



CORTE MADERA HOUSING ELEMENT UPDATE

Community Workshop #2 Summary

November 10, 2021, 6:30-8:00pm

The purpose of the Housing Element Update Community Workshop #2 was to provide an overview of the existing housing conditions in the Town of Corte Madera and gather insight from a panel of local housing panelists with experience in navigating the building of housing in Marin County. 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, November 10th, 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 45 members of the public attended. The format of the meeting is described in the agenda below:

- Welcome & Introductions
- Housing Existing Conditions Presentation
- Participant Q&A
- Panel Discussion
- Moderated Q&A From Participants
- Closing & Next Steps
- Adjourn

ATTENDANCE

Meeting participants: 45 attendees

Town Staff

- Adam Wolff

Consultant Team

- **Plan to Place** – Dave Javid, Paul Kronser
- **Lisa Wise Consulting** – David Bergman

Panelists

- **Bianca Neumann**, *Director of Business Development. EAH*
- **Samantha Hauser**, *Senior Vice President of Development, City Ventures, LLC (Planning Commissioner, City of Pacifica)*
- **Brett Geithman, Ed.D.**, *Superintendent, Larkspur-Corte Madera School District*
- **Carrie Pollard**, *Water Efficiency Manager, MMWD*
- **Julie Kritzberger**, *Executive Director, Corte Madera Chamber of Commerce*



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, David Bergman from Lisa Wise Consulting gave a presentation on the existing housing in Corte Madera which included market trends, employment and considerations for the future. After the presentation, Dave gave an opportunity for participants to ask any clarifying questions.

Demographic Live Poll (full results in the appendix)

1. Where do you live? (select one)

- 95% live in Corte Madera
- 5% live in Marin but not Corte Madera

2. Where do you work? (select one)

- 35% work in Corte Madera (including remote work)
- 10% work in Marin County, but not in Corte Madera
- 10% work outside of Marin County
- 45% do not work (retired, unemployed, other)

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

- 40% want to know more about housing in Corte Madera
- 30% want to support more housing development in Corte Madera
- 30% are concerned about more housing development in Corte Madera
- 45% want to know more about the Housing Element Update Process

4. What is your housing situation?

- 95% own my home
- 5% rent my home

5. What type of housing do you live in?

- 80% House/duplex
- 15% Townhome
- 5% Apartment

6. What is your age?

- 10% 26-45
- 45% 46-64
- 45% 65 and over

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

- 5% Hispanic or LatinX
- 95% White
- 5% Other

8. Which bracket best describes your household income?

- 5% Less than \$40,000
- 5% \$40,000 to \$64,999



- 5% \$65,000 to \$99,999
- 20% \$1000,000 to \$124,999
- 65% \$125,000 or More

PANELIST DISCUSSION SUMMARY

Next, Adam introduced the panelists who would be participating on the meetings panel to answer questions and provide input surrounding housing in Corte Madera. The panelists were introduced and Dave facilitated the discussion around the following questions:

Panelist Questions

1. *We just heard from David Bergman about the high costs of housing in Corte Madera and the commuting patterns of our labor force; how do these issues affect your organization?*
2. *The development of new housing, including affordable housing, in Marin and Corte Madera could help alleviate some of these issues... but not a lot of new housing has been developed in recent years; why do you think that's the case and what potential opportunities exist to develop new housing or thoughtfully plan for housing production at all economic levels.*
3. *The Corte Madera of the future will look different than today. What strategies do you think Corte Madera could implement or rely upon to ensure that the change that will happen is positive and improves our community's quality of life?*

Main Takeaways

The following are main takeaways from the panelist responses to the questions above:

Question 1:

- Organizations currently rely on surrounding communities to provide workforce housing options to current and potential employees.
- With the geographic location of Marin, finding employees is increasingly difficult due to the lack of workforce housing.

Question 2:

- With housing projects, there is a need for coordination between stakeholders and local government departments. Therefore, to make it more attractive for developers, there should be a clear path to follow.
- For infill developers, the lack of attractive sites has deterred new development interest.
- Coordination between other agencies involved in the building process early on is needed to help determine future impacts.
- All new housing developments are held to very high design/building standards which can deter builders/developers where the baseline number of units for the project to pencil exceeds the site's capacity.
- Be thoughtful of location for new development and encourage affordable housing within proximity to transit options.



Question 3:

- Have options for staff members to live in a community they serve which builds a stronger sense of community.
- Employees that don't have to commute have time for other community benefiting activities.
- Be thoughtful of what the fabric of the bay area will look like in the future.
- Sit homes efficiently on sites that allow for families to grow while being somewhat affordable.
- Provide EV charging for every parking space in garages.
- Show thoughtful case studies of zero scaping that show how visually appealing these solutions can be, rather than just a 'cactus/dirt landscape'.

MODERATED Q&A FROM PARTICIPANTS

The remainder of the meeting was devoted to gathering input from meeting participants through a facilitated group discussion where questions were asked to panelists and the project team both verbally and through chat. Feedback was recorded by the project team and the following are main takeaways from the discussion between meeting participants, panelists and project team.

Main Takeaways

- There needs to be more inclusive outreach and engagement with seniors who would like to stay in Corte Madera but downsize from their current home which would free up housing.
- Corte Madera would benefit from public/private partnerships with an aim to solve the affordable and workforce housing problem but at the same time limit financial incentives for developers.
- Affordable and workforce housing can be achieved through building a variety of housing types such as ADU's and live/work units with residential above and work/retail below.
- With the 700 new homes being planned, the state will define the number of affordable units needed and the Town's zoning of potential sites will determine where these types of units can be located.
- Create more actionable housing objectives the Town can act on by analyzing the health of the current housing stock.
- How best can the Town monitor who benefits from affordable housing in instances where the recipient is changing jobs or works elsewhere than Corte Madera, taking the benefit away from employees working within the community the benefits are meant to serve?
 - **Response:** *Generally speaking, people that can work close to home are more likely to keep that job due to cost and time, although there will not be a 1 to 1 ratio of people that live and work in Corte Madera. While the affordable housing plans are highly monitored, the goal is for people to move out of affordable housing.*
- Are solutions such as cohousing being considered which can help address the quality of life for women and children?
 - **Response:** *Cohousing has a mixed history in US - something that is an allowable housing type that needs outside support - write down on land values. Something that is legal and could be considered an allowable use in Corte Madera.*

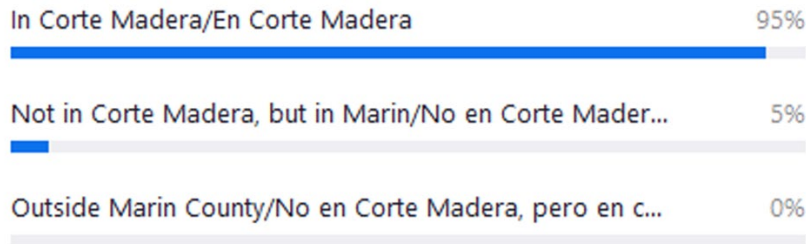


Appendix

DEMOGRAPHIC LIVE POLL RESULTS

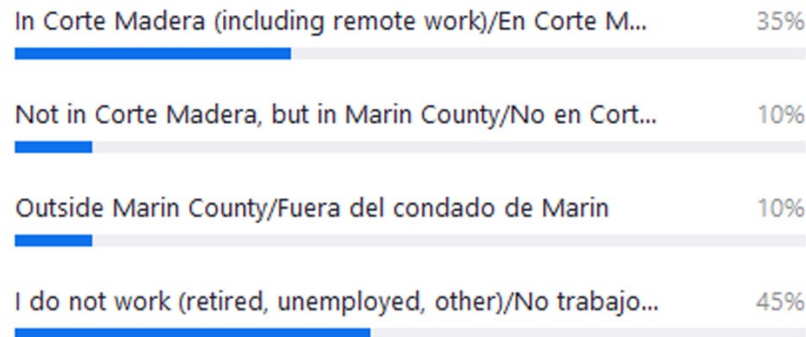
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice)

20/20 (100%) answered



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

20/20 (100%) answered





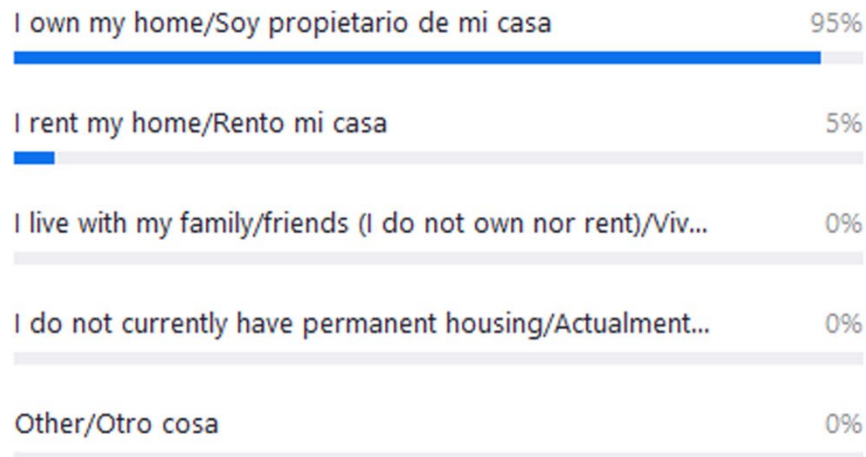
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

20/20 (100%) answered



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

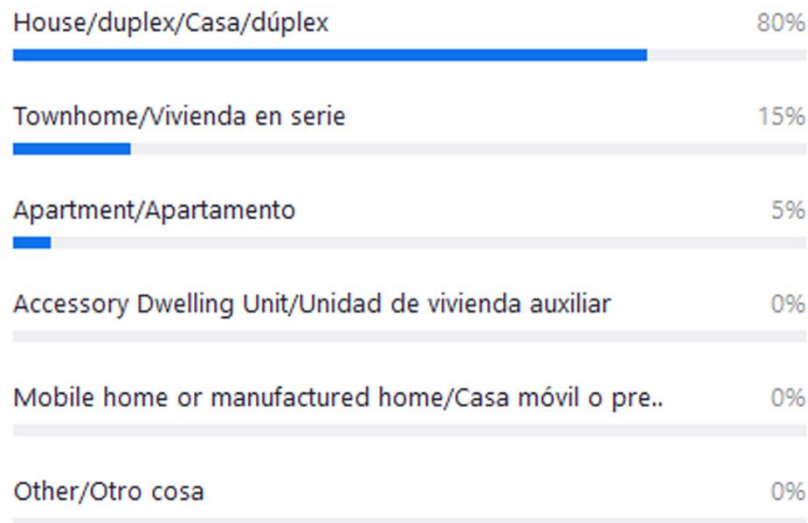
20/20 (100%) answered





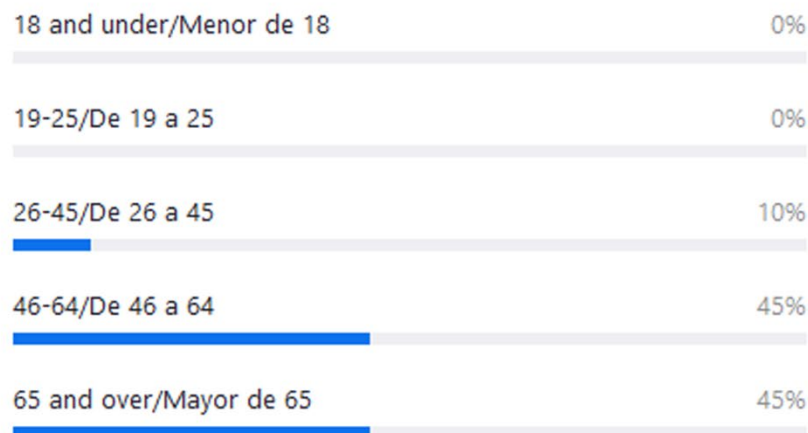
5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) *

20/20 (100%) answered



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

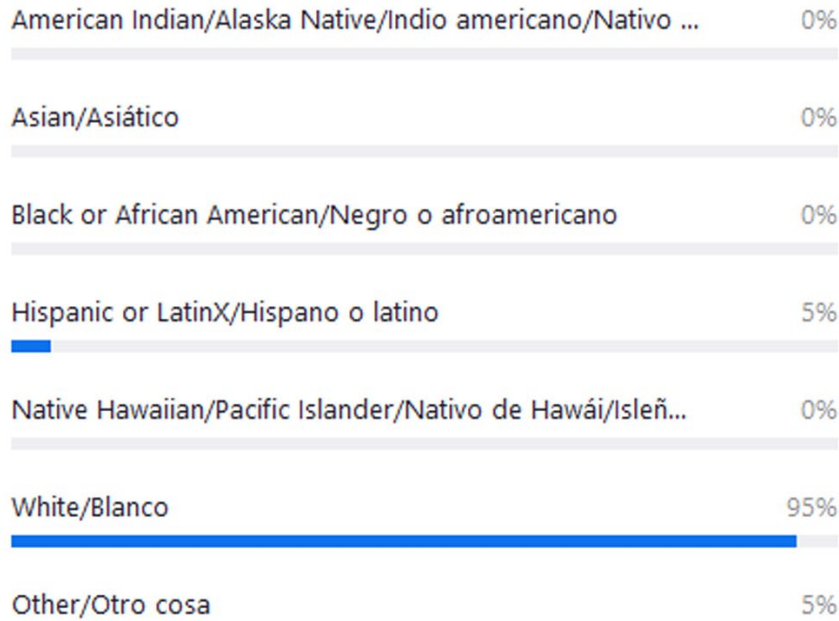
20/20 (100%) answered





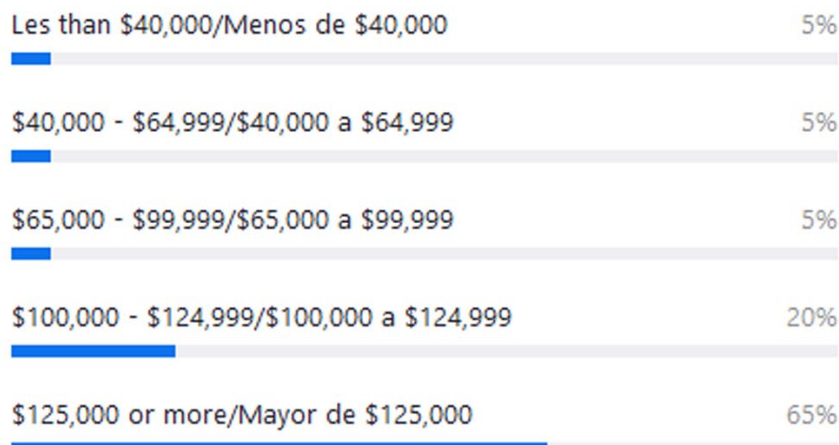
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) *

20/20 (100%) answered



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

20/20 (100%) answered





CHAT COMMENTS/QUESTIONS

- How many houses/ units are you proposing to be built and where are you planning on building them?
 - **Response:** *Next three workshops will focus on planning for new development.*
- Has there been any effort to measure/estimate housing needs for empty nesters and seniors who want / need to downsize or obtain more assistance while remaining in CM?
 - **Response:** *(See below)*
- It would be helpful to have a graphic displaying which household by ownership or rental age group has what % students in occupancy; what is their level of cost burden and income level. Ideally, it would be good to correlate to age of building stock too. This would serve several purposes including affordability fragility, determining which households are going to be more challenged when it comes to electrification efforts, etc.
- I suspect that a good portion of the jobs in CM are in the retail sector and that most of workers from outside CM work in those jobs. Those jobs experience significant amount of turnover, often less than a year. So, if the goal is to provide low-cost housing for folks who commute here to work, what type of workers who commute here are you trying to help? And how do you plan to monitor who benefits from our affordable housing if that person changes jobs and starts a job in SF. Now there stratus has changed and no longer fits the goal we are trying to achieve.
 - **Response:** *Reason is that it is hard for people to make those long commutes, and if people can work close to home they are more likely to keep that job (costs + time). Affordable housing is highly monitored, with disclosure of taxes and information that you have to share every year to re-certify to keep tax credit. Threshold where people can no longer live in affordable housing. Hope that people do move on and graduate.*
 - **Adam:** *Not going to have a 1 to 1 ratio for people that live/work in CM.*
- Excellent point. Also, as we have this conversation, is there an output of what are the top challenges/priorities to be solved for? (specifically). Solutions then match the priorities...
- Any consideration of cohousing to address housing needs for a diversity of HHs? Also cohousing can address needs of working mothers, a key demographic to address quality of life for women and children.
 - **Response:** *Cohousing has a mixed history in US - something that is an allowable housing type that needs outside support - write down on land values. Something that is legal and could be considered a allowable use in CM.*
- Every county has to step up to add more dwelling units for the people working in our communities.
- What is the status of SB6 and could that be a solution?
- As a provider of housing assistance (rental assistance, homeless outreach) Community Action Marin has an interest in the development of more affordable housing in all communities in Marin County. We know that the majority of our unhoused population have roots in Marin and would prefer to remain the communities where they have connections. We would love that every Marin community provided opportunities for low-income residents to remain within our community
- I echo Cheryl's question, which coincidentally was the same question that was asked during the previous Housing Element effort.
- Seniors could thrive in a setting like the North Hollywood Artists Colony:
<https://www.nohoseniorartscolony.com/>
- What is that threshold (roughly)?



- We can't really talk about affordable housing until we address the need for a livable wage, and hold the corporations/ agencies/ institutions that hire these lower wage workers accountable. What are your thoughts on this?
- This NYT video sums up how hypocritical we are. We espouse progressiveness and then block affordable housing for the people who work in our community.
<https://www.nytimes.com/video/opinion/100000007886969/democrats-blue-states-legislation.html?playlistId=video/opinion>
- <https://www.nytimes.com/2021/10/22/opinion/cohousing-mothers-pandemic-community.html?referringSource=articleShare>
- What about having temporary salary supplements for teachers and staff with lower salaries (due to their junior status). If businesses and schools set aside money for housing differentials, they can attract new hires.
- ADU's!
- I am in support of affordable homes for people with disabilities.
- Can you clarify the process from here forward?