



# Making Small-Lot Infill Development Work

(The Downtown Encinitas Specific Plan Area)



Presented by:  
**Patrick Murphy**

Director  
Planning & Building  
City of Encinitas

September 23, 2010

# Danforth Building



**Constructed 1928–30**

**Ground floor retail**

**Hair Salon**

**Coffee Shop**

**Clothing**

**Liquor Store**

**Second floor residential**

**10 Residential Units**

**Density: 43 du/ac**



# Downtown Land Use



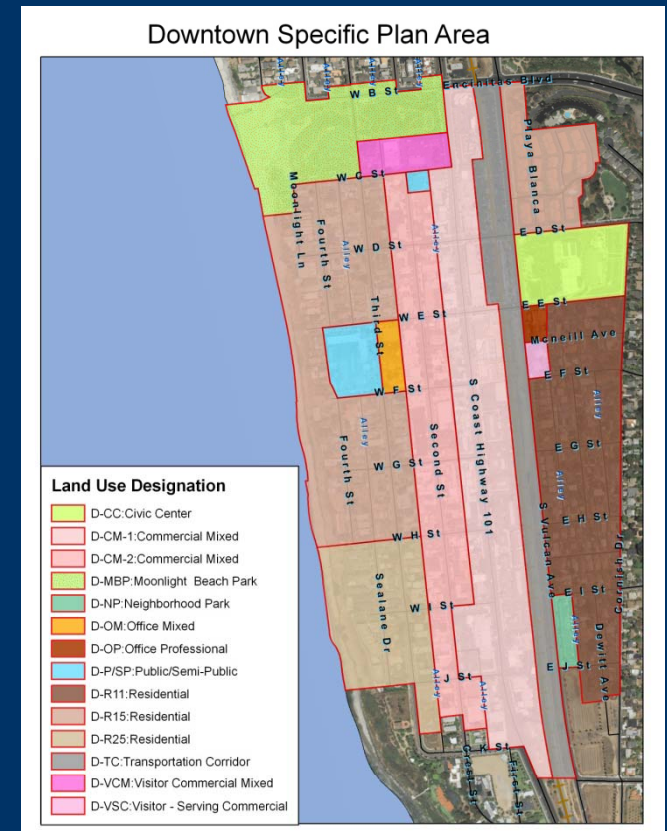
## Downtown Specific Plan Area



# Downtown Specific Plan

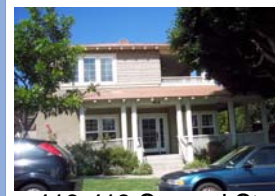
## Key Features:

- ✓ 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



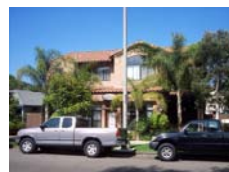
416-418 Second St



550-580 Second St



631 Third St



848-854 Second St



904-906 Second St



901 Second St



841-859 Second St



70-90 N. Coast Hwy



681 Second St



687 S. Coast Hwy

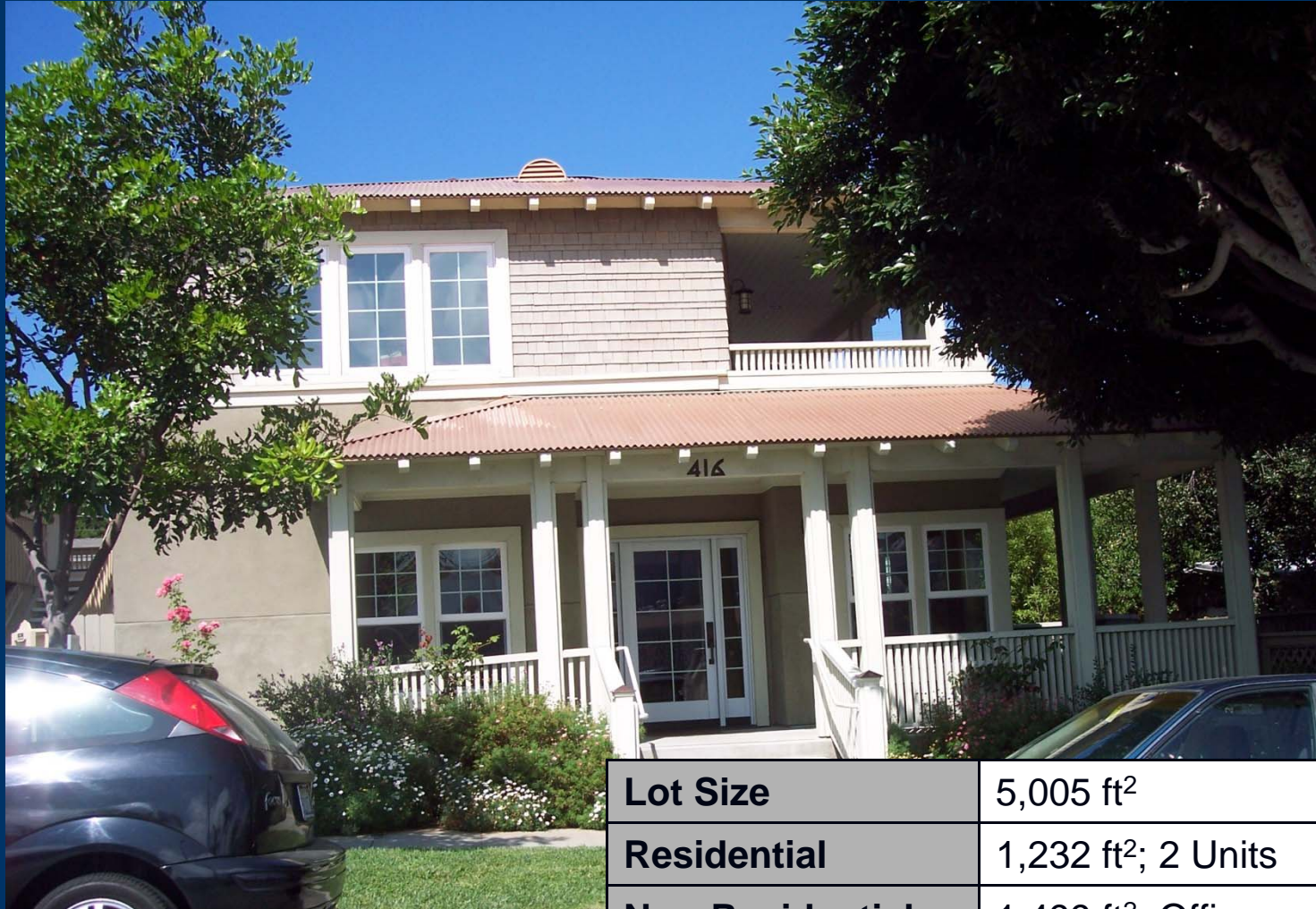


751 Second St



761-763 Second St





<b>Lot Size</b>	5,005 ft <sup>2</sup>
<b>Residential</b>	1,232 ft <sup>2</sup> ; 2 Units
<b>Non-Residential</b>	1,499 ft <sup>2</sup> ; Office (Law)
<b>Density</b>	17.4 du/ac; FAR = 0.55
<b>Affordable Units</b>	None



<b>Lot Size</b>	5,000 ft <sup>2</sup>
<b>Residential</b>	1,426 ft <sup>2</sup> ; 2 Units
<b>Non-Residential</b>	1,426 ft <sup>2</sup> ; Retail (Books & Electronics)
<b>Density</b>	17.4 du/ac; FAR = 0.57
<b>Affordable Units</b>	None



<b>Lot Size</b>	15,000 ft <sup>2</sup>
<b>Residential</b>	3,410 ft <sup>2</sup> ; 3 Units
<b>Non-Residential</b>	6,330 ft <sup>2</sup> ; Fitness Training
<b>Density</b>	8.7 du/ac; FAR = 0.65
<b>Affordable Units</b>	None





<b>Lot Size</b>	15,027 ft <sup>2</sup>
<b>Residential</b>	1,930 ft <sup>2</sup> ; 2 Units
<b>Non-Residential</b>	7,810 ft <sup>2</sup> ; Auto Repair & Retail (Beauty & Food)
<b>Density</b>	5.8 du/ac; FAR = 0.65
<b>Affordable Units</b>	None



<b>Lot Size</b>	5,059 ft <sup>2</sup>
<b>Residential</b>	1,212 ft <sup>2</sup> ; 1 Unit
<b>Non-Residential</b>	2,006 ft <sup>2</sup> ; Office (Medical & Real Estate)
<b>Density</b>	17.4 du/ac; FAR = 0.64
<b>Affordable Units</b>	None



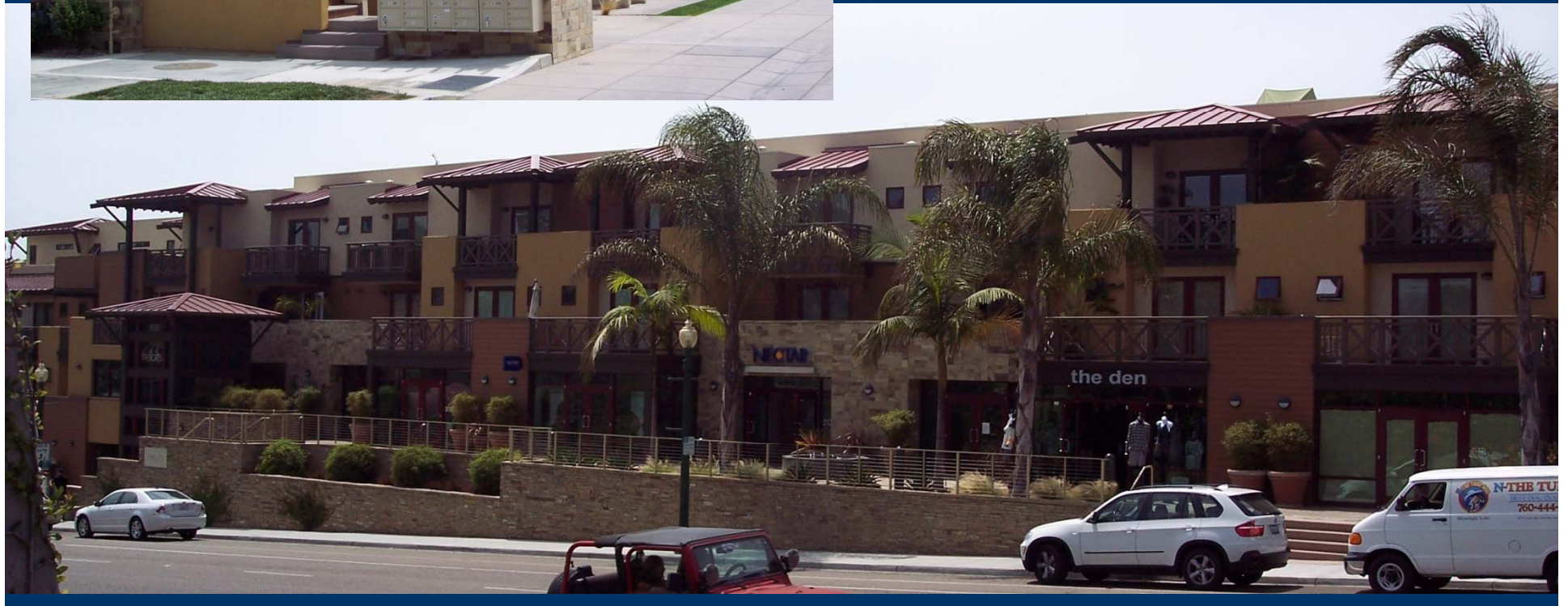
<b>Lot Size</b>	5,756 ft <sup>2</sup>
<b>Residential</b>	4 Units; 2,700 ft <sup>2</sup>
<b>Non-Residential</b>	1,020 ft <sup>2</sup> ; Office (Chiropractor)
<b>Density</b>	30.3 du/ac; FAR = 0.65
<b>Affordable Units</b>	4 HOME Rental (60% AMI)

# Coast Highway 101 “Moonlight Lofts”



<b>Lot Size</b>	33,328 ft <sup>2</sup>
<b>Residential</b>	36,069 ft <sup>2</sup> ; 19 Units
<b>Non-Residential</b>	12,258 ft <sup>2</sup> ; Retail
<b>Density</b>	24.8 du/ac; FAR = 1.45
<b>Affordable Units</b>	In-Lieu Fee (4 Inclusionary Units)

# Coast Highway 101 “Moonlight Lofts”



# Boat Houses (4 Affordable Units)



# Coast Highway 101 “Pacific Station”



<b>Lot Size</b>	60,548 ft <sup>2</sup>
<b>Non-Residential</b>	54,423 ft <sup>2</sup> ; Office/Retail/Restaurant
<b>Density</b>	33.8 du/ac; FAR = 1.77
<b>Residential</b>	52,950 ft <sup>2</sup> ; 47 Units
<b>Affordable Units</b>	4 Inclusionary Units (50% AMI)

# Coast Highway 101 “Pacific Station”



Ground Floor: Retail  
Second Floor: Office & Restaurant  
Second & Third Floor: Residential



# Pacific Station Uses

## ✓ Residential: 52,607 ft<sup>2</sup>

- 47 Units;
- 4 Affordable (Inclusionary)

## ✓ Commercial Retail: 31,526 ft<sup>2</sup>

- 5 tenants:
  - 1 Whole Foods
  - 2 woman's clothing
  - 1 gift shop
  - 1 unknown

## ✓ Restaurant: 4,000 ft<sup>2</sup>

- Solace (Urban Solace in North Park, SD)

## ✓ Office: 8,278 ft<sup>2</sup>

- 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

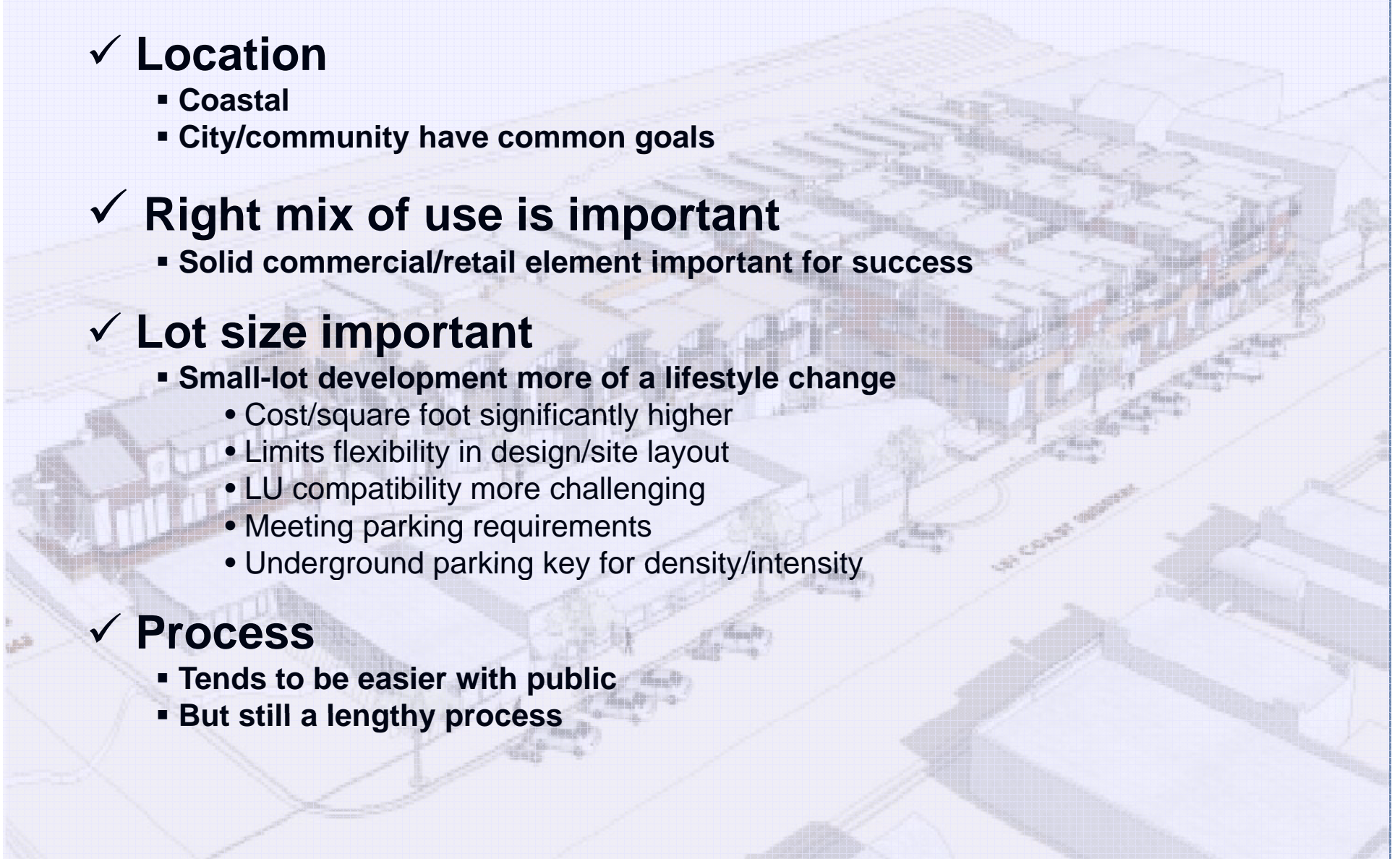
- Solid commercial/retail element important for success

## ✓ 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

