


# YES to Climate Action Healdsburg and NO on Measure O


We cannot AFFORD to get *this* housing wrong.


Why Measure O has negative, “Unintended Consequences” and Needs **ReVision**:


**FIRST, Where we are coming from:** As volunteer, service-focused, committed, *no conflict-of-interest*, long-time residents of Healdsburg, of course we support the creation of Middle Class Housing in Healdsburg. Unfortunately, Measure O is flawed, unwise, and perhaps even oppositional to our Climate goals, Healdsburg’s Climate Mobilization Strategy. Most importantly, Measure O does not provide a meaningful pathway to build so-called “Missing Middle” or “workforce” housing.

**Why is our city council asking voters to say YES to...**

 **No restrictions** on unit size and density on our main thoroughfare, Healdsburg Avenue north to south, when we know our Downtown is vulnerable to “market forces” we cannot control without explicit, clear, legal language. Remember the 2018 Downtown Hotel Ordinance debacle? Our town has become a brand; we have to protect all our people, our livability, our full-time residents, and our small town character. Ironically, Measure O can only guarantee 20% affordable, under market rate.

 **Accepting so-called unlimited units labeled as “Multi-Family”** when *all* that this housing term means is a shared wall. Deceptive word choice. For example, The Mill District’s penthouses are multi-family units selling for 1.5 to 8 million dollars. Their HOA’s kept them from building for the middle class. This “for the wealthy” building does not serve our Climate Goals. No to Ultra-Luxury townhomes and condos that increase our vacant, second and third homes. *(continued on the back)*

 **Where are the “guardrails” to prevent more of this housing inequity, imbalance** and superfluous use of our precious water supply?

 **Developing south of the Memorial Bridge**, without a community vision, adjacent to the troubled Russian River Watershed, the source of our town’s water security, is reckless and poor stewardship of our River.

 **No Transportation Element?**

Our CMS begs for a more efficient alternative to cars—more pedestrian/ bicycle; we need a micro-transit system in Healdsburg. We support a modest, affordable “FOR the middle class” growth plan in strategic geographic locations, such as prioritizing transit-oriented housing near our SMART train depot. Smart growth!

Healdsburg is already over-invested in luxury tourism. It “costs” the city, the citizens, in infrastructure and city staffing and may “pencil out” for outside investors, but not for the “Missing Middle” and the vital working people of Healdsburg’s neighborhoods and local-serving businesses.

Let’s *Protect* the Housing we already have,  
Let’s better fund and enforce our vacation rental ordinance,  
Let’s explore real estate taxes on vacant, second homes,  
Let’s be PRO-Housing for *Needed*. Not Wanted Housing units.

**Ecology and Economy are synonyms.  
Our Climate Action Can Do Better than O**