

City of Healdsburg, Planning & Building Department

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Memo

To: Members of the Planning Commission

From: Scott Duiven, Community Development Director

Subject: General Plan Annual Review 2021

Date: April 12, 2022

The Healdsburg 2030 General Plan helps to guide decision making by residents, property owners, business interests, and elected and appointed officials about public and private land use and development that shape Healdsburg's physical environment.

State law requires the City submit an annual report to the City Council, the Governor's Office of Planning and Research and the California Department of Housing and Community Development on the status of the General Plan and progress made in its implementation.

Additionally, General Plan Implementation Measure AI-1 requires the preparation of an annual report to the Planning Commission and City Council, focusing on actions undertaken in the previous year to carry out General Plan implementation measures, outlining actions planned for the coming year and identifying necessary revisions to the policy document.

In 2021, the Planning Commission and City Council took numerous actions which forwarded goals and policies included in the General Plan. The attachment to this memorandum provides summaries of those actions by element of the General Plan for the Planning Commission's information.

Attachment

City of Healdsburg General Plan Annual Report 2021 – Year in Review

INTRODUCTION

The 2030 General Plan, adopted July 6, 2009, provides a strategic program for addressing and planning for the quality of life and needs of the Healdsburg community through 2030. It includes all the state required elements as well as additional optional elements important to the Healdsburg community. The document consists of guiding principles and goals, policies and implementation programs, and it guides the physical development of the City. It has been prepared in accordance with the State Office of Planning and Research's General Plan Guidelines.

California state law requires an annual report be prepared and presented to the City Council, along with delivery to the Office of Planning and Research and the Department of Housing and Community Development by April 1. Local policy also addresses annual reporting, providing additional direction. General Plan policy AI-1 directs preparation of an annual report to the Planning Commission and City Council which focuses on actions undertaken in the previous year to carry out General Plan implementation measures, outlines actions planned for the coming year and identifies any necessary revisions.

This report addresses these requirements and outlines how key General Plan goals have been implemented over the last calendar year. The complete General Plan is available on the City's website at <https://www.ci.healdsburg.ca.us/354/General-Plan>.

GENERAL PLAN IMPLEMENTATION ACTIONS IN 2021

State law allows amendment of the General Plan up to four times per year. During 2020, no General Plan amendments were considered by the Planning Commission and City Council.

Progress was made in forwarding key implementation actions during 2021. Below is a summary of implementation actions completed or underway by General Plan element.

LAND USE/COMMUNITY DESIGN

The Land Use Element sets forth the density and intensity of land uses and addresses development and redevelopment of land within the Urban Growth Boundary. It includes the Land Use Plan (map) and goals, policies, and implementation measures. The Community Design Element addresses the visual quality and character of Healdsburg's built environment. The following summarizes new development in the City.

North Village

In February 2020, the Planning Commission approved a Master Conditional Use Permit for the North Village Project, a 32-acre mixed-use development in north Healdsburg. It will include a senior community (Enso Village) with 221 independent living units (30 affordable) and 54 assisted living/memory care units; 75 multifamily apartments and 5 live-work units (54 affordable and 26 middle-income); 12,000 square feet of retail/commercial; and a 108-key hotel with restaurant, bar, and event space.

In 2020, the City Council approved the Development Agreement, which includes benefits to the City such as affordable housing units, construction of a fire department substation, and connectivity improvements including a shuttle from the site to downtown.

In May 2021, the Planning Commission approved Conditional Use Permits and Design Review applications for the for the mixed-use and hotel components of the project. Building Permits for the senior community component (Enso Village) were issued in 2021.

The North Village project helps implement Housing Element Goal H-A which calls for the City to “maximize opportunities for the development of a variety of housing types to accommodate anticipated growth, facilitate mobility within both the ownership and rental markets, and encourage a diverse community.”

Healdsburg Lumber Company Relocation

In December 2020, Planning Commission approved a Major Design Review application for expansion of an existing lumber storage yard on Healdsburg Avenue to accommodate the relocation of Healdsburg Lumber Company’s existing lumber retail, office, door shop, and storage from its current location on Hudson Street. The 3.85-acre site has an existing 29,456 square foot building and will include a 41,646 square foot addition, 15,400 square feet of covered lumber storage, and improved access, circulation, parking, and landscaping. The project helps implement Economic Development Element Goal ED-A which calls for the City to “expand the commercial and industrial sectors of Healdsburg’s economy to increase jobs, meet the needs of residents and visitors, and generate revenues that support City services.” In 2021, Building Permits were issued, and the project is currently under construction.

Mill District

In 2019, the City Council and the Planning Commission approved the Mill District mixed-use project to redevelop the 9.59-acre site located at 146 and 164 Healdsburg Avenue with 146 market-rate residential units, 30 middle-income residential units, 16 low-income residential units 24 very low-income residential units, 15,000 square feet of commercial space, 53 hotel rooms, and a 0.78-acre park (design approved). All the public improvements for the Mill District have been constructed, but not yet accepted by the City. The building permits for the affordable housing component of the project were issued in 2021 and is currently under construction.

The Mill District project helps implement Housing Element Goal H-A, which calls for the City to “maximize opportunities for the development of a variety of housing types to accommodate anticipated growth, facilitate mobility within both the ownership and rental markets, and encourage a diverse community.”

RiverHouse

In 2019, the City approved the RiverHouse development at 125 and 131 Kennedy Lane. Construction commenced on the project in 2020 and was close to completion in 2021; it includes 8 single-family residential lots with 5 accessory dwelling units. The project faces the Russian River and has an innovative design which helps the City achieve Community Design Element Goal CD-A which calls for the “preservation and enhancement of the most desirable qualities of Healdsburg’s built environment.” The project also helps the City achieve Natural Resources Element Goal NR-B calling for the “conservation and restoration of Healdsburg’s native plants and wildlife, ecosystems and waterways.”

Arden Subdivision

The Arden Subdivision (formerly called the Oaks at Foss Creek) is a 29-lot single-family subdivision north of Chiquita Road. The project includes four below market rate units and three accessory dwelling units (ADUs). Construction commenced in 2020 and homes are currently under construction. The Arden Subdivision helps implement Housing Element Goal H-A, which calls for the City to “maximize opportunities for the development of a variety of housing types to accommodate anticipated growth, facilitate mobility within both the ownership and rental markets, and encourage a diverse community.”

HOUSING

The City Council forwarded General Plan housing goals with actions taken in 2021. More detail on housing accomplishments is included in the separate, Annual Progress Report, specific to the Housing Element, but a few notable items are highlighted here:

- The City Council adopted an ordinance revising the Accessory Dwelling Unit (ADU) regulations to clarify and expand upon state regulations already incorporated into the Healdsburg Municipal Code. The amendments removed inconsistencies within the ordinance and established more objective standards to encourage the development of ADUs.
- The City Council received a report on March 15, 2021, regarding implementation of the City’s Housing Action Plan, which concludes that the City is making significant progress in meeting its objectives and recommendations. Targets for new deed restricted units, accessory dwelling units, and multifamily units are generally on a path to being met.
- The City Council adopted a resolution on April 19, 2021, authorizing the City to enter into an exclusive negotiation agreement with Burbank Housing Development Corporation for the City-owned 155 Dry Creek affordable housing site located west of Big John’s Market to undertake the design and development of a high-quality affordable housing project. The project application is currently in process.
- The City Council adopted a resolution authorizing the City Manager to execute an exclusive negotiation agreement with Freebird Development Company for the development of the 14-acre Saggio Hills affordable housing site. This action followed the City’s issuance of a Request for Qualifications (RFQ) for the development of the site.
- On June 7, 2021, the City Council provided direction to staff to create an application process to seek members for the Housing Element Work Group to provide the City with input in the development of the 6th Cycle Housing Element from a broad and diverse group of members of the community. The City publicly noticed the application period in September 2021 to November 5, 2021. On January 3, 2022, the City Council adopted a resolution appointing the 9-member work group.
- On March 1, 2021, the City Council adopted a resolution which approved the awarding of a contract for the construction of the Victory Apartments Navigation Center for homeless services.

- On October 18, 2021, the Council adopted a resolution approving participation in the State of California Homekey Program. The project involves the acquisition and rehabilitation of the existing L&M Motel which will be used to provide interim housing to combat homelessness.
- Progress continued on the planned rehabilitation of 90 apartment units in the City, including 1689 Canyon Run (51 units), 1302 Prentice (23 units), 500 Piper (8 units), and 531-535 University (8 units), with a 2020 focus on funding improvements. Rehabilitation will be funded with tax credit equity at approximately \$70,000 per unit. The City provided loans to purchase the units on Prentice, Piper, and University, and Burbank Housing used a combination of Homeless Emergency Aid Program (HEAP) funds, Section 8 Project Based Vouchers, and tax credit equity to keep the units affordable, make improvements, and to set aside 10 supportive housing units for those experiencing homelessness.

ECONOMIC DEVELOPMENT

The Economic Development Element promotes economic opportunities and stability in Healdsburg. Policies seek to provide opportunities, including ensuring a diversified employment base and meeting commercial needs of residents and visitors. The following summarizes economic development projects and actions for 2020.

106 Matheson Street Mixed-Use Project

In 2021, construction was completed on the modification and reuse of the existing building located at 104-108 Matheson Street, across the street from the Healdsburg Plaza. The three store fronts consist of the existing kitchen supply store (Plaza Gourmet), relocated Copperfield Books, and a new two-story restaurant (The Matheson) with outdoor dining and two residential units. The project also includes parking lot improvements. The project helps the City to achieve General Plan Goal ED-B to “maintain a thriving downtown, with the Plaza as the City’s commercial center.”

Response to COVID-19

On February 1, 2021, the City Council approved a resolution extending the closure of Plaza Street to the end of 2021 to allow additional commerce in compliance with social distancing requirements.

On March 1, 2021, the City Council adopted a resolution extending the first repayment dated for the Healdsburg’s Small Business Sustainability Loan Program from May 1, 2021, to November 1, 2021, to give businesses flexibility in loan repayments due to the reduction of commerce related to the Covid-19 crises.

On April 5, 2021, the City Council approved a temporary Parklet Program extension that permits business to use sidewalks, parking, stalls, and other right-of-way areas for outdoor commercial use until January 17, 2023. The Council also directed staff to work on development guidelines and policies for an “ongoing” parklet program that would continue beyond the COVID-19 pandemic for City Council consideration.

On December 6, 2021, the City Council received an update regarding the parklet program, and the City Council provided direction regarding an ongoing parklet program framework as many parklet owners have express interest in continuing their parklet. The City Council stated their support for continuing the program with revisions to make the program more effective and consistent with community goals.

All City departments continued to pivot to meet the challenge posed by COVID-19. The Community Services Department provided online activities for all ages, offered programs to ensure seniors were connected and had food and transportation, and in partnership with Corazon Healdsburg and Healdsburg Unified School District and community financial support for Camp HBG 2.0, a distance learning care program.

Though planned before the pandemic, the City's Citizen Self-Serve Portal allows residents to apply for basic building permits such as residential re-roofing or siding replacement online through the Planning & Building Department website. This program ramped up in 2021 and 365 permits were processed online.

The City Council also acted to temporarily increase the low-income discount for qualifying electricity customers and later extended the program through March 2021.

The actions taken by the city attempt to generally address overarching Economic Development Element goals to maximize economic opportunities and meet the commercial needs of businesses and the community, despite a global pandemic.

TRANSPORTATION

The Transportation Element contains goals and policies related to the transportation system in Healdsburg, including streets, public transit, bicycle routes, pedestrian connections, and rail service. They address each of the transportation modes with the objective of creating a safe, efficient, and convenient transportation system. The projects below also help implement the City Council goal to diversify transportation options. The following summarizes mobility projects forwarded in 2021.

Bicycle Wayfinding Sign Plan

While Bicycle and Pedestrian Master Plan (2008) implementation measures are mostly complete, bike wayfinding signage and bike parking measures were outstanding. In February 2020, the City Council adopted a resolution directing staff to proceed with implementation of a wayfinding sign plan and to initiate next steps to meet bicycle parking demand. An initial phase of 30 signs was recommended, focused on the Foss Creek Pathway, bike share locations, and a limited number of destinations. The subject wayfinding signs were recently installed. Bike signage and parking will help achieve Transportation Element implementation measure T-12, "Implement the Bicycle & Pedestrian Master Plan as opportunities arise and require development projects to dedicate land and/or construct/install bicycle and pedestrian facilities in coordination with the Plan."

Foss Creek Pathway

Segments 7 and 8 of the Foss Creek Pathway, extending it from the adjacent Carson Warner Memorial Skate Park across Dry Creek Road and north to Grove Street at Healdsburg Avenue were completed in 2021. This project will help the City achieve Transportation Element Goal T-D to provide "bicycle and pedestrian routes and facilities that provide safe and convenient access and an alternative to the use of motor vehicles" and implementation measure T-18 to "implement the Foss Creek Pathway Plan, as funding allows."

Bike Share

On May 17, 2021, the City Council approved a resolution authorizing a grant application requesting \$250,000 with a local match of \$40,000 for the Healdsburg Electric Bike Share Program. The project is

a 3-year pilot program making available electric bikes (e-bikes) for public use. The City will contract with an operator selected through a competitive proposal process to furnish, operate, and maintain the bike share system. The proposed pilot program is specifically using existing infrastructure to simplify and expedite the approval process through Caltrans local assistance to meet the intentions of the “quick strike” program. The project will help achieve Transportation Element implementation measure T-12, “Implement the Bicycle & Pedestrian Master Plan as opportunities arise and require development projects to dedicate land and/or construct/install bicycle and pedestrian facilities in coordination with the Plan.”

Local Roadway Safety Plan

The City received a grant from Caltrans to prepare a Local Roadway Safety Plan. The City Council adopted a resolution approving consultant services for plan preparation and public outreach. Completion of the plan will identify safety concerns and issues as well as improvement recommendations. It will also ensure the City is eligible for state highway safety improvement program funding. The Local Roadway Safety Plan was approved by the City Council on December 6, 2021. This project helps implement Transportation Element Goal T-B which envisions “minimal traffic accidents and hazards.”

PUBLIC SERVICES

The Public Services Element focuses on providing facilities and services that are important to residents’ safety and quality of life. These facilities and services include drainage facilities, sewer and water lines, wastewater treatment plants, electrical utility infrastructure, passive and active recreation, police, fire, education, and health care. The following summarizes the public services projects approved in 2021.

3 North Street – Foley Family Pavilion

The City owns 3 North Street, across from City Hall, and in 2017 approved a schematic design for a Community Pavilion and Farmer’s Market at this location, directing staff to commence design work and to seek funding.

In late 2019, due to the citywide need for affordable housing, a study was undertaken of City-owned sites, including 3 North Street, to assess the feasibility of housing. After analysis and discussion about all potential uses on the site, the City Council adopted a resolution entering into negotiations for an agreement with the Foley Family Foundation regarding its donation for the Community Pavilion/Farmers’ Market, to explore increasing the covered area of the current design and explore relocation of the Sonoma-Marín Area Rail Transit platform to this location. In January 2020, the City received a funding pledge of \$7 million for the plan from the Foley Family Foundation.

On April 19, 2021, The Council approved a memorandum of understanding with the Foley Family Foundation for funding the final design phase of the Community Pavilion Project and the Council agreed the Foundation will have the right to name the Community Pavilion Project. Once the design and the other project approvals have been approved by Planning Commission and City Council, the City and the Foundation will commence discussion and negotiation regarding the construction agreements for the project. The Council also approved a professional service agreement with TLCD Architects to provide the final design for the project.

This action helps the City implement Land Use Element policy LU-D-2 which directs the City to “seek to provide a diversity of uses within the downtown that serve both residents and visitors and shall avoid an over-concentration of a single type of use” as well as Public Services Element Goal PS-H which calls for “a park and recreation system that is suited to the needs and interests of Healdsburg residents and visitors.”

Arts and Culture Master Plan

On August 16, 2021, The City Council approved a resolution adopting the Arts and Culture Master Plan to guide the community in enhancing arts, culture, and creativity in Healdsburg. This action is consistent with Goal PS-H which envisions, “a park and recreation system that is suited to the needs and interests of Healdsburg residents and visitors.”

Ward Street Neighborhood Revitalization Project

On August 2, 2021, the City Council approved a resolution for Community Development Block Grant Funding in the amount of \$135,000 for the Ward Street Neighborhood Revitalization Project for the planning, environmental assessment, and design of the project. This is the first step in providing improved facilities consisting of sidewalks, curbs, street pavement, and drainage. The anticipated result is a fully designed and ready for bid (or shovel ready project) to be available for future funding opportunities.

Recycled Water Program Expansion Project

On May 17, 2021, The City Council adopted a resolution awarding the Recycled Water Program Expansion Project Phase II. The project will add approximately 64 million gallons to the recycled water program and aid the City in reliably complying with the seasonal discharge prohibition requirement. The project helps to offset the use of surface water and groundwater to meet irrigation needs which helps maintain our environment, increase the local supply of water, and helps to build regional drought resiliency. The project implements Public Services Element Goal PS-B to provide an adequate level of service to the City’s sewage collection and disposal system to meet the needs of existing and projected developments.

Water Conservation

On June 7, 2021, the City Council adopted a resolution implementing Stage 3 of the Healdsburg Water Shortage Emergency Plan to achieve a system wide 40 percent reduction in water use through mandatory measures as the region was experiencing the second consecutive dry year. On November 15, 2021, the City Council rescinded Stage 3 as rains saturated the soil and eliminated the need for landscape irrigation and Stage 2 was implemented to achieve a system wide 20 percent reduction.

Infrastructure Improvements

The City Council accepted and authorized numerous infrastructure improvements during 2021, consistent with General Plan policies directing adequate levels of service for the City’s water, wastewater, and storm drain systems.

The more major improvements completed in 2021 include the following: Highland Circle to Scenic Lane Water Line Extension Project, the Foss Creek Pathway, and the College Street Sewer and Water Main Replacement Project.

NATURAL RESOURCES

The Natural Resources Element seeks to protect and improve Healdsburg’s water, agricultural, mineral, air, plant, wildlife, and scenic resources.

The City Council took several actions in 2021 consistent with Natural Resources Goal NR-E, “Reduce greenhouse gas emissions and increase energy efficiency communitywide” and Natural Resources

Implementation Measure NR-16, “Implement greenhouse gas emissions reduction measures adopted by the City Council.”

Energy Efficiency and Zero Emission Building Programs

Healdsburg’s Electric Department continues to operate numerous energy efficiency and rebate programs for residential and commercial customers.

Floating Solar Array

On August 16, 2021, the City Council accepted as complete the 4.78-megawatt photovoltaic solar array (the largest in the U.S) located at the recycled-water ponds at the Wastewater Treatment Facility south of Healdsburg. The Facility provides 8% of the City’s electricity needs, as well as reduces harmful algae blooms and improves the quality of the water to recycled-water users, which include local vineyards and farms. Completion of the project increases the City’s renewable and carbon free energy sources.

SAFETY

The Safety Element seeks to prevent the loss of lives, injuries, and property damage due to geologic hazards, flooding, fire, crime, hazardous materials, and noise.

Updated Emergency Operation Plan

On May 17, 2021, the City Council approved the City of Healdsburg Emergency Operations Plan. The intent of the plan is to make all possible preparations in the event of a natural or man-made disaster to minimize the loss of life and property in the City. The plan was amended to integrate current best practices and guidelines from the Standardized Emergency Management System (SEMS) and the National Incident Management System (NIMS). The plan implements Safety Element Goal S-F to provide adequate City emergency procedures in the event of natural and man-made disasters.

Verizon Wireless

On May 17, 2021, City Council authorized a land lease agreement for a portion of City-owned property adjacent to Tayman Park Golf Course to allow the installation of a Verizon, wireless communication facility. Wireless communication facilities are used by first responders and emergency personnel such as police, fire, emergency medical, homeland security, and disaster response agencies to respond to incidents or situations that pose a threat to people or property. The Conditional Use Permit and other project applications will go back before the Planning Commission for a public hearing and decision in 2022.

Fire Substation Project

On August 24, 2021, The Planning Commission re-approved a previously expired Major Design Review Application for the construction of a Fire Substation located at 1804 Healdsburg Avenue near the northern city boundary. The Fire Substation project is being developed in accordance with the Saggio Hills and North Village Development Agreements. The proposed Fire Substation helps to implement fire safety objectives of the Saggio Hills Area Plan.

Utility Wildfire Mitigation Plan

On December 6, 2021, the City Council adopted a resolution approving the 2022 Utility Wildfire Mitigation Plan. This state-mandated plan addresses fire risk from overhead electrical lines and equipment. The plan will be reviewed and revised annually to continue to improve on the City’s ability

to mitigate the risk of wildfires. This action helps the City to implement Safety Element Goals S-D to “prevent the loss of lives, injuries, and property damage due to wildland and urban fires.”

HISTORIC AND CULTURAL RESOURCES

The Historic and Cultural Resources Element seeks to preserve significant historic and Native American cultural resources. Such resources include buildings and neighborhoods of historic architectural significance, places of special historic or archaeological value, and other features that have special value to the community. Staff implements policies in this element throughout the year in its review of development proposals.