

DESIGN | HEALDSBURG

Workshop 1 Summary

Project Background

The City of Healdsburg has started a community process known as “Design Healdsburg” to update its Design Review Manual, which is used to evaluate design proposals throughout the city. The design guidelines established in the manual provide direction to design professionals, such as developers and architects, and the general public. The new design guidelines will be written to improve predictability, clarify design intent and add illustrations and other features that increase usability. They will also address new topics, such as historic preservation, accessory dwelling units, sustainability and stormwater management. The key objectives of the design review process, such as maintaining Healdsburg’s unique sense of place and character, will remain in tact in the updated document.

Workshop 1 Components and Results

The first workshop for the Design Healdsburg project was held on December 7, 2016 with approximately 35 community members in attendance. The workshop was divided into multiple parts, alternating between presentations and activities.

Presentation Part 1

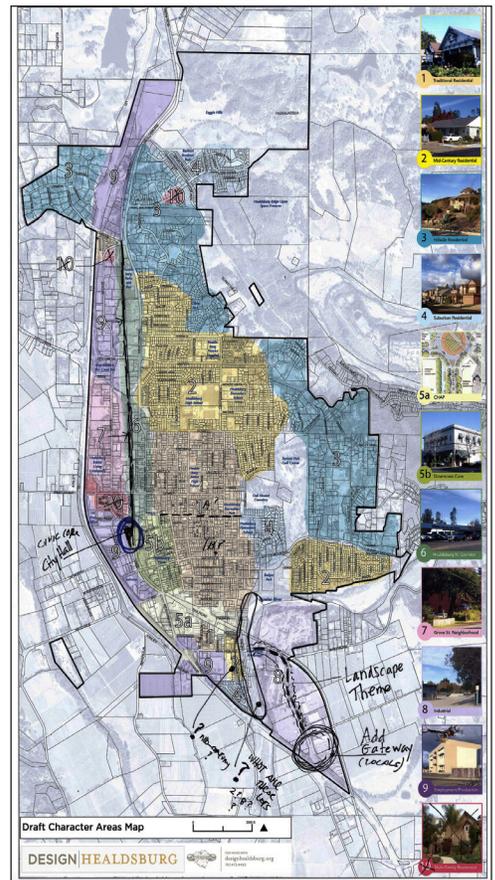
To begin the workshop, City Planning and Building Director, Barbara Nelson introduced the project, its goals and the consultant team, Winter & Company. Noré Winter of Winter & Company then provided an initial presentation, discussing the purpose of design guidelines, how they are written and topics that will likely be addressed. His presentation concluded with an introduction to the first workshop activity, which focused on defining the character of Healdsburg.

Exercise 1: Essence of Healdsburg (Word Cloud)

Each workshop attendee recorded three (3) words on sticky notes that they felt described the character of Healdsburg. These words were then compiled into a Word Cloud, an online program that creates a text graphic that emphasizes repeated words, that exhibited the key characteristics of the City that workshop attendees value.



- Character Area 3: "Hillside Residential"
 - » Groups agreed with the overall boundaries
- Character Area 4: "Suburban Residential"
 - » Most groups agreed with overall boundaries
 - » Some groups suggested adding more areas to this C.A., especially along Healdsburg Ave
 - » One group suggested that each of the existing areas designated as C.A. 4 be their own subset of C.A. 4
 - » One group noted a sub-category: "Commons/Sorrento"
- Character Area 5a: "Central Healdsburg Area Plan (CHAP)"
 - » Groups agreed with the overall boundaries
- Character Area 5b: "Downtown Core"
 - » Most groups agreed with overall boundaries
 - » Some groups suggested extending the boundary east to capture the blocks from Matheson to Piper until East Street and west to encompass the "civic core," which includes City Hall
- Character Area 6: "Healdsburg N. Corridor"
 - » Most groups agreed with the overall boundaries
 - » One group suggested dividing the C.A. at Powell Ave to include two sub-categories
- Character Area 7: "Grove St. Neighborhood"
 - » Groups agreed with the overall boundaries
- Character Area 8: "Industrial"
 - » Groups agreed with the overall boundaries
- Character Area 9: "Employment Services/Production Industries"
 - » Groups agreed with overall boundaries
- Character Area 10: "Multi-Family Residential"
 - » Most groups agreed with the overall boundaries
 - » One group suggested eliminating this C.A. and incorporating these identified areas into adjacent C.A.s
 - » One group suggested this C.A. needs to expand to encompass more of the existing development
 - » Some groups noted the labeling error of the adjacent C.A. 1 and C.A. 10 in the northwest part of Healdsburg - this pocket should all be part of C.A. 10



Exercise 2b: Identify Features

Exercise 2b asked participants to review key features for each Character Area, including architectural detail, landscaping, building massing and form, etc. These features were divided into three categories - Neighborhood, Block and Site, and Building - to provide an easier comparison between the features of the 11 Character Areas. Each group was encouraged to assess and revise the key characteristics.

Exercise 2b Results

Participants agreed with the key characteristics that were provided, and wrote additional characteristics for some categories, which included:

EXERCISE 2B. IDENTIFY FEATURES				TABLE #
<p>1. Traditional Residential</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>2. Hill-Century Residential</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>New Character Areas and Features (If identified/Additional Comments)</p>		
<p>3. Hillside Residential</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>4. Suburban Residential</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 			
<p>5a. Central Healdsburg Area Plan (CHAP)</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>5b. Downtown Core</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>6. Healdsburg North Corridor</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 		
<p>7. Grove Street Neighborhood</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>8. Industrial</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 	<p>9. Employment Services/Production Industries</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 		
<p>10. Multi-Family Residential</p> <p>Category:</p> <ul style="list-style-type: none"> • Architecture • Landscaping • Building • Massing • Form • Color • Materials • Details • Other 				

- Character Area 1: "Traditional Residential"
 - » Most groups agreed with the listed key features
 - » Some groups noted additional features including front porches, steeply pitched roofs, etc.
- Character Area 2: "Mid-Century Residential"
 - » Most groups agreed with the listed key features
 - » Some groups noted additional features including shallow pitched roof and stucco/wood materials
- Character Area 3: "Hillside Residential"
 - » Most groups agreed with the listed key features
 - » Some groups noted additional characteristics such as an opportunity for ADUs and infill, auto-oriented development
- Character Area 4: "Suburban Residential"
 - » Most groups agreed with the listed key features
 - » Some groups noted additional characteristics such as a lack of neighborhood/commercial areas, isolation
- Character Area 5a: "CHAP"
 - » Most groups agreed with the key features, as listed in the CHAP
 - » One group noted that they do not want four-story buildings
- Character Area 5b: "Downtown Core"
 - » Most groups agreed with the listed key features
 - » Some groups noted additional features including street furniture, signage, storefront transparency
- Character Area 6: "Healdsburg N. Corridor"
 - » Groups agreed with the listed key features
- Character Area 7: "Grove Street Neighborhood"
 - » Most groups agreed with the listed key features
 - » One group noted additional features such as historic buildings, multi-use buildings, disconnection from downtown/needs better transition, eclectic mix of uses
- Character Area 8: "Industrial"
 - » Most groups agreed with the listed key features
 - » Some groups noted an important gateway at the southern part of Healdsburg Avenue that has a unique character
 - » One group noted additional features such as no wayfinding and a need for new/updated landscaping
- Character Area 9: "Employment Services/Production Industries"
 - » Most groups agreed with the listed key features
 - » One group noted noise from Highway 101 and no connectivity or relationship to downtown as additional features
- Character Area 10: "Multi-Family Residential"
 - » Most groups agreed with the listed key features

EXERCISE 2B. IDENTIFY FEATURES			TABLE #
<p>1. Traditional Residential</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Front porch • Steeply pitched roof • Stucco or wood siding • Small to medium size lots • Sidewalks buffered from street • Street trees 	<p>2. Mid-Century Residential</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Flat or low-pitched roof • Stucco or wood siding • Small to medium size lots • Sidewalks buffered from street • Street trees 	<p>New Character Areas and Features (if identified/Additional Comments)</p> <p>#3 Opportunity for ADUs & infill</p> <p>#4 ? Bland color</p>	
<p>3. Hillside Residential</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Steeply pitched roof • Stucco or wood siding • Small to medium size lots • Sidewalks buffered from street • Street trees 	<p>4. Suburban Residential</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Flat or low-pitched roof • Stucco or wood siding • Large lots • Sidewalks buffered from street • Street trees 		
<p>5a. Central Healdsburg Avenue Plan (CHAP)</p> <p>Features:</p> <ul style="list-style-type: none"> • Multi-use buildings • Two- to three-story • Flat or low-pitched roof • Stucco or wood siding • Small to medium size lots • Sidewalks buffered from street • Street trees 	<p>5b. Downtown Core</p> <p>Features:</p> <ul style="list-style-type: none"> • Two- and three-story buildings • Significant architectural detail • Transparency of storefronts • Protection of streetscape • On-street (opposite) parking (very limited) (parking lots) • Sidewalks buffered from street • Street trees 		
<p>6. Healdsburg North Corridor</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Flat or low-pitched roof • Stucco or wood siding • Large lots • Sidewalks buffered from street • Street trees 	<p>7. Grove Street Neighborhood</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-family detached • Two- to three-story • Flat or low-pitched roof • Stucco or wood siding • Small to medium size lots • Sidewalks buffered from street • Street trees 		
<p>8. Industrial</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-story buildings • Large lots • Sidewalks buffered from street • Street trees 	<p>9. Employment Services/Production Industries</p> <p>Features:</p> <ul style="list-style-type: none"> • Single-story buildings • Large lots • Sidewalks buffered from street • Street trees 		
<p>10. Multi-Family Residential</p> <p>Features:</p> <ul style="list-style-type: none"> • Multi-story buildings • Small to medium size lots • Sidewalks buffered from street • Street trees 			

5b. Downtown Core	
<p>Features</p> <ul style="list-style-type: none"> • Neighborhood <ul style="list-style-type: none"> » Rectilinear block and street pattern » Small to medium size lots • Block <ul style="list-style-type: none"> » Little to no building setback from street » Sidewalks buffered from street (with street trees) • Site and Building <ul style="list-style-type: none"> » Two- and three-story buildings » Significant architectural detail » Transparency of storefronts » Protection of streetscape » On-street (opposite) parking (very limited) (parking lots) » Sidewalks buffered from street » Street trees 	<p>CONTINUITY OF PEDESTRIAN REALM</p> <p>STREET FURNITURE</p> <p>WAYFINDING & DIRECTIONAL SIGNAGE</p> <p>APPROXIMATELY 4-5 STORY BUILDINGS</p>

EXTRA CREDIT!		TABLE #
<p>EXERCISE 2C. IDENTIFY ISSUES</p> <p>Time permitting, work with your group to identify key development-related issues in Healdsburg that should be addressed in this process. Consider the following questions as you develop your list:</p> <ul style="list-style-type: none"> • What design issues affect all of Healdsburg? • What design issues affect specific Character Areas in Healdsburg? <p>Record the issues identified by your group in the space provided. If specific issues are raised regarding specific Character Areas or other subareas within Healdsburg, please note the area.</p>		
<p>List issues identified by your group here! Categories to consider include, but are not limited to:</p> <ul style="list-style-type: none"> • Architectural Form/Detail • Site Layout • Infill Development • Renovations/Additions (including ADUs) • Landscaping • Historic Preservation 		
<p>DESIGN HEALDSBURG</p> <p>707.475.4463</p> <p>707.475.4463</p>		

Exercise 2c: Identify Issues

Time-permitting, the final part of Exercise 2 asked participants to identify key design issues that need to be addressed in the Design Healdsburg project.

Exercise 2c Results

Key design issues that participants noted included:

- Building height limits are needed to retain the small town feel
- Downtown walkability needs to be maintained
- Architectural diversity needs to be preserved
- Scraping/tear-downs to build bigger, etc. in certain neighborhoods has become an issue
- Cohesiveness among buildings is needed
- New buildings are being built that have zero context to the existing neighborhood or architectural fabric
- Historic homes in non-historic districts have been remodeled with inappropriate materials for fencing/gates, roofing, etc.
- Garages in front are bad design
- Drought-tolerant landscaping in front of homes is needed
- Incentives for preserving historic homes need to be offered
- Some new houses have a blank face toward the street
- Front of homes should welcome neighborly interaction
- Lack of connectivity

List Issues Identified by your group here! Categories to consider include, but are not limited to:

- Architectural Form/Detail
- Site Layout
- Infill Development
- Renovations/Additions (including ADUs)
- Landscaping
- Historic Preservation

We like ↓

1. Architecturally Diverse → Freedom for
2. Scraping! Tear-downs to build bigger, etc. in certain neighborhoods
3. A sense of cohesiveness should be maintained

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FOR MORE INFO:
designhealdsburg.org
707.473.4463

Report Back

After Exercise 2 was completed, each table had the opportunity to share a summary of their key findings from the exercises, which have been incorporated into this Workshop Summary.

The workshop concluded with a brief overview of next steps, focusing on the upcoming participation opportunities, in mid-February 2016.

Next Steps

The City will conduct two focused public workshops in mid-February. Workshop #2 will focus on commercial/mixed use site and building design. Workshop #3 will focus single family residential design. Please check the project website for specific dates and times

Additional Information

For questions about Workshop 1 or for more information about the Design Healdsburg project, utilize the project information shown below.



FOR MORE INFO:
designhealdsburg.org
707.473.4463