



NORTH ENTRY AREA PLAN

CITY OF HEALDSBURG

ADOPTED BY HEALDSBURG CITY COUNCIL | MAY 20, 2019



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CHAPTER 1

INTRODUCTION

A. PURPOSE OF THE AREA PLAN

The primary purpose of the Healdsburg North Entry Area Plan (NEAP) is to create a community-supported, long-term vision for development that will help realize the area’s potential as an attractive gateway into Healdsburg from the north. The Plan provides detailed guidance on future development in the NEAP planning area (Plan Area), including a vision concept, preferred land use mix, development intensity, development standards, and design guidelines.

The Healdsburg 2030 General Plan identifies five special study areas in the city, one of which is the North Entry Study Area, which includes the Plan Area. This study area is at an important gateway location that has been determined to warrant further land use study before formal development is considered. The NEAP builds upon the General Plan’s specific objectives for the North Entry Study Area in General Plan Policy LU-18 and provides more precise policy guidance for the area. It is a regulatory document that amends the General Plan and provides clear guidance to City decision-makers and members of the public regarding future, site-specific development projects in the Plan Area.

Similar planning studies in the City of Healdsburg have been prepared for the Grove Street Neighborhood Area and the Central Healdsburg Avenue Area that provide a more precise land use vision for the development of these areas and are implemented using existing General Plan land use policies and zoning standards.

The NEAP includes policies and design guidelines that will be used in the evaluation of future projects in the Plan Area. As discussed in Chapter 8, Implementation, the City’s zoning code will be amended to include specific regulations and development standards for the Plan Area consistent with the policies of the NEAP.

GENERAL PLAN POLICY LU-18

Prior to the development of the ±30-acre property on the west side of Healdsburg Avenue at the northern city limits (commonly referred to as the Quaker Hill property), the Planning Commission shall approve a conditional use permit or similar land use entitlement, in addition to a design review permit, that defines the development’s physical and operational characteristics and ensures that the mix of uses is compatible and consistent with the intent of the North Entry Plan. Retail uses on the property shall be limited to smaller ancillary and specialty shops designed to serve the primary uses on the site. The following uses shall not be allowed:

- » *Regional or community shopping center;*
- » *Grocery- or drugstore-anchored neighborhood shopping center;*
- » *Home improvement or hardware store; and*
- » *Automobile dealership or service station.*

The majority of the Plan Area consists of a vacant 32-acre property at 16977 Healdsburg Avenue. The NEAP will be used, together with the General Plan and Land Use Code, to evaluate future development projects on this property.

The vision and concepts in the NEAP are coordinated with the approved Saggio Hills Area Plan for the property directly to the east across Healdsburg Avenue. The Saggio Hills Area Plan project (now called Montage Healdsburg) includes designs for site and landscape improvements along the east edge of Healdsburg Avenue, and also includes certain improvements to Healdsburg Avenue itself, which are being implemented.

The NEAP, together with the Saggio Hills Area Plan, fully addresses the General Plan requirement for policies to guide development of properties in the North Entry Study Area.

B. CONTEXT

The Plan Area is just within the northern Healdsburg city limit/Urban Growth Boundary limit, bounded by US 101/Redwood Highway to the west, privately owned hillside land to the north, the Montage Healdsburg project area to the east, a detention basin to the southeast, and Foss Creek and a vacant parcel owned by SIMI Winery to the south (see Figure 1-1). SIMI Winery and its associated buildings are further south. The area is considered the southern edge of the Alexander Valley wine region. The Plan Area is near the Parkland Farms residential neighborhood, which lies to the southeast. Downtown Healdsburg is easily accessed by traveling approximately two miles south on Healdsburg Avenue.



Existing view looking East from US 101.

Plan Area

The Plan Area encompasses the following lands (see Figure 1-2):

- » Three contiguous parcels currently owned by Comstock Healdsburg, LLC, totaling 30.16 acres between US 101 and Healdsburg Avenue (APNs 091-060-022, 091-060-019, and 091-060-009). These parcels are referred to as the “Quaker Hill site” and “Quaker Hill property” in the Healdsburg 2030 General Plan because they were owned by Quaker Hill Project Associates at one time. They were purchased by Comstock Healdsburg in 2016. For the use of this Plan, these parcels will be called the North Village site.
- » One parcel owned by the North Coast Rail Authority (NCRA), an existing freight rail line right-of-way and alignment for future Sonoma-Marín Area Rail Transit (SMART) rail service, (APN 091-060-033).
- » Two parcels between the NCRA railway right-of-way and Healdsburg Avenue, which includes a 2.17-acre Comstock Healdsburg parcel (APN 091-060-025) and a 0.15-acre State of California parcel (APN 091-060-026). The Comstock Healdsburg parcel extends for most of the length of the North Village site between the railway right-of-way and Healdsburg Avenue. An existing Geysers water pipeline easement runs along this parcel. The State of California parcel is adjacent to and north of the 2.17-acre Comstock Healdsburg parcel.

Criteria for development of property east of Healdsburg Avenue, within the broader North Entry Study Area, are in the 2011 Saggio Hills Area Plan. The NEAP proposes frontage and entry treatments along the west side of Healdsburg Avenue to ensure a consistent landscape treatment on both sides of Healdsburg Avenue.

The Plan Area is within two miles of Healdsburg Municipal Airport and therefore lies within the Sonoma County Airport Land Use Plan boundaries.

FIGURE 1-1: Context Map

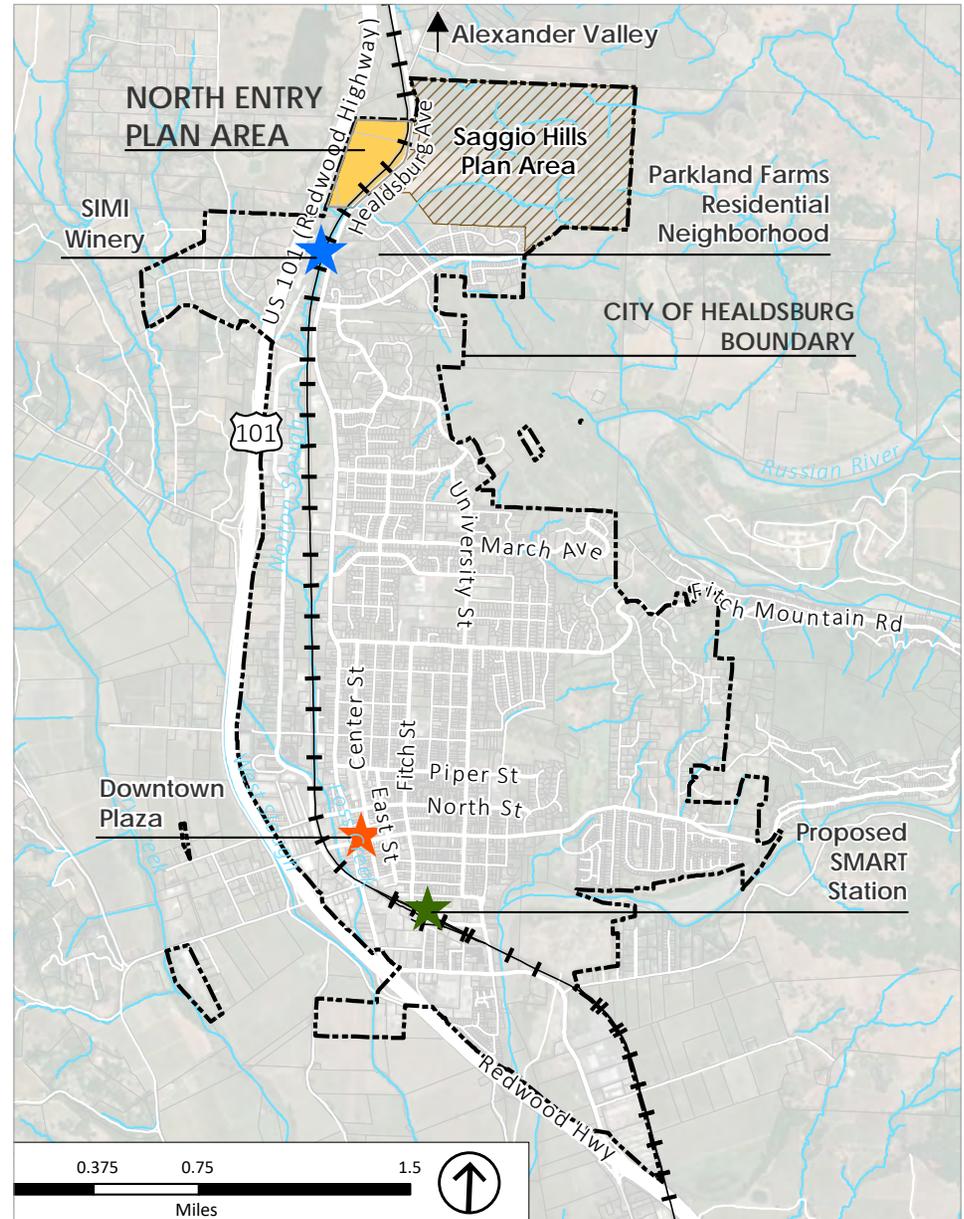
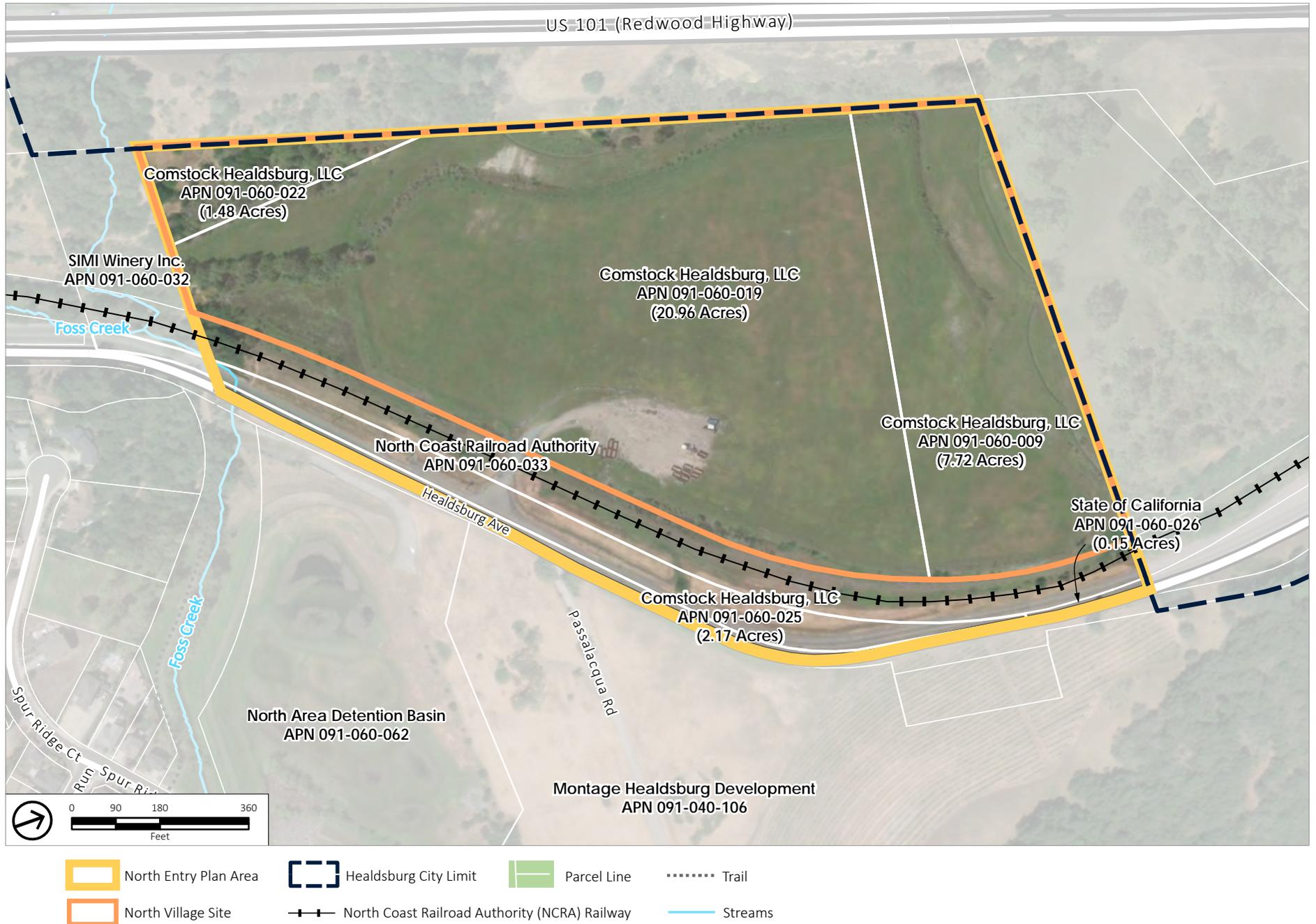


FIGURE 1-2: Plan Area Boundary



History

The privately owned properties in the Plan Area were previously used as a lumber mill and wood products manufacturing facility from the 1940s to the year 2000 (see Figure 1-3). Quaker Hill Project Associates, a Healdsburg development company, purchased the property around 1990 and leased it to a variety of tenants while they pursued development plans. In 2004, Quaker Hill Project Associates completed an environmental cleanup of the lumber mill site to prepare for new development. This included wetland mitigation in compliance with permits granted by the US Army Corps of Engineers, Regional Water Quality Control Board, and the California Department of Fish and Wildlife. The lumber mill structures, related site improvements, and substandard soils were removed, and approximately 20 acres of the property were regraded to provide positive drainage to Healdsburg Avenue and a drainage detention area/stormwater treatment pond at the south end of the property. All work was completed in accordance with local, state, and federal requirements, including environmental review of the demolition and regrading work, tree removal and protection, and wetlands mitigation.

In 2010, the Public Utilities Commission approved conversion of the existing private rail crossing into the North Village site to a public crossing, subject to the installation of the crossing improvements. Crossing improvements are scheduled to commence in October 2018. See Chapter 6, Circulation and Open Space, for a more detailed discussion.

Currently, the improvement of Healdsburg Avenue is part of the approved Montage Healdsburg (formerly Saggio Hills) development project. This includes expansion of the roadway and utilities, installation of bicycle lanes, and construction of sidewalks, lighting, and frontage landscaping on the east side of Healdsburg Avenue. See Chapter 6, Circulation and Open Space, for a more detailed discussion.



Existing view looking west through Plan Area.

FIGURE 1-3: Aerial View of Previous Lumber Yard



Source: Delta Geomatics Corporation, photo taken February 12, 2002.



Community members attended the open house to provide input.

C. COMMUNITY OUTREACH

The plan process included early community involvement to shape the vision for the North Entry Area. Community engagement included a public open house meeting followed by an interactive workshop with the Planning Commission on March 28, 2018.

Sixty-nine participants signed in at the open house that initiated formal public discussion of the NEAP. Community members reviewed two different concepts for the Plan Area and provided input on their desires for Healdsburg’s north entry, including character, land uses, development intensity, building orientation and scale, architecture styles, landscaping, signage, and circulation.





Following the open house, many attendees provided comments to the Planning Commission to reinforce their input about desired character, land uses, and other design elements. After hearing public comments, the Planning Commission held an initial discussion on the preferred elements of the vision. A second Planning Commission workshop was held on May 8, 2018, when the Planning Commission thoroughly reviewed the results from the open house and gave feedback regarding development intensity and standards for the Plan. The project team carefully reviewed input from the community and the Planning Commission to develop the vision for this Plan. The Planning Commission continued to review the NEAP and held a workshop to review the preliminary draft NEAP on September 25, 2018, led a hearing to obtain public input on the Draft EIR and Draft NEAP on December 11, 2018, held a fourth workshop on the Draft NEAP on January 23, 2019, and concluded with hearings on February 26 and March 12, 2019 to receive public comments on the Draft NEAP.



Open house attendees learned about and discussed the project with the project team.

D. ORGANIZATION OF THE AREA PLAN

The Healdsburg NEAP is organized into eight chapters:

1. Introduction

This chapter explains the Plan’s purpose, provides a general description of the Plan Area, and describes the Plan Area’s physical setting and historical context. It also provides a summary of the public input process that helped shape Plan objectives and design guidelines.

2. Setting and Background

This chapter details the Plan Area’s physical and planning contexts. The physical context—i.e. the built and natural setting—includes landscape and topographical characteristics; existing, planned, or proposed adjacent land uses; roadway configurations; scenic resources; and geotechnical and noise characteristics. Planning context includes the area’s designation as a special study area and the roles that the General Plan and zoning play in guiding development in the Plan Area.

3. Vision and Guiding Principles

This chapter describes the vision and guiding principles of the NEAP. Conceptual plans and other graphics illustrate the Plan’s vision.

4. Land Use Framework

This chapter describes existing General Plan development guidelines and land use regulations relevant to the Plan Area. It also presents development objectives and policies to guide future development in the Plan Area, such as appropriate/preferred land uses and site planning recommendations.

5. Design Framework

This chapter describes and illustrates design objectives and guidelines for future development of the Plan Area. Topics include site planning, building design, landscaping, and public realm enhancements such as Healdsburg Avenue streetscape design and gateway entries to the North Village site.

6. Circulation and Open Space

This chapter describes the circulation, access, and connectivity of new road networks and multi-use pathways, and how they relate to existing and planned circulation networks. This chapter also includes ideas about new public open spaces and plazas in the Plan Area.

7. Utilities

This chapter summarizes existing utility infrastructure conditions and potential needs in the Plan Area for wet utilities, such as water supply, wastewater and stormwater collection systems, and dry utilities such as electrical, gas, and telecommunications.

8. Implementation

The final chapter outlines an action strategy to implement the Area Plan’s vision and support future development that is consistent with the City’s goals and objectives for the Plan Area.

CHAPTER 2

SETTING AND BACKGROUND

A. PHYSICAL CONTEXT

Existing Conditions

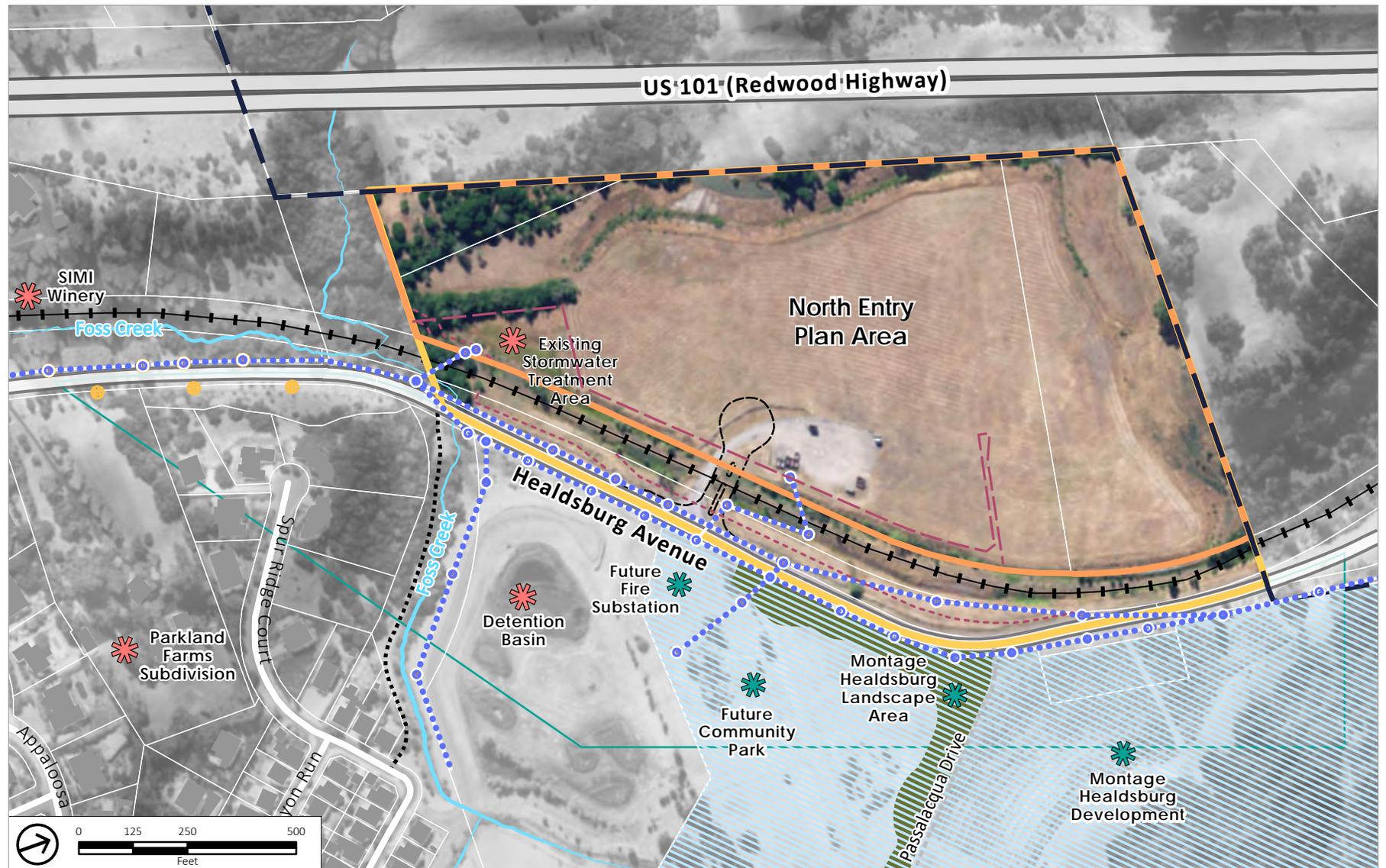
The NEAP planning area (North Entry Plan Area or Plan Area) is in a transitional area between the rural Alexander Valley to the north and the more urbanized city to the south. Figure 2-1 shows existing conditions within and immediately surrounding the Plan Area. The North Village site lies between major north-south transportation corridors. US 101 is a significant edge to the west and considerably higher than the site. Two parallel transportation corridors, the North Coast Railroad Authority (NCRA) railroad line and Healdsburg Avenue, lie immediately to the east. A privately owned oak-studded hillside rises at the north edge of the Plan Area. Foss Creek and its associated riparian habitat borders the southern boundary of the Plan Area after crossing under Healdsburg Avenue from the eastern hills. SIMI Winery is located to the south of the site beyond the Foss Creek riparian corridor.

Vineyards and open space with oak woodland and grassland lie across Healdsburg Avenue to the east. Part of this area will be developed as part of the Montage Healdsburg development project, which will consist of a 130-room resort and 70 homes in a setting that seeks to extend the low-density natural character of its surroundings. Along Healdsburg Avenue across from the Plan Area, the development includes a future fire station with access onto Healdsburg Avenue and a 36-acre public park with playgrounds, hiking trails, and athletic fields set behind landscaping. The developer of the Montage Healdsburg project has also agreed to deed 14 acres of land to the City as an affordable housing site east of the future community park.



Existing view from Plan Area looking east towards vineyards.

Figure 2-1: Existing Conditions



- | | | | | |
|-----------------------|------------------------|----------------------|---------------------------------------|---------------------------------------|
| North Entry Plan Area | Saggio Hills Plan Area | NCRA Railway | Existing Utility Poles | Existing Geysers Pipeline Easement |
| North Village Site | Parcel Line | Future NCRA Crossing | Street Lights along Healdsburg Avenue | Existing Private Storm Drain Easement |
| City Limit | | Streams | Overhead Power Lines | Existing Development |
| | | Existing Trail | Future Montage Healdsburg Development | Ditch Setback |
| | | Building Footprints | | |

Healdsburg Avenue serves as the northern gateway to the city of Healdsburg. Approximately 0.4 miles of Healdsburg Avenue is adjacent to the Plan Area. South of the Plan Area, it has an urban character with sidewalks and street lights. When improvements currently under construction are completed, the street adjacent to the Plan Area will have one 12' travel lane in each direction with a center turn lane, Class II bicycle lanes on each side of the street, and a five-foot-wide sidewalk on the east side of the street. The sidewalk will end just north of the future Fire Substation where it will connect to a public trail through the Community Park parcel. Healdsburg Avenue will also have a 10-foot wide crosswalk at the entry to the North Village site. The traffic signal has been designed as part of the Healdsburg Avenue improvements undertaken by the Montage Healdsburg development and conduit for the signal will be installed as part of that project. All utilities will be undergrounded within the City limits. In addition, the North Village site property owner will improve the at-grade rail crossing at the entry to the North Village site in the fall of 2018 and the crossing improvements will be dedicated to the City of Healdsburg.”

Natural Conditions

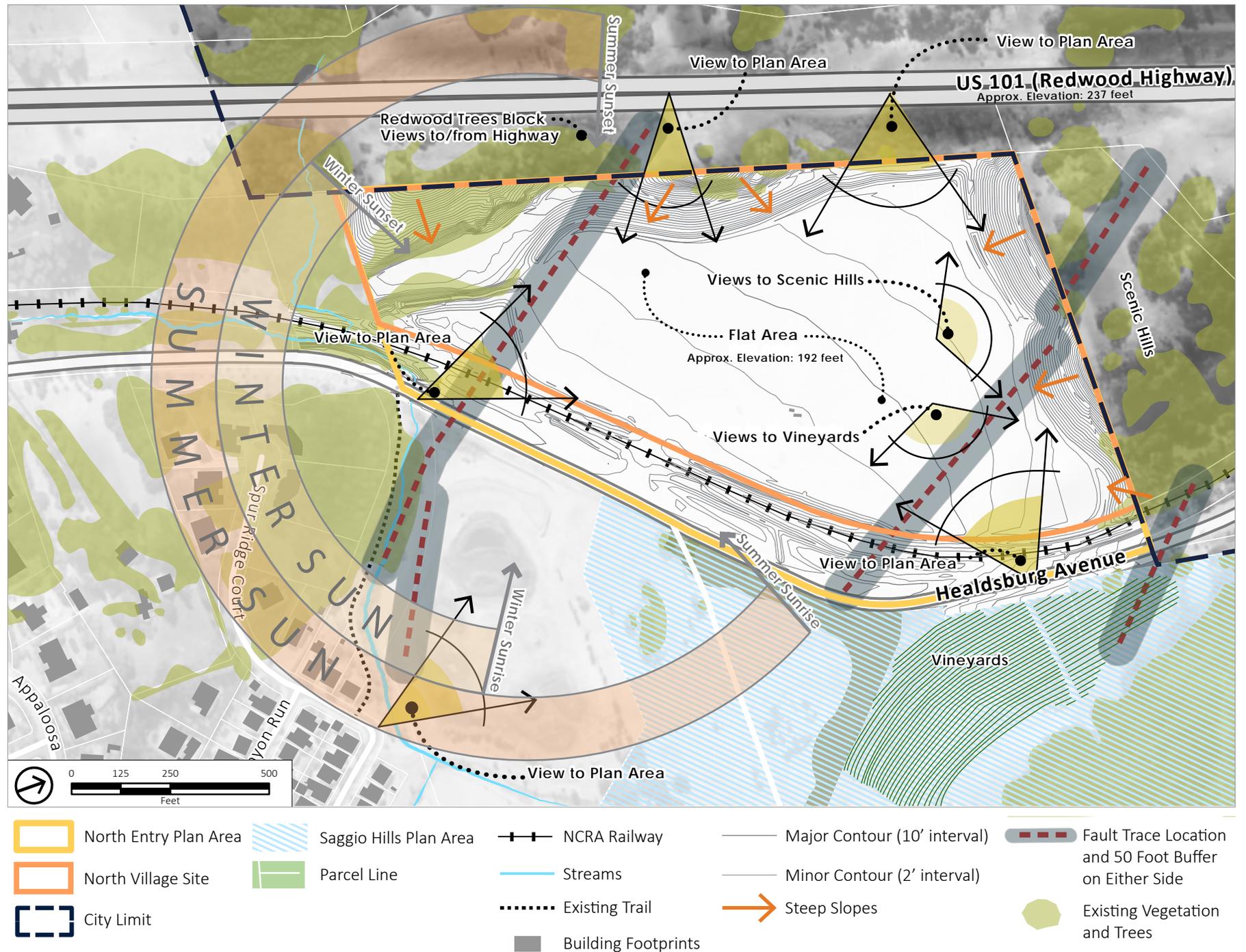
Figure 2-2 shows key landscape and topographical characteristics as well as key views to and from the Plan Area. The North Village site is mostly flat, sloping slightly up from the southeast corner to the northwest. At the west edge the property slopes steeply up to the highway. At the northern property line, the property also slopes steeply upward to a hilltop. These grassy slopes contain clusters of oaks and other trees. The overall sense of the site is of a protected enclosure on two sides, opening to the southwest.

From the majority of the site, the North Village site offers scenic views to the hilltop at the north and to grasslands, wooded hills, and vineyards across Healdsburg Avenue to the northeast.

Looking towards the Plan Area from the surroundings, a key viewshed from US 101 (when traveling northbound) provides a clear view down to the North Village site. The Plan Area is also very visible while traveling along Healdsburg Avenue, which is at approximately the same level as the adjacent North Village site in the Plan Area. There is also a view of the Plan Area from portions of the Parkland Farms residential neighborhood along Spur Ridge Court.

As interpreted from the sun path diagram shown in Figure 2-2, the scenic hills to the north and northeast are sunlit throughout the year during a large portion of the daylight hours. Because the areas to the east, south, and west are composed of rolling land or moderate hillsides, the sun is not significantly blocked by topographical features.

Figure 2-2: Natural Conditions

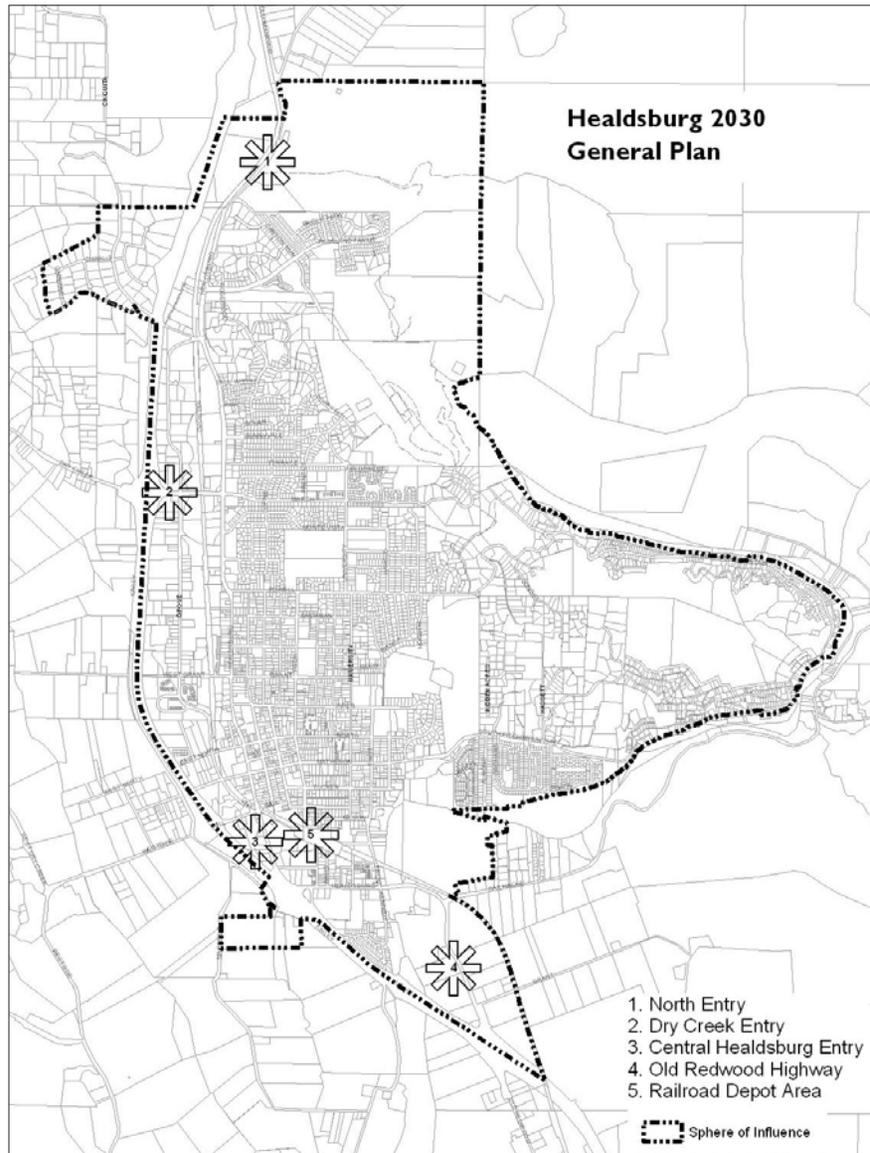


Two active strike-slip faults (predominant movement side to side with minor vertical displacement) associated with the Healdsburg fault cross the Plan Area in a southeast-northwest direction. According to a geotechnical report completed for the North Village site by Kleinfelder in 2017, there is potential for ground surface rupture along the fault traces and within a 50-foot buffer on either side of the fault traces. Habitable buildings should be sited outside of these buffer areas. The potential for ground rupture elsewhere on the North Village site is low. Note that, according to the Kleinfelder report, a fault is considered “active” if the fault has experienced ground rupture within the last 11,000 years.



Two active strike slip faults associated with the Healdsburg Fault traverse the Plan Area.

Figure 2-3: Healdsburg 2030 General Plan Special Study Areas



Source: Healdsburg 2030 General Plan

B. PLANNING CONTEXT

Development and Uses

SPECIAL STUDY AREA

As discussed in the introduction, the Healdsburg 2030 General Plan identifies five special study areas within Healdsburg (see Figure 2-3) to be studied prior to approval of development. The North Entry Study Area is one of these special study areas and the basis for the NEAP. The following are guidelines for the North Entry Study Area from the General Plan:

- » **Identify appropriate uses for adjoining vacant properties (the Plan Area)** that complement, but do not undermine the role of the downtown as the commercial center of Healdsburg. Retail uses shall be limited to smaller ancillary and specialty shops designed to serve the primary uses on the site. The following uses shall not be allowed:
 - Regional or community shopping center;
 - Grocery- or drugstore-anchored neighborhood shopping center;
 - Home improvement or hardware store; and
 - Automobile dealership or service station.
- » **Pursuant to Policy LU-18**, provide that prior to development of the 30-acre property on the west side of Healdsburg Avenue, the Planning Commission shall approve a **conditional use permit or similar land use entitlement**, in addition to a design review permit, that defines the development's physical and operational characteristics and ensures that the mix of uses is compatible and consistent with the intent of the North Entry Area Plan.
- » **Identify street improvements** needed for this section of Healdsburg Avenue to safely accommodate pedestrians and cyclists and provide an attractive gateway to the community, including lighting and utility undergrounding.

- » **Develop building and landscape design guidelines** that preserve and reinforce the area’s predominantly rural character and recognize its proximity to two important scenic roads.
- » Include the **construction of a section of the Foss Creek Pathway** along a portion of the west side of Healdsburg Avenue, if feasible.
- » Consider the **placement of city identification and directional signs**.

More details about the NEAP’s land use framework, including allowable land uses for the Plan Area, can be found in Chapter 4, Land Use Framework.

Circulation

The City’s 2008 Bicycle & Pedestrian Master Plan identifies proposed projects to support bicycling and walking in the City, including those that are relevant to the Plan Area. These include the Northern Extension of the Foss Creek Pathway, which would extend past the northern city limit. The pathway’s existing and planned segments run adjacent to the railway right-of-way owned by NCRA on the west side of the rail tracks. The Foss Creek Pathway alignment is likely to cross the NCRA tracks at the Dry Creek Road crossing to the south of the Plan Area and continue northward along the east side of the tracks. The existing pathway on the eastern reach of Foss Creek (to the east of Healdsburg Avenue) will connect to the North Village site via the planned signalized intersection at the entry to the future Fire Substation and the North Village site.

In addition to the Foss Creek Pathway, on-street Class II bikeways would consist of an approximately 0.75-mile-long segment on both sides of Healdsburg Avenue from Parkland Farms Boulevard to the northern city limit.

An ongoing planning project, the Healdsburg Avenue Complete Streets project, plans to improve Healdsburg Avenue transportation safety, use, and comfort from Powell Avenue to Passalacqua Drive for all modes of travel.

Regarding the NCRA railroad property parallel to Healdsburg Avenue, the freight rail right-of-way is part of a planned SMART commuter train extension from Santa Rosa to Cloverdale. See Chapter 6, Circulation and Open Space, on Healdsburg Avenue Improvements for a more detailed discussion.

Scenic Resources

The Plan Area has a very scenic setting. It is surrounded by rolling hills, farms and vineyards, oak woodlands, and riparian habitat. The General Plan designates Highway 101 and Healdsburg Avenue as scenic roads in Policy NR-C-7 and requires that viewsheds along scenic highways, roads, and streets be protected and enhanced. The primary purpose of the NEAP is to create an experience for travelers entering from the north that helps to establish that they have entered Healdsburg while creating a transition from a rural to urban landscape. Policies and standards in the NEAP are intended to ensure that future development in the Plan Area is respectful of its beautiful setting.

Noise

The City’s noise ordinance in Healdsburg Municipal Code Chapter 9.32 regulates excessive noise and vibration by limiting intrusive noise generated from certain sources and provides mitigation measures to reduce highway and freeway noise. Additionally, the City’s General Plan includes several policies that address the protection of residents (or residential land uses) and other sensitive noise receptors from the harmful effects of excessive noise. This issue is studied further in the NEAP’s environmental review document.

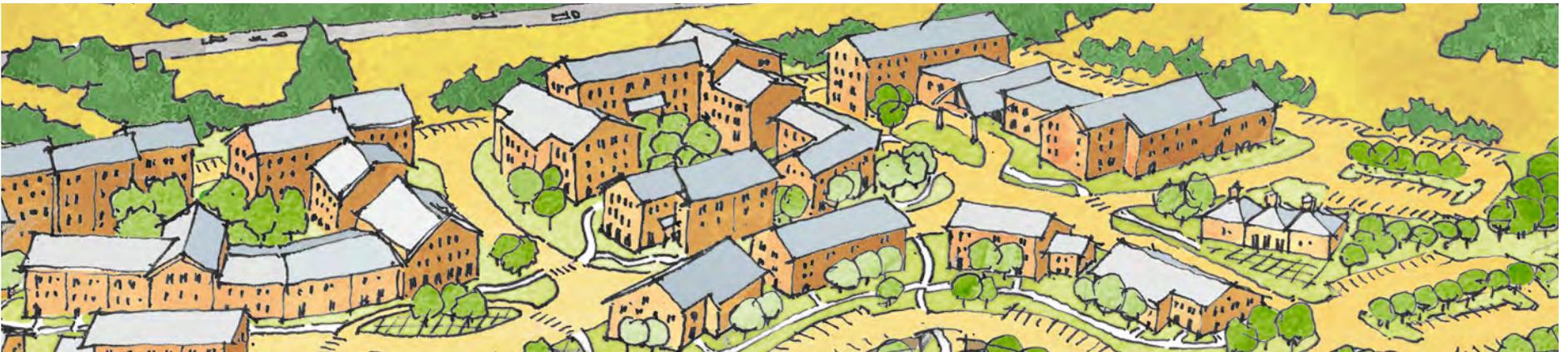
Within the Plan Area, the main existing sources of noise that may affect future noise-sensitive land uses include traffic along US 101, Healdsburg Avenue, and the railway (when operational). On the other hand, future structures along US 101 may help shield freeway noise east of US 101. Future development within the Plan Area should take into consideration existing noise sources as well as projected future noise contours.

CHAPTER 3

VISION AND GUIDING PRINCIPLES

A. VISION

Located at the northern boundary of Healdsburg, the North Entry area is a livable community that serves its residents and surrounding community. The development and landscaping reflect a transition from the agricultural and rural character of the Alexander Valley to the compact walkable character of the city further south. Development within the North Entry area is a mix of different sizes and types of residential buildings, local-serving shops, neighborhood services, cafés, and possibly a hotel. Offices and workspaces may provide employment opportunities. The residences provide a range of housing options for existing and new residents of Healdsburg and for all age groups. The North Entry area is an inviting neighborhood that provides public open spaces and plazas, connections to the Foss Creek Pathway, and options to access downtown or the surrounding region by walking, biking, and transit.



B. GUIDING PRINCIPLES

The vision, land use framework, development guidelines, design guidelines, and other elements of this Plan are built upon the following 18 guiding principles. These guiding principles were developed based on past planning efforts and guidance for the North Entry area, and have been refined from draft principles vetted by the community and Planning Commission.

Should any future amendments to the Plan be made based on unforeseen market conditions or other circumstances, the Plan’s guiding principles should be upheld.

1. New Neighborhood

Create a vibrant new neighborhood on the site that is inclusive, interconnected, intergenerational, and accessible to all income levels. The neighborhood will include commercial uses that will complement and support residential uses in northern Healdsburg.

2. Buildings and Landscape

To pay respect to the context of this important site, make the overall site development of buildings and landscape compatible in design, placement, scale, and materials to the historical agricultural and rural character of the surrounding region. To create a balance between built and green space, integrate buildings within the landscape by clustering buildings together around interior courtyards and providing generous landscaped areas between clusters. Consider rooftop gardens and “living walls” to further integrate buildings with the natural environment.

3. Building Siting and Orientation

To provide an interesting and comfortable pedestrian environment in the interior of the site, orient buildings so that entrances and outdoor gathering spaces face directly onto primary and secondary streets. Set building frontages close enough to sidewalks—5 to 15 feet—to provide a sense of enclosure on the street, while allowing for landscaping.

4. Building Massing

To make the development human scaled and comfortable, break down the apparent size of buildings by separating larger buildings into smaller connected volumes, and moderate the apparent height of buildings by stepping roof forms down from higher to lower.

5. Contextual Design

To help the buildings feel consistent with the existing agrarian architecture of the area, such as barns and wineries, use simple building massing, sloped roof forms, and typical rural materials such as timber framing, board siding, metal roofing, and stone.

6. Parking

In order to have an attractive, pedestrian-oriented environment, minimize the impact of parking areas by placing parking within buildings. Provide surface parking, if necessary, at the outer edges of the site. Ensure that surface parking areas are broken up into smaller discrete pods, are screened with landscaping or appropriate fencing, and have adequate tree coverage.

7. Healdsburg Avenue Building Orientation

To create a varied frontage along Healdsburg Avenue, vary setback and orientation of buildings. Modulate the scale of building clusters with smaller outbuildings such as well-designed garages, pergolas, and sheds, and ensure that some of the building entries face toward Healdsburg Avenue. Separate building clusters with focused areas of trees and landscaping.

8. Building Heights

To take advantage of topography and site orientation, step building heights down from west to east, with the tallest buildings along the western edge providing interior protection from Highway 101, stepping down to lower-height buildings along the Healdsburg Avenue frontage.

9. Views from the Site

To take advantage of the beautiful views of the scenic hills to the east, carefully place key viewing areas such as balconies and outdoor gathering spaces to frame views over, around, and between buildings.

10. Views to the Site

To be a good neighbor to those passing by on Highway 101, do not obscure the view to the eastern hills, and consider the “façade” of rooftops which will be visible from the highway. These rooftops should be well designed and should shield vents and mechanical equipment from view. To be a good neighbor to those viewing the development from Healdsburg Avenue and existing and future residential neighborhoods to the east, ensure that elevations of buildings facing that direction are attractively designed, and design the clustered landscaping so the trees and landscape grow large enough to partially screen the development.

11. Land Use

In order to create a comfortable, active community-oriented development, provide a mix of uses that will create a lively environment; address housing needs, including affordable housing; provide local-serving shops, cafes, and restaurants; accommodate lodging through a potential hotel; and give opportunities for employment. In addition, provide attractive public open space for residents and visitors to enjoy.

12. Gateway

In order to acknowledge the northern boundary of the city and the transition from rural to town, establish the area as a gateway to welcome people to Healdsburg. In addition, provide a secondary gateway, or sense of entry, to the development itself through landscaping, signage, public art, wayfinding, and other special design treatments.

13. Central Focal Point

Provide a central focal point within the site that will serve as a gathering space for the community. This space will allow for a flexible and diverse range of activities, including congregation, socializing, events, and other public activities. This central space will be linked by pedestrian paths to the envisioned network of courtyards and open spaces throughout the site.

14. Landscaping along Healdsburg Avenue

Provide a wide landscaping easement along the west side of Healdsburg Avenue between the street and the North Coast Railroad Authority (NCRA) right-of-way, planted with groupings of native landscaping that is consistent with and complements the landscaping along the east side of Healdsburg Avenue for the Montage Healdsburg project.

15. Multimodal Options

Encourage the use of bikes, walking, and transit for economic and health and climate benefits, and thereby lessen the need to use motor vehicles. Implement an interconnected network of streets, parking and pathways that safely accommodate multiple modes of travel, including a pedestrian path around the site, safe bicycle facilities along Healdsburg Avenue and the development’s internal area, comfortable sidewalks and safe crossings along Healdsburg Avenue, and direct connections to bus stops on Healdsburg Avenue.

16. Connectivity

To help complete the Foss Creek regional multiuse path, determine an alignment on the North Village development site, provide a public access easement, and construct the path. For the majority or entirety of the site, the trail will be on the east side of the NCRA right-of-way. The planned improvements to the at-grade rail crossing and signalization of the intersection will establish a safe and comfortable connection for bicyclists and pedestrians across the NCRA tracks that continue across Healdsburg Avenue to link with the existing Foss Creek trail.

Figure 3-1: Site Plan Vision Concept



17. Emergency Access

In order to ensure access to and from the site during emergencies, establish a secondary emergency access point across the NCRA right-of-way.

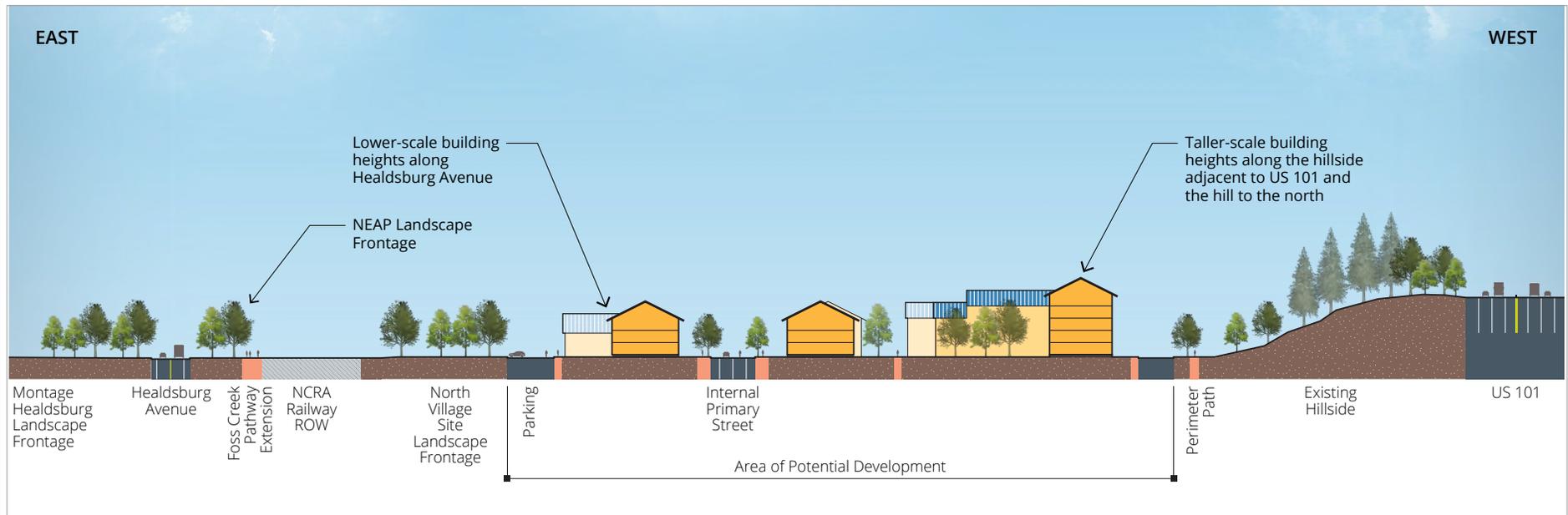
18. Sitewide Master Planning

Establish a master Conditional Use Permit process to allow for comprehensive planning and review of backbone infrastructure, shared improvements, and the allocation of development density, site coverage, non-residential floor area, and inclusionary housing. Allocation of density, site coverage, floor area, and inclusionary housing to specific parcels will be based on a sitewide (rather than parcel by parcel) analysis. Use of a Development Agreement is encouraged.

C. CONCEPTS

The concepts shown in this section are illustrations of the vision and guiding principles. These are conceptual diagrams and show potential development on the site. Actual development may be different than these depictions. Figure 3-1 depicts a potential circulation network; areas of development; and areas of landscaping, open space, and parking. As shown in the diagram, habitable structures must avoid two fault-trace buffer areas as well as the surrounding steep topography.

Figure 3-2: Site Section Through Plan Area



Development is shown divided into smaller subareas that would be developed as building clusters. The buildings in clusters along the western side are taller, and development steps down to lower buildings on the eastern side. The clusters along Healdsburg Avenue have different approaches to avoid a monolithic appearance—some have buildings closer to and facing Healdsburg Avenue, some are set farther back.

The circulation network shows a primary street that leads from Healdsburg Avenue to a community gathering space at the heart of the site. At the entry to the site, after crossing the railroad tracks, is a welcoming gateway with specimen landscaping and signage. Building entries face the primary street. Secondary streets branch off the primary street to provide access to surrounding development and to connect with parking areas and in interconnected network of pathways throughout the site. To reflect community preference, both primary and secondary streets curve slightly, dead-end cul-de-sacs are minimized, and where feasible, secondary streets are interconnected to create a looped circulation system. The primary street continues as a pedestrian-oriented street with building frontages, entries and potentially shops or cafes facing the street. It is not a “main street” with continuous storefronts, however—it has a more relaxed and leafy character. At a point either along or near the end of the primary street is the community gathering space, surrounded by active uses like retail storefronts, cafes and restaurants with outdoor seating. This central focal point is open and welcoming to neighbors in northern Healdsburg as well as residents of the North Village.

Open space in the Plan Area will be provided through a series of courtyards, plazas, and other interconnected public and private outdoor areas. A pedestrian trail is provided along the perimeter of the Plan Area and the multi-use Foss Creek Pathway is extended along the Healdsburg Avenue frontage. Pedestrian and bicycle connections to the future Montage community park on the east side of Healdsburg Avenue will be created at the signalized intersection of Healdsburg Avenue and the site entry road.

The diagram also envisions landscaping improvements along Healdsburg Avenue and Foss Creek Pathway.

The conceptual site section through the Plan Area, shown in Figure 3-2, shows the gradation of heights across the Plan Area. The section shows a range of two- to five-story buildings with sloped roofs. The tallest heights fit beneath the elevation of Highway 101 and the neighboring hillsides. Primary and perimeter streets accommodate vehicle and bicycle circulation, and side paths adjacent to the streets accommodate pedestrian circulation. A landscape frontage with the Foss Creek multiuse path is shown between the area of development and the NCRA right-of-way.

The bird’s-eye sketch in Figure 3-3 demonstrates the amount and character of development allowed in the Plan. Potential development shown adheres to the principles and concepts for the Plan Area.

Looking west, a landscaped entry feature welcomes visitors from Healdsburg Avenue. Figure 3-3 illustrates clusters of buildings that gradually step up in height from two- and three-story buildings near Healdsburg Avenue to five-story buildings at the rear toward Highway 101. Clusters are organized around common open spaces between the buildings, and building forms are modulated to break down the scale. Roofs are sloped and step down to modulate scale further as well as reference the character of rural architecture. Subtly curving primary and secondary streets provide vehicular connectivity, and adjacent side paths provide pedestrian connections throughout the developments and to the Foss Creek Pathway. Finally, most parking is arranged around the perimeter, at the west and north edges of the site. All surface parking is broken into small pods. Along Healdsburg Avenue, buildings have variation in orientation and setback, and surface parking is screened by landscaping or fences.

Figure 3-3: Bird's-Eye Concept



CHAPTER 4

LAND USE FRAMEWORK

The North Entry Area Plan (NEAP) identifies preferences for a mix of land uses—consistent with the Healdsburg 2030 General Plan—which are further described in this chapter. This chapter includes a list of permitted and conditionally permitted uses for the Plan Area and describes in further detail which uses are preferred or discouraged. A zoning amendment will be processed along with the NEAP to provide refinements to the zoning regulations as necessary for implementation of the Plan.

This chapter also provides development standards, including for floor area ratio, building height, floor plate, and setbacks; buildout development capacity numbers; and goals and policies to guide future development of the Plan Area.

A. LAND USE REGULATIONS

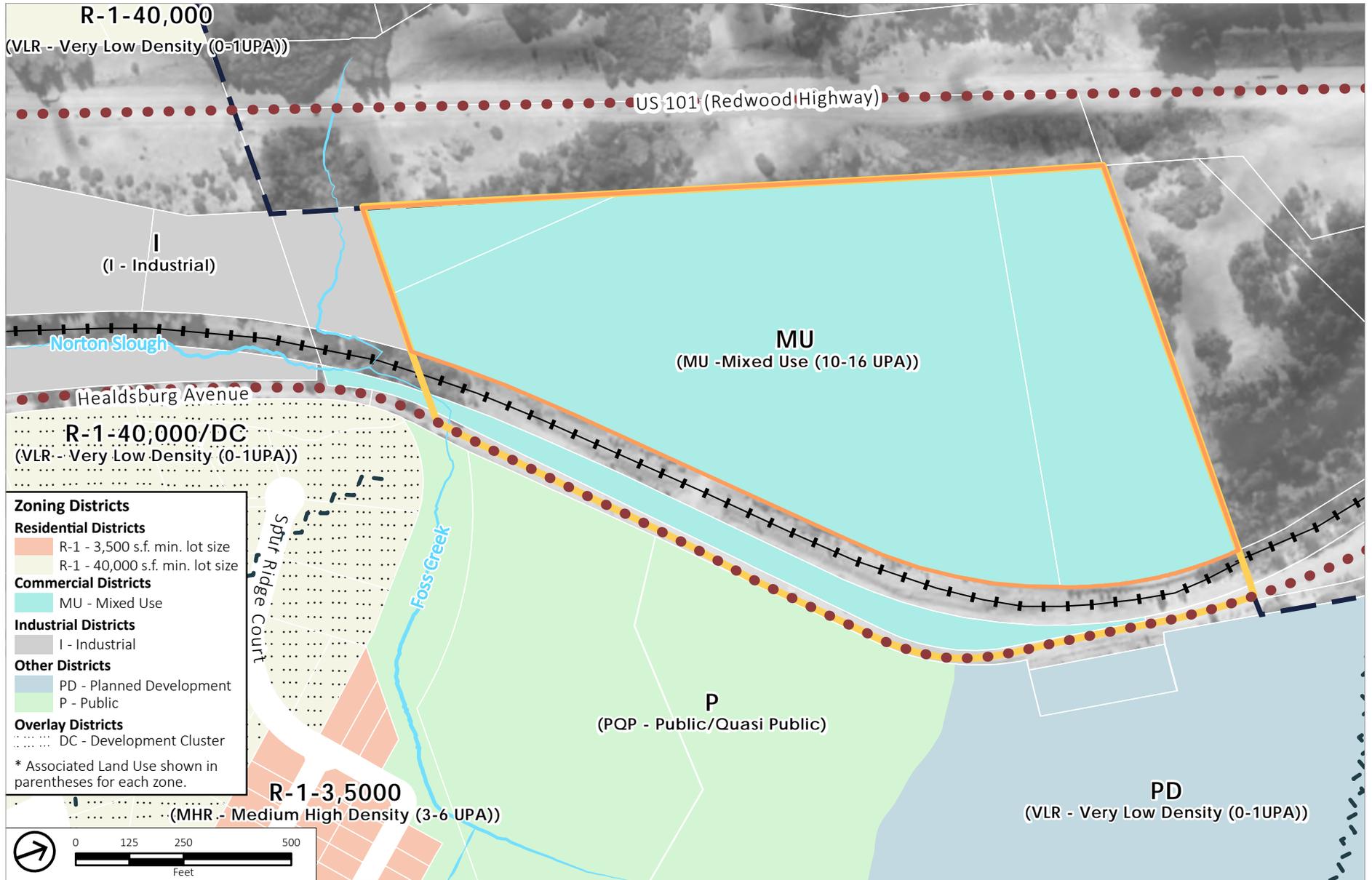
The Plan recommends a land use framework consistent with Policy LU-18 of the General Plan, which allows and encourages uses that complement but do not undermine the role of the downtown as the commercial center of Healdsburg. Retail uses shall be limited to smaller, neighborhood-serving retail and specialty shops that are designed to serve the primary uses on the site and nearby development.

As shown in Figure 4-1, the entire Plan Area is designated Mixed Use by the General Plan. Designated Industrial uses are to the south of the Plan Area, and Very Low Density Residential and Public/Quasi Public uses are to the east. Currently, the Industrial uses include SIMI Winery; the Public/Quasi Public uses include the detention basin and future fire station and park; and Very Low Density Residential includes the Parkland Farms residential neighborhood and the Montage Healdsburg residential planned development.

Consistent with the General Plan’s Policy LU-18 on the Mixed Use land use designation, the Plan allows both residential and nonresidential uses, including:

- » Residential
- » Retail
- » Office
- » Services
- » Visitor Accommodations
- » Public and Quasi Public Uses

FIGURE 4-1: Zoning, Land Use, and Scenic Resources



North Entry Plan Area
North Village Site

NCRA Railway
Streams

Scenic Resources
Major Scenic Ridgelines
Scenic Highway, Road, or Street

Zoning

The North Village site and frontage along the west side of Healdsburg Avenue in the Plan Area are currently zoned Mixed Use District, consistent with the General Plan land use designation (see Figure 4-1). Mixed Use allows a range of commercial uses that serve the day-to-day needs of residents and provide uses and activities of interest to visitors to the community. Mixed use development in the Plan Area should include a commercial component.

Table 4-1 provides a list of preferred permitted and conditionally-permitted uses for the Plan which closely follows permitted and conditionally-permitted uses in the Mixed Use District under existing City zoning (along with any relevant specific use regulations). A zoning amendment will be processed to establish the permitted and conditionally-permitted uses shown in Table 4-1 for the NEAP planning area.

TABLE 4-1: Permitted and Conditionally-Permitted Uses for the North Entry Area Plan

Permitted (P) and Conditionally-Permitted (C) Uses	Specific Use Regulations
Residential Uses	
Day care, general ¹	C
Day care, limited ¹	P
Employee housing for six or fewer employees in accordance with Cal. Health & Safety Code Sec. 17000 et seq.	P
Home occupations	P Section 20.20.005
Live/work facilities ¹	C
Multi-family dwellings not part of a mixed use development	P
Residential care, general	C
Residential care, limited	P
Residential uses as part of a mixed use development	C
Single-family attached dwellings not part of a mixed use development	P
Supportive housing	P
Transitional housing	P
Work force housing ¹	P
Retail Trade	
Alcoholic beverages (off-sale)	C Section 20.20.075
Artisan shop	P
Convenience store » Beer and wine sales (off-sale), ancillary	C C Section 20.20.075
Farmers' markets	C

TABLE 4-1: (Continued)

Permitted (P) and Conditionally-Permitted (C) Uses	Specific Use Regulations
Grocery and specialty food sales	
» 3,500 square feet or less	P
» Between 3,500 and 6,000 square feet ¹	C
Outdoor display and sales	P Chap20.16,ArticleV
Retail, general	P
» Extended hours	C
» Secondhand goods	C
Sporting goods sales, with rental as an accessory use	C Section 20.20.105
Services	
Bank, financial services	P
Business support service	P
Catering	P
Instructional services	C
Medical services, minor	C
Personal services	P
Recycling, small collection facility	C
Specialty transportation rental, touring services	C
Storage- indoor	C
Tasting room	C Section 20.20.075
Vehicle services — service station ²	
Visitor lodging	C
Offices: chiropractic care ¹	P
Offices: professional, administrative and business, excluding medical and dental ¹	P

Permitted (P) and Conditionally-Permitted (C) Uses	Specific Use Regulations
Offices: professional and administrative, restricted to the provision of medical, dental, and other health care services ¹	P
Veterinarian offices, clinics, and animal hospitals ¹	C
Eating & Drinking Establishments, Entertainment	
Bar, night club	C Sec. 20.20.075
Entertainment and assembly venue ¹	C
Restaurant	P
» Amplified music audible from outside the building	C Sec. 20.16.080
» Extended hours	C
Food and Beverage Production	
Food and beverage production, limited	C
Utilities	
Public utility facility	P
Telecommunication facility, minor	P Sec. 20.20.080
Telecommunication facility, major	C Sec. 20.20.080
Accessory Uses	
Accessory uses customarily associated with or essential to a permitted or conditionally permitted use, and operated incidental to the principal use	P
Drive through service ²	C

Table 4-1 Notes:

1. NEAP Use category—not shown in MU District in the Land Use Code.
2. Use is shown in MU District in the Land Use Code but not allowed in NEAP.

Preferred and Discouraged Uses

The following definitions of preferred and discouraged uses closely follow those from the City of Healdsburg Land Use Code. The NEAP introduces some new land use designations/definitions to describe more specific conditions for existing use classifications. New land use designations/definitions are: Live/work facility; Workforce housing; Day care, general; Grocery and specialty food sales, between 3,500 and 6,000 square feet; Entertainment and assembly venue; Day care, limited; and Farmers' market.

PREFERRED USES

The following uses are considered “preferred” for the Plan Area because they support the Plan’s vision and guiding principles and are consistent with the community’s desires. These uses should be planned for and prioritized for approval in future development proposals.

Residential Uses

- » **Mixed Use Residential Development.** Development that incorporates residential uses at a density of up to 16 units per acre and includes a functional commercial retail component, which provides a commercial appearance.
- » **Multi-family Dwellings.** Apartment or condominium units in a single structure or multiple buildings that are not combined with a commercial component.
- » **Residential Care.** A facility licensed by the State that provides non-medical residential care and limited medical assistance; day treatment; or foster agency services for children, adults, or seniors. This includes a sanitarium or nursing home.
- » **Live/Work Facilities.** An integrated housing unit and working space, occupied and utilized by a single household in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity, and which includes complete kitchen space and sanitary facilities in compliance with the City building code



Multi Family Residential.



Mixed Use Residential.

- and working space reserved for and regularly used by one of more occupants of the unit.
- » **Work Force Housing.** 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.
 - » **Day Care, General.** Provision of care for seven or more persons, other than a family day care, on a less than 24-hour basis. This classification includes nursery schools, preschools, and day care centers for adults or children and includes only those facilities licensed by the State of California.

Nonresidential Uses

Retail Trade

- » **Grocery and Specialty Food Sales.** A smaller retail business, no more than 6,000 square feet in size, where the majority of the floor area, open to the public, is occupied by food products packaged for preparation and consumption off site. Includes accessory uses such as retail bakeries, where any on-site baking is only for on-site sales; catering; and floral and plant sales.
- » **General Retail.** A business that sells a variety of products to the public. This may include an artisan shop, antique store, craft store, florist, periodicals, clothing, office supplies, kitchenware, and similar items. This land use does not include adult entertainment establishments.

Services

- » **Business Support Services.** An establishment that provides one or more services to other businesses and may also be utilized by the general public.
- » **Instructional Services.** A business that offers group instruction in such areas as the arts, gymnastics, martial arts, and yoga.
- » **Personal Services.** The provision of nonmedical services as a primary use. May include the retail sales of products related to the services provided. Examples of these uses include consulting, design services, hair salon, laundry services, fitness center, and similar services.
- » **Visitor Lodging.** A well-designed hotel with rooms and ancillary facilities arranged in multiple, low-rise clustered structures. Hotel amenities (restaurant, bar, etc.) shall be open to local residents. Any hotel must be appropriately scaled to fit into a well-integrated, interconnected neighborhood. A cap of 130 rooms is established, with the ultimate number of rooms to be determined by the City through the master Conditional Use Permit process.



Market.



Services.

- » **Entertainment and Assembly Venue.** A building and/or outdoor area specifically designed and used to accommodate community and group events. An entertainment and assembly venue may be a stand-alone use or may be ancillary to another use such as a hotel or restaurant.
- » **Office.** Office uses in conjunction with mixed use developments and compatible with residential uses. Businesses include professional, administrative and business; medical, dental, and other health care services; and veterinarian offices, hospital, and clinics.

Eating and Drinking Establishment, Entertainment

- » **Restaurant.** A retail business selling ready-to-eat food for on- or off-premises consumption, with on-site food preparation as a primary use. Includes eating establishments where customers are served from a walk-up counter for either on- or off-premises consumption, as well as eating establishments where customers are served food at their tables for on-site consumption and which may also provide food for take-out and beverage service. Customer seating may be outdoors.

DISCOURAGED USES

The following uses, although allowed within the Plan Area, are considered “discouraged” because the aforementioned preferred uses should have higher priority as part of a future development proposal in order to support the Plan’s vision and guiding principles.

Services

- » **Recycling.** A center for the collection and/or processing of recyclable materials that occupies an area of 350 square feet or less and may include a mobile unit where the public may donate, redeem, or sell recyclable materials. Small collection facilities may include reverse vending machines, which accept at least one or more types of empty containers and issue a cash refund or a redeemable credit slip.
- » **Storage.** A business that provides secure containment of its patrons’ personal small and large items, including vehicle storage.
- » **Vehicle Services.** The repair, servicing, alteration, restoration, towing, painting, or finishing of vehicles and/or boats as a primary use, including the incidental wholesale and retail sale of vehicle parts as an accessory use.

Eating and Drinking Establishments, Entertainment

- » **Bar.** A business where alcoholic beverages are sold for on-site consumption and that is not part of a restaurant, hotel or motel. Includes pubs and similar establishments where any food service is subordinate to the sale of alcoholic beverages.

Food and Beverage Production

- » **Food and Beverage Production.** The production of food and beverage products from raw materials for human consumption that has one or more associated on-site commercial uses, such as a public tasting facility of products produced on-site, the retail sale of products produced on-site, a restaurant, or a bar. Allowable uses include those that operate at a scale and have activities and impacts similar to microbreweries and small wineries.

PROHIBITED USES

The following uses are prohibited in the Plan Area according to General Plan Policy LU-18:

- » Regional or community shopping center
- » Grocery- or drugstore-anchored neighborhood shopping center
- » Home improvement or hardware store
- » Automobile dealership or service station
- » Drive Through Service

B. DEVELOPMENT STANDARDS

Table 4-2 provides development standards for the Plan Area. Additional standards for residential, commercial, and other development can be found in the City’s Land Use Code, Chapter 20.08, Article VI. Maximum building height zones are illustrated in Figure 4-2. This figure is not intended to show precise areas with different height limitations, but rather it illustrates the maximum building height concepts presented in Table 4-2. The City will address specific proposals for varying building heights in the design review process.

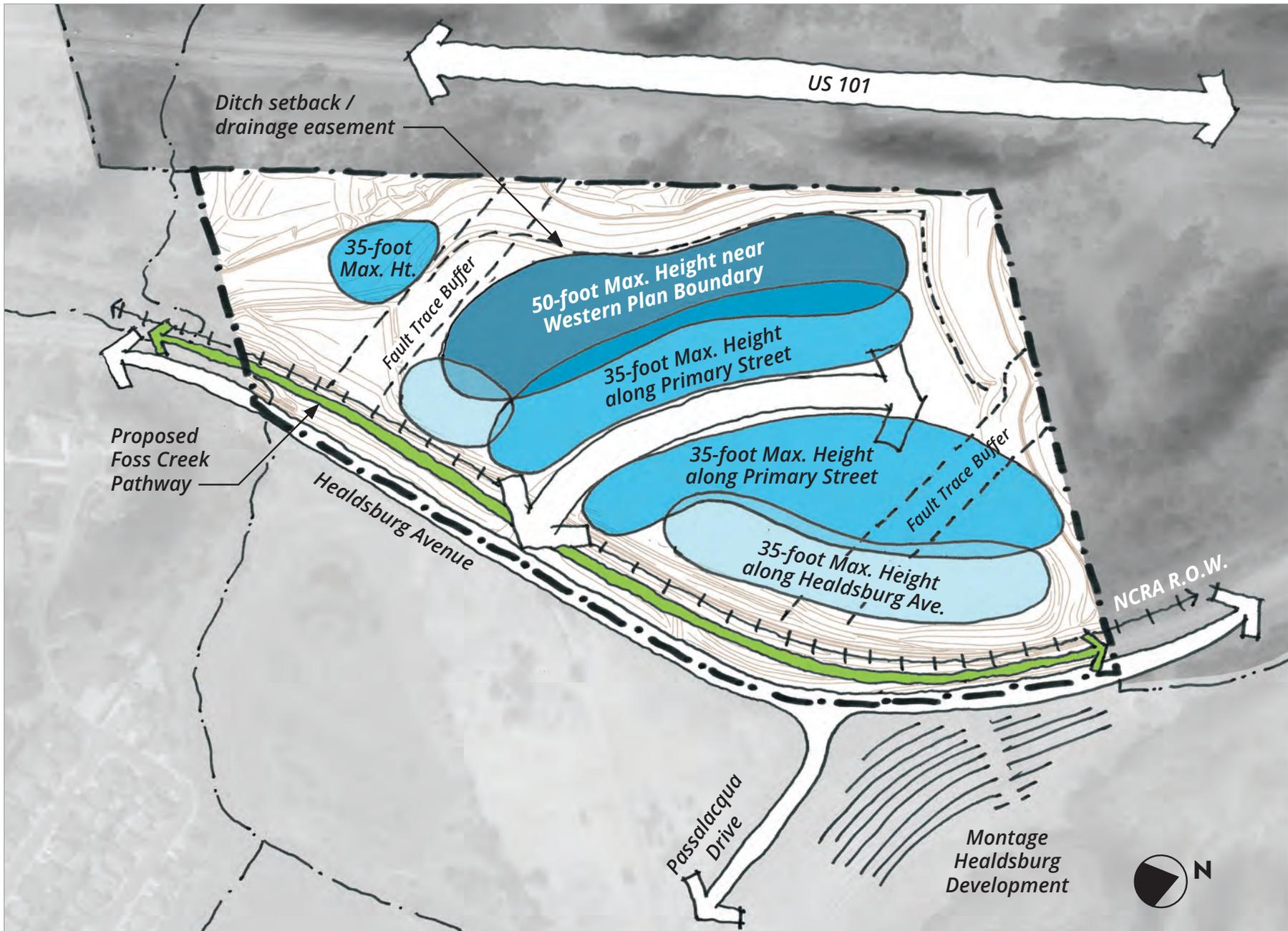
TABLE 4-2: Development Standards for the North Entry Area Plan

Minimum lot area	<ul style="list-style-type: none"> • 20,000 square feet
Maximum floor area¹	<ul style="list-style-type: none"> • Non-residential uses: 200,000 square feet
Maximum site coverage¹	<ul style="list-style-type: none"> • 60 percent
Maximum building height²	<ul style="list-style-type: none"> • 35 feet for buildings within a band closest to Healdsburg Avenue right-of-way, as determined by Design Review approval process • 35 feet for buildings or portions of buildings fronting on the Primary Street and for buildings on the terrace immediately south of the southerly Fault Trace Buffer • 50 feet for buildings or portions of buildings within a band closest to western Plan Area boundary • Exceptions to this requirement are prescribed in Section 20.16.065 of the City Land Use Code. Accessory building heights are regulated in Section 20.16.030
Maximum floor plate, per building³	<ul style="list-style-type: none"> • 50,000 square feet for an individual building
Other development restrictions	<ul style="list-style-type: none"> • No habitable structures shall be allowed on parcels located between the NCRA and Healdsburg Avenue rights-of-way • No habitable structures shall be allowed on slopes greater than 25% • No habitable structures shall be allowed within the 50-foot buffers of the fault traces in the Plan Area⁴ • No habitable structures shall be allowed within the perimeter storm drainage easements

Table 4-2 Notes:

1. Site coverage shall be calculated based on total developable acreage (i.e., 18.2 acres) in the Plan Area rather than the gross acreage of individual parcels. To allow for flexibility in the allocation of site coverage and non-residential floor area to individual parcels, these development limitations shall be addressed in the master Conditional Use Permit process.
2. Building heights shall be measured in accordance with Section 20.16.060 of the City Land Use Code.
3. The floor plate limitation is provided to address larger-scale uses that may be part of a mixed-use development such as a senior living community. Separate buildings that are connected by an enclosed breezeway will be considered individual buildings when applying the 50,000 square foot limitation. Podium parking and breezeways will not be subject to the floor plate limitation. As with all development standards, the floor plate limitation establishes a not-to-exceed cap. Each project will be evaluated based on its merits through the City’s design review process.
4. Refer to 2003 “Geologic and Geotechnical Investigation 32-Acre Parcel Healdsburg California Project No. 17383” report prepared by Kleinfelder for locations of fault traces.

FIGURE 4-2: Development Standards



C. DEVELOPMENT CAPACITY

As previously described in Chapter 3, Vision and Guiding Principles, the Plan’s vision is to respect the surrounding rural character of the northern setting of the City, but still accommodate an appropriate amount of development that provides for new residential development and commercial uses to serve on-site and nearby residents. The Plan’s vision concept and the buildout assumptions in Table 4-3 assume 290 units of residential use and 200,000 square feet of non-residential development on the developable portion of the Plan Area, which is the flat area (18 acres out of 32), preserving the surrounding hillside open space.

TABLE 4-3: Plan Area Land Use and Buildout Assumptions

Land Use Type	Buildout Assumption
Residential ¹	290 units ^{3,5}
Nonresidential use (Retail/Services/Restaurant/Lodging) ²	200,000 square feet ⁴

Table 4-3 Notes:

1. Includes residential mixed use and multi-family housing (including families, singles, workforce, and senior independent living units)
2. Includes grocery market or specialty food sales (e.g., 6,000 gsf or less), other retail (e.g., clothing, art, home décor, flowers, books), personal services (e.g., daycare, dry cleaning, fitness, massage, pet grooming), business support services and offices, instructional services, medical services and visitor lodging, restaurant and café, and similar uses, and does not include large-box retail stores or regional retailer shopping centers
3. Roughly equivalent to 16 units per acre based on 18 acres of developable land
4. If a senior housing community is developed, all associated uses (retail, restaurant, meeting rooms, administrative support, assisted living units, memory care facility, etc.) shall be considered part of the residential use and exempted from the non-residential floor area limitation.
5. Developers may increase the number of residential units beyond the cap through the density bonus process established in State planning law and Healdsburg Municipal Code Section 20.20.035.

D. GOALS AND POLICIES

» **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.

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

- **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.
- **Policy LU-1.8:** Visitor accommodation and tourism should not be primary uses of the Plan Area, but a hotel may be appropriate if scaled to support demands generated by primary uses on the site and designed to integrate with the rural character of the site. The number of hotel rooms shall be determined through a master Conditional Use Permit process.
- **Policy LU-1.9:** Facilities which provide a venue for entertainment and assembly events should be accessible for community events and activities serving the North Village neighborhood and should be appropriately scaled to integrate with the mixed-use character of the Plan Area.
- **Policy LU-1.10:** Support job creation for all segments of the community with higher income opportunities, not just entry level and service worker jobs.
- **Policy LU-1.11:** Provide a central focal point that serves as a public, community gathering space. This space would accommodate a range of public activities including events, congregations, socializing, and leisure activities.

- » **Goal LU-2:** Provide a reasonable level of development that is economically viable and responds to the Plan Area’s identified constraints and opportunities.
 - **Policy LU-2.1:** Establish a maximum overall square footage for non-residential development in the Plan Area, with a limit of 200,000 square feet of gross floor area.
 - **Policy LU-2.2:** Promote housing within a density range of 10-16 units per acre based on the developable acreage within the Plan Area and target production of at least 250 units of housing.
 - **Policy LU-2.3:** Establish a minimum threshold of 280 residential units as a necessary component of a master Conditional Use Permit in order for a Visitor Lodging use to be permitted in the Plan Area.
- » **Goal LU-3:** Ensure a development framework that evokes a village type of building pattern that complements the surrounding rural character of the north entry.
 - **Policy LU-3.1:** Limit development to the flat areas of the Plan Area west of the NCRA railway, preserving the hillsides and perimeter landscaping buffer edges as open space.
 - **Policy LU-3.2:** Scale and step building heights according to the topographical context of the Plan Area, siting taller buildings along US 101 and shorter buildings along Healdsburg Avenue.
 - **Policy LU-3.3:** Cluster buildings together, with open space and trees separating the clusters.

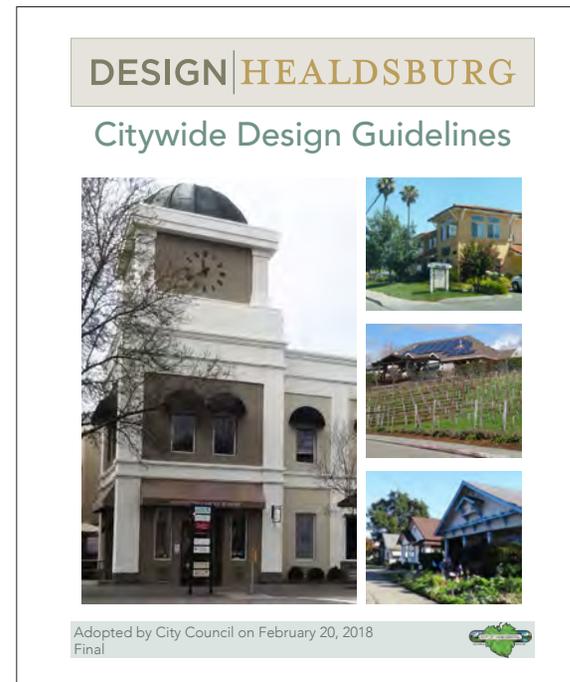
CHAPTER 5

DESIGN FRAMEWORK

This chapter contains design guidelines for the North Entry Area Plan (NEAP) that prescribe how future development should be designed and implemented to reflect the Plan’s vision and guiding principles (see Chapter 2, Vision & Guiding Principles). Design guidelines for the Plan address site planning, building design, landscaping, and the public realm—all of which, considered together, will ensure a livable and vibrant community that maintains the rural setting of the surrounding landscape. City staff and officials, property owners, and developers should refer to the design guidelines when proposing or reviewing a development project for the Plan Area.

Healdsburg’s Citywide Design Guidelines delineate the north entryway as a Future Area Plan to include design guidelines. This chapter serves as the design guidelines for this area. The organization and topics for the design guidelines in this chapter are modeled on the Citywide Design Guidelines to ensure familiarity and consistency in evaluation by City staff and officials, but the guidelines themselves are tailored to meet the goals and vision of the NEAP. Projects in the Plan Area should follow the guidelines in this chapter.

In order to streamline the NEAP, some topics found in the City of Healdsburg’s Citywide Design Guidelines are not found in this document. We recommend reviewing the Appendices of the Citywide Design Guidelines for Definitions and Visual Definitions of Materials.



The NEAP design guidelines provide the primary guidance for the North Village site and are modeled after the Healdsburg Citywide Design Guidelines.

A. KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

Consistent with the Plan’s vision and guiding principles, the overall objectives for these design guidelines are:

Overall

- » **Reinforce and highlight the character of the surrounding landscape.** The character of the northern entryway should celebrate the agricultural and rural character of the Alexander Valley to the north. The development of the Plan Area should highlight the natural context of the site such as the sun, topography, views, and native trees.
- » **Create a livable and welcoming neighborhood for Plan Area residents and the surrounding Healdsburg community that complements and does not undermine the role of downtown as the commercial center of Healdsburg.** The North Entry area should be distinct from the city’s downtown and include a mix of uses that serves residents and the local community.
- » **Create a harmonious blend of rural and town character.** The North Entryway is uniquely situated between the rural landscape of the Alexander Valley to the north and more urban areas of Healdsburg, including downtown and the Plaza to the south. The development of the Plan Area should incorporate a mix of rural and town design concepts to offer a natural transition in character along Healdsburg Avenue.

Design Features

- » **Building Height.** Taller scale buildings (up to four or five stories) are located along the west edge adjacent to Highway 101 with a gradual stepping down to lower scale buildings (two stories) fronting along Healdsburg Avenue.
- » **Building Layout.** Buildings are arranged in informal clustered groups around interior open spaces, separated by open spaces with clusters of landscaping.
- » **Circulation Layout.** A curving primary street leading into the site connects to a loose network of secondary streets that run between building clusters, complemented by a network of separated walkways through open spaces and landscaping. Where feasible, streets shall be looped or connected in a loose grid, rather than dead-end cul-de-sacs.
- » **Orientation.** Ground floors of buildings along the primary street are oriented toward the street with ground floor entries and commercial activity facing the street. Upper stories are oriented toward the street and toward scenic views but away from the freeway. Buildings along the eastern frontage present a welcoming edge to viewers travelling on Healdsburg Avenue.
- » **Parking.** Surface parking areas are broken up into smaller discrete areas separated by landscape, including perimeter and interior landscaping that helps to break up wide swaths of parked vehicles. Parking may also be screened by locating it underneath or at the rear or side of buildings. Parking shall be setback from Healdsburg Avenue and appropriately screened.

- » **Landscaping.** Throughout the project, trees are informally arranged in variously sized clusters to screen buildings and provide shade. Drought-tolerant and fire-resistant landscaping is required. Special areas of ornamental landscaping are located at the entry to the site and to accent special spaces, including public gathering spaces. Landscape along Healdsburg Avenue complements the landscape across the street at the Montage Healdsburg project, which consists of informal clusters of drought-tolerant trees and accent areas of vineyard.
- » **Open Space.** Publicly accessible landscaped gathering spaces are provided at key locations in the Plan Area. One such space will be the central focal point area that will serve as a community gathering space. These spaces should be well designed and comfortable, with sun exposure in the winter and shade in summer months. They should be adjacent to commercial activity from cafes, restaurants, and entertainment venues and well connected to the primary street, parking areas, and internal pathway/trail system.

B. FRONTAGE FRAMEWORK

The Frontage Framework illustrates the desired relationships between building frontages and adjoining streets and public spaces. These guidelines are meant to be followed as individual projects in the Plan Area are developed, resulting in a diverse but cohesive streetscape. General guidelines for site and building design follow this Frontage Framework section.

Site Entry Frontage

As people cross the NCRA line into the site, they will enter a welcoming, well-designed entry area. The primary street will curve off to the north, with secondary streets likely leading off the primary street to the south and potentially the west, making a three- or four-way intersection. The Site Entry will make a memorable first impression on new visitors and will gladden long-time residents when they return home from work or travels. Following are guidelines to help ensure this entry supports the vision for the entire site:

- » Buildings near the entry intersection should be designed with facades that face the Site Entry with large windows, balconies, and ground-floor entries.
- » Buildings should be set back from the curbs of streets from 15 to 25 feet to allow for generous walkways, ample landscaping, and large-scale trees.
- » Off-street parking, including parking underneath buildings, should not be visible from the Site Entry.
- » Heights of buildings fronting the Site Entry should be no higher than 35'.

Primary Street Frontage

The Primary Street will be the location of most activity in the Plan Area. The Primary Street is also where main building entries will be. Likewise, commercial retail will face onto the Primary Street. Individual entries to residential units are encouraged, with porch roofs and places to sit. The Primary Street will have on-street parking along both sides.

- » Buildings along the Primary Street should be designed with ground-floor facades that provide interest and activity along the street, which means building entries, storefronts, offices with transparent windows, maker spaces opening onto the street, and entries to individual ground-floor residences.
- » Building setbacks from street curbs should vary from 15 to 25 feet to present a varied streetscape, to match the curve of the street, and to allow for 10-foot minimum width walkways and areas of clustered landscaping. Trees should be planted to overhang the street.
- » Off-street parking should be under or behind buildings. If underneath buildings, it should be screened with landscaping and interrupted with building entries to prevent monotony along the street.
- » Heights of buildings fronting the Primary Street should be no higher than 35 feet.

Secondary Street Frontage

Secondary Streets are feeder streets used to get to buildings not on the Primary Street or to get to parking areas. They are intended to primarily serve a circulation function and not have commercial uses. These are smaller streets that will typically not have on-street parking, although diagonal parking for nearby active commercial uses on the Primary Street may be provided.

- » Buildings along Secondary Streets do not need active spaces at the ground floor, but building main entries and individual residential entries are encouraged.
- » Building setbacks from street curbs should vary from 10 to 20 feet to present a varied streetscape to match the curve of the street and allow for 6-foot minimum width walkways and areas of clustered landscaping. The network of separated footpaths connecting building clusters and interior open spaces may cross Secondary Streets in the middle of blocks, and where they do, crossings should be well marked.
- » Off-street parking can be adjacent to and visible from Secondary Streets, but low landscape screening next to parked cars is recommended.
- » Heights of buildings fronting Secondary Streets are dependent on the building location with lower buildings along the Healdsburg Avenue frontage and taller buildings in the rear. See the Development Standards for height limits in the Plan Area.



Buildings on Primary Street should have ground-floor facades with landscaping in front.



Frontage along secondary streets should match curve of street and allow for areas of clustered landscaping.

Healdsburg Avenue Frontage

The frontage of the site along Healdsburg Avenue is already considerably set back from the street, with a linear parcel plus the NCRA right-of-way. The total distance varies between 80 feet and 160 feet. However, this frontage of the property is critical to the success of the project. Objectives for this frontage are ambitious. They are: to create a transition between rural areas to the north and the downtown to the south; to establish a vocabulary of architecture that is agrarian in its roots but contemporary in execution; to create interest to travelers on behalf of commercial uses on the site; and to be welcoming and neighborly.

- » Buildings along the Healdsburg Avenue Frontage should be designed so that facades present an attractive scene along the street, with lots of windows and building entries to help create interest and openness.
- » Building setbacks from the western edge of the NCRA right-of-way should vary. Along this entire eastern edge, which stretches almost 1,800 feet, building setbacks and orientations should not be uniform but should present different approaches to the frontage. Some buildings may face sideways, some may face Healdsburg Avenue, and some may step forward and back.
- » Landscaping should be composed in clusters so as not to continuously screen the buildings behind. Large-scale trees with lower branches pruned high will soften the edge and allow views into the site. Fencing should be open rural split rail or similar fencing style.



Landscaping along Healdsburg Avenue should be clustered.

- » Although parking is discouraged along this frontage, it is inevitable that some parking may be located here, especially for buildings with entries facing Healdsburg Avenue. As elsewhere on the site, surface parking lots should be broken up into smaller pods of parking, separated by landscaping. Parking lots should be screened with low landscaping or potentially low solid wood fencing, as long as the fencing does not exceed 120 feet in length.
- » Building heights along the Healdsburg Avenue frontage should be no higher than 28 feet except at the site entry where buildings up to 35 feet in height may be allowed.

Highway 101 Frontage

There are two separate areas where views open into the site from Highway 101. Heading north, the first view is a quick opening between a stand of mature trees and a grassy knoll. After passing the knoll, a much longer view opens up to the eastern hills and down into the site. The objective for the Highway 101 Frontage is to preserve the beautiful view across the site to the eastern hills from these view corridors, and to create an attractive scene on the site below that view.

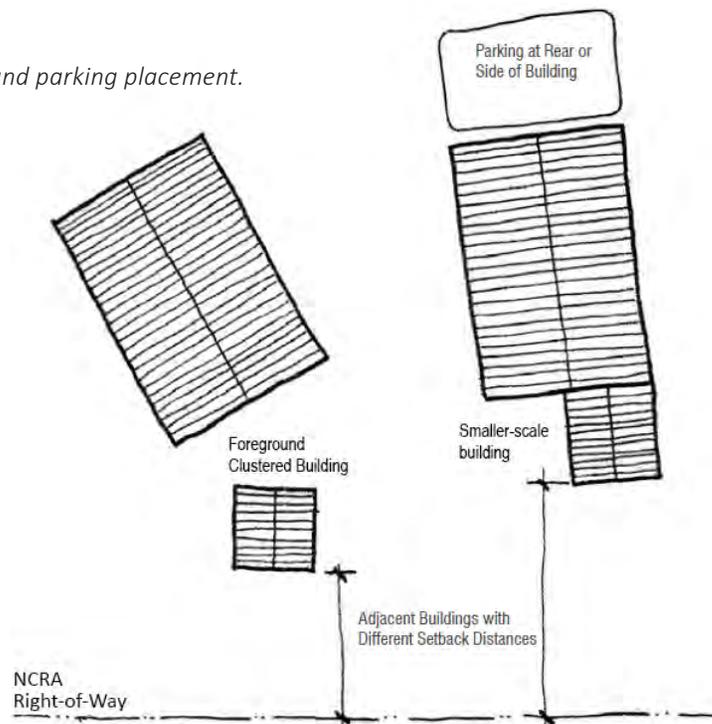
- » Buildings along the Highway 101 frontage should be designed as a roofscape. The height limit on the site means that the roofs of the tallest buildings will be at the level of the highway surface. The buildings in line with where views open up from the highway should maintain broad view corridors to the eastern hills, and should not distract from views with fussy or ostentatious architecture. As in all parts of the project, the roofs should be carefully composed. They should have simple forms and be composed of quality materials that reflect the agrarian surroundings. Mechanical equipment and plumbing vents should be gathered together and hidden in dormers or monitors or on the less visible roof slope.
- » Landscaping along this edge should not grow tall enough to impede the view to the east from Highway 101 at the view corridors. Any landscaping here, as everywhere on the site, shall be drought tolerant and fire safe. The view from Highway 101 into the site should display the clustered landscaping distributed throughout the site.
- » Building setbacks from the Highway 101 frontage should allow for roadway and parking between the perimeter drainage easement and the buildings at ground level. Buildings should not be rigidly aligned but should follow contours of the western edge of the site.
- » Heights of buildings fronting the Highway 101 frontage should be no higher than 50 feet.

C. SITE DESIGN GUIDELINES

BUILDING PLACEMENT

- » Integrate buildings into the landscape and contours of the site so that they fit naturally on the site and do not dominate the surrounding landscape. Cuts should be minimized and, where necessary, contoured, retained, or landscaped to effect a natural transition to the surrounding site.
- » Building elements should be arranged in discrete clusters separated by generous landscaped areas, and set into the hillside environment in order to create a sense of a village.
- » Set back buildings from the NCRA right-of-way a variety of distances to create a varied and interesting edge facing Healdsburg Avenue.

Building and parking placement.



Buildings clustered around open space.



Buildings with welcoming entries and windows

BUILDING ORIENTATION

- » Buildings adjacent to publicly accessible streets, such as the entry to the site and along the Primary Street, should face the street with pedestrian-friendly elements, including entries to buildings, public gathering spaces, ground-floor shopfronts, one-story porches, and other welcoming elements.
- » Buildings adjacent to and visible from Healdsburg Avenue along the NCRA right-of-way should include a variety of human scaled elements, including building entries, generous windows and balconies, porches, and building facades oriented toward Healdsburg Avenue.
- » Buildings along secondary streets should have entries facing the street and the street-facing facades should have windows at street-level as feasible.

SCALE

- » Building forms and masses should be large, simple forms scaled to the surrounding natural topography.
- » Locate buildings so they are sensitive to the surrounding context such as Highway 101 and nearby scenic hills, with taller buildings at the western part of the site and along Highway 101, gradually stepping down to lower building heights, with the lowest building heights closest to the frontage along Healdsburg Avenue.
- » For larger buildings, rooflines should step and vary as the natural ridgelines do, and roof forms should step down from higher levels to lower levels to provide better scale and interest.
- » The ground floor of buildings should be designed with human-scale elements such as natural materials with interesting textures, windows and door openings subdivided into smaller sizes, entryways, landscape planters, and transparent windows.



Buildings should be scaled to the surrounding natural topography, as shown in this image. (Credit: Siegel & Strain Architects)



Buildings stepping down in height.



Retain existing hillsides sensitive environmental areas, and native landscapes.

TOPOGRAPHY

- » Retain existing major site features, such as surrounding hillsides, sensitive environmental areas, and native landscaping. Development should be concentrated on the flat portion of the site.
- » Minimize site grading through use of careful siting of improvements, infrastructure, and buildings, and the use of appropriate construction technology. Ensure that stormwater is treated and conveyed to perimeter drainage swales and collection systems through the use of vegetated best management practices.



Building surrounded by natural hillsides.



Existing view to site from Highway 101.



Existing view to site from Healdsburg Avenue.



Existing view from site looking northeast.



Existing view from site looking east.

VIEWS

To the Site

- » Maintain the scenic view to the eastern hills from Highway 101 by keeping tops of buildings below the level of the highway in the area where views are accessible. Design buildings considering the “façade” of rooftops which will be visible from Highway 101 and ensure they are appropriate in scale and material to the site. Views from the Healdsburg Avenue side of the Plan Area should be softened through landscaping and building siting.

From the Site

- » Site buildings and publicly accessible open spaces to maximize views from the site to the scenic hills to the north and the hills and vineyards to the east.



Landscaping buffers can separate surface parking lots into smaller lots.



Permeable paving in parking lots is attractive and can help with onsite stormwater management.

SCREEN, WALL AND FENCE GUIDELINES

- » To the maximum extent feasible, publicly accessible open spaces such as plazas and parks should have perimeters that are unobstructed by fences or walls to allow the free flow of activity and be seamless with surrounding uses.
- » Where a building use requires a fence to separate it from the public realm, including at outdoor terraces that serve liquor or need to control patron egress, fences should be attractively designed and visually permeable.
- » Where uses such as parking lots and service areas must be located adjacent to the publicly accessible areas such as the Site Entry, Primary Street, and Healdsburg Avenue frontage, fences should help to define an edge that provides interest and a sense of enclosure. Designs should incorporate varied elements, including articulation, landscape structures, materials, color, planting, and lighting to create an engaging and attractive frontage. Fences along Healdsburg Avenue should not extend longer than 120 feet without a substantial break with views into the site.

PARKING DESIGN GUIDELINES

- » See the Frontage Framework, above, for guidance regarding location of parking along frontages.
- » In general, surface parking should be concentrated at the foot of the slopes where it can be screened by buildings, landscaping, and topography.
- » Where parking is provided under buildings, ensure that it is fully underground, or if partially or fully above ground, that the building edge along primary streets appears to visually and functionally connect to the ground plane through well-designed entry features and landscaping.
- » Surface parking lots should be divided into smaller discrete lots separated by landscaping buffers. Use landscape buffers as low impact development (LID) best management practices to provide required stormwater treatment. These buffers should be used as opportunities for incorporating drought-tolerant landscaping.

OFF-STREET LOADING AND DRIVEWAY GUIDELINES

- » Where feasible, one-way or direct-through access for loading and services is encouraged to reduce the presence of these activities on street frontages.
- » Loading areas and access lanes should be physically separated from parking via a combination of curbs, bollards, walls, raised planters, landscaping, distance, and/or elevation changes in order to break up the perceived amount of paving.
- » Driveways and ramps to parking should be located and designed to minimize contact between drivers, pedestrians, and bicyclists. Minimizing driveways also creates more space for on-street parking, street trees, and street furnishings. Driveway and entry widths should be narrow in order to minimize their presence along streets.
- » Driveways and ramps to parking should be located on Secondary Streets rather than the Site Entry or the Primary Street.
- » Uneven sidewalk surfaces should be avoided where driveway slopes cross sidewalks. Sidewalks should remain level and continuous to signal to drivers that they are crossing a pedestrian pathway and must yield accordingly. Sidewalk paving patterns, color, and materials should continue across driveways to strengthen the understanding that cars are crossing a pedestrian space.
- » Design loading areas to accommodate appropriately-sized delivery vehicles.

D. BUILDING DESIGN GUIDELINES

The design of buildings should be of high quality and relate to the character of existing and planned architecture and character of the area, including agrarian and farmhouse buildings such as barns and wineries. These types of buildings typically have simple geometry, limited ornamentation, and utilitarian details. The following guidelines promote this style and character of building design.

MASSING

- » Building massing should be simple, elemental forms to ensure buildings blend and are harmonious with their surroundings.
- » Buildings should be consistent with similar massing of nearby agrarian buildings, separating large buildings into smaller volumes with separate roof forms.
- » On larger buildings, massing should be modulated by stepping buildings down in height.



Two-story building with varying building faces and roof planes to break down scale.



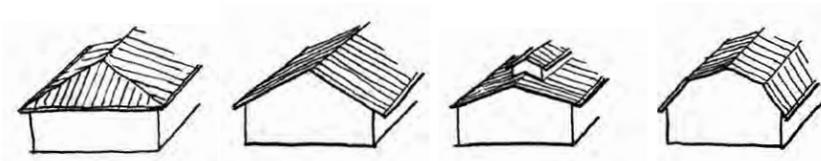
Buildings clustered around open space.



Buildings and landscape are integrated together.



Historic roof forms in Sonoma Valley.



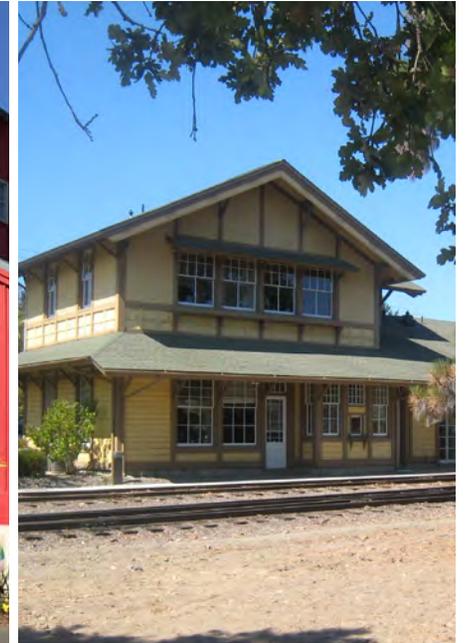
*Building roofs should have simple profiles that have agrarian-type forms.
Source: City of Healdsburg Entryway Revitalization Plan, 2003.*

ROOF FORM

- » Building roofs should have simple profiles that have agrarian-type forms (e.g., hip, gambrel, gable, lower-gabled roofs). Multiple roof planes can be used to add visual interest.
- » Steeper roof pitches of 6:12 or greater are encouraged.
- » Roofs may be given interest by repeating roof forms on lower volumes, entry porches, and smaller buildings.
- » Flat roofs are discouraged, except where they link larger building masses together.
- » Mechanical equipment, plumbing vents, and other projections should be clustered together and screened by roof monitors or similar architectural elements to keep roof planes as simple and clear as possible.



Multiple roof planes and divided windows add interest.



Windows composed and scaled for a person.

WINDOWS

- » Window patterns should be carefully composed. A regularly spaced rhythm in fenestration is also encouraged.
- » Larger windows should have divisions that reflect the scale of a person, especially for those facing public streets and open spaces.
- » At ground-floor commercial establishments, windows should be 100 percent clear glass when possible.

ARCHITECTURAL ELEMENTS

- » Agrarian buildings are usually made from wood. Buildings should emulate this by incorporating architectural elements such as decorative braces and brackets, clerestories, dormers, roof ornamentations (e.g., cupolas and dovecotes), exposed rafter tails, lamb legs at gable ends, decorative shutters, etc.
- » Where appropriate, incorporate covered porches that wrap around one or more sides of the building.
- » Other natural materials such as stone and brick may be used at lower levels of buildings.



Architecture elements such as window trim adds visual interest.



Incorporate covered porches where appropriate.



Roof ornamentations, dormers, and clerestories add interest to this building's form.

BUILDING MATERIALS

- » Roof materials should reference agrarian buildings. They should be non-reflective. Recommended materials include metal, composition shingles, or flat concrete tiles.
- » Exterior colors of building materials should be compatible with the natural environment and able to withstand climate extremes and weather gracefully. Recommended exterior paint colors should be natural/muted earth tones such as reds, browns, greens, yellows, and whites. Trim should complement the body color. Roofs should be contrasting to wall colors.
- » Exterior surfaces should consist of natural-looking or utilitarian materials that are native to or harmonize with the rural landscape, such as horizontal wood siding, board and batten siding, metal, smooth stucco, brick, stone masonry, or a combination of these. Wood siding (or equivalent such as cementitious board) is highly encouraged.



Horizontal board siding.



Vertical board and batten siding.



Corrugated metal siding.

E. LANDSCAPING, LIGHTING, AND SIGNAGE DESIGN GUIDELINES

The design guidelines in this section focus on design elements in the North Village site in the Plan Area, including landscaping, signage, lighting, and frontage along Healdsburg Avenue and Highway 101. The following landscaping, signage, and lighting design guidelines are intended to promote a rural to town-like, pedestrian-scaled environment throughout the North Village site by emphasizing native plantings in common areas, compatibly landscaped yards, signage that is rural in character, and lighting that follows International Dark-sky Association standards to minimize glare.

LANDSCAPING

- » Preserve the native oak woodland wherever possible and encourage the planting of appropriate native and regenerative specimens. Use landscape materials such as redwood, oak, evergreen groundcover, and native stone with other materials introduced as needed to provide accent and color. Refer to Table 5-2 for a recommended list of plant species.
- » Use of non-invasive, drought-tolerant landscaping that is compatible with the rural, agricultural setting of the North Village site is required, except for limited areas of ornamental landscaping in areas in close proximity to buildings or special gathering places. All planting must be consistent with City fire-safe standards.
- » Removal of existing native trees, particularly those of significant size, within individual building sites, infrastructure routes, and improvement areas, should not be permitted unless it is demonstrated during the development review that no feasible alternative exists.
- » Site plantings in disturbed areas and in all major open space areas should be in naturalistic patterns and densities, following planting patterns established in the local natural and vernacular landscapes to blend with existing vegetation.
- » An existing arborist report shows no heritage trees on site. If any are discovered during progress of development, replace all heritage trees removed as set forth in the City's heritage tree protection standards.



Naturalistic plantings that follow established local and vernacular landscapes.

- » Re-vegetate with trees at a density and size recommended by a licensed arborist to ensure the long-term health and viability of the oak woodland.
- » Incorporate publicly accessible open space into the site design as a primary feature.

TABLE 5-1: Recommended Plant Species for Landscaping within and at the Entryway of the North Village Site

Trees	Shrubs	Groundcover/Perennials/Grasses
<ul style="list-style-type: none"> • <i>Acer rubrum</i> varieties, Red/Columnar Red Maple • <i>Acer buergerianum</i>, Trident Maple • <i>Crataegus phaenopyrum</i>, Washington Thorn • <i>Fraxinus latifolia</i>, Oregon Ash • <i>Quercus agrifolia</i>, Coast Live Oak 	<ul style="list-style-type: none"> • <i>Heteromeles arbutifolia</i>, Toyon • <i>Frangula californica</i>, Coffee Berry • <i>Holodiscus discolor</i>, Oceanspray • <i>Calycanthus occidentalis</i>, Western Spicebush • <i>Amelanchier alnifolia</i>, Western Serviceberry 	<ul style="list-style-type: none"> • <i>Arctostaphylos uva-ursi</i>, Kinnikinnick • <i>Achillea millefolium</i>, Yarrow (Yellow and White) • <i>Iris douglasiana</i>, Douglas Iris • <i>Muhlenbergia rigens</i>, Deer Grass • <i>Stipa pulchra</i>, Purple Needlegrass

- » Plant street trees in a naturalistic, clustered pattern on curved streets.
- » Include native oak and/or redwood trees in plantings along Healdsburg Avenue and in larger open space areas.
- » Allow moderate side setbacks of buildings from internal streets to create significant green space and allow space for mature trees and pedestrian pathways.
- » Direct runoff from impervious surfaces into landscaping to provide natural, cost-effective treatment solutions as required for LID storm water compliance.
- » Landscape street frontages and spaces between buildings with plantings compatible with surrounding landscape and landscaping along Healdsburg Avenue.
- » Along the Highway 101 frontage, ensure that new landscaping does not impact scenic views of the eastern hills from the highway.



Trees in natural clustering pattern around road.

SIGNAGE

- » Signage shall adhere to City ordinances and signage requirements.
- » Internally illuminated (cabinet) lighting is not allowed. All lighting should be externally illuminated or backlit individual letters.
- » Signage visible from Highway 101 should be modest in scale and limited to the overall name of the development (without individual store names). Signage should be permanently fixed to buildings in a way that respects the scale and architectural design. No franchise or chain store signage should be visible from Highway 101.
- » Signage visible from Healdsburg Avenue should be permanently fixed to buildings except for a single monument sign at the Site Entry. Signage painted onto the side of structures fits with the rural context of the site and is encouraged.
- » Creative and highly individualized signs, with a high level of detail and craftsmanship, are encouraged.
- » Signage at the interior of the site should be pedestrian-scaled, rural in character, and located in public areas such as plazas and in nonresidential areas.
- » Signs should not obscure architectural elements such as transom windows or columns.
- » Signage should not appear cluttered.
- » Signs should be constructed of natural materials such as metal, stone, or wood.

LIGHTING

All lighting should be thoughtfully designed and compatible with the rural context of the surroundings.

- » The lighting scheme internal to the North Village site should follow International Dark-Sky Association standards given the proximity to the rural surroundings of Healdsburg. Fixtures should be shielded from leakage off-site or upward.
- » Street lighting should be limited to the minimum necessary for public safety and security of residents, visitors, and employees in order to maintain a rural character.
- » Lighting should focus on smaller-scale, low-level lighting that illuminates pedestrian pathways and building entrances.
- » Street, parking, and walkway lighting should be decorative and pedestrian scaled. Fixtures that light pavement at private streets and parking areas shall be no more than 20 feet in height, and pathways should be lit with bollards or pedestrian-scaled fixtures of no more than 12 feet in height.
- » Fixtures shall be fully shielded to illuminate only downward. Entries into buildings should be illuminated by shielded fixtures that direct light onto building surfaces such as porch roofs or walls to limit glare. Uplighting of buildings, outdoor structures, or trees shall be limited to key ornamental features only.



Signage.



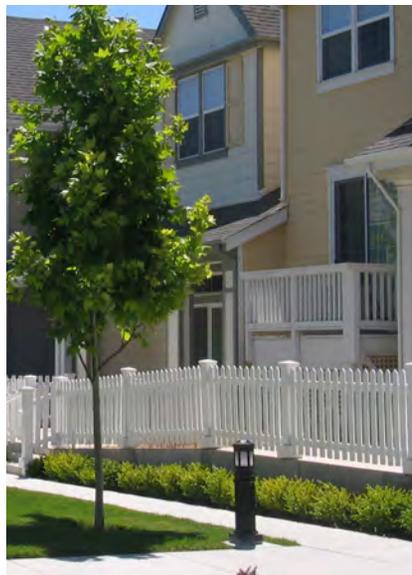
Example of entry signage design.



Example of entry signage design.



Lighting shall follow IDA standards.



Bollard-style lighting.



Pedestrian-scaled lighting.

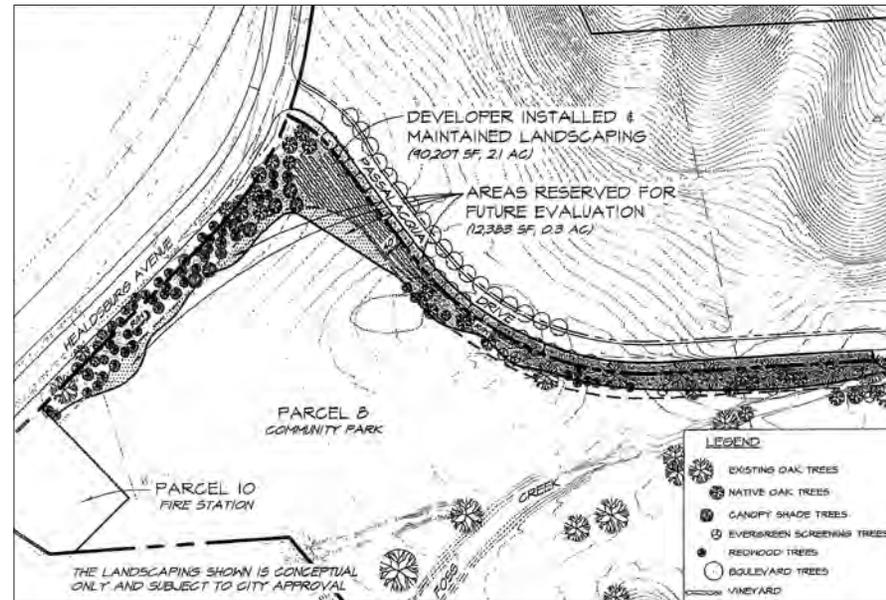
F. PUBLIC REALM GUIDELINES

The design guidelines in this section focus on design elements in the areas fronting Healdsburg Avenue along the eastern boundary of the Plan Area, including landscaping and lighting. The following landscaping and lighting design guidelines promote a distinction in design character at different segments of Healdsburg Avenue to emphasize a gradual progression in character from rural to town-like along Healdsburg Avenue and to highlight the entryway into the North Village site.

LANDSCAPING ALONG HEALDSBURG AVENUE

- » Landscape Area One: To the north of the North Village site entryway, arrange landscape elements in more informal arrangements and utilize more rugged landscaping such as oaks, madrones, grasses, vineyard, native groundcover, and natural swales. Plantings should be similar to those approved for the Montage Healdsburg development along the eastern side of Healdsburg Avenue such as native oak, redwood, and evergreen trees (see Figure 5-1).
- » Landscape Area Two: At the North Village site entryway, utilize iconic plants to the northern California rural landscape to emphasize the entryway as a gateway to the North Entry Area. Provide direct, comfortable, and safe connections for pedestrians and bicyclists from Healdsburg Avenue to public plazas/open spaces and buildings along the street.
- » Landscape Area Three: To the south of the North Village site entryway, utilize plantings similar to those used for nearby SIMI Winery for consistency.
- » Along Healdsburg Avenue, direct runoff from impervious surfaces into landscaping to provide most natural and cost-effective treatment solutions as required for LID storm water compliance.

FIGURE 5-1: Saggio Hills/Montage Healdsburg Landscaping Plan



Source: City of Healdsburg.



Consider use of rustic wood fencing along Healdsburg Avenue.

LIGHTING ALONG HEALDSBURG AVENUE

- » Incorporate decorative street light standards (see Figure 5-2) along Healdsburg Avenue to improve the aesthetics of the North Entry Area, matching planned lighting on Healdsburg Avenue as implemented for the Montage Healdsburg project. Spacing of lights and illumination standards shall follow City standards.
- » Follow City lighting requirements for public streets, which require a lighting level based on the Illuminating Engineering Society of North America standards for roadway lighting (RP-8) and consistency of lighting across the travelled pathway. The typical range of lighting spacing is between 70 to 120 feet, with lights either placed directly opposite (one for each side of the roadway) or staggered on opposite sides of the roadway.

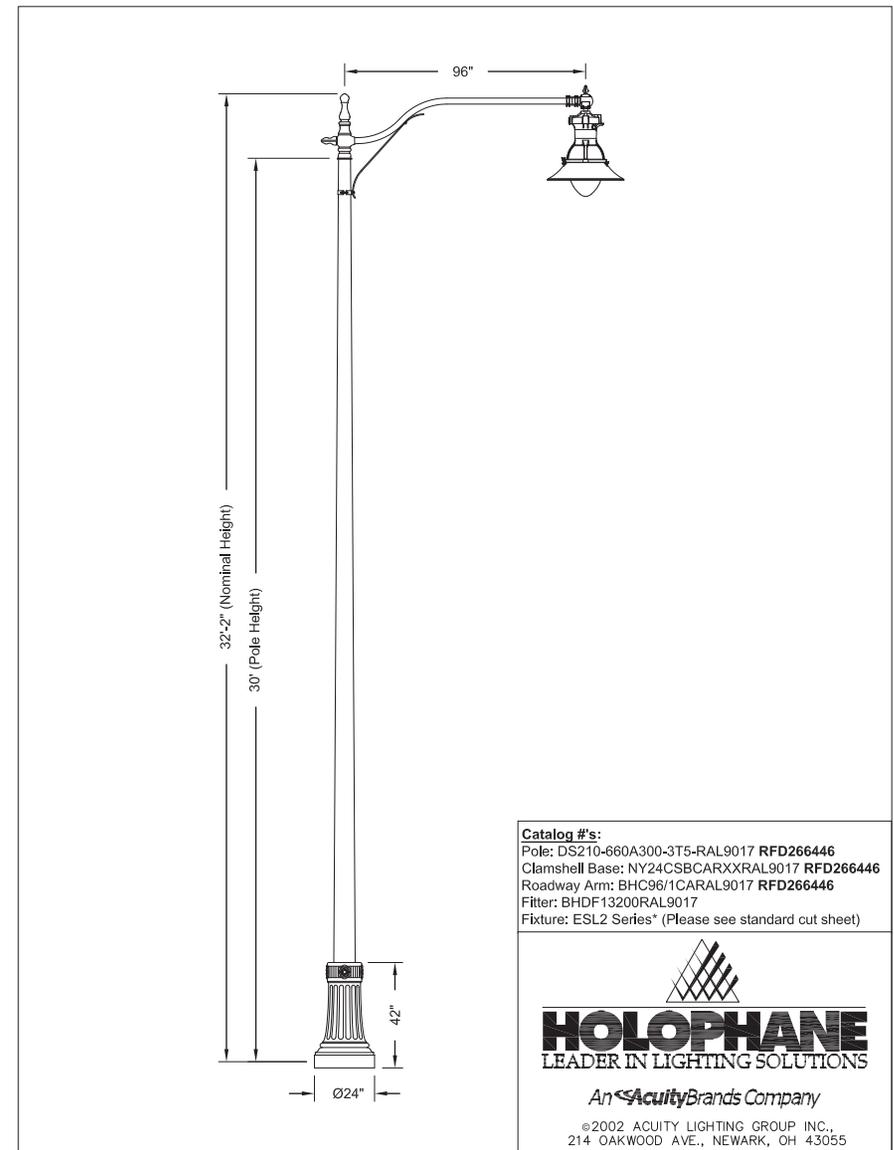
FENCING ALONG HEALDSBURG AVENUE

- » Install open split rail fencing that is no more than four feet in height and rural in design, material, and character on the eastern edge of the NCRA right-of way, to the west of the Foss Creek Pathway and the landscaped frontage along Healdsburg Avenue.

SIGNAGE ALONG HEALDSBURG AVENUE

- » Establish a special gateway or entry sign into the North Village site that is low in height, unobtrusive, and consistent in design with the surrounding rural aesthetic.
- » See Signage Guidelines in the previous section for signage at Site Entry.
- » Community members did not support a “Welcome to Healdsburg” sign at this location, preferring to maintain the rural character in this area.

FIGURE 5-2: City’s Decorative Street Light Standard



Source: City of Healdsburg.

TABLE 5-2: Recommended Plant Species for Landscaping along Healdsburg Avenue

Trees	Shrubs	Groundcover/Perennials/Grasses
<ul style="list-style-type: none"> • <i>Quercus agrifolia</i>, Coast Live Oak • <i>Quercus lobata</i>, Valley Oak • <i>Acer negundo</i>, Box Elder • <i>Cercis occidentalis</i>, Western Redbud • <i>Aesculus californica</i>, Buckeye 	<ul style="list-style-type: none"> • <i>Baccharis pilularis pilularis</i> ‘Twin Peaks’, Coyote Bush (Shrub) • <i>Heteromeles arbutifolia</i>, Toyon • <i>Ribes sanguineum</i> var. <i>glutinosum</i>, Flowering Currant • <i>Arctostaphylos manzanita</i>, common manzanita • <i>Arctostaphylos uva-ursi</i>, ‘Emerald Carpet’ 	<ul style="list-style-type: none"> • <i>Ceanothus griseus horizontalis</i> ‘Yankee Point’, California Lilac • <i>Ceanothus gloriosus</i> ‘Heart’s Desire’, California Lilac • <i>Baccharis pilularis pilularis</i> ‘Pigeon Point’, Coyote Bush (Groundcover) • <i>Carex species</i>, Sedge • <i>Juncus species</i>, Rush • <i>Festuca idahoensis</i>, Idaho Fescue • <i>Festuca californica</i>, California Fescue • <i>Muhlenbergia rigens</i>, Deer Grass • <i>Melica californica</i>, California Melica • <i>Salvia clevelandii</i> varieties, Blue Sage • <i>Iris douglasiana</i>, Pacific Iris

CHAPTER 6

CIRCULATION AND OPEN SPACE

This chapter describes recommendations for multimodal connectivity and access, focusing on circulation within the North Village site as well as enhanced linkages to existing and planned transportation infrastructure within or near the Plan Area. This chapter also describes proposed open spaces and public plazas envisioned for the Plan Area, which will be connected by the Plan’s internal circulation network.

This chapter begins with a summary of existing infrastructure and planned improvements in the Plan Area to provide context for the Plan Area’s circulation and open space improvements, including those for Healdsburg Avenue, Foss Creek Pathway and its proposed extension, the North Coast Rail Authority (NCRA) rail crossing, and the Sonoma-Marín Area Rail Transit (SMART) service extension. Planned transportation improvements are shown on Figure 6-1. This Plan is coordinated with these other planning efforts.

A. EXISTING AND PLANNED MOBILITY NETWORK

HEALDSBURG AVENUE IMPROVEMENTS

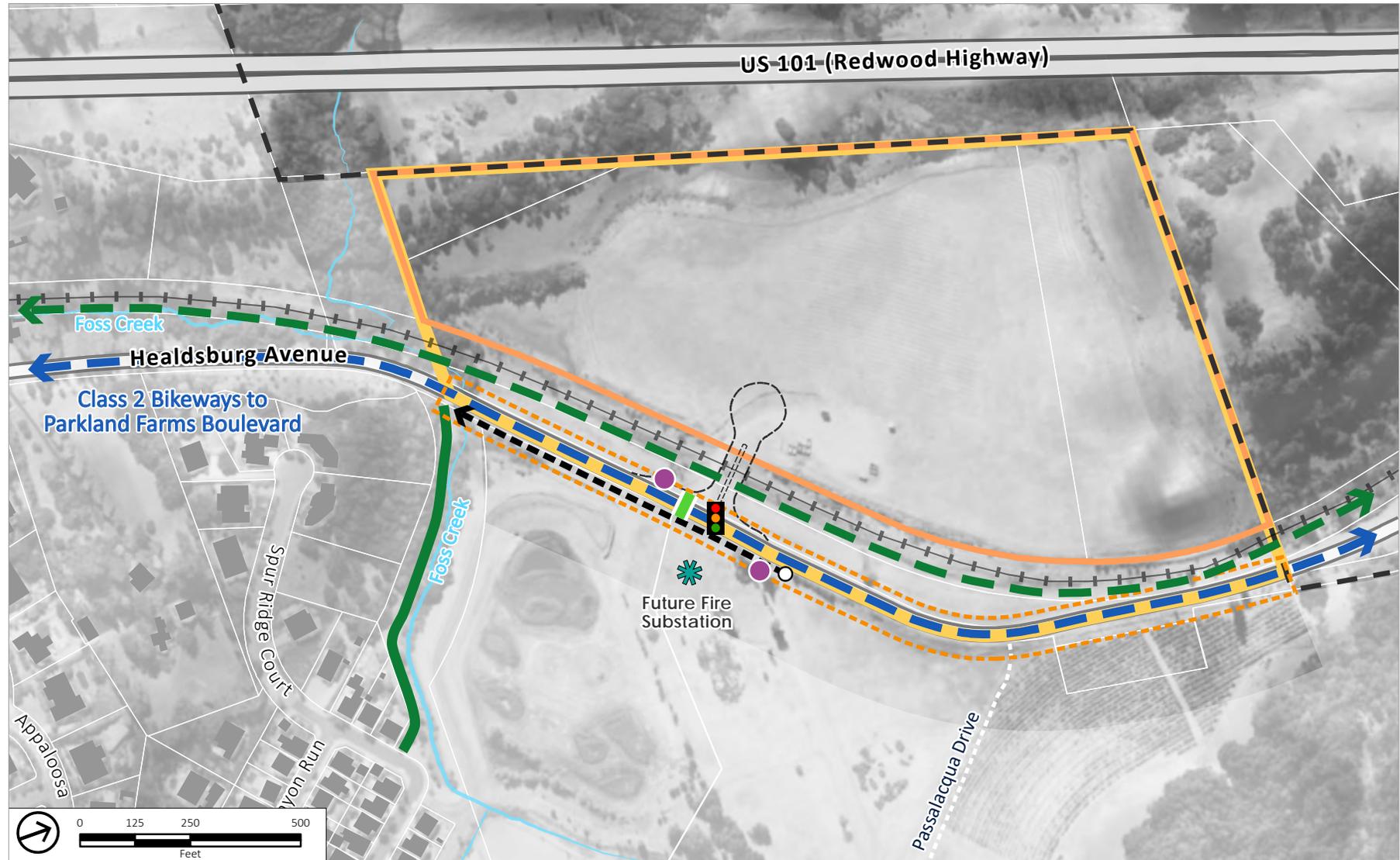
An approximately 0.4 mile segment of Healdsburg Avenue is adjacent to the North Village site in the Plan Area. Healdsburg Avenue is a locally designated scenic road and provides the only roadway access point to the Plan Area. It also serves as a northern gateway to the city of Healdsburg.

Improvements along Healdsburg Avenue (from approximately Foss Creek at the south end to the City limit at the north) are being completed as a part of the Montage Healdsburg project. These improvements, listed below and shown in Figure 6-2, accommodate planned and future development in the North Entry Area, including development for the North Entry Area Plan (NEAP) as well as development for Montage Healdsburg. Major improvements are:

- » 12-foot-wide travel lanes, including one lane in each direction, a center turn lane, and striped medians.

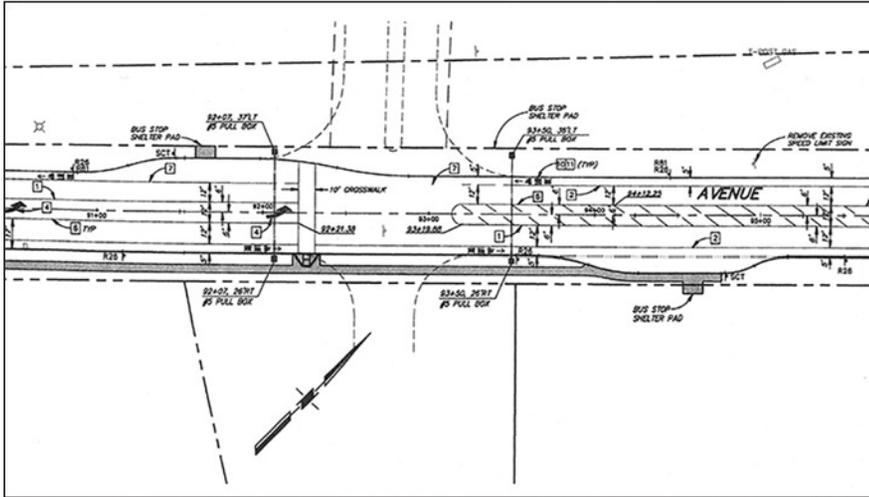
- » 5-foot-wide Class II bike lanes on both sides of Healdsburg Avenue. These are part of a regional network, including connections to proposed Class II bike lanes further north along Healdsburg Avenue and along Geyserville Avenue to the City of Cloverdale.
- » A 5-foot-wide sidewalk on the east side of Healdsburg Avenue only. The sidewalk terminates approximately 200 feet north of the entrance into the North Village site.
- » A 10-foot-wide crosswalk at the entrance into the North Village site. A future traffic signal is proposed at this intersection.
- » Bus stop shelter pads and bus turnouts on both sides of Healdsburg Avenue near the entrance into the North Village site.
- » Curbs and gutters on the east side of Healdsburg Avenue only.
- » Installation of street lights on east side of Healdsburg Avenue along the western frontage of the Montage Healdsburg property.
- » Undergrounding of electric utilities and extension of gas, sewer, and water lines south of the City limit.

FIGURE 6-1: Transportation Improvements



- | | | | |
|---|---|--|---|
|  City Limit |  Existing Trail |  Montage Healdsburg Development Healdsburg Avenue Improvement Plans Area (2014) |  Proposed Intersection Signalization |
|  North Entry Plan Area |  Class 2 Bike Lanes on Both Sides of Healdsburg Avenue |  Proposed Sidewalk |  Proposed Bus Stop |
|  North Village Site |  Proposed Foss Creek Pathway |  Future NCRA Crossing |  Proposed Crosswalk |
|  NCRA Railway | | | |

FIGURE 6-2: Healdsburg Avenue Improvements near Plan Area Entry per Saggio Hills Implementation



Source: City of Healdsburg, *Improvement Plans for Saggio Hills Healdsburg Avenue*, September 2014.

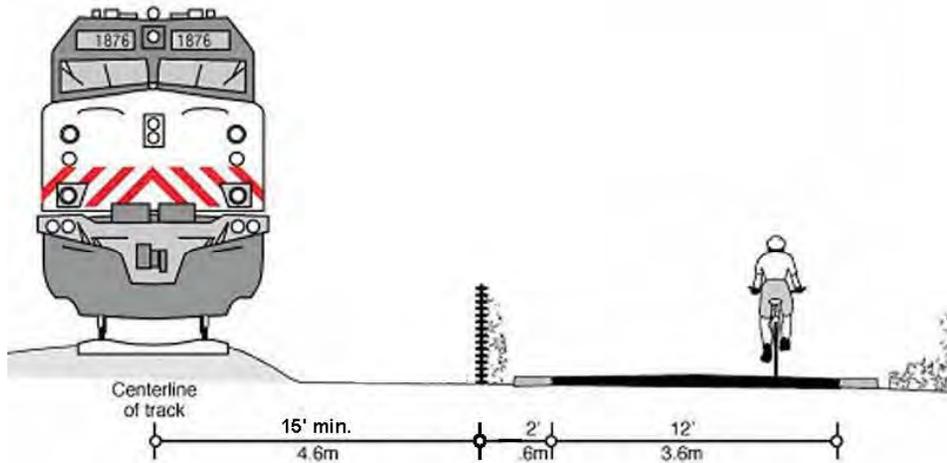
FOSS CREEK PATHWAY

Currently, Foss Creek Pathway begins south of downtown near the Russian River and generally runs northward within the NCRA right-of-way, ending at the Grove Street Detention Basin south of Dry Creek Road. The 2008 Healdsburg Bicycle & Pedestrian Master Plan and 2006 Foss Creek Pathway Plan proposed to extend Foss Creek Pathway to the north to provide a continuous, Class I, multi-use path between downtown and the Plan Area. North of the City boundary, the path will connect to a future regional multimodal transportation network, part of the proposed SMART Path project—a 70-mile, continuous, north-south bicycle/pedestrian route consisting primarily of Class I multi-use pathways and short segments of Class II bike lanes or Class III bike routes (where right-of-way constraints occur). Eventually the SMART Path would extend from Larkspur to Cloverdale.

Existing segments—and planned extensions—of the Foss Creek Pathway run adjacent to and west of the NCRA railway. However, the west side alignment shown in the Foss Creek Pathway Plan faces serious constraints in the vicinity of the Plan Area, including the need for two bridges over the creek, and the difficulty of navigating through SIMI winery and other properties. For these reasons, the NEAP shows the Foss Creek Pathway adjacent to the NCRA railway on the east side, a change from the conceptual alignment in the Foss Creek Pathway Plan. The Pathway in the NEAP extends from the Plan Area’s southern border to its northern border, which is also the Healdsburg city limit.

The Foss Creek Pathway Plan requires a six-foot-high fence or barrier, no closer than 15 feet to the track centerline, to separate the pathway from the railway (see Figure 6-3 for a typical section from the Foss Creek Pathway Plan; barrier fence is not shown to scale). The fence is intended to protect pathway users by blocking wind wash and flying debris generated by passing trains and to create a barrier that will prevent trespass onto the railway. The 15-foot minimum setback may be increased by NCRA and SMART based on train speed and available right-of-way. The barrier itself is required to be solid, although the Foss Creek plan states that the NCRA and SMART have agreed that a wire fence covered with vine planting is acceptable, provided it grows over the fence to form a solid barrier that blocks the wind.

FIGURE 6-3: Foss Creek Pathway Section



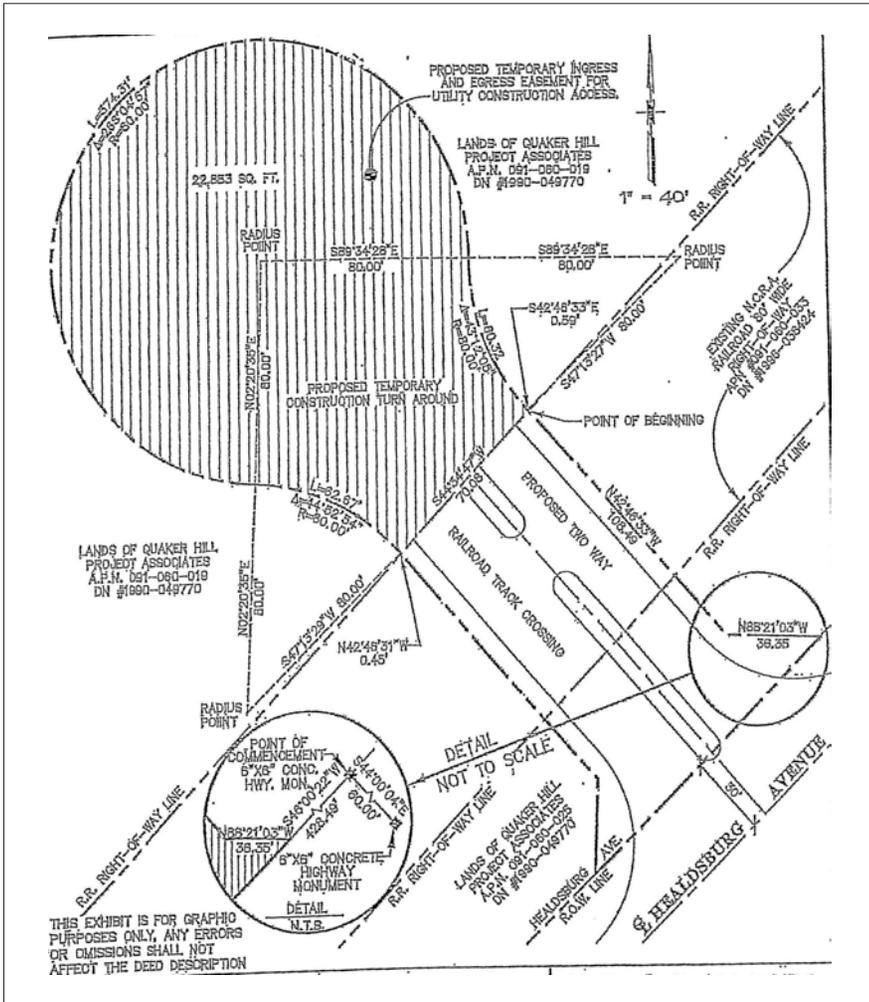
Source: City of Healdsburg, *Foss Creek Pathway Plan*, October 2, 2006.

Across Healdsburg Avenue from the North Village site, an existing trail runs east-west along a segment of Foss Creek (not part of the Foss Creek Pathway), perpendicular to Healdsburg Avenue. This trail is a multi-use pathway that connects Healdsburg Avenue to Spur Ridge Court, which is in the Parkland Farms residential neighborhood. The existing trail from Spur Ridge Court will connect to the North Village site via the planned signalized intersection at the site entry road.

NCRA RAILWAY CROSSING

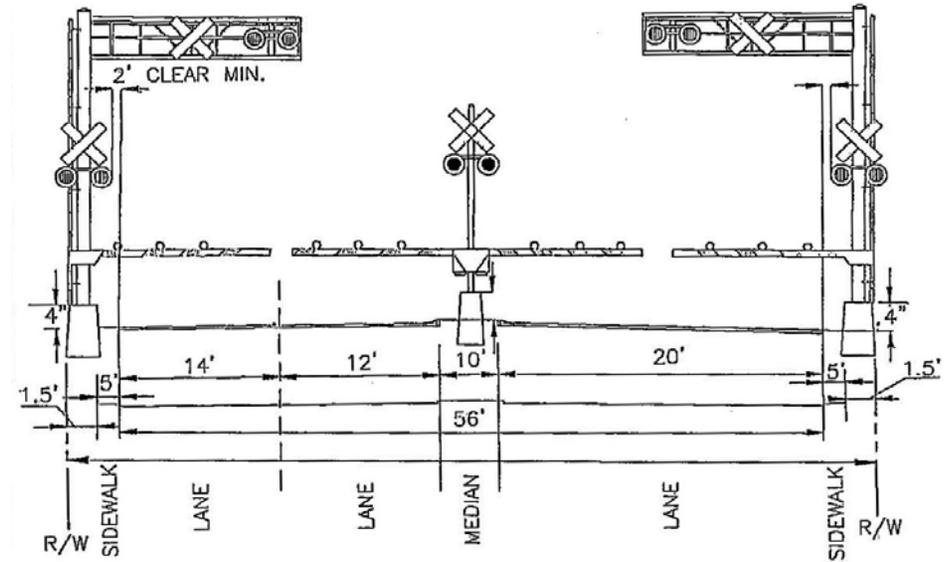
Currently, a private railroad grade crossing on the entrance road into the North Village site is the only access into the North Village site. As part of development planning, a plan has been approved by the California Public Utilities Commission (PUC) for right-of-way improvements with crossing gates in addition to train signals. The private at-grade railroad crossing will be converted to a public crossing that is operated and maintained by the City. A 70-foot-wide right-of-way will include two outbound travel lanes (including a left-turn lane) and one inbound travel lane, sidewalks, a curbed median, and crossing warning devices (see Figure 6-4 and Figure 6-5). Signalization for the intersection of the crossing road and Healdsburg Avenue is planned for the future. A future City fire station is also planned, with driveway access directly opposite of this North Village site entryway.

FIGURE 6-4: NCRA Crossing 1



Source: City of Healdsburg.

FIGURE 6-5: NCRA Crossing 2



Source: City of Healdsburg.

SMART EXTENSION

The SMART railway service currently ends at the Sonoma County Airport in Santa Rosa, but future service will include stations in Windsor, Healdsburg, and Cloverdale, which will be the line's northern terminus. The Healdsburg station will be south of downtown. The SMART line will run along the existing railway (currently out of service), and the railway segment in the Plan Area is owned by NCRA, which has formed an "Operation and Coordination" agreement with SMART for future railway service. SMART continues to partner with local jurisdictions to fund and obtain grant funding for the planning and construction of multi-use paths along the railway line. Although there has been interest from community members for a new SMART rail station in the Plan Area, there are currently no plans for such a station.

B. RECOMMENDED CIRCULATION IMPROVEMENTS

The Plan provides for safe, enjoyable streets and pathways in the Plan Area for people walking, bicycling, driving, and taking transit, and provides enhanced linkages that encourage walking and biking to nearby areas, local destinations, and recreational opportunities. The impact of vehicles will be reduced through roadway design that maintains a human-scaled, pedestrian-friendly environment, and through the location of vehicular parking at the edges of the North Village site.

North Village Site Access and Connectivity

The Plan accommodates multiple modes of transportation to access the North Village site and provides connectivity to existing transportation networks outside of the Plan Area.

VEHICLE

As discussed above, vehicular access to the North Village site will be provided by a new entrance road replacing the existing private railroad crossing. This new entry road will involve implementation of major improvements to establish a public, at-grade railway crossing. A secondary emergency vehicle access will be necessary to serve future development on the North Village site.

BICYCLE

Bicycle access in the Plan Area will be provided in multiple ways:

- » **Healdsburg Avenue.** Bicyclists will be able to access the North Village site via Class II bicycle lanes along both sides of Healdsburg Avenue. These bike lanes are a component of the Healdsburg Avenue improvements recently completed.
- » **Signalized Crossing.** Crosswalks across the planned Healdsburg Avenue signalized intersection will lead to multi-use paths for bicyclists and pedestrians adjacent to the entrance road leading into the North Village site.
- » **Foss Creek Pathway.** The Foss Creek Pathway will be extended on the North Village site as a Class I bicycle and pedestrian trail along the west side of Healdsburg Avenue, as feasible.

PEDESTRIAN

Pedestrians will be able to access the North Village site from Healdsburg Avenue and the Foss Creek Pathway extension:

- » **Healdsburg Avenue.** The signalized intersection at the entrance road at Healdsburg Avenue will incorporate an enhanced pedestrian crossing affording access to the North Village site from the east side of Healdsburg Avenue. A pedestrian sidewalk on the east side of Healdsburg Avenue will connect to existing sidewalk south of Foss Creek as part of an improvements project for that side of Healdsburg Avenue.
- » **Foss Creek Pathway.** As previously discussed under bicycle access, pedestrians will also be able to access the North Village site from the south via the Foss Creek Pathway extension.



The Foss Creek Pathway is a multi-use path like the one shown above, which will provide access to the site.

TRANSIT

Sonoma County Transit's (SCT) bus route 60 runs along Healdsburg Avenue and travels north-south through the cities of Santa Rosa, Windsor, Healdsburg, and Cloverdale. Recent public infrastructure improvements by Montage Healdsburg included bus stop shelter pads and bus turnouts on both sides of Healdsburg Avenue near the entrance into the North Village site (see Figures 6-1 and 6-2).

Internal Circulation and Parking

The Plan Area will have a circulation system that provides safe and convenient connections for walkers, bicyclists, and vehicles. It will be a pedestrian-friendly environment with interconnected blocks, a network of pedestrian pathways, and shaded landscaped areas. The following sections describe concepts for vehicular, pedestrian, and bicycle circulation as well as vehicular and bicycle parking.

VEHICLE

Roadways within the North Village site will be designed to create visual interest and support a pedestrian-oriented environment. Travel lanes will be a relatively narrow 11 feet to limit vehicle speeds and calm traffic. Two kinds of internal streets will be provided. The Primary Street will lead from the Site Entry at Healdsburg Avenue to anticipated areas of activity at the north end of the North Village site. This street will have on-street parking and generous, 10-foot-wide walkways on both sides that are separated from the street by landscaping. A network of Secondary Streets will branch off the Primary Street. These Secondary Streets will lead between building clusters to parking areas behind buildings or to ramps to parking under buildings, and they will also be used as service roads. Where feasible, streets shall be looped or connected in a loose grid that provides safe and convenient access for both vehicles and pedestrians. Dead-end cul-de-sacs are discouraged. They will have no on-street parking, and the walkways will be a modest 6 to 8 feet wide. See Figures 6-6 and 6-7 for roadway sections of the Primary Street and a typical Secondary Street. See Figures 6-9 and 6-10 illustrate sections for roadways and parking adjacent to Healdsburg Avenue/NCRA Right-of-Way and the hillside, respectively.

FIGURE 6-7: Primary Internal Street Section

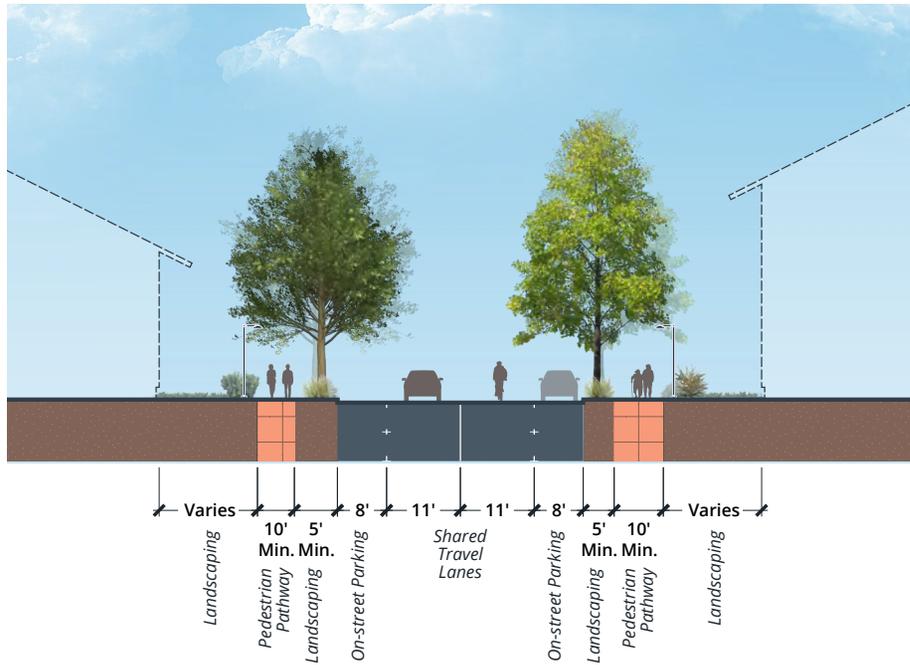
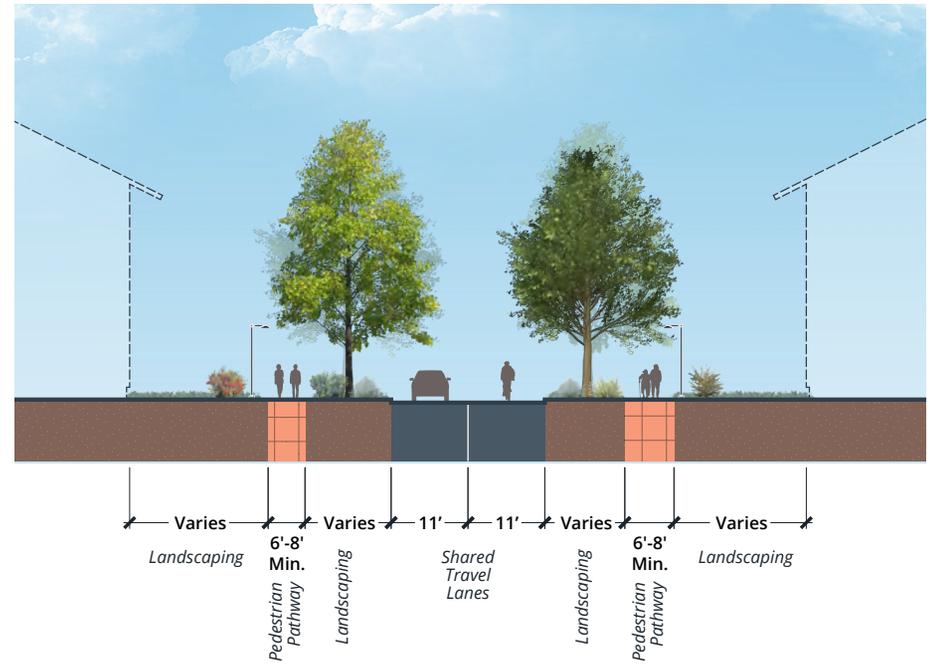


FIGURE 6-8: Secondary Internal Street Section

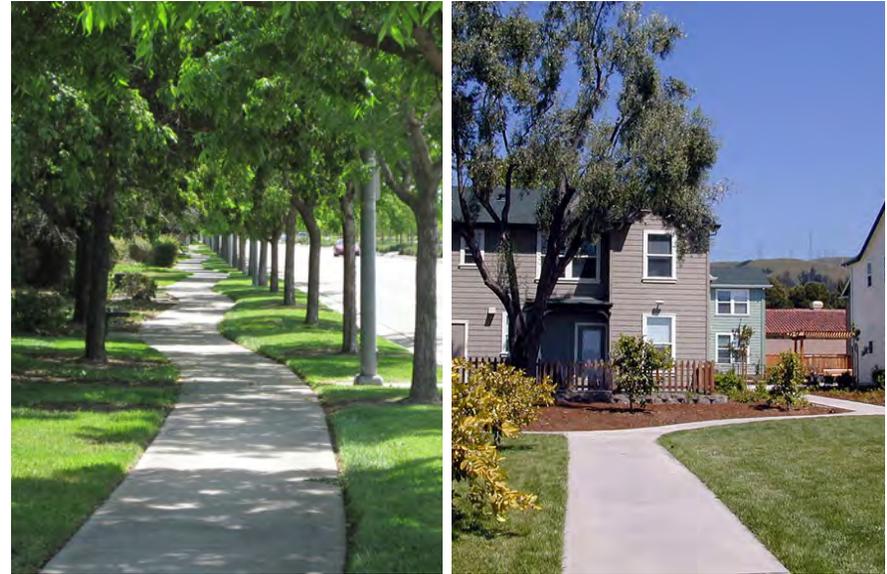




A road shared by bicyclists and vehicles, marked by sharrows.

BICYCLE

Internal bicycle circulation will occur on “shared” roadways where motor vehicles and bicyclists share roadway space. Due to relatively low traffic speeds and volumes anticipated for streets in the Plan Area, bicyclists will safely share the roadway with motor vehicles, assuming streets are designed to meet minimum safety criteria such as adequate line of sight at intersections. A benefit of shared facilities is that road widths and resulting paved surfaces are minimized, reducing stormwater run-off. Signage and pavement markings (“sharrows”) along roadways and at intersections will alert motorists of bicyclists sharing the road. In some cases, off-street multi-use paths for pedestrians and bicyclists will be provided, such as the connection across the railroad at the road entry to the site. Multi-use paths should be a minimum of 12 feet wide.

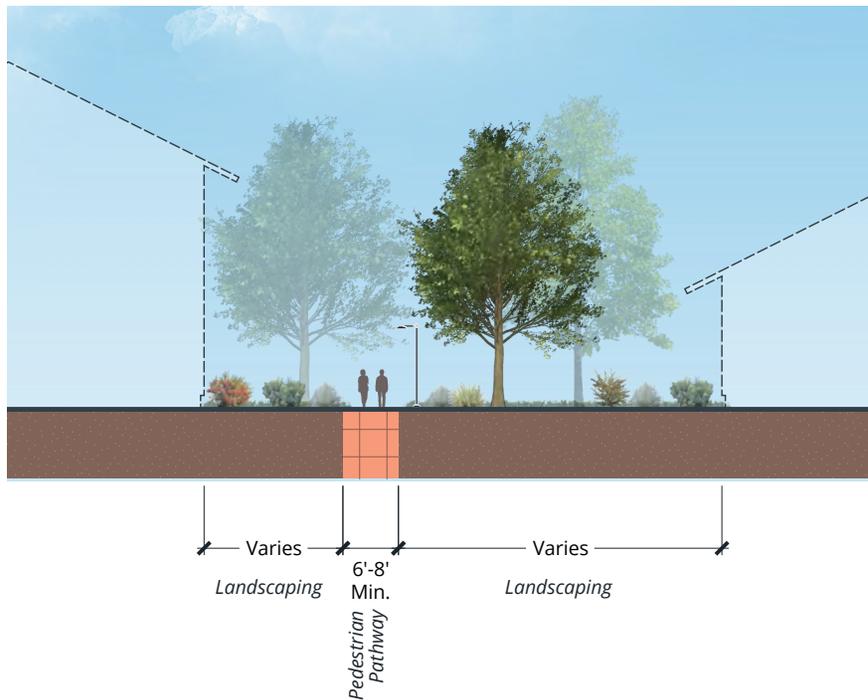


Separated pedestrian pathways will provide pedestrian only connections throughout the Plan Area.

PEDESTRIAN

Internal pedestrian circulation will be provided on sidewalks that parallel streets, as described above, and on a pathway network that connects building clusters and open spaces yet is separate from roadways and provides a safe and pleasant pedestrian experience. See Figure 6-8 for a section of a typical pedestrian pathway for the Plan Area. In addition, a North Village perimeter pathway will connect buildings, parking, open spaces, and plazas in a loop around the site.

FIGURE 6-9: Internal Pedestrian Pathway Section



VEHICULAR PARKING

Vehicular parking will be focused primarily at the North Village site's edges in surface parking lots. These lots should be divided into smaller lots separated by landscaping. Parking at the perimeter will free up interior space for landscaped open areas and gathering spaces. On-street parking on the Primary Street will be provided for short-term parking and Americans with Disabilities Act (ADA) access. In residential buildings, podium parking underneath buildings and at ground level will provide convenient vehicular access for residents.

BICYCLE PARKING

Short-term bicycle parking will be provided at bicycle parking facilities located conveniently at building entries and gathering places. Longer-term, secure parking facilities should be provided inside all buildings in the Plan Area.

Emergency Vehicle Access

Emergency vehicle access will be accommodated by the North Village site's entrance road at Healdsburg Avenue, which crosses the NCRA railway. A secondary emergency vehicle access will be needed to accommodate build-out on the North Village site.

FIGURE 6-10: Section along Healdsburg Avenue

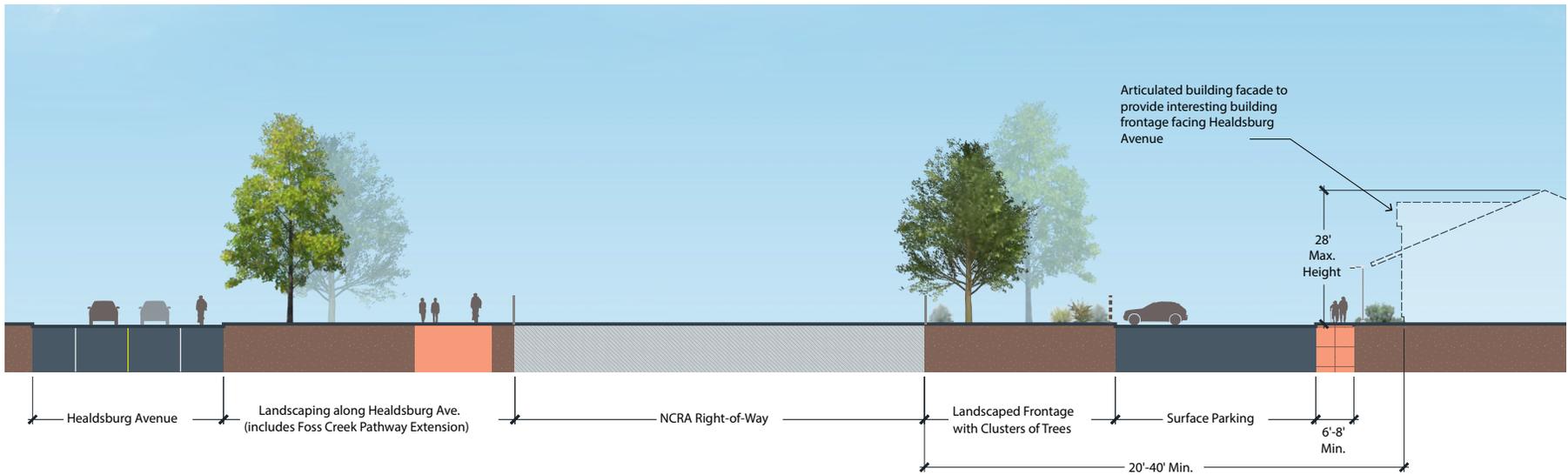
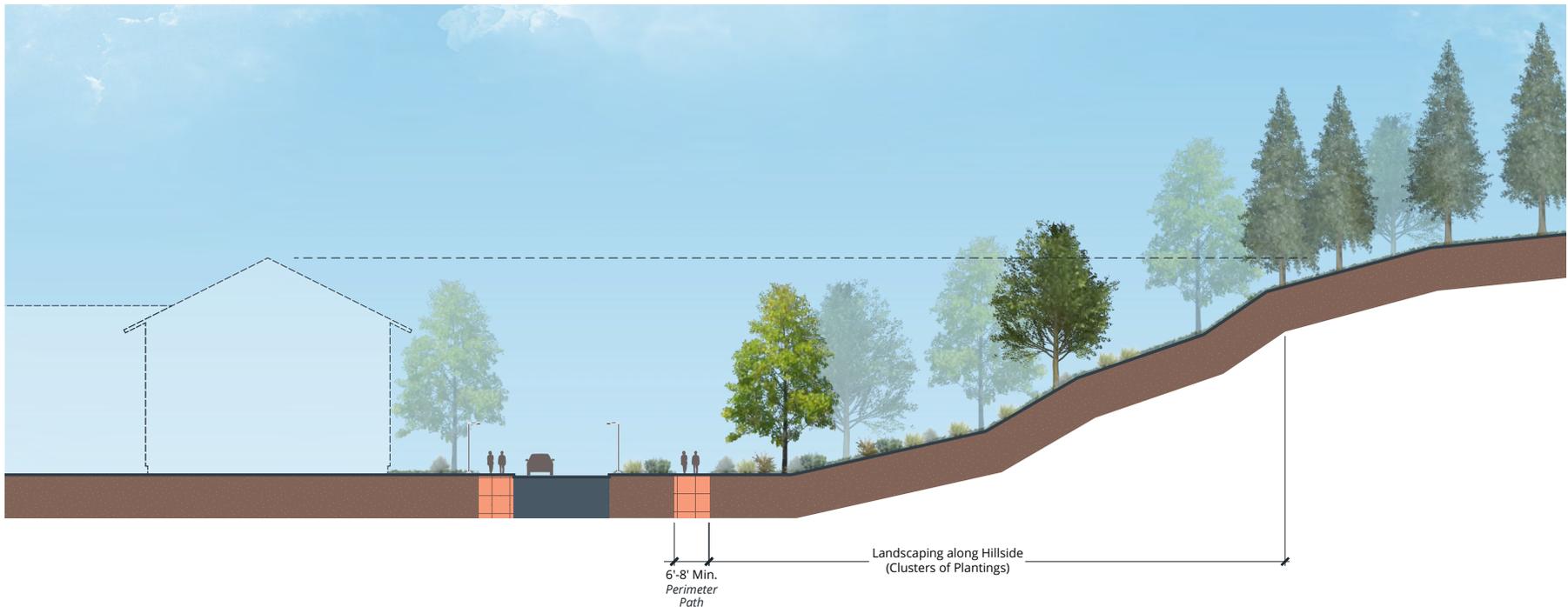


FIGURE 6-11: Section along Hillside



C. CIRCULATION GOALS AND POLICIES

- » **Goal CIRC-1:** Ensure an extensive set of high-quality connections from the Plan Area to existing and planned mobility networks.
 - **Policy CIRC-1.1:** Connect the Plan Area’s pedestrian and bicycle networks with the planned Foss Creek Pathway extension, Healdsburg Avenue’s proposed pedestrian and bicycle improvements, and future regional transportation networks such as the SMART path.
 - **Policy CIRC-1.2:** Support the use of transit by providing safe and direct pedestrian access to planned SCT bus stops on Healdsburg Avenue.
 - **Policy CIRC-1.3:** Ensure that the site entryway, secondary emergency vehicle access, and interior roadways accommodate emergency vehicle access through adequate widths and by meeting associated design standards.
- » **Goal CIRC-2:** Establish a comprehensive network of internal roadways and pedestrian pathways that create a pedestrian-oriented environment safe for all travelers.
 - **Policy CIRC-2.1:** Provide a continuous network of dedicated pedestrian pathways enhanced by landscaping, shade, seating, signage, and pedestrian-scale lighting that connects different uses and open space areas.
 - **Policy CIRC-2.2:** Reduce vehicle speeds using roadway calming and site design elements such as curvilinear roadways, narrow roadway widths, and landscaping.
 - **Policy CIRC-2.3:** Create a pedestrian-scaled, walkable environment by providing roadway intersections and/or intersecting pedestrian walkways separated by distances not longer than a typical city block, around 400 feet.
 - **Policy CIRC-2.4:** Implement an interconnected network of streets and pathways that encourages walking and bicycling as the primary modes of travel within the site.
- » **Goal CIRC-3:** Create an environment that encourages reduced vehicle use and less traffic due to the greater use of alternative modes of transportation.
 - **Policy CIRC-3.1:** Design and install roadway infrastructure facilities to support alternative modes of transportation.
 - **Policy CIRC-3.2:** Encourage bicycling through clear wayfinding signage and the provision of support facilities such as secure bike parking and bike share.
 - **Policy CIRC-3.3:** If feasible, provide on-site car share as part of housing projects, and encourage existing car share programs. Accommodate on-demand vehicle travel with dedicated curb space at key locations.
 - **Policy CIRC-3.4:** Promote the use of on-site shuttles to transport residents and visitors to downtown, and support bus transit along Healdsburg Avenue by providing direct access and, if feasible, bus pass discounts for residents and employees.
- » **Goal CIRC-4:** Provide a parking system that accommodates “just enough” parking in appropriate and discrete locations and does not overly encourage vehicle use.
 - **Policy CIRC-4.1:** Provide on-street, short-term, and accessible parking along the internal Primary Street and near commercial land uses.
 - **Policy CIRC-4.2:** Maintain parking along the perimeter edges of the North Village site and avoid large vehicle parking areas in central North Village site areas that are visible from the Site Entry and the Primary Street.
 - **Policy CIRC-4.3:** Divide large parking areas into smaller areas separated by landscape. Screen parking areas from view from Healdsburg Avenue.

D. RECOMMENDED OPEN SPACE IMPROVEMENTS

The North Entry Plan Area is characterized by a rural setting and views of surrounding landscapes, including hillsides and vineyards to the east. These landscape attributes should be highlighted. Publicly accessible gathering spaces in the Plan Area should be landscaped with plants that reference the agrarian heritage of the area—for example, with olive or fruit trees or trellises of grape or hop vines. These spaces should be sited to take advantage of views outward to the surrounding landscape. Following are recommendations for open space opportunities in the Plan Area.

SITE ENTRY LANDSCAPE

To provide for a welcoming entryway into the North Village site, the Site Entry area should be a well-designed, beautifully landscaped open space. It should be enclosed by attractive buildings on three sides. Design guidance for the Site Entry can be found in the Frontage Framework section of Chapter 5.

WELL-CONNECTED ACCESS TO COMMUNITY PARK

To the east of the Plan Area and Healdsburg Avenue, the Montage Healdsburg project includes a 40-acre community park adjacent to the City's existing North Detention Basin and the 6-acre Barbieri Brothers Park in the Parkland Farms residential neighborhood. The Montage Healdsburg park concept plan includes both active and passive recreational uses. It is close enough to the Plan Area that residents can walk to the park. Safe and convenient connections for bicyclists and walkers should be made between the North Village site and the community park, and wayfinding signage leading to the park should be provided.

CENTRAL FOCAL POINT

The Plan Area should have a central focal point that will be a community gathering space for residents and visitors alike. This focal point would be located along or at the end of the primary street and would be a public space that accommodates a range of activities such as events, communal congregations, socializing, and leisure.

LINEAR OPEN SPACES AND CONNECTED COURTYARDS

The previously discussed pedestrian pathway system for the North Village site will provide a pedestrian-scale circulation network that integrates and links together interior open spaces between buildings. Even if some of these spaces are private, a visual connection between spaces will provide a greater sense of open space throughout the site.

PERIMETER TRAIL AND PASSIVE OPEN SPACE

In addition to the internal open spaces, the NEAP recommends a perimeter pedestrian trail around the entire North Village site. This perimeter trail will serve as a recreational amenity that gives access to all parts of the site and allows direct views of the surrounding natural setting. As part of the perimeter trail, there is an opportunity for a small, passive-use open space at the south end of the Plan Area. Given the natural topography of the Plan Area, this area is adjacent to the onsite detention basin and the riparian habitat of Foss Creek, and can take advantage of scenic views of the surrounding landscape.



Residential courtyards with landscape and hardscape features.



Central focal point as an example of community gathering space.



E. OPEN SPACE GOALS AND POLICIES

- » **Goal OS-1:** Reinforce a network of parks and open spaces within and outside the Plan Area that encourages use by being well connected.
 - **Policy OS-1.1:** Ensure that the Plan’s pedestrian, bicycle, and vehicular network all provide connections to the Plan’s courtyards, gathering spaces, linear greenways, and other open spaces.
 - **Policy OS-1.2:** Provide direct, safe, and comfortable pedestrian, bicycle, and vehicular connections to the new community park across Healdsburg Avenue.
 - **Policy OS-1.3:** Support the development of a walking trail around the perimeter of the North Village site.
- » **Goal OS-2:** Create a series of beautifully landscaped spaces within the North Entry Area that draw upon the natural and rural setting of the surrounding area.
 - **Policy OS-2.1:** Develop a gateway to the North Village site by providing beautiful landscape and signage lining the entrance road from Healdsburg Avenue.
 - **Policy OS-2.2:** Create a community gathering space that will act as a central focal point for the North Village site.
 - **Policy OS-2.3:** Accentuate views to the surrounding landscape from public gathering areas.
 - **Policy OS-2.4:** Preserve the natural landscape of the Plan Area, including grassy hillsides and mature, healthy, and/or native trees.
 - **Policy OS-2.5:** Reference the agrarian heritage of the surrounding area by using landscape plants such as grapevines, hop vines, and olive and fruit trees in community gathering spaces.
 - **Policy OS-2.6:** Maintain view corridors across the site from Highway 101 to the eastern hills. The visual effect of site development will be evaluated in the design review process.



Open space that draws from the setting of the surrounding area.

CHAPTER 7

UTILITIES

This chapter outlines the public utility, service, and facility needs of development in the NEAP Plan Area, with conceptual descriptions of planned services. All proposed upgrades to existing utilities and services shall be reviewed and approved by the City during the approval process of actual development projects in the Plan Area. See Figure 7-1 for existing utilities in the NEAP.

Existing City water, sewer, gas, and electrical services are located in or along Healdsburg Avenue and were recently upgraded as part of the Saggio Hills Public Improvement Plans (SHPIP) for Healdsburg Avenue, approved in 2015 and constructed in 2018. Services and connections for the North Village site were coordinated in those improvements.

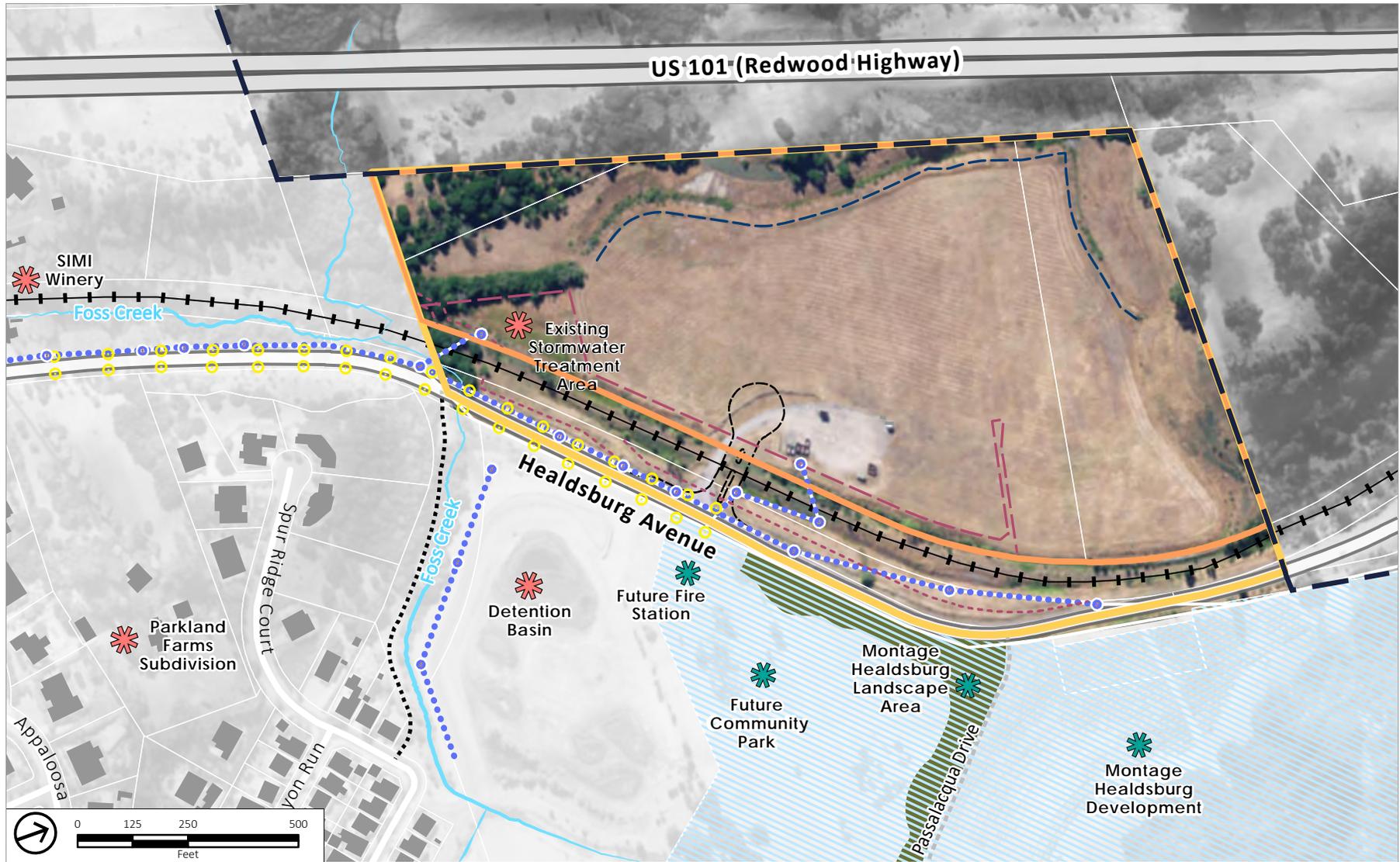
The North Village site currently has City water, sewer, and electrical service and Pacific Gas and Electric (PG&E) gas. All existing services in the North Village site will be upgraded or replaced as part of new development. The proposed utility services in the North Village site will be in the North Village site entryway on Healdsburg Avenue, within the project's 70-foot public utility easement over the North Coast Railroad Authority (NCRA) right-of-way. Utilities will be encased under the NCRA right-of-way for ease of future maintenance. The utilities will be extended onsite through a private street in a public utilities and access easement. Any subdivided lots will be serviced directly from the private street.

The following description of anticipated public services is from the Comstock Project Description, dated October 26, 2017, with additional context from the Healdsburg General Plan 2030 and the Saggio Hills Area Plan. Services described are subject to final approval from the City of Healdsburg and other agencies when development projects move forward.



Utility poles in the Plan Area will be undergrounded.

FIGURE 7-1: Existing Utilities



- | | | | | |
|-----------------------|------------------------|----------------------|---------------------------------------|---------------------------------------|
| North Entry Plan Area | Saggio Hills Plan Area | NCRA Railway | Existing Utility Poles | Existing Geysers Pipeline Easement |
| North Village Site | Parcel Line | Future NCRA Crossing | Street Lights along Healdsburg Avenue | Existing Private Storm Drain Easement |
| City Limit | | Streams | Overhead Power Lines | Existing Development |
| | | Existing Trail | Existing Development | Future Montage Healdsburg Development |
| | | Building Footprints | Future Montage Healdsburg Development | Ditch Setback |

Sewer

A 10-inch public sewer will be extended to the North Village site from Healdsburg Avenue and in coordination with the SHPIP. Any future sanitary sewer service in the Plan Area will be within the rights-of-way of internal streets. This system would encompass a network of collector lines of various sizes. The sewage collection system will be a private system owned and operated by the owner or owners. All of the Plan Area service would be tributary to the Healdsburg Avenue collector sewer, which was replaced by the City in 1995. This 15-inch sewer trunk in Healdsburg Avenue was designed to provide adequate capacity to serve the Plan Area.

Water

Two- to twelve-inch water mains will be extended into the North Village site within a private street, creating a looped water system with the ability to remain active during water service maintenance. The water system serving the North Village site will include City water mains within a Public Utility Easement under the Primary Street.

The City owns and operates the water system that would serve the Plan Area. The City's water system includes two well fields adjoining the Russian River (Gauntlett, Fitch Mountain), one well field adjoining Dry Creek, several pumping stations, distribution lines, and six storage tanks and reservoirs. The Healdsburg Urban Water Management Plan and the Healdsburg Water System Master Plan guide the City's water supply and conservation capital improvement planning. The Gauntlett well field is at Digger's Bend on the Russian River, south of the Plan Area. This water is pumped to the Gauntlett and Iverson reservoirs that have a combined capacity of 2.3 millions of gallons per day. The reservoirs are on a ridge just west of the Gauntlett well field and have a base elevation of approximately 400 feet. The Gauntlett well field and its reservoirs would be the primary water supply for the Plan Area.

Stormwater

The North Village site will have a private drainage system consisting of a combination of existing drainage swales around the perimeter of the North Village site and a piped storm drain system. All stormwater and developed drainage from the North Village site will drain to an existing onsite stormwater detention pond that will treat and detain stormwater prior to releasing it to Foss Creek at the southeast corner of the North Village site. Conveyance of stormwater will be via the existing drainage swales or piped as part of the street system. All piped water will be filtered by either vegetation-based stormwater control measures or, if not feasible, proprietary stormwater treatment units prior to draining to the treatment pond or existing swales. Treatment and stormwater detention will be in compliance with the Russian River Watershed Storm Water Low Impact Development Manual.

Natural Gas

Natural gas service for the North Village site will come from the gas main in Healdsburg Avenue. The proposed service has been coordinated with the Saggio Hills Public Improvement Joint Trench Plans prepared by Norcoast Utilities.

Electric

Electric service for the North Village site will come from Healdsburg Avenue and is coordinated with Saggio Hills Joint Trench Plans prepared by Norcoast Utilities. Existing Healdsburg electric utility poles along the project frontage will not be affected. Any relocation of these lines, if necessary, will need to be coordinated with Healdsburg Electric. Utility lines within the Plan Area will be underground. Existing utility lines on the Healdsburg Avenue frontage of the North Village site will be undergrounded as well.

Telecommunications

Telecommunications point of connection for the North Village site will be along the Healdsburg Avenue frontage. Telecommunications will be undergrounded in utility easements or in the private right-of-way with a joint trench.

Internal Fire and Police Protection

Street design and building site layout will support site access for emergency services. As described in Chapter 6, Circulation and Open Space, the North Village site currently has secured approval for one point of access across the NCRA tracks. An additional emergency vehicle access will be needed prior to buildout of the North Village site.

Water mains in the Plan Area will be sized to provide adequate fire flow. New fire hydrants will be located on the internal street network per City of Healdsburg Engineering Design Standards and as directed by the City Engineer. All structures will be designed and built to comply with applicable fire code requirements. The elevations and heights of structures can affect the provision of adequate water pressure for fire flow and domestic use. All fire hydrant tees will be required to meet minimum fire flows and pressure. If water pressures are not sufficient to meet standards, development will require a specially designed system with components such as booster pumps and a standby generator for power backup.

Lighting

Existing street lights along the east side of Healdsburg Avenue in the Plan Area have been installed as part of the Healdsburg Avenue improvements implemented by the Montage Healdsburg development. The City installed an alternative decorative street light standard to set a high standard for aesthetics at the North Entry area, and to match existing and planned lighting in the downtown and other prominent locations. Additional lighting will be required along the west side of Healdsburg Avenue and the Foss Creek Pathway extension when the North Village site develops. More guidance on lighting for the North Village site can be found in Chapter 5, Design Framework.

CHAPTER 8

IMPLEMENTATION

This chapter provides a summary of subsequent actions that will be required to achieve the goals and vision of the North Entry Area Plan (NEAP).

Use of the NEAP

When adopted, the NEAP will serve as a guide for reviewing private development proposals as well as public realm improvements in the Plan Area.

The NEAP is consistent with the Healdsburg 2030 General Plan designation of Mixed Use and with General Plan Policy LU-18 regarding the North Entry area. The NEAP Land Use Framework in Chapter 4 has detailed guidance regarding allowable, preferred, and prohibited land uses; physical development standards; and goals and policies regarding these topics. It should be used as the basis for review of development projects in the Plan Area. An amendment to the City's zoning code will be necessary to establish specific Mixed Use regulations and development standards for the Plan Area consistent with the policies of the NEAP.

The NEAP Design Framework in Chapter 5 has design guidelines for the Plan Area that are coordinated with the Healdsburg Citywide Design Guidelines and will augment the Citywide guidelines for the Plan Area. That chapter should be used to review design aspects for new development projects, including landscaping.

The Circulation and Open Space chapter of the NEAP (Chapter 6) describes a comprehensive network of multi-modal streets and pathways, means for connecting the network to regional transportation systems, and concepts for publicly accessible open space in the Plan Area. The actual layout and implementation of streets, pathways, and open space will be determined when development proposals are submitted. In order to ensure a well-planned and appropriately scaled circulation and open space network, either a Tentative Map or a master Conditional Use Permit would be required

prior to approval of entitlements for specific development components. The master plan for circulation and open space for the entire area should refer to the Circulation and Open Space chapter for recommendations.

The Utilities chapter of the NEAP (Chapter 7) discusses the anticipated framework for utility infrastructure in the Plan Area. It is anticipated that water, sewer and electric utilities within the private streets would be dedicated to the city. As with circulation and open space, the Tentative Map or master Conditional Use Permit would provide a comprehensive master plan for utility infrastructure for the entire plan area.

Further discretionary approvals by the City of Healdsburg will be needed in order to implement the NEAP. The creation of development parcels at the North Village site can be accomplished by either a Lot Line Adjustment or a subdivision (i.e., Tentative Map). The next step would consist of either a Tentative Map or a master Conditional Use Permit to establish backbone infrastructure and utilities, followed by subsequent conditional use permits (as needed) and design review permits for proposed development projects.

Project Phasing

Development in the Plan Area may occur over a number of years and in several phases. As mentioned earlier, the first phase is likely to involve reconfiguration of property lines on the North Village property to create development parcels. This will either be accompanied by or followed by a planning process to establish the location and design of “backbone” infrastructure (i.e., circulation, utilities, open space) to serve the entire development.

Either a Tentative Map or a master Conditional Use Permit will be utilized to establish the requirements for shared infrastructure improvements, including the following:

- Intersection improvements at the Healdsburg Avenue entry
- Frontage improvements on Healdsburg Avenue (including curbs and gutters, landscaping, lighting, and Foss Creek pathway extension)
- Undergrounded electric utilities
- Construction of the primary street with associated utilities, lighting, landscaping and walkways
- Establishment of secondary emergency vehicle access (restricted use)
- Offers to dedicate public improvements to City of Healdsburg
- Establishment of cross-easements and maintenance agreements for access, drainage, utilities, etc.
- Establishment of CC&Rs, as needed
- Timing requirements for installation of improvements
- Bonding requirements, if necessary

A master Conditional Use Permit will be required to facilitate comprehensive planning for future development of the North Village property by establishing requirements for shared infrastructure, approving the mix of uses on each parcel, and establishing conditions to ensure compatibility of future development with the vision for the North Village neighborhood.

The master Conditional Use Permit process will identify allowed uses on each parcel and establish entitlements caps for specific development components including, but not limited to: square footage of commercial uses; number of residential units; and number of hotel rooms. The Design Review process is for review of specific development design features including, but not limited to: location, height, massing, materials, and architectural features of proposed structures; on-site vehicular and pedestrian access; parking; landscaping; lighting; and signage.

Subsequent developers will be responsible for obtaining Design Review approvals (and possibly Conditional Use Permits) for construction of improvements on their respective development parcels. Through the Design Review process, the City’s Planning Commission will evaluate proposed site plans, building designs (including massing, height, materials, design details, etc.), parking, pathways, open space, landscaping, lighting, signage, and other design features. Development proposals must be consistent with the guidance presented in the NEAP.

Future discretionary entitlement processes may involve environmental review under the California Environmental Quality Act (CEQA). If projects are determined to be subject to CEQA, the City will determine whether the Environmental Impact Report (EIR) prepared for the NEAP can be applied to the project or whether focused environmental analysis is appropriate using a tiering process in connection with the NEAP EIR.

Coordination with Other Plans, Regulations, and Agencies

Future development under the NEAP will require subsequent planning approvals, building permits, and encroachment permits from the City of Healdsburg for extension of utilities and construction of roadway improvements and buildings on the site. Additionally, the developer of the North Village site will be required to install frontage improvements on the west side of Healdsburg Avenue consistent with the guidelines established in the NEAP.

A public at-grade crossing over the existing railroad right-of-way, as approved by the California Public Utilities Commission (PUC) will be constructed in the fall of 2018. Once completed, the improvements will be accepted by the City of Healdsburg. The rail crossing includes signalization to allow for establishment of a “quiet zone” if and when rail service is re-established on the NCRA tracks in the NEAP Plan Area.

Additional approvals from the NCRA will be needed to establish an emergency vehicle access across the NCRA right-of-way prior to buildout on the North Village site.

Healdsburg’s Growth Management Ordinance (GMO) limits building permits for market-rate dwelling units to an average of 30 per year, and total permits are limited to 90 for three-year periods. The GMO does not apply to affordable housing units, second dwelling units, replacement or reconstruction of existing residential structures, homeless shelters, elderly care facilities, nursing homes, sanitariums, and community care or health care facilities.

The City of Healdsburg has an Inclusionary Housing Ordinance (Healdsburg Municipal Code Section 20.20.030) which establishes requirements for certain residential development projects to include units that are affordable to very low-, low-, and moderate-income households. These are known as “inclusionary units.” The ordinance establishes a 15 percent inclusionary housing requirement and provides a variety of ways in which the requirement can be satisfied. Residential development on the North Village site will need to comply with the City’s inclusionary housing requirements. Proposals for satisfying the inclusionary housing requirements will be reviewed as part of the master Conditional Use Permit process.

Site Drainage and Wetland Mitigation

A site regrading and demolition plan was prepared in 2004. Site regrading resulted in the loss of 0.17 acre of waters of the United States and 0.19 acre of seasonal wetland. A revegetation program for wetland mitigation was completed in 2009 that included creation of 0.43 acre of waters of the United States excavated on upland property and establishment of 0.20 acre of seasonal wetland within a constructed drainage channel. The plans for site regrading included drainage designed to sheet flow in a southeasterly direction toward a drainage ditch along the eastern side of the site parallel to the NCRA tracks. The wetland mitigation plan includes details for planting and grading to reduce bank erosion. Drainage flows into a 0.7-acre storm water detention basin at the southern end of the site that filters out sediments and contaminants to improve water quality runoff into Foss Creek. All work was completed in compliance with local and state permitting requirements. New development in the Plan Area will be required to utilize Low Impact Development best practices, with run-off directed to the detention basin.

Funding and Financing

Site development will be funded by future developers of the property. It will not involve any public financing nor is it anticipated to require any expansion of City services beyond what is expected for buildout in the Healdsburg 2030 General Plan. Financing for improvements could be handled with private financing or a Community Facilities District, which would impose a tax or fee on property owners proportionate to the benefit received.

Private Maintenance and Repair

The portions of the Plan Area that are not dedicated or otherwise transferred to a public entity will be maintained by one or more owners associations and/or pursuant to one or more recorded easements and operating agreements, in a manner that will provide for adequate private maintenance and repair of such portions of the Plan Area and will not require public funding or participation.





NORTH ENTRY AREA PLAN

CITY OF HEALDSBURG