



THE TOWN OF  
Corte Madera  
*California*

***WE NEED YOUR HELP!***



## **SAVE THE DATE!** Virtual Community Workshops

**October 13, 2021** | 6:30pm

*Introduction to the Housing Element Update*

**November 10, 2021** | 6:30pm

*Corte Madera Housing: Existing Conditions, Opportunities & Constraints*

**December 8, 2021** | 6:30pm

*Potential Housing Development Sites in Corte Madera*

**January 12, 2022** | 6:30pm

*Planning for 700 + Homes I*

**February 9, 2022** | 6:30pm

*Planning for 700 + Homes II*

**March 9, 2022** | 6:30pm

*Next Steps: CEQA, Programs & Policies, Safety Element*

***\*Note: Date and topics subject to change***



**HELP US PLAN FOR  
700+ NEW HOMES  
IN CORTE MADERA**

### **CONTACT**

Adam Wolff, Director of Planning and Building  
housingplan@tcmmail.org | 415-927-5064

For more information, visit:  
**[www.cortemaderahousing.org](http://www.cortemaderahousing.org)**

*Para información en español, por favor envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)*



***Where should new housing go? How can we make sure it fits in? And how can the Town's housing policies support broader goals for a thriving economy and a more equitable and resilient community?***

Every eight years, the Town of Corte Madera is required to update its housing policies and plans to accommodate housing needs and address barriers to housing production. The Town is not required to build housing, but must ensure that its regulations enable development of housing affordable to all economic segments of the community. As part of the current update to our housing plan (also known as the Housing Element), the Town needs to plan for the construction of more than **700 new homes** over the next decade.

The Town will be holding a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies/conditions and State housing laws affecting the Town. Additionally, **the workshops will allow participants to help determine the best sites for new housing and the relative size of new buildings at those locations.** The community's input is critical to the success of the Housing Element and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information.



**Town of Corte Madera**  
300 Tamalpais Drive  
Corte Madera, CA 94925

To:



# HELP US PLAN FOR 700 + HOMES IN CORTE MADERA

*Where should new housing go? How can we make sure it fits in? And how can the Town's housing policies support broader goals for a thriving economy and a more equitable and resilient community?*

Every eight years, the Town of Corte Madera is required to update its housing policies and plans to accommodate housing needs and address barriers to housing production. The Town is not required to build housing, but must ensure that its regulations enable development of housing affordable to all economic segments of the community. As part of the current update to our housing plan (also known as the Housing Element), the Town needs to plan for the construction of more than **700 new homes** over the next decade.

The Town will be holding a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies/conditions and State housing laws affecting the Town. Additionally, **the workshops will allow participants to help determine the best sites for new housing and the relative size of new buildings at those locations.** The community's input is critical to the success of the Housing Element and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information.



## SAVE THE DATE!

### Virtual Community Workshops

**October 13, 2021** | 6:30pm

*Introduction to the Housing Element Update*

**November 10, 2021** | 6:30pm

*Corte Madera Housing: Existing Conditions, Opportunities & Constraints*

**December 8, 2021** | 6:30pm

*Potential Housing Development Sites in Corte Madera*

**January 12, 2022** | 6:30pm

*Planning for 700 + Homes I*

**February 9, 2022** | 6:30pm

*Planning for 700 + Homes II*

**March 9, 2022** | 6:30pm

*Next Steps: CEQA, Programs & Policies, Safety Element*

**\*Note: Date and topics subject to change**

## CONTACT

Adam Wolff, Director of Planning and Building  
[housingplan@tcmmail.org](mailto:housingplan@tcmmail.org) | 415-927-5064

For more information, visit:  
**[www.cortemaderahousing.org](http://www.cortemaderahousing.org)**  
*Para información en español, por favor envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)*





# AYÚDENOS A PLANIFICAR MÁS DE 700 VIVIENDAS EN CORTE MADERA

*¿Dónde deben ir las nuevas viviendas? ¿Cómo podemos asegurarnos de que es el lugar adecuado? ¿Y cómo puede la política de vivienda de la ciudad apoyar objetivos más amplios para una economía próspera y una comunidad más equitativa y resistente?*

Cada ocho años, la ciudad de Corte Madera está obligada a actualizar su política y sus planes de vivienda para satisfacer las necesidades de vivienda y abordar las barreras de la construcción de viviendas. La ciudad no está obligada a construir viviendas, pero debe garantizar que su normativa permita el desarrollo de viviendas asequibles para todos los segmentos económicos de la comunidad. Como parte de la actualización actual de nuestro plan de vivienda (también conocido como Elemento de vivienda), la ciudad necesita planificar la construcción de más de **700 nuevos hogares** durante la próxima década.

La ciudad celebrará una serie de seis talleres virtuales para la comunidad entre octubre de 2021 y marzo de 2022 para ofrecer la oportunidad de conocer la política y las condiciones de vivienda existentes y las leyes estatales de vivienda que afectan a la ciudad. Además, **los talleres permitirán a los participantes ayudar a determinar los mejores emplazamientos para las nuevas viviendas y el tamaño relativo de los nuevos edificios en dichas ubicaciones.** La opinión de la comunidad es fundamental para el éxito del Elemento de vivienda y le instamos a que participe. Para obtener más información, visite [cortemaderahousing.org](http://cortemaderahousing.org).



**¡RESERVE LA FECHA!**

## Talleres virtuales de la comunidad

**13 de octubre de 2021 | 6:30 p. m.**

*Introducción a la actualización del Elemento de vivienda*

**10 de noviembre de 2021 | 6:30 p. m.**

*Viviendas en Corte Madera: Condiciones, oportunidades y limitaciones existentes*

**8 de diciembre de 2021 | 6:30 p.m.**

*Posible emplazamiento para el desarrollo de viviendas en Corte Madera*

**12 de enero de 2022 | 6:30 p. m.**

*Planificación de más de 700 viviendas I*

**9 de febrero de 2022 | 6:30 p. m.**

*Planificación de más de 700 viviendas II*

**9 de marzo de 2022 | 6:30 p. m.**

*Pasos siguientes: CEQA, Elemento de Seguridad, Política y Programas*

**\*Nota: La fecha y los temas podrían cambiar**

## CONTACTO

Adam Wolff, Director de planificación y construcción  
[housingplan@tcmmail.org](mailto:housingplan@tcmmail.org) | 415-927-5064

Para obtener más información, visite:  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)





# TOWN OF CORTE MADERA HOUSING ELEMENT UPDATE

## SHARE YOUR THOUGHTS ON HOUSING IN CORTE MADERA



## SAVE THE DATE!

### Community Pop-Up Events

- **April 27th, 2022** | 12 - 4pm  
*Town Center*
- **April 29th, 2022** | 12 - 4pm  
*Nugget Market*
- **May 11th, 2022** | 7 - 8pm  
*Big Band Dance - Community Center*
- **July 4th, 2022** | 12 - 4pm  
*Town Park*
- **July 22nd, 2022** | 6:30 - 8pm  
*Movie Night - Town Park*
- **July 24th, 2022** | 4:30 - 6:30pm  
*Summer Concert Series - Menke Park*

*\*Note: Dats subject to change*

### CONTACT

Adam Wolff, Director of Planning and Building  
housingplan@tcmmail.org | 415-927-5064

For more information, visit:  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)  
Para información en español, por favor envíe un correo  
electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)





## **THE DRAFT HOUSING & SAFETY ELEMENTS WILL BE AVAILABLE SOON!**

The draft Housing and Safety Elements are anticipated to be released on July 8th for a 30 day public review period. These documents will be available on the housing webpage: [cortemaderahousing.org](http://cortemaderahousing.org).

The Town is also preparing a Draft Supplemental Environmental Impact Report (DSEIR) for the various updates, which will be released for a 45 day review period in **late August 2022**.

Learn more about the development of the Housing & Safety Elements at the housing webpage or by talking to staff at community pop-up events. Comments and questions on the draft documents can be emailed to:  
[housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)

## **Community Pop-Up Events**

- **July 4th** | 12:00 - 4:00 pm  
*Corte Madera Town Park*
- **July 22nd** | 6:30 - 8:00 pm  
*Movie Nights at Town Park*
- **July 24th** | 4:30 - 6:30 pm  
*Summer Concert Series at Menke Park*
- **August 3rd** | 12:00 - 3:00 pm  
*Town Center*

*\*Note: Date and topics subject to change*

### **CONTACT**

Adam Wolff, Director of Planning and Building  
[housingplan@tcmmail.org](mailto:housingplan@tcmmail.org) | 415-927-5064

For more information, visit:  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)

Para información en español, por favor envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)



***Where should new housing go? How can we make sure it fits in? And how can the Town's housing policies support broader goals for a thriving economy and a more equitable and resilient community?***

Every eight years, the Town of Corte Madera is required to update its housing policies and plans to accommodate housing needs and address barriers to housing production. The Town is not required to build housing, but must ensure that its regulations enable development of housing affordable to all economic segments of the community. As part of the current update to our housing plan (also known as the Housing Element), the Town needs to plan for the construction of more than **700 new homes** over the next decade. The Town has identified eleven sites and a range of policies and programs to address housing needs and issues in Corte Madera.



**Town of Corte Madera**  
300 Tamalpais Drive  
Corte Madera, CA 94925

To:

**SAVE THE DATE!**

**OCTOBER 13, 2021**

*Help us plan for 700+ new homes in  
Corte Madera*

**JOIN OUR VIRTUAL WORKSHOPS**

**OCTOBER 2021 - MARCH 2022**



THE TOWN OF  
CORTE MADERA  
MARIN COUNTY CALIFORNIA

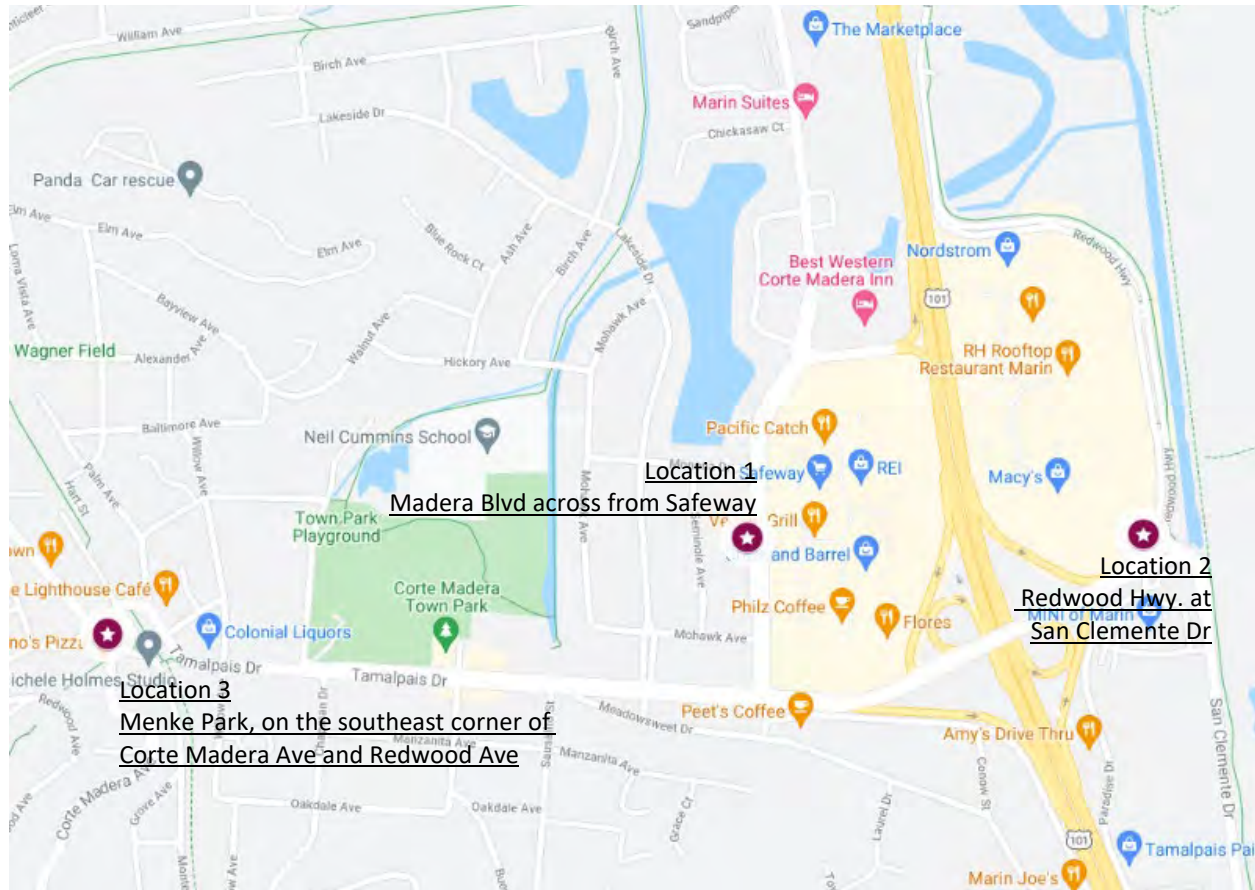
FOR MORE INFORMATION, VISIT:

**[www.cortemaderahousing.org](http://www.cortemaderahousing.org)**

Para información en español,  
envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)



## Corte Madera Housing Element Banner Locations



### Banner Schedule:

- October 6, 2021 – October 14, 2021
- November 1, 2021 – November 11, 2021
- November 29, 2021 – December 9, 2021
- January 3, 2022 – January 13, 2022
- January 31, 2022 – February 10, 2022
- February 28, 2022 – March 10, 2022

**JOIN US ON:**

**MAY 11, 2022**

*Help us shape Corte Madera's  
housing policies for the next 10 years.*

**VISIT THE WEBSITE TO PROVIDE INPUT AND  
LEARN MORE**

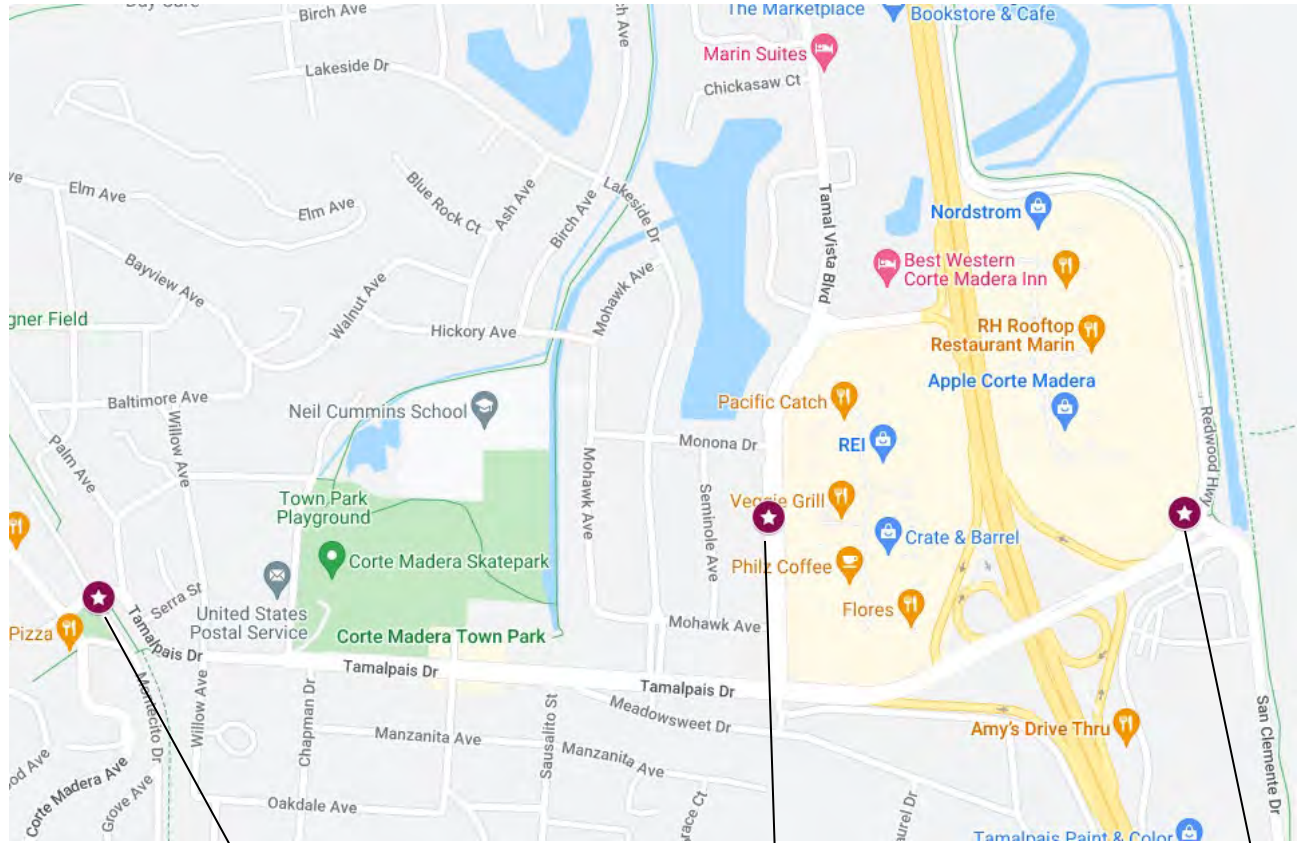
**[www.cortemaderahousing.org](http://www.cortemaderahousing.org)**

Para información en español,  
envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)



THE TOWN OF  
CORTE MADERA  
MARIN COUNTY CALIFORNIA

# Corte Madera Housing Element Banner #2 Locations



Location 1  
Madera Blvd across from Safeway\*

Location 2  
Redwood Hwy. at San Clemente Dr

\*Banner for May 4, 2022-May 11, 2022 will be installed on Redwood Ave. near Montecito Dr., south of the bus shelter

## **Focus Group Questions**

Corte Madera Housing Element Update

October 7, 2021

9:00-10:00am

### **Attendees**

- Community Stakeholder Group #1 (3 individuals)

### **Project Team**

- Christine O'Rourke
- Paul Kronser
- Rachael Sharkland

#### **1. Are there any specific groups of people who are most in need of housing in Corte Madera?**

- a. State legislative requirements are unrealistic and lack credibility; I don't see the housing element addressing people who are living in poverty; even subsidized housing is way above the poverty line. Prices are very high; we aren't providing housing for teachers, managers of shopping centers etc. I will oppose any requirement that has less than 50% affordable housing.
- b. We need housing for every single group - those who are purchasing a \$4Million home to those who are looking for a \$1500 rental; and I would like to see everyone housed.
- c. We need housing for employees, single-parent families; it's discouraging because "low-income" in Corte Madera is not low income, we are a unique and affluent area.
- d. We need housing for very low income, which should be more accurately categorized. Currently this goes up to a single person earning \$65k/ year - this doesn't reflect the salaries of very low income workers (landscapers, childcare workers, restaurant housing).

#### **2. What type of housing is most needed/in short supply in Corte Madera?**

- a. There is a demand for ~500 sq. ft studio apartments for single people; junior ADUs, or converted garage or sheds.
- b. There is a need for housing for families.
  - i. For example [Tam Ridge](#) - 3 bdr townhouses; 1 bdr and 2 bdr apartments; walkable neighborhood, denser than other areas of Corte Madera
  - ii. This project only incorporated 10% affordable housing, which should be higher.

- c. There is a need for rental apartments; these could be located in areas where there are outdated/ unused commercial properties (such as Tam Ridge); I would support the conversion of small commercial areas to housing, or mixed use.
3. Do you see any disparities or inequities in housing patterns or access to housing opportunities in Corte Madera?
  - a.
- 4. Where (geographically) do you see opportunities for housing in Corte Madera?**
  - a. It is crucial that new housing is on main arterials and close to the highway: Casa Bena Meadow Suite Area on top of Alto Hill is a good spot, this is where 5 story apartment buildings could be built without having a major impact on SF homes.
  - b. I would encourage the adaptive re-use or dual use of shopping centers; bottom floor is car dealerships/ or other retail and top is housing with gardens on structure etc.
- 5. What are the biggest challenges with building housing in Corte Madera?**
  - a. People don't want to see change; and also there are real concerns such as traffic congestion, environmental issues (water and reservoir issues); what power does our town have to make sure that we don't get overrun?
  - b. The town should make it clear that the RHNA numbers have to be accounted for through zoning and site selection, but don't need to be built.
  - c. Our town is vulnerable to the extreme climate events; 50% of CM is below sea level and subject to flooding and the other 50% is in the wildfire zone. It is very challenging to get homeowners insurance.
  - d. Corte Madera is suited to take on these challenges; we have a well run planning department, CM has added thoughtful housing.
  - e. Corte Madera's current zoning goes back to 1972 when the local government limited how much housing could be built.
- 6. What would be your top housing policy or program recommendations to the Town?**
  - a. The town should look at precedents and what is working in neighboring areas, rather than reinventing the wheel.
    - i. For example in Lafayette on Mount Diablo Blvd. there is nice attached housing being built.
  - b. The town should reduce permit fees and wait time for permits to get processed, which stall building/ remodeling etc. The town needs to take a look at how to expedite and streamline this process.
  - c. I experienced the permit process as quick and inexpensive compared to the value of the equity that the rebuild provided for our family (less than 1%). If you don't have a professional helping you draw the permits you will make tactical mistakes, so the process can be a bit inscrutable for lay-person.

- d. Certain additions/renovations to a house should be easier to permit so that homeowners who can't afford professionals can still make improvements to their homes.
- 7. What outreach or engagement activities do you recommend we consider to reach diverse perspectives and to encourage community members who generally do not attend Town Council meetings to become involved in the process?**
- a. I would recommend getting in touch with Brett (last name?), the Superintendent of Corte Madera School District and reaching out to the school board.
  - b. Continue to engage a broad range including different generations, as we represent here today, because this reflects the demographic of our community.
  - c. Effective communication is important, the banner is great!
  - d. I would recommend reaching out to the NRG (Neighborhood Response Groups), they can help get the word out.
  - e. I would recommend reaching out to the Neighborhood Associations, or HOA, for example the one in Mariner Cove Neighborhood Association which represents 450 households.

## **Focus Group Questions**

Corte Madera Housing Element Update

October 7, 2021

1:30-2:30pm

### **Attendees**

- Community Stakeholder Group #2 (4 individuals)

### **Project Team**

- Christine O'Rourke
- Paul Kronser
- Rachael Sharkland

#### **1. General Questions about Housing Element Update**

- a. What are the consequences of the Town failing to certify their HE?
- b. Are THE RHNA numbers based on need or projected growth?
- c. Do we get credit for the extra units we built during last cycle?
- d. What is the impact of newly signed state legislation for ADU's and single family zoning designation?

#### **2. Are there any specific groups of people who are most in need of housing in Corte Madera?**

- a. We need affordable housing for seniors; many are house-rich and money poor. In the past, the County was presented with the idea of the [Senior Artist Colony \(LA\)](#) in which the upstairs is housing and the ground floor is gallery space, activity space, retail etc.
- b. I feel powerless as a citizen of Marin County and feel my voice has no value; i am asking for the Town not to overrun the backyard and make us look like Los Angeles; what is the intention of these conversations?
  - i. The town can still identify sites where housing is most appropriate and have say about design, adjacency, density, and mixed-use.
- c. The best thing we could do is to provide workforce housing (folks are coming from Petaluma, Richmond) to reduce our carbon footprint. The numbers scare people in SF neighborhoods, but we do have underutilized properties along the 101 corridor for example office spaces that are coming up for sale, theater property. Tam Ridge was a factory that was adaptively reused, this is a good precedent.
- d. We should house our homeless.
- e. Regarding workforce housing, we should build a high speed rail to get employees here.

- f. Regarding housing along the 101 corridor, the Town has to consider vulnerability to sea-level rise.
- g. The meadow-sweep area along the highway and up the hill could be zoned to have terraced housing with higher density that could be designed to fit the topography.

**3. What type of housing is most needed/in short supply in Corte Madera?**

- a. The town should make our building code less restrictive; it's not economically feasible to build low-income housing; we need to encourage energy efficient behavior.
- b. I don't believe changing the building code is where to start, because the code provides street impact fees and school fees and ensures structural safety.
- c. The process of building an ADU should be easier.
- d. We need more attached units, which are more energy efficient and smaller than typical SF housing stock.
- e. I strongly oppose high-rise buildings; we need infrastructure to support new housing. Water is another problem, we don't have the resources to accommodate more people.
- f. No one would argue that we have a water problem; attached housing doesn't always mean high-rise or high density. We need to be clearer about what we are talking about when we say attached housing, could easily be stepped 4 and 5 story buildings, also called mid-rise.
- g. The current height limit (3 stories) is overly restricted.
- h. The size of units doesn't always mean they will be affordable; right now 800 sq. ft unit is going for \$600k
- i. Could the Town build on a Casa Buena parcel that they own?
- j. The Town should consider cooperative housing with shared common spaces, especially for seniors as this can allow a higher density, because units can be smaller.

4. Do you see any disparities or inequities in housing patterns or access to housing opportunities in Corte Madera?
- a.

**5. Where (geographically) do you see opportunities for housing in Corte Madera?**

- a. I would encourage building along the 101 Corridor on the east and west sides where there are many underutilized properties.
- b. I would encourage rezone City-owned properties.
- c. East Corte Madera is in a flood zone so we need to be thoughtful about where we located new housing.
- d. Housing should be located where Casa Buena meets Meadowsweet.
- e. There could be housing located in the shopping Center that the town owns; we could have housing above retail on the ground floor.



- f. City Hall is being renovated, can we add some housing here?
  - g. We should prioritize infill housing near City Hall; apartments over stores is an old concept and has a lot of validity.
- 6. What are the biggest challenges with building housing in Corte Madera?**
- a. We have unusual topography that can be hard to build on, especially densely.
  - b. Topography can also be seen as an opportunity.
  - c. Nimbyism continues to be a problem, for example the Marin against Density group that shot down a development proposal at larkspur landing.
- 7. What would be your top housing policy or program recommendations to the Town?**
- a. I would focus on diversifying funding sources for affordable housing, which is mostly beyond the town's purview. Low and moderate housing construction requires a combination of resources and stakeholders.
- 8. What outreach or engagement activities do you recommend we consider to reach diverse perspectives and to encourage community members who generally do not attend Town Council meetings to become involved in the process?**
- a. The group recommended reaching out to the following groups:
    - i. Corte Madera Women's Club
    - ii. The Local Lions
  - b. The town should integrate more opportunities for public feedback in City hearings.
  - c. The City should promote more education about the process.
  - d. I welcome diversity.

## **Focus Group Questions**

Corte Madera Housing Element Update

October 14, 2021

1:00-2:00pm

### **Attendees**

- Town Commissioners (3 individuals)

### **Project Team**

- Christine O'Rourke
- Paul Kronser
- Rachael Sharkland

### **Clarifying Question/Comments**

- Do we get credit that we 'overbuilt' - reducing the 725 units?
- Note: Communities that did not meet the requirements fell into SB 35

#### **1. Are there any specific groups of people who are most in need of housing in Corte Madera?**

- a. Affordable housing, it is important for those that work in CM - important for individuals, environment etc. There is too much emphasis on rentals, not to the advantage of the person renting. There is a need for more affordable 'for sale' homes.
- b. It is important that we have diversity - although there is too much emphasis on reports that are talking about making up for past mistakes, diverging into social justice vs. housing justice. We need to move forward, and not ignore the past but not get stuck.
- c. Where it is feasible to build anything - outside investment has a profit method. There should also be subsidising, but allowing for ADU's and violating building codes, regardless of the group - where is it going to happen?
  - i. A: The Town will have zoning in place and allow these types of buildings, but not required to build the housing itself.
  - ii. Money needs to come from somewhere, and should start with converting something that's already here.
- d. Napa - down payment assistance program (through City Coordinated Foundation, banks provide the financing) for people that can find a home within 15 miles of where they work, where down payment is made and the town becomes a silent owner and paid back when the house is sold. Same banks in Napa as in Marin County, can we look at this program?
- e. Workforce housing - there are ways to accomplish additional housing without destroying Open Space

- f. ADU ordinance in CM - try to incentivize that through community foundation? Homes are expanded for more bedrooms, and could easily be expanded for a small unit. This would provide flexibility.
  - g. Two large parking lots at Redwood High - traffic issues and paving - could housing be added here on one of those? Think about solutions we haven't thought about before
  - h. Conversions to ADU's vs. building from scratch
  - i. Need housing for seniors and retail workers
- 2. What type of housing is most needed/ in short supply in Corte Madera?**
- a. Don't categorize people, mix of seniors and young families, affordable and or-sale etc.
  - b. Levittown / cottages - has attics that could be converted later into more space (2nd story). People need starter homes; these are cottages that are expandable.
  - c. Currently CM is car dependent - to get units we need, there will need to be large scale developments that are planned, but design needs to be thoughtful and encourage social interaction; not large scale (clusters, groupings etc). Create units that help people connect
  - d. We need units where people don't have to travel to get places.
  - e. We should look at areas with commercial going in and build off of those developments.
  - f. Incentivise property owners to add ADU's or other mixed use units.
    - i. ADU's don't have to go through design review
  - g. How does this become affordable when we can't make people agree to rent it at a cost lower than it cost to build the ADU?
- 3. Do you see any disparities or inequities in housing patterns or access to housing opportunities in Corte Madera?**
- a. I strongly disagree that anything related to racial issues (redlining) should be part of this process. Redlining is a practice that has long since been eliminated.
- 4. Where (geographically) do you see opportunities for housing in Corte Madera?**
- a. Paradise Dr.
  - b. Parking lots @ Redwood High, and elsewhere
  - c. Shopping centers (housing on top) - (company that owns the building would have to agree to it)
  - d. Cinema has been empty - prime location for multi-unit housing (being sold by Scandinavian design) Plans still exist for housing, retail and restaurants
  - e. Theatre location - near town center - close to trails and bike paths
  - f. Funeral home/mortuary on Tamalpais Dr. - near west side of 101
  - g. Walkability and access to amenities
  - h. Across Tamalpais (large sign was put up...?)
  - i. Barcelona lot behind the BIG 5
- 5. What are the biggest challenges with building housing in Corte Madera?**

- a. Availability (Space, funding etc)
- b. Limits are our imagination & financing - take a fine grain analysis to find opportunities
- c. Space is a problem - acceptance of change
- d. Who's going to be incentivised to do this? Not in favor of the Town becoming a landlord.
- e. Getting more people into home ownership, this will help the affordability.
- f. Most people's wealth is in their home and passed on.
- g. Redlining is a true challenge to overcome.

**6. What would be your top housing policy or program recommendations to the Town?**

- a. Down payment assistance
- b. Starter homes
- c. Applicable for the movie theatre parking: Town is not necessarily best to decide parking requirements and is expensive to create a unit. Limit the minimum number - reduce the cost of housing if we don't prioritize storage of cars/trucks.
- d. Large scale foundations - goal to support towns that can't afford to add housing themselves. Become investors. Town of CM is currently not in any shape to provide funding.
- e. Federal funds that come in will dictate what is done with it.

**7. What outreach or engagement activities do you recommend we consider to reach diverse perspectives and to encourage community members who generally do not attend Town Council meetings to become involved in the process?**

- a. Pop up events or tables at shopping centers - during music festivals and concerts
- b. Have to be visible in nice comfortable spots.
- c. Public library?
- d. Find how to make this interesting for people - not the most interesting topic> message people directly
- e. Instead of large meeting:
  - i. Have one for Mariner Cove (neighborhood Associations or specific neighborhoods so that people are ore compelled to show up)
- f. Important to have visuals/ graphics
- g. Council members talk to folks on their block! Lot of emphasis on the Council Members
- h. Face to face calls - and active engagement
- i. The Chronicle
- j. Bi-weekly 2nd and 4th Tuesday chats (planning commission) - consultant team could attend?

# **Planning for 700+ Homes: Workshop #1 - *Introduction to the Housing Element Update***

Next week we begin the discussion for the plan to build over 700 homes in Corte Madera. Every eight years, the Town of Corte Madera is required to update its housing policies and plans to accommodate housing needs and address barriers to housing production. The Town is not required to build housing, but must ensure that its regulations enable development of housing affordable to all economic segments of the community. As part of the current update to our housing plan (also known as the Housing Element), the Town needs to plan for the construction of more than 700 new homes over the next decade.

The Town will be holding a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies/conditions and State housing laws affecting the Town. Additionally, the workshops will allow participants to help determine the best sites for new housing and the relative size of new buildings at those locations. The community's input is critical to the success of the Housing Element and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information.

**The community's input is critical to the success of this project. Please participate in the virtual community workshop series to learn about existing housing policies/conditions and State housing laws affecting the Town. Workshop participants will help determine the best sites for new housing in Corte Madera.**

## **SCHEDULED WORKSHOPS TO BE HELD**

### **WORKSHOP #1**

Introduction to the Housing Element Update  
October 13, 2021 at 6:30pm

### **WORKSHOP #2**

Corte Madera Housing: Existing Conditions, Opportunities & Constraints  
November 10, 2021 at 6:30pm

### **WORKSHOP #3**

Potential Housing Development Sites in Corte Madera  
December 8, 2021 at 6:30pm

### **WORKSHOP #4**

Planning for 700 + Homes I  
January 12, 2022 at 6:30pm

### **WORKSHOP #5**

Planning for 700 + Homes II

February 9, 2022 at 6:30pm

**WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element

March 9, 2022 at 6:30pm

**ZOOM MEETING INFORMATION (this is the same for all workshops)**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833,,81291879319# US (San Jose)

+14086380968,,81291879319# US (San Jose)

Meeting Materials can be found on the Corte Madera Housing Website:

<https://www.cortemaderahousing.org/>

# **Planning for 700+ Homes: Workshop #2 – *Existing Conditions, Opportunities & Challenges***

The second virtual housing workshop is scheduled for Wednesday, November 10<sup>th</sup> at 6:30 pm. Please join us to learn about existing conditions, opportunities and challenges of housing in Corte Madera. The workshop will feature a moderated panel discussion. Participants will have the opportunity to hear about housing from the perspective of each of our panelists and ask questions.

The panel includes the following individuals:

- Bianca Neumann, Director of Business Development, EAH
- Samantha Hauser, Senior Vice President of Development, City Ventures, LLC
- Brett Geithman, Ed.D., Superintendent, Larkspur-Corte Madera School District
- Claudiu Marin, DDS, SMA Dental, Corte Madera
- Carrie Pollard, Water Efficiency Manager, Marin Municipal Water District

This workshop is the second in a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies/conditions and State housing laws affecting the Town. Additionally, the workshops will allow participants to help determine the best sites for new housing and the relative size of new buildings at those locations. The community's input is critical to the success of the Housing Element and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information. A recording of the first virtual housing workshop is also available on the Housing webpage.

## **WORKSHOP SCHEDULE:**

### **WORKSHOP #2**

Corte Madera Housing: Existing Conditions, Opportunities & Challenges  
November 10, 2021 at 6:30pm

### **WORKSHOP #3**

Potential Housing Development Sites in Corte Madera  
December 8, 2021 at 6:30pm

### **WORKSHOP #4**

Planning for 700 + Homes I  
January 12, 2022 at 6:30pm

### **WORKSHOP #5**

Planning for 700 + Homes II  
February 9, 2022 at 6:30pm

**WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element

March 9, 2022 at 6:30pm

**ZOOM MEETING INFORMATION (this is the same for all workshops)**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833,,81291879319# US (San Jose)

+14086380968,,81291879319# US (San Jose)

Meeting materials, including bios of the panelists, can be found on the Corte Madera Housing

Website: <https://www.cortemaderahousing.org/>



# **Planning for 700+ Homes: Workshop #3 – *Potential Housing Opportunity Sites***

The third virtual housing workshop is scheduled for Wednesday, December 8<sup>th</sup> at 6:30 pm. Please join us to learn about potential housing opportunity sites in Corte Madera. The December workshop is the first of three workshops focused on potential housing sites in Corte Madera. Participants will have the opportunity to provide feedback on the potential housing sites identified by Planning Department staff and identify potential sites of their own. Attendees will also hear from several Corte Madera property owners who will share their unique perspectives.

This workshop is the third in a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies/conditions and State housing laws affecting the Town. Additionally, the workshops will allow participants to help determine the best sites for new housing and the relative size of new buildings at those locations. The community's input is critical to the success of the Housing Element and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information. A recording of the previous virtual housing workshops are also available on the Housing webpage.

## **WORKSHOP SCHEDULE:**

### **WORKSHOP #3**

Potential Housing Opportunity Sites in Corte Madera  
December 8, 2021 at 6:30pm

### **WORKSHOP #4**

Planning for 700 + Homes I  
January 12, 2022 at 6:30pm

### **WORKSHOP #5**

Planning for 700 + Homes II  
February 9, 2022 at 6:30pm

### **WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element  
March 9, 2022 at 6:30pm

## **ZOOM MEETING INFORMATION (this is the same for all workshops)**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833, 81291879319# US (San Jose)

+14086380968, 81291879319# US (San Jose)

# **Planning for 700+ Homes: Workshop #4 – *Planning for 700+ Homes – Part 1***

The fourth virtual housing workshop is scheduled for Wednesday, January 12<sup>th</sup> at 6:30 pm. Please join us to help identify where to plan for 700+ new housing units and learn more about the role that State housing laws play in the development of our plan.

The January workshop is an important meeting for those interested in helping the Town: 1) identify potential housing opportunity sites; and 2) determine the size and scale of housing projects that could be built on those sites. Participants will have the opportunity to provide feedback on a draft housing plan that attempts to distribute potential development of 700+ housing units on specific sites in Town. Attendees will also learn more about the Regional Housing Needs Allocation (RHNA) assigned to Corte Madera, which is foundational information for the Town's remaining workshops and housing planning process.

This workshop is the fourth in a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies and conditions and State housing laws affecting the Town. The community's input is critical to the success of the Town's housing plan and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information and to access video recordings and summaries of previous workshops.

## **WORKSHOP SCHEDULE:**

### **WORKSHOP #4**

Planning for 700 + Homes I  
January 12, 2022 at 6:30pm

### **WORKSHOP #5**

Planning for 700 + Homes II  
February 9, 2022 at 6:30pm

### **WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element  
March 9, 2022 at 6:30pm

## **ZOOM MEETING INFORMATION (this is the same for all workshops)**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833, 81291879319# US (San Jose)

+14086380968, 81291879319# US (San Jose)

# **Planning for 700+ Homes: Workshop #5 – *Planning for 700+ Homes – Part 2***

The fifth virtual housing workshop is scheduled for Wednesday, February 9<sup>th</sup> at 6:30 pm. The February workshop is an important meeting for those interested in helping the Town determine the size and scale of housing projects that could be built on the identified housing sites. Participants will have the opportunity to provide feedback on the draft housing plan (i.e. rezoning proposal) that distributes potential development of 700+ housing units on specific sites in Town. Additionally, staff will address issues raised by community members at prior workshops.

This workshop is the fifth in a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies and conditions and State housing laws affecting the Town. The community's input is critical to the success of the Town's housing plan and we urge you to get involved. Please visit [cortemaderahousing.org](http://cortemaderahousing.org) for more information and to access video recordings and summaries of previous workshops.

## **WORKSHOP SCHEDULE:**

### **WORKSHOP #5**

Planning for 700 + Homes II  
February 9, 2022 at 6:30pm

### **WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element  
March 9, 2022 at 6:30pm

## **ZOOM MEETING INFORMATION (this is the same for all workshops)**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833, 81291879319# US (San Jose)

+14086380968, 81291879319# US (San Jose)

# Corte Madera Housing Workshop #6: Next Steps

The sixth virtual housing workshop is scheduled for Wednesday, March 9<sup>th</sup> at 6:30 pm. The March workshop is the final workshop in the six-part workshop series. Participants will learn about the next steps in the Housing Element Update process, including CEQA (California Environmental Quality Act), Programs & Policies, and the Safety Element. There will continue to be opportunities to provide feedback on the Town's housing policies and goals in the coming months. We encourage you to take the Housing Needs survey, which is currently available on the Town's Housing webpage at [cortemaderahousing.org](https://cortemaderahousing.org).

This workshop is the last in a series of six virtual community workshops from October 2021 to March 2022 intended to provide opportunities to learn about existing housing policies and conditions and State housing laws affecting the Town. The community's input is critical to the success of the Town's housing plan and we urge you to get involved. Please visit [cortemaderahousing.org](https://cortemaderahousing.org) for more information and to access video recordings and summaries of previous workshops.

## **WORKSHOP #6**

Next Steps: CEQA, Programs & Policies, Safety Element  
March 9, 2022 at 6:30pm

## **ZOOM MEETING INFORMATION**

<https://us06web.zoom.us/j/81291879319>

Meeting ID: 812 9187 9319

One tap mobile

+16699006833, 81291879319# US (San Jose)

+14086380968, 81291879319# US (San Jose)



# 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 white boards. 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?**

**DISCUSSION**

- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.
- The most common issue is unaffordable housing. People are not able to afford housing in Corte Madera.

**CHAT**

- I agree.
- I agree.

**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?**

**DISCUSSION**

- Interest in understanding housing opportunities to be used for... (e.g. mixed-use development, etc.)
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.
- Location and access to transportation and services.

**CHAT**

- I agree.
- I agree.



### 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) \*

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) \*

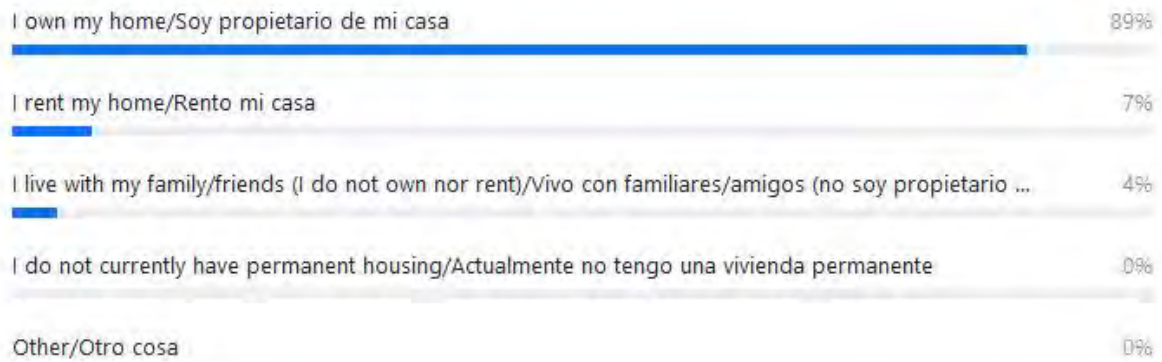
In Corte Madera (including remote work)/En Corte Madera (incluyendo red remota)	44%
Not in Corte Madera, but in Marin County/No en Corte Madera, pero el condado de Marin	19%
Outside Marin County/Fuera del condado de Marin	11%
I do not work (retired, unemployed, other)/No trabajo (estoy jubilado, desempleado, otro)	26%

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) \*

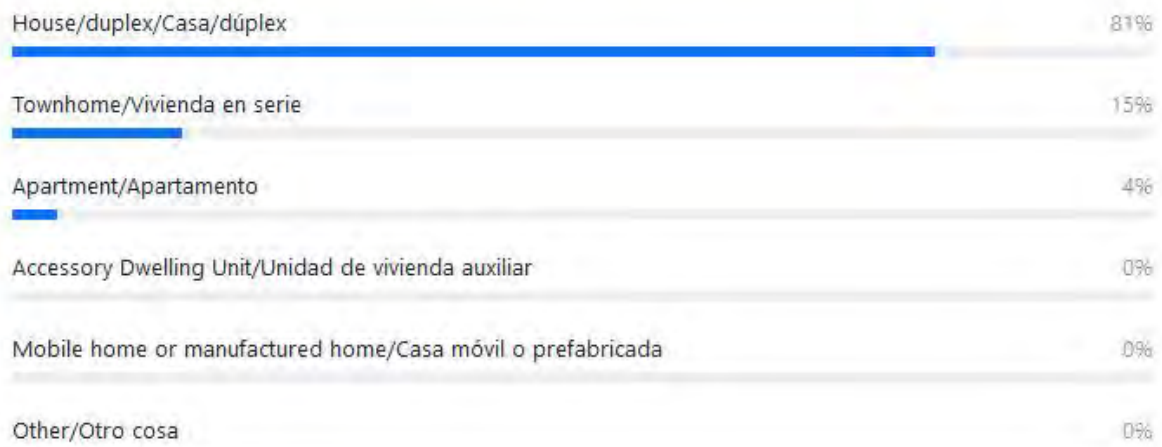
I want to know more about housing in Corte Madera/Quiero saber más sobre la vivienda en Cort...	52%
I want to support more housing development in Corte Madera/Quiero apoyar el desarrollo de má...	22%
I'm concerned about more housing development in Corte Madera/Me preocupa el desarrollo de ...	33%
I want to know more about the Housing Element Update Process/Yo quiero saber más sobre el pr...	33%



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) \*



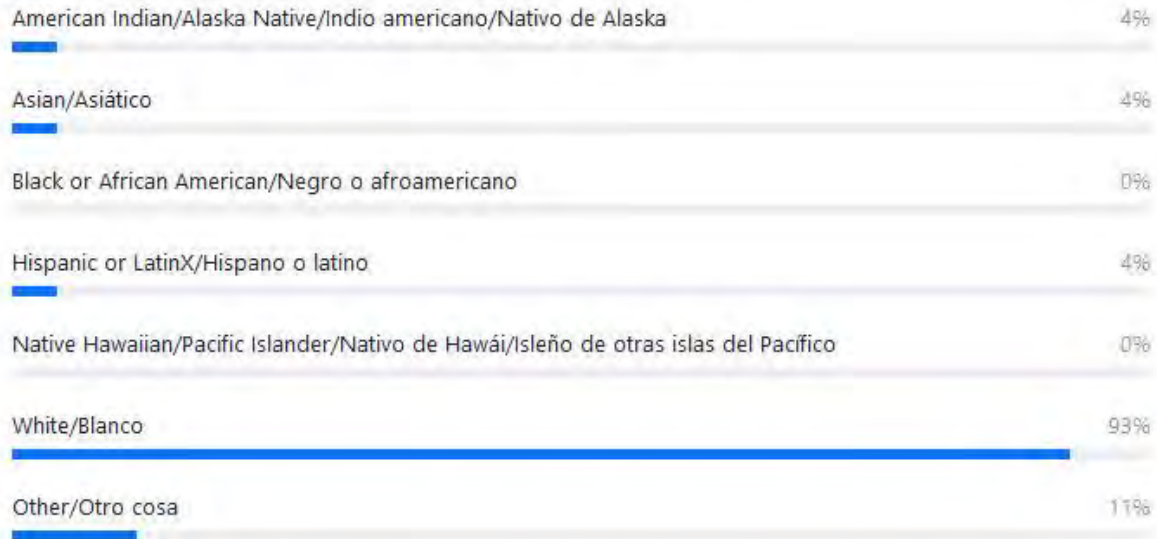


6. What is your age?/¿Qué edad tiene? (Single Choice) \*





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) \*





# 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.*

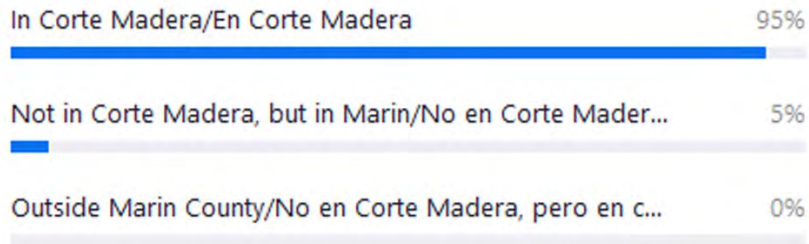


# Appendix

## DEMOGRAPHIC LIVE POLL RESULTS

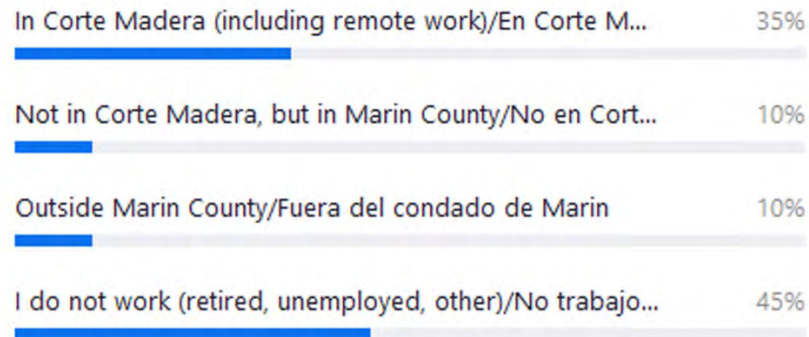
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice)

20/20 (100%) answered



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

20/20 (100%) answered





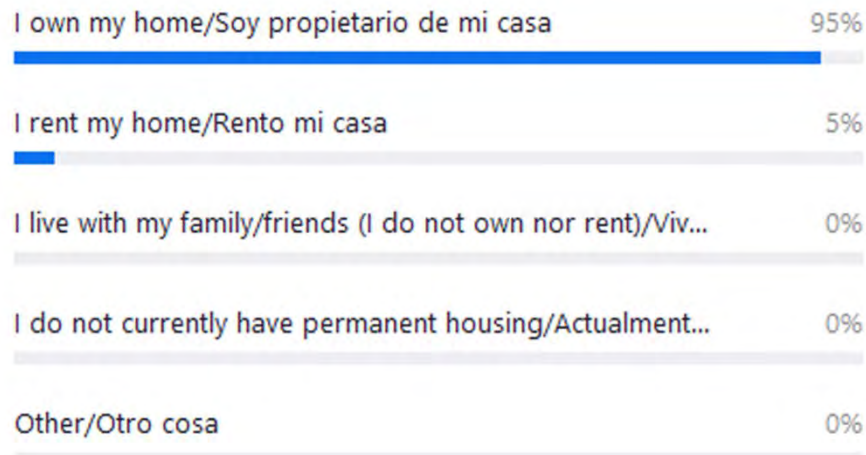
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) \*

20/20 (100%) answered



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

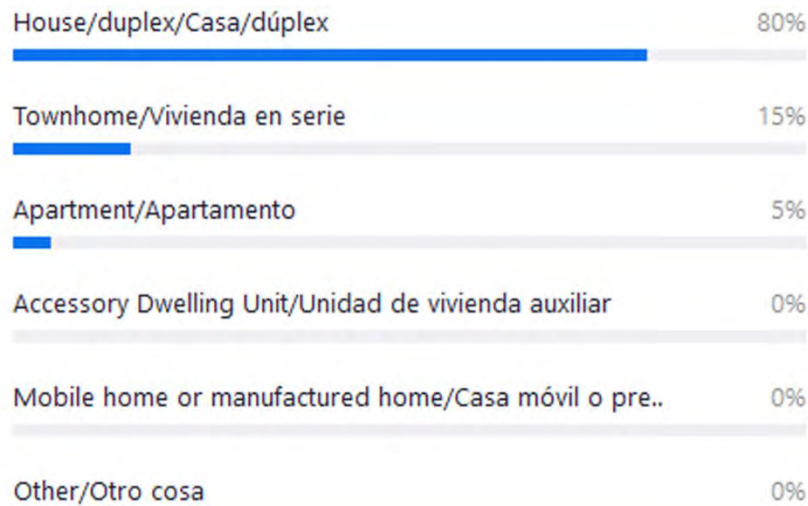
20/20 (100%) answered





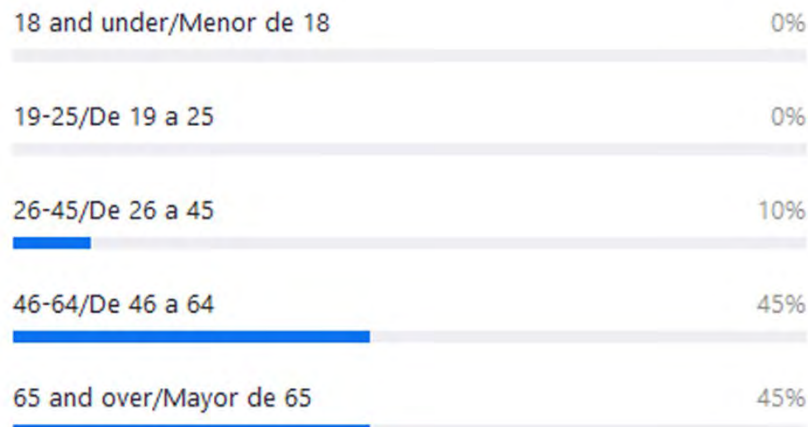
5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) \*

20/20 (100%) answered



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

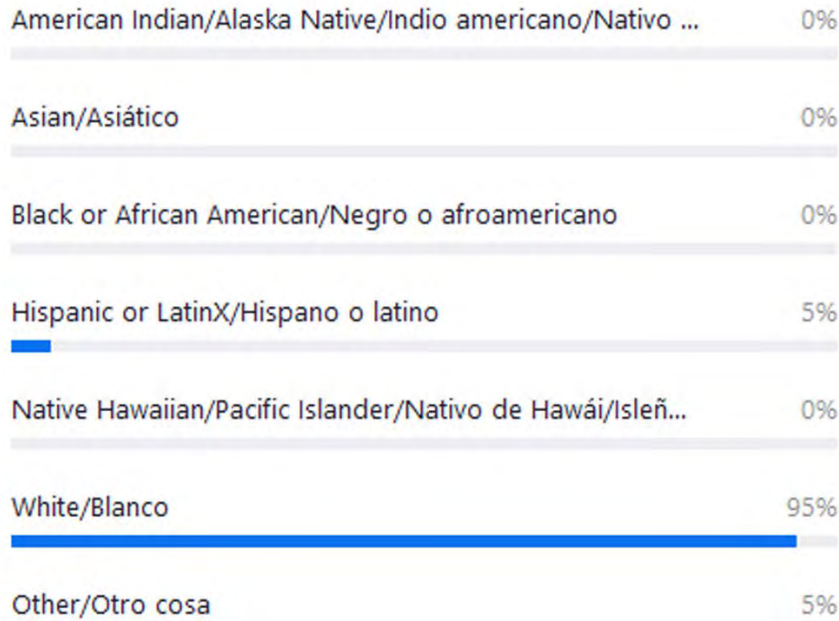
20/20 (100%) answered





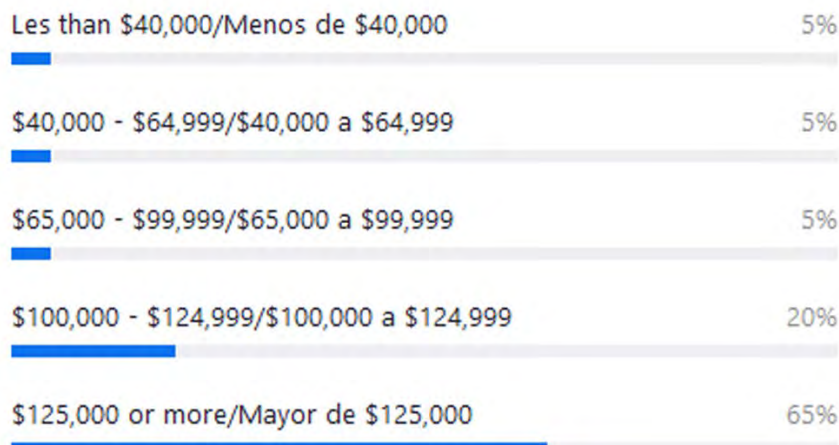
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) \*

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?





# 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% \$100,000 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**

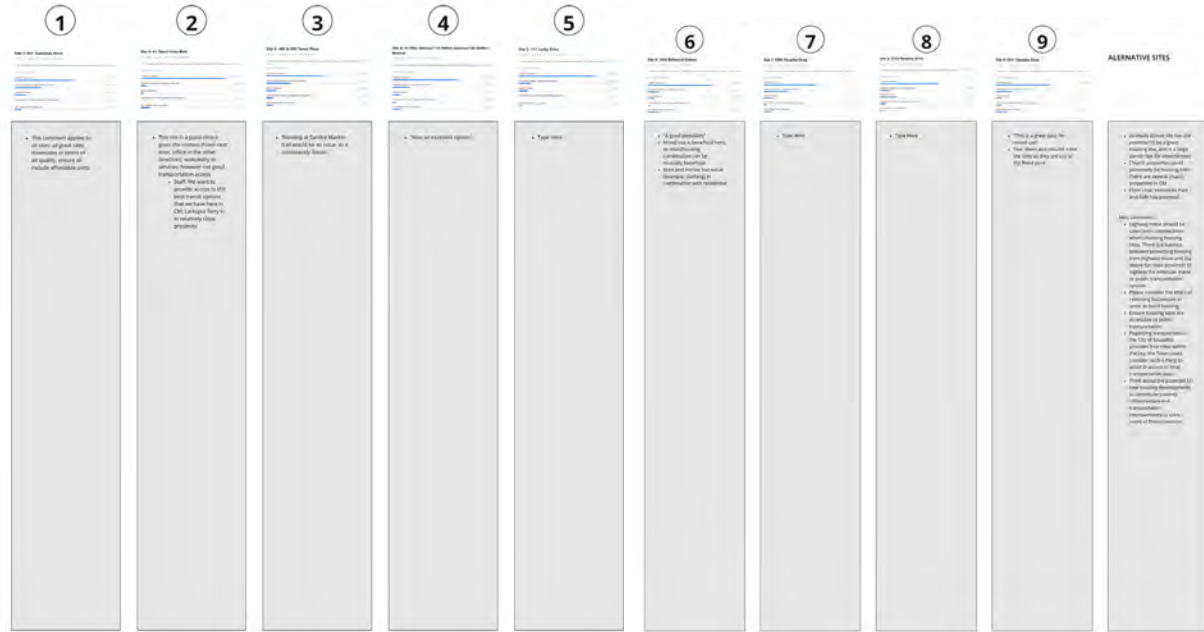
- Suitable: 64%
- Somewhat suitable: 9%
- Neutral: 18%
- Somewhat not suitable: 6%
- Not suitable: 3%

**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

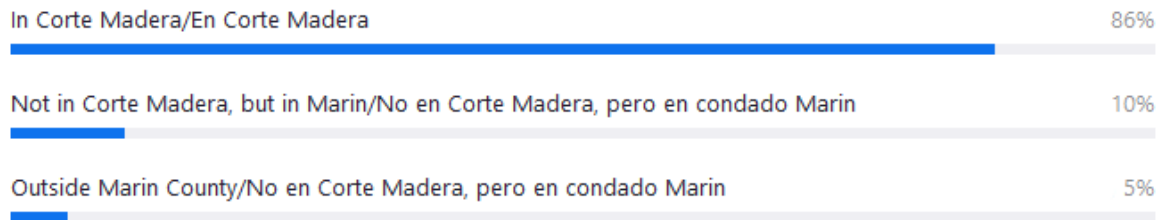
## DEMOGRAPHIC LIVE POLL RESULTS

### Demographics

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

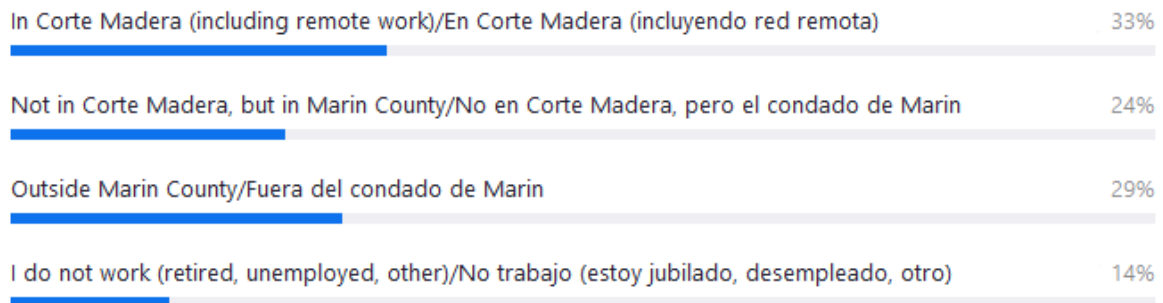
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) \*

21/21 (100%) answered



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

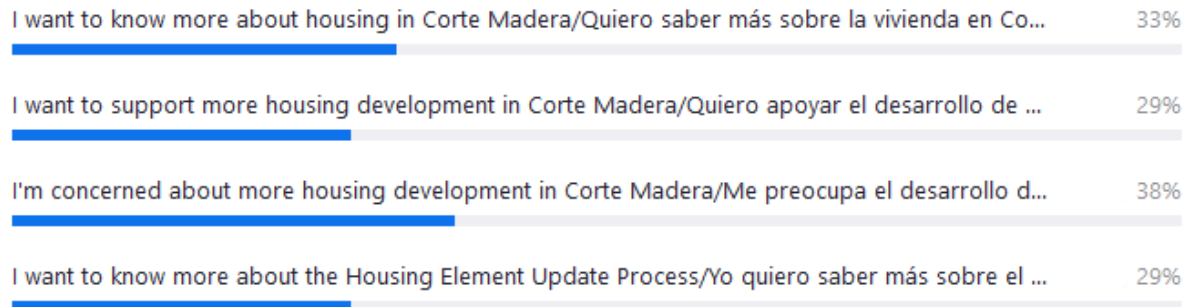
21/21 (100%) answered





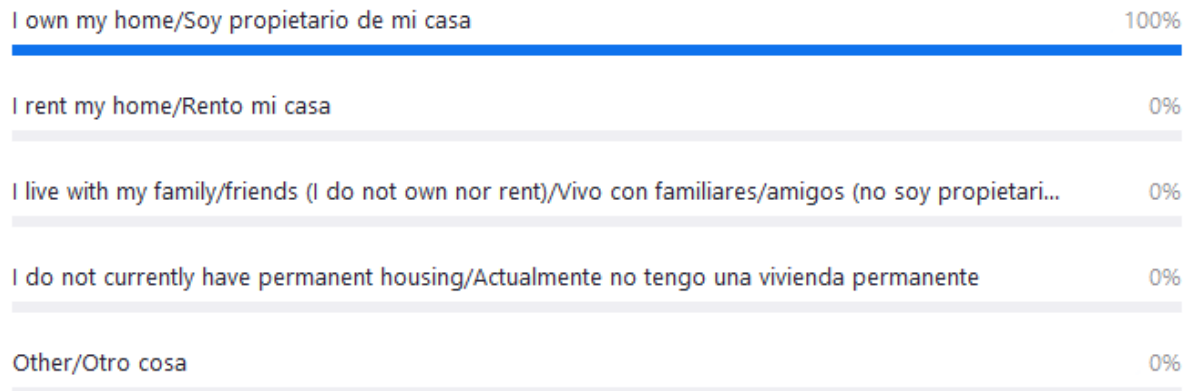
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) \*

21/21 (100%) answered



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

21/21 (100%) answered

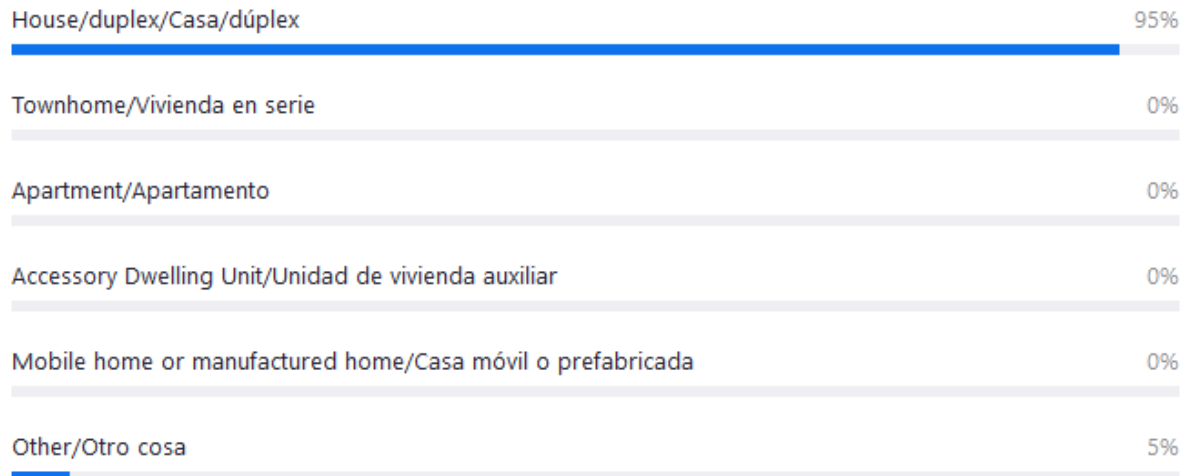






5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) \*

21/21 (100%) answered



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

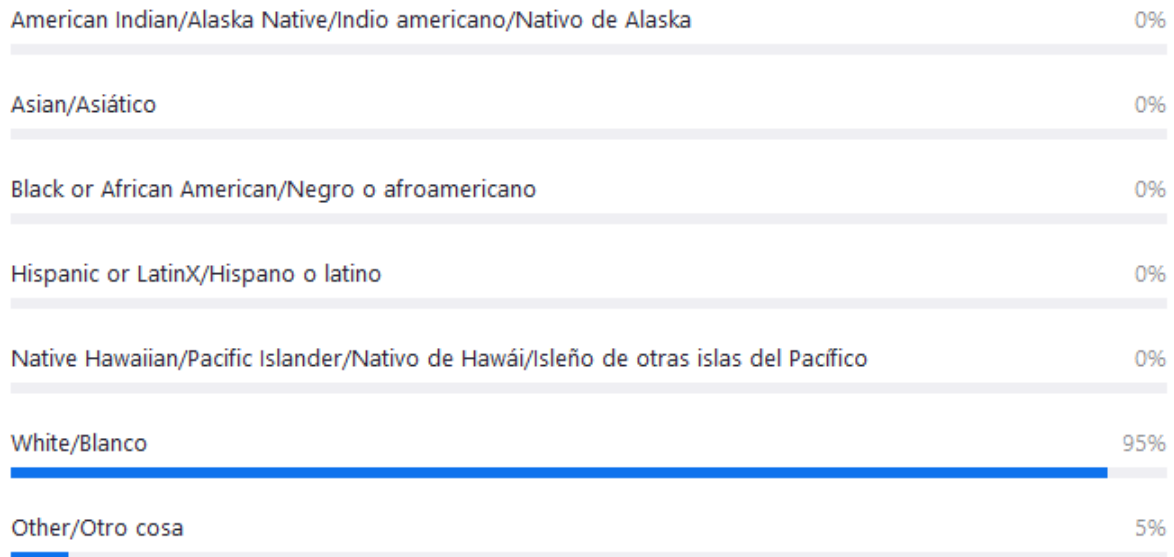
21/21 (100%) answered





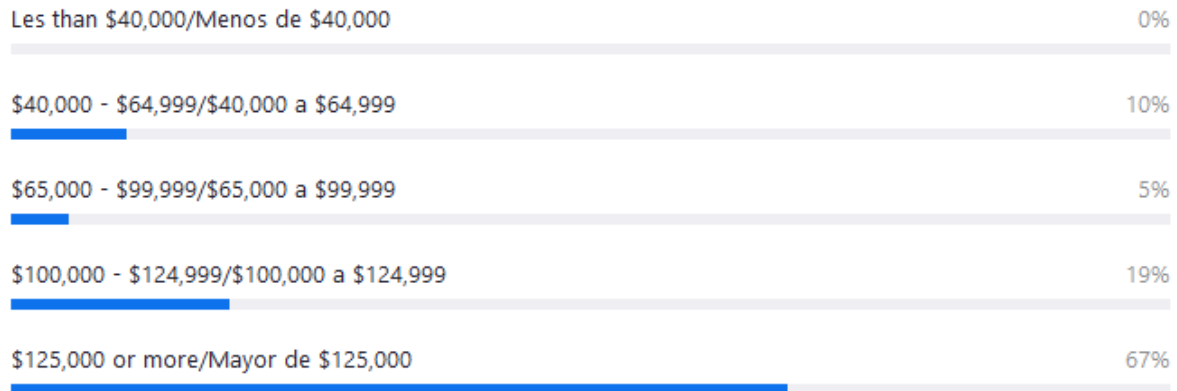
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) \*

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



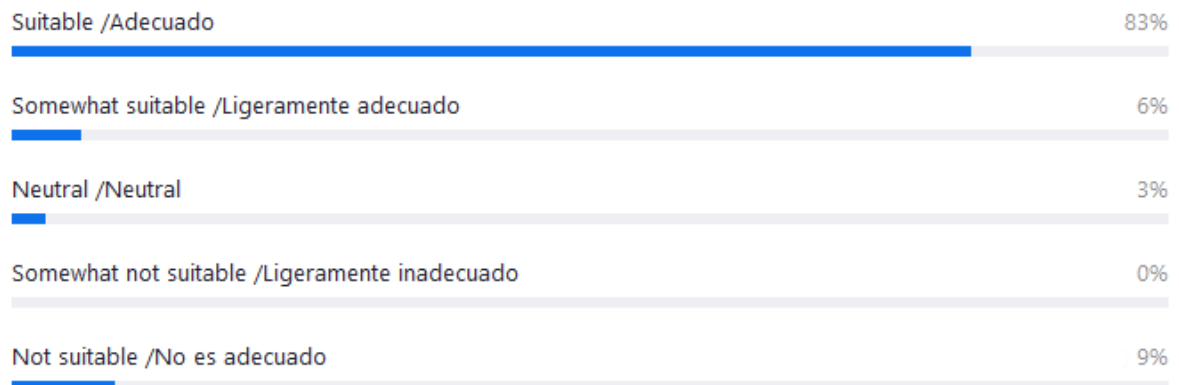
### Site 2: 41 Tamal Vista Blvd.

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





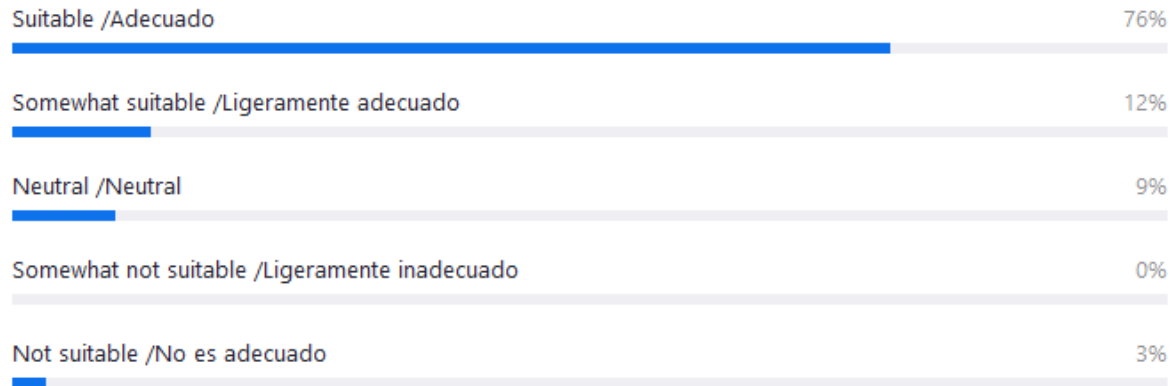
## Site 5: 111 Lucky Drive

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



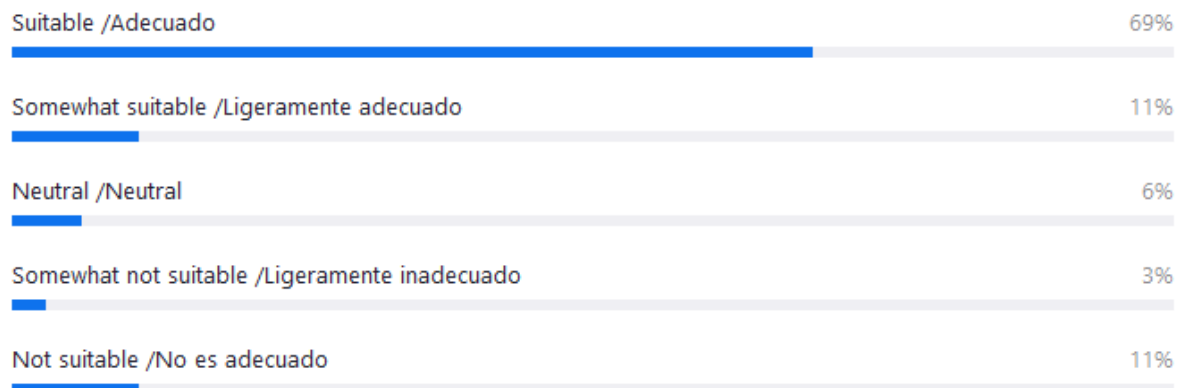
## Site 6: 1400 Redwood Avenue

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





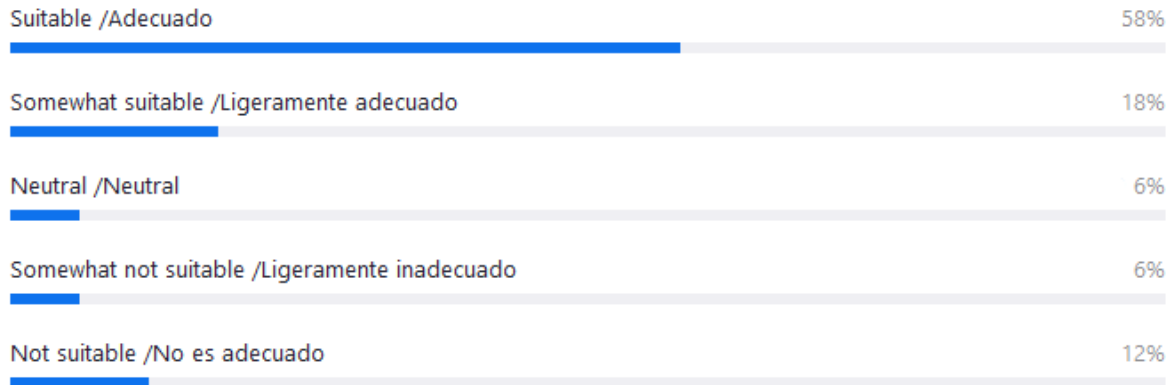
## Site 9: 5651 Paradise Drive

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)

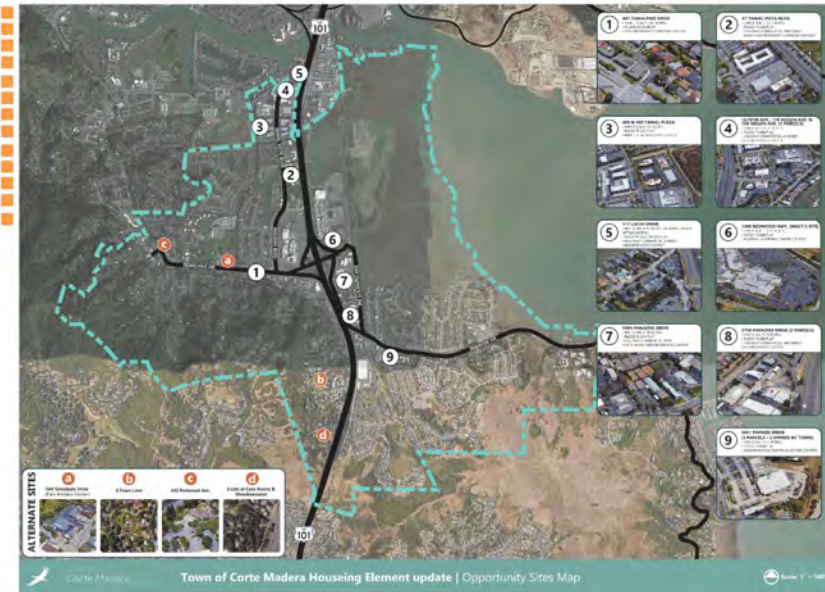
\*

33/33 (100%) answered



### ROOM 1 MAIN ROOM

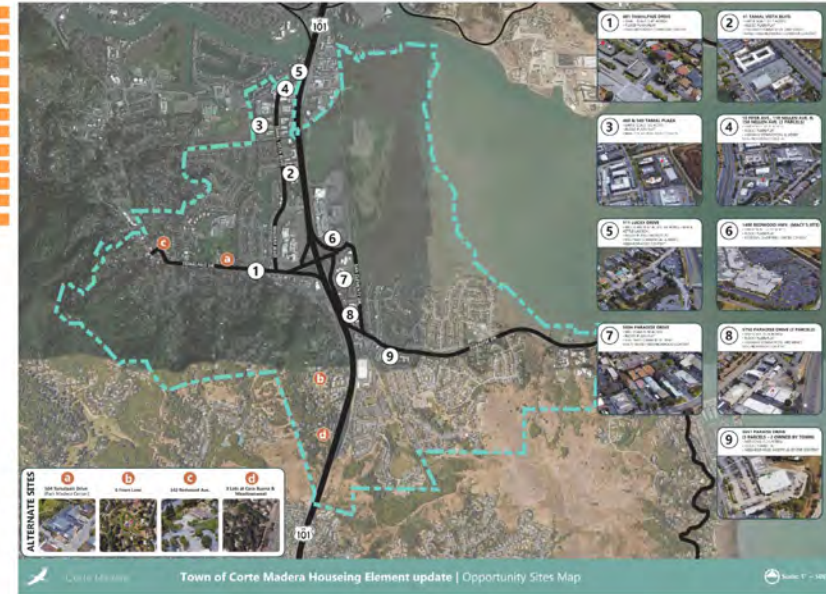
Opportunity Sites



1	2	3	4	5
6	7	8	9	Additional Sites

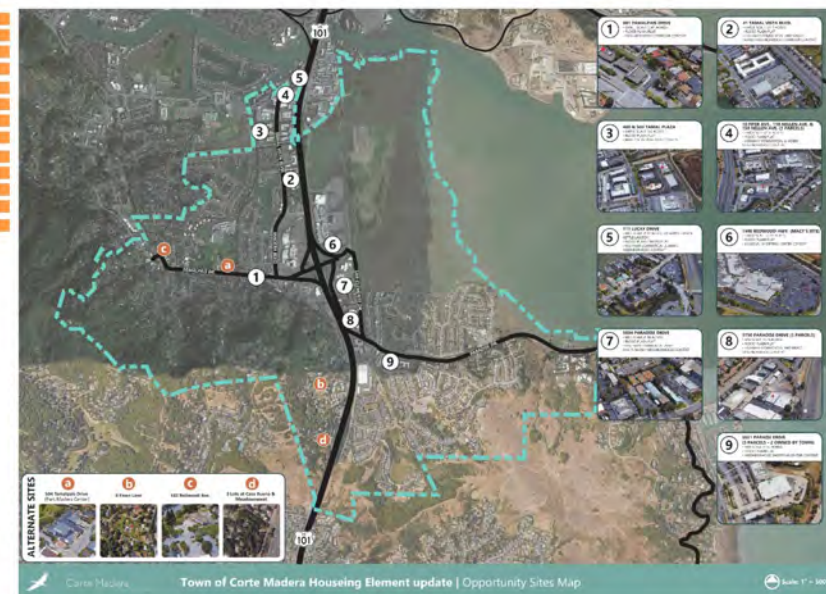


**ROOM 2**  
Housing Element  
Opportunity Sites



1	2	3	4	5
6	7	8	9	ALTERNATE SITES

**ROOM 3**  
Housing Element  
Opportunity Sites



1	2	3	4	5
6	7	8	9	ALTERNATE SITES





## 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



# CORTE MADERA HOUSING ELEMENT UPDATE

## Community Workshop #4 Summary

January 12, 2022, 6:30-8:00pm

The purpose of the Housing Element Update Community Workshop #4 was to kick-off discussions around meeting the Regional Housing Needs Allocation (RHNA) of 700+ homes with the potential housing opportunity sites discussed in Workshop #3 and gather feedback from meeting participants on the proposed density of each site. 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, January 12, 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 40 members of the public attended. The format of the meeting is described in the agenda below:

1. Welcome & Introductions
2. Corte Madera's RHNA and Site Inventory Guidelines
3. Draft Site Inventory Plan
4. Breakout Groups: Participant Feedback
5. 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**

Adam Wolff opened the meeting by welcoming attendees, giving an agenda overview, and opening the demographics poll (see results below). After the poll closed, Christine O'Rourke presented an overview of Corte Madera's RHNA and Site Inventory Regulations and Guidelines. Adam then gave a presentation about the planning framework for the selected housing opportunity sites, discussed the results of the housing opportunity sites survey, and reviewed the suitability analysis conducted in the previous workshop. Adam guided meeting participants through the methodology used to determine the proposed number of units that would be most suitable for each of the housing sites and discussed the proposed density ranges for each site. Conceptual site plans and pictures of existing buildings in Corte Madera were used to illustrate the proposed density ranges. This information was shared to help provide background for the small group discussion where input was gathered.

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)**

- 85% live in Corte Madera
- 15% live in Marin County but not in Corte Madera

**2. Where do you work? (select one)**

- 30% work in Corte Madera (including remote work)
- 22% work in Marin County, but not in Corte Madera
- 7% work outside of Marin County
- 41% do not work (retired, unemployed, other)

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

- 41% want to know more about housing in Corte Madera
- 26% want to support more housing development in Corte Madera
- 48% are concerned about more housing development in Corte Madera
- 19% want to know more about the Housing Element Update Process

**4. What is your housing situation?**

- 93% their home
- 7% rent their home

**5. What type of housing do you live in?**

- 81% House/duplex
- 11% Townhome
- 7% Apartment

**6. What is your age?**

- 7% 26-45
- 52% 46-64
- 41% 65 and over



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

- 4% Asian
- 4% Hispanic or LatinX
- 85% White
- 11% Other



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

- 4% Less than \$40,000
- 11% \$40,000 to \$64,999
- 22% \$65,000 to \$99,999
- 4% \$100,000 to \$124,999
- 59% \$125,000 or More

**SMALL GROUP DISCUSSION SUMMARY**

Following the presentation portion of the workshop, Dave gave an overview of the small group discussion logistics and then opened the rooms. Participants were randomly assigned to three different breakout rooms. A facilitator and note taker from the project team 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 on a spreadsheet (see snapshot below) through a shared screen in response to the housing opportunity sites densities and unit counts proposed. 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 small groups in which the referenced comment was expressed.

SITE 1: 601 TAMALPAIS DRIVE		MEETING NOTES	CAPACITY OF ALL SITES			
<p><b>PROPOSED CAPACITY</b></p> <p>- SMALL SCALE (0.47 ACRES) - FLOOD PLAIN/FLAT - NEIGHBORHOOD CORRIDOR CONTEXT</p> <p>Approx. Stories: 2</p> <p>Approx. Density (du/acre): 20</p> <p>Proposed Units: 10</p>		<p>10 units seems to be about the right density especially relative to where it is located near surface streets</p> <p>Clarifying question - will the 10 units be "independent living units" or will there be any facilitation (requirement) for affordable units? A. How they get built is entirely up to the property owner provided they are going to be meeting our development standards. We do have a requirement that 25% of units be reserved for a mix of low/very low/mod income units</p>	SITE	ADDRESS	Lot Size (acres)	Proposed Units per Site
<p><b>RECOMMENDED BY GROUP</b></p> <p>Recommended Units: 10</p> <p>Resulting Density (du/acre): 21</p>			Site 1	601 Tamalpais Drive	0.47	10
 <p>EXAMPLE HOUSING DEVELOPMENT SCALE AND SIZE AT APPROXIMATELY 20-25 DU/AC</p> 			Site 2	41 Tamal Vista Blvd.	2.11	60
			Site 3	400 & 500 Tamal Plaza	3	100
			Site 4	10 Flier Ave. (110-150 Nallen)	2.36	70
			Site 5	111 Lucky Drive	1	25
			Site 6	1400 Redwood Avenue	7.48	300
			Site 7	5804 Paradise Drive	1.16	40
			Site 8	5750 Paradise Drive	1.76	50
			Site 9	5951 Paradise Drive	1.54	35
			<b>Total Units:</b>			690
			<b>LEGEND</b> (proposed dwelling units/acre):		20-25 du/ac	
					30-35 du/ac	
					40 du/ac	

*Example of notes taken on virtual spreadsheet during the small group discussion*



## Main Takeaways

### General Comments/Questions

- With higher density housing, comes taller buildings and visual obstructions from surrounding neighbors is a concern. (1)
- Traffic is a concern, with the addition of high-density projects, more traffic will be added to the current transit system. (1)
- Consider adding places to park for commuter traffic around transit centers. (1)
- Explore how replacing existing retail and commercial opportunity sites has an impact on the tax base. (1)
- Senior housing is needed and if added in key areas, would reduce the traffic burden. (1)

### Site 1: 601 Tamalpais Drive

- There is consensus that 10 units or 20 du/acre seems to be the appropriate density. (2)
- Clarification needed on the type of units; affordable vs moderate etc. The Town's Inclusionary Ordinance establishes the minimum percentage that will be reserved for low/very low/moderate income units. (1)

### Site 2: 41 Tamal Vista Blvd.

- There is consensus that the density of 30 du/acre seems to be the appropriate density for this site. (1)
- Concern was raised that higher density than what site can handle could create a negative outcome, similar to what took place at Tam Ridge, yet measures could be put in place to avoid similar problems. (1)

### Site 3: 400 & 500 Tamal Plaza

- There is support for the density of 35 du/acre. (1)
- If density would be lowered, there would potentially need to be increased density at another site. (1)

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

- Mention of community benefits needed if the proposed density were to be built. (1)
- Consider making units smaller to ensure affordability (1-2 bedrooms vs. 3+ bedrooms). (1)
- Potentially combine Site 4 with Site 5 if feasible. (1)

### Site 5: 111 Lucky Drive

- Could make a nice community center and residential development if combined with site 4. (1)

### Site 6: 1400 Redwood Avenue

- There is consensus that this site should have higher density based on it's potential. (2)
- The traffic impacts should be studied for a site such as this which would house a majority of the new residential units. (2)
- With the retail environment changing, this site is a prime opportunity. (1)
- Consider keeping some type of community serving retail through mixed use. (1)
- Integrate parking garage with mixed use retail or residential to accommodate parking spaces for the new residential units. (1)
- Provide public transit options (parking/bus lines) with a connection to the ferry for commuter traffic. (1)



*Site 7: 5804 Paradise Drive*

- None

*Site 8: 5750 Paradise Drive*

- None

*Site 9 : 5651 Paradise Drive*

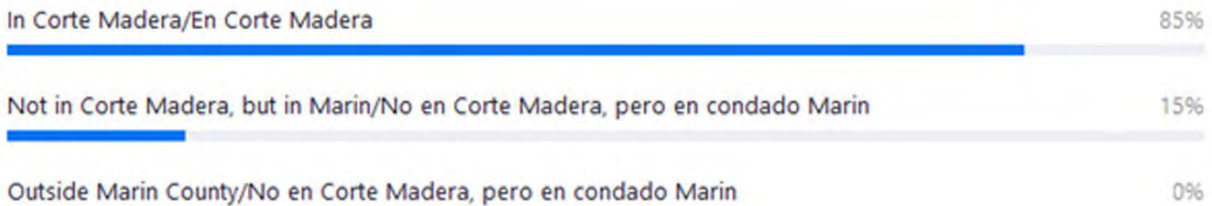
- The existing traffic along Paradise Dr. is a concern and adding housing would amplify this problem. (1)
- The existing businesses on this site need to be taken into consideration and the fiscal impact forcing them to relocate may have. (1)



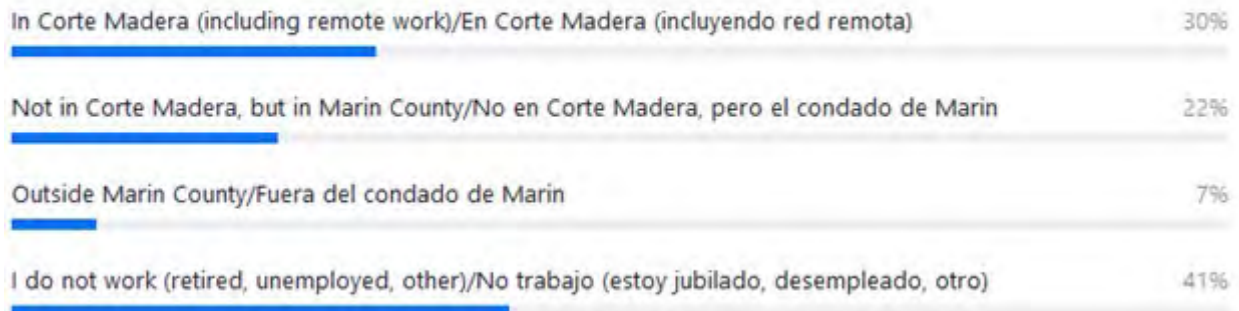
# Appendix

## DEMOGRAPHIC LIVE POLL RESULTS

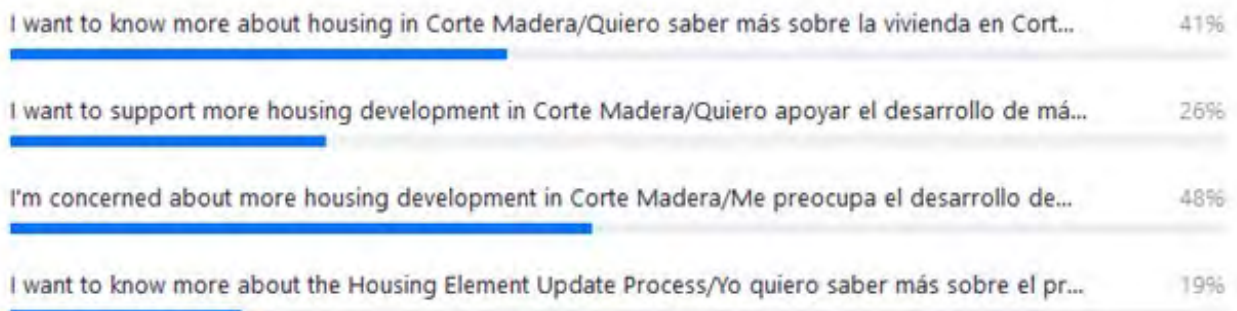
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) \*



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

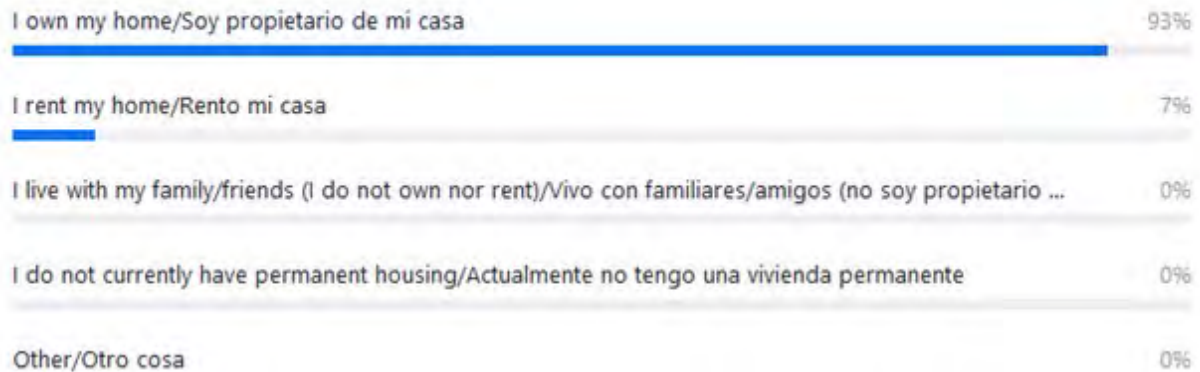


3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) \*

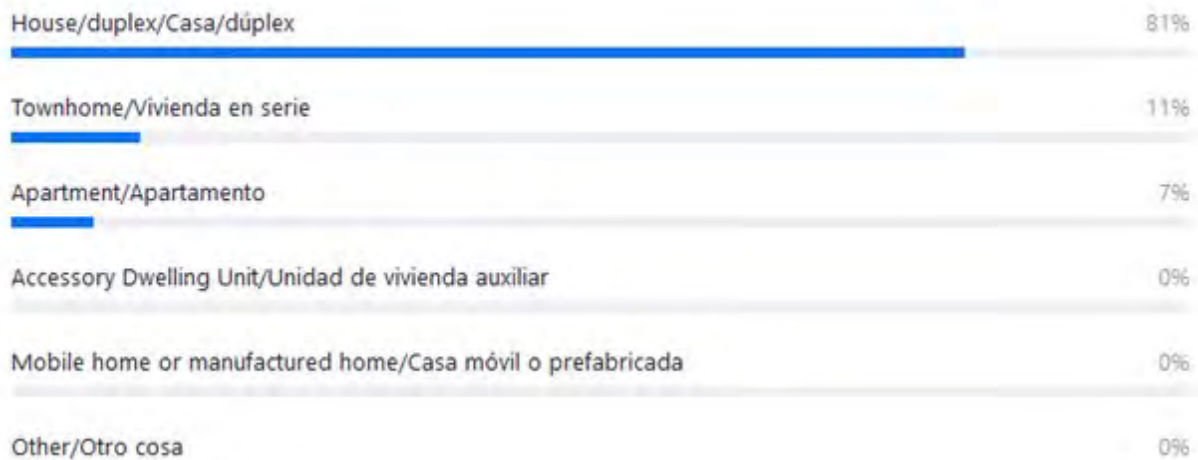




4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) \*



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



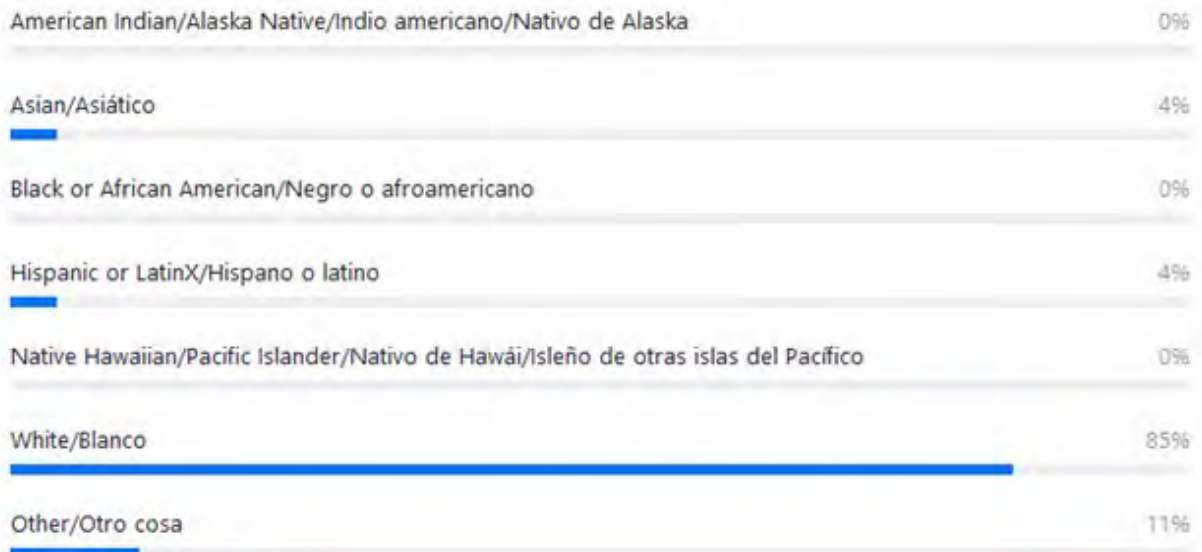




6. What is your age?/¿Qué edad tiene? (Single Choice) \*



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) \*





## CHAT COMMENTS

- Were the 272 units built during the 2014-2022 cycle characterized as affordable?
  - *Response: Of the 272 units built during the current cycle, there have been 47 affordable units (Tam Ridge – 18; Enclave – 3; Residences at the Preserve – 8; Casa Buena – 18). In addition, the majority of Accessory Dwelling Units built in the current cycle are affordable units.*
- Is Tam Ridge considered affordable housing?
  - *Response: 10% of the units at Tam Ridge are affordable (18 units).*
- Do you have an estimate of how RHNA requirement for the next few cycles: IE: is there ever a limit?
  - *Response: The Regional Housing Needs Assessment for the Bay Area is determined every eight years by the California Department of Housing and Community Development (HCD). The Assessment is based on population projections by the Department of Finance and the existing housing need and varies each cycle. The regional need is then further broken down by jurisdiction by the Association of Bay Area Governments (ABAG). ABAG appoints a Housing Methodology Committee that determines the factors that will be used in the Regional Housing Needs Allocation (RHNA) process. The factors and the methodology change each cycle, and, as a result, are impossible to forecast. As long as the State's population continues to grow and there is an unmet housing need, Corte Madera will continue to receive an allocation of housing units from the regional housing need.*
- Tam Ridge is not affordable housing. I believe only 10% of the units are considered affordable
- I challenge the assumption that high moderate income can afford market rate For example, a family making \$150K/year could not afford \$4.3K/month 2BR rent at Tam Ridge
  - *Response: A family of four is considered a moderate-income household in Marin if their annual household income is between \$146,350 and \$179,500. Rental housing is considered affordable if rent and utilities cost no more than 30% of the household's monthly income, which would be \$4,487 at the upper limit of the moderate income category.*
- This may be a dumb question, but why does ABAG have so much power?
  - *Response: State law identifies the process for determining the regional housing need and roles and responsibilities of HCD and the councils of governments in determining RHNA (Government Code Section 65584). ABAG is the council of governments for the Bay Area region, comprising 109 jurisdictions. ABAG was formed in 1961 pursuant to California Government Code Section 6500. It is a joint Powers Agency of the governments of the region. ABAG is governed by a 38-member Executive Board comprised of locally elected officials based on regional population.*
- Can CM get credit for the extra 200 homes built in the previous cycle?
  - *Response: No, we will not get credit for the units built in the previous cycle that exceeded our RHNA.*
- yes, why so much power? When did we turn control over to these people? -- Related to ABAG



- *Response: State law has required a city's General Plan to include a Housing Element since 1969 and to accommodate its regional housing needs allocation since 1980. The State has long maintained that the availability of housing is an issue of statewide concern and that "[d]esignating and maintaining a supply of land and adequate sites suitable, feasible, and available for the development of housing sufficient to meet the locality's housing need for all income levels is essential to achieving the state's housing goals." (Government Code Section 65580)*

Does construction already going on count? They are building new condos at the Preserve. Talk about traffic in this small area of east CM.

- *Response: The units under construction at the Preserve are included in the current cycle (2015-2022). Projects that have been approved, permitted, or received a certificate of occupancy since the beginning of the RHNA projection period - that is, June 30, 2022 – may be credited toward meeting the RHNA allocation based on the affordability and unit count of the development. See page 5 of HCD's Housing Element Sites Guidebook [https://www.hcd.ca.gov/community-development/housing-element/docs/sites\\_inventory\\_memo\\_final06102020.pdf](https://www.hcd.ca.gov/community-development/housing-element/docs/sites_inventory_memo_final06102020.pdf)*
- How does the SB 9 single family home lot splitting work with the FAR restrictions?
  - *Response: SB 9 allows for a parcel to be split and up to two units constructed on each parcel under certain circumstances. The Town is required to waive most development standards, including FAR, if the standard would preclude a unit that is at least 800 square feet from being constructed.*
- In today's IJ, Belvedere is enacting an urgency ordinance to address/ delay SB9 building till it can be reviewed further
- There are groups working to challenge the state laws, on the grounds that the US constitution says that anything not specifically covered is controlled by most local government entity. I can provide contact info for this group, but I understand that this job needs to be completed regardless of this ongoing battles with the state. I hope to get to the ideas about public private partnerships.
- Q not addressed - How much is CM pushing back on the RHNA/ABAG quota? How does that compare to other towns in Marin?
  - *Response: In July 2021, the Town filed an appeal of ABAG's Final Draft Regional Housing Needs Allocation (RHNA) assigned to the Town of Corte Madera. The appeal was denied by ABAG's Executive Board. ABAG received appeals from 28 jurisdictions. All jurisdictions in Marin County filed an appeal except Novato and San Rafael. All of the appeals were denied except for one submitted by the County of Contra Costa that resulted in a reduction of 35 units from an original draft allocation of 5,827 units due to an area that had been annexed by another jurisdiction.*
- Where is climate change being taken into account? For example, if sea levels rise, some of the sites may be underwater.
  - *Response: Residential units located in the flood plain must be raised 1-foot above the base flood elevation. It is likely that new residential units in the FEMA 100-year flood zone will be located above parking or above ground floor retail uses. In April 2021, the*



*Town completed a Climate Adaptation Assessment to identify the Town's vulnerabilities in the face of changing climatic conditions and to develop a roadmap for action based on a toolkit of potential options. The Town will continue to identify potential actions to mitigate some of the risks associated with sea level rise as part of the Climate Adaptation process.*

- Also not addressed is how many more homes will be required in the next phase?
  - *Response: The Town's RHNA for the 2023-2031 cycle is 725 units.*
- Corte Madera appealed and lost, as did several other Marin communities.
- I support new housing at the shopping malls. As to numbers, we need to hit 700, and have about 100 credits for ADUs.
- How are utility companies included in this process? Seems RHNA assumes that resources are unlimited. Will municipalities absorb the cost of new infrastructure required for the proposed expansion?
  - *Response: The Supplemental EIR for the Housing Element Update will include a section on public services, which among other things includes water supply and service; wastewater service; and electrical, natural gas, and telephone services.*
- How many of these sites are needed to put in all these units?
  - *Response: The majority of the housing opportunity sites are required for the Town to develop a compliant Housing Element.*
- Each of the proposed properties are commercial in nature, which means jobs are being displaced by housing. Isn't the purpose of RHNA to expand housing due to fulfill future employment needs? Seems the only way to achieve a balance is to create mixed use multifamily dwellings.
  - *Response: It is likely that many of the sites will be developed with a mixed-use project (i.e. commercial and residential uses).*
- Would this be on top of the current retail space or is Macy's going out?
  - *Response: Any redevelopment of the Macy's site would likely include a mix of commercial and residential uses. The Town does not have information if Macy's intends to vacate the space or is going out of business.*
- @Patricia - that was an initial appeal. Will there be additional appeals?
- when to traffic studies come about? I can't imagine that intersection by Macy's with 300 units. It's already a mess.
  - *Response: As part of the rezoning proposal, the Town is initiating an environmental review (Supplemental EIR). The EIR will analyze a variety of factors, including traffic.*
- I don't think they are compatible. Tam Ridge is a stand out eyesore, blocking Mt Tam view from 101 and E. CM
- Site #2 — way too dense, traffic concerns, view concerns.

# 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) \*

I own my home/Soy propietario de mi casa 100%

I rent my home/Rento mi casa 0%

I live with my family/friends (I do not own nor rent)/Vivo con familiares/amigos (no soy propietario ni rento) 0%

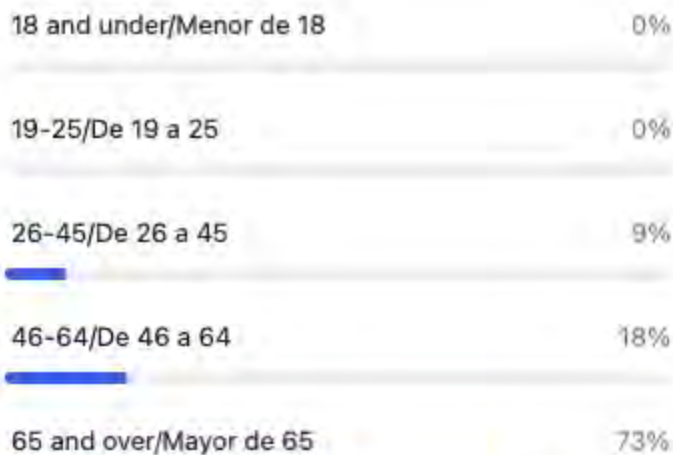
I do not currently have permanent housing/ Actualmente no tengo una vivienda permanente 0%

Other/Otro cosa 0%

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



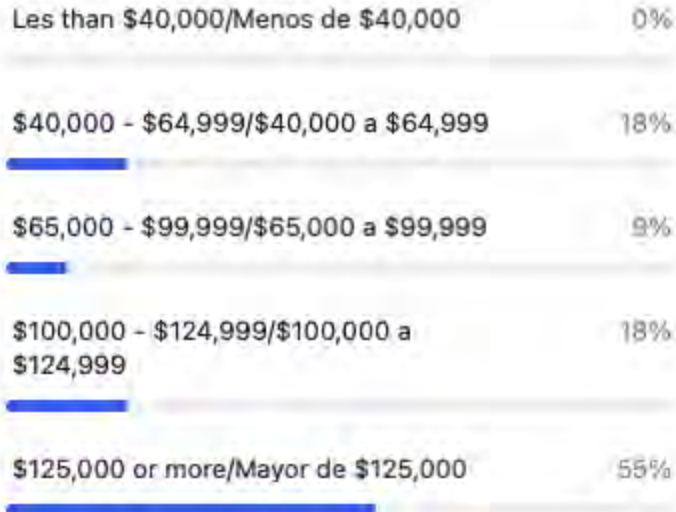
6. What is your age?/¿Qué edad tiene? (Single Choice) \*



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.*

# CORTE MADERA HOUSING ELEMENT UPDATE

## Community Workshop #6 Summary

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

As the final meeting of the Corte Madera Housing Element Community Workshop series, the sixth workshop provided a summary of the series and outlined the next steps in the process, including an overview of the CEQA process, existing housing programs and policies, and the safety element. Community participation was encouraged at the end of each section with time provided for clarifying questions by chat and verbal comments. Feedback received will inform the content of future outreach events and will help refine the process for the Housing Element Update.

The community meeting was held via Zoom on Wednesday, March 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. CEQA Overview and Participant Q+A
3. Programs and Policies and Participant Q+A
4. Safety Element
5. Workshop Series Summary, Wrap Up and 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, Paul Kronser, Rachael Sharkland
- **EMC** - Teri Wissler Adam

**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, Teri Wissler Adam from EMC presented an overview of the CEQA process including the required level of analysis, the structure of a supplemental EIR, and opportunities during the CEQA process for public input. An opportunity for community comments and clarifying questions followed Teri’s presentation.

Martha Battaglia then gave a presentation covering existing housing policies and programs, and provided examples of several recent projects that implemented programs within the current Housing Element. Martha also summarized feedback received to date from the public about potential housing policies and programs to include in the Housing Element update. An opportunity for community comments and clarifying questions followed Martha’s presentation.

Martha then gave a presentation about the safety element including information about the Climate Adaptation Assessment. Lastly, Adam provided a summary of the workshop series and outlined the next steps in the housing element update process.

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

**Demographics Live Poll** *(full summary of the results are available in the Appendix)*

- 1. Where do you live? (select one)**
  - 83% live in Corte Madera
  - 17% do not live in Corte Madera
  
- 2. Where do you work? (select one)**
  - 58% work in Corte Madera (including remote work)
  - 17% work in Marin County, but not in Corte Madera
  - 17% work outside of Marin County
  - 8% do not work (retired, unemployed, other)
  
- 3. Which of the following describes why you decided to attend tonight’s workshop? (select all that apply)**
  - 17% want to know more about housing in Corte Madera
  - 42% want to support more housing development in Corte Madera
  - 42% are concerned about more housing development in Corte Madera
  - 25% want to know more about the Housing Element Update Process
  
- 4. What is your housing situation?**
  - 92% own their house
  - 8% rent their house
  
- 5. What type of housing do you live in?**
  - 92% House/duplex
  - 8% Townhome



**6. What is your age?**

- 17% 26-45
- 50% 46-64
- 33% 65 and over

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

- 92% White
- 8% Asian
- 8% Other

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

- 8% \$40,000 to \$64,999
- 8% \$100,000 to \$124,999
- 83% \$125,000 or More

**SUMMARY OF PUBLIC COMMENTS & QUESTIONS**

Below is a high-level summary of the public comments and questions that were fielded during the presentation. Verbal and chat comments were recorded by the consultant team. Responses were offered by Town staff and are shown in *italics* below. A complete record of all the comments and questions is provided in the Appendix.

**General Comments & Questions**

Support for senior housing, which has consequences for planning such as opening up single-family properties and reducing VMT (vehicles miles traveled).

- Is it possible to push back on the state laws?
  - *Town Staff Response: Our work plans are developed and then we receive direction from our council members and one of the things we have done to pushback within the framework was initiate an appeals process. The RHNA number was high, much larger than the Town has seen in the past, but that appeal filed by the Town was rejected. We've been charged with moving forward in compliance with new state laws, as are all other jurisdictions in the Bay Area.*
- Concern expressed about a lack of transparency and promotion of events in the housing element update process.
  - *Town Staff Response: During this process we have engaged in extensive outreach; we sent a mailer to every resident and business in Town. From my experience this is the greatest outreach campaign we've done to date. We are happy you are here now, if you haven't been to any of the other workshops in the series and as always, staff is here to answer any questions and concerns.*
- Enthusiasm and support for the staff's consistent efforts publicizing and encouraging public participation in the housing element update process.
- Interest in developing affordable housing.
- Concern about CA state laws that identify additional housing requirements.



- **CEQA Comments & Questions**

How will we be notified of the public comment period for the draft SEIR?

- *Consultant Response: There are notices that will be posted on the Town's website, in the local newspaper, and with the county clerk. Notices are also sent to various public agencies, and you can request to be added to the Town's email list. Email the Town or sign up on the website to be added to the interested parties list.*

- What kind of planning has the Town done to accommodate 25% increase in growth with respect to water, schools, and traffic?

- *Town Staff Response: The Town will be looking into what potential effects development might bring about through the environmental review process. Transit and traffic have strategies in place or soon will be, and were considered in determining suitable sites. Regarding schools, the population has dropped in the past couple years. We are aware that there will be a need to work with the school board as new housing comes online. Regarding water, the Marin Municipal Water District (MMWD) gave a presentation on water management planning as part of the workshop series. The Town will continue to work with these agencies as development happens to ensure that development is planned comprehensively.*

- Can you speak to how the Town will plan for this additional housing in a responsible way to protect the quality of life that current residents have now?

- *Town Staff Response: To clarify, the Town is not proposing any potential projects; the Town has identified opportunity sites where density increases may be permitted. If a project were proposed at one of these sites, then there would be proper notice. The planning we are discussing with the Housing Element Update is several years in the future. We are glad you are here, because feedback about particular sites is exactly what we are asking for. We would encourage folks to look at workshops 3, 4,5, which lay the groundwork for how and why the Town can accommodate the units that are required by the state. For example, we are identifying opportunity sites close to the highway and not in established neighborhoods. Town staff is also here to meet with you and talk offline, whatever is necessary to make you feel comfortable so you know what's happening.*



# Appendix

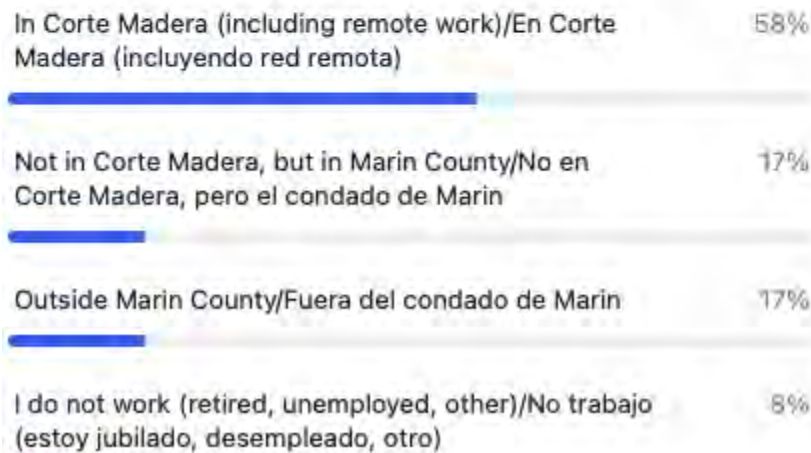
## DEMOGRAPHIC LIVE POLL RESULTS

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



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

12/12 (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) \*

I want to know more about housing in Corte Madera/  
Quiero saber más sobre la vivienda en Corte Madera 17%

I want to support more housing development in  
Corte Madera/Quiero apoyar el desarrollo de más  
viviendas en Corte Madera 42%

I'm concerned about more housing development in  
Corte Madera/Me preocupa el desarrollo de más  
viviendas en Corte Madera 42%

I want to know more about the Housing Element  
Update Process/Yo quiero saber más sobre el  
proceso de actualización del Elemento de Vivienda 25%



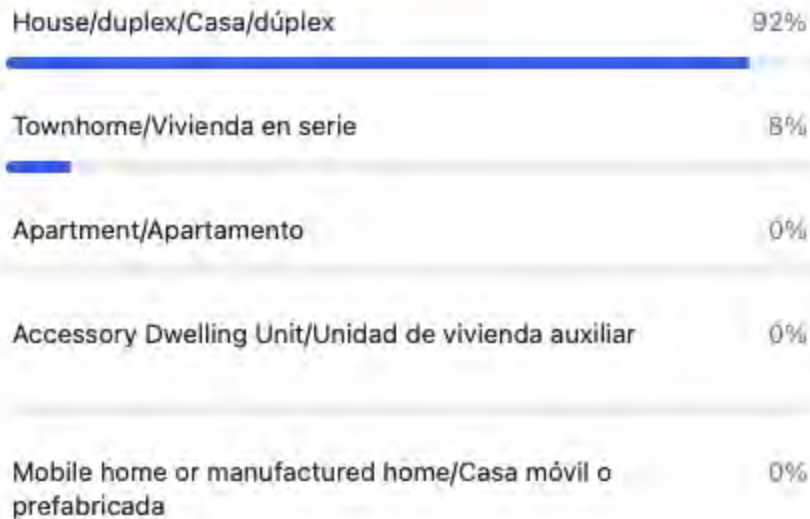


4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) \*



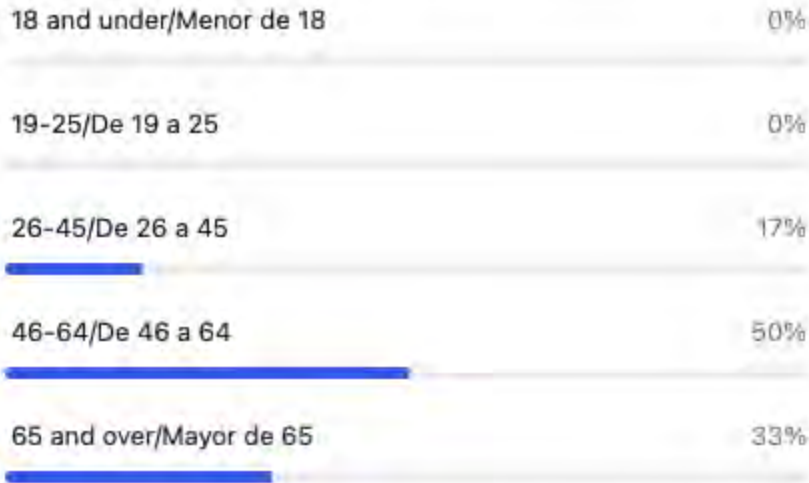
5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) \*

12/12 (100%) answered



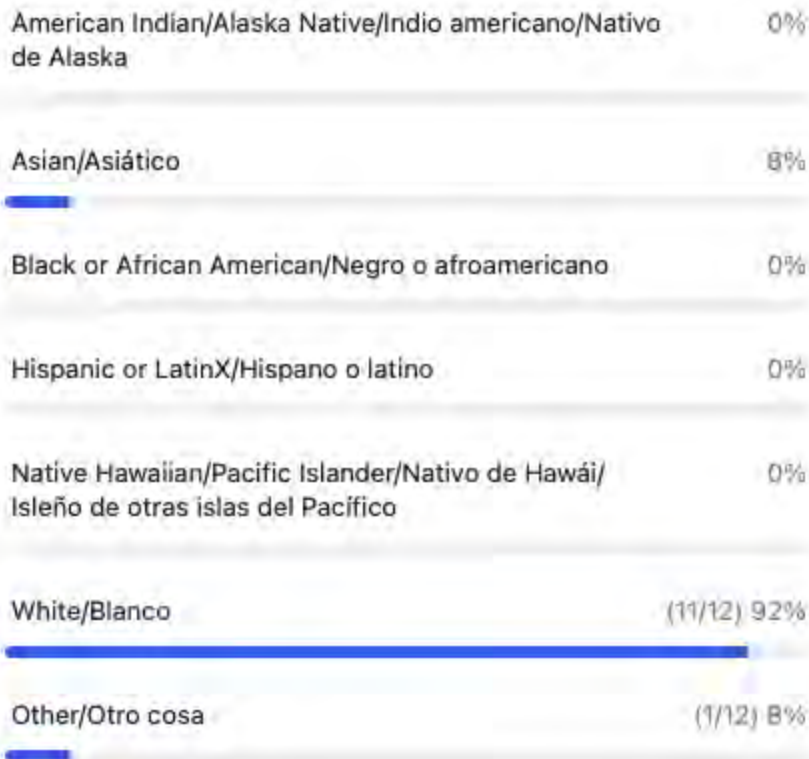


6. What is your age?/¿Qué edad tiene? (Single Choice) \*



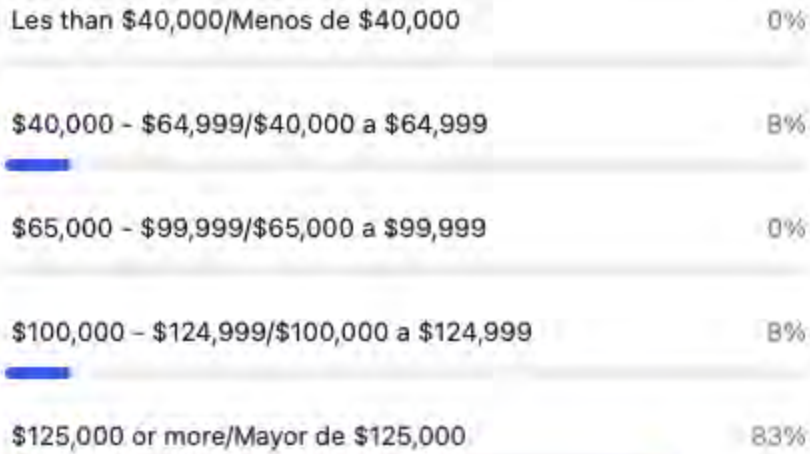
7. What is your race & ethnicity? (may select more than one)/  
¿Cuál es su raza y origen étnico? (puede seleccionar más de una)  
(Multiple Choice) \*

12/12 (100%) answered





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 in *italics*.

<p>smaller town feel....although it has significantly grown over the last 40 years</p>
<p>I am against any house development in Corte Madera, especially something like this. How can this be stopped?</p>
<p>Novato Macys is closing and I understand they will take parts of that macys and incorporate it into the corte madera macys ...along with a possible Toys R US in the store as well... Doesn't sound like Macys is into residential</p>
<p>Re TT's comment, state law requires the town to build more housing, including affordable housing. You cannot stop this process, but you can participate in it.</p>
<p>How can i participate to stop the process. This is not in the interest of the town.</p>
<p>Barbara, Mayors, assembly persons and other elected government officials throughout the state could spend a fraction of the energy that they are on this and tell Newsom and Sacramento that this is not a welcomed law</p>
<p>If you want to support orgs working to overturn housing laws, check out <a href="http://localcontrolca.com">localcontrolca.com</a> ...</p>
<p>Bay area population and specifically Marin county population dropped from Q1 2020 to Q3 2021 by 30.7% and the trend is continuing. 56% of people say they expect to leave the Bay Area in the next several years. The question is why the need for new housing?</p>
<p>you should post on Nextdoor as well</p>
<p>And the roads</p>
<p>Who do you represent, Sacramento or Corte Madera?</p>
<p>Nobody cares about the current homeowners. we are only good for paying the taxes.</p>
<p>I know that most of our town's staff and council people are very concerned about these state mandates. The constitutionality of them has been brought to question. (The US constitution says that anything not specifically covered in the constitution falls to the most local government municipality. So this is a long game. The staff has to do it's assignment, and do it in a way that if we do lose the bigger case, we will at least have created something relatively tolerable. Does that make sense?</p>
<p>Without any push back the plan will keep rolling over us</p>
<p>If we lost Macy's we would lose tax dollars. Last meeting the analysis was that revenues would break even, but with the infrastructure, needed schools and reservoir improvements ...police and fire.... it would cost the Town \$\$</p>



We need to do the best we can, in case we end up having to allow it. But we can make stipulations. Like, for example, senior housing. Having age 55+ housing (as exists in every other community in Marin, but not Corte Madera, would really help. Right now, hundreds of older people are aging in place in big homes up in the hills. If they could move down into town, their homes would be opened up for growing families. And senior housing does not impact schools, and they tend not to drive much either.

Current building costs for new construction are around \$725 sq ft. when you build small like ADU that cost actually can increase. I'm for ADU but cost can be prohibitive

a yoga studio

The population of Corte Madera was not informed and not made aware about this plan. Most people have an idea about the plan. If the Town Hall wanted our feedback this project should have been made known to the people of Corte Madera.

People are leaving for a reason.

However to protect the density of our community, why increase density>

People are more important than density

As to the Macy's property, why not retain locally serving ground floor retail, and put residences above? These shop/live centers are happening in lots of places. It makes shopping malls feel a lot more like a real community.

Maybe a good way to address this is to get all Marin towns involved in addressing the lack of water, power, infrastructure and services, not to mention the safety issues of mass evacuations and lack of egress, especially with more residents. In addition, Marin residents need to be apprised of these plans.

Was the town-owned Park Madera shopping center considered as a site?	<i>A: The Park Madera Center was discussed at Workshop 3 and came up at 4 as well.</i>
--	--

The transparency is a worry (I feel residents are not aware of what is going on). There needs to be better communication and direct outreach. I'm concerned about the site right in front of my home, but I'm also concerned about the density impact to the whole community (traffic, water, safety etc.) it truly has a negative impact on safety and quality of life for current residents if not addressed.	<i>A: During this process we have engaged in extensive outreach; we sent a mailer to every resident and business in Town. From my experience this is the greatest outreach campaign we've done to date. We are happy you are here now, if you haven't been to any of the other workshops in the series and as always, staff is here to answer any questions and concerns.</i>
---	---

Yes, Park Madera Center is on the list. I think this is an excellent spot for senior housing.	<i>A: Pat, it isn't on the list as an opportunity site but for future consideration.</i>
---	--



I will vote for anybody (even a republican) who is against this forced development at the next local/ state election

My question is how do we, as a community, make stipulations as to what type of housing — ie senior housing or workforce housing? When do we have that public conversation?

I spoke to over 100 people. 5% were aware of it. 2% knew about this meeting

I think the branding of "workshop" is not clear to be honest

should have been a mailing, like you do for new home development

As far as I am concerned, The town bent over backwards to publicize this process. Apparently some residents don't pay attention until it affects them. Get involved and stay involved!

doesn't make clear that major decisions are made -- "workshop" sounds like brainstorm sessions..

This was anything but public. Very hard to get information about this

Barbara is right..as is Adam

I agree completely with Yasi's comment.

Except for a few banners several months ago I haven't seen or heard anything until 2 weeks ago. This project should have been largely publicized.

We need affordable workforce housing and I applaud the City taking the initiative on this.

I received a mailer about these calls and saw signage around Corte Madera. I feel the town took efforts to publicize this process.

I do not agree

there are some good sites suggested, close to transit that can meet these issues. Senior housing is a good idea too.

We are very lucky to have Adam in his position. He has been an exemplary town employee. do not attack him directly, he has done everything he was supposed to do. The town did plenty of outreach. If you are concerned, get involved with the town and stay involved.

Senior housing is a crucial need

The town did push back. no luck. CA has a serious affordable housing crisis. thus the push for more housing development. this has been going on for years.

A large-sized postcard was sent to every address in Corte Madera back in October explaining state requirements for 700+ homes and a list of the workshops and dates addressing the needed plan to achieve this requirement.

Here's a link to an IJ story about the pushback. Join it!

<https://www.marinj.com/2022/02/14/marin-housing-mandate-opponents-map-resistance-strategy/amp/>

If the need for affordable housing is so stringent, then a lowering of the taxes is in order

The implicit assumption is that everybody is for this development. This is false.



My small, 1 bathroom home is valued at \$1.6M. That is reflective of a lack of housing supply in our community. it's not sustainable. change is inevitable. we all have a role to play in how that change unfolds. I applaud the town for how they have managed this process.

Look no more. Stop this project and there is no need for sites.

TT--Your facts are incorrect. The town is required to do this. If it doesn't, the Attorney General has already said charges will be brought. You really should do some research and you'll see that under state law, the town has no choice. CM is the only jurisdiction that has asked for community input from the beginning. Others are announcing the chosen sites and then asking the public to comment.

PM there are towns refusing to do this. Just because a law or regulation is pushed on people, towns and the state doesn't make it good. It also doesn't mean that it can't be fought and changed. This form is to voice your concerns and to get more info

thank you Adam & team

A bad law can be voted down

PM this is called central planning and it is not based on the necessities/particular situation of the local communities but on the desire and vision of the big government.

PM this is called central planning and it is not based on the necessities/particular situation of the local communities but on the desire and vision of the big government.

This is central planning.

thank you everyone, great job!

Don't assume I like this law. I am working with groups that are trying to get a measure on the ballot that would end state interference in local zoning and housing ordinances. I have also tried to have the council pass a resolution supporting this proposed ballot measure.

Thanks Phyllis, if anyone can do this, you can!

**VERBAL COMMENTS**

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

<p>Senior housing is needed, people do not want to leave corte madera, if we had properties we could purchase (senior designated condos) Units that don't impact the schools. We need to decide what kind of housing is needed as we move forward - if what is needed for the community.</p>	
<p>Pushback on sacramento/state's laws that are being proposed all over the state? Could something be organized?</p>	<p><i>A:Our work plans are developed and then we receive direction from our council members and one of the things we have done to pushback within the framework was initiate an appeals process. The RHNA number was high, much larger than the Town has seen in the past, but the appeal filed by the Town was rejected. We've been charged with moving forward in compliance with new state laws, as are all other jurisdictions in the Bay Area.</i></p>

**VERBAL COMMENTS REGARDING CEQA PROCESS**

<p>What ideas have come forward to increase schools and water capacity for the 25% increase? What proposed sites for new schools? and infrastructure (traffic)?</p>	<p><i>The Town will be looking into what potential effects development might bring about. Transit and traffic have strategies in place or soon will be, and were considered in determining suitable sites. Regarding schools, the population has dropped in the past couple years. We are aware that there will be a need to work with the school board as new housing comes online. Regarding water, the Marin Municipal Water District (MMWD) gave a presentation on water management planning. The Town will be working with these agencies as development happens, to ensure that development is planned comprehensively.</i></p>
---	---





*Corte Madera needs to change, but can it be done responsibly, while protecting the quality of life of those that live here now? My house faces 601 Tamalpais Drive, this is one of the opportunity sites. I wasn't notified, which I am usually. This would change the quality of my life and the appraisal of my home. So I feel confused about the transparency part.*

*To clarify, the Town is not proposing any potential projects; the Town has identified opportunity sites where density increases may be permitted. If a project were proposed at one of these sites, then there would be proper notice. The planning we are discussing with the Housing Element Update is several years in the future. We are glad you are here, because feedback about particular sites is exactly what we are asking for. We would encourage folks to look at workshops 3, 4,5, which lay the groundwork for how and why the Town can accommodate the units that are being asked for; for example, we are identifying opportunity sites close to the highway and not in established neighborhoods. Town staff is also here to meet with you and talk offline, whatever is necessary to make you feel comfortable so you know what's happening.*

## Housing Needs in Corte Madera

The Town of Corte Madera is gathering input from the community to guide the Town's planning process for housing in Corte Madera. Our aim is to reach and engage all segments of the community. This feedback form is designed to have you share your ideas about housing needs today and in the future.

***Provide feedback to be entered into a raffle to win a \$50 gift card at a Corte Madera restaurant. Ten winners will be selected at random. The feedback form will take about 10 minutes to complete.\****

### 1. Where do you live? (select one)

- a. In Corte Madera
- b. Not in Corte Madera, but in Marin County
- c. Outside Marin County

### 2. Where do you work? (select one)

- a. In Corte Madera (including remote work)
- b. Not in Corte Madera, but in Marin County
- c. Outside Marin County
- d. I do not work (retired, unemployed, other)

### 3. If you work in Corte Madera, how long is your commute?

- a. Less than 20 minutes
- b. 20-30 minutes
- c. 30-40 minutes
- d. 40-50 minutes
- e. 60 minutes
- f. 60-75 minutes
- g. More than 75 minutes

### 4. What is your housing situation?

- a. I own my home
- b. I rent my home
- c. I live with family/friends (I do not own nor rent)
- d. Do not currently have permanent housing

### 5. What type of housing do you live in?

- a. House/duplex
- b. Townhome
- c. Apartment
- d. Accessory Dwelling Unit (ADU)
- e. Mobile Home or Manufactured Home

### 6. What is your age?

- a. 18 and under
- b. 19-25
- c. 26-45
- d. 46-64
- e. 65 and over

### 7. Which bracket best describes your household income?

- a. Less than \$40,000
- b. \$40,000 to \$64,999
- c. \$65,000 to \$99,999
- d. \$100,000 to \$124,999
- e. \$125,000 or More

### 8. Race and Ethnicity: (select all that apply)

- a. American Indian/Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or LatinX
- e. Native Hawaiian/Pacific Islander
- f. White
- g. I prefer not to say
- h. I prefer to self-identify: \_\_\_\_\_
- i. Other: \_\_\_\_\_

### 9. What do you think are the most critical housing issues in Corte Madera (select top 5)?

- a. Rate of new housing units getting built
- b. Number of new housing units getting built
- c. Protections for renters facing displacement or discrimination
- d. Concentration or segregation of certain groups
- e. Down payment assistance for first time home buyers
- f. Programs to help existing homeowners stay in their homes
- g. Financial assistance for home repairs/renovation
- h. Availability of housing for young families (e.g. 2+ bedrooms)
- i. Availability of housing that is affordable to moderate, low, and very low-income residents
- j. Substandard housing conditions
- k. Other: \_\_\_\_\_



#### CONTACT

Adam Wolff, Director of Planning and Building  
housingplan@tcmmail.org | 415-927-5064

For more information, visit:  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)



**10. Have you ever faced discrimination in renting or purchasing housing?**

- a. Yes
- b. No
- c. If yes please explain: \_\_\_\_\_

**11. What do you think are the housing types most needed in Corte Madera?**

- a. Housing affordable to low-income households
- b. Housing affordable to middle-income households
- c. For-sale condos or townhomes
- d. Rental housing
- e. Senior housing
- f. Housing with accessibility features for people with disabilities
- g. Housing and/or services for unhoused people
- h. Other: \_\_\_\_\_

**12. What are the most important considerations to address when planning new housing in Corte Madera over the next 10 years (select top 5)?**

- a. Energy efficient design and construction
- b. New buildings designed to fit into the surrounding context
- c. Protection of access to significant views (height limits)
- d. Privacy and noise
- e. On-site amenities for new residents, like decks and play areas
- f. Proximity to public transit
- g. Walkability to schools, businesses, and services
- h. Maintaining high-quality services and facilities, such as police, fire, parks and recreation, libraries
- i. Traffic and parking
- j. Other: \_\_\_\_\_

**\* Provide your email address and/or phone number to be entered in the raffle:**

**EMAIL:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

*NOTE: Contact information is optional and will only be used for raffle prize.*

**Check here if you'd like to be added to the interested parties list.**

**13. How well does your current housing meet your needs (choose all that apply)?**

- a. I am satisfied with my housing
- b. My housing is too far from my job and/or difficult to reach with public transportation
- c. I would like to downsize but am unable to find a smaller home/unit
- d. My housing/unit is too small for my household
- e. My house/unit is substandard or in bad condition and I need my landlord to respond or I cannot afford to make needed repairs
- f. None of the above
- g. Other: \_\_\_\_\_

**14. Please identify any barriers to affordable housing (choose all that apply):**

- a. Lack of resources to help find affordable housing
- b. Limited availability of affordable units
- c. Long waitlists
- d. Quality of affordable housing does not meet my standards
- e. Other: \_\_\_\_\_

**15. Please provide any additional comments below (e.g., if you have any suggestions for how to solicit additional feedback about the Housing Element Update)**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## Necesidades de Vivienda en Corte Madera

La Ciudad de Corte Madera está juntando información de la comunidad para guiar el proceso de la ciudad para la planificación para viviendas en Corte Madera. Nuestro objetivo es llegar y involucrar a todos los segmentos de la comunidad. Este formulario de comentarios está diseñado para que comparta sus ideas sobre las necesidades de vivienda hoy y en el futuro.

*Proporcione sus comentarios para participar en una rifa para ganar una tarjeta de regalo de \$50 para un restaurante de Corte Madera. Diez ganadores serán escogidos por selección aleatoria. El formulario de comentarios tardará unos 10 minutos en completarse.\**

### 1. ¿Dónde vive? (seleccione uno)

- a. En Corte Madera
- b. No en Corte Madera, pero en condado Marin
- c. Fuera del condado de Marin

### 2. ¿Dónde trabaja? (seleccione uno)

- a. En Corte Madera (incluyendo red remota)
- b. No en Corte Madera, pero el condado de Marin
- c. Fuera del condado de Marin
- d. No trabajo (estoy jubilado, desempleado, otro)

### 3. Si usted trabaja en Corte Madera, ¿cuánto tarda en viajar diariamente?

- a. Menos de 20 minutos
- b. 20-30 minutos
- c. 30-40 minutos
- d. 40-50 minutos
- e. 60 minutos
- f. 60-75 minutos
- g. Más de 75 minutos

### 4. ¿Cuál es su situación de vivienda?

- a. Soy propietario de mi casa
- b. Rento mi casa
- c. Vivo con familiares/amigos (no soy propietario ni rento)
- d. Actualmente no tengo una vivienda permanente

### 5. ¿En qué tipo de vivienda vive?

- a. Casa/dúplex
- b. Vivienda en serie
- c. Apartamento
- d. Unidad de vivienda auxiliar
- e. Casa móvil o prefabricada

### 6. ¿Qué edad tiene?

- a. Menor de 18
- b. De 19 a 25
- c. De 26 a 45
- d. De 46 a 64
- e. Mayor de 65

### 7. ¿Qué categoría describe mejor los ingresos de su grupo familiar?

- a. Menos de \$40,000
- b. \$40,000 a \$64,999
- c. \$65,000 a \$99,999
- d. \$100,000 a \$124,999
- e. Mayor de \$125,000

### 8. ¿Cuál es su raza y origen étnico? (puede seleccionar más de una):

- a. Indio americano/Nativo de Alaska
- b. Asiático
- c. Negro o afroamericano
- d. Hispano o latino
- e. Nativo de Hawái/Isleño de otras islas del Pacífico
- f. Blanco
- g. Prefiero no decir
- h. Prefiero identificarme: \_\_\_\_\_
- i. Otro cosa: \_\_\_\_\_

### 9. ¿Cuáles son los problemas de vivienda que usted piensa son los más críticos en Corte Madera (seleccione los 5 principales)?

- a. La calificación de nuevas viviendas construidas
- b. El número de nuevas unidades de vivienda que se construyen
- c. Las protecciones para inquilinos que enfrentan desplazamiento o discriminación
- d. La concentración o segregación de ciertos grupos
- e. La asistencia con el pago inicial para compradores de vivienda por primera vez
- f. Los programas para ayudar a los propietarios existentes a permanecer en sus hogares
- g. La asistencia financiera para reparaciones/ renovaciones del hogar
- h. La disponibilidad de viviendas para familias jóvenes (por ejemplo, 2+ dormitorios)
- i. La disponibilidad de viviendas asequibles para residentes de ingresos moderados, bajos y muy bajos
- j. Las condiciones de vivienda precarias
- k. Otro: \_\_\_\_\_



#### CONTACTO

Adam Wolff, Director de Planificación y Construcción  
housingplan@tcmmail.org | 415-927-5064

Para más información visite  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)





### 10. ¿Alguna vez ha enfrentado discriminación al alquilar o comprar una vivienda?

- a. sí
- b. No
- c. En caso afirmativo, por favor explique: \_\_\_\_\_

### 11. ¿Cuáles tipos de vivienda cree que son los que más se necesitan en Corte Madera?

- a. Vivienda asequible para hogares de bajos ingresos
- b. Vivienda asequible para hogares de ingresos medios
- c. Venta de condominios o casas adosadas
- d. Viviendas para alquiler
- e. Vivienda para personas mayores
- f. Vivienda con características de accesibilidad para personas con discapacidad
- g. Vivienda y/o servicios para personas sin vivienda
- h. Otro: \_\_\_\_\_

### 12. ¿Durante los próximos 10 años, cuáles son las consideraciones más importantes a tener en cuenta al planificar nuevas viviendas en Corte Madera (seleccione las 5 principales)?

- a. Diseño y construcción energéticamente eficiente
- b. Edificios nuevos diseñados para encajar en el contexto circundante
- c. Protección de acceso a vistas significativas (límites de altura)
- d. Privacidad y ruido
- e. Servicios en el lugar para nuevos residentes, como terrazas y áreas de juego
- f. Proximidad al transporte público
- g. Accesibilidad a pie a escuelas, negocios y servicios
- h. Mantenimiento a servicios e instalaciones de alta calidad, como servicios de policía, bomberos, parques y recreación, bibliotecas
- i. tráfico y estacionamiento
- j. Otro: \_\_\_\_\_

### 13. ¿Qué tan bien satisface sus necesidades su vivienda actual (elija todas las que correspondan)?

- a. Estoy satisfecho con mi vivienda.
- b. Mi vivienda está demasiado lejos de mi trabajo y/o es difícil llegar a ella con el transporte público
- c. Me gustaría reducir el tamaño pero no puedo encontrar una casa/unidad más pequeña
- d. Mi vivienda/unidad es demasiado pequeña para mi hogar
- e. Mi casa/unidad está por debajo de los estándares o está en malas condiciones y necesito que mi arrendador responda o no puedo pagar para hacer las reparaciones necesarias
- f. Ninguna de las anteriores
- g. Otro: \_\_\_\_\_

### 14. Identifique cualquier barrera para la vivienda asequible (elija todas las que correspondan):

- a. Falta de recursos para ayudar a encontrar viviendas asequibles
- b. Disponibilidad limitada de unidades asequibles
- c. largas listas de espera
- d. La calidad de la vivienda asequible no cumple con mis estándares
- e. Otro: \_\_\_\_\_

### 15. A continuación, proporcione cualquier comentario adicional (por ejemplo, si tiene alguna sugerencia sobre cómo solicitar comentarios adicionales sobre la actualización del elemento de vivienda)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**\* Proporcione su dirección de correo electrónico y/o número de teléfono para participar en el sorteo:**

**Correo electrónico:** \_\_\_\_\_  
**Numero de telefono:** \_\_\_\_\_

*Nota: La información de contacto es opcional y solo se utilizará para el premio de la rifa.*

**Marque aquí si desea ser agregado a la lista de interesados.**



#### CONTACTO

Adam Wolff, Director de Planificación y Construcción  
housingplan@tcmmail.org | 415-927-5064

Para más información visite  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)



Town Center – Housing Opportunity Sites Map & Survey Information



# HOUSING IN CORTE MADERA

**We Want Your Input!**  
**Visit the Project Website & Complete a Feedback Form**  
**[www.cortemaderahousing.org](http://www.cortemaderahousing.org)**



THE TOWN OF  
Corte Madera

*Open Camera,  
Aim,  
& Tap*





# CORTE MADERA HOUSING ELEMENT UPDATE

## Community Feedback Form Summary

February – August 2022

The purpose of the Corte Madera Housing Element Update is to guide how the Town seeks to produce new housing, preserve existing housing, ensure fair access to housing, prevent displacement of existing residents, and meet other critical housing needs over the next 8 years as required by California’s Department of Housing and Community Development. In addition to other ongoing engagement efforts, an online and hard copy feedback form was prepared to gather input from the Corte Madera community and reach a broader audience. The feedback form was translated into Spanish.

The feedback form was made available digitally on the project website ([www.cortemaderahousing.org](http://www.cortemaderahousing.org)) and as hard copies from February through August 2022. The Town mailed hard copies of the feedback to several existing apartment complexes and delivered the feedback form to businesses at the Town Center (regional shopping center in Corte Madera). The online survey link was shared to the community, via social media and community chat groups, published in Town publications, and sent to stakeholders and interested parties who signed up for project notifications. The hard copy feedback form (in both English & Spanish) was also made available at various pop-up workshops throughout the Town where staff was available to answer questions and provide updates on the Housing Element process. A total of **176 responses** were received. The feedback received helped inform the content of future outreach efforts and guided the development of the Housing Element.

The following questions were included in the online feedback form:

1. *Where do you live?*
2. *Where do you work?*
3. *If you work in Corte Madera, how long is your commute?*
4. *What is your housing situation?*
5. *What type of housing do you live in?*
6. *What is your age?*
7. *Which bracket best describes your household income?*
8. *Race and Ethnicity.*
9. *What do you think are the most critical housing issues in Corte Madera?*
10. *Have you ever faced discrimination in renting or purchasing housing?*
11. *What do you think are the housing types most needed in Corte Madera?*
12. *What are the most important considerations to address when planning new housing in Corte Madera over the next 10 years?*
13. *How well does your current housing meet your needs (choose all that apply)?*
14. *Please identify any barriers to affordable housing (choose all that apply).*
15. *Please provide any additional comments below (e.g., if you have any suggestions for how to solicit additional feedback about the Housing Element Update?)*

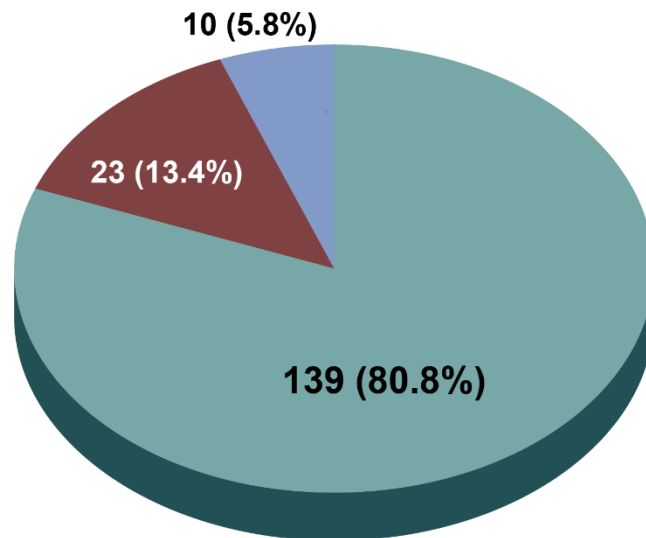
Below is a summary of the input received through the multiple choice questions, followed by common themes captured from the open ended “Other” options that accompanied questions 8-14.





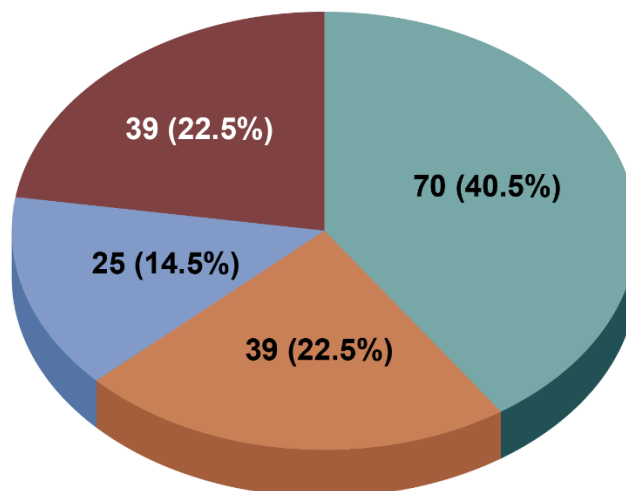
## **FEEDBACK FORM SUMMARY**

### **1. WHERE DO YOU LIVE?**



- a. In Corte Madera
- b. Not in Corte Madera, but in Marin County
- c. Outside Marin County

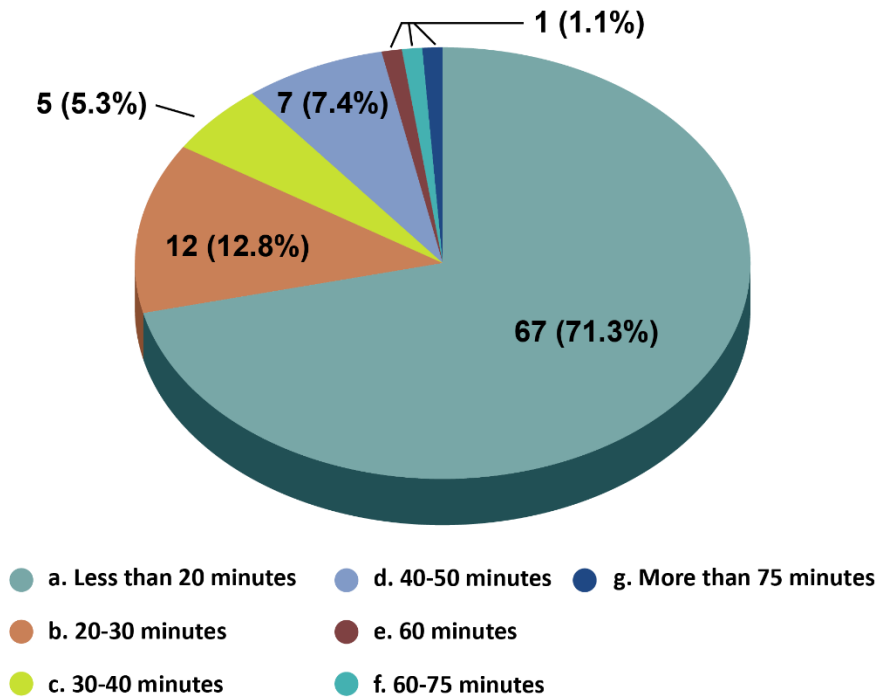
### **2. WHERE DO YOU WORK?**



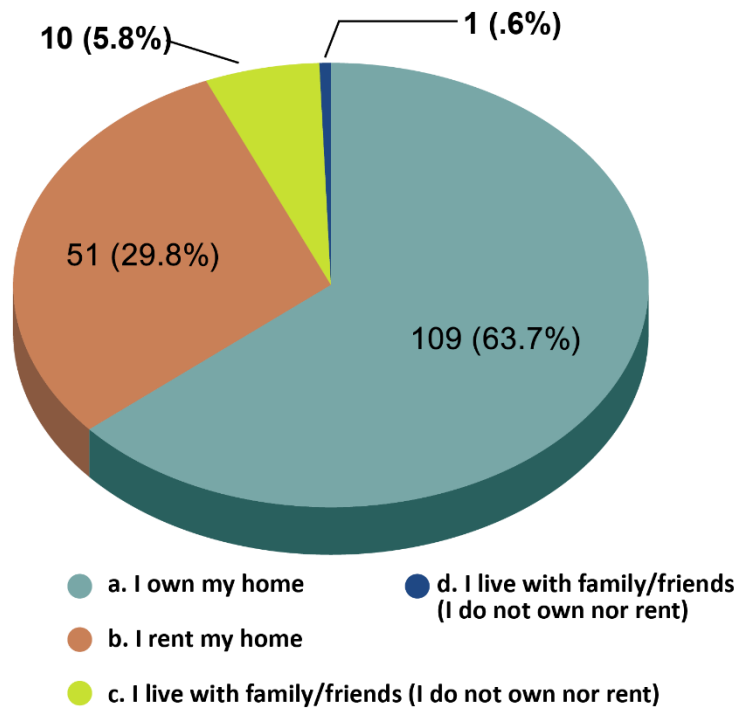
- a. In Corte Madera (including remote work)
- b. Not in Corte Madera, but in Marin County
- c. Outside Marin County
- d. I do not work (retired, unemployed, other)



### 3. IF YOU WORK IN CORTE MADERA, HOW LONG IS YOUR COMMUTE?

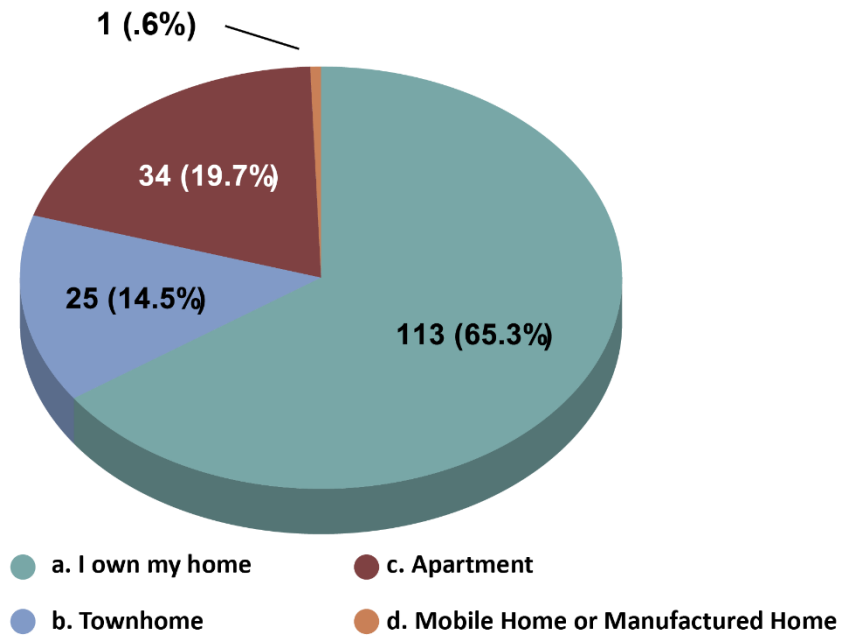


### 4. WHAT IS YOUR HOUSING SITUATION?

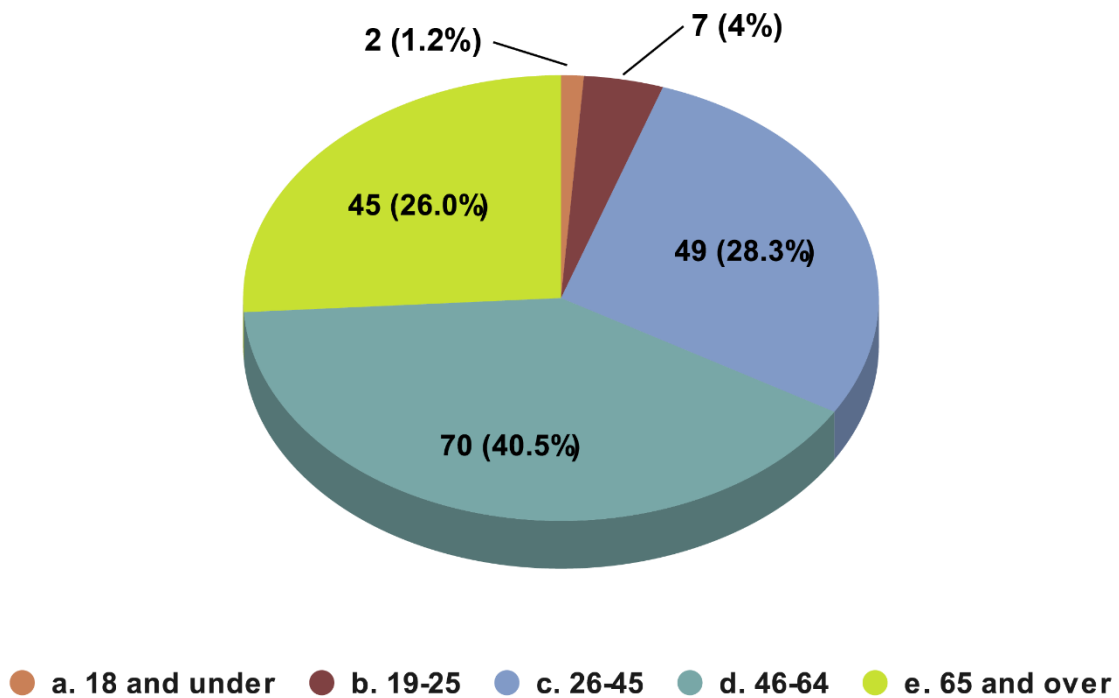




5. WHAT TYPE OF HOUSING DO YOU LIVE IN?

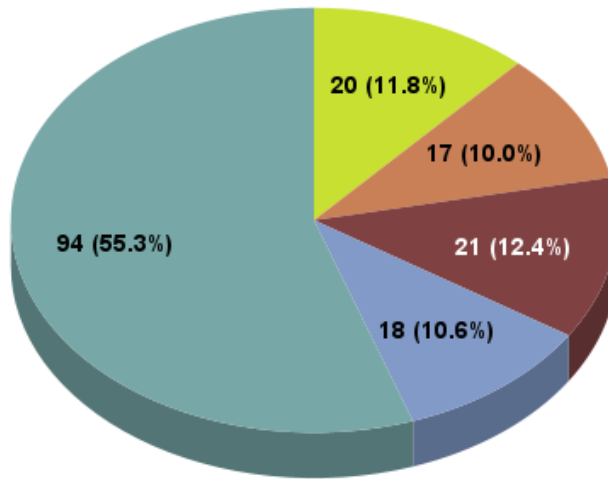


6. WHAT IS YOUR AGE?



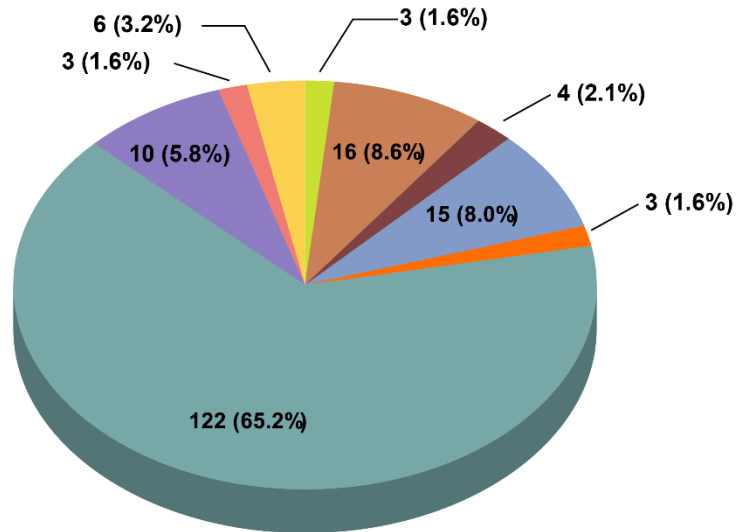


### 7. WHICH BRACKET BEST DESCRIBES YOUR HOUSEHOLD INCOME?



- a. Less than \$40,000
- b. \$40,000 to \$64,999
- c. \$65,000 to \$99,999
- d. \$100,000 to \$124,999
- e. \$125,000 or More

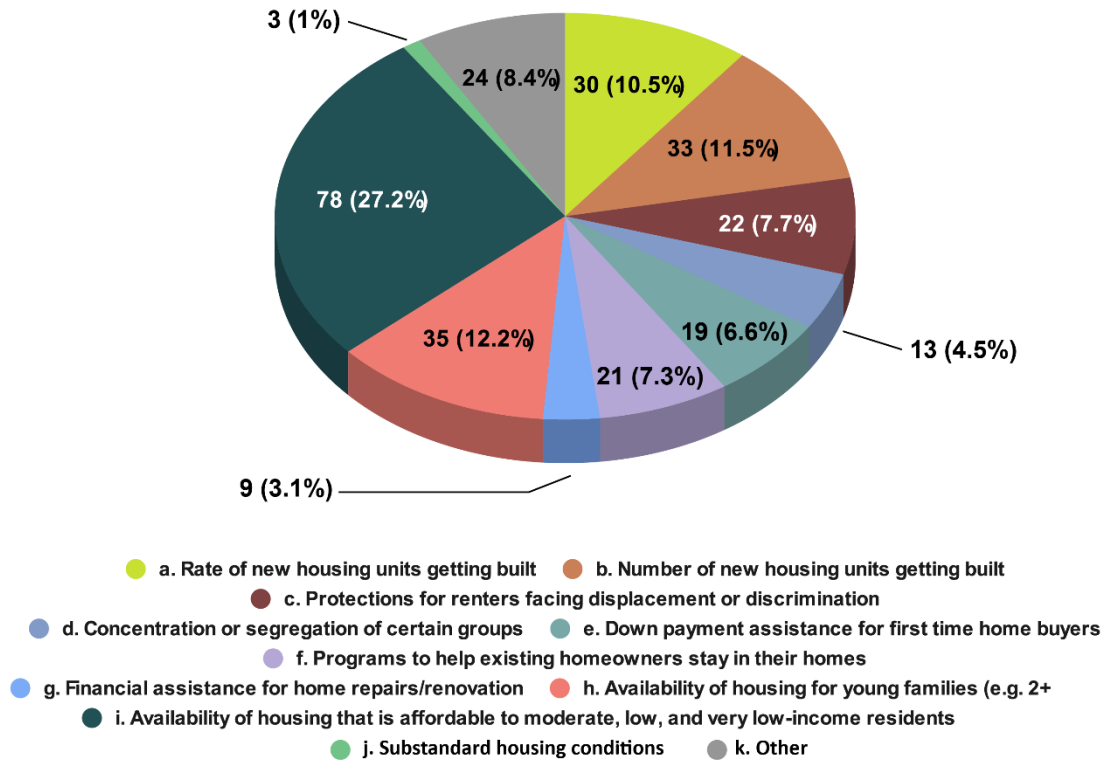
### 8. RACE AND ETHNICITY



- a. American Indian/Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or LatinX
- e. Native Hawaiian/Pacific Islander
- f. White
- g. I prefer not to say
- h. I prefer to self-identify:
- i. Other



### 9. WHAT DO YOU THINK ARE THE MOST CRITICAL HOUSING ISSUES IN CORTE MADERA?

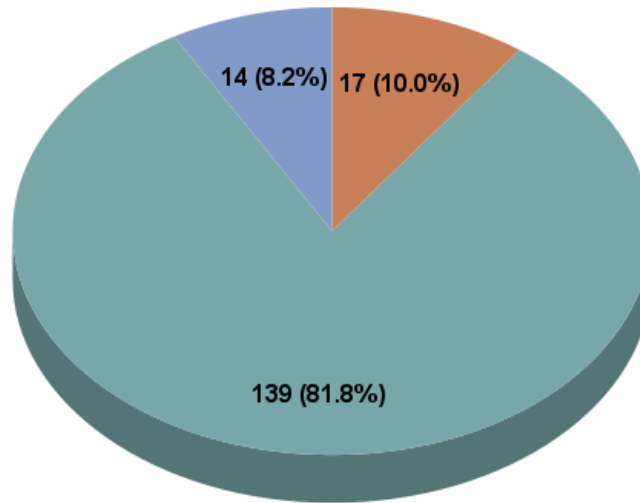


**Common themes captured from 'Other':**

- Water and services – as housing expands, the need for more water/utilities
- The need for lower income housing
- New housing that will preserve the character of Corte Madera and protect the environment
- With additional housing, there needs to be consideration of the traffic impacts



## 10. HAVE YOU EVER FACED DISCRIMINATION IN RENTING OR PURCHASING HOUSING?



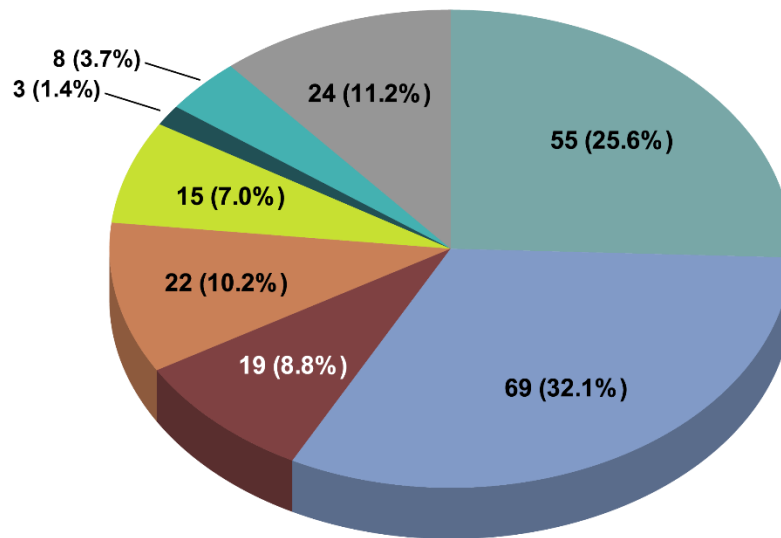
● a. Yes ● b. No ● c. If yes explain

### ***Common themes captured from 'If yes please explain':***

- *For being a single mom*
- *Having pets sometimes doesn't allow for adequate housing*
- *Children can be a deterrent for landlords to rent to small families*



### 11. WHAT DO YOU THINK ARE THE HOUSING TYPES MOST NEEDED IN CORTE MADERA?



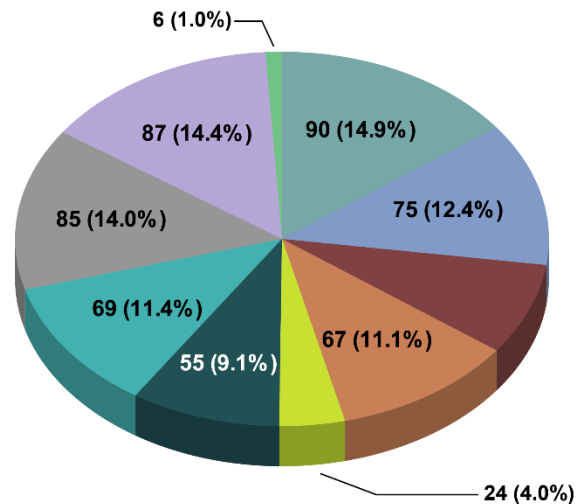
- a. Housing affordable to low-income households
- b. Housing affordable to middle-income households
- c. For-sale condos or townhomes
- d. Rental housing
- e. Senior housing
- f. Housing with accessibility features for people with disabilities
- g. Housing and/or services for unhoused people
- h. Other

**Common themes captured from 'Other':**

- More market rate smaller homes/townhomes which can be affordable
- Reach out to all homeowners in Corte Madera for feedback
- Keep the town the way it is, no housing is needed
- Housing for Town employees and teachers
- Affordable rental housing that utilizes infill sites
- Single family homes that are affordable to all
- Housing for all income levels



## 12. WHAT ARE THE MOST IMPORTANT CONSIDERATIONS TO ADDRESS WHEN PLANNING NEW HOUSING IN CORTE MADERA OVER THE NEXT 10 YEARS



- a. Energy efficient design and construction
- b. New buildings designed to fit into the surrounding context
- c. Protection of access to significant views (height limits)
- d. Privacy and noise
- e. On-site amenities for new residents, like decks and play areas
- f. Proximity to public transit
- g. Walkability to schools, businesses, and services
- h. Maintaining high-quality services and facilities, such as
- i. Traffic and parking
- j. Other

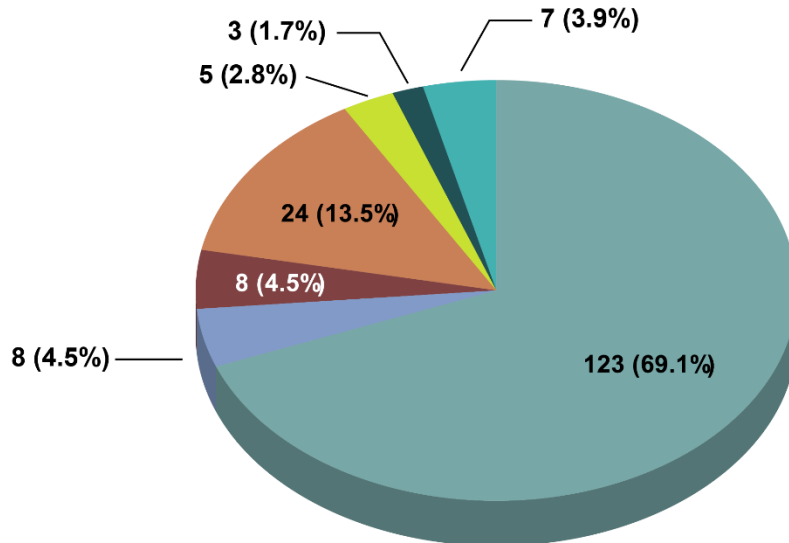
### ***Common themes captured from 'Other':***

- *Maintain open and green space*
- *Consider rent control*
- *Water use and availability – utilize gray water for irrigation*





**13. HOW WELL DOES YOUR CURRENT HOUSING MEET YOUR NEEDS (CHOOSE ALL THAT APPLY)?**



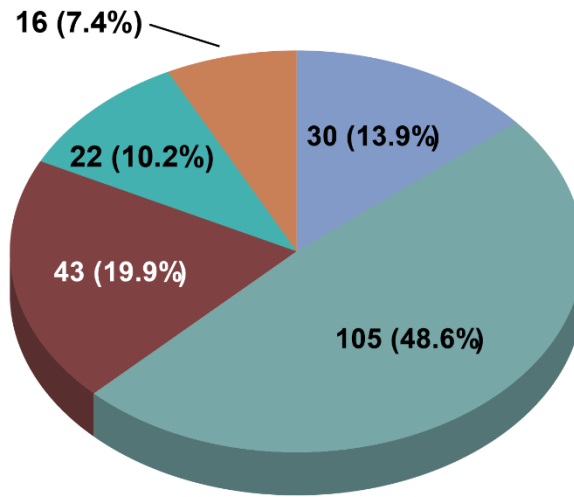
- a. I am satisfied with my housing
- b. My housing is too far from my job and/or difficult to
- c. I would like to downsize but am unable to find a smaller home/unit
- d. My housing/unit is too small for my household
- e. My house/unit is substandard or in bad condition and I need my landlord to respond or I
- f. None of the above
- g. Other

***Common themes captured from 'Other':***

- High Rent
- Property taxes are too high – unable to rent
- High Rent (rent increases)



**14. PLEASE IDENTIFY ANY BARRIERS TO AFFORDABLE HOUSING (CHOOSE ALL THAT APPLY)**



- a. Lack of resources to help find affordable housing
- b. Limited availability of affordable units
- c. Long waitlists
- d. Quality of affordable housing does not meet my standards
- e. Other:

***Common themes captured from 'Other':***

- *Affordable homes for moderate income earners who cannot afford high-cost homes*
- *Lack of land for building new affordable homes*
- *No barriers for affordable housing*
- *Market conditions impact costs*



## **QUESTION 15 - COMMON THEMES FROM OPEN-ENDED RESPONSES**

Below are common themes established from the **62** responses received for Question 15. The number in parenthesis after the theme indicates the number of responses associated with that theme.

### **15. Please provide any additional comments below (e.g., if you have any suggestions for how to solicit additional feedback about the Housing Element Update?)**

- *Create small, high density apartment buildings or convert existing to accommodate the growing number of people who wish or need (essential services) to live here (7)*
- *Low income housing is needed for younger populations that want to live and work in Corte Madera (6)*
- *Water supply issues should be addressed with added housing units (5)*
- *Gather additional feedback from the community and those who are unhoused as much as possible regarding the housing needs of Corte Madera (4)*
- *Many things need to be considered regarding building and housing before new development creates a greater harm in terms of environmental damage and the need for resources and infrastructure to support development (4)*
- *Address middle class housing needs that are above low income but cannot afford a majority of housing currently available in Corte Madera (4)*
- *Traffic and congestion will be impacted/made worse with added housing and services (3)*
- *Add rent control as rent has substantially increased over the past 10 years, forcing some to move out of Corte Madera (3)*
- *Add more ADU's and streamline the process (2)*
- *Consider adding more housing and resources for seniors, those who are disabled in Corte Madera who cannot afford to purchase a new home but want to stay in the community (2)*



## Appendix

### 'Other' Responses from questions 9-14

#### Question #9:

Adequate water/sewer, traffic, need for workers in town to live in town
Both the rate and the number of new housing units being built
Having access for people of different backgrounds to live here, having a more inclusive approach to people wanting to live here. We can have apartments on top of the village or town center, there's room.
Infrastructure availability for existing housing: low-quality of elect lines, Water - reliance on natural sources which are drying up, Roads - single entry/exit point for East-CM
Lack of space to develop new housing, possible unreported ADUs, possible impacts to traffic with new housing.
Lower income housing
Need for senior housing
none
None of above
Poor planning
Preserving The character and relatively small town. Protecting our environment and limiting building
PROTECT OUR SMALL-TOWN NEIGHBORHOODS FROM CORRUPT POLITICIANS AND BUILDERS 2. WATER AVAILABILITY 3. TRAFFIC CONGESTION 4.SAFETY
rate and number of housing using getting built are equal in my mind as most critical issues
taxes too high
The idea we have to help people who can't afford things in the area or market conditions don't support it homes and woke racism.
The town is ruining itself by overpopulating itself. There is not enough water to accommodate new buildings, there is too much traffic to build new houses, it's a fire hazard to have new buildings
This could be directly related to lack of knowledge so please forgive me. However, since growing up in Marin, to living in Larkspur now, the only critical issue I see is how crowded Marin has become. The traffic is by far worse, the amount of people in lines, in stores, trying to find parking and even lack of water is much worse than it ever has been. If anything, the place Marin used to be (for those of you that have lived here long term) to what it is now, is far different. Marin is losing or has lost its quaint little towns, it's love for outdoors being crowded out on weekends (Stinson, Muir Woods, Muir beach) and the charm it once had which added to the value of Corte Madera and surrounding towns. It's sad. Marin used to not allow any big chain stores, and people were able to fight off Costco...but now, 700 clearly poorly made apartments or townhomes make the cut? Very tragic to lose such a quaint place to be.
k. Other: Too many houses planned
k. Other: Unaffordability
WATER!!!! WATER!!!! WATER!!!! WATER!!!! WATER!!!! WATER!!!! WATER!!!!
We don't have enough water for more housing. People are letting trees die due to lack of water.
We recently bought a home in CM after years of renting here. We know very well that there is a serious lack of housing inventory and that the current housing is prohibitively expensive for most people. That is terrible and I'd love to see this addressed. Perhaps with subsidies or down payment assistance to low and middle income households. At the same time, I'm concerned about the town's ability to implement climate adaptation measures with the current population. Adding a significant amount of housing will create additional burdens considering CM is mostly in a flood and wildfire zone. Egress in case of an emergency is also concerning if there is an increase in traffic congestion. We are also running out of water in Marin for our current population.

#### Question #10:

Cost, traffic, safety (wildfire, sea level rise)
Design



discriminated from renting for being a woman
Environment sustainability is very important to me, as is preserving the natural beauty and access to nature abundant in CM. Housing should be made thoughtfully and gradually to maintain the small town charm of the Town.
Has there been a poll taken by teachers, firefighters, nurses etc that work in Marin to see if finding a home in Marin is even of their concern? I've been asking around, and happy to take a poll with every teacher in Marin county to find out if this is a big concern? I would hope you would
1. Consider the outcome of this poll
2. Consider that maybe there is a reason that people cannot afford to live here. We have worked our butts off earning 5 degrees between two of us to earn the income and therefor the privilege to live here! I'd like to live in Ross!! In fact, it's closer to where my husband works, but we know we cannot afford it. If that was our desire, we would know that we would have to continue to climb that latter of income so we can! No one is going to give us a handout or an option to live in Ross just because we don't make enough money! Seems interesting doesn't it! Please consider the hard work, education, and time it took for us to live here! It's not fair that we work so hard to live in a single family residence in this town only to watch less expensive housing being built that will further overcrowd our towns and take so much away from our once quaint, quiet, outdoorsy town.
Having public transit for more residents (buses, trains, ferries) and having them look architecturally pleasing. Corte Madera is beautiful town and having buildings that look beautiful is important and having them accessible for people of diverse backgrounds.
Make housing units affordable and open to long time Corte Madera residents that had to move away because of cost of housing
Multi-story, high-density housing is INCOMPATIBLE with Corte Madera's character, as shown by the hideous Wincup development. Are they planning these types of housing in Ross or Belvedere? Why must our community of modest single-family homes bear the burden of these insane state requirements? There's plenty of land in West Marin.
Pets & kid
Single mom, has to hide that I had children in order to rent
Traffic impacts, building height (limiting height), aesthetics of neighborhoods and keeping a suburban feel
Unknown, there can be bias that is difficult to address
WATER!!!! WATER!!!! WATER!!!! WATER!!!! WATER!!!! More multi-unit housing will destroy the town's character and livability. This is a terrible idea for Corte Madera.
We were a young family with 3 children and a dog, and landlords would hesitate when I told them we had 3 children, and then would use the excuse that we had a dog to deny us a rental.

**Question #11:**

affordable rental housing and housing/services for unhoused.
Availability of single family houses for families, regardless of income
Booths at shopping centers, schools, Town Park, library.
High quality homes for high income families
Housing density is already high, not sure need more housing
Housing for city employees (especially teachers, firefighters, police, public works)
housing for low and middle class
Infill housing only
Keep up the public interaction and pop up sites
Laws in favor of landowners. I know of several houses and apartments that are left empty because the owners don't want to get tenants that don't pay and destroy the property. Our daughter went threw hell with tenants who choose not to pay because of the laws in their favor, they had not lost jobs.
MAIL Questionnaires to every Corte Madera resident. DO NOT allow non-residents to participate--if they don't live here, they really shouldn't have a voice in what is built here.
multi use housing with stores or offices below and condos above



My husband worked for the Town of Corte Madera, and I still get benefits from when he worked there (he died in 2001). You could send notices or cards of interest to retired Town of C.M. workers and their spouses.

My poor friend who lives at the awful gigantic new Tamal Vista apartments just had them try to raise her rent SEVEN HUNDRED DOLLARS a month. Despicable

Need much more housing of all types and at all income levels

No housing no water

No new building

None, I like this town the way it is.

Schedule meetings at additional times. Dinner time is challenging with young children.

self-sufficient, carbon neutral co-operative homes

Send a letter to everyone who owns a HOME in Corte Madera. Not businesses or landlords who have a financial incentive to crowd our town with high-density housing. Home owners are the ones who will be most affected. Housing ISN'T "FAIR". That's why we all can't afford to live in Belvedere or Ross. This initiative will DESTROY Corte Madera and is only "UNFAIR" to long-time homeowners.

Spread the word more about the zoom meetings. This won't just impact Corte Madera. All of Marin will be affected and deserve to know.

They just need more market rate smaller homes and town homes that will be a tax base for the city.

To assume that there is a right to live in Marin is wrong. Not everyone can afford a \$10 million home in Atherton nor should they have one

**Question #12:**

Maintain open/green space

rent control

Water is our biggest problem so all units should have gray water irrigation.

**Question #13:**

(rent increases, unsuitable in summer, new owner)

I would like to subdivide my existing lot.

property tax too high - cannot stay in home, nor afford to rent it out

Rent is too high

Small, terrible location, horrible value for money spent

**Question #14:**

Affordable housing does not exist for moderate income earners. Families making over around 175,000 still cannot afford million dollar homes. There needs to be assistance for down payment not just for first time home buyer's

Cost of living and utility bills always ballooning makes it unaffordable

difficulty understanding application process

Free market conditions

It's California

lack of land to build

Lack of land, However it would be a massive mistake to destroy Marin County by building homes and increasing the population by almost 20% as proposed.

Market conditions. You can't change that. Build small high rise units so it's profitable for builders as rising prices for building kills profitable units

None

Obtaining loan to cover high cost of housing in Marin.



spending so much to import homeless people who were not here before and GIVE them housing instead of helping those families/households that are struggling and on the edge of homelessness

e. Other: Supply and demand

Why does this question assume there are barriers to affordable housing?

**Question 15 Responses:**

Housing cannot be viewed myopically as if it did not impact many other things : additional hardscapes, reduction of tree cover and connecting green areas increases the air temperature and worsens air quality (urban island effect) which has significant impacts on human life as well as the ecology, the effects of expanding light pollution, the building process itself using huge amounts resources and polluting, and finally draining the already crippled water supply and power grid. Many things need to be considered regarding building and housing before short sightedness creates density that cannot be supported and greater harm by creating urban heat islands, irrevocable environmental damage and logic defying demands on failing resources.

All renters must help pay property/parcel taxes. Analyze traffic at peak hours on surface streets=unsafe. Fund school buses to control school hour traffic.

Additional housing in CM must not impact the quality of life for the existing residents who have invested a substantial amount of their income to purchase a house.

Must address water-supply issues; Must address traffic concerns (single exit/entry with long queues on San-Clemente); Must address failing electrical infrastructure that PGE repairs only when it breaks and does not do any preventive-improvements

Distribute questionnaire through neighborhood NRGs...

We should putting some energy into not being forced to overloading our town & its infrastructure

New homes with yards are crucial. Building more condos or apartments is substandard. Middle class Families deserve homes and not just condo and apartment options.

If you can't afford to live here or the bay area move like most have. Find a market more set for your job and income or change those factors.

Stop assuming that people want more housing units built. There is no way to solve the issue of affordability, so should focus on improving things for current and future homeowners who can afford to buy in Marin.

Our family has lived in the same unit for about 10 years, but our rent is now about double of when we first moved in. We're pretty close to be priced out of our home, so solutions for the housing needs of our town are urgently needed.

Rent control is needed to keep landlords from increasing the rent beyond a reasonable amount like SF, Berkeley, Oakland, Richmond and others have.

It is imperative that quality housing (inside and out) be perceived immediately. The concept is that the home should be immediately attractive to the eye, not ostentatious, simple, yet comprehensive and inviting--not complicated by adornments or obvious additions. The home should not exceed three stories. Basically, elegant for its simplicity. Corte Madera homes generally fit this description. The simple, non-ostentatious aspect of a Corte Madera home, with surrounding clean grounds is a Corte Madera home, as opposed to the grandeur of a huge structure that virtually spills out just short of the sidewalk or one that is overladen with excess foliage. A Corte Madera home says, "The family that lives here is a happy family."

I encountered discrimination twice: in college, I had a landlord refuse to rent based on my field of study. And when I was seeking a rental in San Francisco in 2000, a landlord wanted to see a photograph before agreeing to show his unit to me. These are insignificant compared with the discrimination that I know others face every day, but it gave me a small taste of it.

We need more affordable, permanent housing. I strongly favor programs to help working families buy their first homes. At the same time, I want to make sure that we build such homes in ways that our neighborhoods not only are preserved but improved. This probably means height limits and design regulations so that new homes blend more than contrast.

I grew up in Marin and went to Redwood. I came back to be closer to my family and benefit my kids. I am appalled by what has happened to Marin. The crime is out of control and you have a small group of excessively wealthy people pushing normal hardworking families out. No wonder the schools are in bad shape. I am a doctor and make



good money and I find life here impractical and unsustainable. Furthermore, I don't want to raise my kids in this environment as it is unhealthy in so many ways. I don't know how you fix the housing. Nothing is affordable here and everyone seems to collide in this dynamic of upping living costs because of the premium to be in Marin. News flash- Marin is not special. There's nothing unique or extraordinary here the way there was 30 years ago. The county has been ruined. There are far better and far safer places to live than here where normal families don't teeter on the edge of financial ruin. You need affordable housing for low and middle-income people. You need to reign in the property taxes and the madness at PGE. You need to stop cash buyers from pricing average people out. The homes are also old small and outdated — across the board. People need to get a grip and collectively stop charging premiums and inflating their services because it's so expensive here. It's expensive here because people in the county made it this way and have created a mess. I know the intentions were good but it's just out of control.

Lastly, I will add that I am leaving the state after being here 8 short months. Marin is such a nightmare now that I'd rather live out of state with two small kids all alone with no family help (since the whole family is here). Our health and quality of life are far better out of state. The healthcare here too is inferior to what you get out of state.

This survey is cute but there's much bigger problems around CM and Marin. A few "affordable" units won't create any meaningful change unless all of the underlying insanity is dealt with.

I want us to increase housing supply while being mindful of the environmental impact of new housing developments. Ideally, we could also preserve and increase green spaces and restore natural ecosystems while making room for more humans. Access to nature is a big part of what makes Marin so special.

Pop-up surveys at local grocery stores.

The planning commission is an obstacle to all improvements and expansions in the town and needs a complete overhaul. Support for larger projects would likely be easier to obtain if homeowners didn't feel like the planning commission weren't putting up obstacles for them at every possible chance.

Show examples of well designed affordable housing here in the Bay Area

Additional water/sewage capacity needs to be considered as population increases

I think if we're building apartments or condos, they should all be in close proximity to each other so it's more of a community. We also need to ensure that there are enough natural resources, i.e. water, to support the existing residents of the town.

I grew up in NYC and am a fan of higher density housing. Planners need to tune out the people who will oppose any housing short of detached single-family homes. As we age, we would like to live in denser housing where there is a community of neighbors, and there is very little available or affordable in Southern Marin. Infill development along with some new projects to meet the glaring housing need is the way to go.

Somehow, municipalities need to be able to get the state to revise its edict for new housing development, i.e. lower the quantity of new housing. Numbers are based upon a pre-Covid economy, and associated housing demand. That demand will likely not return for some time.

The questions above are skewed to assume all respondents need affordable housing. We were not able to afford acceptable housing so we worked hard to make it livable. Most of our neighbors have done the same. Years ago we went to town meetings concerning the affordable apartments on San Clemente drive. When we asked if people who worked in Corte Madera would have priority for renting the units we were told NO. What good is it to build affordable housing so people from other areas can come live here? I suggest you change the priority at San Clemente for people who work in Corte Madera. Otherwise it solves nothing.

No

Please make sure there is infrastructure available to support any project before approval. Also make sure that projects confirm to the existing neighborhood.

Corte Madera is a charming town and I hope it remains as such. I would like to see more townhomes, ADUs, and small apartment buildings (not like the super expensive monstrosity on Tamal Vista) converted or built to accommodate the growing number of people who wish or need (essential services) to live here. The town should keep this in mind with building permits and inspectors -- make it easier to convert or build proper additional housing. There are many who would LOVE to live here but can't find housing.





We have to make sure that low and middle income families are included in our city landscape as well as culturally diverse people

An excellent way of both (1) reducing traffic and (2) improving home affordability would be repeal/reduce off-street parking minimums.

It would be helpful if staff helped facilitate the subdivision of existing lots.

I have missed the last 2 meetings. Where can I get the minutes. Thank you

No water no houses

C.M. cannot add 700 more housing units to its existing format without changing the character of its small town climate. With water shortages as they are how can we continue to be expected to accommodate a more dense population.

All the Corte Madera leaders seem to be yes men, they need to understand that we put them in office and we can take them out. They need to fight back with other mayors and assemblymen of other cities and resist this poorly thought out law which is meant to do nothing but destroy small cities and communities

We have numerous old and unattractive buildings when exiting onto Tamalpais from the Freeway. It would be great for the town if they could be replaced with attractive multi-story mixed use buildings - shops and offices below with condos or townhouses above.

Please don't build another Hong Kong project in such a tight space. Go east

The proposed housing plan will place an unreasonable traffic load on paradise which is already challenged during peak traffic periods; the options should be more equally distributed throughout Corte Madera

Phase out above ground utilities and gas and invest in sustainable fire safe housing,

This is a poorly crafted survey that makes several inappropriate assumptions.

Limited buildable land means limited scope to add new housing in Corte Madera. Instead of adding to the town's footprint I hope we will consider innovative ways to make existing housing stock more available to lower income households, including key workers such as teachers, fire fighters, police, as well as retail and restaurant employees. This would also enhance the economic diversity, and likely other forms of diversity, of the population, which would be beneficial to the community.

This survey is completely one-sided. You are assuming Corte Madera residents all feel there is a need to increase density and provide affordable housing. Please do better to understand the full base of constituents. Not just a partial group.

Corte Madera (and Marin broadly) is ground zero for overly favoring wealthy established single-family homeowners' preferences for (a) perceived property value and (b) maintaining the status quo ("neighborhood look and feeling") ("views"). PLEASE try to consider the voices of those who can't be as easily heard: young families (and individuals) who will move here from other parts of the bay area, particularly including those of moderate to low incomes. That means allowing duplexes and multi-family; relaxing building controls generally and not deferring to hyperactive, hyper-controlling neighbors. Let's try to commit our stated values for the world into practice where it counts

Before adding housing units solve traffic congestion problems. Maintain the natural and environmental quality of life we moved here for.

Ask those in the unhoused community to take the survey.

There needs to be more housing for my generation. It's simply not fair that the older generation gets property rich by refusing to build housing for the younger generations and refuses to let the younger generations hit their life markers.

Specific housing related Email and direct mail with a QR code to a survey to homeowners, without being buried in the town newsletter

I'm disgusted that water availability is not mentioned. We are and will be in drought conditions for probably the rest of my life.

I hope our Town can create a variety of housing types and attract a variety of residents (families, singles, young people as well as racial and ethnic diversity).

DO NOT BUILD ANYTHING NEW. NO MORE IMPORTING HOMELESS PEOPLE.



I believe the city needs to drastically increase the supply of new housing or risk pricing out all but the most affluent households. I don't believe that just meeting the minimum state requirements for new housing is sufficient to keep spiraling housing costs under control and that the City needs to plan for and build even more.
Disabled and mobility impaired individuals have a hard time in Marin County and Corte Madera
Asking residents what they would be most willing to give up (or keep) to encourage growth of housing would be helpful to identify that everything comes with an adverse effect but finding a solution that works for the most people. Thanks!
social media, reach out to the younger generation and not just home owners, I'm happy to help!
How can the population in Marin or Corte Madera specifically grow when there hasn't been any new housing for people to move into? All we can do is shuffle people around. Not add new people.
This housing needs assessment is based off of 2010 census data. It should be based off of 20220 census data.
It should be easier for people who work in Corte Madera to live in Corte Madera. My fiancé and I make \$125,000 a year and can barely afford rent, let alone to buy something.
Why is there no considerations or mention of food waste/compost mandates that went into law in January 2022 (SB1383)?
Why is there no plan to install rain capture barrels throughout the town?
How will homeowners and renters be incentivized to install greywater capture from laundry and rain barrels on property?
There are too many sites being considered that will clog the freeway which is a burden to people commuting to the City. Some units need to be car free and reliant on public transportation (Sites 2-5); Site 9 is too far away from anything; Environmental impact to animals and plants needs to be considered. Themes complexes for lifestyles that are focused on climate change; more housing-put equal jobs to help.
Thank you for reaching out for feedback
Higher density; less parking lots; stop wasting land, build 2nd and 3rd stories; take a field trip to Holland and or Denmark and see how it's done
I work in Corte Madera right now and live in Sausalito, but I do not want to commute because I take public transportation and have an electric bike which will be easier to go back and forth to work and back.
We need adequate housing for our teachers, police, doctors, nurses, etc.
Too dense here, not a good place for building more housing, too crowded, north Novato better areas
Single family home with backyards don't seem to be in developers plans. The need to maximize profits seems to take precedence over building homes that accommodate families and their personal space.
Low income affordable housing should not increase by 5% each year. A low income family will always suffer when there is not enough income for expenses and residence face a 5% increase every year and a threat of removal from the tenancy, or a lease termination. It is happening here in 33 San Clemente Apartments. Management increased rent by more than \$200 in last 3 years.
The most important thing is to house the homeless especially families.
Play area for children needs to be looked into
Let low income families live in peace, I work at Amy's drive through
No more destruction of or environment from building new roads or new housing; build for middle income families. Please ensure rent control, stop abuse by landlords, on rent increase
Allow more ADUs



# CORTE MADERA HOUSING ELEMENT UPDATE

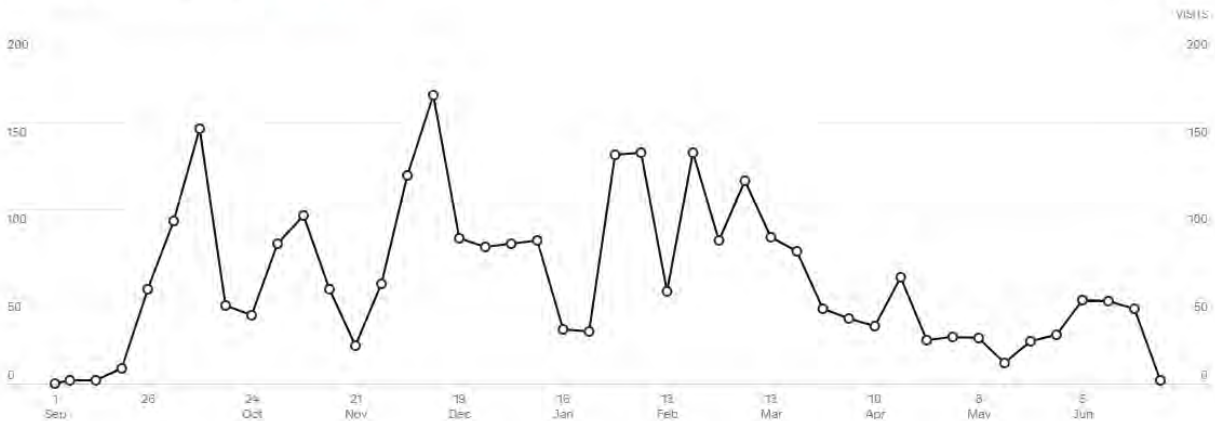
## Website Analytics

- 2,600 Total Visits
- 1,900 Unique Visitors
- 167 Visitors in the past 30 days & 1,300 Since Feb. 1<sup>st</sup>.

### Visits

Sep 1, 2021–Jun 27, 2022 • 2,629 Total •100%/yr/yr

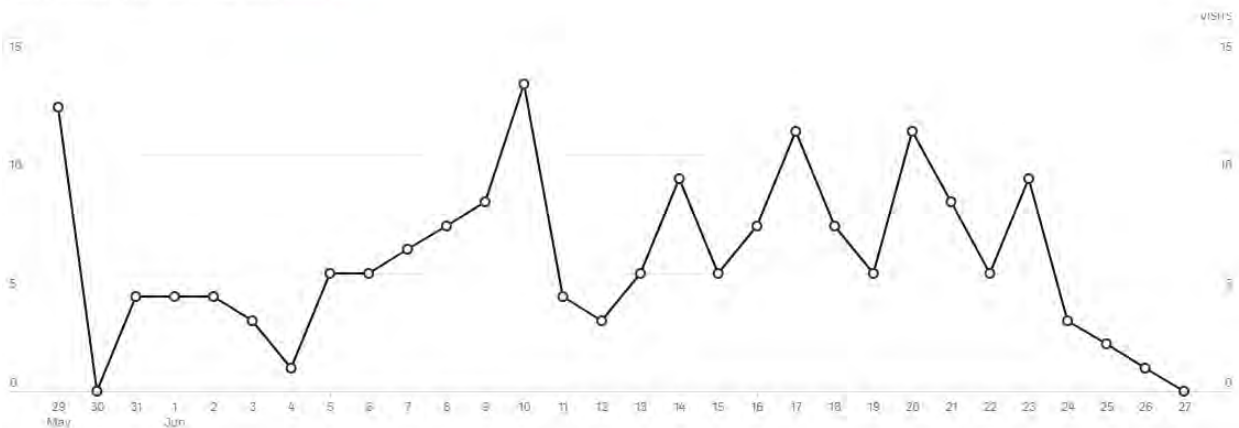
Weekly



### Visits

May 29–Jun 27, 2022 • 167 Total •85% mo/mo

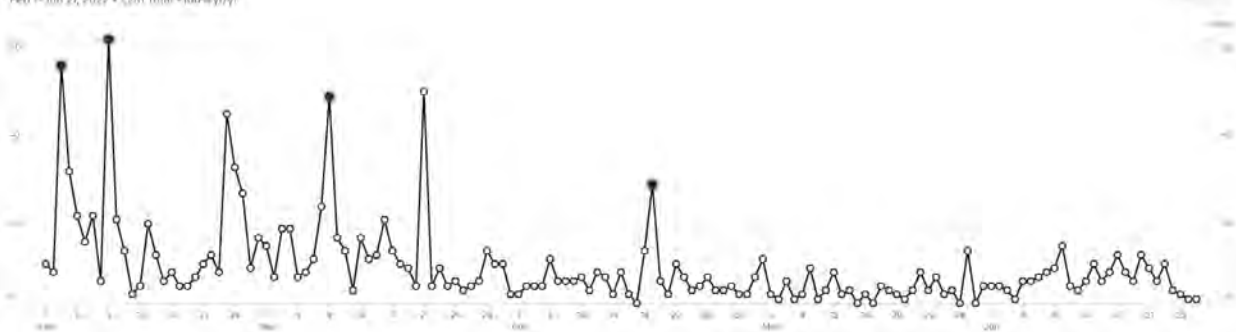
Daily



### Visits

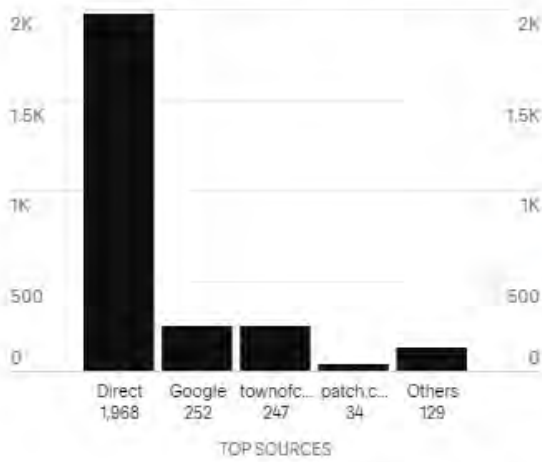
Feb 1–Jun 27, 2022 • 1,301 Total •100%/yr/yr

Daily





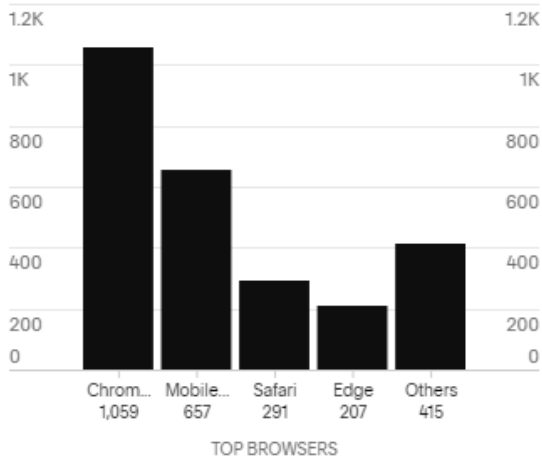
### Top Sources by Visits [VIEW SOURCES](#)



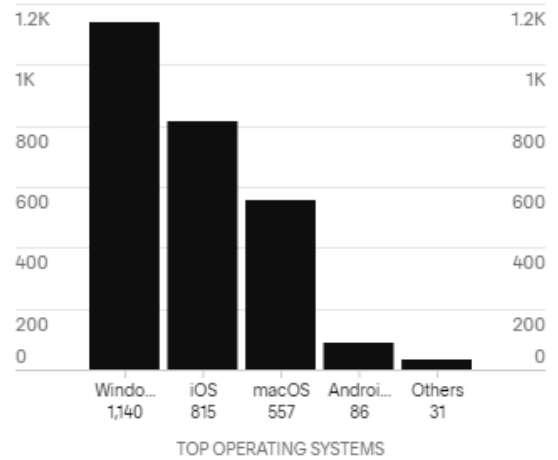
### Top Devices by Visits



### Top Browsers by Visits



### Top Operating Systems by Visits

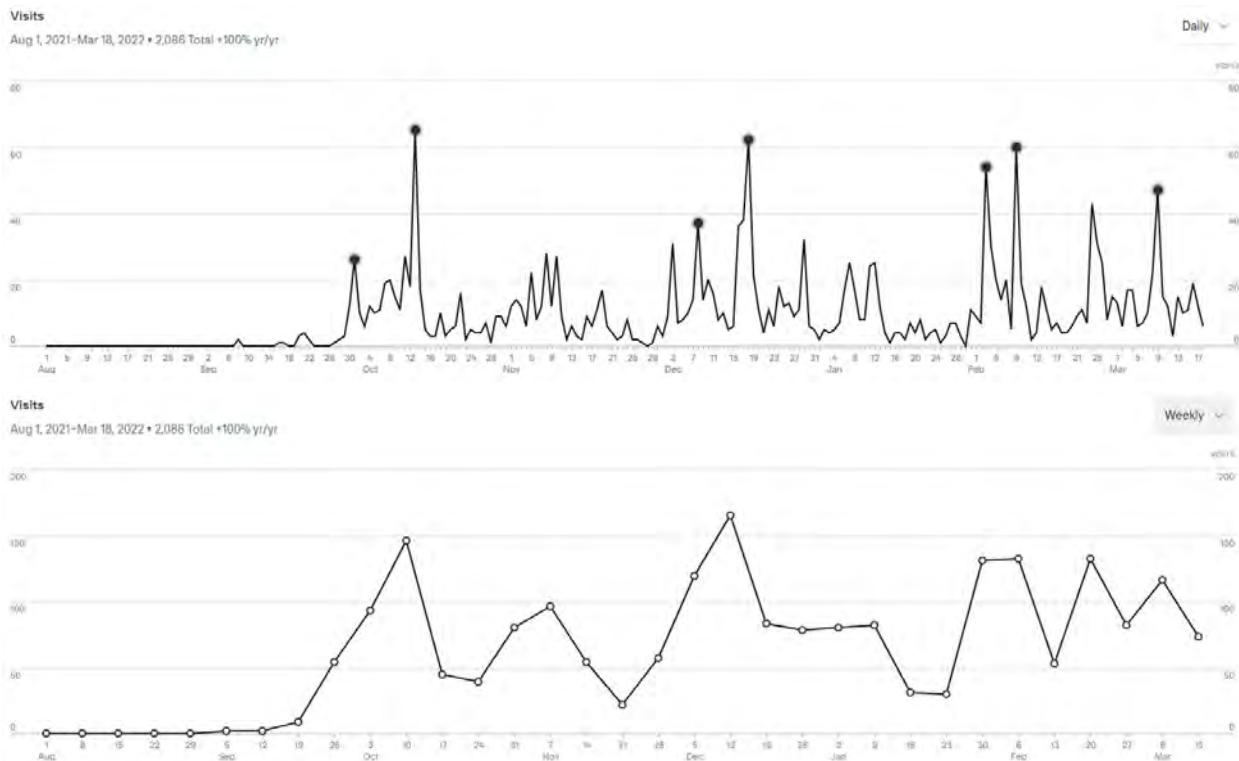




# CORTE MADERA HOUSING ELEMENT UPDATE

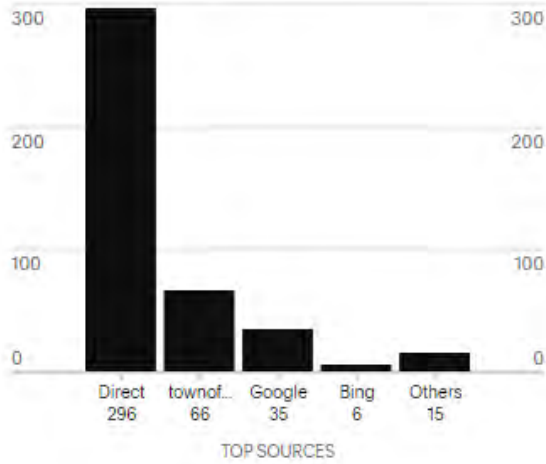
## Website Analytics (Through March 18, 2022)

- 2,100 Visits
- 1,500 Unique Visitors
- Close to 420 in the past 30 days & 708 Since Feb. 1<sup>st</sup>.

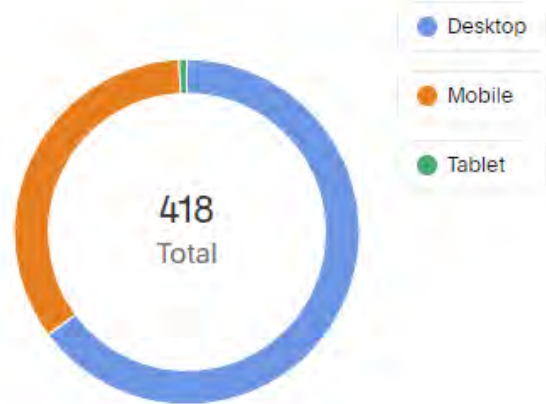




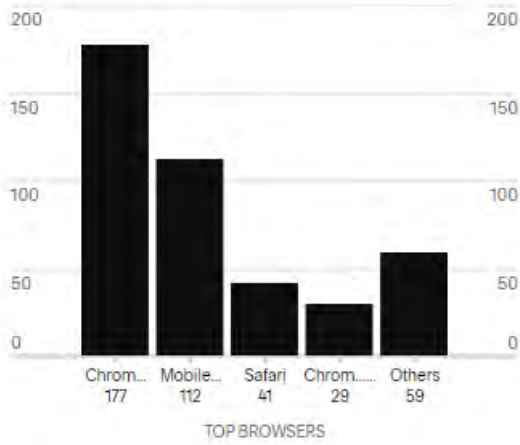
### Top Sources by Visits [VIEW SOURCES](#)



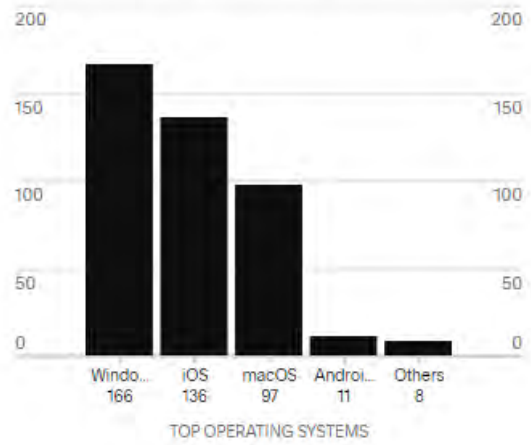
### Top Devices by Visits



### Top Browsers by Visits



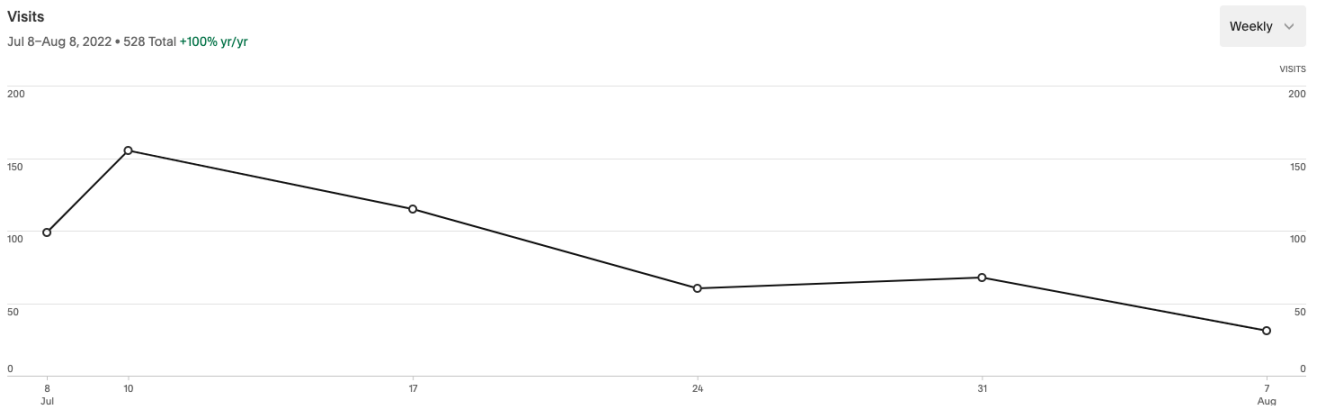
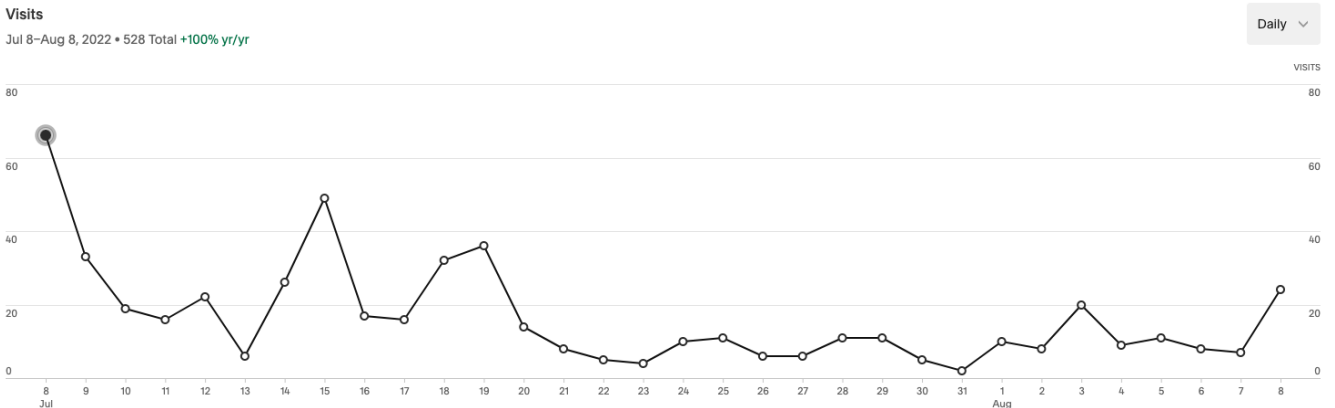
### Top Operating Systems by Visits



# CORTE MADERA HOUSING ELEMENT UPDATE

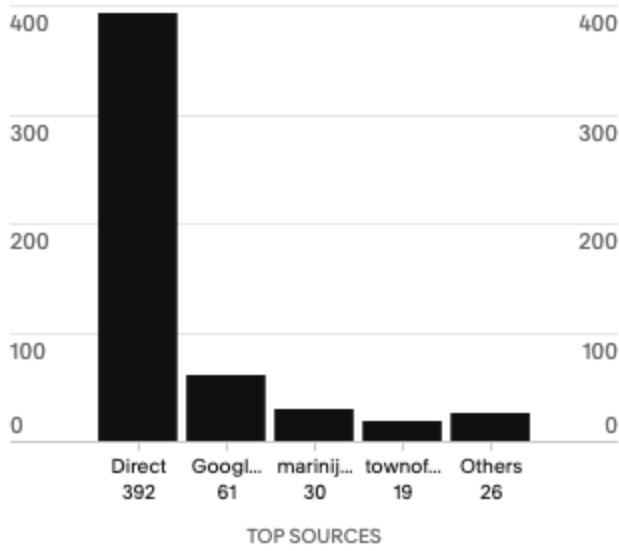
## Website Analytics July 8, 2022-August 8, 2022

- 528 Visits
- 487 Unique Visits
- 862 Page Views





### Top Sources by Visits [VIEW SOURCES](#)



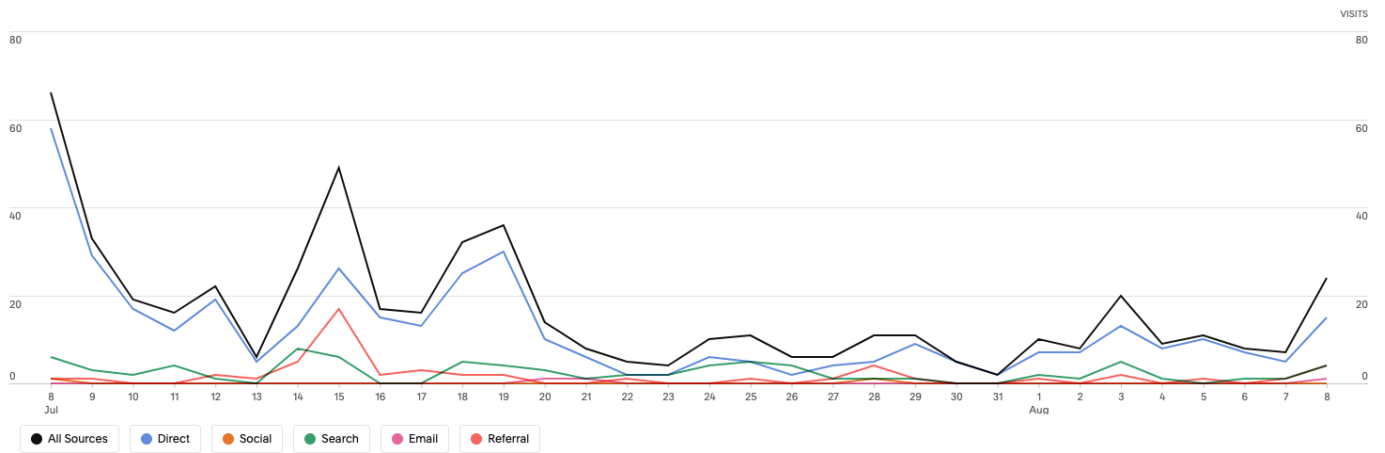
### Traffic Sources

Custom  \$ USD

#### Visits

Jul 8–Aug 8, 2022 • 528 Total

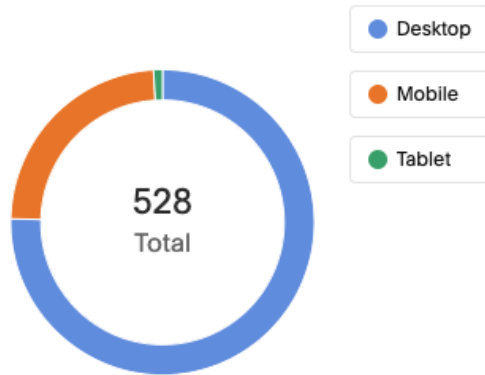
Daily



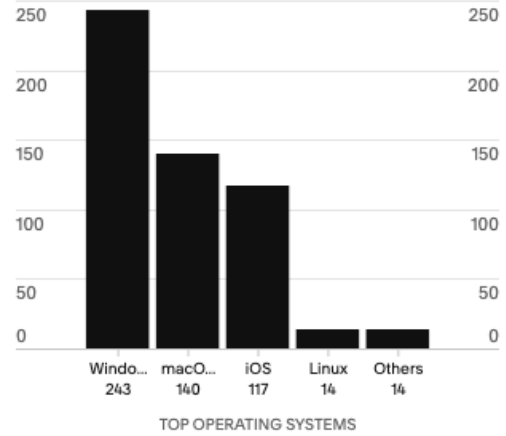




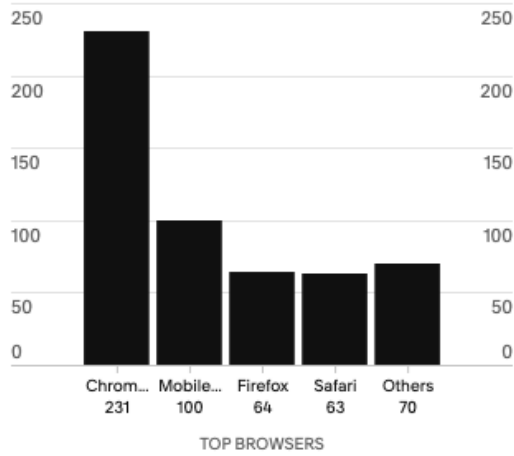
### Top Devices by Visits



### Top Operating Systems by Visits

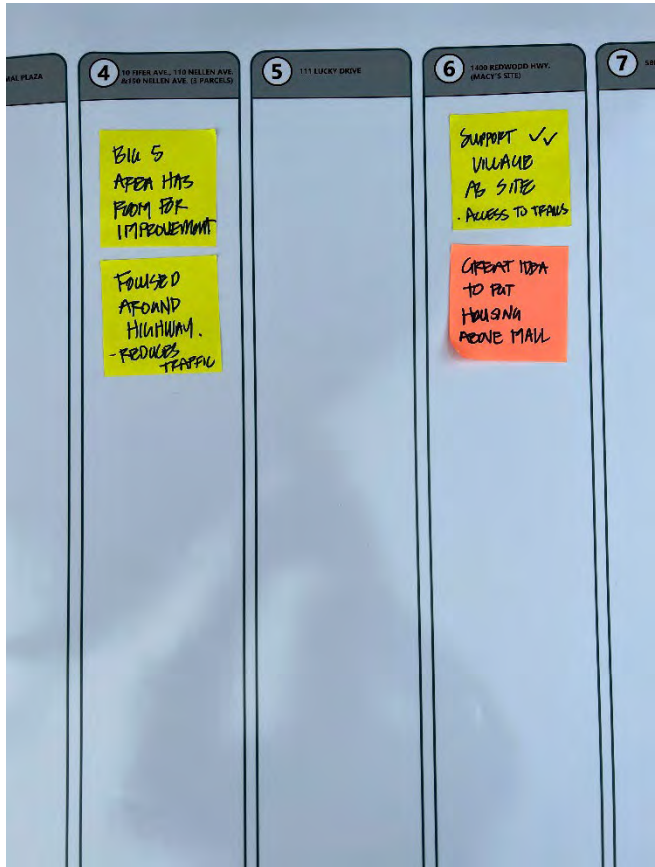
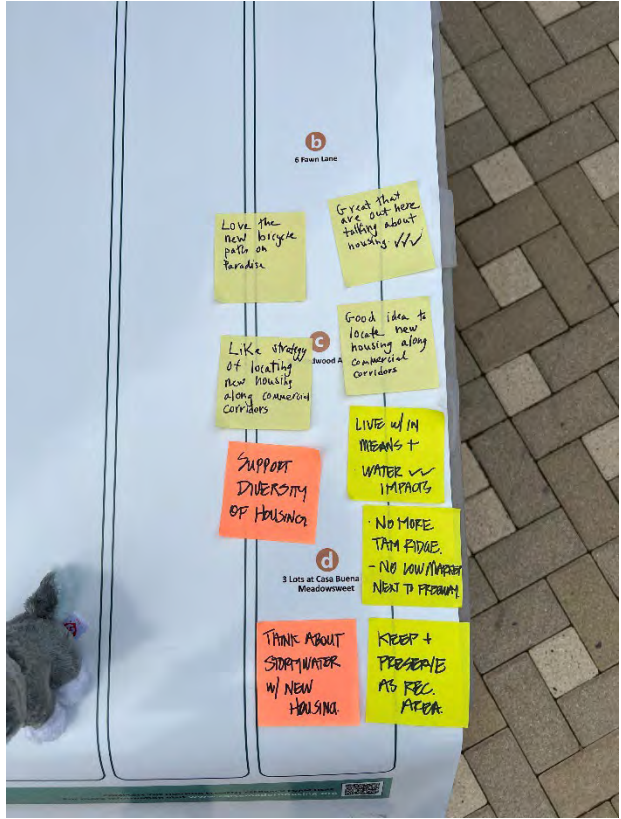


### Top Browsers by Visits



Pop-Up Event at the Town Center on January 5, 2022





Pop-up Event at the Nugget Market on January 28, 2022







# CORTE MADERA HOUSING ELEMENT UPDATE

## July 4th, 2022 Pop-Up Summary

The Town of Corte Madera hosted a booth at the annual Fourth of July Parade and Festival in Corte Madera’s Town Park from 11:00 am to 3:00 pm to share information and gather feedback on the Housing Element Update process and potential housing sites. The July 4th Parade and Festival was promoted through the Town’s newsletter and social media blasts. Town staff and the consultant team were available to have casual conversations, answer questions, engage with community members and encourage attendees to participate in a Housing Element Spin-the-Wheel trivia and raffle for a chance to win a gift certificate to a Corte Madera restaurant. Individuals who participated in the Spin-the-Wheel trivia received one raffle ticket. Individuals who answered the question correctly received an additional raffle ticket.

Materials included illustrative boards with a map of potential housing sites, a board for feedback, a Housing Element FAQ sheet, a mailing list signup, a community feedback form about housing priorities, a flier with upcoming engagement opportunities, keychains, and a Corte Madera coloring book. The Housing Element FAQ sheet and community feedback form were also available in Spanish. Over 125 people were engaged throughout the day. The following offers a high-level summary of the event.

### **Date, Time and Location**

11 am to 3 pm at Corte Madera Town Park

### **Staffing and Attendance**

- **Town Staff** - Adam Wolff, Martha Battaglia

### **Consultant Team**

- **Plan to Place** – Dave Javid, Rachael Sharkland

### **Public Engaged and Activity Summary**

Over 125 people were engaged at the pop-up event. A total of 44 people participated in the Housing Element Spin-the-Wheel trivia and nearly half of the participants answered the question correctly. The Town collected 10 feedback forms. Four people signed up to be added to the interested parties list.

### **Housing Element Spin-the-Wheel trivia and Raffle Questions**

1. What does ADU stand for?
2. What does RHNA stand for?
3. Is the Town of Corte Madera’s population over or under 10,000?
4. How many housing sites has the Town identified for its Housing Element?
5. In the current housing element cycle, did the Town produce more or less than 250 units?
6. How many years does a housing element cover?
7. True or False: the State of California determines if a Housing Element is compliant with state law.
8. Does a family of four earning \$140,000 a year qualify for a low-income unit in Marin County?

### Common Topics of Conversation with Public Participants

- Potential housing sites
  - Generally in support, especially of underutilized sites (surface parking, single-story commercial buildings, vacant buildings).
  - Support for redeveloping the Macy's site.
  - Support for housing sites near the highway and close to public transit.
  - Some concern expressed for loss of existing local businesses.
- Affordable housing
  - Significant support for a variety of housing types that are affordable to service workers, young couples, professionals, and families.
  - Interest in affordable housing financing and alternative structures of ownership (Social Housing Senate Bill?)
  - Support to consider options related to controlling escalating rents.
  - Request for more rentals to be included in the HE Update.
- Impacts of Development
  - Concern about the impact of future development on water resources and traffic.
- Engagement
  - Enthusiasm for this event, materials, and engaging activities.



Corte Madera



Corte Madera

**WE WANT TO HEAR FROM YOU!**

## THE DRAFT HOUSING & SAFETY ELEMENTS WILL BE AVAILABLE SOON!

The draft Housing and Safety Elements are anticipated to be released on **July 8th** for a **30 day** public review period. These documents will be available on the housing webpage: [cortemaderahousing.org](http://cortemaderahousing.org).

The Town is also preparing a Draft Supplemental Environmental Impact Report (DSEIR) for the various updates, which will be released for a 45 day review period in **late August 2022**.

Learn more about the development of the Housing & Safety Elements at the housing webpage or by talking to staff at community pop-up events. Comments and questions on the draft documents can be emailed to: [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)

## Community Pop-Up Events

- **July 4th** | 12:00 - 4:00 pm  
*Corte Madera Town Park*
- **July 22nd** | 6:30 - 8:00 pm  
*Movie Nights at Town Park*
- **July 24th** | 4:30 - 6:30 pm  
*Summer Concert Series at Menke Park*
- **August 3rd** | 12:00 - 3:00 pm  
*Town Center*

*\*Note: Dates subject to change*

### CONTACT

Adam Wolff, Director of Planning and Building  
[housingplan@tcmmail.org](mailto:housingplan@tcmmail.org) | 415-927-5064

For more information, visit:

[www.cortemaderahousing.org](http://www.cortemaderahousing.org)

Para información en español, por favor envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)









*Public participation in the Spin-the-Wheel trivia and raffle.*



4th of July Booth and kids enjoying the Corte Madera coloring book created for the event.



## CORTE MADERA HOUSING ELEMENT UPDATE

# Summary of Spring & Summer 2022 Pop-Ups

The Town of Corte Madera held a series of seven in-person pop-up events in April - August, 2022 to share information and gather feedback on the Housing Element Update process and potential housing sites and answer questions on the draft Housing Element. Three of these pop-up events were held in July during the public comment period. All pop-ups were promoted through the project website, social media blasts, and street banners. In addition, the pop-ups held during the public comment period were advertised via a direct postcard mailer that was sent to all residences in Town. Sites for the pop-ups were selected based on concurrent events and well-known civic locations with the intention of reaching a wide range of people who work, live, and visit Corte Madera. At each event, Town staff and the consultant team were available to have casual conversations, answer questions, engage with community members, and encourage attendees to sign up for the mailing list. Materials included illustrative boards with a map of potential housing sites, general information about the housing element, a mailing list signup, and a feedback form about housing priorities. In addition, four of the pop-up events included a Housing Element Spin-the-Wheel trivia game. People who participated in the Spin-the-Wheel trivia were entered into a raffle drawing for a chance to win a gift card to a Corte Madera restaurant. Over 230 people were engaged. The following offers a high-level summary of each Pop-Up event.

### **Date, Time and Location**

1. April 27th from 12-4 pm at the Town Center Farmers' Market
2. April 29th from 12-4 pm at the Nuggets Market
3. May 11th from 6:30 to 8 pm at the Big Band Dance event at the Community Center
4. July 4th from 12-4 pm at the Corte Madera Town Park
5. July 22nd from 6:30 - 8:00 pm at a Movie Night at Town Park
6. July 24th at 4:30 - 6:30 pm at a Summer Concert at Menke Park
7. August 3rd from 12-3pm at the Town Center Farmer's Market

### **Staffing and Attendance**

**Public Engaged:** Over 230 people

**Feedback Forms:** 170 received (digital and paper)

#### **Town Staff**

- Adam Wolff
- Martha Battaglia

#### **Consultant Team**

- **Plan to Place** – Dave Javid, Rachael Sharkland



# TOWN OF CORTE MADERA HOUSING ELEMENT UPDATE

## SHARE YOUR THOUGHTS ON HOUSING IN CORTE MADERA



## SAVE THE DATE!

### Community Pop-Up Events

- **April 27th, 2022** | 12 - 4pm  
*Town Center*
- **April 29th, 2022** | 12 - 4pm  
*Nugget Market*
- **May 11th, 2022** | 7 - 8pm  
*Big Band Dance - Community Center*
- **July 4th, 2022** | 12 - 4pm  
*Town Park*
- **July 22nd, 2022** | 6:30 - 8pm  
*Movie Night - Town Park*
- **July 24th, 2022** | 4:30 - 6:30pm  
*Summer Concert Series - Menke Park*

*\*Note: Dats subject to change*

### CONTACT

Adam Wolff, Director of Planning and Building  
housingplan@tcmmail.org | 415-927-5064

For more information, visit:  
[www.cortemaderahousing.org](http://www.cortemaderahousing.org)  
Para información en español, por favor envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)



## JOIN US ON:

## MAY 11, 2022

# *Help us shape Corte Madera's housing policies for the next 10 years.*

## VISIT THE WEBSITE TO PROVIDE INPUT AND LEARN MORE

## [www.cortemaderahousing.org](http://www.cortemaderahousing.org)

Para información en español,  
envíe un correo electrónico a [housingplan@tcmmail.org](mailto:housingplan@tcmmail.org)





## SUMMARY

### April 27th from 12-4 pm at the Town Center Farmers' Market

The Town and consultant team set up a table at the Farmers Market to offer a casual opportunity for information sharing, questions, and discussion about the Housing Element Update. Most people engaged with the housing opportunity sites map, and asked questions about the identified housing sites. People were generally positive about the Town's outreach efforts, the potential for more mixed-use development, and supportive of more housing, especially for teachers, emergency workers, medical professionals etc. Ten feedback forms were submitted, and each person who completed the feedback form was entered into a raffle drawing for a gift certificate at a local restaurant.



### *Nuggets Market*

### April 29th from 12-4 pm at the Nuggets Market

The Town and consultant team set up a table in front of the Nuggets Market to offer a casual opportunity for information sharing, questions, and discussion about the Housing Element Update. Most people engaged with the site's map, and were curious about the larger locations such as the Macy's site. Other issues of interest were affordability, the development feasibility of sites with current uses, building in a floodplain, mixed-use design, and traffic impacts. People were generally positive about the Town's outreach efforts, the potential for more mixed-use development, and supportive of more housing, especially for teachers, emergency workers, medical professionals etc. Six feedback forms were submitted, and each person who completed the feedback form was entered into a raffle drawing for a gift certificate at a local restaurant.



May 11th from 6:30 to 8 pm at the Big Band Dance event at Community Center

The Town set up a table within the Community Center to offer a casual opportunity for information sharing, questions, and discussion about the Housing Element Update. The Big Band Dance event was well attended; however, very few people engaged staff or viewed the housing opportunity site map. One feedback form was submitted.



*4th of July Festival*

July 4th at 12-4 pm; Corte Madera Town Park

The Town hosted a booth at the annual Fourth of July Parade and Festival in Corte Madera's Town Park to have casual conversations, answer questions, engage with community members, and encourage attendees to participate in a Housing Element Spin-the-Wheel trivia and raffle for a chance to win a gift certificate to a Corte Madera restaurant. Over 125 people were engaged throughout the day. A total of 44 people participated in the Housing Element Spin-the-Wheel trivia and nearly half answered the question correctly.

July 22nd from 6:30 - 8:00 pm at a Movie Night at Town Park

The Town hosted a booth at a movie night event held at the Town Park to have casual conversations, answer questions, engage with community members, and answer questions on the draft Housing Element (which was released for a 30-day public review period on July 8th). Approximately 20 people were engaged throughout the event. A total of 18 people participated in the Housing Element Spin-the-Wheel trivia and half answered the question correctly.



**July 24th from 4:30 - 6:30 pm at a Summer Concert at Menke Park**

The Town and consultant team hosted a booth at a summer concert event at Menke Park to have casual conversations, answer questions, engage with community members, and answer questions on the draft Housing Element. Most people engaged with the housing opportunity sites map, and asked questions about the identified housing sites. One resident asked a question about one of the implementation programs included in the draft Housing Element. Approximately 20 people were engaged throughout the event. A total of 6 people participated in the Housing Element Spin-the-Wheel trivia and half answered the question correctly. Staff from the City of Larkspur was at the event as well to speak with Larkspur residents about the update to the City of Larkspur's Housing Element.



*Menke Park*

**August 3 from 12-3pm at the Town Center Farmer's Market**

The Town and consultant team set up a table at the Farmers Market to offer a casual opportunity for information sharing, questions, and discussion about the Housing Element Update. Most people engaged with the housing opportunity sites map, and asked questions about the identified housing sites. Approximately 20 people were engaged throughout the day. Two feedback forms were submitted, and each person who completed the feedback form was entered into a raffle drawing for a gift certificate at a local restaurant. One person signed up to be added to the interested parties list.



*Town Center*



OPINION > COMMENTARY

# Marin Voice: Corte Madera addresses housing mandate with community outreach

By **PHYLLIS METCALFE** |

April 18, 2022 at 1:01 p.m.

---

Marin County and its cities must identify potential housing sites to meet state assigned quotas. Each jurisdiction is developing a list of sites that is being made public for community comment in an effort to promote transparent dialogue.

Corte Madera has used a different unique process to meet state requirements that has not only educated the residents, but thoroughly encouraged community engagement from the very beginning.

Community members have not just commented on sites that have been predetermined by staff, a chosen panel or outside consultants, they have played a role in deciding the sites to be further explored.

Community feedback has been embraced and considered at all steps of the process. This access has not only provided a greater range of solutions, it is creating a level of trust and confidence that the town government is being responsive to the community's vision.

Adam Wolff, Corte Madera's director of planning and building, came up with the



The collaboration of Wolff, Corte Madera's outstanding planning staff and its consultants resulted in the design and implementation of the vision for these evening workshops. Developing meeting formats and agendas, they brought in panelists (including those representing other affected agencies) and property owners to speak and provide feedback.

Last fall, a postcard was sent to all property owners in Corte Madera explaining the state's requirement for the town to update housing policies and plans to accommodate needs and address barriers to production. It also announced the virtual community workshops to develop and evaluate options leading to a targeted plan to answer the needs.

The workshops were to be an open dialogue — not only an educational resource, but one that sought input through breakouts for questions and comments from community members.

The community was asked to get involved by participating in the six-part workshop series (monthly from October through February), each one with a different topic and purpose: Introduction to the Housing Element Update, Existing Housing Conditions (opportunities and constraints), Potential Housing Development Sites, Planning for 700+ Homes Part I, Planning for 700+ Homes Part II and Next Steps: CEQA, Programs and Policies, Safety Element.

Corte Madera's community outreach has not stopped with the conclusion of the workshop series. Evaluating the housing needs of our community by updating housing policies while learning state housing laws affecting Corte Madera resulted in a devoted town website section at [CorteMaderaHousing.org](https://www.cortemadera.org/CorteMaderaHousing.org).

The site contains an online feedback form for community members to fill out along with video recordings and summaries of the workshop series.

Pop-up events have been held at both The Village and Town Center shopping areas, with planning staff available to answer questions and take input from the community. A further pop-up event is in the works.

As part of continuing outreach, a joint public Zoom workshop of the Town Council and the Town Planning Commission was held to review progress and discuss future steps with the community.

Decisions we make now to identify potential building sites through establishing new local guidelines can either enhance or undermine our community.



Assigned quotas to meet the state-defined regional need and the other state bills that usurp local control of land use and zoning decisions make it increasingly difficult to ensure needed housing is built in appropriate areas with adequate infrastructure. That is why it is so important that there is input and buy-in by community members.

“The Little Engine That Could” folktale tells the story of the train engine that reached success pulling a broken down train over a mountain through perspective and optimism. Corte Madera, the little town that could, will achieve the required changes to land-use rules demanded by the state through the vision and hard work of Wolff, who has led the most significant outreach ever done in our town.

*Phyllis Metcalfe is vice chair of the Corte Madera Planning Commission. She is a longtime Marin resident and former College of Marin trustee.*

---

Tags: [Corte Madera Planning Commission](#), [Corte Madera Town Council](#), [Housing](#), [Marin Voice](#), [newsletter](#)



**Phyllis Metcalfe**

## Join the Conversation

We invite you to use our commenting platform to engage in insightful conversations about issues in our community. We reserve the right at all times to remove any information or materials that are unlawful, threatening, abusive, libelous, defamatory, obscene, vulgar, pornographic, profane, indecent or otherwise objectionable to us, and to disclose any information necessary to satisfy the law, regulation, or government request. We might permanently block any user who abuses these conditions.



LOCAL NEWS

## Corte Madera seeks comment on draft housing, safety elements

By [ADRIAN RODRIGUEZ](#) | [arodriguez@marinij.com](mailto:arodriguez@marinij.com) | Marin Independent Journal

PUBLISHED: July 14, 2022 at 5:00 p.m. | UPDATED: July 14, 2022 at 5:10 p.m.



A shopper walks to Macy's department store at The Village Shopping Center in Corte Madera on Wednesday, July 13, 2022. (Alan Dep/Marin Independent Journal)

Corte Madera is eyeing Macy's and the former single-screen Cinemark theater for potential housing sites.

Those and nine other parcels are listed in the draft housing element, which is available for public comment and review through Aug. 8. The document outlines policies and programs that work to accommodate new housing in town.

Corte Madera has been mandated under the Regional Housing Needs Allocation (RHNA) to show it can allow 725 new residences over the next eight years.

"The challenge, I think for all agencies, is the high RHNA number this cycle compared to the last one," said Martha Battaglia, the senior town planner who is working on the project.

While Corte Madera's numbers are significantly higher for the 2023-2031 housing cycle, the town is in a unique situation.

In 2007, the Association of Bay Area Governments had mandated that Corte Madera accommodate 244 units over eight years, which was later determined to be an over allocation.



"Tam Ridge was controversial, and that was 180 units," longtime Councilmember Bob Ravasio said. "And this is more than 700. That's a lot. It's hard, but our staff has done a great job finding out where we could potentially put these units."

The breakdown of new residences is 281 units at above moderate income, 108 at moderate income, 123 low income and 213 very-low income.

The Macy's at the Village at Corte Madera mall, situated on the east side of Highway 101, is among the larger parcels identified. The department store and attached parking lot equal 7.48-acres and are owned independently from the rest of the mall.

According to the draft housing element, the owners and developers have contacted the town expressing interest in redeveloping the property. The town says the lot could accommodate about 300 units. Macy's representatives declined to comment.



The parking lot is vacant at the closed Century Cinema in Corte Madera on Wednesday, July 13, 2022. (Alan Dep/Marin Independent Journal)

The former theater on 2.11-acres at 41 Tamal Vista Blvd. has been identified as a site for up to about 63 low- and very-low-income residences, potentially senior housing.

Other sites include a former funeral home and adjacent business at 601 Tamal Vista; a gym, office and after-school facility at 400 and 500 Tamal Plaza; office buildings at 2 Fifer Ave., 10 Fifer Ave. and 110 and 150 Nellen Ave.; a clothing store at 111 Lucky Drive and others.

Julie Kritzberger, executive director of the Corte Madera Chamber of Commerce, said town planners have done a great job informing the community and soliciting feedback.

"They have been out at the farmers market and had a booth at the Fourth of July event," Kritzberger said. "They have had a series of workshops trying to incorporate the residents and business community. The town has also posted signs throughout the town notifying the community of the workshops and encouraging participation."

Resident Pati Stolar said she was less concerned about which sites could be used for housing and more interested in ensuring that new residences were accessible. She said Petaluma recently adopted a "visitability" ordinance that would impose requirements such as a level entryway, wide enough doorways for walkers or wheelchairs, and so on.

Along with the housing element, the draft safety element has also been released for public review. That document draws on the town's recently completed climate adaptation assessment to meet state requirements on programs related to wildfire, sea level rise and climate resiliency. The housing and safety elements are part of the town's general plan.

Staff is planning a series of informational pop-ups. The first is at 6:30 p.m. July 22 at the movie night in Town Park; another at 4:30 p.m. July 24 at the summer concert series at Menke Park and the final one at noon at the Aug. 3 farmers market at Town Center.



Mayor Fred Casissa said he's happy with the work done so far.

"We really wanted to get ahead of it and get community input," Casissa said. "The process has been methodical, and well-thought out."

More information is at [cortemaderahousing.org](http://cortemaderahousing.org).

## Start your day with us.

Our top stories curated & delivered to your inbox each morning.

  
  
[Privacy Policy](#)

Tags: [ABAG](#), [corte madera](#), [Housing](#), [newsletter](#), [RHNA](#)



### Adrian Rodriguez | Reporter

Adrian Rodriguez covers transportation, San Rafael and the Ross Valley for the Marin IJ. He also writes the weekly business column Movers & Shakers, which appears in Friday's paper. Reach the author at [arodriguez@marinij.com](mailto:arodriguez@marinij.com) or follow Adrian on Twitter: [@adrianrodri](https://twitter.com/adrianrodri).

[arodriguez@marinij.com](mailto:arodriguez@marinij.com)

[Follow Adrian Rodriguez @adrianrodri](https://twitter.com/adrianrodri)



SPONSORED CONTENT

### Tips for Comparing Car Insurance Quotes Online: Learn More

By The General



Learn the best way to compare car insurance to find the right policy to fit your coverage needs and financial situation.

### Join the Conversation

We invite you to use our commenting platform to engage in insightful conversations about issues in our community. We reserve the right at all times to remove any information or materials that are unlawful, threatening, abusive, libelous, defamatory, obscene, vulgar, pornographic, profane, indecent or otherwise objectionable to us, and to disclose any information necessary to satisfy the law, regulation, or government request. We might permanently block any user who abuses these conditions.



## Editorial: Redevelopment opportunities key for state housing goals in Corte Madera



The parking lot is vacant at the closed Century Cinema in Corte Madera on Wednesday, July 13, 2022. (Alan Dep/Marin Independent Journal)

By [MARIN IJ EDITORIAL BOARD](#) |  
July 25, 2022 at 10:30 a.m.

Corte Madera is not alone in having to take a new approach, paving the way to build housing.

The days of local jurisdictions giving state housing quotas lip service are gone. Sacramento, citing a statewide housing crisis, is requiring local municipalities to promote housing construction, even though around here local political winds usually blow strongly in the opposite direction.

But local failure to meet the state's new and higher housing quotas comes with a risk that the state will further erode local control over land-use decisions and requirements.

Corte Madera faces a state quota for building 725 new residences over the next eight years.

That amounts to an 18% increase in the town's housing stock.

It wasn't that long ago that Corte Madera town leaders were drawing flack for having approved the construction of a large apartment complex on the old WinCup plant site. The town was trying to comply with its state housing quota – one that was modest in comparison to the state's current mandates.

Corte Madera is facing the same challenge as most of Marin's small towns and cities – there aren't many wide-open sites left for development.

Many towns and cities are hoping to meet their quotas by allowing the construction of more second units. That strategy raises understandable concerns about parking and traffic in neighborhoods served by narrow and winding streets.

Corte Madera town officials are taking a different approach, looking at redevelopment opportunities.

A primary possibility is the old Cinema I property. The big-screen movie house is shuttered and the property could be redeveloped into housing for about 63 units of affordable and, possibly, senior housing.

The town is also looking at other properties in the area, which houses commercial uses and apartment complexes.

It is even earmarking the Macy's building at The Village shopping center as a possible future site for housing.

The option will depend on Macy's future business decisions, but the location makes sense when it comes to building housing close to jobs, shopping and transportation services.

The town has outlined a number of possible sites and housing numbers and is asking for the public's opinions.

Its outreach efforts will also include pop-up presentations at community events, leading up to an Aug. 8 deadline for public comment.

For many Corte Madera residents, the size and scope of the WinCup-site development was a surprise. Town leaders are making an effort to make sure local citizens know what's coming.

The draft housing plan is a new way of looking at the town's land-use and could bring some big changes seen in the local landscape. Certainly, some of the biggest seen in recent years.

Corte Madera's approach of focusing on redevelopment opportunities and its diligence in reaching out to local residents is a strong and admirable start.