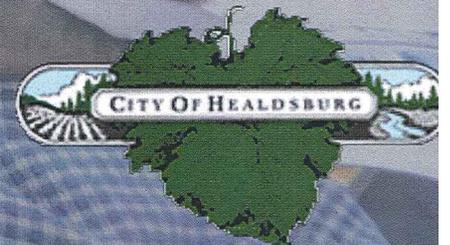


Housing Our Community

City of Healdsburg Housing Committee RECAP
July 21, 2015



The Housing Challenge isn't a 'Sudden' Issue

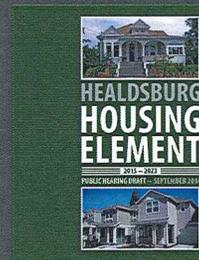
Four key community documents have identified the need and challenge of housing in Healdsburg

Pathway to Sustainability City of Healdsburg 2014-2019
(Strategic Plan, 2014)



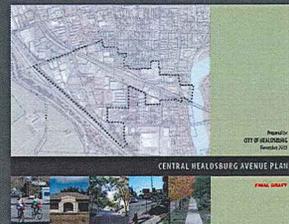
GOAL 1.3 Develop and implement a strategy to increase availability of housing choices

Healdsburg Housing Element 2015-2023
(Housing Element, 2014)



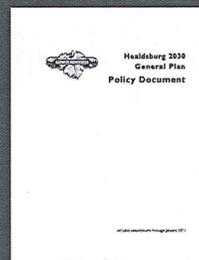
Consider further amendments... to facilitate the production of multifamily and/or live work units.

Central Healdsburg Area Plan (CHAP, 2012)



Healdsburg's (policies)... limit the types of housing that would cater to the wide variety of households

Healdsburg 2030 Plan
(General Plan.2008)



Minimization of governmental constraints on housing development

What Have Done?

February – October 2014
HOUSING ELEMENT UPDATE

*Created Policy Foundation Required by
State of California*

60+ participants at
two workshops

January - March 2015
HOUSING OUR COMMUNITY

*Provided in depth conversation and
education to create better
understanding of issues and solutions
to housing challenges*

180+ participants at
three sessions

Housing Our Community Series

January 2015
CITY COUNCIL WORK SESSION
Housing Baseline and Best Practices

~40
Attendees

February 2015
COMMUNITY FORUM
*Industry panel on solutions and approaches
to diversified housing*

~65
Attendees

March 2015
COMMUNITY WORKSHOP
Define direction and prioritize options

~75
Attendees

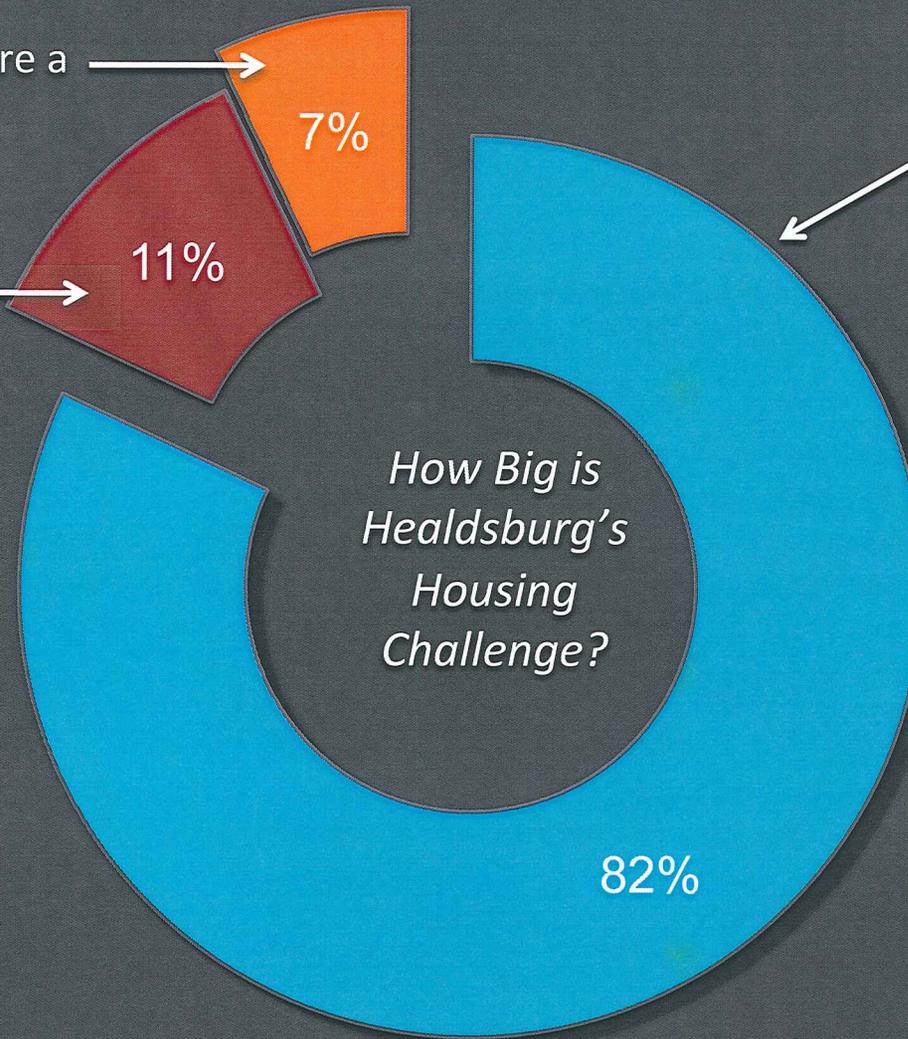
What Did We Learn?



Finding #1 This is Big

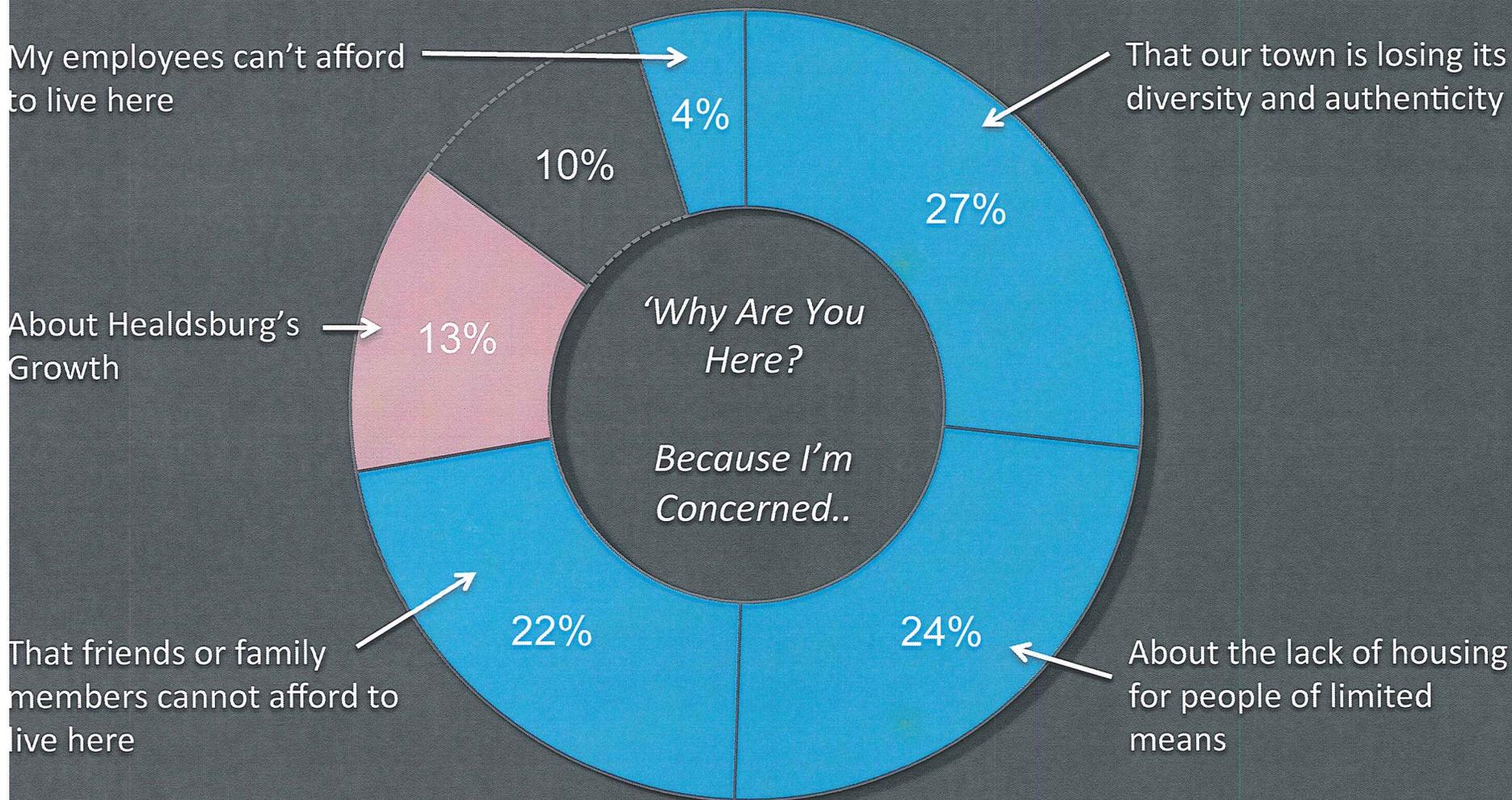
It's a problem, but so are a lot of other things

Its not the problem everyone makes it out to be



It is THE biggest challenge, or one of the top five challenges today

Finding #2 People Care About Housing



Finding #3

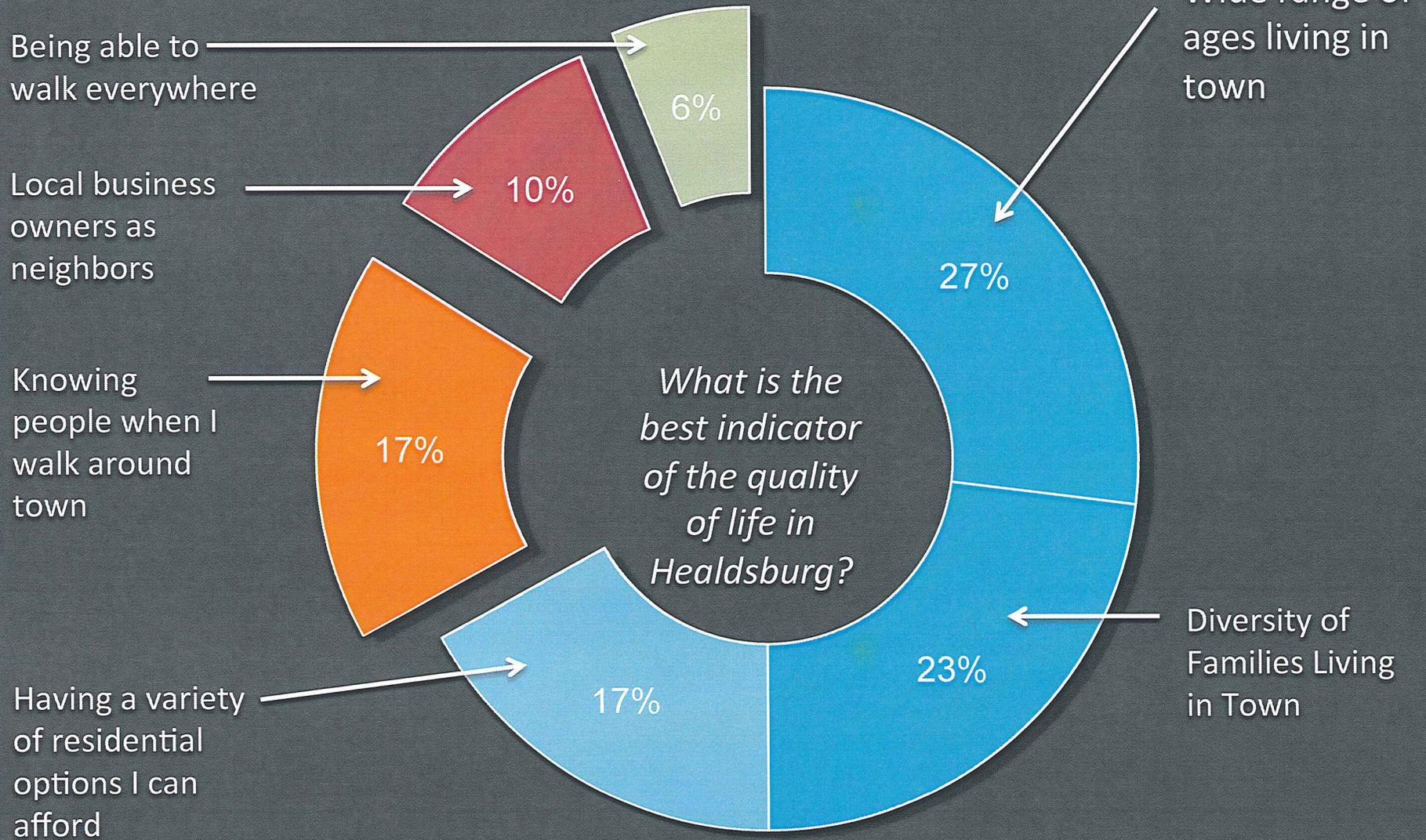
Attendees Value Our Town's Diversity

"Lack of population diversity is a poor recipe for a happy, healthy, resilient community"

Comment card from Workshop #3

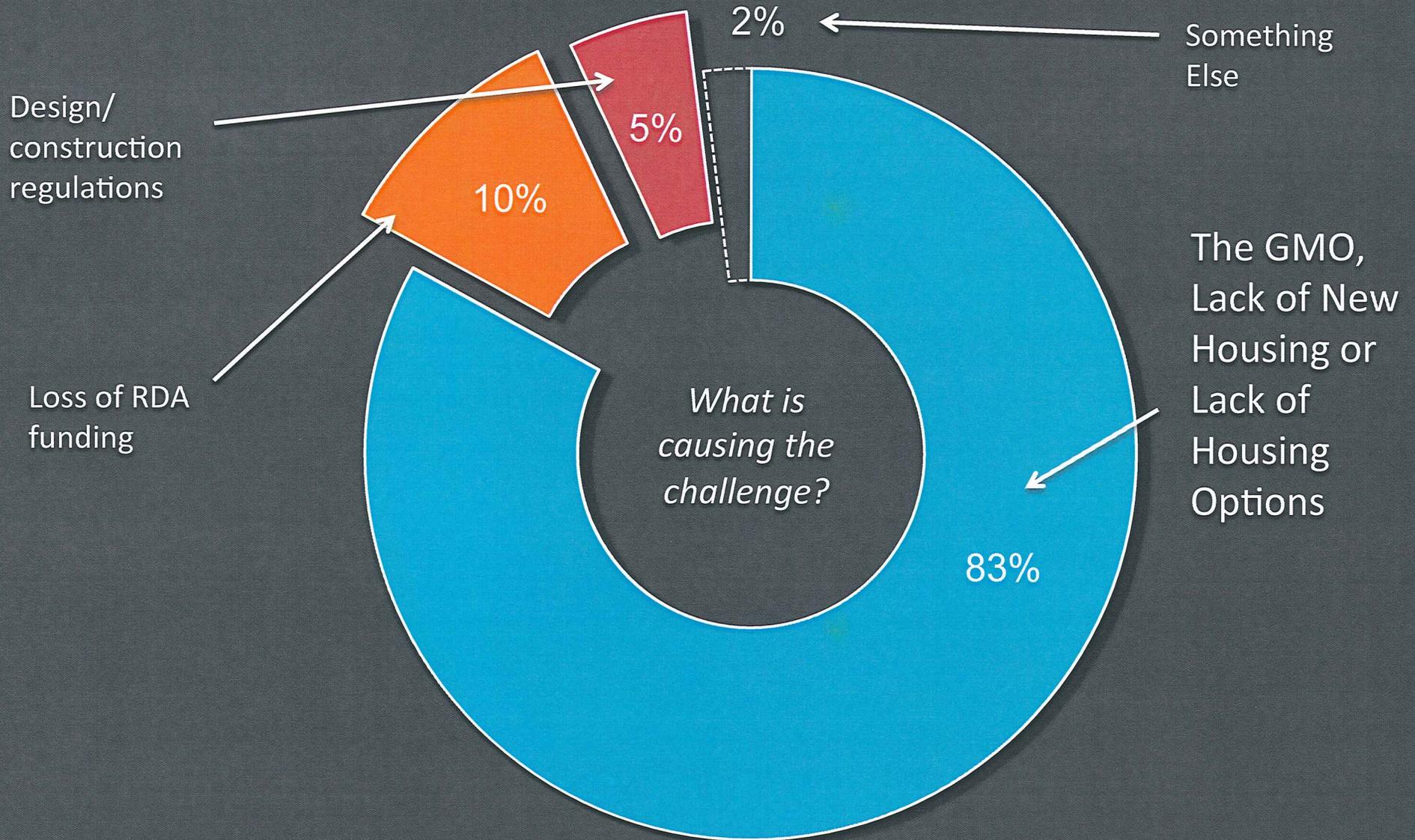
Finding #3

Attendees Value Diversity



Finding #4

Attendees Connect the Dots



Finding #5

Attendees Want Change

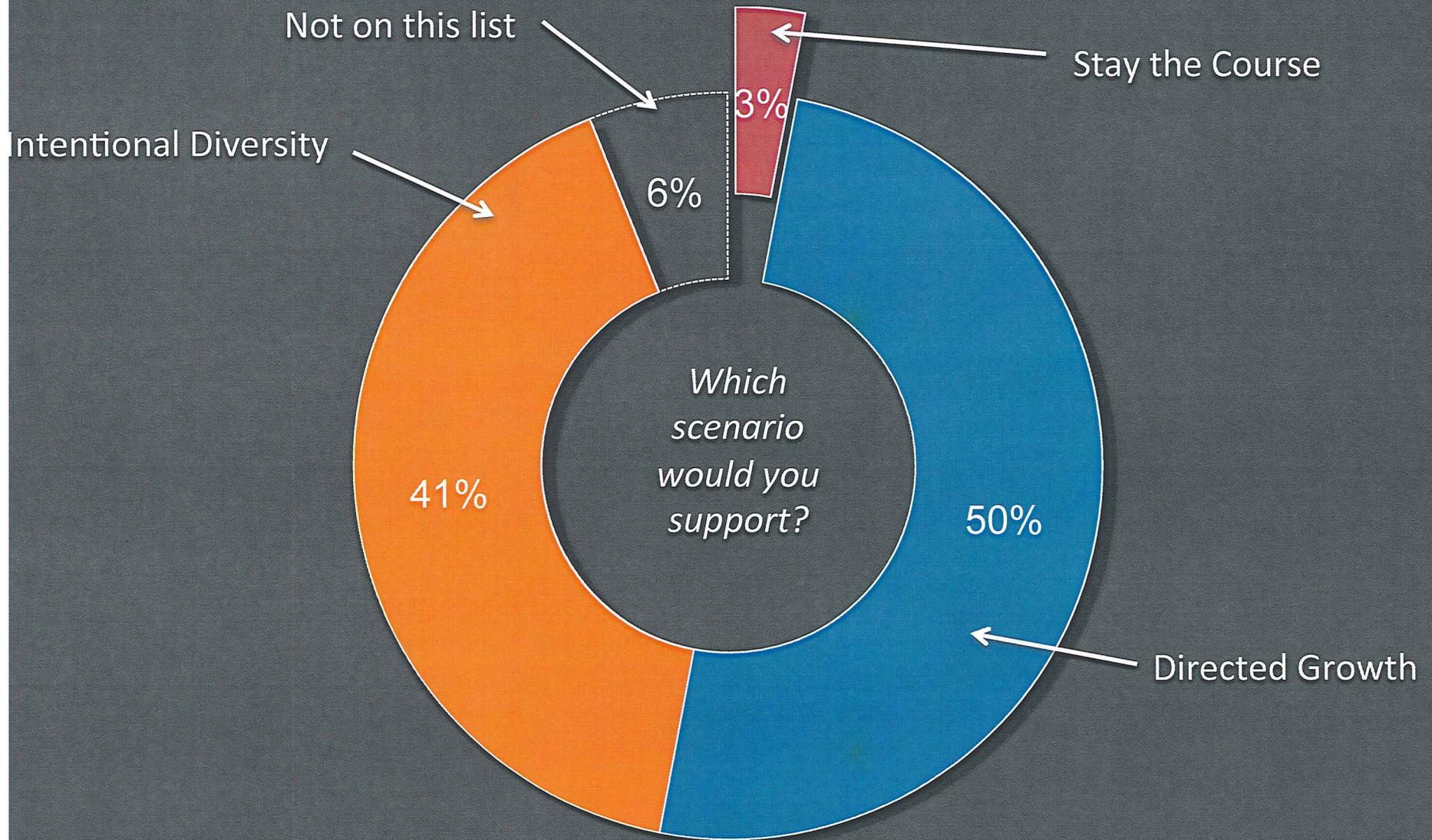
*“Please find a way to build
apartment complexes”*

Comment card from Workshop #3

	STAY THE COURSE	DIRECTED GROWTH	INTENTIONAL DIVERSITY
New Homes	175-225	325-425	280-350
Types of Housing added	Large single family homes for sale or for individuals building for themselves	Mostly moderate density - live/ work, condominiums, townhomes, apartments for sale and rent	Full range of housing types. Single family homes, cottage courts, paired homes, townhomes
Where	Sprinkled throughout town, empty lots and smaller homes built/rebuilt into large homes	Designated sites identified by community for targeted development and infill	Sprinkled throughout town, empty lots and smaller homes built/rebuilt into large homes
Public Benefits Created	~30 units of affordable housing largely through inclusionary housing requirements	~60 units of affordable housing, plus 40-50 workforce housing units, small pocket parks and retail	~50 units of affordable housing, plus 50-60 workforce housing units. Arts Institute, parks and retail
Large Sites	Larger resort or conference hotels, restaurants with limited retail	High to Moderate Density Housing with Small hospitality and neighborhood retail and Arts Campus	Higher Density Housing with small hospitality and neighborhood retail

Finding #5

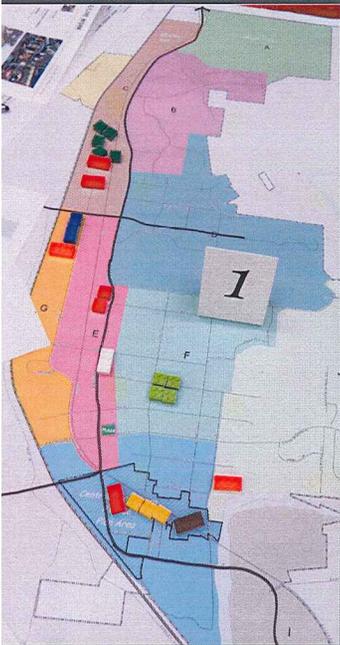
Attendees Want Change



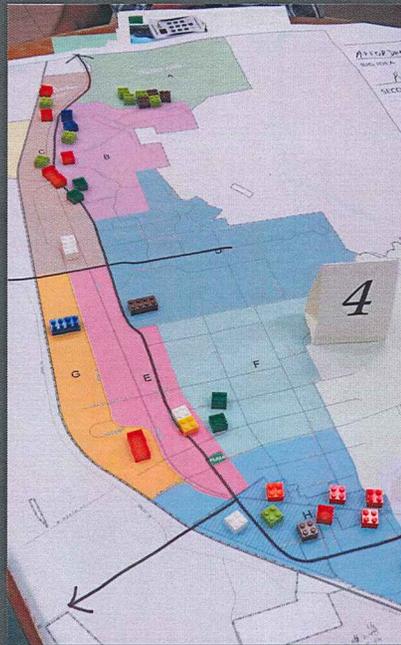
Finding #6

Desired Growth Patterns are Consistent

Theme 1: Intensify the Spine + Nodes



264



340



552



300

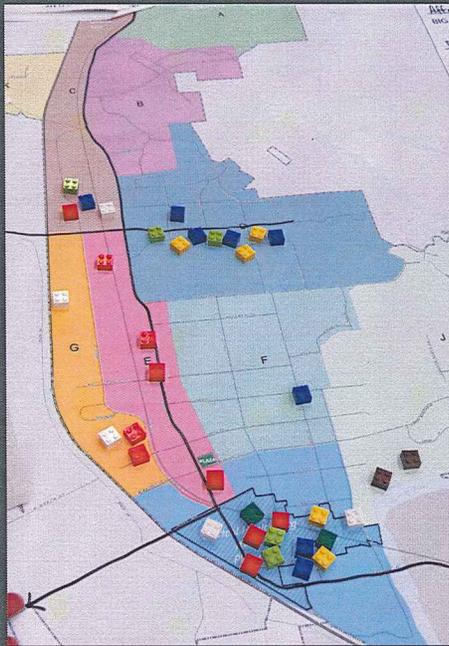


332

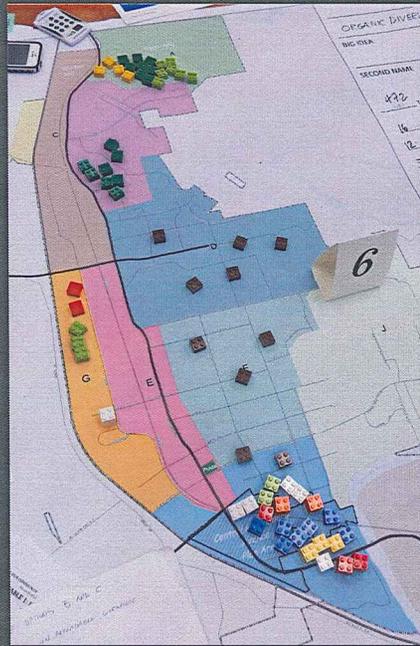
Finding #6

Desired Growth Patterns are Consistent

Theme 2: Intensify the Spine with Strategic Infill



332



472

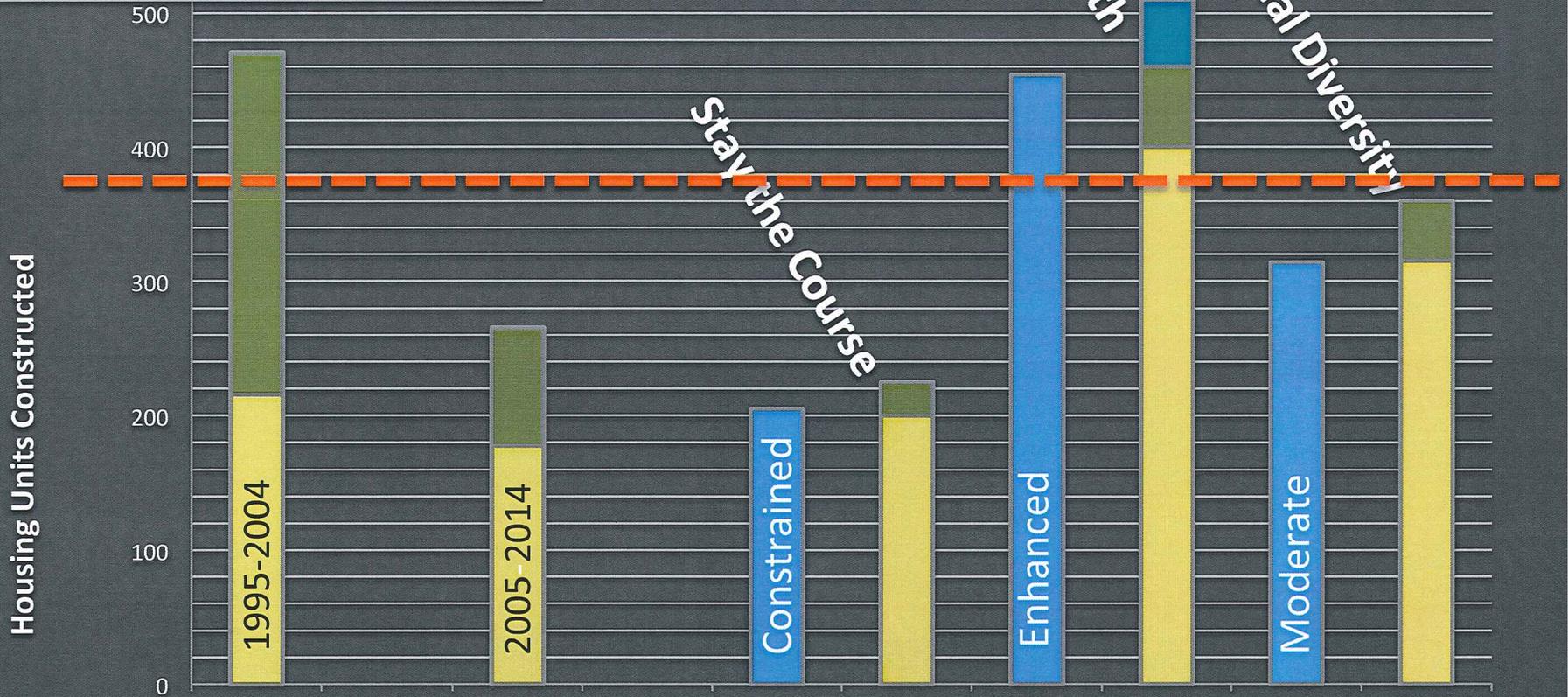


388



508

Workshop Average of All Scenarios
387 Units Over 10 Years



Workforce	0	0	0	0	50	0
Affordable	255	87	25	60	45	45
Market Rate	216	178	205	200	454	315

Source: Healdsburg Housing Element Update 2015, Figures 4 and Table 29, CHAP Strategic Economics Market Analysis 2010

What Happens Now?

All Actions to support and manifest in Housing Action Plan

Move from policies to action

Don't lose sight of required long term changes when address immediate crisis

Combination of City Staff effort and Housing Committee Work

City of Healdsburg Housing Action Plan

PART I: Increasing the Diversity of Our Housing Options

- Refining the GMO
- Workforce Housing
- Modifying Land Use Codes to Encourage innovation
- Remove Barriers

PART II: Increasing the Affordability of Our Housing Stock

WORKFORCE

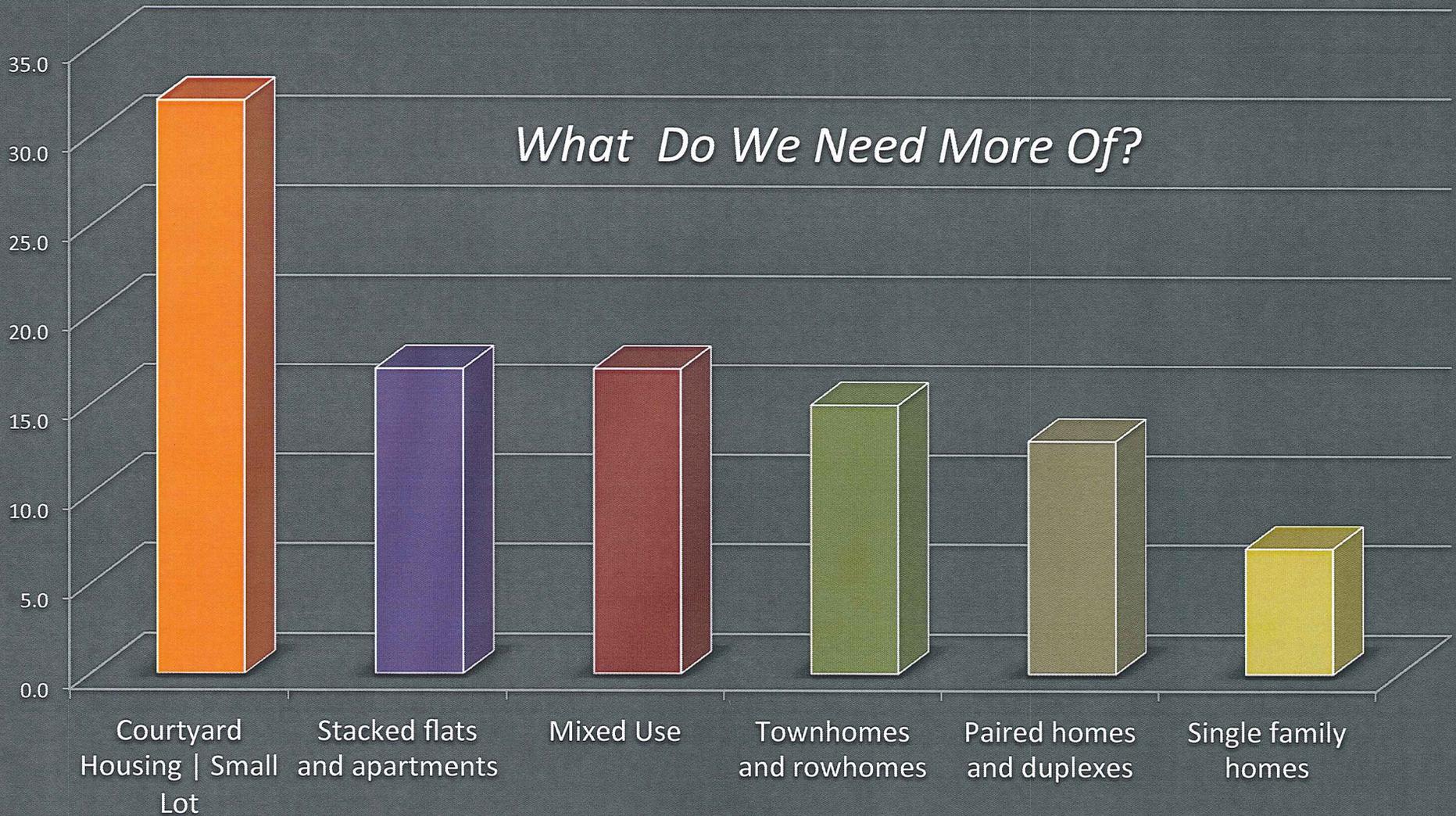
- **Policy** - Density bonuses and other incentives
- **Strategies**
 - By employment
 - By income
- Resource Efficiency
- Transportation
- Fees and Permitting
- Implementation

AFFORDABLE

- **Resources** - What's available? What do we need?
- **Policy** - Inclusionary zoning Requirements

Finding #7

People Want Something Different



City of Healdsburg Housing Action Plan

Immediate Priorities for the Housing Committee

PART I: Increasing the Diversity of Our Housing Options

Refining the GMO

- Workforce Housing
- Modifying Land Use Codes to Encourage innovation
- Remove Barriers

PART II: Increasing the Affordability of Our Housing Stock

WORKFORCE

- **Policy** - Density bonuses and other incentives
- **Strategies**
 - By employment
 - By income
- Resource Efficiency
- Transportation
- Fees and Permitting
- Implementation

AFFORDABLE

- **Resources** - What's available? What do we need?
- **Policy** - Inclusionary zoning Requirements

Who Will Do This Work?

City Staff to work with the Committee and consultants to achieve City housing goals and objectives.

Select consultants to provide data, case studies and help define best practices relevant to the community

Housing Committee to focus on GMO and then removing barriers to more affordable site development and construction

Community to participate in work sessions and GMO modification via ballot box

