

encinitas

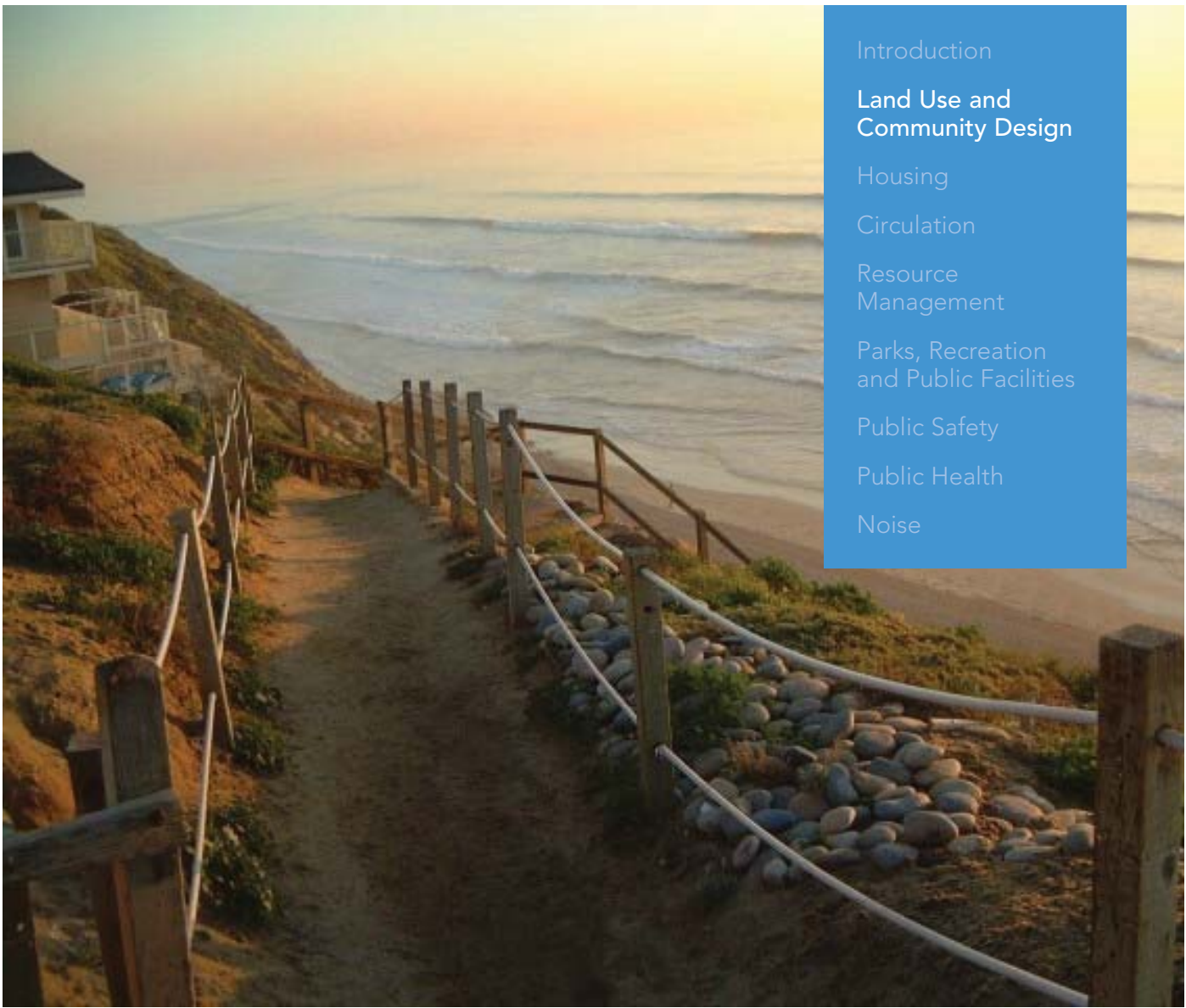
Land Use and Community Design



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The Land Use and Community Design Element establishes a policy framework for shaping future development in the City. The Element presents land use direction that embraces the community's vision for the future, preserves and enhances unique communities and neighborhoods, and promotes sustainability and economic vitality.



Introduction

**Land Use and
Community Design**

Housing

Circulation

Resource
Management

Parks, Recreation
and Public Facilities

Public Safety

Public Health

Noise

introduction

element purpose

Land use and building form can define a community's character and, together with a community's social infrastructure, create a variety of environments that facilitate or accommodate a range of activities, lifestyles and working conditions. The Land Use and Community Design Element is the most important element in shaping future development in the city and plays a pivotal role in zoning, subdivision and public works decisions.

The Element presents land use direction that embraces and reflects the desire of the community to preserve and enhance the unique features that give Encinitas its identity. Element policy direction also paves the way for improvements to realize the community's vision for Encinitas in 2035.

By implementing land use and community design goals and policies, the City of Encinitas seeks to accomplish the following:

- Establish a balanced mix of development consistent with the long range goals, objectives and values of the Encinitas community;
- Maintain the existing character of the five distinct communities that comprise the city (Cardiff-by-the-Sea, Leucadia, New Encinitas, Old Encinitas and Olivenhain);
- Manage growth sustainably and preserve those undeveloped portions of the city that are valuable to residents due to natural and cultural resources;
- Guide public and private investments, indicating where new development is permitted and identifying the character, density and intensity of that development;
- Create community focal points, places of interest and identify public places that distinguish the surrounding community and give it a sense of place;
- Make sure the local economy plays an important role in the physical development of the Planning Area and fiscal stability of the City; and
- Identify opportunities for redevelopment/revitalization and new development that align with the community's vision for land use and the design of buildings and publicly accessible spaces.

element scope and organization

The scope and content of this Element are largely governed by the California General Plan Law and Guidelines and planning, zoning and development laws for the State of California. Together, the goals, policies and Citywide Land Use Plan contained in this Element provide a constitutional framework for future land use planning and decision-making in Encinitas. The Land Use and Community Design portion of the Current Conditions Report (2010) contains the detailed technical background information that provides the foundation for these General Plan policies and the Citywide Land Use Plan.

Following this introduction, the Land Use and Community Design Element is organized into four main parts:

- II. Current Conditions
- III. Goals and Policies
- IV. Citywide Land Use Plan
- V. Figures

The first part of the Land Use and Community Design Element describes related plans and programs, as well as existing land use conditions in Encinitas. Next, the Element describes citywide goals and policies related to achieving balanced and compatible land uses, economic vitality, sustainably managed growth and context-sensitive community design. The final part of the Element presents the Citywide Land Use Plan. The Citywide Land Use Plan consists of land use designations, a land use map depicting land use designations (Figure LU-1, also referred to herein as the “Land Use Map”), and descriptions defining the character of the city’s five communities, preserved community character, the three General Plan land use focus areas and other areas for physical improvement.

Descriptions of land use designations are provided for each of the City’s major types or categories of use, including: residential neighborhoods, a variety of commercial uses; mixed-use, business and industry; and community and public land uses. General Plan land use designations include specific standards for various land uses, including development density and intensity (lot coverage). The Land Use Map translates community values and policies into physical form and establishes a unified strategy to achieve the community’s land use vision. The Land Use Map identifies how land use designations are applied throughout the city, and in so doing articulates the community’s expectations for the density and intensity of development and extent of different uses within the five communities that comprise Encinitas.

land use and community design

related general plan goals and policies



The Land Use and Community Design Element works in concert with all other General Plan elements to shape the city’s future physical development and land use character. A number of goals and policies included in other elements support the goals and policies contained in this Element. For example, land use policies have a direct bearing on the place-based system of streets and roadways presented in the Circulation Element, and work hand-in-hand with Circulation Element policies to ensure the safe and effective movement of people throughout the city. The Resource Management Element includes a set of policies designed to protect and promote the continued vitality of agricultural land and activities. Housing challenges and needs identified in the Housing Element are linked to land use policies for both existing and future residential development. The Element Relationship Matrix (Table LU-1) identifies those elements containing policies that correspond with the major topic areas addressed by the Land Use and Community Design goals and policies.

TABLE LU-1: ELEMENT RELATIONSHIP MATRIX

Land Use and Community Design Topic Areas	Housing	Circulation	Resource Management	Parks, Recreation and Public Facilities	Public Safety	Public Health	Noise
Balanced and Compatible Land Use	X	X	X	X		X	X
Economic Vitality	X	X	X	X	X		
Sustainably Managed Growth	X	X	X			X	
Context-Sensitive Community Design	X	X	X	X	X	X	X

related plans and programs

Many other plans, programs and tools related to the Land Use and Community Design Element guide land use planning and development in the city. These tools must be consistent with Encinitas' General Plan. In cases where these documents regulate development in the Coastal Zone, they must also comply with policies and ordinances included in the Local Coastal Program. Key plans and programs related to land use and community design are described below.

California Coastal Act. The California Coastal Act of 1976 was enacted to protect and maintain the overall quality of coastal environments and resources. The California Coastal Commission regulates development within portions of the Coastal Zone and oversees planning and land use efforts along the entire coastline. Every city within the coastal zone is supposed to prepare a Local Coastal Program (LCP). The Coastal Commission has prepared guidelines designed to assist local governments and Coastal Commission staff implement Coastal Act provisions. The City of Encinitas LCP was effectively certified by the California Coastal Commission on May 11, 1995 and the City assumed Coastal Permit authority on May 15, 1995. Encinitas' LCP has two parts, a Land Use Plan and an Implementation Plan.

Local Coastal Program. Approximately two-thirds of the city is located within the Coastal Zone (see General Plan Introduction Figure I-3) and falls under California Coastal Commission (CCC) jurisdiction. In compliance with the Coastal Act, the City of Encinitas has adopted and implemented a Local Coastal Program (LCP). The LCP Land Use Plan contains the City's policies related to coastal resources. The LCP Implementation Plan contains zoning ordinances and development related standards, zoning maps, specific plans, and other implementing actions such as special zone overlays for sensitive resource areas. The LCP is included within the General Plan as well as other provisions of the municipal code and specific plans. The goals of the LCP are to protect, maintain and enhance the Coastal Zone environment; ensure balanced utilization and conservation; maximize public access to and along the coast; prioritize coastal dependent and related development; and encourage coordinated state and local initiatives to implement beneficial programs and other educational uses.

City of Encinitas Zoning Ordinance. The Zoning Ordinance and related specific plans are the primary implementation mechanisms for Land Use and

Community Design Element goals and policies. For this reason, it is important that the citywide Zoning Map and specific plan zoning maps be consistent with the land use map contained in this General Plan. The land use designations and boundaries correspond to one or more zoning districts identified on the citywide Zoning Map or specific plan zoning maps.

Cardiff-by-the-Sea Specific Plan. The Cardiff-by-the-Sea Specific Plan applies to an area often considered the central business district of the Cardiff-by-the-Sea community. The project area includes properties located between the west side of San Elijo Avenue and the west side of the alley between Newcastle Avenue and Manchester Avenue, and from the south side of Mozart Avenue to the north side of Orinda Drive. As it exists today, the area is a mix of low-rise retail, office, institutional and residential uses, with a blend of architectural styles and structures of varying ages and conditions. The Cardiff-by-the-Sea Specific Plan includes goals and policies designed to preserve and protect the community's small-scale character.

Downtown Encinitas Specific Plan. Adopted in 1994, the Downtown Encinitas Specific Plan presents policies and regulations intended to protect the area's unique identity, character and scale while supporting successful economic development and rehabilitation measures. The project area consists of approximately 198 acres corresponding to most of the historic Old Encinitas community and is located along the Pacific Ocean, bounded by B Street to the north, Cornish Drive to the east and K Street to the south. The primary goals of the plan are to recognize the unique needs and opportunities of the downtown area and foster the economic success of the downtown district.

Encinitas Ranch Specific Plan. Initially adopted in 1994, the Encinitas Ranch Specific Plan applies to an eastern portion of the city located between I-5 and El Camino Real. The project area is the site of much of the former Paul Ecke Ranch, consisting of approximately 853 total acres. The Specific Plan maintains a portion of the ranch for agricultural operations (130 acres), with the remaining acreage designated for single-family and multi-family residential development, a mix of regional commercial and mixed-use areas, an 18-hole golf course, community facilities, and open space and recreational amenities. The most intense development within Encinitas Ranch has occurred in the Green Valley planning area, adjacent to El Camino Real, and featured a regional commercial center.

North 101 Corridor Specific Plan. The North 101 Corridor Specific Plan was adopted in 1997 and includes a project area of approximately 231 acres located in Leucadia and Old Encinitas. The project area includes property along North Coast Highway 101 and Vulcan Avenue between the city limit to the north and B Street/Encinitas Boulevard to the south. The purpose of the Specific Plan is to address issues and opportunities along the corridor while maintaining the area's unique identity, community character and scale. Key to the plan is the need to revitalize the project area's commercial corridor along North Coast Highway 101 and maintain the desirable aspects of the planning area.

Home Depot Specific Plan. The Home Depot Specific Plan area encompasses a total of approximately 55.5 acres in the north central part of the city, located in the southeast quadrant of the intersection of Olivenhain Road and North El Camino Real. The Specific Plan area has been divided into four planning areas that are described in detail within the Specific Plan document. The main feature of the Specific Plan is the 10-acre Home Depot home improvement center with the balance of the specific plan as primarily a combination of natural open spaces, steep slopes and relatively flat lowlands protected by an open space easement.

Specific plan area boundaries for the Cardiff-by-the-Sea, Downtown Encinitas, Encinitas Ranch, North Highway 101 Corridor and Home Depot specific plans are outlined in Figure LU-2: Specific Plan Areas.

City of Encinitas Design Review Guidelines. Amended in 2005, Encinitas' Design Review Guidelines include provisions that are applicable to all new and revised development subject to design review (as identified in the municipal code). The guidelines provide design direction to developers to ensure development that is consistent with the character of each community. The guidelines incorporate criteria for architecture, landscaping and site planning, and seek to promote an integrated approach to design that supports the overall goals of the City without constraining innovation or private enterprise. Design guidelines are also contained in each specific plan.



current conditions

This section describes current conditions in Encinitas related to land use and community design as context for General Plan direction. The City of Encinitas encompasses approximately 12,534 acres or 19.57 square miles of land area, with a wide distribution of uses including residential, commercial and office, industrial, public and quasi-public, parks and open space, agriculture and vacant uses. The Sphere of Influence Area is 796 acres or 1.23 square miles and the total Planning Area consists of approximately 13,546 acres or 21.1 square miles (with the Sphere of Influence Area included). The following sections describe specific acreages and descriptions of the existing land use patterns.

existing land use

Residential

Approximately 5,660 acres or 42.5 percent of the total land within the Planning Area is developed as residential. Single-family residential uses account for a majority of the land in the Planning Area. Encinitas' population of 59,518 lives in the city's 24,877 housing units. About 25 percent of the housing units are located in multi-family or mobile home housing and about 75 percent are located in single-family or duplex housing units.

Residential uses are located in the city's strong and diverse residential neighborhoods, from historic single-family bungalows to the post World War II homes and more modern forms of development.

It's more challenging to find land available for residential development in Encinitas than most other areas in San Diego County. The City of Encinitas has limited vacant, unconstrained land suitable for residential development.

Commercial and Office

Commercial and office uses account for 428 acres or approximately three percent of total land area in the Planning Area. These uses are primarily located along commercial corridors, including El Camino Real, Encinitas Boulevard and Coast Highway 101, as well as the commercial districts of Downtown Encinitas and Cardiff-by-the-Sea. Local-serving commercial uses, such as restaurants, cafes, supermarkets and other types of retail are located along the commercial corridors, while a mix of tourist and local-serving uses are located in downtown. Motels and hotels, which are also assigned to this category, are mostly located along the Coast Highway 101 corridor and along the I-5. There are several locations in the City of Encinitas where residential and commercial mixed-use development has occurred and/or where mixed-use is permitted.

According to the San Diego Association of Governments' (SANDAG's) 2009 Employment and Residential Land Inventory and Market Analysis, the city has only seven developable acres of employment lands remaining. For a comparison, the 2009 inventory identified 10,000 acres of gross developable employment land in the San Diego region. Of this total, 8,840 acres (88 percent) are vacant; the remaining acres are located in designated redevelopment areas.

Nearly 60 percent of the region's gross developable employment land is located in Otay (22 percent), Otay Mesa (13 percent), Chula Vista (8.1 percent), Lakeside (7.9 percent), and Carlsbad (4.5 percent).

Light Industrial

Light industrial and warehousing uses in the city are minimal, accounting for only 21 acres or less than one half percent of the total land area. A small concentration of various light industrial uses, with some commercial services, are all tightly clustered in a specific area located off of Westlake Street south of Encinitas Boulevard. The area is geographically isolated from most of the surrounding commercial, office and residential uses by topography and subdivision/building design. Uses in this light industrial area include storage facilities and some service-related uses, such as auto body repair.

Public and Quasi-Public

Public and quasi-public uses include schools, public facilities, churches, medical facilities and utilities, among others. These uses account for 790 acres or approximately six percent of the total land area. Specific uses include the Scripps Hospital, Encinitas Civic Center, the Community and Senior Center, Public Works Yard, Encinitas and Cardiff-by-the-Sea libraries, San Elijo Water Reclamation Facility schools and the City's fire stations.

Parks and Open Space

Encinitas' diverse range of parks and open space includes regional, special use, community and neighborhood parks, as well as open space areas designated for wildlife habitat. These uses account for 3,125 acres or approximately 23 percent of the land area. Private open space easement areas are not factored into this calculation. Open spaces are predominately located east of I-5 near Batiquitos Lagoon, which is located at the northern boundary of the city; San Elijo Lagoon, located at the southern boundary; and Encinitas Ranch Golf Course.

Agriculture

Agricultural uses in Encinitas include greenhouses, small orchards and open field crops. A majority of agricultural lands in Encinitas consist of nursery and

greenhouse operations. These uses account for 451 acres or approximately three percent of the land area. Agricultural uses are primarily dispersed within the inland flat areas, mostly east of I-5. Because cultivation occurs in structures and pots, these types of uses have been generally unaffected by adjacent non-agricultural uses and/or new development.

Vacant and Undeveloped

Vacant and undeveloped lands account for 1,123 acres, or approximately eight percent, of the total Planning Area. These areas are dispersed throughout the entire city and some sites may be ideal locations for potential infill development.

community design

Each of Encinitas' communities has its own distinct character, history and land use composition. Broadly, the city can be divided into the three coastal communities Leucadia, Old Encinitas and Cardiff-by-the-Sea and the inland communities New Encinitas and Olivenhain. The coastal communities share similar development patterns, with a beachfront and coastal orientation. By contrast, the inland communities vary dramatically in both character and land use composition. Following are descriptions of each community, including existing land use and zoning designations, and an urban design analysis of the overall physical patterns and characteristics of the public and private realms of the city.

Leucadia

Leucadia is a beach community primarily located in the northwest part of the city, with portions east of I-5, along the Pacific Ocean and just south of Batiquitos Lagoon. Residential land uses predominate, with commercial activity located primarily along the Coast Highway 101 corridor. The community's residential areas are generally characterized by medium density single-family uses along and west of Coast Highway 101, with lower density uses to the west. Multi-family and mobile home park residential uses are located directly along Coast Highway 101 and off of Vulcan Avenue and are interspersed within single-family residential neighborhoods. Almost all of the city's mobile home parks (9 of the 11) are located in the Leucadia Community, further reflecting qualities of a diverse housing stock. Recreation, parks and open spaces are

located along the coast and in the eastern part of the community including the Encinitas Ranch Golf Course. There are a few remaining agricultural pockets in residential areas, with the largest tracts of agricultural space located east of I-5.

Currently, the General Plan identifies the area adjacent to and west of Coast Highway 101 for higher density residential uses, with allowed densities generally decreasing progressively to the east. Higher density residential zoning is located west of Coast Highway 101 (R-11) and directly east off of Vulcan Avenue (R-25 and R-8). The remaining residential areas within the community of Leucadia generally have lower density designations (RR-2, R-3, and R-5).

The physical development pattern in the Leucadia community can be attributed to the major roadways transecting the community north to south: Coast Highway 101 and I-5. These roadways effectively divide the community into three distinct areas with varying land use, density and development character. However, there are variations in the community beyond this. (i.e. north and south of Leucadia Boulevard, east of I-5 are very distinct). Historically, Coast Highway 101 has been the major north/south connector linking Leucadia to neighboring coastal communities. It continues to fulfill this function and acts as the community's retail and commercial center. The western side of the roadway is lined with auto-oriented commercial and specialty retail uses, while east of Coast Highway 101, after the railway and further on Vulcan Avenue, is a mix of commercial and residential uses including most of the community's multi-family housing stock. Leucadia Boulevard is this community's primary east-west connection. By contrast, I-5 is a major freeway that acts as a barrier between Leucadia's eastern and western neighborhoods. The only crossing points are located at Leucadia Boulevard and La Costa Avenue. East of I-5, there are very few commercial services to meet residents' needs within the community of Leucadia.

BLOCK PATTERN

Leucadia's block patterns vary across the community. West of Coast Highway 101, streets are oriented roughly parallel and perpendicular to the railroad and Coast Highway 101, with some streets curving slightly with the existing topography as they reach the coast. The parallel north-south streets are generally not through streets, and only Neptune Avenue, a predominantly one-way road, connects the length of the community along the coast. East-west streets

typically dead-end and terminate at Neptune Avenue or at the coast. Between Coast Highway 101 and I-5, the street pattern is disconnected with large block sizes and many private roads. East of I-5, the street pattern is often times typical of suburban development, with private roads and cul-de-sacs extending out from neighborhood collector streets. Some streets in this eastern portion of Leucadia tend to follow the topography of the inland hills.

STREET DESIGN

Leucadia is known for its tree-lined street pattern with disconnected roads, large blocks (particularly in its older, coastal neighborhoods), and private roads northeast of the Leucadia Boulevard/I-5 interchange. Throughout the older residential areas of the community, streets tend to be relatively narrow, with few sidewalks/street improvements or other pedestrian amenities. In some instances, sidewalks are located on only one side of the street, and are interrupted by driveways, parked cars or shrubbery. In the community's newer neighborhoods, streets tend to be wider with uninterrupted sidewalks.

Coast Highway 101 is a tree-lined four-lane highway, for the most part, divided by a planted median and designated turn lanes. The railway corridor runs parallel and directly east of Coast Highway 101. The configuration of these transportation corridors limits pedestrian connectivity. Sidewalks are irregular and vary dramatically in terms of maintenance and right-of-way width. In many cases, the existence and condition of the sidewalk directly reflects the age of the corresponding businesses and development. However, the City of Encinitas is currently evaluating ways to enhance the North Coast Highway 101 corridor with landscaping, pedestrian circulation and parking improvements.

DEVELOPMENT CHARACTER

Coast Highway 101, Leucadia's commercial corridor, includes a variety of strip commercial buildings that line the western side of the road. Reflecting the auto-oriented character of the community, businesses are typically set back behind store-front parking, but in some instances front directly onto the Coast Highway with parking located to the side or the rear. Building types are generally one and two-story single-use structures that range in age and architectural type from the 1940s to the present. Units in Leucadia's mobile home parks and trailer parks tend to vary from travel trailer, mobile home and park model RV to manufactured homes, depending on the park. Multi-family residential

development along Vulcan Avenue varies to reflect the age of the structure's development, with many buildings constructed within the last 30 to 50 years. Single-family residential character varies from single-story ranch and small-scale cottage homes to two-story suburban-style homes typified by deep setbacks and large garages facing the street.

Old Encinitas

Old Encinitas is a beachfront community, with a variety of park, public and residential uses located along its Pacific coastline. As in Leucadia, its primary commercial corridor is located along Coast Highway 101, with additional commercial uses extending eastward along Encinitas Boulevard from Coast Highway 101 past Quail Gardens Drive. In addition, Old Encinitas has a number of parks and recreation, and public, educational and institutional uses interspersed throughout the community. Moonlight State Beach is adjacent to or part of downtown and Swami's Beach is on the south end of downtown. Residential zoning in Old Encinitas is high density along the coast (R-15 and R-25), and high, medium and low density east of Coast Highway 101 and I-5, where residential zoning ranges from RR-1 to R-25.

Coast Highway 101 and Vulcan Avenue are the primary commercial corridors in this community and connect the area to adjacent coastal communities and cities. In the northern part of the community, north of Moonlight Beach, the western side of the roadway is lined with auto-oriented commercial and general retail uses. However, some of the commercial development in this area has retail and office uses without storefront parking. South of Moonlight Beach, commercial and retail development is on both sides of the highway, creating a vibrant and pedestrian-oriented shopping district featuring restaurants, off-beat sidewalk cafes, salons, boutiques, clothing and specialty shops. A major downtown landmark is the La Paloma Theater, a single-screen movie house dating back to the 1920s.

BLOCK PATTERN

West of Coast Highway 101, Old Encinitas' block pattern is a rectilinear grid pattern, with streets and alleys running roughly parallel and perpendicular to the Highway. Most streets are through streets, creating a well-connected residential district with few cul-de-sacs or terminations.

Block patterns in areas of Old Encinitas located between Coast Highway 101 and I-5 change dramatically north and south of Encinitas Boulevard. North of Encinitas Boulevard, the block pattern is disconnected, with few through streets. South of Encinitas Boulevard, the block pattern is a rectilinear grid system, with smaller blocks near the railroad and larger blocks inland towards I-5. This existing grid system encourages residents to walk or bike within the downtown area. East of I-5, the street pattern generally continues the larger rectilinear grid, but connectivity is limited in areas by cul-de-sacs extending from neighborhood collector streets.

STREET DESIGN

The Coast Highway 101 commercial corridor between Encinitas Boulevard and West F Street is a four-lane arterial that has received significant streetscape enhancements and enhanced sidewalks in recent years. Key design elements include angled parking on both sides of the highway, landscaped bulb-outs, crosswalk improvements, improved street lighting and street trees. These design enhancements create a pedestrian-friendly, destination retail node. Street design along Coast Highway 101, north and south of this node, is more auto-oriented and less pedestrian-friendly. However, use layout is pedestrian-friendly.

In the older residential neighborhoods of Old Encinitas streets generally tend to be relatively narrow, with inconsistent sidewalks that are sloped up to the highlands. West of Coast Highway 101, north and south of Encinitas Boulevard, streets are wider, with dedicated sidewalks and street design typical of suburban development. In other areas east of the I-5 Freeway, the street design varies from wide streets with curbs, gutters and sidewalks to mostly narrow streets with no sidewalks.

DEVELOPMENT CHARACTER

Development in Old Encinitas is characterized by buildings dating from the 1920s to the present. Residential buildings tend to be a mix of ranch-style and small-scale cottage homes to more recent Mediterranean-style and contemporary homes. Multi-family residential buildings tend to be two and three-story structures. Commercial buildings along Encinitas Boulevard are generally single and two-story stucco structures and are auto-oriented, strip commercial buildings in appearance (characterized by deep setbacks and storefront

parking). Larger-scale commercial and office uses are located near the intersection of Encinitas Boulevard and I-5 and beyond to the east. Commercial uses along Coast Highway 101 and Second Street in the downtown area are more pedestrian oriented, and have been designed on smaller lots.

Cardiff-by-the-Sea

Like Leucadia and Old Encinitas, Cardiff-by-the-Sea is a coastal community comprised primarily of single-family residential uses. There are limited multi-family uses in the community, with the largest area located just west of I-5. Cardiff-by-the-Sea has some commercial uses, which are located along Coast Highway 101 and San Elijo Avenue (Cardiff Town Center), as well as at I-5 interchanges. Parks and recreation, and agricultural uses are located along the community's Pacific coastline, east of I-5 and along the community's southern boundary around San Elijo Lagoon. Residential zoning in Cardiff-by-the-Sea is comparable to the other coastal communities, with a range of housing densities that are higher along the coast and San Elijo Avenue (R-8, R-11 and R-15); while attached single-family dwellings or "twin homes" on small lots dominate much of the community planning area west of I-5 and south of Birmingham Drive. The community is considerably more rural in the eastern portion of the community (RR, RR-1 and RR-2).

Though also transected by Coast Highway 101 and I-5, Cardiff-by-the-Sea's physical development pattern differs from those of Leucadia and Old Encinitas in that the community's western coastline is comprised primarily of the San Elijo State Beach with limited development on both sides of Coast Highway 101 in the southern portion of the community. Cardiff-by-the-Sea's main commercial district fronts San Elijo Avenue, which runs parallel to Coast Highway 101, separated by the railway.

BLOCK PATTERN

There are two distinct block patterns in Cardiff-by-the-Sea that reflect the community's development history and primary residential character. The community's historic residential areas are generally located west of I-5 and south of Birmingham Drive. The street grid system is rectilinear, with streets roughly parallel and perpendicular to Coast Highway 101. The street system takes advantage of the natural topography, maximizing views from some residential properties of the Town Center and coastal areas beyond. Most streets are through

streets and there are few dead-ends and cul-de-sacs. North of Birmingham Drive, west of the I-5 Freeway is another historic residential area referred to as the Composer District. This neighborhood is depicted with an irregular street pattern and in some instances those residential streets are unconnected, looping back onto the same street or end in cul-de-sacs. East of the I-5 Freeway, the neighborhoods generally have irregular street patterns that reflect the community's residential development. These blocks tend not to be connected and there are few through streets.

STREET DESIGN

The Cardiff-by-the-Sea downtown area is characterized by auto-oriented, strip commercial with deep setbacks and storefront parking. Pedestrian amenities in this area include wide, continuous sidewalks (and a signalized crosswalk at the intersection of Chesterfield Drive and San Elijo Avenue) that extend across the railroad tracks and Coast Highway 101 to connect to San Elijo State Park. The density of the street grid system has a large influence on walkability; however, topographical constraints and existing infrastructure (in unimproved areas) limit pedestrian use of the street. In the older residential neighborhoods located above Town Center (to the east), streets tend to be relatively narrow, with few sidewalks. In Cardiff-by-the-Sea's newer neighborhoods, streets and sidewalks are wider as is typical of suburban development.

DEVELOPMENT CHARACTER

Development in Cardiff-by-the-Sea is characterized by buildings typically dating from the 1950s to the present (although a few date back to the early 1900s). Commercial buildings are generally single and two-story strip centers with storefront parking. Residential buildings represent a broad mix of ranch-style homes, split-levels, contemporary design, and two-story twin homes (zero lot line development). There is generally tract-style development east of I-5 Freeway.

New Encinitas

Centrally located in the city, the New Encinitas community generally extends from Via Cantabria (west boundary) towards Rancho Santa Fe Road to the east. The community's central commercial corridor is El Camino Real, an arterial road that extends from Manchester Avenue to the south to the city's northern boundary at Leucadia Boulevard/Olivenhain Road. El Camino Real is

predominately a four to eight-lane thoroughfare that cuts directly through the community serving local and regional north/southbound traffic. Commercial development along the corridor (north of Encinitas Boulevard) includes “big box” retail and auto-oriented strip commercial centers occupied by a combination of local and national retailers. Two mobile home parks are also located off of El Camino Real. El Camino Real features many institutional uses south of Encinitas Boulevard.

The community’s residential areas were predominately developed through Planned Residential Developments (PRDs) and are generally characterized by lower density, single-family neighborhoods (R-3, R-5, and R-8), with pockets of medium density, single-family and multi-family residential (R-11, R-15, and R-25). A greenway (powerline easement) traverses portions of the community, providing nearly uninterrupted open space connectivity. New Encinitas is primarily zoned for single-family residential (R-5 and R-8).

BLOCK PATTERN

The block pattern in New Encinitas is typical of suburban development throughout the area. Many blocks in the residential neighborhoods are not connected, possibly to discourage through traffic, reduce speeds and force automobiles onto major thoroughfares. At times, streets create loops starting and finishing at the same street. There are few through streets and many cul-de-sacs. The residential streets are usually not connected or aligned.

STREET DESIGN

El Camino Real is an auto-oriented street that poses many challenges to pedestrians and bicyclists. Although there are continuous sidewalk rights-of-way on both sides of the street, high traffic volumes and speeds, limited pedestrian crossings and auto-dependent uses create an unfriendly environment for pedestrians. As is typical in most suburban neighborhoods constructed since the 1980s, most New Encinitas neighborhoods have continuous, dedicated sidewalks and associated roadway improvements but few additional pedestrian amenities such as benches or crosswalks.

DEVELOPMENT CHARACTER

Most of New Encinitas’ residential neighborhoods include suburban housing styles typical of the 1980s and 1990s. These neighborhoods are characterized

by deep building setbacks behind wide garages facing the street. Single-family homes are one and two-story structures (with a 1970s and 1980s tract design in appearance) often with California ranch, Spanish-revival and Mediterranean-inspired architectural typologies.

Olivenhain

In marked contrast to the coastal communities to the west, Olivenhain is characterized by rural, low density residential uses on large lots. Olivenhain is primarily zoned for large lot, rural development with very low densities (RRFP, RR and RR-2). The community's only commercial uses are located at the intersection of Encinitas Boulevard/Manchester Avenue and Rancho Santa Fe Road, with a few office uses on Rancho Santa Fe Road at 11th Street.

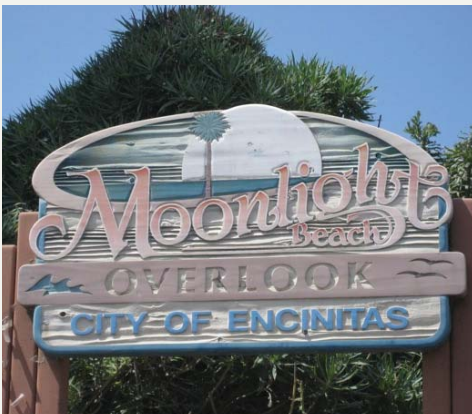
STREET DESIGN

Olivenhain's main arterial is Rancho Santa Fe Road, a two-lane roadway (with a left-turn lane for a portion) extending from Olivenhain Road (the north city boundary) to Encinitas Boulevard. This portion of the roadway is bordered by a proposed pedestrian soft trail. The north-south connector changes street names to Manchester Avenue, south of Encinitas Boulevard. Manchester Avenue continues south as a two-lane, rural roadway to connect ultimately to El Camino Real and I-5. The street pattern in Olivenhain is irregular, generally reflecting the hills, washes, topography and sensitive habitat of the area. Pedestrian amenities include benches located at some transit stops. The community's remaining roadways are rural, private roads, with few sidewalks or pedestrian amenities.

DEVELOPMENT CHARACTER

Residential buildings vary in size, design and age. Although few buildings date from the community's early years as an agricultural and ranching center, most have been constructed since the 1980s and reflect California Ranch, Spanish Revival and Mediterranean architectural influences. Homes are set back from the road, and many parcels include orchards, horticultural use and grazing areas for horses. Existing land use and development character is favorable to the equestrian heritage of the community. Several equestrian centers are located within the community Planning Area and city trails allow for other horse riding opportunities (in addition to biking, hiking and pedestrian connectivity).

goals and policies



The Land Use and Community Design Element goals and policies work together to preserve the integrity of the five individual communities that make up the City of Encinitas and guide future development in a sustainable manner. The Element articulates a land use strategy designed to ensure an excellent quality of life for all those who live, work and visit in the City of Encinitas.

The Land Use and Community Design goals and policies are organized under the following thematic headings:

- Balanced and Compatible Land Use
- Economic Vitality
- Sustainably Managed Growth
- Context-Sensitive Community Design

balanced and compatible land use

A critical priority for Encinitas is to ensure a sustainable balance of housing, commercial office and light industrial development, recreation, agriculture, and open space areas and uses that are compatible with the predominantly residential character of the community. Even though there are critical inland/rural features in the city, as a seaside community, the coastal landscape largely defines Encinitas' distinct character. Preserving the balance between urban development and the natural environment is especially vital.

Within a framework of preserved neighborhoods, the community supports sustainable living practices characterized by good planning with a focus on less environmentally damaging forms of development. The best way to make neighborhoods where people live and work more convenient is to construct more efficient land use patterns and resources with convenient access to open spaces, diverse housing and local-serving businesses that meet the daily needs of residents. Visitor-serving uses and mixed uses in focus areas close to transit will also further advance sustainability objectives and enhance better places to live and work.

The following goals and policies aim to enhance quality of life, maintain community character, expand opportunities for sustainable living and ensure that new development is compatible with existing land use and development.

GOAL 1: Make efficient use of lands and infrastructure to maintain Encinitas' unique seaside community ambiance, enhance quality of life and preserve existing neighborhoods.

Policies

1.1 Urban/Open Space Balance. Provide an efficient distribution of land uses in the City of Encinitas, featuring quality development balanced with permanent open space preservation systems. Preserve the relative balance of urban development and natural environment and open space systems. Manage development to protect coastal resources and discourage development that would encroach upon natural open space, slopes, bluff and lagoon areas by concentrating development in areas able to accommodate it.

balanced and compatible land use

1.2 Residential/Non-Residential Balance. Maintain the predominately residential character, while ensuring that there is a balance of commercial, light industrial and office to support local economic development and job growth.

1.3 Neighborhood/Community Preservation. Ensure that land use and development preserves the diverse and/or distinct character of each of the five communities.

- Maintain the small-scale beach character of Cardiff-by-the-Sea;
- Maintain the diversity of land uses and unique small-scale character of Leucadia;
- Maintain the stable, well-structured residential neighborhoods and cohesive identity of New Encinitas;
- Maintain the diversity of land uses, and preserve the downtown and long withstanding beach character of Old Encinitas; and
- Maintain the rural and open character of Olivenhain.

Additional character-defining details for the five communities are depicted in the Citywide Land Use Plan.

1.4 Growth and Change. Support sustainable growth and change through orderly and well-planned development that provides for the needs of existing and future residents and businesses. Strive to maintain and create livable, vibrant neighborhoods and districts and ensure that development can adequately be served by existing public services including but not limited to sewer, water and emergency response.

1.5 Community Planning/Investment. Encourage planning and private reinvestment efforts within the city's multiple communities to further enhance their unique and historic character and provide high quality living environments.

1.6 Access to Daily Activities. Enhance neighborhoods by providing a variety of local-serving uses within walking distance of residences. Support convenient access to daily activities and needs and reduce vehicle trips through access to employment, open spaces, diverse housing, goods and services, and local-serving businesses.

balanced and compatible land use

GOAL 2: Expand housing opportunities within the city's preserved framework of predominantly single-family residential neighborhoods.

Policies

2.1 Diversity of Housing. Encourage a diverse range of housing types to accommodate a variety of household sizes, incomes, tenures and lifestyles. Provide options such as townhomes, stacked-flat apartments, condominiums and senior housing communities, particularly within mixed-use zones that offer a range of shopping services within walking distance. Focus on major corridors and key intersections served by transit.

2.2 Need-Specific Housing. Monitor needs and preferences of Encinitas residents with respect to housing type, layout and price/rent.

2.3 Public/Private Partnerships. Foster relationships between the public sector and private developers and/or create public/private partnerships with private developers to encourage and/or assist in the development of an adequate supply of entry-level, market rate affordable housing in appropriate locations near shopping, services, transit and other amenities.

GOAL 3: Target areas for mixed uses close to transit to provide housing opportunities, support local businesses and reduce reliance on automobiles.

Policies

3.1 Activity Centers. Create mixed-use activity centers that may combine residential, retail, office and public spaces and create vibrant areas for living, shopping and working where residents and employees would be able to walk to meet their daily needs. Emphasize creating a sense of place by strengthening human-scale amenities and other physical structures of healthy neighborhoods. Implement the food access and healthy food retail policies of the Public Health Element.

balanced and compatible land use

3.2 Infill Sites. Identify and plan for future uses on remaining infill sites to ensure that lands are efficiently used and contribute positively to surrounding uses, community character and the built environment.

3.3 Mixed-Use Development. Facilitate development of mixed-use buildings or communities while integrating employment, shopping and/or housing uses within existing commercial areas. Mixed-use development may be either horizontal or vertical. Establish standards and building design options to provide a high quality physical design with regard to the environment, community character and public safety.

3.4 Minimum Commercial Use Standards. Establish a standard identifying minimum amounts of commercial development required in mixed-use zones.

3.5 Transit-Supportive Land Use. Provide higher intensity/density development near transit service since it is recognized that transit services are best supported by density. Give priority to land use types appropriate for arterial streets. Such uses, including child care centers, senior centers, community resources and recreation centers, should be equitably permitted/located throughout the city in areas served by public transportation or in areas where future transit service may likely occur. Per Circulation Element goals and related policies, the transportation system should be designed in close coordination with land use patterns and the built environment.

GOAL 4: Strive to maintain a sustainable proportion of commercial, industrial and office uses relative to housing and population served.

Policies

4.1 Commercial Development. Permit commercial development and other types of non residential development only in those areas where such development is currently concentrated, or where indicated by the General Plan, as long as development does not result in land use conflicts with surrounding residential development. Commercial development located at or near freeway interchanges should be visitor-serving oriented providing easy on off access for traveler convenience.

balanced and compatible land use

4.2 Sustainable Commercial Economy. To the extent feasible, identify missing retail/commercial services in the city and monitor the vitality of existing shopping centers. Work with existing property owners to reposition and improve centers as necessary. While supporting the expansion and repositioning of existing shopping centers, work with existing property owners to create attractive neighborhoods that would serve the needs of both local residents and visitors to the community. Impacts of remodeling or expansion should be mitigated and consistent with the all applicable policies of the General Plan.

4.3 Office, Light Industrial and Commercial Development. Permit new office, light industrial and commercial development only where:

- Roadways are capable of handling projected truck traffic; and
- Adequate buffering is provided.

4.4 Office, Research and Development, and Light Industrial Development. Permit office, research and development, and light industrial development only where these uses:

- Fulfill the service needs of the individual community and city;
- Does not affect community character overall; and
- Do not result in land use conflicts or impact the quality of nearby development.

4.5 Mixed-Use and Live/Work Development. Develop innovative and flexible zoning techniques to facilitate economic activity, including combined residential/commercial/industrial zones, consistent with the objectives and policies of this General Plan.

4.6 Corridor Development in General Plan Focus Areas. Policies in this General Plan address how properties along Santa Fe Drive, Encinitas Boulevard and El Camino Real may be developed with new commercial intensity and mixed-use residential development in a pedestrian, bicycle and transit-friendly environment. As redevelopment/revitalization occurs in these focus areas, new development and remodeling/rebuilding should take into account the nature of surrounding land uses, community character and the suitability of the site or

balanced and compatible land use

project to address long-term economic benefits to the local economy. Commercial corridors should continue to serve as economic priority areas that provide opportunities for a broad range of retail/service commercial office uses intended to meet the needs of Encinitas residents and businesses, as well as regional shopping demand.

4.7 Coast Highway 101. Enhance the Highway 101 commercial corridor with appropriate community serving, tourist related and pedestrian oriented uses in accordance with the Downtown Encinitas Specific Plan and North Coast Highway 101 Specific Plan. (Coastal Act/30250)

4.8 Adaptive Use Building Design. Encourage flexible-use building types to enable structures to adapt to new uses over time and/or changing market-places with minimal internal remodeling and to avoid the need for expensive and energy intensive demolition and reconstruction.

4.9 Regional Planning. Collaborate with surrounding jurisdictions to develop and prepare appropriate market analysis plans and land use/economic development strategies.

GOAL 5: Enhance visitor-serving uses.

Policies

5.1 Visitor-Serving Commercial Sites. Permit visitor-serving retail uses in all commercial zones in the city. Ensure that visitor-serving retail uses fit the character and scale of the surrounding community and neighborhood. Designate land in the vicinity of primary coastal access routes as “Visitor Serving Commercial” use areas, particularly land proximate to higher intensity beach use areas as identified in the Coastal Recreation goals and policies of the Parks, Recreation and Public Facilities Element. (Coastal Act/30221/30222/30223)

5.2 Visitor-Serving Activity Clusters. Encourage tourist-related commercial uses to concentrate/cluster in specified areas of the city (as illustrated in Figure LU-1 of the Land Use Map) in order to create distinguishable areas of interest and service for visitors.

balanced and compatible land use

5.3 Visitor-Serving Sites. Identify appropriate sites/areas for expansion of visitor-serving uses.

5.4 Visitor Serving Commercial/Commercial Recreation. Encourage the following types of commercial recreation and visitor serving land uses in targeted areas that will not intrude into existing residential communities (these uses and other uses specifically intended to serve the needs of visitors are the principal uses allowed within the visitor-serving land use designation):

- Tourist lodging, including campgrounds and bed and breakfast facilities if compatible in residential areas);
- Eating and drinking establishments;
- Specialty shops and personal services targeted towards visitors;
- Food and beverage retail sales (convenience);
- Participant sports and recreation; and
- Entertainment. (Coastal Act/30250)

5.5 Visitor-Serving Commercial Priority. Give priority to the development of visitor-serving commercial and/or recreational uses that complement public recreation areas or supply recreation opportunities not currently available in public parks or beaches. Visitor-serving commercial and/or recreational uses may be located near public park and recreation areas only if the scale and intensity of the visitor-serving commercial recreational use is compatible with the character of the nearby park land.

5.6 Ancillary Visitor-Serving Parking and Floor Area Requirements. Consider uses specifically intended to serve the needs of visitors as the principal uses allowed within the visitor-serving land use designation. All other permitted or conditionally permitted uses specified in the Zoning Code for areas designated as visitor-serving commercial shall be considered ancillary and non-principal uses. Ancillary and non-principal uses shall not utilize more than

balanced and compatible land use

30 percent of the ground-floor area. The required amount of off-street parking for ancillary and non-principal uses has a similar intensity ratio restriction (ancillary and non-principal uses can utilize no more than 30 percent of the off-street parking area). These parking and floor area requirements do not apply to the mixed-use visitor-serving commercial land use designation, where greater commercial intensity on the ground-floor is to be expected.

5.7 Lower Cost Visitor-Serving Facilities. Encourage and provide new lower cost visitor and recreation facilities, including overnight accommodations, where designated on the Land Use Map (Figure LU-1). Protect existing lower cost visitor-serving and recreation facilities, including overnight accommodations, to the extent feasible. Give priority to developments that include public recreational opportunities. Prohibit removal or conversion of existing lower cost opportunities unless the use will be replaced with another offering comparable visitor-serving or recreational opportunities.

5.8 Lower Cost Overnight Accommodations. Require that new development of luxury overnight visitor-serving accommodations be designed to provide for a component of lower cost overnight visitor accommodations (e.g., campground, hostel, or lower cost hotel/motel units). The lower-cost visitor accommodations may be provided on-site, off-site, or through payment of an in-lieu fee.

5.9 Short-Term Rentals and Timeshares. Develop and implement a short-term rental and timeshare program that addresses overnight facilities that are owned as private residential units and address their capacity to provide overnight visitor-serving accommodations. When developing or implementing the program, evaluate current information on the use of, and demand for, visitor-serving facilities. Consider monitoring and updating the program as necessary based on future demand since it is critical to include adequate protections for other overnight accommodations in the visitor-serving business.

balanced and compatible land use

GOAL 6: Preserve environmentally and topographically sensitive and constrained areas within the city to the greatest extent possible to minimize the risks associated with development in these areas. (Coastal Act/30240/30253)

Policies

6.1 Slope Density Allowance. When calculating net lot area and density allowance, proposed residential development shall exclude land that has area with physical constraints, such as flood plains, beaches, permanent bodies of water, significant wetlands, major utility easements, railroad track beds or rights of way, and rights of way and easements for public/private streets and roads. The remaining net lot area shall then be calculated for density allowance, based on the assigned land use category density range, subject to the following discounts based on-site slope:

- Portions of site 0 to 25 percent slope – 100 percent density;
- Portions of site 25 to 40 percent slope – approximately 50 percent density allowance; and
- Portions of site 40 percent slope or greater – no density allowance.

The resulting density shall be the maximum density under the established categories for a property. Maximum density shall be guaranteed for development purposes. Establish concessions of development standards should the established standards prohibit maximum density. In no case shall less than one dwelling per legal lot be allowed.

6.2 Lot Averaging and Planned Residential Developments. Allow lot averaging and Planned Residential Developments (PRDs) within residentially designated areas to preserve areas of unique topographic features, riparian woodlands and other community-significant open space areas based on the following criteria:

- Use lot averaging and PRDs only to create a quality development, but not to increase the overall density of the subdivision;
- Determine and preserve the areas of sensitive open space in perpetuity; and

balanced and compatible land use

- Prohibit further subdivisions of land within lot averaged subdivisions. (Coastal Act/30240)

6.3 Natural Feature Preservation. Preserve and integrate significant natural features into all development, consistent with the goals and policies of the Resource Management Element. Such features may include bluffs, rock outcroppings, natural drainage courses, wetland and riparian areas, steep topography, trees, and public views. (Coastal Act/30240/30250/30251)

6.4 Protected Uses and Activities. Adopt strong protections for open space and ecologically sensitive areas and provision of park land by:

- Applying the ecological resource/open space/parks designation to beach areas and in open space/natural areas of unbroken vegetation where open space and conservation are the primary values. Limit uses and activities in these areas to those related to habitat enhancement; educational and scientific nature study; aquaculture; passive recreation (e.g., trails and/or shoreline recreation); and public uses having no significant adverse impact on habitat values; and
- Limiting uses and activities in the parks designation to mini-parks, neighborhood parks, community parks, special use parks, regional parks and other uses where active recreation and/or community services are the primary use on-site.

6.5 Compatibility and Buffer Zones. Ensure that development respects surrounding undeveloped, natural open space areas that include sensitive habitats or are otherwise constrained due to topography, flooding or other factors. Locate development with buffer zones sufficient to protect habitat and resource values in accordance with the habitat and ecosystem management policies of the Resource Management Element. Agencies having permit jurisdiction over the subject area shall be consulted in such buffer determinations.

6.6 Development Adjacency. Ensure that development design addresses the management of drainage and toxins, erosion and sedimentation, lighting, noise, barriers, landscaping and fire and brush management, as required by the habitat and ecosystem management policies of the Resource Management Element.

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6.7 Erosion and Sedimentation. Locate, design and construct developments so as not to contribute to increased erosion and sediment discharge, consistent with the flooding, sea level rise and bluff and slope stability policies of the Public Safety Element and the surface and ocean water protection and quality policies of the Resource Management Element.

GOAL 7: Ensure land use compatibility to minimize conflicts, preserve community character and protect health and safety.

Policies

7.1 General Plan Land Use. Ensure that land uses throughout Encinitas are consistent with the land use classifications and the Land Use Map (Figure LU-1: General Plan Land Use Designations) set forth in this General Plan.

7.2 Environmental Review and Impact Mitigation. Require that all new development mitigate or avoid potential negative impacts such as noise, nuisance and pollution.

7.3 Residential Development Compatibility. Require that the types, intensities and ranges of use of all new development are compatible with the character and scale of adjacent existing development, neighborhoods, structures and landscapes as further described in this Land Use and Community Design Element. (Coastal Act/30251)

7.4 Commercial and Visitor-Serving Commercial Development Compatibility. Ensure that commercial and visitor-serving commercial development is compatible with and integrated with its environment, and visually enhances adjacent neighborhoods, as further described in this Element. The City of Encinitas will continue to consider the economic viability of existing commercial centers when evaluating proposed developments.

7.5 Mixed-Use Development. Mixed-use development should promote quality urban design and include creative building and site layout solutions to assure compatibility with the mix of land uses provided on-site, as well as land uses surrounding the development. Through zoning regulations, establish standards to ensure that the uses on-site are integrated.

balanced and compatible land use

7.6 Public/Semi-Public Compatibility. Amend the Public/Semi-Public General Plan land use designation and implementing land use zone to:

- Prohibit a medical complex, dental office and other inappropriate uses that might be inconsistent or incompatible with surrounding land uses;
- Work to ensure that future uses of the school site are compatible with the surrounding neighborhood (residential character) if a school site is located within a residential neighborhood and ceases operation;
- Allow community gardening by right for recreation and/or leisure or conditionally permit urban farms, involving the raising, cultivation, processing, marketing and distribution of food at farmers' markets or farm-to-fork restaurants; and
- Develop a separate zone to implement the Public/Semi-Public/Hospital (P/SP-H) land use classification. Permissible uses within the P/SP-H Zone are restricted to hospital and supporting uses. All Public/Semi-Public Zones should allow solar renewable energy production by right.

7.7 Agriculture Compatibility. Revise land use standards for development adjacent to agriculture lands (commercial operations) to ensure compatible uses that will protect agriculture activities and avoid adverse impacts from structural development on or near farmland, consistent with the agriculture policies of the Resource Management Element.

7.8 Agricultural/Greenhouse Conversion. When an existing agricultural/greenhouse operation converts to another use, require pesticide/hazardous material analysis through the County Department of Environmental Health (DEH). Develop a process that keeps the surrounding community informed of the existing chemicals/pesticides on-site from the initial assessment to the grading/remediation process.

7.9 Natural Buffer Zones. Retain natural buffer zones such as vegetation or earth barriers, bluffs and canyons or simply maintain a large enough setback to protect developed areas adjacent to freeway corridors from pollutants of noise, exhaust and light. (Coastal Act/30240/30251)

balanced and compatible land use

7.10 Land Use Adjacency Strategies. Employ strategies such as buffers, transitional uses, topography and circulation routes to allow industrial, commercial and other uses to more successfully co-exist with adjacent uses.

7.11 Zoning Ordinance. Update the Zoning Ordinance to establish development standards for all land uses in accordance with the land use designations described in this Land Use and Community Design Element.

7.12 Design Guidelines. Implement the City's Design Guidelines to address compatibility between new and existing structures, commercial districts, residential and adjacent non-residential uses, and urban and natural areas. Update and refine the Design Guidelines where necessary.

GOAL 8: Monitor illegal uses through code enforcement.

Policies

8.1 Illegal Use Monitoring. Based on citizens' complaints, respond, identify, investigate and abate illegal uses, structures and activities in a timely manner.

8.2 Illegal Use Penalty System. Review and monitor the existing system of penalties to discourage illegal uses, structures and activities to ensure it is adequate to achieve abatement in the most efficient and timely manner, to the extent feasible.

economic vitality

Economic sustainability of land use policies and development standards is a fundamental priority for the City. Due to regional, national and international demographic and economic trends, the viability of existing land uses and development types at the local level can be expected to change over time. These changes have and continue to have the potential to impact the City's long-term fiscal health in a number of ways. Encinitas is focused on addressing these changes by: maintaining a stable tax base and foundation for General Fund revenues; protecting high property values; ensuring commercial properties are operated and maintained in a quality manner and provide necessary retail goods and services for residents and businesses; providing opportunities for the business community to thrive; increasing employment opportunities for city residents in order to reduce dependence on commuting; and fostering a housing market that provides a range of housing options for Encinitas residents consistent with their needs and preferences.

GOAL 9: Promote business development and retention.**Policies**

9.1 Open Communication. Maintain open communication between City staff, the business community and the public about the importance of economic development and its link to fiscal vitality. Use innovative strategies, including the City website, as well as formalized on-going outreach efforts.

9.2 Changing Business Needs. Develop programs that consistently addresses the changing needs of the local business community to identify the industries, businesses and sectors that are most significant to regional and local economic growth and the creation of quality jobs.

9.3 Sustainable Economy. Support businesses that contribute to a robust, viable and sustainable economy and are consistent with the goals and policies of the General Plan.

9.4 Business Retention Targets by Sector. Work with local business groups to ensure that business retention efforts are directed toward companies that supply goods and services needed by local residents, workers and businesses.

economic vitality

9.5 Auto Dealerships. Support and encourage the continued presence and vitality of automobile dealerships along El Camino Real and Encinitas Boulevard, and, as feasible, protect these uses from displacement.

9.6 Synergistic Business Environment. Support a synergistic business environment by encouraging businesses to locate in areas where they can benefit the largest number of residents and adjacent businesses.

9.7 Streamlined Business Interaction. Continue to work with the business and development communities, the public and other organizations to streamline business interaction with government, including the development review and approval process.

9.8 Local Patronage. While continuing to attract shoppers from outside of the city, encourage governmental agencies, businesses and residents to patronize local shops, businesses and contractors.

9.9 Agri-Tourism and Direct Sales. Allow limited direct retail sales operations of farmed products to connect residents to their local farms and to provide economic support for local growers.

9.10 Regional Efforts. Participate in regional economic development efforts that promote investment in the region through recruitment and expansion of high value industries, improve the region's competitiveness and support targeted industries that create and sustain quality job and wage growth.

GOAL 10: Stimulate sustainable economic development to provide a stable economy for the benefit present and future generations.

Policies

10.1 Economic Development Strategy. Prepare and implement an economic development strategic plan to focus economic development activities in desired areas in order to further implement economic policies and pursue economic vitality with the least amount of environmental and social impact. Analyze the type and intensity of land uses designed by the General Plan and their ability to support existing and proposed commercial uses consistent with the economic development strategic plan.

10.2 Special Studies. Initiate special area studies, zoning policies or specific plans to accommodate desired land uses in targeted sub-areas.

10.3 High Wage Job Growth. Encourage job growth in high wage sectors by supporting new entrepreneurs as well as small and medium-sized firm expansion, with a focus on innovative, professional, technical, scientific products and services and green business practices and programs.

10.4 Infrastructure Improvements. Identify, evaluate and prioritize infrastructure improvements that would assist in business retention or expansion, such as increased public transit, citywide wi-fi, sidewalk improvements and/or customer parking facilities.

10.5 Physical Access and Transportation Connections. Integrate economic development, land use and transportation decisions to ensure universal accessibility to goods and services and to create a fiscally sustainable city, consistent with Circulation Element goals and policies. Promote alternative transportation choices to encourage people to shop locally. Having a strong customer base within walking distance of shops and retail can support a diverse mix of local commercial goods and services that people can use every day.

10.6 Demographic and Economic Trends. Monitor national, regional and local demographic and economic trends, as well as new trends in retail “place-making” and their potential impact on the viability of existing land uses and development types within the city.

10.7 Rehabilitation and Replacement of Commercial Uses. Encourage rehabilitation and/or replacement of existing commercial centers with reconfigured commercial developments that emphasize pedestrian accessibility and amenities and provide suitable locations for new retail, restaurant and/or entertainment tenants not presently located within the city.

10.8 Connecting the Arts to the Economy. Recognize the contribution to the city’s economy played by the arts and cultural events and continue to support arts and cultural events and activities. Initiate a study to understand how to connect the arts and entertainment to shopping/retail activities. Based on the study’s findings, develop a comprehensive strategy to promote venues,

facilities and public artwork within the Cultural Arts District informally recognized as the commercial corridor along El Camino Real.

10.9 Green Business. Encourage environmentally sustainable business and provide educational programs for business owners to learn and promote green business practices and energy efficiency and conservation programs. Energy savings translate into more disposable income and tend to circulate economic benefits. Consider developing a promotional program to support business or employers.

GOAL 11: Maintain a stable tax base and foundation for City revenues.

Policies

11.1 Retention of Tax Generators. Promote retention and expansion of major tax revenue generators such as lodging facilities, automobile dealerships and commercial retail uses.

11.2 Commercial Reinvestment. Promote policies to assist new commercial developments and/or reinvestment into existing commercial properties. Provide incentives to encourage private owners to renovate, revitalize or redevelop their properties with new buildings or uses that are better suited to current market conditions (such as the Façade Improvement Incentive Programs).

11.3 Specialty Retail. Encourage the development and retention of new specialty retail, restaurant and service tenants to serve local needs, expand the selection of local goods and services and help the city compete for retail sales tax revenue within the region.

11.4 New Large Format Retail. Encourage and/or facilitate development of new medium to large format retail stores, in appropriate locations, that are not currently present in the city. Recapture retail sales lost by targeting various missing retail tenants, particularly in the general merchandise or major home improvement category.

11.5 Sales Tax Performance. Continue to monitor the city's sales tax performance over time to measure the vitality of the retail market and report on sales tax performance. Within the economic development strategic plan, identify local sales tax objectives and develop economic indicators to measure the success of implementing programs and policies.

11.6 Property Tax Performance. Protect high property values as a critical component to a stable tax base.

11.7 Tax Base Monitoring. Monitor the City's fiscal situation on a regular, on-going basis to measure whether the City is maintaining an adequate tax base and to ensure a balance between the growth, location and retention of revenue-generating land uses that provide employment advantages with other land uses that are generally more neutral or have negative fiscal impacts.

11.8 Development Impact Fees/Assessments. Establish, maintain and update Development Impact Fees and/or other assessments to ensure that new commercial and residential development and redevelopment avoid impacts on community services and facilities. Recover the cost of new facilities and infrastructure necessary for new development.

11.9 Creditworthiness. Protect the City's creditworthiness as determined by internationally recognized credit rating agencies. Monitor City credit ratings related to the following categories: revenue and expenditure assumptions, budget amendments and updates, long-term financial planning, long-term capital planning, investment management policies, debt management policies, and reserve and liquidity policies.

GOAL 12: Attract and retain employment opportunities for Encinitas residents.

Policies

12.1 Long-term Revenue Base. Ensure a strong economy with a diversity of business sizes and types that provide a stable, long-term revenue base necessary to support essential services and community enhancements as well as diverse job opportunities.

economic vitality

12.2 Local-serving Employment. Encourage development of new local-serving employment uses to meet the needs of the current and projected population and to provide jobs for local residents.

12.3 Jobs/Housing Balance. Monitor the city's jobs/housing ratio on a periodic basis to measure whether economic strategies are being achieved.

12.4 Wage Levels/Housing Affordability. Within the City's economic development strategic plan, evaluate new jobs being created and encourage the development of housing types that provides housing for people who work in the city's various employment sectors.

12.5 Medical Office Uses. Encourage medical office development, expanding on the existing concentrations on El Camino Real and adjacent to Scripps Memorial Hospital.

12.6 A Place Worth Locating. Retain, expand and attract firms in established sectors with strong future growth potential. Maintain Encinitas as an attractive area for businesses to locate and continue to make Encinitas a place where people want to live, work and recreate. Participate actively to promote the quality of our schools, outdoor spaces, local tourism, cultural events and the arts, as well as maintain and enhance infrastructure, services, beaches, open spaces and the like.

12.7 Small Business and Entrepreneurialism. Support the trend of small business entrepreneurialism and innovative sectors in Encinitas.

12.8 Satellite Office Space. Encourage large employers located outside of Encinitas to establish satellite offices and/or shared satellite office space with other businesses to reduce and minimize out of town commuting.

Goal 13: Enhance the visitor-serving industry and expand hospitality uses in order to capture potential tourist generated expenditures and tax revenues.

Policies

13.1 Tourism Promotion. Enhance activities that support efforts to promote tourism and related services for Encinitas' visitors, such as cultural events and recreational activities. Also consider eco-tourism that takes advantage of existing visitor-serving commercial facilities and resources such as the beach, ocean, trails and others.

13.2 Hotel/Motel Performance. Periodically monitor market performance of the city's hotel/motels relative to future expansion of visitor-serving commercial uses/zoning.

13.3 Specialty, Boutique Hotels. Provide land use designations and identify sites that would allow development of specialty, boutique hotel accommodations.

13.4 New Hotel Development. Develop strategies to assist new hotel development and promote a variety of hotel types and sizes through City financial incentives. Develop standards to ensure an appropriate mix of accommodations over time. Lower cost visitor and recreation facilities shall be protected, encouraged and, where feasible, provided, as set forth by Land Use and Community Design Goal 5 and related policies.

13.5 Agri-Tourism. Support and promote agri-tourism through partnerships with local hotels, the horticultural industry, restaurants, local businesses, other visitor attractions and transportation providers, consistent with Resource Management Element Goal 1 and related policies.

13.6 Destination Attractions. Support destination attractions that enhance tourism trade in the city primarily focusing on beach and other natural resources and amenities.

sustainably managed growth

As a young city that has experienced steady development, Encinitas recognizes the link between development patterns and quality of life. The community is particularly committed to ensuring deliberate, managed planning that directs growth into areas that are able to accommodate it and protects the natural environment, respects existing development, balances new development with adequate infrastructure and services, and creates a sustainable community.

The following goals and supporting policies underscore the City's resolve to protect and enhance community values such as: preservation of the unique beach town character; a sustainable balance of residential and commercial uses; protection and enhancement of natural resources and indigenous wildlife; and the provision of adequate public infrastructure, facilities and services.

GOAL 14: Manage growth in a manner that is sustainable and protects and/or enhances community values.

Policies

14.1 Development Requirements/Regulatory Alignment. Require that new development supports the long term goals and policies of the City, including goals outlined in this General Plan as well as adopted specific plans and other long-range plans. Discourage development that prioritizes short-term needs.

14.2 Level of Facilities/Services. Ensure that new development does not exceed the ability of the City, special districts and utilities to provide a desirable level of facilities and services, including water and other critical public resources. (Coastal Act/30250 /30252)

14.3 Facilities/Services Costs. Require developments within the city to pay the capital costs of public facilities and services to serve those developments; and require developments outside the city which impact city facilities and services to pay their share of the costs for improvements of facilities and services.

14.4 Facilities Development Funds. Consider establishing facilities development funds, to which all development will contribute, for service needs of the city and its districts.

14.5 Annexation. Consider potential impacts, infrastructure needs and effects before moving forward with potential annexations.

14.6 Land Preservation Mechanisms. Implement mechanisms to preserve undeveloped, environmentally significant areas of the city, consistent with the goals and policies of the Resource Management Element. Mechanisms may include: development standards encouraging developers to maximize open space, transfers of development rights (TDRs), land banking and purchase, among others. (Coastal Act/30240)

14.7 Water Quality Protection. Strive to manage, protect and restore water and ecosystems through sustainable management of natural resources. Prohibit development where it will result in significant degradation of ground, surface or ocean water quality, or where it will result in significant increased risk of sewage overflows, spills or similar accidents. Facilitate collaborative watershed planning, to the extent feasible. (Coastal Act/30231)

14.8 Water Use. Work with the appropriate water suppliers and retailers to identify water requirements needed for future growth and jointly develop integrated water supply impact scenarios. Work with water providers to ensure that offset programs meet growth demand. Offset programs may include water conservation measures and an extended recycled water program, among others. Develop water supply scenarios and design conservation measures consistent with the water conservation and water quality-related goals and policies of the Resource Management Element.

14.9 Environmentally Sustainable Growth. Support growth and development measures to work towards becoming a zero-net waste community, improving energy efficiency and water conservation, and reducing greenhouse gas emissions as further defined by the policies of the Resource Management Element.

14.10 Infill Development and Reduced Public Services. Support compact, infill development and improved land use patterns that promotes greater mobility options and/or reduces public service system demand.

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14.11 Strip Commercial. Discourage “strip” commercial development along thoroughfares. This auto-oriented, low-rise style of development does not maximize limited developable land in the city. Encourage the development of unified, walkable commercial centers and inviting neighborhood commercial centers.

14.12 Residential Density Increase. Prohibit property designated/zoned for a residential use from being redesignated/rezoned to a higher residential density unless the proposed increase is approved by the affirmative vote of a majority of those voting in the election approving the proposed increase. Exceptions are described in Policy 14.17 of this Element.

14.13 New Residential Designation/Zoning. Prohibit property currently designated/zoned for non-residential use from being redesignated/rezoned to allow residential uses unless: by the affirmative vote of a majority of those voting in the election approving the proposed change. Exceptions are described in Policy 14.17 of this Element.

14.14 Residential to Non-Residential Designation/Zoning. Prohibit property designated/zoned for residential use from being redesignated/rezoned to any non residential use unless the proposed change is approved by the affirmative vote of a majority of those voting in the election approving the proposed change;. Exceptions are described in Policy 14.17 of this Element.

14.15 Greater Intensity Non-Residential Uses. Prohibit property designated/zoned for non residential use from being redesignated/rezoned to allow more non residential uses or a greater intensity of use, unless the proposed change is approved by the affirmative vote of four or more City Council members based upon a finding that the proposed redesignation/rezoning will not substantially reduce revenues to the City and will not substantially increase traffic burdens on roads and highways. Exceptions are described in Policy 14.17 of this Element.

14.16 Proposed Project Compliance. Consider the extent to which any of the proposed residential or commercial projects comply with General Plan goals and policies and zoning regulations in determining whether to approve projects/allow construction.

14.17 Land Use/Zoning Map Amendment Exceptions. Allow the following exceptions to the requirements for voter approval for specified General Plan Land Use Map amendments:

1. Minor adjustments in land use boundaries to correctly reflect property or development site boundaries, which adjustments do not substantially change intended area development potential as approved by Council by unanimous vote.
2. Changes to land use designations to correct (a) map omissions and (b) mapping errors which are clearly demonstrated to be errors contrary to the intent of the General Plan as approved by a unanimous Council vote.
3. A change from any land use designation to the Ecological Resource/Open Space/Parks, or Parks designation, when property has been purchased or land development rights have been secured for land for open space or parks purposes as approved by a unanimous Council vote.
4. Minor land use designation changes when approved by affirmative vote of four or more City Council members. For purposes of this paragraph, "minor" is defined as changes for which certified environmental review per the California Environmental Quality Act has determined that there will be no unmitigable significant negative environmental impacts, and one of the following apply:
 - a. Exception for Decrease in Intensity. The change is to a category of lower land use intensity or density than the existing category that results in a reduction in intensity. For purposes of this determination the following hierarchy of categories, from higher to lower, is established: Light Industrial, Public/Semi-Public/Hospital, General Commercial, Mixed-Use Commercial, Mixed-Use Visitor-Serving Commercial, Visitor-Serving Commercial, Transportation Corridor, Local Commercial, Public/Semi-Public, Office Professional, Live/Work Light-Industrial, Mixed-Use Residential, Residential 30, Residential 25, Residential 15, Residential 11, Mobile Home Park, Residential 8, Residential 5, Residential 3, Rural Residential 2, Rural Residential 1, Rural Residential, Parks and Ecological Resource/Open Space/Parks.

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- b. Exception for Residential Density. The change applies to five acres of land area or less and is a change from a non-residential to a residential category, or from a residential to another higher-density residential category, which would result in the allowance of 10 or fewer additional dwelling units (prior to consideration of any density bonus) for the five acre site. The change shall also be determined to be compatible with, and generally not exceeding the density of, surrounding planned land use residential densities.
- c. Exception for Change Within Land Use Class. The change applies to five acres of land area or less, and is a change from one land use category to another when both are within the same class of categories. For purposes of this determination the following classes of categories are established:
 - 1.) Rural Residential, Rural Residential 1, Rural Residential 2
 - 2.) Residential 3, Residential 5, Residential 8
 - 3.) Residential 11, Residential 15, Residential 25, Residential 30
 - 4.) Live/Work Light Industrial, Mixed-Use Residential, Office Professional, Local Commercial
 - 5.) Visitor Serving Commercial, Mixed-Use Visitor-Serving Commercial, Mixed-Use Commercial, General Commercial
- 5. Changes in land use designations when approved by affirmative vote of four or more City Council members, to allow projects that provide a significant public benefit such as affordable housing. A "significant public benefit" shall be determined by the City Council on a case-by-case basis.

14.18 Traffic Analysis/Mitigation. Require traffic analyses for significant new development and require mitigation of potential impacts.

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The City seeks to maintain the unique character of Encinitas as a whole and its five distinct communities through a range of community design policies. These goals and policies work hand-in-hand with the City's Zoning Ordinance and Design Guidelines to ensure high quality architecture, landscape design and site planning practices. General Plan goals and policies also support the objectives of the Coastal Act.

Development should respond appropriately to the surrounding context, preserve natural environments and aesthetic resources, enhance our historic and cultural heritage, and protect public coastal and inland views. Encinitas encourages well-conceived building and landscape design that is compatible with community character, complements existing development and creates a comfortable human-scale environment. Our buildings and other built improvements have profound impacts on our health and the health, the economy, the community and the environment. The City is also committed to forward-thinking building/landscape development and maintenance practices such as high performance, environmentally sustainable design and stormwater reduction measures.

The following policies address neighborhood and community character, built urban form, green building standards and urban landscape character, as well as views, vista points and scenic corridors.

GOAL 15: Ensure that development in Encinitas contributes to the character of the city while maintaining the unique identity of individual communities and neighborhoods. (Coastal Act/30253)

Policies

15.1 Neighborhood/Community Preservation. Recognize, maintain and enhance Encinitas' five communities and existing neighborhoods as defined by their distinctive character, design and pattern of development, and the high-quality environments they provide. New development and enhancements should support the character for each of the five communities; character-defining details are provided in the Citywide Land Use Plan portion of this General Plan.

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15.2 Adopted Specific Plans. Ensure development occurs in accordance with the City’s adopted specific plans, such as the Downtown Encinitas Specific Plan, North 101 Corridor Specific Plan, Encinitas Ranch Specific Plan, Home Depot Specific Plan and Cardiff-by-the-Sea Specific Plan.

15.3 El Camino Commercial Corridor Design Guidelines. Consistent with Circulation Element Goal 1 and related policies, develop specific design guidelines for New Encinitas that guide future development along the El Camino Real Commercial Corridor to create a village area, enhance pedestrian and bicycle streetscape design, address mixed-use development and design issues, introduces art and culture into the design of public spaces and buildings, and define and establish other elements to create a sense of place.

15.4 Historic Preservation. Preserve buildings and features that represent the city’s heritage through preservation programs and economic incentives, such as the Mills Act, Transfer of Development Rights, conservation easements and neighborhood conservation approaches.

15.5 Heritage. Incorporate design elements into new buildings and public improvements that strengthen and enhance the city’s heritage.

15.6 Adaptive Reuse. Promote adaptive reuse of historic structures and sensitive alterations where changes to structures are proposed.

15.7 Multi-Modal Streets. Consistent with the goals and policies of the Circulation Element, create multi-modal, “complete” streets in appropriate areas to accommodate a range of transportation modes including pedestrians, bicyclists, vehicles and public transit, for a range of ages and abilities. Multi-modal streets should include amenities for all users and should be designed to respect local neighborhood character and sensitive coastal environments.

15.8 Place-Based Streets. Tailor street planning and design to reflect the character and image of the surrounding neighborhood. Design streets according to the place-based classification system (as set forth in the Citywide Circulation Plan of the Circulation Element). Streets should be designed to meet the needs of priority and allowable modes of travel, complement surrounding land use, and appropriately reflecting the character of the surrounding area.

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15.9 Living Streets and Social Infrastructure. Encourage neighborhood streets to function as gathering places that encourage social interactions by implementing pedestrian and bicycle-friendly design and landscaping.

15.10 Complete and Well-Structured Neighborhoods. Promote the design of well-structured neighborhoods whose physical layout and land use mix promote walking and biking to services and transit use, enhance community identity, ensure public safety, and address the needs of all ages.

15.11 Public Realm. Ensure that all new development coordinates with and enhances street/public realm improvements, such as streetscape, landscape and site design. Achieve a quality physical environment through a range of community design options that responds to varied lifestyle choices with high regard for the environment, surrounding community character and public safety.

15.12 Pedestrian Oriented Building Frontages. Establish standards in appropriate locations to encourage well-designed and thoughtfully proportionate building frontages and mass to help shape the public realm and desirability of pedestrians to use sidewalks and plazas.

15.13 Arts/Culture. Incorporate art and create spaces for cultural activities within commercial areas and public areas through building site design and the design of public improvements to help enhance community character as well as its built environment.

15.14 Commercial/Residential Buffers. Require commercial development to incorporate measures to minimize impacts to nearby residential uses, such as providing screening, landscaping or other means to soften the visual impact of commercial buildings and parking areas.

15.15 Signage. Regulate signs according to the City's current Zoning Code to preserve community character and avoid adverse effects on property values. In general, signage should enhance and integrate with the architectural design of building façades and should be primarily oriented to the pedestrian. The following regulations are particularly critical:

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- Prohibit new pole, freeway-oriented and roof signage; and
- Limit the height of freestanding monument signs to a maximum of eight feet. An exception from this limitation may be considered based on extreme topographic constraints and a demonstration that all other reasonable alternatives have been considered to provide site/business identification. (Coastal Act/30251)

15.16 Dark Skies. The night time environment and preserving natural darkness is important to the community. The City shall designate areas subject to the dark skies policy and take into account night sky-friendly lighting in these areas.

GOAL 16: Encourage well-conceived site and building design that is compatible with Encinitas' communities, complements existing development and creates a comfortable and inviting environment.

Policies

16.1 Context-Sensitive Design. Require site and building design that responds to the surrounding context and contributes to the city's character. Encourage flexible-use building types that can adapt to new uses over time.

16.2 Transition to Residential-Scale. Encourage new buildings adjacent to residential areas to be designed to preserve adjacent residential character and maintain access to light and air. This includes elevation and building height transitions to adjacent residential buildings.

16.3 Mass and Scale in Residential Neighborhoods. Establish/enforce design guidelines and development standards specifying that new buildings within residential neighborhoods:

- Be compatible in mass and scale with the balance of the structures on the street;
- Transition in height (in the case of taller buildings) to adjacent lower buildings;
- Maintain access to light and air by providing adequate building orientation;

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- Preserve significant public views;
- Preserve some of the significant private views of nearby properties; and
- Preserve residential character of the surrounding uses.

16.4 Building Height. Limit both residential and non residential development to a maximum height of two stories and 30 feet. Allow limited exceptions for the following:

- Mixed-use and non-residential development on sites within adopted specific plan areas, where the specific plan identifies a different standard;
- Mixed-Use Residential, Mixed-Use Commercial and Mixed-Use Visitor-Serving Commercial Zones;
- Residential development in the Residential 30 (R-30) land use designation;
- Medical complex development projects, at the discretion of the City pursuant to conditional use permit approval (may be allowed building heights up to a maximum of three stories); and
- Public high schools with a minimum 10-acre site.

16.5 View Blockage. Develop and implement design review criteria which will also include criteria to address the issue of view blockage.

16.6 Façade Articulation. Encourage well-articulated façades with differentiating components and varied architectural materials and details to help create high quality development, sense of place and human-scale amenities. Ensure that the Zoning Ordinance and Encinitas Design Review Guidelines stipulate that buildings conform to standards that will help create aesthetically pleasing urban form through façade height, step backs, roofline variation, building articulation and sensitivity to massing and scale. Requirements should also apply to individual residential units within larger subdivisions and commercial/industrial projects. Update the Zoning Code where necessary to align with General Plan policies.

16.7 Building Design Guidelines. Ensure that the City's Design Guidelines encourage high quality design and forward-thinking development projects

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through provisions for environmentally sustainable design, green building and maintenance standards, and best practices for wastewater management and use of permeable surfaces to reduce stormwater runoff.

16.8 Focus Area Design Guidelines. Update the City's Design Guidelines as appropriate to help achieve the design character desired for the General Plan land use focus areas, as outlined in the Citywide Land Use Plan.

16.9 Street Light Standards. Standards shall be established and implemented to provide for adequate levels of street lighting, based on criteria of safety related to volumes of vehicular, pedestrian and bicycle activity and potential points of conflict. Such standards shall be designed to respect different community and neighborhoods needs for lighting, different community standards for design and special attention given to preservation of community character.

GOAL 17: Improve the environmental performance of the community's building stock through green design and sustainable building practices.

Policies

17.1 Green Building Program. Develop and maintain a comprehensive green building program for new development and redevelopment projects within the city, consistent with the environmental health goals and policies of the Public Health Element.

17.2 Barriers to Green Building. Identify and remove regulatory or procedural barriers to implementing green building practices within the city, such as updating codes, guidelines and zoning.

17.3 City Staff Green Building Education. Ensure that plan review and building inspection staff are trained in green building design practices and techniques. Initiate appropriate training programs as funding and resources permits.

17.4 Greenhouse Gas Reduction Priority. In consulting with applicants and designing new facilities, encourage the selection of green building design features that enhance the reduction of greenhouse gas emissions.

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17.5 City Leadership. Lead by example and support a whole systems approach to the design, construction and operation of high performance public buildings to showcase local demonstration projects and raise awareness of the benefits of green practices.

17.6 Public Outreach for Civic Buildings. Carry out a public involvement process that provides information about green building issues, projects and processes to community members and other stakeholders. Encourage the participation of projects in established green building programs and encourage property owners to upgrade air conditioning, heating and ventilation systems, retrofit lighting systems and implement other green building practices.

17.7 Incentives and Support. Provide opportunities to implement energy improvements that can help make existing buildings more environmentally friendly by providing incentives and technical assistance for projects that incorporate advanced green building measures. Consider providing financial incentives, such as a reduction in development fees and expedited permit processing schedule, and/or consider providing green building flexibility in zoning standards for projects that use green building practices.

17.8 Affordable Housing Priorities. Require affordable housing developments to prioritize green building design features that reduce monthly utility costs, enhance occupant health and reduce the overall cost of housing.

GOAL 18: Improve citywide landscape and maintenance practices with varied, low water plantings, efficient irrigation and contemporary stormwater solutions.

Policies

18.1 Enhanced Citywide Landscaping. Increase landscaping throughout the city with trees and shrubs along corridors and all new and existing arterial streets, and in medians and parking areas, as appropriate. Implement the Water Use and Conservation policies of the Resource Management Element. (Coastal Act/30251)

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18.2 Tree Canopy. Identify gaps in the citywide pattern of street trees or “urban forest” and coordinate tree planting efforts to create a healthy tree canopy. Citywide tree canopy can reduce greenhouse gases and heat gain, and create a comfortable, shaded pedestrian environment. This provision also applies to public parking lots and private parking lots subject to design review.

18.3 Context-Sensitive Plant Palette. Adopt standards for the use of drought tolerant, low water and/or coastal landscaping throughout the city. Encourage plant palettes in landscaping projects that reflects the character of the surrounding area. (Coastal Act/30231/30240)

18.4 Irrigation Systems. Implement standards for the use of efficient irrigation systems throughout the city. The installation of recycled water lines to provide irrigation for approved landscaping or fuel modification areas for approved development may be permitted, if consistent with Resource Management Goal 14 and all applicable water conservation policies of the Resource Management Element. (Coastal Act/30231/30240)

18.5 Stormwater Reduction. Encourage best management practices and “green streets” in street design and/or stormwater treatment and reduction systems for both public and private projects.

18.6 Naturalistic Drainage Solutions. Develop and implement a program to preserve natural drainage courses and associated natural or semi natural vegetation, and prioritize naturalistic approaches to drainage.

- Utilize existing or recreated natural topography as opposed to concrete ditches or pipes;
- Use bridges, where possible, in lieu of pipes, box culverts or underground channels to preserve the integrity of the natural stream courses, in keeping with community character in the surrounding area; and
- When possible, recreate natural drainage channels from previously underground drainage systems. (Coastal Act/30231/30240)

18.7 Invasive Plant Management. Since invasive plants are introduced species that can thrive in areas beyond their natural range of dispersal, establish and implement an invasive plant policy program, consistent with the habitat

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and ecosystem management goals and policies of the Resource Management Element, to remove invasive plants in open space areas and prohibit the use of invasive plants in new development. Update the invasive plant list as new invasive species and noxious weeds are added.

GOAL 19: Ensure abundant landscaping for all new development with rich and environmentally responsible plant palettes and context-sensitive landscape design.

Policies

19.1 New Development. Require high quality landscaping in the design of new residential, commercial and industrial areas and buildings. Update the Zoning Code where necessary to include specifications for drought tolerant and low water plant materials, the minimum landscape requirements and landscape design parameters that align with these General Plan policies. (Coastal Act/30251/30253)

19.2 Commercial Parking Facility Standards. Review existing standards and revise/update as necessary to address clean up, landscaping, beautification, utility undergrounding and additional landscaping in parking facilities where needed in existing commercial areas. (Coastal Act/30251/30252)

19.3 Commercial/Industrial Landscape Buffers. Review existing standards and revise/update as necessary to address landscaping of existing commercial and industrial uses to screen and buffer unsightly and congested commercial/industrial areas from surrounding land uses. (Coastal Act/30251)

19.4 Clearing/Grading Practices. Require review and approval of brush clearing in areas of natural vegetation when grading for agricultural, construction and/or non-construction purposes. (Coastal Act/30240)

19.5 Subarea Plan Landscape Restrictions. Adhere to and enforce the following guidelines and restrictions when landscaping within or adjacent to the Encinitas Subarea Plan Preserve (boundaries identified in Resource Management Element Figure RM-1 and by open space management planning efforts):

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- Implement all applicable development adjacency landscaping restrictions identified in the ecosystem and habitat management policies of the Resource Management Element;
- Control and monitor horticultural regimes to prevent shifts in species composition from native to nonnative flora;
- Direct irrigation generally away from the preserve; and
- Implement fertilizer management programs that apply the minimal amount of fertilizer required, for all public horticultural areas adjacent to the preserve.

GOAL 20: Maintain the sense of spaciousness and semi-rural living within Encinitas' designated scenic highways and establish standards to maintain their associated view corridors. (Coastal Act/30240/30251)

Policies

20.1 Significant Viewsheds. The City shall identify areas on the Visual Resource Sensitivity Map (Figure LU-3) that generally promote community aesthetics and visual exposure to coastal and inland areas. Development near these areas should be oriented to enjoy and take advantage of the prevailing scenic beauty of the coast and inland extent of its waters.

20.2 Scenic View Corridors. When development occurs on or within the vicinity of a well-recognized viewshed area, it can have an adverse aesthetic impact. The city's scenic view corridor system establishes a framework to maintain and enhance scenic qualities and/or panoramic views along designated scenic highways and roadways. The significance of each scenic highway and its associated viewshed varies, and the visual resource may not be easily replicated in other areas due to established land use patterns, safety considerations or other factors. Designated scenic highways are shown in Figure LU-3: Visual Resource Sensitivity Map.

20.3 Scenic View Corridors and Design Review. When design review or a coastal development permit is required, impacts to the following designated

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scenic highways and their associated viewsheds shall be evaluated in relation to the criteria set forth by the design review criteria policies of this section. (Coastal Act/30251)

- The following roadways/corridors are part of the scenic view corridor system:
- Saxony Road, from Leucadia Boulevard, north to La Costa Avenue;
- El Camino Real, from Manchester Avenue north to the city boundary;
- Coast Highway 101, South Carlsbad State Beach south to the city's boundary with Solana Beach);
- La Costa Avenue, from Coast Highway 101 to El Camino Real;
- Leucadia Boulevard between Highway 101 and El Camino Real;
- San Elijo Avenue, Santa Fe Drive south of Cardiff-by-the-Sea Beach State Park;
- Manchester Avenue, from San Elijo Avenue to El Camino Real and from El Camino Real to Encinitas Boulevard/Rancho Santa Fe Road;
- Santa Fe Drive, from Vulcan Avenue/San Elijo Avenue east to El Camino Real;
- Lone Jack Road, from Rancho Santa Fe Road east to where it terminates; and
- I-5, from just north of the La Costa Avenue interchange, south to its crossing over the San Elijo Lagoon. (Coastal Act/30251/30253)

20.4 Scenic View Corridor Design Review Criteria. Require that development along designated scenic view corridors and adjacent to significant viewshed areas comply with the design review provisions of the Scenic/Visual Corridor Overlay Zone, along with the following design criteria:

- Road Design
 - Type and physical characteristics of roadways should be compatible with the natural character of the corridor, and with the scenic highway function.

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- Development Design
 - Building and vegetation setbacks, scenic easements and height and bulk restrictions should be used to maintain existing views and vistas from the roadway.
 - Off site signage should be prohibited and existing billboards removed.
 - Development should be minimized and regulated along any bluff silhouette line or on adjacent slopes within view of the lagoon areas and Escondido Creek.
 - Where possible, development should: be placed and set back from the bases of bluffs, and similarly set back from bluff or ridge top silhouette lines; leave lagoon areas and flood plains open; and be sited to provide unobstructed view corridors from the nearest scenic highway.
 - Development that is allowed within a viewshed area must respond in scale, roof line, materials, color, massing and location on-site to the topography, existing vegetation and colors of the native environment. (Coastal Act/30251/30253)

20.5 View Corridor Preservation Program. Develop a program to preserve view corridors and to preserve the appropriate vegetation and remove obstacles that impacts views. Trees and vegetation which are themselves part of the view quality along the public right-of-way should be retained.

20.6 Corridor Advertising. Prohibit billboards and obtrusive advertising media along the I-5 Freeway, Coast Highway 101 and other major arterials and/or scenic view corridors. (Coastal Act/30251)

20.7 Context-Sensitive Landscaping. Encourage all landscaping along major arterials to enhance, harmonize with and not detract from the natural features of the surrounding area. (Coastal Act/30251)

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20.8 I-5 Scenic View Corridor Preservation. Discourage development that would infringe upon scenic views within the I-5 view corridor. Establish visual design guidelines to maintain the north and south visual gateway entrance to the city along the I-5 Freeway as a natural/open space scenic view corridor.

20.9 I-5 Wall Aesthetics. Where it is necessary to construct retaining or noise attenuating walls along the I-5 Freeway corridor, they should be constructed with natural appearing materials and generously landscaped with vines, trees and shrubbery. (Coastal Act/30251)

GOAL 21: Develop a system of designated coastal and inland vista points to provide the public with maximum visual access to coastal and inland views. (Coastal Act/30251)

Policies

21.1 Vista Points. Consider and protect the scenic and visual qualities of coastal and/or inland areas as a resource of public importance. Designate vista points, including City-maintained overlooks or vista points in parks or beach access areas, where visual access to coastal and inland views should be preserved and/or where public views from these areas should be enhanced. The designated system is illustrated in Figure LU-3: Visual Resource Sensitivity Map.

21.2 Vista Point Development. With the help of the state, federal and regional agencies and private entities, develop vista points to facilitate the passive and occasionally remote enjoyment of the coastal and inland views from the site. Vista points should be maintained to ensure that existing views are not compromised by obstacles and to provide for the differing needs of automobile, bicycle and pedestrian users. (Coastal Act/30251/30212.5/30210)

21.3 City-Maintained Vista Points. Vista points should be valued as a recreational amenity and resource. If a vista point is already conveyed on an existing park site, accommodations for public view enjoyment, such as benches or picnic tables and trash and recycling cans, should be provided at all facilities, where possible. Visual qualities of coastal and/or inland areas shall be protected through park/building site design and landscaping maintenance, to the

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extent feasible. Vista points that are developed and maintained by the City and are not located adjacent to, and/or surrounded by another park type facilities (such as a mini park, neighborhood park, etc.), shall be developed and maintained as an overlook, as set forth in the Recreation Element. Overlooks shall be inventoried by the City as a park type.

21.4 Privately Maintained Vista Points. Private entities may acquire and manage vista points or obtain easements to develop and maintain vista points for conservation of natural and scenic resources. These vista points should be maintained in a manner that is consistent with the improvement standards within the Parks, Recreation and Public Facilities Element Citywide Recreation Plan.

21.5 Vista Point Acquisition and/or Development. Acquire or require through private development the following vista points and/or develop and maintain them, to the extent feasible. Vista points developed by the City shall be considered as an overlook or other park land type consistent with various Park, Recreation and Public Element policies.

- San Elijo Avenue and Kilkenny Drive (overlooking the San Elijo lagoon and coastline);
- Coast Highway 101, northwest of La Costa Avenue;
- Northwest corner of I-5 and La Costa Avenue;
- Batiquitos bluffs, between Sheridan Road and I-5 (overlooking the lagoon and coastline);
- West end of "F" Street;
- West end of "G" Street; and
- Swami's south bluff parcel.

21.6 Maintain Vista Points. The city should maintain and continue to work with the appropriate agencies or private entities to maintain the following vista points and update the facility to the extent feasible.

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- Bella Laguna (public access easement overlooking the Batiquitos Lagoon and coastline);
- Grandview (beach access point to Leucadia Beach State Park);
- Beacons (beach access point to Leucadia Beach State Park);
- Lot 69, just north of the Encinitas Ranch Golf Course water tank (inland overlook with views of El Camino Real and the backcountry beyond);
- Lot 15, running along the eastern ridge of the Encinitas Ranch South Mesa Planning Area (inland overlook with views of El Camino Real and the backcountry beyond);
- N. El Portal, north of Stonesteps beach access point (coastal overlook);
- S. El Portal (Stonesteps beach access point);
- Orpheus Park site (neighborhood park);
- Roseta Street (coastal overlook);
- Moonlight State Beach (beach access point);
- West end of "D" Street (beach access point);
- West end of "E" Street (coastal overlook);
- Encinitas Viewpoint Park site (neighborhood park);
- Oakcrest Park site (community park);
- West end of "H" Street (coastal overlook);
- West end of "I" Street (coastal overlook);
- West end of "J" Street (coastal overlook);
- Swami's City Park site (beach access point);
- Swami's north bluff parcel (coastal overlook);
- Cardiff Sports Park site (community park);
- Glen Park site (neighborhood park);

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- Existing vista point on southbound I-5 (California Department of Transportation [Caltrans] right-of-way);
- San Elijo Lagoon Nature Center (San Elijo Lagoon Conservancy); and
- Cardiff-by-the-Sea Beach State Park, south parking lot (State of California). (Coastal Act/30251)

21.7 Vista Points of Historical Significance. The following historically significant vista point will be maintained as needed, and upgraded as necessary:

- Station White (located adjacent to 1960 Gascony Road).

21.8 Viewshed Design Review and Surrounding Development Criteria.

Regulate development within vista point viewshed areas to protect the integrity of vista points according to the following criteria:

- Vista point viewshed areas are defined as areas within which development could potentially significantly obstruct, limit or degrade coastal or inland views from the designated vista point; and
- Development within the viewshed area, when subject to design review, should be reviewed based on the following:
 - Building height, bulk, roof line, color and scale should not obstruct, limit or significantly degrade the existing public views;
 - Proper development design (reduced visibility siting), where reasonable site design can effectively afford greater protection for the viewshed and character of its setting, while providing reasonable options for the property owner; and
 - Landscaping should be located to screen adjacent undesirable views (such as parking lots and mechanical equipment). (Coastal Act/30251/30253)



citywide land use plan

Decisions related to land use in the city are driven by General Plan goals and policies and the Citywide Land Use Plan. The Citywide Land Use Plan is composed of the Citywide Land Use Map (Figure LU-1), descriptions defining the character of the city's five communities, and policy direction that focuses the location of future growth, change and physical improvement. Together, these components outline what is allowed in terms of uses as well as the intensity of development for each parcel of land in the city.

Ninety-five percent of the city's land area is stable and not expected to change. For the remaining five percent of the city, the General Plan identifies specific areas suitable for limited focused change, primarily around key corridors and activity centers. This includes three main focus areas (Santa Fe/I-5 Interchange, Encinitas Boulevard Corridor and El Camino Real Commercial Corridor) along with a number of other potential improvement areas.

This General Plan articulates a land use strategy in which the City manages its critical resources in a more holistic and sustainable manner. In the City of Encinitas, land use is predominantly residential, with several types of commercial uses and categories for industrial development, and public and institutional uses, including transportation corridors and parks and open space. In order to preserve community character and achieve community objectives related to land use, the Citywide Land Use Plan relies on the following principles:

- Land use designations and their corresponding standards generally reflect existing community character, and are consistent with the density and intensity of existing development;
- Land use designations and policies are designed to respond to areas of the city that may be sensitive to new development or have limitations that may constrain future development;
- All currently undeveloped lands are designated for a specific land use so that property owners, officials and other stakeholders can anticipate the nature and intensity of development that is likely to occur in these areas; and
- Each land use category corresponds to one or more zone districts included in the Zoning Code.

land use designations and standards

The Citywide Land Use Plan contains categories or “designations” of land use for the City of Encinitas. These designations specify the nature, density and intensity of development permitted in particular areas of the city. The location and extent of these land uses are delineated on the Land Use Map and described in the following section. Each land use category corresponds to one or more zoning districts to ensure consistency with the City's Zoning Code. There are also several overlay zones, indicating areas where other provisions apply

and/or where specific plans are to be developed and where special standards are to be applied.

While the General Plan's Land Use and Community Design Element establishes basic criteria and guidelines for future development, the Zoning Code and specific plans contain specific development standards that expand the definition of development standards contained in the General Plan land use designations. The standards contained in the Zoning Code and specific plans include specific allowances and prohibitions of uses, and detailed dimensional requirements such as front and side setbacks from adjacent lots and streets, lot coverage and parking requirements. The heights, densities and intensities in the General Plan generally establish the parameters for zoning regulations.

There may be additional restrictions applied to future development that will further reduce permitted density or intensity of development beyond that indicated in the Land Use and Community Design Element. Mechanisms such as floor area ratios, volume limitations and other measures may be used to control building bulk and mass. Properties located within hillside areas, coastal bluffs, flood plains or in environmentally sensitive areas may be required to comply with additional standards beyond those identified in the individual use designations.

For the purposes of the Local Coastal Program, City land use categories include categories for environmentally sensitive areas that are implemented by the Zoning Code and policy measures as appropriate. (Coastal Act/30250)

Base Land Use Designations

RESIDENTIAL LAND USES

Encinitas has a variety of residential neighborhoods that include single-family and multi-family housing. The majority of residential land use designations are intended to promote and preserve single-family residential communities. The land use categories Rural Residential through Residential 11 are typically defined as single-family detached residential categories, where single-family dwellings are permitted on individual private lots, rather than attached units on common or "one-lot subdivision" parcels. The City's rural residential categories are specifically intended to preserve the rural character of certain areas in the city and encourage the development of lower density development

in these areas. For residential land use categories Rural Residential through Residential 8, single-family units may be attached to other single-family units, provided each unit is located on a separate legal lot with the approval of a planned residential development (PRD). This also applies to the RS-11 Zone which implements the Residential 11 land use category. Residential RS-11 is intended to provide for single-family detached residential units. Unlike the RS-11 Zone, the R-11 Zone implements the Residential 11 density and allows zero lot line development and provides for a variety of residential housing types, such as single-family detached and single-family attached units, such as condominiums, townhouses, and senior housing.

Categories Residential 3 through Residential 15 correspond with the existing intensity and density of development found in Encinitas’ coastal communities, and are intended to promote and preserve the existing development character of coastal areas. Land use categories Residential 25 and 30 are applied in select, targeted locations where higher density development is allowed and encouraged.

Certain land uses other than residential uses may be permitted in areas designated for residential development, as appropriate and necessary to support the health of residential communities and as allowed under the provisions and limitations of the zoning and development code.

TABLE LU-2: RESIDENTIAL LAND USE DESIGNATIONS AND ZONING DISTRICTS

Land Use Classification	Residential Density/ Intensity (minimum and maximum)	Zoning Districts
<p>Rural Residential (RR and RRFP) Very low density residential compatible with more rural areas of the city. Detached single-family homes on large lots. This category includes two designations: Rural Residential (RR) and Rural Residential Flood Plain (RRFP).</p>	<p>RR: 0.26 to 0.50 du/ac (2-4 acres depending on slope. 2 acres where the average slope is greater than 15% and does not exceed 25%; 4 acres where average slope is greater than 25%) RRFP: 0.25 du/ac (8 acres for flood plain)</p>	<p>Rural Residential (RR) Rural Residential Floodplain (RRFP)</p>
<p>Rural Residential 1 (RR-1) Very low density residential development. Detached single-family homes.</p>	<p>0.26 to 1.00 du/ac</p>	<p>Rural Residential 1 (RR-1)</p>
<p>Rural Residential 2 (RR-2) Low density, single-family residential.</p>	<p>1.01 to 2.0 du/ac</p>	<p>Rural Residential 2 (RR-2)</p>

TABLE LU-2: RESIDENTIAL LAND USE DESIGNATIONS AND ZONING DISTRICTS (continued)

Land Use Classification	Residential Density/ Intensity (minimum and maximum)	Zoning Districts
Residential 3 (R-3) Low density, single-family residential. Detached residential units.	2.01 to 3.00 du/ac	Residential 3 (R-3)
Residential 5 (R-5) Includes lower density suburban development. Single-family detached units constructed on lot areas substantially smaller than those for rural residential designations.	3.01 to 5.0 du/ac	Residential 5 (R-5)
Residential 8 (R-8) Suburban detached single-family residential.	5.01 to 8.00 du/ac	Residential 8 (R-8)
Residential 11 (R-11) Includes a variety of residential development types found in coastal areas, ranging from single-family detached units to single-family attached homes such as condominiums, townhouses and senior housing developments.	8.01 to 11.00 du/ac	Residential Single 11 (RS-11) Residential 11 (R-11)
Residential 15 (R-15) Characterized by medium density residential development including attached and detached single-family units, duplex units and senior housing. Net lot area of 20,000 square feet.	11.01 to 15.00 du/ac	Residential 15 (R-15)
Residential 20 (R-20) Characterized by medium density multi-family development, including apartments, senior housing, condominiums or attached, single-family dwelling units.	15.01 to 20.00 du/ac	Residential 20 (R-20)
Residential 25 (R-25) Characterized by medium density multi-family development, including apartments, senior housing, condominiums or attached, single-family dwelling units.	20.01 to 25.00 du/ac	Residential 25 (R-25)
Residential 30 (R-30) The City's highest density residential use category. Characterized by multi-family development, including apartments, senior housing or condominiums.	25.01 to 30.00 du/ac	Residential 30 (R-30)
Mobile Home Park (MHP) Encourages the maintenance of existing development containing mobile homes or manufactured housing units, to protect and retain affordable housing. Density of development within existing mobile home parks varies.	1.00 to 25.00 du/ac (for existing mobile home parks) 1.00 to 11.00 du/ac (density associated with the expansion of existing or future developments)	Mobile Home Park (MHP)

Notes:

- More specific development standards and guidelines are outlined in the Encinitas Zoning Ordinance.
- Refer to individual specific plans for development standards in residential zones with adopted specific plans.
- Dwelling units per acre (du/ac) describes the anticipated residential building density. The minimum density requirement applies only to designations R-15 through R-30.
- For all residential categories, the actual density of development will depend on local topography and other development constraints or significant resources potentially present.

COMMERCIAL, MIXED-USE, BUSINESS AND INDUSTRY

Encinitas has a diverse local economy consisting of a range of commercial, retail and professional services, and limited light industrial manufacturing activities. These commercial, business and industry land uses types generate local revenue and create jobs, while providing services and amenities for residents, businesses and Encinitas' visitors. The location and distribution of these uses are important to Encinitas' economic strength, and to creating a meaningful experience for Encinitas' visitors while contributing to the community character desired by local residents

Local commercial uses are primarily intended to service local residents in select neighborhood areas and are important sources of sales tax revenue for the City. General Commercial uses encompass the majority of commercial activities in Encinitas and represent the largest source of City sales tax revenue. This land use category includes businesses located along El Camino Real, Encinitas Boulevard and Coast Highway 101, as well as older commercial business districts located in Cardiff-by-the-Sea and Old Encinitas. In some cases, City specific plans and the City's Zoning Code establish unique commercial zones in order to tailor the General Commercial land use designation to apply to particular circumstances, limitations and opportunities.

Mixed-use development provides for a mix of land uses in the same development, including commercial uses, employment opportunities, visitor-serving and residential uses. These mixed-use zones are applied in the City's three identified focus areas, where changes to existing land uses are encouraged: El Camino Real Commercial Corridor, Encinitas Boulevard Corridor and Santa Fe Drive/I-5 Interchange. In some cases, such as in the Encinitas Boulevard Corridor focus area, mixed-use development that includes certain uses attractive to visitors is encouraged. All of these mixed-use zones allow for the continued use of the provisions contained in the current General Commercial Zone; however, when the property owner elects to take advantage of the mixed-use standards (and intensity/density), the provisions of the mixed-use zone shall apply and the residential component or visitor-serving (lodging) component shall be required.

Visitor-serving land uses are also an important source of sales tax and transit-occupancy tax revenue for the City. The Visitor-Serving Commercial land use category supports City implementation of the Local Coastal Program and implements state Coastal Act policies that call for the identification of hotels,

resorts and other commercial uses to accommodate visitors utilizing the city's coastal amenities.

TABLE LU-3: COMMERCIAL, MIXED-USE, BUSINESS AND INDUSTRY LAND USE DESIGNATIONS AND ZONING DISTRICTS

Land Use Classification	Residential Density/ Commercial Intensity	Zoning Districts
<p>Office Professional (OP) Includes business establishments primarily involved in providing professional services. Allowable uses include financial institutions, administrative offices, legal services, medical offices and clinics and a wide range of similar businesses. This category generally does not include retailing or wholesaling operations.</p>	<p>Floor area ratio of up to 0.75 Lot coverage of up to 40%</p>	<p>Office Professional (OP)</p>
<p>General Commercial (GC) Includes a wide range of retailing, wholesaling and service activities to accommodate citywide or regional needs. The City's specific plans may establish unique commercial zones that may accommodate secondary activities as identified and permitted in specific zones or specific plans.</p>	<p>Floor area ratio of up to 1.0 Lot coverage of up to 30% As a secondary use, residential density varies based on a variety of specifically-crafted zones under specific plans.</p>	<p>General Commercial (GC)</p>
<p>Mixed-Use Commercial (MU-C) Includes commercial shopping centers and retail uses that serve the needs of local residents, as well as business establishments primarily involved in providing professional services. Ground-floor uses generally have a retail function. Second and third-story uses typically provide a good environment for a wide range of office professional uses. Residential is not mandatory but may be allowed either above or behind commercial. Mixed-use Commercial is only allowed within these focus areas: El Camino Real Commercial Corridor, Encinitas Boulevard Corridor and Santa Fe Drive/I-5 Interchange. The General Commercial zoning provisions shall apply until the owner elects to utilize the mixed-use commercial provisions.</p>	<p>Lot coverage of up to 70% 0.0 to 30.0 du/ac</p>	<p>Mixed-Use Commercial (MU-C)</p>
<p>Mixed-Use Residential (MU-R) Includes commercial shopping and retail uses that serve the needs of local residents on the ground-floor. Horizontal or vertical mixed-use is allowed in this category. Residential can be located either above or behind commercial. Mixed-use Residential (MU-R) is only allowed within these focus areas: El Camino Real Commercial Corridor, Encinitas Boulevard Corridor and Santa Fe Drive/I-5 Interchange. The General Commercial zoning provisions shall apply until the owner elects to utilize the mixed-use residential provisions, whereby at such time residential is mandatory.</p> <p><i>Note: The City's specific plans may establish unique commercial zones in order to implement the General Commercial land use designation tailored to unique situations, and may also permit a limited form of mixed-use development. The MU-R land use designation refers to a separate land use classification.</i></p>	<p>Lot coverage of up to 70% 25.0 to 30.0 du/ac</p>	<p>Mixed-Use Residential (MU-R)</p>

TABLE LU-3: COMMERCIAL, MIXED-USE, BUSINESS AND INDUSTRY LAND USE DESIGNATIONS AND ZONING DISTRICTS (continued)

Land Use Classification	Residential Density/ Commercial Intensity	Zoning Districts
<p>Mixed-Use Visitor-Serving Commercial (MU-VSC) Includes commercial shopping and retail uses that serve the needs of local residents on the ground-floor. Lodging facilities are permitted on the second and third-floor. The General Commercial zoning provisions shall apply until the owner elects to utilize the mixed-use visitor-serving commercial provisions.</p>	<p>Lot coverage of up to 70%</p>	<p>Mixed-Use Visitor-Serving Commercial (MU-VSC)</p>
<p>Visitor-Serving Commercial (VSC) Specifically applies to commercial activities that serve visitors to the city. Includes hotels, resorts and other establishments that serve visitors utilizing the City’s coastal amenities.</p>	<p>Floor area ratio of up to 1.0. Lot coverage of up to 30%</p>	<p>Visitor-Serving Commercial (VSC)</p>
<p>Local Commercial (LC) Includes commercial shopping center and retail uses that serve the needs of local residents. Businesses are generally smaller in floor area than those located in other commercial land use categories.</p>	<p>Floor area ratio of up to 0.75. Lot coverage of up to 30%</p>	<p>Local Commercial (LC) Limited Local Commercial (LLC)</p>
<p>Light Industrial (LI) Includes light industrial and heavier commercial service uses. Industrial activities in Encinitas are limited to a few areas of the City, which may have a retailing or wholesaling function that is related to the primary manufacturing use.</p>	<p>Floor area ratio of up to 0.75.</p>	<p>Light Industrial (LI) Business Park (BP)</p>
<p>Live/Work Light Industrial (LW-LI) The Live/Work Light Industrial Zone (LW-LI) allows residential live/work units as a secondary use to the light industrial or heavy commercial use. Residential is not mandatory in this land use category. The light industrial zone standards shall apply until the owner elects to take advantage of the LW-LI provisions.</p>	<p>Lot coverage of up to 70% 25.0 to 30.0 du/ac in the LW-LI</p>	<p>Live/Work Light Industrial (LW-LI)</p>

Notes:

- Residential intensity and commercial intensity provided in this section is not intended to dictate the scale or intensity of development; rather it defines broad principles. The minimum residential density requirement applies only to the MU-2 zone.
- More specific development standards and guidelines are outlined in the Encinitas Zoning Ordinance.
- The Design Review Guidelines provide guidance for building design that responds to the local context and encourages further high quality development.
- Refer to individual specific plans for development standards and zones with adopted specific plans.

PUBLIC AND COMMUNITY USES

Encinitas’ public and community land use designations support and protect uses important to the city and its neighborhoods. Such uses include transportation corridors and facilities, the provision of public utilities and services by both private and governmental agencies, and the protection of lands closely associated with community history or identity. City parks, recreational open spaces and sensitive ecological resources also fall under this broad category.

TABLE LU-4: PUBLIC AND COMMUNITY LAND USE DESIGNATIONS AND ZONING DISTRICTS

Land Use Classification	Zoning Districts
<p>Public/Semi-Public (P/SP and P/SP-H) This category includes two designations: Public/Semi-Public (P/SP) and Public/Semi-Public/Hospital (P/SP-H). Includes facilities operated by the City, County or special districts. Uses allowed include governmental agency activities and quasi-public activities such as the purveyance of water and energy. Parcels that are privately owned but whose uses are largely controlled or regulated by governmental agencies, such as the Public Utilities Commission, are included. Medical and dental offices are also permitted in the P/SP-H Zone and two other locations. The maximum floor area ratio is 0.50 (1.0 for medical offices).</p>	<p>Public/Semi-Public (P/SP) Public/Semi-Public/Hospital (P/SP-H)</p>
<p>Ecological Resource/Open Space/Parks (ER/OS/PK) Includes land that has been set aside for the open space or preservation of areas generally deemed ecologically significant. Includes the San Elijo Lagoon, undeveloped public parks, and beaches (City, County of San Diego, and State of California owned and/or operated). ER/OS/PK designates land that will remain undeveloped due to the presence of severe environmental constraints, and significant ecological resources that are owned or controlled by public agencies. Some improvements may be constructed to designate where passive and active recreation may occur (e.g. Moonlight State Beach). Private ownership can occur if environmental protection is through a mitigation bank or open space easement.</p> <p>Uses and activities are generally limited to those related to habitat enhancement, educational and scientific nature study, passive recreation, and aquaculture having no significant adverse impact on biological or natural processes or scenic quality. Uses and activities in beach areas will range from low to high intensity.</p>	<p>Ecological Resource/Open Space/Parks (ER/OS/PK)</p>
<p>Parks (PK) Includes public park facilities and land associated with mini parks, neighborhood parks, community parks, special use parks, regional parks, and in areas where active recreation and/or community services are the primary focus. Some limited ancillary commercial uses and/or accessory uses that serve a public recreation-related need may be allowed.</p>	<p>Parks (PK)</p>
<p>Transportation Corridor (TC) Applied to lands within the I-5 Freeway under the ownership of the State of California, as well as Burlington Northern Santa Fe Railway corridor lands. Reserves and protects public facilities and designated lands for their respective transportation purposes. Development or encroachment of private uses is prohibited.</p>	<p>Transportation Corridor (TC)</p>

Notes:

- More specific development standards and guidelines are outlined in the Encinitas Zoning Ordinance.
- Refer to individual specific plans for development standards in public and community area zones with adopted specific plans.
- Recommended development standards for different park types are specified in the Citywide Recreation Plan of the Park, Recreation and Public Facilities Element.

Land Use Overlay Designations

The Land Use Plan provides for a number of overlay designations that establish additional land use standards that will be applied in certain areas of the city. Overlay designations complement the standards contained in each of the base land use designations and are based on a determination of land use suitability defined in terms of environmental constraints/resources, man-made resources/opportunities and public facility needs. Descriptions of the following City land use overlay designation categories are provided in this section:

- Specific Plan Overlay
- Scenic/Visual Corridors Overlay (See Figure LU-3)
- Special Study Overlay (see Figure LU-4)
- Public Facilities Overlay

SPECIFIC PLAN OVERLAY

All adopted specific plans shall be reviewed and amended as needed to reflect the goals and policies of the General Plan. These include Downtown Encinitas Specific Plan, North 101 Corridor Specific Plan, Encinitas Ranch Specific Plan, Home Depot Specific Plan and Cardiff-by-the-Sea Specific Plan. Where any inconsistency exists between the intent and policies of the General Plan and specific plans, the intent and policies of the General Plan will prevail. Any change or addition to development under existing specific plans will be processed within the framework of that plan. The Specific Plan Overlay identifies those areas for which new specific plans or special studies will be prepared, and establishes land use limitations and regulations to remain in effect until specific plan development and adoption. This overlay includes the following areas and regulations:

1. Encinitas Commons Special Study Area

Conduct a study to analyze the potential to connect the various public, semi-public and private uses and opportunities found generally within the Encinitas Ranch Specific Plan area. Analyze potential related to the following:

- Strengthening open space linkages to trails and other uses;
- Enhancing and creating passive and active recreation opportunities, areas and experiences within and outside of the area for all ages;

- Working with the school district, San Dieguito Heritage Museum, the San Diego Botanic Gardens and others to create learning opportunities and sites of interest for all ages related to agriculture, horticulture and landscape design;
- Enhancing cultural elements such as the link between the San Dieguito Heritage Museum and the visual and performing arts;
- Exploring sustainable agriculture opportunities such as incorporating eco and agri-tourism, production research, food production/demonstration gardens, urban farms, farm to fork dining and educational/teaching venues; and
- Establishing/allowing limited lodging and retail businesses that supports agriculture.

2. New Encinitas Town Center Design Review Guidelines

Establish design guidelines and implement streetscape design for the El Camino Real Commercial Corridor focus area to help implement the City's vision for a town center, and help create an identity and a sense of place for the New Encinitas community. This policy direction is intended to improve the economic and revenue base of the City and community for future improvements that will serve the public good:

- Establish mixed-use commercial uses on the ground floor with residential above or behind;
- Create a mix of setbacks that pull buildings close to the street in appropriate areas, while still providing interest and room for sidewalk dining and outdoor activity;
- Vary design of the buildings to allow for two to three stories with a mix of bulk and mass that engages the pedestrian. Take into consideration the topographic elevations of adjacent residential properties and their existing distant views in determining two or three stories;
- Create a human-scale environment and make pedestrian and bicycle improvements. Create plazas and open areas for gatherings and functions. Development should be pedestrian-oriented, as opposed to automobile-oriented;

- On-site parking should be incorporated without dominating the pedestrian realm or constructing pedestrian circulation between the parking area and other areas that can be reached by foot;
- Create a streetscape along El Camino Real that is unique and reinforces a sense of place or arrival;
- Provide pedestrian and vehicle connections between commercial centers. Design the streetscape to be pedestrian and bike-friendly and incorporate transit;
- Address land use compatibility through project design, performance standards and conditions; and
- Incorporate culture and arts into the streetscape, site and building design.

For more detail, see the Land Use Focus Area discussion for the El Camino Real Commercial Corridor.

3. Self Realization Fellowship Church Specific Plan

Self Realization Fellowship Church and its facilities are recognized as comprising a unique, community serving institutional land use in terms of the nature and scope of operations and their visibility and identity with community history. Therefore, it is intended that the lands owned by Self Realization Fellowship Church located at the southerly end of Old Encinitas and the northerly end of Cardiff-by-the-Sea be regulated by a specific plan as defined under State of California law and as defined below. All land uses and all development regulations and standards to be applied to these Self Realization Fellowship Church lands shall be as provided by the specific plan.

Until Self Realization Fellowship Church's specific plan is developed and adopted, all existing uses and operations on Self Realization Fellowship Church lands encompassed by the Specific Plan Overlay are recognized, and may continue as provided by the regulations of non-conforming uses and structures under the City's Zoning Ordinance. In addition, limited modifications of existing uses and modifications to existing structures may be made, upon a determination by the Director of Planning and Building that no substantial change of use or substantial expansion of use is involved. No modification of use or structure in this interim period shall be allowed contrary to special study overlay provisions applicable to the area of Self Realization Fellowship lands, including coastal bluff/coastal area regulations.

The specific plan developed and adopted for Self Realization Fellowship Church area shall include the following requirements:

- All requirements of a specific plan under State of California law shall be satisfied.
- All applicable goals and policies established under this General Plan shall be implemented.
- The range of uses and structures which may be considered shall include the following:
 - Temple (main Church worship facility);
 - Residential facilities: used in conjunction with Church operations including individual dwelling, ministers' quarters; group dwellings for monks, nuns and laity, and guest quarters;
 - Church administrative offices;
 - Educational facilities, including religious "Sunday School" operations and educational operations commonly provided in conjunction with a Church;
 - Secondary meeting facilities, general purpose halls/rooms;
 - Visitors center/facilities, which may include a museum, bookstore, gift shop and outdoor decorative gardens;
 - Food-growing gardens, used in conjunction with Church operations;
 - Religious retreat facilities;
 - Parking and other ancillary/accessory support uses and facilities;
 - All use and development regulations, including setbacks, structural height limits, regulations regarding building mass and bulk and structural design criteria shall be established;
 - Satisfaction of California Coastal Act goals and policies; and
 - Processes and procedure for implementation of individual uses and structures (application and review processes).

The allowance of uses, and regulations for placement and development of structures under the specific plan, shall recognize and respect the integrity of neighborhoods adjacent to and within the location of the various Self-Realization Fellowship properties. The types of uses and bulk, scale, placement and design of structures under the specific plan shall be regulated to protect the integrity, function and character of these neighborhoods.

4. Cardiff By-the-Sea Highway 101 Commercial Corridor: Streetscape Program

Conduct a streetscape design study and create specific design review guidelines for the area that extends from the San Elijo State Campgrounds south to the City of Solana Beach, with the following objectives:

- Enhance the appearance of the Coast Highway 101 streetscape and the railroad right-of-way;
- Create an attractive commercial district that would serve the needs of both local residents and visitors to the community;
- Establish design review guidelines that provide unity in urban design that captures the beach town atmosphere;
- Provide public improvements (roadway, pedestrian walkway/access, bicycle movement, parking, traffic control, drainage, San Elijo Lagoon enhancement and so forth) necessary to ensure continued viability of the district in the future;
- Implement strategies that would enhance the appearance of the railroad right-of-way east of Coast Highway 101;
- Facilitate the improvement of the economic and revenue base of the City and community for future improvements that will serve the public good;
- Reinforce the natural visual entrance to the city/community by incorporating natural features/elements in the streetscape design of Coast Highway 101; and
- Create a safe and attractive pedestrian and bicycle linkage along the corridor from the campground to Solana Beach.

5. Encinitas Boulevard Corridor/I-5 Freeway Interchange: Streetscape Program

Establish streetscape design and design guidelines for the Encinitas Boulevard Corridor located east and west of the I-5 Freeway. This is to help implement the vision for this General Plan land use focus area as a mixed-use area and improve east-west pedestrian and bicycle connectivity. Consider the following:

- Create an environment along Encinitas Boulevard that is unique and reinforces the sense of place or arrival to the city and beaches. Make pedestrian- and bicycle-oriented streetscape improvements with emphasis on creating a safe and attractive east-west connection to the beach and the transit station;
- Create plazas and open areas for gatherings and functions;
- Encourage mixed-use development with a commercial emphasis for properties closer to the I-5 Freeway and mixed-use with a residential emphasis for properties further away from I-5;
- Create a visitor-serving mixed-use development or node west of the I-5 Freeway with retail on the ground floors and lodging on the upper floors;
- Pull buildings close to the street in appropriate areas. Create a mix of setbacks to provide interest and room for sidewalk dining and outdoor activity;
- Vary design of the buildings to allow for two to three stories with a mix of bulk and mass that engages the pedestrian;
- Address land use compatibility through project design, performance standards and conditions;
- Take into consideration the topographic elevations of adjacent residential properties and their existing distant views in determining whether to include two or three stories in proposed project design;
- Incorporate culture and arts into the streetscape, site and building design;
- Streetscape to be pedestrian and bike-friendly and designed to incorporate transit;

- Improve the economic and revenue base of the City and community for future improvements that will serve the public good; and
- Create a gateway element at Encinitas Boulevard and Quail Gardens Drive/Westlake Street intersection to reinforce a sense of arrival and entrance to San Diego Botanical Gardens and San Dieguito Heritage Museum.

For more detail, see the Land Use Focus Area discussion for the Encinitas Boulevard Corridor.

6. Rancho Santa Fe Road: Streetscape Program

Conduct a special study for Rancho Santa Fe Road, north of Encinitas Boulevard to the city boundary (to Olivenhain Road).

SCENIC/VISUAL CORRIDORS OVERLAY

The Scenic/Visual Corridors Overlay identifies areas of the city where significant aesthetic and visual resources need to be considered before new development proceeds, to ensure that significant viewsheds are retained. The Scenic/Visual Corridor Overlay is meant as a guide to help site and design permitted development and to protect public views, particularly views to and along the ocean and scenic coastal areas. This overlay designation responds to Coastal Act requirements to identify and preserve significant public viewsheds within the Coastal Zone.

Regulations apply to all properties within the designated scenic view corridor along scenic highways and adjacent to significant viewsheds and vista points, as set forth in the Zoning Ordinance. Figure LU-3 of this Element depicts the locations of scenic highways and vista points and the general location of significant viewsheds.

SPECIAL STUDY OVERLAY

The Special Study Overlay (see Figure LU-4: Special Study Overlay Area) identifies significant environmental areas or constraints, and unique natural and cultural resources throughout the city that are subject to development limitations and additional development standards. The Special Study Overlay designation is applied to lands which, due to their sensitive nature, should only be developed with consideration of specific constraints and features related to drainage courses, bluffs, slopes, geology and soils, threatened and sensitive species, biological communities, viewsheds and vistas and cultural resources.

The Special Study Overlay is developed from areas of special study and represents a composite of a number of overlay zones contained in the City's Zoning Ordinance, including the following:

- **Coastal Bluff Overlay Zone (CBO).** Coastal Bluff Overlay Zone regulations apply to all areas of the city where site-specific analysis of the characteristics of a parcel of land indicate the presence of a coastal bluff.
- **Hillside/Inland Bluff Overlay Zone (H/IBO).** Hillside/Inland Bluff Overlay Zone regulations apply to all areas within the Special Study Overlay Zone where site-specific analysis indicates that 10 percent or more of the area of a parcel of land exceeds 25 percent of slope.
- **Flood Plain Overlay Zone (FPO).** Flood plain Overlay Zone regulations apply to all areas within the Special Study Overlay Zone where site-specific analysis of the characteristics of a parcel of land indicate the presence of a flood channel, flood plain or wetland; and to all areas identified as flood channels and flood plains on maps published by the Federal Emergency Management Agency or the current City and County maps designating the floodway/flood plain areas.
- **Cultural/Natural Resource Overlay Zone (CNRO).** Cultural/Natural Resources Overlay Zone regulations apply to all areas within the Special Study Overlay Zone where site-specific analysis of a parcel of land indicates the presence of important man-made and historic resources, and ecologically sensitive plants and animal habitats.
- **Scenic/Visual Corridor Overlay Zone (S/VCO).** Scenic/Visual Corridor Overlay Zone regulations apply to all properties within the Scenic View Corridor along Scenic Highways and adjacent to Significant Viewsheds and Vista Points as described in Figure LU-3: Visual Resource Sensitivity.

Development within the Special Study Overlay area will be reviewed and approved in accordance with criteria and standards that protect coastal and inland resources (Coastal Act/30240/30253). Delineated Special Study Overlay boundaries shown in Figure LU-4 are to be referenced for general planning purposes. Land falling outside of the identified Special Study Overlay zone area may also be subject to the same development guidelines, limitations and constraints if that area contains the characteristics of those features the overlay zone is designed to protect. Also, the Special Study Overlay designation must be applied as outlined by the habitat and ecosystem management policies of the Resource Management Element.

PUBLIC FACILITIES OVERLAY

The Public Facilities Overlay identifies areas of the city where future public facilities, such as schools, libraries and other facilities, might be located at some future time. The precise location of these facilities may be difficult to determine at present. This “floating zone” designates, in a general way, where a particular type of activity or use will be located.

TABLE LU-5: LAND USE OVERLAY DESIGNATIONS AND ZONING DISTRICTS

Overlay Designations	Zoning Districts
Specific Plan Overlay	Specific Plan (SP)
Scenic/Visual Corridor	Scenic/Visual Corridor Overlay (S/VCO)
Special Study Overlay	Coastal Bluff Overlay (CBO) Hillside/Inland Bluff Overlay (H/IBO) Flood Plain Overlay (FPO) Cultural/Natural Resources (C/NRO)
Public Facilities Overlay	Public Facilities Overlay (PFO)

TABLE LU-6: CITYWIDE AND SPHERE LAND USE DISTRIBUTION

Land Use Designation	Area	% of Total Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	314	2	61
Rural Residential (RR)	2,531	19	501
Rural Residential 1 (RR-1)	757	6	454
Rural Residential 2 (RR-2)	1,184	9	1,420
Residential 3 (R-3)	1,840	14	3,680
Residential 5 (R-5)	637	5	2,038
Residential 8 (R-8)	1,431	10	7,441
Residential 11 (R-11)	822	6	6,247
Residential 15 (R-15)	130	1	1,351
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	83	1	1,328
Residential 30 (R-30)	13	0	311
Mobile Home Park (MHP)	66	0	380
Commercial, Mixed-Use, Business and Industry			
Office Professional (OP)	57	0	5
General Commercial (GC)	232	2	769
Mixed-Use Commercial (MU-C)	22	0	0*
Mixed-Use Residential (MU-R)	153	1	1,653*
Mixed-Use Visitor-Serving Commercial (MU-VSC)	7	0	N/A
Visitor-Serving Commercial (VSC)	55	0	35
Local Commercial (LC)	11	0	N/A
Light Industrial (LI)	15	0	N/A
Live/Work Light Industrial (LW-LI)	8	0	0
Public and Community			
Public/Semi-Public (P/SP)	388	3	
Public/Semi-Public/Hospital (P/SP-H)	26	0	N/A
Ecological Resource/ Open Space/ Parks (ER/OS/PK)	1,364	10	N/A
Parks (PK)	115	1	N/A
Transportation Corridor (TC)	432	3	N/A
Encinitas Ranch Specific Plan	853	6	1,005
Total	13,546	100	28,679

Notes:

- Includes unincorporated area within the Sphere of Influence.
- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.
- *Total residential units permitted within the MU-R and MU-C land use designations along El Camino Real Commercial Corridor shall not exceed 1,000 units (maximum housing build-out).

TABLE LU-7: ENCINITAS RANCH SPECIFIC PLAN LAND USE DISTRIBUTION

Land Use Designation	Area	Comm/ Office	Density	Mid DU	Max DU
Single Family Residential	3.4		0.9	2 du	3 du
Single Family Residential	69.9		3.0	174 du	210 du
Single Family Residential	21.9		5.0	87 du	110 du
Single Family Residential Subtotal	95.2			263 du	323 du
Multi-Family Residential	8.0		10	72 du	80 du
Green Valley Mixed Use Multi-Family Residential	11.5				
Commercial/Office/Residential/Church/School Site	3.9	50,000 sf	25.0	258 du	287 du
	10.9	41,000 sf		107 du	117 du
East Saxony Mixed-Use Multi-Family Residential	9.4				
Commercial/Office	13.0	75,000 sf	20.0	164 du	188 du
Quail Botanical Gardens Expansion	14.5				
West Saxony Mixed-Use Multi-Family Residential Office	8.1	25,000 sf	20.0	141 du	163 du
	4.9				
Open Space	222.0				
Golf Course and Club House	151.7				
Agriculture	136.4				
Regional Commercial Center	73.8	650,000 sf			
Elementary School	11.4				
Major Roads	48.5				
Magdalena Ecke Park	29.8				
Project Total	853.0	841,000 sf		1,005 du	1,158 du

Notes:

- Based on acreage multiplied by mid-range density for each residential classification.
- Based on acreage multiplied by maximum density for each residential classification.
- If this 10.9-acre site does not build-out with church/school uses, then the site could develop with multifamily homes, provided the total number of dwelling units permitted within the Green Valley Mixed-Use Zone shall not exceed 542 du.
- Up to 75,000 SF of commercial/office development with a Floor Area Ratio not to exceed 0.1324 may be constructed on up to 13.0 acres in this area of the East Saxony Planning Area. Any land within the 13.0 acres remaining undeveloped may develop with multi-family residences at densities up to 20 du/ac, provided that not more than 260 dwellings may be constructed on the parcel.
- This parcel could develop with residential care facilities at a similar intensity. If such use is constructed on the 9.4 acres, then the total maximum dwelling unit count for the Encinitas Ranch Specific Plan area would be reduced by 188 dwelling units.
- Open Space acreage includes undisturbed land, manufactured slopes adjacent to roads, drainage detention areas, trails outside of the golf course, and the linear greenbelt/recreation area adjoining El Camino Real.
- An additional 15,000 SF of building area for possible community-oriented uses such as a community theater shall be permitted in excess of the allowable 650,000 SF for commercial and office uses.

preserved communities

Preservation and enhancement of existing communities is a key theme in the Encinitas community. General Plan land use policies seek to maintain and enhance the distinct character of each of the five communities comprising the City: Cardiff-by-the-Sea, Leucadia, New Encinitas, Old Encinitas and Olivenhain. This section presents land use distribution information and maps for each of these five communities. Unincorporated areas within the City's General Plan Planning Area (Sphere of Influence) is located in the community of Olivenhain.

Cardiff-by-the-Sea

DISTRIBUTION OF LAND USE

The Cardiff-by-the-Sea community will continue to be predominantly residential in character with higher densities concentrated in the portion of the community west of I-5. Residential areas east of the freeway are generally lower density than that found west of the freeway. There are more "rural" densities in the far eastern portion of the community (Crest Drive).

Commercial development will continue to be concentrated in two general areas. The first area includes the central business district of the community that is located east of San Elijo Avenue between Birmingham Drive and Glen Park. A second commercial center includes properties immediately adjacent to the freeway on Birmingham Drive. Smaller commercial areas are located along Highway 101 just before the corridor crosses the San Elijo Lagoon, and a fourth area designated for commercial development is located south of Santa Fe Drive west of the freeway. The commercial area located at the Santa Fe Drive/I-5 Interchange has been identified as a General Plan land use focus area to be prioritized for revitalization/redevelopment, mixed-use development and physical improvement. Objectives of this focus area designation are to increase pedestrian and bicycle connections along Santa Fe Drive, provide for a mix of uses in the existing commercial center, and create a sense of place for residents and visitors.

There are several large areas designated for public use or designated as permanent open space. The planned Encinitas Community Park is a 44+/- acre publicly owned parcel on the west side of I-5 between Santa Fe Drive and Birmingham Drive. Public beaches extend along the entire length of the coastline,

along the westernmost margin of the community. The San Elijo Lagoon Ecological Reserve is located between Solana Beach and Encinitas, extending inland to Rancho Santa Fe. The land use designation for the beaches and San Elijo Lagoon is Ecological Resource/Open Space/Parks, which is consistent with their public use and the lagoons protected status, the Nature Center and passive recreation (i.e. trails). The boundaries of this designation correspond with those of the San Elijo Ecological Reserve regional park. (The lagoon is located in both the Olivenhain and Cardiff-by-the-Sea communities.)

Much of the area in the downtown commercial district and just to the east of San Elijo Avenue between Mozart Avenue and Orinda Drive is included in the Cardiff-by-the-Sea Specific Plan Area (refer to Figure LU-5: Land Use Policy: Cardiff-by-the-Sea). Refer to Table LU-8: Distribution of Land Use: Cardiff-by-the-Sea.

The Cardiff-by-the-Sea Specific Plan is based on the following objectives:

- Encouraging commercial development that is compatible with surrounding residential uses relative to height, building bulk and mass and related complementary uses;
- Developing view preservation standards that preserve existing public views, and to the extent possible, private views;
- Establishing a streetscape program that compliments and enhances usual quality of the community;
- Establishing standards that help to revitalize the commercial district;
- Developing design standards to achieve variation in design, setbacks, materials, colors, landscaping and the like that can be tied together via common parking and internal circulation, and a common streetscape design;
- Implementing design guidelines to provide unity in urban design and to capture the beach town atmosphere; and
- Implementation of all applicable goals and policies established under the General Plan.

The Self-Realization Fellowship is located in both Cardiff-by-the-Sea and Old Encinitas, and is also identified as a Specific Plan Area. Until this specific plan is developed and adopted, all existing uses and operations on Self-Realization

Church lands are recognized and may continue as provided. Additional discussion of this Specific Plan is included under the description of Specific Plan Overlays found in the preceding Land Use Designations and Standards section of this Citywide Land Use Plan.

The distribution of land uses for the Cardiff-by-the-Sea community is described in Table LU-8. The location and extent of the land use designations which apply to the Cardiff-by-the-Sea are indicated in Land Use and Community Design Figure LU-5: Land Use Policy: Cardiff-by-the-Sea.

LAND USE POLICY OBJECTIVES

Land use policy for the Cardiff-by-the-Sea community seeks to maintain the area's small-scale beach character and calls for new development to generally correspond with existing types and intensities of development. The City should support the creation of an attractive commercial district that captures the beach town atmosphere and maintains the human-scale environment, all the while serving the needs of both local residents and visitors to the community.

The City should implement strategies that would enhance the appearance of the Coast Highway 101 streetscape and the railroad right-of-way located east of Coast Highway 101. Some of the streetscape objectives for this area are to reinforce the natural visual entrance to the City by incorporating natural elements in the streetscape design and to create a pedestrian and bicycle linkage within the corridor from the campground south to Solana Beach.

TABLE LU-8: DISTRIBUTION OF LAND USE: CARDIFF-BY-THE-SEA

Land Use Designation	Area	% of Total Community Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	0	0	0
Rural Residential (RR)	7	0	1
Rural Residential 1 (RR-1)	259	11	155
Rural Residential 2 (RR-2)	54	2	65
Residential 3 (R-3)	300	13	600
Residential 5 (R-5)	92	4	294
Residential 8 (R-8)	310	14	1,612
Residential 11 (R-11)	251	11	1,907
Residential 15 (R-15)	42	2	437
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	0	0	0
Residential 30 (R-30)	0	0	0
Mobile Home Park (MHP)	0	0	0
Commercial, Mixed-Use, Business and Industry			
Office Professional (OP)	5	0	N/A
General Commercial (GC)	26	1	N/A
Mixed-Use Commercial (MU-C)	0	0	0
Mixed-Use Residential (MU-R)	10	1	266
Mixed-Use Visitor-Serving Commercial (MU-VSC)	0	0	0
Visitor-Serving Commercial (VSC)	20	1	N/A
Local Commercial (LC)	0	0	0
Light Industrial (LI)	0	0	0
Live/Work Light Industrial (LW-LI)	0	0	0
Public and Community			
Public/Semi-Public (P/SP)	112	5	N/A
Public/Semi-Public/Hospital (P/SP-H)	0	0	0
Ecological Resource/ Open Space/ Parks (ER/OS/PK)	504	22	N/A
Parks (PK)	59	3	N/A
Transportation Corridor (TC)	217	10	N/A
Encinitas Ranch Specific Plan	0	0	0
Total	2,268	100	5,337

Notes:

- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.

Leucadia

DISTRIBUTION OF LAND USE

The majority of the community will remain predominantly residential in character with commercial uses concentrated along the Coast Highway 101 corridor and at the Leucadia Boulevard/I-5 interchange. The beaches along the coast are designated as Ecological Resource/Open Space/Parks.

New development in the community will be restricted to infill and rebuilding/remodeling in the residential neighborhoods where vacant lots and greenhouses will ultimately be developed in residential uses. However, land use policy for the 101 Corridor within the community of Leucadia focuses on ways to redevelop and revitalize the business district located along this corridor. Virtually all of the land designated for commercial land uses in the community is located along Coast Highway 101. The commercial district is the focus of policies calling for the revitalization of the entire commercial corridor that extends along the entire length of Coast Highway 101.

The areas designated for the lowest residential densities are located in an area east of the I-5 Freeway. The residential land use designations that permit the greatest densities of development are applied to those neighborhoods located in the coastal areas west of Coast Highway 101. The distribution of land use provided for under the land use policy is summarized in Table LU-9. The location and extent of land use designations within Leucadia are shown in Figure LU-6: Land Use Policy: Leucadia.

Much of the area in the community of Leucadia, along Coast Highway 101 and Vulcan Avenue, is included in the North 101 Corridor Specific Plan Area. The Specific Plan is based on the following:

- Establishment of standards and uses that compliment adjacent residential uses, enhance the appearance of Highway 101 streetscape and railroad right of way, and create an attractive commercial district that would serve the needs of both local residents and visitors to the community;
- Establishment of standards that will help to revitalize the commercial corridor;
- Provision of residential uses in commercial zones along the corridor may be considered provided the residential uses are secondary to the principal commercial function of these zone districts;

- Development of standards for development to vary design, setbacks, materials, colors, landscaping and the like to ensure a variation in the design of individual projects that can be tied together via common parking and internal circulation, and a common streetscape design;
- Implementation of design guidelines to provide eclectic styles but unity in overall urban design, to capture the beach town atmosphere and to retain the existing desirable elements of scale, pedestrian accessibility and design;
- Establishment of uses (including the possible locations for transit stops), and standards for circulation and design for the railroad corridor; and
- Implementation of all applicable goals and policies established under the General Plan.

LAND USE POLICY OBJECTIVES

Land use policy for Leucadia seeks to maintain the diversity of land uses and small-scale village character. It will not significantly alter the existing distribution and character of development in the community. The Downtown Encinitas Specific Plan Corridor commercial district is the focus of policies calling for revitalization/redevelopment. The objectives for the area are to enhance underutilized and underperforming commercial properties with development standards and incentives to promote commercial development that serves local residents and visitors and is complimentary to the existing pattern of development. Implement design guidelines to provide eclectic styles and unity in overall urban design and retain the existing desirable elements of scale and pedestrian accessibility.

The City should implement strategies that would enhance the appearance of the Coast Highway 101 streetscape and the railroad right-of-way located east of Coast Highway 101.

TABLE LU-9: DISTRIBUTION OF LAND USE: LEUCADIA

Land Use Designation	Area	% of Total Community Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	0	0	0
Rural Residential (RR)	0	0	0
Rural Residential 1 (RR-1)	364	12	218
Rural Residential 2 (RR-2)	283	10	340
Residential 3 (R-3)	805	27	1,610
Residential 5 (R-5)	68	2	218
Residential 8 (R-8)	198	7	1,030
Residential 11 (R-11)	173	6	1,315
Residential 15 (R-15)	6	0	62
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	17	0	272
Residential 30 (R-30)	0	0	0
Mobile Home Park (MHP)	19	1	147
Commercial, Mixed-Use, Business and Industry			
Office Professional (OP)	0	0	0
General Commercial (GC)	42	1	339
Mixed-Use Commercial (MU-C)	0	0	0
Mixed-Use Residential (MU-R)	0	0	0
Mixed-Use Visitor-Serving Commercial (MU-VSC)	0	0	0
Visitor-Serving Commercial (VSC)	22	1	N/A
Local Commercial (LC)	0	0	0
Light Industrial (LI)	0	0	0
Live/Work Light Industrial (LW-LI)	0	0	0
Public and Community			
Public/Semi-Public (P/SP)	14	0	N/A
Public/Semi-Public/Hospital (P/SP/H)	0	0	N/A
Ecological Resource/ Open Space/ Parks (ER/OS/PK)	157	5	N/A
Parks (PK)	5	0	N/A
Transportation Corridor (TC)	108	4	N/A
Encinitas Ranch Specific Plan	703	24	499
Total	2,984	100	6,050

Note:

- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.

New Encinitas

DISTRIBUTION OF LAND USE

Residential land use designations correspond with the type and density of existing subdivisions and planned residential developments. The New Encinitas community is primarily built with limited in-fill opportunities. Large tracts of undeveloped land in the southern portion of the planning area will be developed as larger lot single-family residences in the future.

The primary commercial area in the City is located in New Encinitas along both sides of El Camino Real, with a major concentration of this activity at the intersection of El Camino Real and Encinitas Boulevard. Those portions of El Camino Real that pass through New Encinitas around the Encinitas Boulevard intersection are generally designated as the El Camino Real Commercial Corridor Focus Area, which prioritizes improvements and revitalization/redevelopment. The area along these two streets will continue to act as the City's main business district in the future and will require additional public improvements and enhancements to accommodate this activity.

The distribution of land uses for the New Encinitas community is described in Table LU-10. The location and extent of the land use designations which apply to New Encinitas are indicated in Figure LU-7: Land Use Policy: New Encinitas.

LAND USE POLICY OBJECTIVES

The land use policy for the community of New Encinitas will seek to maintain its strong neighborhood identity and for the most part will not result in substantial changes in the patterns or densities of development in residential areas. New commercial intensity and mixed-use residential development, as well as public improvements along El Camino Real should accommodate and incorporate art and culture into the built environment. Over time, elements promoting and creating a village center should also be provided. The commercial corridor should continue to serve as an economic priority area that provides opportunities for a broad range of retail/service commercial office uses intended to meet the needs of Encinitas residents, businesses, and regional shopping demand. The City should encourage the placement of art and classify suitable locations for its display, including creating a corridor of performing, visual, and literary art spaces. The City should encourage art into the design of buildings, plazas, landscapes and walkways to benefit the community form and give it a sense of place.

TABLE LU-10: DISTRIBUTION OF LAND USE: NEW ENCINITAS

Land Use Designation	Area	% of Total Community Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	17	1	2
Rural Residential (RR)	0	0	0
Rural Residential 1 (RR-1)	0	0	0
Rural Residential 2 (RR-2)	12	1	14
Residential 3 (R-3)	408	17	816
Residential 5 (R-5)	287	12	918
Residential 8 (R-8)	841	35	4,373
Residential 11 (R-11)	193	8	1,467
Residential 15 (R-15)	26	1	270
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	17	1	272
Residential 30 (R-30)	10	0	255
Mobile Home Park (MHP)	47	2	233
Commercial, Mixed-Use, Business and Industry			
Office Professional (OP)	22	1	N/A
General Commercial (GC)	45	2	N/A
Mixed-Use Commercial (MU-C)	15	1	0**
Mixed-Use Residential (MU-R)	125	5	1,000**
Mixed-Use Visitor-Serving Commercial (MU-VSC)	0	0	0
Visitor-Serving Commercial (VSC)	0	0	0
Local Commercial (LC)	3	0	N/A
Light Industrial (LI)	0	0	0
Live/Work Light Industrial (LW-LI)	0	0	0
Public and Community			
Public/Semi-Public (P/SP)	96	4	N/A
Public/Semi-Public/Hospital (P/SP-H)	0	0	N/A
Ecological Resource/ Open Space/ Parks (ER/OS/PK)	74	3	N/A
Parks (PK)	5	0	N/A
Transportation Corridor (TC)	0	0	N/A
Encinitas Ranch Specific Plan	137	6	365
Total	2,380	100	9,985

Note:

- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.
- **Total residential units permitted within the MU-R and MU-C land use designations along the El Camino Real Commercial Corridor shall not exceed 1,000 units (maximum housing build-out).

The City should implement strategies that would enhance the appearance of the El Camino Real and Encinitas Boulevard streetscapes with landscaping and complete streetscape enhancements, including safer and more convenient accommodations for the bicycle, pedestrian and transit.

Old Encinitas

DISTRIBUTION OF LAND USE

Residential densities are greater in those neighborhoods adjacent to the beach while those areas east of the Coast Highway 101 corridor have much lower densities. Most new residential development will involve infill on scattered undeveloped or underdeveloped parcels and rebuilding/remodeling, which involves the demolition of an existing structure which is replaced by a new structure.

Two distinct commercial districts are identified in the land use policy map and these correspond to the existing commercial districts located along the Coast Highway 101 corridor and Encinitas Boulevard. The Coast Highway 101 corridor includes the original central business district for the community. Those portions of Encinitas Boulevard, generally located from just west of the I-5 interchange to Westlake Street/Quail Gardens Drive, are designated as the Encinitas Boulevard Corridor Focus Areas which prioritizes improvements and revitalization/redevelopment.

Much of the area along Coast Highway 101 and Vulcan Avenue, south of Encinitas Boulevard, is included in the Downtown Encinitas Specific Plan Area. The Specific Plan includes the following:

- Commercial development standards that will help to revitalize the commercial corridor and promote pedestrian activity;
- Development standards to promote commercial development complementary to the existing pattern of development relative to height, building bulk and mass, setbacks, and open space;
- Building, site design and streetscape standards to ensure variation in design, setbacks, materials, colors, landscaping and other physical components;

- Provisions for residential uses in commercial zones where residential uses are secondary to the principal commercial function of these zone districts; and
- Standards to ensure that residential, recreational and commercial uses will be complementary in design and use.

The Self-Realization Fellowship property is located in both Old Encinitas and Cardiff-by-the-Sea, and is also identified as a Specific Plan Area. Until this specific plan is developed and adopted, all existing uses and operations on Self-Realization Church lands are recognized and may continue as provided. Additional discussion of this Specific Plan is included under the description of Specific Plan Overlays in this Element.

The distribution of land use within the community that is provided for in the Land Use Element is summarized in Table LU-11. Figure LU-8: Land Use Policy: Old Encinitas describes the location and extent of land use designations within Old Encinitas.

LAND USE POLICY OBJECTIVES

The land use policy for Old Encinitas maintains the diversity of land uses and the existing beach character of the community. It will not significantly alter the existing distribution and character of development in the community. New development in Old Encinitas will be minimal, with most of it occurring as infill. Land use policy objectives generally call for new development to correspond with existing types and intensities of development. The City should support the creation of an attractive Coast Highway commercial district that captures the beach town atmosphere, downtown's history, and that would serve the needs of both local residents and visitors to the community. The City should also encourage art into the design of buildings, plazas, landscapes and walkways to benefit the community form and give it a sense of place.

The City should implement strategies that would enhance the appearance of the Coast Highway 101 streetscape and provide better east/west connectivity for all modes of traffic, including safer and more convenient accommodations for alternative transportation modes. Augment existing bicycle and pedestrian facilities to increase workability and bike use of the area.

TABLE LU-11: DISTRIBUTION OF LAND USE: OLD ENCINITAS

Land Use Designation	Area	% of Total Community Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	0	0	0
Rural Residential (RR)	0	0	0
Rural Residential 1 (RR-1)	52	3	31
Rural Residential 2 (RR-2)	65	4	78
Residential 3 (R-3)	319	19	638
Residential 5 (R-5)	190	12	608
Residential 8 (R-8)	82	5	426
Residential 11 (R-11)	205	12	1558
Residential 15 (R-15)	56	3	582
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	49	3	784
Residential 30 (R-30)	3	0	56
Mobile Home Park (MHP)	0	0	0
Commercial, Mixed-Use, Business and Industry			
Office-Professional (OP)	20	1	5
General Commercial (GC)	109	7	430
Mixed-Use Commercial (MU-C)	7	0	0
Mixed-Use Residential (MU-R)	18	1	387
Mixed-Use Visitor-Serving Commercial (MU-VSC)	7	0	0
Visitor-Serving Commercial (VSC)	13	1	35
Local Commercial (LC)	0	0	0
Light Industrial (LI)	15	1	N/A
Live/Work Light Industrial (LW-LI)	8	1	0
Public and Community			
Public/Semi-Public (P/SP)	166	10	N/A
Public/Semi-Public/Hospital (P/SP-H)	26	2	N/A
Ecological Resource/ Open Space/ Parks (ER/OS/PK)	83	5	N/A
Parks (PK)	43	3	N/A
Transportation Corridor (TC)	107	6	N/A
Encinitas Ranch Specific Plan	13	1	141
Total	1,656	100	5,759

Notes:

- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.

Olivenhain

DISTRIBUTION OF LAND USE

Olivenhain has the largest land area of the five communities while, at the same time, it also has the lowest residential densities. Land use policy for Olivenhain will preserve the rural “feeling of country” and open character that is typical of the community. The main feature of the land use policy for this community is to permit the development of privately owned properties while ensuring that significant ecological areas are preserved. The distribution of land use is indicated in Figure LU-9: Land Use Policy: Olivenhain and summarized in Table LU-12.

The greatest residential densities in the community are found in the westernmost portions of the community. The original settlement along Rancho Santa Fe Road is designated Rural Residential 2, which permits two units per acre in the absence of any development constraints. Virtually all of the remaining land area in the community is designated Rural Residential 1, which requires a minimum lot size of one (1) acre, or Rural Residential, which requires a minimum lot size of two (2) to eight (8) acres for each unit, depending on site constraints.

Commercial development is permitted in a single area of the community located at the intersection of Encinitas Boulevard and Rancho Santa Fe Road, which is often times referred to as Four Corners. The area allows General Commercial, Local Commercial and Office Professional developments.

The San Elijo Lagoon serves as the southernmost boundary of the community and both the lagoon and the surrounding wetland areas are designated Ecological Resource/Open Space/Parks in recognition of the lagoon’s protected status, the Nature Center and passive recreation (e.g., trails). The boundaries of this designation correspond with those of the San Elijo Ecological Reserve regional park. (The lagoon is located in both the Olivenhain and Cardiff-by-the-Sea community.)

Much of the Olivenhain community includes areas that have steep topography, areas subject to periodic flooding and areas containing significant environmental concerns. Virtually all of those properties adjacent to Escondido Creek and its tributaries are included within the Special Studies Overlay. The purpose of the Special Studies Overlay, in this instance, is both to preserve the riparian habitats along the creeks and to ensure that development is sensitive to

the periodic flooding that occurs along these creeks. Consistent with land use policies, densities for new residential development within the flood plain area is limited to one (1) dwelling unit per eight (8) acres (said areas are designated as Rural Residential Flood Plan).

The distribution of land use within the community that is provided for in the land Use Element is summarized in Table LU-12. Figure LU-9: Land Use Policy: Olivenhain describes the location and extent of land use designations within the Olivenhain community.

LAND USE POLICY OBJECTIVES

The land use policy for Olivenhain maintains the rural character and open-air feeling of the community. It will not significantly alter the existing distribution and character of development in the community. Olivenhain is characterized by rural low density residential uses on large lots with very low densities.

The City should implement strategies that address the appearance and efficiency of Rancho Santa Fe Road, north of Encinitas Boulevard/Manchester Avenue to Olivenhain Road.

TABLE LU-12: DISTRIBUTION OF LAND USE: OLIVENHAIN AND SPHERE

Land Use Designation	Area	% of Community Total Planning Area	Dwelling Units at Build-Out
Residential			
Rural Residential Flood Plain (RRFP)	297	7	59
Rural Residential (RR)	2,524	60	500
Rural Residential 1 (RR-1)	82	2	50
Rural Residential 2 (RR-2)	770	18	923
Residential 3 (R-3)	8	0	16
Residential 5 (R-5)	0	0	0
Residential 8 (R-8)	0	0	0
Residential 11 (R-11)	0	0	0
Residential 15 (R-15)	0	0	0
Residential 20 (R-20)	0	0	0
Residential 25 (R-25)	0	0	0
Residential 30 (R-30)	0	0	0
Mobile Home Park (MHP)	0	0	0
Commercial, Mixed-Use, Business and Industry			
Office-Professional (OP)	10	0	N/A
General Commercial (GC)	10	0	N/A
Mixed-Use Commercial (MU-C)	0	0	0
Mixed-Use Residential (MU-R)	0	0	0
Mixed-Use Visitor-Serving Commercial (MU-VSC)	0	0	0
Visitor-Serving Commercial (VSC)	0	0	0
Local Commercial (LC)	0	0	N/A
Light Industrial (LI)	0	0	0
Live/Work Light Industrial (LW-LI)	0	0	0
Public and Community			
Public/Semi-Public (P/SP)	0	0	0
Public/Semi-Public/Hospital (P/SP-H)	0	0	N/A
Ecological Resource/Open Space/Parks (ER/OS/PK)	546	13	N/A
Parks (PK)	3	0	N/A
Transportation Corridor (TC)	0	0	N/A
Encinitas Ranch Specific Plan	0	0	0
Total	4,258	100	1,548

Notes:

- Includes unincorporated area within the Sphere of Influence.
- Area is expressed in gross acreage.
- Dwelling unit count estimate is based on net acreage, existing land use development and high-level development constraint analysis.
- See Table LU-7 for a summary of Encinitas Ranch Specific Plan land use distribution.



The photos in this section provide examples from other communities of the building and public realm design character desired in Encinitas three land use focus areas. El Camino Real Commercial Corridor is envisioned as a vibrant destination with a “main street” character.

land use focus areas

Land uses in a majority of the city are expected to remain stable or unchanged. This General Plan identifies several areas anticipated to benefit from a focused approach to land use regulation, infrastructure investment and services. These include three primary land use “focus areas” (refer to Figure LU-10: Land Use Focus Areas), along with a number of potential improvement areas located around key corridors and activity centers. Areas expected to change make up a small portion, approximately five percent, of the land area in Encinitas.

This section includes descriptions of land use, vision and preferred direction, and preferred community design character for the city’s three land use focus areas. Each description provides a snapshot of how the areas are intended to change over time to help Encinitas achieve its General Plan vision. Descriptions include context-appropriate direction for site organization, building massing and setbacks, character of development, public spaces, streets and the pedestrian environment, and parking.

The three land use focus areas include El Camino Real Commercial Corridor, Encinitas Boulevard Corridor, and Santa Fe Drive/I-5 Interchange, as depicted

in Figure LU-10. Concept diagrams (Exhibits 1 through 3) illustrate the intended land use direction for each area.

The vision for change in the focus areas supports General Plan objectives by:

- Strategically locating housing, jobs and compact, higher density mixed-use development along transit corridors to reduce auto dependence, and improve fiscal and economic vitality;
- Encouraging high-quality urban design, pedestrian-oriented environments and improved streetscapes to enhance community livability and health;
- Developing balanced multi-modal key corridors to maintain and improve mobility of people, bicycles and vehicles;
- Providing enhanced opportunities for visitors to enjoy Encinitas' beautiful coastline; and
- Preserving and accentuating the city's unique and desirable beach community character and the existing quality of life in adjacent neighborhoods.

Figure LU-11: Land Use Focus Area Strategy Framework provides a conceptual illustration of this vision and its key components.

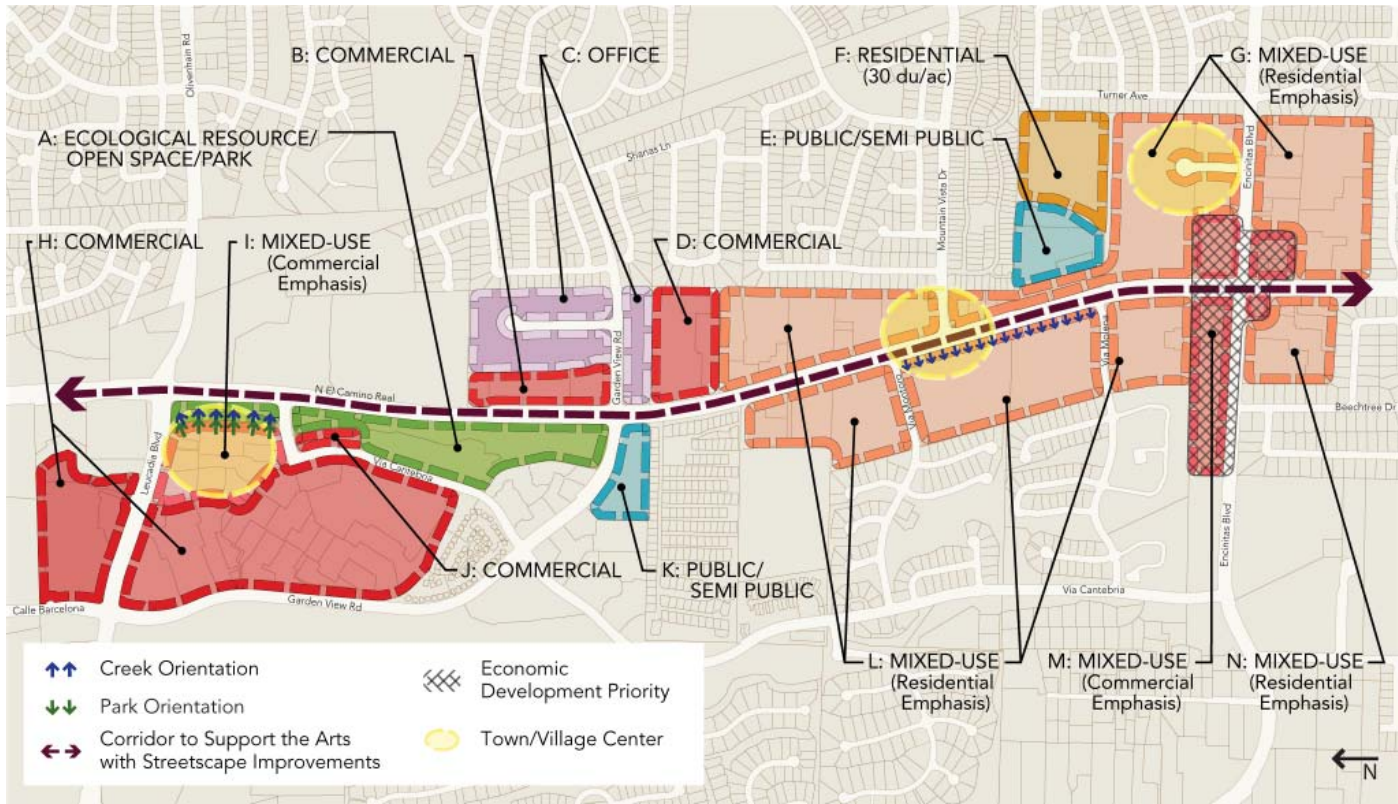
El Camino Real Commercial Corridor

The El Camino Real Commercial Corridor Focus Area is a 222.3-acre area, centrally located in Encinitas along El Camino Real and adjacent parcels. A key commercial node is located where the corridor bisects Encinitas Boulevard. A range of commercial and office uses extends further up to the northern boundary of the city. Existing land uses include: general neighborhood shopping centers, health care, medical office, low-rise office, automobile dealerships, public facilities (post office, Sheriff substation), and vacant/undeveloped land. General Plan land use direction allows mixed uses with commercial, and residential uses, as well as multi-family residential (R-30). A key objective for change in this area is to transform the focus and feel of the street from that of an arterial roadway with auto-dependent uses to a safe, multi-modal boulevard that is a destination for residents and visitors. For the location, land uses and concept for this focus area, refer to Exhibit LU-1.

VISION AND PREFERRED DIRECTION

The El Camino Commercial Corridor Focus Area is envisioned as a vibrant, mixed-use, walkable town center with a distinct town center look and feel for

EXHIBIT LU-1: EL CAMINO REAL COMMERCIAL CORRIDOR LAND USE CONCEPT



New Encinitas. Key improvements envisioned in the area maximize opportunities for sustainable jobs and businesses, enhance Encinitas Creek as a community asset, and maximize the use of underutilized sites such as the existing County landfill site.

This segment of El Camino Real should become a destination corridor and an accessible village/town center with a main street character. High-quality development and context-sensitive community design will help frame the street in a manner compatible with surrounding neighborhoods. The corridor will be more pedestrian-oriented, with new buildings located close to the street, parking located behind or beneath buildings, and large parking lots redeveloped to better activate the street, and plazas and open areas for gatherings. Car dealership uses are to be protected, to the maximum extent feasible.

The El Camino Real Commercial Corridor should feature improved public spaces with art and culture. The corridor should incorporate the history, traditions, objects and values of the community into cultural landmarks that will become cornerstones of El Camino Real’s identity as an economic corridor that supports the arts, culture and thriving environments.

As a potential to add visual interest to and address stormwater treatment, a “faux” creek could parallel portions of El Camino Real and be utilized for pedestrian activity and visual connections to shops and restaurants. Any implementation of this vision should be addressed through a streetscape program to evaluate the feasibility and interest.

El Camino Real will contain commercial, mixed-use, residential and visitor-serving uses. To complement these uses, the corridor will continue to be a key transportation corridor with planned transit connections to the Coaster Station, the Breeze bus transfer point and the downtown/beach areas. The City should also evaluate the feasibility of operating a local shuttle and provide additional transportation options for existing and future residents and employees in the area. Improved pedestrian and bicycle access should be provided between shopping areas and to surrounding neighborhoods and where feasible create an internal street grid to improve connectivity between centers. Development will help support and complement new street enhancements, including more efficient movement of vehicles along the corridor, traffic calming and pedestrian improvements such as new sidewalks, bulb-outs, medians, landscaping and street trees. Areas to encourage public art and cultural activities will be spread throughout the corridor.

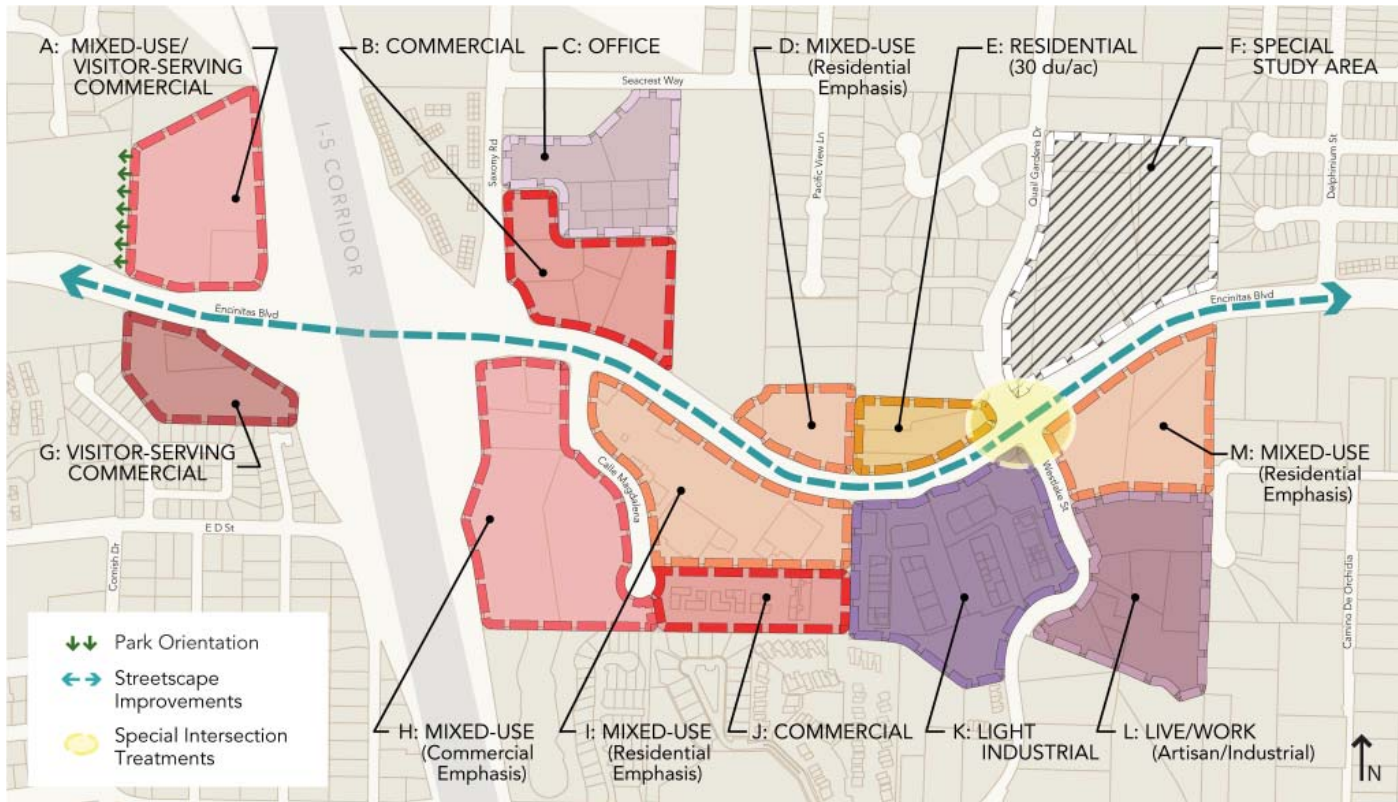
Encinitas Boulevard Corridor

The Encinitas Boulevard Corridor Focus Area is an 83.8-acre area located east of Cottonwood Creek Park and east of where I-5 intersects Encinitas Boulevard. Existing land uses include: low-rise office, arterial commercial, neighborhood shopping, industrial park, church facility, hotels and vacant/undeveloped land. General Plan land use direction allows mixed uses with residential, commercial and visitor-serving commercial uses, as well as stand-alone residential. Key objectives for change in this area are to generate commercial and pedestrian activity, and to improve multi-modal connections to the coastal areas and the transit station for residents and visitors. For the location, land uses and concept for this focus area, refer to Exhibit LU-2.

VISION AND PREFERRED DIRECTION

The Encinitas Boulevard Corridor Focus Area is envisioned as a walkable, transit-friendly commercial corridor and gateway to the beach with a diverse mix

EXHIBIT LU-2: ENCINITAS BOULEVARD CORRIDOR LAND USE CONCEPT



of uses and intensity of activity organized around an internal street grid and block structure.

The Boulevard provides a key link between east Encinitas and the coastline, and is part of a more extensive shuttle route planned to provide service west to Coaster Station and Downtown Encinitas, and east to El Camino Real and the northern end of the City. It represents a key entrance to the city when exiting the I-5 Freeway; and arrival point for the City.

Concentrating diversified uses along the corridor, including ground-floor commercial with retail and office uses and upper-story residential uses, will help activate Encinitas Boulevard. An attractive street frontage with welcoming building entries facing the street, outdoor dining, pedestrian plazas, landscaping and walkway improvements further enhance the pedestrian experience. The location, scale and density/ intensity of new development should include transitions that are sensitive to surrounding neighborhoods.

Live/work light industrial (mixed-use residential) at the southeast end of the focus area provides opportunities to create a vibrant artisan community and

distinct character. Mixed visitor serving commercial uses are clustered west of I-5 where there is convenient beach and park access. Development should be responsive to the nearby Cottonwood Creek Park, emphasizing access and views. I-5 underpass enhancements including sidewalks, bike lanes and public art will strengthen the connection to Cottonwood Creek Park, the coast and mixed-use visitor serving commercial uses to the west.

Traffic management and traffic calming measures should be applied throughout the area, with sidewalks, bike lanes and a special intersection treatment at Westlake Street/Quail Garden Drive and Encinitas Boulevard to accent the east end of the corridor and enhance the entrance to the San Diego Botanic Gardens and San Dieguito Heritage Museum.

Cohesive streetscape design elements should reflect on the nearby beach and draw on the natural character of the area. Medians, sidewalk planters, and/or parkways should utilize signature landscape materials, such as native and drought tolerant plantings that unify the corridor. Landscaping and erosion measures will protect the integrity of the area's steep slopes. Features such as street lights, seating and colored and/or patterned hardscaping can also contribute to a cohesive sense of design along the street.

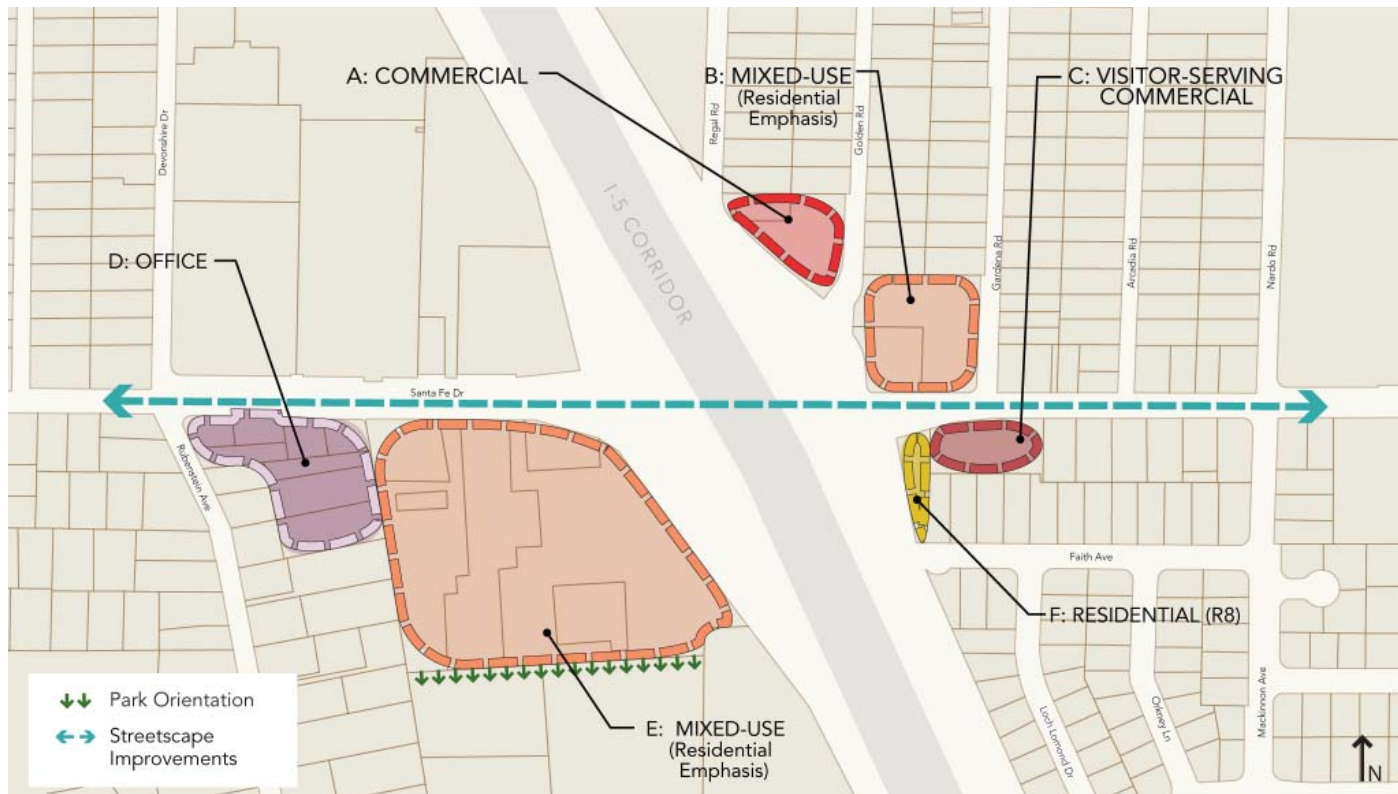
Santa-Fe Drive/I-5 Interchange

The Santa Fe Drive/I-5 Interchange Focus Area is a 15.7-acre commercial node located southeast of Downtown Encinitas along I-5. Existing land uses include: neighborhood shopping, arterial commercial, Scripps Hospital and health care facilities, and offices. General Plan land use direction allows mixed uses with residential, commercial and visitor-serving commercial uses. Key objectives for change are to revitalize the area with diversified uses, create a more livable place and strengthen connections across corridors that divide the area. For the location, land uses and concept for this focus area, refer to Exhibit LU-3.

VISION AND PREFERRED DIRECTION

The Santa Fe Drive/I-5 Interchange Focus Area is envisioned as a more walkable, mixed-use area with higher density and intensity of activity. Buffer zones between the focus area and surrounding residential neighborhoods ensure that the character of adjacent neighborhoods is maintained.

EXHIBIT LU-3: SANTA FE DRIVE/I-5 INTERCHANGE LAND USE CONCEPT



Improvements to the corridor, development and community amenities support a more vibrant corridor that knits together uses and neighborhoods both north and south of Santa Fe Drive and west and east of I-5. Traffic mitigations and streetscape improvements will help connect disparate neighborhoods. Priority measures include intersection and underpass improvements, crosswalks, curb extensions and bulb-outs, sidewalks, and bike lanes. Wide crosswalks with special paving materials, colors and/or patterns to heighten visibility will enhance pedestrian safety and contribute to the unique identity of the area.

Santa Fe Drive will become more pedestrian-oriented, with new buildings located close to the street, parking located behind or on-street and diverse neighborhood-serving and visitor-serving uses at key nodes compatible with surrounding development. The preferred format for mixed-use development includes residential uses on upper floors with flexible ground-floor spaces, and setbacks that could accommodate a variety of office or retail uses, outdoor restaurant/café seating, and pedestrian plazas. However, horizontal mixed-use development can be considered. Pedestrian enhancements along Santa Fe Drive will include street trees, decorative street lighting, landscaped medians and seating.

The planned Encinitas Community Park (formerly known as Hall Property Community Park) is anticipated to be a significant active open space resource for the community. The 44-acre special use park will improve livability for surrounding neighborhoods and draw visitors from around the city. The park-adjacent mixed-use residential parcels southwest of the Santa Fe/I-5 intersection should maximize orientation to the park site with visual connections and physical access points. Circulation and streetscape improvements should strengthen community access both to the park and the nearby San Dieguito Academy and surrounding uses.

Land Use Focus Area Design Character

The El Camino Real Commercial Corridor, Encinitas Boulevard Corridor and Santa Fe Drive/I-5 Interchange focus areas share many design character preferences, including the following direction for site organization, building massing and setbacks, development character, public spaces, pedestrian environment and parking.

BUILDING MASSING AND DEVELOPMENT CHARACTER

- Building heights should be limited to two to three stories;
- Developments should build to lot lines or with minimal front setbacks (five to 10 feet) when appropriate through context sensitive design; setbacks should vary and include setbacks to accommodate pedestrian plazas where appropriate (minimum 15 feet);
- Encourage step backs in buildings above two stories to reduce apparent building mass;
- Articulate building façades and include balconies on upper floors where appropriate to reduce apparent building mass and create visual interest;
- Encourage the incorporation of public art into the design of buildings, plazas, landscapes and walkways that enhances the city's community character as well as its built environment;
- Design distinctive roof articulation and design roofs shape to reflect the configuration of the buildings mass and character from various vantage points;
- Establish a rhythm of building facades within the pedestrian realm or activity areas that is small-scale with varying wall planes or proportional components that related to a human-scale; and



Building mass and scale, pedestrian plazas and the use of unique landscape design and materials can be used to reflect and strengthen existing community character, create visual interest in key locations and enhance the pedestrian experience.

- Provide a high level of transparency in ground-floor spaces that interface with the pedestrian environment.

PEDESTRIAN ENVIRONMENT

- Develop pedestrian plazas and spaces for people to gather, places to sit, and/or outdoor restaurant/café seating to stimulate pedestrian activity and social interaction;
- Provide streetscape amenities such as seating, decorative street lighting and planters;
- Include traffic calming measures on high-traffic streets, such as crosswalks, curb extensions and bulb-outs;
- Utilize wide crosswalks at priority intersections with special paving materials, colors and/or patterns to heighten visibility;
- Install landscaped medians with pedestrian refuges at crossings;
- Use bicycle-friendly street design, such as safe sharrows, enhanced street markings, or separated bicycle lanes and bicycle facilities;
- Use native and drought tolerant landscaping and shade trees to create character and interest; and
- Incorporate art into the built environment.



PARKING

Encourage the following types of parking:

- El Camino Real Commercial Corridor – well-integrated parking structures, on-site parking; parking beneath or behind development;
- Encinitas Boulevard Corridor – on-street parking; parking beneath or behind buildings; off-street parking for larger mixed-use commercial development; and
- Santa Fe Drive/I-5 Interchange – on-street parking; parking beneath or behind buildings; parking should not impact surrounding uses or local streets.

On-street parking, wide sidewalks and transparent, ground-floor commercial uses close to the street help encourage local commerce and social interaction.

areas for physical improvement

In addition to the three land use focus areas, the Encinitas community identified a number of areas in the city that could benefit from improvements to the physical environment. These improvements could occur without changes to the land use pattern. This section describes the vision and priority physical improvements for the following areas:

- Highway 101 North Corridor;
- Birmingham Drive/I-5 Interchange;
- Manchester Avenue/I-5 Interchange;
- La Costa Avenue/I-5 Interchange;
- Leucadia Boulevard/I-5 Interchange;
- Downtown Encinitas;
- Four Corners (Encinitas Boulevard and Rancho Santa Fe Road); and
- Cardiff-by-the-Sea Town Center.

Coast Highway 101 Corridor

The Coast Highway 101 Corridor, between Encinitas Boulevard to the south and La Costa Avenue to the north, is a 33.8-acre area running along the coast-line parallel to Beacon's Beach. The conveyed area is considered part of the North 101 Corridor Specific Plan. Existing land uses include specialty retail and commercial, multi-family and single-family residential, hotel/motel (low-rise) and mobile home park. The vision and priority improvements for this area would be incorporated into future specific planning efforts.

VISION AND PRIORITY IMPROVEMENTS

The Coast Highway 101 Corridor is envisioned as a commercial corridor with pedestrian-oriented commercial uses, including walkable retail nodes for social interaction. Priority physical improvements are based on the following objectives for the area:

- Strengthen area as a gateway and historic corridor;
- Enhance urban and streetscape design while still maintaining community character;
- Calm traffic through a variety of measures and coordinate traffic signals;
- Improve railroad crossings and add at-grade crossings;
- Strengthen pedestrian connections;
- Add sidewalks and safe bike lanes and paths;
- Add a multi-use trail adjacent to the railroad;

- Address parking on Leucadia Boulevard, to the extent feasible while balancing all other needs;
- Provide opportunities to incorporate art and cultural activities into the built environment and ensure these elements play an important role in community life;
- Improve drainage and flood control;
- Improve Coast Highway 101 and Leucadia Boulevard intersection;
- Develop a “Main Street” character; encourage pedestrian-oriented, ground-floor retail and restaurants;
- Preserve historic buildings and character;
- Use signage and awnings that speak to the community’s coastal character;
- Preserve and restore the tree canopy;
- Provide adequate buffer between pedestrian and auto zones with use of street trees, elevated tree planters, and other streetscape and design strategies;
- Emphasize safety in design of roadway improvements; and
- Underground utility lines.

Birmingham Drive/I-5 Interchange

The Birmingham Drive/I-5 Interchange is a small 7.5-acre area near the southern end of the city that provides key vehicular access from I-5 to downtown Cardiff-by-the-Sea. Existing land uses include service station, neighborhood commercial, hotel/motel (low-rise) and public storage.

VISION AND PRIORITY IMPROVEMENTS

The Birmingham Drive/I-5 Interchange area is envisioned with improved auto access and transit service, and increased walkability. Priority physical improvements are based on the following objectives for the area:

- Improve street connections/freeway accessibility;
- Strengthen east/west pedestrian connectivity and add bike facilities;
- Improve transit service;

- Enhance urban and streetscape design;
- Calm traffic; and
- Provide more landscaping.

Manchester Avenue/I-5 Interchange

The Manchester Avenue/I-5 Interchange is a 46.8-acre area adjacent to the San Elijo Lagoon at the southern end of the city. Existing land uses include agriculture, vacant and undeveloped land, service station and specialty retail.

VISION AND PRIORITY IMPROVEMENTS

The Manchester Avenue/I-5 Interchange is envisioned as a gateway to the city with natural features and a “rural” emphasis. As part of the vision for the future, the lagoon/watershed is preserved and enhanced, and the area’s open space and agriculture is maintained. Priority physical improvements are based on the following objectives for the area:

- Establish the area as a natural features gateway to the city;
- Create safe trail connections to the lagoon and establish a multi-use trail around the lagoon;
- Strengthen east-west bicycle and pedestrian connections; and
- Enhance access that is sensitive to the ecological resources of the lagoon.

La Costa Avenue/I-5 Interchange

The La Costa Avenue/I-5 Interchange is a 17.1-acre area adjacent to the Batiquitos Lagoon at the northern end of the City. Existing land uses include vacant and undeveloped land, agriculture/nursery and a service station.

VISION AND PRIORITY IMPROVEMENTS

The La Costa Avenue/I-5 Interchange is envisioned as a strengthened gateway to the City, with enhanced safety and access for pedestrians and bicycles, improved transit connections and more efficient movement of vehicles through the area. Priority physical improvements are based on the following objectives:

- Enhance to serve as a gateway to the City with an emphasis on natural features;
- Create safe access and opportunities for bikes and pedestrians, while working with existing roundabouts west of the freeway;
- Improve access to the lagoon and/or create trail connections; and
- Protect Batiquitos Lagoon and environmentally sensitive habitat areas.

Leucadia Boulevard/I-5 Interchange

The Leucadia Boulevard/I-5 Interchange is an 11.2-acre area in the northern part of the City. Existing land uses include vacant and undeveloped land, agriculture/nursery, lodging and a service station.

VISION AND PRIORITY IMPROVEMENTS

The Leucadia Boulevard/I-5 Interchange area is envisioned as a neighborhood node that reflects and complements adjacent land uses, development and character, and provides safe access and expanded opportunities for bicycles and pedestrians. Priority physical improvements are based on the following objectives for the area:

- Improve freeway access/change ramp configuration at Pireaus Street in all directions to allow northbound vehicular travel on Pireaus Street; and
- Add safe, continuous walking paths, and bike lanes and paths.

Downtown Encinitas

The Downtown Encinitas Specific Plan sets forth the vision for this area, and includes a number of goals and policies designed to preserve and protect downtown's unique identity, character and scale, while supporting successful economic development and rehabilitation. Priority physical improvements identified in the General Plan are intended to support the Specific Plan policy direction for the area.

Priority physical improvements for Downtown Encinitas are based on the following General Plan objectives:

- Enhance pedestrian and bicycle connectivity;
- Improve transit service to and from the Coaster Station;
- Provide opportunities to incorporate art and cultural activities into the built environment and ensure these elements play an important role in downtown’s community life;
- Preserve historic buildings and character;
- Continue to evaluate parking needs;
- Plant new street trees; and
- Consider allowing/encouraging boutique motels on second and third stories of downtown development.

Four Corners

Four Corners general describes the Encinitas Boulevard and Rancho Santa Fe Avenue/Manchester Avenue intersection in the Olivenhain community. Priority physical improvements identified in the General Plan are intended to support the “rural” character for the area, while improving traffic efficiency and providing safer pedestrian and biking environments.

Priority physical improvements for Four Corners are based on the following General Plan objectives:

- Improve walkability and pedestrian connections from surrounding residential areas and at intersections;
- Encourage equestrian related accessibility and uses, such as a tack-and-feed store;
- Address traffic flow on Rancho Santa Fe Road and Manchester Avenue;
- Add safe bike lanes along Rancho Santa Fe Road and Manchester Avenue; and
- Add landscaping.

Cardiff-By-The-Sea Town Center

The Cardiff-by-the-Sea Specific Plan sets forth the vision for this area, and includes a number of goals and policies designed to preserve and protect the

community's small-town character. Priority physical improvements identified in the General Plan are intended to support Specific Plan policy direction for the area.

Priority physical improvements for Cardiff-by-the-Sea Town Center are based on the following General Plan objectives:

- Preserve quality buildings and add to Cardiff's historic feel;
- Add landscaping;
- Protect views, to the extent feasible; and
- Reduce traffic congestion.

figures



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