



Local Ballot Measure: O

Measure O

City of Healdsburg

Measure Question

Simple Majority Needed to Pass

To encourage creation of middle class and workforce housing on underutilized parcels, should the City of Healdsburg exempt multi-family housing along certain portions of the Healdsburg Avenue corridor from the Growth Management Ordinance?

What Your Vote Means

YES	NO
A "Yes" vote is a vote in favor of amending the City of Healdsburg's Growth Management Ordinance, as set forth above.	A "No" vote is a vote against amending the City of Healdsburg's Growth Management Ordinance, as set forth above. If Measure O is not approved, the City's existing GMO will remain in effect.

For and Against Measure O

FOR	AGAINST
David Hagele Mayor Healdsburg Evelyn L. Mitchell Vice Mayor Healdsburg Ron Edwards Councilmember Healdsburg Chris Herrod Councilmember Healdsburg Ariel Kelley Councilmember Healdsburg	Dan Pizza Resident of Healdsburg Brigette Ann Mansell Mayor of Healdsburg, 2018 Ashlyn Henderson Henderson Realty Bruce K. Abramson Linda Cade Candidate for City Council



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City Attorney's Impartial Analysis of Measure O

The City of Healdsburg ("City") City Council has placed Measure O on the ballot. Measure O seeks to amend the City's Growth Management Ordinance ("GMO") to exempt multi-family housing along portions of the Healdsburg Avenue corridor. Measure O would not authorize any additional units.

In 2000, the Healdsburg voters adopted the GMO, which limits the number of building permits the City may issue to an average of 30 per year, not to exceed 90 in a three-year period.

In 2018, the voters approved Measure P, which amended the GMO to allow the City to issue an additional 50 building permits per year, on average, to multi-family, income restricted rental units. In 2020, the voters further amended the GMO to allow the 50 units per year, on average, authorized in 2018 to be offered for sale as well as for rent.

In the six years following the enactment of Measure P, the City has issued building permits for twelve middle-income, multifamily housing units. These units are included in a larger development in the City.

If approved, Measure O would exempt multifamily dwellings in the Healdsburg Avenue North Corridor (North Street to Grove Street); Central Healdsburg Avenue Plan; and South Entry Area from the GMO. This means that construction of multifamily dwellings in those specific areas would not be subject to the restrictions otherwise imposed by the GMO. Single family homes would still be subject to the restrictions of the GMO.

A "Yes" vote is a vote in favor of amending the City of Healdsburg's Growth Management Ordinance, as set forth above.

A "No" vote is a vote against amending the City of Healdsburg's Growth Management Ordinance, as set forth above. If Measure O is not approved, the City's existing GMO will remain in effect.

Measure O will be approved if a simple majority of voters vote "yes".

The above statement is an impartial analysis of Measure O. If you desire a copy of the ordinance, including a map of the affected areas, please see the City's website at: healdsburg.gov/measureo, call the City Clerk's office at (707) 431-3316 and a copy will be mailed to you at no cost.

DATED: August 15, 2024

s/ Samantha W. Zutler, Healdsburg City Attorney

Continue to next page for arguments



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Arguments and rebuttals are the opinions of the authors. They are printed exactly as submitted, including errors.

Argument in Favor of Measure O	Rebuttal to Argument in Favor of Measure O
<p>For most of Healdsburg's middle-class residents the cost of housing is increasingly out of reach. By creating more housing options for local families, Measure O will ensure the people we rely on every day - teachers, nurses, peace officers, firefighters and essential workers who help make Healdsburg a thriving community - can afford to live in the city they serve.</p> <p>Since the passage of the Growth Management Ordinance in 2000, almost no middle-class housing has been built. Middle-class housing is an essential ingredient for a healthy local economy - allowing local businesses like Big John's Market, Costeaux Bakery, and family-owned wineries and related businesses to attract and retain employees. Housing is a necessity to help healthcare providers like Alliance Medical Center and Healdsburg Hospital attract doctors, nurses, and other healthcare workers.</p> <p>Measure O makes small but meaningful changes to Healdsburg's housing policies to make housing more affordable, equitable, and sustainable for our community. Prioritizing middle-class, multi-family homes helps prevent luxury hotels and high-end housing from being the only things that get built.</p> <p>Voting 'Yes' on O protects what we love about Healdsburg, preserves our downtown's quaint character, and will not impact the area surrounding the plaza or existing residential neighborhoods. Measure O prioritizes water-smart, multi-family homes, respects our growth boundaries, prevents urban sprawl, and does not allow any new housing in sensitive environmental areas.</p> <p>Measure O is unanimously supported by the Healdsburg City Council and endorsed by Assemblymember Jim Wood, Supervisor James Gore, Corazon Healdsburg, Alliance Medical Center, Reach for Home, Healdsburg 2040, Healdsburg Chamber of Commerce, Generation Housing, Teamsters Local 665, SEIU and many local Healdsburg community members.</p> <p>Together we can make Healdsburg a place where local families, seniors, and working-class people can continue to thrive for decades to come.</p> <p>Join us in voting 'Yes' on O.</p> <p>To learn more visit YesOnOYesForHomes.com</p> <p>s/ David Hagele Mayor Healdsburg</p> <p>s/ Evelyn L. Mitchell Vice Mayor Healdsburg</p> <p>s/ Ron Edwards Councilmember Healdsburg</p> <p>s/ Chris Herrod Councilmember Healdsburg</p> <p>s/ Ariel Kelley Councilmember Healdsburg</p>	<p>Measure O is flawed. Of course Healdsburg needs more "middle income" or "workforce housing," but this lifting of our voter-approved growth management ordinance along the Healdsburg Avenue Corridor is an extreme approach. Measure O provides neither assurances nor requirements that developers will actually build this so-called "Missing Middle" housing.</p> <p>Why is our City Council choosing unlimited housing growth, requiring no annual growth limits, and allowing uncertain housing pricing on this two mile corridor of Healdsburg Avenue?</p> <p>Transparency and trust are missing. Why hasn't the City informed residents of its preferences for increasing zoning from 16 units to 45-65 units per acre in this corridor? What will be the impacts of such housing densities? How many units "could" be built? Any zoning changes made would not require a developer to build workforce/middle income housing. In fact, there is higher likelihood developers will build more profitable luxury condos.</p> <p>Our town is a small town, so why not start small? Why not approach this challenging goal of creating more middle-class housing units in a measured, directed manner? The unintended consequences of uncontrolled housing growth will forever affect the character, charm, and livability of our unique small town.</p> <p>We support a modest, affordable growth plan in limited areas (such as the SMART train depot) with reasonable annual growth. More "guardrails" are needed to guide this important goal of creating housing for our vital working people, our middle-class families.</p> <p>Without the How, we must Vote No on Measure O. Please visit: HealdsburgMeasureO.com</p> <p>s/ Bruce Abramson</p> <p>s/ Brigette Ann Mansell Mayor of Healdsburg, 2018</p>



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Argument Against Measure O	Rebuttal to Argument Against Measure O
<p>Stop uncontrolled growth.</p> <p>Healdsburg residents voted overwhelmingly in 2000 to pass an ordinance to limit annual housing growth. Residents were asked to lift these restrictions in 2016, and once again, overwhelmingly voted to keep housing growth limitations in place. With Measure O, Healdsburg residents are now being asked again to lift all annual growth restrictions for multi-family housing in areas that include the Healdsburg Avenue corridor and 88 acres of riverfront property by Memorial Bridge. Healdsburg cannot sustain such growth. This would add to traffic, reduce parking and further tax our already limited resources, such as water. The measure would also change the small-town character of Healdsburg as it excludes any single-family housing to be built in the designated areas yet allows unlimited ultra-luxury condos.</p> <p>Every city in Sonoma County is struggling with how to deal with affordable housing, and Healdsburg is no exception. Don't be confused by politicians and special interest groups promoting Measure O. The measure contains no actual growth plan. Much time was spent just working on the verbiage to make it attractive to voters. Don't be conned by the claim of "middle-class, workforce housing."</p> <p>Healdsburg is building. We have received this year's Prohousing Designation from the State of California. In the past year, Healdsburg has started construction, or completed over 300 housing units at the Mill District project, Enso Village and a 30-unit apartment complex by Memorial Bridge. We also have the 58-unit Dry Creek Commons and two hotels awaiting to break ground. Measure O will not guarantee affordable housing, but it will guarantee large scale development. The Syar property on the river could be the site of over 1,400 multi-family units. Healdsburg needs to use its open space to better serve the existing community. Please vote No on O.</p> <p>s/ Dan Pizza Resident of Healdsburg</p> <p>s/ Brigette Ann Mansell Mayor of Healdsburg, 2018</p> <p>s/ Ashlyn Henderson Henderson Realty</p> <p>s/ Bruce K. Abramson</p> <p>s/ Linda Cade Candidate for City Council</p>	<p>The opponents of Measure O claim it has flaws, but they also hide the massive problems with Healdsburg's current housing legislation.</p> <p>Fact: For 24 years, under the Growth Management Ordinance our community has built almost exclusively two types of housing - low-income rentals and luxury homes and hotels - closing the door on middle-class rentals and home-ownership. This is the real legacy of the GMO. We can't keep doing more of the same and expect different results.</p> <p>Fact: Measure O encourages homes everyday Healdsburg residents can afford, in areas that make sense for our town. It was transparently developed through years of community input, and with insights from housing policy experts who are laser-focused on middle-class homes, environmental sustainability, and quality of life in Healdsburg.</p> <p>Fact: Measure O allows measured, sensible growth - and is the real solution to our friends and neighbors being priced out of a town we love. Today, just 15% of people who work in Healdsburg live here. Despite opponents' vague assertions, Measure O allows exactly the types of homes we need so the nurses, teachers, and first responders we rely on, can call Healdsburg home.</p> <p>Opponents of Measure O use the same decades-old fear-mongering and vague insinuations that created our housing crisis in the first place, while refusing to accept their responsibility for our current situation. They ask you to believe that doing more of the same will create different results.</p> <p>Reject the tired tactics of fear and misinformation and vote 'Yes' on Measure O for the housing we need.</p> <p>www.YesOnOYesForHomes.com</p> <p>s/ Jim Wood Assembly Speaker, Pro Tempore</p> <p>s/ Sue Labbe CEO Alliance Medical Center</p> <p>s/ Marcy Flores Executive Director Corazon Healdsburg</p> <p>s/ William K. Seppi President/CEO Costeaux French Bakery</p> <p>s/ Deb Kravitz Community Housing Committee (former)</p>



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Full Text of Measure O

CITY OF HEALDSBURG

AN ORDINANCE OF THE PEOPLE OF THE CITY OF HEALDSBURG AMENDING SECTION 17.24.030 OF CHAPTER 17.24 OF TITLE 17 OF THE CITY OF HEALDSBURG MUNICIPAL CODE TO EXEMPT MULTIFAMILY HOUSING ALONG PORTIONS OF THE HEALDSBURG AVENUE CORRIDOR FROM THE GROWTH MANAGEMENT ORDINANCE

WHEREAS, in the November 2000 election, the Healdsburg voters approved a residential growth management ordinance that limits the number of building permits the City of Healdsburg ("City") may issue for the construction of new residential units in the City to an average of thirty (30) units per year, not to exceed ninety (90) units in a three-year period (the "Growth Management Ordinance" or "GMO"); and

WHEREAS, the GMO is codified in the City's Municipal Code at Chapter 17.24; and

WHEREAS, since the passage of the GMO, the cost of housing in the City has significantly increased, exacerbating a shortage of housing that is available and affordable to working families, and a lack of housing options for community members in different stages of their lives; and

WHEREAS, in the November 2018 election, the Healdsburg voters approved Measure P, which amended the City's GMO and authorized the City to issue, in addition to the 90 permits in a three-year period authorized by the GMO, an average of fifty (50) building permits per year, not to exceed 150 permits in a three year period, for multi-family **rental** units deed restricted to tenants earning no more than 160% of the Sonoma County Area Median Income, adjusted for household and unit size (the "First GMO Amendment"); and

WHEREAS, in the March 2020 election, the Healdsburg voters approved Measure H, which amended the First GMO Amendment to allow the City to issue fifty (50), on average, building permits per year, not to exceed one-hundred and fifty (150) building permits in a three year period, for multi-family units available to households earning no more than 160% of the Sonoma County Area Median Income, to be either multi-family **rental** housing units or **for sale**, owner occupied housing units (the "Second GMO Amendment"); and

WHEREAS, despite progress in the construction of affordable housing, Healdsburg continues to face a significant shortage in its housing stock. Since the introduction of the Growth Management Ordinance in 2000, there has not been a single market-rate, multi-family rental project of five or more units constructed. This shortfall in market-rate rentals is a critical missing component in our housing mix, and necessary to accommodate the needs of middle-income families and the Healdsburg workforce; and

WHEREAS, in the six years following the enactment of Measure P in 2018, no new middle-income, multifamily housing units have been constructed; and

WHEREAS, throughout the 6th Cycle Housing Element Update process, the Diversity, Equity and Inclusion Plan's Encuentros, development of the Climate Strategy, and other public engagement activities, the City has consistently heard the urgent call for more housing options; and

WHEREAS the City's 6th Cycle Housing Element includes Housing Program 7(3) which states: "Evaluate Potential Amendments to the Growth Management Ordinance. Present amendments to the GMO to add further exemptions or increase the development cap above the existing 30 units per year for market-rate residential. The City will evaluate and consider specific amendments that further reduce constraints imposed by the GMO and thus promote housing availability and affordability."; and

WHEREAS, at the May 6, 2024, and June 3, 2024 City Council meetings the Council provided direction to Staff to prepare a ballot measure that would exempt multi-family housing within certain geographic areas along the Healdsburg Avenue corridor from the GMO; and

WHEREAS, this Ordinance (the "Third GMO Amendment") would not result in an increase in the number of building permits the City could issue for the construction of residential units outside of the geographic areas exempted from the GMO; instead, the Third GMO Amendment would allow for targeted multi-family residential development, consistent with the General Plan, within specific, defined geographic areas along the Healdsburg Avenue corridor, as described and shown in the text of the Ordinance, without the constraints of the GMO.

NOW, THEREFORE, THE PEOPLE OF THE CITY OF HEALDSBURG DO ORDAIN AS FOLLOWS:

Section 1. Findings.

The People of the City of Healdsburg find that the above referenced recitals are true and correct and material to the adoption of this Ordinance.

Section 2. Compliance with CEQA.

Pursuant to the provisions of the California Environmental Quality Act (Cal. Pub. Res. Code § 21000 et seq.) ("CEQA") together with the State CEQA Guidelines (14 CCR § 15000 et seq.) ("CEQA Guidelines"), the City of Healdsburg prepared a Final Environmental Impact Report ("Final EIR") for the City's General Plan. On July 6, 2009, the City Council certified the Final EIR and adopted CEQA findings and a mitigation monitoring and reporting program ("MMRP") in accordance with CEQA. After certification of the Final EIR, the City Council adopted three addenda to the Final EIR in connection with previous proposed amendments to the GMO in 2016, 2018, and 2020.

The proposed Ordinance would make certain modifications to the City's growth management program. In order to ensure that all potential environmental impacts of the General Plan, as may be modified by the proposed Ordinance, were thoroughly analyzed, the City caused a fourth addendum to the Final EIR (the "Fourth Addendum") to be prepared pursuant to CEQA Guidelines 15164; that Addendum is attached hereto as Exhibit B and incorporated herein by this reference.

The City Council adopted the Fourth Addendum by resolution at the City Council meeting held on June 17, 2024.

Section 3. General Plan Consistency.

The recently adopted 6th Cycle Housing Element Update includes **Policy 2.6:** Pursue amendments to the City's Growth Management Ordinance with the intent of increasing housing production.

The Housing Element Update also includes the following implementing program:

Housing Program 7: Removing Housing Constraints

3. Evaluate Potential Amendments to the Growth Management Ordinance. Present amendments to the GMO to add further exemptions or increase the development cap above the existing 30 units per year for market-rate residential. The City will evaluate and consider specific amendments that further reduce constraints imposed by the GMO and thus promote housing availability and affordability.

This Third GMO Amendment facilitates the development and construction of rental and for-sale residential housing available to all income levels and is thus consistent with the Healdsburg General Plan.

Section 4. Amendment of Municipal Code.

Section 17.24.030 of Chapter 17.24 of Title 17 of the City of Healdsburg Municipal Code titled "Exemptions" is hereby amended to read as follows, with added language shown underlined and deleted language with



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Full Text of Measure O (Continued)

strikethrough:

17.24.030 Exemptions.

- A. Low income and affordable residential units, as defined by the State Department of Housing and Urban Development, are exempted from the limitations established in HMC 17.24.020.
- B. Multi-family dwellings, within the geographic areas described and shown below, are exempted from the limitations established in HMC 17.24.020.
 - 1. Healdsburg Avenue North Corridor (North Street to Grove Street)
 - 2. Central Healdsburg Avenue Plan (CHAP)
 - 3. South Entry Area

vote is declared by the City Council in accordance with Elections Code §9217.

Section 8. Publication.

The City Clerk is directed to publish this Ordinance as required by State law.

Section 9. Amendment and Repeal.

Except as otherwise provided herein, no part of this Ordinance may be amended or repealed except by a vote of the voters of the City of Healdsburg at a regularly scheduled general election or at a special election called for that purpose.

IT IS HEREBY CERTIFIED that the foregoing Ordinance was APPROVED by the following vote of the People of the City of Healdsburg on November 5, 2024:

Yes: _____ No: _____ Total: _____

IT IS HEREBY FURTHER CERTIFIED that the foregoing Ordinance was adopted by Declaration of the November 5, 2024 election results by the City Council of the City of Healdsburg on _____, 2024, by the following vote, to wit:

AYES: Councilmembers: ()

NOES: Councilmembers: ()

ABSENT: Councilmembers: ()

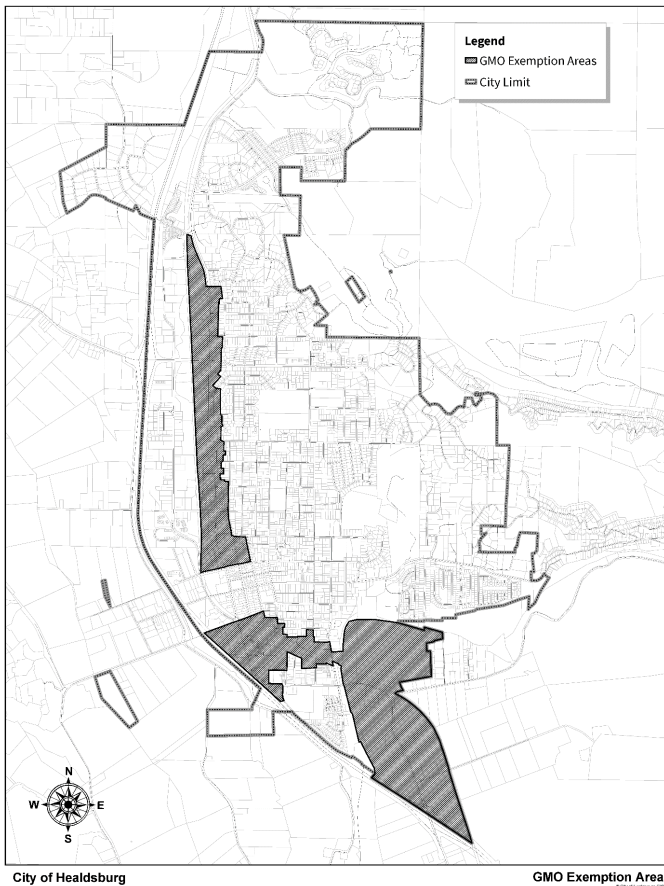
ABSTAINING: Councilmembers: ()

SO ORDERED:

ATTEST:

David Hagele, Mayor

Raina Allan, City Clerk



Section 5. Severance.

If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the Ordinance and the application of such provision to other persons or circumstances shall not be affected thereby, and to this end the provisions of this Ordinance are declared to be severable.

Section 6. Codification.

This Ordinance shall be codified in the City of Healdsburg Municipal Code.

Section 7. Effective Date.

If this Ordinance is approved by a majority vote of the City of Healdsburg electorate voting on the measure at the November 5, 2024 election, then this Ordinance shall become effective ten (10) days following the date the