Making Small-Lot Infill Development Work
(The Downtown Encinitas Specific Plan Area)

Presented by:
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Director
Planning & Building
City of Encinitas
September 23, 2010
**Danforth Building**

<table>
<thead>
<tr>
<th>Constructed 1928–30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground floor retail</td>
</tr>
<tr>
<td>Hair Salon</td>
</tr>
<tr>
<td>Coffee Shop</td>
</tr>
<tr>
<td>Clothing</td>
</tr>
<tr>
<td>Liquor Store</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second floor residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Residential Units</td>
</tr>
<tr>
<td>Density: 43 du/ac</td>
</tr>
</tbody>
</table>
Downtown Land Use

Land Use Designation
- D-CC: Civic Center
- D-CM-1: Commercial Mixed
- D-CM-2: Commercial Mixed
- D-MBP: Moonlight Beach Park
- D-NP: Neighborhood Park
- D-OM: Office Mixed
- D-OP: Office Professional
- D-P/SP: Public/Semi-Public
- D-R11: Residential
- D-R15: Residential
- D-R20: Residential
- D-TC: Transportation Corridor
- D-VCM: Visitor Commercial Mixed
- D-VSC: Visitor Serving Commercial

Map showing Downtown Specific Plan Area with points of interest such as City Park, Library, Civic Center, Transit Center, Moonlight Beach State Park, and Swami's Beach State Park.
Downtown Specific Plan

Key Features:

✓ Mixed Use
✓ Hwy 101 mixed use zone
  ▪ No density
  ▪ No floor area ratio
✓ On-street parking credit allowed
✓ Reduced parking standards
✓ Change of use without increasing parking
✓ Affordable housing incentive
  ▪ Increase building height and story
✓ Lot Coverage: 75% - 90%
✓ No setbacks
✓ Public investment
  ▪ $7 million dollars for infrastructure
Completed Mixed Use Projects
<table>
<thead>
<tr>
<th>Lot Size</th>
<th>5,005 ft(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>1,232 ft(^2); 2 Units</td>
</tr>
<tr>
<td>Non-Residential</td>
<td>1,499 ft(^2); Office (Law)</td>
</tr>
<tr>
<td>Density</td>
<td>17.4 du/ac; FAR = 0.55</td>
</tr>
<tr>
<td>Affordable Units</td>
<td>None</td>
</tr>
<tr>
<td><strong>Lot Size</strong></td>
<td>5,000 ft²</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------</td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td>1,426 ft²; 2 Units</td>
</tr>
<tr>
<td><strong>Non-Residential</strong></td>
<td>1,426 ft²; Retail (Books &amp; Electronics)</td>
</tr>
<tr>
<td><strong>Density</strong></td>
<td>17.4 du/ac; FAR = 0.57</td>
</tr>
<tr>
<td><strong>Affordable Units</strong></td>
<td>None</td>
</tr>
</tbody>
</table>
Lot Size: 15,000 ft²

Residential: 3,410 ft²; 3 Units

Non-Residential: 6,330 ft²; Fitness Training

Density: 8.7 du/ac; FAR = 0.65

Affordable Units: None
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lot Size</strong></td>
<td>15,027 ft²</td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td>1,930 ft²; 2 Units</td>
</tr>
<tr>
<td><strong>Non-Residential</strong></td>
<td>7,810 ft²; Auto Repair &amp; Retail (Beauty &amp; Food)</td>
</tr>
<tr>
<td><strong>Density</strong></td>
<td>5.8 du/ac; FAR = 0.65</td>
</tr>
<tr>
<td><strong>Affordable Units</strong></td>
<td>None</td>
</tr>
<tr>
<td>Lot Size</td>
<td>5,059 ft²</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Residential</td>
<td>1,212 ft²; 1 Unit</td>
</tr>
<tr>
<td>Non-Residential</td>
<td>2,006 ft²; Office (Medical &amp; Real Estate)</td>
</tr>
<tr>
<td>Density</td>
<td>17.4 du/ac; FAR = 0.64</td>
</tr>
<tr>
<td>Affordable Units</td>
<td>None</td>
</tr>
<tr>
<td>Category</td>
<td>Details</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Lot Size</td>
<td>5,756 ft²</td>
</tr>
<tr>
<td>Residential</td>
<td>4 Units; 2,700 ft²</td>
</tr>
<tr>
<td>Non-Residential</td>
<td>1,020 ft²; Office (Chiropractor)</td>
</tr>
<tr>
<td>Density</td>
<td>30.3 du/ac; FAR = 0.65</td>
</tr>
<tr>
<td>Affordable Units</td>
<td>4 HOME Rental (60% AMI)</td>
</tr>
</tbody>
</table>
Coast Highway 101
“Moonlight Lofts”

<table>
<thead>
<tr>
<th>Description</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot Size</td>
<td>33,328 ft²</td>
</tr>
<tr>
<td>Residential</td>
<td>36,069 ft²; 19 Units</td>
</tr>
<tr>
<td>Non-Residential</td>
<td>12,258 ft²; Retail</td>
</tr>
<tr>
<td>Density</td>
<td>24.8 du/ac; FAR = 1.45</td>
</tr>
<tr>
<td>Affordable Units</td>
<td>In-Lieu Fee (4 Inclusionary Units)</td>
</tr>
</tbody>
</table>
Coast Highway 101
“Moonlight Lofts”
Boat Houses (4 Affordable Units)
Coast Highway 101
“Pacific Station”

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot Size</td>
<td>60,548 ft²</td>
</tr>
<tr>
<td>Non-Residential</td>
<td>54,423 ft²; Office/Retail/Restaurant</td>
</tr>
<tr>
<td>Density</td>
<td>33.8 du/ac; FAR = 1.77</td>
</tr>
<tr>
<td>Residential</td>
<td>52,950 ft²; 47 Units</td>
</tr>
<tr>
<td>Affordable Units</td>
<td>4 Inclusionary Units (50% AMI)</td>
</tr>
</tbody>
</table>
Coast Highway 101
“Pacific Station”

Ground Floor: Retail
Second Floor: Office & Restaurant
Second & Third Floor: Residential
Pacific Station Uses

- **Residential**: 52,607 ft²
  - 47 Units;
  - 4 Affordable (Inclusionary)
- **Commercial Retail**: 31,526 ft²
  - 5 tenants:
    - 1 Whole Foods
    - 2 woman’s clothing
    - 1 gift shop
    - 1 unknown
- **Restaurant**: 4,000 ft²
  - Solace (Urban Solace in North Park, SD)
- **Office**: 8,278 ft²
  - Unknown tenants
Results:

- **12 mixed use projects**
  - 0.1 acre (5,000 sf lots) to 1.4 acres (Pacific Station)

- **117,100 sf of commercial area**

- **Types of commercial uses**
  - Retail
  - Restaurant
  - Auto repair
  - Fitness training
  - Offices (law, financial, medical, chiropractor, real estate)

- **86 residential units**
  - 66 home ownership
  - 20 rental units (23%)
  - 12 affordable units (restricted)
    - 14% of all units built
  - unit size: 600 to 2,200 sf
Challenges with Small Mixed Use / Infill Development:

✓ What are the challenges that developers face?

✓ What can cities do to make projects more feasible?

✓ How do Encinitas’ regulations benefit or hinder development?

✓ What are the criteria for site selection?
Challenges:

✓ Location
  - Coastal
  - City/community have common goals

✓ Right mix of use is important
  - Solid commercial/retail element important for success

✓ Lot size important
  - Small-lot development more of a lifestyle change
    - Cost/square foot significantly higher
    - Limits flexibility in design/site layout
    - LU compatibility more challenging
    - Meeting parking requirements
    - Underground parking key for density/intensity

✓ Process
  - Tends to be easier with public
  - But still a lengthy process
What Developers Want:

✓ Flexibility
  ▪ No density or FAR
    • Important for success
    • Helps maintain a diversity of housing types and tenants

✓ Authorize more square footage

✓ More flexibility in parking
  ▪ Shared Parking – residential with commercial
  ▪ Reduce parking standards for smaller units
  ▪ In-lieu parking fee
  ▪ Allow on-street credit for parking

✓ Accelerate permit process
  ▪ Process to be easily understood
Small-Lot Infill Development: Lessons Learned

✓ Mixed use, infill and small lot development works
  ▪ Less than 15,000 sf – lifestyle choice
  ▪ Greater than 15,000 sf – more investment driven
  ▪ Mix of use is important for success

✓ Flexibility is key
  ▪ No density or FAR
    • Allows developers to look at $/sf to determine viability
  ▪ Parking
    • Shared parking
    • In-lieu parking fee
    • Reduced parking to reflect needs
    • Allow on-street parking credit
  ▪ Allow for better diversity of housing
    • 600 sf to 2,200 sf
    • Sale and rental
    • Relative affordability
Small-Lot Infill Development: Lessons Learned cont’d

✓ Projects are high quality
  ▪ Generally well received by the public

✓ Affordable housing incentives work
  ▪ Height and story increase
  ▪ Inclusionary requirement
  ▪ 14% of units affordable