

Housing Healdsburg

**Community
Engagement Update
& Survey Results**

April 11, 2022



Overview

Community Survey #1 Findings

Continuing Engagement

Draft Housing Strategy Promotion

Opportunities for HEWG Involvement

Questions & Feedback



Community Survey Findings

- **500 responses to bilingual survey, surpassing prior responses in the City**
- **Housing affordability a clear top priority, especially for renters, Healdsburg workers**
- **Creative approaches to land use including multiplexes, ADUs, and zoning flexibility**
- **Water constraints need to be addressed**

The biggest housing needs facing Healdsburg today:

| | |
|-----------------------------------------------------------|------------|
| Housing choices in the lower price range | 75% |
| Housing for people who work here | 73% |
| Lower-cost rental housing | 67% |
| Homes that are affordable to first-time homebuyers | 66% |
| More housing for young families and workers | 62% |
| More housing for seniors | 28% |
| Intergenerational living options | 28% |
| All of Healdsburg's housing needs are being met | 5% |

Healdsburg's housing needs in the coming 10 years:

| | |
|---------------------------------------------------------------------------------|------------|
| Housing priced so younger Healdsburg residents can afford to live here | 79% |
| Businesses will need housing affordable to their workers | 67% |
| Our aging population will need accessible, well-designed housing options | 45% |
| Housing will need to be priced to attract new families to Healdsburg | 45% |
| Older homes will be deteriorating and in need of repair | 28% |

Types of new housing you feel would be most successful in Healdsburg today:

| | |
|-----------------------------------------------------------------|-----|
| Missing middle housing, like townhomes and low-rise multiplexes | 72% |
| Accessory dwelling units | 55% |
| Independent senior housing and residential care facilities | 33% |
| Co-housing, micro-units, and single room occupancy | 28% |
| Downtown mid-rise (5-story) apartments | 26% |

Top Write-In Response Themes

Affordable Housing

Multiplexes & ADUs

Land Use & Zoning

Water

Growth Averse

Multifamily Housing

Vacancy & Second Homes

Hotel Averse

Transit-Oriented Development

Bureaucracy

Write-In Theme: Affordable Housing

“Housing for low-income people who live in Healdsburg, for example me, who has been living in Healdsburg for 30 years and I have not been able to buy a house for the high price.”

“Necesita vivienda bajo costos para padres solteros.”

“More affordable rental apartments and condos for purchase.”

“There are too many luxury housing developments being built. Families can't afford to live here.”

Write-In Theme: Multiplexes & ADUs

“Need smaller house options for seniors/single people. In my neighborhood many single people occupy large homes.”

“manor homes/multiplexes that look like some of the older homes.”

“Estructuras secundarias que puedan convertirse en viviendas.”

“Homes larger than 3,000sqft should no longer be approved.”

Write-In Theme: Land Use & Zoning

“The Healdsburg Avenue corridor could be a great place for housing that also allows people to walk to the downtown area/many places of work without driving.”

“Higher density projects, parking lots covered to housing, bringing infrastructure across memorial bridge.”

“Undeveloped large lots that are inappropriately zoned CS or industrial, low density that could be increased easily to allow for apartment buildings.”

Statements with supermajority agreement:

People who work in Healdsburg can't afford to live here

There are no entry-level homes to purchase in Healdsburg

It is important to preserve Healdsburg's neighborhoods

Rental prices in Healdsburg are too high

My children can't afford to live here in Healdsburg

There are not enough housing options in Healdsburg

My housing costs have increased in the last five years

Continuing Engagement

Community Survey #2:

- Responsive to Draft Housing Strategy
- Results presented to City Council in May

HEWG Involvement Opportunities:

- Promoting Draft Housing Strategy Survey
- Ongoing Neighborhood Canvassing
- Farmers' Market Outreach

Community Stakeholder Interviews



Questions & Feedback

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