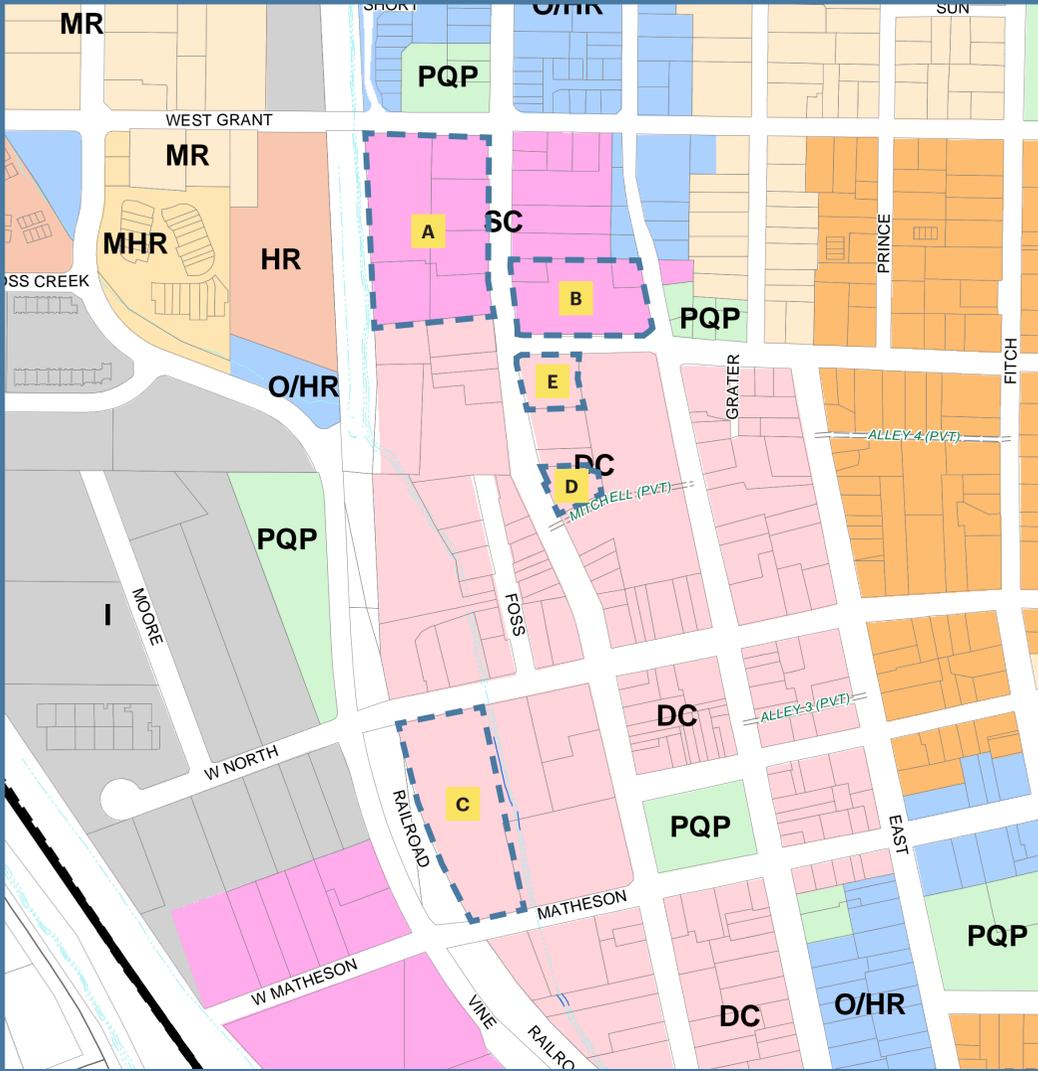


Site Testing Overview

Key Map and Development Assumptions

Site Test Locations on General Plan Map



- A** Site Test A: Rite Aid
525 Healdsburg Avenue
- B** Site Test B: Bank of America
502 Healdsburg Avenue
- C** Site Test C: West Plaza Parking Lot
Between Matheson and North Streets
- D** Site Test D: 434 Healdsburg
434 Healdsburg Avenue
- E** Site Test E: Gas Station
456 Healdsburg Avenue



Legend	
	Site Test Boundaries
	SC - Service Commercial
	DC - Downtown Commercial
	MR - Medium Density Residential
	MHR - Medium High Density Residential
	HR - High Density Residential
	DR - Downtown Residential
	O/HR - Mixed Use Office/High Density Residential
	I - Industrial
	PQP - Public/Quasi Public

Development Assumptions

Service Commercial

- Maximum height: 40ft
- Parking ratio: 1 space/unit
- Maximum lot coverage: 60%
- Massing Requirements: No known requirements
- Minimum building and parking setbacks: 10ft rear
- Target unit mix:
 - Studio: 500 sf @ 20% of units
 - 1-bed: 700 sf @ 30% of units
 - 2-bed: 900 sf @ 40% of units
 - 3-bed: 1200 sf @ 10% of units
- Relevant design guidelines on massing and articulation:
 - 6.41 Articulate a building to express a human scale, reduce perceived mass and create visual interest:
 - Wall projections such as columns, moldings or pilasters
 - Awnings, canopies or other features that help define the ground floor of a building
 - Expression lines or other techniques that provide horizontal expression

Development Assumptions

Downtown Commercial

- Maximum height: 50ft
- Parking ratio: 1 space/unit
- Maximum lot coverage: 100%
- Massing Requirements: No known requirements
- Minimum building and parking setbacks: None
- Target unit mix:
 - Studio: 500 sf @ 20% of units
 - 1-bed: 700 sf @ 30% of units
 - 2-bed: 900 sf @ 40% of units
 - 3-bed: 1200 sf @ 10% of units
- Relevant design guidelines on massing and articulation:
 - 6.41 Articulate a building to express a human scale, reduce perceived mass and create visual interest:
 - Step back a larger building mass from the street where possible to reduce looming effects
 - Wall projections such as columns, moldings or pilasters
 - Awnings, canopies or other features that help define the ground floor of a building
 - Expression lines or other techniques that provide horizontal expression
 - 6.42 Where compatibility with traditional buildings is important, such as Downtown, articulate a building into modules that relate to the traditional building form and scale.



Downtown Housing Capacity Study

Healdsburg, CA
Public Presentation
February 22, 2024



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Site Test A: Rite Aid

525 Healdsburg Avenue
SC (Service Commercial)

Site Testing Overview

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



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

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.

Site Visualizations

Aerial view looking northwest

The conceptual site design breaks down the scale of the large parcel by introducing a new pedestrian path. Residential use is focused along the interior path and Grant Street and mixed-use buildings line Healdsburg Avenue.



Existing conditions



Conceptual site design

View looking south on Healdsburg Avenue

This view shows the conceptual site design in context with existing residence across Healdsburg Avenue.

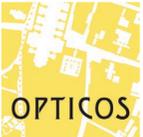


Existing conditions



Conceptual site design

How do you feel about the form and scale depicted on this site

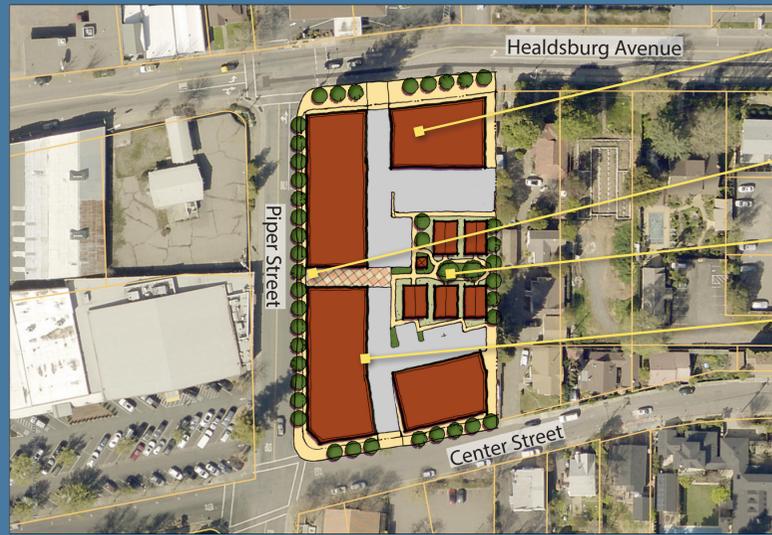


Site Test B: Bank of America

502 Healdsburg Avenue
SC (Service Commercial)

Site Testing Overview

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



- 1 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.
- 2 Mixed-use buildings frame a pedestrian path leading to a mid-block cottage court.
- 3 1.5 story cottages front shared green space shielded from busy streets by mixed-use buildings.
- 4 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.

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.

Site Visualizations

View looking south on Healdsburg Avenue

This view shows mixed-use buildings lining Healdsburg Ave in context with existing residence next door.



Existing conditions



Conceptual site design

View looking north at intersection of Healdsburg Avenue and Piper Street

The conceptual site design breaks down the scale of the buildings by varying bay rhythms and pushing the facade back to make it read as multiple buildings.



Existing conditions



Conceptual site design

How do you feel about the form and scale depicted on this site



Site Test C: West Plaza Parking Lot

Between Matheson and North Streets
DC (Downtown Commercial)

Site Testing Overview

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
Total	465 spaces



- 1 The site introduces different pedestrian experiences along the ground floor including a new landscaped pathway on the western front, a pocket plaza space, and an expanded sidewalk on North Street with shopfronts.
- 2 It steps back at 4th story to reduce scale and provide semi-private open space for residents.
- 3 The parking structure in the center would supply parking for other uses in Downtown and is shielded from view with apartment units.
- 4 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.

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.

Site Visualizations

View looking southeast on intersection of Vine Street and W North Street

Conceptual site design successfully shields the parking structure from public realm.



Existing conditions



Conceptual site design

View looking west on W North Street

Conceptual site design introduces street on eastern side where ground floor residential units can have entries with frontage types such as porches or dooryards.



Existing conditions



Conceptual site design

How do you feel about the form and scale depicted on this site



Downtown Housing
Capacity Study

Healdsburg, CA
Public Presentation
February 22, 2024



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Site Test D: 434 Healdsburg

434 Healdsburg Avenue
DC (Downtown Commercial)

Site Testing Overview

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



- 1** 4 story mixed-use building has non-residential uses at the ground floor and residential dwellings on the upper floors.
- 2** It steps back at 4th story to reduce scale and provide semi-private open space for residents.
- 3** Usable terrace over podium parking in the back gives residents another amenity and provides a nice view for units facing east.

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.

Site Visualizations

View looking north on Healdsburg Avenue

Mixed-use building uses setbacks to create usable terraces for residents. Blank wall along side shows opportunity for public art.



Existing conditions



Conceptual site design

View looking south on Healdsburg Avenue

This view shows the pedestrian experience along the site's sidewalk.



Existing conditions



Conceptual site design

How do you feel about the form and scale depicted on this site



Site Test E: Gas Station

456 Healdsburg Avenue
DC (Downtown Commercial)

Site Testing Overview

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



- 1** 4 story mixed-use building has non-residential uses at the ground floor and residential dwellings on the upper floors.
- 2** It steps back at 4th story to reduce scale and provide semi-private open space for residents.
- 3** Usable terrace over podium parking in the back gives residents another amenity and provides a nice view for units facing southeast.

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.

Site Visualizations

View looking north on Healdsburg Avenue

The conceptual site design follows Healdsburg design guidelines and steps the fourth story back which helps transition to the one-story neighbor.



Existing conditions



Conceptual site design

View looking south at intersection of Healdsburg Avenue and Piper Street

This view shows context across Healdsburg Avenue matches in proportions and architectural detailing.



Existing conditions



Conceptual site design

How do you feel about the form and scale depicted on this site





Conceptual Rendering
Site Test E: Gas Station (456 Healdsburg Avenue)

Healdsburg, CA
Public Presentation
February 22, 2024



Evaluation of Development Feasibility

456 Healdsburg Avenue

Feasibility Analysis

■ Goal: Gauge how density affects the feasibility of a residential development

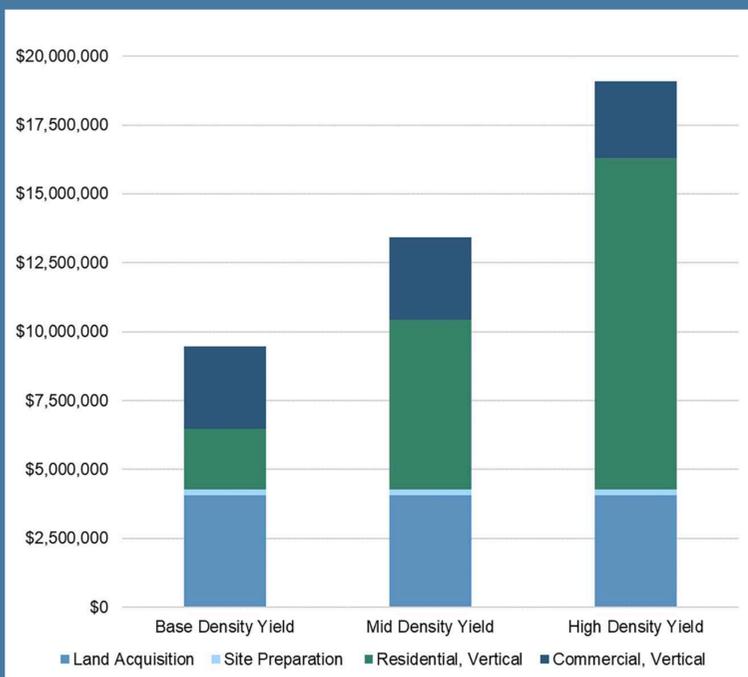
■ Methodology: Estimate the development costs associated with a mixed-use residential project at 3 different levels of density, and determine the market rate residential rents necessary for a developer to achieve threshold yield-on-costs.

	Base Density Yield	Mid Density Yield	High Density Yield
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

Costs

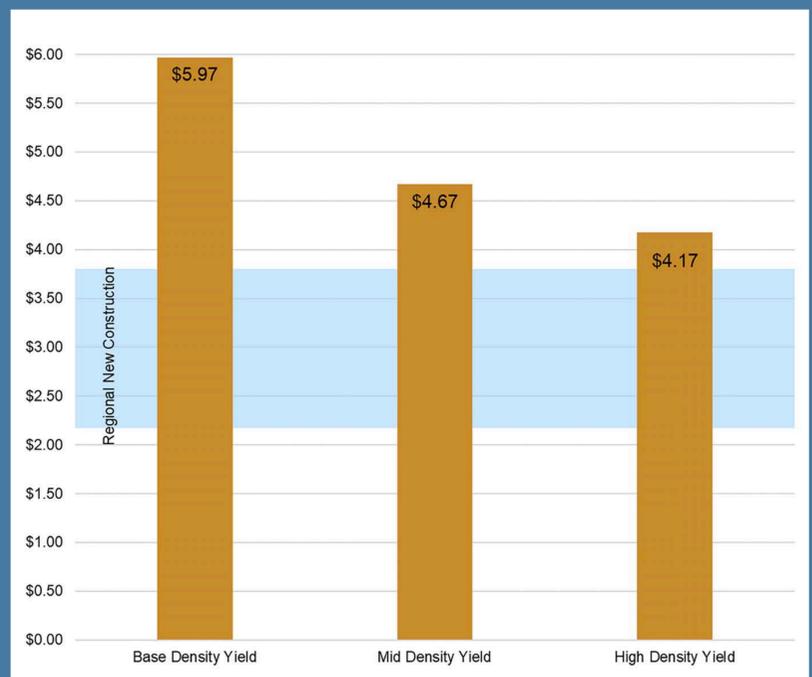
■ Land acquisition and site preparation costs are the same across all three scenarios. No existing environmental site concerns.

■ 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
Studio - 1 Person Household			
Required Monthly Rent	\$2,985	\$2,335	\$2,085
Required Household Income	\$125,400	\$99,400	\$89,400
% AMI	140%	111%	100%
1 Bedroom Unit - 2 Person Household			
Required Monthly Rent	\$4,478	\$3,503	\$3,128
Required Household Income	\$185,100	\$146,100	\$131,100
% AMI	181%	143%	128%
2 Bedroom Unit - 3 Person Household			
Required Monthly Rent	\$5,373	\$4,203	\$3,753
Required Household Income	\$220,920	\$174,120	\$156,120
% AMI	192%	151%	135%
3 Bedroom Unit - 4 Person Household			
Required Monthly Rent	\$7,164	\$5,604	\$5,004
Required Household Income	\$292,560	\$230,160	\$206,160
% AMI	228%	180%	161%

Household Size	Area Median Income	Very Low 50% AMI	Low 80% AMI	Moderate 120% AMI
1 Person Household	\$89,650	\$44,050	\$70,500	\$107,600
2 Person Household	\$102,500	\$50,350	\$80,550	\$122,950
3 Person Household	\$115,300	\$56,650	\$90,600	\$138,350
4 Person Household	\$128,100	\$62,900	\$100,650	\$153,700

