



CITY OF HEALDSBURG



2015-2023 HOUSING ELEMENT UPDATE

Community Workshop #2 – Draft Housing Element

July 9, 2014



Workshop Agenda



- **Introductions (5 minutes)**
- **Presentation (35 minutes)**
 1. Housing Element Overview
 2. Summary of Community Workshop #1
 3. Draft Housing Element
 4. Regional Housing Needs Allocation
- **Questions and Answers (15 minutes)**
- **Workshop Exercise (60 minutes)**
- **Wrap-up (5 minutes)**

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Housing Element Overview



Housing Element Overview



- The City's plan to meet the existing and projected housing needs of all economic segments of the community
- One of the seven mandated elements of the general plan
- New 8-year timeframe, set by State law (2015-2023)
 - Adoption due date is January 31, 2015
- Review by California Department of Housing and Community Development (HCD) for compliance with State law



Housing Element Overview



Housing Element Update Process

Milestone	Schedule
Community Workshop #1	May 6, 2014
Public Review Draft Housing Element	June 20, 2014
Community Workshop #2	July 9, 2014
Planning Commission/City Council Study Session	August 4, 2014
Submit to HCD	August 2014
Public Hearing Draft Housing Element	October 2014
Environmental Review	October-November 2014
City Council Adoption Hearing	December 2014



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Community
Workshop
#1



Community Workshop #1



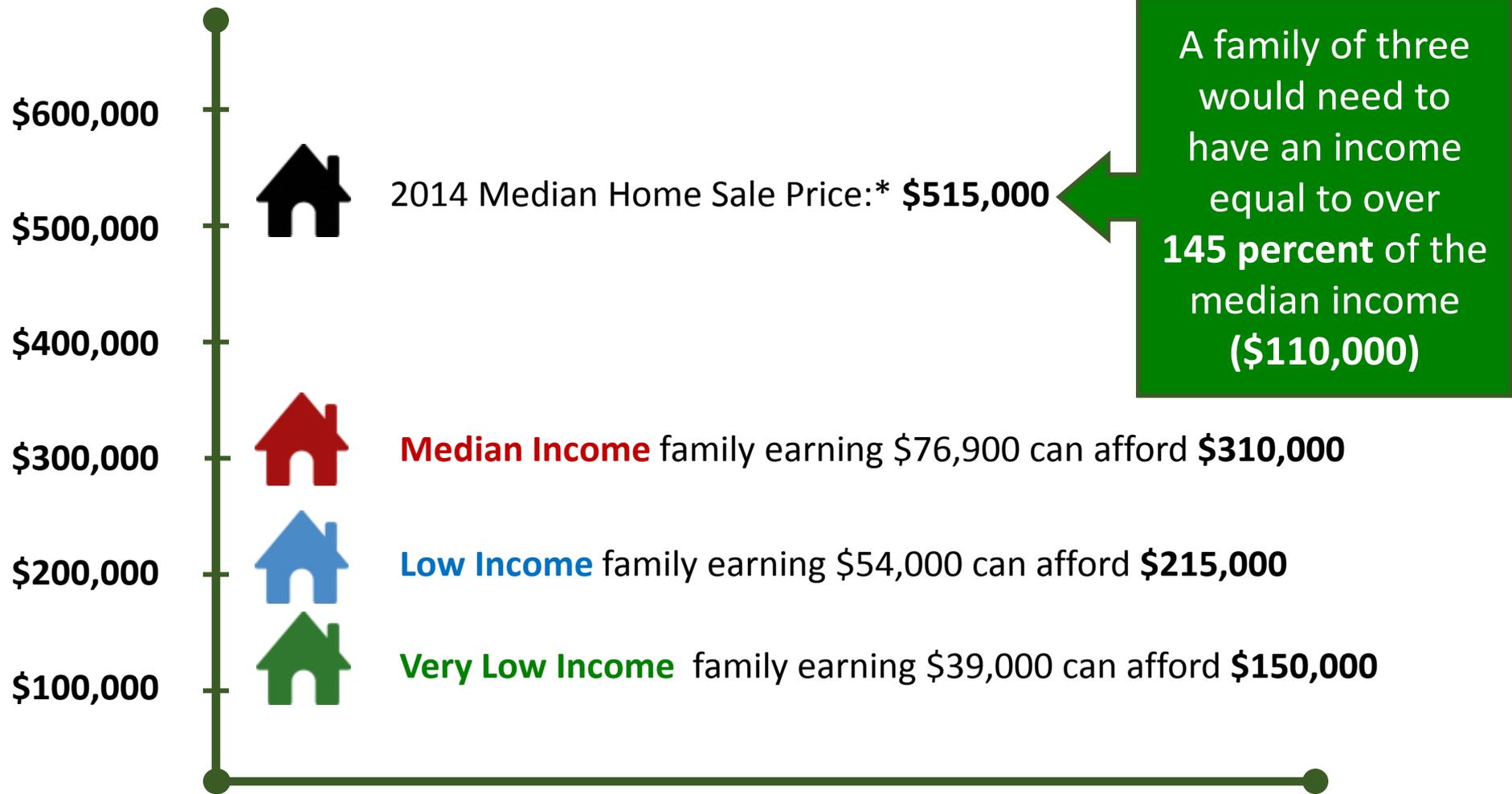
Workshop Summary

- May 6, 2014 from 6-8 pm (Annex at Villa Chanticleer)
- Over 30 attendees
- Major Issues Identified
 1. Need for more workforce housing
 2. Shortage of rental units
 3. Impact of second homes and vacation rentals
 4. Lack of diversity in housing types
 5. Unintended consequences of Growth Management Ordinance

Workforce Housing



Affordability Gap



**Source: Dataquick, 2014*

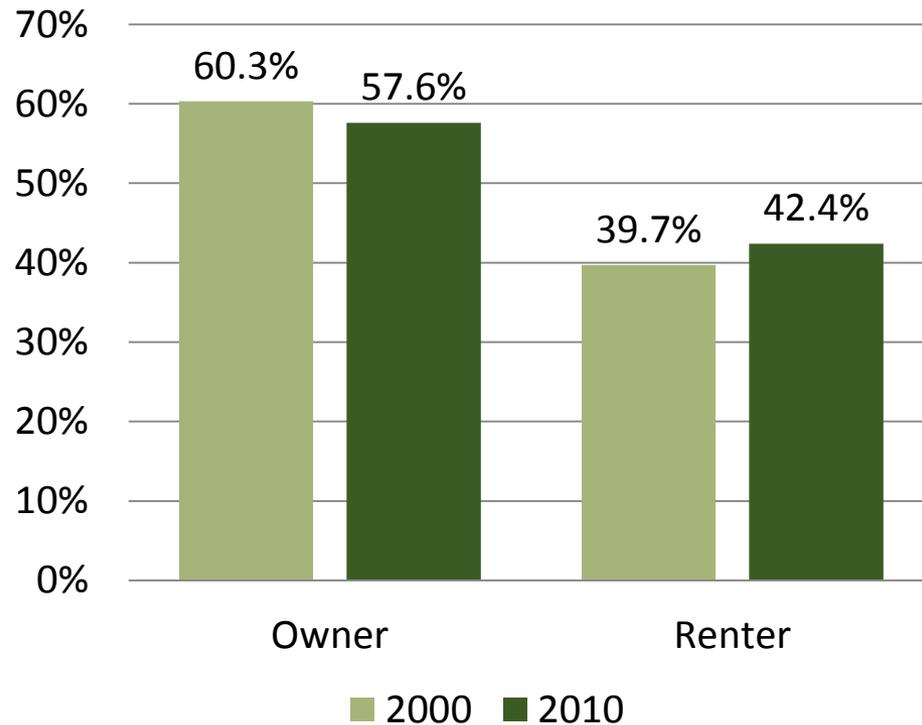
Shortage of Rental Units



The renter population is increasing...

But the rental market is not keeping up...

Ownership and Rental Rates in Healdsburg, 2000 and 2010



Lack of available rentals

- Only 14 listings in April/May 2014
- Almost all single family homes
- 2010 rental vacancy rate of 4%

High rental rates

- **\$2,185** - average rent for listings
- **\$1,538** - affordable rent for a median Income 2-person household earning \$61,500

No new market rate multifamily

- Since 2008, the only multifamily built have been deed-restricted affordable housing for lower-income residents

Impact of Vacation Rentals



- What's the issue?
 - Reduce long-term rental supply
 - Impact on character of neighborhoods (ghost blocks)
- What does the City do?
 - Short-term vacation rentals (less than 30 days) are prohibited in the city
 - The City enforces vacation rental regulations, but is complaint-based and therefore does not actively monitor rentals
 - In April 2014, the City increased the fine to \$1,000 per day for illegal vacation rentals
- Several residents who attended the Housing Element workshop pointed to the need for more aggressive enforcement of the existing regulations.

Lack of Diverse Housing Types



Housing Unit Types City of Healdsburg and Sonoma County, 2014			
Unit Type	Healdsburg		Sonoma County
	Number	Percent	Percent
Single family Detached	3,653	75%	69%
Single family Attached	205	4%	7%
2-4 Units	490	10%	7%
5+ Units	486	10%	13%
Mobile Homes	70	1%	6%
Total	4,904	100%	100%



Source: State Department of Finance, Table E-5, January 1, 2014

More Diverse Housing Examples



Green Courts

Suited for empty nesters, starter families and single parents



Co-Housing

Suited for single parents, young families, essential community workers



Carriage Units

Suited for essential community workers, artists in residence, etc.



Cottage Court

Suited for empty nesters, and single parents



Townhomes

Suited for starter families, young professionals, empty nesters

Growth Management Ordinance



- Measure M Growth Management Ordinance (2000)
 - Allocations limited to average of 30 per year
 - Affordable units and secondary dwelling units are exempt
 - Large projects phased over multiple years
- November 2014 Ballot Measure
 - Would supersede Growth Management Ordinance for 15 years
 - One-time bank of 60 allocations
 - 30 allocations added annually
 - No more than 70 allocations in any one year period
 - No more than 226 allocations total within the Central Healdsburg Avenue Plan Area

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Draft
Housing
Element

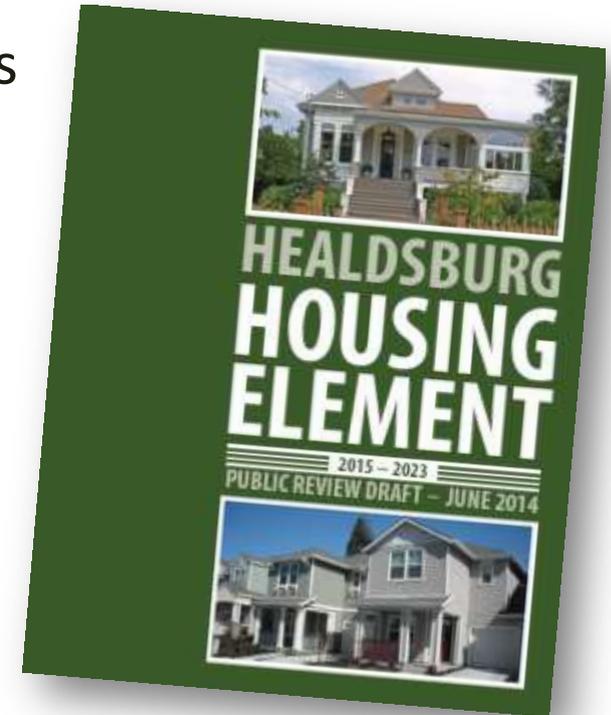


Draft 2015-2023 Housing Element



Housing Element Contents

1. Introduction
2. Community Context and Population Trends
3. Existing Housing Needs
4. Projected Housing Needs
5. Housing Development Constraints
6. Housing Opportunities and Resources
7. Opportunities for Energy Conservation
8. Housing Plan

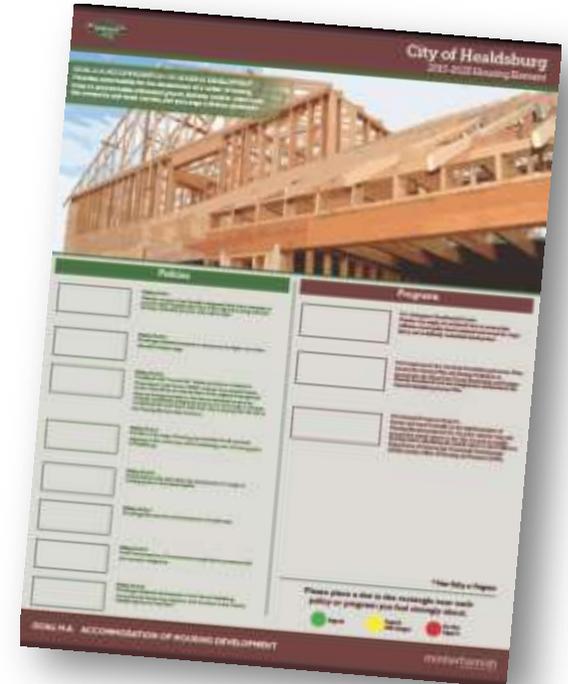


Draft 2015-2023 Housing Element



Housing Plan

- Goal H-A: Accommodation of Housing Development
- Goal H-B: Minimization of Governmental Constraints
- Goal H-C: Provision of Affordable Housing
- Goal H-D: Preservation of Existing Housing and Neighborhoods
- Goal H-E: Provision of Special Needs Housing
- Goal H-F: Promotion of Fair Housing Practices
- Goal H-G: Conservation of Energy



Draft 2015-2023 Housing Element



Housing Plan – Terminology

- **Goal**
 - A general, overall, and ultimate purpose, aim, or end toward which effort will be directed
- **Policy**
 - A statement that guides a specific course of action for decision-makers to achieve a goal
- **Program**
 - Specific action that carries out policy

Examples

Goal H-C: Facilitate the provision of affordable housing for those who live and work in Healdsburg.

Policy H-C-4: Support the efforts of partners in local affordable housing projects to secure financial assistance.

Program H-7: Pursue Funding. Apply for regional, State, and Federal funding for affordable housing and provide documentation as needed in support of partner applications for State and Federal financial assistance.

Housing Element Overview



Need for More Workforce Housing

New Policy

H-C-10 Support the Community Land Trust model of providing affordable homeownership for the local workforce.

New Programs

Program H-12: Workforce Housing Linkage Fee

Conduct a jobs/housing nexus study to analyze and document the link between non-residential development and the housing demand that it creates. ...Based on the findings of the study, the City shall adopt an appropriate Workforce Housing Linkage Fee.

Program H-13: Affordable Secondary Dwelling Unit Incentive Program

Develop an affordable secondary dwelling unit incentive program to encourage property owners to deed restrict secondary dwelling units as affordable rental housing for lower- or moderate-income households...

Housing Element Overview



Shortage of Rental Units

New Policy

Policy H-D-6 Discourage the conversion of multifamily rental units to condominium units in order to preserve the supply of rental housing in the city.

Existing Program

Program H-20: Strengthen the Condominium Conversion Ordinance

Review and revise the condominium conversion ordinances with the intent of discouraging conversion of rental units to condominiums and strengthening the tenant protection provisions....

New Program

Program H-2: Implement the Central Healdsburg Avenue Plan

Amend the General Plan and Zoning Ordinance to incorporate the Mixed Use, Transit Residential, and Medium Density Residential land use designations envisioned in the Central Healdsburg Avenue Plan.

Housing Element Overview



Impact of Vacation Homes

Existing Policy

Policy H-D-7 Protect residential neighborhoods from the negative effects of commercial uses.

Existing Program

Program H-24 Enforce Vacation Rental Prohibition

Strengthen enforcement of the City's prohibition of vacation home rentals (i.e., fewer than 30 days) in residential zoning districts in order to protect neighborhood character and ensure the housing stock is available for long-term residents.

Housing Element Overview



Diversity of Housing Types

Existing Policies

- Policy H-A-4 Provide a wide range of housing opportunities for all economic segments of the community, while maintaining a mix of housing types in Healdsburg.
- Policy H-A-5 Ensure that specific plans allow the development of a range of housing types, to the extent feasible.

Existing Program

Program H-1: Adequate Residential Land

Monitor the supply of residential land to ensure that sufficient developable land is planned and zoned for single family and multifamily residential development.

New Program

Program H-2: Implement the Central Healdsburg Avenue Plan

Amend the General Plan and Zoning Ordinance to incorporate the Mixed Use, Transit Residential, and Medium Density Residential land use designations envisioned in the Central Healdsburg Avenue Plan.

Housing Element Overview



Growth Management Ordinance

Existing Policy

Policy H-B-2 Lessen the City's Growth Management Program as a constraint on the development of multifamily and live/work housing, as feasible.

(Source: 2009 Housing Element, Policy H-B-2)

New Programs

Program H-5: Monitor and Amend the Growth Management Ordinance (GMO)

Continue to monitor the impacts of the GMO on the provision of housing to meet the city's share of the regional housing need and provide for a variety of housing types. Consider further amendments to the GMO in order to facilitate the production of multifamily and/or live work units.

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Regional Housing Needs Allocation



Regional Housing Needs Assessment



California
(Housing and Community Development)



ABAG
Association of Bay Area Governments
2014 -2022 RHNA = 187,990 units



Sonoma County 8,444	Contra Costa County 20,630	Marin County 2,298	Napa County 1,482	San Francisco County 28,869	San Mateo County 16,418	Santa Clara County 58,836	Solano County 6,977	Alameda County 44,036
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Healdsburg 157	Cotati 137	Cloverdale 211	Petaluma 745	Windsor 440	Santa Rosa 4,662	Sebastopol 120	Sonoma 137	Unincorporated 936	Rohnert Park 899
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Regional Housing Needs Allocation

RHNA for City of Healdsburg by Income Category, 2014-2022

Income Category	Target Housing Units	Income Range (4-pers. household)	Affordable Monthly Rent
Extremely Low Income (<30% of Median Income)	15	< \$23,050	< \$575
Very Low Income (<50% of Median Income)	16	\$23,050 - \$38,450	\$575 - \$960
Low Income (51-80% of Median Income)	24	\$38,451 - \$61,500	\$960 - \$1,540
Moderate Income (81-120% of Median Income)	26	\$61,501 - \$92,300	\$1,540 - \$2,300
Above Moderate Income (>120% of Median Income)	76	> \$92,300	> \$2,300
TOTAL	157	--	

2014 Area **Median Income** for Sonoma County jurisdictions is **\$76,900**

Housing Types and Affordability

Housing Element basic assumption: Density = Affordability



The City must demonstrate that it has enough **vacant land** zoned at **appropriate densities** to accommodate the projected new housing units for each income category.



Regional Housing Needs Allocation

How will Healdsburg will meet the RHNA?

	Housing Units by Household Income Category					
	Extremely Low Income	Very Low Income	Low Income	Moderate Income	Above Moderate Income	Total
2014-2022 Regional Housing Need	15	16	24			
	Total "Lower" Income: 55 units			26	76	157
Total Capacity	156			2	326	483
Surplus/(Deficit) of Housing Units	+101			(24)	+250	+327

Finding: The City has enough capacity on residential land to accommodate the 8-year projection of need (i.e., the RHNA).

Questions?

Workshop Exercise

Workshop Exercise



- **Purpose:** To solicit feedback from the community on the Draft 2015-2023 Housing Plan
- **Format:**
 - Eight (8) stations around the room:
 1. Goal H-A: Accommodation of Housing Development
 2. Goal H-B: Minimization of Governmental Constraints
 3. Goal H-C: Provision of Affordable Housing
 4. Goal H-D: Preservation of Existing Housing and Neighborhoods
 5. Goal H-E: Provision of Special Needs Housing
 6. Goal H-F: Promotion of Fair Housing Practices
 7. Goal H-G: Conservation of Energy
 8. Regional Housing Needs Allocation and Residential Sites Inventory
 - Visit the stations at your own pace and provide feedback

Workshop Exercise



1. Start by reviewing the Draft Housing Plan

- Copies are available at the sign-in table, or
- Policies and programs are listed on the boards

2. Place dots next to the policies and programs

- **Green dots** = I support this policy/program
- **Red dots** = I do not support this policy/program
- **Yellow dots** = I would support this policy/program with modifications

3. Fill out white comment cards

- Identify policy/program number
- Describe:
 - Why you support it
 - Why you don't support it
 - What you would change

4. Fill out **blue comment cards** to suggest new policies or programs