

A public workshop in progress. In the foreground, a woman with glasses is seated at a round table, looking at a large map of a town. The map is divided into colored zones (green, yellow, purple, blue) and has several small, colorful blocks (green, red, blue, yellow) placed on it. Other people are seated around the table, some looking at the map, others at documents. In the background, a man in a checkered shirt stands with his arms crossed, smiling. A large screen in the background displays a presentation slide with the title "Healdsburg Housing Element 2016".

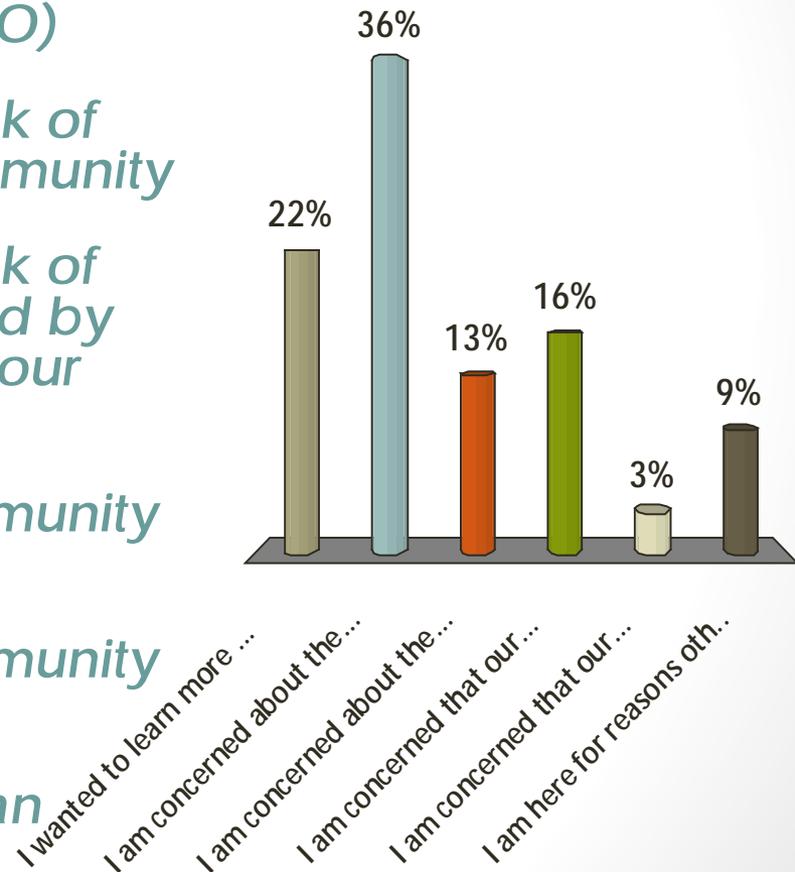
# Creating Healdsburg's 2016 HOUSING ACTION PLAN

PUBLIC WORKSHOP  
February 25, 2016

QUESTION #1:

# Why did you come tonight?

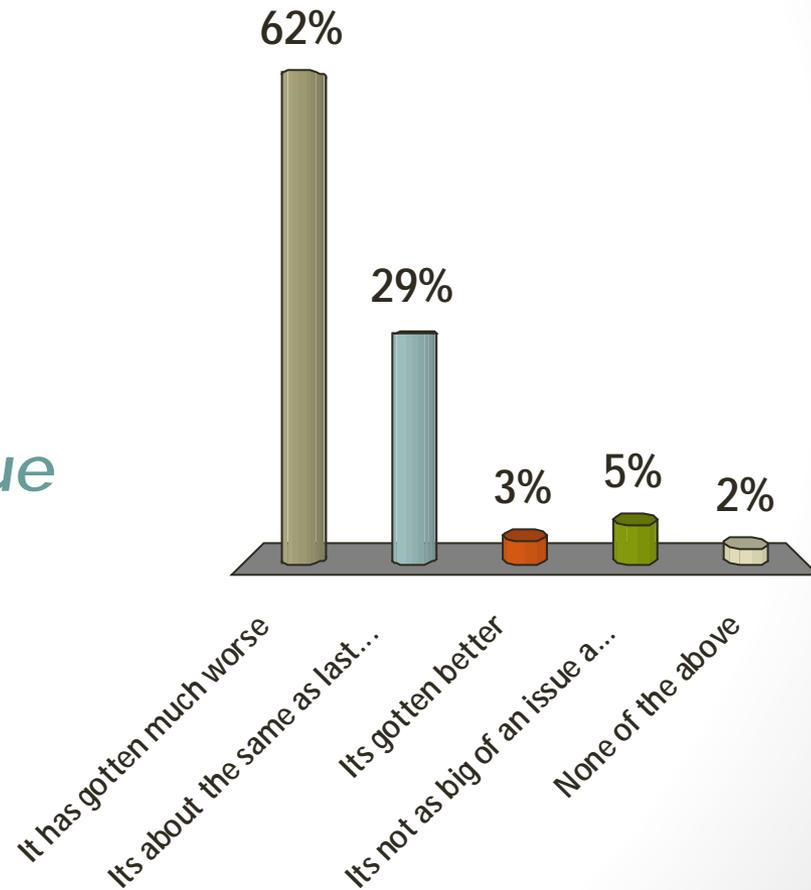
- A. *I wanted to learn more about the proposed changes to the Growth Management Ordinance (GMO)*
- B. *I am concerned about the lack of affordable housing in our community*
- C. *I am concerned about the lack of housing that can be purchased by middle income households in our community*
- D. *I am concerned that our community is losing its diversity*
- E. *I am concerned that our community is losing its character*
- F. *I am here for reasons other than those listed above*



QUESTION #2:

How has our Housing situation changed since last year?

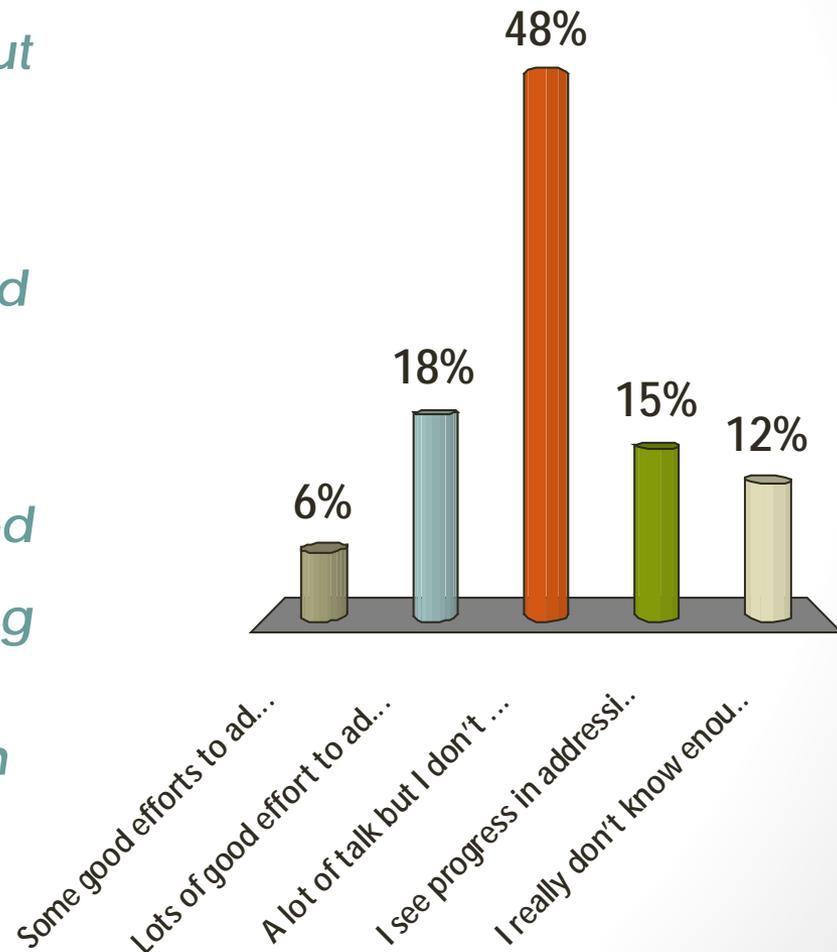
- A. *It has gotten much worse*
- B. *Its about the same as last year*
- C. *Its gotten better*
- D. *Its not as big of an issue as everyone makes it out to be*
- E. *None of the above*



QUESTION #3:

# How would you characterize the City's efforts to address the Housing challenge?

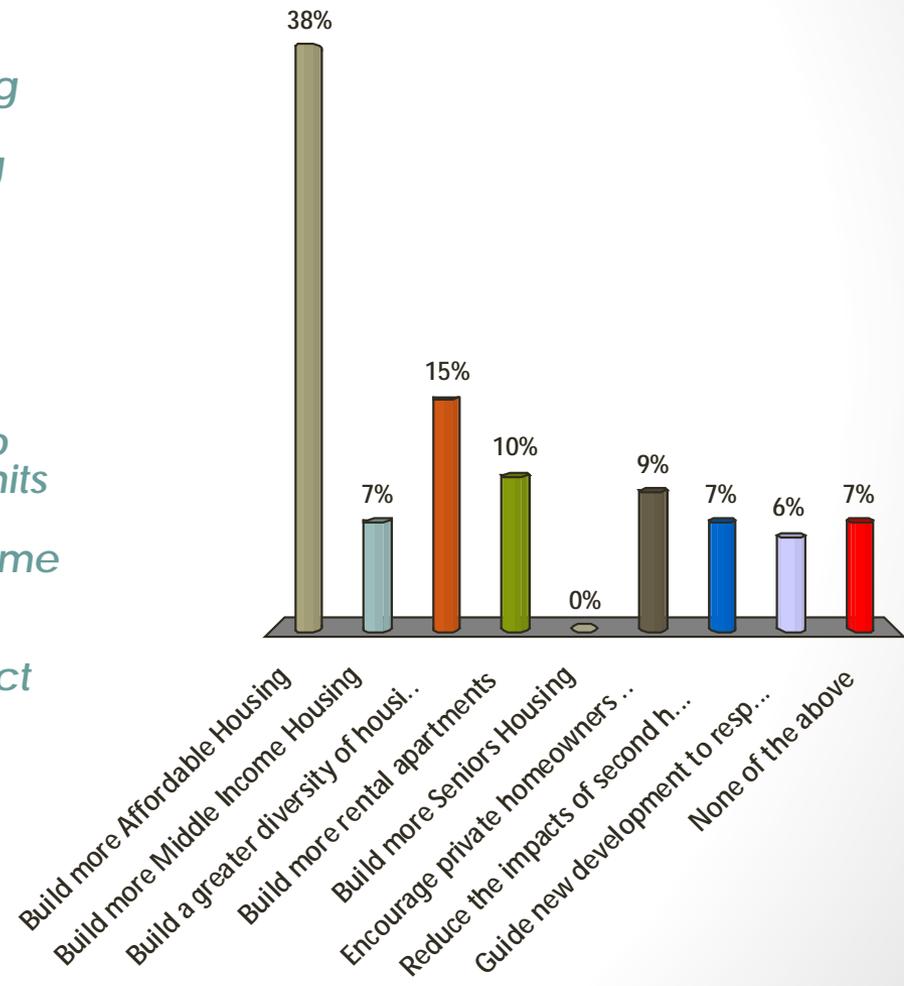
- A. *Some good efforts to address the challenge...but I'm not sure how they will work*
- B. *Lots of good effort to address the challenge, and I think it will make a difference, over time*
- C. *A lot of talk but I don't see any real changes proposed*
- D. *I see progress in addressing the challenge*
- E. *I really don't know enough about what is being done to evaluate*



QUESTION #4a:

# What should our Housing Priorities be?

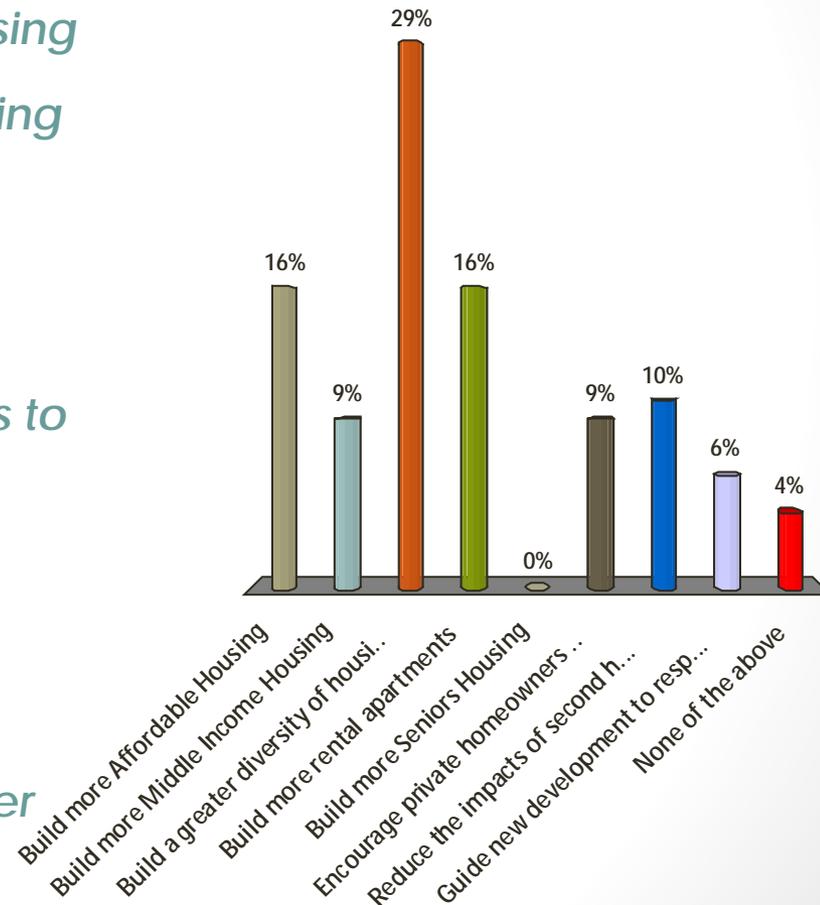
- A. *Build more Affordable Housing*
- B. *Build more Middle Income Housing*
- C. *Build a greater diversity of housing options/ types*
- D. *Build more rental apartments*
- E. *Build more Seniors Housing*
- F. *Encourage private homeowners to build more Secondary Dwelling Units*
- G. *Reduce the impacts of second home ownership on the community*
- H. *Guide new development to respect our small town character*
- I. *None of the above*



QUESTION #4b:

# What should our Housing Priorities be?

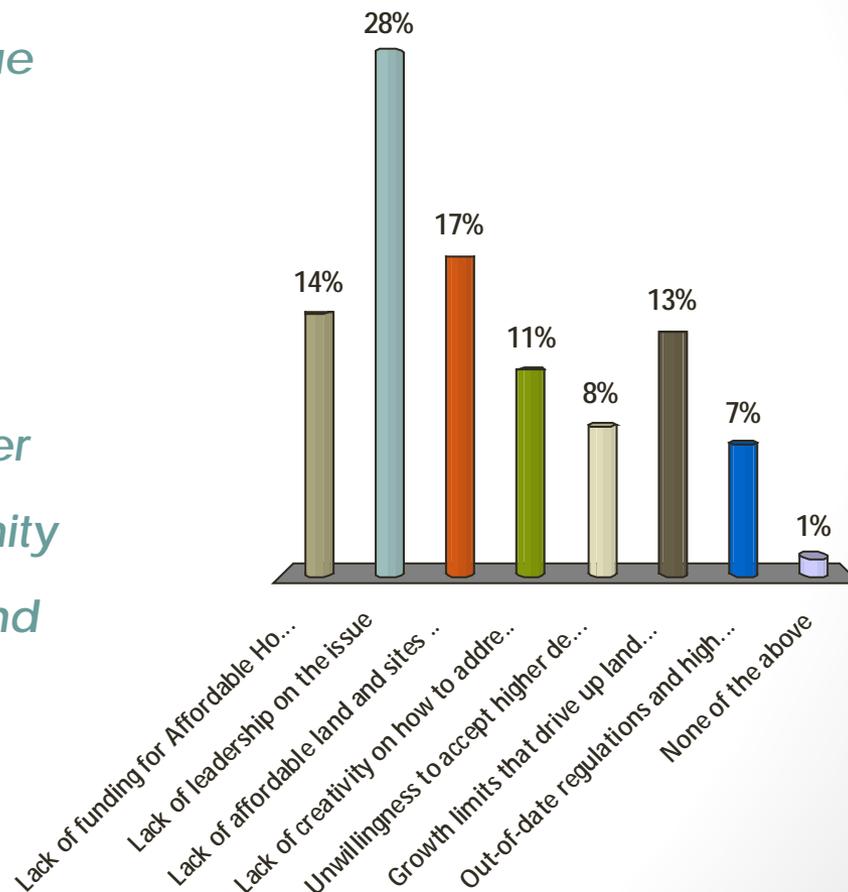
- A. *Build more Affordable Housing*
- B. *Build more Middle Income Housing*
- C. *Build a greater diversity of housing options/ types*
- D. *Build more rental apartments*
- E. *Build more Seniors Housing*
- F. *Encourage private homeowners to build more Secondary Dwelling Units*
- G. *Reduce the impacts of second home ownership on the community*
- H. *Guide new development to respect our small town character*
- I. *None of the above*



QUESTION #5:

# What are the biggest barriers to meeting our housing goals by 2022?

- A. *Lack of funding for Affordable Housing*
- B. *Lack of leadership on the issue*
- C. *Lack of affordable land and sites on which to build new housing*
- D. *Lack of creativity on how to address the challenge*
- E. *Unwillingness to accept higher density housing and different housing types in our community*
- F. *Growth limits that drive up land and home costs*
- G. *Out-of-date regulations and high fees*
- H. *None of the above*



A public workshop is taking place in a large, bright room with a high ceiling and wooden accents. Numerous people are seated at round tables, engaged in discussions and activities. In the foreground, a woman with glasses is focused on a large map of a town or neighborhood spread across a table. The map is color-coded in various shades of green, blue, and pink, and is populated with small, colorful plastic blocks (red, green, blue, yellow) that represent different housing units or types. Other participants are looking at documents and talking to each other. In the background, a presentation board is visible with the title "The Basics: Healdsburg Housing Stock" and a bar chart showing data. The overall atmosphere is collaborative and focused on community planning.

Creating Healdsburg's

# 2016 HOUSING ACTION PLAN

PUBLIC WORKSHOP  
February 25, 2016

# 24 Months, over 25 Meetings

---

## 2014

February	<b>Community Workshop</b>	Housing Element Update
March	<b>Community Workshop</b>	Housing Element Priorities
August	City Council	Present Draft Plan

---

## 2015

January	City Council Work Session	'Housing 101'
February	Community Forum	Panel Discussion
March	<b>Community Workshop</b>	'How do we Grow?'
August	<b>CHC Kick off Workshop</b>	Approaches to the GMO
September-November	Eight separate CHC work sessions	Test, refine and develop GMO recommendations
October	<b>Community Open House</b>	GMO Recommendations
December	City Council Presentation	GMO Recommendations

# 24 Months, over 25 Meetings

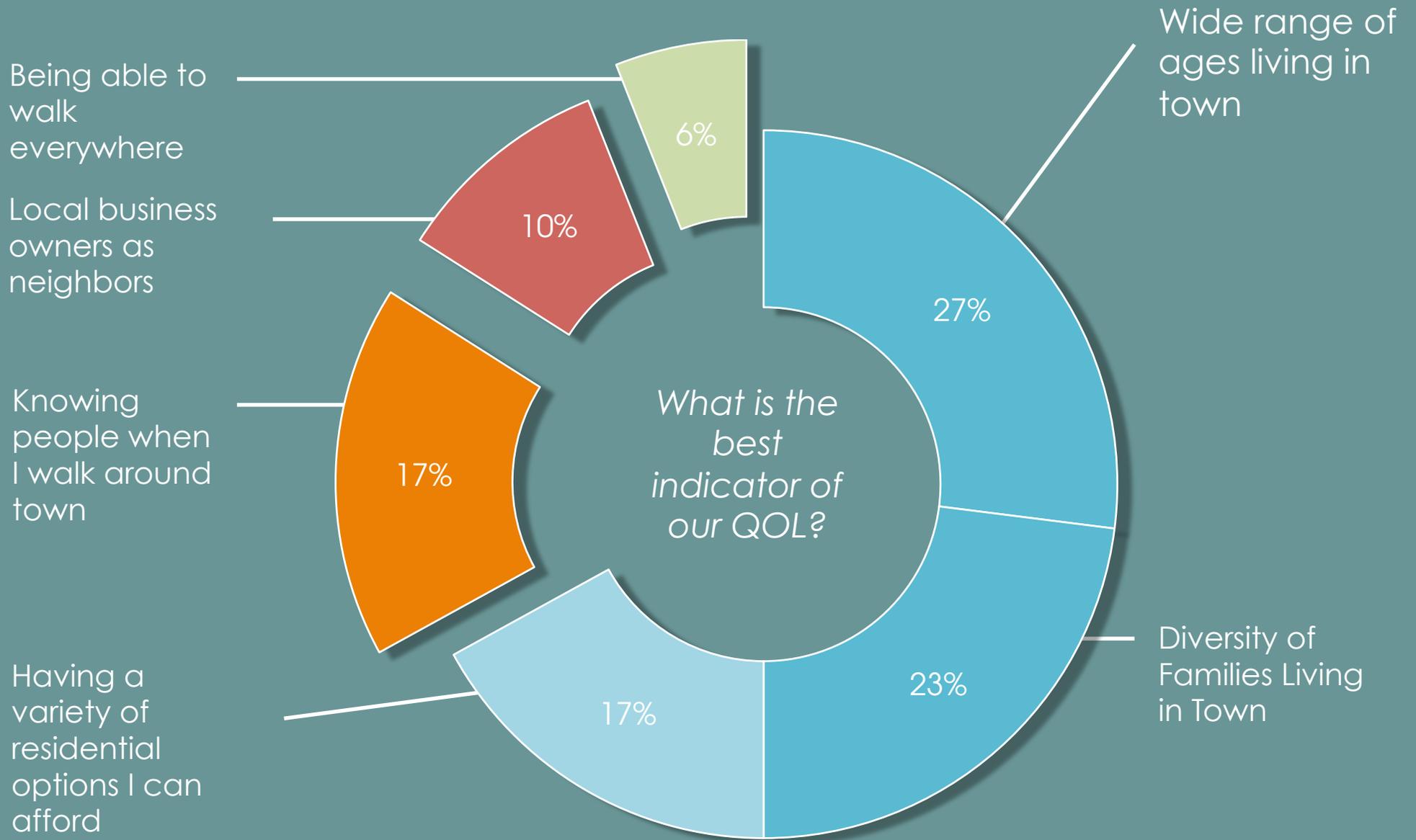
## 2016

January - June	CHC Work Sessions	Housing Action Plan
January	Community Polling	Growth and GMO Ballot
<b>February</b>	<b>Community Workshop</b>	<b>Housing Priorities</b>
March	CHC Work Session	Qualitative Objectives
March	<b>Community Forum</b>	Developer Panel
April	CHC Work Session	Secondary Dwelling Units
April	<b>Community Open House</b>	Draft Plan
May	CHC Work Session	Streamlining
June	CHC/ City Council	Draft Plan

An architectural rendering of a residential street scene. In the foreground, a grey sedan is parked on the left side of a paved road. A person is walking on a sidewalk to the right, near a set of stairs leading up to a building. The background features a row of multi-story houses with gabled roofs, dark shutters, and a decorative fence. The sky is blue with light clouds, and some tree leaves are visible in the top left corner.

What have we learned about  
**Growth?**

# Our Community Values Diversity



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



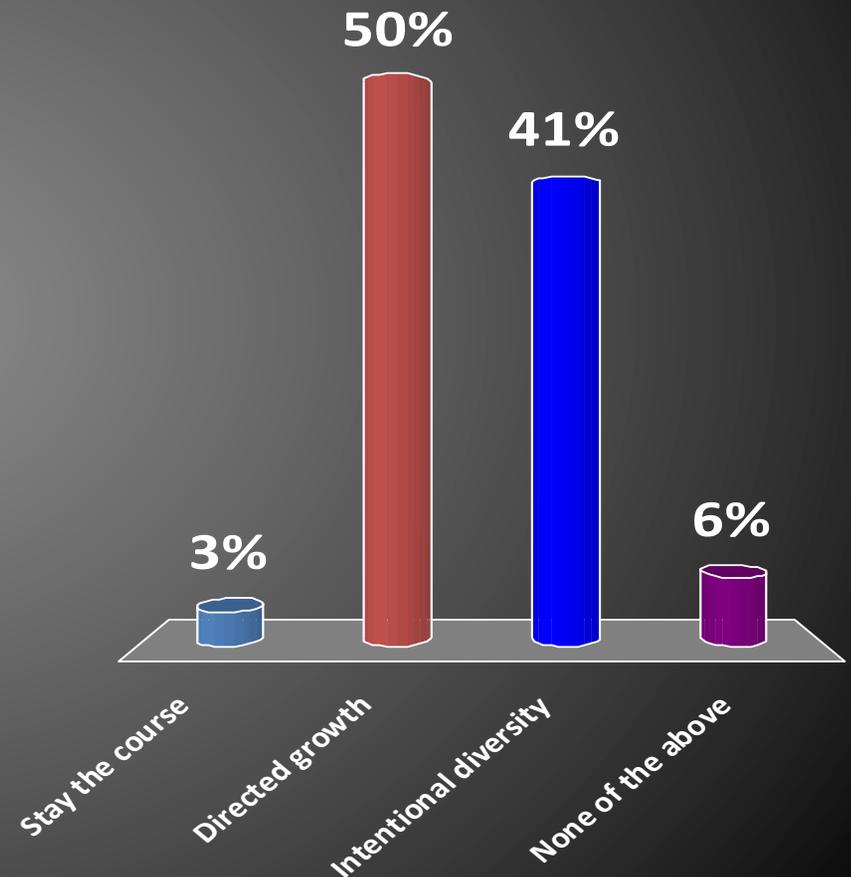
# The Community is Ready for Managed Growth



## *Lightning Poll*

Which scenario do you prefer?

- A. Stay the course
- B. Directed growth
- C. Intentional diversity
- D. None of the above





**Moving from Growth to  
Housing**

# The Vision

*"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 in active, welcoming neighborhoods, which together make up our larger community."*

A white, rectangular takeout container with a metal handle. The container has the word "Enjoy" printed in red on the top flap and on the side. A red illustration of a pagoda is also visible on the side. The container is set against a teal background.

**Three things  
to take home**

How We Maintain Affordability

Our Housing Tools

How the GMO could work

A hand is shown holding a stack of US dollar bills that are arranged to form the shape of a house. The bills are slightly blurred, and the background is a solid light blue color. The text "How We Maintain Affordability" is overlaid in white, bold, sans-serif font across the center of the image.

# How We Maintain Affordability

# Deed Restrictions

By Income  
Preference to Employment  
Preference to Place of Residence  
By Age

Establishes property sale terms

A workshop wall covered in various tools and a sign that reads "BUILDING A GOOD HOME". The tools include hammers, saws, wrenches, and other hand tools. The sign is a poster with a house illustration and text. The entire image has a teal overlay.

# Our Housing Tools

A person wearing a dark hoodie and gloves is harvesting grapes in a vineyard. They are holding a white bucket. The background shows rows of grapevines and a bright, sunny sky.

# Affordable Housing

**Deed-restricted  
Income Based  
Location Preference**

*For families earning ~\$0 to ~\$96,000*

# Middle Income\*

# Housing

Deed-restricted  
Income Based  
Location Preference  
Employment Preference

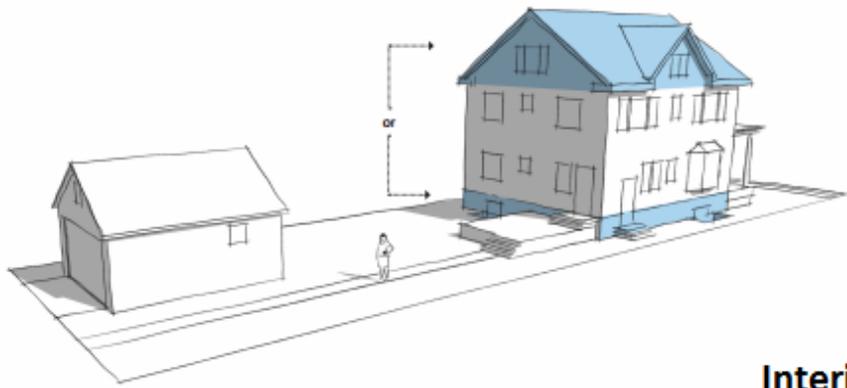
*For families earning ~\$96,001+ to ~\$127,300*

*\* As Currently Proposed*

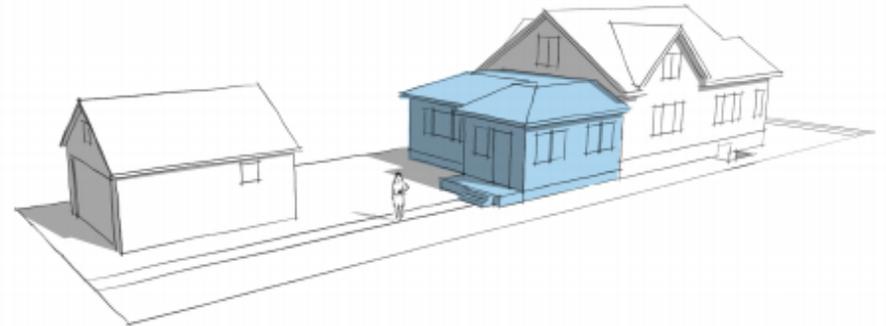
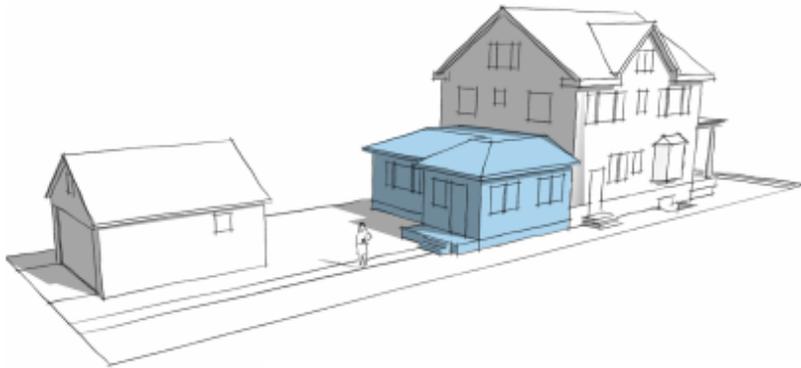
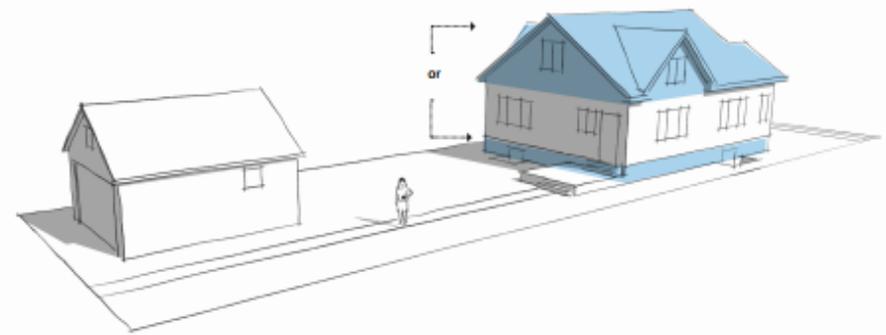


# Secondary Dwelling Units

**Privately Built  
Not Deed-Restricted  
Affordable by Design**

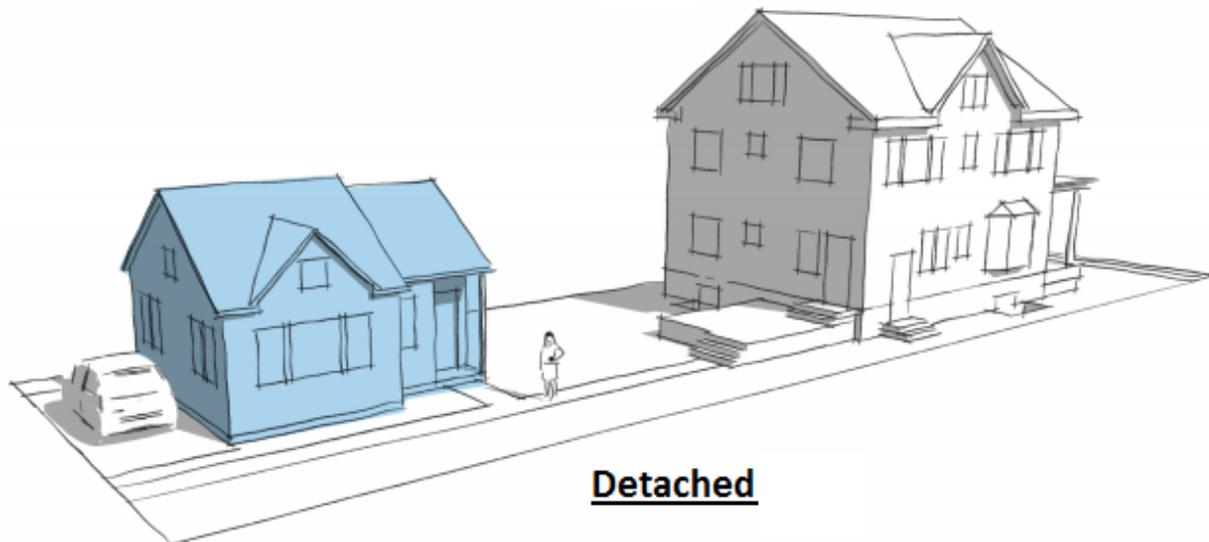


**Interior Attached**



**Attached**

**(via Addition)**



**Detached**

A background image showing two cyclists in motion on a road. They are wearing helmets and cycling gear. The image is slightly blurred to convey a sense of speed. The text is overlaid on this image.

# Market Rate Housing

**No Price Restrictions  
No Income Limits**

A background image showing two cyclists in motion on a road. They are wearing helmets and cycling gear. The image is slightly blurred to convey a sense of speed. The text is overlaid on this image.

# Market Rate Housing

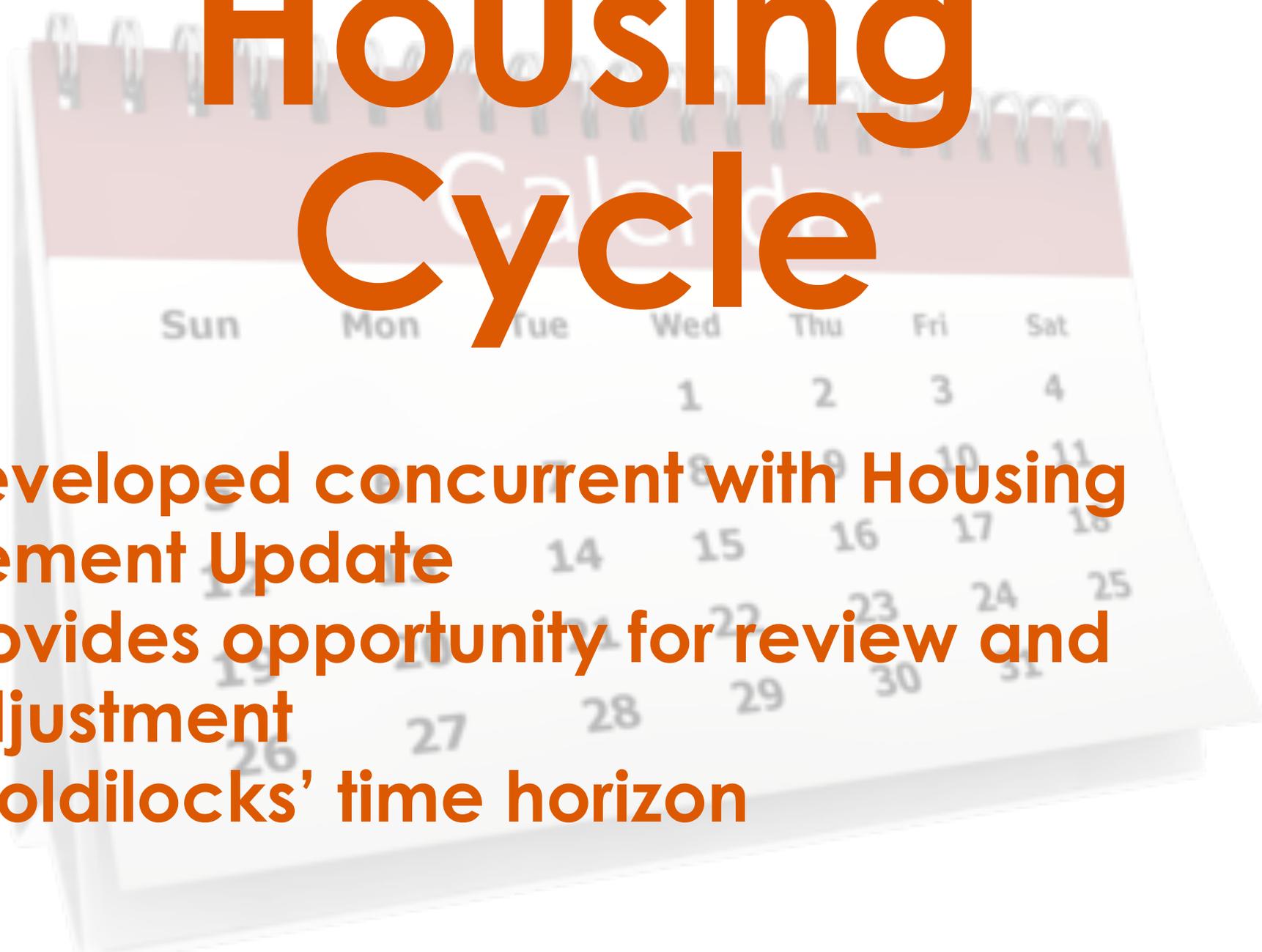
**Only Tool that creates Affordable  
Housing at limited to no cost  
to the City**

*....we offer additional evidence that facilitating more private housing development in the state's coastal urban communities would help make housing more affordable for low-income Californians.*

*Expanding affordable housing programs to help these households likely would be extremely challenging and prohibitively expensive.*



# How The GMO Could Work

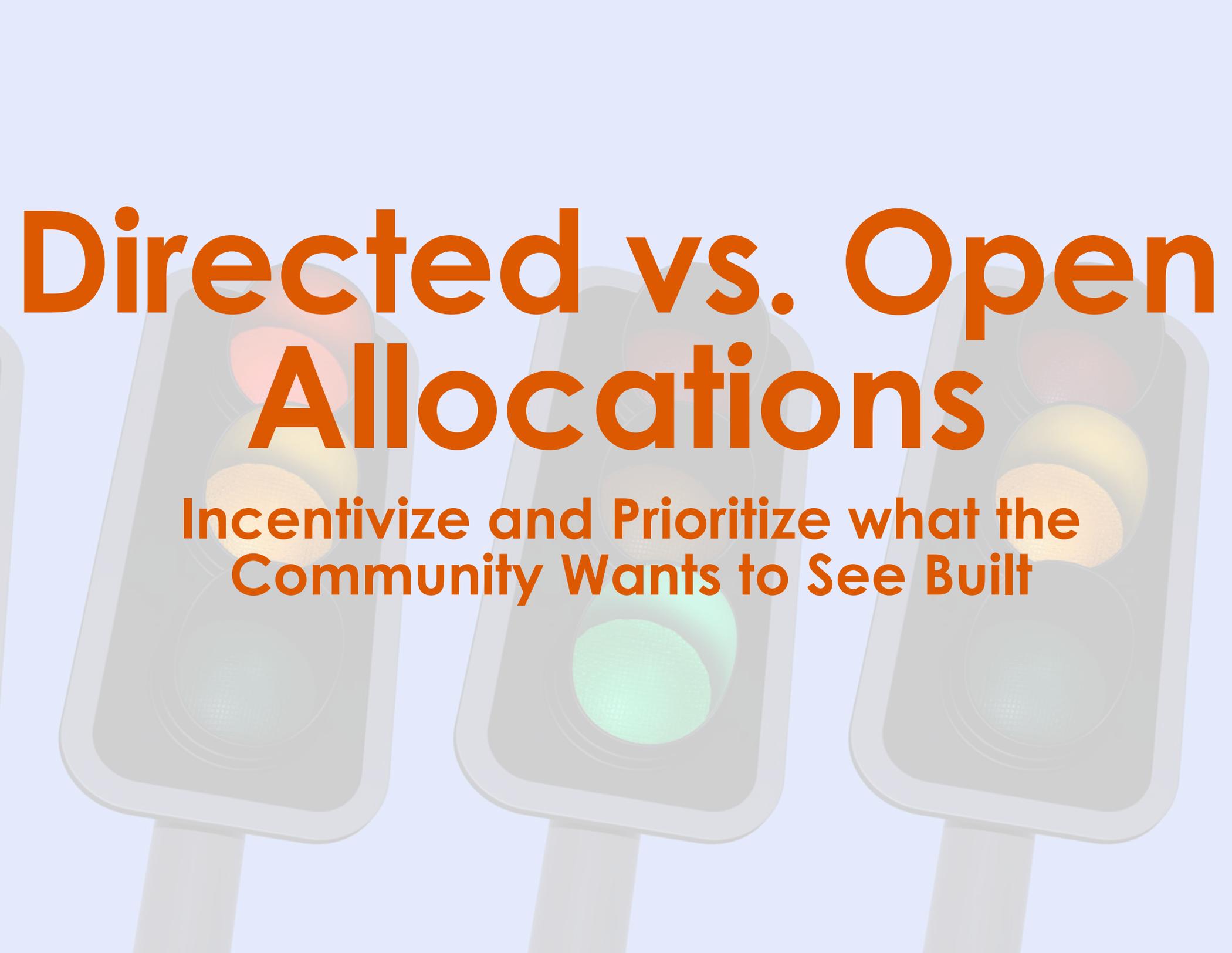


# Housing Cycle

- Developed concurrent with Housing Element Update
- Provides opportunity for review and adjustment
- ‘Goldilocks’ time horizon

# 1% Growth

- **Baseline = Current Market Rate Homes**
- **For next cycle = 45 allocations per year**
- **All 270 Allocations available at start of 2017**



# Directed vs. Open Allocations

Incentivize and Prioritize what the  
Community Wants to See Built

# Units Regulated by the GMO

**REGULATED**  
Market Rate  
Middle Income

**EXEMPT**  
Affordable SDU'S

**What Are We  
Doing Tonight?**

A faded background image of two construction workers on a wooden frame of a building under construction. The workers are wearing hard hats and safety vests. The text is overlaid on this image.

# Housing Action Plan (HAP)

**Establishes Community Priorities and Targets for Housing Cycle**

# Roundtable Exercise

- Discussion and Learning
- Identify Priorities
- Communicate the Challenges

# HOUSING OUR COMMUNITY

Envisioning Healdsburg's Housing Future in 2022

- RED M+M's = Market Rate Homes *Note: Each M+M = 5 Units (Typical)*
- PINK M+M's = Middle Income Homes

M+M's Must Total **270**

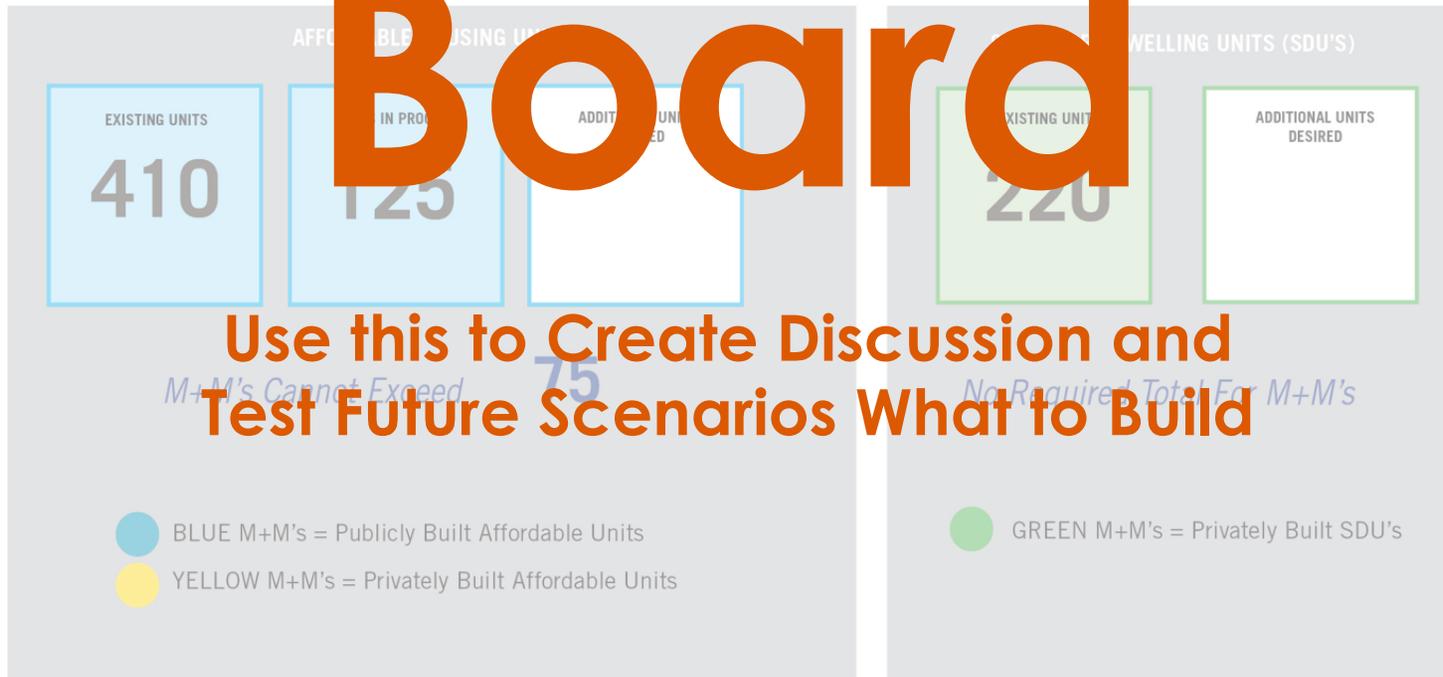
REGULATED BY GMO



# The Game

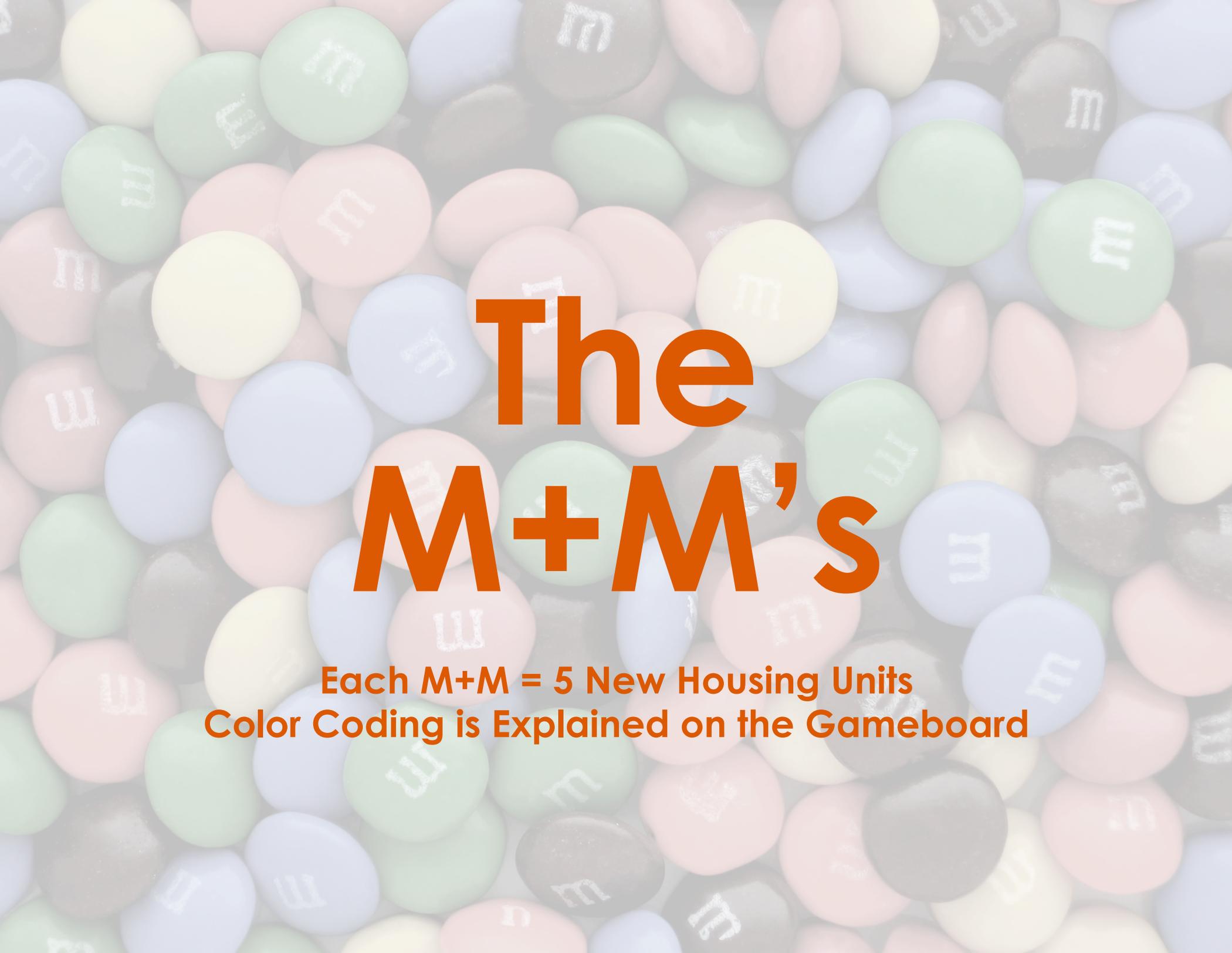
# Board

EXEMPT FROM GMO



Use this to Create Discussion and Test Future Scenarios What to Build

Data Sources:  
Existing unit counts by housing type from Healdsburg Housing Element, Table 11, page 22 based on data from State DFS, January 1, 2014  
Affordable housing units by City of Healdsburg office of Housing and Economic Development as tabulated through February 15, 2016



# The M+M's

Each M+M = 5 New Housing Units  
Color Coding is Explained on the Gameboard

# DISCUSSION NOTES

TABLE NUMBER:

WHAT DID NOT MAKE SENSE TO THE GROUP?

WHAT DO YOU WISH WAS ON THE GAME BOARD,  
THAT WAS NOT THERE?

WHAT ACTIONS, INCENTIVES OR NEW REQUIREMENTS  
SHOULD THE CITY ADOPT TO ACHIEVE YOUR DESIRED  
OUTCOME?

# The Worksheets

**Appoint a Recorder and Reporter**  
**Keep Notes of What is Being Learned**  
**Document Your Conclusion**

# PART 1:

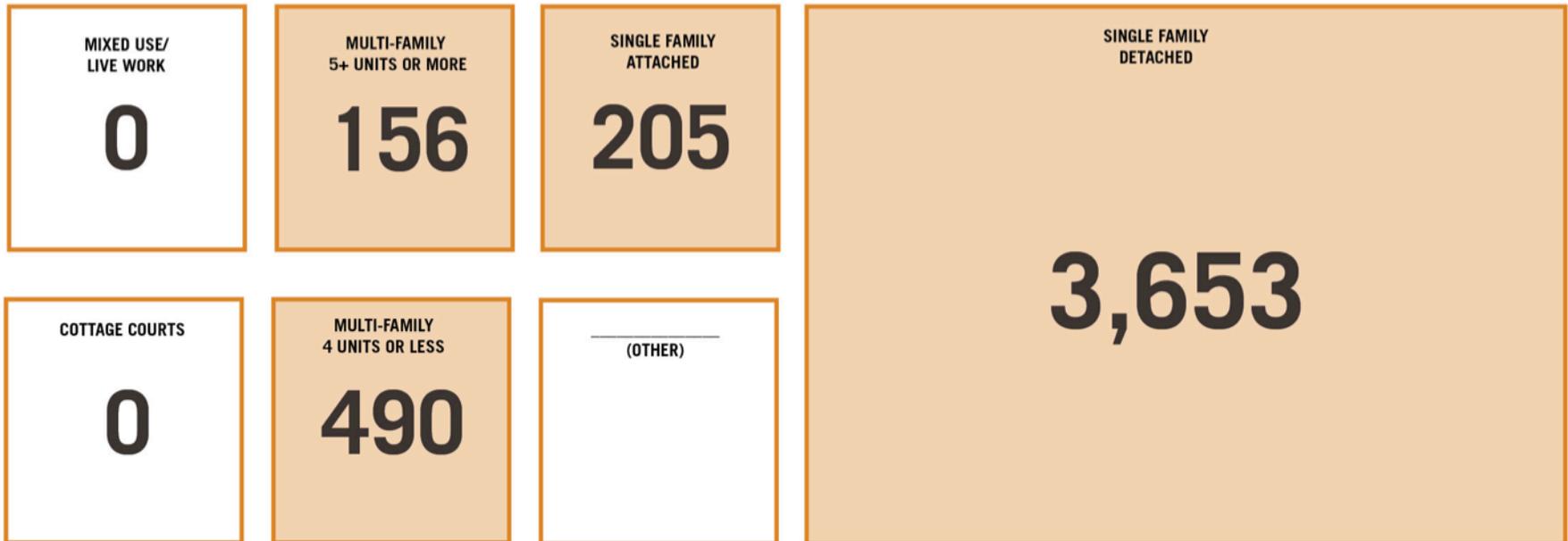
- What types of housing do we need?
- How many Market Rate or Middle Income homes should we strive to build?
- If Market Rate is a low-cost/ no-cost tool to build Affordable Housing, how many units can get built by the Private Sector?

● RED M+M's = Market Rate Homes *Note: Each M+M = 5 Units (Typical)*

● PINK M+M's = Middle Income Homes

*M+M's Must Total* **270**

REGULATED BY GMO



## PART 2:

- What should our Six Year Affordable Housing Goal be? 10,11 or 12%?
- How many more Affordable Housing Units will this require?
- How will they get built?
- What role should SDU's play, and how many do we want to see built?

EXEMPT FROM GMO

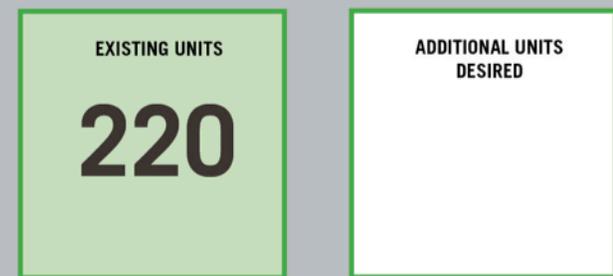
### AFFORDABLE HOUSING UNITS



*M+M's Cannot Exceed* **75**

- BLUE M+M's = Publicly Built Affordable Units
- YELLOW M+M's = Privately Built Affordable Units

### SECONDARY DWELLING UNITS (SDU'S)



*No Required Total For M+M's*

- GREEN M+M's = Privately Built SDU's

# What needs to be done by 7:30

- **Gameboard complete**

*M+M's where you want them*

- **Worksheet filled out**

*Totals, numbers and types as appropriate*

- **Your 'Top Five'**

*Questions, recommendations or 'aha's*

A public workshop in progress. In the foreground, a woman with glasses is seated at a round table, looking at a large map of a town. The map is divided into colored zones (green, yellow, purple, blue) and has several small, colorful blocks (green, red, blue, yellow) placed on it. Other people are seated around the table, some looking at the map, others at documents. In the background, a man in a checkered shirt stands with his arms crossed, smiling. A large screen in the background displays a presentation slide with the title "Healdsburg Housing Element 2016".

# Creating Healdsburg's 2016 HOUSING ACTION PLAN

PUBLIC WORKSHOP  
February 25, 2016

# Closing Our Polls

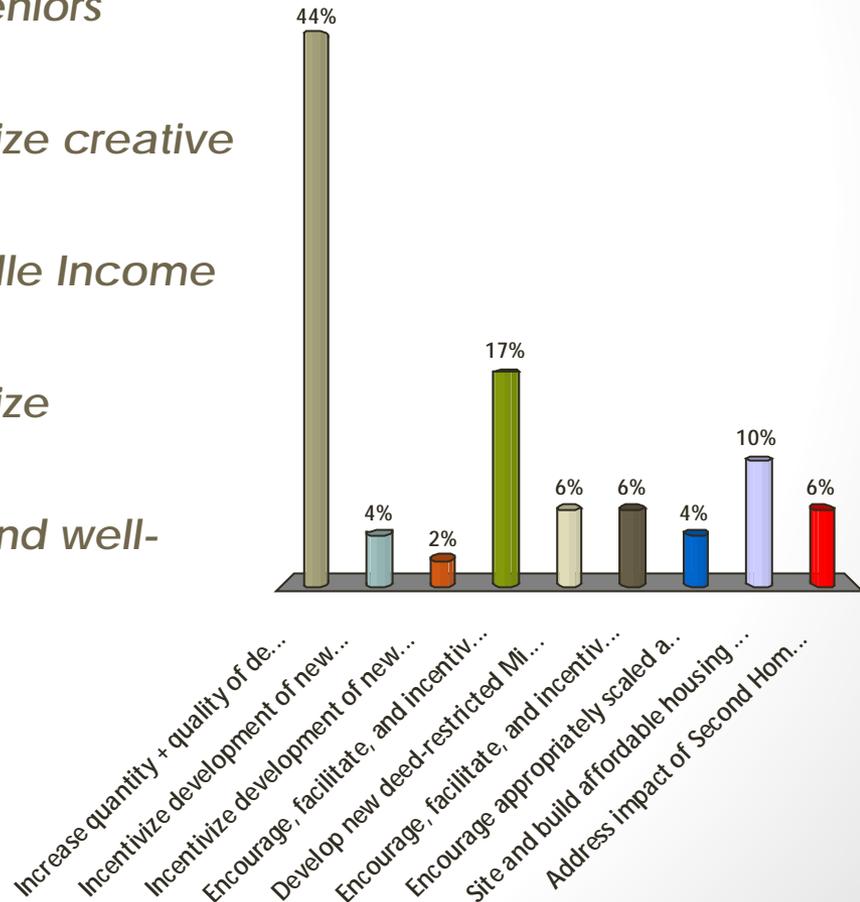
## HOUSING ACTION PLAN OBJECTIVES

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'.*

# What should be the TOP PRIORITY for the 2017-2022 HAP?

- A. Increase quantity + quality of deed-restricted Affordable Housing
- B. Incentivize development of new, market-rate rental housing units
- C. Incentivize development of new Seniors appropriate Housing
- D. Encourage, facilitate, and incentivize creative density housing
- E. Develop new deed-restricted Middle Income Housing
- F. Encourage, facilitate, and incentivize development of SDU's
- G. Encourage appropriately scaled and well-designed products
- H. Site and build affordable housing proximate to existing services
- I. Address impact of Second Home ownership on housing stock



# What's Next?

## COMMITTEE

## PUBLIC

January  
Vision and Goals  
**COMPLETE**



January  
GMO Polling  
**COMPLETE**

February  
Priorities and Targets  
**COMPLETE**



February  
**COMMUNITY  
WORKSHOP  
TONIGHT**

March 14<sup>th</sup> (To Be Confirmed)  
Committee Meeting

April 11<sup>th</sup>  
Committee Meeting

Developer Forum  
3.31.16



April  
Open House  
4.28.16

May 9<sup>th</sup>  
Committee Meeting

June 13<sup>th</sup>  
Final Draft Plan



June  
Presentation to CC