

GENERAL PLAN ADVISORY COMMITTEE
REGULAR MEETING

MINUTES

Civic Center – Poinsettia Room
505 South Vulcan Avenue
Encinitas, California 92024

Wednesday, April 14, 2010
6:30 PM

CALL TO ORDER

The Regular General Plan Advisory Committee (GPAC) meeting of April 14, 2010 was called to order at 6:30 PM.

ROLL CALL/SIGN-IN

**Committee Members Present,
Representing a Stakeholder Group:**

Mark Steyaert
Lee Vance
Peter Kohl
John Gjata
Derrick Marow
Julian Duval
Erica Buxbaum
Beth Hergesheimer
John A. Eldon
Rahul Deshpande
Kathleen Lees
Patricia Klaus
Bart Smith
Genevieve Wing
Patricia Stidham

Dee Snow
Sjirk Zijlstra
Virginia Felker

Members Absent:

Mathew Gordon
Noami Pines
Laurin Pause
Pete Bethea

Others Attending:

Patrick Murphy, Planning and Building Director
Diane S. Langager, Principal Planner
Mike Strong, Associate Planner
Laurie Tremor, Associate Planner
Daniel Iacofano, MIG, Inc.
Matt Raimi, Raimi and Associates

REGULAR AGENDA

1. Introductions:

Mr. Iacofano and Mr. Raimi welcomed GPAC members and invited a round of introductions.

2. Approval of Minutes

Minutes from the January 11th Committee Meeting and January 28th Special Session, Tool Kit Training were approved with correction to the January 11 meeting start time. Draft minutes read "6:00 pm." Final will read "6:30 pm."

3. Briefing on the Brown Act

Greg Lusitana, Assistant City Attorney, provided a briefing on the Brown Act and emphasized that California's Open Meeting Law seeks to ensure that the deliberations and actions of local governmental entities are taken openly in a public meeting.

4. Preliminary Goals, Issues and Opportunities

The Consultant Team provided an overview of the Preliminary Goals, Issues and Opportunities Report, which summarized community input received during the first round of workshops. The Consultant Team facilitated a group discussion on the key issues that would be presented at the May 1, 2010 City-wide workshop. Committee members provided feedback on the Preliminary Goals, Issues and Opportunities presented.

5. Draft Potential Land Use Preservation and Change Areas

The Consultant Team presented a set of Draft Maps at the meeting showing potential areas of the community for preservation, re-visioning/improvement, and circulation improvements. It was noted that the presentation material and maps were a work in progress in preparation for the upcoming May 1, 2010 City-wide workshop.

6. Public Outreach Strategy Feedback

In the interest of time, item 6, "Public Outreach Strategy Feedback", was moved to the May 12 GPAC Agenda.

7. Public Comment

None.

8. Next Meeting

ADJOURNMENT: Committee adjourned to the Regular Meeting of May 12, 2010.



General Plan Vision Festival
Saturday, May 1st, 2010
9:00am – 1:00pm
Encinitas Community Center
1140 Oakcrest Park Drive

DRAFT Workbook Results

The workbook that was distributed at the May 1 Public Workshop and Vision Festival has been modified to include responses and feedback received on goals, issues and opportunities.

Results show the actual number of responses received. Results are shown, presenting response data in the order that the questions appeared in the workbook.

- Station 1. Where we live, work and shop
- Station 2. How we get around
- Station 3. Our unique community
- Station 4. Our evolving community
- Station 5. Our parks, facilities and services
- Station 6. Our natural environment

Community members and residents were asked to return the workbook to City staff at the end of the workshop. The workbook results present responses received as of May 5, 2010. The deadline to submit comments is Friday May 14, 2010.

STATION 1. WHERE WE LIVE, WORK AND SHOP

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #1.

The following table indicates the actual number of responses received and percentage.

WHERE WE LIVE, WORK AND SHOP	Personal Preference			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Preserve existing neighborhood character.	49 (88%)	4 (7%)	3 (5%)	
A2. Plan for a diverse and appropriate mix of land uses.	30 (53%)	25 (44%)	2 (3%)	
A3. Maintain, develop and enhance important community resources and amenities.	30 (55%)	22 (40%)	3 (5%)	
A4. Provide diverse housing options (types and affordability).	22 (39%)	18 (32%)	16 (29%)	
A5. Create a strong local economy that welcomes, encourages and promotes small, independent businesses.	38 (69%)	14 (25%)	3 (5%)	
A6. Develop distinct and accessible commercial areas that meet the needs of local residents and visitors.	37 (60%)	19 (31%)	6 (9%)	
A7. Create a vibrant and walkable Downtown.	44 (80%)	10 (18%)	1 (2%)	
A8. Encourage attractive, high-quality, environmentally sustainable building.	33 (62%)	19 (36%)	1 (2%)	
A9. Ensure fiscal sustainability and a diverse local economy.	35 (70%)	13 (26%)	2 (4%)	
A10. Expand the number and diversity of jobs in the community.	23 (43%)	22 (42%)	8 (15%)	

STATION 1. WHERE WE LIVE, WORK AND SHOP

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #1 are especially important to you?

Issues and opportunities presented at Vision Station #1 and level of importance.

Issue #	# of Comments	Issue #	# of Comments	Issue #	# of Comments
B1	13	B11	5	B21	3
B2	6	B12	9	B22	7
B3	4	B13	2	B23	4
B4	12	B14	7	B24	1
B5	4	B15	3	B25	5
B6	3	B16	1	B26	1
B7	10	B17	14	B27	1
B8	8	B18	5	B28	4
B9	7	B19	3	B29	0
B10	3	B20	1		

Based on the preliminary results several key issues and opportunities for "Where We Live, Work and Shop" were identified; however some issues and opportunities stand out from the rest that were presented in the handout and/or on the display boards. Participants indicated that sidewalks (B1), small/local business (B4), housing diversity (B7), and farmers markets (B17) are most likely to be top-priority issues and opportunities. Also, local business (B12) received a number of comments and has a strong relationship with small/local business (B4).

STATION 2. HOW WE GET AROUND

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #2.

The following table indicates the actual number of responses received and percentage.

HOW WE GET AROUND	Personal Preference			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Create a complete and multi-modal transportation system.	33 (59%)	16 (29%)	7 (12%)	
A2. Improve the safety, connectivity and quality of the bicycle and pedestrian networks and related facilities.	50 (85%)	6 (10%)	3 (5%)	
A3. Create a more walkable environment and pedestrian-friendly streetscapes.	47 (81%)	8 (14%)	2 (3%)	1 (2%)
A4. Improve public transit service throughout the City and better connect the City to the region.	29 (53%)	19 (35%)	7 (12%)	
A5. Improve rail service while decreasing the negative impacts of the rail corridor on connectivity and quality of life.	35 (64%)	12 (22%)	7 (12%)	1 (2%)
A6. Limit the negative impacts of traffic on residents and neighborhoods.	35 (66%)	13 (25%)	5 (9%)	
A7. Improve connectivity and circulation on the street network.	24 (44%)	21 (39%)	8 (15%)	1 (2%)

STATION 2. HOW WE GET AROUND

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #2 are especially important to you?

Issues and opportunities presented at Vision Station #2 and level of importance.

Issue #	# of Comments	Issue #	# of Comments	Issue #	# of Comments
B1	10	B11	8	B21	9
B2	9	B12	7	B22	4
B3	5	B13	5	B23	5
B4	5	B14	4	B24	3
B5	14	B15	3	B25	2
B6	4	B16	3	B26	1
B7	8	B17	9	B27	1
B8	5	B18	3	B28	7
B9	4	B19	1	B29	4
B10	6	B20	3	B30	3

Participants identified the bicycle and pedestrian network (B1) and the walkable environment (B5) as top-priority issues or opportunities. Also, east-west connectivity (B2), railroad crossing (B17), and traffic calming and management received a number of comments and have a strong relationship with a bicycle/pedestrian network and walkable environment.

STATION 3. OUR UNIQUE COMMUNITY

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #3.

The following table indicates the actual number of responses received and percentage.

OUR UNIQUE COMMUNITY	Personal Preference			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Maintain the unique character, identity and sense of place for each of the five communities in Encinitas.	44 (80%)	7 (13%)	3 (5%)	1 (2%)
• Cardiff-by-the-Sea – Maintain the small-scale beach character and unique architecture of Cardiff.	40 (80%)	7 (14%)	2 (4%)	1 (2%)
• Leucadia – Maintain the diversity of land uses and small-scale village of Leucadia. Keep it “funky”.	41 (76%)	11 (20%)	1 (2%)	1 (2%)
• New Encinitas – Maintain the strong neighborhoods of New Encinitas.	26 (50%)	13 (25%)	10 (19%)	3 (6%)
• Old Encinitas – Maintain the diversity of land uses and beach character of Old Encinitas.	45 (83%)	7 (13%)	1 (2%)	1 (2%)
• Olivenhain – Maintain the rural character of Olivenhain.	37 (70%)	11 (21%)	2 (4%)	3 (5%)
A2. Ensure future development occurs at an appropriate and compatible density, scale and intensity.	46 (82%)	9 (16%)	1 (2%)	
A3. Promote high-quality and sustainable development.	47 (81%)	8 (14%)	3 (5%)	
A4. Encourage community design that helps strengthen and engage the community.	35 (63%)	17 (30%)	4 (7%)	
A5. Preserve and protect cultural and historic resources, including built and horticultural resources.	37 (65%)	16 (28%)	3 (5%)	1 (2%)

STATION 3. OUR UNIQUE COMMUNITY

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #3 are especially important to you?

Issues and opportunities presented at Vision Station #3 and level of importance.

Issue #	# of Comments	Issue #	# of Comments
B1	13	B11	5
B2	17	B12	9
B3	8	B13	9
B4	8	B14	11
B5	12	B15	7
B6	6	B16	9
B7	2	B17	7
B8	8	B18	12
B9	9	B19	11
B10	6	B20	11

Participants identified the unique character of 5 communities (B1), building height and density/intensity (B2), views (B5), mansions (B14), topography (B18), utilities (B19), and historic preservation (B20) as top-priority issues or opportunities.

Most of the issues and opportunities presented at Station #3 (Our Unique Community) received a considerable amount of responses from participants, reflecting a shared interest in the category and was found to be important overall to the workshop group.

STATION 4. OUR EVOLVING COMMUNITY

The following table indicates the actual number of responses received and percentage. Where a participant indicated a preference for evaluation or improvement, the ideas for improvement or thoughts on what should be considered are noted.

AREA (SEE MAP ON PREVIOUS PAGE)	Personal Preference		Ideas for Improvement
	KEEP AS IS	EVALUATE	
1. Manchester Interchange	15 (32%)	32 (68%)	Entrance to I-5 and rework on-ramp; area needs to be upgraded; pedestrian connection to lagoon and college; widen Manchester; reduce traffic/more lanes; better service to college; park & ride; college traffic; east stoplight; no upzoning; and don't plan anything near lagoon.
2. Downtown Cardiff	33 (69%)	15 (31%)	Control growth; control/reduce traffic; more landscaping; implement Specific Plan; keep two stories; upgrade historic feel; diversify; preserve worthwhile parts; and address railroad crossings.
3. Birmingham Interchange	14 (36%)	25 (64%)	Modernize area; easier on-ramps; southbound exit needs to be addressed; area needs upgrading; more landscaping; not pedestrian friendly; traffic lights; crossings to beach; visitor serving commercial; bus connections; business signage; and walkable access.
4. Four Corners	26 (72%)	10 (28%)	Not pedestrian friendly; widen Rancho Santa Fe and Manchester; and not too much change.
5. Santa Fe Interchange	9 (24%)	33 (76%)	Mixed-use; hospital serving commercial to connect to shopping area; gateway area for the City; needs upgrading; Hall property impact; access to hospital; shuttle; parking; improve signalization; freeway exit lights; safe routes for bikes/pedestrians; upgrade storefront; and address southbound exit.
6. Downtown Encinitas	30 (61%)	19 (39%)	Economic balance; parking study; pedestrian access on to Vulcan; walking access from Cardiff; continue recent good work; restore existing properties; reduce traffic; and clean up old buildings.
7. Encinitas Blvd./Hwy. 101	21 (48%)	23 (52%)	Plan 4a; trolley-line; roundabouts vs. congested lights; and no three stories.
8. N.W. Encinitas Blvd. Interchange	10 (29%)	24 (71%)	Use Smart & Final building for Visitor Center; upgrade standards; revitalize commercial areas; mixed use; increase jobs; better bike baths; pedestrian walkways; and sidewalks needed.

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STATION 4. OUR EVOLVING COMMUNITY

AREA	Personal Preference		Ideas for Improvement
	KEEP AS IS	MAKE IMPROVEMENTS	
9. Encinitas Blvd. Commercial Corridor	17 (39%)	27 (61%)	More landscaping; address run down empty buildings; upgrade old buildings; remove pampas grass; no up zoning; better transit; improve bike/pedestrian access; get rid of shopping centers
10. El Camino Real Commercial Corridor	12 (31%)	27 (69%)	More than a series of centers; develop family centered environments; upgrade old buildings; parking; connect parking lots; walkability; widen road; more apartments; rezone office-professional; playing fields; mixed-use; beautify strip mall; protect wetlands; signal coordination; and better bike/pedestrian paths.
11. N. Hwy. 101, South of Leucadia Blvd.	18 (46%)	21 (54%)	Plan 4a; implement project; walkability; art; surfing; bike paths; parking; rail trail; and widen 101.
12. Leucadia Blvd./Hwy. 101	17 (45%)	21 (55%)	Signal coordination; railroad crossings and interface; lower rail line; roadside parks; start all over; beautification plan; traffic flow; better use of parks; repave road; bike paths.
13. Leucadia Blvd. Interchange	19 (53%)	17 (47%)	Visitor serving commercial; no more gas stations; train crossings; underground rail road; no more businesses; beautification plan; no one-way Piraeus; Piraeus should be low-key; better pedestrian connectivity; Hotels; shopping; and park & ride.
14. N. Hwy. 101, North of Leucadia Blvd.	17 (41%)	23 (59%)	Restore existing buildings; no roundabouts; Plan 4a; roundabouts; rail trail; sidewalks; crossings; beautification plan; and bike paths.
15. La Costa Ave./Hwy. 101	19 (50%)	19 (50%)	Bus connection; visitor serving commercial; widen La Costa Avenue; must fix La Costa; roundabout; don't build on north-east corner; pedestrian overpass; don't let them build hotel; and pedestrian safety.
16. W. La Costa Ave. Interchange	23 (64%)	13 (36%)	Upgrade area; stoplight at Sheridan; Hotel; no housing development; goodwill; park & ride; visitor serving commercial; widen La Costa Avenue.

STATION 5. OUR PARKS, FACILITIES AND SERVICES

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #5.

The following table indicates the actual number of responses received and percentage.

OUR PARKS, FACILITIES AND SERVICES	Personal Preference			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Provide a system of high-quality, accessible parks and open spaces that meets the needs of all residents.	43 (75%)	12 (21%)	1 (2%)	1 (2%)
A2. Provide a system of well-maintained cultural and community facilities that supports life-long learning and the well-being of all members of Encinitas' diverse community.	38 (68%)	14 (15%)	3 (5%)	1 (2%)
A3. Create an integrated network of multi-use trails that connects local and regional destinations and amenities.	34 (58%)	20 (34%)	3 (5%)	2 (3%)
A4. Promote City-wide, environmentally responsible solid waste reduction and management strategies that emphasize reduced consumption and increased reuse and recycling.	42 (74%)	12 (21%)	2 (3%)	1 (2%)
A5. Establish a high level of community safety with police, fire and emergency response services that meet or exceed accepted standards.	35 (66%)	14 (26%)	3 (6%)	1 (2%)
A6. Upgrade and improve existing utilities infrastructure and service provisions to support the long-term social, economic and environmental health of the Encinitas community.	32 (59%)	17 (31%)	3 (6%)	2 (4%)
A7. Enhance access to facilities, beaches, and lagoons.	35 (64%)	14 (25%)	5 (9%)	1 (2%)

STATION 5. OUR PARKS, FACILITIES AND SERVICES

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #5 are especially important to you?

Issues and opportunities presented at Vision Station #5 and level of importance.

Issue #	# of Comments	Issue #	# of Comments	Issue #	# of Comments
B1	13	B11	17	B21	10
B2	14	B12	13	B22	11
B3	11	B13	4	B23	6
B4	8	B14	6		
B5	9	B15	12		
B6	5	B16	5		
B7	4	B17	5		
B8	8	B18	4		
B9	4	B19	6		
B10	7	B20	3		

Participants identified the existing and underutilized park land (B1), parks and facilities (B2), park land and open space (B3), arts and cultural facilities (B11), school property (B12), community gardens (B15), reclaimed water (B21), and solid waste and composting (B22) as top-priority issues or opportunities at Station #5 (Our Parks, Services and Facilities).

Most of the issues and opportunities presented at Station #5 received a considerable amount of responses from participants, reflecting a strong interest on all issues and opportunities in the category.

STATION 6. OUR NATURAL ENVIRONMENT

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #6.

The following table indicates the actual number of responses received and percentage.

OUR NATURAL ENVIRONMENT	Personal Preference			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Protect, preserve and restore natural habitat and biodiversity, including protected species and their habitats, lagoons, wildlife corridors, creeks, coastal areas and coastal and inland bluffs.	47 (84%)	8 (14%)	1 (2%)	
A2. Reduce greenhouse gas emissions from community and municipal sources.	39 (70%)	13 (23%)	4 (7%)	
A3. Reduce energy use and promote the use of renewable energy sources.	43 (75%)	13 (23%)	1 (2%)	
A4. Reduce overall water use and promote water conservation.	46 (81%)	10 (17%)	1 (2%)	
A5. Reduce overall waste and material use by increasing waste diversion rates and increase the use of materials with recycled content.	39 (71%)	13 (24%)	3 (5%)	
A6. Promote stewardship of water resources by improving water quality and encouraging natural stormwater management.	43 (78%)	10 (18%)	2 (4%)	
A7. Promote green buildings and other sustainable development/building practices.	38 (70%)	11 (20%)	5 (10%)	

STATION 6. OUR NATURAL ENVIRONMENT

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #6 are especially important to you?

Issues and opportunities presented at Vision Station #6 and level of importance.

Issue #	# of Comments	Issue #	# of Comments	Issue #	# of Comments
B1	14	B11	10	B21	5
B2	8	B12	10	B22	8
B3	11	B13	11		
B4	9	B14	14		
B5	9	B15	10		
B6	6	B16	6		
B7	7	B17	4		
B8	7	B18	5		
B9	7	B19	7		
B10	7	B20	15		

Participants identified water quality (B1), coastal and marine protection (B3), sustainable building practices (B11), open space preservation (B12), species and habitat protection (B13), conservation and recycling (B14), public awareness (B15), and water conservation strategies (B20) as top-priority issues or opportunities.

Most of the issues and opportunities presented at Station #6 received a considerable amount of responses from participants, demonstrating a strong environmental vision and scope for the issues.



General Plan Vision Festival
Saturday, May 1st, 2010
9:00am – 1:00pm
Encinitas Community Center
1140 Oakcrest Park Drive

General Plan Vision Workbook!

This workbook is provided for your convenience. Please use this document to guide your tour of the six "vision stations" and to share any thoughts related to each station.

Visit the following stations to share your feedback on the goals, issues and opportunities and areas for community discussion and visioning. This information has been developed based on community member input received during the first round of community workshops.

Station 1. Where we live, work and shop

Station 2. How we get around

Station 3. Our unique community

Station 4. Our evolving community

Station 5. Our parks, facilities and services

Station 6. Our natural environment

Please return the workbook to City staff at the end of the workshop.

Thank you!

STATION 1. WHERE WE LIVE, WORK AND SHOP

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #1.

Please review the goals at Vision Station #1 and indicate your level of support for each goal by checking the appropriate box below.

WHERE WE LIVE, WORK AND SHOP	Personal Preference (choose one with a ✓)			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Preserve existing neighborhood character.				
A2. Plan for a diverse and appropriate mix of land uses.				
A3. Maintain, develop and enhance important community resources and amenities.				
A4. Provide diverse housing options (types and affordability).				
A5. Create a strong local economy that welcomes, encourages and promotes small, independent businesses.				
A6. Develop distinct and accessible commercial areas that meet the needs of local residents and visitors.				
A7. Create a vibrant and walkable Downtown.				
A8. Encourage attractive, high-quality, environmentally sustainable building.				
A9. Ensure fiscal sustainability and a diverse local economy.				
A10. Expand the number and diversity of jobs in the community.				

STATION 1. WHERE WE LIVE, WORK AND SHOP

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #1 are especially important to you?

Are there issues and opportunities that the City should consider that are not included in this list?

C. ADDITIONAL COMMENTS

STATION 2. HOW WE GET AROUND

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #2.

Please review the goals at Vision Station #2 and indicate your level of support for each goal by checking the appropriate box below.

HOW WE GET AROUND	Personal Preference (choose one with a ✓)			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Create a complete and multi-modal transportation system.				
A2. Improve the safety, connectivity and quality of the bicycle and pedestrian networks and related facilities.				
A3. Create a more walkable environment and pedestrian-friendly streetscapes.				
A4. Improve public transit service throughout the City and better connect the City to the region.				
A5. Improve rail service while decreasing the negative impacts of the rail corridor on connectivity and quality of life.				
A6. Limit the negative impacts of traffic on residents and neighborhoods.				
A7. Improve connectivity and circulation on the street network.				

STATION 2. HOW WE GET AROUND

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #2 are especially important to you?

Are there issues and opportunities that the City should consider that are not included in this list?

C. ADDITIONAL COMMENTS

STATION 3. OUR UNIQUE COMMUNITY

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #3.

Please review the goals at Vision Station #3 and indicate your level of support for each goal by checking the appropriate box below.

OUR UNIQUE COMMUNITY	Personal Preference (choose one with a ✓)			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Maintain the unique character, identity and sense of place for each of the five communities in Encinitas.				
• Cardiff-by-the-Sea – Maintain the small-scale beach character and unique architecture of Cardiff.				
• Leucadia – Maintain the diversity of land uses and small-scale village of Leucadia. Keep it “funky”.				
• New Encinitas – Maintain the strong neighborhoods of New Encinitas.				
• Old Encinitas – Maintain the diversity of land uses and beach character of Old Encinitas.				
• Olivenhain – Maintain the rural character of Olivenhain.				
A2. Ensure future development occurs at an appropriate and compatible density, scale and intensity.				
A3. Promote high-quality and sustainable development.				
A4. Encourage community design that helps strengthen and engage the community.				
A5. Preserve and protect cultural and historic resources, including built and horticultural resources.				

STATION 3. OUR UNIQUE COMMUNITY

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #3 are especially important to you?

Are there issues and opportunities that the City should consider that are not included in this list?

C. ADDITIONAL COMMENTS

STATION 4. OUR EVOLVING COMMUNITY

Please share your thoughts on the numbered locations shown on the Areas for Community Discussion and Visioning map (see previous pages). These areas have been identified during the community workshops as areas for community discussion and visioning.

Some of the reasons for considering these areas include the potential need for Encinitas to:

- Provide some degree of affordable and workforce housing
- Provide housing for seniors and support for "aging in place"
- Create more sustainable development patterns
- Reduce traffic congestion
- Bring goods and services and housing closer together
- Diversify the economy and tax base
- Increase the number of jobs in the community
- Increase transit use
- Provide adequate visitor-serving uses to address local coastal plan requirements.

In your opinion, should the areas shown on the map be the focus of future community discussion or should they remain as they are today? If you think some change or improvements may be desirable, what kinds of changes or improvements would you like to see?

AREA (SEE MAP ON PREVIOUS PAGE)	Personal Preference (choose one with a ✓)		Your Ideas for Improvement
	KEEP AS IS	EVALUATE	
1. Manchester Interchange			
2. Downtown Cardiff			
3. Birmingham Interchange			
4. Four Corners			
5. Santa Fe Interchange			
6. Downtown Encinitas			
7. Encinitas Blvd./Hwy. 101			
8. N.W. Encinitas Blvd. Interchange			

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STATION 4. OUR EVOLVING COMMUNITY

AREA	Personal Preference (choose one with a ✓)		Your Ideas for Improvement
	KEEP AS IS	MAKE IMPROVEMENTS	
9. Encinitas Blvd. Commercial Corridor			
10. El Camino Real Commercial Corridor			
11. N. Hwy. 101, South of Leucadia Blvd.			
12. Leucadia Blvd./Hwy. 101			
13. Leucadia Blvd. Interchange			
14. N. Hwy. 101, North of Leucadia Blvd.			
15. La Costa Ave./Hwy. 101			
16. W. La Costa Ave. Interchange			

Are there any areas not shown on the map that should be considered for further community discussion and visioning?

STATION 5. OUR PARKS, FACILITIES AND SERVICES

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #5.

Please review the goals at Vision Station #5 and indicate your level of support for each goal by checking the appropriate box below.

OUR PARKS, FACILITIES AND SERVICES	Personal Preference (choose one with a ✓)			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Provide a system of high-quality, accessible parks and open spaces that meets the needs of all residents.				
A2. Provide a system of well-maintained cultural and community facilities that supports life-long learning and the well-being of all members of Encinitas' diverse community.				
A3. Create an integrated network of multi-use trails that connects local and regional destinations and amenities.				
A4. Promote City-wide, environmentally responsible solid waste reduction and management strategies that emphasize reduced consumption and increased reuse and recycling.				
A5. Establish a high level of community safety with police, fire and emergency response services that meet or exceed accepted standards.				
A6. Upgrade and improve existing utilities infrastructure and service provisions to support the long-term social, economic and environmental health of the Encinitas community.				
A7. Enhance access to facilities, beaches, and lagoons.				

STATION 5. OUR PARKS, FACILITIES AND SERVICES

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #5 are especially important to you?

Are there issues and opportunities that the City should consider that are not included in this list?

C. ADDITIONAL COMMENTS

STATION 6. OUR NATURAL ENVIRONMENT

The following phrases represent key goals, issues and opportunities identified during the first round of community workshops. These phrases correspond with the draft goals presented at Vision Station #6.

Please review the goals at Vision Station #6 and indicate your level of support for each goal by checking the appropriate box below.

OUR NATURAL ENVIRONMENT	Personal Preference (choose one with a ✓)			
	EXTREMELY IMPORTANT	WORTH CONSIDERING	NOT A PRIORITY	NO OPINION
A. GOALS				
A1. Protect, preserve and restore natural habitat and biodiversity, including protected species and their habitats, lagoons, wildlife corridors, creeks, coastal areas and coastal and inland bluffs.				
A2. Reduce greenhouse gas emissions from community and municipal sources.				
A3. Reduce energy use and promote the use of renewable energy sources.				
A4. Reduce overall water use and promote water conservation.				
A5. Reduce overall waste and material use by increasing waste diversion rates and increase the use of materials with recycled content.				
A6. Promote stewardship of water resources by improving water quality and encouraging natural stormwater management.				
A7. Promote green buildings and other sustainable development/building practices.				

STATION 6. OUR NATURAL ENVIRONMENT

B. ISSUES AND OPPORTUNITIES

Which of the issues and opportunities presented at Vision Station #6 are especially important to you?

Are there issues and opportunities that the City should consider that are not included in this list?

C. ADDITIONAL COMMENTS

ADDITIONAL COMMENTS

Please share any additional thoughts or comments. Provide an example and location(s) if applicable.

Please hand in your workbook as you leave the workshop. You can also mail in additional comments to Mike Strong at the City of Encinitas no later than Friday, May 14, 2010.

City of Encinitas Planning and Building Department
505 S. Vulcan Avenue
Encinitas, CA 92024

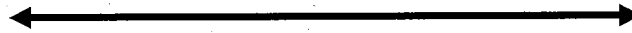


COMMUNITY CHARACTER PREFERENCE SURVEY

Encinitas General Plan Update
 City-wide Community Workshop
 May 1, 2010

Rate each image based on whether or not it represents the character you would like to see in Encinitas.

The image is
 not
 representative
 of the character
 I would like to
 see in Encinitas



The image is
 very
 representative
 of the character
 I would like to
 see in Encinitas

	0	1	2	3	4
#1	0	1	2	3	4
#2	0	1	2	3	4
#3	0	1	2	3	4
#4	0	1	2	3	4
#5	0	1	2	3	4
#6	0	1	2	3	4
#7	0	1	2	3	4
#8	0	1	2	3	4
#9	0	1	2	3	4
#10	0	1	2	3	4
#11	0	1	2	3	4
#12	0	1	2	3	4
#13	0	1	2	3	4
#14	0	1	2	3	4
#15	0	1	2	3	4

The image is
not
representative
of the character
I would like to
see in Encinitas



The image is
very
representative
of the character
I would like to
see in Encinitas

#16	0	1	2	3	4
#17	0	1	2	3	4
#18	0	1	2	3	4
#19	0	1	2	3	4
#20	0	1	2	3	4
#21	0	1	2	3	4
#22	0	1	2	3	4
#23	0	1	2	3	4
#24	0	1	2	3	4
#25	0	1	2	3	4
#26	0	1	2	3	4
#27	0	1	2	3	4
#28	0	1	2	3	4
#29	0	1	2	3	4
#30	0	1	2	3	4

Additional Comments



where we live, work and shop

General Plan Vision Festival

A. Goals

- A1. Preserve existing neighborhood character.
- A2. Plan for diverse and appropriate mix of land use.
- A3. Maintain, develop and enhance important community resources and amenities.
- A4. Provide diverse housing options (types and affordability).
- A5. Create a strong local economy that welcomes, encourages and promotes small, independent businesses.
- A6. Develop distinct and accessible commercial areas that meet the needs of local residents and visitors.
- A7. Create a vibrant and walkable Downtown.
- A8. Encourage attractive, high-quality, environmentally sustainable building.
- A9. Ensure fiscal sustainability and a diverse local economy.
- A10. Expand the number and diversity of jobs in the community.

B. Issues and Opportunities

- B1. **Sidewalks.** Balance the need for ADA accessibility and walkability with the potential negative impact of sidewalks on the unique character of each community.
- B2. **Density, development scale and intensity.** Identify and maintain appropriate density, development scale, and intensity within each community and within various residential and non-residential areas. Determine appropriate build-out and growth compatibility in the City.
- B3. **Land use mixes.** Create opportunities for a variety of land use mixes to meet the needs of the community and support the local economy, including:
 - Affordable live-work opportunities;
 - Transit-oriented development;
 - Mixed uses along El Camino Real; and
 - Commercial uses in downtown.
- B4. **Small/local businesses.** Protect "mom and pop" stores and small local businesses that provide economic benefits and diversity to Encinitas.
- B5. **Local-serving retail/commercial.** Preserve and expand local serving commercial throughout the City and keep diverse shopping experiences and opportunities.
- B6. **Downtown shopping.** Make Downtown a more diverse and successful shopping district.
- B7. **Housing diversity.** Expand housing unit types & sizes that meet the needs of diverse incomes, household types, and lifestyle needs.
- B8. **Community character.** Maintain & enhance community and neighborhood character of all areas in Encinitas.
- B9. **Green building.** Adopt a City-wide green building program.
- B10. **Development process.** Increase transparency in the development process, including costs of development.
- B11. **Inactive greenhouses.** Convert inactive greenhouses that detract from the community aesthetic to new uses.
- B12. **Local business.** Help support the established business community (e.g. with updated infrastructure and cable technology) and expand the number of local, independent businesses.
- B13. **Business access and diversity.** Balance the location of service and retail uses throughout the City and encourage a diversity of businesses. Allow the appropriate amount of retail to serve the local population.
- B14. **Big box stores and commercial character.** Enhance commercial character and put limits on the number and location of big box stores.
- B15. **Shopping districts.** Facilitate development of distinct shopping and commercial areas that are pedestrian-friendly and accessible by multiple travel modes.
- B16. **Grocery stores.** Explore opportunities to add grocery stores to underserved areas of the City.
- B17. **Farmers markets.** Maintain and expand farmers market(s) and consider establishing more farmers markets.
- B18. **Sustainable businesses.** Implement and encourage quality, energy efficient design and establish a green business program.
- B19. **Light-Industrial.** Explore the expansion of the light-industrial uses.
- B20. **Downtown community.** Encourage more community events Downtown & create venues that are appropriate and meet the needs of various age groups, including youth, adults, and seniors.
- B21. **El Camino Real.** Expand the number and diversity of commercial uses on El Camino Real and ensure that adjacent commercial areas are connected to one another.
- B22. **Highway 101.** Enhance Highway 101 and improve access. Attract independent businesses to locate along the corridor.
- B23. **Tourism.** Determine what part the City should play, and whether or not the City should encourage tourism as an economic development strategy.
- B24. **Downtown Cardiff-by-the-Sea.** Keep Downtown Cardiff vibrant by maintaining the post office, locating a bank downtown, and encouraging more shopping and restaurants.
- B25. **Commercial area revitalization.** Initiate street improvements on corridors; beautify commercial centers and zones; improve commercial facades; and address the number of commercial vacancies.
- B26. **Signage.** Improve signage and remove billboards.
- B27. **Funding.** Investigate opportunities for the City to generate revenue and reduce reliance on sales tax revenue.
- B28. **Complete neighborhoods.** Some communities lack a balance of jobs, housing, and services.
- B29. **Office uses.** Expand the number and diversity of office spaces in the City with an emphasis on adding new office uses along El Camino Real and Encinitas Boulevard.





how we get around

General Plan Vision Festival

A. Goals

- A1. Create a complete and multi-modal transportation system.
- A2. Improve the safety, connectivity and quality of the bicycle and pedestrian networks and related facilities.
- A3. Create a more walkable environment and pedestrian-friendly streetscapes.
- A4. Improve public transit service throughout the City and better connect the City to the region.
- A5. Improve rail service while decreasing the negative impacts of the rail corridor on connectivity and quality of life.
- A6. Limit the negative impacts of traffic on residents and neighborhoods.
- A7. Improve connectivity and circulation on the street network.

B. Issues and Opportunities

- B1. **Bicycle and pedestrian network.** Address the gaps and barriers in the bicycle, pedestrian and trail networks. Create an expanded network of safe, connected bicycle facilities City-wide, including on Hwy 101, El Camino Real, Rancho Santa Fe, I-5 interchanges and to the Botanic Gardens.
- B2. **East-west connectivity.** Create safer and more extensive east-west bicycle, pedestrian and vehicle connections across I-5 and the railroad.
- B3. **Bicycle storage.** Address the lack of bicycle storage and lockers at key locations, including the beach and library.
- B4. **Pedestrian lighting.** Improve pedestrian crossings and signals.
- B5. **Walkable environment.** Improve walkability throughout the City, particularly along the Coast Highway 101, and El Camino Real.
- B6. **Interconnectivity.** Strengthen policies to promote connectivity between shopping areas.
- B7. **Safe routes-to-schools.** Create safe walking and cycling routes to schools.
- B8. **Streetscape improvements.** Improve streetscapes throughout the City, especially on Highway 101, El Camino Real, Encinitas Boulevard and other major roadways.
- B9. **Mixed-use trail along railroad.** Explore the possibility of using the railroad right-of-way as a multi-use trail that extends throughout the City and beyond the City to adjacent jurisdictions.
- B10. **Bus transit service.** Enhance transit connectivity throughout the City, with more frequent service and expanded routes. Leucadia residents in particular are disconnected from bus service.
- B11. **Transit for underserved populations.** Expand transit service for underserved populations, including seniors, college students, and locals.
- B12. **Shuttle service.** Explore the feasibility of a City-wide shuttle service with routes serving local beaches, the train station, and Downtown.
- B13. **Rail service.** Increase Coaster service, especially on weekends and during commute hours. Explore potential new stops/stations in Leucadia and Cardiff. Explore opportunities for passenger light rail service.
- B14. **Transportation access.** Increase public transit and multi-modal transportation options to and from commercial and recreation areas.
- B15. **Downtown mobility.** Develop a plan for Downtown mobility to meet community needs, including mobility and access for seniors.
- B16. **Train noise.** Reduce train noise and create more quiet zones.
- B17. **Railroad crossings.** Improve railroad crossings and add grade-separated crossings in order to enhance pedestrian, transit and vehicular circulation and to enhance access and overall transportation safety.
- B18. **Electric vehicles.** Explore how the street network could accommodate small electric vehicles, including charging stations.
- B19. **Golf carts.** Golf carts may not be compatible with cars on City streets. Evaluate alternatives.
- B20. **Speeding.** Maintain and enforce speed limits, especially on residential roads.
- B21. **Traffic calming and management.** Explore opportunities for calming traffic including roundabouts, coordinating traffic signals, speed bumps, on-ramp metering and off-ramp control, diverters, and cut-through traffic deterrence. Explore traffic calming instead of road widening on Santa Fe, between Lake and El Camino Real.
- B22. **Regional traffic.** Address the high levels of regional cut-through traffic on Encinitas streets.
- B23. **Parking garage.** Build a new parking garage to meet the demand for more parking at the train station and for Downtown businesses.
- B24. **Resident vs. non-resident parking.** Explore residential parking permits in some areas, such as near the beach, in order to preserve parking for residents.
- B25. **Truck routes.** Enforce existing truck routes.
- B26. **Alleys.** Improve alleys to be more pleasant, safe and clean while continuing to provide for services such as trash pick-up and deliveries.
- B27. **I-5 expansion.** Work to mitigate impacts to the expansion of I-5, as it could negatively impact residents and the roadway could lose its designation as a scenic corridor.
- B28. **Traffic congestion.** Address the high level of traffic congestion at some intersections and on some roadways at certain points in the day, especially during the morning and evening commutes. Key areas include I-5 to Encinitas Boulevard and Santa Fe, across Birmingham over I-5, and at the traffic lights on Leucadia and Vulcan at the Railroad crossing.
- B29. **Traffic congestion near schools.** Address the significant traffic congestion near schools during drop-off and pick-up times, as this impacts local streets.
- B30. **School access.** Improve school access for residents in Old Encinitas, as they must travel far to go to school.





our unique community

General Plan Vision Festival

A. Goals

- A1. Maintain the unique character, identity and sense of place for each of the five communities in Encinitas.
 - Cardiff-by-the-Sea – Maintain the small-scale, beach character and unique architecture of Cardiff.
 - Leucadia – Maintain the diversity of land uses and small-scale village of Leucadia. Keep it “funky”.
 - New Encinitas – Maintain the strong neighborhoods of New Encinitas.
 - Old Encinitas – Maintain the diversity of land uses and beach character of Old Encinitas.
 - Olivenhain – Maintain the rural character of Olivenhain.
- A2. Ensure future development occurs at an appropriate and compatible density, scale and intensity.
- A3. Promote high-quality and sustainable development.
- A4. Encourage community design that helps strengthen and engage the community.
- A5. Preserve and protect cultural and historic resources, including built and horticultural resources.

B. Issues and Opportunities

- B1. **Unique character of 5 communities.** Preserve the unique characteristics of the five communities, while also ensuring that Encinitas functions as one cohesive City.
- B2. **Building height and density/intensity.** Identify appropriate building height and density/intensity for each community that balances the preservation of community character with other goals such as economic stability and environmental sustainability.
- B3. **Streetscape.** Make the streetscapes (e.g. trees, landscaping and roadway design) unique to each community.
- B4. **“Flower Capitol” identity.** As greenhouses are converted to other uses, the City is losing its identity as the “Flower Capitol”.
- B5. **Views.** Views to the ocean and hills throughout the City are at risk of being lost due to landscaping/trees and new development.
- B6. **Tree canopy.** Some areas of the City lack an appropriate tree canopy.
- B7. **Signage.** Allow for unique signage in each business district.
- B8. **Underutilized shopping centers.** Revitalize underutilized strip commercial centers with new design, uses, and/or purposes.
- B9. **Community meeting places.** Create additional public community gathering areas, such as plazas and community gardens.
- B10. **Design review.** Update the design review process to be more reflective of the unique character of Encinitas’ communities.
- B11. **Architectural style and character.** Ensure a mix of architectural styles and allow flexibility in design.
- B12. **Height of vegetation.** Limit the height of vegetation to protect views and character.
- B13. **Light pollution.** Enforce the Dark Skies Policy and consider expanding to other areas.
- B14. **Mansionization.** Limit the construction of large homes on small lots.
- B15. **Street character.** Ensure that the scale of neighborhood streets is small and intimate.
- B16. **Mixed-use development.** Identify appropriate locations for mixed-use development.
- B17. **Agricultural uses.** Explore appropriate new agricultural uses for agricultural land.
- B18. **Topography.** Maintain natural topography to preserve community character.
- B19. **Utilities.** Underground utilities to improve community aesthetics and conditions for wildlife.
- B20. **Historic Preservation.** Work to preserve Encinitas’ cultural and horticultural resources. Improve preservation and designation of historic resources.

