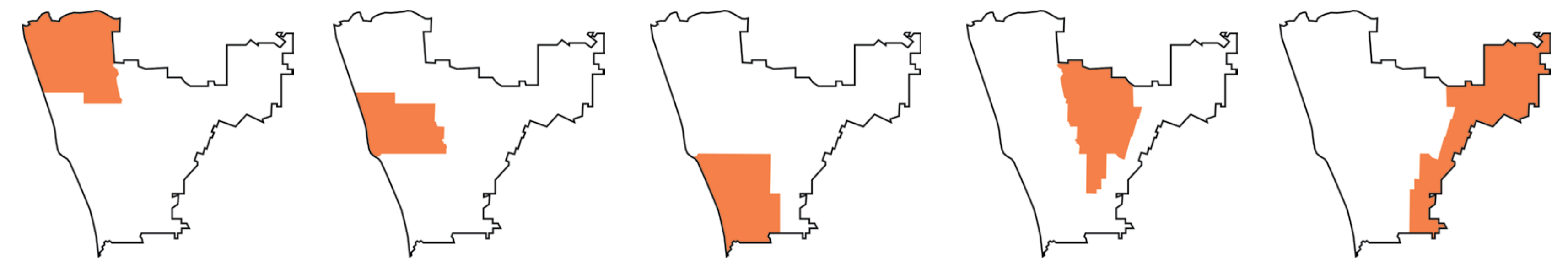


OUTCOME FROM OUTREACH PROCESS

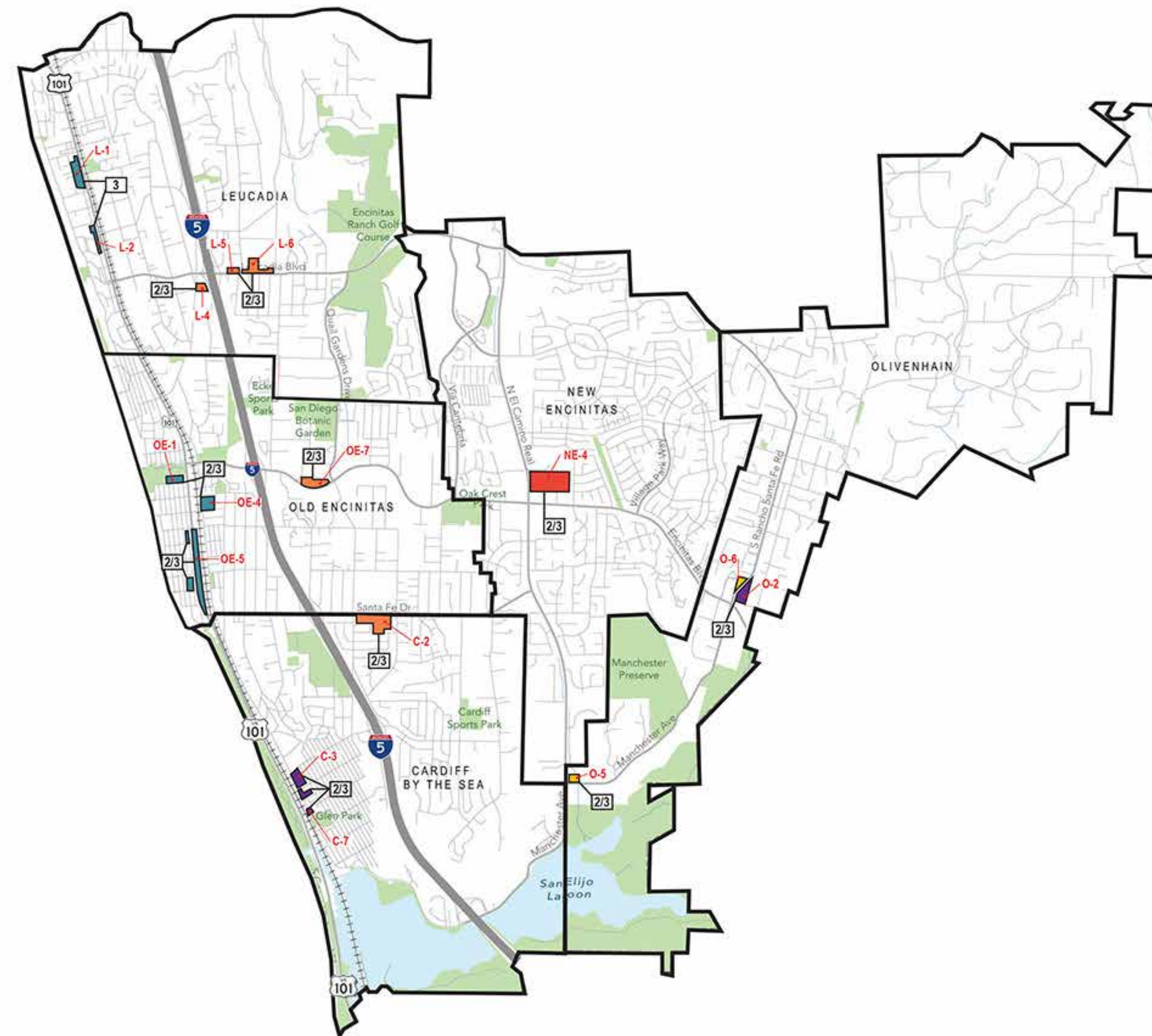


POTENTIAL HOUSING STRATEGIES

Based on community input, three conceptual maps have emerged as potential strategies for achieving our housing goals. Two of these reflect the results of the on-line participation process and a third includes new sites that were suggested during the public participation process and removes certain highly objectionable sites based on public input received. Each map identifies potential locations for housing in different development types and contexts. From these, a final recommendation will be developed.

- Main Street Mixed Use - Small Site
- Village Center Mixed Use - Medium Site
- Neighborhood Prototypes
- Residential Infill - Medium to Large Site
- Residential Infill - Small Site

READY-MADE: MIXED USE PLACES AS MODIFIED ON FEB. 5, 2015



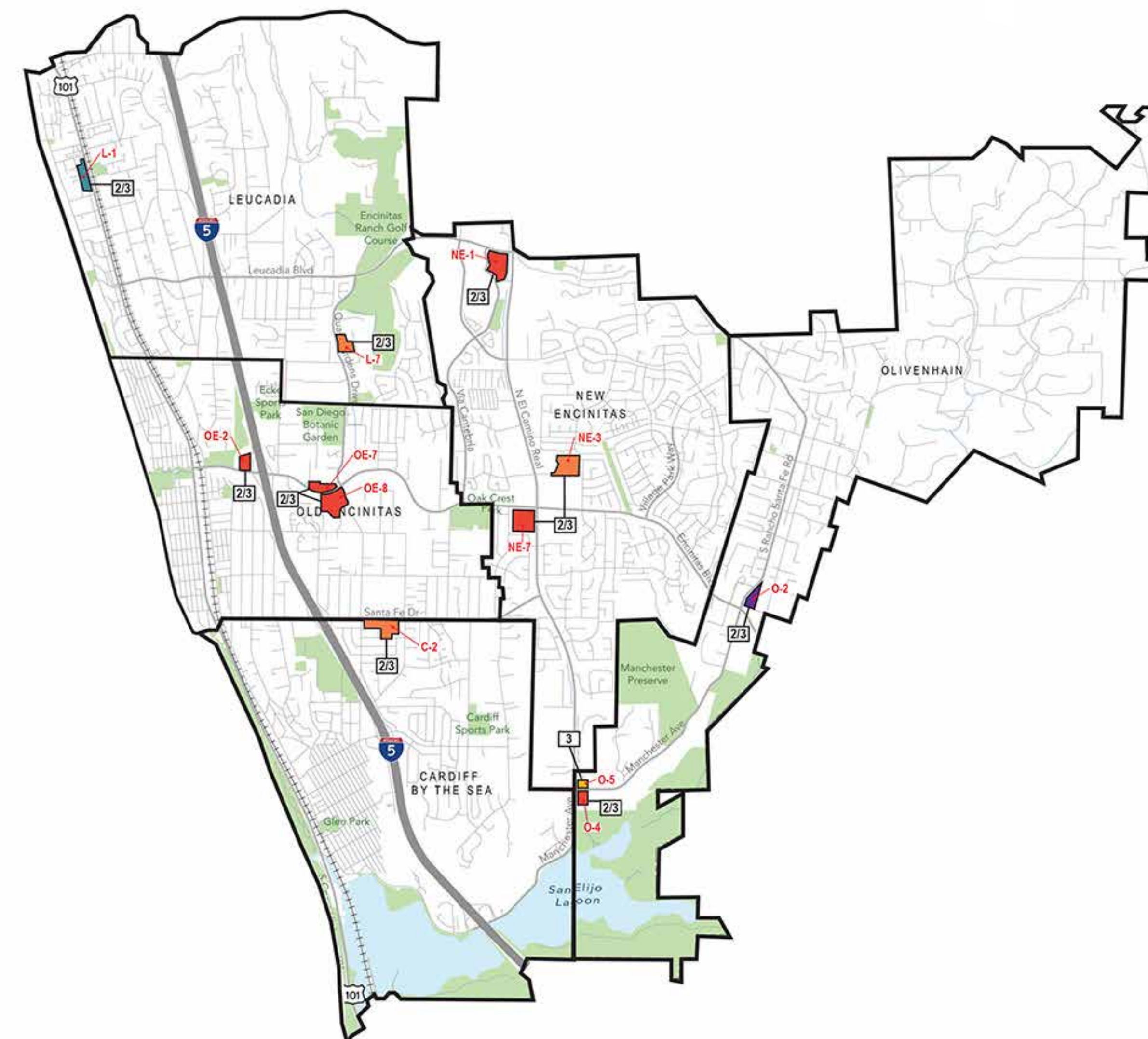
READY-MADE MIXED USE PLACES

The “Mixed Use Places” housing strategy was the overwhelming preference of the three “Ready Made” strategies presented. It identifies future housing sites focused along the 101 Highway corridor and at key activity centers on Encinitas Boulevard. This housing strategy mixes new housing with retail and employment land uses, creating vibrant communities that are pedestrian and bicycle friendly.

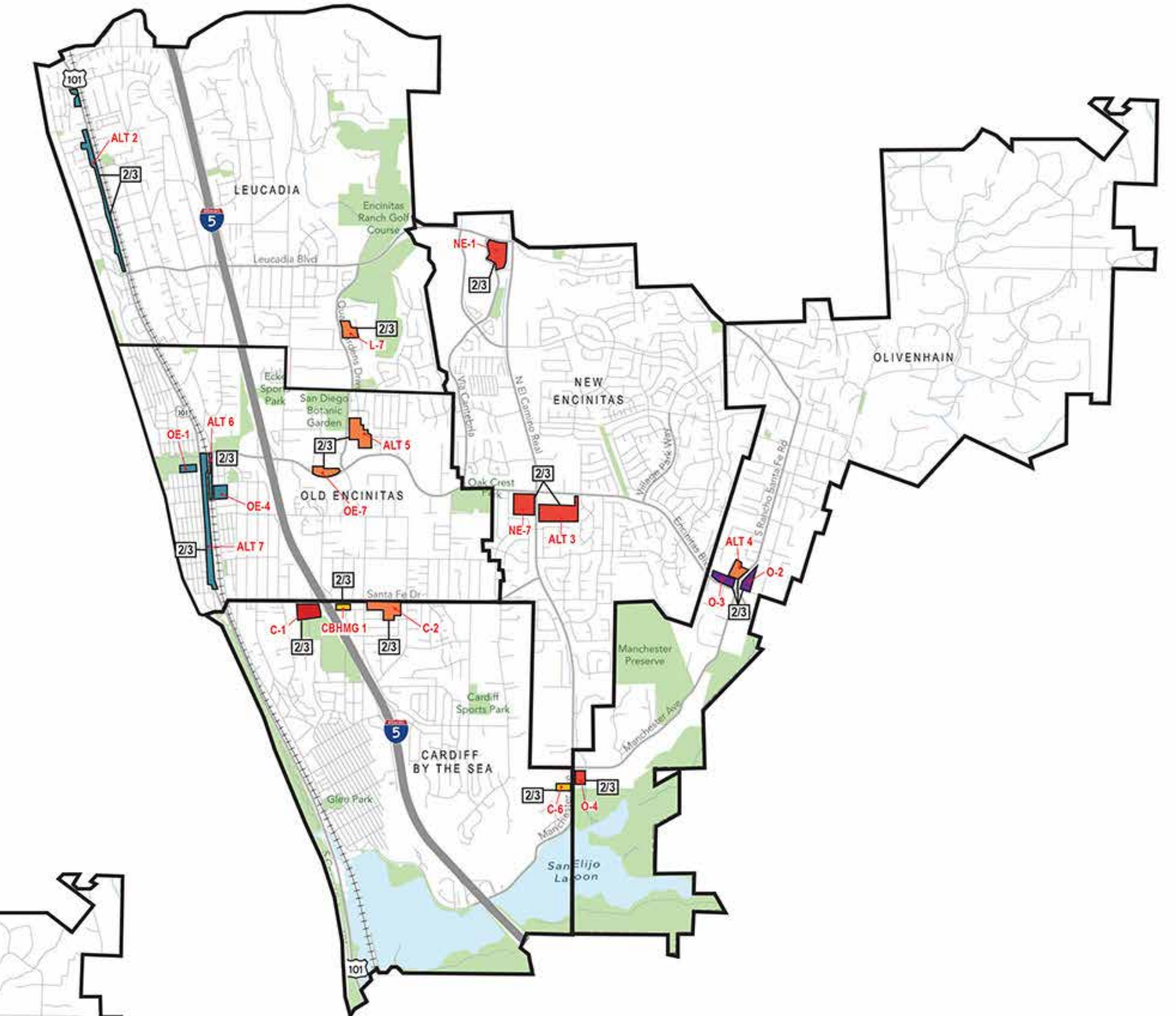
BUILD-YOUR-OWN

The “Build Your Own” strategy compiles input received from all participants that opted to “build their own” strategy (instead of selecting one of the three “Ready Made” strategies). Participants who “built their own” housing strategy identified two- and three-story mixed use housing on larger sites located along Encinitas Boulevard near Quail Gardens, off of El Camino Real, along Coast Highway 101 in Leucadia, Santa Fe Avenue in Cardiff, and Manchester Avenue in Olivenhain.

BUILD-YOUR-OWN: AS MODIFIED ON FEB. 5, 2015



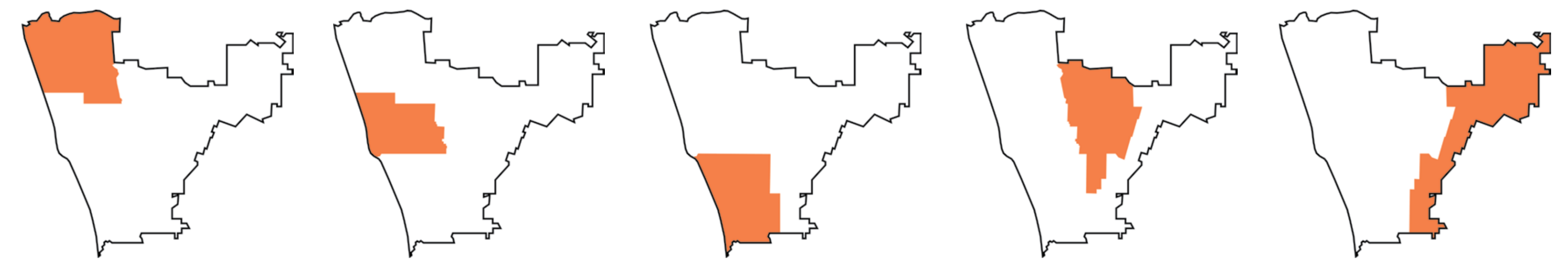
MODIFIED MIXED USE PLACES AS CREATED ON FEB. 5, 2015 AND AMENDED APRIL 8, 2015



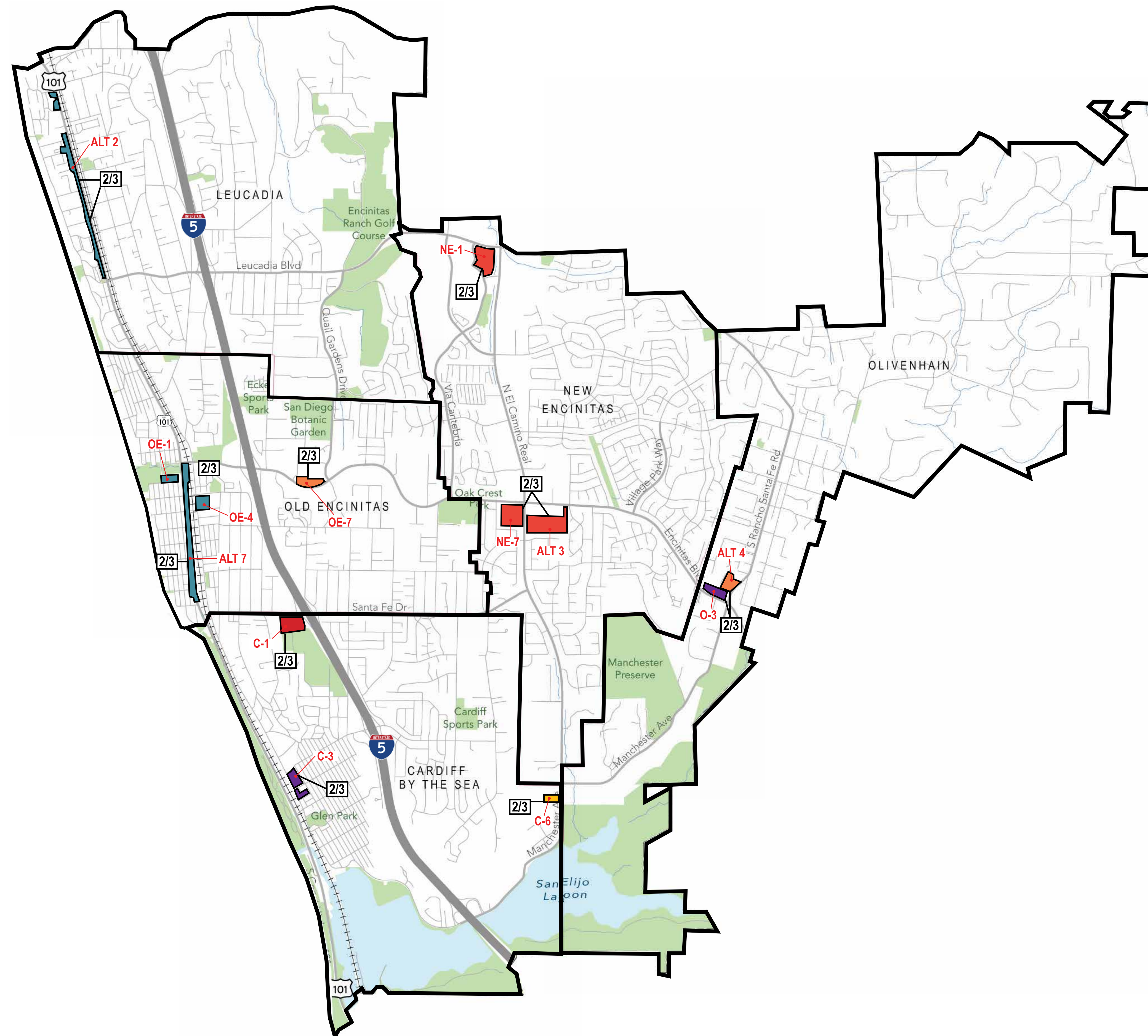
MODIFIED MIXED USE PLACES

A third housing strategy was generated by the City Council, with contribution from the Planning Commission and with consideration of public input. This strategy is a modification of the Mixed Use Places strategy – it includes new sites that were suggested during the public participation process and removes certain highly objectionable sites based on public input received. In this strategy, more emphasis is placed on locating housing in areas served by transit and where the additional housing is complimented by existing pedestrian-oriented amenities.

OUTCOME FROM ENVIRONMENTAL REVIEW



ENVIRONMENTALLY SUPERIOR ALTERNATIVE



- MAIN STREET** – Mixed Use, Small Site
- NEIGHBORHOOD CENTER** – Mixed Use, Large Site
- VILLAGE CENTER** – Mixed Use, Medium Site
- RESIDENTIAL INFILL** – Medium to Large Site
- RESIDENTIAL INFILL** – Small Site
- 2/3 2 & 3 STORIES

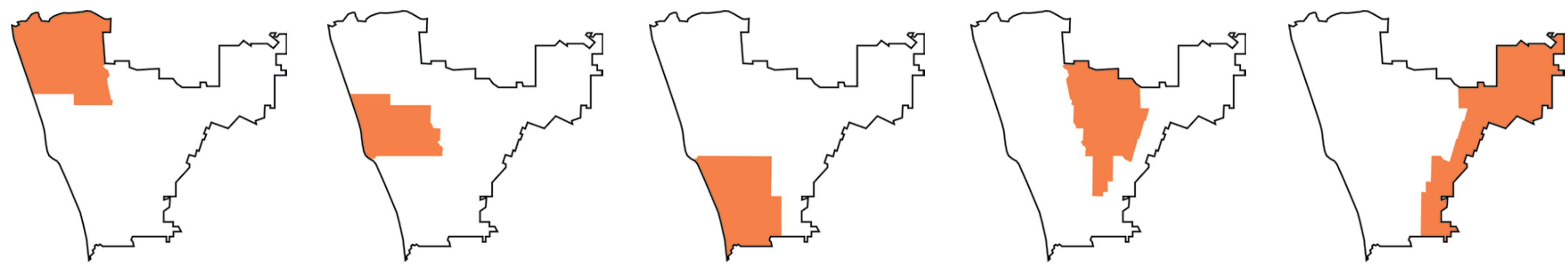
SUSTAINABLE MIXED USE PLACES

The Sustainable Mixed Use Places Alternative represents an alternative to the housing strategies addressed as the project in the At Home in Encinitas Draft EIR/EA. It is an alternative that refines, but would have fewer impacts than the project's Modified Mixed Use Places strategy, which was developed in response to substantial public input. The Modified Mixed Use Places Strategy was developed prior to this environmental analysis and the determination of substantial compliance for the draft Housing Plan by the California Department of Housing and Community Development (HCD). With the benefit of the analysis and findings in this Draft EIR/EA, along with the review of HCD, the Sustainable Mixed Use Places Alternative was created. This alternative would meet the project's objectives. Sustainable Mixed Use Places has also been identified as the Environmentally Superior Alternative. This plan is the most compatible with community character. It improves the feasibility of transit service and supports walking and biking. New development is directed to areas that would benefit from the investment. Coastal mixed use business districts are strengthened, while New Encinitas and Olivenhain gain opportunities for their own mixed use places.

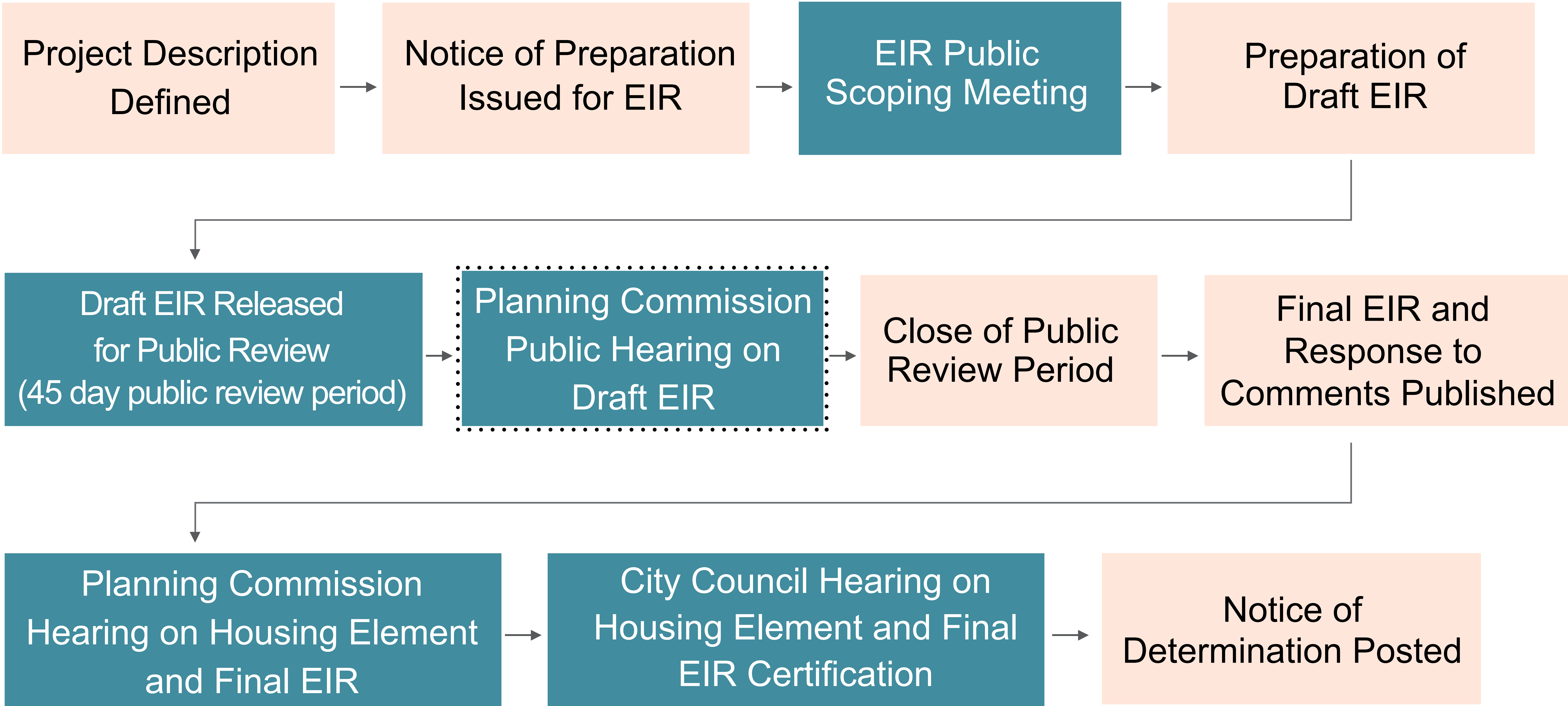
ENVIRONMENTAL REVIEW



CEQA REVIEW

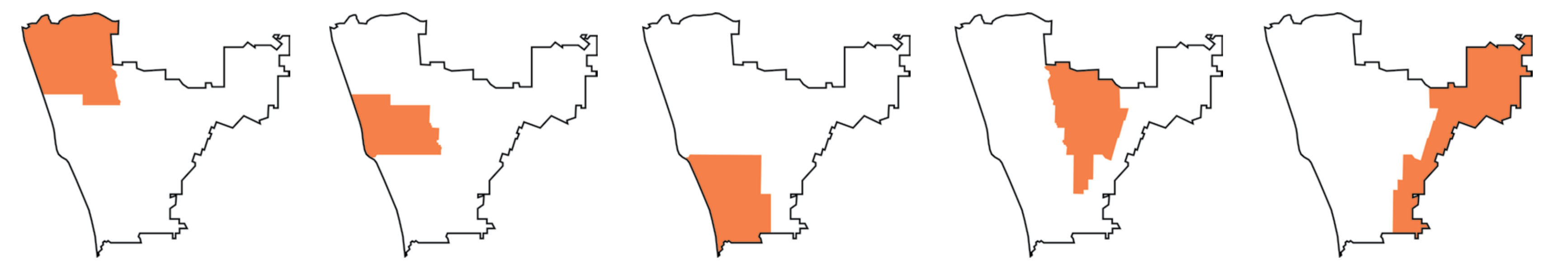


AT HOME IN ENCINITAS ENVIRONMENTAL REVIEW PROCESS



 PUBLIC COMMENT OPPORTUNITY  WHERE WE ARE IN PROCESS

EIR ISSUES AND SUMMARY OF IMPACTS



MITIGATED, SITE-SPECIFIC AND UNAVOIDABLE IMPACTS

ENVIRONMENTAL ISSUES WITH NO OR REDUCED IMPACTS

- AIR QUALITY
- BIOLOGY
- HAZARDS AND HAZARDOUS MATERIALS
- HYDROLOGY AND WATER QUALITY
- GEOLOGY AND SOILS
- NOISE
- PALEONTOLOGICAL RESOURCES
- POPULATION AND HOUSING
- PUBLIC SERVICES
- PUBLIC UTILITIES

The EIR identifies mitigation measures for a majority of the environmental issues studied. In some cases, a proposed mitigation would effectively reduce or eliminate a potential impact. In other cases, mitigation measures are not required because the effects are not found to be significant. Depending on which map is approved, the City would prepare and adopt mitigation monitoring plans to ensure that mitigation measures are done correctly.

ENVIRONMENTAL ISSUES WITH SOME OR PARTIAL SITE-SPECIFIC IMPACTS

- AESTHETICS
- LAND USE COMPATIBILITY

Each of the three mapping strategies includes an inventory of land to be rezoned that when developed could create significant effects. The impact would vary from site to site. Therefore, under site-specific circumstances, the project could create substantial adverse effects for the environmental issues above.

The Sustainable Mixed Use Places Alternative (Environmentally Superior Alternative) eliminates impacts to “aesthetics” and reduces impacts to the “land use and planning.”

ENVIRONMENTAL ISSUES WITH UNAVOIDABLE IMPACTS

- CULTURAL RESOURCES
- GREENHOUSE GAS EMISSIONS
- TRANSPORTATION AND TRAFFIC

The environmental issues listed above have been identified as areas where there are no feasible mitigation measures that reduce or eliminate impacts. In the case of Cultural Resources, mitigation measures may be identified at the project-specific level. But, because specific development projects are not known at this time, the impact to Cultural Resources is considered significant and unavoidable on a number of sites within all three mapping strategies.

Physical changes caused by individual development would also contribute incrementally to create cumulative effects. This can happen even if individual, site-specific changes are limited or not significant. “Greenhouse Gas Emissions” and “Transportation and Traffic” are two environmental issues with cumulative effects. The build-out of the mapping strategies and their connection with other future projects in the City create likely impacts to the environment.