

Healdsburg City Council Meeting

April 15, 2024



2023 ANNUAL REPORT

HEALDSBURG TOURISM IMPROVEMENT DISTRICT



HEALDSBURG
CHAMBER

STAY
HEALDSBURG



ABOUT STAY HEALDSBURG



STAY HEALDSBURG
The Tastemaker of Sonoma Wine Country



HEALDSBURG
CHAMBER



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

Per the 2023-2032 Management District Plan, the Chamber of Commerce Board of Directors consists of 30% HTID lodging partners and Stay Healdsburg serves as the tourism marketing department of the Chamber. HTID business is discussed at the Board of Directors meetings, Marketing Committee meetings, and District Development Grant Committee meetings.

BOARDS & COMMITTEES



2023 BOARD OF DIRECTORS

Maggie Curry, *Chair*

Jackson Family Wines

Mike Brennan, *Vice Chair*

Mill District Healdsburg

Dan Mariviglia, *Past Chair*

Passalacqua, Mazzoni, Gladden,
Lopez & Maraviglia, LLP

Bill Smart, *Treasurer*

Martinelli Winery

Heidi Dittloff, *Secretary*

Longboard Vineyards

Katie Ambrosi, *HTID Lodging Partner*

Wilson Artisan Wines & Artisan Lodging

Doug Kaminski, *HTID Lodging Partner*

Montage Healdsburg

Aaron Krug, *HTID Lodging Partner*

Krug Hotels

Circe Sher, *HTID Lodging Partner*

Piazza Hospitality

Beryl Adler

Black Oak Coffee Roasters

Nancy Brandt

Brandt Insurance

Erika Dawkins

Bon Ton Studio & Bon Ton Baby

Jim Heid

Craftwork Healdsburg

BOARDS & COMMITTEES



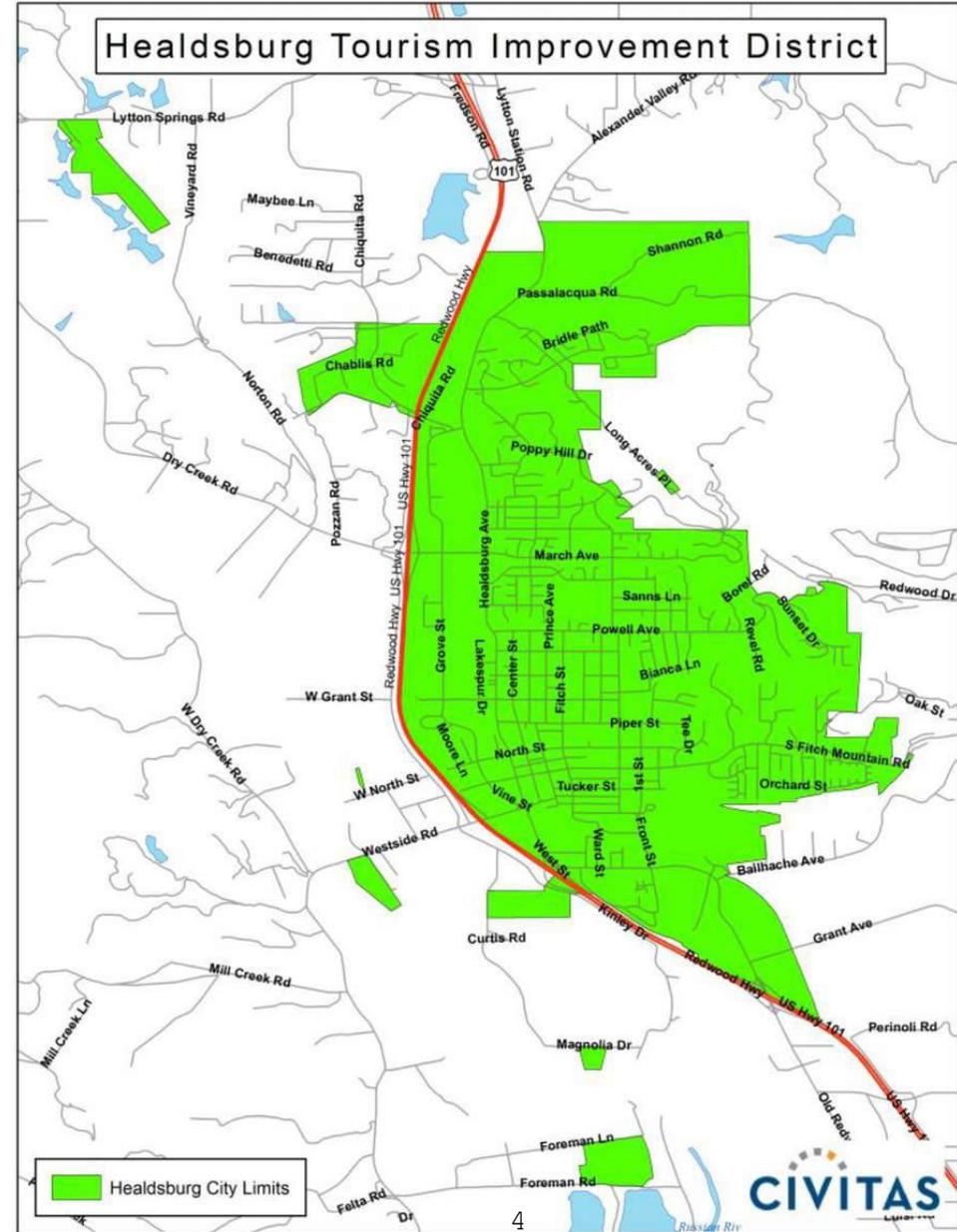
MARKETING COMMITTEE

- Heidi Dittloff, Longboard Vineyards, *Chair*
- Maggie Curry, Jackson Family Wines
- Erika Dawkins, Bon Ton Studio & Bon Ton Baby
- Dan Dougherty, Wine Country Buzz
- Oceanna Ingram, Artisan Lodging
- Doug Kaminski, Montage Healdsburg
- Circe Sher, Piazza Hospitality
- Ed Skapinok, Appellation Hotel

DISTRICT DEVELOPMENT GRANTS COMMITTEE

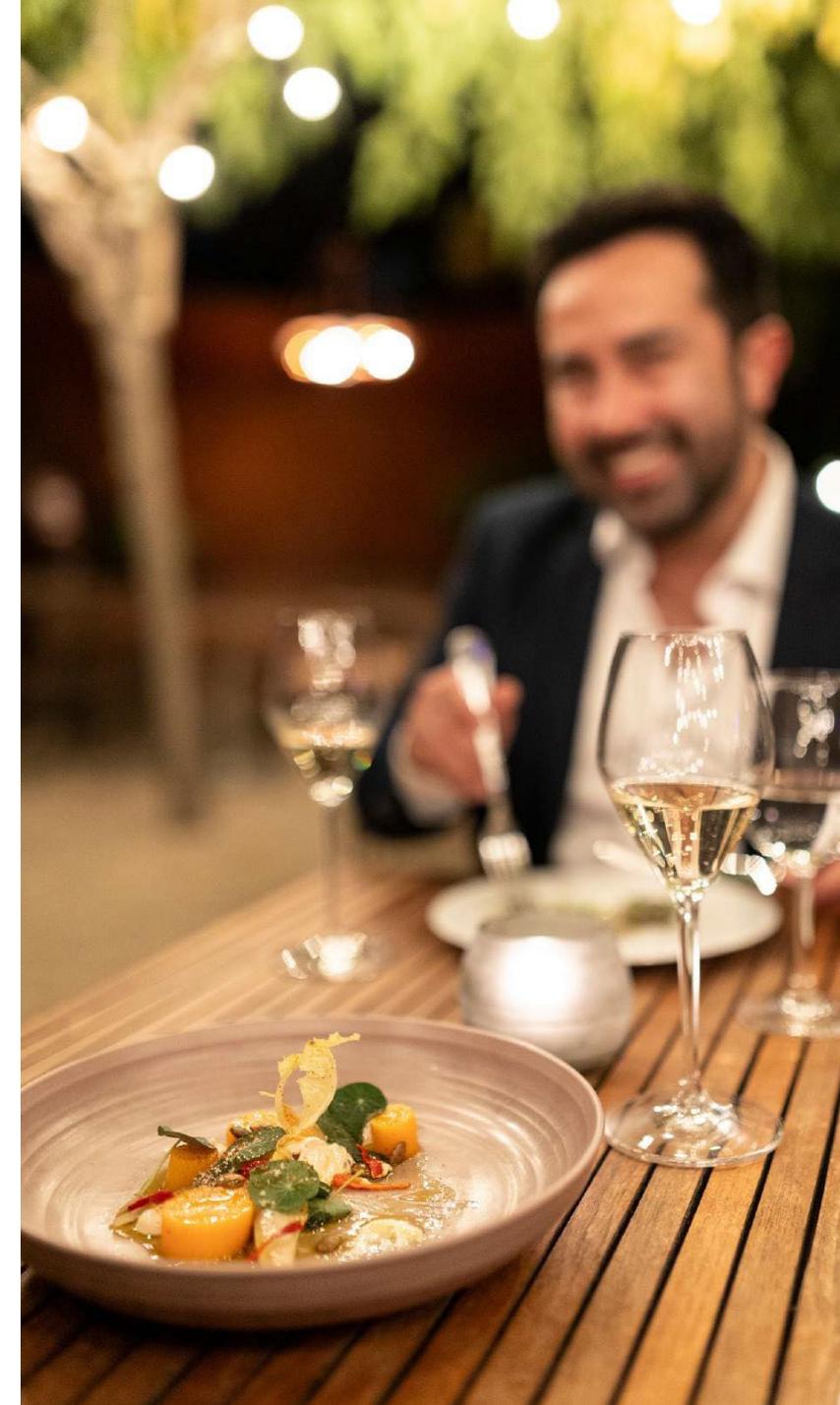
- Circe Sher, Piazza Hospitality, *Chair*
- Carol Beattie, Healdsburg Forever
- Alex Harris, The Harris Gallery
- Evelyn Mitchell, Healdsburg City Council

ASSESSED PROPERTIES & BOUNDARY



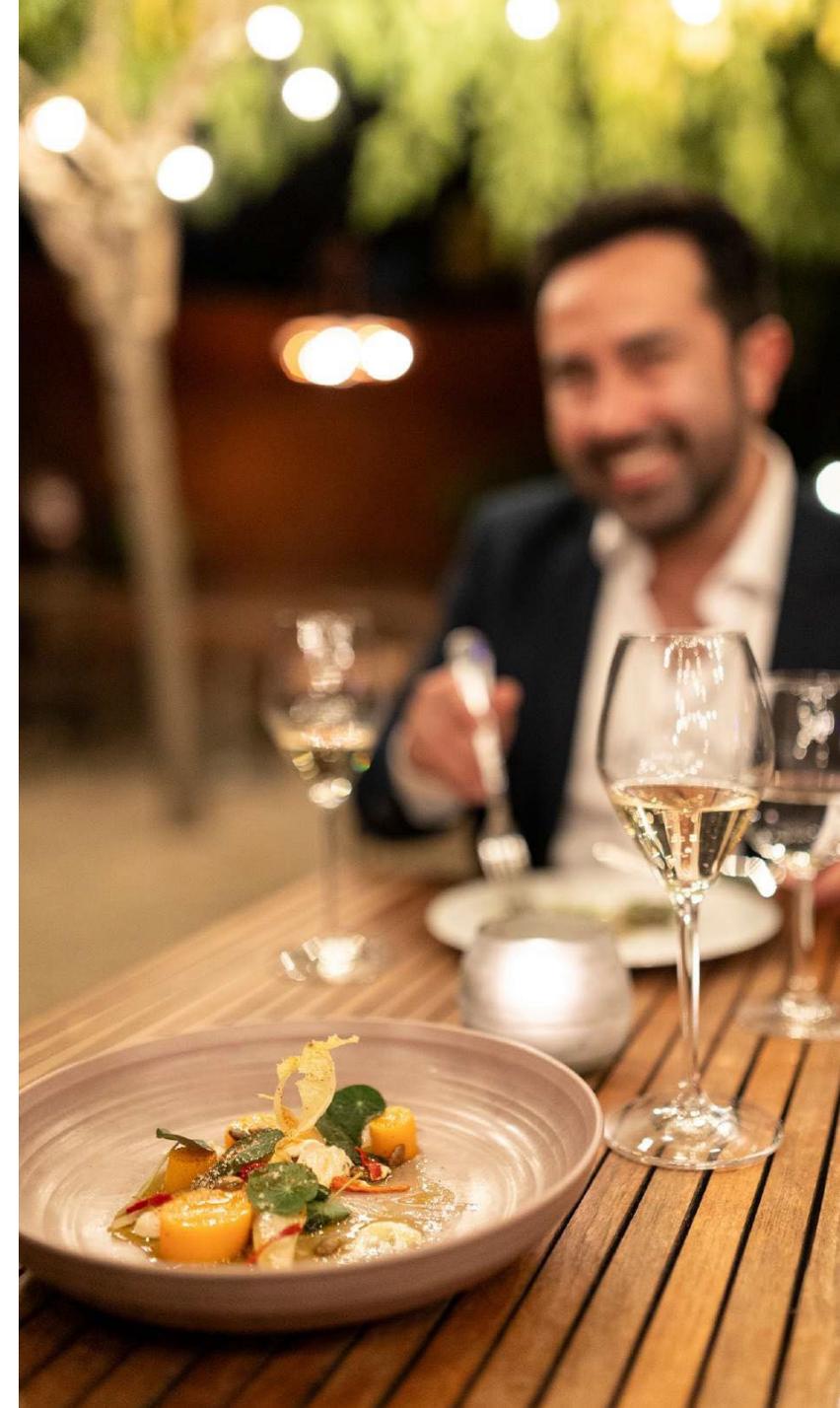
FINANCIAL OVERVIEW: 2023 BUDGET VS. ACTUALS

REVENUE CATEGORIES	ACTUAL
City of Healdsburg TID Funds	\$1,009,369.36
Chamber Admin Fees Received	\$136,253.27
District Development Funds Received	\$216,909.96
Miscellaneous Income	\$0
TOTAL REVENUE:	\$1,362,532.59



FINANCIAL OVERVIEW: 2023 BUDGET VS. ACTUALS

EXPENSE CATEGORIES	ACTUAL
Sales & Marketing	\$594,167.31
Chamber Admin Fees	\$136,253.27
District Development Funds Spent	\$283,000
Contract Services	\$17,769.90
Admin/Miscellaneous Expenses	\$35,359.03
TOTAL EXPENSES:	\$1,066,549.51



2023 MARKETING HIGHLIGHTS



15,583,083

Total Impressions

94,746

Total Clicks



Stay in **Healdsburg**, where genuine hospitality flows like fine wine.

An email banner for Stay Healdsburg. At the top, it says "Sunset" in orange, followed by "This email is sponsored by Stay Healdsburg. Having trouble? View in a Browser." Below that, the text reads "STAY HEALDSBURG The Tastemaker of Sonoma Wine Country" and "Embrace the Joy of Eco-Conscious Exploration in Healdsburg". The bottom half of the banner features a photograph of a wooden water wheel next to a pond in a vineyard setting.

A promotional graphic for "HEALDSBURG HAPPENINGS". It features a dark green background with white text. At the top, it says "STAY HEALDSBURG Sonoma County Wine Country". Below that, it lists four events: "March 15-16 | Pigs & Pinot", "March 28 | T.O.W.N. Dinner: Seven Deadly Sins", "April 26-28 | Passport to Dry Creek", and "May 16-19 | Healdsburg Wine & Food Experience". A white button with the text "EXPLORE MORE" is at the bottom. The bottom of the graphic is decorated with four small images: a hand holding a wine glass, a table with wine and food, a couple clinking wine glasses, and a group of people at a dining table.

A vertical banner for "THE DETOURS ARE THE DESTINATION". It features a blue background with a red star at the top. Below the star, it says "THE DETOURS ARE THE DESTINATION" in white. Underneath is a logo for "ROAD TRIP REPUBLIC" featuring a green shield with a white bear silhouette. The bottom half of the banner shows a photograph of a couple walking through a vineyard, similar to the top image. At the very bottom, it says "STAY HEALDSBURG" and "California dream big" in white text on a teal background.

2023 SOCIAL MEDIA HIGHLIGHTS



1,788,924

Impressions

37,744

Engagements

1,526

Followers Gained



1,688,412

Impressions

28,043

Engagements

1,612

Followers Gained

3,477,336

Total Social Impressions

65,787

Total Social Engagements

3,138

Total New Social Followers

2023 WEBSITE HIGHLIGHTS

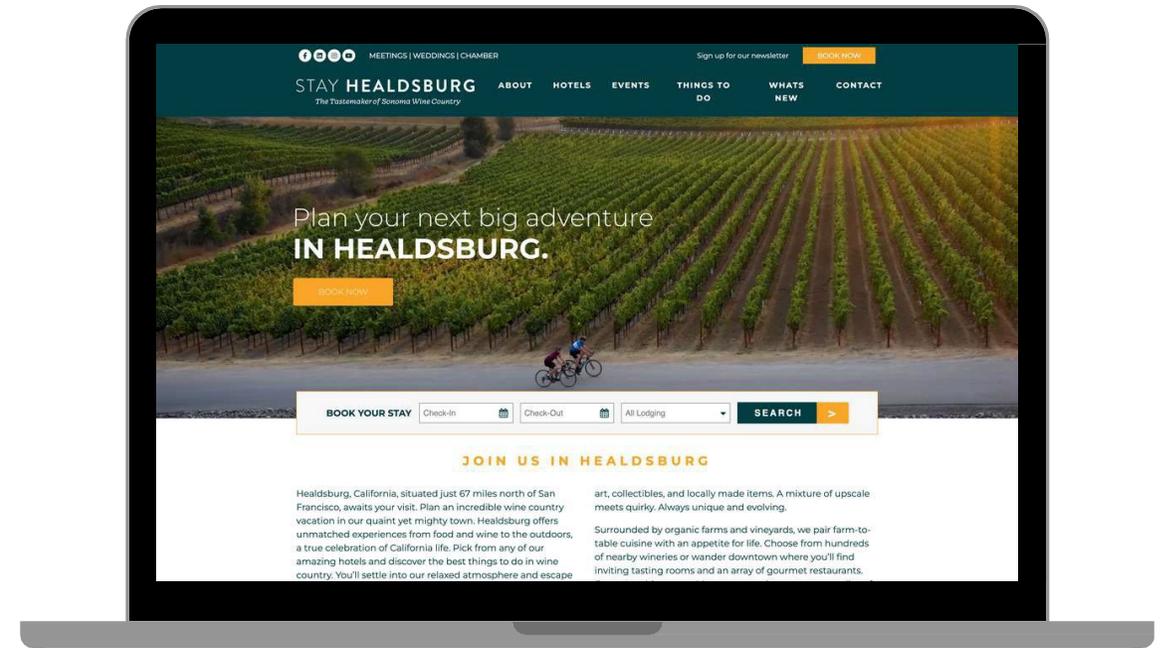


86,244

Total Website Users

98,312

Total Sessions



2023 PR HIGHLIGHTS



2.1B

MEDIA IMPRESSIONS
*National, Regional + Local
Exposure in Key Markets*

132

PLACEMENTS
*Resulting from Earned Media
and Influencer Efforts*

18

KEY HOSTINGS
*Valuable In-Person
Experiences*

2023 PR HIGHLIGHTS



SFGATE

“Healdsburg is that rare tourist town that manages to feel like it isn't touristy at all ... Healdsburg is still a town where you can ride your bicycle to the ice cream shop or stand in line with the locals to snag a fresh sticky bun at the bakery.”

goop

How to Do Napa and Sonoma in 2 Days

Written by: [Caitlin Chapman](#) | Published on: June 22, 2023



ELLE

Head to Healdsburg, California, for the Wellness (and the Wine)





DISTRICT DEVELOPMENT GRANTS

In 2023, HTID worked with Civitas Advisors (legal counsel) to update the District Development Grant application, policies, and procedures to better align with the statute outlined in the Management District Plan.

\$283,000

Awarded

23

Grants Funded



DISTRICT DEVELOPMENT GRANTS

2023 GRANTS AWARDED:

- Healdsburg Jazz Festival Winter Concert Series
- 25th Annual Healdsburg Jazz Fest
- Art After Dark Summer Events
- The 222 Winter Performance Series (Jan - March)
- Healdsburg Museum's "We Are Not Strangers Here" Installation
- Russian Riverkeeper's Watershed Cleanup
- AV Film Fest 2023
- Corazon Healdsburg's Dia de Muertos
- Farm to Pantry's Agri-Tourism Program
- The Bloodroot Ramble
- The 222 Summer Performance Series



DISTRICT DEVELOPMENT GRANTS

2023 GRANTS AWARDED:

- Tuesday Concerts in the Plaza
- Giro Vigneti
- Fourth of July Fireworks
- Healdsburg Wine & Food Experience
- Healdsburg Crush
- Fourth of July Duck Dash & Kids Parade
- T.O.W.N. Dinner Series
- Annual Turkey Trot
- Merry Healdsburg
- WineRoad Events
- Investment in the AVFilm Center

LOOKING AHEAD

- Full time staff member
- Representation at trade shows and industry conferences
- District development legacy grant guidelines
- New brand video
- Visitor guide
- Continued marketing and public relations initiatives
- A Season to Sparkle
- Shoulder-season marketing push

2024



THANK YOU

TALLIA HART
CEO

TALLIA@HEALDSBURG.COM

JESSICA BOHON
DIRECTOR OF TOURISM & MARKETING

JESSICA@HEALDSBURG.COM



City Manager's Report

City Council, April 15, 2024



Public Comment on Non Agenda Items

Comentarios del público sobre puntos no incluidos en la agenda de la reunión

03:00

Start Stop Reset mins: 3 secs: 0 type: None ▾

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Land Use Code Amendments

City Council, April 15, 2024



Purpose

To provide greater clarity to Title 20, Land Use Code, to revise and clarify section 20.20.030 Inclusionary Housing, and 20.28.310 Definitions.

Key Changes

Title 20 Section

20.20.030

Inclusionary Housing

- Clarifies single units are subject to the Inclusionary Housing Ordinance
- Clarifies residential development projects are one or more housing units
- Clarifies thresholds for increases in square footage
- Clarifies applicability to multi-family and single-family units
- Clarifies that the rental housing rate would apply to multi-family residential development projects and require a deed restriction recording that the dwelling will not be owner occupied.

Key Changes
Title 20
Section
20.28.310
Definitions

- Add definition for Multi-Family Rental Housing
- Amend definition for Residential Development Project

Planning Commission

- Planning Commission Hearing March 26, 2024
- Exemptions considered:
 - Exemption for SB9 projects
 - Exemption for owner/builder projects
 - Exemption for all new single units & additions

Planning Commission

On March 26, 2024 the Planning Commission adopted a Resolution recommending that the City Council adopt an Ordinance making clarifying updates to the Healdsburg Municipal Code by amending sections 20.20.030: Inclusionary Housing and Section 20.28.310 Definitions and recommending that the City Council consider a provision for a 50% reduction in the in-lieu housing fee to incentivize new residential units created under SB 9.

SB9 went into effect on January 1, 2022 and allows homeowners to split single family residential lots, thereby increasing ownership in residential areas. SB9 also allows 2 single family homes on a single lot with ADU potential.

Fees

- New single family, for sale units
 - 850 Square feet or less - exempt
 - 850 - 1,200 square feet - \$8,847 - \$11,796
 - 1,200 – 2,500 square feet - \$24,575 - \$49,150
- Fees collected into the Inclusionary Housing Fund 2019: \$612,474
 - March 2023 Scattered Sites Project - \$319,141
 - As of 3/26/24 remaining balance is: \$135,421

Recommended Action

Adopt an ordinance amending Healdsburg Municipal Code Section 20.20.030 Inclusionary Housing; and Section 20.28.310 Definitions and find that the ordinance amendments are exempt from the California Environmental Quality Act (CEQA)

Adopt a Resolution amending resolution No. 81-2019 and amending in-lieu inclusionary housing fees as provided for in subsection 20.20.030(J) of the City of Healdsburg Land Use Code and include a 50% reduction in the in-lieu housing fee for new residential units created under SB 9.

Questions



Public Comment

Comentarios del público

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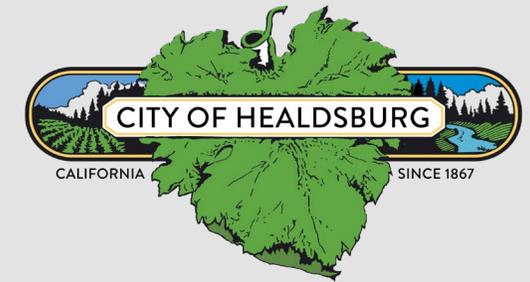
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Downtown Housing Capacity Study

City Council

April 15, 2024



Planning Efforts to Date

- 2013 Central Healdsburg Avenue Plan (CHAP)
- 2018 Sustainable Design Assessment Team (SDAT)
- 2022 Housing Element Update
- Diversity, Equity, and Inclusion Plan
- Climate Mobilization Strategy
- Housing Needs Assessment
- SMART Station Planning

City Council Goal 23/24

- Evaluate existing codes, legislation, and law to identify barriers to, and opportunities for, increased housing capacity Downtown.

Parallel Efforts

- September 18, 2023: City Council approved PSA with Opticos Design, Inc. to prepare the Downtown Housing Capacity Study.
- September 18, 2023: City Council approved PSA with Economic Planning Systems to prepare an updated Housing Needs Assessment.

HOUSING NEEDS CALCULATOR – INTRODUCTION

- Estimates the housing needed to support those currently employed in Healdsburg, as well as future employees – *based on user-selected policy objectives*
- Does not address the housing needs of non-working households (e.g., retirees, unemployed, etc.) in the City of Healdsburg.
- Calculator relies on several key data inputs, including:
 - 2023 HCD Income Limits for Sonoma County
 - 2023 Employment and Median Wages in Healdsburg by Occupation Category (JobsEQ)
 - Average Annual Job Growth (JobsEQ)

METHODOLOGY

Jobs

- Assess existing jobs and estimate future job growth data for Healdsburg (JobsEQ)

Occupations and Wages

- Evaluate occupation and wage profile of existing labor force (JobsEQ)

Workers Living in Healdsburg

- Identify share of workers who live in Healdsburg – this is a policy choice
- Currently 15%

Worker Households

- Estimate worker households, assuming 1.59 workers per household

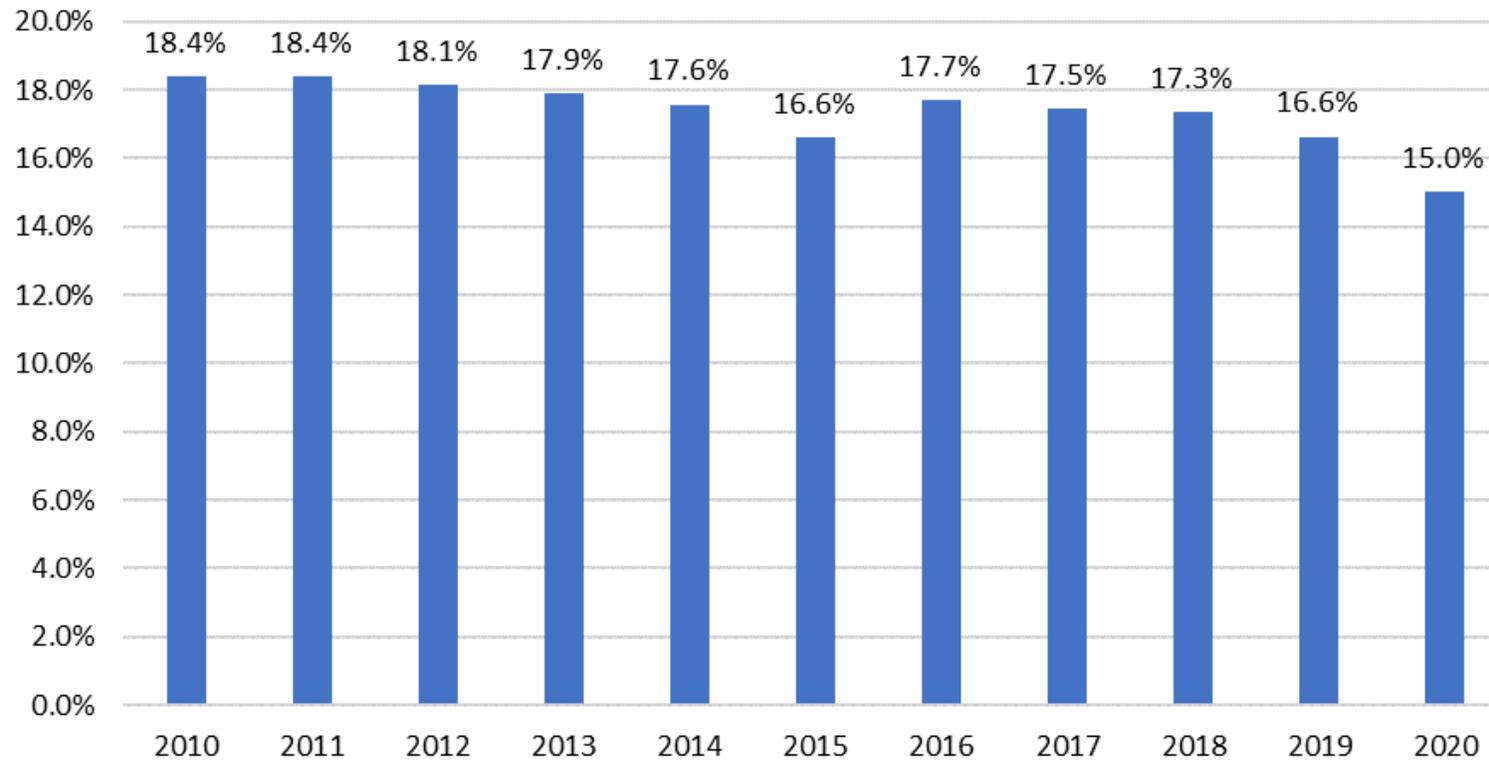
Household Income

- Calculate household income and categorize into income category, assuming a 3-person household
- Results in need by income category

HOUSING HEALDSBURG WORKERS

- The percent of jobs in Healdsburg that are held by Healdsburg residents is at a current low of 15%.

Percent of Workers in Healdsburg Living Healdsburg



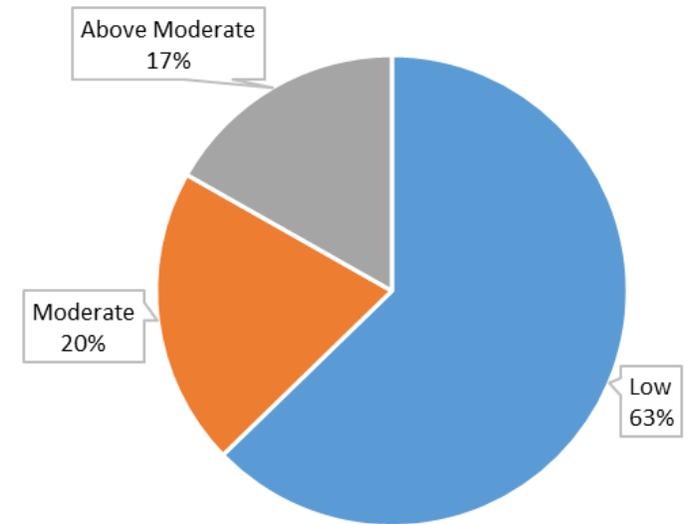
Source: LEHD, Census.

JOBS – OCCUPATIONS AND WAGES

Occupation	Employment	% of Jobs	Wages
Management Occupations	621	8%	\$123,100
Business and Financial Operations Occupations	379	5%	\$85,400
Computer and Mathematical Occupations	99	1%	\$111,000
Architecture and Engineering Occupations	70	1%	\$106,200
Life, Physical, and Social Science Occupations	47	1%	\$91,500
Community and Social Service Occupations	84	1%	\$60,500
Legal Occupations	31	0%	\$127,100
Educational Instruction and Library Occupations	251	3%	\$63,100
Arts, Design, Entertainment, Sports, and Media Occupations	142	2%	\$62,300
Healthcare Practitioners and Technical Occupations	384	5%	\$120,300
Healthcare Support Occupations	282	4%	\$37,200
Protective Service Occupations	95	1%	\$48,400
Food Preparation and Serving Related Occupations	1,204	16%	\$37,800
Building and Grounds Cleaning and Maintenance Occupations	303	4%	\$43,200
Personal Care and Service Occupations	185	2%	\$39,100
Sales and Related Occupations	793	11%	\$43,000
Office and Administrative Support Occupations	732	10%	\$51,900
Farming, Fishing, and Forestry Occupations	254	3%	\$39,700
Construction and Extraction Occupations	401	5%	\$68,900
Installation, Maintenance, and Repair Occupations	270	4%	\$62,800
Production Occupations	309	4%	\$47,300
Transportation and Material Moving Occupations	519	7%	\$44,200
Total - All Occupations	7,457	100%	\$52,000

Income Definitions

Very Low	Low	Moderate	Above Moderate
<\$56,650	<\$90,600	<\$138,350	>\$138,351



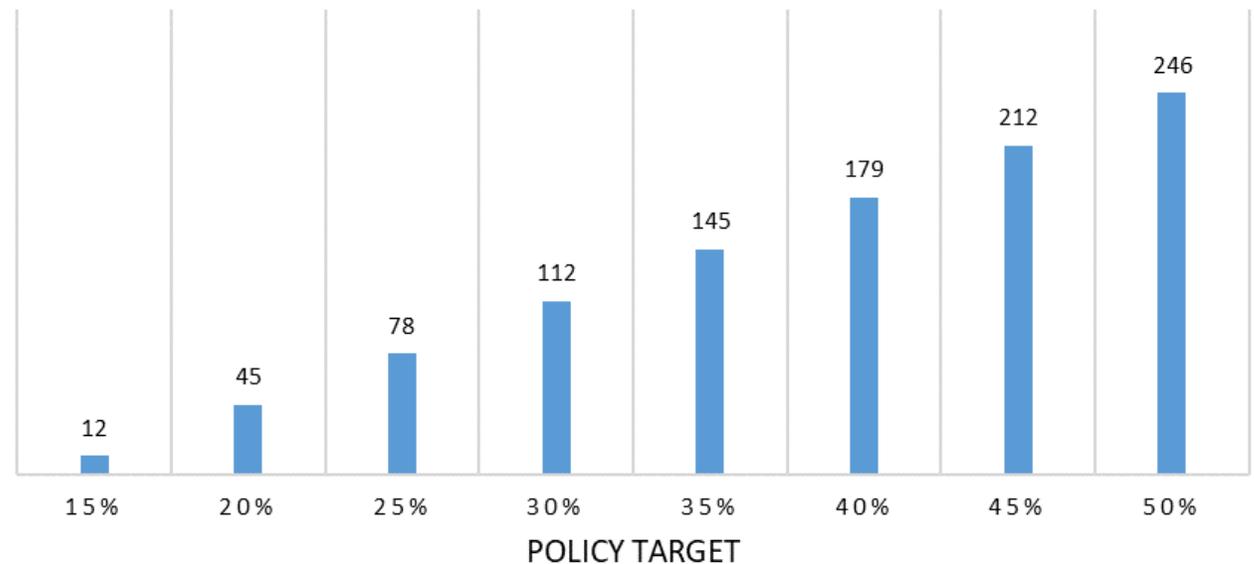
Assumes 1.59 workers per household.

HOUSING NEEDS CALCULATOR – RESULTS

- To maintain the existing percentage of working households living in Healdsburg (15%), an additional 93 housing units would be required, about 12 per year
- Any higher policy target would include having to make up for the deficit in existing employees able to live in Healdsburg, along with accommodating future employees

Policy Target	Additional Housing Units Required
15%	93
20%	360
25%	627
30%	895
35%	1,162
40%	1,430
45%	1,697
50%	1,965

HOUSING UNITS REQUIRED PER YEAR



HOUSING UNITS BY INCOME LEVEL

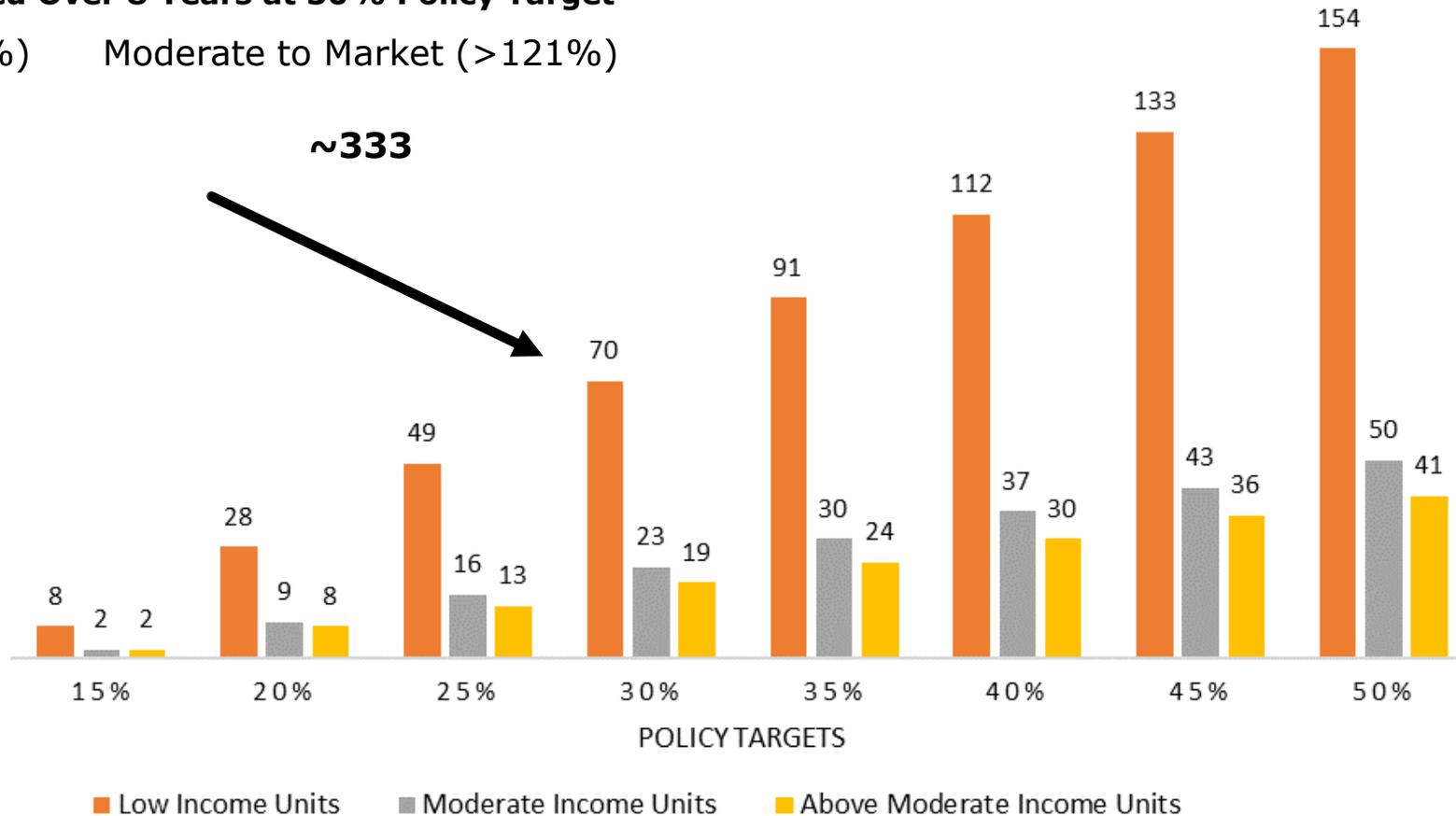
ANNUAL UNITS REQUIRED BY INCOME LEVEL

Units Needed Over 8 Years at 30% Policy Target

Low (<80%) Moderate to Market (>121%)

~560

~333





Downtown Housing Capacity Study

Healdsburg, California

City Council Meeting
April 15, 2024



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



Project Overview	1
Site Testing	2
Recommendations	3
Development Feasibility Analysis	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

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**.

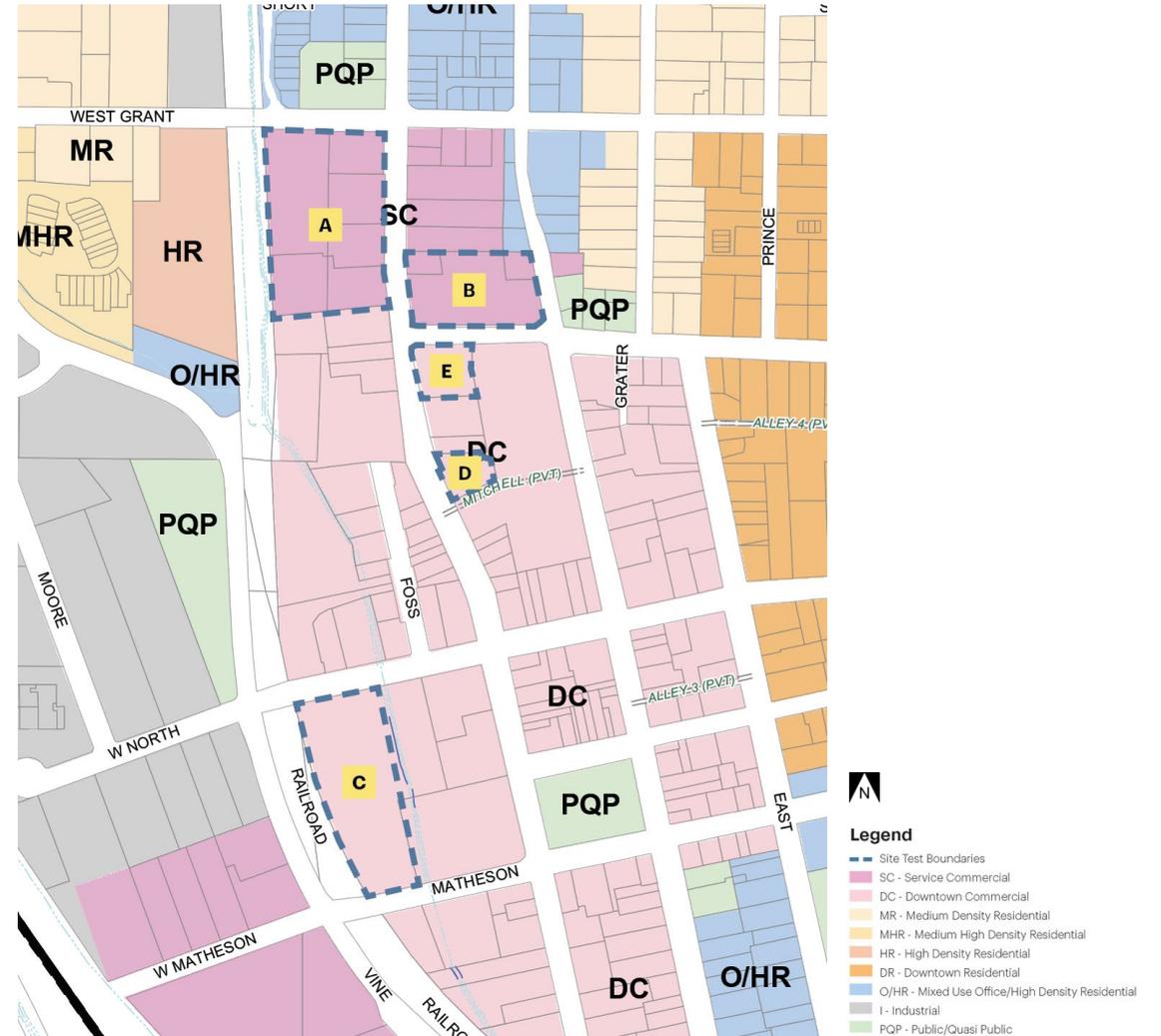
Note: The site test illustrations are illustrative only. They represent hypothetical build-outs used to calculate potential new housing and do not represent actual design intent.



Site selection

Site testing was performed using real sites, which were selected based on:

- **Potential capacity** for new housing
- Current **site location and conditions** (vacant/underutilized, etc.)
- **Repeatability of findings** across multiple sites throughout Downtown Healdsburg



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

View looking south on pedestrian way



Existing Conditions

View looking south on Healdsburg Avenue



Existing Conditions



Conceptual site design



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 on the ground floor and residential dwellings on the upper floors.
- Tuck-under parking is provided under mixed-use buildings with additional surface parking to meet the parking ratio, all of which are shielded from view from the public realm.
- 1.5-story cottages front shared green space shielded from busy streets by mixed-use buildings.



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	264 spaces
Replacement	
SMART	50 spaces
Total	465 spaces



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

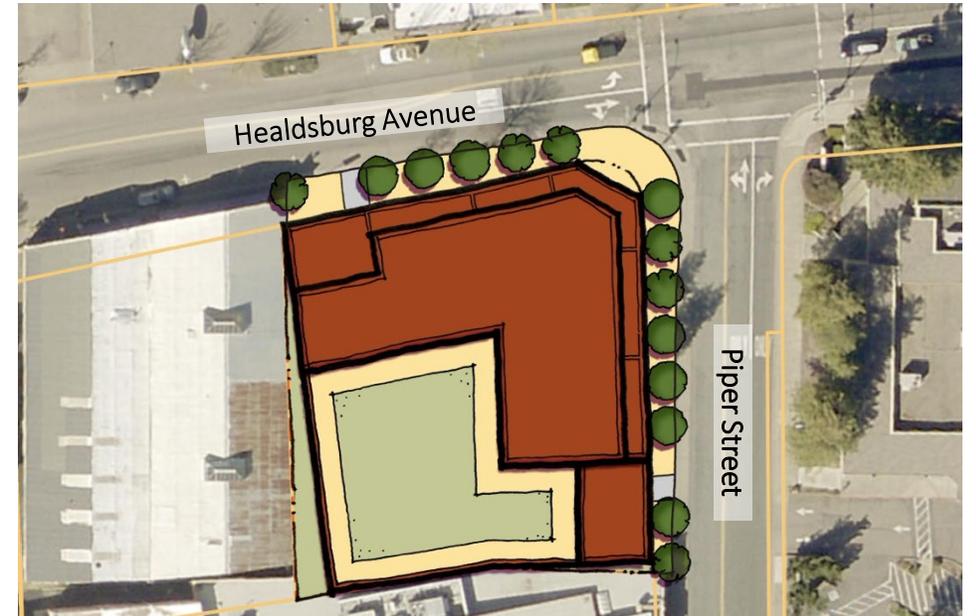
Existing Conditions



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

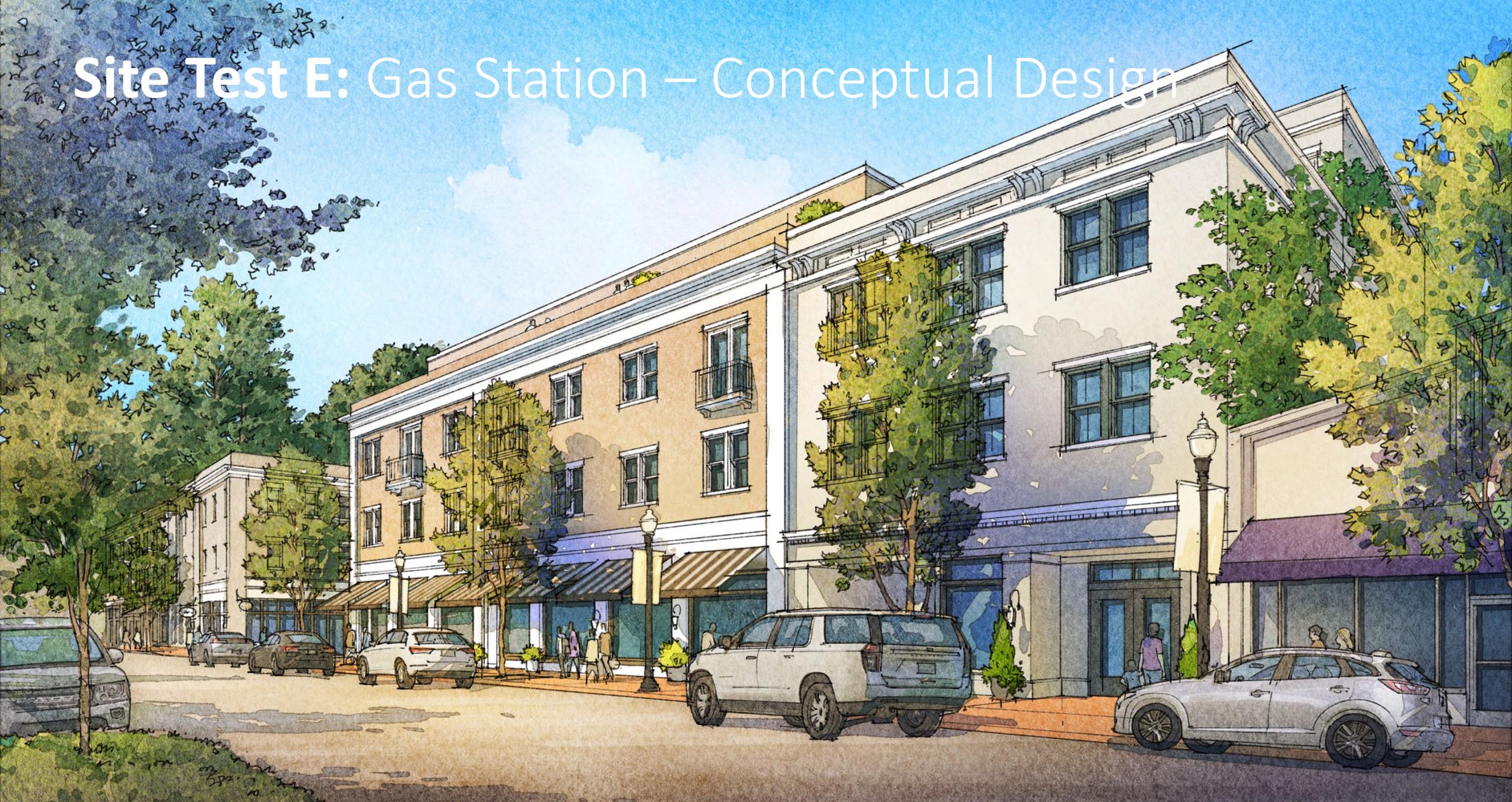


Conceptual site design

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

Estimating Downtown's Housing Capacity

Methodology

Five additional opportunity sites identified by the City were analyzed to estimate potential for housing Downtown. Density assumptions were based on findings from site testing: **45 du/ac for CS** and **65 du/ac for CD**. Estimated yields for these additional sites were added to the site test yields for a total downtown housing capacity.

Housing Capacity on Parcels studied in Site Tests				
Site	Zone	Address	Parcel Number(s)	Yield
Site A	CS	525 Healdsburg Avenue	002-113-007, 002-113-022, 002-113-027, 002-113-036, 002-113-037, 002-113-038, 002-113-039, 002-113-040	189
Site B	CS	502 Healdsburg Avenue	002-112-003, 002-112-017, 002-112-025	65
Site C	CD	West Plaza Parking Lot	002-182-033	151
Site D	CD	434 Healdsburg Avenue	002-171-041	21
Site E	CD	456 Healdsburg Avenue	002-171-038	32
Total Housing Capacity on Site Tested Parcels				458



Housing Capacity on Additional Vacant/Underutilized Parcels				
Existing Conditions	Zone	Address	Parcel Number(s)	Yield
Ford Dealership	CD	453 Healdsburg Avenue	002-113-042, 002-113-043	110
Strip Retail	CD	415 to 455 Center Street	002-171-042	220
Vacant	CD	330 Center Street	002-193-015	8
Office Building	CD	150 North Street	002-193-016	31
Bank	CD	450 Center Street	002-163-007	25
Total Additional Housing Capacity on Other Vacant/Underutilized Parcels				394

Adding the housing capacity of parcels studied in Site Tests and additional vacant/underutilized parcels results in a **total Downtown Housing Capacity of 852 units.**



Recommendations

SECTION

3



Zoning District Recommendations

Regulation	Existing Standard	Proposed Standard	Implementation Tool
Density	16 du/acre max.	CS Zone: 45 du/acre max. CD Zone: 65 du/acre max.	General Plan amendment or Specific Plan
Parking for Multi-Unit Dwellings	1.5 spaces per unit min.	1 space per unit min.	Zoning code update or Specific Plan
Parking for Retail	1 space per 150-300 sf min.	No parking required	Zoning code update or Specific Plan
Adjacency Standards	10' height reduction for a lot adjacent to a residential zone	10' height reduction for the first 50 ft adjacent to a residential zone	Zoning code update or Specific Plan
Ground Floor Non-Residential Uses	Ground floor non-residential use required in CS and CD Zones	Eliminate this standard in the CS Zone, if supported by a retail study	Zoning code update or Specific Plan

Additional strategies: Density minimums, unbundling parking, massing + articulation standards

Complementary Actions to Consider

Housing-Supportive Action	Implementation Tool
Streetscape improvements that include wider sidewalks at pinch points downtown (such as Healdsburg Avenue)	Streetscape Plan or Specific Plan
Growth Management Ordinance (GMO) adjustment	GMO amendment
Additional public parking	Downtown Master Plan or Specific Plan

Right-Sizing Residential Parking Requirements

What is the right ratio?

Different unit types have different typical demands (studios may require half a space per unit, while a two-bedroom unit may require two spaces) yielding an approximate **resultant parking ratio of 1.0** which is the minimum parking ratio recommended in this study.

Podium parking and parking lifts

Parking lifts can **double the parking capacity** of a single-level podium removing the cost burden of expanding the podium to a second level and preserving the rest of the zoning envelope for housing.



Emerging Best Practices on Density and FAR

Predictability of Built Form

Density alone does not always result in a predictable built form. FAR can result in more predictable buildings especially when used with other, form-based regulations.

Regulating with FAR instead of Density

FAR directly regulates building square footage relative to lot size. Eliminating density does not jeopardize density bonus projects.

Establishing FAR standards

Determining FAR standards after other form standards have been established can better ensure the FAR furthers the City's goals for desired built form.



Implementation Tools

Increasing Maximum Density

Amendment to the City's General Plan and applicable zoning districts. The process might require an assessment of the impact on the environment, infrastructure, and public realm.

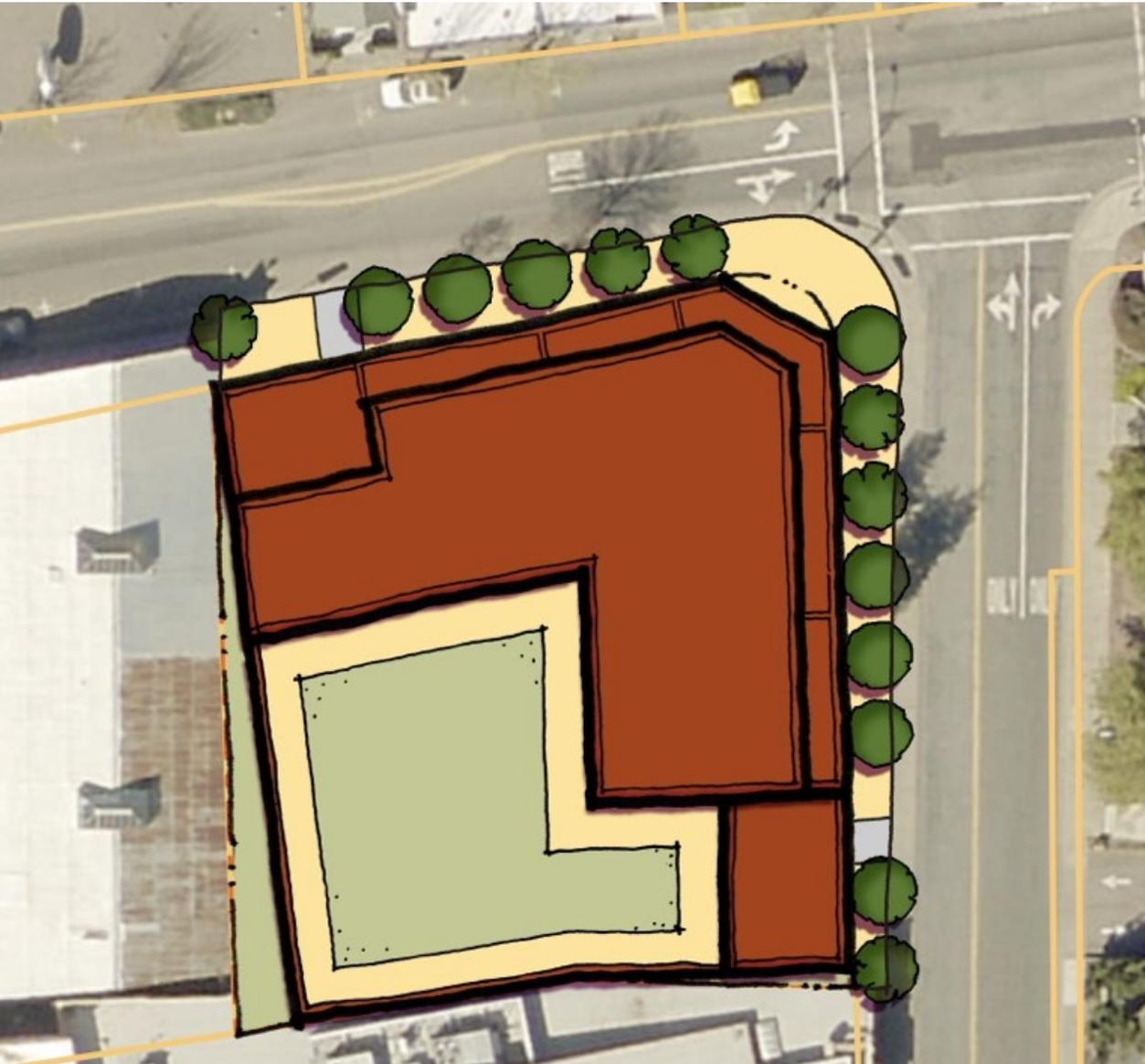
Zoning Changes

Consider incorporating objective design standards.

Planning Processes

- Specific Plan
- Master Plan or Precise Plan





Development Feasibility Analysis

SECTION

4

456 Healdsburg Avenue



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

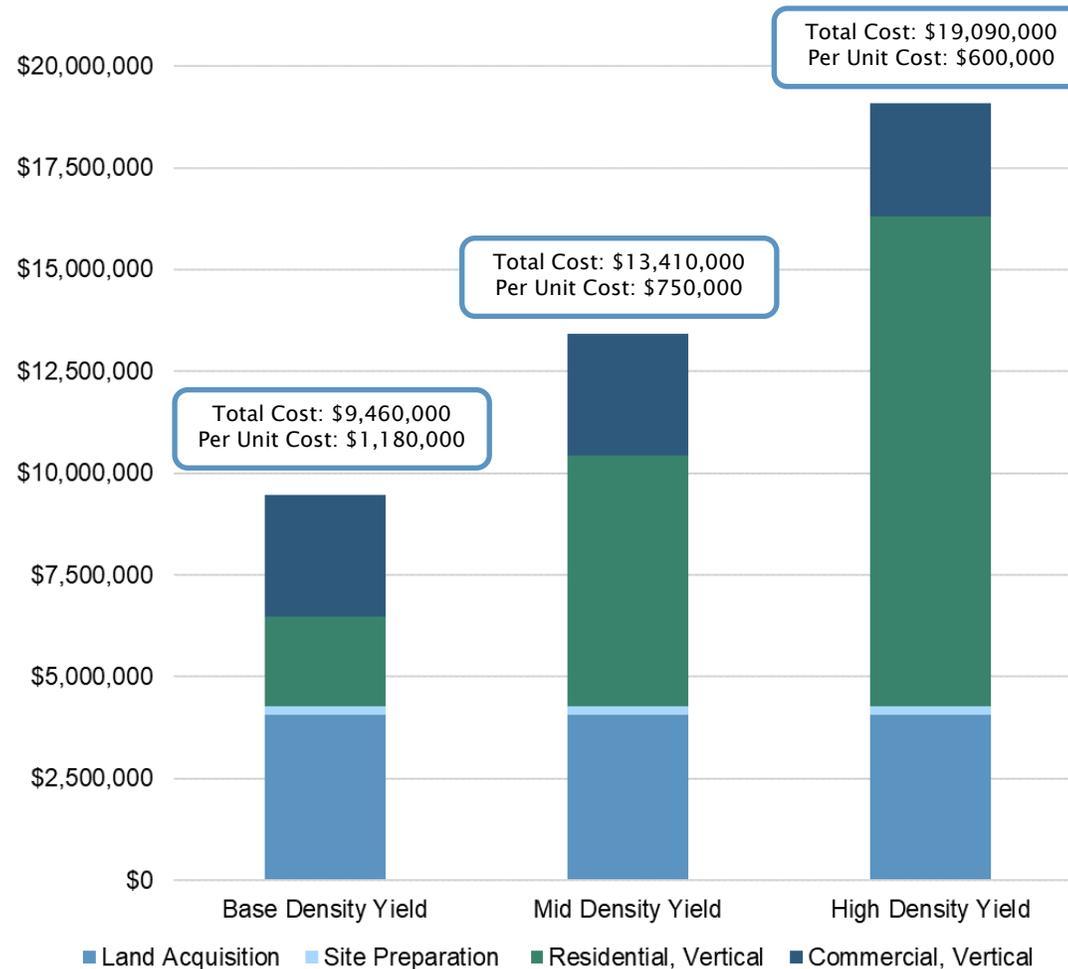
FEASIBILITY ANALYSIS

- 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

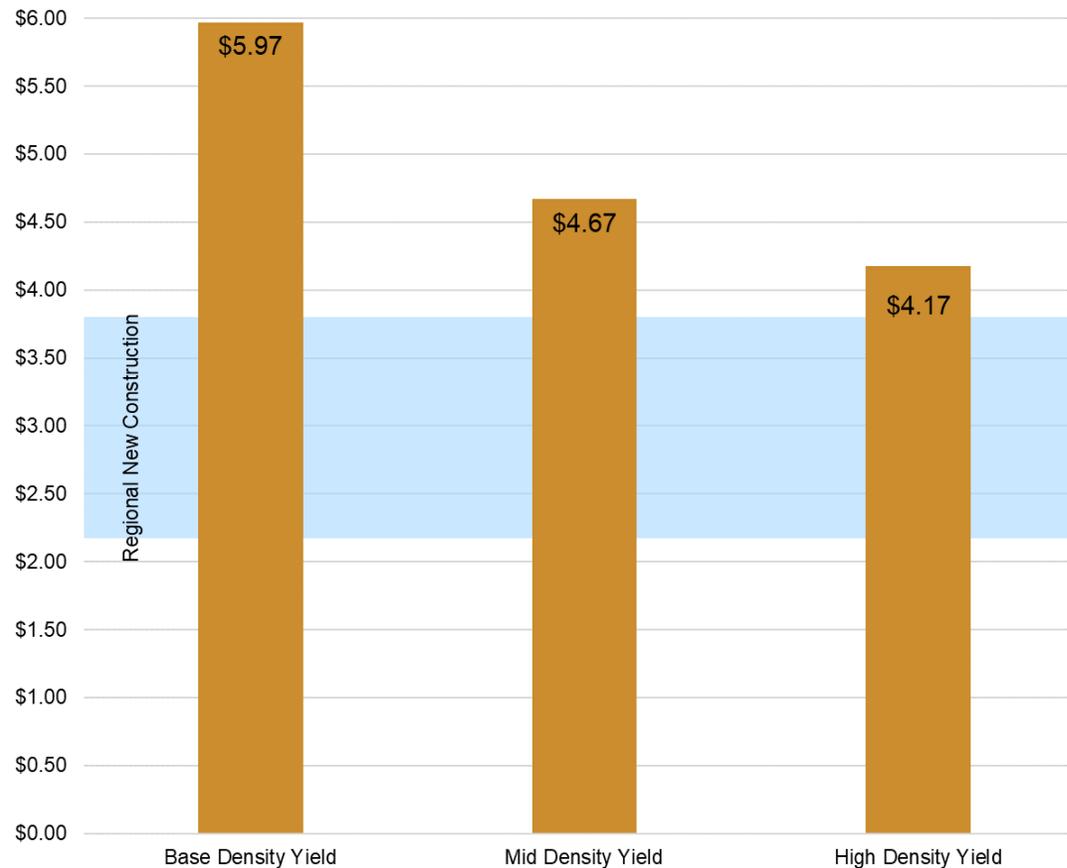
COSTS

- 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%

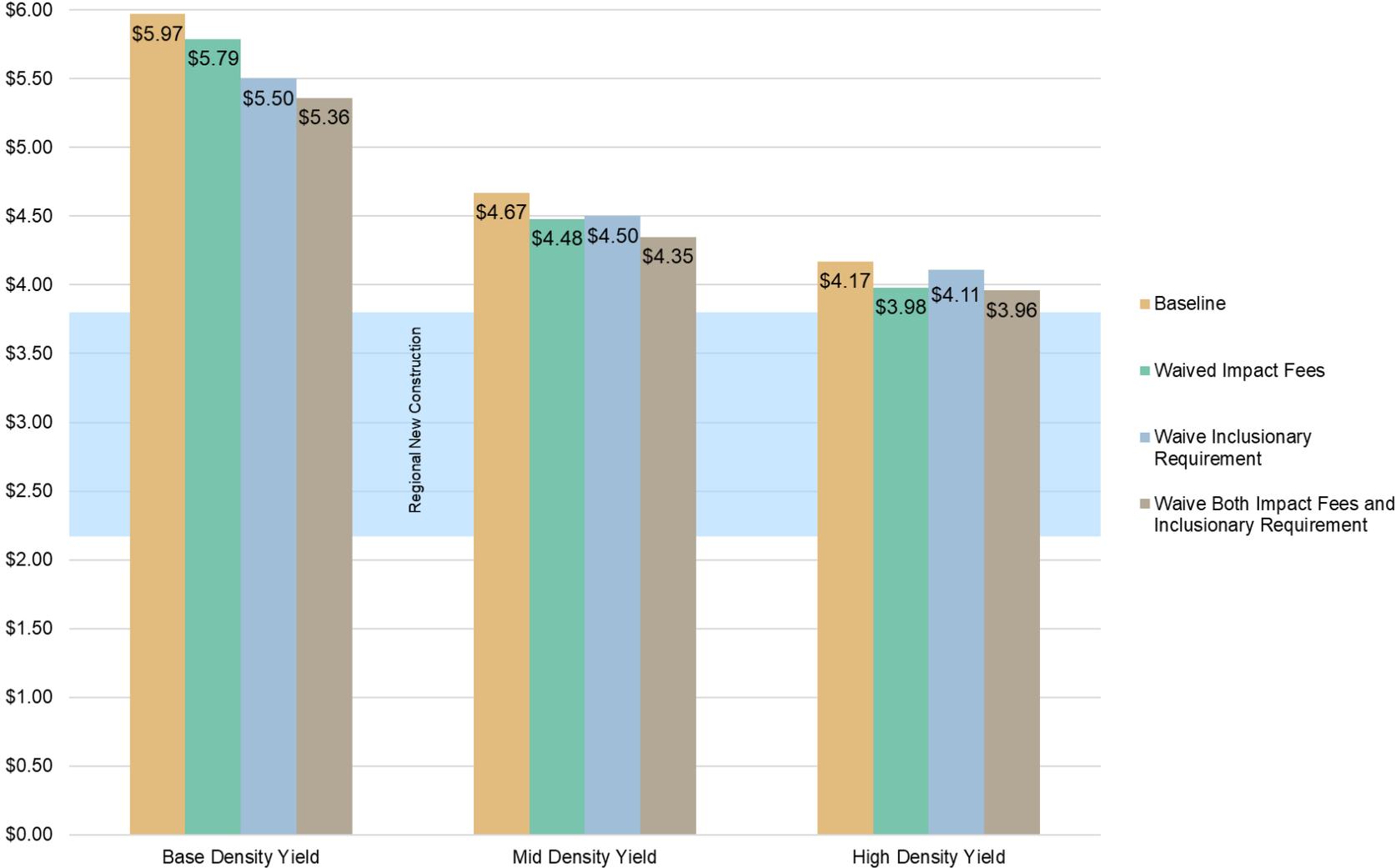
ADDITIONAL ANALYSIS – POLICY LEVERS

POTENTIAL POLICY LEVERS

WAIVE INCLUSIONARY REQUIREMENTS

- Assumes the same number of overall units, but all are market rate
- Development costs remain the same, but are spread across more market rate units

RENTS PER SQUARE FOOT



HIGH DENSITY YIELD – AFFORDABILITY

	Baseline	Waive Impact Fees	Waive Inclusionary	Waive Both
Required Average Rent per Square Foot	\$4.17	\$3.98	\$4.11	\$3.96
Studio - 1 Person Household				
Required Monthly Rent	\$2,085	\$1,990	\$2,055	\$1,980
Required Household Income	\$89,400	\$85,600	\$88,200	\$85,200
% AMI	100%	95%	98%	95%
1 Bedroom Unit - 2 Person Household				
Required Monthly Rent	\$3,128	\$2,985	\$3,083	\$2,970
Required Household Income	\$131,100	\$125,400	\$129,300	\$124,800
% AMI	128%	122%	126%	122%
2 Bedroom Unit - 3 Person Household				
Required Monthly Rent	\$3,753	\$3,582	\$3,699	\$3,564
Required Household Income	\$156,120	\$149,280	\$153,960	\$148,560
% AMI	135%	129%	134%	129%
3 Bedroom Unit - 4 Person Household				
Required Monthly Rent	\$5,004	\$4,776	\$4,932	\$4,752
Required Household Income	\$206,160	\$197,040	\$203,280	\$196,080
% AMI	161%	154%	159%	153%

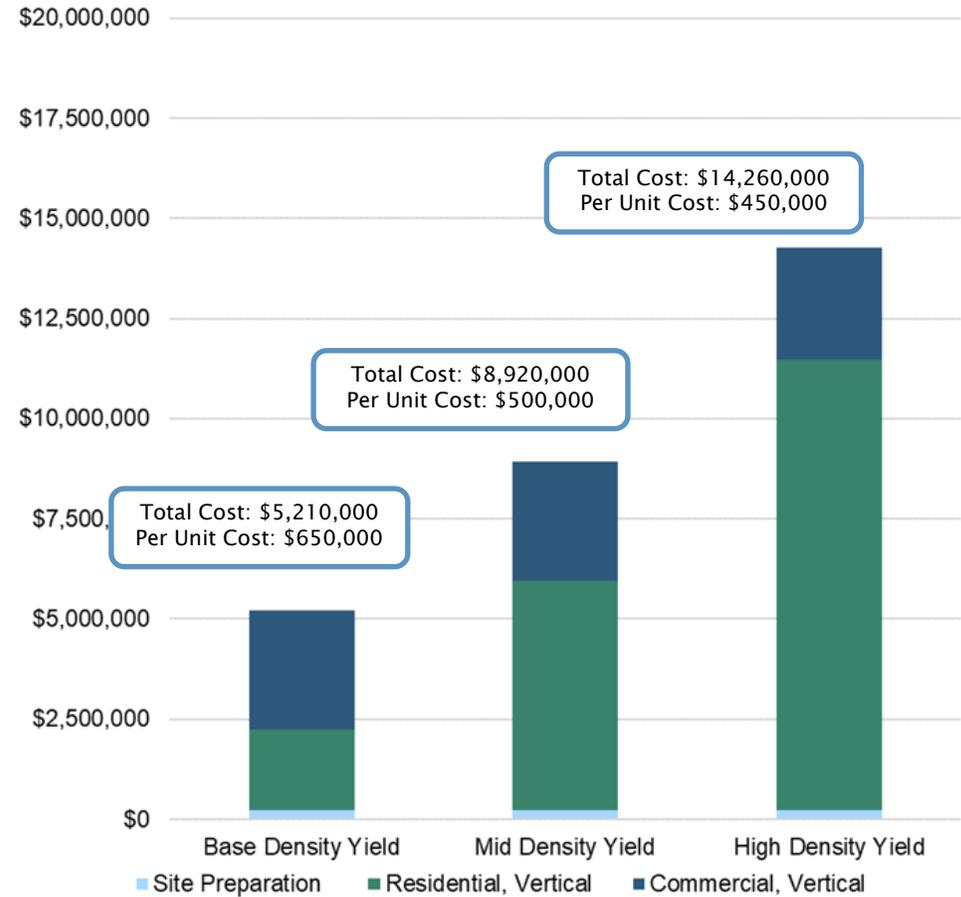
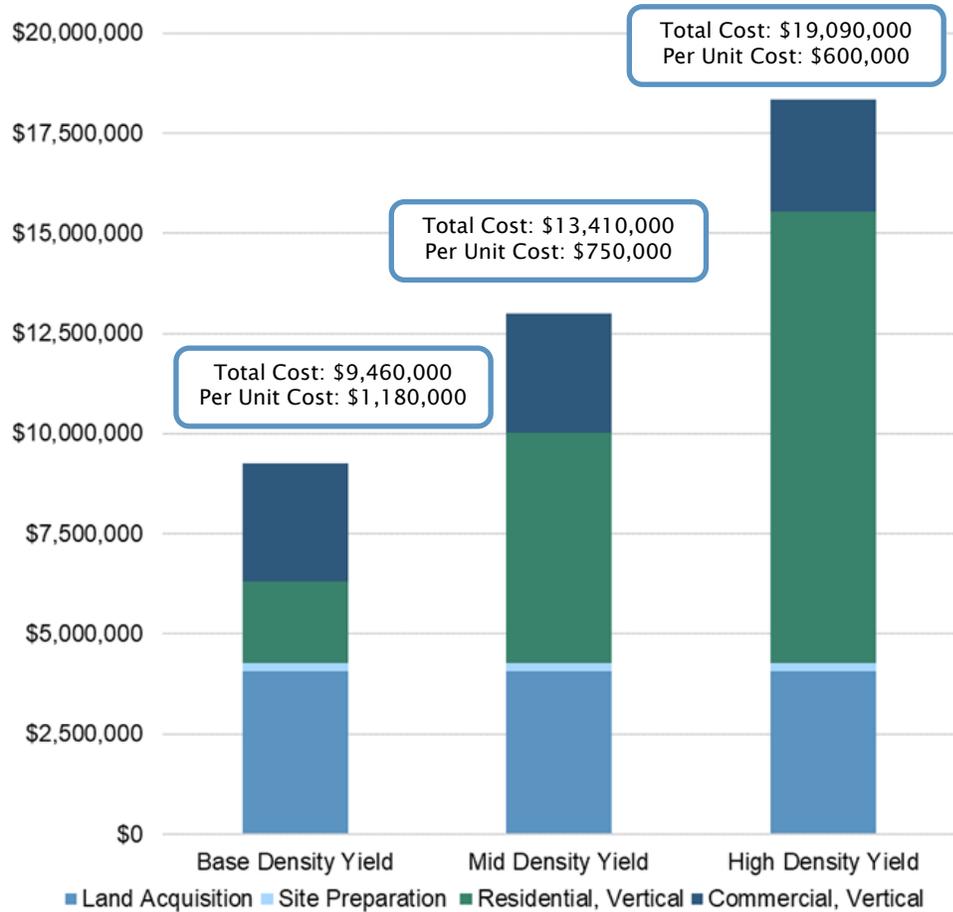
POTENTIAL POLICY LEVERS

SUBSIDIZE LAND COSTS

- This analysis assumed that the land for the project site would cost approximately \$4 million
- If the city were to subsidize land costs, this could reduce the overall development costs between 20 and 40 percent, depending on density

POTENTIAL POLICY LEVERS

SUBSIDIZE LAND COSTS



Questions



Public Comment

Comentarios del público

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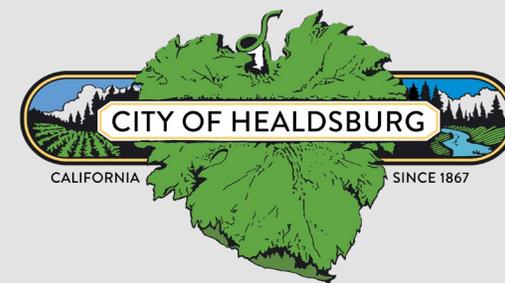
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Healdsburg Public Art Grant

City Council, April 15, 2024



Healdsburg Public Art Grant

Adopt a Resolution approving Healdsburg Public Art Grants for the 2023-2024 program year.

Healdsburg Public Art Grant - Background

- 2018: Healdsburg Parks and Recreation Commission and City Council established goals to engage the community in defining the role of art through the creation of a community-based arts and culture master planning process.
- 2021: Healdsburg City Council adopted Healdsburg's first ever Arts and Culture Master Plan in August 2021. The Plan outlines five major goals:
 - Build the Structural Foundation for Arts and Culture
 - Foster and Grow an Inclusive Creative Economy
 - Advance Art in the Public Realm
 - Support Development of Arts and Cultural Spaces
- 2023: Healdsburg City Council approved the Healdsburg Public Art Grant projects for funding. Staff has worked with artists to complete their Artists Agreements and to finalize project details and installations.



Healdsburg Public Art Grant - Background

- Fiscal Year 22-23 and 23-24: City Council allocated \$50,000 to begin implementation of the Arts and Culture Master Plan
- The Creative Leadership Team recommended the FY23-24 allocation be applied towards the public art grant program
- Other implementation interests included:
 - Pursue external grants through a grant writer
 - Allocate funding for maintenance of existing public art
 - Discuss revitalizing the Cultural Trust Fund that the City created in 1989 with a contribution from two trustees (initial donation \$69,680, current value \$77,472; initial principal amount is non-expendable, but any interest earned can be used to fund grants for cultural activities).

Healdsburg Public Art Grant – 22/23 Project Highlights

- Adopt – A – Stop (\$2,500)
 - Replacing a convention stop sign pole with sculptural version. Original location was not deemed feasible. Installation will occur on Foss Creek Pathway near the skatepark. Installation will be installed this Spring.
- Indigenous Voices (\$5,000)
 - Four literary events at THE 222 showcased the rich cultural heritage and traditions of indigenous communities in Northern California. These events served as platforms for education, dialogue, and celebration.
- Prune Box Derby (\$5,000)
 - Inspired by San Francisco’s Artist’s Derby, aimed to revive a joyful legacy within the Healdsburg community. The event did not proceed due to logistical challenges.
- Voigt Family Sculpture Foundation Ned Kahn Sculpture (\$20,000)
 - The kinetic sculpture was installed in November 2023 and added aesthetic value to the Foss Creek Pathway on the E & M Building near the Round – a – bout.

Healdsburg Public Art Grant – 22/23 Project Highlights

- Ballet Folkorico (\$5,000)
 - Continued its longstanding tradition of performing Mexican ballet in Healdsburg and neighboring communities. The funding for the program helped pay for the instructors and costumes to help support the performers and performances.
- Museum Lighting Project (\$5,000)
 - Lights illuminating the front of the Healdsburg Museum to be programmed for installations and special events creating energy and excitement around the museum. The light installation was completed in January 2024. In addition there will be banners installed to complement the nighttime experience.
- Healdsburg Center for Arts Art After Dark (\$2,500)
 - Art After Dark proceeded in summer 2023. Funds helped provide fun, creative evenings for residents and visitors and gave opportunities for local artists to showcase their work.
- Foss Creek Pathway Fence Beautification (\$2,500)
 - Completed through collaborative sessions with local youth groups and organizations. The installation took place on weekends in the fall and was completed in November 2023.

Healdsburg Public Art Grant – 22/23 Project Highlights



Healdsburg Public Art Grant – 2024 Program

- January 2024: As part of the City's efforts to foster and enhance our creative community, the City opened the second Public Art Grant Program solicitation.
- This program highlighted one of the outcomes of the Arts and Culture Master Plan and showcases the City's dedicated financial commitment for the Arts and Culture Master Plan implementation.
- Eligible applicants included local artists, creators, and non-profit organizations interested in expanding the role of arts in our community.
- Any artwork that is intended to enrich the public for City residents and visitors was eligible.



COMMUNITY SERVICES
CITY OF HEALDSBURG

**HEALDSBURG
PUBLIC ART
GRANT**

Healdsburg's Public Art Grant Program

In 2018, the Parks and Recreation Commission and City Council established goals to engage the community in defining the role of art through the creation of a community-based arts and culture master planning process. The arts and culture master planning process was a community-led initiative with a Creative Leadership Team comprised of community members serving as the project's steering committee. City Council adopted Healdsburg's first ever Arts and Culture Master Plan in August 2021. The Plan outlines five major goals:

- Build the Structural Foundation for Arts and Culture
- Enrich Cultural Experiences for Our Community and Our Visitors
- Foster and Grow an Inclusive Creative Economy
- Advance Art in the Public Realm
- Support Development of Arts and Cultural Spaces

As part of the City's efforts to foster and enhance our creative community, we are pleased to announce our second Public Art Grant Program solicitation. This program is one of the outcomes of the Arts and Culture Master Plan and marks the City's dedicated financial commitment to supporting the arts community.

Eligible applicants include local artists, creators, and non-profit organizations interested in expanding the role of arts in our community. Any artwork that is intended to enrich the public environment for City residents and visitors is eligible, including sculptures, murals, paintings, graphic arts, mosaics, photography, crafts, mixed media, environmental works, and performing arts. The art may be temporary or permanent.

Contact Garrett Perdigao, Recreation Manager, gperdigao@healdsburg.gov, 707-431-3327

Healdsburg Public Art Grant – 2024 Program

- Healdsburg Public Art Grant closed its second round of proposals for funding on February 2nd at 5:00PM.
- Artists were invited to submit proposals for public art projects that reflect the unique character and identity of Healdsburg and contribute to the community's cultural and economic vitality.
- In total twenty-two (22) proposals were submitted seeking funding in the amount of \$210,000
- Six projects recommended for funding totalling \$50,000



COMMUNITY SERVICES
CITY OF HEALDSBURG

HEALDSBURG PUBLIC ART GRANT

The application process:
To apply, submit a proposal (no more than 5 pages including work samples) with the following information in this order:

- Title of the Proposal/Project
- Description of the Project
- Artist Credentials
- Project Budget
- Project Timeline
 - What is your anticipated production timeline from award of the grant?
 - How long do you expect art to be displayed?
- Work Samples (up to 5)
- Artist is required to submit a sketch or visual rendering of the proposed project.

Submit electronic proposals (PDF) to:
<https://healdsburg.gov/1080/Healdsburg-Public-Art-Grant>

*Artist is responsible for design, creation, installation/implementation and removal of the artwork.

Funded projects should give recognition to the City of Healdsburg Public Art Grant Program.

Application Deadline:
February 2nd @ 5:00PM

What projects are eligible?

- Any artwork that is intended to enrich the public environment for City residents and visitors is eligible, including sculptures, murals, paintings, graphic arts, mosaics, photography, crafts, mixed media, environmental works, electronic/virtual media, and performing arts.
- The art may be temporary or permanent.
- The project must be available to the public in some form. Both in-person and virtual experiences will be considered.
- The project must be within the Healdsburg city limits.
- Projects should be accessible to the Healdsburg Community. Performances and shows should be accessible for the community to attend.

What are the grant amounts?

Up to \$50,000 is available for this round of grants. In general, grant award guidelines are:

- Arts Organizations/Nonprofits: Up to \$5,000 per organization
- Individual Artists: Up to \$2,500 per individual artist

Note: These are guidelines only. We encourage grant requests in any amount for unique and impactful projects up to the \$50,000 in available funding.

How will grants be awarded?

An Art Selection Committee made up from two members from the Parks and Recreation Commission and two members of the Creative Leadership Team will review and recommend grants to the City Council. The City Council will then consider the selection committee's recommendation at an upcoming meeting.

Who is eligible to apply?

Any individual or organization that works in, is skilled in, is studying, or conceptually creates in any area of the arts.

When will grant awards be announced, and what are the requirements for use of the grant funds?

We anticipate City Council making the grant awards in March 2024. Grant funds will be dispersed following the grant award and must be used by December 31, 2024. Grant funds may only be used for the approved project. Grantees will be required to enter into a grant agreement with the City that requires the grantee to report on how the grant proceeds were used, how the project impacted the community, and if the granted project does not happen, the grant funds will be returned.

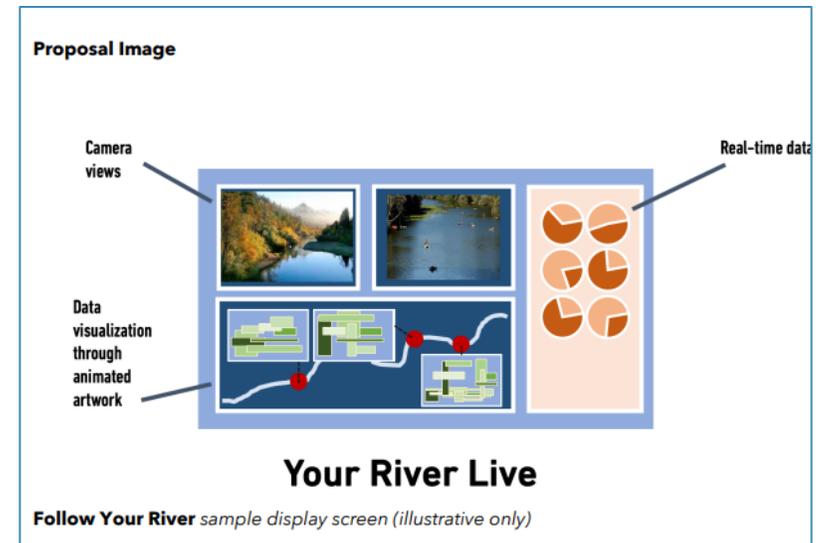
Contact Garrett Perdigo, Recreation Manager, gperdigao@healdsburg.gov, 707-431-3327

Healdsburg Public Art Grant - Review Committee

Members of the Creative Leadership Team, staff from Healdsburg Unified School District, and the Parks and Recreation Commission Arts Subcommittee made up a grant review committee that reviewed the grant requests based on artistic merit, community impact, feasibility, alignment with the Arts and Culture Master Plan, and budget.

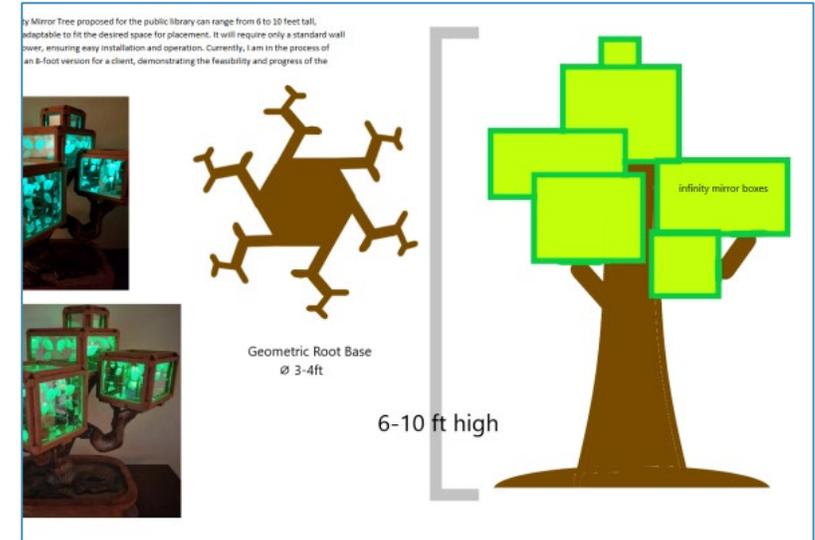
Healdsburg Public Art Grant – 2024 Grant Recommendations

- **Lil' Moha - \$700**
Proposed Free Little Art Gallery similar to the popular Little Free Library, but with a focus on small artworks instead of books. The Gallery is proposed to be developed at a private residence at the intersection of East Street and North Street with easy access for public viewing and participation.
- **The 222 - \$10,000**
Proposal would continue to underwrite funding for literary and cultural events at The 222, highlighting culture and traditions of indigenous communities in Northern California. The 222 would host a total of five productions in April, September, October, November, and January.
- **Your River: \$5,000**
Proposal would be a visual installation that builds a sense of community around the Russian River and its vital role in Healdsburg, demonstrating how artwork can connect audiences to important ecological issues. Screens would be deployed in public locations around town with live feeds of aspects of the Russian River.



Healdsburg Public Art Grant – 2024 Grant Recommendations

- Infinity Mirror - \$2,500
Proposed tree-like sculpture installation would serve as a captivating focal point within the Healdsburg Library, inviting patrons to explore the intersection of art, science, and technology. Its interactive elements would allow visitors to engage with the artwork on multiple levels. Proposal would be installed from May – August.
- Ballet Folkorico - \$7,300
Proposal continues to fund Ballet Folkorico Yolotl as the program enters its 38th year performing Mexican ballet in Healdsburg and neighboring communities. The project is a collaboration between Ballet Yolotl, Yolanda Giron, Founder and Director based in Healdsburg. The funding would help purchase costumes and support overall costs with the program.
- Harmon House Temporary Mural - \$19,000
Proposal proposes to paint a temporary mural directly on the window façade of the Harmon House located at 227 Healdsburg Ave. Over a six-month timeframe, the mural would allow for the light to transform the artistic image from both within and outside of the hotel, giving viewers a daytime and nighttime experience.



Healdsburg Public Art Grant – Administration

Each artist will enter in a Grant Agreement that will specify the length of time for the installation, as well as the artist' responsibility in setup, maintenance, and take down of the project at the conclusion of the installation.

- Any projects that are being installed on private property must be readily accessible to the public and would require the artist to enter into an additional agreement with the individual property owners where the installation is to take place.

Healdsburg Public Art Grant

Adopt a Resolution approving Healdsburg Public Art Grants for the 2023-2024 program year.

Questions/Comments



Public Comment

Comentarios del público

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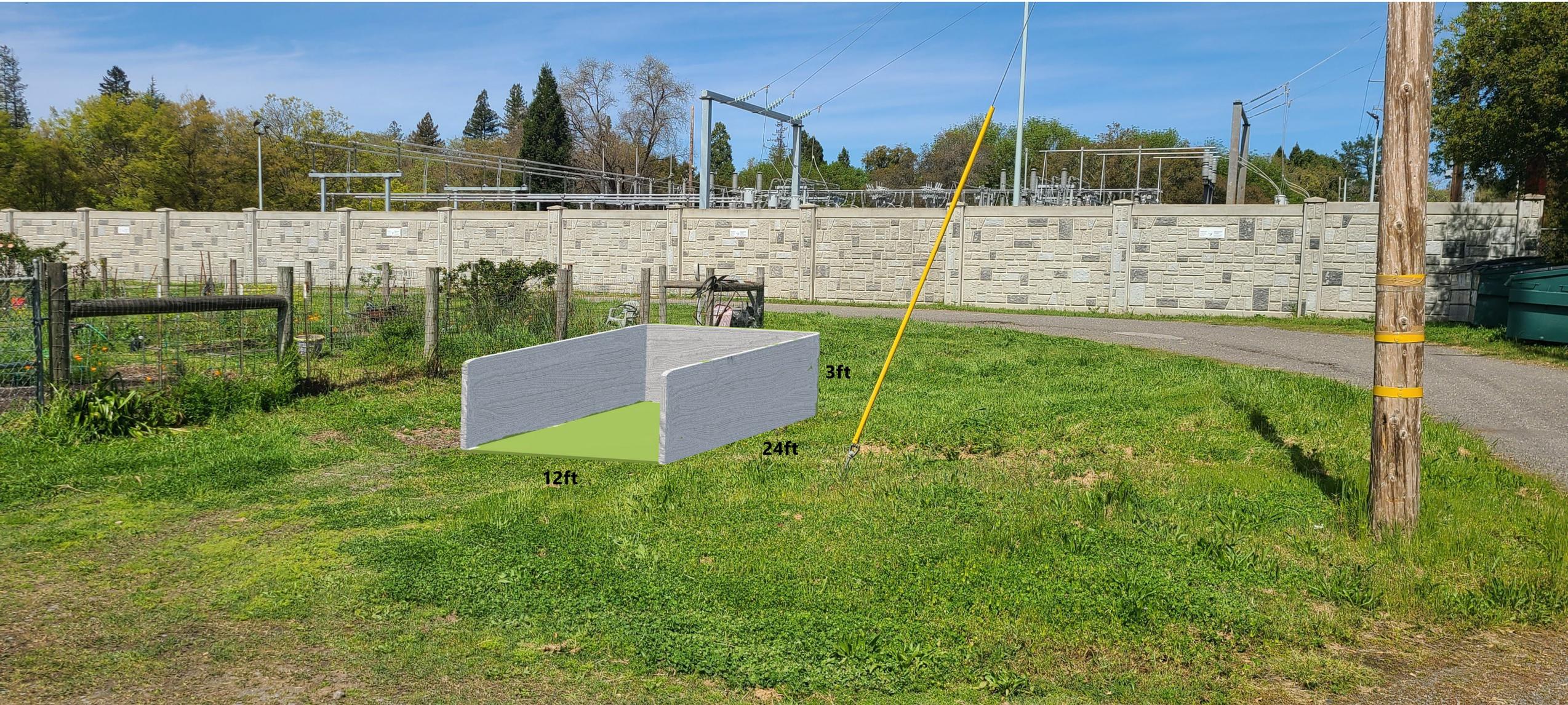
City of Healdsburg Compost Hub

City Council, April 15, 2024



Senate Bill 1383

- SB 1383 encourages diversion of food waste from the landfill
- Food waste creates methane, a potent green house gas.
- SB 1383 requires food and other organic waste from restaurants, businesses, and residents to go into the green “yard waste” container.
- The green waste is transported to a composting facility that turns the waste into compost through an aerobic method that does not produce methane.
- CalRecycle sets procurement requirements for cities, which is tracked Countywide by ZWS.
- Use of compost and mulch improves plant growth (capturing CO₂) and reduces watering demand.



12ft

24ft

3ft

How the compost hub will operate

- The hub will be stocked with clean, finished compost for use.
- The hub is not a stockpile for green waste
- Open every day for any public member to take compost.
- Same as our annual give away, residents must bring their own shovels, and containers.
- Community Gardeners will keep the area clean, cover the compost as needed, and report when supplies are running low.
- Commercial use and use of mechanical equipment is not allowed.
- Large sign board will post compost hub rules of use and promote related information and events

Council Action

- Adopt a Resolution authorizing the City Manager to sign a Memorandum of Understanding with Sonoma County Waste Management Agency (Zero Waste Sonoma) to supply compost to a City Compost Hub.

Public Comment

Comentarios del público

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Budget Development Update

Finance Department

April 15, 2024



Proposed Action

Receive a presentation from City staff providing an update on the budget development process

City of Healdsburg Budget Development Timeline

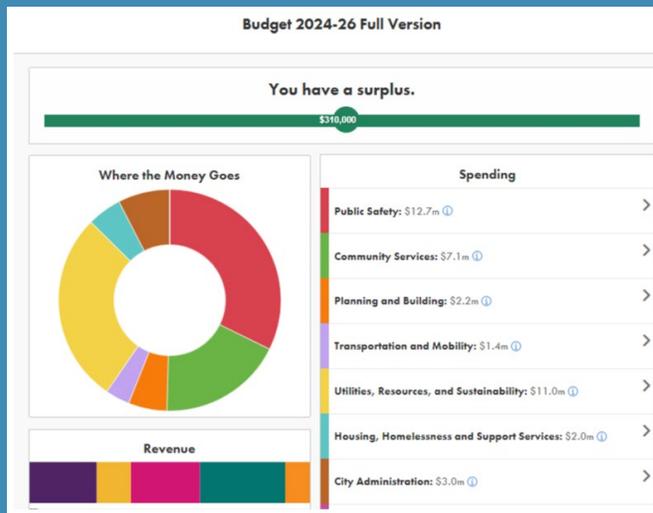
16-Jan	5-Feb	15-Feb	Feb	20-Feb	28-Mar	18-Mar	25-Mar	1-Apr	15-Apr	25-Apr	13-May	20-May	3-Jun
Council	Finance	Public	Public	Council	Public	Departments	Council	Finance	Council	Departments	Council	Council	Council
Budget Development Overview	Cost Allocation Plan, Internal Service Funds & Salary Projections Due	Launch Public Budget Simulation Tool	Public Budget Workshop	Mid-Year Finance Update & Policy Reviews	Close Public Budget Simulation Tool	Preliminary Operations & CIP Budgets Due	Goal Setting	Budget Analysis/Evaluation with City Manager & Department Heads	Budget Check-in	Final Department Revision Due	Special Meeting: Budget Workshop	Q3 Financial Update	Budget Adoption

Timeline

FY 2024-26 Goals

1. Align budget resources with Council Goals
2. Focus on Infrastructure Funding
3. Complete Facility Needs Assessments
4. Improve Transparency through Accounting Development
5. Review Finance Policies
6. Continue to Pursue Robust Public Engagement

Budget Simulation



- 1356 Page Views
- 236 Submission
 - 229 English (97%)
 - 7 Spanish (3%)
 - 194 Full (82%)
 - 42 Short (18%)
- Average Time Spent 3 min 48 sec
- 50% of respondents identified as being under 50
- 48% of respondents identified as female, 52% as male

Paper Budget Survey

- 141 Paper Survey Responses
 - 14 English (10%)
 - 127 Spanish (90%)
- 44% Increased All Categories
- 98% Provided Comments

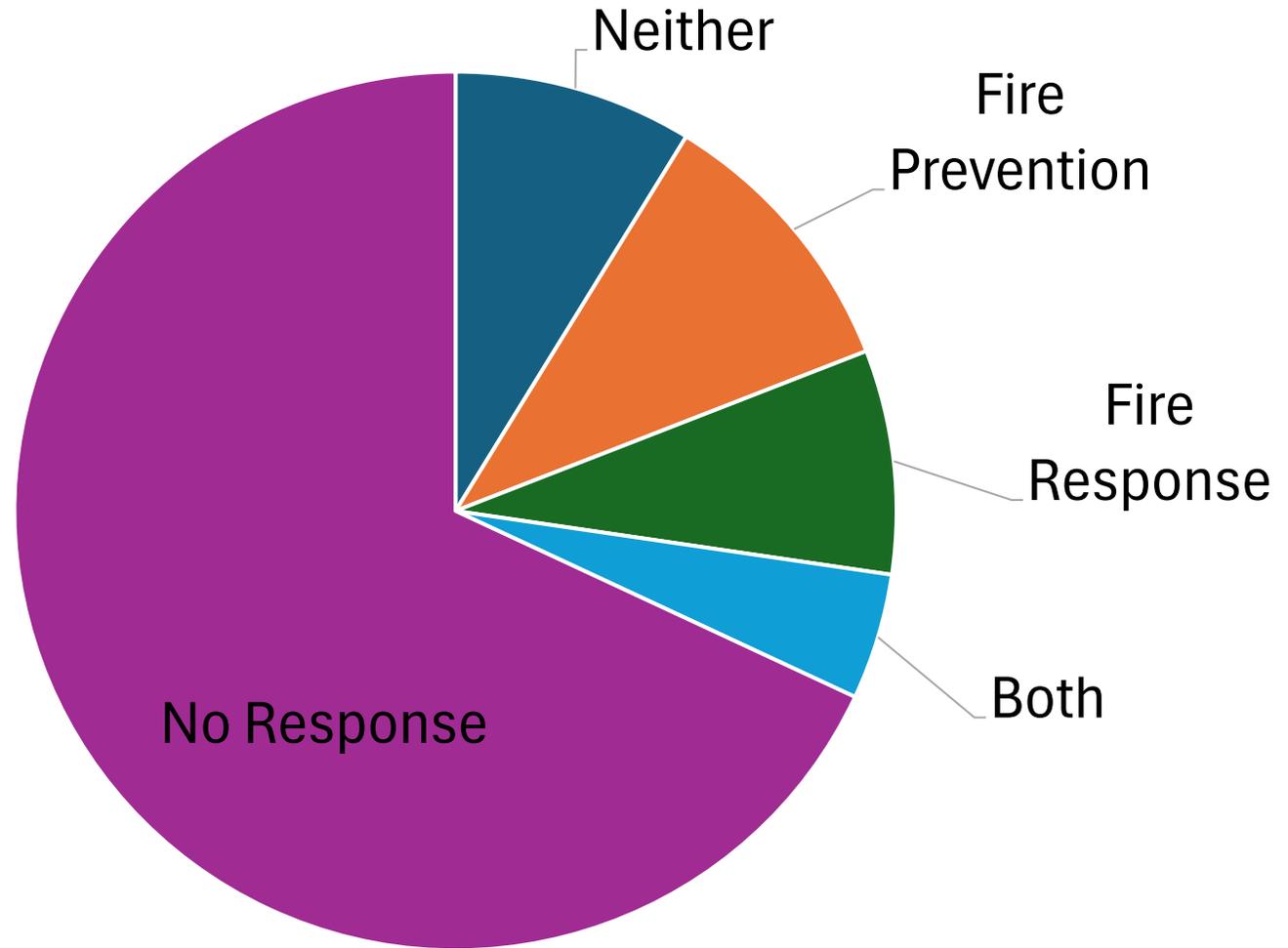
377 Total Responses

Major Themes

- 66% of respondents agreed with current funding levels
- Transportation was the most increased category
- Public Safety was the most divisive category
- When forced to prioritize, Housing and Homelessness was among the most decreased category

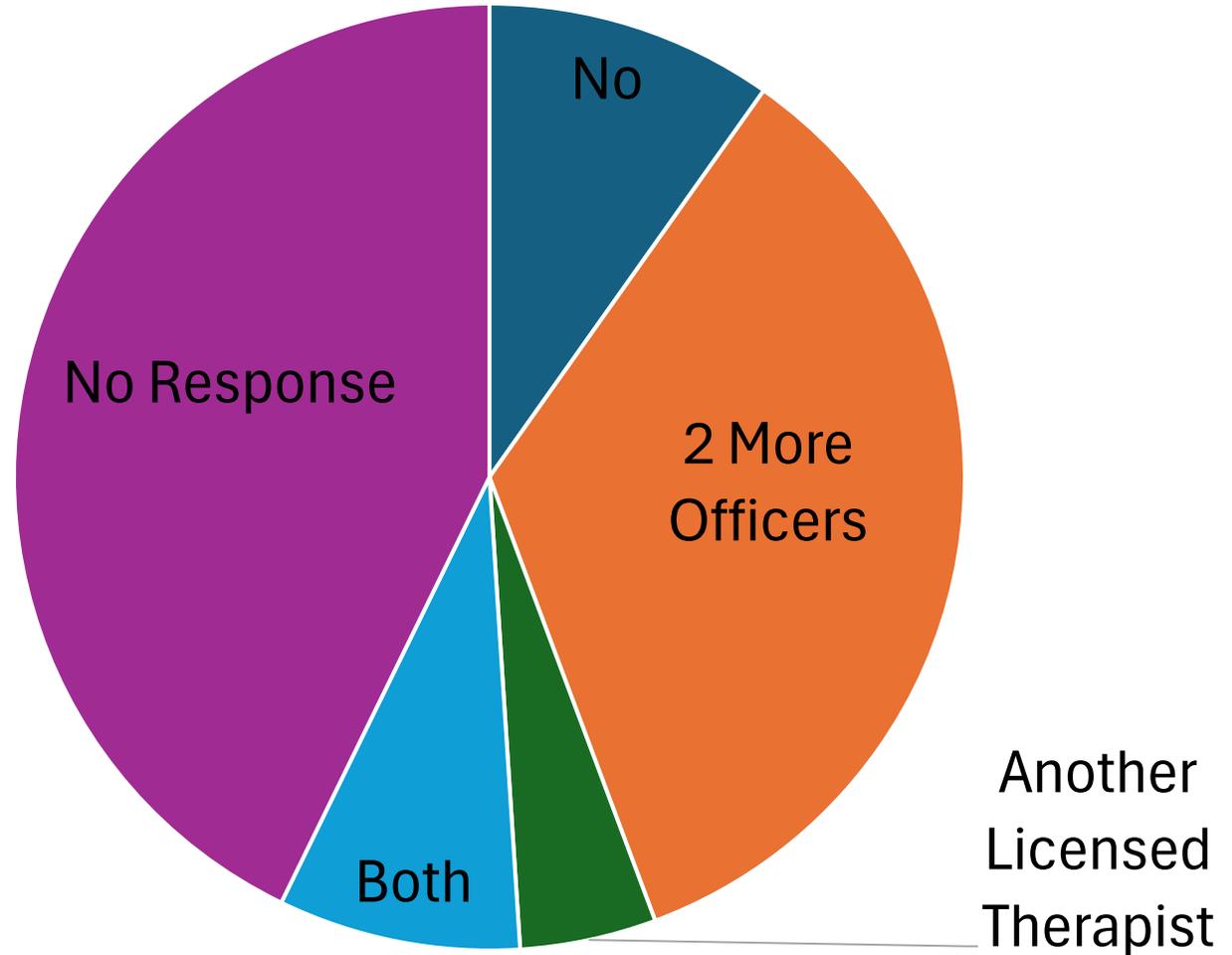
Question Responses

Should the City dedicate more of it's resources to fire prevention or fire response activities?



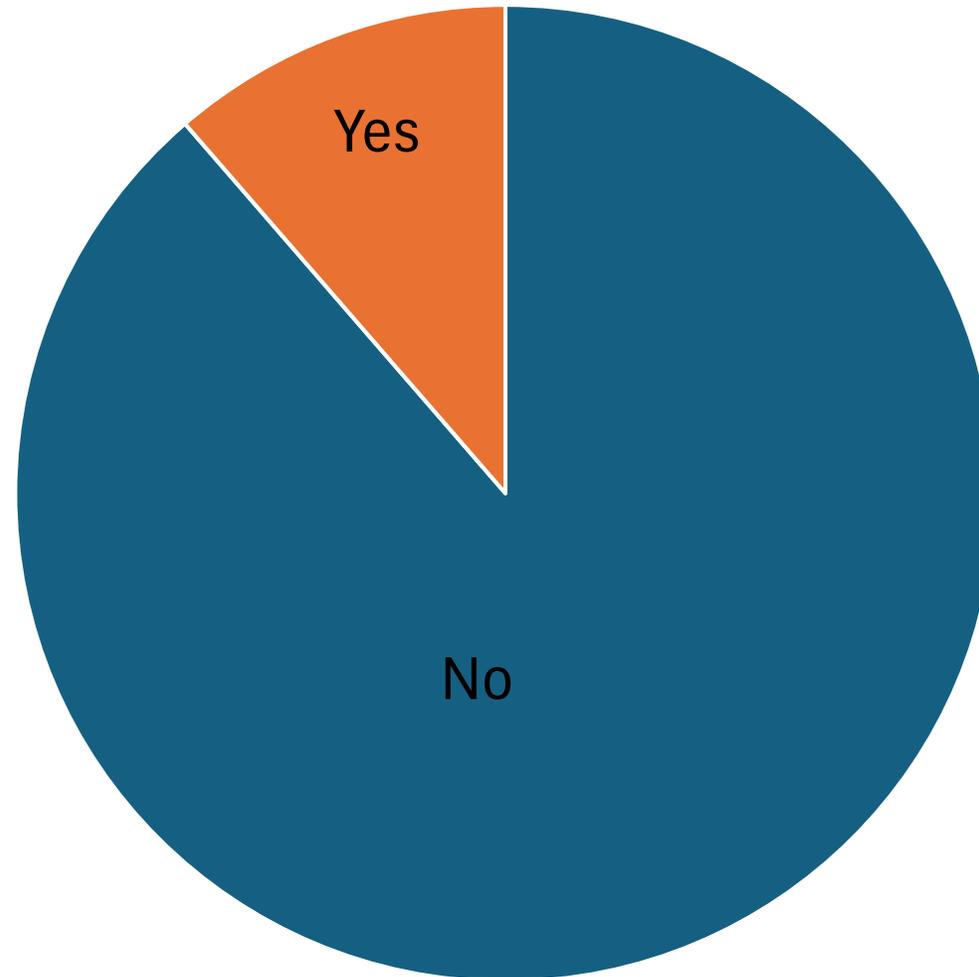
Question Responses

Should the City add additional police officer staffing or an additional licensed therapist to increase the amount of resources available at any time?



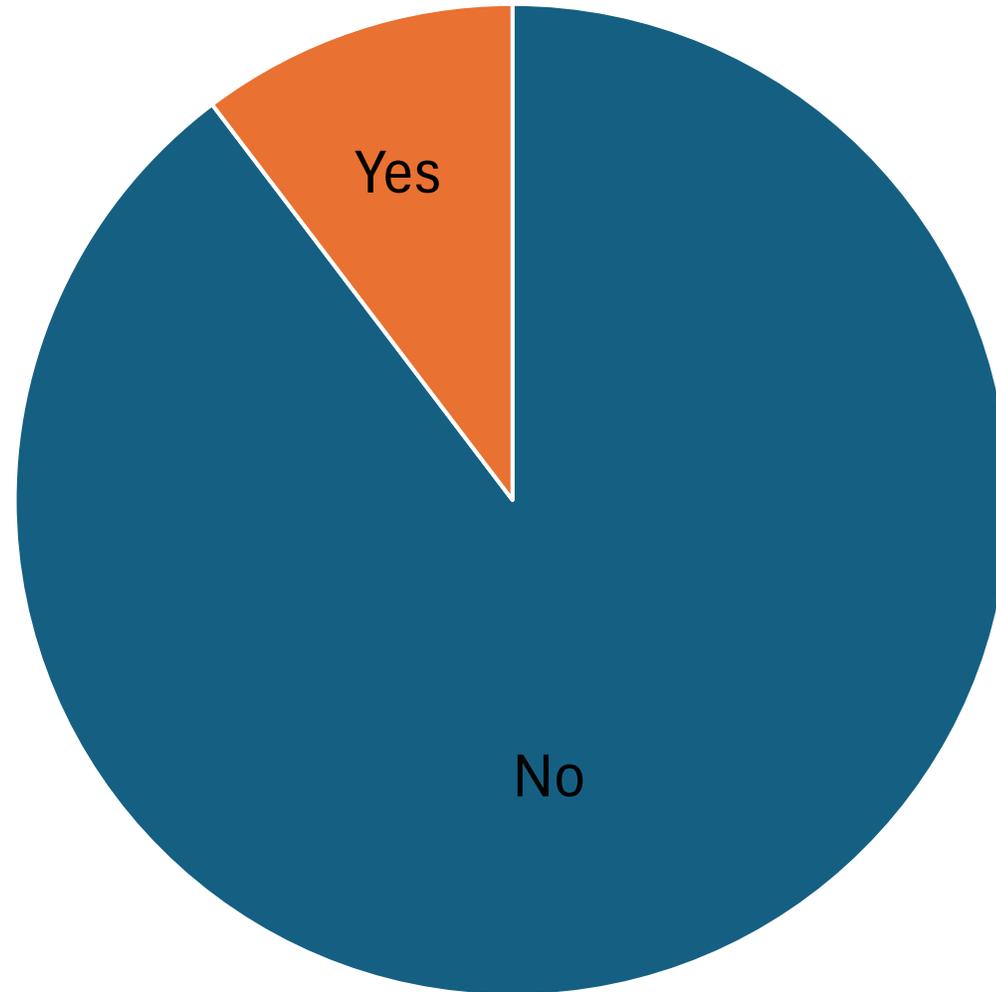
Question Responses

Should the City increase Arts and Culture Funding to further progress on the Arts and Culture Master Plan?



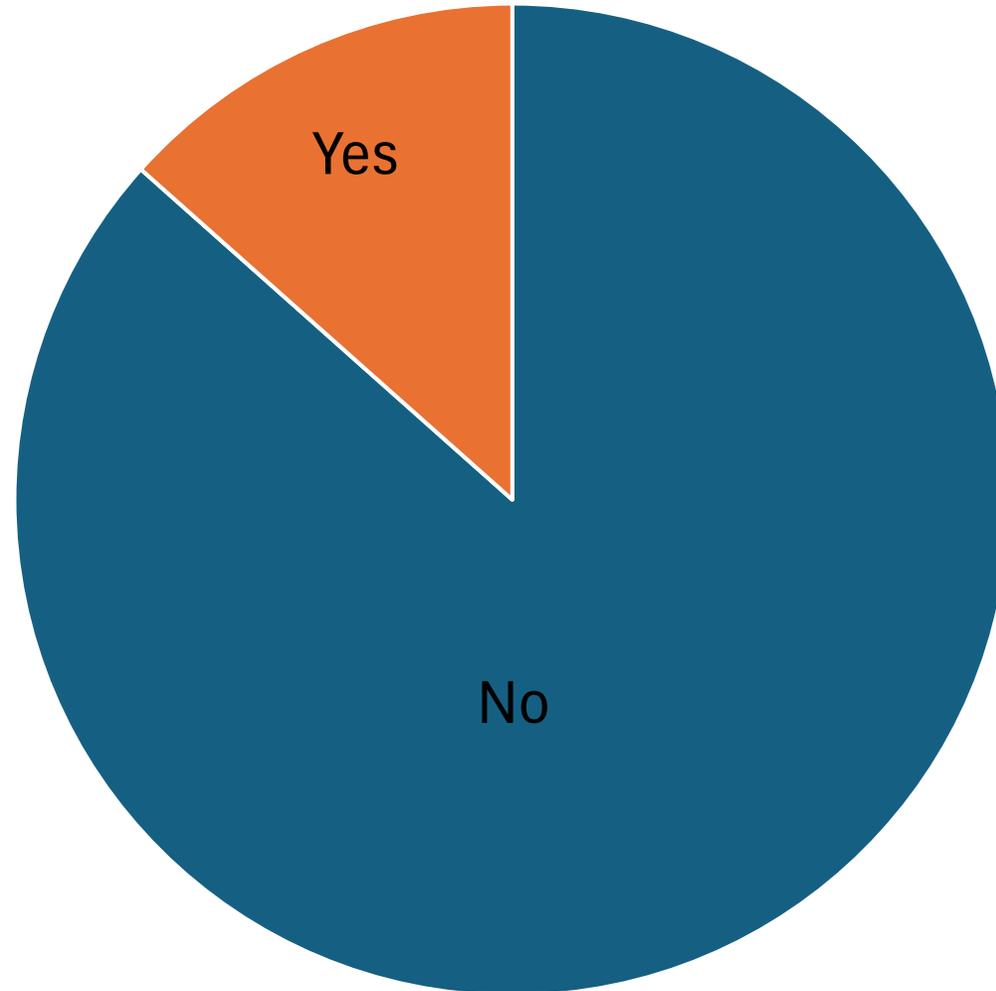
Question Responses

Should the City repave March Avenue this year?



Question Responses

Should the City develop and implement home-ownership support programs?



Discussion, Feedback, Questions, and Direction



Public Comment

Comentarios del público

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