

Housing Our Community

What was learned?
What's next?



Community Housing Committee
August 20, 2015

Purpose + Structure

Goal

- Recap background to create common understanding
- Provide context for focused GMO deep dive on 8.29
- Define what success will look like and what tools we need to get there

Part 1: What Have We Done?

Prior Work Context for Committee Discussion
Healdsburg Housing Basics

Part 2: What Did We Learn?

Housing Our Community Workshop Series Community Conclusions

Part 3: What Do We Do Now?

The Housing Action Plan
The Community Housing Committee



Part I:
What Have We Done?

Seven Years of Foundation Work

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



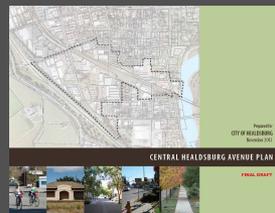
GOAL 1.3 Develop and implement a strategy to increase availability of housing choices

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

Public Discussion and Education Points

2014 – HOUSING ELEMENT

May 2014 – COMMUNITY WORKSHOP Identify Issues and Potential Solutions

July 2014 – COMMUNITY WORKSHOP Discuss/ evaluate emerging policies

August 2014 – CITY COUNCIL HEARING Present draft plan

2015 – HOUSING OUR COMMUNITY

January 2015 – CITY COUNCIL WORK SESSION

Housing 101 – Baseline and Best Practices

February 2015 – COMMUNITY FORUM –

Industry panel on solutions and approaches to diversified housing

March 2015 – COMMUNITY WORKSHOP

Define direction and prioritize options

Who Participated?

February - August 2015
HOUSING ELEMENT UPDATE
Community Work Sessions on Issues and Solutions

~60
Attendees

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

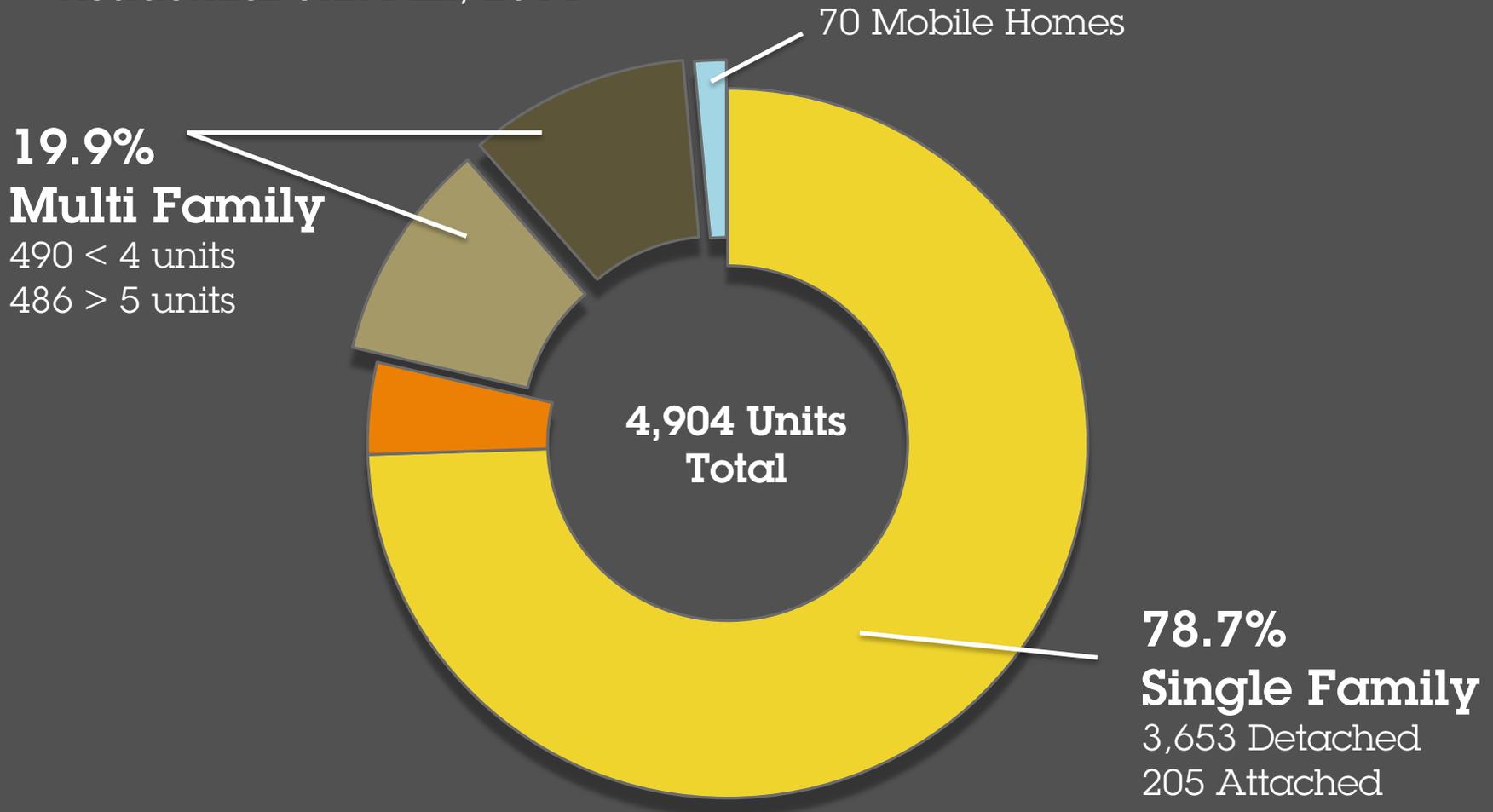
~65
Attendees

March 2015
COMMUNITY WORKSHOP
Define direction and prioritize options

~75
Attendees

Healdsburg Housing Basics

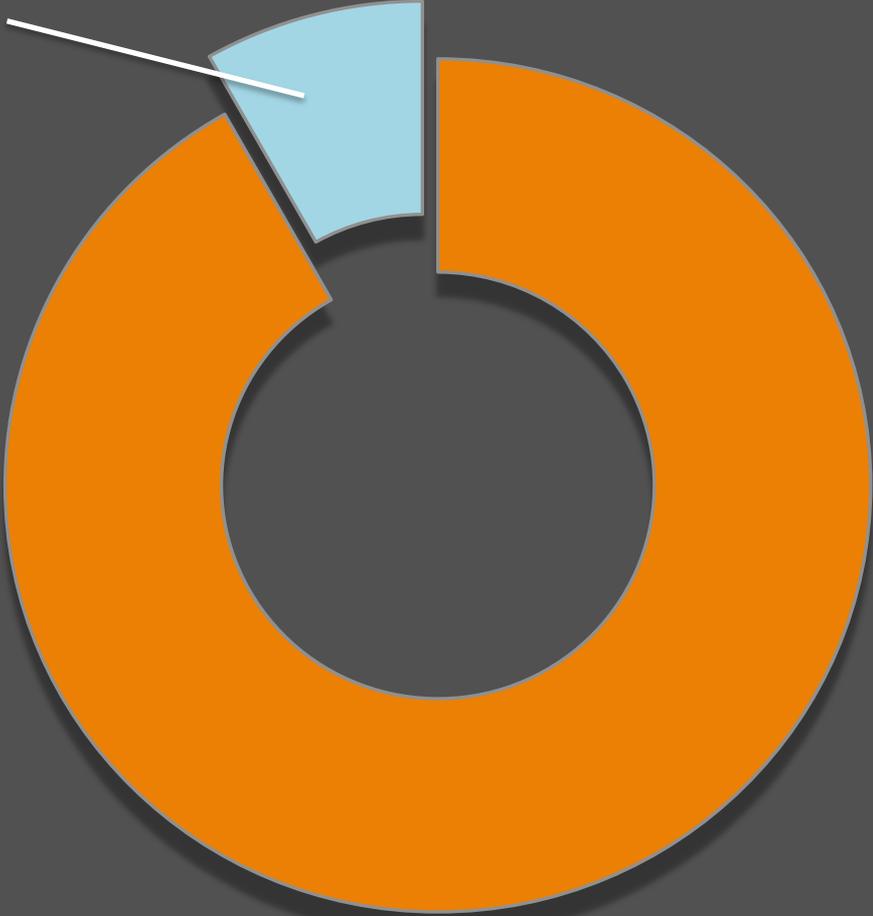
Residential Unit Mix, 2014



Affordable Housing Basics

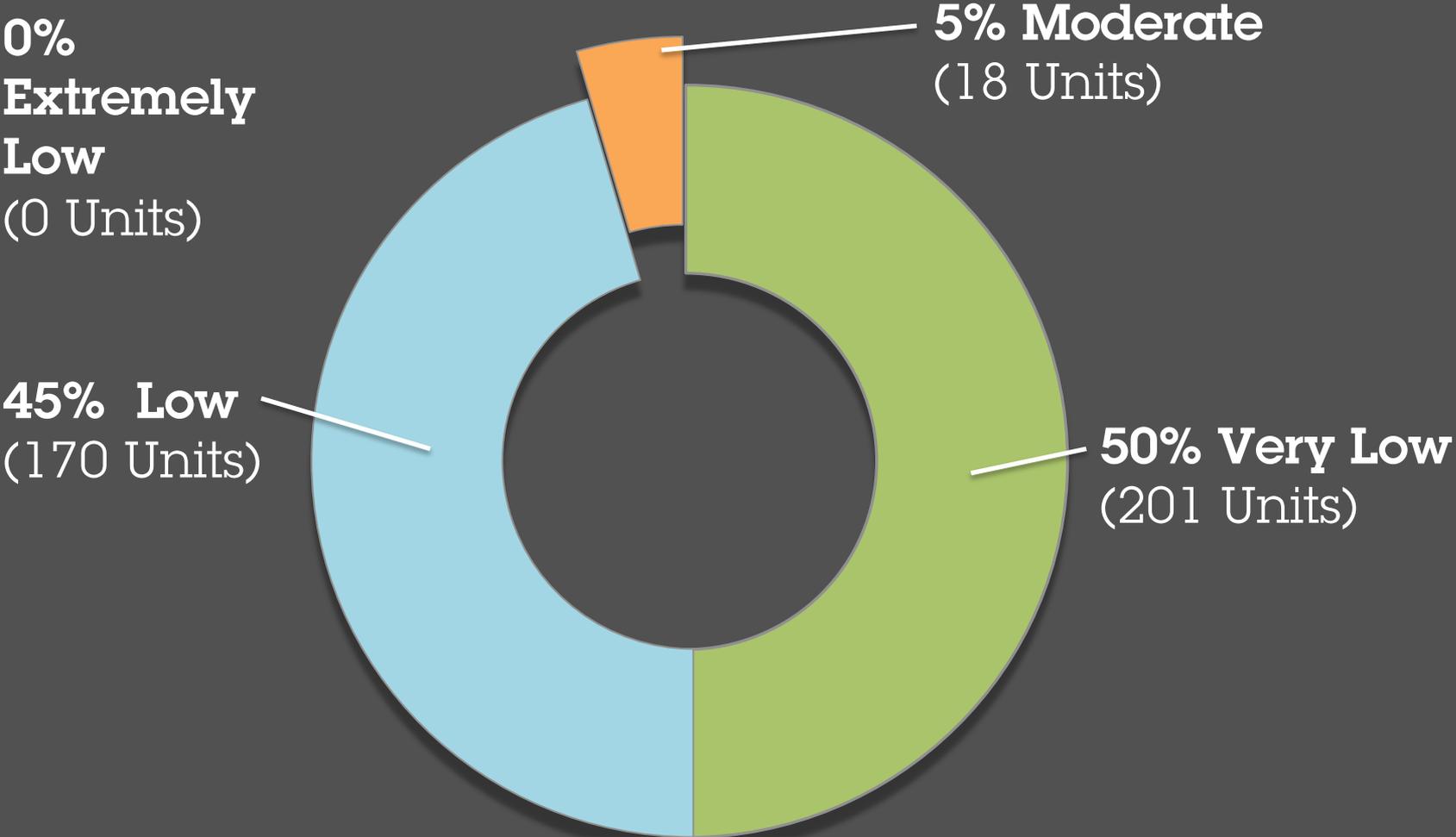
402 Units
8.2% of City
Total Stock

Total
Stock



Source: Data Healdsburg Housing Element, Table 29 p.53, Compilation UrbanGreen® 2015

Affordable Housing Distribution



Source: Data Healdsburg Housing Element Table 29 p.53, Compilation UrbanGreen® 2015

Complete Community = Housing Options



Image Credit: Opticos Design, Berkeley CA. All Rights Reserved

The 'In-completing' of Healdsburg

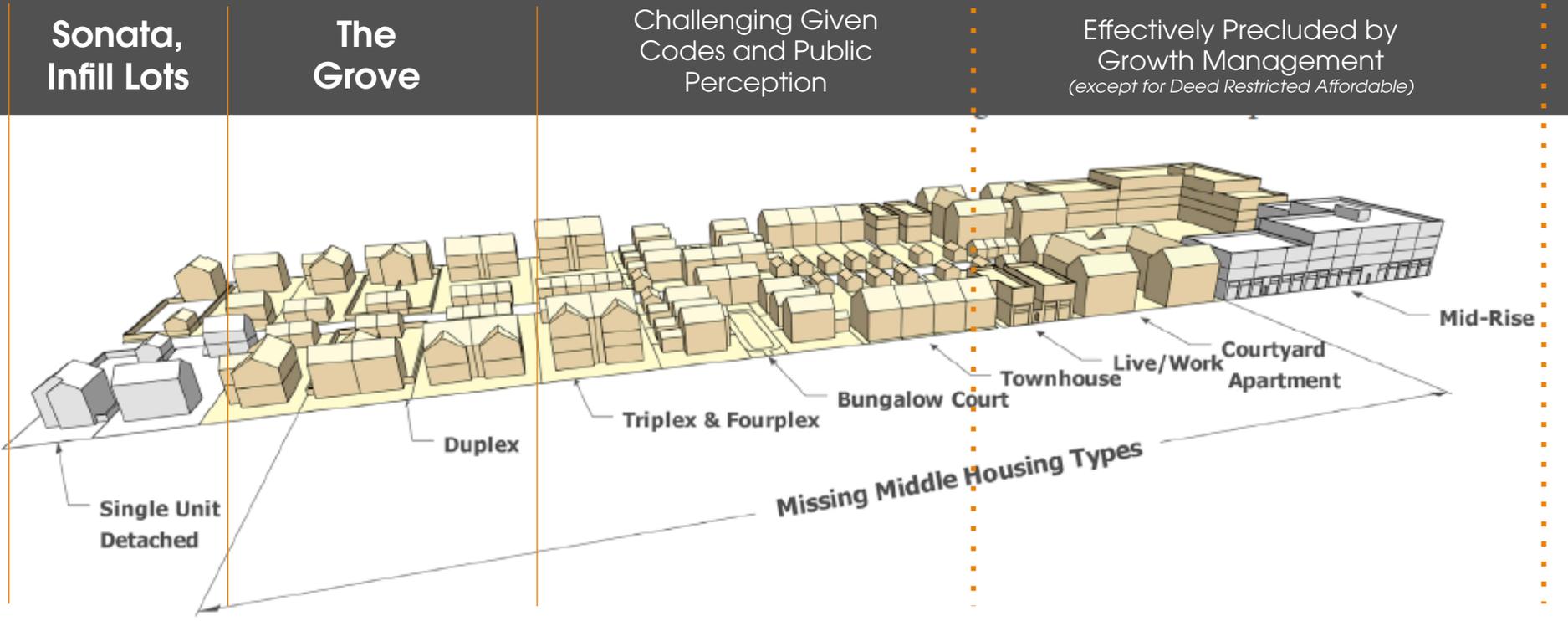


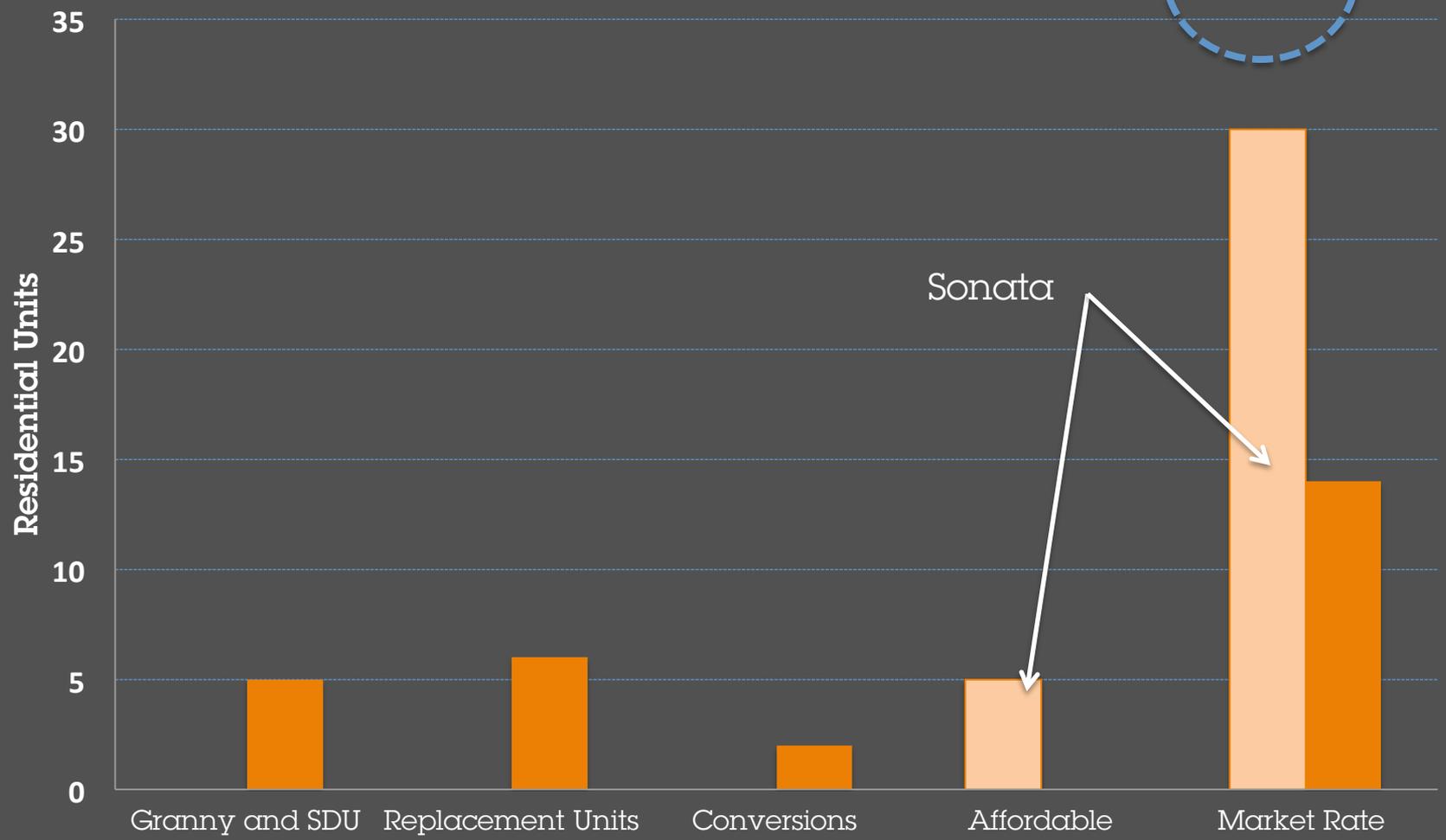
Image Credit: Base Image Opticos Design, Berkeley CA. All Rights Reserved
Healdsburg Interpretation UrbanGreen®

What's Been Built Recently?

Combined Total: 'Finaled' Residential Units 2012 -2014

Source: City of Healdsburg Planning Department

44



Growth Controls vs. Growth Management

Growth Controls put the brakes on growth in the interest of 'keeping things as they are'

Growth Management seeks to shape the character, scale, pace and quality of growth. It is proactive vs. reactive, and recognizes adjustments must be made over time

Consequences of Growth Controls

“Building permit caps or quotas, indirectly encourage builders to build large houses rather than attached housing units; since they are not guaranteed to get permission to build the volume of attached housing necessary to attain a desired profit level. In turn they may shift up-market, where they can obtain a higher total profit per unit.”

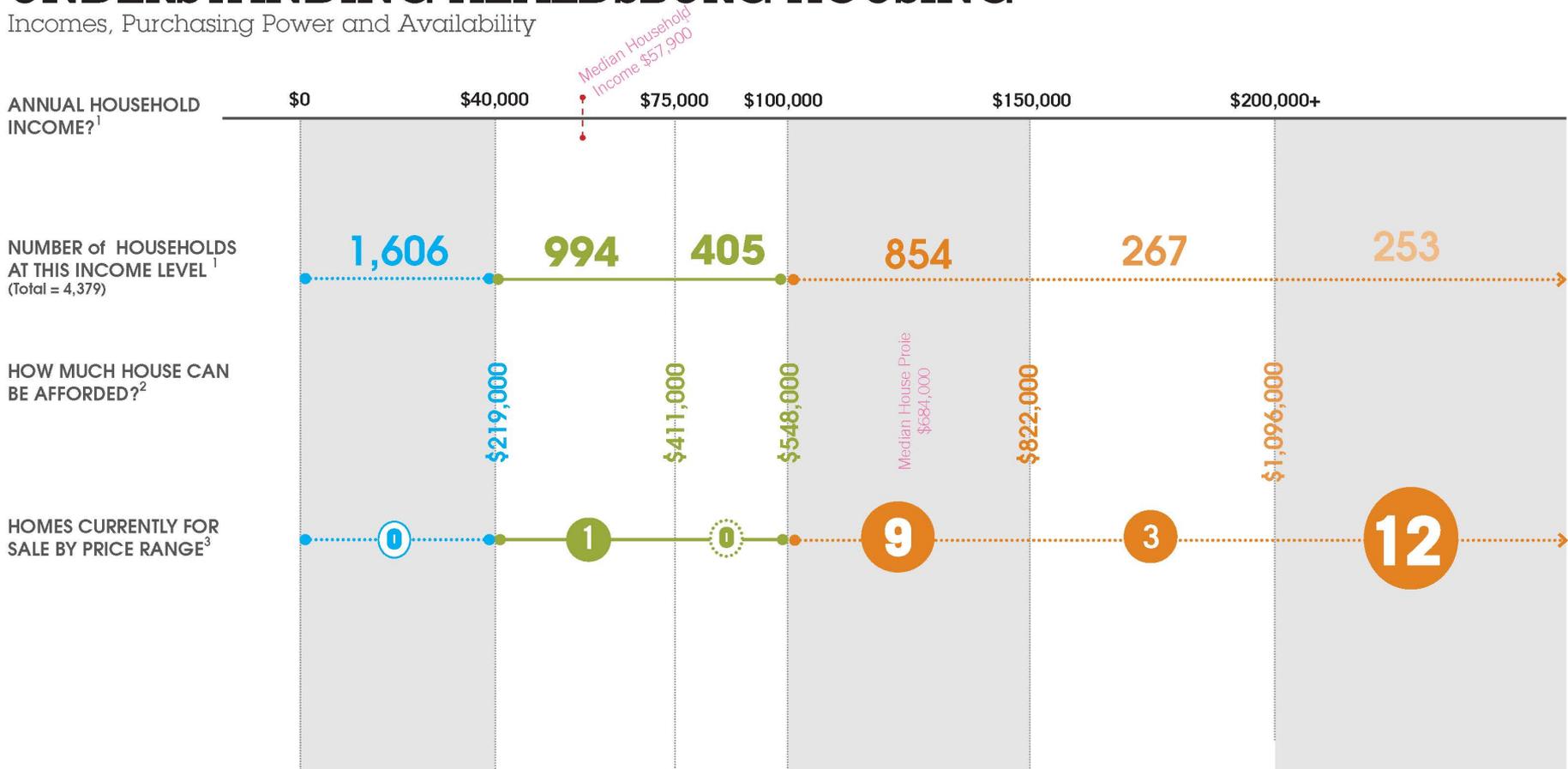
The Link Between Growth Management and Housing Affordability: The Academic Evidence

The Brookings Institution Center on Urban and Metropolitan Policy, Nelson, Pendall et al, February 2002

Impact of Housing Constraints

UNDERSTANDING HEALDSBURG HOUSING

Incomes, Purchasing Power and Availability



Notes: Income and Percentage of Households may differ from Healdsburg Housing Element and Sonoma County Data due to rapid changes in base data. This data reflect June 2014 update, and is based on local Healdsburg Data vs. County Data which is the required baseline for State Affordability Calculations

1. Sperling Best Places To Live, Income Data June 2014 <http://www.bestplaces.net/economy/city/california/healdsburg>

2. Based on 10% down payment, 4.5% Interest Rate, 30 Year Fully Amortizing Mortgage

3. Homes with 95448 Zip Code excluding non intown properties. Source: Zillow.com accessed March 22, 2015



Part II: What Did We Learn?

Finding #1

Participants Know the Issues

Participant Summary from Housing Element Workshops

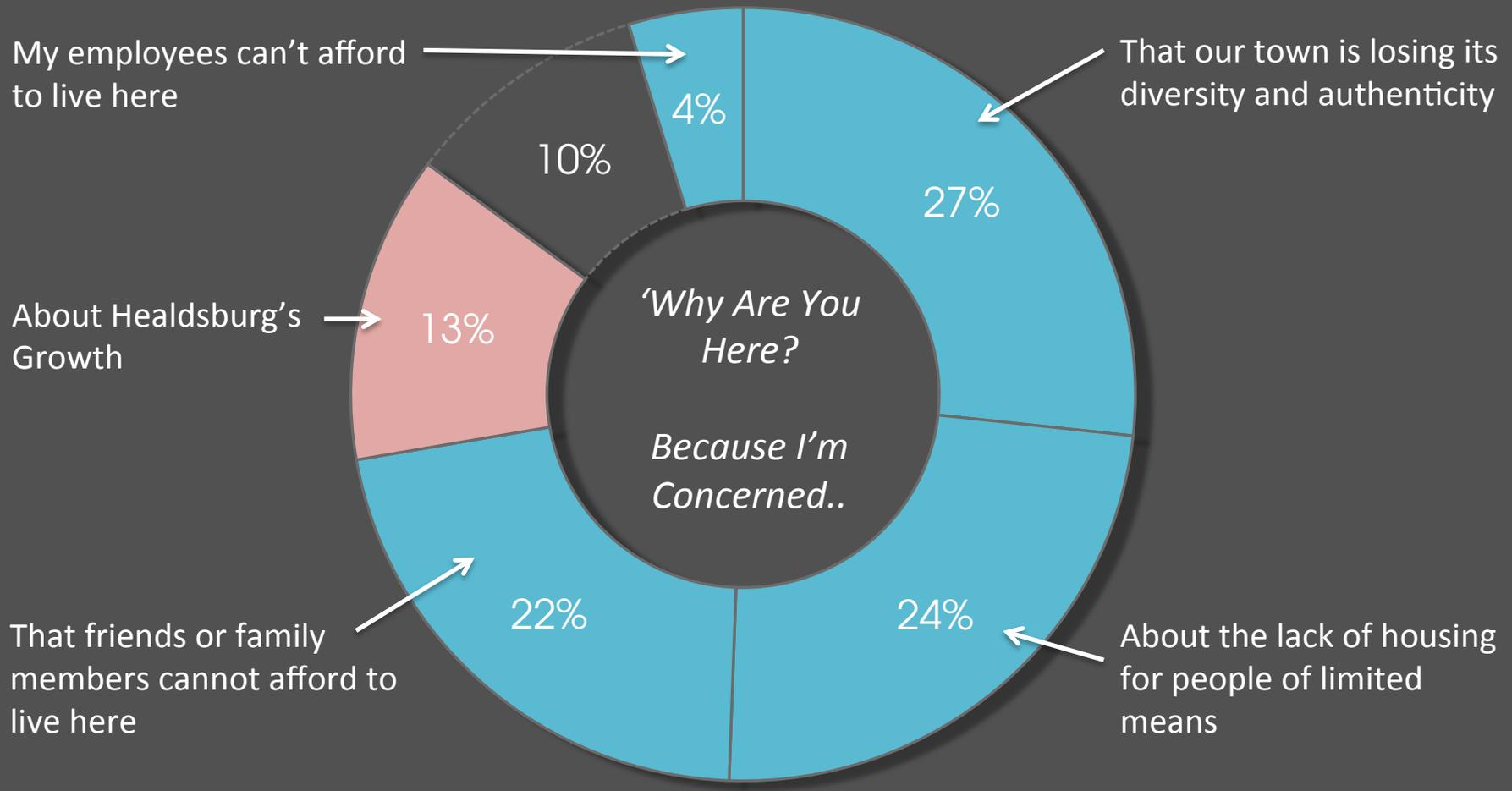
- Need for more Workforce Housing
- A Shortage of Rental Units
- A lack of diversity in housing types
- Unintended consequences of the Growth Management Ordinance
- Impact of second homes and vacation rentals



Source: Healdsburg Housing Element Update Community Workshop Summary, May 2014

Finding #2

Participants* Link Housing with QOL



* Based on real time, anonymous polling of attendees at Workshop #3, March 2015

Finding #3

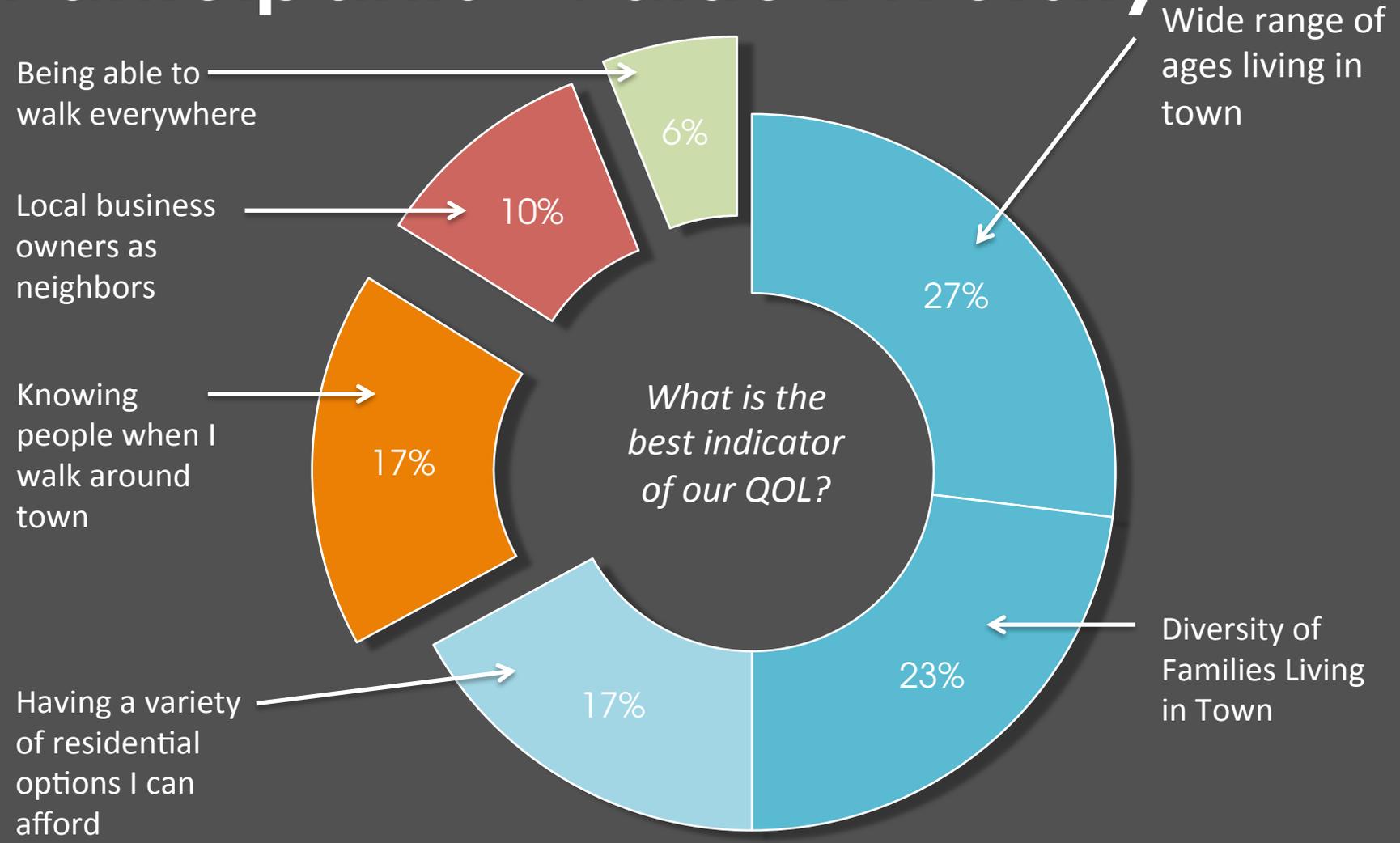
Participants Value Diversity

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

Comment card from Workshop #3

Finding #3

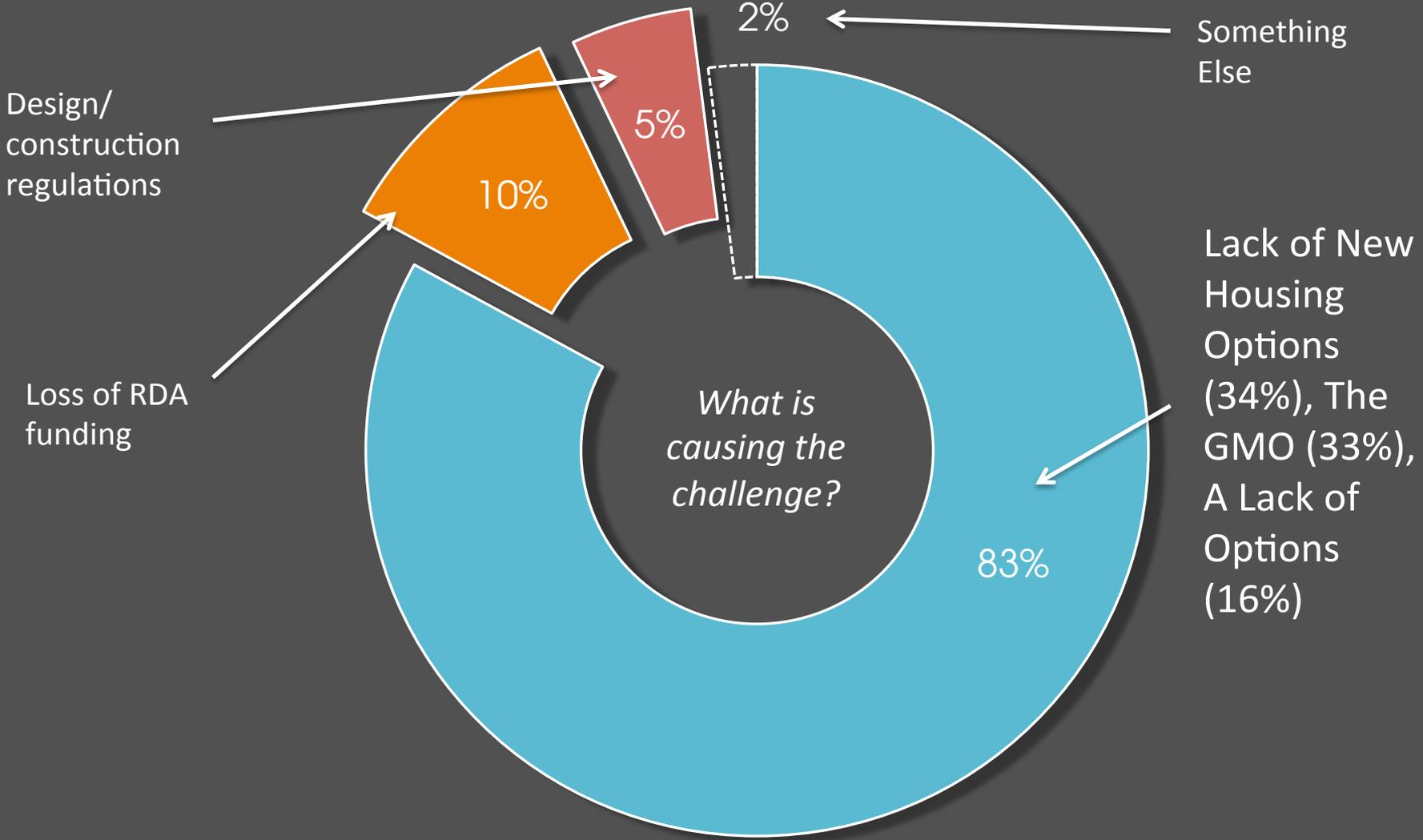
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Finding #4

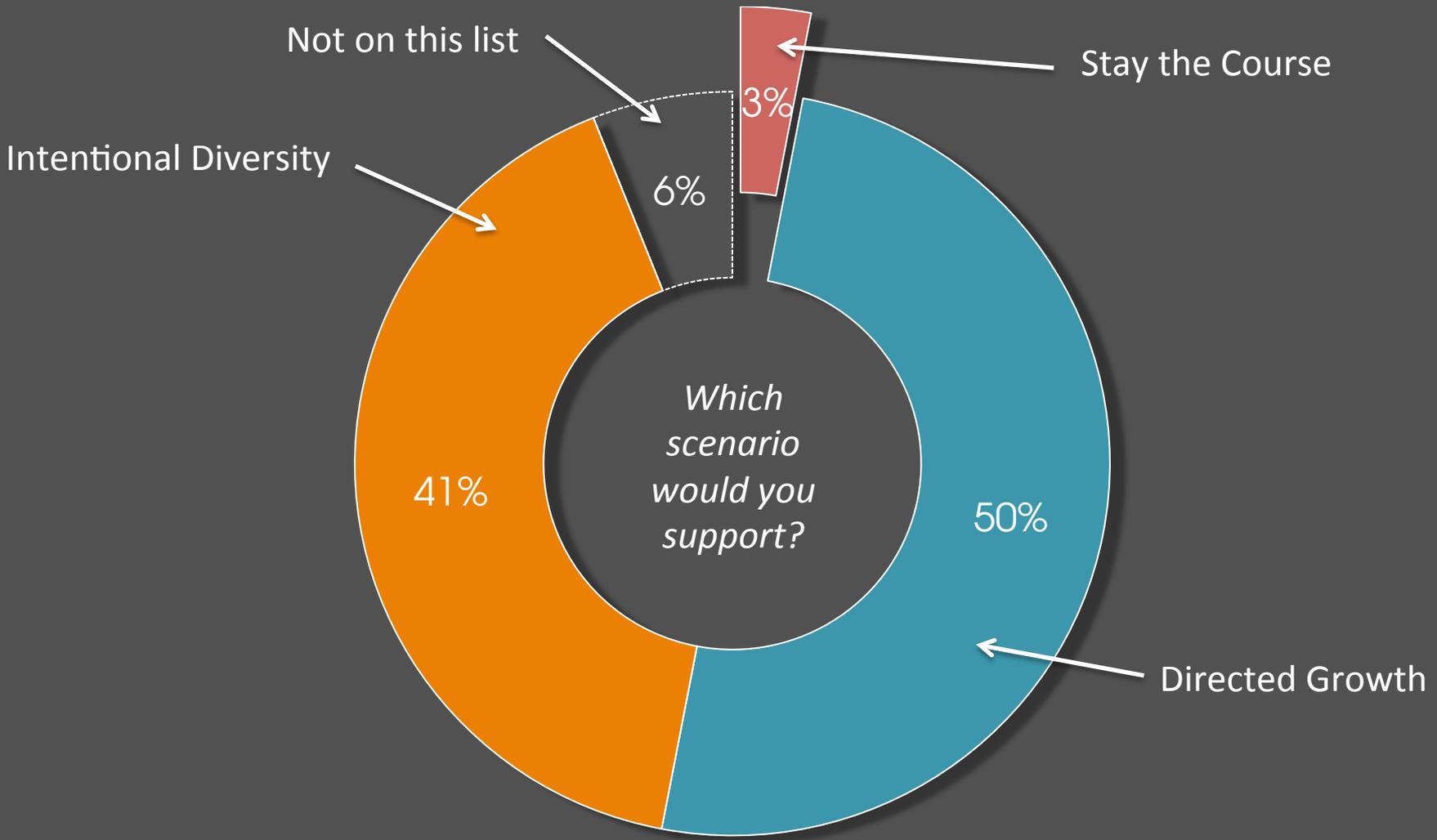
Participants* Connect the Dots



* Based on real time, anonymous polling of attendees at Workshop #3, March 2015

Finding #5

Participants* Want Change



* Based on real time, anonymous polling of attendees at Workshop #3, March 2015

STAY THE COURSE

New Homes

175-225

Types of Housing added

Large single family homes for sale or for individuals building for themselves

Where

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

Large Sites

Larger resort or conference hotels, restaurants with limited retail

DIRECTED GROWTH

325-425

Mostly moderate density - live/ work, condominiums, townhomes, apartments for sale and rent

Designated sites identified by community for targeted development and infill

~60 units of affordable housing, plus 40-50 workforce housing units, small pocket parks and retail

High to Moderate Density Housing with Small hospitality and neighborhood retail and Arts Campus

INTENTIONAL DIVERSITY

280-350

Full range of housing types. Single family homes, cottage courts, paired homes, townhomes

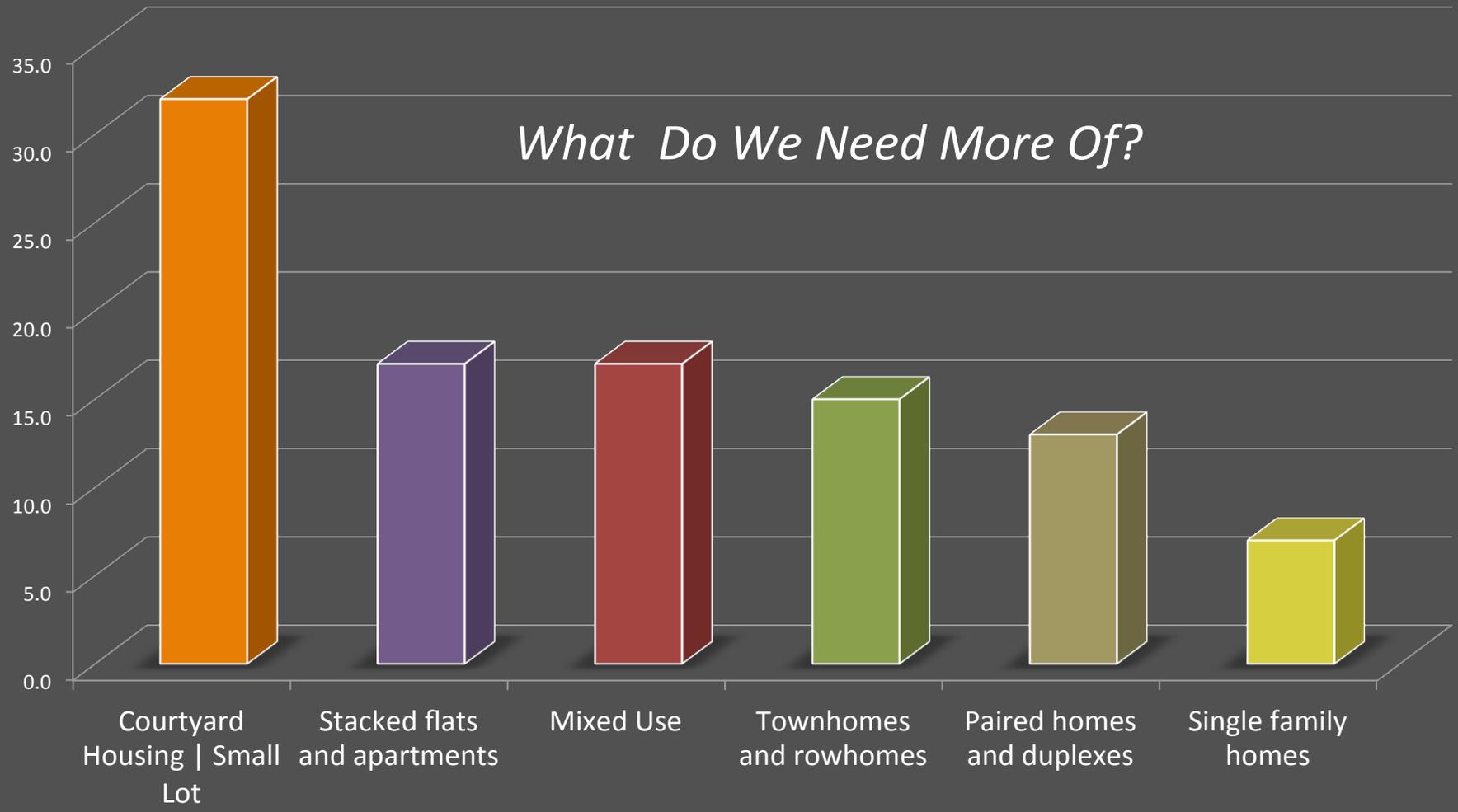
Sprinkled throughout town, empty lots and smaller homes built/rebuilt into large homes

~50 units of affordable housing, plus 50-60 workforce housing units. Arts Institute, parks and retail

Higher Density Housing with small hospitality and neighborhood retail

Finding #5

Participants* Want Change



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Part III: What Do We Do Now?



Confirm Our Goals and Language

- Subsidized Housing
- Affordable Housing
Very Low, Low, Moderate
- Workforce Housing
- Below Market Rate Housing
- Market Rate Housing
Entry Level, Move Up, Luxury
- Age Targeted, Age Restricted Housing
- Senior, Independent Living, Assisted Living

Define Potential Tools and Techniques

- Inclusionary Zoning
- Sales Tax, GO Bonds, Special Assessments
- Fee waivers and regulatory relief
- Secondary/ Accessory/ Caretaker Units Requirements
- Housing Land Trusts
- Sub-Market Restrictions
- Soft Seconds and Downpayment Assistance
- Employment vs. Income Based Requirements
- Creative Density

More Public



More Private

Move From Policy to Action

Creating Healdsburg's First **Housing Action Plan (HAP)**

A Two pronged approach:

- *Increase the Diversity of Housing Options*
- *Reduce the Cost of Occupancy*

City of Healdsburg Housing Action Plan (HAP)

PART I: DIVERSITY

Increasing the Diversity
of Housing Options

MODIFY REGULATIONS TO ENCOURAGE INNOVATION

(i.e. Increased density,
reduced setbacks,
changing lot coverage and
frontage requirements and
reducing/de-coupling parking)

FACILITATE NEW WORKFORCE HOUSING

Create tools and techniques
to have market deliver ownership
and rental housing

PART II: AFFORDABILITY

Increasing the Affordability
of Housing

INCREASE PRODUCTION

REVISING POLICIES

Density bonuses
and inclusionary
review

MARKET STRATEGY

Reduce fees
and permit
streaming

FINANCIAL SUPPORT

what is available?
what do we need?

REDUCE OCCUPANCY COST

RESOURCE EFFICIENCY

Water, energy,
materials, waste

MOBILITY ALTERNATIVES

Reduce auto
reliance, site
locations for
walkability,
reduced and
de-coupled
parking
requirements

City of Healdsburg Housing Action Plan (HAP)

PART I: DIVERSITY Increasing the Diversity of Housing Options

PART II: AFFORDABILITY Increasing the Affordability of Housing

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Updating the GMO as THE catalyst action

Why the Rush?

- GMO can only be modified in General Election
next opportunity is 2016 or we wait until 2018
- Market Rate Housing Development can be a valuable tool for creating Affordable Housing, when appropriately linked and deployed
- The Market is great now, but it won't last. Cycles in real estate are inevitable
- 'Refreshing' the GMO is the catalyst action for making all other goals attainable

Housing Our Community

What was learned?

What's next?



DISCUSSION

Community Housing Committee
August 20, 2015

Exercise #1

The year is 2025.
Healdsburg is thriving.

The City's **Housing Action Plan** is recognized as instrumental in changing the way our community lives.

This is best evidenced by:
(provide your response)

Exercise #2

Reflecting on your desired outcome:

What is the biggest opportunity we have to get there?

(provide your response)

What is the biggest challenge we have in our way?

(provide your response)

Exercise #3

Review the questions provided for further research/ response

Using your 5 dots, cast a vote(s) for each question you feel should be given the highest priority to research/ answer – recognizing there are limited resources for new primary research