

Raina Allan

From: Jeff Kay
Sent: Friday, February 28, 2025 3:48 PM
To: Raina Allan
Subject: Fwd: [EXTERNAL] - Formula Retail for All of Downtown

Begin forwarded message:

From: Jonathan Pearlman <jonathan@elevationarchitects.com>
Date: February 28, 2025 at 3:08:12 PM PST
To: Evelyn Mitchell <emitchell@healdsburg.gov>, Chris Herrod <JHerrod@healdsburg.gov>, Ronald Edwards <redwards@healdsburg.gov>, David Hagele <dhagele@healdsburg.gov>, Ariel Kelley <akelley@healdsburg.gov>, Jeff Kay <jkay@healdsburg.gov>, Scott Duiven <sduiven@healdsburg.gov>
Subject: [EXTERNAL] - Formula Retail for All of Downtown

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Dear Mayor Mitchell, Vice Mayor Herrod, and Councilmembers Edwards, Hegele and Kelley,

I am writing to comment on Item 7B on the City Council Agenda for March 3, 2025. While I agree with the general principles of this legislation, I am unclear on why the demarked area is limited to only part of the downtown commercial (CD) zoning district. The exclusion of any formula business from the streets facing the Plaza makes sense and the requirement for a Conditional Use (CU) authorization for the areas beyond the Plaza also makes sense. However, stopping this zone at North Street is ignoring future development that is happening to the north of North.

The old Raven movie theater has been leased (for 25 years) to the Veritce Group and it is anticipated that this space will be converted into a destination food event center. Once that opens, it is certain to extend the experience of the downtown for tourists and locals alike further to the north on Center Street. At that point, it is likely that more businesses will want to locate in that area and there may very well be a formula business, like Starbucks, for instance, that will want to be there. Without the requirement for a CU, a Starbucks or Peets Coffee could significantly effect both the Flying Goat location and Black Oak Coffee. Spaces like the Digital Express, Bank of Marin, other spaces in the Mitchell Center and the Vanguard Real Estate office are all prime for future opportunities for formula businesses. On Healdsburg Avenue, north of North Street, there are a number of opportunities for formula businesses with spaces that are both large enough and close to existing draws, like Costeaux Bakery.

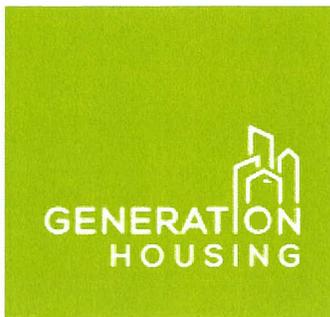
I am not advocating for a ban on formula businesses in any area other than the Plaza, only the requirement of findings for a CU that would require the formula business be one that is not already represented in the downtown commercial area and not compete with local, homegrown businesses. There are many formula businesses that may have an interest in Healdsburg, such as, a food chain, like pizza, burgers, Mexican or a Morton's Steakhouse, men's and/or women's clothing chains (Patrick James, for instance) and others. Given the upscale direction of development of the downtown since the opening of the Hotel Healdsburg in 2001, the next 24 years could see substantial growth to the north with some larger development sites like the Sanderson Ford lot, the City parking lot at 434 Healdsburg Ave and the old gas station site at the corner of Healdsburg and Piper. And while the Mitchell Center and the Towne Center may be stable now, both of those sites are great opportunities for future mixed-use development.

I know there is concern about the fact that there are no objective standards to weigh when considering a conditional use. To me, the job of the Planning Commission and the City Council is to be those discerning bodies that make determinations to both protect the local businesses and promote future economic development. In zoning, there are no certain decisions unless everything is objective. Also, zoning decisions remain in effect for decades unless you want to revisit an issue on a regular basis, say 5 years. If the goal is to protect the integrity and character of downtown Healdsburg and protect and encourage homegrown and local businesses, then the dividing line at North Street is like the Maginot line - it will work temporarily, but soon, a formula business will break through. When the first step is made to the north, you know, it will be contentious . By requiring that all of the downtown commercial district is following the same rules, it makes it more certain that the character of our town is protected for many decades to come.

Respectfully submitted.

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March 3rd, 2025

Healdsburg City Council
401 Grove Street
Healdsburg, CA 95448

**Re: Item 9.A: Presentation on Housing Trust Funds and Similar Models:
Overview and Key Considerations for City Council**

Dear Mayor Mitchell, Vice Mayor Herrod, Councilmembers, and Staff,

Generation Housing appreciates the City's commitment to expanding affordable and workforce housing. We also want to acknowledge and thank you for your efforts in exploring new tools to address Healdsburg's housing challenges.

As the City considers establishing its own Housing Trust Fund, we are interested in learning more about how this approach was chosen. Has the City explored whether partnering with the **Renewal Enterprise District (RED) Housing Fund** could complement or support Healdsburg's goals? Given RED's established structure and regional approach, we are curious if the City has evaluated potential benefits such as:

- **Leveraging Existing Resources** – RED's pooled public and private financing could reduce the need for a new administrative framework.
- **Regional Impact** – A collaborative approach may strengthen housing investments across Sonoma County.
- **Funding Opportunities** – Partnering with RED could expand access to state and philanthropic funding sources.

We would appreciate any insight into how the City is thinking about this and look forward to continuing the conversation. Thank you again for your leadership and commitment to housing solutions.

In partnership,

Jen Klose

A handwritten signature in blue ink, appearing to read "Jen Klose", written over the printed name.

Executive Director, Generation Housing