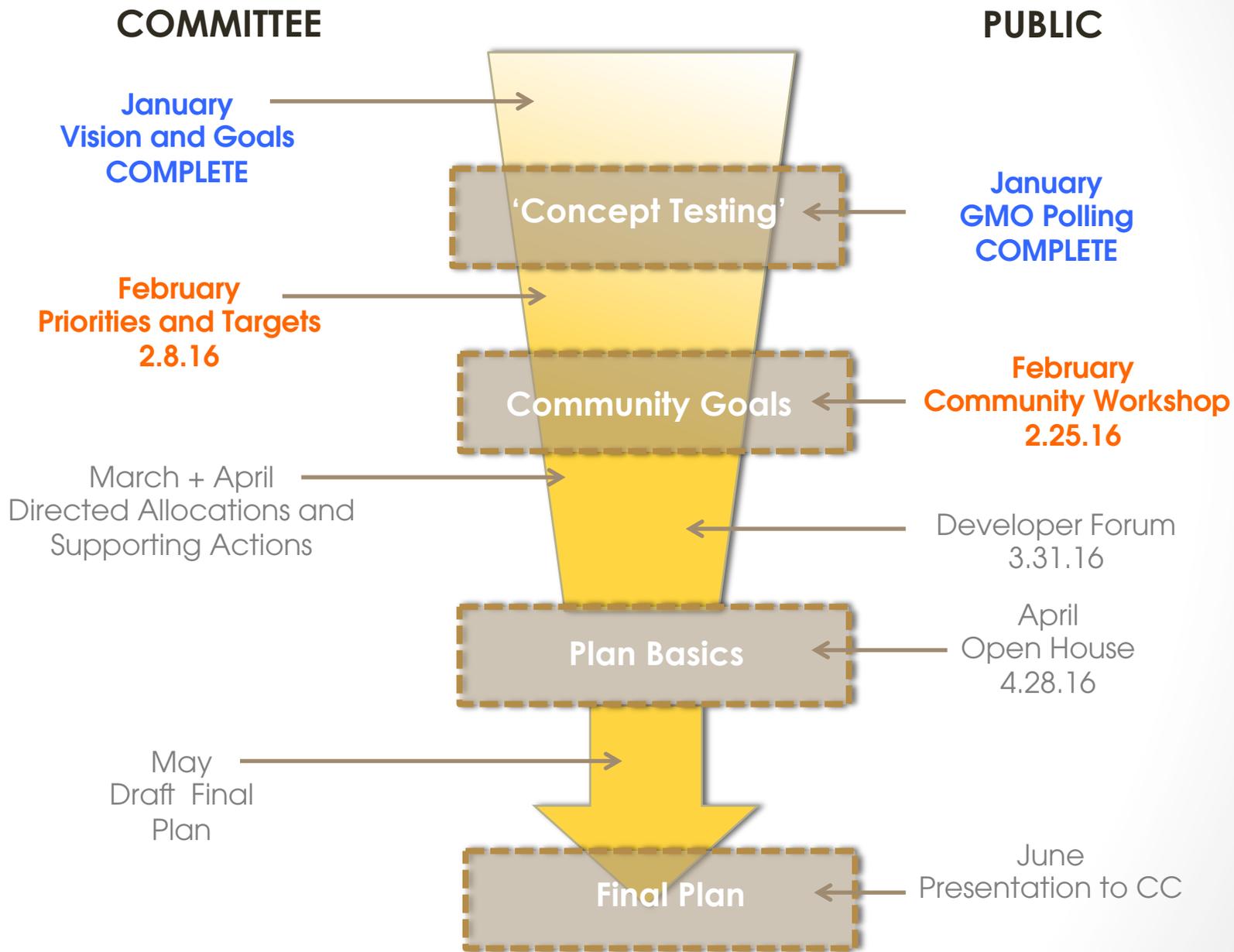


Creating Healdsburg's

2016 HOUSING ACTION PLAN

Community Housing Committee Work Session 2016 - #2
February 8, 2016

Where we are...where we're going



What did we learn last meeting?

“In 2022, Healdsburg is a diverse, thriving, community evidenced by a wide diversity of housing – both type and price.

Individuals at different life stages and economic levels participate active, welcoming neighborhoods, which together make up our larger community.”

Homework Purpose

- Provide an opportunity for Committee Members to review and digest the information at a comfortable pace
- Provide an opportunity for Committee Members to develop and test different rationale for what they believe targets should be
- Help provide a 'beta test' for concepts to determine what needs better explanation or more supporting information in communicating with the Committee and community

Goals vs. Objectives

HOUSING ACTION PLAN CONTENTS

General Plan = ‘blueprint’ for the City’s growth through specific GOALS – which are *abstract in nature*, neither quantifiable nor time-dependent.

Housing Action Plan complements General Plan, with specific Objectives - *time dependent and quantifiable*.

‘a specific result ... to achieve within a time frame and with available resources’.

Housing Action Plan Objectives

- 1. Increase quantity and quality of deed-restricted Affordable Housing*
- 2. Develop new pool of deed-restricted Middle Income Housing*
- 3. Incentivize development of new, market rate rental housing units*
- 4. Incentivize development of new Seniors appropriate Housing*
- 5. Encourage, facilitate, and incentivize the development of creative density housing products*
- 6. Leverage Market Rate housing to deliver more deed-restricted affordable and middle income housing*
- 7. Encourage appropriately scaled and well-designed products*
- 8. Site and build affordable housing proximate to existing or planned services*
- 9. Address the role and impact of Second Home ownership on total housing stock*

Homework Focus

- 1. Increase quantity and quality of deed-restricted Affordable Housing**
- 2. Develop new pool of deed-restricted Middle Income Housing**
- 3. Incentivize development of new, market rate rental housing units**
- 4. Incentivize development of new Seniors appropriate Housing**
5. Encourage, facilitate, and incentivize the development of creative density housing products
6. Leverage Market Rate housing to deliver more deed-restricted affordable and middle income housing
7. Encourage appropriately scaled and well-designed products
8. Site and build affordable housing proximate to existing or planned services
9. Address the role and impact of Second Home ownership on total housing stock

Homework Desired Outcomes

- Illustrate and test the inter-connectedness of all elements – i.e. no single solution
- Begin to frame the essence of the Housing Action Plan targets
- Determine where there are emerging areas of alignment and where there are areas of difference
- Confirm Committee intent to ensure Directed Allocations address a portfolio of units types, and remain adaptable into the future, remains as a desired outcome

What We Learned

Highlights from the 'Warm-up'

...back yard neighborhoods, small clusters of secondary units, with no space for cars in fill housing will blend in and new "granny unit..."

...great mix of housing types. Single family, duplex, triplex and small apartment buildings, the closer to town the higher the density....

...vibrant mixed use community of higher density housing... around the SMART station

...carefully planned higher density projects...

...(granny units) are more common but should not dominate any views...

...varied housing types, styles, and sizes...

...feels like a neighborhood – not "housing development"

...half would be market rate units and half missing middle units...

...small second units would have been built as additional rental stock...not necessarily noticeable from the street...ore cars parked on the street due to the increased density

What We Learned

- Good alignment - during this Housing Cycle - to produce Middle Income Housing units of approximately.
Group average = 105



- Core of consensus on Affordable Housing Objective – to achieve 11%-12+% of total housing stock by 2022.
Group average = 11.9% or approximately 200 units



*Middle of band selected by respondent

- Broadly different opinions about incentivizing/ directing Rental Apartments and Senior Housing
- Broadly different opinions on distribution of new affordable housing between Ownership and Rental/ Product Type and Income Level

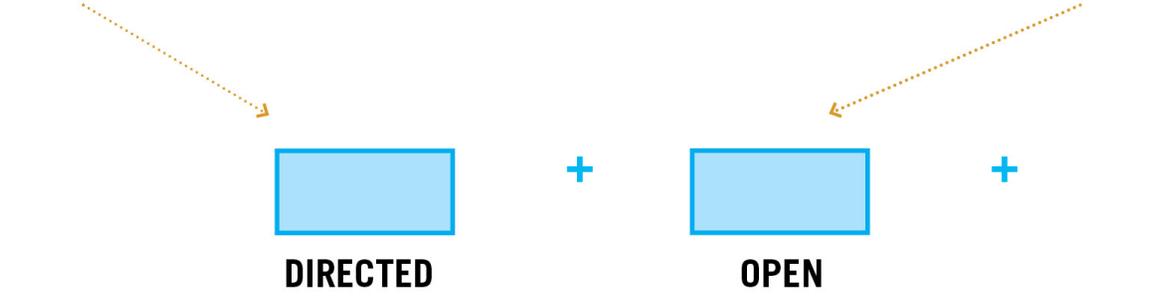
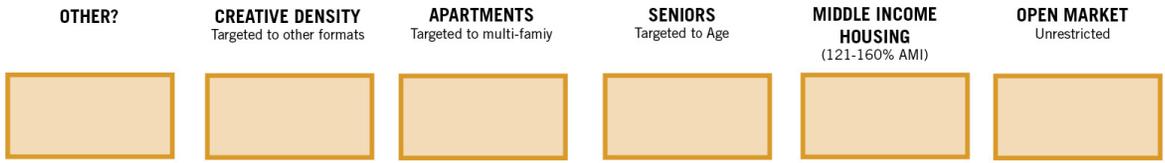
Tonight's Work

- Two Groups
- 75 minutes
- Create refined targets and recommendations as a group, sharing what was learned and conclusions gained from individual homework
- Work with tools provided – worksheets, 'housing chips' and 'parking lots' to test, debate and develop proposed targets
- Reconvene and share what each group learned
- Seek consensus recommendation, or band of recommendations for community input on February 25th.

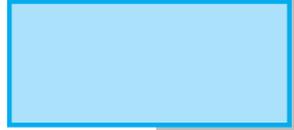
Your Worksheet

REGULATED BY GMO

Must Total **270** Allocations

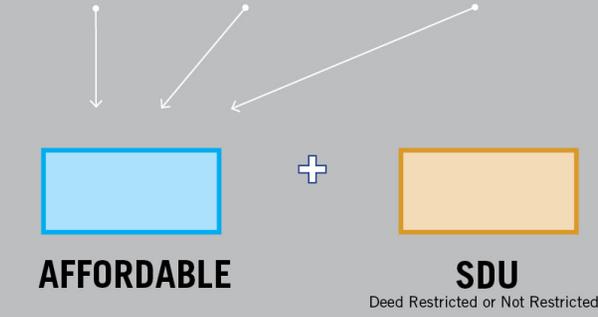


TOTAL NEW HOUSING UNITS BY 2022



EXEMPT FROM GMO

Affordable Housing Goal for 2022 Units



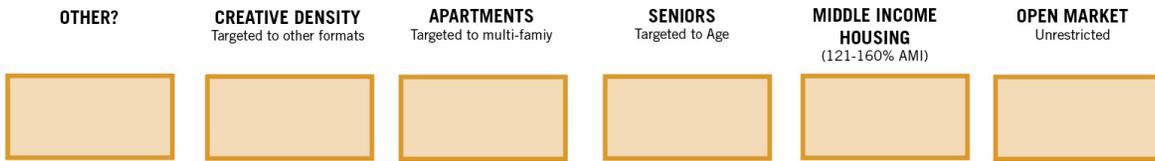
1. Establish AH Goal

(discussion)

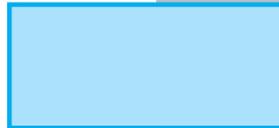
1, 2016

REGULATED BY GMO

Must Total **270** Allocations



TOTAL NEW HOUSING UNITS BY 2022



EXEMPT FROM GMO

Affordable Housing Goal for 2022 **Units**

DEED RESTRICTED AFFORDABLE HOUSING



AFFORDABLE

SDU

Deed Restricted or Not Restricted?

1. Establish AH Goal

(discussion)

1, 2016

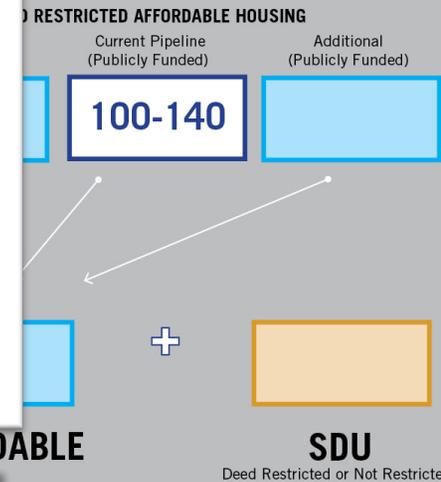
REGULATED BY GMO

EXEMPT FROM GMO

Must Total **270** Allocations

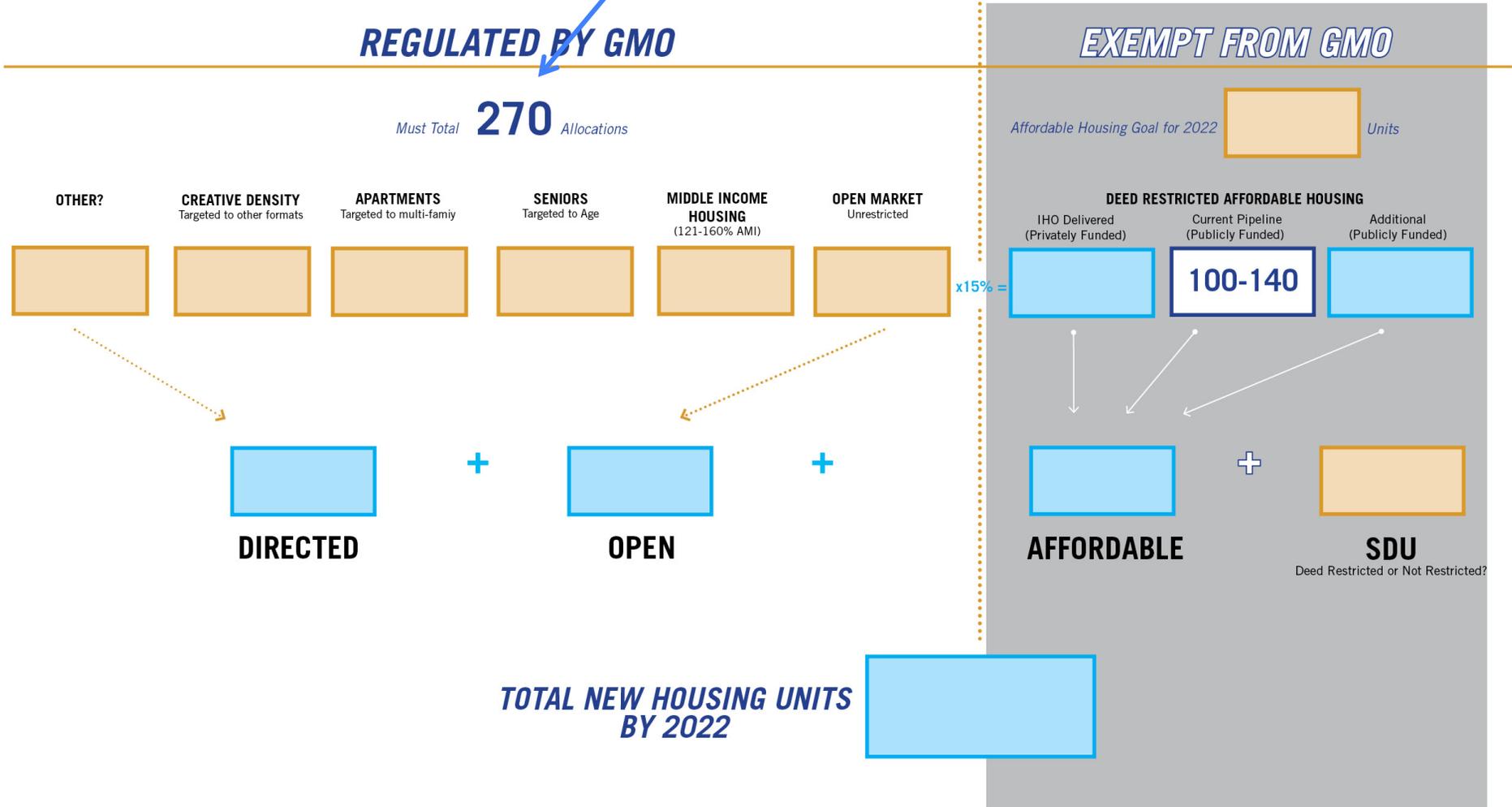
Affordable Housing Goal for 2022  Units

Desired shift in <u>baseline</u> (1)	New Housing Units needed to be Constructed 2016-2202 to achieve goal
To increase from 8.2% to 9%	64
To increase from 8.2% to 10%	115
To increase from 8.2% to 11%	167
To increase from 8.2% to 12%	219
To increase from 8.2% to 15%	374
To increase from 8.2% to 20%	633



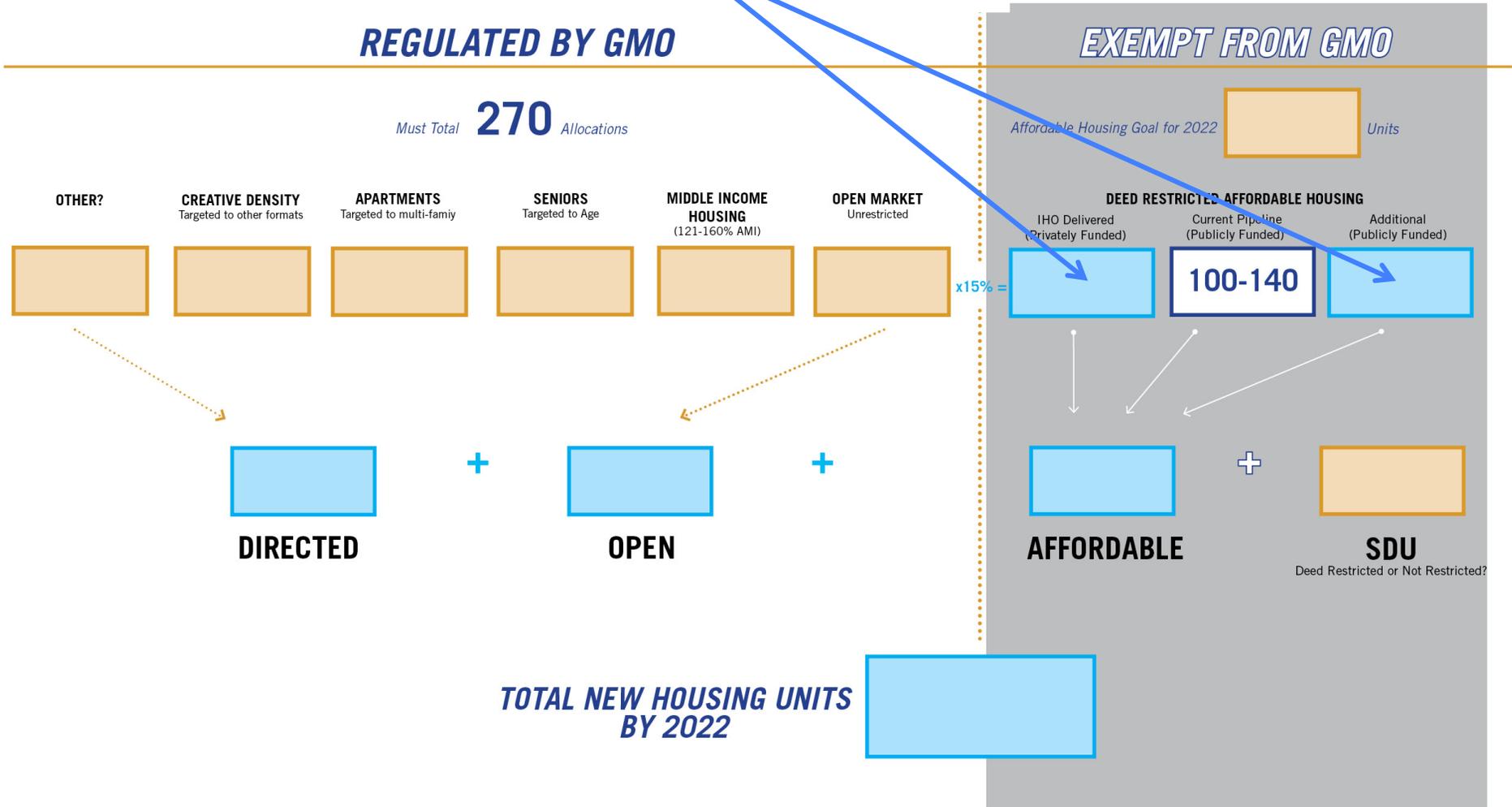
Units produced 1990-2000	226 Units
Units produced 2001-2010	167 Units
Units produced 2011-2015	18 Units
25 Year Delivery = 411 Units	

2. Distribute 270 Allocations to priority products (discussion)



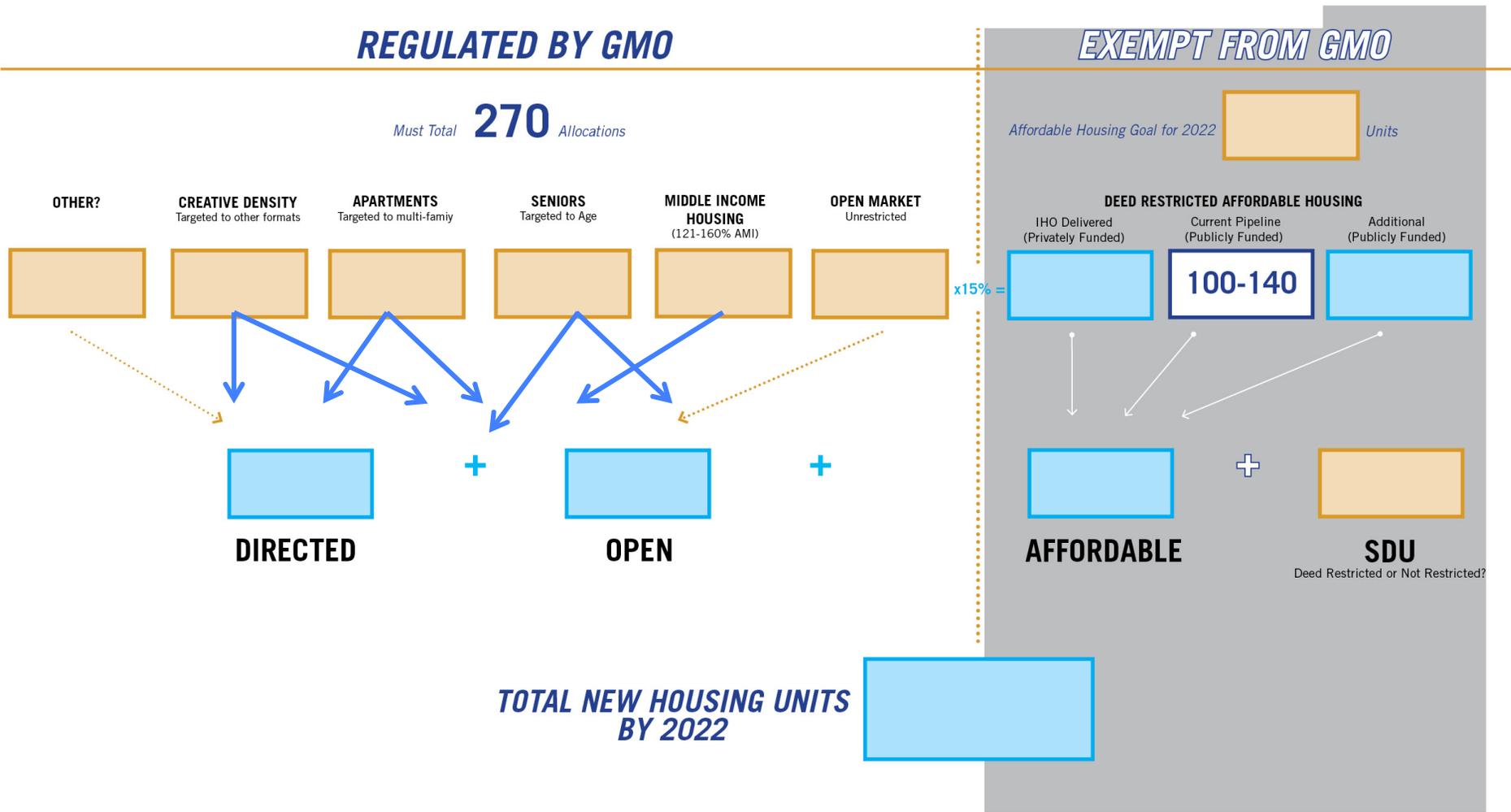
3. Calculate Private and Public Affordable Housing (math)

1, 2016

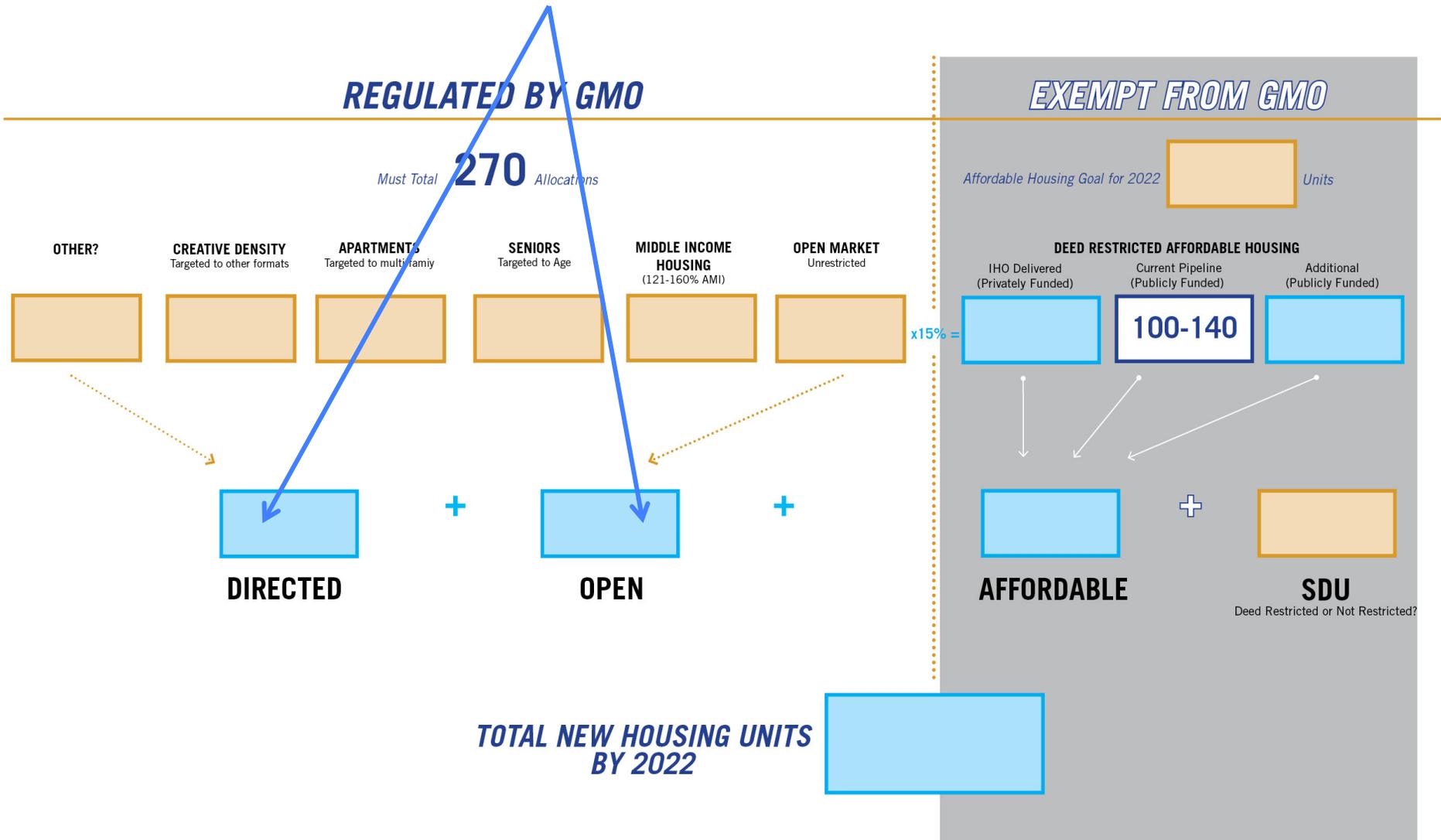


4. Determine whether products should receive Directed or Open allocations (discussion)

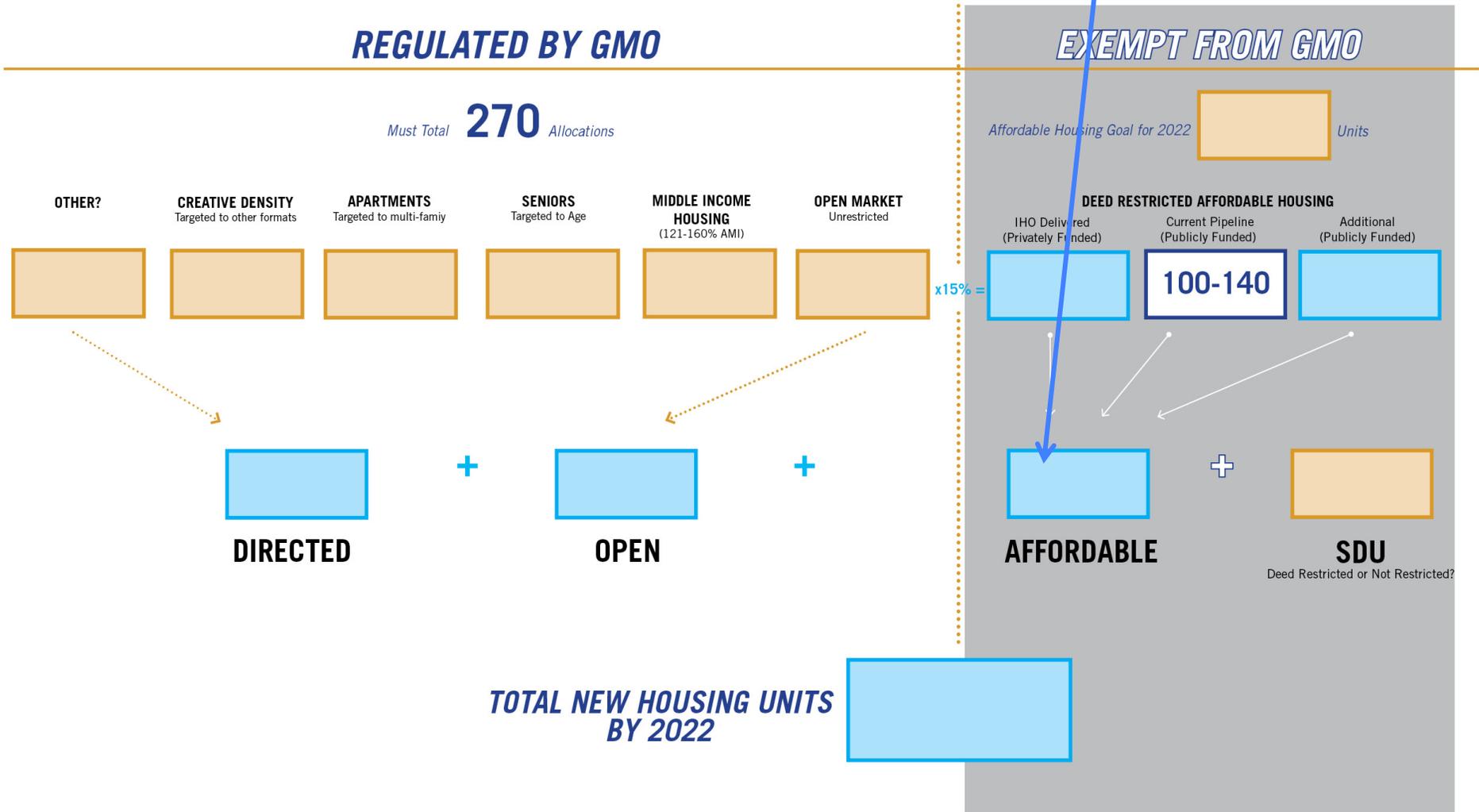
11, 2016



5. Count Directed and Open Allocations (math)

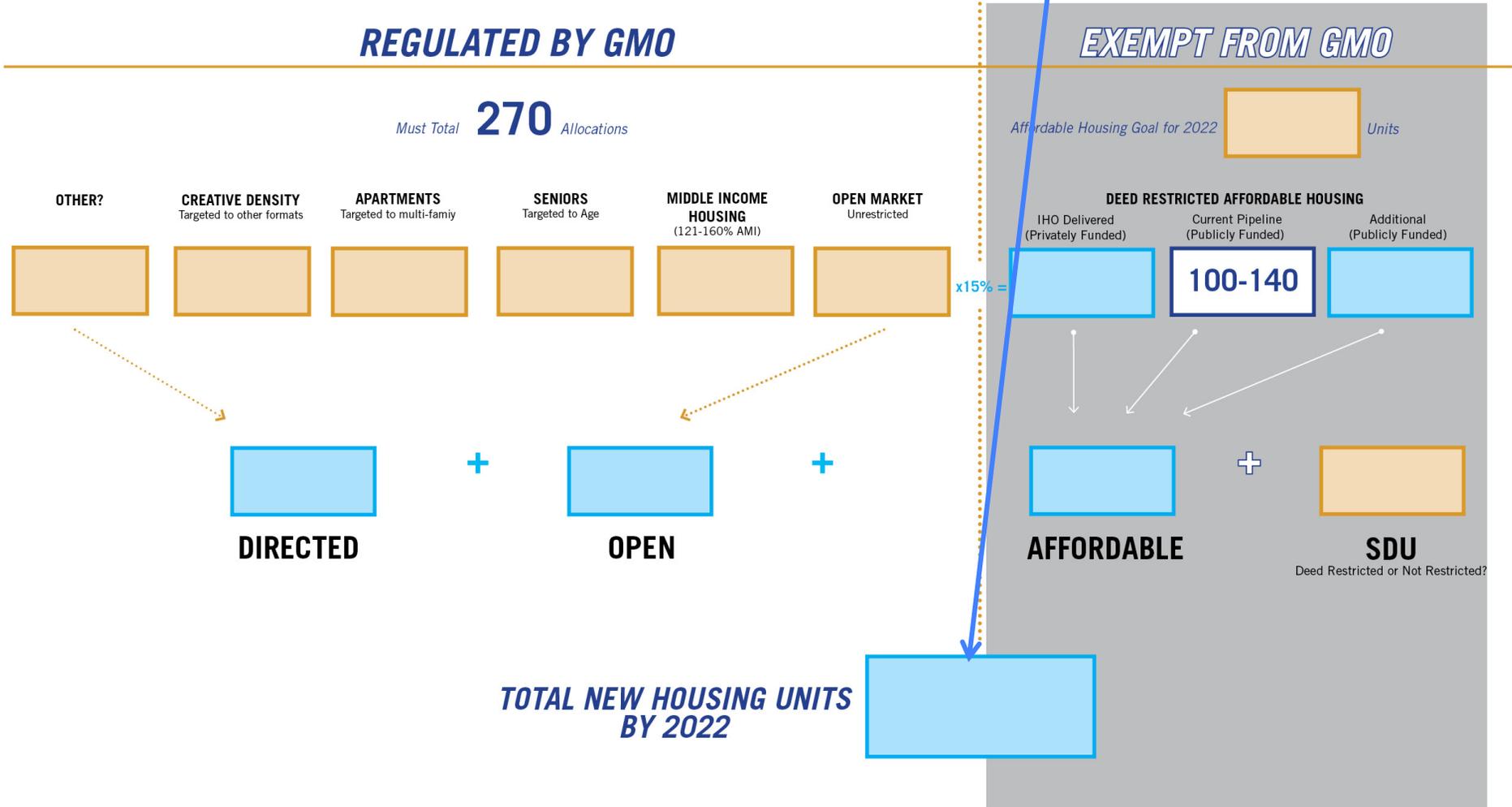


7. Total Affordable Housing Target (math)



8. Total 2022 Housing Unit Goal (month)

1, 2016



By end of break out

- Return with 'worksheet' filled in with your responses and numbers
- Fill in all boxes provided. Add notes or additional boxes as desired/ needed
- Record additional ideas, discussion highlights and recommendations that will further inform Actions in the 'Parking Lot'

What's Next?

Community Workshop Thursday, February 25th

- 6:00 – 8:00pm
- Tell your friends and neighbors – targeting for 100 attendees
- Quick background on what we're doing
- Framing of the HAP Objectives
- Real time polling on issues
- Break-out tables to complete exercise you have just done

Community Housing Committee Meeting #3, March 11

- Further synthesis of Measurable Targets
- Qualitative Objectives Break out discussions

Look for Homework week of 2/15