



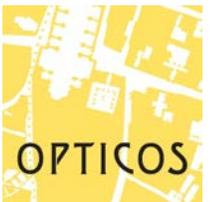
# Downtown Housing Capacity Study

**Healdsburg, California**

Public Workshop  
February 22, 2024



Economic & Planning Systems, Inc.  
*The Economics of Land Use*



**Project Overview** 1

**Site Testing** 2

**Development Feasibility Analysis** 3

**Next Steps** 4



# Project Overview

SECTION

1

# What is the purpose of this project?

- Evaluate the **capacity for additional housing in Downtown Healdsburg** (CD and CS zoning districts)
- Visualize what **form and scale** of additional housing would be **compatible within Downtown's character**
- Identify existing **zoning and policy barriers** to housing production in Downtown
- Provide **recommendations to enable housing production** at this desirable scale



# Project schedule

**Sep. '23**

## **Task A. Project Startup**

- Walking tour with staff, identify opportunity sites

**Oct.-Dec. '23**

## **Tasks B + C. Draft and Final Site Tests**

- Develop conceptual plans for site testing

**Jan. '24**

## **Task D. Site Visualizations**

- Develop 3D renderings to visualize form and scale of site tests

**Feb. '24**

## **Public Workshop [Today!]**

**Mar.-Apr. '24**

## **Task E. Recommendations**

- Provide policy direction and recommend next steps



# Site Testing

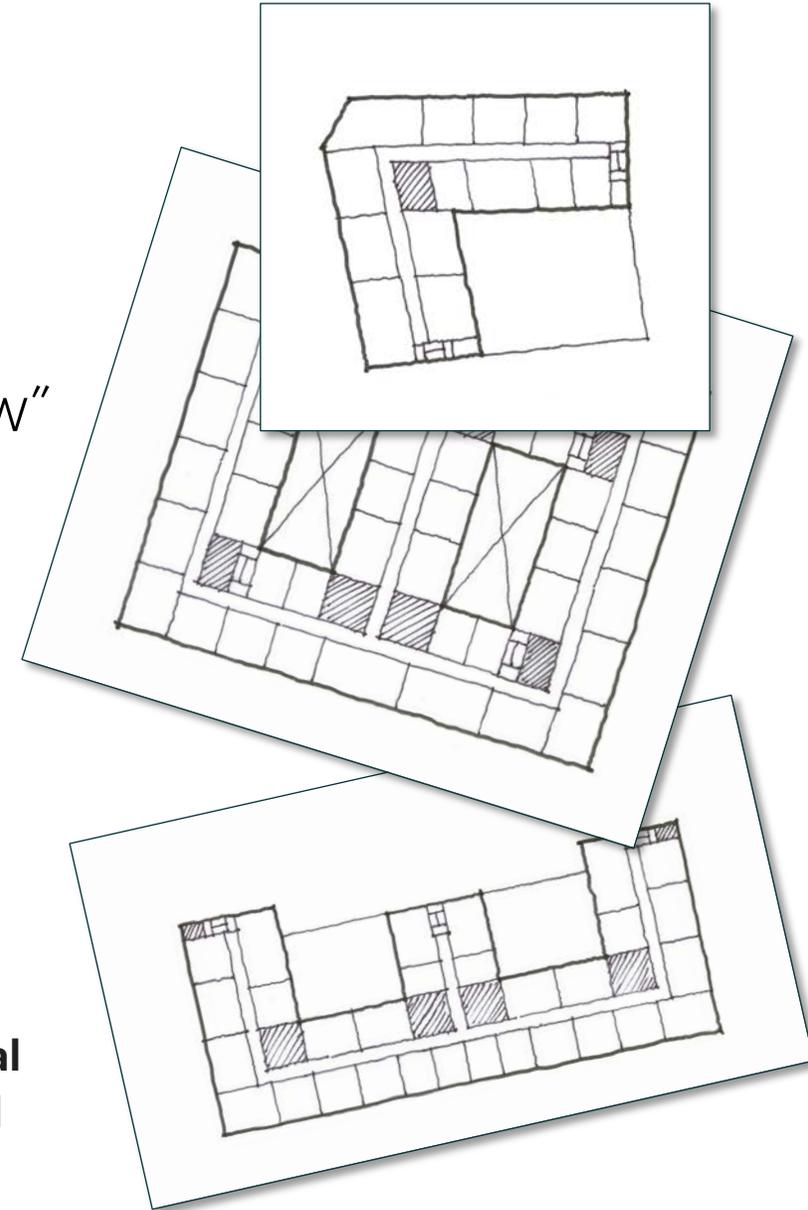
SECTION

# 2

# Site testing process

1. Identify **prototypical sites**.
2. Develop **“high” and “low” scenarios**. “High” yield maximizes site potential with structured parking; “low” yield maximizes site potential with surface parking.
3. Select a **preferred scenario** with staff direction.
4. Use this preferred scenario to **identify existing barriers** (e.g. policy, zoning) and **shape recommendations**.

**Note: The site test illustrations are illustrative only. They represent hypothetical build-outs used to calculate potential new housing and do not represent actual design intent.**





# Building types tested for downtown context



1. Upper end of the Missing Middle Housing spectrum
2. Mixed-use “main street” buildings

# Site Test A: Rite Aid Existing Conditions



# Site Test A: Rite Aid Conceptual Site Test

- Mixed-use buildings line Healdsburg Avenue. These buildings have non-residential uses at the ground floor and residential dwellings on the upper floors.
- Multi-unit buildings front onto an intimate pedestrian way, forming a new address on this deep parcel.
- House-form multi-unit buildings front onto Grant Street.
- Ample parking is placed behind buildings to shield it from view from Healdsburg Avenue.



## Yield Summary

Property Size	4.2 ac
Height	3 stories
Units	189 units
Parking	211 spaces
Parking ratio	1.1 spaces/unit
Lot coverage	52%
FAR	1.4
Density	45 du/ac

# Site Test A: Rite Aid Conceptual Site Visualizations

**Aerial view  
looking  
northwest**



Existing Conditions



Conceptual site design

**View looking south  
on Healdsburg  
Avenue**



Existing Conditions



Conceptual site design

# Site Test B: Bank of America Existing Conditions



# Site Test B: Bank of America Conceptual Site Test

- Mixed-use buildings line Healdsburg Avenue, Piper Street and Center Street. These buildings have non-residential uses at the ground floor and residential dwellings on the upper floors.
- Mixed-use buildings frame a pedestrian path leading to a mid-block cottage court.
- 1.5 story cottages front shared green space shielded from busy streets by mixed-use buildings.
- Tuck-under parking is provided under mixed-use buildings with additional surface parking to meet parking ratio, all of which are shielded from view from public realm.



## Yield Summary

Property Size	1.46 ac
Height	3 stories
Units	65 units
Parking	65 spaces
Parking ratio	1.0 spaces/unit
Lot coverage	52%
FAR	1.3
Density	44.5 du/ac

# Site Test B: Bank of America Conceptual Site Visualizations

**View looking south  
on Healdsburg  
Avenue**



Existing Conditions

**View looking  
northeast on  
Healdsburg Avenue**



Existing Conditions



Conceptual site design



Conceptual site design

# Site Test C: West Plaza Parking Lot

## Existing Conditions



# Site Test C: West Plaza Parking Lot Conceptual Site Test

- The site introduces different pedestrian experiences along the ground floor including a new landscaped pathway on the west side, a pocket plaza, and an expanded sidewalk on North Street with shopfronts.
- The building steps back at 4th story along North and Matheson Streets to reduce scale and provide semi-private open space for residents.
- The parking structure in the center would supply parking for other uses in Downtown and is shielded from view with apartment units.
- A new street is introduced to create frontage onto the existing park, increase connectivity across the large block and provide vehicular access to alleys on site.



Yield Summary	
Property Size	2.63 ac
Height	4 stories
Units	151 units
Parking	465 spaces
Parking ratio	1.0 spaces/unit
Lot coverage	62%
FAR	1.4
Density	57.4 du/ac

Parking Summary	
Residential	151 spaces
Surface Parking Replacement	264 spaces
SMART	50 spaces
<b>Total</b>	<b>465 spaces</b>



# Site Test C: West Plaza Parking Lot

## Conceptual Site Visualizations

**View looking southeast on Vine Street**



Existing Conditions

**View looking west on North Street**



Existing Conditions



Conceptual site design



Conceptual site design

# Site Test D: 434 Healdsburg Avenue

## Existing Conditions



# Site Test D: 434 Healdsburg Avenue

## Conceptual Site Test

- 4 story mixed-use building has non-residential uses at the ground floor and residential dwellings on the upper floors.
- It steps back at 4th story to reduce scale and provide semi-private open space for residents.
- Usable terrace over podium parking in the back gives residents another amenity and provides a nice view for units facing southeast.



### Yield Summary

Property Size	0.33 ac
Height	4 stories
Units	21 units
Parking	21 spaces
Parking ratio	1.0 spaces/unit
Lot coverage	90%
FAR	1.9
Density	64.5 du/ac

# Site Test D: 434 Healdsburg Avenue

## Conceptual Site Visualizations

**View looking north  
on Healdsburg  
Avenue**



Existing Conditions

**View looking south  
on Healdsburg  
Avenue**



Existing Conditions



Conceptual site design



Conceptual site design

# Site Test E: Gas Station

## Existing Conditions



# Site Test E: Gas Station Conceptual Site Test

- 4 story mixed-use building has non-residential uses at the ground floor and residential dwellings on the upper floors.
- It steps back at 4th story to reduce scale and provide semi-private open space for residents.
- Usable terrace over podium parking in the back gives residents another amenity and provides a nice view for units facing southeast.



## Yield Summary

Property Size	0.51 ac
Height	4 stories
Units	32 units
Parking	32 spaces
Parking ratio	1.0 spaces/unit
Lot coverage	95%
FAR	1.9
Density	63.3 du/ac

# Site Test E: Gas Station Conceptual Site Visualizations

**View looking north  
on Healdsburg  
Avenue**



Existing Conditions

**View looking south  
on Healdsburg  
Avenue**



Existing Conditions



Conceptual site design

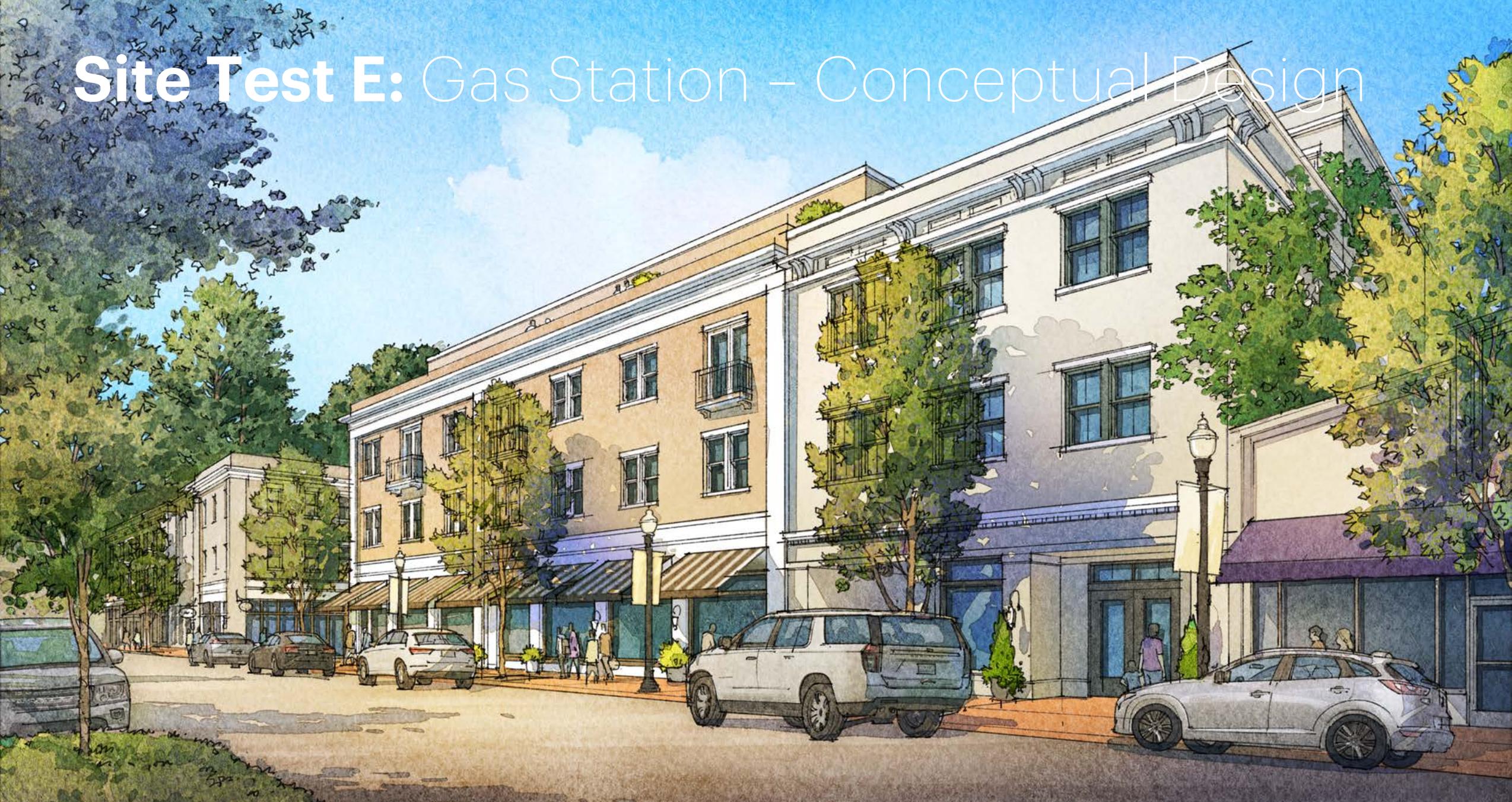


Conceptual site design

# Site Test E: Gas Station – Existing Conditions



# Site Test E: Gas Station – Conceptual Design



# Comparison to existing standards

The site tests meet all existing zoning standards except for **maximum density** and **parking requirements**.

## CS Zone

**Existing density: 16** du/acre max.

- Site Test A: **45** du/acre
- Site Test B: **45** du/acre

**Existing residential parking requirements:**

**1.5** sp/unit + guest parking

- Site Test A: **1.1** spaces per unit
- Site Test B: **1.0** spaces per unit

**Existing commercial parking requirements:**

**variable** depending on specific use; generally 1 space per 150-300 sf floor area

- Site tests do not include commercial parking

## CD Zone

**Existing density: 16** du/acre max.

- Site Test C: **65** du/acre
- Site Test D: **57** du/acre
- Site Test E: **63** du/acre

**Existing parking requirements: 1.5** spaces per unit + guest parking

- Site tests include **1.0** spaces per unit

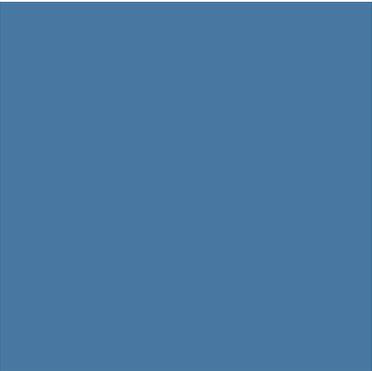
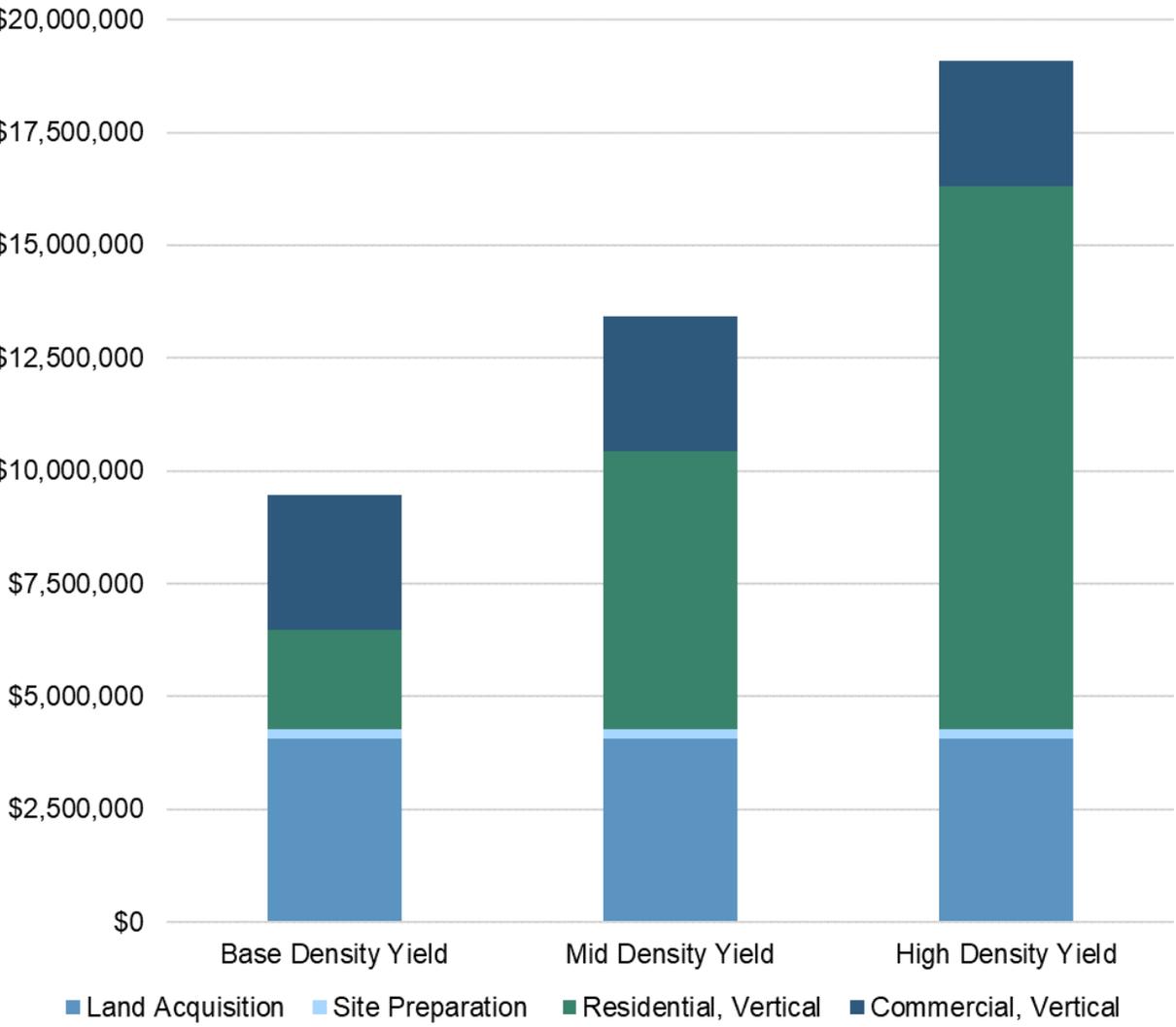
**Existing commercial parking requirements:**

**variable** depending on specific use; generally 1 space per 150-300 sf floor area

- Site tests do not include commercial parking

# Development Feasibility Analysis

SECTION  
**3**



# Evaluation of development Feasibility

456 Healdsburg Ave.

City of Healdsburg

February 22, 2024



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*The Economics of Land Use*

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# FEASIBILITY ANALYSIS

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- Goal: Gauge how density affects the feasibility of a residential development.
- Methodology: Estimate the development costs associated with a mixed-use residential project at 3 different levels of density and determine the market rate residential rents necessary for a developer to achieve threshold yield-on-costs.

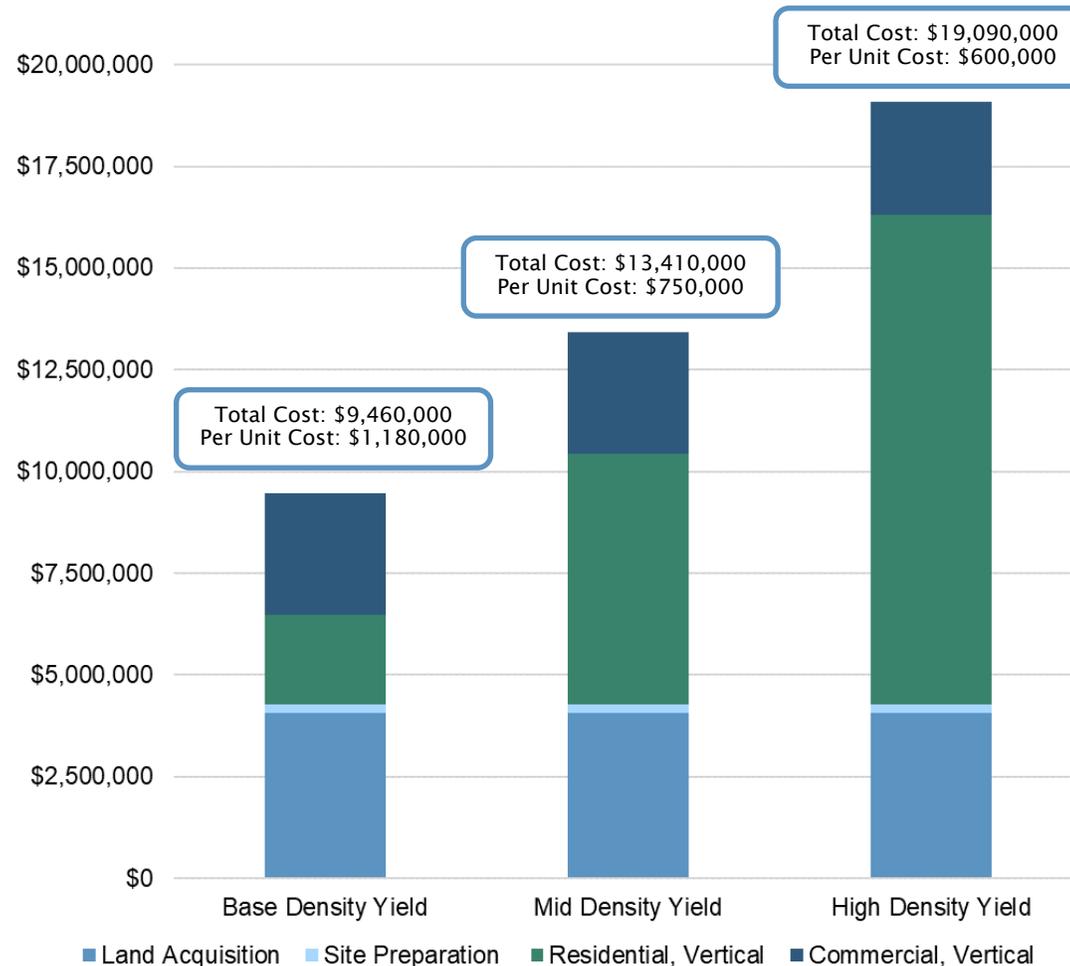
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	<b>Base Density Yield</b>	<b>Mid Density Yield</b>	<b>High Density Yield</b>
Density	16 du/ac	36 du/ac	63 du/ac
Total Units	8	18	32
Parking Type	Surface	Surface	Structured
Commercial Square Feet	7,200	7,200	6,700

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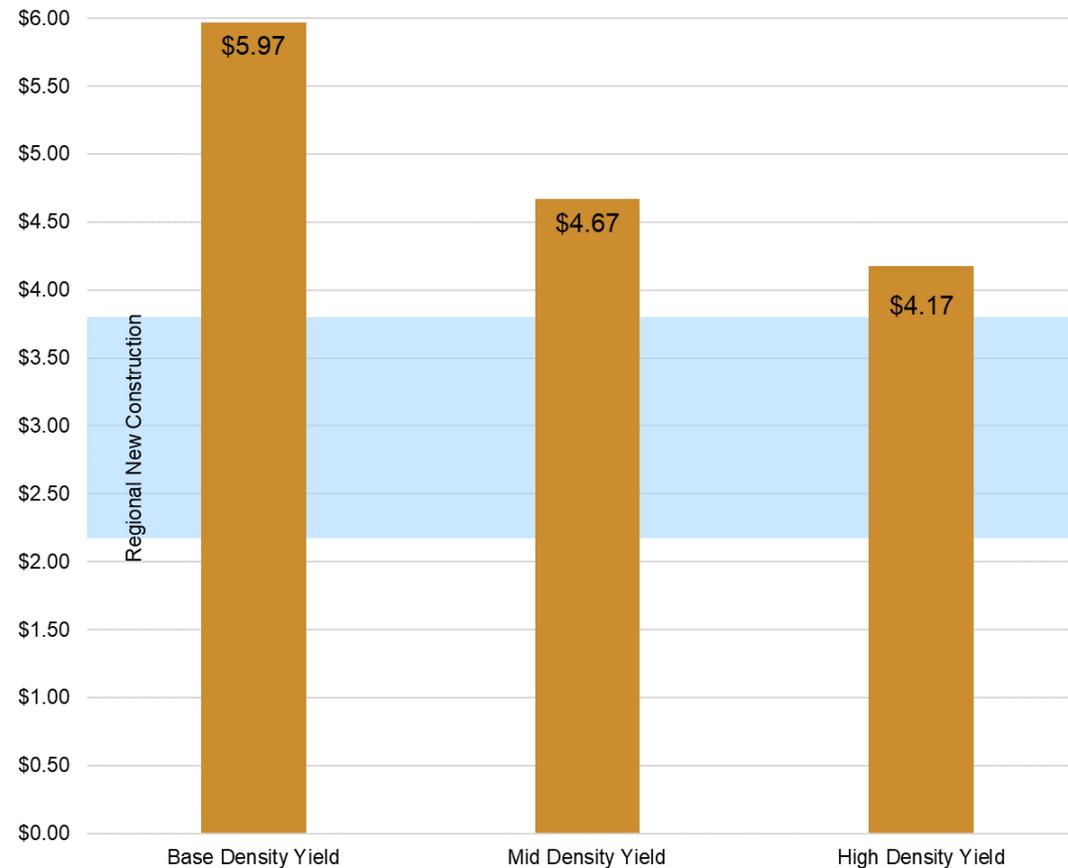
# COSTS

- Land acquisition and site preparation costs are the same across all three scenarios. No existing environmental site concerns.
- High Density Yield scenario requires more expensive residential construction costs.



# REQUIRED RENT PER SQUARE FOOT

- As density increases, development costs are spread across more units, lowering the rental revenue required to make the project feasible for developers.



# HOUSEHOLD INCOMES

	Base Density Yield	Mid Density Yield	High Density Yield
Required Average Rent per Square Foot	\$5.97	\$4.67	\$4.17
<b>Studio - 1 Person Household</b>			
Required Monthly Rent	\$2,985	\$2,335	\$2,085
Required Household Income	\$125,400	\$99,400	\$89,400
% AMI	140%	111%	100%
<b>1 Bedroom Unit - 2 Person Household</b>			
Required Monthly Rent	\$4,478	\$3,503	\$3,128
Required Household Income	\$185,100	\$146,100	\$131,100
% AMI	181%	143%	128%
<b>2 Bedroom Unit - 3 Person Household</b>			
Required Monthly Rent	\$5,373	\$4,203	\$3,753
Required Household Income	\$220,920	\$174,120	\$156,120
% AMI	192%	151%	135%
<b>3 Bedroom Unit - 4 Person Household</b>			
Required Monthly Rent	\$7,164	\$5,604	\$5,004
Required Household Income	\$292,560	\$230,160	\$206,160
% AMI	228%	180%	161%



Downtown Housing Capacity Study — Public Workshop

# Next Steps

SECTION

# 4



# Next steps

**Feb. '24**

**Public Workshop [Today!]**



**Mar.-Apr. '24**

**Task E. Recommendations**

- Recommendations memo
- Public presentation to City Council



Thank you!

**Any questions?**