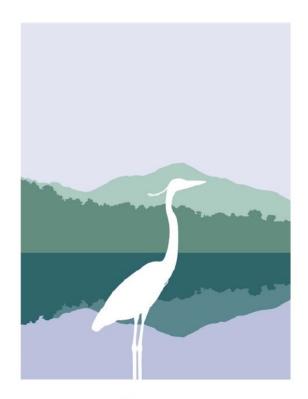








Planning for Success.



THE TOWN OF

CORTE MADERA

MARIN COUNTY CALIFORNIA

Discussion & Comment Regarding Staff's Recommended Strategy to meet the Town's Regional Housing Needs Allocation (RHNA) of 725 housing units as part of the Housing Element Update

Joint Town Council & Planning Commission Workshop February 15, 2022

Workshop Format

- 1. Staff Presentation
- 2. Questions for Staff
 - Planning Commissioners
 - Town Councilmembers
- 3. Public Comment
- 4. Comments/Concerns/Support
 - Planning Commissioners
 - Town Councilmembers

Workshop Purpose

Obtain comments, concerns, and/or support for staff's recommended strategy to meet the Town's RHNA requirements for 725 housing units as part of the Housing Element Update (6th Cycle: 2023 – 2031) prior to initiating the CEQA analysis.

- Comments on the sites we have chosen?
- Comments on the densities we are proposing for each site?

PROJECT TIMELINE: Corte Madera Housing Element

Intro Goals & Data Gathering

FALL 2021 – WINTER 2021

Preparation of Housing Element

WINTER 2021 – FALL/WINTER 2022 Housing Element Adoption

WINTER 2022/2023

Sessions

INPUT GATHERING – Existing Conditions and Public Outreach **HOUSING ELEMENT** – Preparation and Feedback Data Develop Proiect Draft Plan Begin Gathering Site Kick-Off Housing Adoption **EIR** Inventory Element (Jan 2023) Update Workshop Workshop **Focus** Workshop Workshop Workshop Workshop #4 Group #6 #1 PC/TC PC/TC PC/TC Jan. 2022 Feb. 2022 Workshop Mar. 2022 Meetings Oct. 2021 Nov. 2021 Dec. 2021 Study Hearings

Fkb. 15 2022

ADERA

ALIFORNIA

Tonight's Agenda

- 1. Introduction
- 2. Corte Madera's RHNA
- 3. Housing Opportunity Sites
- 4. Rezoning Proposal
- 5. Community Outreach & Feedback
- 6. Town Council & Planning Commission Questions & Comments



Corte Madera Regional
Housing Needs
Allocation (RHNA)
2023 - 2031



2023-2031 Regional Housing Needs Assessment (RHNA)

Total regional need is more than double this cycle: 187,990 last cycle



Corte Madera RHNA (2023 – 2031)

Income Level	Number of Units
VERY LOW INCOME	213
(<50% of Area Median Income)	
LOW INCOME	123
(50-80% of Area Median Income)	
MODERATE INCOME	108
(80-120% of Area Median Income)	
ABOVE MODERATE INCOME	281
(>120% of Area Median Income	
Total	725



Income Categories for Marin County and Corte Madera

Category	Definition	2-person Household	4-person Household
Very Low Income	Up to 50% of Median	Up to \$73,100	Up to \$91,350
Low Income	50-80% of Median	Up to \$117,100	Up to \$146,350
Median Income		\$119,700	\$149,600
Moderate Income	80-120% of Median	Up to \$143,600	Up to \$179,500
Above Moderate Income	Over 120% of Median	Over \$143,600	Over \$179,500

California Department of Housing and Community Development, 2021 State Income Limits



How to Meet RHNA

Residential Type	Affordability Level	Number of Units
Single Family Homes	Above Moderate	10 - ?
ADUs	Lower — Moderate — Above Moderate	80-100
Multifamily Units	Lower – Moderate – Above Moderate	>625
Total		725

Housing Opportunity Sites

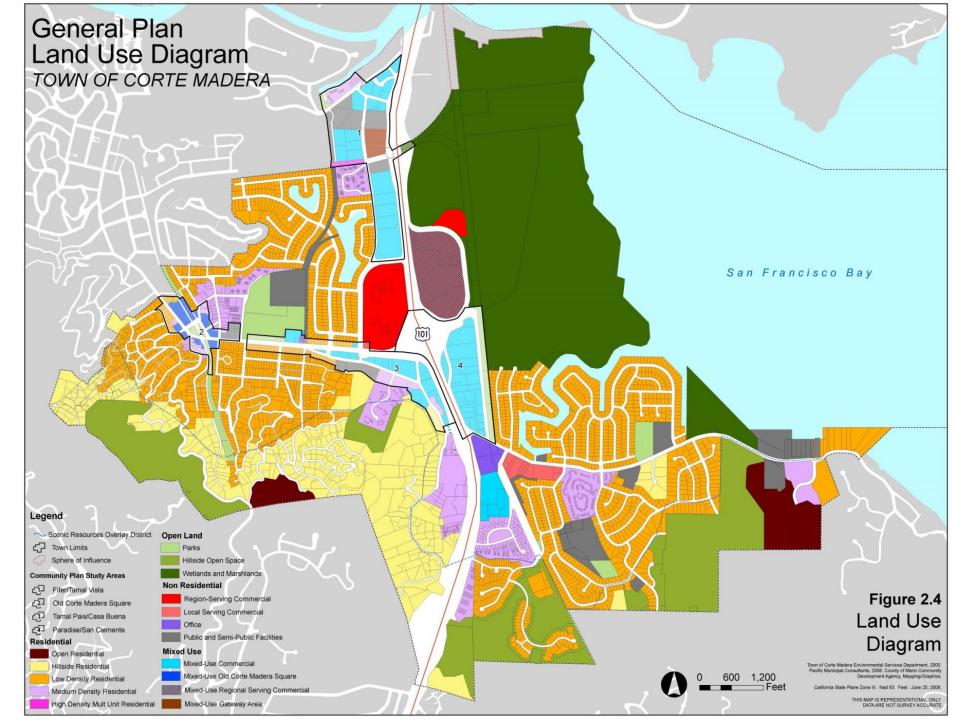


Framework for Housing Opportunity Sites

- Limit vehicular traffic through local residential streets (Locate along commercial corridors, near freeways, and in proximity to best public transit)
- Minimize physical impacts to existing residences (Locate outside of established residential neighborhoods)
- Improve appearance, productivity, and quality of existing properties (Look for properties developed with older commercial buildings with little recent investment and/or currently vacant)
- Modernize commercial centers to take advantage of new retail trends and available land (Look to advance economic development goals while developing housing)
- Consistent with Town's existing land use policy to the extent possible (Combined with above goals, look to areas where housing is already allowed)

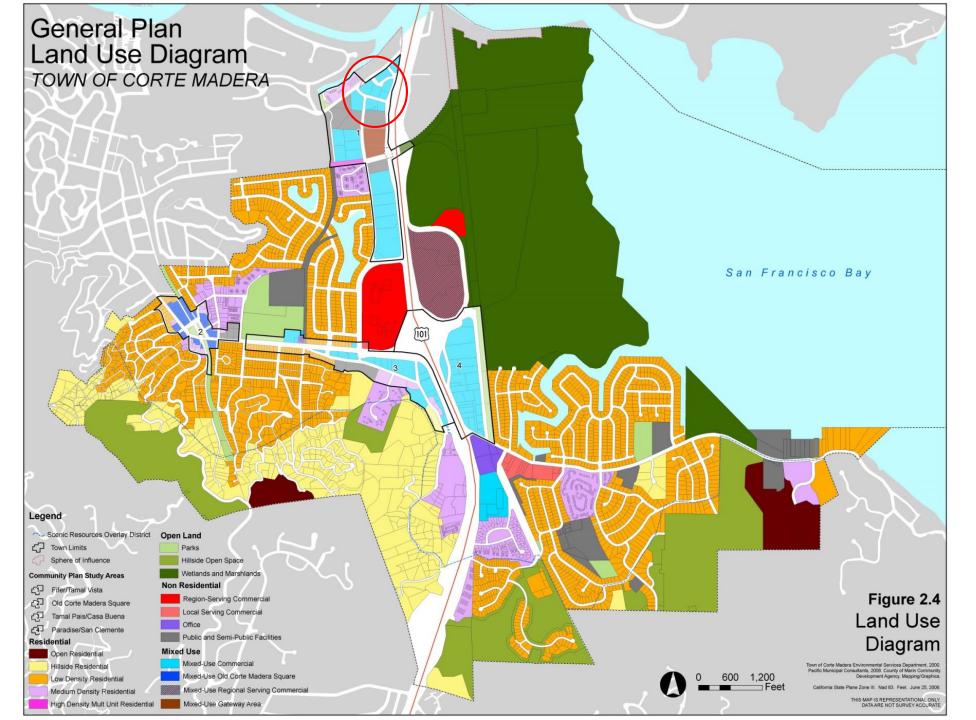
General Plan

- Housing is permitted in the majority of Corte Madera
- Town created several mixed-use areas in 2009 from areas that previously only permitted commercial
- Mixed-use designations allows for housing & commercial





MARIN COUNTY CALIFORNIA





MARIN COUNTY CALIFORNIA

Nellen Avenue & Fifer Avenue



2 FIFER AVE., 10 FIFER AVE., 110 NELLEN AVE. & 150 NELLEN AVE. (4 PARCELS)

Housing Opportunity Site #4

-LARGE SCLE (3.44 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL CONTEXT





111 LUCKY DRIVE

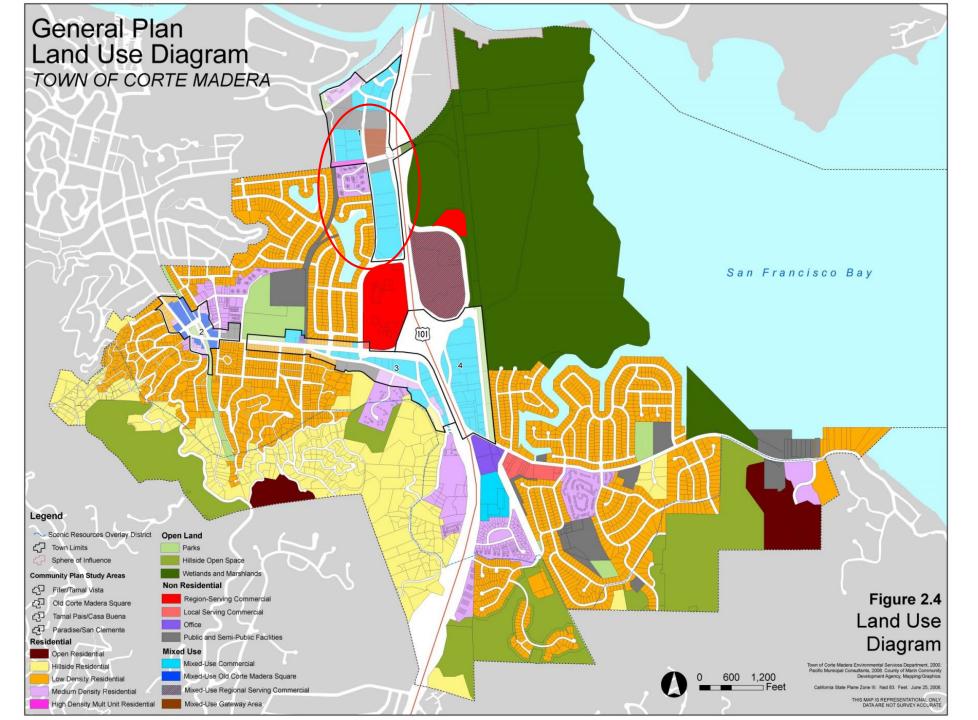
Housing Opportunity Site # 5

-MID SCALE (1.67 ACRES; .68 ACRES – BLACK KETTLE LAGOON)
- FLOOD PLAIN/ENVIRO/FLAT

- HIGHWAY COMMERCIAL & MIXED NEIGHBORHOOD CONTEXT









MARIN COUNTY CALIFORNIA

Tamal Vista Blvd.



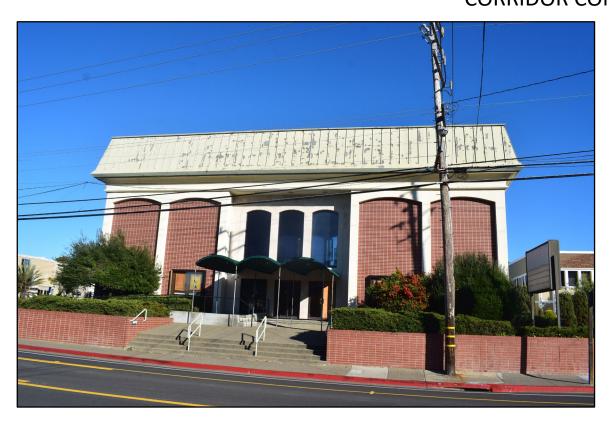
41 TAMAL VISTA BLVD.

Housing Opportunity Site #2

-LARGE SCALE (2.11 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL AND SINGLE FAMILY NEIGHBORHOOD CORRIDOR CONTEXT





400 & 500 TAMAL PLAZA (2 PARCELS)

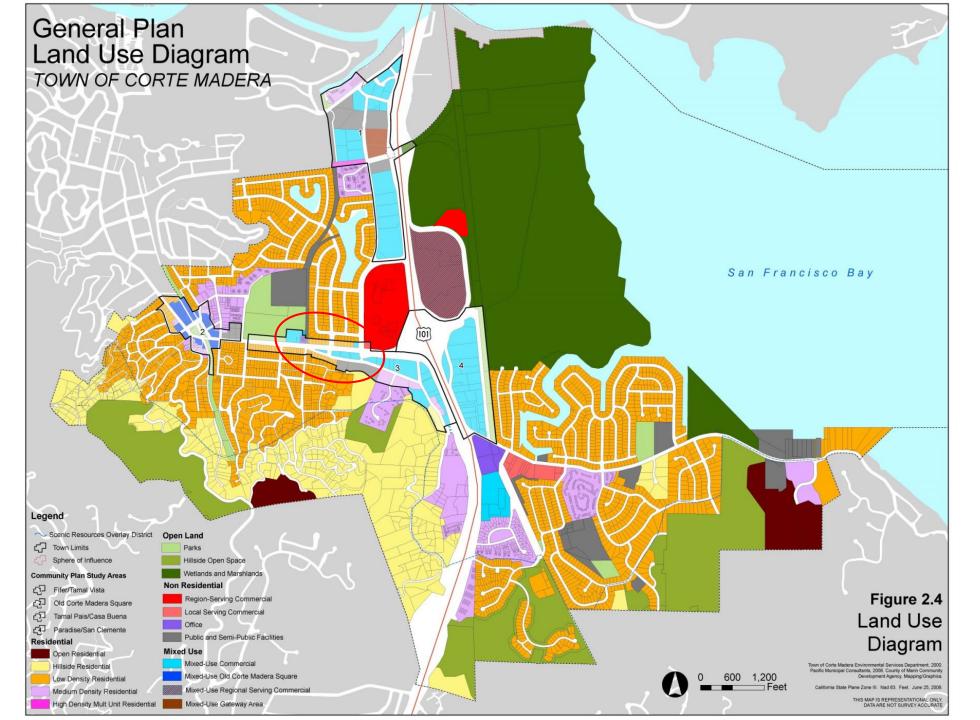
Housing Opportunity Site #3

-LARGE SCALE (3.0 ACRES)

- FLOOD PLAIN/FLAT
- MIXED NEIGHBORHOOD CONTEXT









MARIN COUNTY CALIFORNIA

Tamalpais Drive



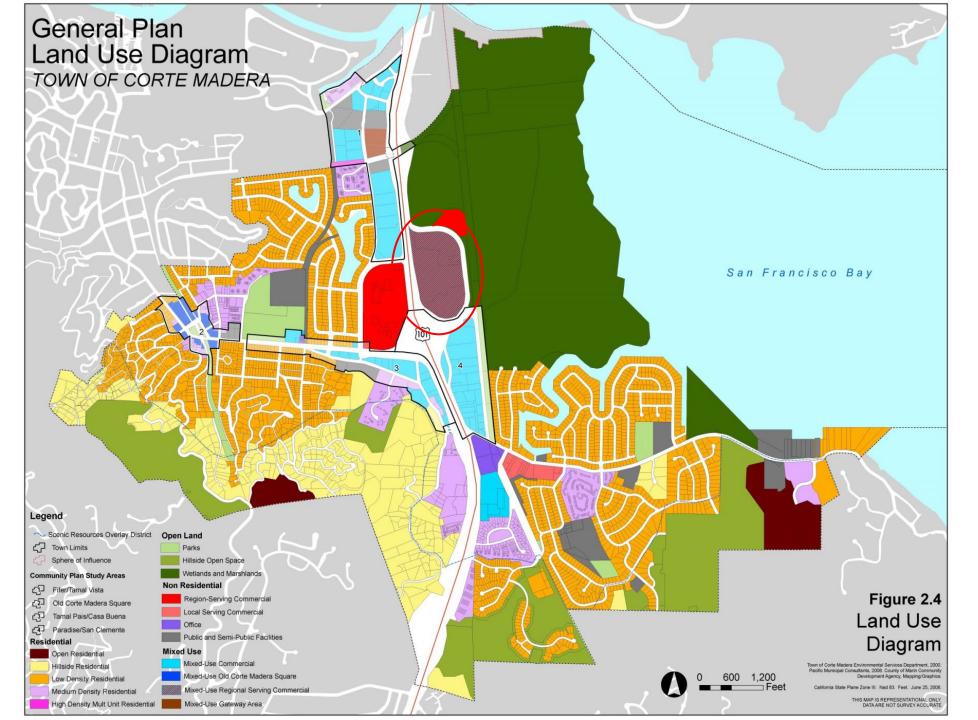
601 TAMALPAIS DRIVE

Housing Opportunity Site #1

-SMALL SCALE (0.47 ACRES)
- FLOOD PLAIN/FLAT
-NEIGHBORHOOD CORRIDOR CONTEXT









MARIN COUNTY CALIFORNIA

The Village



1400 REDWODD HWY. (MACY'S SITE)

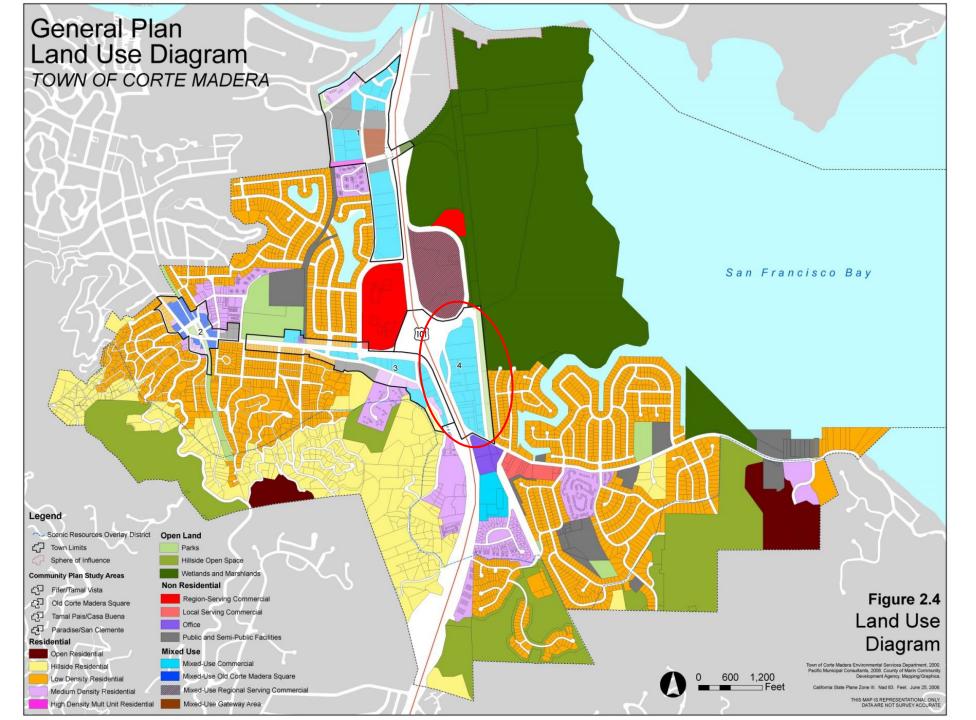
Housing Opportunity Site #6

-LARGE SCALE (7.48 ACRES)

- FLOOD PLAIN/FLAT
- REGIONAL SHOPPING CENTER CONTEXT









MARIN COUNTY CALIFORNIA

Paradise and San Clemente Drive



5804 PARADISE DRIVE

Housing Opportunity Site #7

-MID SCALE (1.16 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL AND MULTI-FAMILY

NEIGHBORHOOD CONTEXT



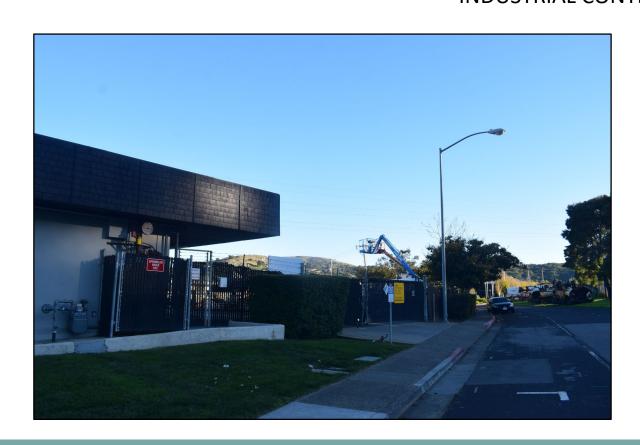


5750 PARADISE DRIVE (3 PARCELS)

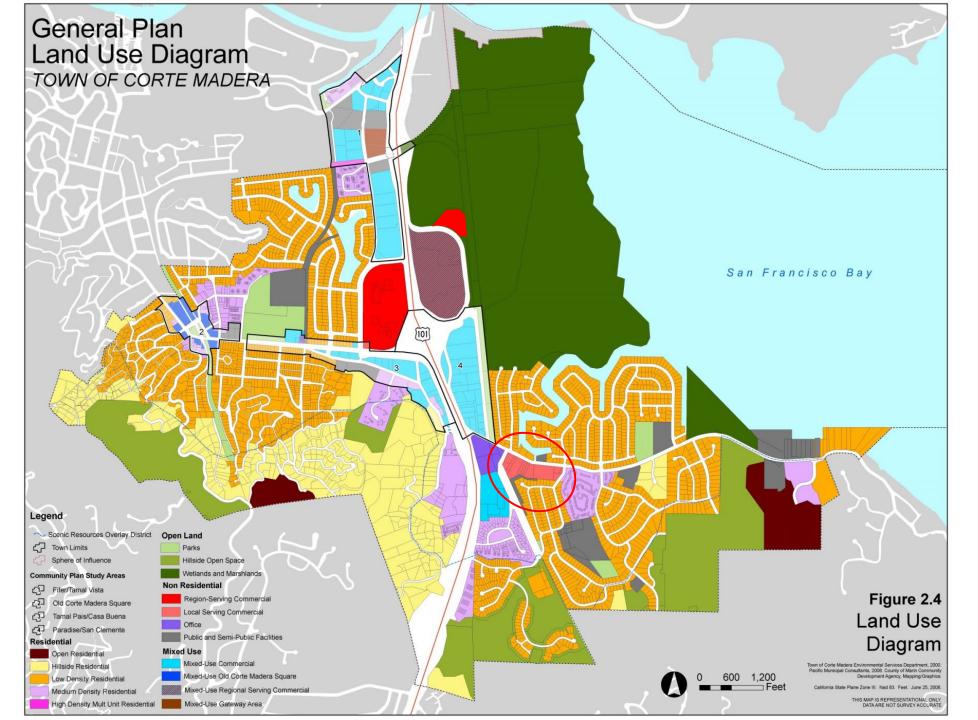
Housing Opportunity Site #8

-MID SCALE (1.76 ACRES)

- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL AND LIGHT INDUSTRIAL CONTEXT









MARIN COUNTY CALIFORNIA

Paradise Drive



5651 PARAISE DRIVE (3 PARCELS – 2 OWNED BY TOWN)

Housing Opportunity Site #9

-MID SCALE (1.54 ACRES)

- FLOOD PLAIN/FLAT

- NEIGHBORHOOD SHOPPING CENTER CONTEXT





Framework for Housing Opportunity Sites

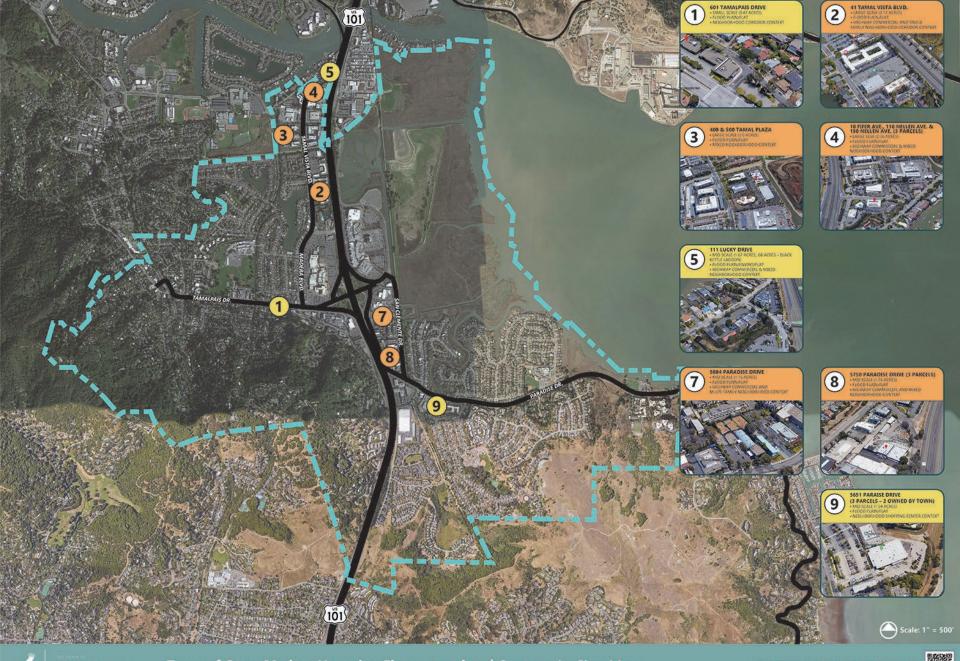
- Limit traffic through local residential streets (Locate along commercial corridors & near freeways
- Minimize physical impacts to existing residences (Locate outside of established residential neighborhoods)
- Improve appearance, productivity, and quality of existing properties (Look for properties developed with older commercial buildings with little recent investment and/or currently vacant)
- Modernize commercial centers to take advantage of new retail trends and available land (Look for outdated commercial/retail center model)
- Consistent with Town's existing land use policy (Combined with above goals, look to areas where housing is already allowed)

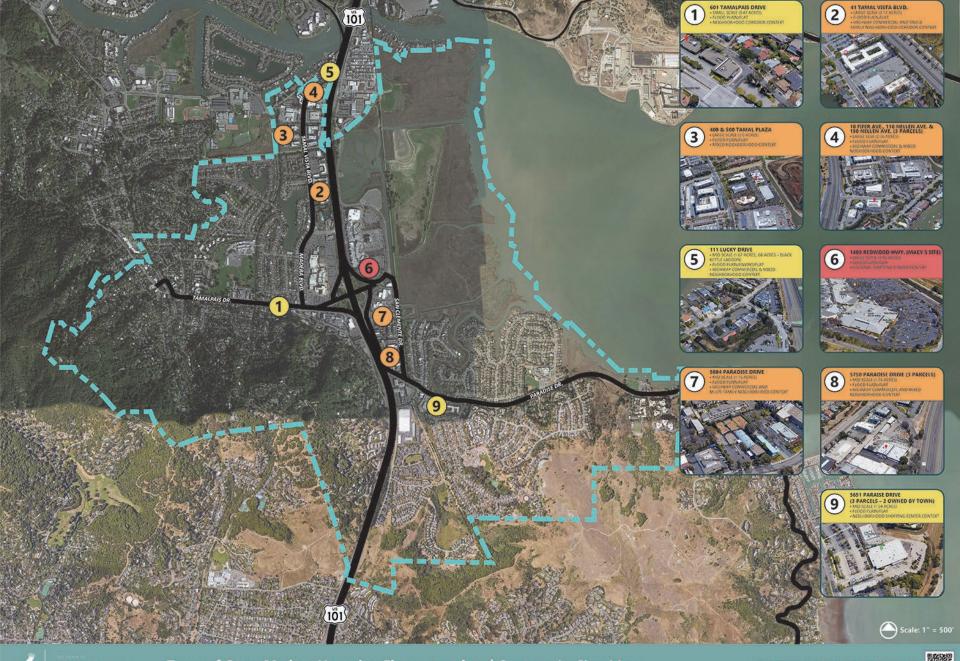


Rezoning Proposal







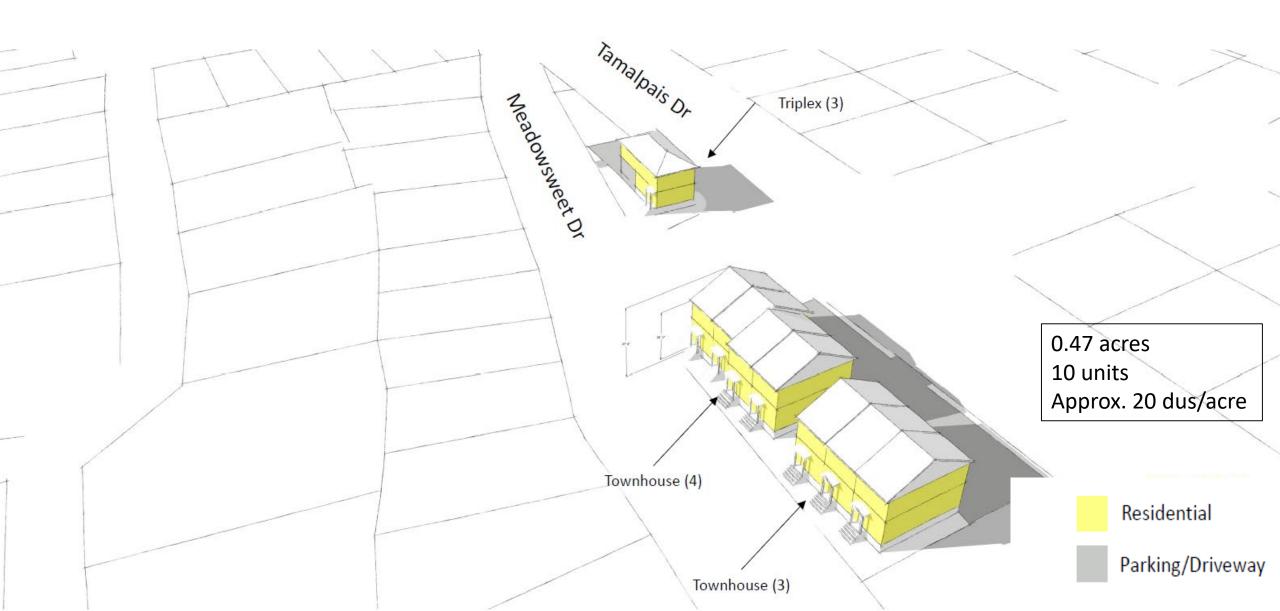


	CAPACITY OF ALL SITES							
SITE	ADDRESS	Lot Size (acres)	Existing Density (Units/Acre)	Proposed Density (Units/Acre)	Approximate Units per Site			
Site 1	601 Tamalpais Drive	0.47	15.1	20-25	10			
Site 2	41 Tamal Vista Blvd.	2.11	15.1	30-35	60			
Site 3	400 & 500 Tamal Plaza	3	15.1	30-35	100			
Site 4	2 Fifer Ave.; 10 Fifer Ave. 110-150 Nellen	3.44	15.1	30-35	100			
Site 5	111 Lucky Drive	1	15.1	20-25	25			
Site 6	1400 Redwood Avenue	7.48	5.0 – 7.5	40	300			
Site 7	5804 Paradise Drive	1.16	15.1	30-35	40			
Site 8	5750 Paradise Drive	1.76	15.1	30-35	50			
Site 9	5651 Paradise Drive	1.54	х	20-25	35			
		720						

Density bonus may result in additional units if/when development occurs

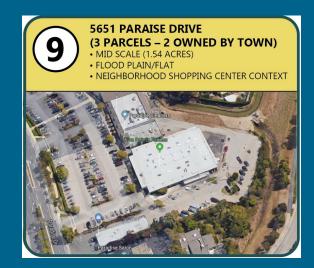


601 Tamalpais Drive: Bird's Eye Conceptual Site Plan









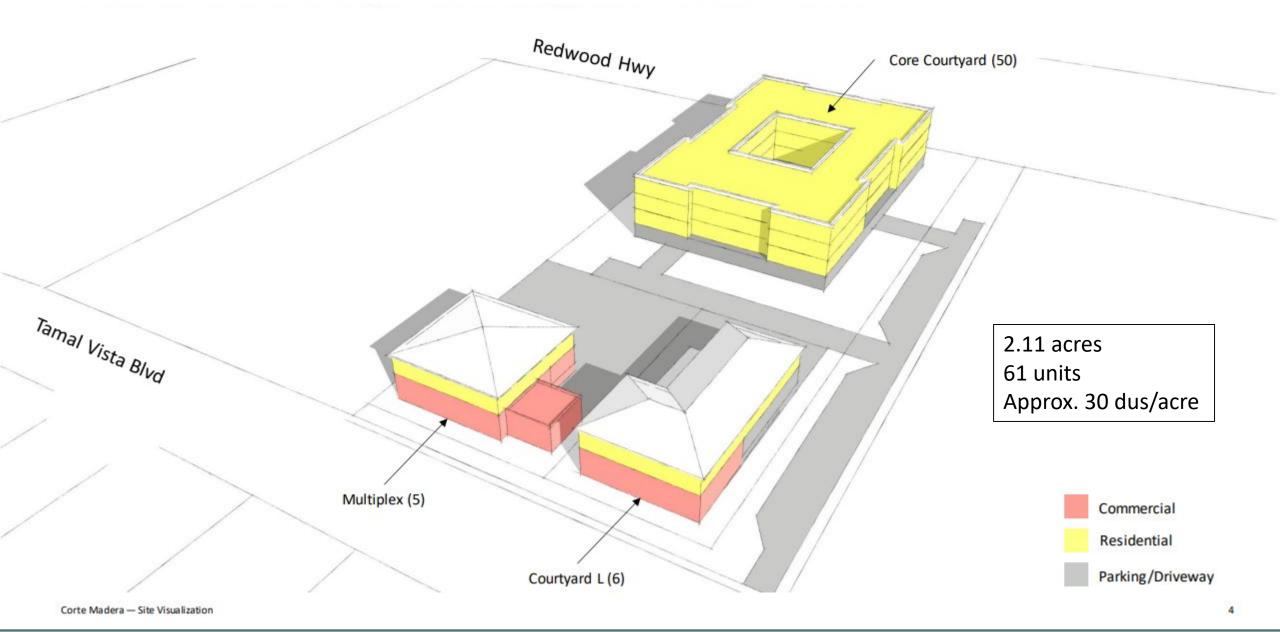
20-25 DU / ACRE



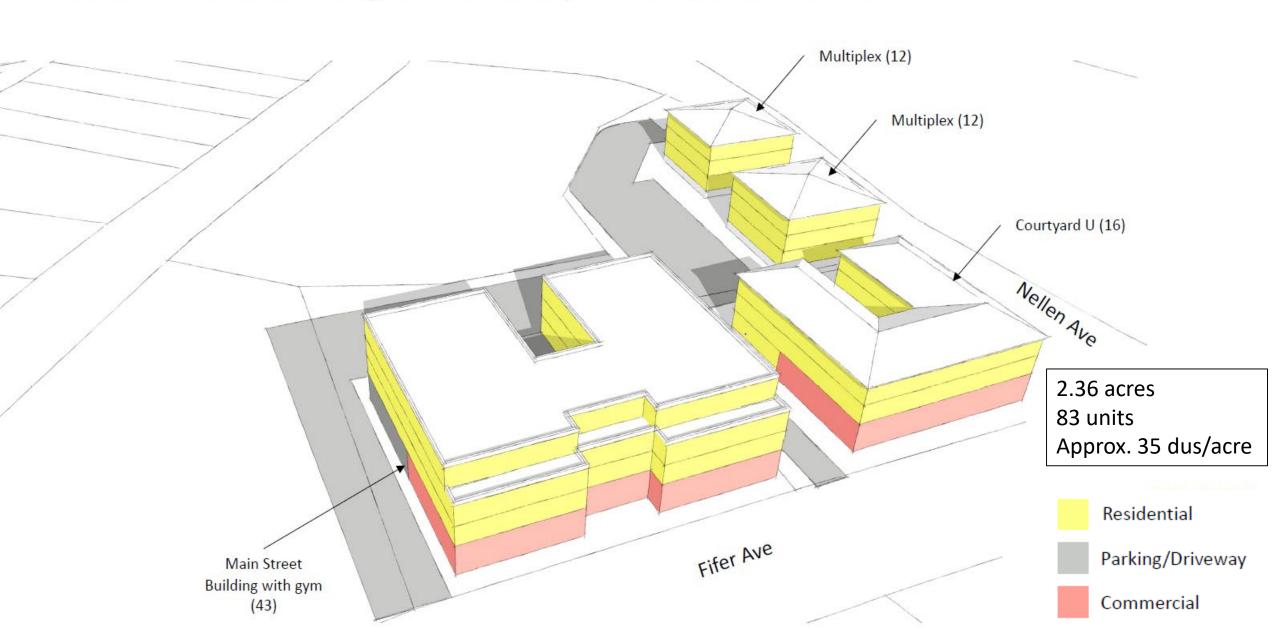




41 Tamal Vista: Bird's Eye Conceptual Site Plan



10 Fifer/110-150 Nellen Bird's Eye Conceptual Site Plan

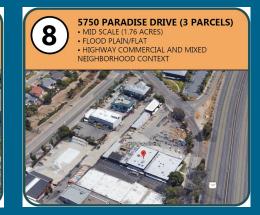


















30-35 DU / ACRE







40 DU / ACRE

Proposed Development @ Northgate Mall, San Rafael



Developer: Merlone Geier Partners; Retail Architect: Field Paoli Architects; Residential Architect: Studio T Square

Community Outreachand Feedback



Housing Workshop Series



WE NEED YOUR HELP!





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 | 415-927-5064

For more information, visit: www.cortemaderahousing.org

Para información en español, por favor envíe un correo electrónico a housingplan@tcmmail.org



Corte Madera Housing Workshop Series

- Workshop Series Promoted via:
 - Mailer (residences & businesses)
 - Banners @ 3 locations
 - Readerboard message
 - Email to interested parties
 - Next door, Facebook & newsflash posts
 - Articles in Town Chronicles & Neil
 Cummins newsletter





Home

About

Get Involved

Resources

HOUSING IN CORTE MADERA

The **Town of Corte Madera** is initiating a planning process to identify how to meet the housing needs of our community. Every eight years, the Town 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 community's input is critical to the success of this project. Please participate in the virtual community workshop series to learn about existing housing polices/conditions and State housing laws affecting the Town. Workshop participants will help determine the best sites for new housing in Corte Madera.

Information on upcoming events and project updates will be posted on the webpage. Sign up below to receive periodic updates on the Housing Element Update.

Learn more

Upcoming Events



Community Workshop #6

Mar 9, 2022

Next Steps: CEQA, Programs & Policies, Safety Element

Past Events

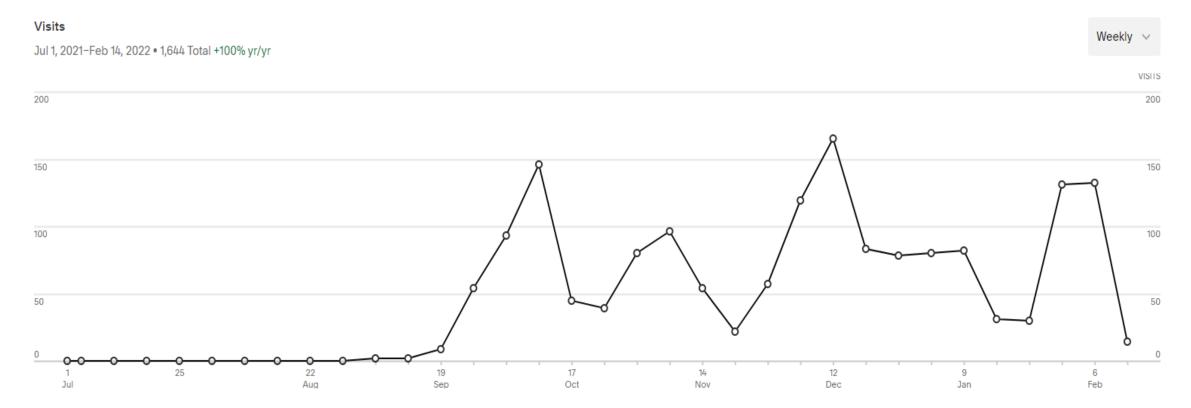


Community Workshop #5 Planning for 700 + Homes II

Feb 9, 2022



Webpage Visits



Website Analytics

- 1,600+ visits
- 1,200 unique visitors
- Approximately 350 visits in the past 30 days
- Approximately 225 visits since February 1st

Pop-Up Event – January 5, 2022 @ Town Center







Pop-Up Event – January 28, 2022 @ Nugget Market







What We've Heard...

"San Clemente & Redwood intersection gets backed up, but really only during school hours. Some reconfiguration of the intersection would be good."

"Housing location and access to amenities and transit is an important consideration."

"The Town must plan for the environmental impact of more housing, especially on water."

"Providing workforce housing is the greatest opportunity to lower the community's carbon footprint."

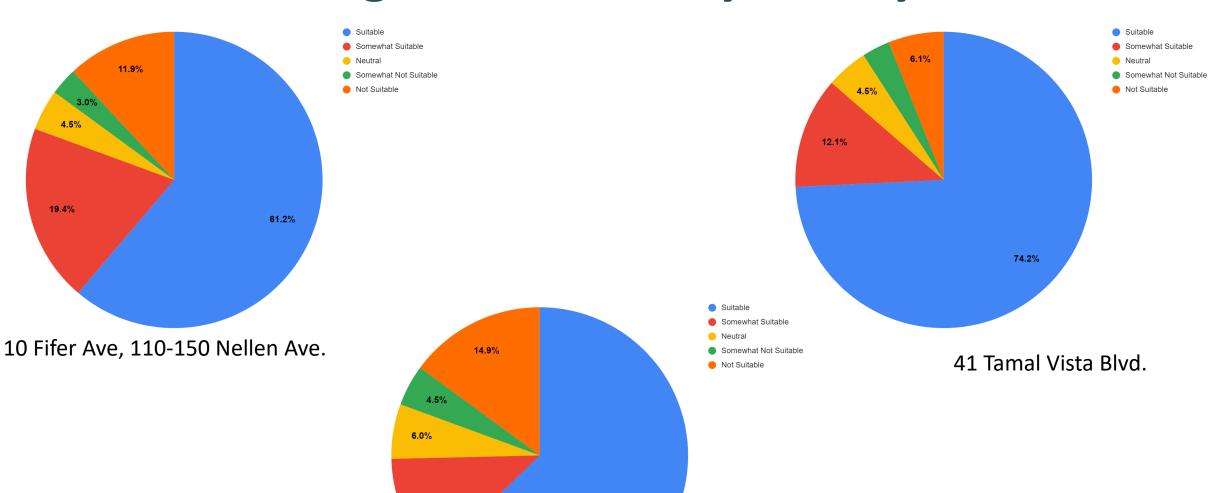
"I support creating more inclusive housing opportunities for BIPOC communities to positively impact diversity."

"The Town should ensure that infrastructure and adequate services are provided to support needed housing and additional residents (transit, open space, water)."

Freeway sites should be focus of development, as it has the best chance to solve/mitigate traffic issues."

"Housing seems good at these sites, but how to account for sea level rise and water?"

Housing Site Suitability Surveys



62.7%

1400 Redwood Highway

11.9%

Community Feedback

- General support for the Planning framework, housing opportunity sites
 & proposed densities.
- Concerns expressed on various topics, including:
 - Traffic
 - Sea Level Rise
 - Water resources
- No alternative strategies proposed for alternative housing sites or densities

	CAPACITY OF ALL SITES							
SITE	ADDRESS	Lot Size (acres)	Existing Density (Units/Acre)	Proposed Density (Units/Acre)	Approximate Units per Site			
Site 1	601 Tamalpais Drive	0.47	15.1	20-25	10			
Site 2	41 Tamal Vista Blvd.	2.11	15.1	30-35	60			
Site 3	400 & 500 Tamal Plaza	3	15.1	30-35	100			
Site 4	2 Fifer Ave.; 10 Fifer Ave. 110-150 Nellen	3.44	15.1	30-35	100			
Site 5	111 Lucky Drive	1	15.1	20-25	25			
Site 6	1400 Redwood Avenue	7.48	5.0 – 7.5	40	300			
Site 7	5804 Paradise Drive	1.16	15.1	30-35	40			
Site 8	5750 Paradise Drive	1.76	15.1	30-35	50			
Site 9	5651 Paradise Drive	1.54	X	20-25	35			
		720						

Density bonus may result in additional units if/when development occurs



PROJECT TIMELINE: Corte Madera Housing Element

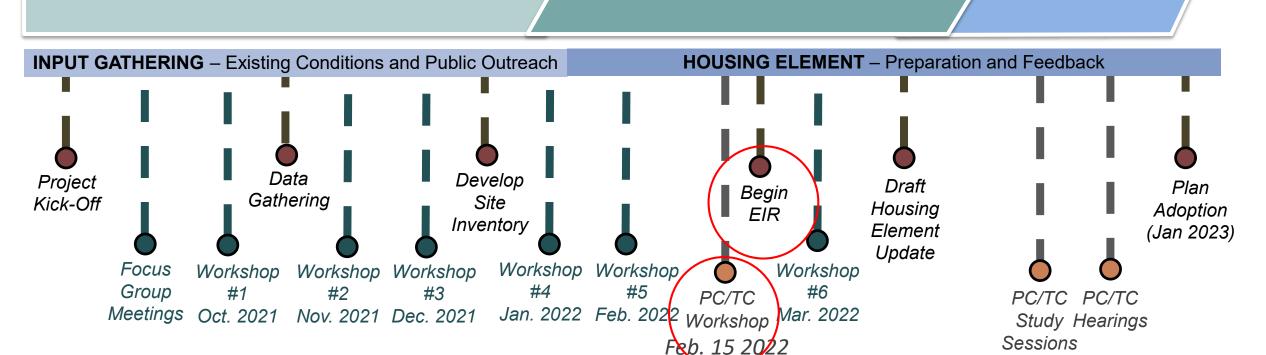
Intro Goals & Data Gathering FALL 2021 – WINTER 2021

Preparation of Housing Element

WINTER 2021 – FALL/WINTER 2022

Housing Element Adoption

WINTER 2022/2023



CORTEMADERAHOUSING.ORG

61

ADERA

ALIFORNIA

Workshop Purpose

Obtain comments, concerns, and/or support for staff's recommended strategy to meet the Town's RHNA requirements for 725 housing units as part of the Housing Element Update (6th Cycle: 2023 – 2031) prior to initiating the CEQA analysis.

- Comments on the sites we have chosen?
- Comments on the densities we are proposing for each site?

Questions/Comments

