

Housing Healdsburg

Housing Needs & Opportunities Survey Results

April 2022



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