

Creating Healdsburg's

# HOUSING ACTION PLAN

Community Housing Committee Meeting

July 11, 2016

# Purpose of Tonight's Meeting

Review and Vote on final **Housing Action Plan**  
for recommendation to the City Council

# Housing Action Plan: Outreach Process

Extensive Public Outreach Effort Since January to Obtain Public Input on HAP

## 16 Public Meetings & Workshops

Date	Meeting Type	Description
January 11, 2016	Community Housing Meeting	Refine Vision and Goals for the HAP
February 8, 2016	Community Housing Meeting	Created refined targets and recommendations for the HAP
February 25, 2016	Community Workshop	Community Priorities and Targets for Housing Cycle
March 14, 2016	Community Housing Meeting	Discussed HAP Objectives
March 31, 2016	Community Workshop	Developer Forum
April 28, 2016	Community Workshop	Community Workshop on the HAP
May 3, 2016	Community Housing Meeting	Discussed Intro, Approved the Vision of the HAP, Introduced Priority Recommendations and actions
May 16, 2016	City Council Meeting	Draft Housing Action Plan presentation
June 2, 2016	Community Housing Meeting	Approved Section One of the HAP, discussed and voted on the Priority Recommendations and the HAP actions/Objectives
June 8, 2016	Community Housing Meeting	Discussed and voted on the HAP Supporting Recommendations, Targets and Section Two
June 13, 2016	Community Housing Meeting	Discussed and voted on Key Performance Indicators, Community Indicators and the HAP Section Three
June 20, 2016	City Council Meeting	CC Update on the TOT Ballot Measure, IHO, and CC Growth Management Tool
June 27, 2016	Community Housing Meeting	Reviewed and discussed the HAP Section Four
June 29, 2016	Community Workshop	Open House to view the first ever Housing Action Plan
July 6, 2016	Community Housing Meeting	Discussed and voted on the HAP Section Four, and reviewed final draft HAP
July 11, 2016	Community Housing Meeting	Review and vote on final HAP

# Housing Action Plan: Role & Purpose

- Accompany GMO Amendment & serve as Strategic Plan to direct and shape housing for the 2017-2022 Housing Cycle
- Umbrella document that integrates existing legislative tools currently used to manage growth
  - General Plan – controls amount and type of growth allowed
  - Housing Element - plans for existing & projected housing needs
  - Urban Growth Boundary – limits future growth area of the City
- Establishes actions strengthen and revise existing legislative tools to achieve desired outcomes
  - Amend Inclusionary Housing Ordinance
  - Revise Development Standards of Land Use Code (parking, etc.)
  - Revise Secondary Dwelling Unit Ordinance
  - Update Residential Design Guidelines
- Prioritizes actions to be completed by March 2017

# Housing Action Plan: Plan Components

## 1. Vision Statement

- Sets a defined direction for housing in Healdsburg
- Acts as foundation for establishing Objectives & Targets

## 2. Objectives & Targets

- Define specific results to be achieved for this Housing Cycle
- Set measurable targets to assess our progress

## 3. Recommendations

- Specific actions necessary to achieve desired housing results
  - Priority Recommendations – To be completed by March 2017
  - Supporting Recommendations – To be completed after March 2017

## 4. Implementation & Update Process

# Housing Action Plan: Vision Statement

**“In 2022, Healdsburg is a diverse, thriving community evidenced by a wide variety of housing – both type and price. Individuals at all life stages and all economic levels participate in active, welcoming neighborhoods, which together make up our larger community.”**

# Housing Action Plan: Objectives & Targets

- Objective 1:** Increase the quantity and quality of deed-restricted Affordable Housing, at all levels, from Extremely Low to Moderate income categories.  
**2022 Target = 200 New Affordable Units**
- Objective 2:** Encourage and facilitate private development of secondary dwelling units (SDUs) in order to create additional housing stock that more efficiently uses existing infrastructure, creates opportunities for seniors to 'age in place' and provides housing that is affordable by design.  
**2022 Target = 125 Secondary Units**
- Objective 3:** Develop Middle Income Housing across a range of product types, including multi-family and single family homes, and designed for a range of households including families, individuals and seniors.  
**2022 Target = 135 New Middle Income Units**
- Objective 4:** Encourage appropriately scaled multi-family, rental units averaging less than 850 SF.  
**2022 Target = 100 New Rental Units, In 4 Developments**
- Objective 5:** Encourage development of mixed product types that represent creative density housing types including but not limited to small lot, cottage court, and co-housing.  
**2022 Target = 50% of All New Units**

\*Targets are not cumulative. Multiple Targets can be fulfilled by a single project.

# Housing Action Plan: Priority Recommendations

## To be Implemented by March, 2017

- PR-1** Update the Current Growth Management Ordinance
- PR-2** Implement a Transitional Growth Regulation Tool
- PR-3** Create a Long Term Funding Source for Affordable Housing
- PR-4** Expand the Definition of Affordable Housing in the Land Use Code to include Middle Income Housing
- PR-5** Revise the City's Inclusionary Housing Ordinance (IHO)
- PR-6** Expand Affordable Housing Incentives
- PR-7** Update the Impact Fee Schedule and Implement a Fee Deferral Program for Deed Restricted SDUS
- PR-8** Update the Parking Regulations
- PR-9** Update the Residential Design Guidelines

# Housing Action Plan: Supporting Recommendations

SUPPORTING RECOMMENDATIONS		
SR-1.1		Implement local preference clauses on all new Affordable Housing units to serve local residents and employees first
SR-1.2		Partner with third party non-profit developers experienced in leveraging local funds and tax credits to create new housing at scale
SR-1.3		Mix Income levels within Individual housing developments (to the extent funding sources allow)
SR-1.4		Identify and prioritize acquisition/or partnering for Affordable Housing on vacant or underutilized sites within 1/2 mile of transit stops and daily goods and services
SR-1.5		Work with developers of sites in prime locations to increase the Affordable Housing component utilizing incentives and funding support
SR-2.1		Review successful SDU programs for lessons learned, evaluate existing Healdsburg SDU regulations, and adopt revisions needed to accelerate construction of additional units
SR-2.2		Inventory existing SDUs within City limits to confirm total number and location
SR-2.3		Create homeowner education tools that explain what SDUs are, relative costs, design factors and potential financing techniques
SR-2.4		Pursue funding sources for SDU program
SR-3.1		Require housing units built through the Inclusionary Housing Ordinance to include a component of units deed-restricted to families making between 121-160% Area Median Income
SR-3.2		Explore use of tools such as prioritized local buyer offerings for non-deed restricted units
SR-3.3		Explore preparation of a nexus-based impact fee study and adopt a Housing Impact Fee Ordinance to require rental housing to contribute to Affordable Housing
SR-5.1		Create incentives that will encourage development of alternative product types consistent with community need and interest
SR-5.2		Explore modifications to the Land Use Code to encourage alternative product types

# Housing Action Plan: Implementation & Update Process

## Progress Report (completed 2018)

- Review of progress achieving Objectives & Targets
- Assessment of challenges & opportunities
- Summary of planned projects & alignment with Targets

## Report Card (completed 2020, 2021)

- Quantitative & qualitative assessment of progress
- Recommendations to adjust HAP as may be needed to meet Targets

Objective	Units in discussion	Units approved but not built	Units constructed/ receiving C of O	2022 Target	Variance
1.0 – Affordable Housing Units				200	
2.0 – Secondary Dwelling Units				125	
3.0 – Middle Income Housing Units				135	
4.0 – Multi-Family Rental Units				100	
5.0 – Mixed Density Units				50% new units	

## **CHC Action Tonight:**

- Review and Vote on final **Housing Action Plan** for recommendation to the City Council (in substantially form presented with final editing to be completed by Staff)

## **Next Steps:**

- Council to Consider Adoption of final **Housing Action Plan**
  - Monday, July 18th @ Council Chamber 6:00 pm

**Questions?**

# DRAFT

	Available Market Rate Allocations <sup>1</sup>		Notes							
	Current GMO	Proposed GMO <sup>3</sup>								
Single Family Conventional <sup>2</sup>	145	80								
Single Family Higher Density	0	100								
Multi Family	0	240	(Includes 100 rental units [HAP Obj. 4] & 87 Middle Income Units [Portion HAP Obj. 3])							
	145	420								
Inclusionary Housing	22	96	(Not including 100 rental units; Includes 48 Middle Income Units [Portion HAP Obj. 3])							
	167	516								
Difference Over 6 Years	349									
Average Per Year	58									
<sup>1</sup> Does not include Affordable Housing (200 units - HAP Obj. 1), SDUs (125 units - HAP Obj. 2) which yield same units regardless of GMO										
<sup>2</sup> Does not include Saggio Hills (35 units existing DA) which yield same units regardless of GMO										
<sup>3</sup> Final Split on Single Family Allocations to be Determined										