

CORTE MADERA HOUSING ELEMENT UPDATE

Community Workshop #5 Summary

February 9, 2022, 6:30-8:00pm

The purpose of the Housing Element Update Community Workshop #5 was to review the site analysis that informed the selection of housing opportunity sites. In addition, staff addressed issues raised by community members at prior workshops. Community participation was prioritized; time was provided at the end of each section for feedback and a half hour was dedicated to group discussion to gather input from meeting participants on the identified housing opportunity sites and proposed densities. Feedback received will inform the content of future outreach events and will help refine the final site densities and guide the Housing Element Update.

The community meeting was held via Zoom on Wednesday, February 9, 2022, 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 25 members of the public attended. The format of the meeting is described in the agenda below:

1. Welcome & Introductions
2. Site Inventory Plan: Meeting Corte Madera's RHNA
3. What We've Heard: Review of Community Feedback
4. Discussion on Opportunity Sites
5. Wrap up & Next Steps

ATTENDANCE

Meeting participants: Approximately 25 attendees

Town Staff

- Adam Wolff
- Martha Battaglia

Consultant Team

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

WORKSHOP SUMMARY

Adam Wolff and Dave Javid opened the meeting by welcoming attendees, giving an agenda overview, and opening the demographics poll (see results below). After the poll closed, Martha presented an overview of Corte Madera's criteria and analysis for and selection of housing opportunity sites. Conceptual site plans and pictures of buildings were used to illustrate the proposed density ranges. Adam then gave a presentation about community feedback received to date regarding site selection in relation to the following themes: traffic, flood protection and sea level rise, and water resources. Adam and Dave then facilitated a group conversation using discussion prompts to gather feedback on the housing opportunity sites.

The following is a summary of the live demographic poll that was administered at the beginning of the meeting:

Demographics 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)**
 - 27% work in Corte Madera (including remote work)
 - 18% work in Marin County, but not in Corte Madera
 - 0% work outside of Marin County
 - 55% do not work (retired, unemployed, other)

- 3. Which of the following describes why you decided to attend tonight's workshop? (select all that apply)**
 - 27% want to know more about housing in Corte Madera
 - 55% want to support more housing development in Corte Madera
 - 27% are concerned about more housing development in Corte Madera
 - 18% want to know more about the Housing Element Update Process

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

- 5. What type of housing do you live in?**
 - 100% House/duplex

- 6. What is your age?**
 - 9% 26-45
 - 18% 46-64
 - 73% 65 and over

- 7. Race and Ethnicity: (may select more than one)**
 - 100% White

- 8. Which bracket best describes your household income?**
 - 18% \$40,000 to \$64,999
 - 9% \$65,000 to \$99,999

- 18% \$100,000 to \$124,999
- 55% \$125,000 or More

GROUP DISCUSSION SUMMARY

Following the presentation portion of the workshop, Dave and Adam offered the discussion prompts listed below to encourage a group conversation about the housing opportunity sites and proposed densities. Adam facilitated the conversation and a note taker from the project team recorded all comments recorded verbally and through chat along with questions with responses the project team offered. Feedback was recorded on a spreadsheet (see snapshot below). The summary below provides a high-level overview of themes that emerged from this group discussion, related to the meeting participants' input.

Discussion Prompts

- What do you think of our strategy for meeting RHNA?
- What do you think of the sites that have been identified?
- What do you think of the housing unit densities proposed for each site?
- What do you think of alternatives if not satisfied?

MAIN TAKEAWAYS

Encourage developer and community partnerships to create community benefits

- Encouraged staff to mandate community benefits such as open space and recreational amenities (pools, gyms, etc.) as part of development agreements.
- Emphasized the importance of providing community amenities to support an increase in the resident population.

Provide housing dedicated to specific populations such as seniors and workforce


- Encouraged the Town staff to seek partnerships that could support the development of workforce housing for the people that work in Corte Madera, but can't afford to live here.
- Encouraged the Town staff to seek partnerships that would provide senior housing.

Approval expressed for the planning process

- Impressed with the overall planning effort, and expressed approval for the site analysis, proposed densities, and identification of sites.
- Satisfied that Corte Madera's small town character could be preserved while accommodating the proposed densities.
- Shared how important new housing is, and expressed hope for the proposed housing to actually be built.

Concern expressed about increased density, infrastructure, and natural resources

- Expressed concern about Corte Madera's water resources and whether they could support the increase in population that would result from RHNA mandates.
- Expressed concern about new California State laws that allow developers to eliminate parking for 100% affordable developments.



Incentivize support for smaller and flexible housing categories like ADU's and infill housing

- Encouraged the Town to propose development standards and housing policy that incentivizes ADU's, mixed-use buildings (e.g. commercial on the ground floor and housing on upper-levels), and infill housing projects.
- Expressed support for housing to be located in commercial centers (e.g. Old Town) to increase the 24 hour life of these neighborhoods.

Ensure sustainable design standards

- Expressed support for design standards that would mandate sustainable elements for new development including rain barrels, commercial rain capture, solar energy installation, and urban gardening.

Appendix

DEMOGRAPHIC LIVE POLL RESULTS

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

In Corte Madera/En Corte Madera 100%



Not in Corte Madera, but in Marin/No en Corte Madera, pero en condado Marin 0%




Outside Marin County/No en Corte Madera, pero en condado Marin 0%

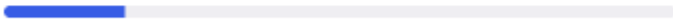


2. Where do you work?/¿Dónde trabaja? (seleccione uno) (Single Choice) *


In Corte Madera (including remote work)/
En Corte Madera (incluyendo red remota) 27%




Not in Corte Madera, but in Marin County/
No en Corte Madera, pero el condado de Marin 18%



Outside Marin County/Fuera del condado de Marin 0%

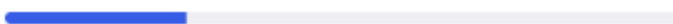


I do not work (retired, unemployed, other)/No trabajo (estoy jubilado, desempleado, otro) 55%



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) *

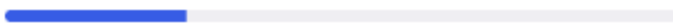
I want to know more about housing in Corte Madera/Quiero saber más sobre la vivienda en Corte Madera 27%



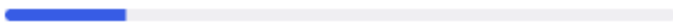
I want to support more housing development in Corte Madera/Quiero apoyar el desarrollo de más viviendas en Corte Madera 55%



I'm concerned about more housing development in Corte Madera/Me preocupa el desarrollo de más viviendas en Corte Madera 27%



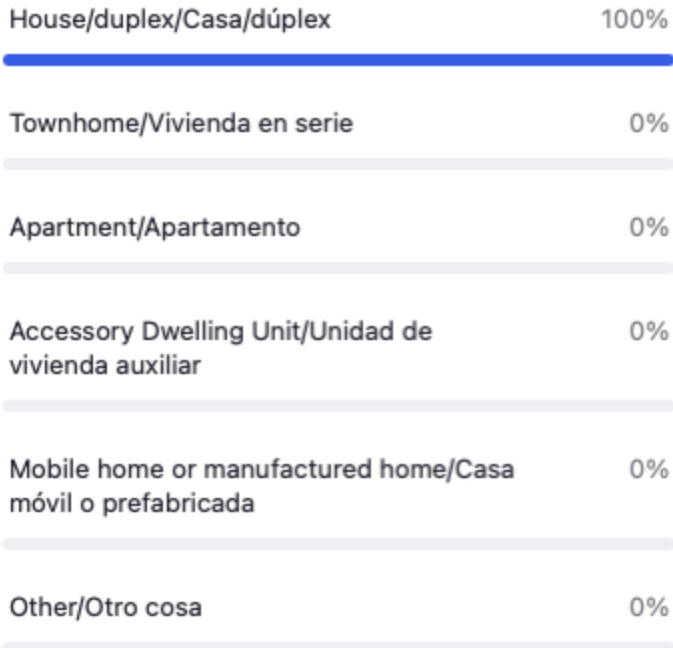
I want to know more about the Housing Element Update Process/Yo quiero saber más sobre el proceso de actualización del Elemento de Vivienda 18%



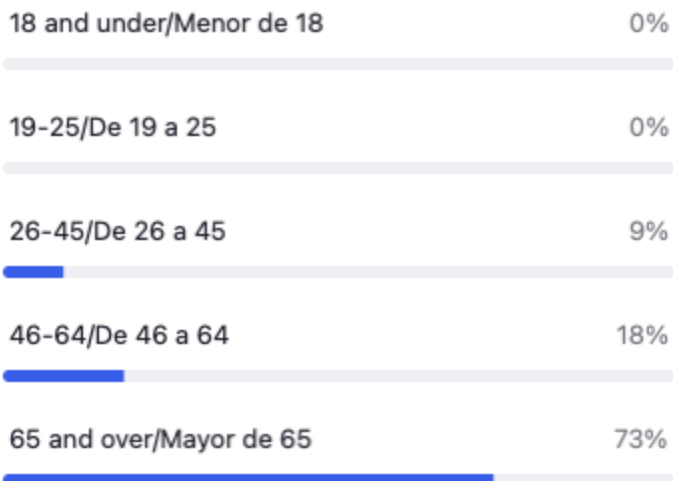
4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) *



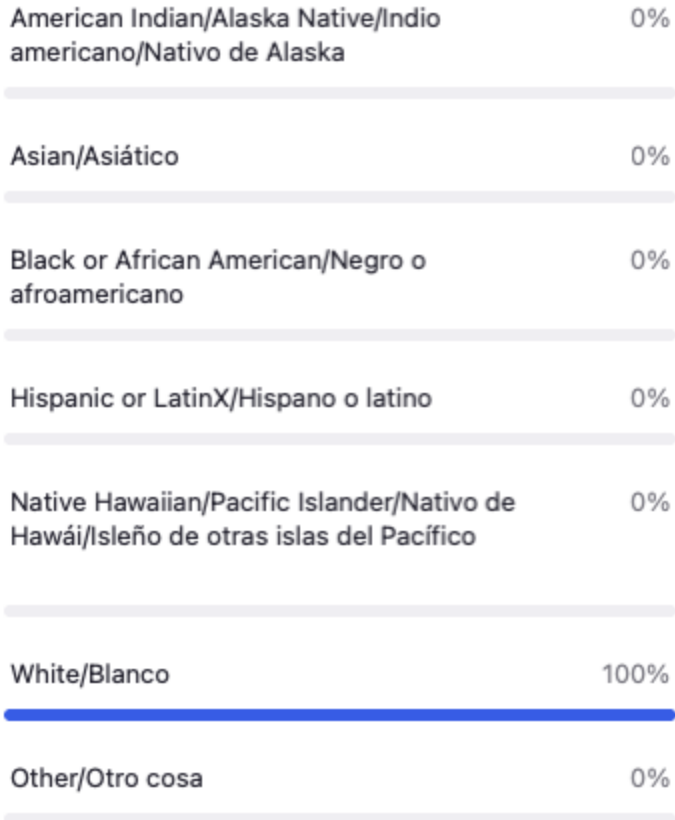
5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) *



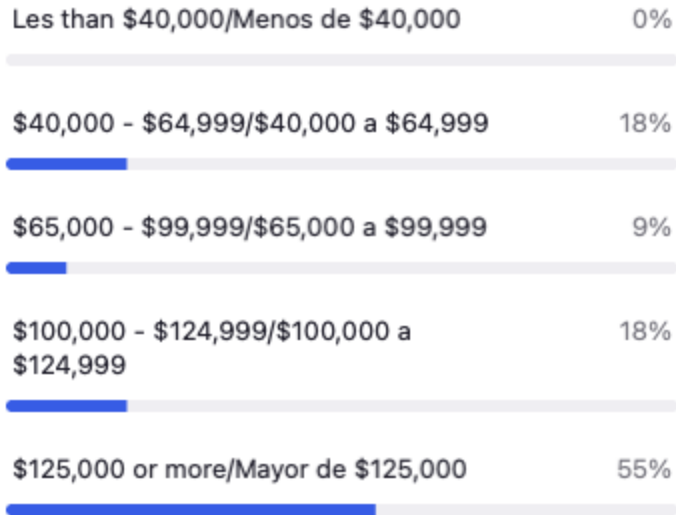
6. What is your age?/¿Qué edad tiene? (Single Choice) *



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) *



CHAT COMMENTS

Below is a transcript of the chat comments, with responses by the project team as recorded in the chat in *italics*.

- What changes were made to the site choices since last mtg/based on feedback?
 - *Response: We will discuss later in the presentation... but we have not made changes to the sites or densities as we didn't hear that there were specific alternatives we should pursue. Please make suggestions this evening if you have ideas for ways to modify our proposal while still meeting RHNA requirements... Thanks for joining.*

- I'm very interested in learning how it might be possible to help promote a developer/community partnership, where the community gets amenities in exchange for approval. In Terra Linda, 190 units were just approved, supported by neighbors because they offered up a 5000 sq ft grocery store and a 5000 sq ft community center. How can our Town take initiative to make this happen?
 - *Response: Thanks for this pertinent comment; what we are trying to do through this process is be proactive. We are informing rather than responding to development. Developers do ask what is important to the town, but we won't know financially what's possible until pro-formas are completed... It is a conversation between the property owner and the town and the community.*

- What if the town doesn't meet the proposed numbers?
 - *Response: There are more potential penalties and legal action for cities that don't obtain compliance. Potentially loss of funding for transit improvements and other infrastructural improvements, more and more state funding is tied to housing compliance.*

- Could you explain how sites along Tamalpais/Old Square a,b,c,d are being considered?
 - *Response: The alternative sites are small in size, together they wouldn't allow us to eliminate the other sites, so they aren't central to meeting the RHNA. There are policies we could consider to encourage infill housing.*

- All these sites and concepts are overpopulated and the buildings ugly!
- Just please don't turn Tamalpais Drive into an East Blithedale nightmare!
- No way, you need at least 2 lanes going right or it will become MV E.Blithedale traffic
- What was the percent occupancy at that point; my recollection was low % (in reference to Tam Ridge development)
 - *Response: Study was at pre-occupancy and 90% occupancy.*

- Afternoon peak hours are much longer. It's more like 3-5:30pm.
 - *Response: We see traffic peak around school drop-off/pick up; Paradise Drive has seen an increase in single occupancy vehicle traffic because of the pandemic since the private schools (i.e. Marin Country Day) haven't been able to operate their buses.*

- Other towns are continuing with additional appeals, correct? If yes, why are we not?
 - *Response: The Final RHNA Plan was adopted by ABAG in December. There are no more appeals.*

- Yeah appeals are not an option. Plus, we need this housing badly.
- Rain barrels/commercial rain capture should be mandatory. And how about solar? And urban gardening options?
 - *Response: As of January 2021, the California Building Code requires all new homes and multifamily development three stories or less to include solar.*
- I think the sites selected and the densities are excellent! This makes me proud to be a resident of CM.
- Do ADU units count towards this mandate?
 - *Response: Yes, ADUs count. The projected number of units must take into account past production. We believe we can count 80-100 ADUs toward our RHNA requirement.*
- Best part about cost of Buena and Meadow suite is it's not in the floodplain
- We can definitely do this!
- How does larkspur do this so well?
- I agree with Steve! How many times are we going to go through this? How dense is our community going to become?
- What about Bed bath & Beyond? Is that staying?
- Please reframe --- the interest is in improving our community offerings versus maintaining them. It is important to clarify this. thank you
- Looking forward to hearing more about how Corte Madera can leverage our housing approvals for projects that offer up wanted and needed community amenities. Also about having some designated senior housing, and what it would take to have some designated workforce housing. Can we invite the developers in again to see if there's interest in working with the Town on a public private partnership. One thing to note about community facilities and housing combo: it beautifully meets the new fair housing rules that we heard about recently from the county. Thank you all for all your efforts. Let us know what we can do to help.

VERBAL COMMENTS

Below is a transcript of the verbal comments, with responses by the project team in *italics*.

- It is gratifying to see how much work has been done and to see how the housing would look on the lots. I am interested in the 3 Jackovics parcels and the stated interest in providing recreational amenities. Can Corte Madera incentivize developments so there is something in it for the community?
 - *Response: A certain % of housing has to be affordable, which is a public benefit in its own right. Currently this requirement is 25%, which is the highest in Marin; we are hearing that if we ask for more we may preclude housing from being developed. Ultimately, the finances have to work for the private developer. We have to be considerate of creating too many barriers to housing; this is one of the reasons we invite developers to be part of the conversation.*
- What are the possibilities for dedicated workforce housing? San Rafael was doing a project like that. Also we have no housing designated for seniors? How can we make things happen despite being a small community without a community development department?
 - *Response: Much of this is developed through partnerships and facilitated through matchmaking between a non-profit developer and a property owner.*

- Could you explain how sites along Tamalpais/Old Square a,b,c,d are being considered? For example the Park Madera Center with upper level housing could produce some numbers. I am interested in well-designed small infill projects that would increase the 24 hour life in Old Town. There might be a need for some neighborhoods for an “in-between” category of housing like ADU's that are contributory. Perhaps the City could consider some development standards that could contribute more housing.
 - *Response: Park Madera Center is constrained currently by some of the funding associated and lease arrangements. There are some other stakeholders interested in other uses for the Center. There will be a conversation about policy down the road to encourage different uses for Park Madera Center, for example we want to engage the town in an exercise to better understand how housing might be part of a redevelopment plan. We anticipate this may contribute to the 2031 Housing Element Update cycle.*

- I have attended all Housing Element meetings, and I feel that Corte Madera density is climbing; we are potentially going over the RHNA amount. The need for wonderful community spaces is critical. We have a tax base, and we have pathetic community offerings. We should continue to focus on open space and our overall beautification plan.

- I agree we need open space, but I also like our small town flavor and don't want things to get out of hand. You can't put a bunch of high density housing in a little town and still keep that flavor. Is Macy's going away?
 - *Response: We are seeing a trend that malls are being redeveloped at higher-density mixed-use sites. Retail in general is changing from a brick and mortar model.*

- In Old Town Square we almost raised heights in the past, which would have wiped out historic character. There are new state laws that don't require on-site parking if the development is 100% affordable housing, which means there is parking on the side streets and this is a problem on Willow and Redwood. We need to be careful about adding housing without parking.

- What about putting this on the ballot? We don't have the water and resources for more units and more people.
 - *Response: The reality is this will take time to develop and the time that it takes to build projects means you won't see these units overnight. If it's managed properly we can address housing needs and natural resources.*