

Planning Permit Application  
Master Conditional Use Permit (MCUP 2019-04) Amendment  
North Village  
Project Narrative  
February 1, 2023

Prepared for:  
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## Exhibits

### Exhibit 1

North Village Master Shared Parking Exhibit

# Project Description

## 1.0 Introduction

The property owner and project applicant, CCS Healdsburg, LLC, (“Applicant”) is proposing an amendment to modify the previously approved Master Conditional Use Permit (MCUP 2019-04) for the North Village Development at the northern edge of the City of Healdsburg at 16977 Healdsburg Avenue (“Site”). The purpose of this amendment is to address the allocation of affordable housing units within the North Village Master Development.

By way of background, the Applicant’s initial MCUP approval on February 11, 2020, included:

- **PARCEL 1**- a Senior Housing Community consisting of 221 residential units, 30 assisted living and 24 memory care beds;
- **PARCEL 2**- a 30-unit affordable apartment site;
- **PARCEL 3** - a 108 key hotel, restaurant/bar, grange building, spa and fitness center; and
- **PARCEL 4** - a mixed-use retail/residential site with approximately 12,000 SF ground floor retail, 45 work force housing units and 5 live-work work units.

Subsequent to the MCUP approval, the Applicant submitted applications for Design Review and Conditional Use Permits for Parcel 3 and Parcel 4 (Hotel-DR 2021-06/CUP 2021-03; Mixed Use- DR 2021-07/CUP 2021-04) that were approved on May 25, 2021.

The project will be developed within the context of the current Mixed-Use (MU) zoning and General Plan (GP) designations, and the GP and North Entry Area Plan (NEAP) policies.

## 1.1 Amendment Description

The proposed amendment would move 30 units of affordable/workforce housing (very-low, low, and moderate) from Parcel 2 to Parcel 4 and 24 Category C units (middle income) from Parcel 4 to Parcel 2. Overall, the proposed change would decrease the number of affordable housing units for very low-, low- and moderate-income households from 54 to 53 units now on Parcel 4 and decrease the Category C middle income units from 26 to 24 units now on Parcel 2. Consistent with the Development Agreement and MCUP, the Category C units are proposed to be for-sale townhome units. The proposed changes will help realize the vision of the NEAP and increase the affordable/workforce and middle-income housing inventory in the City of Healdsburg.

The NEAP allows a maximum of 290 residential units on the Site, or approximately 16 units per acre, based on approximately 18 acres of developable land. The number of units proposed under this amendment is consistent with the density allowed under the GP MU land use designation.

The proposed amendment to the MCUP includes:

**PARCEL 2**

- Change from 30 affordable/workforce apartment units to 24 for sale townhome Category "C" units;
- Change from 39 uncovered, onsite parking spaces to 48 covered parking spaces within individual garages; and
- Change from 15 on-street parking spaces to 10 on-street parking spaces.

**PARCEL 4**

- Change from 45 Category "C" apartment units (middle income) to 53 affordable/workforce apartment units (very low-, low- and moderate-income);
- Change from 5 live-work units to 0 live-work units; and
- Provide community amenities for affordable/workforce apartment units, including a community room, tot lot, and BBQ grill area.

**2.0 Housing**

All of the housing within the North Village Development would be special needs housing (elderly and disabled), affordable or workforce housing. This is a private development project; the project does not involve any subsidy of public funds or land. There is no market rate housing proposed as part of the project.

**2.1 Affordable / Workforce Housing**

Per the City of Healdsburg's Municipal Code Section 20.28.310, affordable/workforce housing is defined as "housing that includes live/work facilities, multi-family housing, and single-room occupancies, provided the dwellings are on the same site as the source of employment."

The North Village Development would provide much-needed housing opportunities for Healdsburg families and the local workforce. As noted, there would be a total of 53 affordable/workforce rental apartment units and 24 Category C middle income for sale townhomes. The 53 affordable/workforce units would be restricted to households earning up to 120% of the AMI for Sonoma County. The affordable/workforce units would include a mix of one-, two- and three-bedroom units and would range in size from approximately 564 to 905 square feet.

**Parcel 4: Affordable / Workforce Housing**

Unit Type	No. of Units	Income Level (AMI)*
1 Bedroom	18	50%-80%
2 Bedroom	24	50%-120%
3 Bedroom	11	50%-80%
<b>Total</b>	<b>53</b>	

\*At least three (3) units would be restricted to households at or below 50% AMI. Up to 25% of the total units, including one manager’s unit, would be restricted to households at or below 120% AMI.

**Parcel 2: Middle Income Housing**

Unit Type	No. of Units	Income Level (AMI)*
2 Bedroom	12	120%-160%
3-Bedroom	12	120%-160%
<b>Total</b>	<b>24</b>	

\*24 of the middle-income units would be restricted to income levels between 120%-160% of AMI and would require Category C allocations.

**2.2 Affordable / Workforce Housing Amenities**

A community room would be provided in the affordable/workforce housing community and would include a kitchenette and space for activities and gatherings. A manager’s office, mail center and bicycle storage would also be provided. Laundry hook-ups would be provided in individual units. Outdoor amenities would include a tot lot, BBQ and gathering area with tables and benches as well as bike racks.

**Program Summary Matrix**

Housing Program	
<b>PARCEL 2 – Middle Income Housing</b>	
<b>Existing Approvals</b>	<b>Proposed</b>

	Quantity (# of Units)	Square Feet Per Unit (NSF)
1 Bedroom Apartment	5	750
2 Bedroom Apartment	9	900
3 Bedroom Apartment	<u>16</u>	<u>1,100</u>
<b>Total</b>	<b>30</b>	<b>29,450</b>
<b>PARCEL 4 – Affordable/Workforce Housing</b>		
<b>Existing Approvals</b>		
	Quantity (# of Units)	Square Feet Per Unit (NSF)
Studio Apartment	15	500
1 Bedroom Apartment	16	725
2 Bedroom Apartment	14	1,000
3 Bedroom Apartment	0	0
Live-Work Unit	<u>5</u>	<u>1,000</u>
<b>Total</b>	<b>50</b>	<b>38,100</b>

	Quantity (# of Units)	Square Feet Per Unit (NSF)
2 Bedroom Townhome	6	1,178
2 Bedroom Townhome	6	1,352
3 Bedroom Townhome	6	1,554
3 Bedroom Townhome	<u>6</u>	<u>1,711</u>
<b>Total</b>	<b>24</b>	<b>34,770</b>
<b>Proposed</b>		
	Quantity (# of Units)	Square Feet Per Unit (NSF)
Studio Apartment	0	0
1 Bedroom Apartment	18	564 - 644
2 Bedroom Apartment	24	751 - 896
3 Bedroom Apartment	11	902 - 905
Live-Work Unit	<u>0</u>	<u>0</u>
<b>Total</b>	<b>53</b>	<b>39,831<sup>1</sup></b>

1. Final SF may vary.

### 3.0 Vehicle Parking

Parking located throughout the North Village Development would provide sufficient parking for all of the proposed uses. As requested, the summary below provides basic information regarding parking requirements and the number of spaces that would be provided. It should be noted, that since the project is utilizing Density Bonus provisions to increase the number of affordable housing units, State parking requirements have been applied to the residential parking ratio instead of the City's parking requirement. A Master Parking Plan that identifies the number and location of parking areas by use has been included as an attachment to this amendment. As noted in the Project Approvals section, parking is a development design feature that would be reviewed as part of the design review process.

Additionally, Healdsburg Municipal Code Section 20.16.150(B)(2)(3) allows parking requirements to be reduced for senior housing developments as well as shared parking for multiple uses on a development site, subject to the review and approval of the Planning Commission.

### 3.1 Parcel 2 - Middle Income Housing Parking

The middle-income housing would be serviced by 48 on-site surface parking spaces and 10 guest spaces. This meets State code requirements of one space per one-bedroom unit and two spaces per two- and three-bedroom units.

### 3.2 Parcel 4 - Affordable/Workforce Housing

88 parking spaces would be provided for the 53 affordable/workforce units on Parcel 4, consistent with the State code requirements of one space per one-bedroom unit and two spaces per two- and three-bedroom units. 44 spaces would be provided for the commercial retail uses.

## 4.0 Policy Compliance

### 4.1 General Plan Compliance

The proposed project supports the guiding principles of the 2030 General Plan as follows:

**A. Manage residential growth to ensure a measured pace of development.**

The project includes development of senior housing, middle income and affordable/workforce multi-family housing units; pursuant to State and local law, these uses are not subject to the City's Growth Management Ordinance.

**B. Promote a mix of housing types and below market rate housing distributed through the community.**

All of the housing within the North Village Development is special needs housing (elderly and disabled), middle income or affordable/workforce housing. The project does not include market rate housing. The middle income and affordable/workforce multi-family housing would include a mix of unit types, including rental apartments and for-sale townhomes, for varying income levels within the affordability range and would increase the City's middle income and affordable/workforce housing stock. The senior housing community would provide an alternative form of living that increases housing options for seniors in the community. A complete discussion of housing is included in the Housing section.

**C. Maintain a jobs/ housing balance.**

The project would make middle income and affordable/workforce multi-family housing units available to qualified households, including Healdsburg residents and employees of businesses located within the North Village Development and the greater community.

### 4.2 NEAP Compliance

The proposed project supports the goals and policies of the NEAP as follows:

**Goal LU-1: Consistent with Policy LU-18 of the General Plan, provide a diversity of housing types, public spaces, and nonresidential uses that complement, but do not undermine, the role of the downtown as the commercial center of Healdsburg.**

The project would include a mix of housing types including rental apartments and for-sale townhome multi-family housing and senior housing as well as a hotel and small-scale commercial opportunities. All of the proposed uses and densities are permitted in the NEAP and the approved MCUP. The project would provide a distinctive development that will not detract from or duplicate the downtown and Plaza areas, consistent with the goals and policies of the GP and NEAP.

**Policy LU-1.1: Promote a mix of residential housing and nonresidential commercial land uses that serves the greatest needs of the community, in compliance with the existing GP and zoning regulations.**

The project would include a mix of residential and commercial uses that support the goals and policies of the City's Housing Element; specifically, special needs housing for seniors and the disabled and the provision of affordable/workforce housing units. Affordable multi-family housing is provided in a range of unit types, including rental apartments and for-sale townhomes, and for a range of income levels. Based on the City's housing needs as well as its desire to increase affordable housing, a Density Bonus has been utilized to maximize affordable housing in the project.

**Policy LU-1.2: Require housing to be provided in the project to address housing needs generated by the nonresidential development on the property as well as the greater community need.**

See response to LU-1.1 above. The predominant use of the project site is special needs housing for seniors and the disabled as well as affordable multi-family housing which supports the City's housing goals and policies identified in the General Plan Housing Element. Details regarding the project's housing program are included in the Housing section.

**Policy LU-1.3: Encourage a variety of housing options, for rent or for sale, to meet the needs of families, singles, seniors, the work force, and low- and middle-income households.**

See response to LU-1.1 above and the Housing section.

**Policy LU-1.4: Encourage a mix of residential product types within the Plan Area as a whole to increase overall density and diversity and to accommodate a diverse mix of age groups and income levels. Product types might include attached homes, live-work units, single room occupancy units, Mixed-Use residential and small multi-family units.**

See response to LU-1.1 above and the Housing section.

**Policy LU-1.5: Utilize density bonuses and other incentives to increase affordability in the plan area.**

A Density Bonus has been used to increase the number of affordable multi-family units in the project. See response to LU 1.1 above and the Housing section for details.

**Policy LU-1.6: Promote retail uses that are smaller, neighborhood-serving, and specialty shops designed to serve the primary uses in the Plan Area and reduce dependence on cars for meeting basic**

**needs. Examples include small café/restaurants, community grocery market, and services for residents and businesses. These uses would not compete with downtown Healdsburg, which is intended to serve the primary retail needs of the whole community.**

The project includes opportunities for small scale commercial businesses consistent with the uses allowed in the NEAP.

**Policy LU-1.7: Preclude the ability to develop regional retail or shopping center uses, a neighborhood shopping center anchored by a grocery store or drug store, a large home improvement or hardware store retailer, an automobile dealership, or a service station.**

Prohibited uses in the NEAP are as identified in the GP and NEAP. The project includes opportunities for small scale commercial businesses consistent with the uses allowed in the NEAP.

## **5.0 Applicant Consultants**

### **Architect**

Van Meter Williams Pollack, LLP  
333 Bryant St, Suite 300  
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### **Landscape Architect**

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### **Civil Engineer**

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