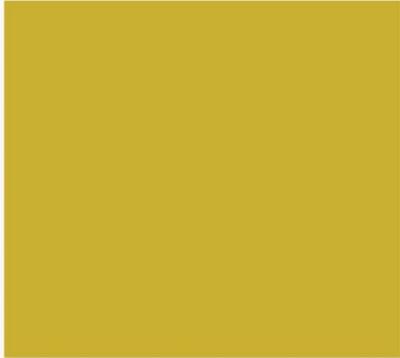


# Community Vision & Overarching Streetscape Improvements

*Healdsburg Ave Improvement Study*

# Table of Contents

- This document has the following table of contents:
  - Executive Summary
  - Overall Process
  - Community Engagement Forums
    - » Community Focus Group Meetings
    - » On-line and In-person Survey
    - » Overall Vision and Design Workshop
  - Overall Community Vision
  - Overall Community Goals
  - Overarching Streetscape Improvements



# Executive Summary

# Executive Summary

- A multi-level and meaningful community engagement for the **overall vision and goals for Healdsburg Ave** was conducted through three key forums of community focus group meetings, online and in-person surveys and community design workshop.
- Over 300 people attended meetings & took part in the survey



# Executive Summary – Community Vision

*Healdsburg Ave is a safe and comfortable street for people who walk, bike, take transit and drive. It is well connected to adjoining neighborhoods and Foss Creek multi-use trail. The redesigned street calms traffic while maintaining traffic flow, delivery service and emergency access. New streetscape improvements will support local businesses while creating an iconic people friendly that meaningfully integrates the natural environment.*

# Executive Summary – Community Goals

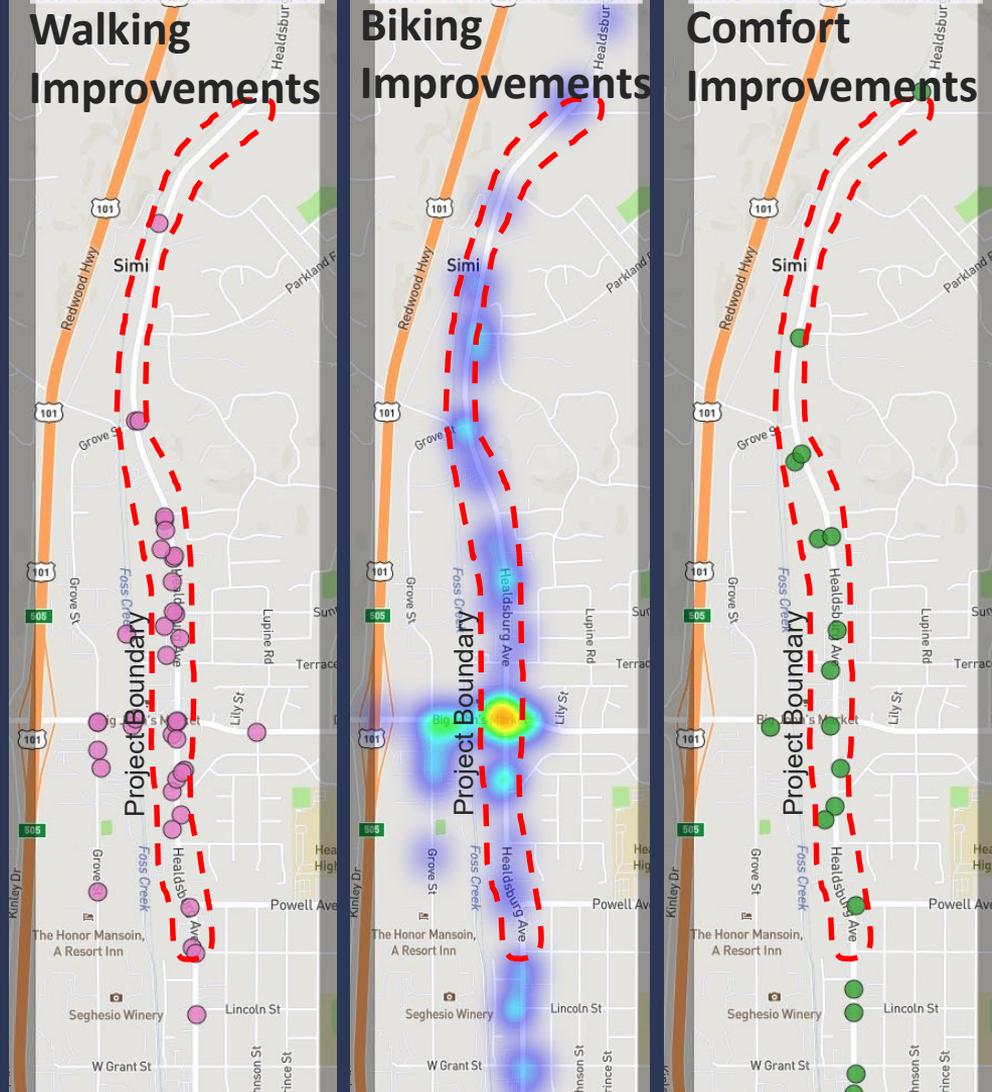
Overall vision elements served as a foundation for different Community Goals that help create a complete street



# Executive Summary

Community members provided feedback for different types of complete street streetscape enhancements as they relate to:

- Walking
- Biking
- Taking Transit
- Driving
- Comfort
- Business & Economic Development
- Enhancing Natural Environment
- Creating Signature Street





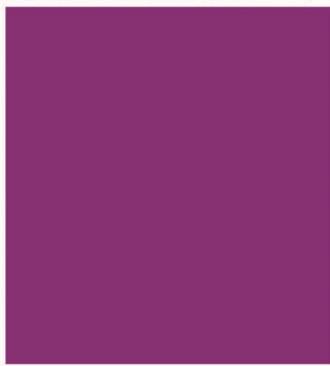
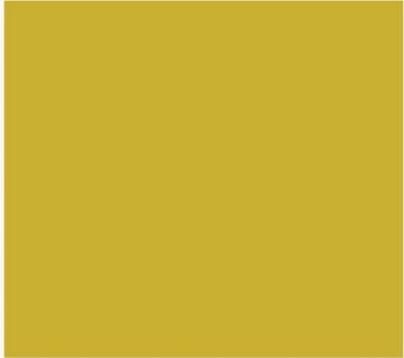
**Overall  
Process**

# Overall Process

- Community engagement for the **Overall Vision and Goals for Healdsburg Ave** conducted at three key forums:
  - A. Community focus group meetings
  - B. Online and in-person survey
  - C. Community Design Workshop
- **Outreach efforts** included utilizing social media platforms such as Facebook and Nextdoor, hand delivering mailers to business owners along the corridor and coordinating efforts with Healdsburg Ave 2040 Connectivity Working Group.



# Community Engagement Forums



# A. Community Focus Group Meetings

# Process

- All meetings conducted on March 15<sup>th</sup>, 2019
- Five meetings:
  - 9am: Local Merchants and business owners
  - 10:30am: General Drop In: Local residents and business owners
  - 12:00pm: General Drop In: Local residents and business owners (bilingual)
  - 3:00pm: General Drop In: Local residents and business owners
  - 5:30pm: Healdsburg 2040-SDAT: Working Group
- Combined community meeting attendance: 42 people



# Outreach

- Outreach by City:
- Website: <https://www.ci.healdsburg.ca.us/874/Healdsburg-Avenue-Improvement-Study>
- Mailers
- Coordination with Healdsburg 2040 Connectivity Working Group

**THE CITY IS EMBARKING ON A STREETScape AND DESIGN STUDY FOR AN IMPORTANT SEGMENT OF HEALDSBURG AVENUE FROM POWELL AVENUE TO THE NORTHERN CITY LIMIT**

**THIS STUDY BUILDS UPON THE RECOMMENDATIONS OF HEALDSBURG 2040** and will look at opportunities to improve access and safety for all modes of travel along this central corridor. The avenue should serve the needs of people who drive, bike, walk, and use transit. The project will also explore green infrastructure and strategies to foster a unique sense of identity for each segment of the corridor from Powell Avenue to the northern city limit.

**AS A PART OF THE COMMUNITY ENGAGEMENT PROCESS:** There will be a range of opportunities to offer feedback, including an interactive online survey. The City will also hold stakeholder meetings and community workshops at key intersections to determine the overall vision and draft preferred concepts for different segments of the avenue. This process will begin in January 2019.

**IF YOU WOULD LIKE TO BE ENGAGED** throughout the study with updates and opportunities to participate, please visit the following webpage for updates: <http://www.ci.healdsburg.ca.us/874/844/>  
Healdsburg-Avenue-Improvement-Study

**HEALDSBURG AVE STREETScape IMPROVEMENTS**

**INFORMATION**  
The City is embarking on a streetscape and design study for an important segment of Healdsburg Avenue from Powell Avenue to the northern City limit.

**THIS STUDY BUILDS UPON THE RECOMMENDATIONS OF THE IMAGINE HEALDSBURG 2040 SDAT REPORT**  
It will look at opportunities to improve access and safety for all modes of travel along this central corridor. The avenue should serve the needs of people who drive, bike, walk, and use transit. The project will also explore green infrastructure and strategies to foster a unique sense of identity for each segment of the corridor from Powell Avenue to the northern city limit.

**HOW CAN I GET INVOLVED?**  
Please come to a focus group. All time slots will include the same materials, please come by and share your input with us as we think about improvements to Healdsburg Ave!

**Community Focus Group Times**  
March 15, 2019  
Healdsburg Community Center  
1557 Healdsburg Ave, Healdsburg, CA 95448

- 9:00am** MERCHANTS/BUSINESS OWNERS: FOR LOCAL BUSINESSES AND WORKERS
- 10:30am** GENERAL DROP IN: ANY LOCAL RESIDENT/BUSINESS
- 12:00pm** GENERAL DROP IN: ANY LOCAL RESIDENT/BUSINESS
- 3:00pm** GENERAL DROP IN: ANY LOCAL RESIDENT/BUSINESS
- 5:30pm** HEALDSBURG 2040-SDAT: FOR WORKING GROUP PARTICIPANTS

**FOR MORE INFORMATION AND PROJECT UPDATES:**  
City Contact: Joe Irvin, Assistant City Manager [www.ci.healdsburg.ca.us/874/844/](http://www.ci.healdsburg.ca.us/874/844/)  
HEALDSBURG-AVENUE-IMPROVEMENT-STUDY  
jirvin@ci.healdsburg.ca.us 707-431-3319

# Focus Group Meetings (Summary)



# Focus Group Meetings (Preferred Streetscape Amenities Exercise)







## B. On-line and In-person Interactive survey

# Process

- Survey period was from April 8 to May 13, 2019
- Nearly 300 people participated
- Over 1,400 individual map responses

**HEALDSBURG AVE  
STREETSCAPE IMPROVEMENTS  
SURVEY**

The Healdsburg Avenue Improvement study will analyze Healdsburg Avenue from Powell Avenue to the northern city limits for the potential to improve curbside drop-off/pick-up and other transportation enhancements, improve streets and sidewalks, improve, expand and maintain to provide safe and convenient mobility for all users, including, but not limited to, pedestrians of all ages, bicyclists, transit and transit users, passenger and commercial vehicles, and persons with disabilities.

Together with the residents of Healdsburg, users of Healdsburg Avenue, and business owners in the area, the City is developing a complete streets and streetscape enhancement plan that will document the community's vision for improving Healdsburg. This plan will also give the City a comprehensive perspective to make strategic decisions for improving Healdsburg Avenue.

The purpose of this survey is to document the overall community vision, project goals and the range of transportation modes and modes of travel for Healdsburg Avenue. The City will also be holding workshops and open houses with the community. Findings from this online survey and the workshops will be discussed at all future community forums.

This survey will close on May 13, 2019, any responses after that date will not be included in the summary. Please visit the project website at <https://www.ci.heatdsburg.ca.us/8/4/Healdsburg-Avenue-Improvement-Study> for further information about the project.

**1** Please describe where you live in the area:  
An intersection of Healdsburg Blvd and Spruce Way

**2** If you work along Healdsburg Avenue, let us know where:  
An intersection of Healdsburg Blvd and Spruce Way

**3** What are some places along Healdsburg Avenue that are important to you?  
please list below and let us know why:

**4** How often do you visit these places?  
 Almost daily     A few times per month     Every month or two     Once or twice a year or less

Survey continues on next page

filled by City staff. These are based on meetings with different stakeholders. Help us identify your overall vision (check all that are applicable)



improve overall street and sidewalk for all users



support business and economic development



showcase and incorporate the natural environment



reduce a route people frequently travel

improve safety



provide amenities such as bike storage lockers



provide a variety of transit options (bicycle racks, transit lockers, etc.)

provide people, driving, and service at apply



provide a variety of transit options (bicycle racks, transit lockers, etc.)

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provide a variety of transit options (bicycle racks, transit lockers, etc.)

**11**

When biking along Healdsburg Avenue are there other issues or challenges that you experience that you would like to improve?

Please let us know where and what improvements are needed below:  
An intersection of Healdsburg Blvd and Spruce Way

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This natural element is necessary to preserve and enhance the value and function of existing systems

Provide a scenic park experience along Healdsburg Avenue for people walking and biking

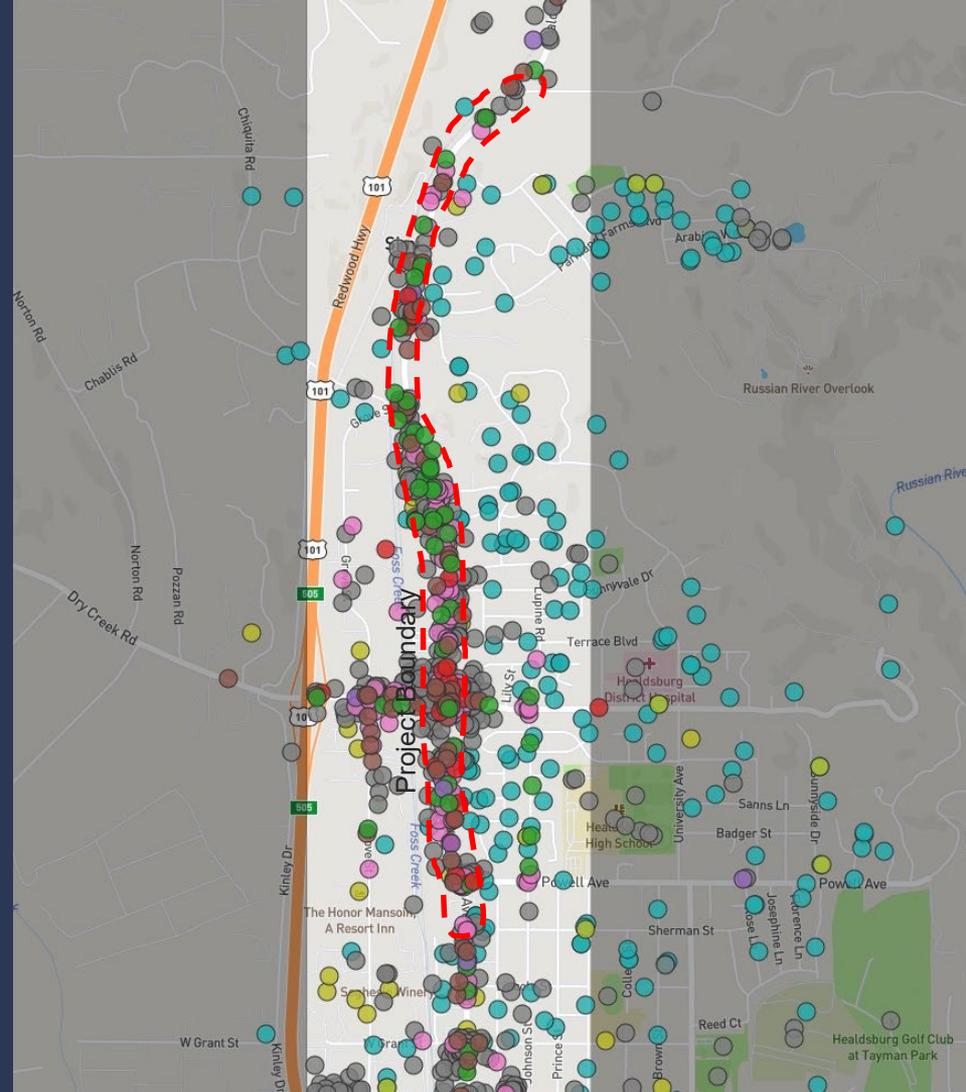
Other (please specify):

Survey continues on next page

**FOR MORE INFORMATION AND PROJECT UPDATES**  
[WWW.CI.HEALDSBURG.CA.US/8/4/HEALDSBURG-AVE-IMPROVEMENT-STUDY](http://WWW.CI.HEALDSBURG.CA.US/8/4/HEALDSBURG-AVE-IMPROVEMENT-STUDY)  
**HEALDSBURG AVENUE IMPROVEMENT STUDY**  
 CONTACT: [jtrivis@ci.heatdsburg.ca.us](mailto:jtrivis@ci.heatdsburg.ca.us) 707-431-3319

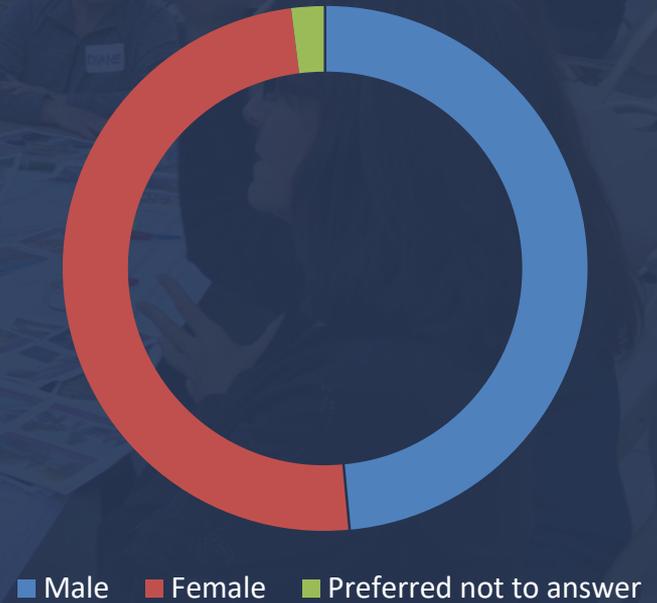
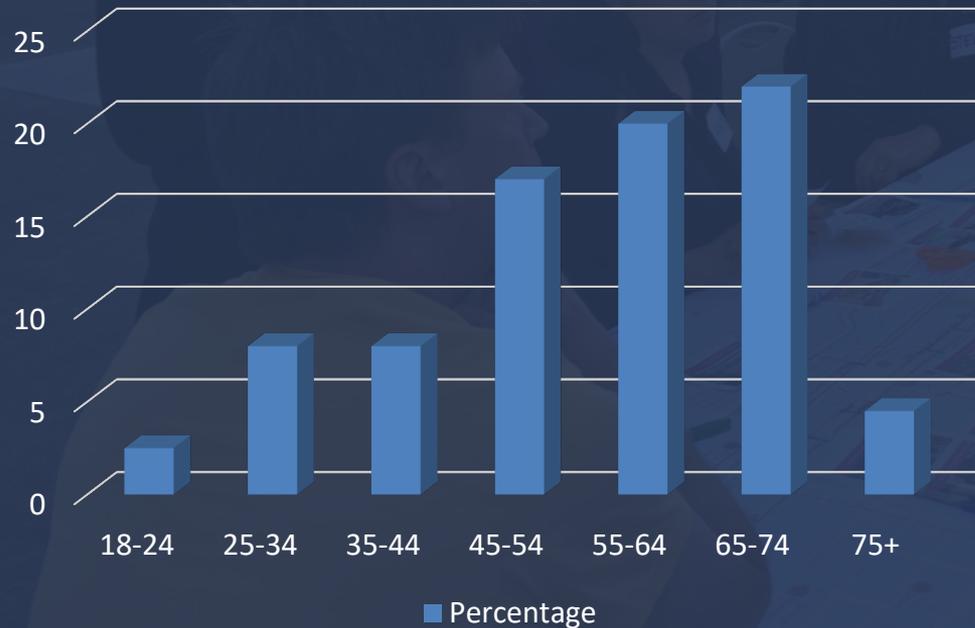
# Outreach

- Outreach by City:
  - Promoted City Website:  
<https://www.ci.healdsburg.ca.us/874/Healdsburg-Avenue-Improvement-Study>
  - Mailers hand delivered to local business owners along the corridor
  - Utilized online social media platforms such as Facebook and Nextdoor



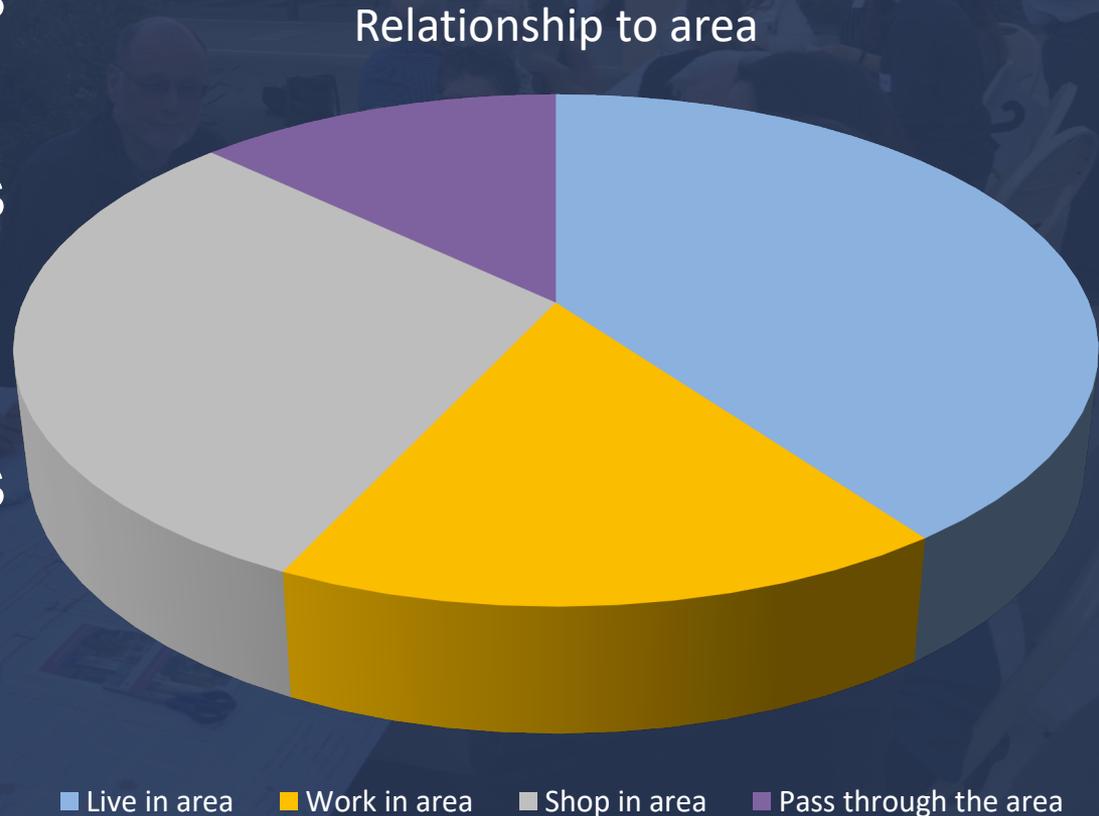
# Demographics

About 2/3<sup>rd</sup> of all respondents chose to provide their age and gender



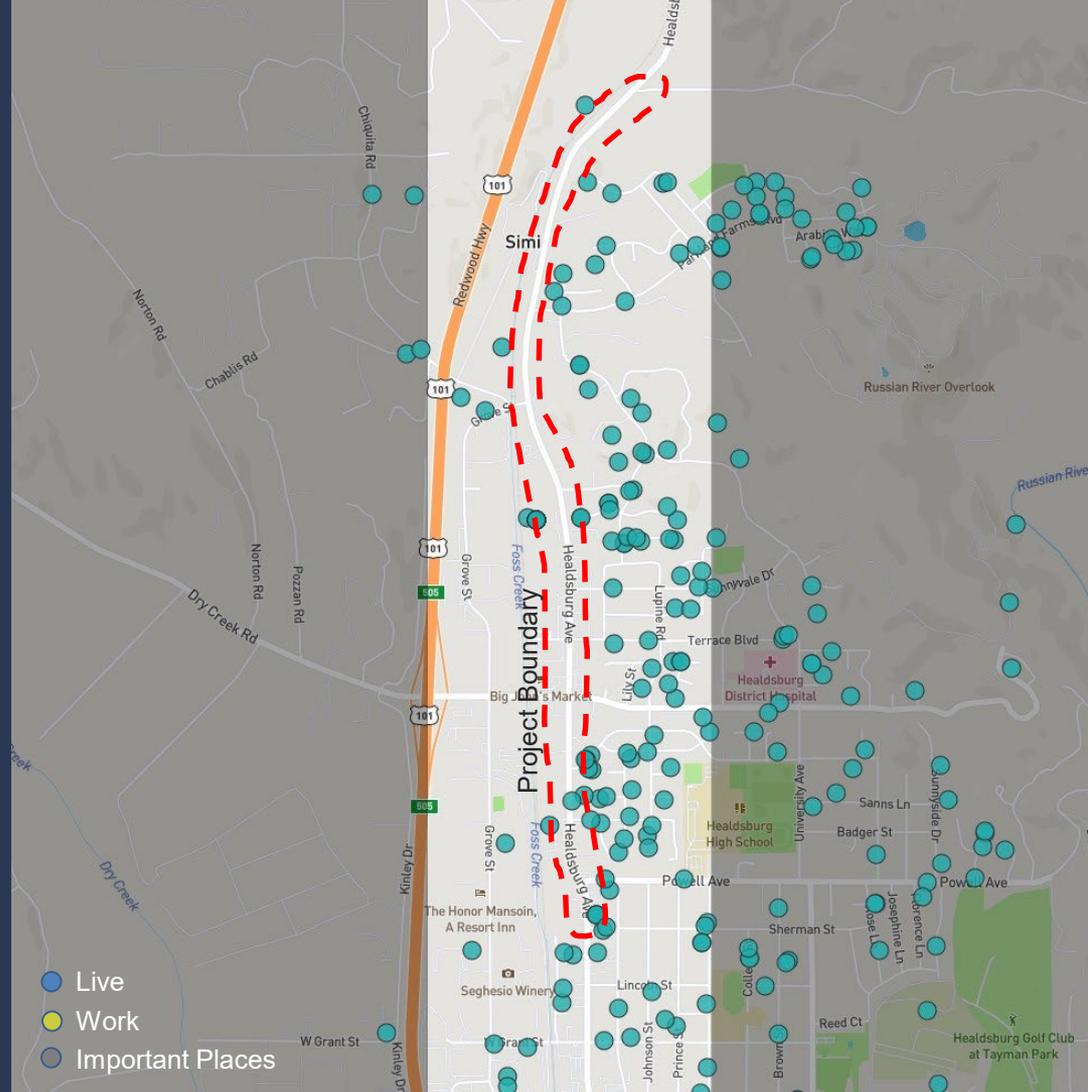
# Demographics

- 40% of respondents live in the area
- 30% of respondents shop or use services in the area
- 17% of respondents work in the area



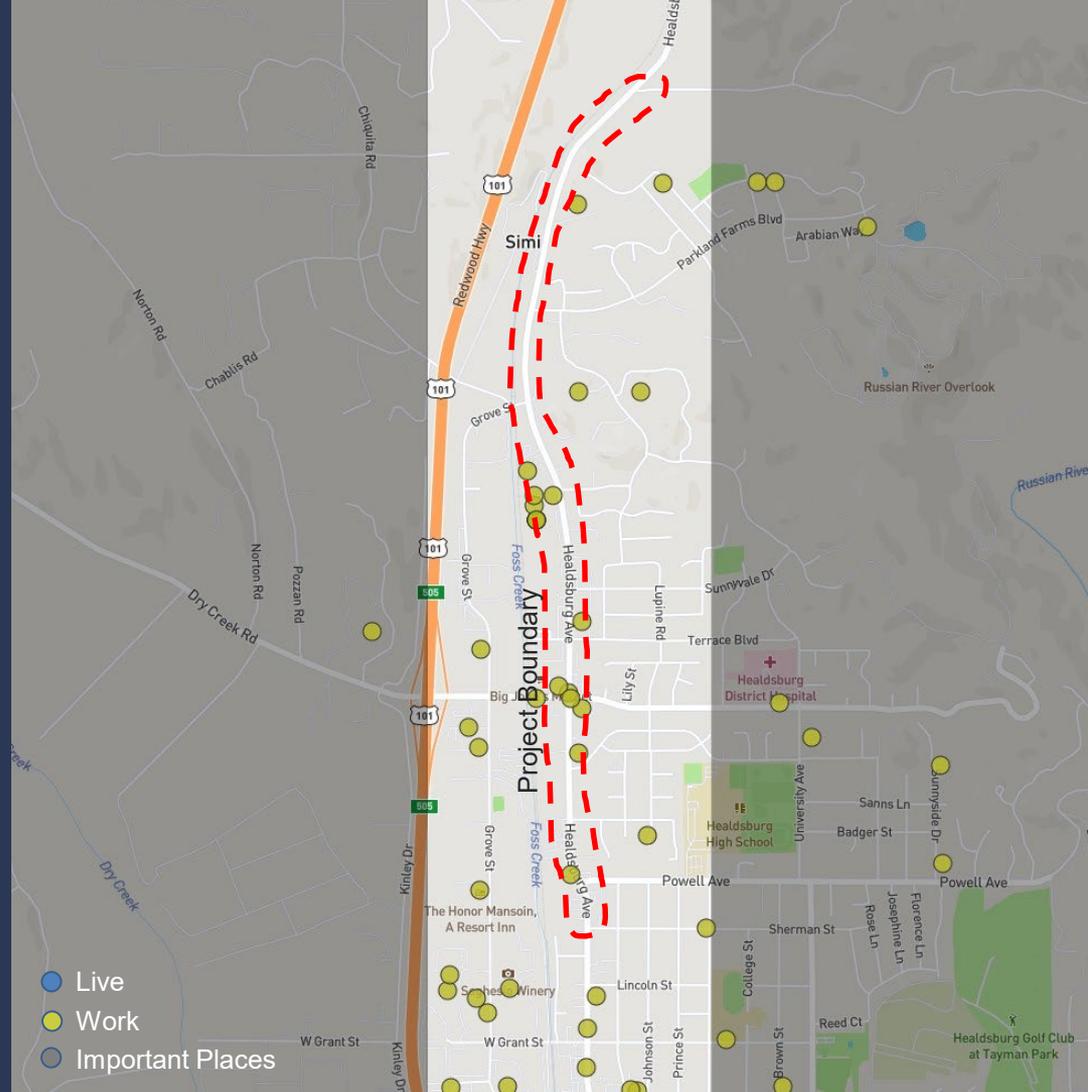
# Live, Work and Play

- 1,160 unique responses
- Results: Live
  - 52% have lived in the area for more than 10 years
  - 38% have lived in the area for 1-10 years



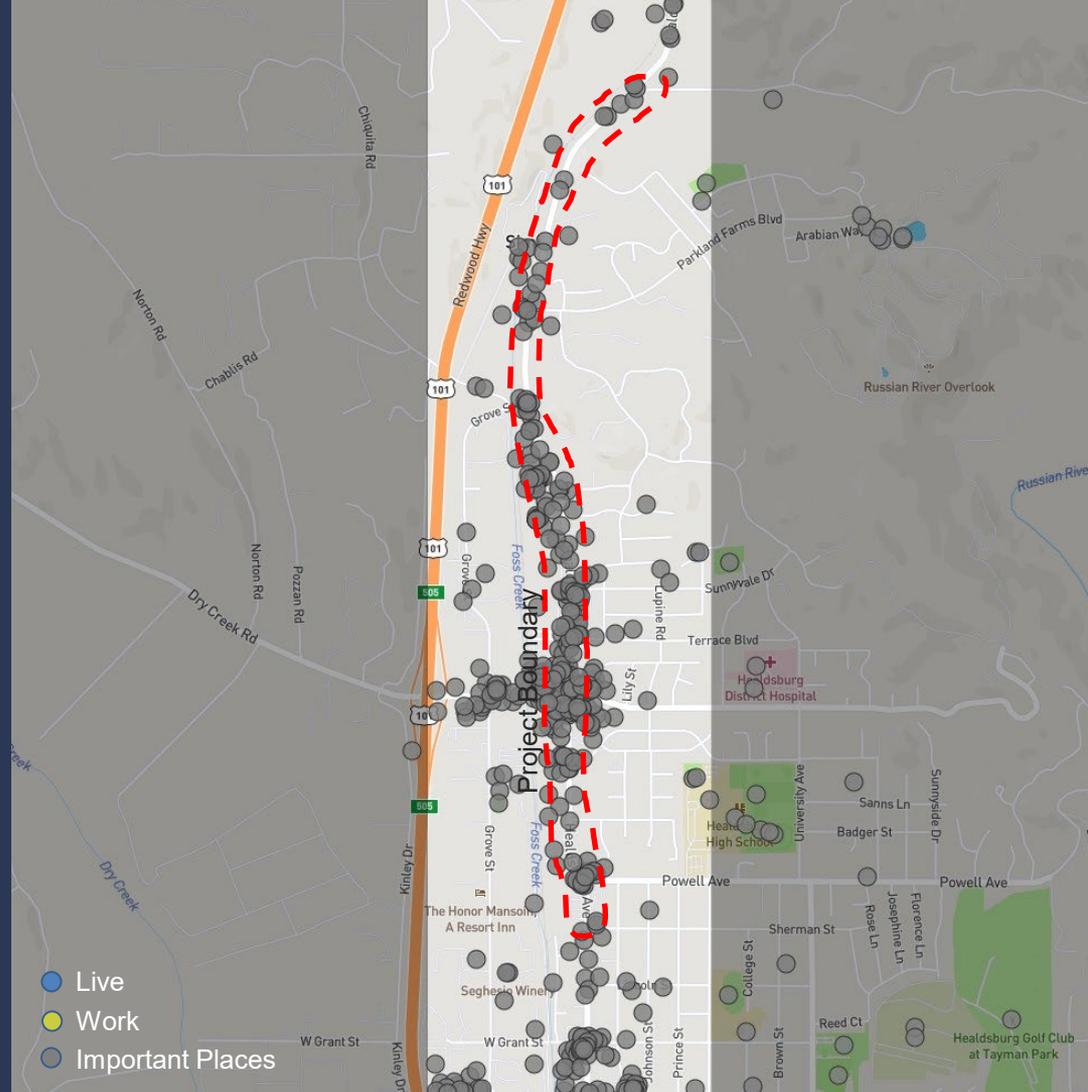
# Live, Work and Play

- 1,160 unique responses
- Results: Work
  - 40% have worked in the area for over 5 years



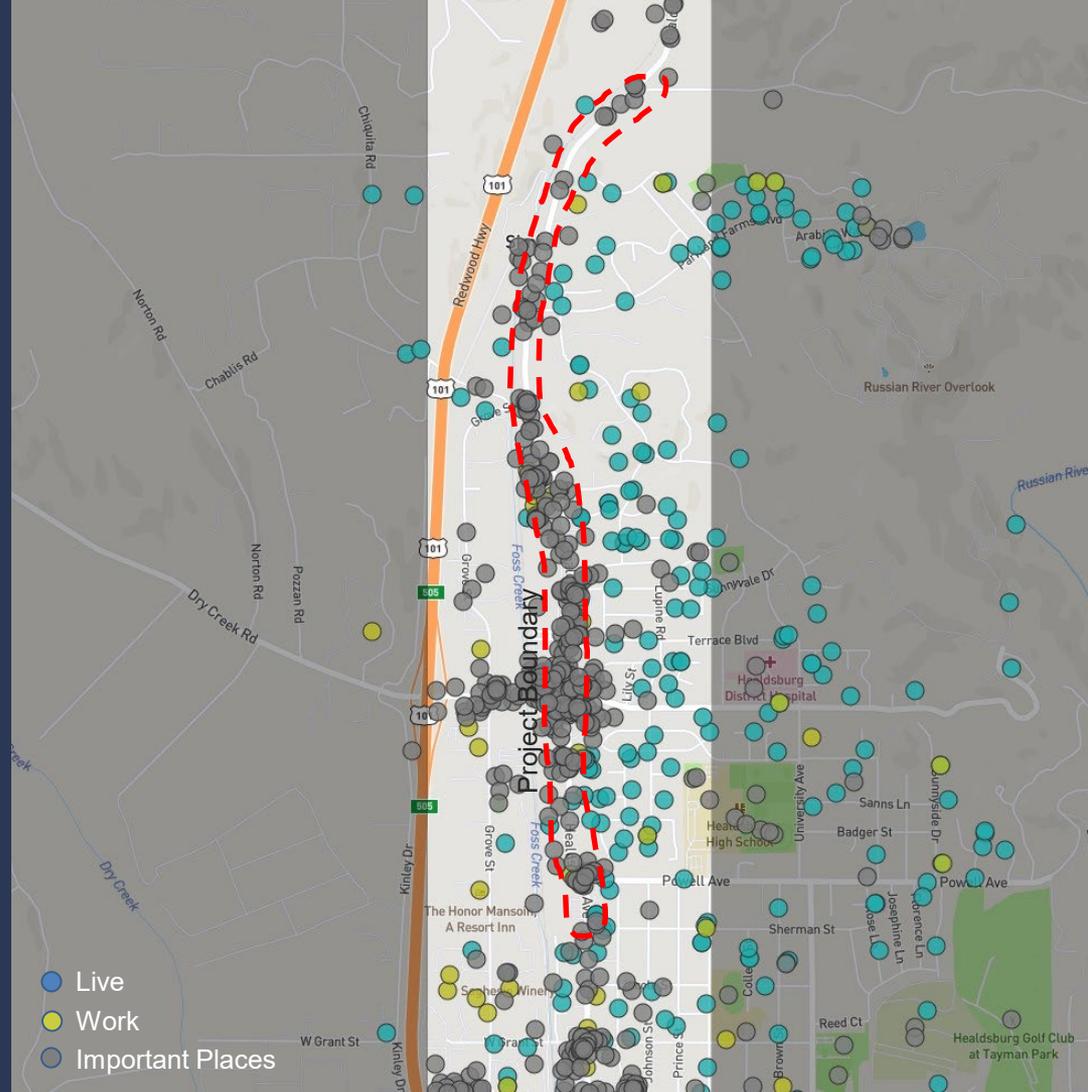
# Live, Work and Play

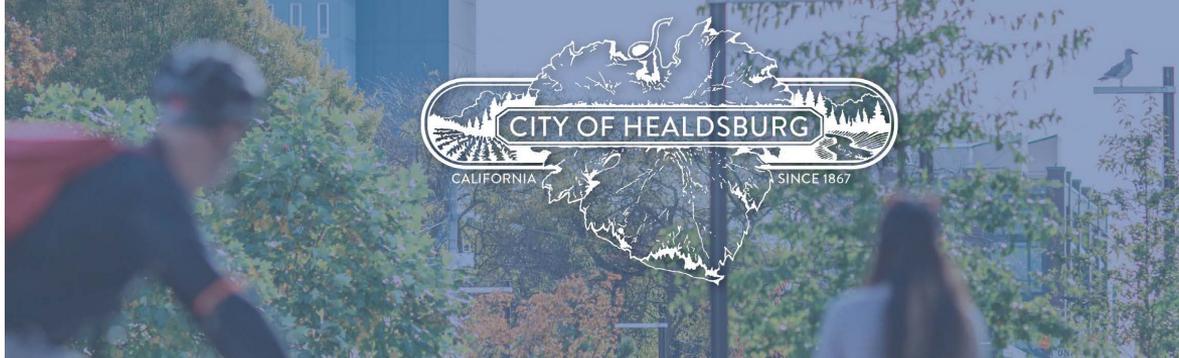
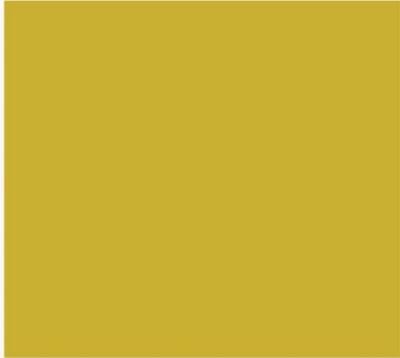
- 1,160 unique responses
- Results: Play
  - 786 responses
  - Reasons to visit:
    - Shop (285)
    - Services (224)
    - Eat (157)



# Live, Work and Play

- 1,160 unique responses
- Results: Combined





# C. Overall Vision and Design Community Workshop

# Process

- Meeting conducted on April 30th, 2019
- Meeting format:
  - Presentation of project purpose and existing conditions
  - Group discussions
    - Refine emerging vision
    - Identify key streetscape improvement opportunities
    - Create alternative street cross sections
  - Group reports

**HEALDSBURG AVE IMPROVEMENT STUDY**  
CITY OF HEALDSBURG

**COMMUNITY WORKSHOP #1: VISIONING DESIGN CHARRETTE**  
April 30th, 2019 • 6:00 p.m. – 8:30 p.m.  
Healdsburg Community Center, 1557 Healdsburg Ave

---

**A G E N D A**

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6:00 p.m.	<b>I. Welcome and Introductions</b>
6:05 p.m.	<b>II. Presentation</b> <ul style="list-style-type: none"><li>• Project Purpose and Process</li><li>• Assets, Issues &amp; Opportunities</li><li>• Emerging Overall Vision</li></ul>
6:30 p.m.	<b>III. Group Discussions</b> <ul style="list-style-type: none"><li>• Refine Emerging Vision</li><li>• Identify Key Streetscape Improvement Opportunities</li><li>• Create Future Street Cross Sections</li></ul>
7:30 p.m.	<b>IV. Group Reports</b> <ul style="list-style-type: none"><li>• Summarize Vision</li><li>• Two Key Streetscape Ideas</li></ul>
8:30 p.m.	<i>Meeting Close</i>

[For more information and to take a short survey, please go to \[http://www.ci.healdsburg.ca.us/874/Healdsburg\\\_Avenue\\\_Improvement\\\_Study\]\(http://www.ci.healdsburg.ca.us/874/Healdsburg\_Avenue\_Improvement\_Study\) or <http://bit.ly/healdsburgstudy>](http://www.ci.healdsburg.ca.us/874/Healdsburg_Avenue_Improvement_Study)

# Process

- Bilingual translation via headsets
- One group discussion in Spanish
- Comment card for additional feedback
- Combined meeting attendance 45 people approx.

**HEALDSBURG AVE IMPROVEMENT STUDY**  
CITY OF HEALDSBURG

---

**COMMENT CARD**  
COMMUNITY WORKSHOP #1: VISIONING DESIGN CHARRETTE

---

What is your overall vision for the project area?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What key improvements would you like to achieve?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other comments or thoughts?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**For project related questions, please contact Joe Irvin at:**  
Joseph D. Irvin | Assistant City Manager  
Email: [jirvin@ci.healdsburg.ca.us](mailto:jirvin@ci.healdsburg.ca.us) | Office: 707.431.3319 | Mobile: 707-481-5303

For more information and to take a short survey, please go to <https://www.ci.healdsburg.ca.us/87217/Healdsburg-Avenue-Improvement-Study>  
or <http://bit.ly/healdsburgstudy>

# Outreach

- Outreach by City:
  - Promoted City Website:  
<https://www.ci.healdsburg.ca.us/874/Healdsburg-Avenue-Improvement-Study>
  - Mailers hand delivered to local business owners along the corridor
  - Utilized online social media platforms such as Facebook and Nextdoor
  - Coordinated with Healdsburg 2040 Connectivity Working Group

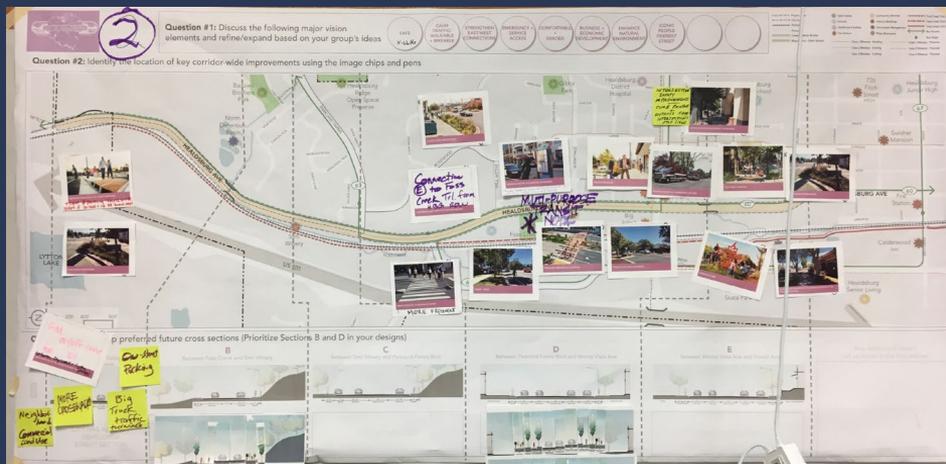
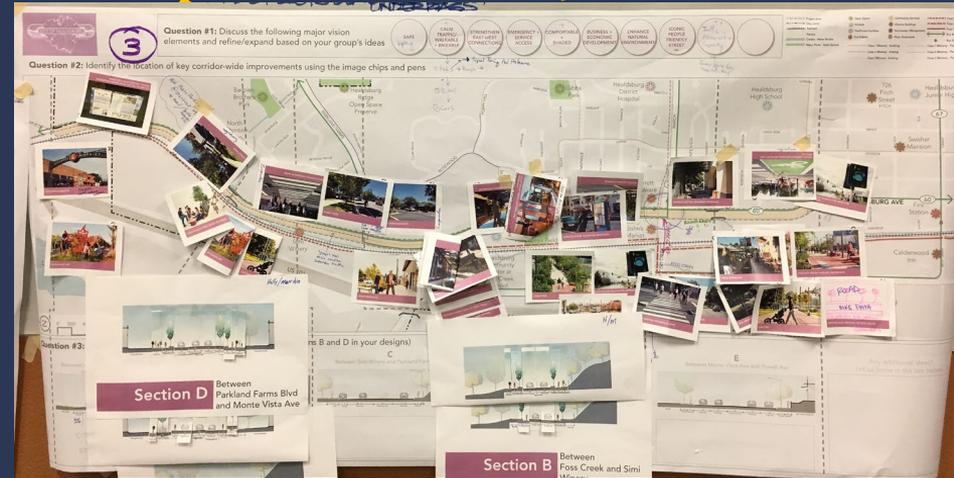
# Community Workshop (Initial Presentation)



# Community Workshop (Group Discussions)



# Community Workshop (Groups Results)



# Community Workshop (Overall Summary)

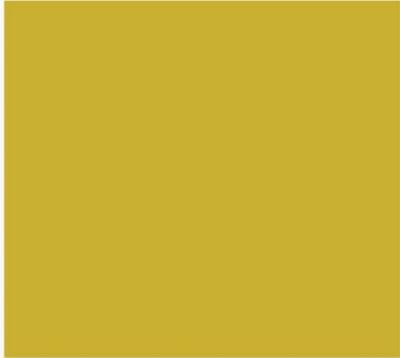
## HEALDSBURGT AVE IMPROVEMENT STUDY

### COMMUNITY WORKSHOP #1: VISIONING & ALTERNATIVES

2019 04 30



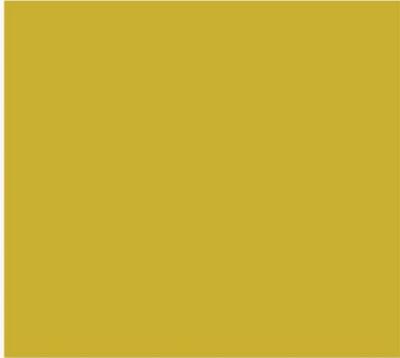
- ▷ MORE CROSSWALKS
  - ▷ CONNECTION TO FOSS CREEK
  - ▷ ADDRESS, LANE YEH, TURNING INTERSECTION X DRIVEWAY
  - ▷ ON-STREET PARKING @ SOME AREA (NEEDED)
  - ▷ TREES
  - ▷ AVOID CARS SITTING IN TRAFFIC
- ▷ BIKE LANES
  - ▷ NARROW ST. TO 3 LANES
  - ▷ STREET SWEEPING (SIGNS)
  - ▷ PROTECTED BIKE LANE WITH RUMBLE
- ▷ TRAFFIC CIRCLE/ROUNDBOOT. COMMUNITY @ BIG JOHN: GATHERING SPACE, HUB
  - ▷ WIDER SIDEWALKS PROTECTED BY LANDSCAPE
  - ▷ CROSSWALKS. LIGHTED, SIGNALIZED
  - ▷ PEDESTRIAN UNDER FOSS CREEK: DUAL CROSSINGS
- ▷ CLIMATE/ENVIRONMENT
  - ▷ PED PRIORITY SIGNAL
  - ▷ REUSE BIKE LANES
  - ▷ TRANSIT
- ▷ SAFER SIGNALS, LARGE COMM. VEHICLES
  - ▷ RIGHT BALANCE
  - ▷ TOUCH FREE PLAY
  - ▷ ADDITIONAL SERVICES
  - ▷ ON/OFF RAMP
  - ▷ TREES



# Overall Community Vision

# Emerging Community Vision

*Healdsburg Ave is a safe and comfortable street for people who walk, bike, take transit and drive. It is well connected to adjoining neighborhoods and Foss Creek multi-use trail. The redesigned street calms traffic while maintaining traffic flow, delivery service and emergency access. New streetscape improvements will support local businesses while creating an iconic people friendly that meaningfully integrates the natural environment.*



# Overall Community Goals

# Community Goals

Overall vision elements served as a foundation for different Community Goals that help create a complete street





# #1

Improve safety for  
people walking,  
biking, driving and  
taking transit

---

190 responses



# #2

Strengthen east-west walking and biking connections to adjoining neighborhoods and existing and planned Foss Creek multi-use trail

---

166 responses



#3

Enhance and  
incorporate the  
natural environment

---

159 responses



#4

Calm traffic to allow  
for a more walkable  
and bikeable  
environment

---

135 responses



Magnolias  
Deli-cafe - butcher

#5



Support business and  
economic  
development

127 responses



#6

Improve overall shade  
and comfort for all  
users

---

126 responses



#7

Maintain important  
emergency and  
service access along  
Healdsburg Avenue

112 responses

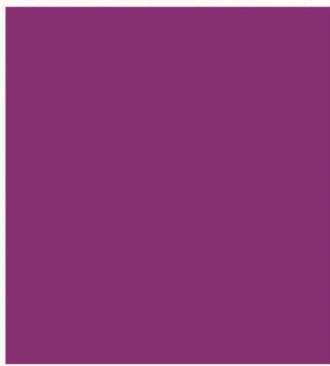
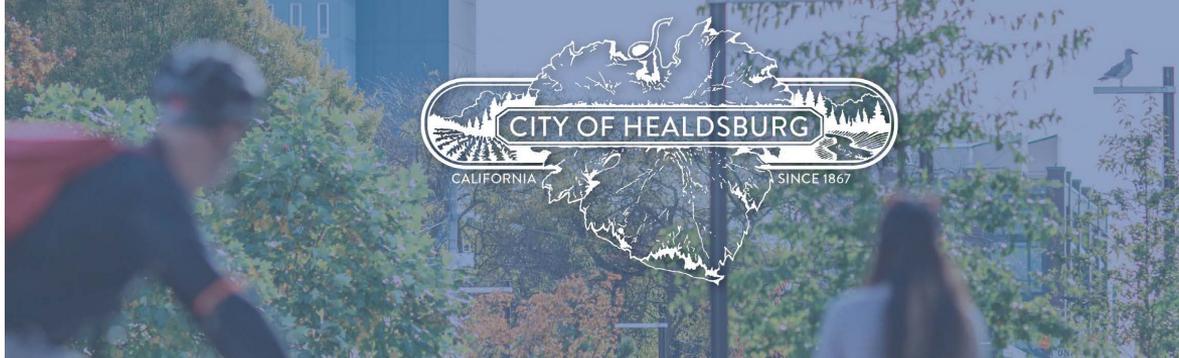
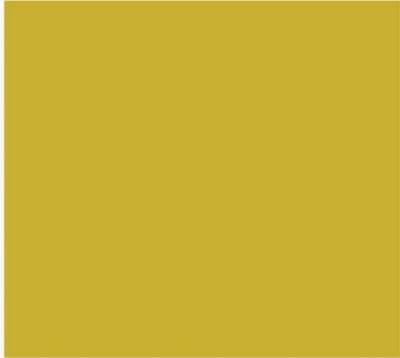


REBUILD  
LYONS  
STRONG

#8

Create a iconic people  
friendly street

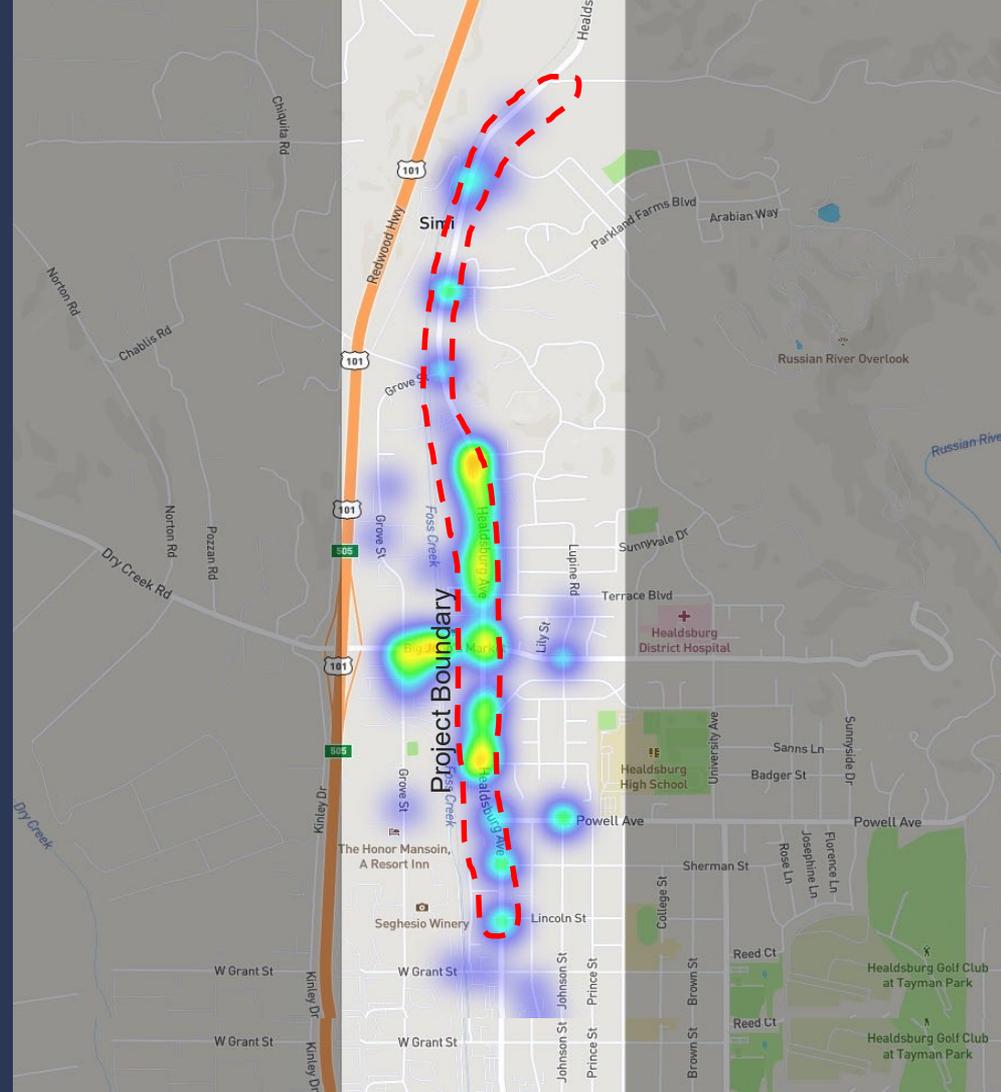
96 responses



# Overarching Community Streetscape Improvements

# Walking Improvements

- 634 unique responses
- Results:



# Key Walking Improvements

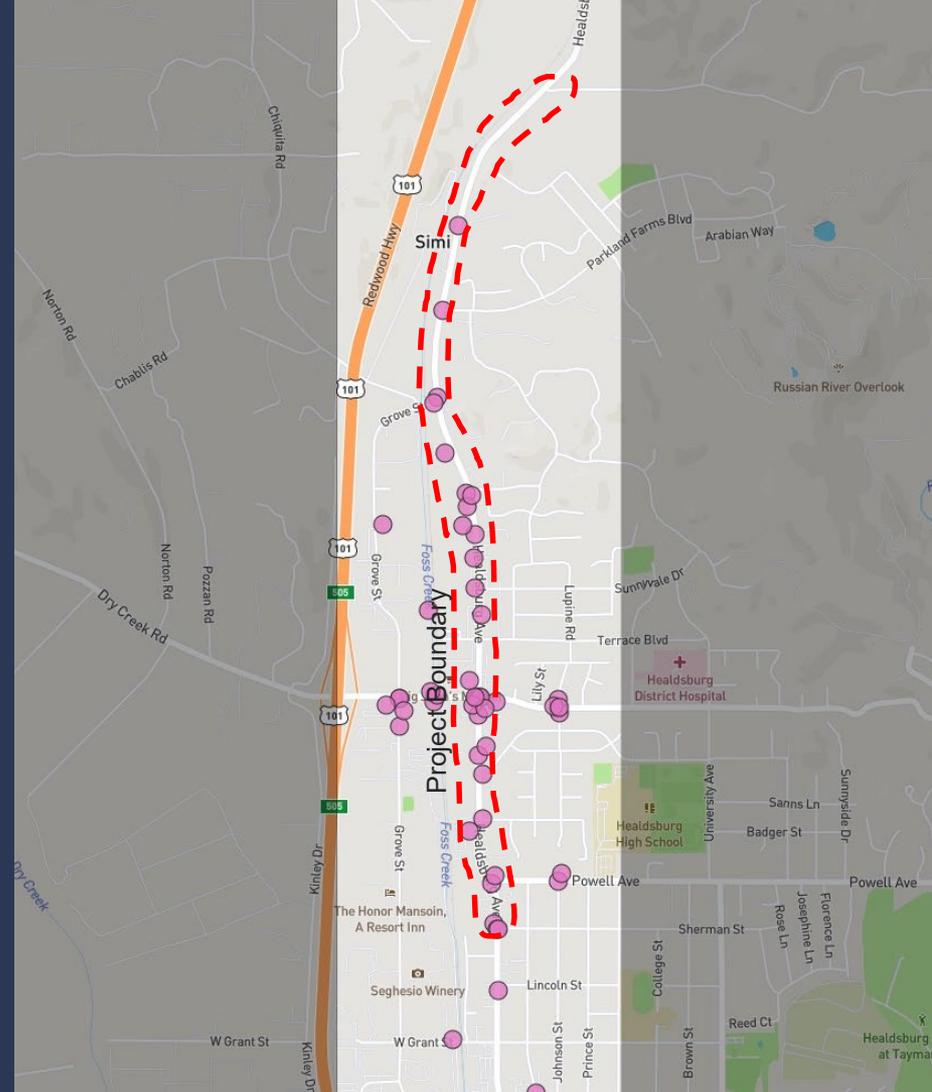
- 148 responses would like to ensure landscaped protection from fast moving traffic
- 136 responses would like to make existing crosswalks safer
- 113 responses would like more frequent opportunities for crossing the street



# Walking Improvements

Location specific

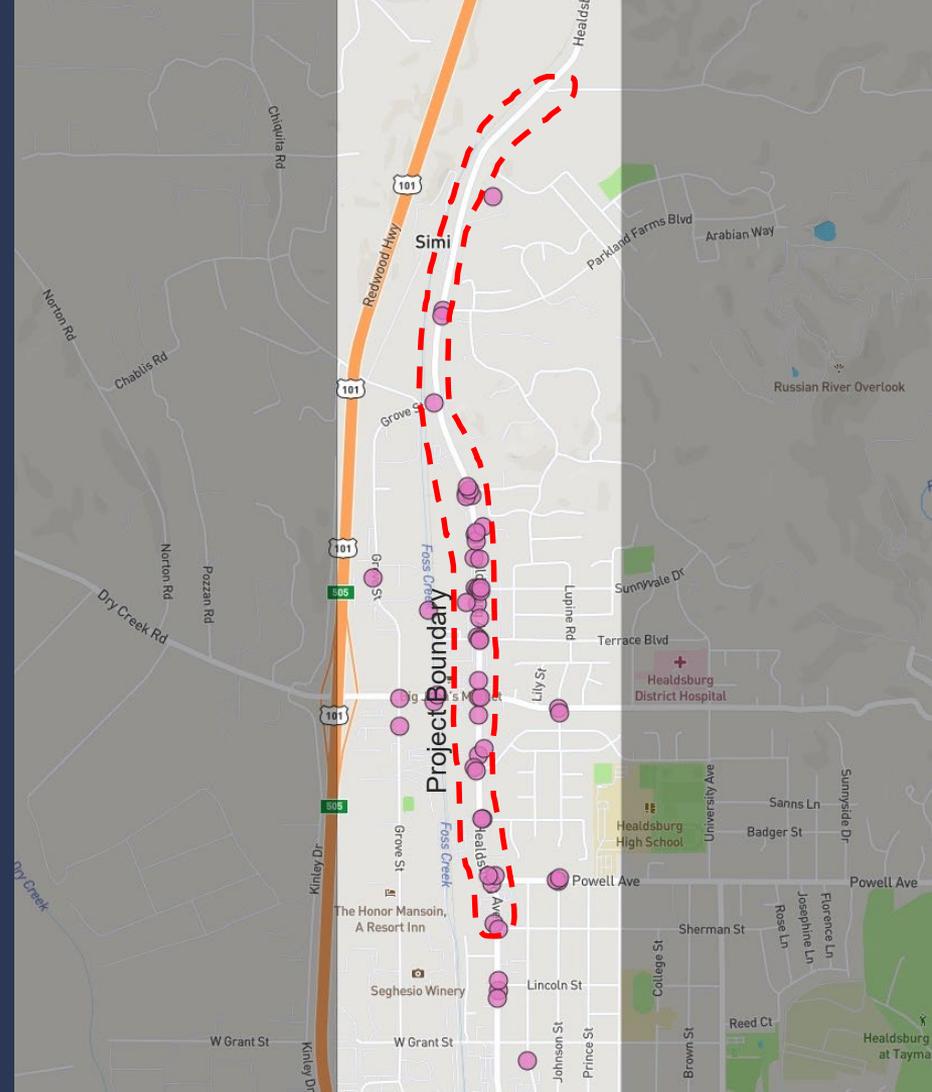
- Make existing crosswalks safer



# Walking Improvements

Location specific

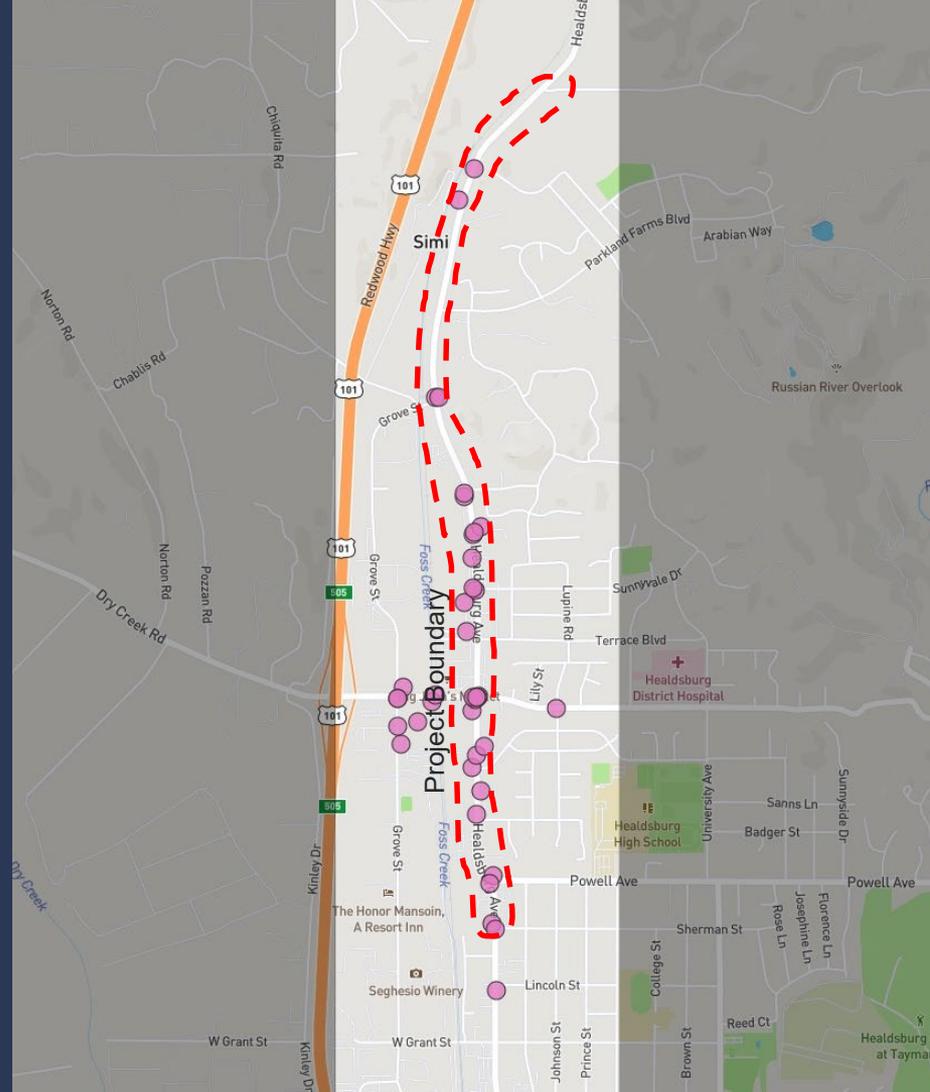
- Make existing crosswalks safer
- Provide more frequent opportunities to cross street



# Walking Improvements

Location specific

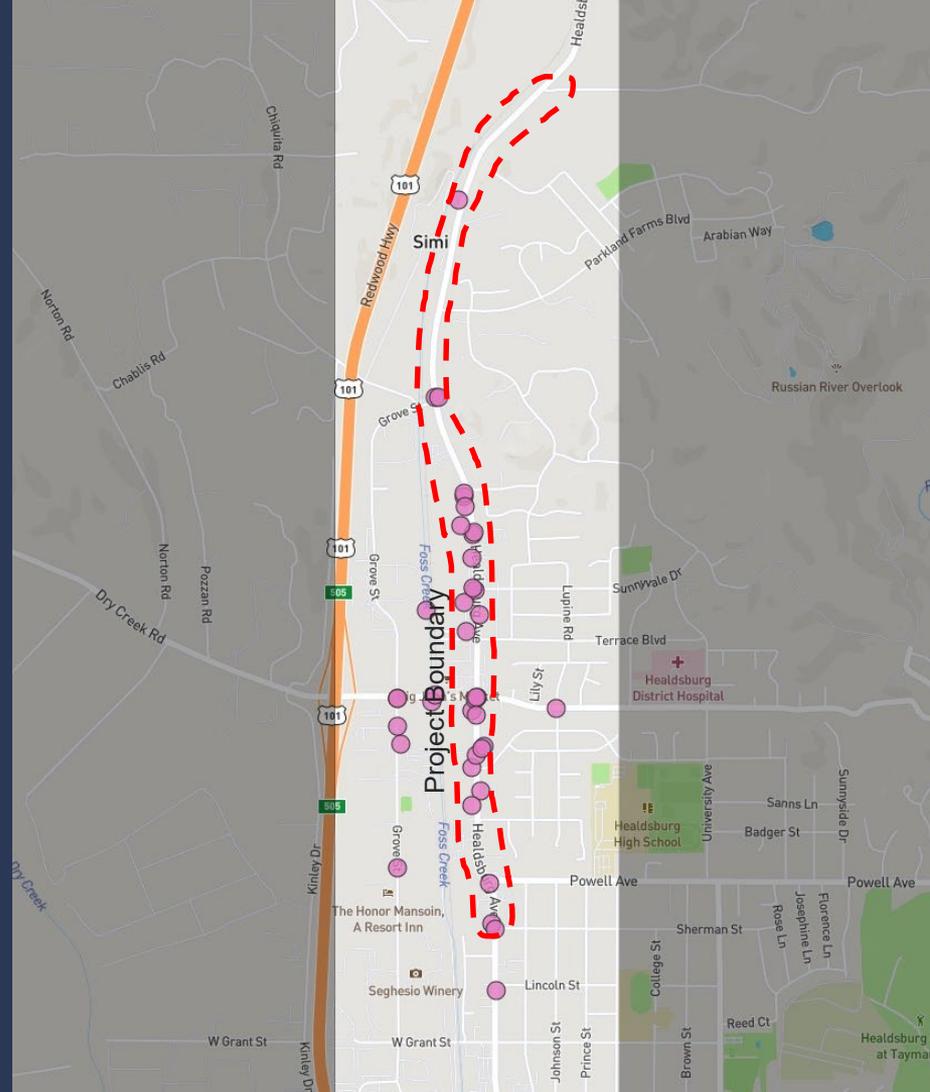
- Make existing crosswalks safer
- Provide more frequent opportunities to cross street
- Ensure landscaped protection from traffic



# Walking Improvements

Location specific

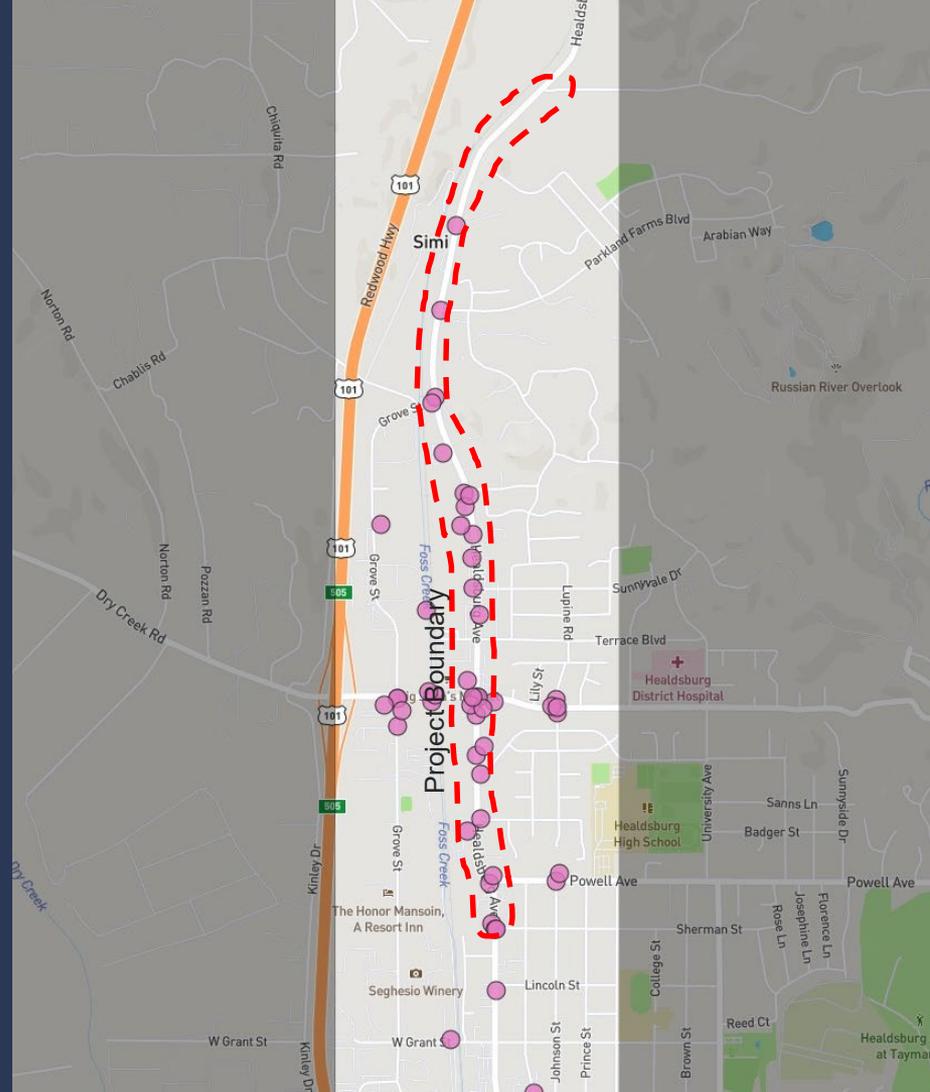
- Make existing crosswalks safer
- Provide more frequent opportunities to cross street
- Ensure landscaped protection from traffic
- Provide separation from adjacent auto uses



# Walking Improvements

Location specific

- Make existing crosswalks safer
- Provide more frequent opportunities to cross street
- Ensure landscaped protection from traffic
- Provide separation from adjacent auto uses
- Improve existing driveway crossings to make them safer

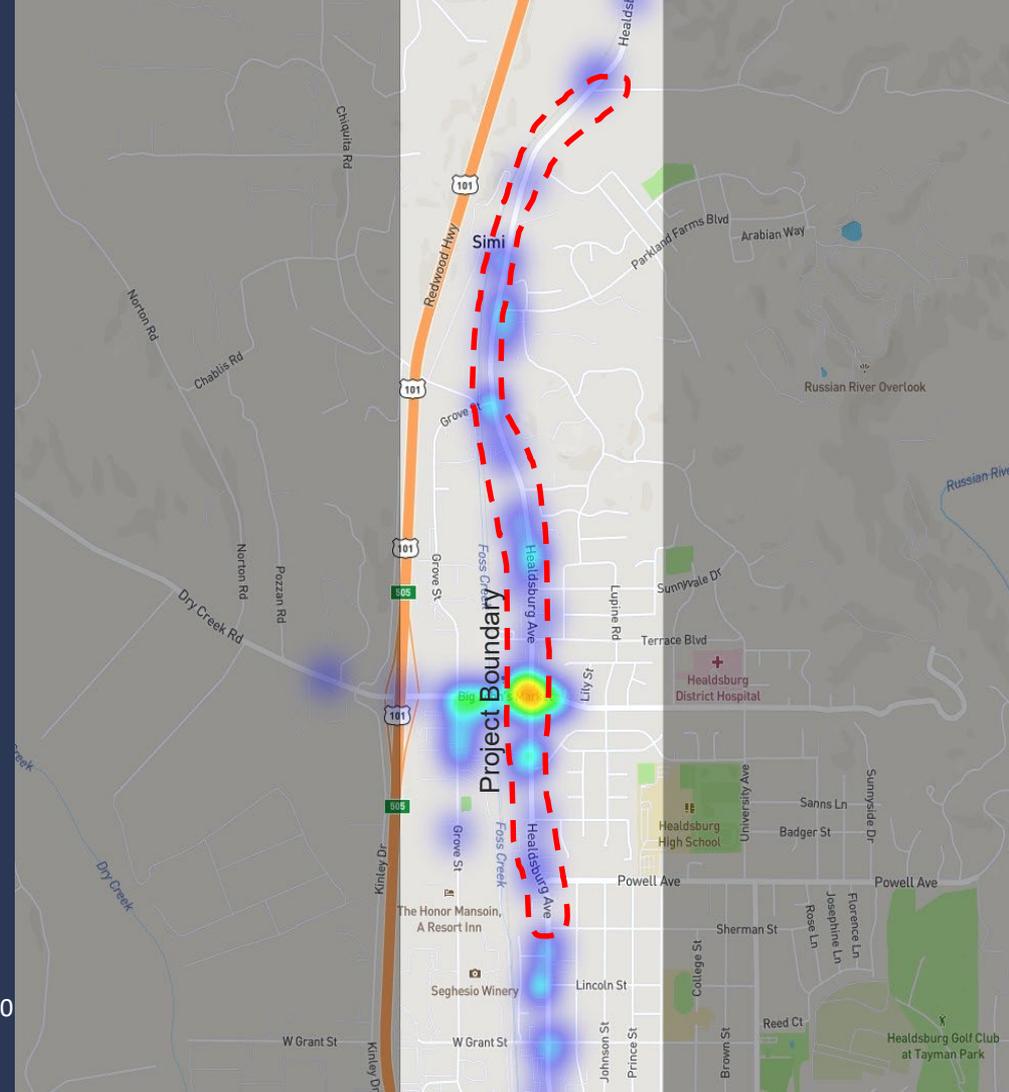
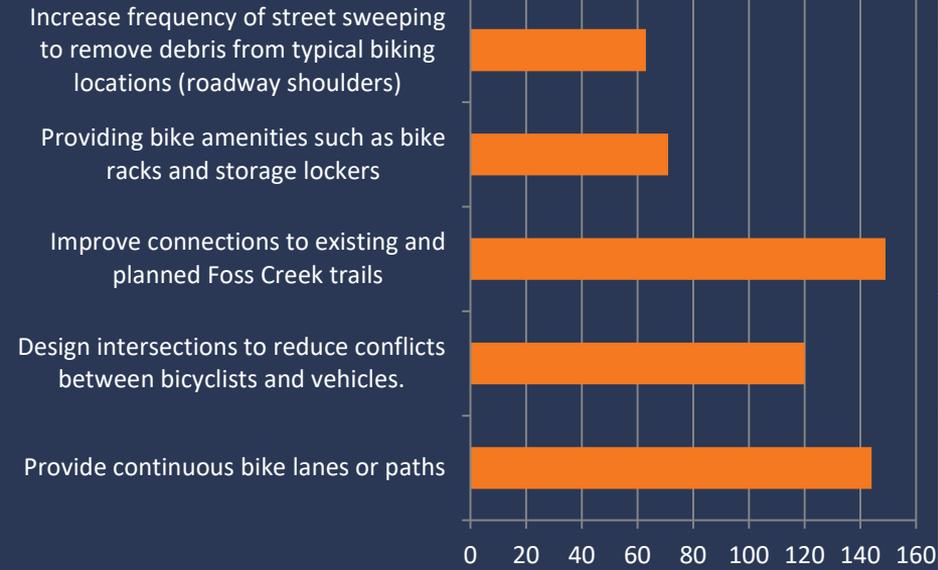




# Biking

# Biking Improvements

- 547 unique responses
- Results:



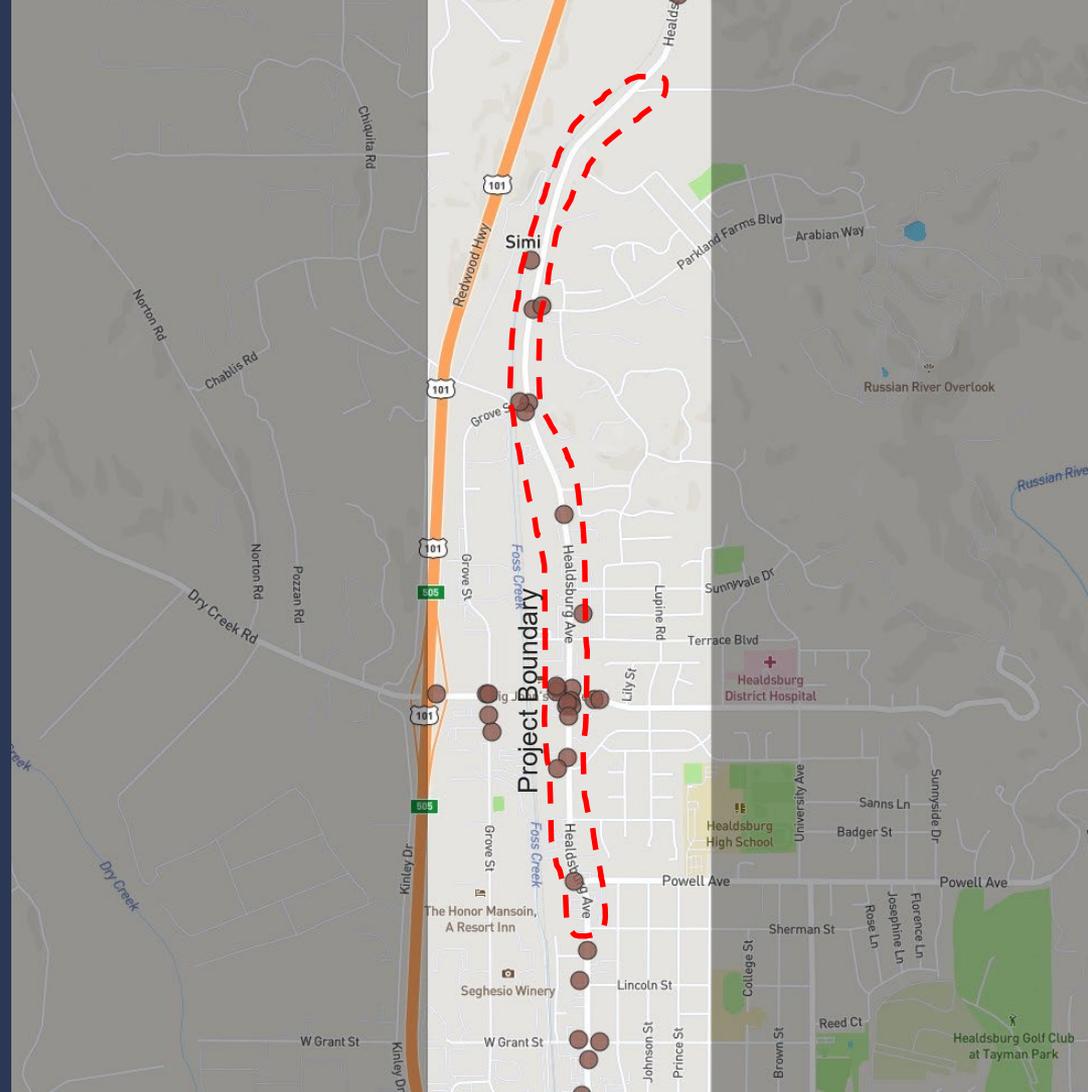
# Key Bike Improvements

- 149 responses would like to improve connections to existing and planned Foss Creek trails
- 144 responses would like to provide continuous bike lanes or paths
- 120 responses would like designed intersections to reduce conflicts between bicyclists and vehicles.



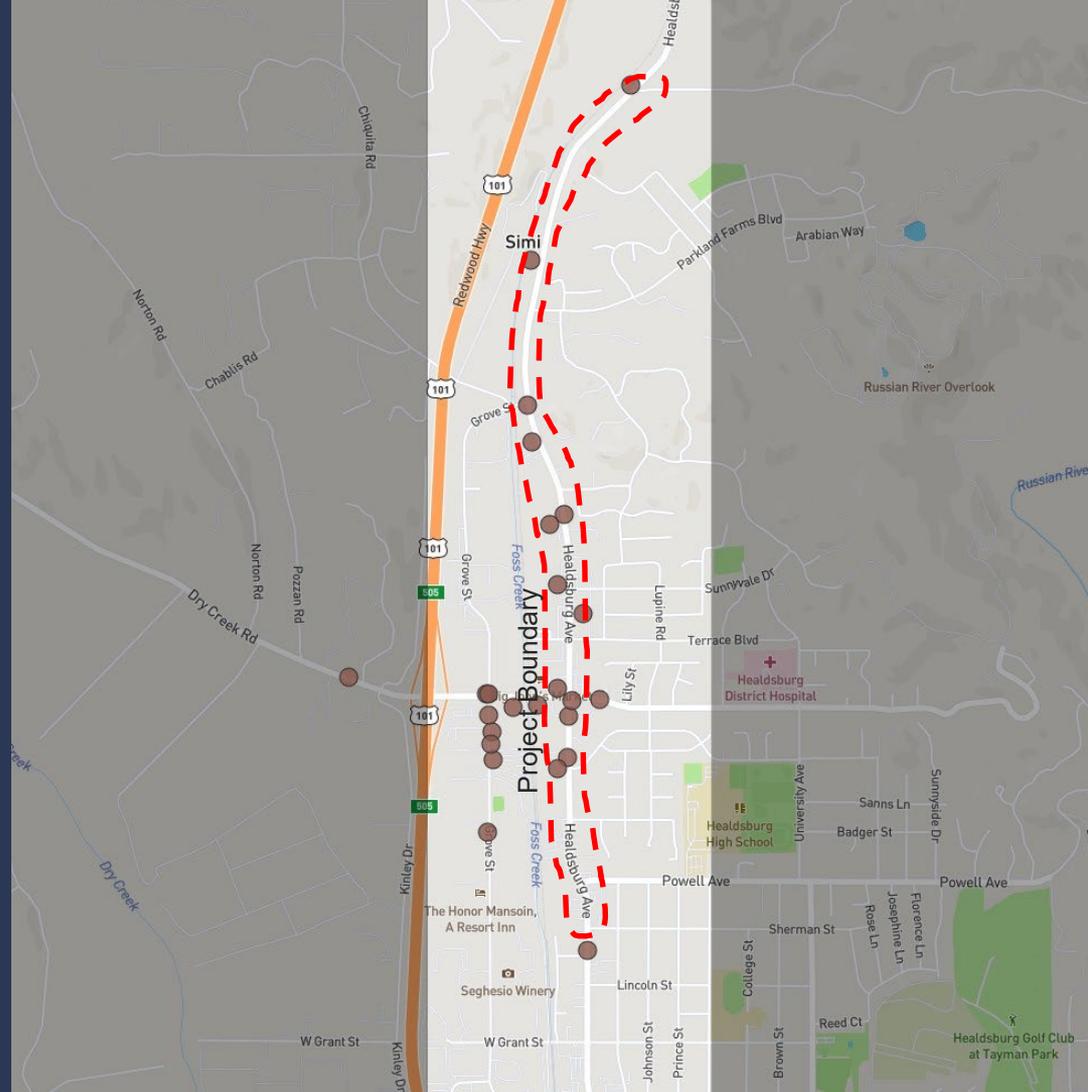
# Biking Improvements

- Location specific
  - Enhance bike safety at intersection



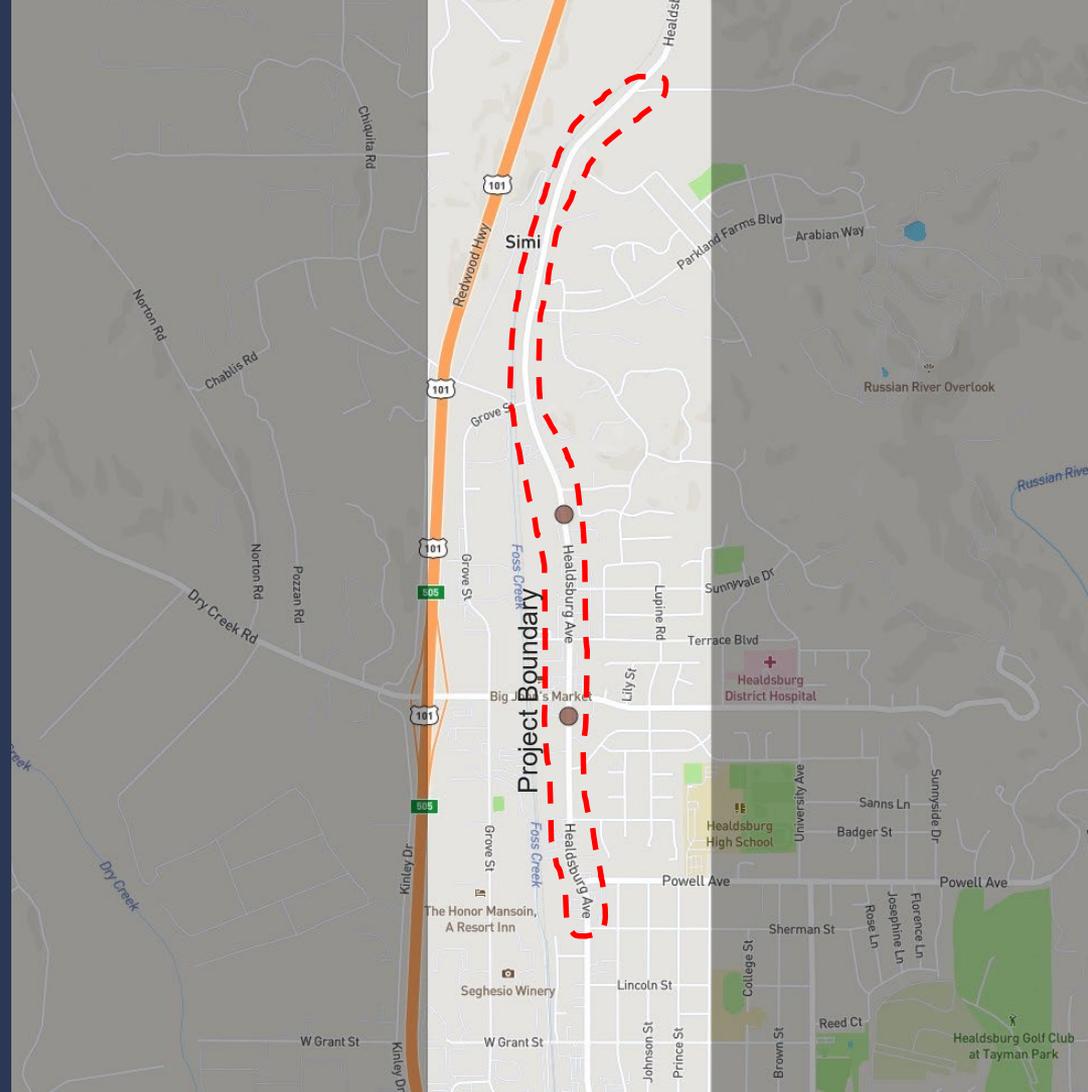
# Biking Improvements

- Location specific
  - Enhance bike safety at intersection
  - Improve connections to existing bike lanes and trails



# Biking Improvements

- Location specific
  - Enhance bike safety at intersection
  - Improve connections to existing bike lanes and trails
  - Provide bike racks



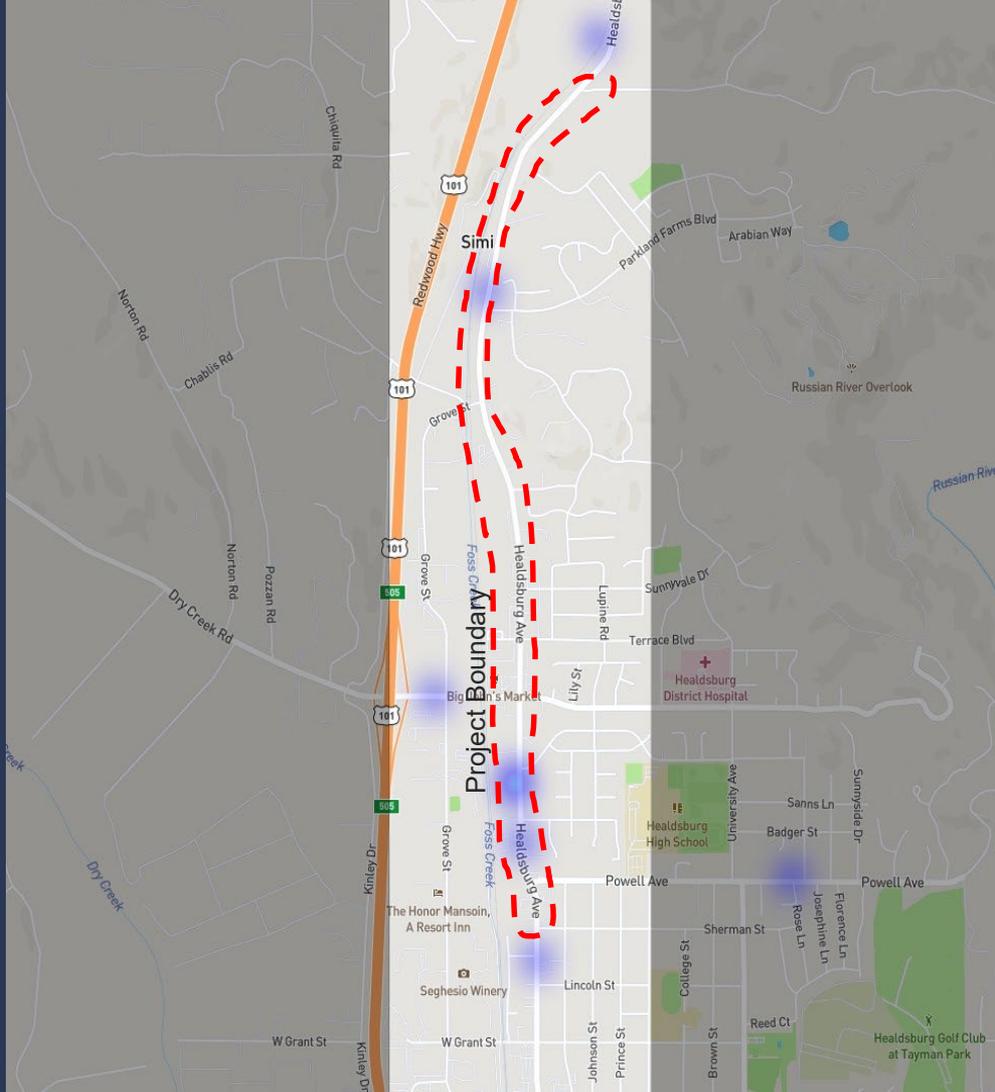
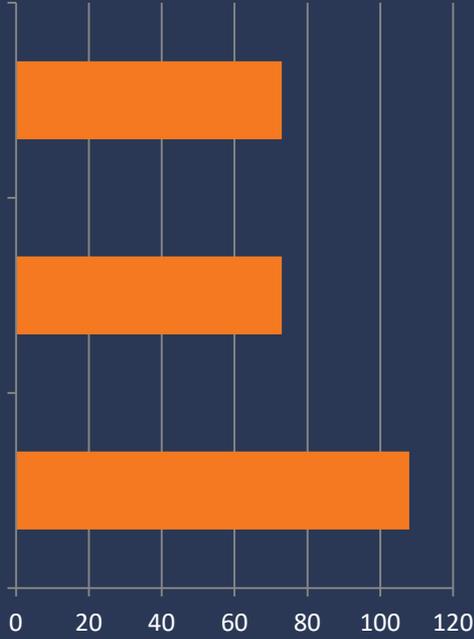
A photograph of a transit bus at a stop. A person is walking on the sidewalk to the left of the bus. In the foreground, there is a wooden bench. The word "Transit" is overlaid in large white text in the center of the image. The bus has "22" on its front and "SCHEDULE LOCKED" on its side. There is also a sign on the bus that says "Transit is spectacular".

# Transit

# Transit Improvements

- 108 unique responses
- Results:

Adjust route timing, location, and frequency



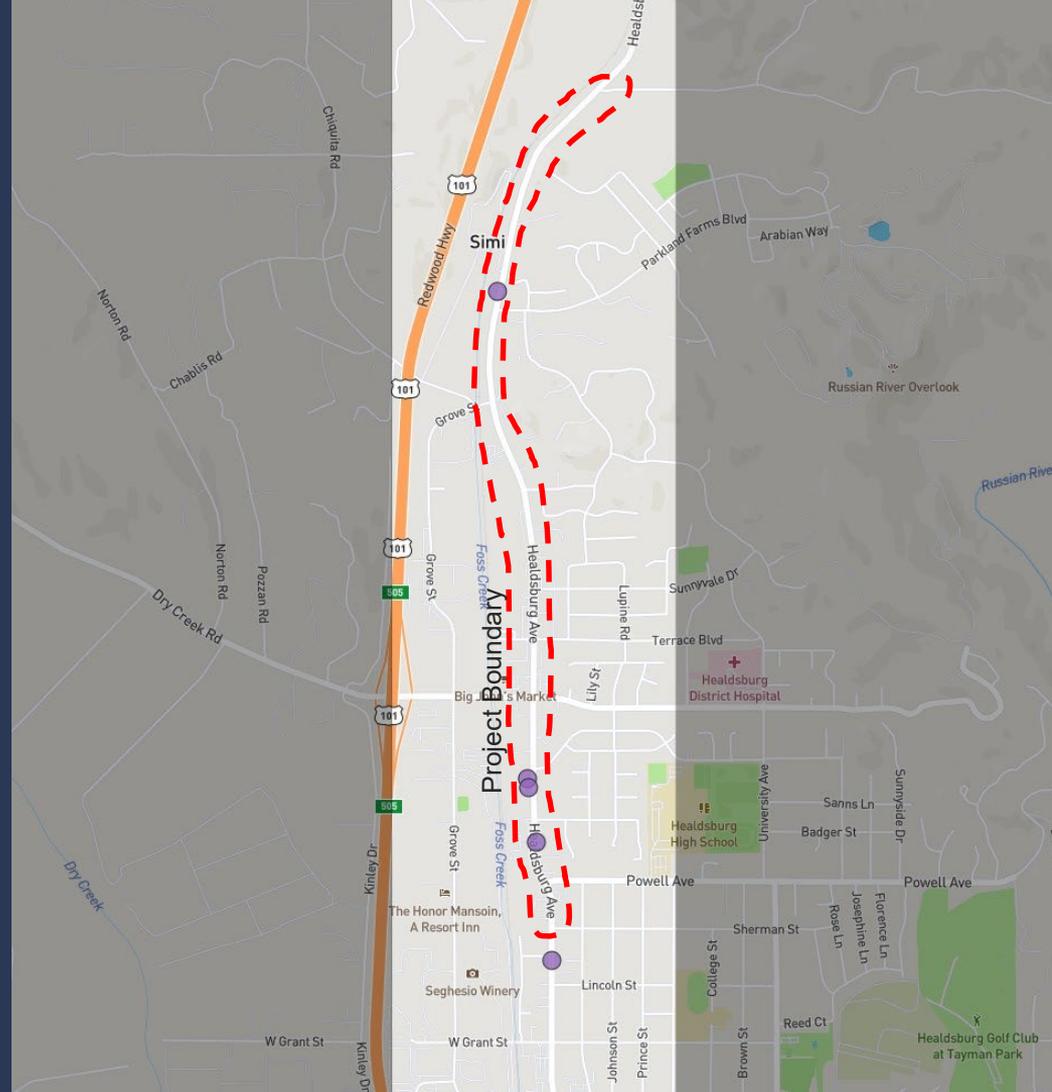
# Key Transit Improvements

- 108 responses would like to improve existing bus stops with shelters and add lighting
- 73 responses would like to add iconic transit stops that also create identity
- 73 responses would like to adjust route timing, location, and frequency.



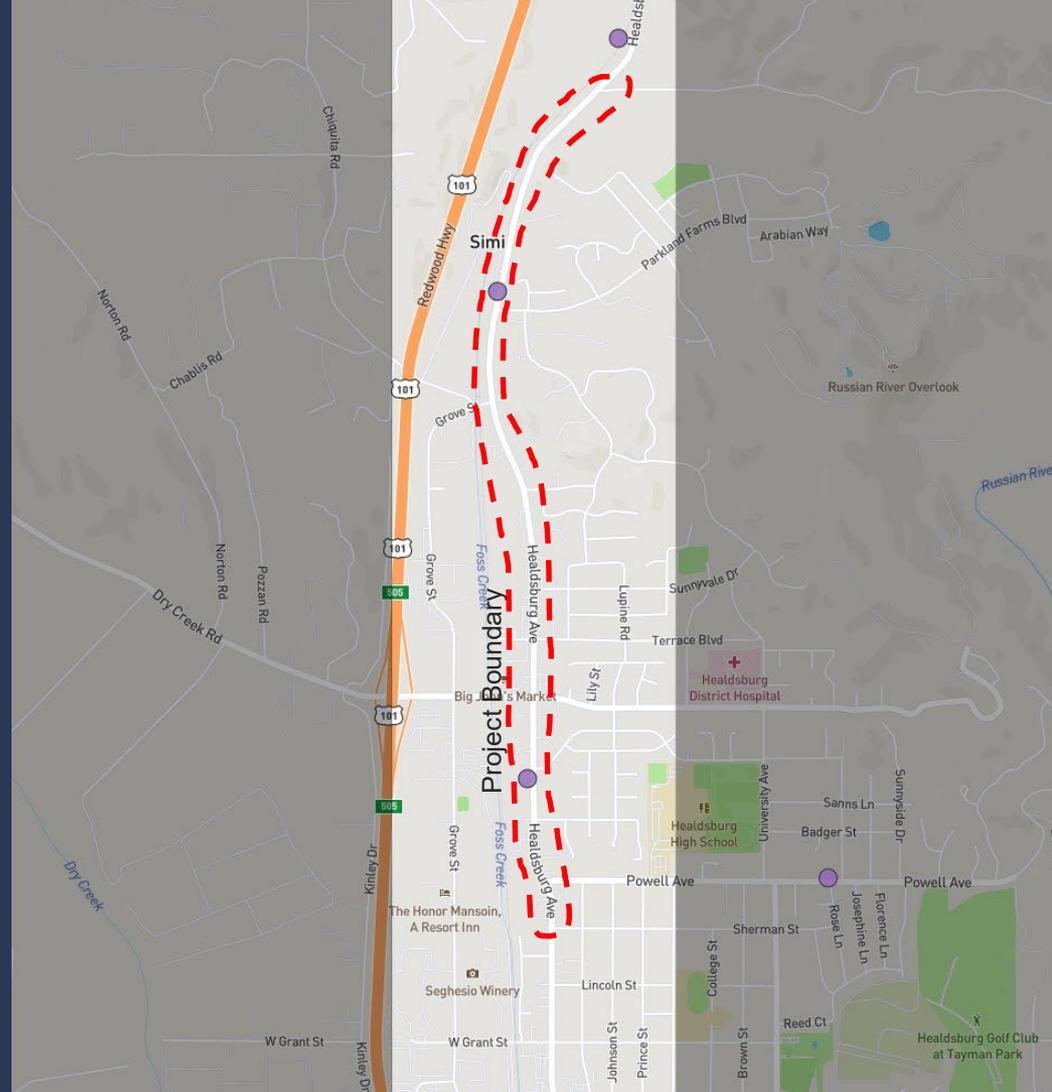
# Transit Improvements

- Location specific
  - Improve existing bus stops with shelters and add lighting



# Transit Improvements

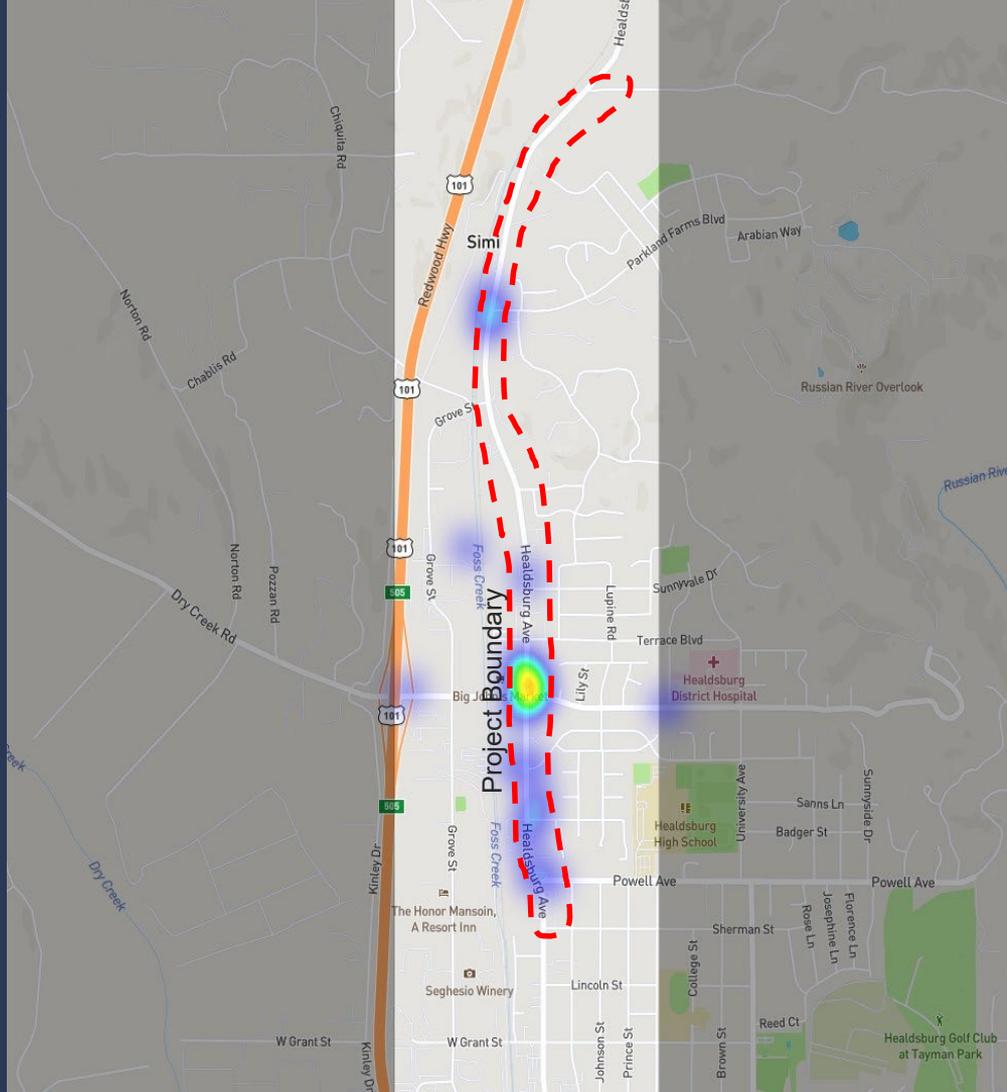
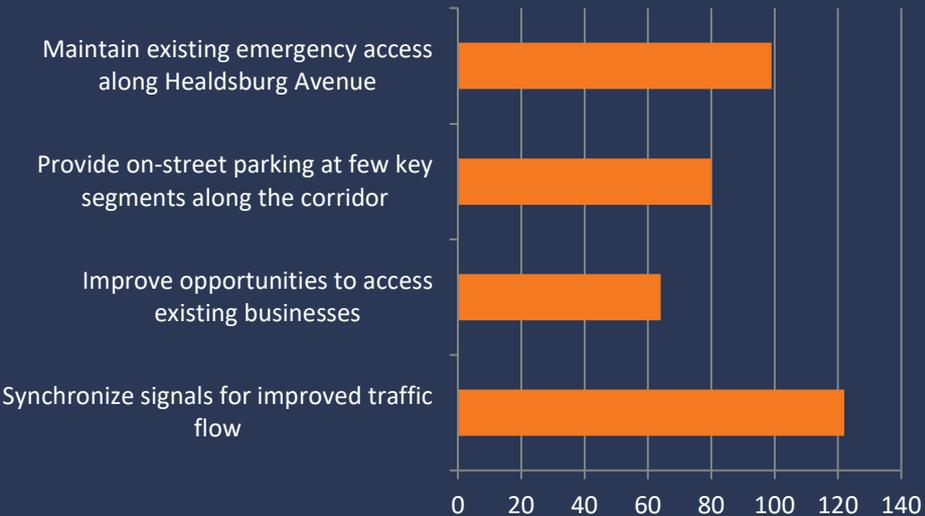
- Location specific
  - Improve existing bus stops with shelters and add lighting
  - Add a new transit stop



# Driving

# Driving Improvements

- 365 unique responses
- Results:



# Key Driving Improvements



- 122 responses would like to synchronize signals for improved traffic flow



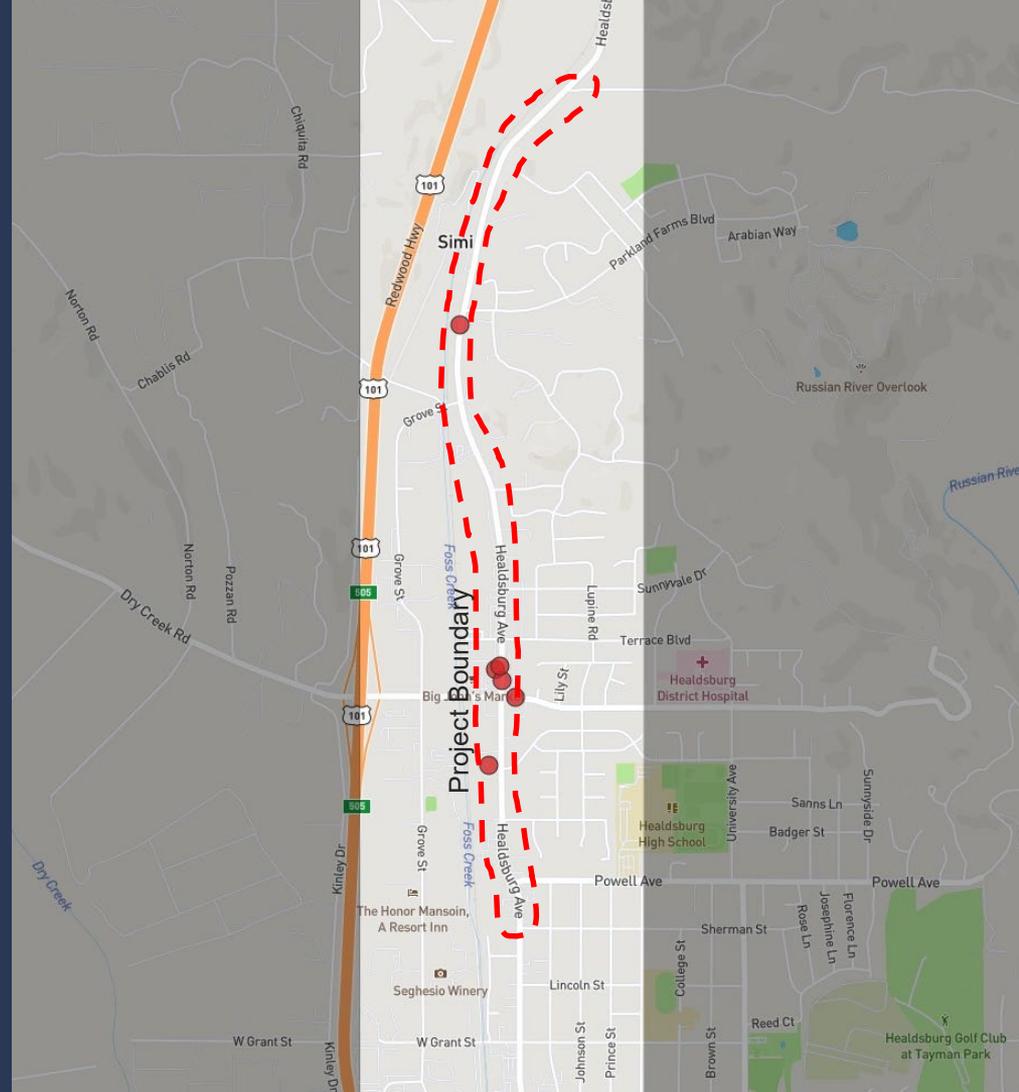
- 99 responses would like to maintain existing emergency access along Healdsburg Avenue



- 80 responses would like to provide on-street parking at few key segments along the corridor

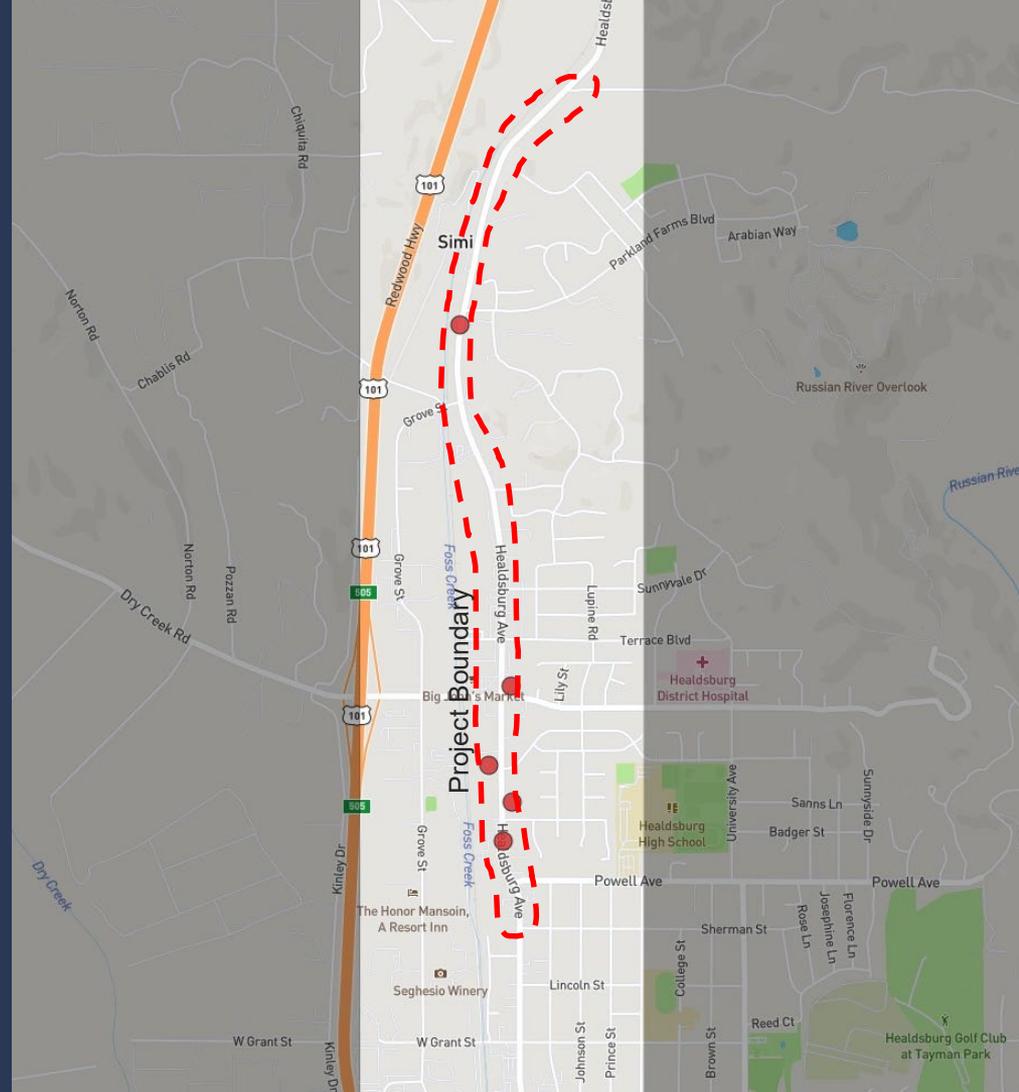
# Driving Improvements

- Location specific
  - Improve access to existing businesses



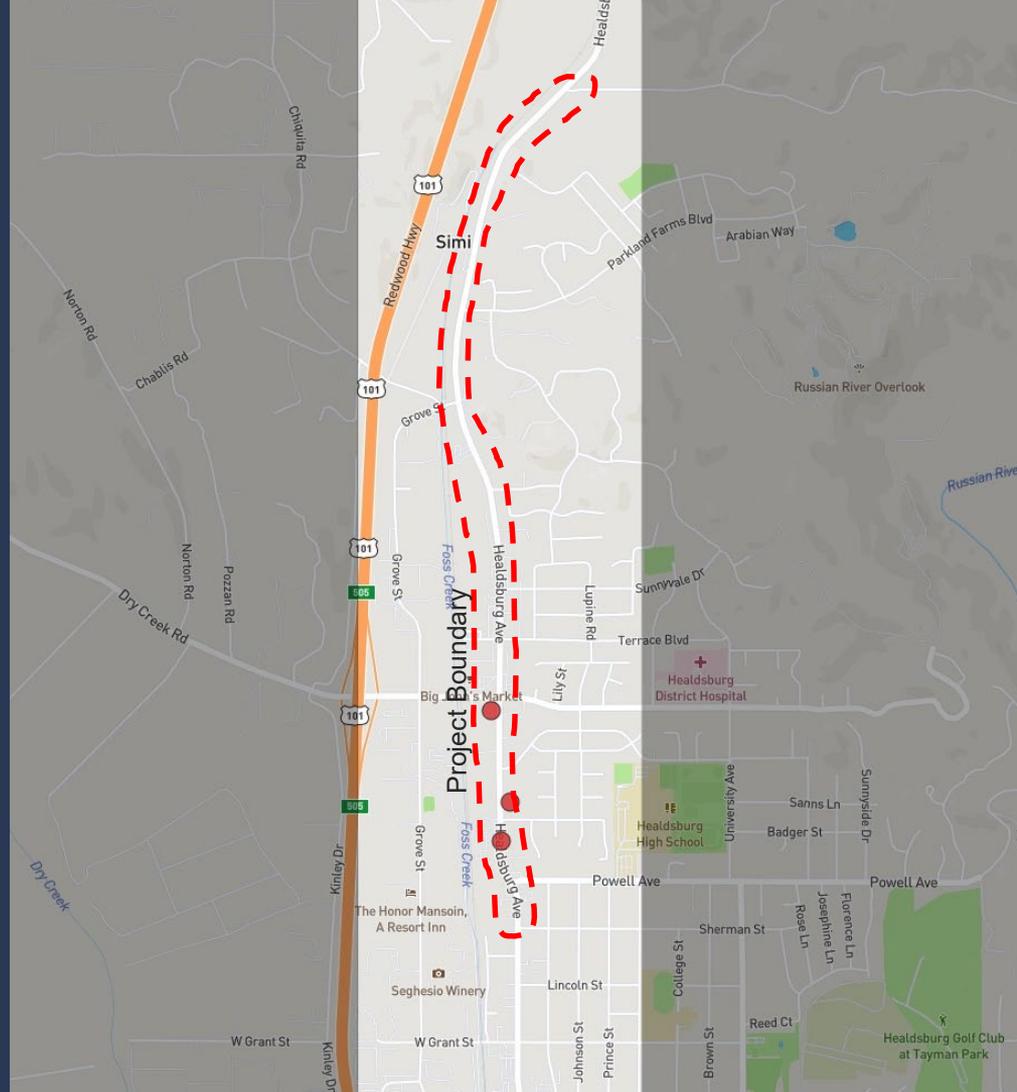
# Driving Improvements

- Location specific
  - Improve access to existing businesses
  - Provide on-street parking at few key segments along the corridor



# Driving Improvements

- Location specific
  - Improve access to existing businesses
  - Provide on-street parking at few key segments along the corridor
  - Synchronize signals for improved traffic flow

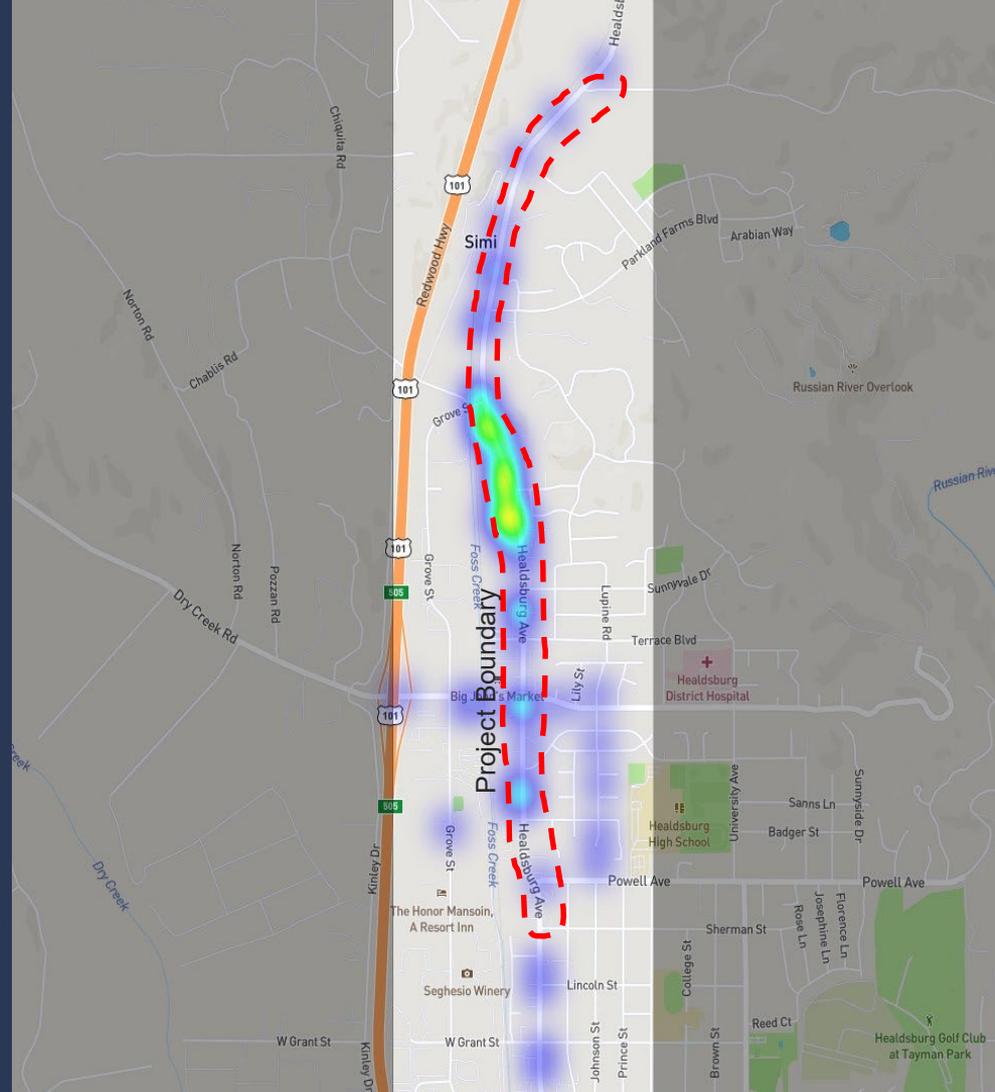
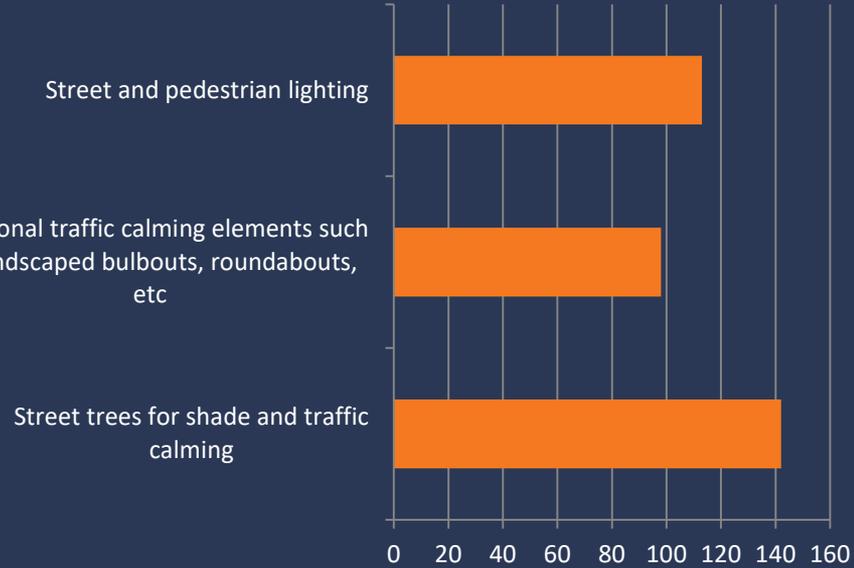


A photograph of a modern, landscaped pedestrian walkway. The walkway is paved with colorful, textured tiles in shades of red, green, and yellow. Several people are sitting on low, wide, reddish-brown concrete benches. In the background, more people are walking along the path. The scene is set outdoors with trees, bushes, and a building in the distance. The word "Comfort" is overlaid in large, white, sans-serif font in the center of the image.

# Comfort

# Comfort Improvements

- 353 unique responses
- Results:



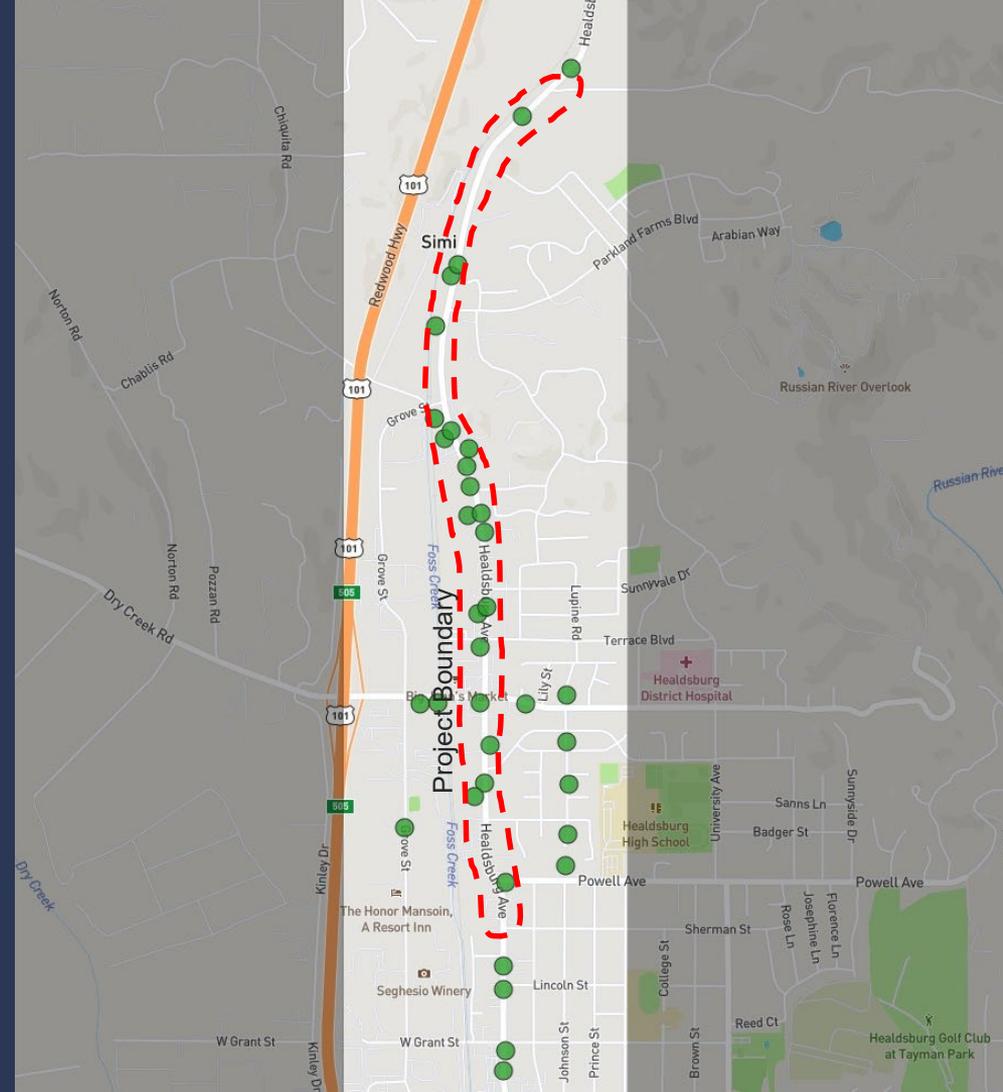
# Key Comfort Improvements

- 142 responses would like street trees for shade and traffic calming
- 113 responses would like street and pedestrian lighting
- 98 responses would like additional traffic calming elements like landscaped bulb outs, roundabouts, etc.



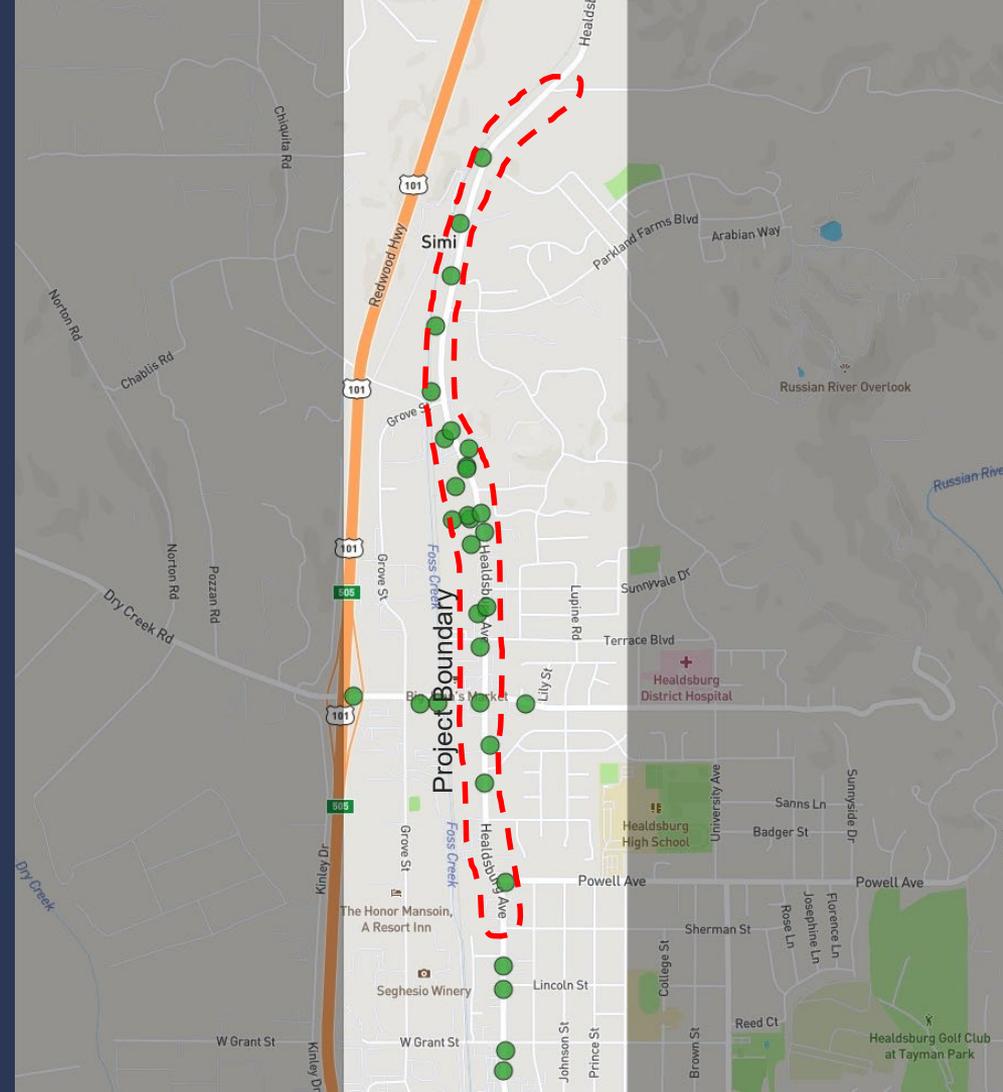
# Comfort Improvements

- Location specific
  - Lighting



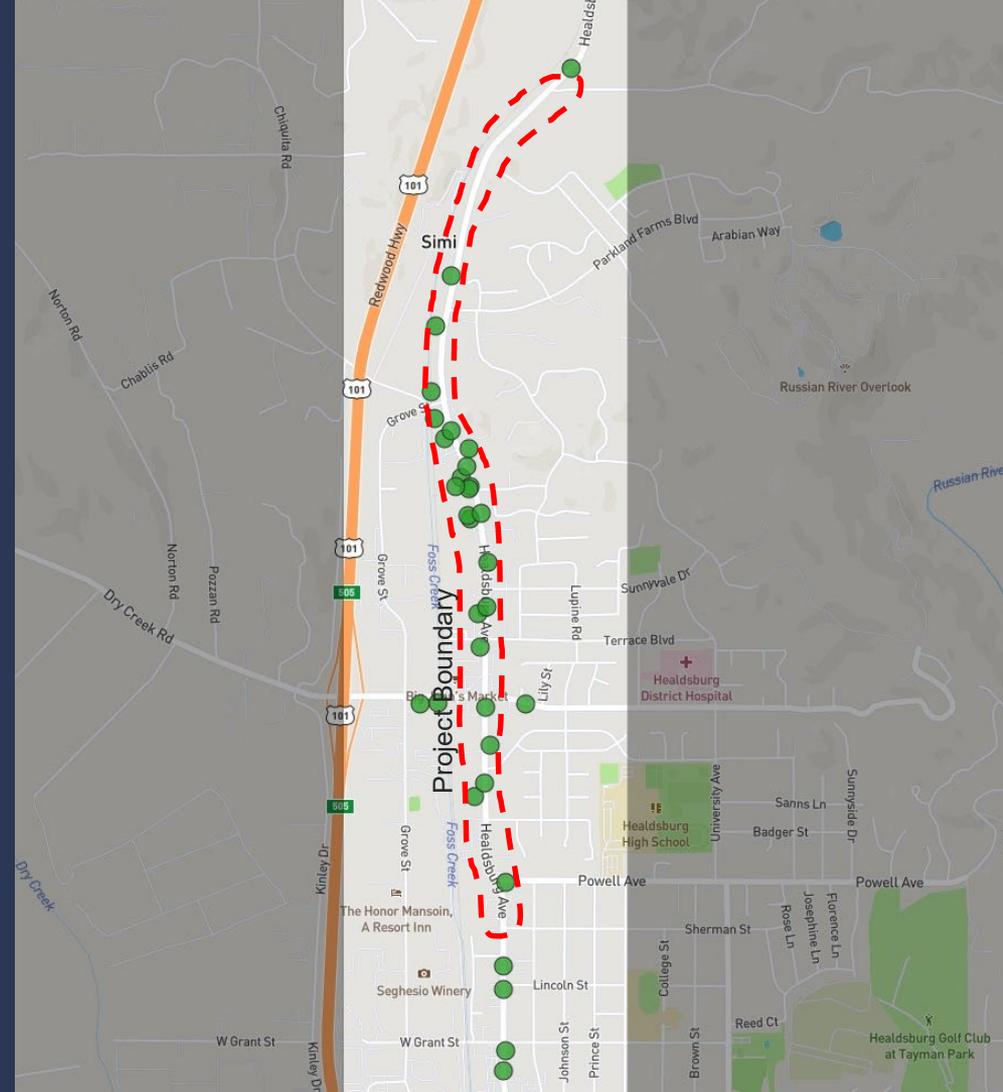
# Comfort Improvements

- Location specific
  - Lighting
  - Additional traffic calming elements



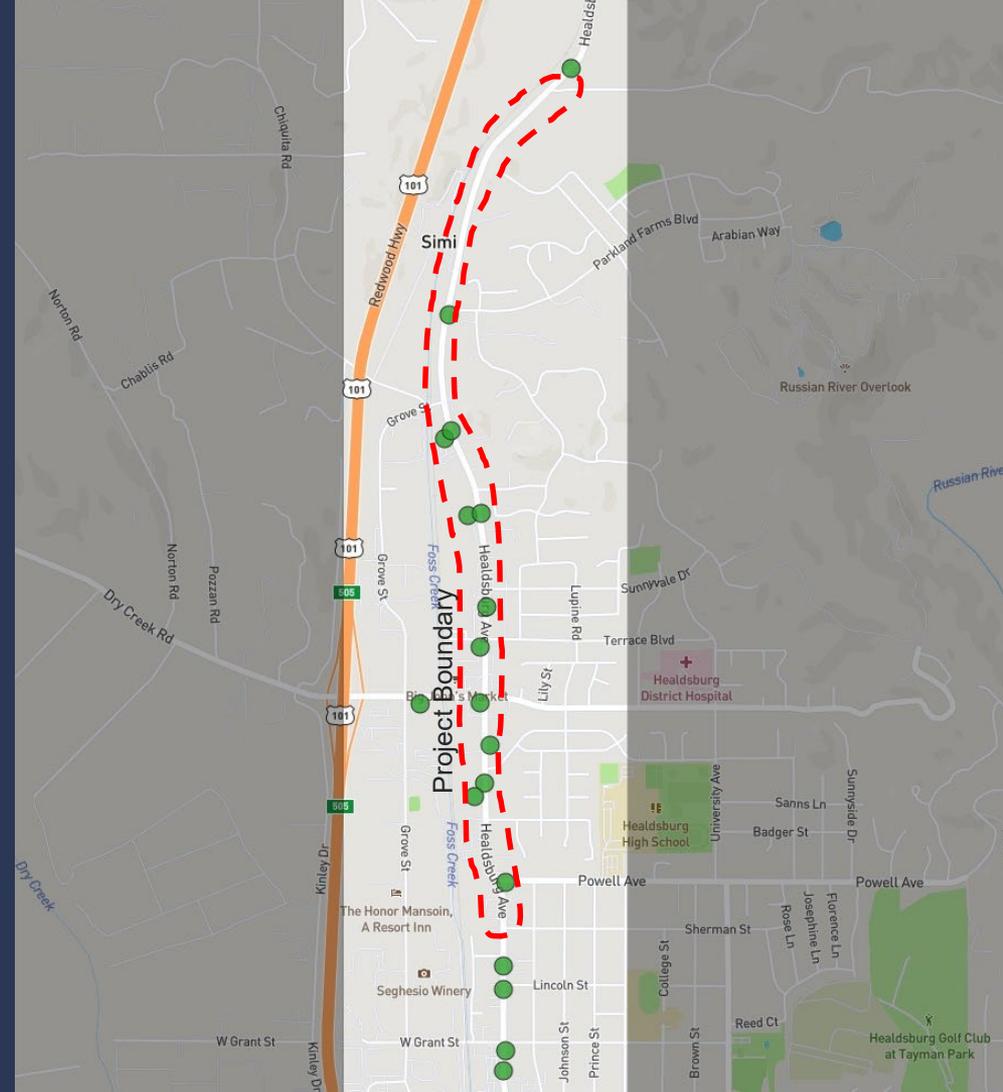
# Comfort Improvements

- Location specific
  - Lighting
  - Additional traffic calming elements
  - Street trees



# Comfort Improvements

- Location specific
  - Lighting
  - Additional traffic calming elements
  - Street trees
  - Signage and wayfinding



# Business & Economic Development

Russian Wine Co.  
WINE CO.  
TASTE • LEARN • BUY

← El Farolito  
MEXICAN RESTAURANT

CHATEAU  
wine tasting • patio

STUDIO ART

# Business & Economic Development Improvements

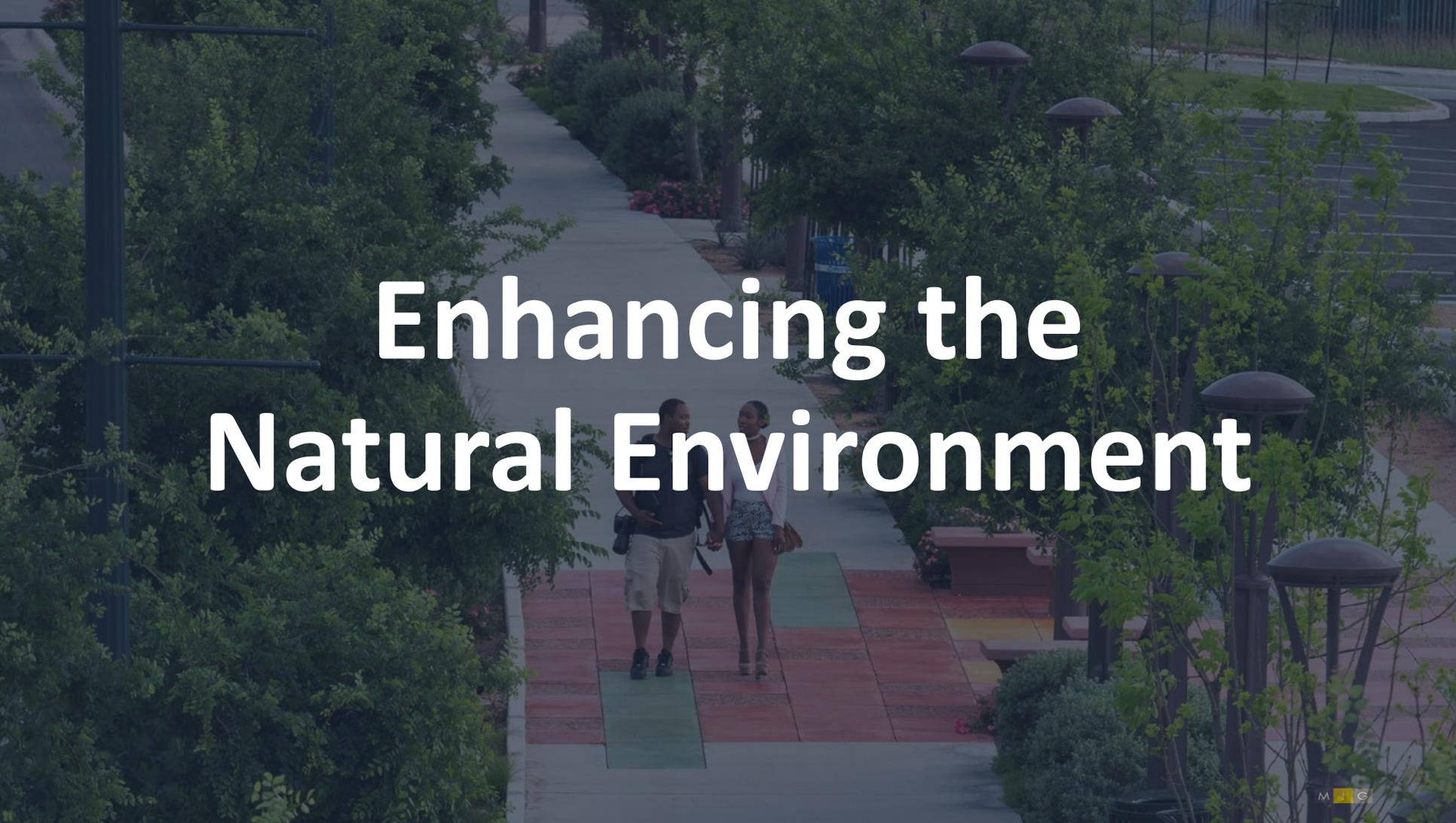
- 326 unique responses
- Results:



# Key Business & Economic Development Improvements

- 104 responses would like to provide wider sidewalks for outdoor retail at key nodes
- 83 responses would maintain short term on-street parking
- 78 responses would see improved wayfinding & signage to parking, private destinations, and trails

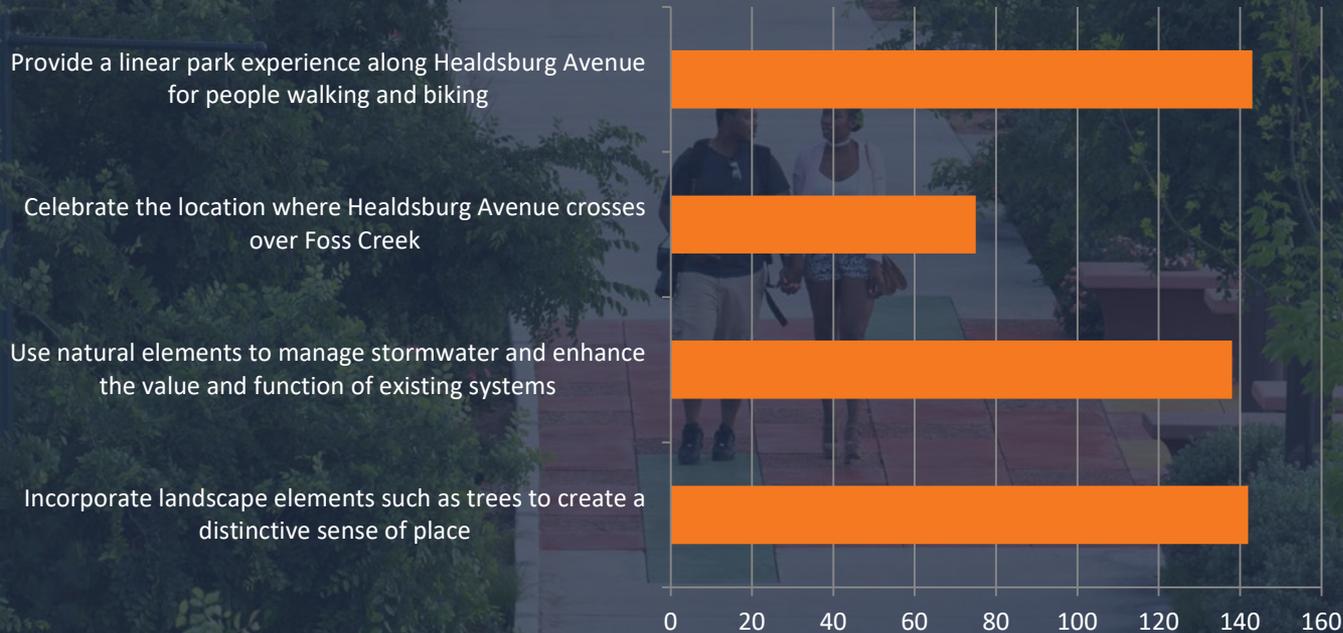


A man and a woman are walking hand-in-hand on a paved path in a park-like setting. The path is lined with trees and benches. The man is wearing a dark shirt and light shorts, and the woman is wearing a light top and patterned shorts. The background shows a paved area and a fence. The overall scene is bright and sunny.

# Enhancing the Natural Environment

# Natural Environment Improvements

- 498 unique responses
- Results:



# Key Natural Environment Improvements



- 143 responses would provide a linear park experience along Healdsburg Ave for people walking and biking
- 142 responses would like to incorporate landscape elements such as trees to create a distinctive sense of place
- 138 responses would like to use natural elements to manage stormwater & enhance the value and function of existing systems

# Creating a Signature Street and Celebrating History

# Creating a Signature Street and Celebrating History

- 469 unique responses

## Results:



# Key Signature Street Improvements

- 107 responses would like to integrate art into the streetscape

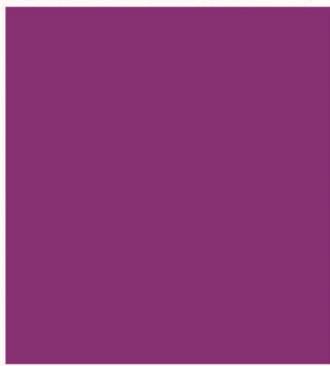


- 104 responses would like to provide specialty paving and/or crosswalks



- 67 responses would like to integrate minor and major gateway elements





# Community Vision & Overarching Streetscape Improvements

*Healdsburg Ave Improvement Study*