

Creating Healdsburg's

HOUSING ACTION PLAN

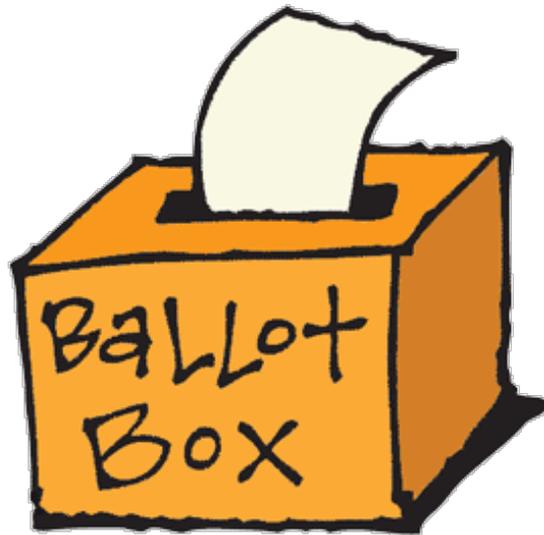
2016-2022

Community Housing Committee

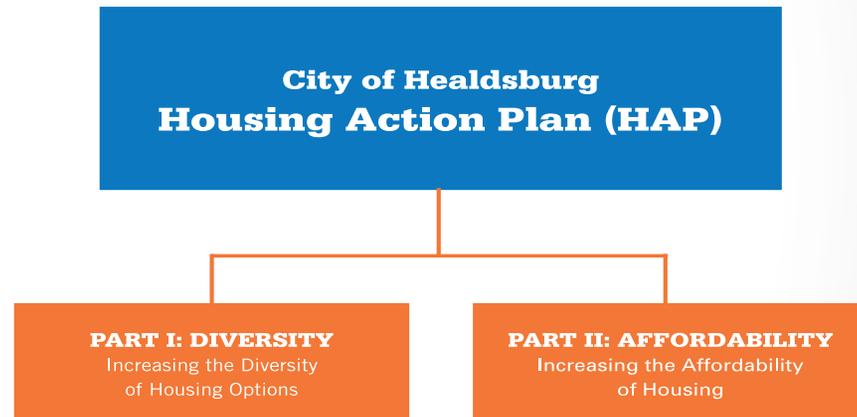
Phase II

CITY STAFF IS DOING THIS:

Drafting, community polling, environmental review, legal drafting, placement on Ballot



COMMITTEE FOCUSES ON THIS:



Housing Action Plan

Key Components

A Vision for Housing by 2025 Community Housing Goals

Assessment of Housing Potential

Updated Housing Sites Inventory
Potential Unit Yield
Design Considerations

2016-2023 Action Priorities

Integrating the GMO and Community Priorities
Role and Use of Directed Allocations
Revising the Inclusionary Housing Ordinance
Reducing Costs of New Development

Measuring Success

Establishing Baseline (2016) and Targets (2022)
Define Community Indicators
Annual Review Process

Housing Action Plan

Work Flow and Key Dates

CHC Work Sessions/ Meetings

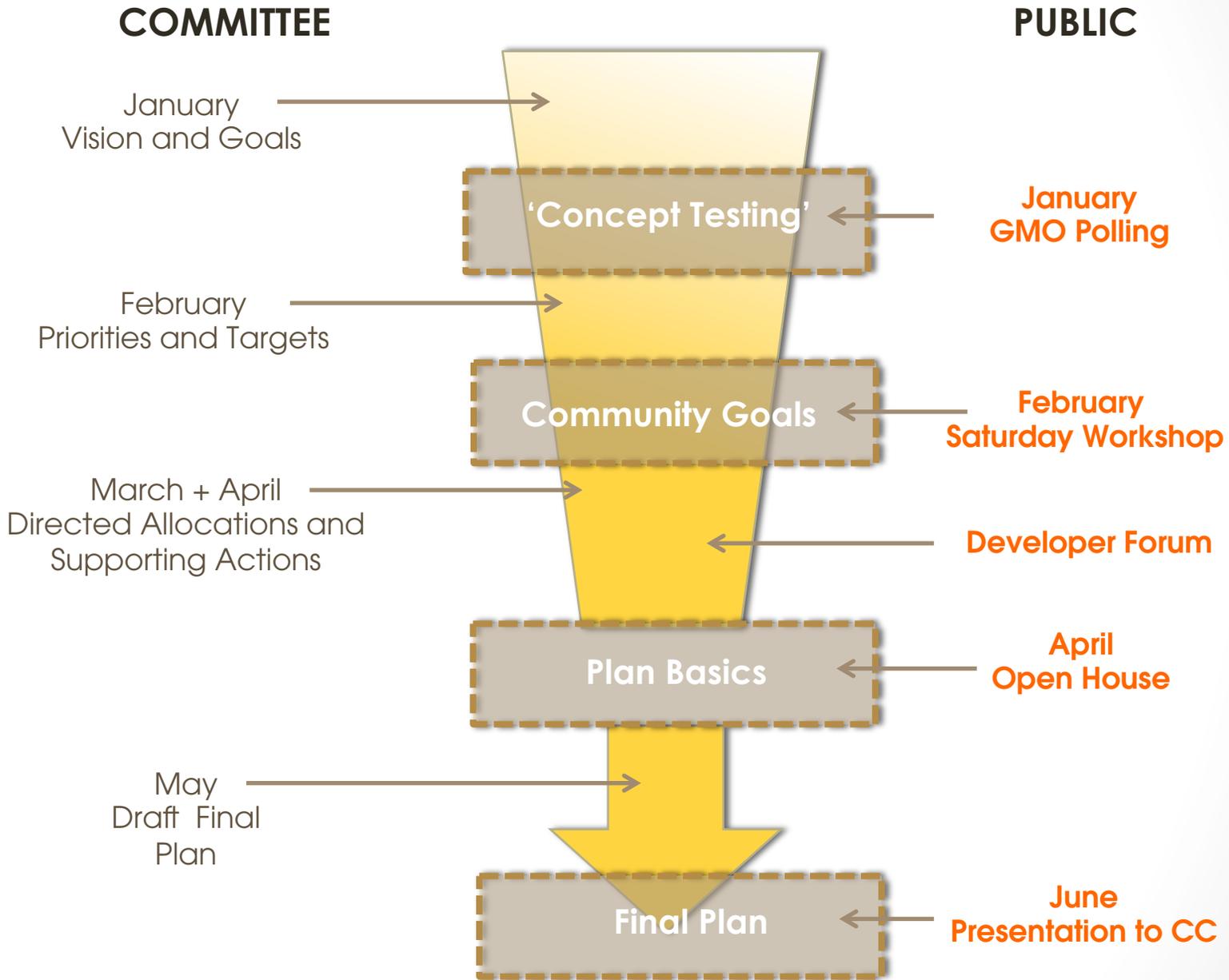
- January** HAP content, vision and overarching goals
- February** Establish 2016-2022 cycle targets and objectives and assess housing potential
- March** Establish 2016-2022 directed allocation role, numbers and % as part of GMO policy and procedures
- April** Finalize key recommendations on directed allocations and action priorities for this cycle. Review final recommendations for revisions to IHO
- May** Review and discuss Draft HAP document

Housing Action Plan

Work Flow and Key Dates

Public Input Events

- February** Community Priorities Community Workshop
- March** Developer Discussion Panel
- April** Draft Plan Discussion Workshop
- June** Presentation to City Council



Housing Action Plan

Key Components

Tonight+
February



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Tonight+
February



A Vision for Housing by 2025 Community Housing Goals

February +
March



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February +
March
(Staff)

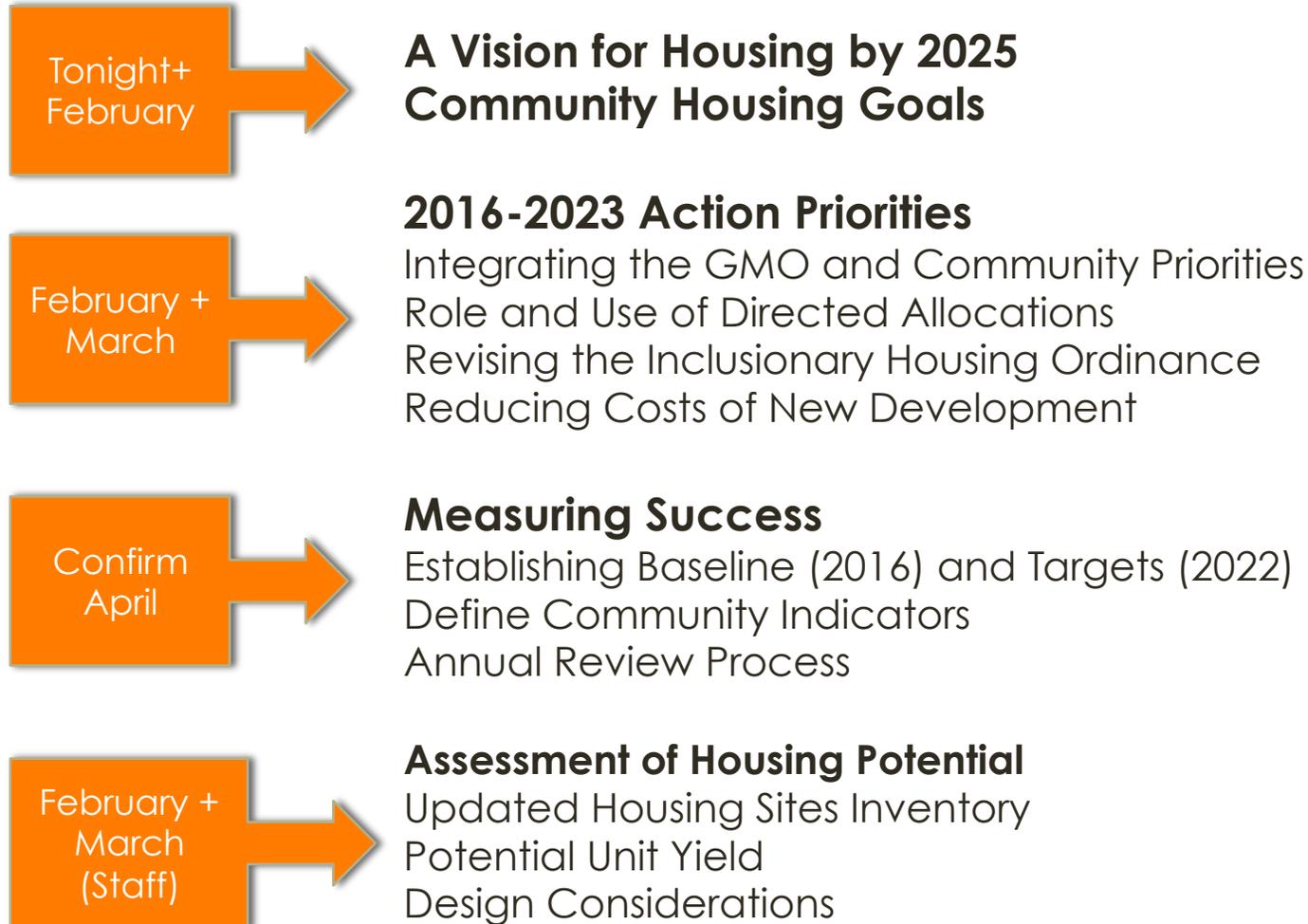


Assessment of Housing Potential

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Housing Action Plan

Key Components



Housing Action Plan *Committee Advisory Outputs*

Draft language for a GMO amendment

- *Define priorities for directed allocations*
- *Clarify necessary revisions to IHO*

Recommend measures to incentivize infill development and workforce housing

Evaluate potential imbalance between market rent and current rent

Evaluate and address tenant displacement issues

HOUSING ACTION PLAN

- Tells Healdsburg's housing story – vision and goals
- Compiles all housing recommendations in single location
- Creates context for GMO changes to policy and procedures

HOUSING PROGRAMS

- Based on survey data
- Program response to documented challenges

Creating Healdsburg's

HOUSING ACTION PLAN

TONIGHT'S WORK

Where we left off...

"In 2025, Healdsburg is a diverse community evidenced by an equally diverse housing stock - both type and price.

Individuals at different life stages and economic levels can participate in a variety of lifestyles of their choosing - in active, welcoming neighborhoods."

Working goals for HAP

- **Increase quantity and quality of deed-restricted Affordable Housing**
- Develop **new pool of deed-restricted Workforce Housing** (aka Missing Middle)
- Incentivize development of **new rental housing units**
- Incentivize development of **new Seniors Housing**
- Encourage development of **creative density** housing types - (small lot, cottage court, micro, co-housing, SDU's)
- Leverage **Market Rate housing to deliver more deed-restricted affordable and workforce housing**
- Encourage **appropriately scaled and well designed products** in all new development

Are these still the right metrics?

- Decrease in **community's median age**
- Increase **deed-restricted housing as % of total stock**
- Increased **percentage of non-single family homes**
- Increase in number of housing units available to median income buyers and renters
- Increased **ratio of people living + working in town**
- Increase in **school populations**
- Increase in **FAR/ mixed use buildings** along Healdsburg Avenue

Next Steps (Jan/ February)

- Complete GMO Community polling
- Staff to refine/ improve Capacity studies (units and locations)
- Refine recommendations for role/ priorities of Directed Allocations
- Community Workshop to:
 - ✓ Update on GMO revision – recommendations and why
 - ✓ Confirm HAP Vision, Goals and Metrics
 - ✓ Discuss and gather input on Allocation priorities
 - ✓ Convey development potential – sites and yield