

What is the HOUSING ACTION PLAN?

The Housing Action Plan (HAP) is Healdsburg's first 'Strategic Plan' for housing in our community.

Focused on the six year period from 2017 to 2022, the HAP shapes how our community grows by integrating and strengthening existing tools to encourage greater housing options and more housing affordable to working families.

The HAP was created by the community, for the community, to:

- Establish our **Vision** for how housing supports our community's quality-of-life.
- Define specific housing **Objectives** that are time dependent and quantifiable.
- Establish measurable housing **Targets** as a yardstick for assessing progress.
- Articulate **Recommendations** that will change how housing in Healdsburg is conceived, prioritized, reviewed, and funded.

* Implementation of the HAP is subject to voter approval of the Growth Management Ordinance Amendment ballot measure to be considered in November

VISION

The Vision statement below establishes the desired long-term role for housing in Healdsburg, and forms the foundation for the HAP. It was shaped over six months with extensive community input at numerous housing meetings and public workshops.

“ In 2022, Healdsburg is a diverse, thriving community evidenced by a wide diversity 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.”

OBJECTIVES & TARGETS

1.0

Increase the Quantity and Quality of Deed-Restricted Affordable Housing

2022 Target = 200 New Affordable Units



Encourage and Facilitate Private Development of Secondary Dwelling Units

2022 Target = 125 Secondary Units

2.0

3.0

Develop Middle Income Housing

2022 Target = 135 New Units



Encourage Multi-Family Rental Units

2022 Target = 100 New Rental Units

4.0

5.0

Encourage Development of Mixed Product Types

2022 Target = 50% of all new units



Note: Targets are not cumulative. Multiple Targets can be fulfilled by a single project.

HOW SHOULD WE MANAGE RESIDENTIAL GROWTH?

Update the Growth Management Ordinance

Over the past 24 months, through multiple workshops, public hearings and surveys, residents have provided valuable input on our community housing needs and priorities.

Residents have expressed a strong desire for **a greater variety of housing options** and **more housing affordable to working families**.

The current Growth Management Ordinance (GMO) restricts the number of new housing units that can be constructed to 30 units per year. This **restricts supply and limits the ability of builders to finance new rental apartment units as well as middle income housing** that is affordable to our working families.

Through numerous community meetings, **residents have identified the need to update the current Growth Management Ordinance as a top priority** in order to address our community's needs for greater housing variety and affordability.

Based on this feedback, the City Council is evaluating potential ways to **update the Growth Management Ordinance** to be put before the voters in November. This initiative, along with proposed **revisions to the Inclusionary Housing Ordinance and preparation of the City's first strategic Housing Action Plan**, will initiate the changes needed to help provide greater housing variety and affordability for Healdsburg residents.

HOW DO WE INCREASE OUR HOUSING OPTIONS?

Update the Impact Fees

One way to **achieve greater variety** in our housing stock is to build smaller units, which are typically more Affordable-by-Design. By updating the City's Impact Fees, to **scale fees to the size of the unit, or defer fees for deed restricted SDUs**, builders and homeowners will be encouraged to **build smaller units or SDUs** which are in turn less expensive to rent or own.

Update the Parking Regulations

Transportation modes are rapidly changing - many young adults do not have driver's licenses, car share services have become commonplace and autonomous vehicles are only a decade away. By **right-sizing residential parking requirements** we can **reduce the cost of housing** and **more efficiently use our limited land resources** by building higher density housing.

Update the Design Guidelines

New housing needs to **respect the existing character of Healdsburg** and reflect the unique form and relationship existing homes have with the street and their neighbors. Updating the City's Design Guidelines will help **ensure the character, form and scale of our community is maintained.**

HOW DO WE INCREASE HOUSING AFFORDABILITY?

Create a Long Term Funding Source for Affordable Housing

Only limited funds are currently available to support the provision of Affordable Housing in our community. **Updating the City's Transient Occupancy Tax (TOT) to create a dedicated local funding source for new Affordable Housing construction and programs** is critical to increasing the number of Affordable Housing units in our community. The City Council has placed the hotel/ bed tax update on the November ballot.

Revise the Inclusionary Housing Ordinance

The **Inclusionary Housing Ordinance (IHO) requires builders of market rate housing to also construct deed-restricted Affordable Housing**. The current IHO requires 15% of all new for-sale units must be affordable. **Increasing the requirement to 30% will double the number of affordable units** builders are required to provide, generating greater housing opportunities for our working families.

Expand the definition of Affordable Housing

In assessing housing needs in our community, a class of housing beyond State of California defined Affordable Housing was identified, and termed Middle Income Housing. **Middle income families earn too much money to qualify for State defined Affordable Housing, but also don't earn enough to purchase a median priced home in Healdsburg**. Expanding our definition **helps ensure housing is made available to our working families** earning between 121-160% of Area Median Income.

Expand Affordable Housing Incentives

Incentives such as Density Bonuses and Parking concessions help builders think more creatively about housing types and density. If the IHO is expanded to 30%, density bonuses will encourage builders to **make better use of Healdsburg's remaining development sites while also creating more housing options**.