

# Growth Management Ordinance (GMO)



Community Engagement & Discussion



# Agenda

- 6:00pm – 6:15pm: Refreshments and Explore Maps
- 6:15pm – 6:20pm: Welcome & Opening Remarks
- 6:20pm- 7:15pm: Panel Discussion & Questions
- 7:15pm -7:30pm: Informal and Open Discussion with Panelists/Community Participants



**Moderator**  
**Marcy Flores**  
Executive Director  
Corazón  
Healdsburg

**Stephen Sotomayor**  
Housing Director  
City of Healdsburg

**Cristal López Pardo**  
Family Resource Center  
Manager  
Corazón Healdsburg;  
Trustee HUSD

**Deborah Kravitz**  
Housing Element Work  
Group (HEWG)

**Zeke Guzmán**  
Community  
Engagement  
Coordinator  
Common Space  
Land Trust

# Panelists

# Objectives

## **Inform and Educate**

- Present information regarding the November 5, 2024, ballot measure on the City's GMO.

## **Discussion with the Panel and Participants**

- Hold a panel discussion to present various perspectives on the GMO.

## **Engage and Listen**

- Listen to the community's thoughts, concerns, and ideas about the GMO, housing, and the future of Healdsburg.

## **Empower Informed Decision-Making**

- Leave with sufficient information to make an informed decision on the GMO ballot measure in the November 2024 election.

# What is the Growth Management Ordinance?

## Voter Approved Measure Passed in November of 2000

- Limits residential building to an average of 30 units per Year
- Affordable units and Accessory Dwelling Units are exempt
- Has been amended by voters times several times since its initial passage

Year	Measure	Details	Status
2000	M	30 units/year, 90 units/3 years. Exempts Affordable housing & ADUs	Passed
2016	R	Increase housing, no limits	Rejected
2018	P	50 rental units/year, 160% AMI cap	Passed
2020	H	Measure P (50 units/year) can be for rent or for sale	Passed

# Impacts of the GMO on Housing and Community

## Supply Side Constraints:

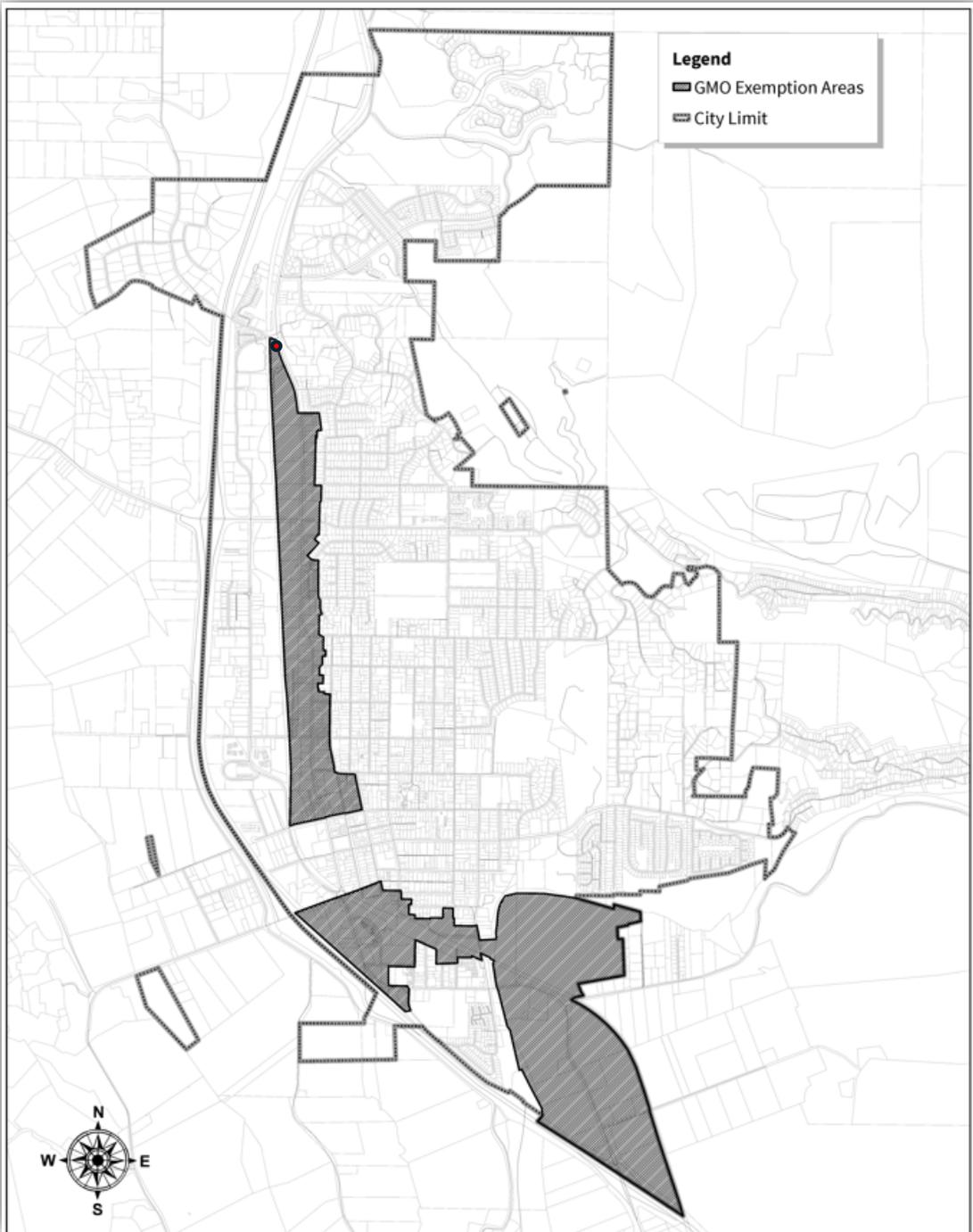
1. **Home Prices:** went up 28% from 2019 to 2024
2. **Market Rate Rentals:** No market rate multi-family rental housing (5 units or more) built in nearly 25 years
3. **Housing Stock Divide:** Growing disparity between deed-restricted affordable and market rate housing

## Affect on Community

1. **Demographic Shifts:** Decline in working households residing in Healdsburg, from 20% to 15%
2. **Decline in School Enrollment:** From 2019 to 2024 school enrollment is down ~ 11%
3. **Inequity Among Residents:** The income needed to buy the median house in Healdsburg is approximately \$190,000; nearly 1/3 of jobs in Healdsburg pay wages that qualify for affordable housing

# What is the Ballot Measure Question?

“To encourage creation of middle class and workforce housing on underutilized parcels, should the City of Healdsburg exempt multi-family housing along certain portions of the Healdsburg Avenue corridor from the Growth Management Ordinance?”



The exemption would apply to the Healdsburg Avenue corridor from:

1. North Street up to the Community Center

2. The area around the historic rail depot on Hudson Street

3. The South Entry Area

- The exemption from the GMO only applies to multi-family housing. Single Family units will continue to require GMO allocations.

# Community Informed Ballot Measure

## Outreach Survey on Housing:

1. Housing for people who work in Healdsburg (73.62%).
2. Housing choices in lower price ranges (70.64%).
3. Homes affordable for first-time homebuyers (64.91%).
4. Lower-cost rental housing (63.53%).
5. More housing for young families and workers (63.53%).

- **City of Healdsburg Housing Element Policy 2.6:** Pursue amendments to the City's Growth Management Ordinance with the intent of increasing housing production.

# Goals of the Ballot Measure

## **Encourage Housing:**

- Allow additional housing production in certain geographic areas zoned for multi-family housing.

## **Increase Affordable Inclusionary Housing:**

- 20% of new construction (every 5<sup>th</sup> unit) is affordable under the City's existing inclusionary housing policies.

## **Funding and Programs:**

- The production of inclusionary units could potentially free up City affordable housing funds for other essential programs, such as homeownership initiatives.

# Questions & Answers