



CORTE MADERA HOUSING ELEMENT UPDATE

Community Workshop #3 Summary

December 8, 2021, 6:30-8:00pm

The purpose of the Housing Element Update Community Workshop #3 was to kick-off discussions around the potential housing opportunity sites and gather feedback from meeting participants on how suitable each of these sites are for new housing. Feedback received will inform the content of future outreach events and will help refine the final site selection and guide the Housing Element Update.

The community meeting was held via Zoom on Wednesday, December 8, 2021 from 6:30-8:00 pm and was facilitated by Town staff and the consultant team. All materials were made available in both English and Spanish and posted on the project website prior to the meeting. Approximately 40 members of the public attended. The format of the meeting is described in the agenda below:

1. Welcome & Introductions
2. 2015-2023 Corte Madera Housing Element & Recent Housing Production
3. Planning Framework for New Housing Opportunities
4. Property Owner Perspectives
5. Potential Housing Opportunity Sites & Polling Questions
6. Wrap up & Next Steps

ATTENDANCE

Meeting participants: Approximately 40 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



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, Martha Battaglia presented an overview of the 2015-2023 Housing Element Update and discussed some of the recent housing projects built in Corte Madera. Adam then gave a presentation about the planning framework and selection process for the housing opportunity sites. After the presentation, several property owners (Craig McClean, Sebastyen Jackovics & Jon Stoeckly) provided some insight and perspective surrounding housing opportunities in Corte Madera. Next, Adam presented the potential housing opportunity sites and gave a brief overview of each site's location and properties. The following is a summary of the live demographic poll that was administered at the beginning of the meeting:

Demographic Live Poll *(full results in the appendix)*

- 1. Where do you live? (select one)**
 - 86% live in Corte Madera
 - 10% live in Marin County but not in Corte Madera
 - 5% live outside of Marin County

- 2. Where do you work? (select one)**
 - 33% work in Corte Madera (including remote work)
 - 24% work in Marin County, but not in Corte Madera
 - 29% work outside of Marin County
 - 14% do not work (retired, unemployed, other)

- 3. Which of the following describes why you decided to attend tonight's workshop? (select all that apply)?**
 - 33% want to know more about housing in Corte Madera
 - 29% want to support more housing development in Corte Madera
 - 38% are concerned about more housing development in Corte Madera
 - 29% want to know more about the Housing Element Update Process

- 4. What is your housing situation?**
 - 100% own my home

- 5. What type of housing do you live in?**
 - 95% House/duplex
 - 5% Other

- 6. What is your age?**
 - 19% 26-45
 - 48% 46-64
 - 33% 65 and over

- 7. Race and Ethnicity: (may select more than one)**
 - 95% White
 - 5% Other

- 8. Which bracket best describes your household income?**



- 10% \$40,000 to \$64,999
- 5% \$65,000 to \$99,999
- 19% \$1000,000 to \$124,999
- 67% \$125,000 or More

SMALL GROUP SITE ANALYSIS DISCUSSION SUMMARY

Following the presentation portion of the workshop, Dave guided meeting participants through a polling exercise to gather feedback on each potential site and whether it was suitable for housing. The results of the online poll are below.

Potential Housing Opportunity Sites Poll Results *(full results in the appendix)*

Site 1: 601 Tamalpais Drive

- Suitable: 57%
- Somewhat suitable: 26%
- Neutral: 11%
- Somewhat not suitable: 0%
- Not suitable: 6%

Site 2: 41 Tamal Vista Blvd.

- Suitable: 83%
- Somewhat suitable: 6%
- Neutral: 3%
- Somewhat not suitable: 0%
- Not suitable: 9%

Site 3: 400 & 500 Tamal Plaza

- Suitable: 56%
- Somewhat suitable: 24%
- Neutral: 9%
- Somewhat not suitable: 6%
- Not suitable: 6%

Site 4: 10 Fifer Avenue/110 Nellen Avenue/150 Nellen Avenue

- Suitable: 64%
- Somewhat suitable: 17%
- Neutral: 8%
- Somewhat not suitable: 3%
- Not suitable: 8%

Site 5: 111 Lucky Drive

- Suitable: 76%
- Somewhat suitable: 12%
- Neutral: 9%
- Somewhat not suitable: 0%
- Not suitable: 3%



Site 6: 1400 Redwood Avenue

- Suitable: 69%
- Somewhat suitable: 11%
- Neutral: 6%
- Somewhat not suitable: 3%
- Not suitable: 11%

Site 7: 5804 Paradise Drive

- Suitable: 56%
- Somewhat suitable: 24%
- Neutral: 9%
- Somewhat not suitable: 3%
- Not suitable: 9%

Site 8: 5750 Paradise Drive

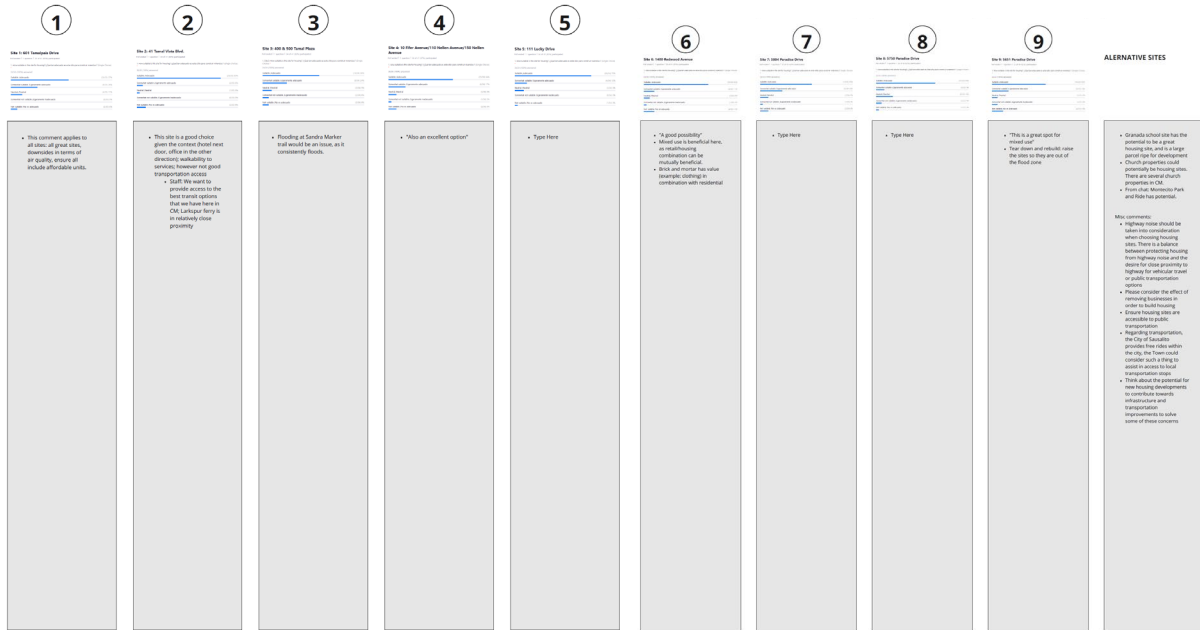
- Suitable: 64%
- Somewhat suitable: 9%
- Neutral: 18%
- Somewhat not suitable: 6%
- Not suitable: 3%

Site 9 : 5651 Paradise Drive

- Suitable: 58%
- Somewhat suitable: 18%
- Neutral: 6%
- Somewhat not suitable: 6%
- Not suitable: 12%

Prior to breaking into small groups, Dave gave an overview of the meeting room logistics and then opened the rooms which participants were randomly assigned. A facilitator and note taker were assigned to each breakout room.

The remainder of the meeting was devoted to gathering site selection 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 housing opportunity sites presented. The summary below provides a high-level overview of themes that emerged from these small group discussions. The numbers in parenthesis indicate the number of breakout rooms in which the referenced comment was expressed.



Example of notes taken on virtual whiteboard during the small group discussion

Main Takeaways

General Comments/Questions

- Desire to locate housing sites in close proximity to public transportation. (2)
- Consider the impacts of removing retail and commercial services and replacing them with housing. (2)
- Develop mixed use commercial & residential units in areas within a floodplain, allowing for commercial or parking on the lower level and residential above. (2)
- With new housing, comes the additional need for other services (schools, retail, police/fire) (1)
- Consider utilizing greywater recycling and rainwater capture as a solution for non-potable water usage. (1)
- Highway noise should be taken into consideration when choosing housing sites but allow for easy highway access for vehicular travel and/or public transportation options. (1)
- New housing developments can contribute towards infrastructure and transportation improvements. (1)
- Prioritize the use of Accessory Dwelling Units (ADU’s) which would provide less traffic impacts. (1)
- Consider larger properties with underutilized parking lots, to allow for residential units in place of parking. (1)

Site 1: 601 Tamalpais Drive

- The gas station could benefit from an upgrade. (1)
- Great site for senior housing because of walkability and access to nearby services. (1)

Site 2: 41 Tamal Vista Blvd.

- This site is a good choice given the context (hotel next door, office in the other direction); walkability to services. (1)
- This site lacks transportation access. (1)



Site 3: 400 & 500 Tamal Plaza

- Flooding at Sandra Marker trail would be an issue, as it is susceptible to flooding. (1)
- Currently there are long term tenants with 10-year leases in the buildings. (1)
- Could support changing zoning, but unlikely to develop housing in next 8 years. (1)

Site 4: 10 Fifer Avenue/110 Nellen Avenue/150 Nellen Avenue

- Great site, property owner wants to keep the fitness component. (1)
- Ideal for a community pool and rec center as a community benefit. (1)
- Property owner in support of housing if done so in a creative way. (1)

Site 5: 111 Lucky Drive

- None

Site 6: 1400 Redwood Avenue

- Mixed use plan is proper goal for this site. (2)
- The site has walkable potential with stores and services in the area. (1)
- Changing this site into housing would change character. (1)
- Largest site and seems would have the most space. (1)
- Secondary priorities include traffic flow and parking. (1)
- This site has easy access to freeway and support the mall, which provides tax revenue. (1)

Site 7: 5804 Paradise Drive

- None

Site 8: 5750 Paradise Drive

- None

Site 9 : 5651 Paradise Drive

- Allow for mixed use commercial/residential which would remove residential out of the flood zone. (1)

Alternative Sites

- The Granada school site has the potential to be a housing site and is a large parcel ripe for development. (1)
- Underutilized church properties could potentially be housing sites. (1)
- The Montecito Park and Ride has potential for some housing. (1)
- If retail was to be removed, it would be hard to drive for certain services and needs. (1)



Appendix

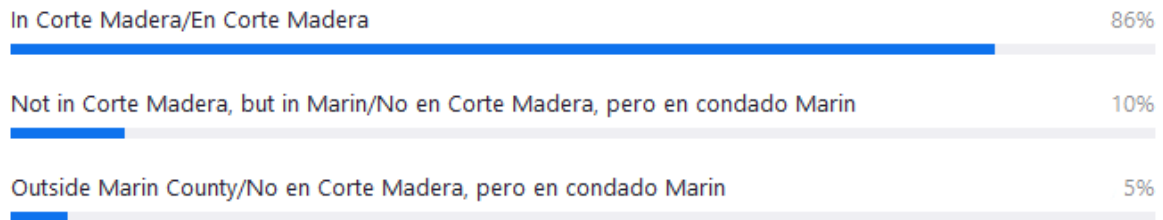
DEMOGRAPHIC LIVE POLL RESULTS

Demographics

Poll ended | 8 questions | 21 of 34 (61%) participated

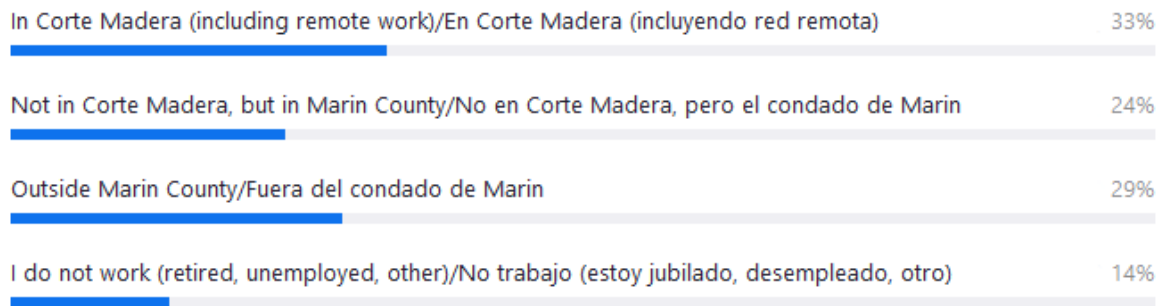
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) *

21/21 (100%) answered



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

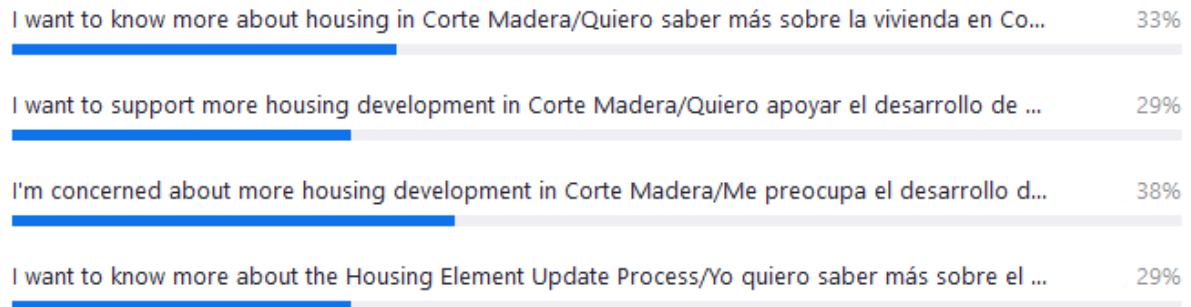
21/21 (100%) answered





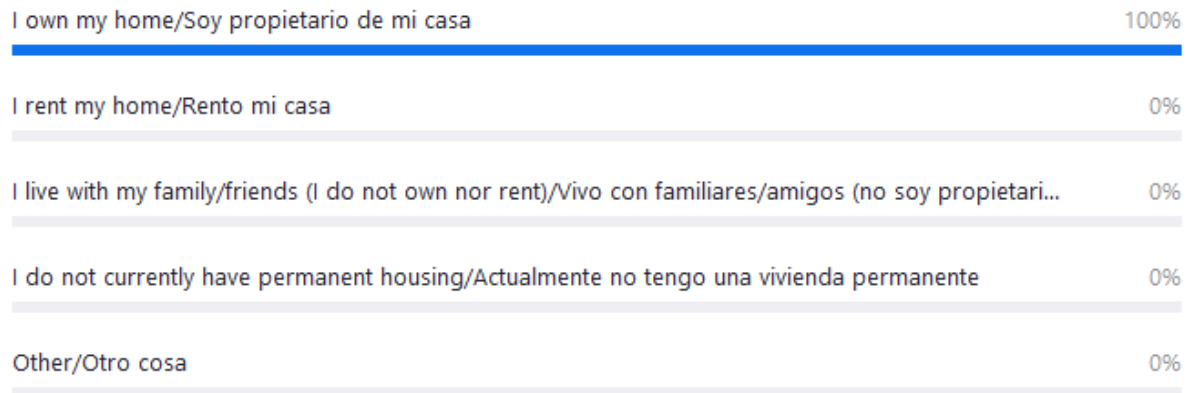
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

21/21 (100%) answered



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

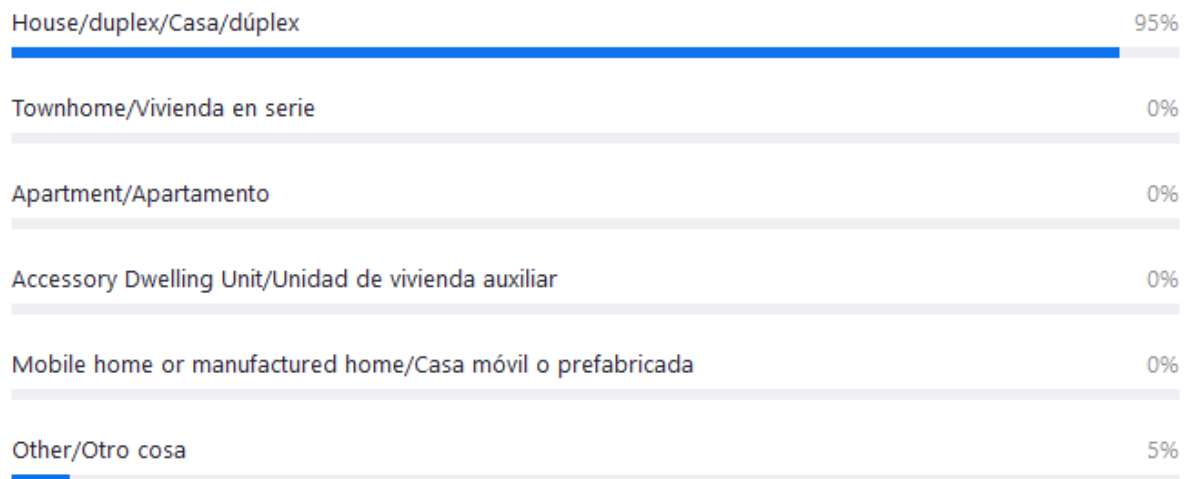
21/21 (100%) answered





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

21/21 (100%) answered



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

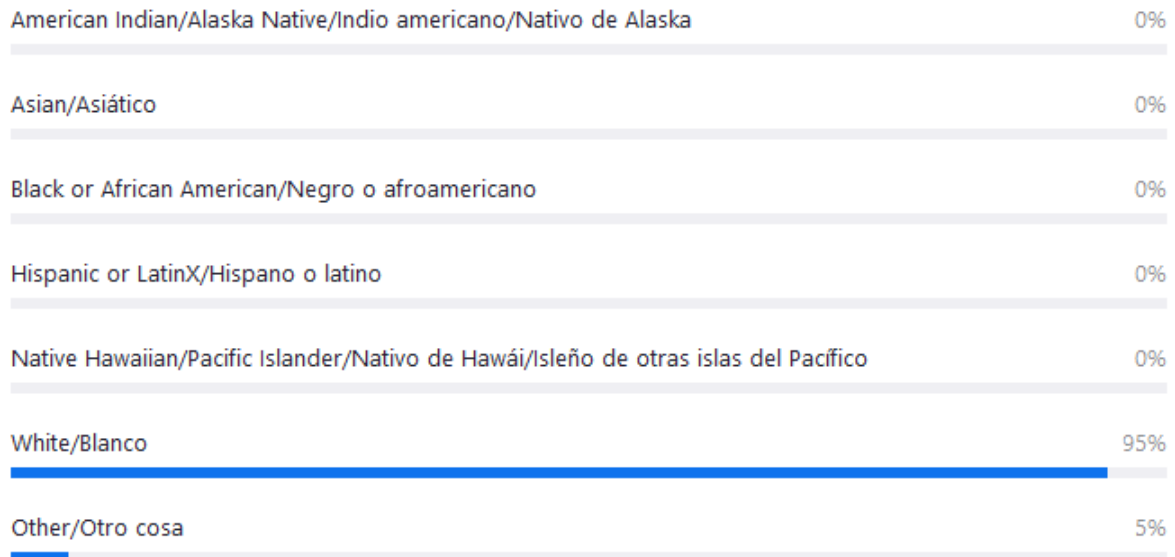
21/21 (100%) answered





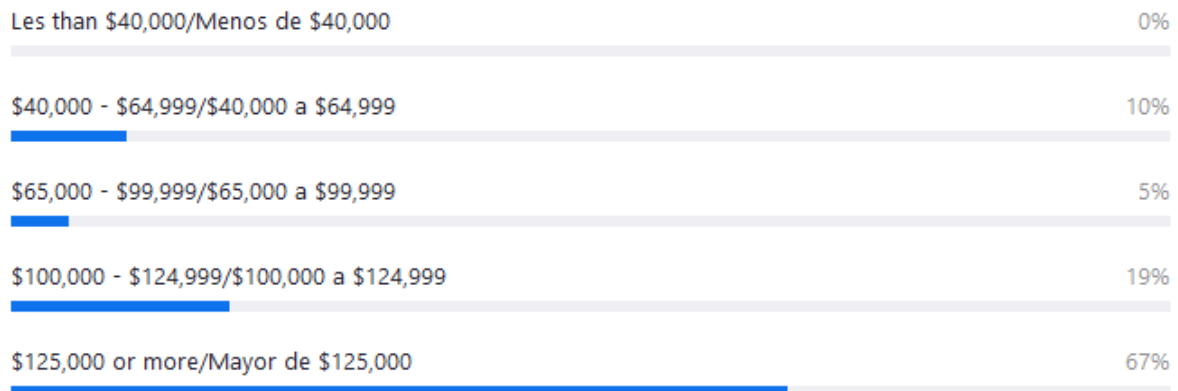
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) *

21/21 (100%) answered



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

21/21 (100%) answered





POTENTIAL HOUSING OPPORTUNITY SITES POLL RESULTS

Site 1: 601 Tamalpais Drive

Poll ended | 1 question | 35 of 41 (85%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

35/35 (100%) answered



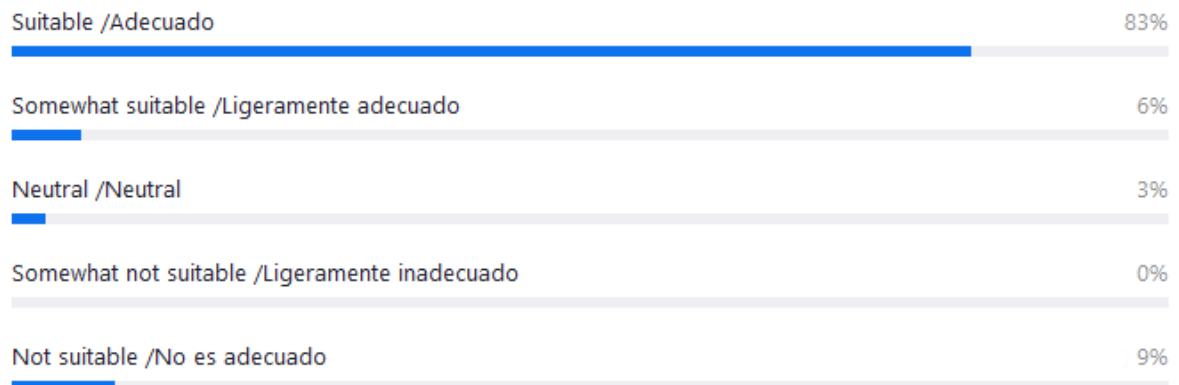
Site 2: 41 Tamal Vista Blvd.

Poll ended | 1 question | 35 of 41 (85%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

35/35 (100%) answered





Site 3: 400 & 500 Tamal Plaza

Poll ended | 1 question | 34 of 41 (82%) participated

1. Site 3: How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice) *

34/34 (100%) answered



Site 4: 10 Fifer Avenue/110 Nellen Avenue/150 Nellen Avenue

Poll ended | 1 question | 36 of 41 (87%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice) *

36/36 (100%) answered





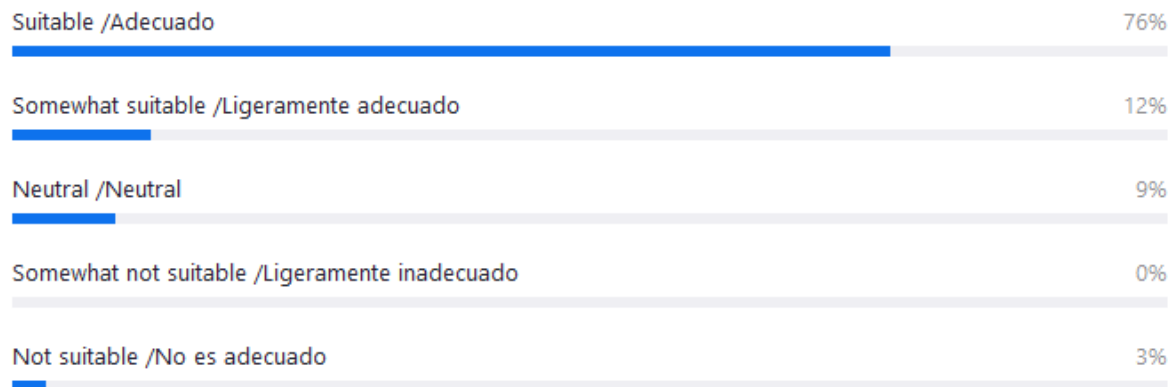
Site 5: 111 Lucky Drive

Poll ended | 1 question | 34 of 41 (82%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

34/34 (100%) answered



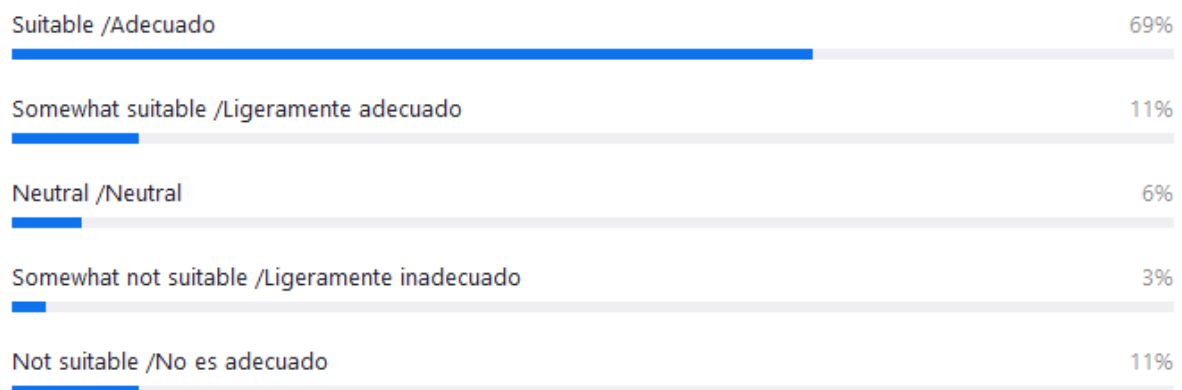
Site 6: 1400 Redwood Avenue

Poll ended | 1 question | 36 of 41 (87%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

36/36 (100%) answered





Site 7: 5804 Paradise Drive

Poll ended | 1 question | 34 of 41 (82%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

34/34 (100%) answered



Site 8: 5750 Paradise Drive

Poll ended | 1 question | 33 of 40 (82%) participated

1. How suitable is this site for housing? /¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

33/33 (100%) answered





Site 9: 5651 Paradise Drive

Poll ended | 1 question | 33 of 40 (82%) participated

1. How suitable is this site for housing? / ¿Qué tan adecuado es este sitio para construir viviendas? (Single Choice)

*

33/33 (100%) answered



ROOM 1 - MAIN ROOM

Number of votes

Percentage



1	2	3	4	5
<p>1</p> <p>5651 Paradise Drive 2.5 acres 2019 100% residential (R-100)</p>	<p>2</p> <p>4774 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>3</p> <p>5851 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>4</p> <p>5700 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>5</p> <p>5951 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>
<p>6</p> <p>5651 Paradise Drive 2.5 acres 2019 100% residential (R-100)</p>	<p>7</p> <p>5700 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>8</p> <p>5851 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>9</p> <p>5951 Paradise Drive 1.5 acres 2019 100% residential (R-100)</p>	<p>ALTERNATE SITE</p> <p>5651 Paradise Drive 2.5 acres 2019 100% residential (R-100)</p>



ROOM 2
Housing Element
Opportunity Sites



1	2	3	4	5
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft

ROOM 3
Housing Element
Opportunity Sites



1	2	3	4	5
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft
1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft	1000-1000 sq ft



CHAT COMMENTS

- Have the sites for development been identified yet? If so, has an E.I.R. been done yet? Also, what is the average amount of units/year that you are planning on building?
- Test the chat – name one word to describe living or working in Corte Madera:
 - Space
 - Scenic
 - Hometown fun!
 - Home
 - breathing room!
 - Beautiful
 - Gratifying
 - Tranquil
 - open space
 - Home
 - Small town feel
 - Pleasant
 - Green grass
- Could you elaborate on the financing issues that impact the property owned by the city on Tamalpais?
- When the village was approved there was an agreement to include housing for workers on the northern end; can that be resurrected?
- ^ I'm curious about that too
- I like all of these locations for housing. Good job, staff!
- I agree Pat
- I agree also
- Adam, could you speak to these potential sites relative to sea level rise?
- Love this kind of democracy
- As a resident of a home adjacent to the freeway what about air quality?
- That is my concern about all of these sites. Lower income people so often end up living near freeways and studies show that their kids have more asthma.
- As we move to accelerated adoption of electric vehicles consistent with state climate change policy, the air quality issue is mitigated to a greater degree.
- Is there a list of town owned parcels?
- We also do not have adequate public transportation for any of these sites.
- Where best to have that larger conversation? Here or town council?
- Hi Adam, when will you be willing to let residents share?
- thank you to staff---so well done in this interactive format. impressed. totally slick.
- Will you be sending out the survey to all residents/home-owners in CM?
- Another potential site is one David Kunhardt mentioned years ago, is the parking lot on the north side of Town Square opposite Menke Park