftop terraces



Limit Late Hours, glass

Activation of Parking Areas

Making better use of the public space in and around vehicle parking



Public art



Flexible event space



Parklets

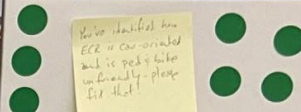


Pedestrian Design

Pedestrian-oriented elements that connect destinations and encourage walking



Pedestrian-scaled amenities (signage, lighting, tree canopy)



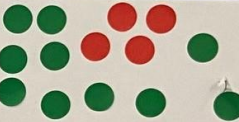
two shaded bus
EC2 is car-oriented
but is ped-friendly
in density - please
fix that!



Connections between shopping centers



Connections between surrounding neighborhoods and the corridor



Building Form / Massing

Height, bulk, and scale of a building



Building height variation



Upper floor setbacks



Creative use of setbacks to allow for screening and public space



El Camino Real
SPECIAL PLAN

URBAN DESIGN

This graphic illustrates three key types of shopping centers that vary in size, circulation, and orientation. For the purposes of urban design concepts, these three shopping centers are used to represent the opportunities and constraints with each shopping center type.



Pedestrian Connections
Pacific Highlands Ranch



Activation of Business Parks
The Farmer and Seahorse, La Jolla



Activation of Outdoor Areas
Liberty Station, San Diego

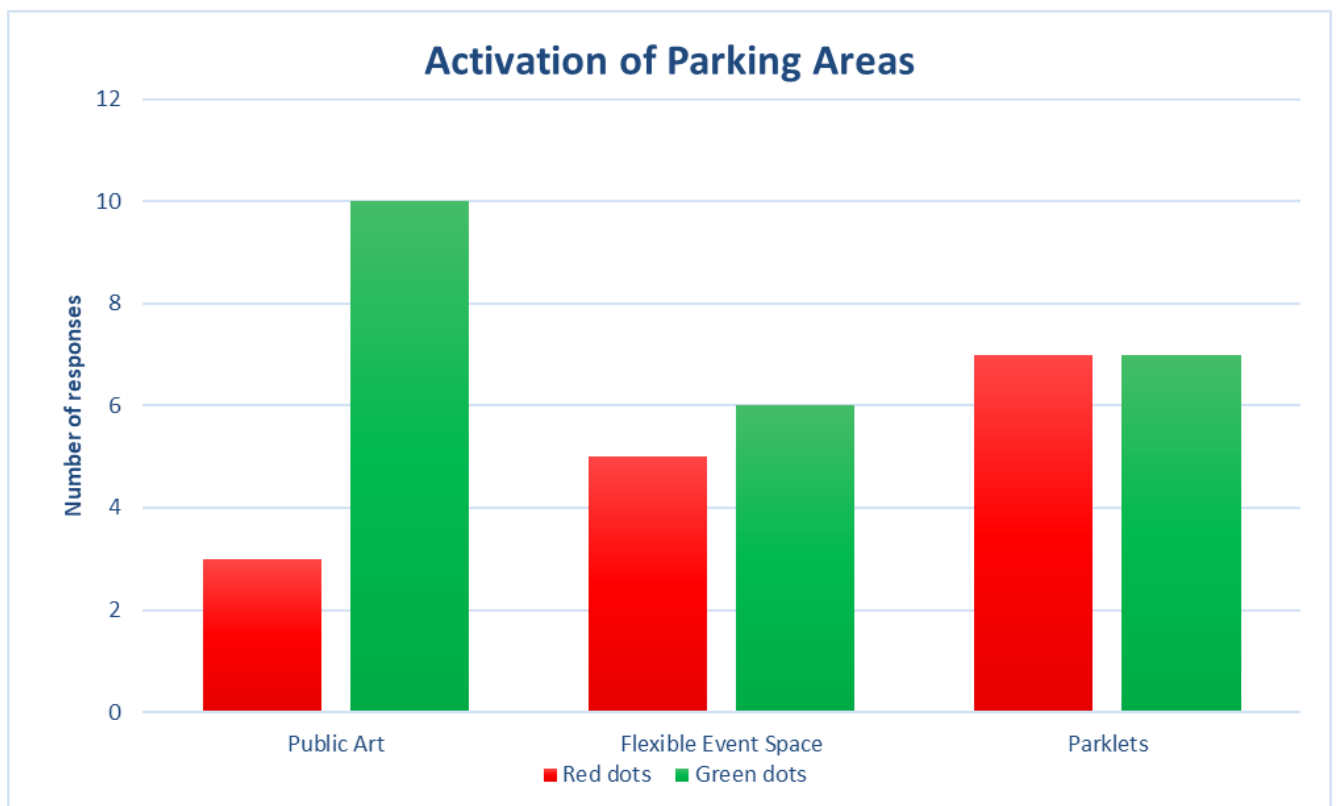
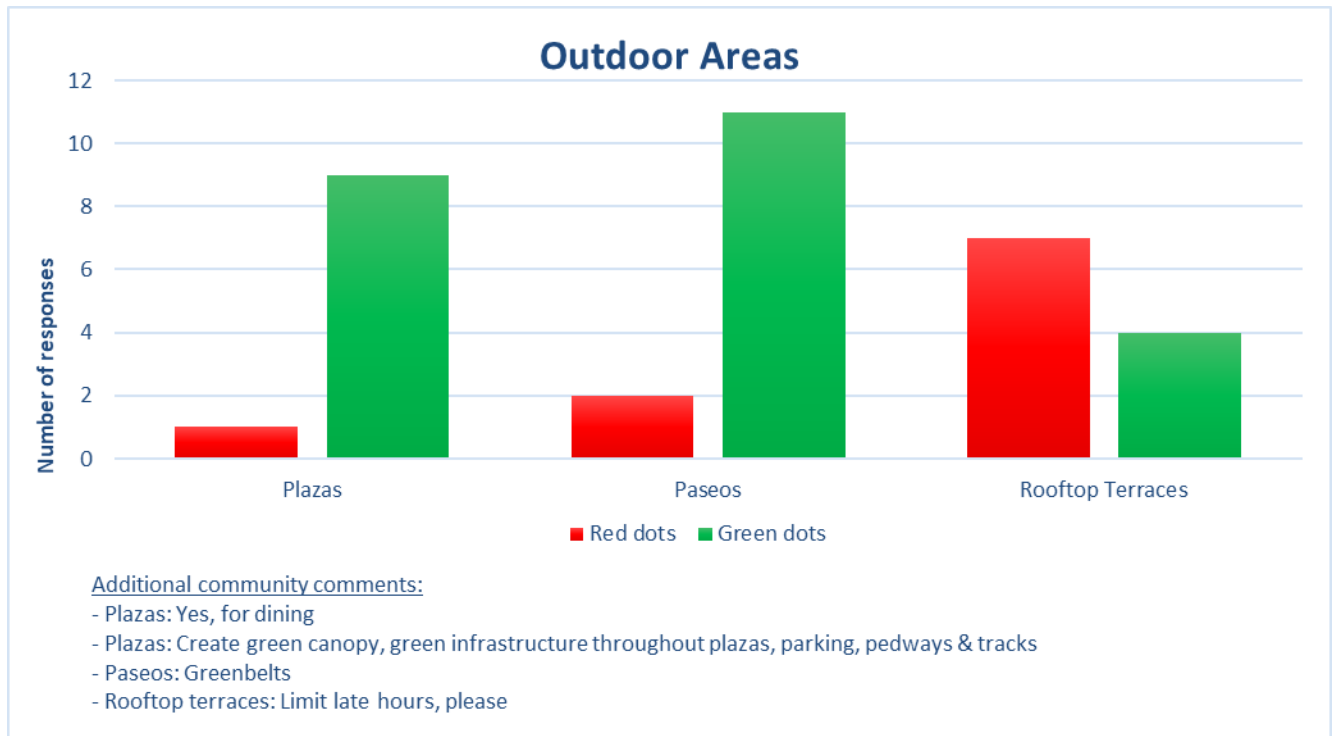


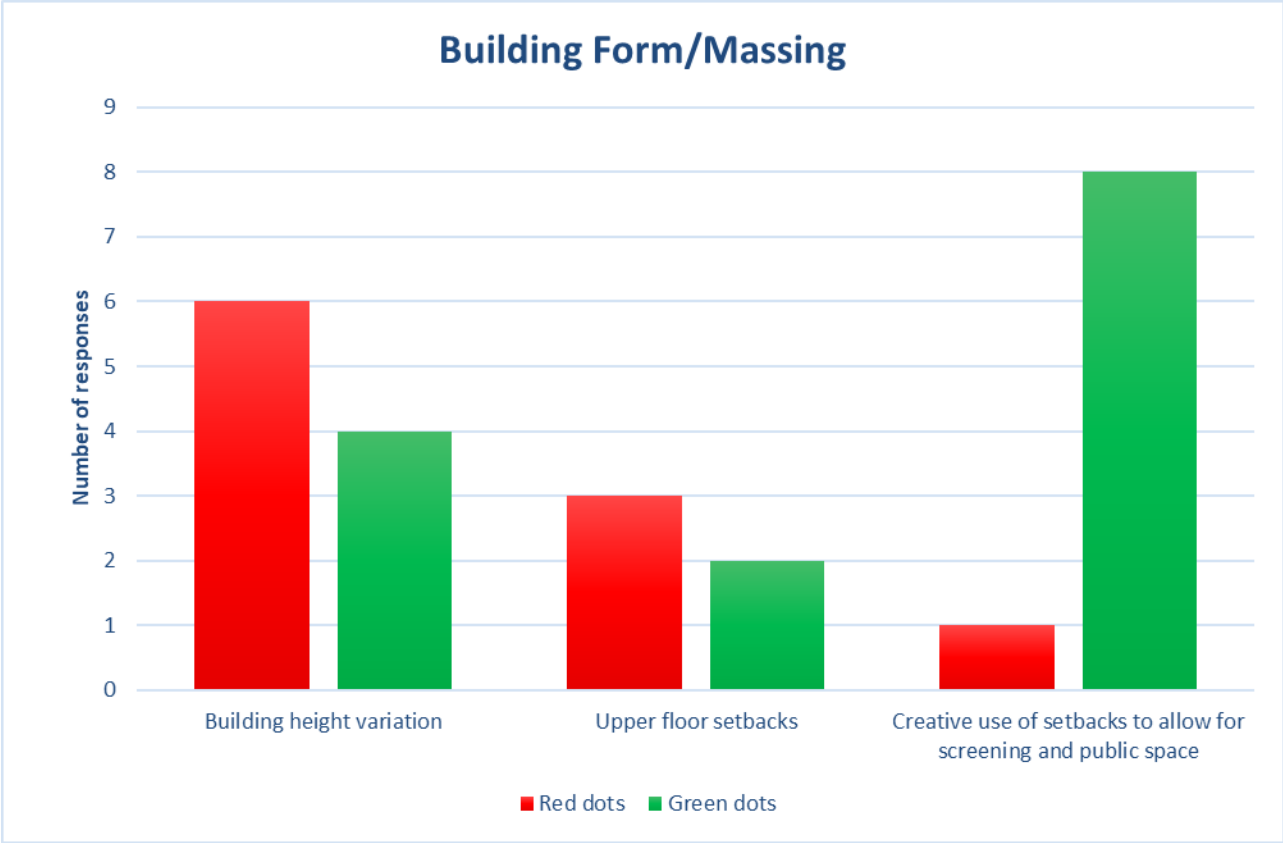
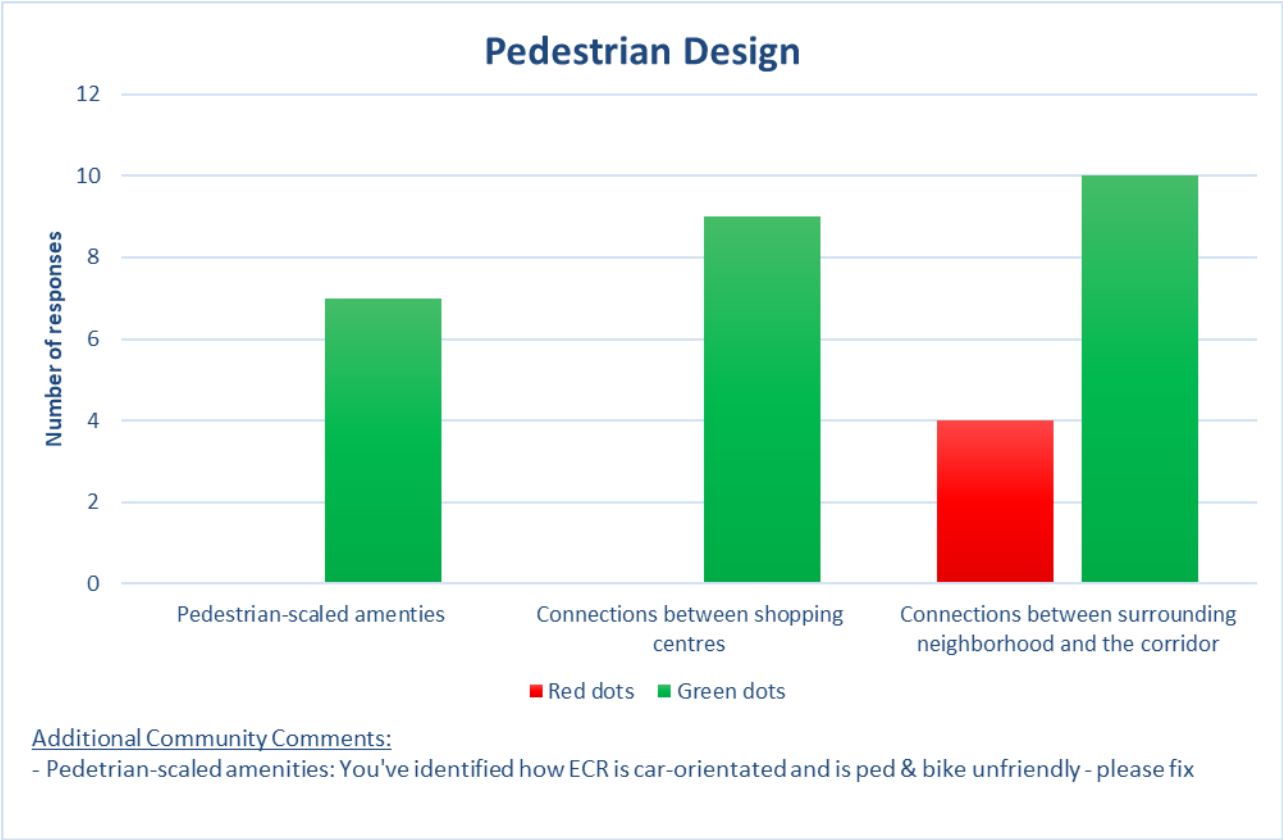
Activation of Parking Areas
The Hub Shopping Center, Hillcrest



Plazas and Outdoor Seating
Concept for Genesee Plaza, Claremont

Urban Design Station Dot Exercise Results





OPPORTUNITIES

- More east-west bicycle connections to residential communities NO
- Distinguish bike lanes with green paint or protective buffers NO - NO - NO
- Expand existing trail and pathway network to local destinations
- Upgrade transit stop amenities
- Very few of the parking lots reach high levels of occupancy even at peak times
- Traffic calming devices with bulb-outs NO
- Mid-block pedestrian crossings on El Camino Real
- Improve pedestrian comfort and safety through treatments such as:
 - » high visibility crosswalks and alternative pavements
 - » landscaping between the roadways and the sidewalks
 - » advanced stop bars
 - » curb ramps with truncated domes (detectable warning surfaces) NO

What are we missing?

Get rid of (amortize) drive-thrus!

Pedestrian
Footbridges

NATIVE ORGAN
FOREST AREAS
EVEN IF SMALL
WITH SEATING
& LIGHTING &
RECHARGE USB

An electric
transit rail
around the
shopping areas

preserve
ability to use
single family car-
tidge i disabled
sometimes cant
do public transit
when shopping.
at promiscuous driving

MOBILITY

CONSTRAINTS

- Missing sidewalks along Via Molena and Garden View Road
- Poor north-south circulation between shopping centers - 4th (N)
- High speed limits adjacent to bike lanes \downarrow lower the speed than N
- Bus stops lack amenities *NCTD - improve please*
- Lack of mid-block crossings (N)
- Utilities limit sidewalk access
- Existing traffic volumes are moderate to high (N)

What are we missing?

more
consideration
of the
commuter
traffic

No parties
on Eck -
Not safe.
too busy.
Better in the
neighborhoods

Yes parks on Edd

- lower speeds on the Via
Rondetto +
Via Malanca
to slow traffic

ECA
Should not
be the
Highway tho
it is

No parks
on ECR
to keep
the children
safe

No Jakes
on El Camino
Keep them in the
neighborhood

KEEP
CONTINENCE
OF
SIN
PARKING

SAFETY

* Transitions are key

- * Transitions
- ✓ Bulb outs
- ✓ Flashers
- ✓ Paper treatments

SAFETY!
Let us walk!

Let
Not even a
sidewalk/crosswalks
in Min. Vista

Improve
connections
between
shopping
centers for
cars, bikes & ped

~~DEK~~
IS NOT
Correct Way



El Camino Real

CAR + WALK

How do you prefer to move about the corridor?

bike + walking ^{+++ pet}
_{dis. Ho} run

- transit

Bike + Auto

car for
trips or for
longer shopping
trips.
But I'd like to
walk & bike
more.

Car
Please let
residents
include family
& seniors b-
by car

-Car w
-walk
not safe on
a bike!

more
pleasant
ped
environment
needed.
I agree

My car
two milk seller
Hole above house
See with

- Bike for long
- Walk for shorts
- Skate for long
- For busiest times parents

Sky
Pod

MOBILITY

Which transportation modes need to be improved or ~~improved~~?

Bigger traffic lanes

Bigger
side
walk

- need more bike

Slower vehicle speeds

Narrowed
travel
love

Not a nice
place to go
for a walk.

DIVORCE
Pedestrians
/ Bikes
from car
traffic
altogether

Make it comfortable

- need shorter blocks

- need connectivity

between malls

- need trolley / shuttle

Bikes,
E-Bikes,
→ cars
separated

Think big!
Not just bike
lane, but wide
protected lane
for multi-use

clay / Seattle
if possible on
high cost?
encourage it
for bikes

MORE
TRAFFIC
LANES
NOT LESS

Which transportation modes need to be ~~reduced~~ or expanded?

- Higher speed for cars

Consider the commuter traffic along that corridor that passes through, not just the local traffic generated by those using the businesses.

Put parking
in wrapped
structures
and give us back
our space!

move
cars
&
roads
underground

Better
walking pattern

I was an infomilitant and not-confident apolistic. I would like more in the carrier it I took (saw) and it there were like rocks. Currently the Ralph Center has practically no like rocks.

Under Tickling

Brown and purple
Dried and pressed
leaves, with purple
darker coloring

El Camino Real
SPECIAL PLAN

MOBILITY

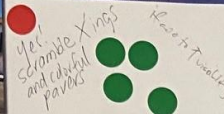
Use your dots to let us know your preference on these concepts...

Pedestrian Improvements

Strategies that can improve the safety and comfort of pedestrians throughout the corridor



Alternative crosswalk pavement



Mid-block crossings



High-visibility crosswalks



Bicycle Improvements

Strategies to improve cyclist safety, comfort and access throughout the corridor

Green-painted/physical buffers for bike lanes



Branded bike racks



Bicycle repair stations



Transit Improvements

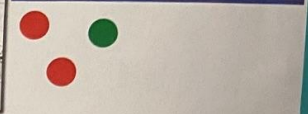
Strategies that improve the safety, comfort, and ridership of public transit throughout the corridor



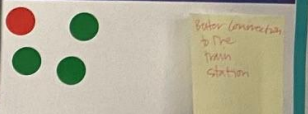
Bus stop amenities (lighting, shelter, and bus route information)



Dedicated bus lane



More frequent pick-up times



Roadway Concepts

Strategies to creatively interact with higher speed



Community events, (i.e. parades, farmer's markets, carnivals)



Traffic calming measures (lane for slower moving traffic, bulb-outs)



Reducing conflict points (driveway interactions)

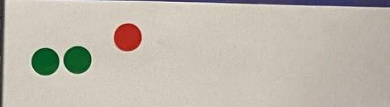


Parking Lot Options

Alternative uses for underutilized parking lots



Retail and residential options



Safe pedestrian access

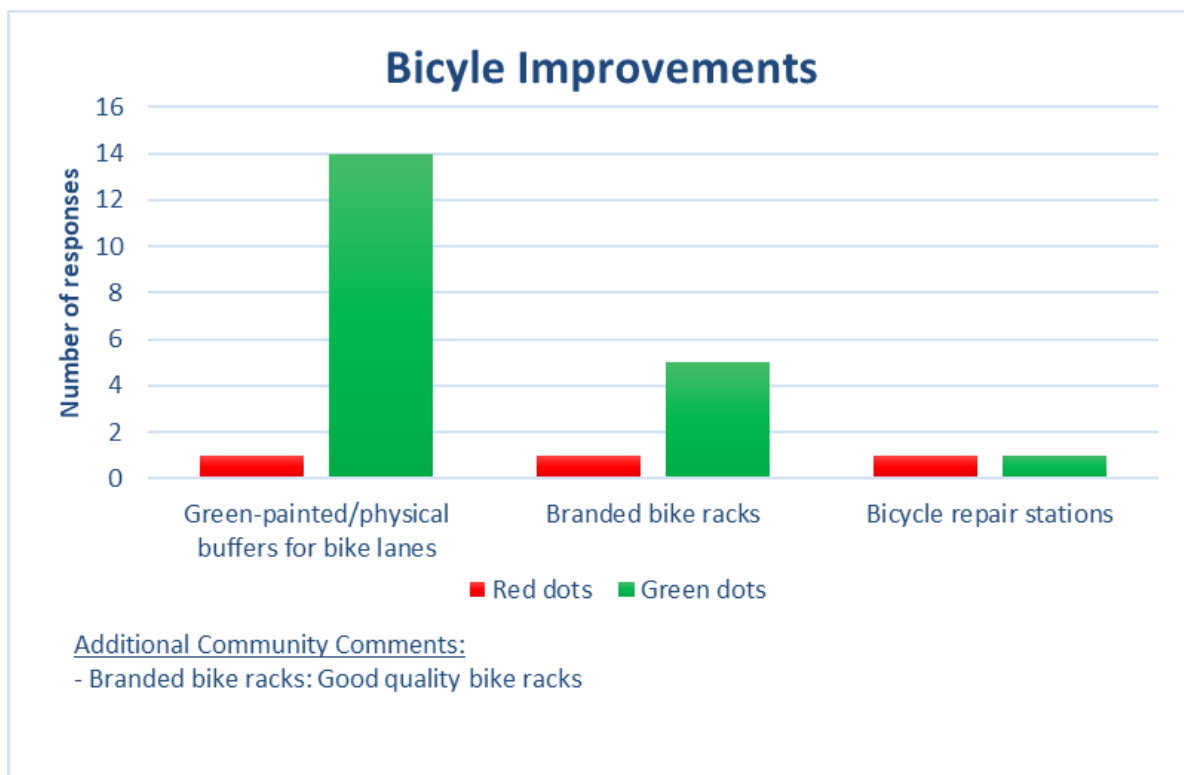
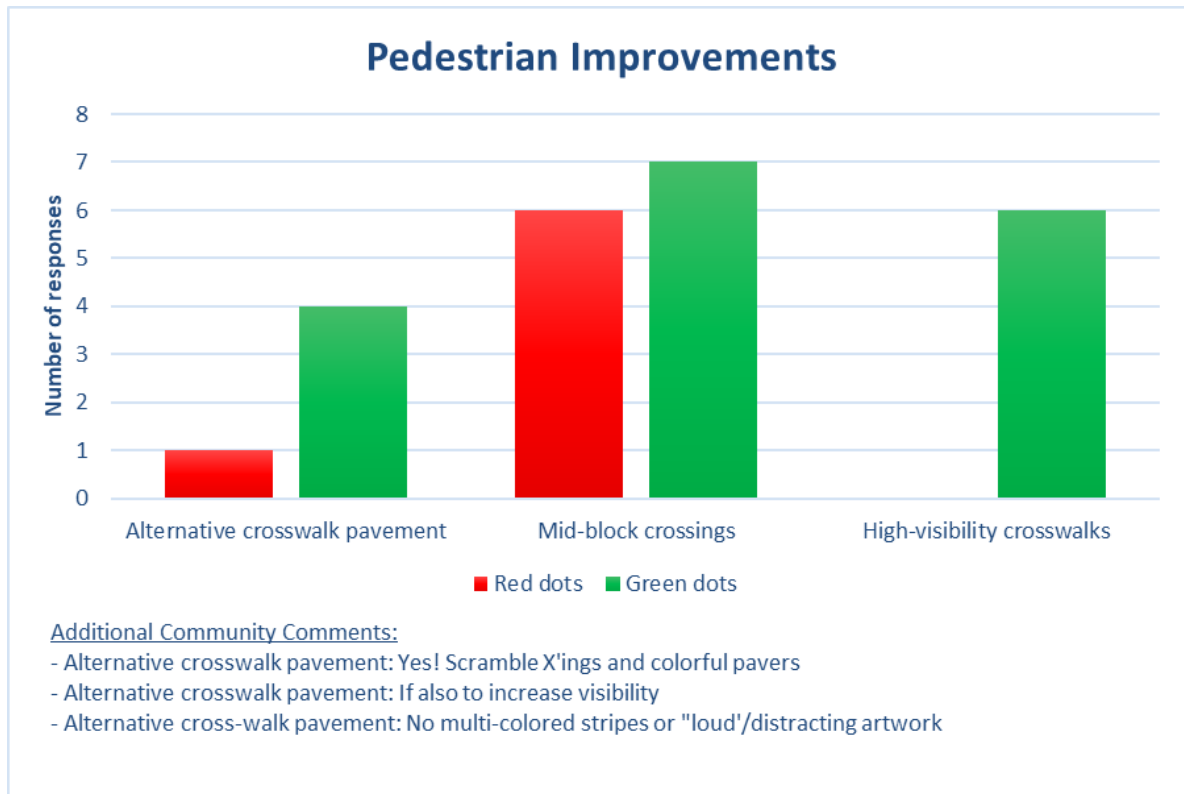


Parking structures to facilitate growth

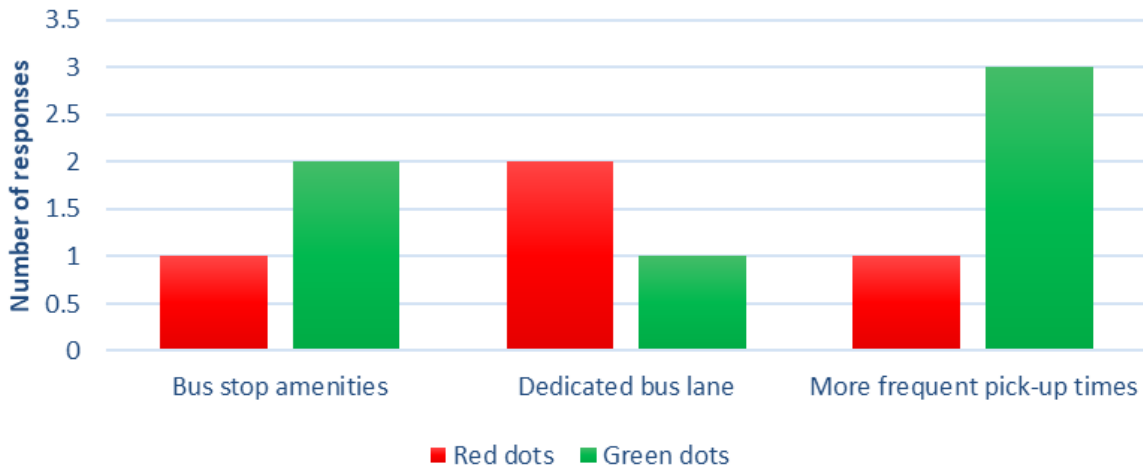


El Camino Real
SPECIFIC PLAN

Mobility Station Dot Exercise Results



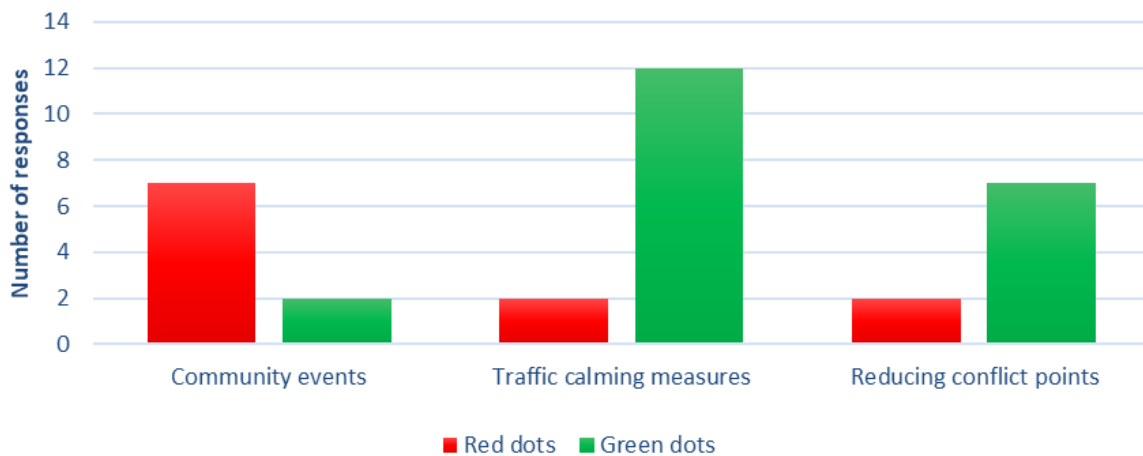
Transit Improvements



Additional Community Comments:

- More frequent pick-up times: Better connections to the train station

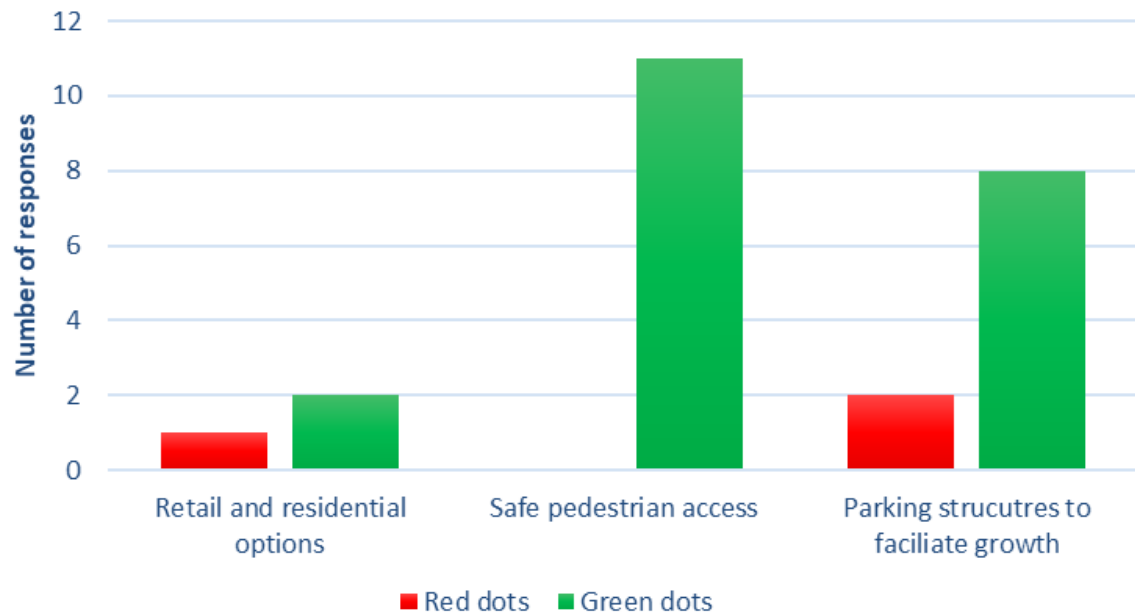
Roadway Concepts



Additional Community Comments:

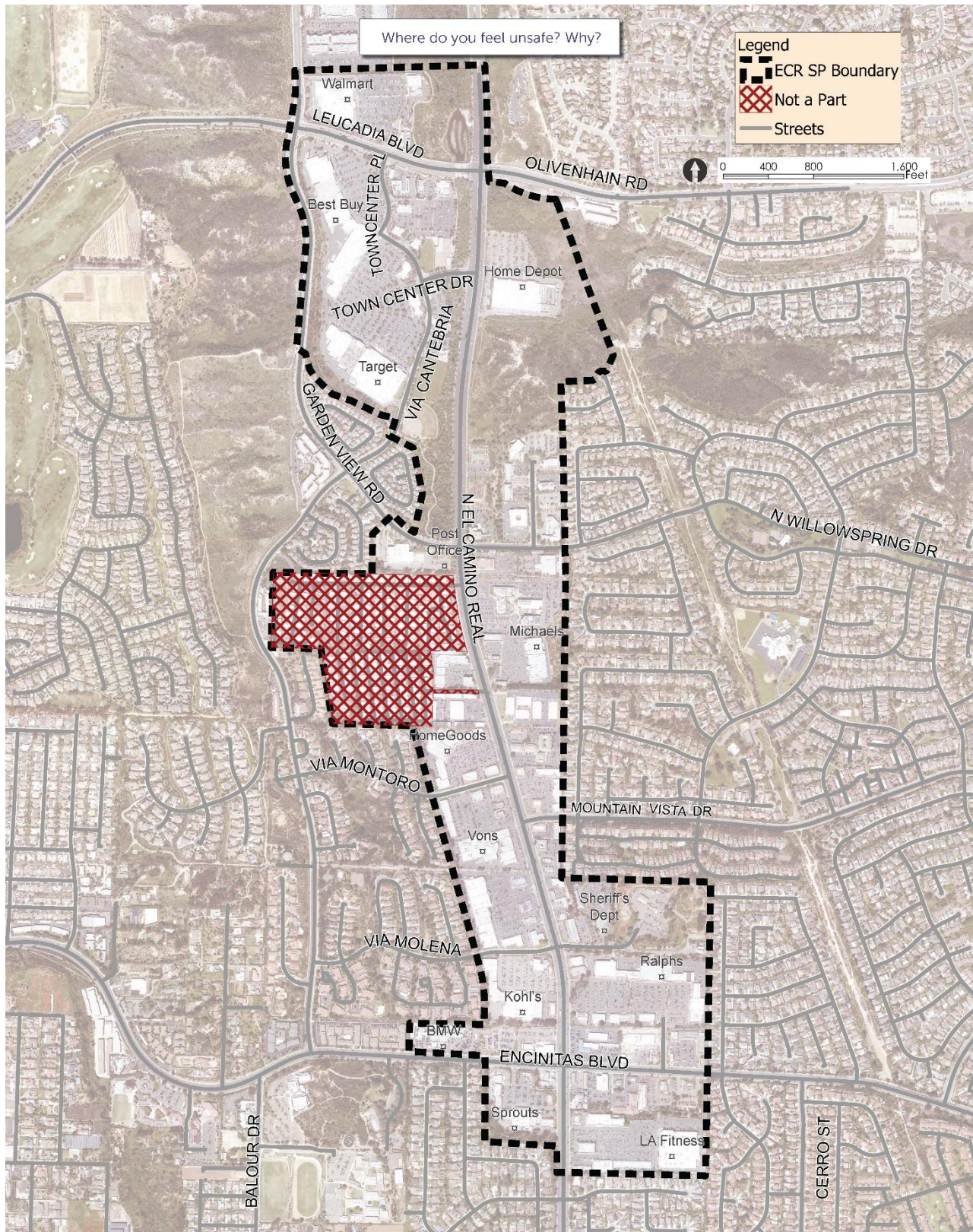
- Community events: Local food at farmers markets
- Community events: No thanks
- Traffic calming measures: Mountain Vista Dr/El Camino
- Reducing conflict points (driveway interactions): Bulb outs, pavers, flashing X walks

Parking Lot Options



Additional Community Comments:

- Parking structures to facilitate growth: Land use for other things than parking
- Parking structures to facilitate growth: Build parking up to limit land use, yes



OPPORTUNITIES

ECONOMICS

CONSTRAINTS

- Take advantage of the variety of parcel sizes and lot depths
- Provide infill development with a focus on senior housing, co-living, and attached residential unit types
- Incentivize high quality employers to fill the commercial vacancies
- Integrate smaller and flexible office space
- Keep the community shopping local
- Activating the area during off-peak parking times

What are we missing?

Mixed Uses
- Mixed income
- Transit
- Pedestrian, bicycle
- Active living
- Fitness studios
- AT some areas

Quiet outdoor spaces
- Walk from home to restaurants, shops, etc.
- Green spaces

Local
- Less like box stores
- More local stores

Incentives for space owners to provide more space for businesses and more

What are we missing?

Zoning limits

on hill slope street

Pedestrian Foot bridge


More to stop + rest

More of 24/7 Transit with family pricing


More stops benches



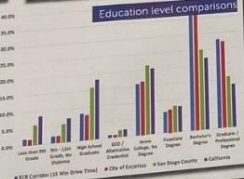
Atria Senior Housing, Encinitas




The Lofts, Encinitas - example of attached residential unit types




ABP Capital building, Encinitas



Education level comparison




Hansen Surfboards - example of high quality economic and employment opportunity



CommonGrounds workspace, Carlsbad

15 Minute Drive Time Age	2021 (Estimated)		2026 (Projected)		2021 - 2026 Change (Projected)	
	Number	Percentage	Number	Percentage	Number	Percentage
0 - 4	9,824	5.1%	10,192	5.1%	368	3.7%
5 - 9	11,159	5.8%	11,356	5.7%	197	1.8%
10 - 14	12,188	6.4%	11,594	5.8%	(794)	-6.4%
15 - 19	10,940	5.7%	10,370	5.2%	(570)	-5.2%
20 - 24	8,935	4.6%	8,272	4.2%	(663)	-7.4%
25 - 34	20,910	10.8%	23,215	11.7%	2,305	11.1%
35 - 44	25,159	13.0%	25,799	12.7%	640	2.5%
45 - 54	25,798	13.3%	25,171	12.7%	(627)	-2.4%
55 - 64	28,115	14.5%	26,340	13.3%	(1,775)	-6.3%
65 - 74	22,867	11.8%	24,322	12.3%	1,455	6.4%
75 - 84	11,619	6.0%	15,325	7.7%	3,706	31.9%
85 +	5,881	3.0%	6,355	3.2%	474	8.1%
Total	193,595		198,321		4,726	2.4%
Median Age	44.0		44.4			

44.4 Current and projected population



Vacant space along the corridor



High cost of construction and materials



ECONOMICS

What types of businesses do you want to see more of?

A successful corridor includes...

How can we make the corridor more business-friendly?

Community theater
Not movies but acting, music, etc.

Movie theater
Playground

Write small biz restaurants & small business in coffee bars but not many. Factor in a small business that will have a bar & spring break with a bar.

Movie theater

Bike paths & tracks

Good access to parking close to stores NOT in a parking structure

Pedestrian footbridges

Program to Target Affordable Housing Available to Employees living locally - the corridor

Allowing more people to live work, shop, and play all in the city - currently it's not possible to live work, shop, and play all in the city.

Vertical street signage

Local shuttle between centers

Ask the Business Owner

Yes, local frequent flyer shuttles

pretty good mix now

more local operators small restaurants with character less chains

more local operators small restaurants with character less chains

Don't want to see a parking structure

Being attractive engaging active Not a car

Stroller friendly walking to restaurants

All errands/med appointments can be achieved

Architecture - street modern and bright

Just some art outside will make a difference

Buffing, active outdoor

Outside eating/sitting spaces

Performing arts theater

Movie theater

Late night cafe/coffee shop

Locally owned independent businesses like Sidewalk, Anthropologie, Hobbies, Not all chains, fewer stores!

Open spaces Maintaining the current low profile

Opportunities for people to gather on the weekend

Affordable housing

Connect Businesses for accelerator & inventory available

Smart parking & traffic flow

high quality employees (tech, life sciences, startup)

More investment businesses → A better mix between local & chain businesses

An LGBT-Friendly bar/space
- Since the new cafe is downtown almost all bars are gay friendly to have more

Make it teen friendly

Charging stations + e-bike facility

Underground parking No above-ground parking

Cat cafe

Appendix B - Workshop #1 Online Platform Comments

Social-Pinpoint Response Rates:

After Workshop 1, the Social-Pinpoint webpage was open for engagement from November 16, 2021 to December 16, 2021. During this period, 35 people interacted with the engagement surveys (i.e added comments and/or answered survey questions) and are considered to be 'Unique Stakeholders'. The average time spent viewing and interacting with the site was 1:20 minutes. Response rates for the individual surveys are provided under each survey topic provided below.

Table 1: Open Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 7 provided comments on the El Camino Real Specific Plan Forum - Open Comment page, resulting in an engagement rate of 20%.

Comment #	Comment
1	I am sorry i was unable to attend the meeting due to a Rotary conflict but would be happy to be on a smaller committee. I have been a frequent visitor and member of this community since 1970
2	Do NOT reduce the number of lanes and do NOT reduce the lane width to 10 ft from 12 ft. The Mayor created a mess on Willowspring with too narrow lanes and a bike lane as wide as the vehicle lane and no bikes at all use the new bike lane because vehicles swerve into it. ECR is a commercial corridor and also the main street to go through to the rest of North County and traffic flow must remain as is. Do NOT remove any parking spaces. Stop screwing around with Encinitas!
3	My vision as a long time Resident (over 57 years/ family over 100 years) is to keep El Camino Clean, Safe, Simple . Shopping Center Owners should be responsible for the up-keep and be held responsible! not my tax dollars. KEEP the El Camino Real safe for ALL residents, that means no bike lanes, free of debris, free from pot holes, free from visual obstructions, free of tight spaces. KEEP The road SAFE!!!
4	As a commercial corridor, bikes should be diverted - not encouraged - between Leucadia Blvd and Encinitas Blvd. See the Coastal Corridor plan - maybe a designated path, off the main roadway and away from shopping center driveways? I can understand cycling on El Camino Real south of Encinitas Blvd or North of Leucadia Blvd...but in such a densely populated space of "entrances and exits" to shopping centers, bikes don't belong on that stretch of the road.

Comment #	Comment
5	As a commercial corridor, biking should be encouraged on residential streets/side paths...not in the flow of traffic with so many continual entrances to commercial spaces! It's understandable to cycle along El Camino Real north of Leucadia Blvd. or south of Encinitas Blvd...but in the area we're discussing, bikes should be diverted - maybe a planned path/setback like the Coastal Corridor project?
6	Nowhere in the Mobility portion of your plan are the needs of the disabled addressed. Many disabled people (far more than bike riders) travel this corridor every day. perhaps they need a designated lane as is proposed for the far fewer bike riders. The Encinitas ableist planners should include ADA requirements and also the needs of the aging and the disabled population. These same ableist planners redid the 101 near the beach and included only ONE disabled parking spot? Survey the over 50s!
7	Hello, I am Ann in Old Encinitas. Re zoom mtg.. To hear your presenters Talking about parking lots not be maximized and open parking spots gave me the chills. Nothings worse than going to a parking lot when you go down to El Camino to go to the stores and there's no place to park, that would make me not want to shop there anymore. Re: Bike situation I know you're pushing biking and walking but if I'm going grocery shopping or to TJ Max I'm not carrying groceries home on a bike or backpack.

Table 2: Visioning Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 5 provided comments on the Vision, resulting in an engagement rate of 14.2%.

Comment #	Visioning Questions		
	How do you want the corridor to look and feel 20 years from now?	What do you like about the corridor and want to maintain?	What can be improved along the corridor?
1	Less pavement, more trees. Less traffic, more alternative transportation. Better looking buildings. Fewer cars. Green space and access between shopping centers.	There is a large variety of shopping. Maybe too much. Who needs the same mattress store across the street from itself? We could do with a lot less retail and a lot fewer dentists in this corridor.	
2		Need more auto lanes Need present and increased retail, and ease of access and parking Need enforcement of bicycle laws Do NOT want or need outsiders who do not live here imposing urban formulas and ideology; Fire the consultants, as they have done a very poor job of understanding or communicating and are just selling nostrums	
3	More mixed-zoning, rooftop gardens, underground parking, electric car chargers, completely separate, safe bike lanes, bike racks, green space, bike rentals, dedicated bus lane, more	I want the two businesses I love on the corridor to be able to stay in business. I want the other handful of adjacent businesses I like around ECR to stay in business, too. The worst-case scenario I can imagine is that some developer	

Comment #	Visioning Questions		
	How do you want the corridor to look and feel 20 years from now?	What do you like about the corridor and want to maintain?	What can be improved along the corridor?
	independent repair and craftsperson shops, language schools, a thriving, diverse community of people.	buys up the properties and continues the legacy of the slow takeover of Encinitas and South Carlsbad by mega corporations- Sephora, Lululemon, Gap, Walmart. It'll be beautiful and only for the mega-wealthy. We need better zoning laws to protect neighborhoods...	
4		...We need zoning laws to keep grocery stores, independent repair shops, and small businesses like sewing schools, cobblers, and small restaurants. We need laws to prevent developers and landlords from raking in profits from big brands while our mom & pop shops, schools, and grocery stores continue to close. One of my favorite parts of Encinitas has always been the mom & pop stores. They will be chased out unless we protect them.	More frequent 309 bus trips. Dedicated bus lane. More green space. Rooftop gardens. City-funded bike rental. Mixed zoning. Completely separate bike lane. Underground parking. Electric chargers. More repair shops (not just bike repair. shoe repair, clothing repair, zero waste fabric upcycling/downcycling/sewing classes). Less corporate shops. More community gardens. Prettier buildings. Better outdoor dining. Public restrooms. More kid's parks. More language schools. More arts schools.
5			Pedestrian and bicycle conditions. It's abysmal as-is.

Table 3: Land Use Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 20 provided comments on Land Use, resulting in an engagement rate of 57.1%.

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
1	The park-like setbacks and trees in middle of the street	More outdoor patio fine dining	Reconfigure buildings to allow for covered outdoor restaurant patios with heat lamps, etc...
2	Not a darn thing, I avoid it at all costs. The only decent part of El Camino Real is when it turns into Manchester and meets the lagoon. The rest is junk or the only close place I am forced to shop.	Open space and parks	Anywhere you can shoehorn it in. There isn't much left that isn't paved or built on.
3	That it is relatively spread out. "The way, the road, the path, the Journey"	<ul style="list-style-type: none"> * well paved road./ marked lanes * well marked crosswalks * benches for the bus riders * low drought/ low water plants in dividers. That don't block driver views. 	self explained above
4	I like the improvements in the Ralphs shopping center	A park behind the Sheriff's Station.	In the open space behind the Sheriff Station
5		Cafe style outdoor seating; Free or low cost shuttle along ECR	Some parking lot space

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
		corridor and Coast Hwy, from Leucadia Blvd to Encinitas Blvd	
6	The walking and biking/e-biking accessibility to residents in the surrounding area	Allow for more plazas, outdoor shopping, dinning and seating areas. Nobody that lives in Encinitas is requesting additional housing or increased density. I understand that the city of Encinitas benefits from increased density and commercial spaces, but there is little upside to existing residents. There are sufficient parks and recreational facilities within each surrounding neighborhood of ECR: parks, pools, tennis courts, play grounds, soccer fields, base fields, etc.	A decent example is the plaza where Craftsment is located. This is also the location of where Octoberfest is held. I don't know how you would implement these types of plazas, given that they would be located on private property.
7	Plenty of land to change things.	Walkable and bicycle access.	Remove a lane in both directions and add jersey barriers to separate out bicycle traffic from autos.
8		Mixed use development for additional housing;	Could some of the existing retail be converted to mixed use, like with apartments above?
9	the whole strip is patently awful. i, as a nearing middle-aged parent	it's pretty difficult to get to without a car. the 309 and 304 busses need	remodel the existing infrastructure and put rent-controlled apartments

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
	with a young child would never go there if i didn't have to. unfortunately, two restaurants i love are on el camino real, as are both the dance studios my kid attends.	to run more consistently. there needs to be safe walking, public, and biking transit. there is no sidewalk near the church, east of the storage center, on encinitas blvd, so if you missed the 309 bus and you're trying to get your kid from swimming to dance and you have to walk up el camino real then you'd better like getting cozy with cars with a young child in tow. there's also a general dearth of mixed-use and low-income housing in encinitas. el camino real is an eyesore and could be improved with apartments near or on top of buildings.	on top of all the ugly buildings on ECR. build bike lanes and have the 309 bus run more consistently through there.
10	Being able to park easily and shop for many of our household needs including groceries and other items.	Nicer dining opportunities, Much of architecture could be updated. Add trees to parking lots without losing parking stall. Housing as in a mixed use development has not been successful for many projects throughout southern California.	Updated shopping centers. Keep residential uses separate from retail commercial properties. Avoid parking structures and below grade parking.

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
		Prime example is the Whole Foods not surviving on the 101.	
11	Convenient shopping	It is too much traffic and is an unpleasant area to be in. Pedestrians and bicyclists are in danger.	
12	The retail blocks set back from the street	Like the retail area near UCSD, the ability to have affordable housing above retail shops makes sense.	Added not taken away
13	The Forum and trails off the road. Preservation of some open space and areas of road landscaping	Mixed use residential Better pedestrian connectivity Gathering spaces that connect the uses and encourage walkability	Use the surface parking lots to accommodate higher density mixed use residential over parking with plazas, trails and pedestrian/bike/e bike connections the entire length...get the cars out of the way
14	The variety of businesses in one centralized location.	Something for teens to do (roller rink, bowling alley, etc). Is a theater coming to the empty space near Target? A plaza or space for a farmers market.	Empty Staples building (that used to be a movie theater) or any vacant large space.
15	Good question	A sense of place Higher density residential uses Encinitas creek	Under utilized commercial strips and parking lots

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
			Over capacity roadways; LOS is now just a bad memory
16	Variety of retail and parking available, with enough lanes for traffic	Need more traffic lanes, not less	eliminate center landscaping
17	It's pretty universally terrible	Residential	In all the ridiculously large parking lots.
18	Variety of businesses - commercial and retail, big and small	RESTAURANTS! More small and eclectic business. More options for active seniors- our population is aging so live/walk spaces will be important. Close to services like doctors, grocery, etc.	Providing more housing around the corridor, particularly for active seniors. Also need more easy parking as we add businesses. I love the idea of parking behind the businesses with the business front and center.
19	I can't think of any...	More areas to walk & ride bikes, safely.	Would need to re-do the layout of El Camino Real & the sidewalks.
20	ECR Corridor provides convenient location for medical services, shopping, postal services and favorite takeout restaurant choices	ECR Corridor provides the best location for affordable housing (AH) because it holds the majority of Encinitas employment opportunities. To provide a meaningful amount of AH where the majority of Encinitans work is essential to address our AH crisis. I	My vision of where AH could be placed would be where the old Staples and Office Depot retail locations exist that are now vacant. I also believe SOUTH of Encinitas BLVD along the east wide of Manchester is worth evaluating. Would like to see shuttle services

Comment #	Land Use Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
		strongly recommend that the our ECR Corridor Specific Plan task force present attractive visuals of the types of affordable housing communities that could be built that include increased walkability and transport along the corridor that may include shuttles.	and improved pedestrian routes along ECR Corridor for existing visitors and future residents when affordable housing community is built.

Table 4: Urban Design Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 19 provided comments on Urban Design, resulting in an engagement rate of 54.3%.

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
1	canopies of trees, great shopping selection of stores	More planters, green landscape, outdoor fire pits with seating, meandering foot paths with upscale landscape lighting (night sky friendly - less "post lamps" with harsh LED lighting, and more low-voltage landscape lighting would be GREAT!!!)	Integrate it into new buildings, but not obviously (see northwest corner of Coast Highway 101 and Encinitas Blvd, above Cali Creamery)
2	Some have a variety, lots of parking	well lit, clean, free of homeless people, safe.	YOU can not. This is shopping district, living areas would only increase the noise, and mess.
3	I like how the Ralphs Shopping Center added some outdoor sitting spaces	I would love if it were easier to walk between shopping centers. Any type of open spaces would help.	I don't want the area to get too crowded as this road is already overcrowded with cars that use this corridor.
4	Outdoor open feel. We live in SoCal, it is beautiful outside. Use the outdoor space.	Think One Paseo Shopping Plaza in Delmar.	Encinitas residents have no interest in integrating housing into the ECR corridor. I'm failing to understand your agenda in forcing increased density and housing into a community that doesn't want it. If you can't afford to live in Encinitas,

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
			start looking in East County. All of the new housing that is being built in Encinitas is NOT low income and is NOT affordable, stop trying to make it seem otherwise. Perhaps you may want to think of purchasing some property in East County and naming it East Encinitas, where you have room to construct Townhomes and Condominiums.
5	The stores have the stuff I need.	parking garages, and pedestrian plazas. Also office space, and residential space. The whole state is short of housing that is affordable. And with our crappy transportation system, you MUST own a car/truck to get to work. A bicycle won't cut it even though we have 350 days of rain free perfect weather to ride.	Add apartments/condos to the shopping centers. And Parks where the kids who live in that housing can play. But don't build this all as separate blocks. Shop owners should be able to see into the play space as well as residents. The more eyes on the common area the safer and more used it will be. For pete's sake, this stuff has been studied since the '60's.
6	I like that they're there - it's very convenient and one of the things I love about living here, everything is only a 10-minute drive. I like that it's easy to find a place to park. I like that in the Camino Real Shopping Center, the	More connections between shopping centers would be great. Upper floor stepbacks definitely feel more welcoming. I'd love to see more parklets and/or plazas, if they could	What's up with the buildings and parking lot behind the Sheriff's station on Via Molena? That seems like one great place to put some high-density housing.

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
	businesses on the Camino Real side of Sprouts are set back, so it's not just a big block of buildings.	be screened enough from the traffic noise. More trees for sure.	
7	two businesses on the actual strip of ECR out of however many there are.	prettier buildings, more repair stores (cobblers, tailors, electronics repair), more second hand stores (since double take had to move from downtown encinitas and be replaced by the awful tourist shop). pretty outside dining (not in a parking lot), lots of bike racks, green space.	build it on top of existing buildings. built it in the parking lots.
8	Not much - the buildings are mostly ugly, all have seperate driveways. You can't get from one property to another without going back out on to heavily congested El Camino Real.	Some updating and continuity in design and setback from the street. Access from one property to another by walking or biking. More trees . Less traffic and pavement. Restaurants that have outdoor seating are very unappealing. Who wants to sit next to 6 lanes of traffic while they are trying to eat?	I guess you could tear down some of the ugly unused commercial buildings and replace them with housing units. However, this just means more and more cars on the already noisy congested road. You're trying to cram more people and cars into an already overpopulated area. No more cars are needed on this street!
9	Not much. Specifically: they are car-centric. You can't walk from one to another without getting in your car. But let me offer the big picture and not		

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
	<p>get mired in details.</p> <p>1. Re-design El Camino Real. I will describe one side of the road and the other side will be a mirror image. Starting at the median, have one lane for cars to go fast. Then, moving to the curb, a hard separator with pass throughs to a second lane which is limited to 25mph. This is how you access businesses along the route. We now have a set of lanes for high speed and no way to get off. For ideas on what this looks like, check out HWY 101 through Montecito. The separator between the two lanes can be landscaped. This was also done in Del Mar. The bottom line: design the road for specific purpose rather than a catch all that serves little of any.</p> <p>2. The shopping centers should be like the photo you have above. Where is that? Only one car in the photo. Put all the parking at the exterior and make the interior for people, shopping, dining. No cars. This will also reduce heat island effect, runoff, and a bunch of other life-quality services. Cover all parking lots with trees and solar panels</p>		

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
	(properly designed of course). 3. All the shopping areas should be designed for walking rather than driving. They should all interconnect with pleasant walkways. Open up the fenced off "protected habitat" so people can enjoy it rather than throw trash in there you can't clean up. People are far more likely to take care of things they have access to. Make it into a park.		
10	When they are all occupied	Use the Del Mar Heights template	Above the Shorter retail shops
11	Variety of retail types. You can find anything. Easy accessibility.	Much more pedestrian and bike friendly. Less emphasis on surface parking. Find places for parking nodes, then consider how to move people in various ways. Walnut Creek offers a free shuttle to move people from one end of the shopping district to the other while encouraging walking.	A mix of housing types. Condos over retail. Some townhomes. Affordable housing with reputable operators.
12	Good question, disappointing at best	Reintegrate Encinitas Creek into the El Camino right of way Create walkable, xeri-scaped spaces	Form-based rezoning Remove parking requirements

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
13	Variety of types or retail and suitable buildings, available parking	They're fine now. Do not reduce variety of property owner rights or economics	perhaps in a very few spots, and only if no economic harm to property owners or reduction of available retail parking and access , may have a few upper level apartments None of the "outdoor experiences" or "designs" or "parking" or "massing" are preferred: they all are not wanted and would reduce the utility and access of retail and traffic. Do not impose urban theories on a suburban neighborhood. We live here because we do not want to live in a urban environment, and do not want outside strangers who do not even live here imposing any of their nostrums. The consultants ignorance and ideology was objectionable during the meeting.
14	Convenience of accessing various destinations	Less parking lot space. It's really out of date. Also, more public space.	In the parking lots. On top of the stores. Is this really a question?
15	Easy to park and access from ECR.	Ability to park and then walk and have good outdoor common areas. Parking in back. Walkable lifestyle centers, but	Provide services nearby so people can walk if they want to.

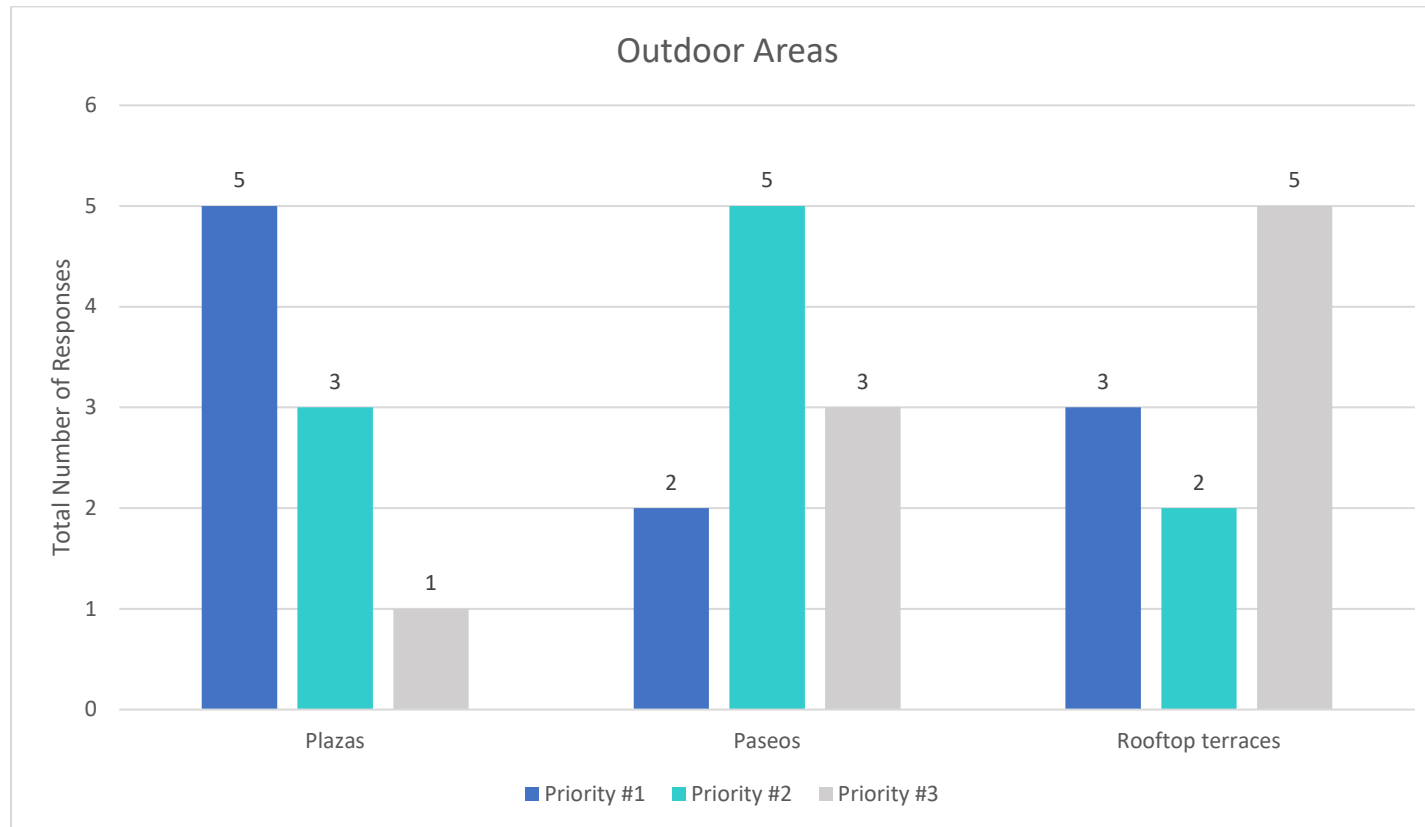
Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
		getting here people need to be able to drive.	
16	There is a lot of shopping in the area which is convenient.	Rooftop terraces, more paths for walking to and from things vs driving.	
17	The Ralphs/TJs shopping center was re-designed nicely (the new, consistent facade looks good) with some new seating outside the veterinarian & hair salon.	It would be nice to have some centers where the parking isn't the main feature. I understand that's difficult, but if we had more a walk/bike-friendly area, then there might be fewer cars needing to park.	No clue.
18	The new Ralph's/TJs center is headed in the right direction: updated facades, design; public space/seating/gathering areas; plantings breaking-up parking lot expanses and including peds walks. Other ECR centers/malls are an unappealing hotch potch mix of styles, tastes, purposes, design, etc. on the verge of developing into another blighted commercial/retail boulevard typical of larger/older urban areas. How do customers get from their vehicles to the actual store? Peds walks throughout the parking lot -	The Ralph's center is again headed in the right direction. Again, it has public space, vegetation, parking lot walkways. The photos above all have appealing elements that would improve the appeal of ECR retail/Commercial area. Placing the buildings out front at street's edge provides an attractive facade and product display options. This also conceals the relatively unattractive parking areas.	Do so carefully. This is a controversial, hot-button topic. Addition of some mixed use could be a successful strategy. It will be more important as we move to the future. Exacerbating the already heavy use of ECR is an issue.

Comment #	Urban Design Questions		
	What are the best parts of El Camino Real?	What types of uses are missing?	Where would these missing uses go?
	coupled with gathering spaces. . . to enjoy those food items procured from the shops.		
19	The existing ones? I like very little. They are hard to find, everything looks the same, they are hard to walk to.	Good urban design includes greenspace between buildings, gathering spaces, wayfinding, continuity with out conflict, defensible spaces, hubs and spokes of gathering and circulation and complete streets. I'd like to see ECR evolve into this kind of urban space.	I'd love to see us integrate multiple use. Retail below residential, retail and restaurant nodes separate from housing nodes but connected by pathways.

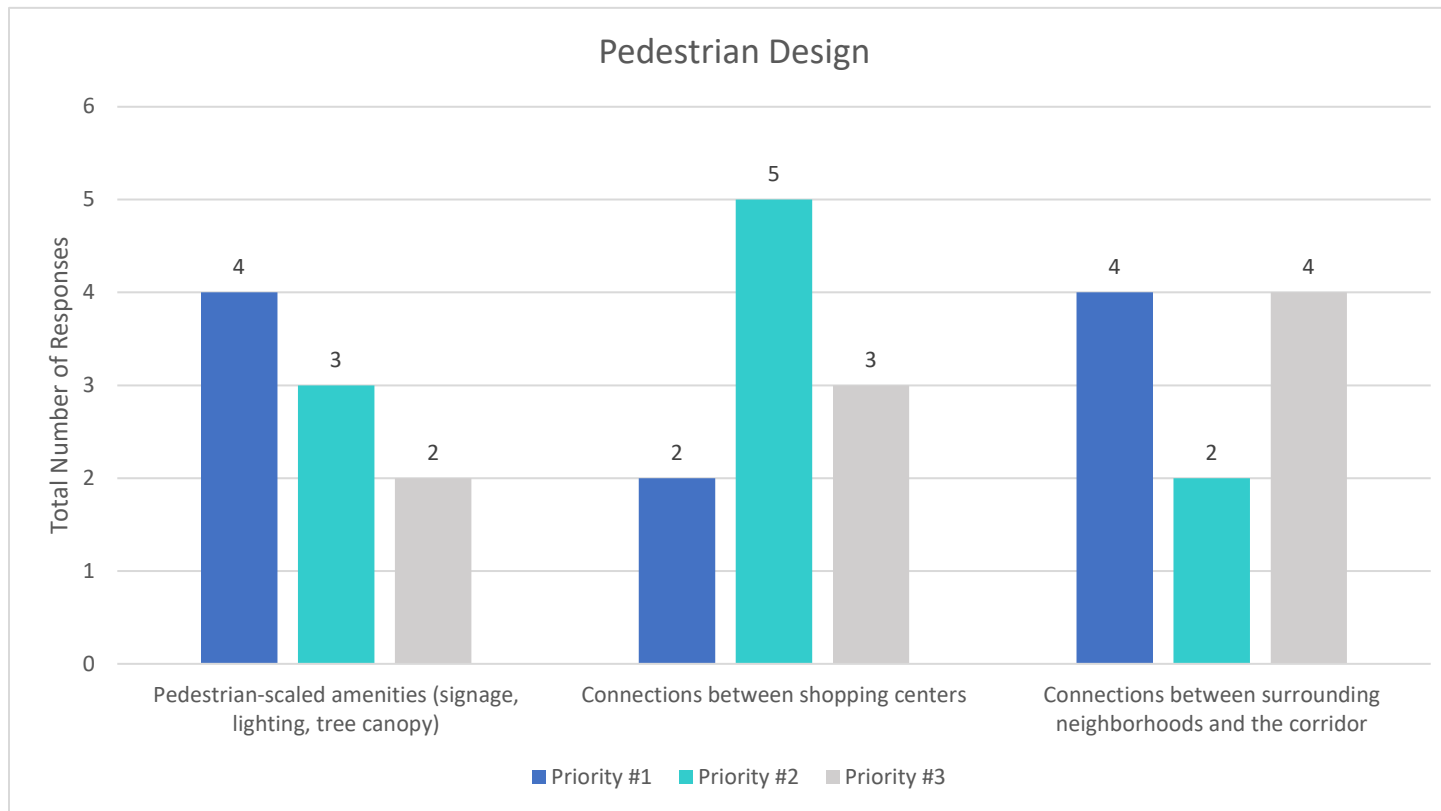
Urban Design Priority Rankings

The online platform gave community members the chance to rank urban design elements by what they think should be the highest to lowest priority for the City for the El Camino Real corridor. Out of the 35 Unique Stakeholders that interacted with the project site, 10 interacted with the Urban Design Priority Rankings, resulting in an engagement rate of 28.6%. The following urban design charts show the total number of responses community members have chosen for the following urban design elements as Priority #1, #2, or #3. Priority #1 indicates their top priority, Priority #2 is their second, and Priority 3 is the lowest priority of the three urban design elements.

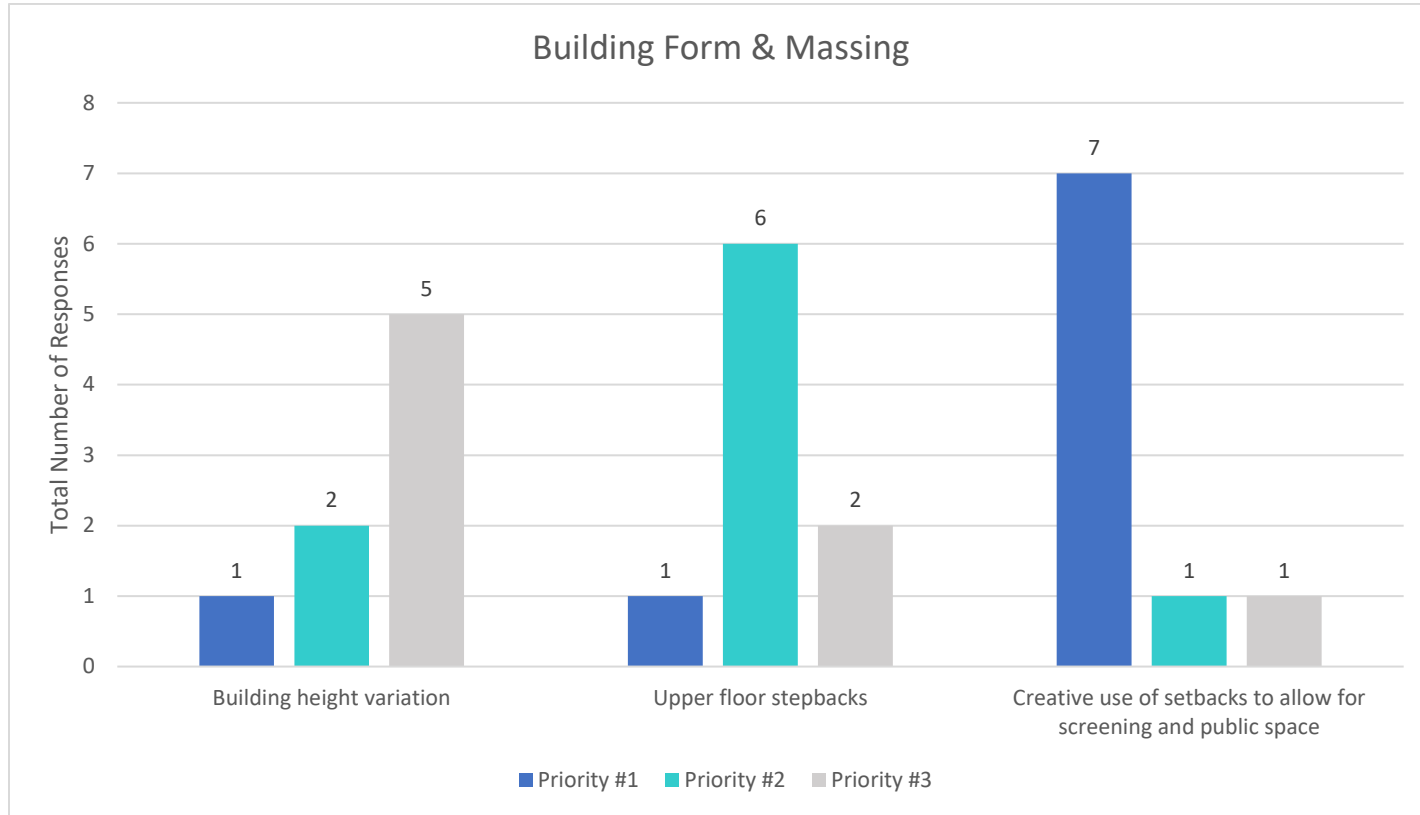
Urban Design Chart 1 – Outdoor Areas Ranked



Urban Design Chart 2 – Pedestrian Design Ranked



Urban Design Chart 3 – Building Form & Massing Ranked



Urban Design Chart 4 – Activation of Parking Areas Ranked

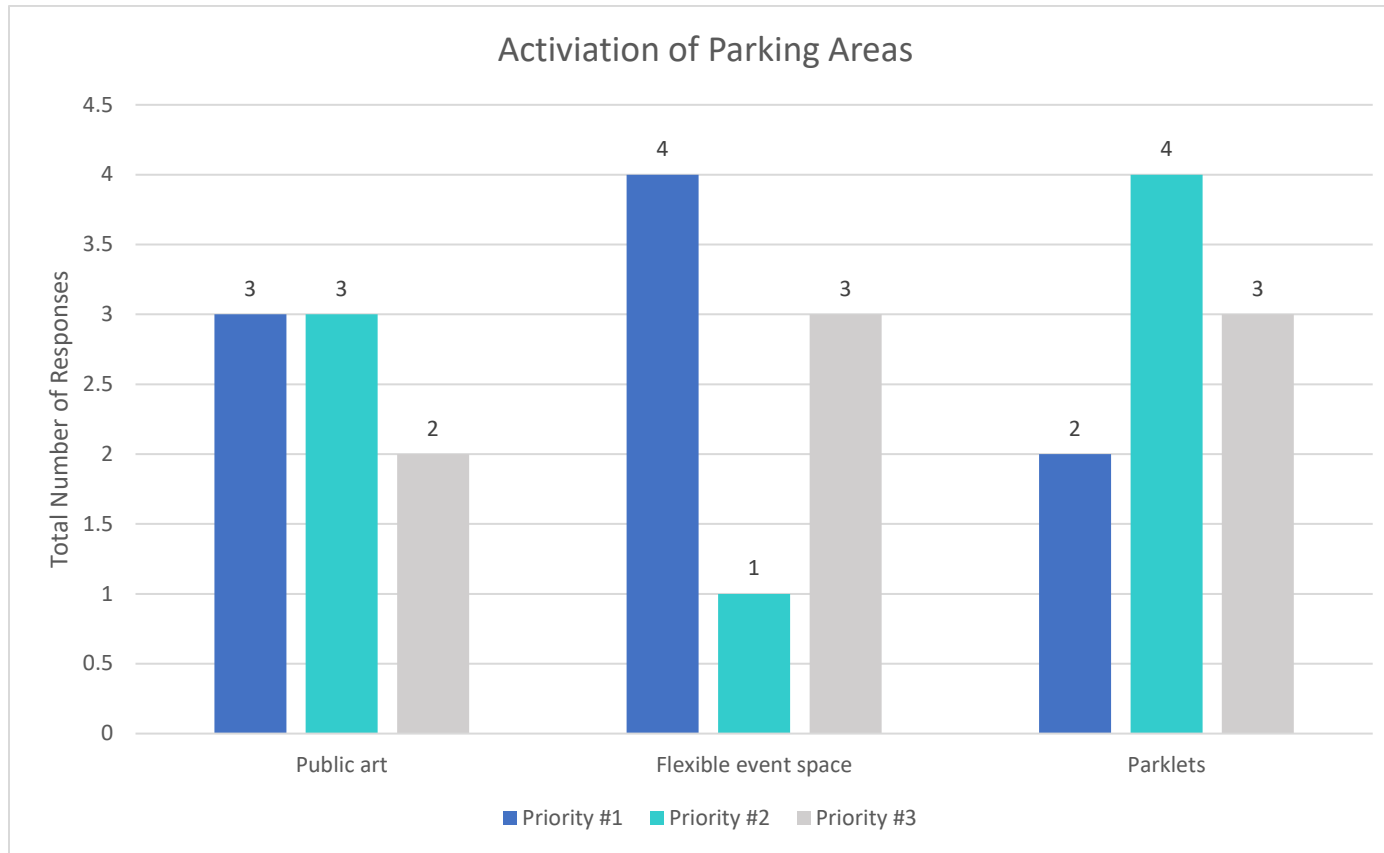


Table 5: Mobility Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 24 provided comments on Mobility, resulting in an engagement rate of 68.8%.

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
1	Drive	Bike Lanes	Traffic lights are not synchronized causing backups and people making unsafe turns into shopping centers. Fix the traffic lights.
2	Drive own car. Walk	<p>Auto - better flow</p> <p>Bike - better bike lanes that are NOT part of the roadway (see current Coastal Corridor project for example - Cardiff, Solana Beach)</p> <p>- *****Curbed LANDSCAPE for barriers between bike lanes and traffic (aesthetic!!) - NOT wonky plastic dividers or ugly stripes!!!!</p> <p>- PLEASE reconsider using green paint - it is SO unsightly!!!!</p> <p>Degrades the town! Bike symbols and designated paths with curbed landscape are effective and keeps our town in line with an aesthetic similar to the Coastal Corridor - will be much more desirable for residents and visitors, preserving the park-like feel of Encinitas. (If you</p>	In current shopping centers at night, with homeless people harassing patrons. Most people I know will not use parking garages at night. I'm hoping that there continues to be well - lit parking "out in the open" for public safety.

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
		<p>absolutely MUST use green paint, could you consider a "forrest green", or a green color that blends in with the landscape?? The color on Leucadia Blvd. is awful and ruined the beauty of Encinitas Ranch!!)</p> <p>- Please consider contemporary, low-profile bike racks!! They can really modernize and complement the uniqueness of Encinitas - the branded racks above are very generic in style, and there are some great options available!</p> <p>Large / Urban looking bus stations are completely out of context for our small town. These should be made comfortable but remain smaller-scaled</p>	
3	In my car.	NONE, JUST FIX roads	unsafe riding a bike. it is TOO busy. We have side roads for that.
4	At the community meeting the out of town, out of touch consultants kept saying there is much unused parking. That is false: every parking lot along		

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
	ECR is usually full all day. If the consultants just looked during the day instead of very early in the morning or at night, they'd see that. The consultants really do not know what they are looking at, but are trying to impose a view from an urban environment as seen through an anti-car mentality. The roadway and parking alternatives listed below are ALL not desirable, but are a predetermined ideology to remove the reasons we live along here, ease of movement and traffic and of parking. The consultants are trying to ruin the quality of life for the residents.		
5	I now mostly drive. I walk if it's within a half mile of my home	Bike paths, walking paths, bus stops	I don't enjoy walking along El Camino Real for any length as there is so much car exhaust and traffic.
6	I walk and bike ECR weekly. I live within the corridor and have an office suite in the corridor. My work commute is 0.5miles door to door. I don't feel safe biking to work, therefore I must drive. I do	Pedestrian and cycle paths need to establish that are offset from the roadway. Encinitas residents do not and will not use public transportation. Stop forcing	ECR is a main artery for traffic flow, there are no safety provisions anywhere in the corridor. If there was a dedicated bike lane, I wouldn't feel safe or allow my kids to ride on ECR. Driveways intersect with the

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
	everything that I can to avoid driving on ECR due to all of the traffic.	something upon the residents that we do not want.	sidewalk, vehicles do not expect pedestrians or cyclist. Extreme amount of traffic flow, drivers don't pay attention, thus increasing the risk to pedestrians and cyclist.
7	I drive a car because I am sane. Bicycling through here currently is just a roll of the dice when you are going to get hit.	Bicycling. Bus	<p>On a bicycle whenever I pass a stopped bus which is now occupying the bicycle lane I am forced out into a high speed traffic lane with cars that 1) don't expect me to be there, 2) am in the bus driver's blind spot</p> <p>I also feel unsafe in the bicycle lanes at every intersection. With CA law allowing cars to occupy the bicycle lane and few drivers using their turn signals I never know when a car will decide to turn right and occupy the bicycle lane. Whether there is time for me to adjust I rarely feel that cars adjust to my presence.</p> <p>Also with the high speed limits, car drivers have very little time to adjust to me being on the road. Less than seconds. If I am going downhill I can coast up to speeds of 35mph, which</p>

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
			surprises most drivers. And going that speed in the narrow bicycle lane does not feel safe, due to crud that gets pushed into that space by the tires of vehicles, yet riding in the next lane over feels dangerous due to the high speed of approaching vehicles. When I'm going uphill I'm only going 12 mph, and being passed by a vehicle going over 40mph faster than I am does not feel safe. Nothing like a wide set of mirrors on a truck, or an inattentive driver and I'm a grease spot on the pavement.
8	Driving.	More pleasant walking routes would be great - more separation from traffic and better connectivity among the shopping centers.	Biking feels really unsafe along El Camino Real, there are so many people making turns in and out of shopping centers and not looking for bikes - another good option would be to have good parallel routes so that bikers mostly don't need to be on the street itself.
9	1. bus 2. walking	1. bus 2. walking	walking on el camino real's sidewalk next to speeding cars. getting sunburnt in the unprotected bus overhangs. having to stand where

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
	3. bike 4. car	3. bike (completely separate bike lanes)	there's no bus bench. having to walk to a store and buy something because there's no public bathrooms.
10	Bicycle or walk. But sometimes I drive because I just can't face the high traffic volume as a pedestrian.	Bicycling or walking. From what I have seen, people do not take the bus here. Schedules are infrequent, and everyone seems to have a car. The buses that I do see have maybe 1 or 2 riders on board. It's a waste.	Anywhere on El Camino Real. Too much traffic. Too many parking lot ingresses and egresses. Drivers do not look for pedestrian or bicyclists.
11	Walk and drive or shuttle	Add a shuttle Over Road pedestrian bridges	Large intersections. With the removal of the cameras traffic is not paying attention to walk signs
12	I like to walk and drive	Crosswalks need to be more functional and accessible	Mountain Vista and El Camino Real intersection gets high speed traffic with difficult access points to the shopping centers on the east side of El Camino Real. There are somewhat frequent accidents and ver frequent near misses.
13	Use El Camino Real to drive straight through or as an access to current retail only. Move pedestrians and bikes to paseos linking the mixed use away from ECR. I would park at	Walking On ECR from my neighborhood off Levante is dangerous. At least improve bike lanes and sidewalks into the corridor.	Sidewalks adjacent to ECR, especially north of the retail areas. the cars are moving too fast and the sidewalks are adjacent to the road.

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
	one end and walk if given a choice. Consider shuttles.	And then rethink how they move about once there.	
14	Slowly. Whether by auto, bike, walking.	Wish more people from surrounding residential areas would bike (whether ebike or manual) or walk along the corridor. For folks from farther away and accessing corridor by auto, three large parking areas and a shuttle operating on ECR.	Anywhere along the corridor with traffic speeds higher than 25 mph. Serious and fatal injuries in collisions increase with higher speeds.
15	All modes	Street car to access NCTD Safe active transportation	
16	auto	none Do NOT reduce auto lanes or impede or slow traffic	unsafe because of bicycles not obeying traffic rules
17	I would prefer to walk or bicycle, but I never do because it's terrifying.	Walking, bicycling, micromobility, transit.	Everywhere, because it's 6 lanes wide and 35-50mph. This corridor should be at most 3 lanes wide and 25 mph with substantial median refuge island to facilitate pedestrian crossings, protected bike lanes, and transit priority improvements if we legitimately want it to be a pedestrian-friendly business district.

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
18	I think most people will drive there, then walk around .With the type of big box stores we currently have, plus grocery, biking or walking here is not really an option.	More traffic mitigation and parking. More ability to walk or bike around once you're here, but people need to be able to drive easily to ECR. Please no on the bus lanes! The bus in not a viable mode of transport for most people living and working in Encinitas.	I think most people will drive there, then walk around .With the type of big box stores we currently have, plus grocery, biking or walking here is not really an option.
19	ECR is a commercial corridor. It is used by shoppers and commuters. Cyclists avoid ECR because it is DANGEROUS. No amount of fancy crosswalks or bike lanes will make it safer. It is irresponsible for the city to endanger families by luring them onto ECR with the illusion of bike safety. The city is making Encinitas the. most unfriendly biking and commuting community in North County. Encinitas will be the most dangerous place to be in an emergency because we will be the most traffic clogged and congested city in our county.	More lanes, more busses and stops.	I don't feel unsafe but I would on a bike. It IS NOT meant to be a bike friendly corridor. Too many fast drivers, driveways and intersections. By making it more bike friendly you will make it even less safe for amateur cyclists, kids and families who think it is a safe place to bike. Your plan will create gridlock and accidents. I have no faith the city will actually make improvements. BTW, you do know that zoning changes will trigger a Prop A vote, right? How will you sell your 'vision' to residents? Also, where is the money coming from?
20	Walking and driving.	Biking and walking, although there is a lot of traffic on El camino real	It is not easy to make a left turn across so many lanes of traffic while

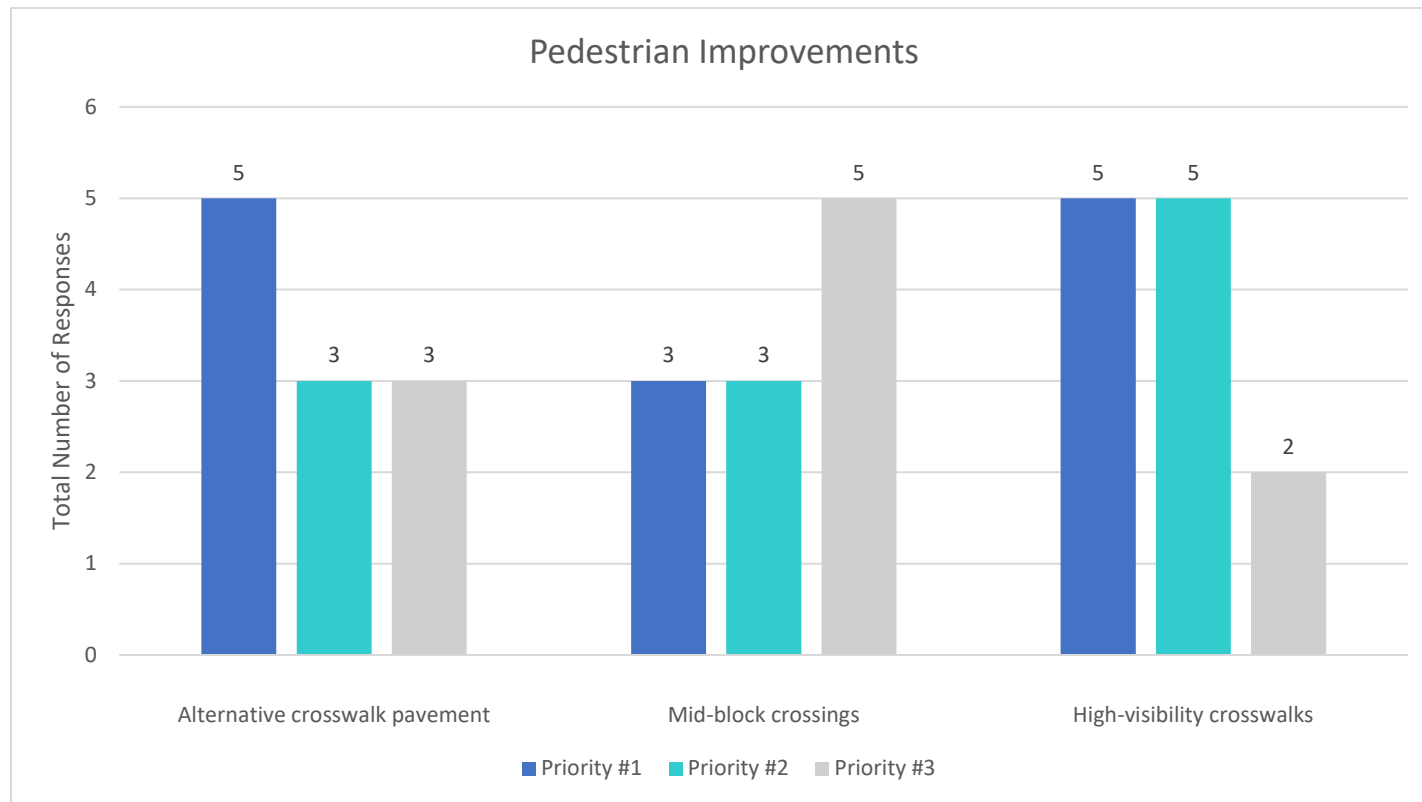
Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
		meaning it's important to keep the traffic moving while also solving for walkers and bikers. There is a also opportunity for more walking paths in the area or to improve on current paths to make them more welcoming (eg, trails near REI and Walmart that go north thru Carlsbad along the creek).	on a bike. Perhaps bridges to cross every so often would help. When walking cars often don't see me and block the crosswalk area. It would be nice to have a little bit larger sidewalks that feel more welcoming.
21	Drive	Walking/biking	I feel unsafe walking & riding a bike on ALL of El Camino Real due to the number & speed of the cars.
22	Motor vehicle and walking	Walking, Biking, Mass transit/Transit Improve pedestrian crossings for both ECR and cross streets. Every intersection needs cross walks across every street: Mtn Vista/ECR has only 3 of 4 X-walks - 4th eliminated to facilitate vehicular traffic flow. ECR/Montoro only has 2 of 3. ECR/Town Ctr has 3 of 4 X-walks. All to facilitate smoother vehicular traffic flow. Bufffer sidewalk from street traffic: place walks at outside of Right of Way (RoW) easement; ie farther from	Walking along side ECR. Speeds are higher, motorists are speeding. Buffer sidewalks from the street by moving to the outside edge of the RoW easement (away from the street). Add plants and structures to the buffer. Walking or riding: at every driveway crossing: motorists enter ECR from driveways and stop across the sidewalk routinely. Motorists exit ECR on 13 particular driveways designed for ease and higher speed and do so at high speeds.

Comment #	Mobility Questions		
	How do you prefer to move about the corridor?	Which transportation modes need to be improved or expanded?	Where do you feel unsafe? Why?
		streets by a 5' buffer. Add trees and greenery, shrubs to buffer. Design ECR and surrounding streets to induce lower speeds (a la Dan Burden ideas and presentations). Improve pedestrian safety by adding X-walk marking or structure to driveways, particularly those high speed driveways with curb returns and little or no curb or gutter bump to slow drivers Add pedestrian-lead/head start intersection signalling.	Making U-turns on ECR southbound at Encinitas Bl. Westbound Encinitas Bl motorists at ECR fight those U-turning to make a northbound right turn when they have the red light while making angry gestures. Feel unsafe trying to enter Vons/Starbucks parking lot at Mtn Vista. No pedestrian access/no walkway at the ECR/Mtn Vista intersection. It's a long run to get to any pedestrian structure Only the ADA ramp north of the entrance or walking across the grass provide access.
23	Car.	Cars. Not everywhere can be made safe or should be for bicyclists, pedestrians, and cars. Very clearly, this corridor should be optimized for cars/vehicles given the nature of the businesses regardless ideas about future residential growth.	Nowhere.
24	walking	bicycle and pedestrian	where there is traffic - there are too many conflict points with vehicles

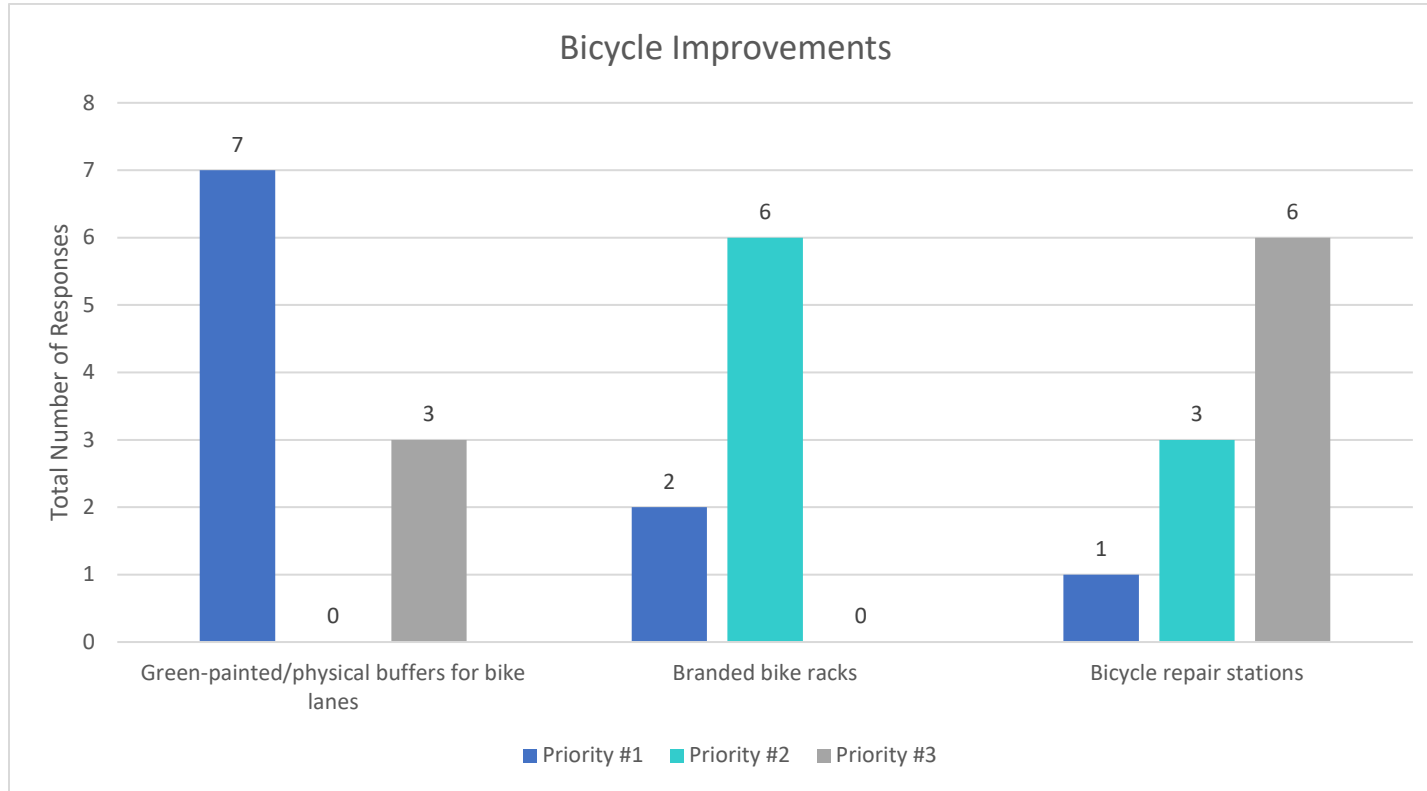
Mobility Priority Rankings

The online platform gave community members the chance to rank mobility elements by what they think should be the highest to lowest priority for the City for the El Camino Real corridor. Out of the 35 Unique Stakeholders that interacted with the project site, 12 interacted with the Mobility Priority Rankings, resulting in an engagement rate of 34.3%. The following mobility charts show the total number of responses community members have chosen for the following mobility elements as Priority #1, #2, or #3. Priority #1 indicates their top priority, Priority #2 is their second, and Priority 3 is the lowest priority of the three elements.

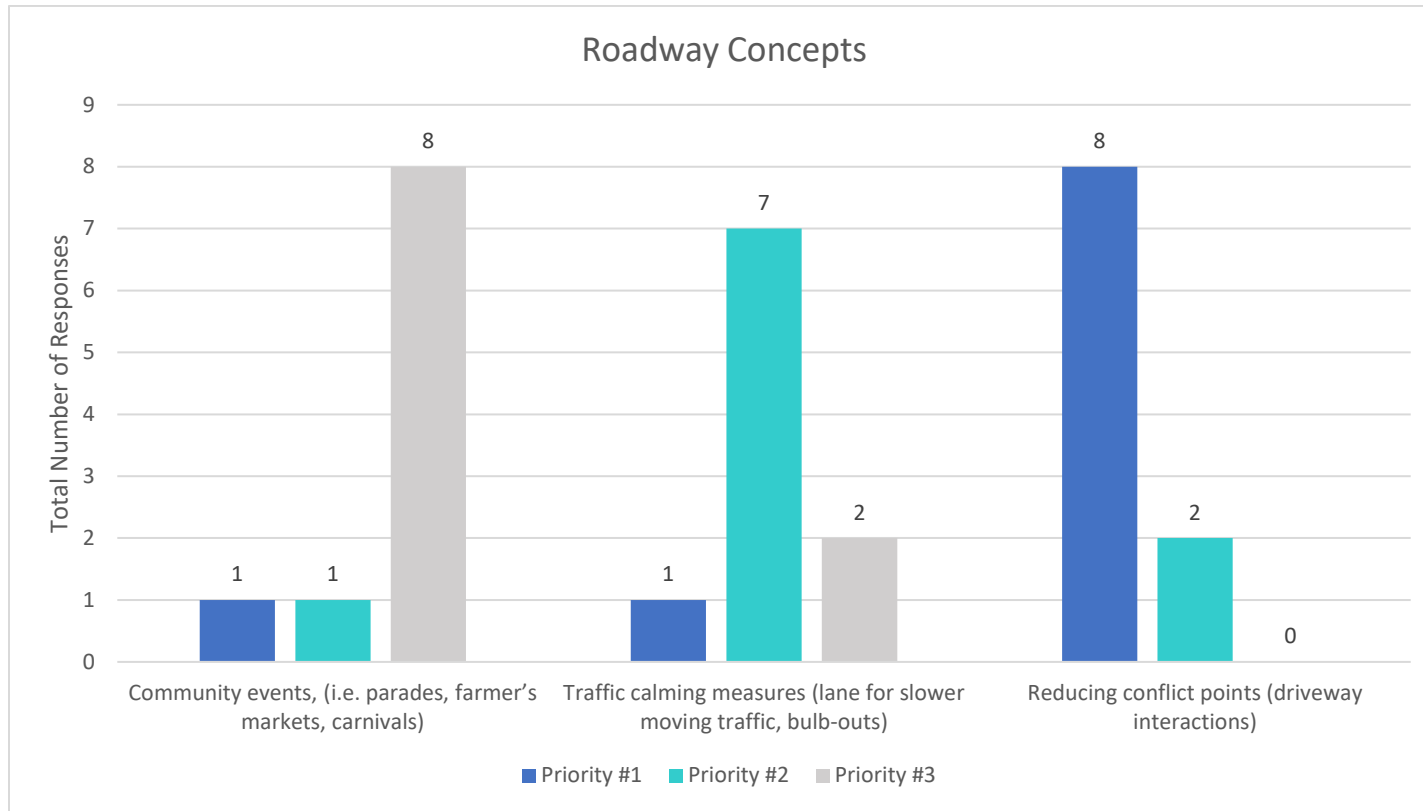
Mobility Chart 1 – Pedestrian Improvements Ranked



Mobility Chart 2 – Bicycle Improvements Ranked

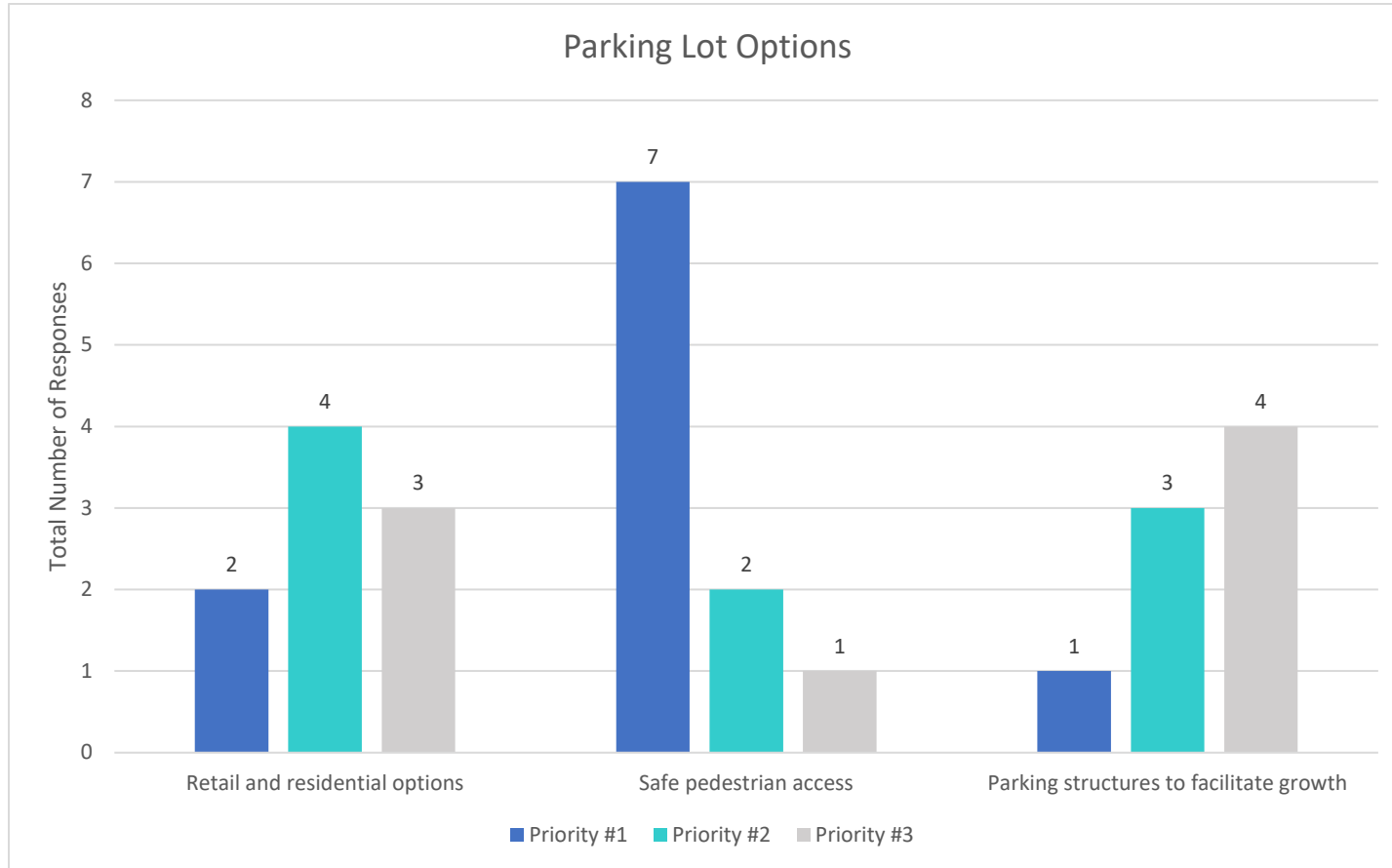


Mobility Chart 3 – Roadway Concepts Ranked



NOTE: The traffic calming measures were in reference to physical tactics to slow down the flow of traffic to improve vehicular, pedestrian, bicycle safety and allow passengers.

Mobility Chart 4 – Parking Lot Options Ranked



Mobility Chart 5 – Transit Improvements Ranked

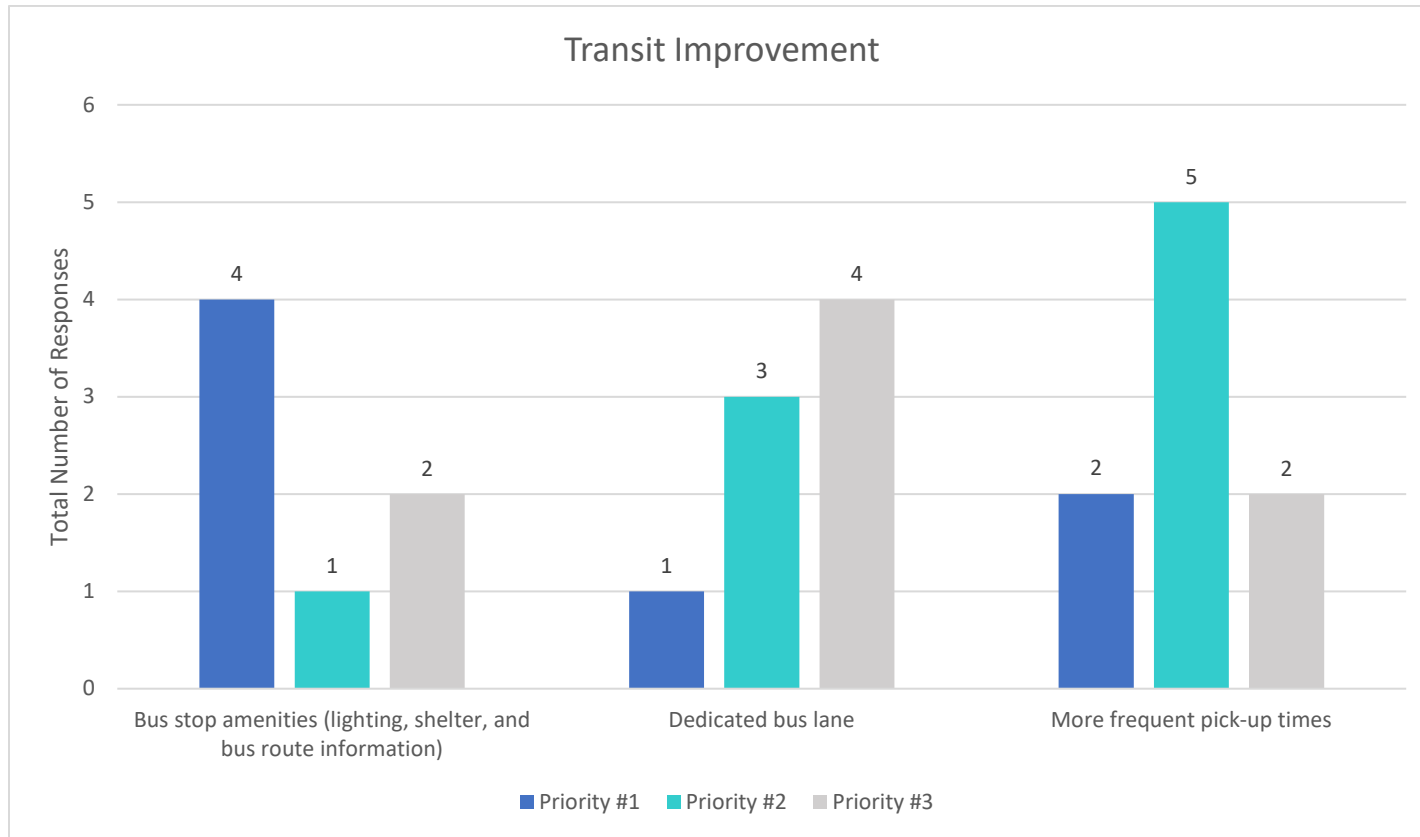


Table 6: Economics Comments

Out of the 35 Unique Stakeholders that interacted with the project site, 14 provided comments on Economics, resulting in an engagement rate of 40%.

Comment #	Economics Questions		
	What types of business do you want to see more of?	A successful corridor includes....	How can we make the corridor more business-friendly?
1	High end restaurants with outdoor dining, heat lamps, fire tables Lifestyle brands (shops similar to those in One Paseo - i.e. Serena & Lily, surf wear, fashion that is specific to our area) Start ups	- An inviting park-like streetscape that plays off of our Coastal Corridor project in North County (bike and walking paths, instead of bike lanes in the street) and park like current setbacks (corner of El Camino Real and Leucadia Blvd) - lots of trees, greenery among the shopping - unique, as Encinitas is known to be! - A welcoming environment for start up culture - cafes and restaurants with lounge areas, outdoor seating, areas for meetings - Higher end, contemporary stores and restaurants, to support start up culture	Create a unique environment that is beautiful and desireable to invest in. Create spaces that rival the best of North County...clean, upscale, forward-thinking - but maintain the small-town feel and culture that Encinitas is known for.
2	mom and pop stores	a wide variety of choices.	That is up to the landlords. They are responsible for that. NOT MY TAX dollars
3	Restaurants, health and fitness	Safe walking and biking access along ECR. Currently ECR is a	Lower taxes.

Comment #	Economics Questions		
	What types of business do you want to see more of?	A successful corridor includes....	How can we make the corridor more business-friendly?
		connecting roadway and shortcut between Vista/San Marcos to Interstate 5. The worst thing that happened to Encinitas was the widening of Rancho Santa Fe road. The majority of traffic on ECR is from East County commuters. ECR has six lanes of traffic and drivers regularly exceed the speed limit which ranges from 35 - 45 mph. Walking/biking from one business complex to the next is a pain the ass, because they are not connected, you have walk across driveways, where drivers do not expect or anticipate pedestrians.	
4	Mom and Pop shops. A first step into the community for immigrant families. Less chains.	Housing, grocery, schools, parks, retail, a YMCA	Reduce taxes for those low income businesses. Ie, Rico's Taco shop is great, but they don't generate the cash flow that a Home Depot does. We need both, but the low cash flow businesses get forced out.
5	repair shops: cobblers, tailors, e-repair. educational facilities: language schools, arts schools, music schools.	accessible by active transit, pretty buildings, mixed zoning.	i would go to the corridor (or even live on the corridor if it was beautiful) if it had rooftop gardens, mixed zoning, rent-to-own

Comment #	Economics Questions		
	What types of business do you want to see more of?	A successful corridor includes....	How can we make the corridor more business-friendly?
	craft artisans and schools: leatherworker, pottery, zero waste pattern and clothing store. bulk barn.		apartments, electric chargers, underground parking, and more than two businesses i wanted to patronize.
6		Making it more pleasant to walk and bicycle. That means less traffic, not more. Separation between pedestrians and traffic. Making it pleasant to be outside, whether it is dining or walking. More trees and quiet spaces so that you are not always in danger of getting hit by a car.	Make it easier to get from one shopping center to another. It's very congested.
7	Local entrepreneurs	More community based stores	Stores where the Owners can live above them
8	Local restaurants and coffee shops Co working spaces Integrated office space Clinics and medical offerings integrated into mixed use retail Gyms and other activity base businesses integrated into mixed use retail	WALKABILITY. Ways for pedestrians, bikes and e bikes to move safely away from the cars. A variety of uses in flexible space sizes in order to stay vibrant over many years	Create an energy of uses consolidating them together. Use new mixed use residential buildings to provide parking garages that consolidate parking and show the businesses that there is a way for people to visit their shop without the sea of surface parking. Good design will overcome parking spaces just outside the door. Many

Comment #	Economics Questions		
	What types of business do you want to see more of?	A successful corridor includes....	How can we make the corridor more business-friendly?
			successful examples in other areas to draw on.
9	Active recreation and residential, varying density	Look far out and lay the ground work for: street car, enhanced connectivity, and re-incorporation of Encinitas Creek	Provide a aerial flight path for drone operations
10	We have enough and variety, and do not want them driven away by increased rentals to justify imposed remodels	ease of auto traffic, access, and parking, with wide variety of retail	Fire the consultants, and the City Council who don't live here either
11	Locally owned businesses. Also, restaurants	A healthy mix of business types. A mix of residential, retail, and light industrial (e.g., coworking spaces).	Make it easier to walk around. It's absurdly difficult to get between businesses on opposite sides of ECR without driving. Actually, it's pretty painful driving, too.
12	Mixed use. Office space. Restaurants, more services, more small and eclectic businesses. Business that can serve our growing active senior population. Not everyone in Encinitas is 25!	Ability to get there first and foremost, so easy to drive and park. Once you park, ability to walk, hang out, good common space.	Make Encinitas more business friendly!!!! Easier permitting, fewer fees, etc. Encinitas is really hard to do business in. That's why Carlsbad and Oceanside seem to get the more innovative businesses on their corridor.
13	Higher quality clothes stores (not super expensive, but better quality	good restaurants (look at the one's that have not closed & see if there	More visibility for new stores.

Comment #	Economics Questions		
	What types of business do you want to see more of?	A successful corridor includes....	How can we make the corridor more business-friendly?
	than Kohl's & Target). GAP is a good start, but it doesn't seem very popular.	are any commonalities, like the food & service at Corner Bakery wasn't great) & nice niche stores, although this area of Encinitas also seems to like sub-par food (like Chick Fil-A) & cheap stores (like Kohl's & the 99 cent store), so you have your work cut-out for you.	
14	High end restaurants with outdoor dining, heat lamps, fire tables Lifestyle brands (shops similar to those in One Paseo - i.e. Serena & Lily, surf wear, fashion that is specific to our area) Start ups	<ul style="list-style-type: none"> - An inviting park-like streetscape that plays off of our Coastal Corridor project in North County (bike and walking paths, instead of bike lanes in the street) and park like current setbacks (corner of El Camino Real and Leucadia Blvd) - lots of trees, greenery among the shopping - unique, as Encinitas is known to be! - A welcoming environment for start up culture - cafes and restaurants with lounge areas, outdoor seating, areas for meetings - Higher end, contemporary stores and restaurants, to support start up culture 	Create a unique environment that is beautiful and desireable to invest in. Create spaces that rival the best of North County...clean, upscale, forward-thinking - but maintain the small-town feel and culture that Encinitas is known for.

Appendix C - Emailed Comments

Appendix C - Emailed Comments

Melinda Dacey

From: William George <emailwgeorge@yahoo.com>
Sent: Friday, December 10, 2021 9:03 AM
To: Melinda Dacey
Subject: Re: El Camino Real Specific Plan

[NOTICE: Caution: External Email]

Ms. Dacey:

I am trying to seek out a few superior ideals which may meet the Specific Plan's objectives but, I came across this link which I thought, provided some great visuals and should also work with the area topography (Development backing up to a hillside, etc). Also, in case I am unable to attend the public forum events, I understand the desire to increase the limitation of structure height but, please have any designs be mindful of the neighboring homes which enjoy views towards the area.

<https://www.gensler.com/df2021-mixed-use-retail>

William George

On Monday, November 15, 2021, 09:13:16 AM PST, Melinda Dacey <mdacey@encinitasca.gov> wrote:

Good morning Mr. George,

Thank you for the information. I will share this with the City team involved with the development of the specific plan. Feedback like this is very helpful for the development of all planning documents and I hope that you will join us this evening at our first public workshop to discuss the vision and future of the corridor. If you have not done so already, please sign up to stay up to date on what's going on with the specific plan by going to this link: <https://encinitasca.gov/Home/City-Updates>, enter your email address, select "El Camino Real Specific Plan" and finish the sign up at the bottom of the page. Hope to see you there tonight!

Best,



Melinda Dacey

Planner IV

Development Services Department

505 South Vulcan Ave, Encinitas, CA 92024

(760) 633-2711 | mdacey@encinitasca.gov
www.encinitasca.gov

Conduct business with the City of Encinitas [online](#) from the convenience of your office, home, or a mobile device!

Many of our services are available online. Please click [here](#) to find a list of all available online services. You can schedule a virtual appointment with Planning staff. Appointments are available by clicking [here](#). Zoning information is also available online [here](#).

The Development Services counter is open for in-person services on Monday-Thursday from 8 am-5 pm, and every other Friday from 8 am-4 pm. We value your needs, so it is our goal to reply to your inquiry within two business days.

From: William George <emailwgeorge@yahoo.com>
Sent: Saturday, November 13, 2021 4:22 PM
To: Melinda Dacey <mdacey@encinitasca.gov>
Subject: El Camino Real Specific Plan

[NOTICE: Caution: External Email]

Ms. Dacey:

Comment
#2

With regards to the El Camino Real Specific Plan (A much needed Plan), please seek out the neighboring City planners of Carlsbad. It is no secret that what Carlsbad has done with 92011 (Aviara Community) and the Forum Shopping plaza off of Leucadia and El Camino Real is really proving to be the winning formula. Please seek input from their consultants and/or planners as this adjacent city proper redevelopment benefits the entire area.

William George

Melinda Dacey

From: William George <emailwgeorge@yahoo.com>
Sent: Friday, December 10, 2021 9:11 AM
To: Melinda Dacey
Subject: Re: El Camino Real Specific Plan

[NOTICE: Caution: External Email]

Ms. Dacey:

Comment
#3

Here is one more. I included this one as it speaks to specifics on costs and inclusive housing. The City of Austin seems pretty progressive with development but, I think that Encinitas could improve the design with more cutting edge/futuristic architecture as is shown in the email sent earlier today. Again, be mindful of neighboring home view obstructions as the article mentions up to 25 stories for some structures.

Austin's Brodie Development:

<https://www.statesman.com/story/business/2020/12/03/1-billion-project-proposed-for-brodie-oaks-retail-center/115092216/>

William George

On Friday, December 10, 2021, 09:03:03 AM PST, William George <emailwgeorge@yahoo.com> wrote:

Ms. Dacey:

Comment
#4

I am trying to seek out a few superior ideals which may meet the Specific Plan's objectives but, I came across this link which I thought, provided some great visuals and should also work with the area topography (Development backing up to a hillside, etc). Also, in case I am unable to attend the public forum events, I understand the desire to increase the limitation of structure height but, please have any designs be mindful of the neighboring homes which enjoy views towards the area.

<https://www.gensler.com/df2021-mixed-use-retail>

William George

Melinda Dacey

From: Bruce Kesler <bnksd1@aol.com>
Sent: Monday, December 13, 2021 1:26 PM
To: Melinda Dacey
Cc: bnksd1@aol.com
Subject: ReplyRe: El Camino

[NOTICE: Caution: External Email]

You're welcome.

The reality is that the corridor generates most of the city's sales taxes, due to the availability of parking and traffic. A survey that misleadingly aggregates times of day and a few small locations is destructive to the corridor, its residents, and the city.

A proper, impartial survey is required, and the goal being to retain the desirable elements of the corridor residents and not of ideologues from urban San Diego city, where traffic and parking has become prohibitive in large swatches. I used to live in the city and like all who live here escaped that, and don't want it imposed.

Bruce Kesler

BNKSD1@aol.com
760-208-7918

In a message dated 12/13/2021 1:13:12 PM Pacific Standard Time, mdacey@encinitasca.gov writes:

Hi Bruce,

Thank you for the follow up response. This was shared with the rest of the team.

Best,



Melinda Dacey

Planner IV

Development Services Department

505 South Vulcan Ave, Encinitas, CA 92024

(760) 633-2711 | mdacey@encinitasca.gov

www.encinitasca.gov

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The Development Services counter is open for in-person services on Monday-Thursday from 8 am-5 pm, and every other Friday from 8 am-4 pm. We value your needs, so it is our goal to reply to your inquiry within two business days.

From: BRUCE KESLER <bnksd1@aol.com>
Sent: Monday, December 13, 2021 1:05 PM
To: Melinda Dacey <mdacey@encinitasca.gov>
Subject: Re: El Camino

[NOTICE: Caution: External Email]

That 42% is misleading aggregate incl a very few empty or near empty locations. The reality is almost all parking lots are full or near full all day: fir examples, Ralph's, Sprouts, Kohl, Vons, Aldi, 477, Andersons, Home Depot, Walmart. The study must be done again and properly distinguishing.

— The whole project is an ideological hit job on the corridor and residents.

Bruce

On Dec 13, 2021, at 12:53 PM, Melinda Dacey <mdacey@encinitasca.gov> wrote:

Hi Bruce,

Thank you for your email. A parking and traffic study has been conducted and can be found in the [Opportunities and Constraints Memorandum Appendix \(Click Link\)](#) available on the City's website which describes in detail the current conditions of the El Camino Real corridor area. The conclusion of the parking study indicates that areawide parking occupancy during the peak period was less than half of the available parking (42%). Please note that the City is in the early fact-finding, information gathering, and community visioning stages of the specific plan process. The feedback received through the public workshops and the early survey will guide the future vision of the corridor area. I will forward your comments to the rest of the team to include them as a response. Please let me know if you have any other questions.

Best,



Melinda Dacey

Planner IV

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#7

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from 8 am-4 pm. We value your needs, so it is our goal to reply
to your inquiry within two business days.*

From: Bruce Kesler <bnksd1@aol.com>
Sent: Monday, December 13, 2021 11:31 AM
To: Melinda Dacey <mdacey@encinitasca.gov>
Cc: bnksd1@aol.com
Subject: El Camino

[NOTICE: Caution: External Email]

The consultants are from San Diego city, imposing an anticar viewpoint foreign to suburbia, and ignorant of the conditions. For example saying that there is too much parking space, when all parking lots are pretty full all day, and restricting traffic flowthrough. The SANDAG plan calls for creating bike paths all along El Camino, without regard to, and indeed denying the 98% in cars, present flow through, which only increases pollution and harms all those not on bikes and the old and infirm. Their survey imposes these views by not containing alternatives contrary to their ideology.

This is a sham, waste of public money, and destructive of why we live here(I live along the corridor, while outsiders were brought in from elsewhere in Encinitas and outside to cheer their ideology, residents along the corridor being ignored) and not in San Diego city, not to mention along 30th St there.

Bruce Kesler

BNKSD1@aol.com

760-208-7918

Melinda Dacey

From: Laura B. <l.n.brittain@gmail.com>
Sent: Friday, December 3, 2021 1:44 PM
To: Melinda Dacey
Subject: How to promote No Idling in Encinitas
Attachments: Anti_Idling_Toolkit.pdf; no idling sign laura.pdf

[NOTICE: Caution: External Email]

Hello Melinda,

Comment
#8

Let me know if I should forward this email to anyone else in the Encinitas planning departments or government. I attended the terrific recent El Camino Real Specific Plan Workshop. I left a note on a bulletin suggesting signage in Encinitas to encourage people to turn off cars when idling more than 10 second. It saves gas and wear and tear on traditional, gas-burning, nonhybrid vehicles. It also reduces emissions enormously!

There are many cities across the country that have done this.

A soft touch, rather than a strong stick, might be a better way to try to persuade people. But many cities have regulated against idling.

Here are a couple images I created for a sign but never used. They're extremely lores. I think there are a lot of Encinitas businesses that would be happy to put signs up.

And here's a link and a PDF about the situation.

I was part of a Climate Reality group in San Diego working to educate people about idling. The group has a presentation that that can be give on a Zoom meeting or other ways.

Thank you,
Laura Brittain



Melinda Dacey

From: Melinda Dacey
Sent: Monday, December 13, 2021 12:32 PM
To: Sharon DeLima
Subject: RE: El Camino Real Specific Plan - Max number of housing/units?
Attachments: RE: El Camino Real Specific Plan - What type of buildings/levels will be built "in my backyard"

Hi Sharon,

Thank you for your email. The reason why you have not seen that type of detailed information on the City's website is because we're still in the early fact-finding, information gathering, and community visioning stages of the specific plan process. So, I am unable to provide a direct response to some of your questions. A parking and traffic study has been conducted and can be found in the [Opportunities and Constraints Memorandum Appendix \(Click Link\)](#) which describes the current conditions of the El Camino Real corridor area. The feedback received through the public workshops and the early survey will guide the future vision of the corridor area. The results of this information will lead to additional studies to determine any impacts as well as get into more of the details you are looking for. I've also attached my prior email regarding what the current development regulations are for the property behind your home for reference. Please let me know if you have any other questions.

Best,



Melinda Dacey
Planner IV
Development Services Department
505 South Vulcan Ave, Encinitas, CA 92024
(760) 633-2711 | mdacey@encinitasca.gov
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From: Sharon DeLima <sharondelima@sbcglobal.net>
Sent: Monday, December 13, 2021 11:41 AM
To: Melinda Dacey <mdacey@encinitasca.gov>
Cc: Sharon DeLima <sharondelima@sbcglobal.net>
Subject: El Camino Real Specific Plan - Max number of housing/units?

[NOTICE: Caution: External Email]

Good morning,

Comment
#9

I've read through all the public info on the city's website. However, I'm unable to find the answer to my questions.

I'm a home owner on Turner Ave. Would you kindly answer the following questions & concerns that I/we have;

1. What is the max number of housing/units estimated? An estimate, please.
2. What will be built directly behind my house? 284 Turner Ave
3. I don't see any street planning or improvements included in this plan to accommodate the major increase in traffic this will bring to an already Major Issues?

Thank you,
Sharon DeLima
760-846-2471