Workshop 2 Summary
February 15, 2017

Project Background

As part of the "Design Healdsburg" project that is underway and being led by the City of Healdsburg, Workshop 2 expanded on information collected from Workshop 1, which was held in December 2016. The "Design Healdsburg" community process aims to collect input and feedback from community members to assist in an update of the Design Review Manual, which is used to evaluate design proposals throughout the city. While the new design guidelines will be written to improve predictability, clarify design intent and add visual aids that increase usability, it will also address new topics that are key to design in Healdsburg.

Workshop 1 focused on educating the community about the project, collecting input about the essence of Healdsburg and dividing the city into Character Areas (sub-areas in the city that exhibit similar characteristics). Workshop 2 expanded on information collected at Workshop 1 to gain more specific input about preferred design throughout each Character Area.

Workshop 2: Commercial, Industrial and Mixed Use Design

Workshop 2 was held on February 15, 2017 at the Community Center, with approximately 25 attendees. The primary focus of this workshop was design in commercial, industrial and mixed use areas in Healdsburg.

Workshop 2 Components

Workshop 2 provided a variety of activities for workshop attendees to comment on preferred design and character for each Character Area.

Presentation: Introduction/Workshop 1 Recap and Managing Change and Maintaining Character

This short, 10 minute presentation provided an opportunity for the consultant to introduce the project to attendees that were not able to make it to Workshop 1, and to provide a project refresher to those who attended Workshop 1. The consultant also presented a brief summary of Workshop 1 findings.

The second half of the presentation provided information about how the character of development can be guided to support a community's vision. In Workshop 2, the consultant utilized a variety of images during this part of the presentation that illustrated varying character for commercial, industrial and mixed use developments. This portion of the presentation provided an introduction for the workshop activities.

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Workshop Exercises

Workshop 2 utilized a series of exercises to gain an understanding of the community's vision for future character of development in Healdsburg. Participants were divided into tables that focused on one or more Character Areas.

Exercise Part 1: Confirming Character Area Features

The first exercise presented an opportunity for attendees to review and confirm the results of Workshop 1. For each of the Character Areas, a listing of key features was provided.

The majority of the tables agreed with the features that were listed and did not make any changes. A few tables made one or two word notes to suggest additional features or a potential change in the name of the Character Area.

Exercise Part 2: Envisioning Healdsburg

The second exercise instructed participants to imagine their Character Area in 15 years and to describe the future built form, site design and architectural details. A sample vision statement was provided to guide participants.

Some tables approached this exercise by writing full, descriptive sentences, while others simply listed characteristics they hope to see in 15 years. Some groups also identified clear distinctions between different parts of their Character Area(s). For instance, the table that was assigned Character Area 8 noted that development should take advantage of the riverfront, orienting future mixed use and housing to a "riverwalk", while the southern gateway into Healdsburg (still in Character Area 8) would likely see less change but that gateway enhancements should be completed. Other groups noted that some features of their Character Area are acceptable, while others need to change. The table that was assigned Character Area 5b envisioned that surface parking will not limit architectural creativity and will be clustered at the perimeter; landscaping will be enhanced; setbacks will be provided intermittently to create unique plazas/open spaces and allow solar access; and a variety of quality architecture will enhance the character of the area.

Exercise Part 3: Prioritizing Design Topics

In this exercise, each table was presented with a matrix outlining design topics. Participants were instructed to review the list of design topics and determine whether they were "Essential to Address", "Would be Nice to Address" or "Do Not Need to Address" in the future design guidelines document. Design topics in the matrix were divided into "Site Design" and "Building

Design." A list of topics were presented within each of the two major categories, and each of those topics also had a sub-list of items that could potentially be addressed in the design guidelines document. For instance, under "Site Design" for Workshop 2, the following topics were listed: Building Placement and Orientation, Site Connections, Site Features Design, Surface Parking Areas Design and Open Space Design. On the most detailed level, "Site Features Design" was split into the following topics: Fences, Screening and Landscape Buffers; Site Lighting; Trash Enclosures; and LID Features/Stormwater Management.

The majority of tables responded in detail and many tables provided notes that indicated the manner in which a topic should be addressed and the locations where a topic should be emphasized. For example, in the "Site Features Design" section of "Site Design," the table focusing on Character Area 5b noted that "trash enclosures should not be visible from the street" and that "landscaped buffers are better than fencing."

In the "Building Elements" sections of "Building Design," the table focusing on Character Area 8 noted that new commercial development should reference the industrial/agricultural character that is predominant in the corridor.

<u>Exercise Part 4: Visual Preferencing</u>
The fourth and final exercise of Workshop 2 created an opportunity for each table to respond to images of potential elements of future development in their Character Area and to discuss which elements were preferred and which were not. Each table received between three and five 11"x17" sheets, each with a different design topic.

For Character Areas 5A - 9, participants were asked questions regarding a variety of design topics including building placement, setback character, street edge character, style and architectural character and gateway design. Participants were also asked to confirm the design topics for Character Area 5A (CHAP Plan) and Character Area 7 (Grove Street Neighborhood Plan). For the majority of the design topics, participants noted which were "preferred" or which were close to the design that was preferred. In the latter case, participants added notes and drawings to specify their thoughts about the preferred treatment of the design topic.

The table addressing Character Area 5B noted storefront designs and architectural styles that were preferred, clarifying on some that the architectural style might be okay, but that the overall building height was not appropriate for downtown. Participants

for Character Area 6 noted that only a few street edge character types are preferred, and that buildings should be built to the street, with parking placed behind. The table addressing Character Areas 7 and 8 noted that the southern gateway should only have monument signs and no other gateway elements. Finally, the table addressing Character Area 9 noted that the preferred type of building placement and setback character is to set a building back from the street and buffer it with landscaping, rather than placing parking between the street and building facade. This table also noted that monument signage is the preferred gateway element for the gateway in Character Area 9.