



CORTE MADERA HOUSING ELEMENT UPDATE

Community Workshop #1 Summary

October 13, 2021 6:30-8:00pm

The purpose of the Housing Element Update Community Workshop #1 was to provide an overview of the workshop series and its goals, provide background information on the components of a Housing Element, and gather questions and comments from participants about housing concerns, goals, and characteristics. Feedback received will inform the content of future outreach events and will guide the preparation of the Housing Element Update.

The community meeting was held via Zoom on Wednesday, October 13, 2021 from 6:30-8:00 pm and was facilitated by Town staff and the consultant team. All materials were made available in Spanish and posted on the project website prior to the meeting. Approximately 36 members of the public attended. The format of the meeting is described in the agenda below:

- Welcome & Introductions
- Workshop Series Overview & Goals
- Housing Element Presentation
- Overview & Opening of Small Groups
- Small Group Report Backs
- Closing & Next Steps
- Adjourn

ATTENDANCE

Meeting participants: 36 attendees

Town Staff

- Adam Wolff
- Martha Battaglia
- Tracy Hegarty
- Phil Boyle

Consultant Team

- **O'Rourke & Associates** – Christine O'Rourke
- **Plan to Place** – Dave Javid, Paul Kronser, Rachael Sharkland



WORKSHOP SUMMARY

Dave Javid and Adam Wolff opened the meeting by welcoming attendees, giving an agenda overview, and opening the demographic live poll (see results below). After the poll closed, Adam Wolff and Martha Battaglia presented an overview of the Housing Element Update project and process, which was recorded and will be posted on the website for public access. After the presentation, Dave gave an overview of the small group breakout logistics and opened the break out rooms which participants were randomly assigned. A facilitator and note taker was assigned to each break out room. There were approximately ten attendees in each break out room.

Demographic Live Poll (full results in the appendix)

1. Where do you live? (select one)

- 100% live in Corte Madera

2. Where do you work? (select one)

- 44% work in Corte Madera (including remote work)
- 19% work in Marin County, but not in Corte Madera
- 26% do not work (retired, unemployed, other)

3. Which of the following describes why you decided to attend tonight's workshop? (select all that apply)?

- 52% want to know more about housing in Corte Madera
- 22% want to support more housing development in Corte Madere
- 33% are concerned about more housing development in Corte Madera
- 33% want to know more about the Housing Element Update Process

4. What is your housing situation?

- 89% own my home
- 7% rent my home

5. What type of housing do you live in?

- 81% House/duplex
- 15% Townhome

6. What is your age?

- 26% 26-45
- 37% 46-64
- 37% 65 and over

7. Race and Ethnicity: (may select more than one)

- 4% American Indian/Alaska Native
- 4% Asian
- 4% Hispanic or LatinX
- 93% White
- 11% Other

8. Which bracket best describes your household income?

- 7% Less than \$40,000
- 15% \$65,000 to \$99,999
- 19% \$100,000 to \$124,999
- 59% \$125,000 or More

SMALL GROUP DISCUSSION SUMMARY

The majority of the meeting was devoted to gathering input from meeting participants through facilitated small group discussions. Feedback was recorded in three breakout rooms on a virtual whiteboard (see snapshot below) in response to the discussion prompts below, see appendix for images of virtual whiteboards. The summary below provides a high-level overview of themes that emerged from the small group discussions. The numbers in parenthesis indicate the number of breakout rooms in which the referenced comment was expressed.

Corte Madera Housing Element | Workshop #1 - October 13, 2021

SHARE YOUR THOUGHTS! COMPLETE A HOUSING ELEMENT COMMUNITY INPUT FORM HERE: <https://bit.ly/cmhousing>



ROOM 1 (MAIN ROOM)

Facilitator: Adam
Notetaker: Rachael

¡COMPARTE TUS PENSAMIENTOS! COMPLETE UN FORMULARIO DE ENTRADA COMUNITARIA DE ELEMENTOS DE VIVIENDA AQUÍ: <https://bit.ly/cmhousing-spanish>



1) What do you think are the most critical housing issues in Corte Madera? ¿Cuáles cree que son los problemas de vivienda más críticos en Corte Madera?

- Examples:**
- Not enough housing affordable to low-income or middle-income households.
 - Not enough rental housing.
 - Lack of senior housing.
 - Lack of housing with accessible features for people with disabilities.
 - Not enough housing and/or services for unsheltered people.
 - Not enough tax-incentive housing getting built.
 - Not enough protection for renters from eviction.
 - Not enough down payment assistance for middle-income and low-income households.
 - Not enough financial assistance for lower-income homeowners that need to make home repairs.
 - Fair housing issues / unequal access to quality housing.
- Ejemplos:**
- No hay suficientes viviendas asequibles para los grupos familiares de bajos o medianos ingresos.
 - No hay suficientes viviendas de alquiler.
 - La falta de viviendas para la tercera edad.
 - Falta de viviendas con características de accesibilidad para las personas con discapacidad.
 - No hay suficientes viviendas o servicios para las personas sin vivienda.
 - No se construyen suficientes viviendas asequibles.
 - No hay suficiente protección para los inquilinos que se enfrentan al desahucio.
 - No hay suficiente ayuda para el pago inicial para los grupos familiares de ingresos medios y bajos.
 - No hay suficiente asistencia económica para los propietarios de viviendas de bajos ingresos que necesitan hacer reparaciones en la casa.
 - Temas de vivienda justiceros/desigual a la vivienda de calidad.

DISCUSSION

- 723 units seem to have been concerned about housing our teachers. **Response: many that can't afford housing in Corte Madera.**
- One of the limitations here is a lack of variety in types of housing and price points.
- Concern about affordable senior housing. Should have housing that spans all prices so folks can stay home.
- Governor's and state regulations are limiting the amount of housing we're allowed to build and we're not incorporating that into our housing element. Changes are significant.
- All of our SF covered areas were eliminated that would take care of the needs of our cities.
- Interest in how Marin can better support SFHC communities from the gov. Noted that we are not necessarily meeting their needs. Goal to see that affordable housing is included.
- Corte Madera is a beautiful town. **There has to be a green with so many houses that we do away with SF housing. That we take up every bit of land and look for less designs.**

CHAT

Type here

2) What are the most important considerations to address when planning new housing in Corte Madera over the next 10 years? ¿Cuáles son las consideraciones más importantes que tratar al planificar nuevas viviendas en Corte Madera en los próximos 10 años?

- Examples /Spanish:** Design, housing types, environmental sustainability etc
- Ejemplos /Spanish:** Diseño, tipos de vivienda, sostenibilidad medioambiental, etc

DISCUSSION

- Interest in redeveloping/reusing commercial areas to be mixed use, eg. Whole and where Macy's could be turned into housing. In their case, multi to tripl.
- Want mixed-use areas being analyzed for reuse, so certainly that is a possibility.
- Would like to know how many units would be here and what it would look like? The value is important to know.
- Location and access is an important consideration. In particular there might be some great areas that are more accessible such as the transit station. **Maintenance and Care** Since there is more space, but would need the infrastructure to support. **Also could bring about more traffic.**
- Creating environments and buildings where people can meet face-to-face if there is height to stories, the design encourages folks to meet on another. **Design should include setbacks and scale that doesn't feel overwhelming.**
- Think there is a lot of fear, but Corte Madera can be strengthened by diversity. **Need more housing stock that accommodates more people sharing a strength for the community.**
- In address housing, ensure that we have space for intercommercial that scales with the number of new residents. **Care about walkability.**

CHAT

Type here



Virtual White Board example

1) What do you think are the most critical housing issues in Corte Madera?/ ¿Cuáles cree que son los problemas de vivienda más críticos en Corte Madera?

DISCUSSION

- 725 units seems huge; **concerned about housing our teachers, firepeople, nurses that can't afford housing in Corte Madera.**
- One of the **limitations here is a lack of variety of types of housing and price-points.**
- Concern about **affordable senior housing.** Should have housing that spans a lifetime so folks can stay here.
- Governor's and state legislators are upending SF zoning, interested in how **eliminating SF housing will be incorporated into our housing element?** Complex and significant issue.
- If all our SF zoned areas were eliminated that would take care of the issue of 725 units.
- **Interest in how Marin can better support BIPOC communities?** From the poll, I noticed that we are not necessarily reaching these folks. Glad to see that affordable housing is included.
- Corte Madera is a beautiful little town; **hate to see it grown with so many houses that we do away with SF dwellings,** that we use up every bit of land and look like Los Angeles.

Small Group Discussion Prompts

1. *What do you think are the most critical housing issues in Corte Madera?*
2. *What are the most important considerations to address when planning new housing in Corte Madera over the next 10 years? (design, housing types, environmental sustainability etc.)*
3. *Is there anything else that you would like to share about why you are here this evening? Any questions, concerns, or housing opportunities we should be aware of?*
4. *Do you have any suggestions for how Corte Madera might solicit additional feedback on the Housing Element Update?*



Main Takeaways

What do you think are the most critical housing issues in Corte Madera?

- Concern that there isn't affordable housing for our seniors, disabled population, nurses, teachers, firefighters, families. (3)
- One of the main limitations in Corte Madera is a lack of variety of types of housing and price-points. (3)
- Support for creating more inclusive housing opportunities for BIPOC communities to positively impact diversity. (2)
- The Town must plan for the environmental impact of more housing, especially on water resources (2).
- Build housing for the workforce that supports our community. (2)
- Governor's and state legislators are upending single-family zoning, I would like to understand how this will be incorporated into our housing element. (1)
- Corte Madera is landlocked in terms of emergency egress. Consideration for adequate evacuation routes should be addressed. (1)
- Maintain the historical integrity of Corte Madera. (1)

What are the most important considerations to address when planning new housing in Corte Madera over the next 10 years? (design, housing types, environmental sustainability etc.)

- Interest in redeveloping/rezoning commercial areas to be mixed use. (3)
- The Town should ensure that infrastructure and adequate services are provided to support needed housing and additional residents (transit, open space, stores, schools, water etc). (3)
- Design is a priority, especially when it comes to encouraging social spaces; human scale, setbacks, and stepbacks are all examples of what creates an environment for people. (2)
- Maintain the existing character of Corte Madera. (2)
- Would like to understand what mixed use redevelopment looks like. (1)
- Housing location and access to amenities and transit is an important consideration. (2)
- Would like to see transit oriented housing prioritized. (1)

Is there anything else that you would like to share about why you are here this evening? Any questions, concerns, or housing opportunities we should be aware of?

- Concentrate mixed use around downtown (town center area, south of current shopping center - auto dealers etc.). (2)
- The greatest opportunity is to lower the community's carbon footprint, which we can do by providing workforce housing so we can reduce commuting. (1)
- Affordable small apartments depreciate in cost over time and single family homes appreciate over time, increasing the class divide. Would like to see development that accommodates a middle class and doesn't further the class divide. (1)
- 8 of the 10 most segregated neighborhoods in the Bay Area are in Marin County, the other two are in Los Gatos. (1)

Do you have any suggestions for how Corte Madera might solicit additional feedback on the Housing Element Update?



- I commend the City on a very comprehensive outreach strategy. (1)
- I heard about this workshop via: Postcard/flyer and the weekly Corte Madera Chronicles newsletter. (1)
- I suggest a booth outside Safeway or the mall on the weekend. (1)
- Provide some real world examples of housing sites to generate interest. (1)
- Pop-up booths at libraries and other gathering places is a great idea. (1)
- Homebound individuals need a resource to receive information and participate that is not via online/email. (1)
- Use nextdoor to communicate about Housing Element and workshops. (1)

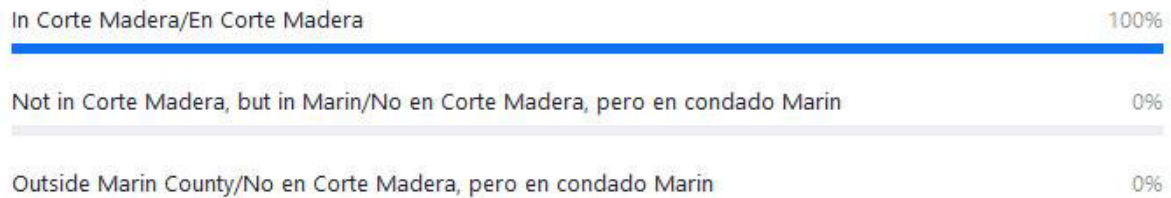


Appendix

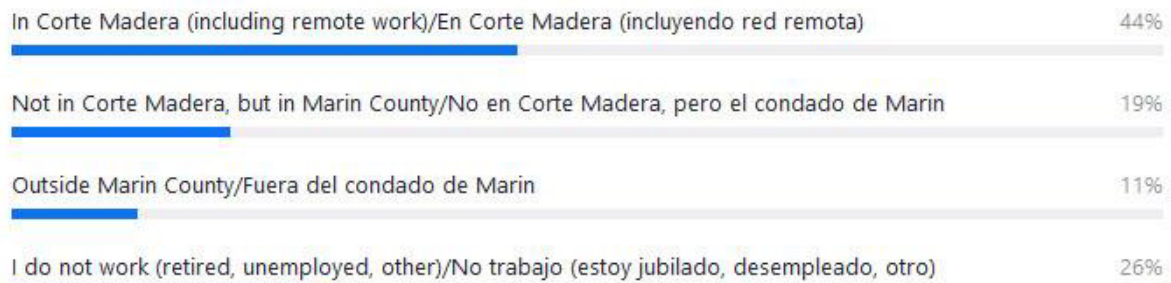
DEMOGRAPHIC LIVE POLL RESULTS

Demographics

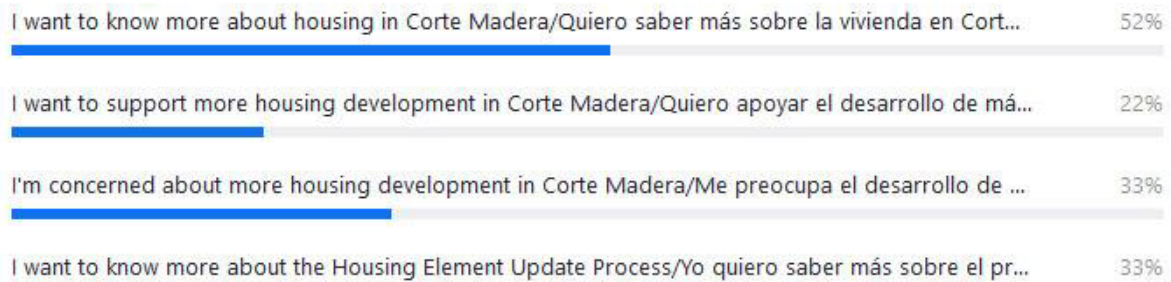
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) *



2. Where do you work?/¿Dónde trabaja? (seleccione uno) (Single Choice) *

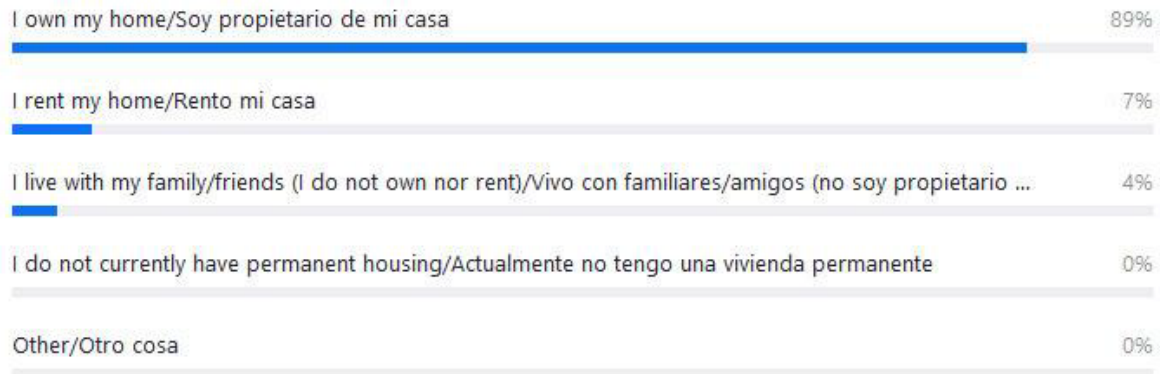


3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

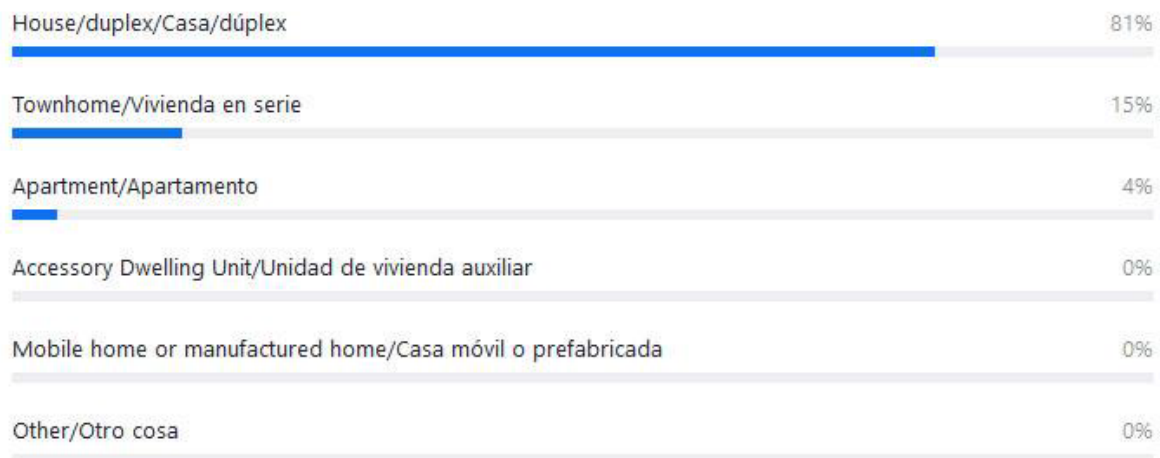




4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) *

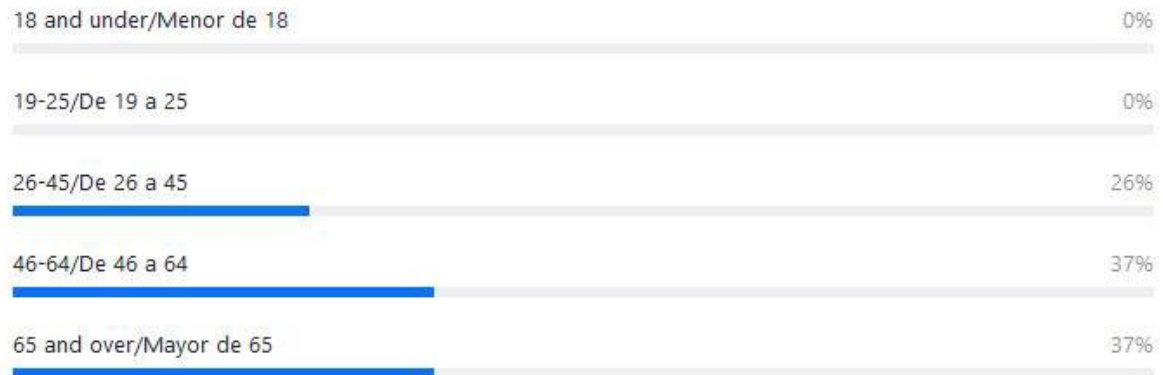


5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) *



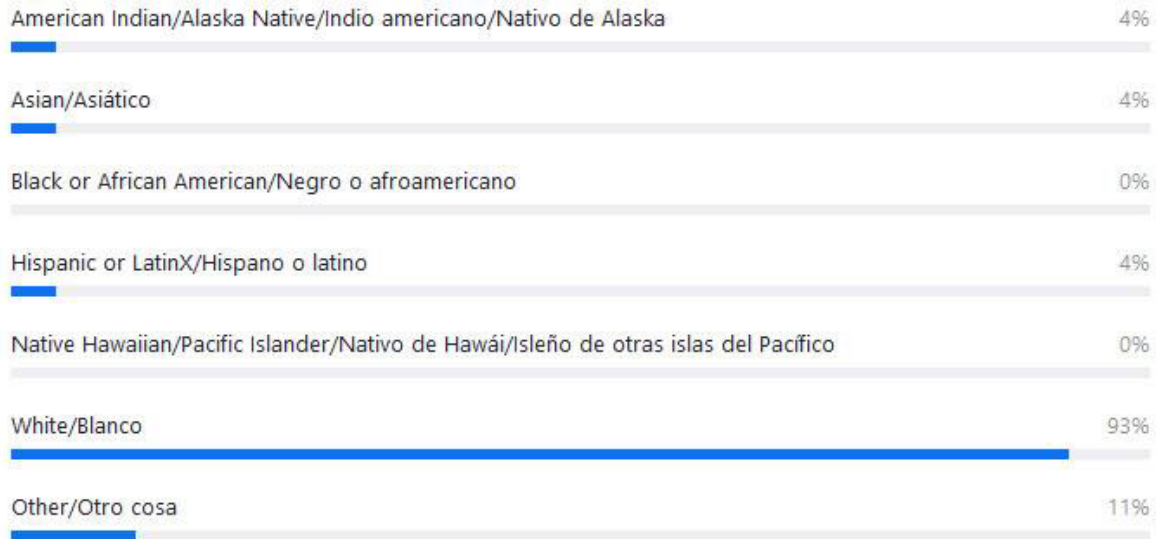


6. What is your age?/¿Qué edad tiene? (Single Choice) *





7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) *



8. Which bracket best describes your household income?/¿Qué categoría describe mejor los ingresos de su grupo familiar? (Single Choice) *

