

**CITY OF HEALDSBURG  
COMMUNITY HOUSING COMMITTEE  
SPECIAL MEETING AGENDA**

City Council Chambers  
401 Grove Street, Healdsburg, CA 95448  
Phone: 431-3317

Date: November 1, 2016  
Time: 6:00 P.M.  
Date Posted: October 28, 2016

1. Call Meeting to Order
2. Roll Call
3. Approval of November 1, 2016 Agenda
4. Approval of July 11, 2016 Meeting Minutes
5. **PUBLIC COMMENTS ON NON-AGENDA MATTERS**

Public comments may be made on the matters described in the Special Meeting Notice (Government Code Section 54954.3)

6. **OLD BUSINESS**

None

7. **NEW BUSINESS**

- a. By motion, nominate and appoint a Chair and Vice Chair
- b. Receive a presentation from Winter and Company on the Design Guideline Update

8. **DISCUSSION REGARDING CORRESPONDENCE FROM COMMITTEE MEMBERS**

9. **ADJOURNMENT**

**SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS:** *Any writings or documents provided to a majority of the Community Housing Committee regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the City Clerk's Office located at City Hall, 401 Grove Street, Healdsburg, during normal business hours. If supplemental materials are made available to the members of the Community Housing Committee at the meeting, a copy will be available for public review at the City Hall Council Chamber, 401 Grove Street, Healdsburg, CA 95448.*

***These writings will be made available in*** appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.

**DISABLED ACCOMMODATIONS:** *The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Maria Curiel, City Clerk, at Healdsburg City Hall, 401 Grove Street, Healdsburg, California, 431-3317, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.*



**Community Housing Committee  
Regular Meeting Minutes  
July 11, 2016  
6:00 pm**

Present Committee Members: Abramson, Chambers, Civian, Madarus, Mansell, Whisney and Chairperson Worden

Absent Committee Members: Vice-Chair Burg and Lickey

**CALLED TO ORDER**

Chairperson Worden called to order the regular meeting of the Community Housing Committee of the City of Healdsburg at **6:06 p.m.**

**APPROVAL OF AGENDA**

Committee Member Chambers made a motion, seconded by Committee Member Civian, to approve the July 11, 2016 regular meeting agenda as submitted. The motion carried on a unanimous voice vote with Committee Members Burg and Lickey noted as absent. (Ayes 7, Noes 0, Absent – Vice Chair Burg and Lickey)

**APPROVAL OF MINUTES**

Committee Member Chambers, seconded by Committee Member Civian, made a motion to approve the July 6, 2016 special meeting minutes as submitted. The motion carried on a unanimous voice vote with Committee Members Burg and Lickey noted as absent. (Ayes 7, Noes 0, Absent – Vice Chair Burg and Lickey)

**PUBLIC COMMENT**

Merrilyn Joyce – Opined on the math done for the allocation numbers and requested clarification.

Discussion ensued among the Committee and the public about the allocation numbers, when the discussion of the numbers should happen, when the governor discussion will happen and what direction Council gave staff in regards to the governor piece.

The Committee acknowledged the passing of Kent Mitchell.

**HOUSING ACTION PLAN – FINAL RECOMMENDATION**

Community Housing and Development Director Massey introduced the final Housing Action Plan for a vote. Director Massey gave an overview of the purpose of the Housing Action Plan (HAP), what companion documents the HAP would work in conjunction with, the Vision Statement, Objectives, Targets, and Priority Recommendations.



Discussion ensued among the Committee and the public about clarification on the Targets in the HAP, deed restricting Secondary Dwelling Units (SDU), the duet between affordability and diversity.

Director Massey continued the presentation on the HAP; discussing the Supporting Recommendations, how the update process to the City Council will work every six months, and the way the report card reviews how the City is achieving the Objectives and Targets of the HAP.

Chair Worden opened the discussion for comments.

Discussion ensued among the Committee about the HAP, the information in the HAP, how it is written, the public outreach that was done for the HAP, the process for creating the HAP, changing the order of the words Diversity and Affordability; placing Affordability before Diversity. Discussion further ensued among the Committee about the duet between affordability and diversity and how to make housing both affordable and diverse, how the Community Housing Committee meetings have been extremely valuable to the community, and what the HAP does as a document.

Jay Beckwith – Commended the Community Housing Committee for the work they have done. Opined that the work they have done is extraordinary and on the forefront of the housing issue. Healdsburg can lead the way.

Jim Winston – Opined on the transitional growth regulator tool and how it will not be a part of the ballot language and the voters will have to ask themselves what are they voting for. He further opined on the dedication, commitment and time the CHC has spent working on the HAP trying to do the best job you possibly can.

David Hagele – Commented on the work being done by the CHC and how the input from the public has been taken into account, and discussed in public. He further opined on giving people a chance that work in Healdsburg; to live in Healdsburg.

Gail Jonas – Opined on the policies and procedures on the current GMO, rezoning tourism districts, when the Inclusionary Housing Ordinance will take effect, and the Council Growth Regulator Tool.

In response to Gail Jonas's comment; Committee Members Chambers and Worden explained that both the Inclusionary Housing Ordinance and the Council Growth Regulator Tool will be defined before the election in November.

Merrilyn Joyce – Appreciated all the public input that was put into the HAP and the efforts from the Committee.



Joe Naujokas – Opined on the HAP, and suggested a quarterly updated on the HAP so the Council constantly knows where the HAP is.

Discussion ensued amongst the Committee about building into the document, a check-in or assessment on the HAP.

Committee Member Chambers, seconded by Committee member Abramson, made a motion to accept the Housing Action Plan document with two changes, one to put affordability before diversity, and two, to say that every six months we have an update on progress to the City Council. The motion carried on a unanimous voice vote with Committee Members Burg and Lickey noted as absent. (Ayes 7, Noes 0, Absent – Vice Chair Burg and Lickey)

Tom Chambers left the meeting at 7:25 p.m.

Chair Worden introduced a qualitative discussion on the Council Growth Regulator.

Discussion ensued among the Committee about the outreach, voter fatigue, and the process of the Growth Management Regulation Tool

In response to some of the questions by the Committee, Director Massey discussed the process of the Growth Management Regulation Tool and the public outreach process.

Discussion further ensued among the Committee about what the next task of the Community Housing Committee will be; green building techniques, what will happen if the Growth Management Ordinance amendment doesn't pass in November, the density of parcels in town, and an ordinance to house workers of resorts that are coming into town.

Director Massey explained the next step in the process is to begin education and outreach on the Housing Action Plan and the work completed to date. Director Massey further discussed the completion of the Inclusionary Housing Ordinance, the Council Growth Regulator Tool, and the further work of the Committee will be directed by the City Council.

### **NEW BUSINESS**

None.

### **DISCUSSION REGARDING CORRESPONDENCE FROM COMMITTEE MEMBERS**

None.



**ADJOURNMENT**

There being no other Community Housing Committee business to discuss the meeting was adjourned at approximately **7:44 p.m.**

APPROVED:

ATTEST:

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Jon Worden, Chair

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Karen Massey, Community Housing &  
Development Director



**CITY OF HEALDSBURG  
COMMUNITY HOUSING COMMITTEE  
STAFF REPORT**

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**AGENDA ITEM:** Design Guidelines Update Discussion

**MEETING DATE:** November 1, 2016

**PREPARED BY:** Barbara Nelson, Planning & Building Director  
Maya DeRosa, Senior Planner

**REQUESTED ACTION:** Receive presentation from Winter and Company regarding the Planning Department’s Comprehensive Update to the Design Guidelines

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**SUMMARY:**

One of the current goals of the Planning Department, Planning Commission and City Council includes preparing an update to the City’s Design Guidelines. The update will allow for a more comprehensive study of relevant design guidelines for the City of Healdsburg and help guide residents, business owners and design professionals in the development of appropriate design programs for their projects.

**BACKGROUND:**

General Plan Policy

The City’s recently updated General Plan Housing Element supports residential development and promotes good design as follows:

Policies:

*H-B-4: Endeavor to provide consistent and predictable policy direction for residential project applicants through development and design standards and decision making.*

**DISCUSSION:**

Recently, the city has seen an increase in both residential and commercial construction in response to improving economic conditions. Healdsburg’s desire to maintain its community character and unique sense of place has identified a need for a more current and comprehensive design guidelines to ensure that desired community design character is maintained.

Currently, the City has a Design Review process codified in the City’s Municipal Code (LUC Article IV) which requires certain types of projects to receive either Minor or Major

Design Review Approval. Projects that require Design Review approval are subject to consistency with the City of Healdsburg's Design Review Manual adopted in 1990 and amended in November 10, 2009. While the current Design Review Manual provides narrative guidelines, there are design topics that are not addressed and limited graphics to reinforce the design concepts presented. The updated design guidelines will include a broad range of relevant topics, including guidelines for public realm, parking, landscape design, urban design districts and all land use types, including accessory dwelling units. The guidelines will be illustrated with both photographs and graphics in a format that is friendly to non-design professionals. Once adopted, they will be used throughout the City to encourage quality and sustainable design that maintains Healdsburg's unique character.

At the direction of the City Council, the Planning Department solicited a Request for Qualifications from qualified design consulting firms. Six proposals were received and reviewed by a selection committee composed of the Planning and Building Director, Senior Planner, Chair of the Community Housing Committee, and a member of the Planning Commission. At the conclusion of the interviews, the selection committee unanimously selected Winter and Company as the most qualified firm based on their experience working in similar types of communities and their familiarity with Healdsburg's unique character. A proposed scope of work (Attachment 1), and a project schedule (Attachment 2), are included and attached with this report.

The consultant will be providing background on the scope of the project and engage the Community Housing Committee in a discussion on best design practices for accessory dwelling units (ADUs). With the City currently in the process of preparing ordinance revisions to ADUs, the creation of design guidelines will further assist in adding clarity for property owners undertaking this type of housing construction. Focus Group interviews are also planned in November to provide guidance to the consultant team. The project scope also includes a community outreach element with public workshops (tentatively scheduled for December 2016 and May 2017) to engage a broad range of stakeholders.

Attachments:

1. Winter and Company Scope of Services
2. Proposed Project Schedule

**Healdsburg, CA – Citywide Design Guidelines****Scope of Work**

Draft 3: Sept. 2, 2016

**Step 1: Set the Stage**

In this step, the consultant will develop an understanding of existing conditions related to the character of the built environment in Healdsburg, the goals and objectives for development in various parts of the community and issues that are related to achieving those goals and objectives. The consultant will also prepare materials that will be used throughout the project related to project administration and will provide a work plan for public outreach. Staff will assist in providing background information, including existing plans, regulations and guidelines, as well as base maps and incidental photography of existing conditions.

**Step 1 Tasks:**

1. Review background information
  - a. Conduct kick-off meeting with staff (via webcam)
    - i. Review schedule, logistics, administrative matters
    - ii. Identify potential focus groups
  - b. Review existing regulations, plans and design manual
  - c. Coordinate base maps (provided by client)
  - d. Deliverable:
    - i. Memo (2 pages) summarizing key elements of background information
2. Develop Initial Outreach Materials
  - a. News release (with staff assistance)
  - b. Project overview summary (handout for meetings; with staff assistance)
  - c. Develop hands-on meetings strategy, including:
    - i. Community workshop plans
    - ii. Focus group engagement
    - iii. Boards and commissions study sessions
    - iv. City Council work session
  - d. Develop web-based engagement strategy, including:
    - i. Web page
    - ii. Facebook
    - iii. On-line survey
  - e. Deliverables:
    - i. PDF of outreach strategy memo
    - ii. PDF of project overview handout
3. On-site trip #1
  - a. Conduct Kick-off meeting with staff
  - b. Conduct preliminary focus group meetings (2 to 3 groups)
  - c. Conduct site analysis (tour neighborhoods, research different character areas, study successes and issues with existing developments)
  - d. Conduct wrap-up strategy session with staff to brainstorm the basic strategy for organizing the guidelines

4. Produce a summary of existing conditions (memo, approx. 8 pages with photos; with staff assistance)
  - a. This later will be adapted to be used in introductory sections of the guidelines document
5. Develop materials for posting on the client's web site
  - a. Project overview (1-page document describing project objectives, scope and schedule; with staff assistance)
  - b. Summary of existing conditions (memo, approx. 8 pages with photos; potential to be adapted for final guidelines document; including materials from existing design guidelines and staff assistance)

### **Step 2: Develop the guidelines framework**

In this step, the consultant will develop the strategy for developing the design guidelines. This document will identify the relationship of specific categories of design to different land use categories and "character areas." This will result in a detailed outline of the topics to be included and the basic organizational structure for them. It also will identify the basic approach to the design guidelines topics, in terms of how "intent statements" will be used and how flexibility can be provided for alternative design solutions while also improving predictability. This detailed outline will include the topics identified in the preliminary outline, which is attached as a part of this scope of work. This strategy document will also provide a mock-up of the desktop publishing format to be used, with examples of illustrations such that the visual qualities and the level of detail that will be in the guidelines document can be understood and approved. This framework document will serve as a "sign-off" point before beginning production of the guidelines document itself. In order to gain insights into specific issues that stakeholders and general members of the community may have, the consultant will conduct a community workshop with hands-on activities that will enable interested parties to share their ideas. The consultant also will develop a survey to gather opinions about the character of development that is desired; this will be posted on the city's web site.

### **Step 2 Tasks:**

1. Prepare for community workshop #1
  - a. Develop hands-on workshop activity materials
    - i. Review draft materials with client
    - ii. Provide PDF of workshop documents to client for printing
  - b. Develop introductory Powerpoint presentation
2. Onsite trip #2
  - a. Conduct work session with staff
    - i. Review trip logistics
    - ii. Review initial guidelines concepts
  - b. Conduct community workshop #1
    - i. Identify assets and character areas
    - ii. Identify issues and objectives

- c. Conduct follow-up field research
  - d. Conduct follow-up focus group meetings
3. Develop design guidelines strategy (approx. 8 pages)
- a. Develop on-line survey to identify issues and character areas
    - i. Analyze results
    - ii. Incorporate in the guidelines strategy
  - b. Establish the document format
    - i. Prepare a mock-up of sample guidelines pages
  - c. Develop a revised outline for the guidelines
    - i. Identify structure and organization
    - ii. Identify topics to address
    - iii. Identify approach to key topics
      - 1. All topics listed in the Preliminary Outline will be included

### **Step 3: Develop the design guidelines**

In this step, the formal design guidelines document will be developed, based on the materials produced in the preceding steps. Three iterations of the document will be crafted: (1) A preliminary draft, (2) an interim draft, and (3) the final adoption document. The guidelines document will be extensively illustrated, using sketches, computer models and photographs. The document will be approximately 100 pages in length. Each draft will be provided in PDF format, both high and low resolution versions. The first draft will be reviewed in a community workshop that will include hands-on activities that enable participants to comment on the content and “test” the guidelines with some case studies. During this step, the consultant will also conduct “training” sessions with staff and the Planning Commission to orient them to the document and assist in becoming familiar with it through some mock review activities. An optional additional service in this step would be to conduct a similar training session with the City Council.

### **Step 3 Tasks:**

- 1. Develop Draft 1 of the design guidelines
  - a. Deliver Draft 1a to staff for internal review
    - i. Review staff comments via webcam conference
  - b. Revise draft based on staff comments
  - c. Develop Draft 1b for public review
    - i. Deliverables:
      - 1. 6 bound color copies
      - 2. PDF file (high and low resolutions)
- 2. Prepare for Community workshop #2
  - a. Prepare Powerpoint presentation as a “walk-through” of the draft
  - b. Prepare hands-on activities (designed to solicit comments on the draft guidelines)
    - i. Deliverables:
      - 1. High resolution PDF of workshop activities for printing by client (presentation boards)

2. Low resolution PDF of workshop activities for web posting by client
3. Powerpoint show
3. On-site trip #3
  - a. Conduct Community workshop #2 (to review Public Review Draft 1)
  - b. Conduct follow-up work session with staff (including other departments as appropriate)
  - c. Conduct a follow-up focus group meeting, if needed
4. Develop Draft 2
  - a. Deliver Draft 2a to staff for internal review
    - i. Review comments with staff via webcam
  - b. Revise draft based on staff comments
  - c. Develop Draft 2b for public review
    - i. Deliverables:
      1. 6 bound color copies
      2. PDF file (high and low resolutions)
      3. Powerpoint presentation for Planning Commission
      4. Summary memo to attach to staff report
5. On-site trip #4
  - a. Conduct study session with Planning Commission (on Draft 2b)
  - b. Conduct follow-up work session with staff (identify minor revisions)
6. Develop Final Draft (based on Planning Commission study session)
  - a. Deliverables:
    - i. 6 bound color copies
    - ii. PDF file (high and low resolutions)
    - iii. Powerpoint presentation
7. Prepare training materials
  - a. Powerpoint presentations
  - b. Mock review materials
8. On-site trip #5
  - a. Conduct study session with City Council (to present final draft)
  - b. Conduct training session with staff
  - c. Conduct training session with Planning Commission
  - d. (Optional): Conduct training session with City Council

#### **Step 4: Implementation**

In this step, the consultant will assist staff in preparing materials for use in formal adoption hearings. No on-site trips are planned, but the consultant will participate via web-cam in the hearings, as appropriate.

**Step 4 Tasks:**

1. Assist in preparing materials for adoption hearings
  - a. Powerpoint presentation (for staff)
  - b. Summary of edits memo
  
2. Execute final amendments to the guidelines (based on City Council directives)
  - a. Submit final document for adoption (staff to present at adoption hearings)
    - i. Deliverables:
      1. 20 bound color copies of final, adopted document
      2. PDF file (high and low resolutions)

## Attachment 2-Proposed Project Schedule

### HEALDSBURG, CA – CITYWIDE DESIGN GUIDELNES PROJECT Project schedule

Draft: July 26, 2016

<b><u>TASK</u></b>	<b><u>COMPLETED BY:</u></b>
Authorization to proceed:	September 12, 2016

#### **Step 1: Set the Stage**

1. Review background information Oct. 1, 2016
2. Develop Outreach Strategy (memo) Oct. 15, 2016
3. On-site trip #1 Nov. 1, 2016
4. Produce summary of existing conditions Nov. 15, 2016
5. Provide materials for posting on web Nov. 15, 2016

#### **Step 2: Develop the guidelines framework**

1. Prepare for workshop #1 Dec. 15, 2017
2. On-site trip #2 Dec. 16, 2016
3. Develop guidelines strategy Jan. 15, 2017

#### **Step 3: Develop the design guidelines**

1. Develop Draft 1 Feb. 15, 2017
2. Prepare for workshop #2 Mar. 1, 2017
3. On-site trip #3 Mar. 1, 2017
4. Develop Draft 2 Apr. 1, 2017
5. On-site trip #4 (PC) May 1, 2017
6. Develop Final Draft May 15, 2017
7. On-site trip #5 (Council) June 1, 2017

#### **Step 4: Implementation To Be Determined**

1. Assist in preparing materials for adoption hearings
2. Training preparation (additional service)
3. On-site training (Trip #6, additional service)