



**CORTE MADERA TOWN COUNCIL/
PLANNING COMMISSION
STAFF REPORT**

REPORT DATE: February 10, 2022
MEETING DATE: February 15, 2022

TO: Honorable Mayor and Members of the Town Council, and Planning Commissioners

FROM: Adam Wolff, Director, Planning and Building *AW*
Martha Battaglia, Senior Planner *MB*

SUBJECT: Discussion and 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 (6th Cycle: 2023-2031)



RECOMMENDED ACTION:

Provide comments, raise concerns, and/or express 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).

BACKGROUND:

At the Town Council's September 21, 2021 meeting, Planning Department staff presented an overview of the Housing Element of the Town's General Plan, including information related to how the RHNA is determined for Corte Madera, key components or chapters within the Housing Element, new requirements for the 2023-2031 cycle (6th Cycle), deadlines for adoption and submission to the State Department of Housing and Community Development (HCD), and penalties associated with non-compliance. Additionally, staff outlined a work plan to conduct public outreach and complete the Housing Element Update with the support of consultants (see Attachment 1 for the staff report from the September 21, 2021 Town Council meeting. A video recording of the staff presentation can be accessed here: <https://www.youtube.com/watch?v=GZVEBo21Jdg&t=83s> (1:25 mark)).

Arguably the most significant component of the Housing Element is the Housing Sites Inventory, which requires the Town to identify specific locations for potential housing development or redevelopment (sometimes referred to as housing opportunity sites) and ensure that such sites are zoned at sufficient housing densities to meet the future need at all income levels as determined by the RHNA.

The final RHNA allocation for Corte Madera is shown in Table 1 below.

Table 1. Corte Madera 2023-2031 Final RHNA Allocation:

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

Through consultation with the Corte Madera community at a series of public workshops (see below for details), staff has identified nine (9) housing opportunity sites that will need to be rezoned to allow more density than currently permitted as shown in Figure 1 and Table 2 below.

Figure 1. Corte Madera Opportunity Sites Map



Opportunity Sites Map available on Housing Webpage: <https://www.cortemaderahousing.org>.

Table 2. Rezoning Proposal

| REZONING PROPOSAL | | | | | |
|---------------------|---|------------------|-------------------------------|-------------------------------|---|
| SITE | ADDRESS | Lot Size (acres) | Existing Density (Units/Acre) | Proposed Density (Units/Acre) | Approximate Units per Site ² |
| 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 ¹ | 20-25 | 35 |
| Total Units: | | | | | 720 |

1: At densities determined by the Planning Commission; 2: Density bonus may result in additional units if/when development occurs

As shown in Table 2 above, staff is recommending that the existing density ranges be increased at the nine identified housing opportunity sites. The proposed recommendations are based on the existing context surrounding these sites. All of the proposed housing opportunity sites currently allow residential, most at a density of 15.1 units/acre and up to 20 units/acre for a senior project.

Staff proposes three different densities as follows:

- Yellow Sites (Sites 1, 5 & 9) – Rezone to allow 20-25 dwelling units an acre. These sites are adjacent to, and mostly tucked into residential neighborhoods; therefore, staff is recommending a lower density at these sites.
- Orange Sites (Sites 2, 3, 4, 7, & 8) – Rezone to allow 30-35 dwelling units an acre. These sites are generally closer to the highway and located within areas that already have larger buildings of a more significant scale.
- Red Site (Site 6) – Rezone to allow a maximum of 40 dwelling units an acre. The Village (Macy’s site) is the only site with a recommended density of 40 dwelling units an acre. There are many factors that lend itself to a higher density at this site, which includes its location away from existing residential areas, proximity to highways and transportation, and the support that such a development could provide the Village Retail Center. This site is also the largest site, at approximately 7½ acres, which allows the Town to meet a significant portion of its RHNA.

DISCUSSION:

Community Outreach

Public outreach and engagement is an important component of the Housing Element Update. Staff has been working closely with Plan to Place on developing a multi-pronged outreach approach aimed at reaching all segments of the community. A dedicated housing webpage was created at the onset of the project (<https://www.cortemaderahousing.org/>). Website analytics that show the number of visitors to the webpage are included as Attachment 2. The webpage includes information on the Housing Element Update, project timeline, Frequently Asked Questions, and State/County Town Resources related to housing. In addition, information on all past workshops (presentation, meeting video recording & meeting summary) are available on the webpage. The public outreach materials developed (i.e. postcard, surveys, FAQs, workshop presentations) have been translated into Spanish and are available on the webpage.

The initial outreach efforts has been geared toward informing and engaging community members through a Housing Element Workshop Series, a series of six public workshops intended to provide an opportunity for the community to help develop the Town's plan to address housing needs and identify the appropriate location and relative scale of new housing that the Town must plan for. Staff used a variety of methods to advertise the housing workshops, including:

- Mailing a two-sided postcard to every residence and business in Corte Madera (Attachment 3);
- Hanging banners at three locations in Town 10 days in advance of each workshop;
- Promoting the workshop on the readerboard in front of the community center;
- Publishing articles in the Town Chronicles and Neil Cummins weekly newsletter;
- Promoting the workshops through Next Door posts, Facebook posts & Newsflash; and
- Sending emails to the interested parties list and community based organizations (approximately 130 individuals).

In addition to the workshops series, staff held two interactive pop-up workshops, the first at the Town Center on January 5, 2022 and the second at the Nugget Market on January 28, 2022. Staff spoke with approximately 55 individuals at these interactive pop-up workshops.

A Housing Needs Survey has recently been developed and is available on the Housing webpage (Attachment 4). A map and banner promoting the survey is posted at a vacant tenant space at the Town Center and hard copies of the survey will be distributed to apartment complexes and to local businesses. The survey is available in both English and Spanish. The purpose of the survey is to allow individuals to share their ideas about housing needs. The results of the survey will help inform the programs and policies included in the Housing Element Update. Individuals who complete the survey will have the option to enter into a raffle to win a \$50 gift card to a Corte Madera restaurant (10 winners will be selected).

Workshop Series

The Town has held five workshops to date, with the final workshop scheduled for March 9, 2022. One of the primary goals of the workshop series was to engage the community in a conversation that focuses on Corte Madera's vision for addressing regional and local housing needs while promoting re-investment, property improvements, and economic development in Town. Below is a brief summary of each workshop. Meeting summaries from Workshops 1 through 4 are included as Attachment 5. Presentations from all the workshops are available on the Town's Housing webpage (<https://www.cortemaderahousing.org>).

Workshop 1: Introduction to the Housing Element Update (October 13, 2021)

The purpose of 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. This workshop was attended by approximately 36 members of the public.

Workshop 2: Corte Madera Housing: Existing Conditions, Opportunities & Challenges (November 10, 2021)

The purpose of Workshop 2 was to provide an overview of the existing housing conditions in Corte Madera and gather insight from a panel of local housing panelists with experience in navigating the building of housing in Marin County. The panelists included Bianca Neumann, Director of Business Development, EAH; Samantha Hauser, Senior Vice President of Development, City Ventures LLC; Brett Geithman, Superintendent, Larkspur-Corte Madera School District, Carrie Pollard, Water Efficiency Manager, Marin Municipal Water District; and Julie Kritzberger, Executive Director, Corte Madera Chamber of Commerce. This workshop was attended by approximately 45 members of the public.

Workshop 3: Potential Housing Opportunity Sites (December 8, 2021)

The purpose of Workshop 3 was to kick-off a discussion around potential housing opportunity sites and to gather feedback from meeting participants on how suitable each of the identified housing opportunity sites were for housing. Staff provided an overview on the planning framework and site selection process for the housing opportunity sites. Several property owners (Craig McClean; Sebastyen Jackovics, President Jackovics Enterprises; and Jon Stoeckly, Assistant Vice President, Macerich) provided insight and perspective about housing opportunities in Corte Madera. This workshop was attended by approximately 40 members of the public.

Workshop 4: Planning for 700+ Homes, Part 1 (January 12, 2022)

The purpose of Workshop 4 was to start the discussion about meeting the Town's RHNA of 700+ units and to gather feedback on the proposed density at each site. One of the Town's consultants, Christine O'Rourke, provided an overview of Corte Madera's RHNA and the Site Inventory Regulations & Guidelines. Staff also discussed the methodology used to determine the proposed number of units that would be suitable for each site. Conceptual site plans and pictures were used to illustrate the proposed density ranges at the various sites. This workshop was attended by approximately 40 members of the public.

Workshop 5: Planning for 700+ Homes, Part 2 (February 9, 2022)

The purpose of Workshop 5 was to solidify the Town's strategy for meeting its RHNA. This was the second of two meetings to discuss staff's recommended strategy for accommodating 700+ units on the identified housing opportunity sites. Staff also addressed many of the concerns that were expressed by community members at prior workshops and at the pop-up events, including concerns related to traffic, sea level rise, and water availability. This workshop was attended by approximately 30 members of the public.

Community Feedback

Staff has collected feedback from community members throughout the workshop series and at the interactive pop-up events. Please refer [Attachment 5](#) for a summary of the comments received at each workshop. At the last three workshops, staff has requested feedback on the identified housing opportunity sites and proposed densities. The majority of people who took the site suitability survey (approximately 65) believed that the identified sites were suitable for housing (70-80% said suitable or somewhat suitable and approximately 15% said not suitable or somewhat not suitable). In addition, staff spoke with an additional 55 people at the interactive pop-up events. The feedback staff received from individuals at these events aligned with the survey results. Refer to [Attachment 6](#) for the survey results for each housing opportunity site.

Staff has heard a lot of support for the identified housing sites and the proposed densities. In general, community members have expressed support for the planning framework used to identify the housing opportunity sites. This framework limits vehicular traffic through local residential streets, minimizes physical impacts to existing residences, and promotes improving the appearance and quality of the existing commercial properties.

Staff has also heard several concerns from community members related to such things as traffic, sea level rise, and water availability. The concerns we've heard are included in the workshop summaries and were addressed by staff at Workshop 5. Importantly, staff has not received specific feedback regarding alternative strategies or proposals to modify sites or densities that would still allow the Town to meet RHNA.

Next Steps

Staff is interested in receiving comments, concerns, and/or support from the Town Council and Planning Commission for staff's recommended strategy to meet the Town's RHNA requirements for 725 housing units as part of the Housing Element Update. The next step in the process is to begin the CEQA analysis (Refer to [Attachment 7](#) for the Project Timeline). In order to begin the CEQA analysis (preparation of a Supplemental Environmental Impact Report), we must provide the CEQA consultant (EMC) with a rezoning proposal that includes the proposed densities of the Town's identified housing opportunity sites. Any changes to the identified sites and densities should be made now to avoid potential costly delays.

FISCAL IMPACT:

On September 21, 2021, the Corte Madera Town Council authorized the Director of Planning and Building to enter into four Professional Services Agreements to Implement the Housing Element Update and update to the Town's Safety Element. The total of the four contracts approved is \$425,921, of which \$110,000 is being off-set through grants.

The Corte Madera Town Council approved \$150,000 in FY 21/22 for the Housing Element project and staff will be requesting a similar amount in the FY 22/23 budget for project completion.

WORK PLAN:

This item is related to a Town Council Priority (Category 1, Item 2 – Land Use (Housing Element)).

ENVIRONMENTAL IMPACT:

This is a discussion item and is not a project pursuant to CEQA.

ATTACHMENTS:

1. September 21, 2021 Town Council Staff Report (without attachments)
2. Website Analytics
3. Postcard Mailed to all Corte Madera Residences and Businesses & Single-sided Spanish postcard
4. Housing Needs Survey (English & Spanish)
5. Workshop Meeting Summaries (Workshops 1 – 4)
6. Housing Opportunity Site Surveys
7. Project Timeline

THIS ITEM HAS BEEN REVIEWED AND APPROVED BY THE TOWN MANAGER.

Attachment 1
September 21, 2021 Town Council Staff Report (without attachments)



**CORTE MADERA TOWN COUNCIL
STAFF REPORT**

REPORT DATE: September 15, 2021
MEETING DATE: September 21, 2021

TO: Honorable Mayor and Members of the Town Council

FROM: Adam Wolff, Director, Planning and Building *AW*

SUBJECT: Discussion and Approval of Housing Element Work Plan and Authorize Director of Planning and Building to Enter into Four (4) Professional Service Agreements to Implement the Housing Element Update and update the Town's Safety Element to comply with State laws.



RECOMMENDED ACTION:

Authorize the Director of Planning and Building to enter into four (4) professional service agreements to implement the 6th Cycle Housing Element Update work plan and update the Town's Safety Element to comply with State laws.

BACKGROUND:

The Housing Element Update is intended to be an opportunity, every eight years, for all California communities to have a dialogue about local and regional housing issues and to find solutions at the local level to address these housing issues. The Housing Element typically addresses a range of housing issues such as affordability, housing diversity, density and location, and establishes goals, policies and programs for existing and projected housing needs. The Housing Element must be internally consistent with other parts of the General Plan and is critical to having a legally adequate General Plan.

State law does not require that jurisdictions *build* or *finance* new housing, but they must *plan* for it. It is in the Housing Element that local governments make decisions about where safe, accessible, and diverse housing could be developed to offer a mix of housing opportunities for households with varying incomes. State law also requires that sites identified for such purpose meet strict eligibility criteria defined in State law. Perhaps most well known, the Housing Element must identify how the Town will meet its share of the region's housing need, called the Regional Housing Needs Allocation, or RHNA, by selecting housing sites and densities that, if developed, would satisfy the RHNA. For reference, Corte Madera's 5th Cycle Housing Element Update, adopted by the Town Council on May 19, 2015, can be viewed via the

following link: <https://www.townofcortemadera.org/183/Housing-Element-Update-2015---2023>.

Regional Housing Needs Allocation (RHNA) Process

Every jurisdiction in California receives a target number of new housing units to plan for at various income levels. This is called the Regional Housing Needs Allocation (RHNA).

RHNA starts with the Regional Housing Needs Determination (RHND) provided by California Department of Housing and Community Development (HCD), which is the total number of housing units the San Francisco Bay Area needs over the eight-year period, by income group. The Association of Bay Area Governments (ABAG) is tasked with developing the methodology to allocate a portion of housing needs to each city, town, and county in the region. After considering public comments, the ABAG Executive Board approved the draft RHNA methodology in January 2021.

The State HCD reviewed the draft RHNA methodology to ensure it furthers state required objectives, and in May 2021 ABAG adopted a final methodology and draft allocations for every local government in the Bay Area. ABAG is currently considering appeals which were filed by the deadline and will issue the final allocations by the end of 2021.

The draft RHNA allocations for Corte Madera are as follows:

| 2023-2031 Draft RHNA Allocation | |
|--|------------|
| Town of Corte Madera | |
| Income Level | |
| VERY LOW INCOME (<50% of Area Median Income) | 213 |
| LOW INCOME (50-80% of Area Median Income) | 123 |
| MODERATE INCOME (80-120% of Area Median Income) | 108 |
| ABOVE MODERATE INCOME (>120% of Area Median Income) | 281 |
| TOTAL ALLOCATION | 725 |

On July 6, 2021, the Corte Madera Town Council authorized the submittal of an appeal of the draft RHNA allocation. The appeal letter, which requested a reduction of the Town's Draft RHNA to 400 units, is included in Attachment 1. The Town has received notification that ABAG will hear the Town's appeal on September 29, 2021.

Key Components of a Housing Element

While the Housing Element Update often focuses on meeting the RHNA, there are several other aspects of the Housing Element Update meant to provide greater community understanding and

create community dialogue about housing conditions and Town policies. The Housing Element typically includes:

1. **Community Engagement:** A community engagement program, reaching out to all economic segments of the community plus traditionally underrepresented groups.
2. **Evaluation of Past Performance:** Review of the prior Housing Element to measure progress in implementing policies and programs.
3. **Housing Needs Assessment:** Examine demographic, employment and housing trends and conditions and identify existing and projected housing needs of the community, with attention paid to special housing needs (e.g., large families, persons with disabilities).
4. **Constraints Analysis:** Analyze and recommend remedies for existing and potential governmental and nongovernmental barriers to housing development.
5. **Housing Sites Inventory:** Identify locations of available sites for housing development or redevelopment to ensure there is enough land zoned for housing to meet the future need at all income levels as specified by the RHNA.
6. **Policies and Programs:** Establish policies and programs to be carried out during the 2023-2031 planning period to fulfill the identified housing goals and objectives.

New Requirements for this Housing Element Update

Recent State legislation, however, has resulted in key changes for this 6th cycle of RHNA and Housing Element updates. These changes will require significantly more time and effort to address adequately.

- **Higher allocations** - There is a higher total regional housing need. HCD's identification of the region's total housing needs has changed to account for unmet existing need, rather than only projected housing need. HCD now must consider overcrowded households, cost burdened households (those paying more than 30% of their income for housing), and a target vacancy rate for a healthy housing market (with a minimum of 5%). Additionally, ABAG's approved RHNA methodology for the Bay Area allocated a relatively greater share of housing units to "high resource areas" such as Marin County to address ABAG's equity goals.

As a result of all these changes, Corte Madera's draft RHNA is approximately 10X (1000%) greater than the 72 units allocated to the Town in the 5th Cycle Housing Element Update (2014-2022). This allocation will require identification of more housing sites and the rezoning sites to allow for more housing units than is currently allowed.

- **Affirmatively Furthering Fair Housing (AFFH)** - Housing Elements must affirmatively further fair housing. According to HCD, achieving this objective includes preventing segregation and poverty concentration as well as increasing access to areas of opportunity. HCD has mapped Opportunity Areas and has developed guidance for jurisdictions about how to address affirmatively furthering fair housing in Housing Elements.

The Town will be working collaboratively with the County of Marin to meet the State's requirements to embed the concept of AFFH throughout the Housing Element Update process and within the Town's policies and programs. More information regarding AFFH will be presented to the Town Council at its October 19th Town Council meeting.

- Limits on Sites - Identifying Housing Element sites for affordable units will be more challenging. There are new limits on the extent to which jurisdictions can reuse sites included in previous Housing Elements and increased scrutiny of small, large, and non-vacant sites when these sites are proposed to accommodate units for very low- and low-income households.

Town staff will therefore be required to provide more in-depth information and analysis for sites chosen to meet RHNA in order to demonstrate to HCD that those sites are likely to be developed with housing over the Housing Element planning period.

- Safety and Environmental Justice Element - State law now requires that the Safety Element of the General Plan be updated concurrently with the Housing Element. The Safety Element must address new wildfire, evacuation routes, and climate adaptation and resilience requirements in an integrated manner. When two or more general plan elements are updated, jurisdictions with disadvantaged communities must also address Environmental Justice, either in a stand-alone element or as a cross-cutting topic across multiple elements.

While the Town will not have to address Environmental Justice in parallel with the Housing Element Update (no disadvantaged communities exist in Corte Madera as defined by HCD), the Town will have to update its Safety Element to include:

- A vulnerability assessment that identifies the risks climate change poses to Corte Madera and the geographic areas at risk from climate change;
- A set of adaptation and resilience goals, policies, and objectives based on the information specified in the vulnerability assessment; and
- Feasible implementation measures designed to carry out the goals, policies, and objectives identified in the adaptation objectives.

Fortunately, the Town has already completed much of this work through the development of the Town's Climate Adaptation Assessment, accepted by the Town in May 2021. However, additional analysis may be required to meet the State law requirements.

Housing Element Update Deadlines

An updated Housing Element is required to be reviewed and certified by HCD and adopted by the Town Council by January 2023, however, penalties cannot be levied on the Town until at least 120 days after the January 2023 deadline.

While it is not required in order to complete a compliant Housing Element, it is preferable to complete any required rezonings before or concurrent with the Housing Element update. If the rezone is not in place at the time of adoption, there are a number of additional restrictions placed on the sites identified to meet the Town's RHNA. This includes 1) lower income housing sites

with some affordable units must be entitled through ministerial approval and 2) small sites cannot be utilized.

Staff intends to complete any rezoning necessary to meet the Town's RHNA concurrent with the Housing Element deadline.

Penalties for Noncompliance/Benefits of Compliance

Jurisdictions face a number of consequences for not having a certified Housing Element. Under legislation enacted in recent years, if a city does not comply with State housing law, it can be sued – by individuals, developers, third parties or the State. In addition to facing significant fines, a court may limit local land use decision-making authority until the jurisdiction brings its Housing Element into compliance. Additionally, local governments may lose the right to deny certain housing projects.

On the other hand, an HCD-certified Housing Element provides eligibility for numerous sources of funding, such as Local Housing Allocations, Affordable Housing and Sustainable Communities Grants, SB 2 Planning Grants, CalHOME Program Grants, Infill Infrastructure Grants, Pro-Housing Design funding, Local Housing Trust Funds, Regional Transportation Funds (such as MTC's OneBayArea Grants).

DISCUSSION:

Staff has assembled a team of consultants to help guide and supplement staff's work on the Housing Element Update. This work will include: 1) completing the tasks associated with the Housing Element as described above (including updates to the Town's Safety Element) in compliance with HCD requirements and State law; 2) developing and implementing a robust public outreach effort to inform and elicit feedback and input during the development of the Housing Element Update, 3) conducting required environmental review of the proposed project, including the rezoning of properties, pursuant to the California Environmental Quality Act (CEQA); and 4) completing all tasks within the timeframe required by State law.

While the Town is proposing to contract individually with each consultant, the consultant team will be led by two individuals who have worked with Town staff and our community in the recent past and who bring a wealth of experience and local knowledge to our team. Dave Javid, founder of Plan to Place, was instrumental in public outreach efforts and generating policy direction for the Tamal Vista Boulevard Corridor Study in 2015 and 2016, which ultimately led to the adoption of the MX-1 mixed-use zoning district along Tamal Vista Boulevard. Plan to Place has also facilitated public meetings associated with the Town's ongoing Objective Design and Development Standards project. Dave and his team will be designing, managing, and facilitating our public outreach efforts along with Planning Department staff. And Christine O'Rourke, Principal of O'Rourke & Associates, who provided project management services and worked directly with staff and our community in the drafting of the Town's 2015 Housing Element Update, and who also drafted the Town's 2016 and 2020 Climate Action Plans. Christine will be providing overall project management, document preparation and staff support throughout the Housing Element Update process.

In addition, we intend to work with housing economics experts, Lisa Wise and David Bergman from Lisa Wise Consultant (LWC), Inc. to help provide information related to the Corte Madera's existing housing market and to help assess appropriate densities and regulatory actions or programs necessary to satisfy requirements for selecting housing development sites consistent with Housing Element law. Additionally, LWC, Inc. will provide strategic advice based on their experience working with Southern California jurisdictions and HCD on recent Housing Element updates. Finally, EMC, Inc., will be providing environmental consulting services and will be preparing a Supplemental EIR to provide public information regarding the potential environmental impacts associated with proposed policy changes.

In addition, the Town and other Marin County jurisdictions will be utilizing the services of County of Marin consultants, MIG and Veronica Tam Associates (VTA), to ensure that the Town's Housing Element Update incorporates the required analysis, policy considerations, and outreach consistent with Affirmatively Furthering Fair Housing (AFFH), pursuant to AB686.

Public outreach and engagement will be a consistent focus of the team. Initial efforts will be geared toward informing and engaging community members through a Housing Element Workshop Series, a series of six public workshops intended provide an opportunity for the community to help develop the Town's plan to address housing needs and identify the appropriate location and relative scale of new housing that the Town must plan for. The first meeting will be held via videoconference on October 13, 2021. A two-sided postcard (below) has been developed to announce the Workshop Series and will be mailed to every residence in Corte Madera.

THE TOWN OF
Corte Madera
California

WE NEED YOUR HELP!

**HELP US PLAN FOR
NEW HOUSING IN
CORTE MADERA**

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
Meeting Corte Madera's Regional Housing Needs Allocation (RHNA) I
- February 9, 2022** | 6:30pm
Meeting Corte Madera's RHNA 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*

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 Element to accommodate housing needs and address barriers to housing production. The Town is not required to build housing, but must ensure that zoning and policies are in place to enable development for housing affordable to all economic segments of the community and special needs populations. As part of the current update to our 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 update, and we urge you to get involved. Please visit cortemaderahousing.org for more information.



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

To:

Additionally, we will be launching a new website devoted to the Housing Element Update at the September 21, 2021 Town Council meeting and we will be holding informal focus group meetings to start hearing from Town residents and stakeholders. The full scope of public outreach efforts is included in the proposal from Plan to Place in Attachment 3.

The Housing Element Update process will require an intensive work plan in order to publicly discuss housing issues and develop appropriate housing policies, including any necessary rezoning actions and environmental review, within the timeframe required by CEQA and Housing Element law. A draft Housing Element timeline is included in Attachment 2.

FISCAL IMPACT:

The below table provides the maximum contract amount staff is requesting the Town Council authorize for consultant services for the Housing Element Update work plan. In addition, the table indicates funds the Town has been awarded through State housing planning grants, which will help offset a portion of the Town costs.

| Consultant | Project Scope | Maximum Contract Amount | Awarded Grant Funding |
|---------------|-------------------------|-------------------------|-----------------------|
| Plan to Place | Public Outreach/Meeting | \$115,000 | (\$50,000) |

| | | | |
|-------------------------------|---|------------------|--------------------|
| | Facilitation | | |
| O'Rourke & Associates | Project Management/Document Preparation/Staff Support | \$98,875 | (\$15,000) |
| LWC, Inc. | Housing Economic Analysis/Strategic Advisor | \$50,000 | (\$25,000) |
| EMC, Inc. | CEQA Environmental Review | \$162,046 | (\$20,000) |
| MIG/VTA (via County of Marin) | Affirmatively Furthering Fair Housing (AFFH) | N/A | Grant Funded |
| Total | | \$425,921 | (\$110,000) |

The Corte Madera Town Council approved \$150,000 in FY 21/22 for the Housing Element project and staff will be requesting a similar amount in the FY 22/23 budget for project completion.

ENVIRONMENTAL IMPACT:

This item is not a project pursuant to CEQA.

OPTIONS:

1. Approve Housing Element Work Plan and authorize Director of Planning and Building to enter into four (4) Professional Service Agreements to implement the Housing Element Update and updates to the Town's Safety Element to comply with State laws.
2. Direct Staff to modify to Housing Element Work Plan scope and request amendments to consultant contracts consistent with such modifications.
3. Do not authorize Director of Planning and Building to enter into Professional Service Agreements at this time.

ATTACHMENTS:

1. RHNA Appeal letter (July 9, 2021)
2. Draft Housing Element Timeline
3. Draft Consultant Contract and Scope of Work with Plan to Place
4. Draft Consultant Contract and Scope of Work with O'Rourke & Associates
5. Draft Consultant Contract and Scope of Work with LWC, Inc.
6. Draft Consultant Contract and Scope of Work with EMC Planning Group, Inc.

THIS ITEM HAS BEEN REVIEWED AND APPROVED BY THE TOWN MANAGER.

Attachment 2
Website Analytics



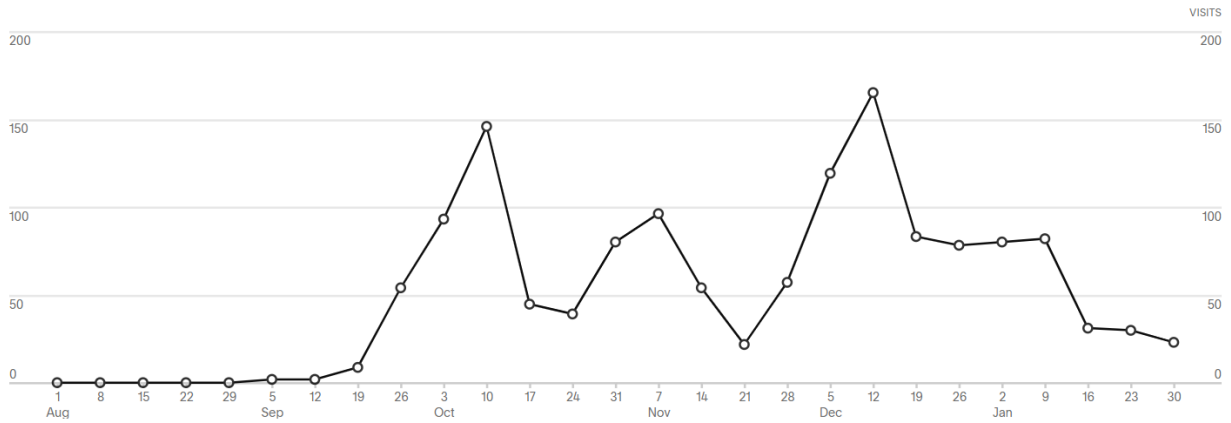
CORTE MADERA HOUSING ELEMENT UPDATE

| VISITS | BOUNCE RATE | UNIQUE VISITORS | PAGEVIEWS |
|-------------|---------------|-----------------|-------------|
| 1.4K | 61.15% | 1K | 2.5K |
| +100% yr/yr | +100% yr/yr | +100% yr/yr | +100% yr/yr |

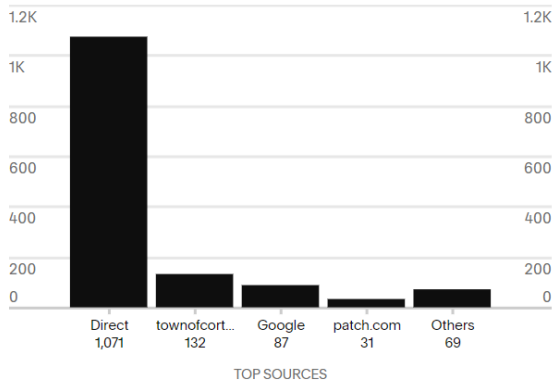
Visits

Aug 1, 2021–Feb 2, 2022 • 1,390 Total +100% yr/yr

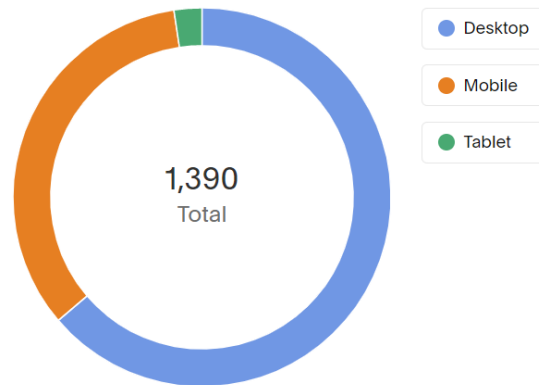
Weekly ▾



Top Sources by Visits [VIEW SOURCES](#)

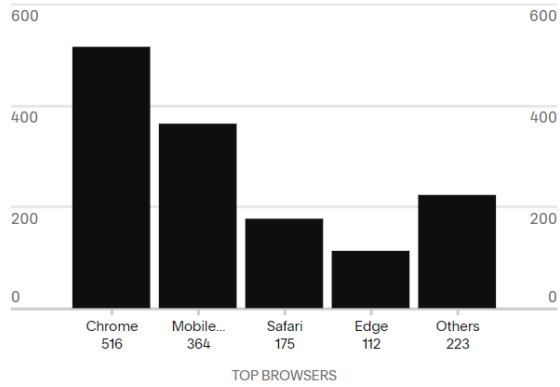


Top Devices by Visits

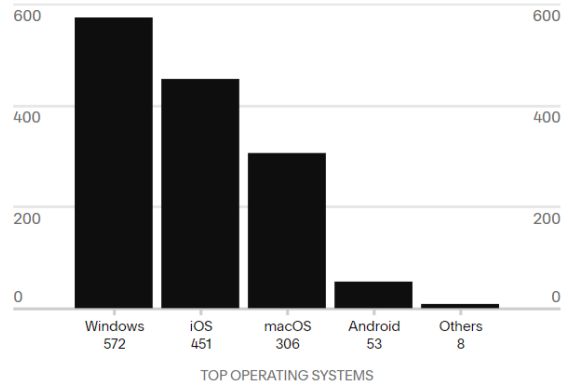




Top Browsers by Visits



Top Operating Systems by Visits



Attachment 3

Mailer Sent to Corte Madera Residents & Businesses and Single-Sided Postcard



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

Para información en español, por favor envíe un correo electrónico a 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 for more information.



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

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

To:



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.



¡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 | 415-927-5064

Para obtener más información, visite:
www.cortemaderahousing.org



Attachment 4
Housing Needs Survey (English & Spanish)

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



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)



CONTACT

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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

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Para más información visite
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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



Attachment 5
Workshop Meeting Summaries (Workshops 1 – 4)



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 whiteboards. 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?

- Examples:**
- Not enough housing affordable to low-income or middle-income households.
 - Not enough rental housing.
 - Lack of senior housing.
 - Lack of housing with accessible features for people with disabilities.
 - Not enough housing and/or services for unsheltered people.
 - Not enough or too much new housing getting built.
 - Not enough protection for renters from eviction.
 - Not enough down payment assistance for middle-income and low-income households.
 - Not enough financial assistance for lower-income homeowners that need to make home repairs.
 - Fair housing issues / unequal access to quality housing.
- Ejemplos:**
- No hay suficientes viviendas asequibles para los grupos familiares de bajos o medianos ingresos.
 - No hay suficientes viviendas de alquiler.
 - La falta de viviendas para la tercera edad.
 - Falta de viviendas con características de accesibilidad para las personas con discapacidad.
 - No hay suficientes viviendas o servicios para las personas sin vivienda.
 - No se construyen suficientes viviendas nuevas.
 - No hay suficiente protección para los inquilinos que se enfrentan a desahucios.
 - No hay suficiente ayuda para el pago inicial para los grupos familiares de ingresos medios y bajos.
 - No hay suficiente asistencia económica para los propietarios de viviendas de bajos ingresos que necesitan hacer reparaciones en la casa.
 - Temas de vivienda justa/acceso desigual a la vivienda de calidad.

DISCUSSION

- 7/8 units seem to have concerns about housing our teachers. **Response: many that can't afford housing in Corte Madera.**
- One of the limitations here is a lack of variety in types of housing and price points.
- Concerns about affordable senior housing. Should have housing that spans all prices so folks can stay home.
- Governor's and state regulations are limiting the amount of housing we're allowed to build and we're not necessarily meeting these folks. Need to see that affordable housing is included.
- All of our SF covered areas were eliminated that would take care of the needs of our cities.
- **Interest in how Marin can better support SF/OC communities from the govt.** Instead that we are not necessarily meeting these folks. Need to see that affordable housing is included.
- **Corte Madera is a beautiful town, there's a lot to be proud of. There are many houses that we do away with. We should be able to take every bit of land and look for the biggest.**

CHAT

Type here

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?

- Examples /Ejemplos:** Design, housing types, environmental sustainability etc
- Ejemplos /Ejemplos:** Diseño, tipos de vivienda, sostenibilidad medioambiental, etc

DISCUSSION

- **Interest in redeveloping/reusing commercial areas to be mixed use, eg. Whole and where Macy's could be turned into housing. In their case, multi to tripl.**
- **Want mixed use areas being analyzed for reuse, so certainly that is a possibility.**
- **Would like to know how many units would be here and what it would look like? The value is important to know.**
- **Location and access is an important consideration. In particular there might be some great areas that are more accessible such as the transit station. **Maintenance and Care** Since there is more space, but would need the infrastructure to support. Also could bring about more traffic.**
- **Creating environments and buildings where people can meet face-to-face if there is height is done, the design encourages folks to meet on another. **Design should include setbacks and scale that doesn't feel overwhelming.****
- **I think there is a lot of fear, but Corte Madera can be strengthened by diversity. Housing more housing stock that accommodates more people sharing a strength for the community.**
- **In address housing, ensure that we have space for intercommercial that scales with the number of new residents. Care about walkability.**

CHAT

Type here



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)

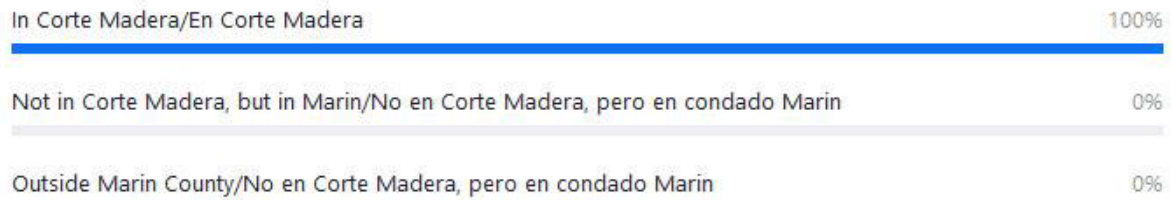


Appendix

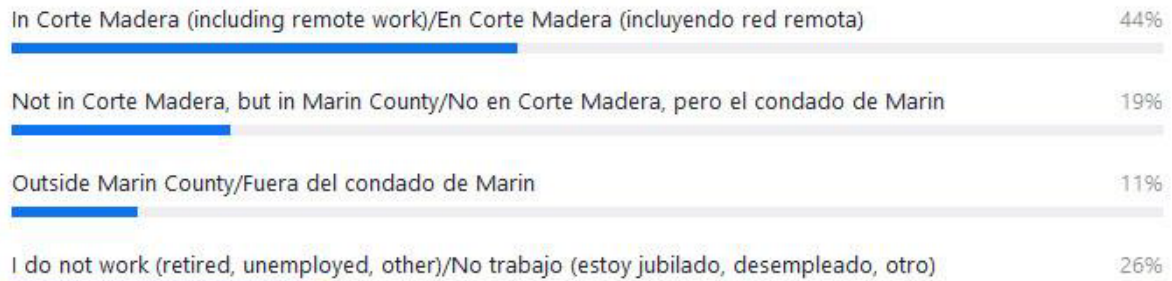
DEMOGRAPHIC LIVE POLL RESULTS

Demographics

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



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

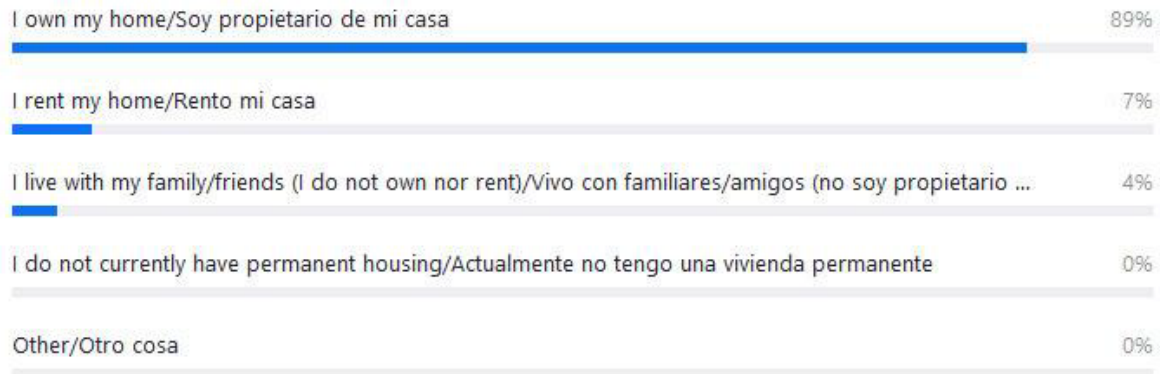


3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

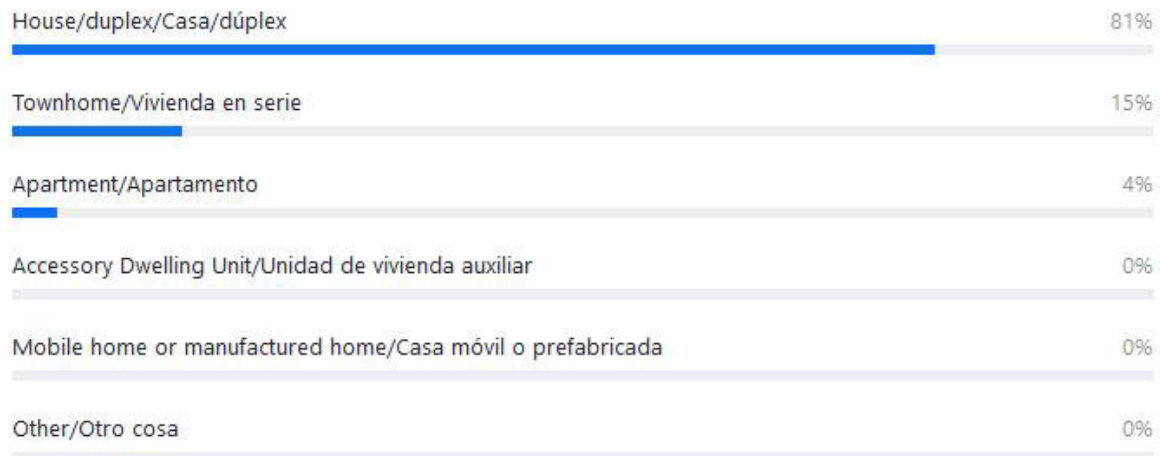




4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) *

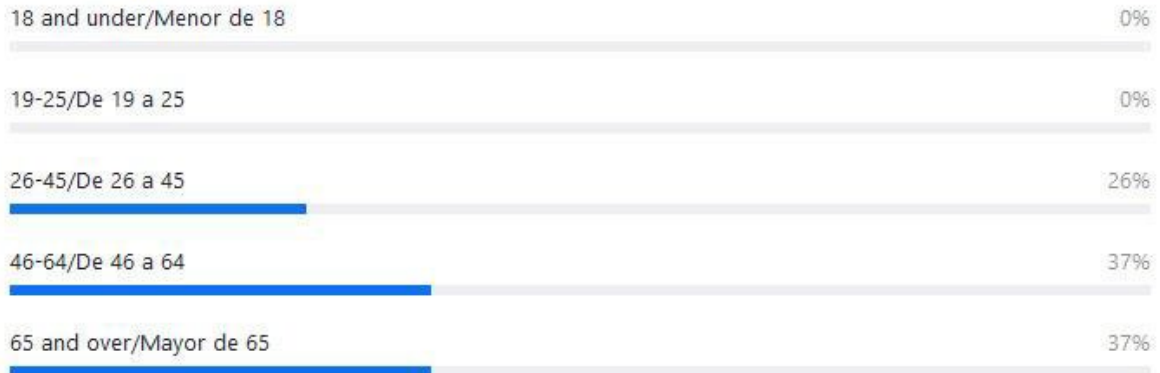


5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) *



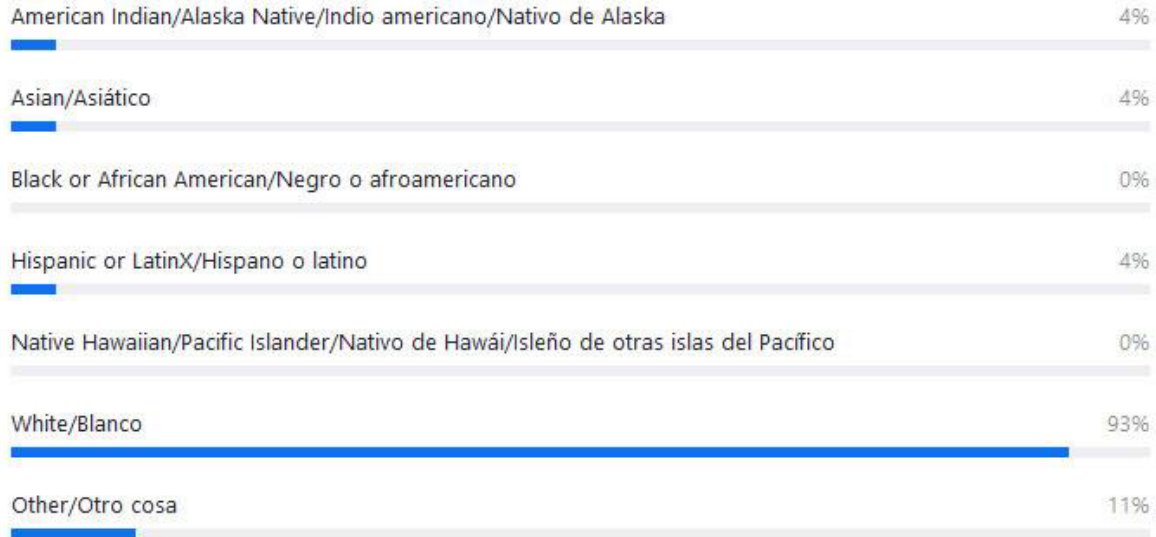


6. What is your age?/¿Qué edad tiene? (Single Choice) *





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) *





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.*

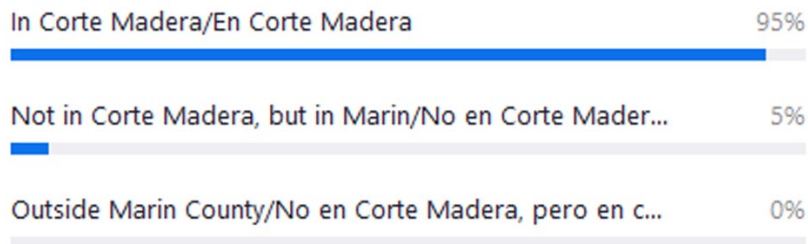


Appendix

DEMOGRAPHIC LIVE POLL RESULTS

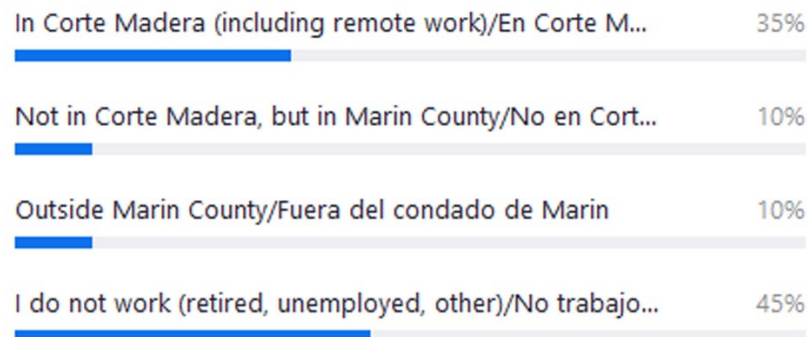
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice)

20/20 (100%) answered



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

20/20 (100%) answered





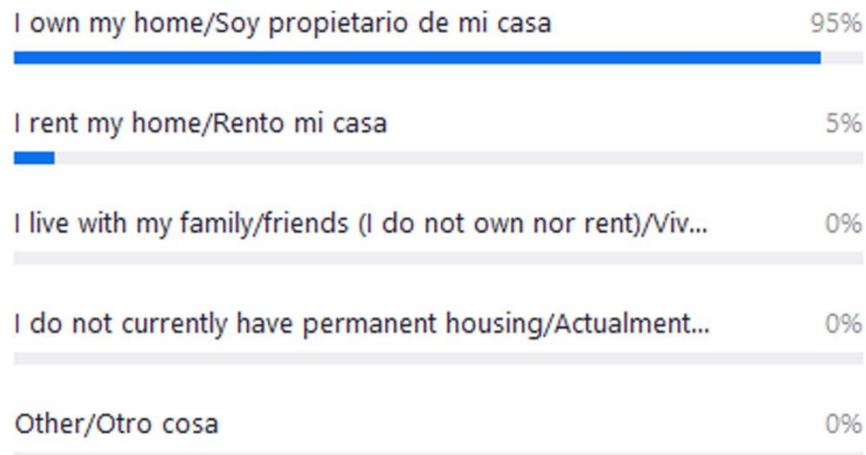
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

20/20 (100%) answered



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

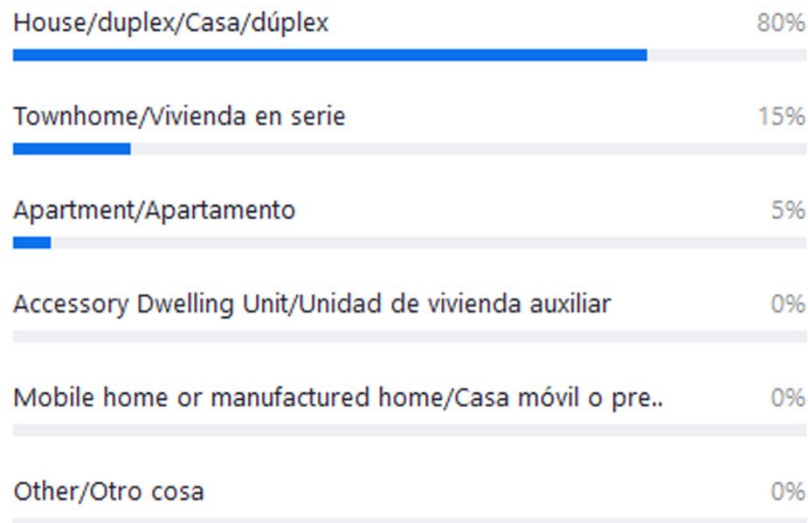
20/20 (100%) answered





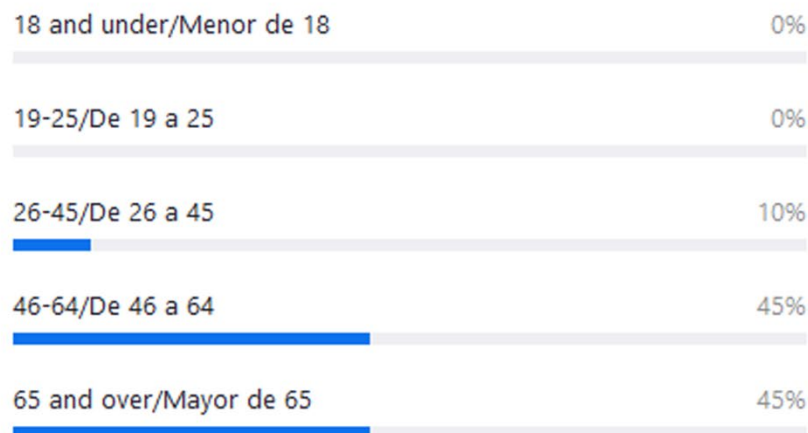
5. What type of housing do you live in?/¿En qué tipo de vivienda vive? (Single Choice) *

20/20 (100%) answered



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

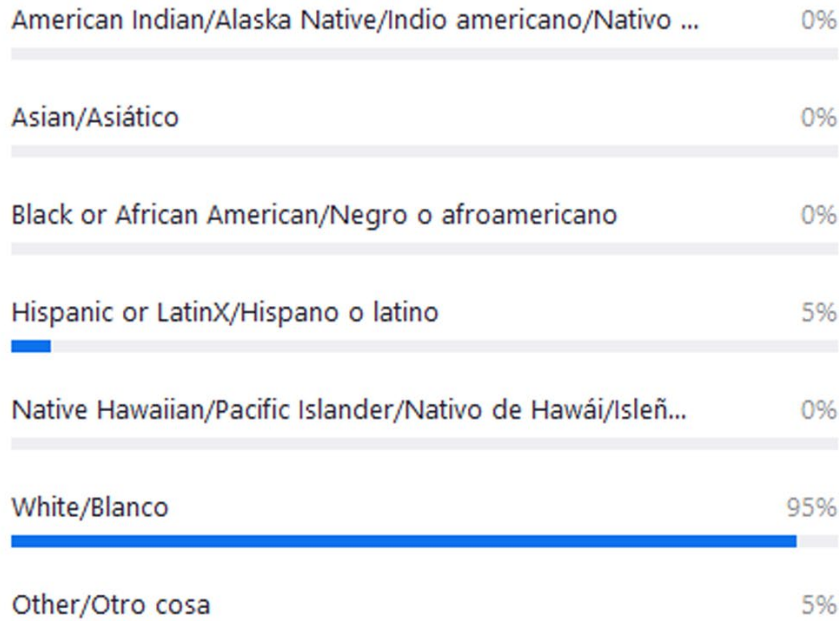
20/20 (100%) answered





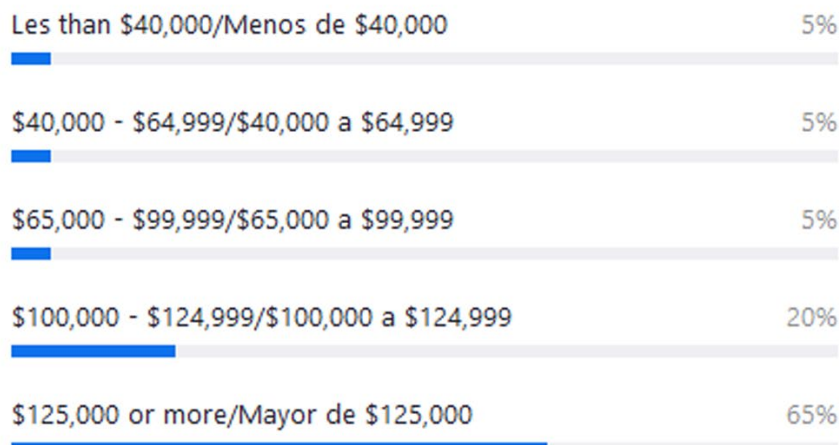
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) *

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% \$1000,000 to \$124,999
- 67% \$125,000 or More

SMALL GROUP SITE ANALYSIS DISCUSSION SUMMARY

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

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

Site 1: 601 Tamalpais Drive

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

Site 2: 41 Tamal Vista Blvd.

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

Site 3: 400 & 500 Tamal Plaza

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

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

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

Site 5: 111 Lucky Drive

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



Site 6: 1400 Redwood Avenue

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

Site 7: 5804 Paradise Drive

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

Site 8: 5750 Paradise Drive

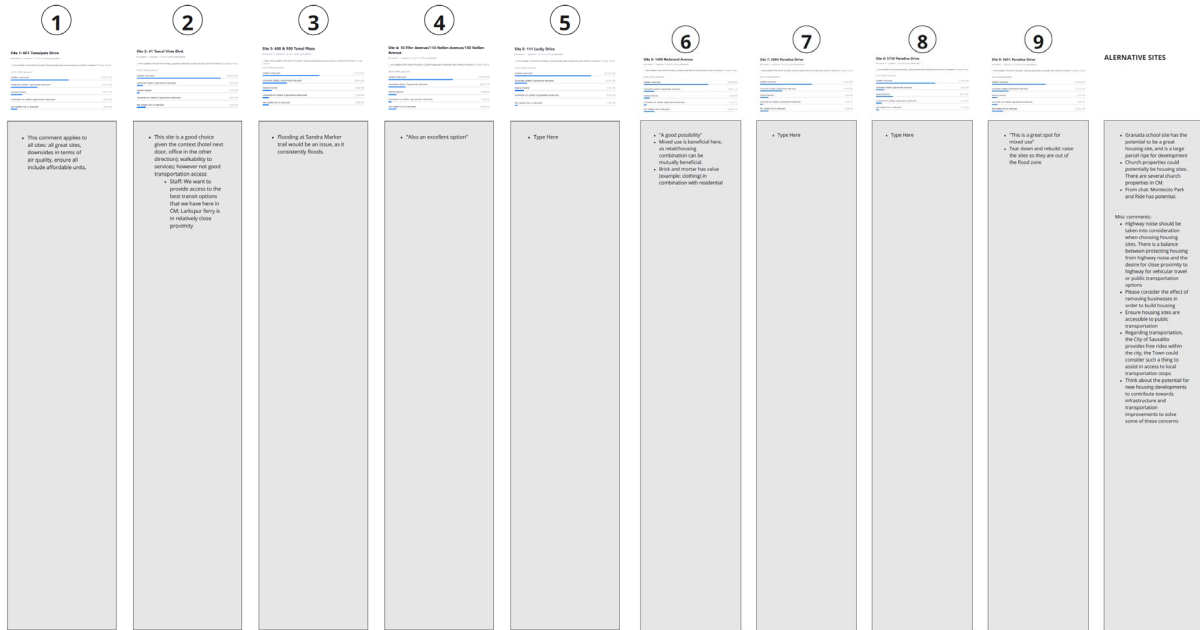
- Suitable: 64%
- Somewhat suitable: 9%
- Neutral: 18%
- Somewhat not suitable: 6%
- Not suitable: 3%

Site 9 : 5651 Paradise Drive

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

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

The remainder of the meeting was devoted to gathering site selection input from meeting participants through facilitated small group discussions. Feedback was recorded in three breakout rooms on a virtual whiteboard (see snapshot below) in response to the housing opportunity sites presented. The summary below provides a high-level overview of themes that emerged from these small group discussions. The numbers in parenthesis indicate the number of breakout rooms in which the referenced comment was expressed.



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

Main Takeaways

General Comments/Questions

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

Site 1: 601 Tamalpais Drive

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

Site 2: 41 Tamal Vista Blvd.

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



Site 3: 400 & 500 Tamal Plaza

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

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

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

Site 5: 111 Lucky Drive

- None

Site 6: 1400 Redwood Avenue

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

Site 7: 5804 Paradise Drive

- None

Site 8: 5750 Paradise Drive

- None

Site 9 : 5651 Paradise Drive

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

Alternative Sites

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



Appendix

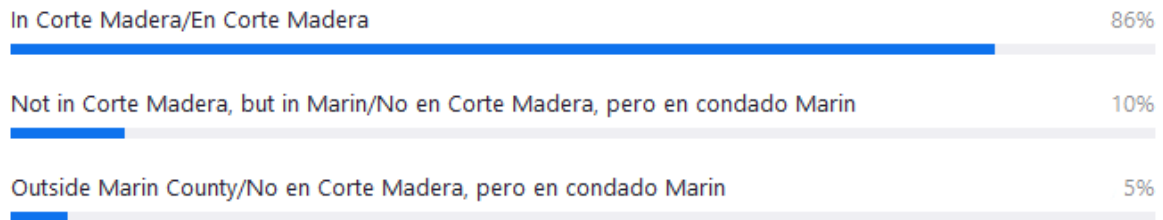
DEMOGRAPHIC LIVE POLL RESULTS

Demographics

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

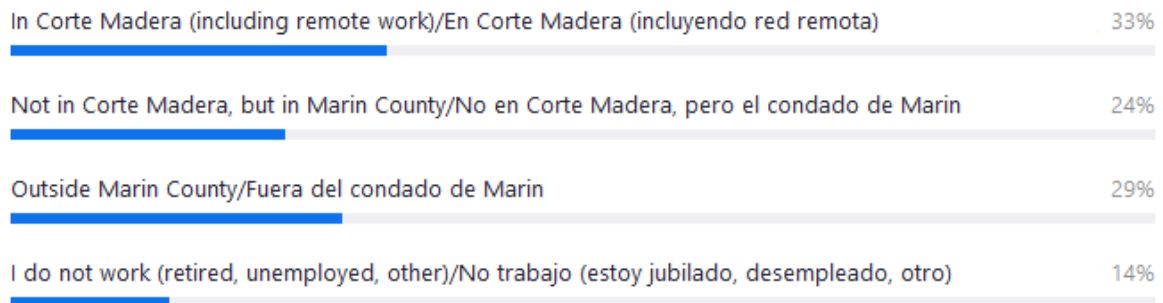
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) *

21/21 (100%) answered



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

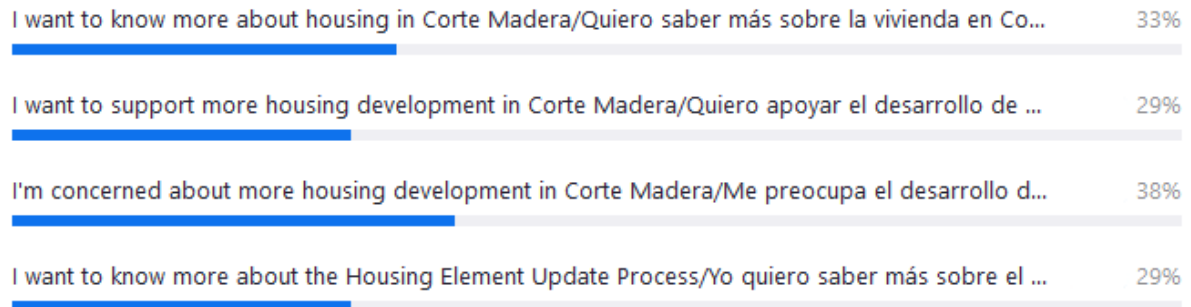
21/21 (100%) answered





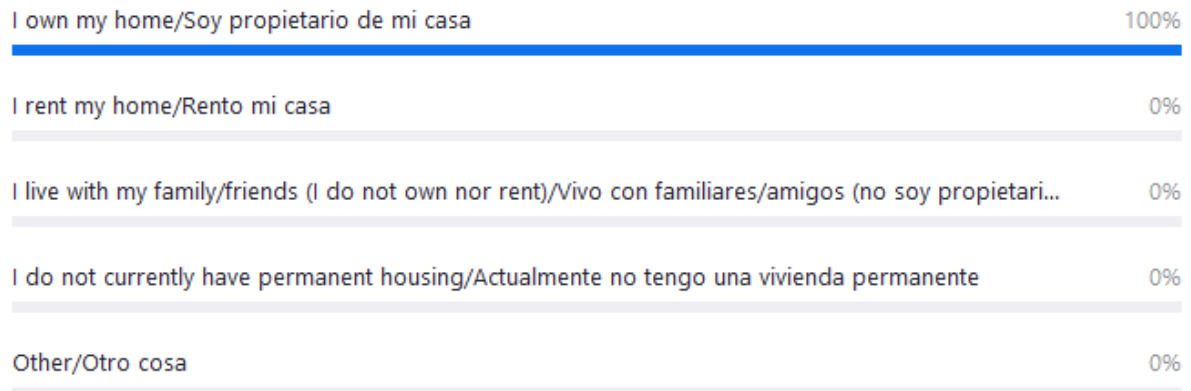
3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

21/21 (100%) answered



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

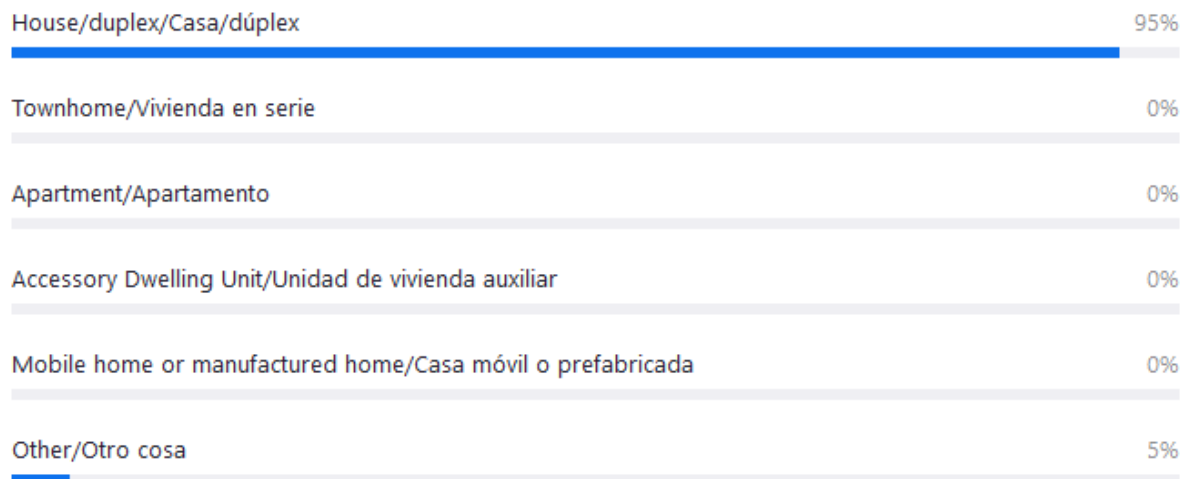
21/21 (100%) answered





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

21/21 (100%) answered



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

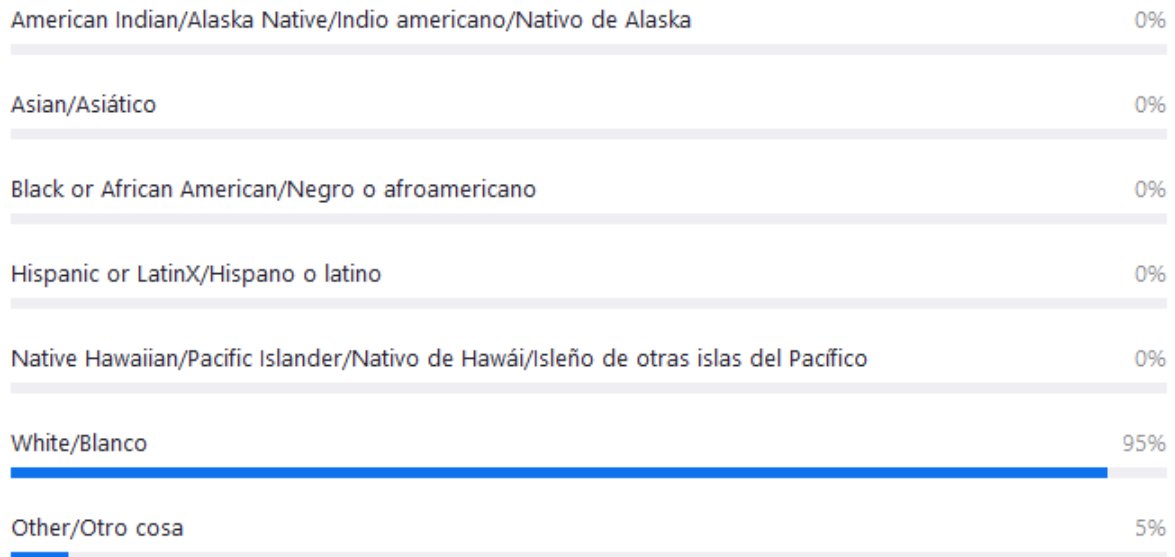
21/21 (100%) answered





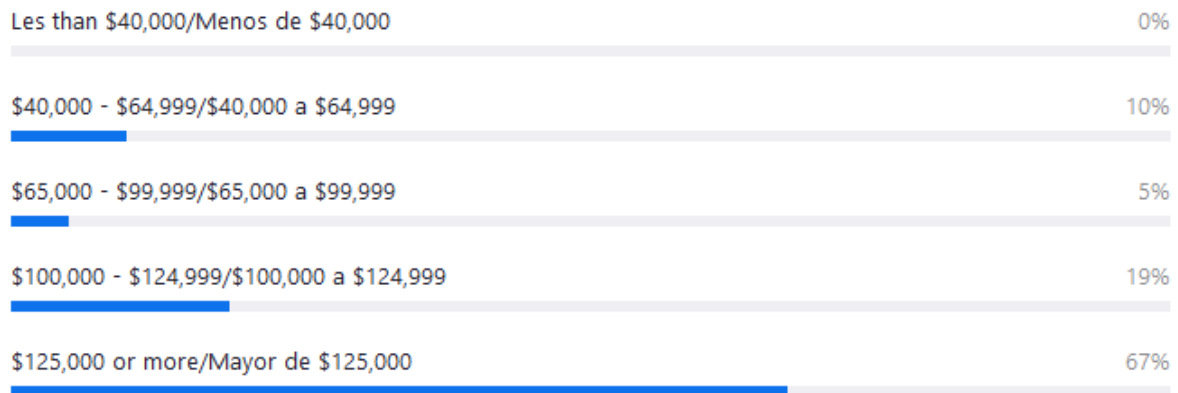
7. What is your race & ethnicity? (may select more than one)/¿Cuál es su raza y origen étnico? (puede seleccionar más de una) (Multiple Choice) *

21/21 (100%) answered



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

21/21 (100%) answered





POTENTIAL HOUSING OPPORTUNITY SITES POLL RESULTS

Site 1: 601 Tamalpais Drive

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

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

*

35/35 (100%) answered



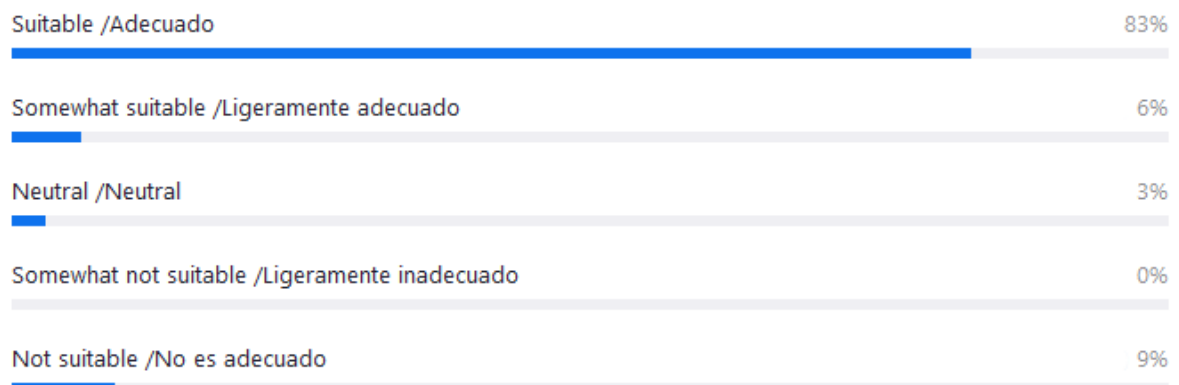
Site 2: 41 Tamal Vista Blvd.

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

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

*

35/35 (100%) answered





Site 3: 400 & 500 Tamal Plaza

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

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

34/34 (100%) answered

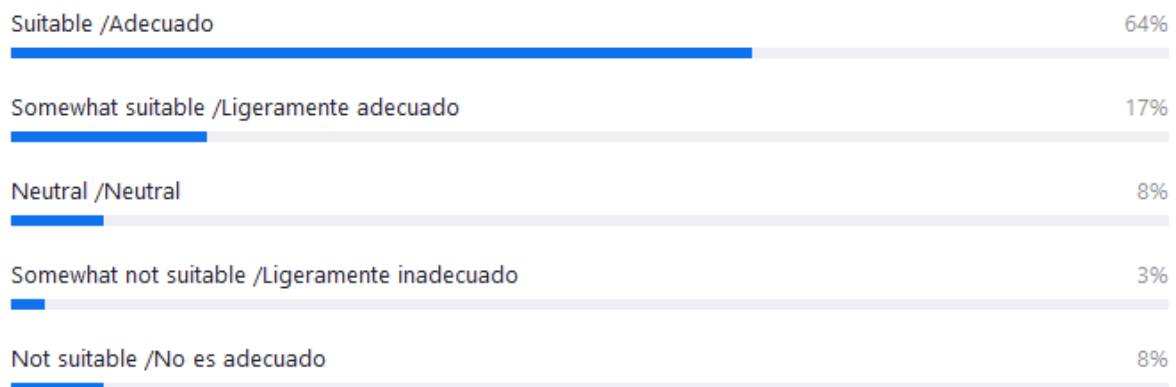


Site 4: 10 Fifer Avenue/110 Nellen Avenue/150 Nellen Avenue

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

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

36/36 (100%) answered





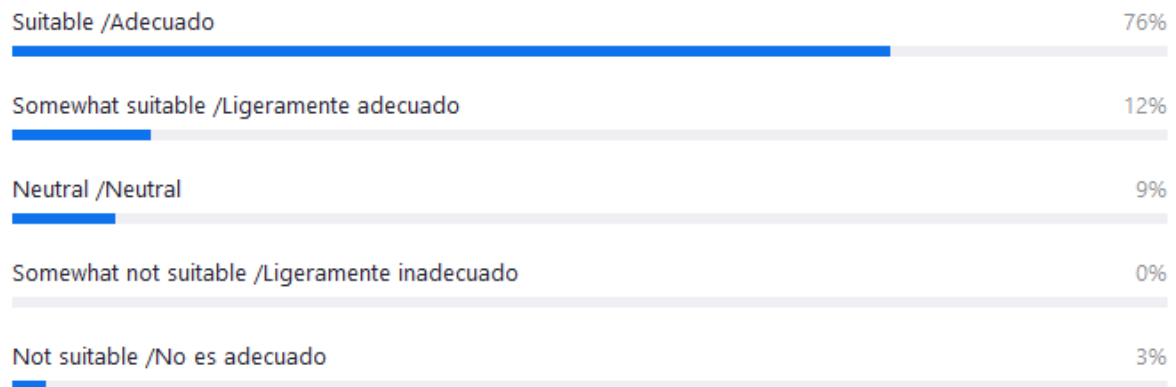
Site 5: 111 Lucky Drive

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

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

*

34/34 (100%) answered



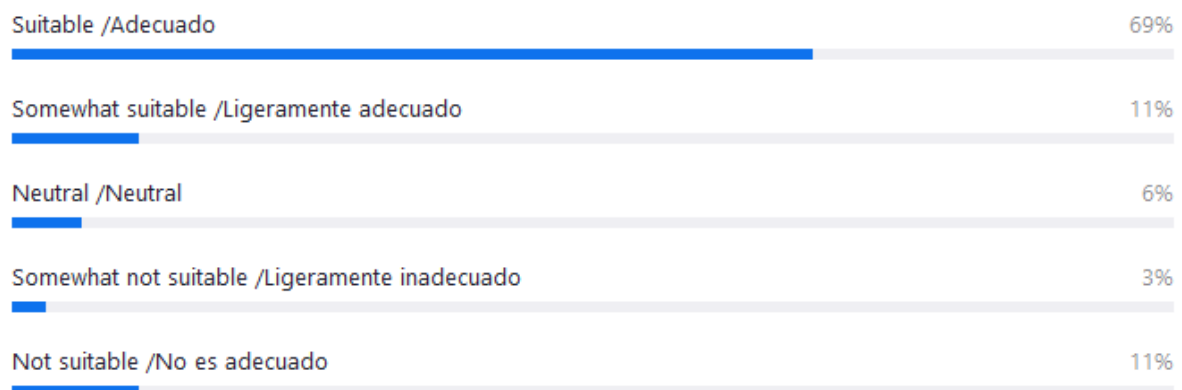
Site 6: 1400 Redwood Avenue

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

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

*

36/36 (100%) answered





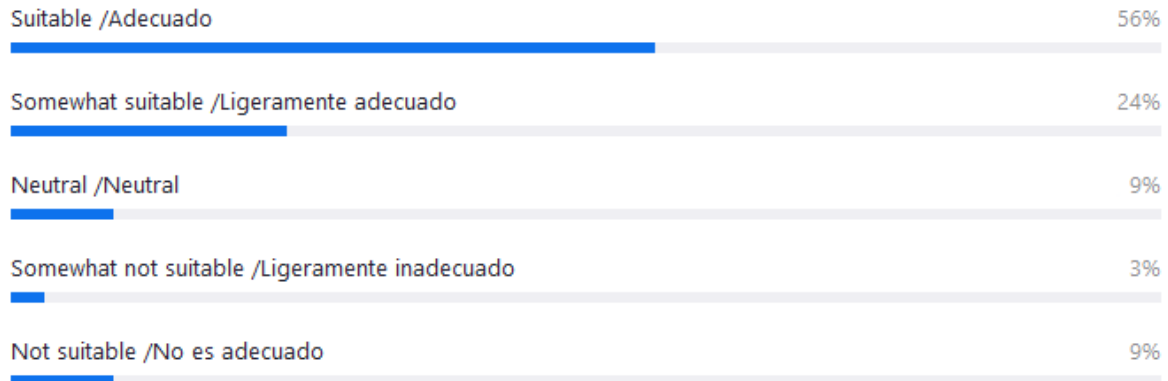
Site 7: 5804 Paradise Drive

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

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

*

34/34 (100%) answered



Site 8: 5750 Paradise Drive

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

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

*

33/33 (100%) answered





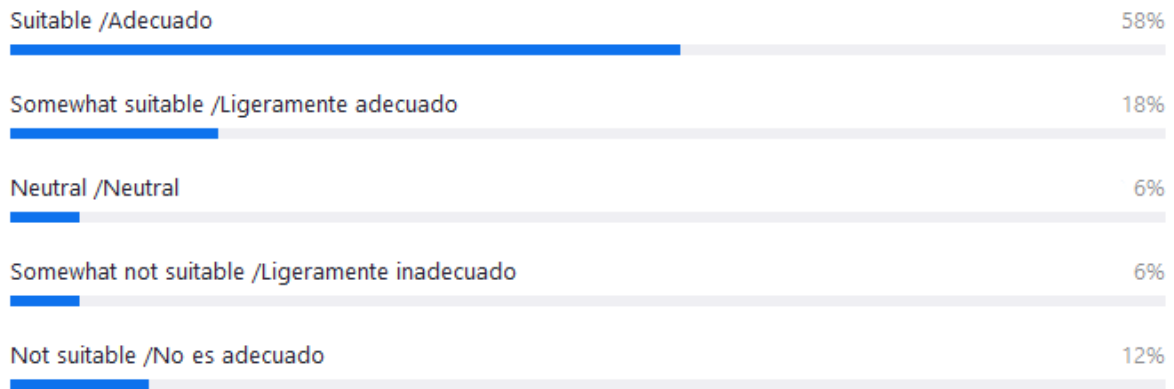
Site 9: 5651 Paradise Drive

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

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

*

33/33 (100%) answered



ROOM 1 - MAIN ROOM

Number of votes

Number of sites



| 1 | 2 | 3 | 4 | 5 |
|---|---|--|--|--|
| <p>5651 PARADISE DRIVE</p> <p>1.00 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>47 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>500 & 505 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1000 & 1005 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1010 & 1015 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> |
| <p>5651 PARADISE DRIVE</p> <p>1.00 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>47 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>500 & 505 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1000 & 1005 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1010 & 1015 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> |
| <p>5651 PARADISE DRIVE</p> <p>1.00 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>47 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>500 & 505 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1000 & 1005 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1010 & 1015 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> |
| <p>5651 PARADISE DRIVE</p> <p>1.00 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>47 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>500 & 505 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1000 & 1005 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1010 & 1015 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> |
| <p>5651 PARADISE DRIVE</p> <p>1.00 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>47 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>500 & 505 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1000 & 1005 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> | <p>1010 & 1015 PARADISE DRIVE</p> <p>0.25 ACRES</p> <p>RESIDENTIAL MEDIUM DENSITY (RM)</p> |



ROOM 2
Housing: Medium
Housing: High



| 1 | 2 | 3 | 4 | 5 |
|---------------------------------|---|-------------------------------|---------------------------------------|-------------------------------|
| 1000 PARADISE DRIVE | 47 TANGAL VISTA BLVD. | 1000 BAY FARMER PLACE | 10000 BAYVIEW DR. (100' from Hwy 101) | 1000 LARKIN DRIVE |
| 1000 PARADISE DRIVE (2 PARCELS) | 1000 PARADISE DRIVE (2 PARCELS) - OWNED BY TOWN | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |

ROOM 3
Housing: High
Housing: Very High



| 1 | 2 | 3 | 4 | 5 |
|---------------------------------|---|-------------------------------|---------------------------------------|-------------------------------|
| 1000 PARADISE DRIVE | 47 TANGAL VISTA BLVD. | 1000 BAY FARMER PLACE | 10000 BAYVIEW DR. (100' from Hwy 101) | 1000 LARKIN DRIVE |
| 1000 PARADISE DRIVE (2 PARCELS) | 1000 PARADISE DRIVE (2 PARCELS) - OWNED BY TOWN | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |
| 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) | 1000 REDWOOD DRIVE (BACKYARD) |



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

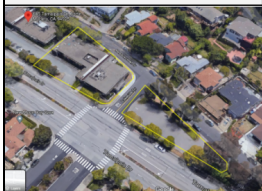

8. Which bracket best describes your household income?

- 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 | | | | |
|---|----------------------------|---|---|--------------------------------|-----------------------|------------------|-------------------------|
| - SMALL SCALE (0.47 ACRES) - FLOOD PLAIN/FLAT - NEIGHBORHOOD CORRIDOR CONTEXT | PROPOSED CAPACITY | | 10 units seems to be about the right density especially relative to where it is located near surface streets 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 | SITE | ADDRESS | Lot Size (acres) | Proposed Units per Site |
| | Approx. Stories: | 2 | | Site 1 | 601 Tamalpais Drive | 0.47 | 10 |
| | Approx. Density (du/acre): | 20 | | Site 2 | 41 Tamal Vista Blvd | 2.11 | 60 |
| | Proposed Units | 10 | | Site 3 | 400 & 500 Tamal Plaza | 3 | 100 |
| RECOMMENDED BY GROUP | | Site 4 | | 10 Fifer Ave. (110-150 Nellen) | 2.36 | 70 | |
| Recommended Units: | 10 | Site 5 | | 111 Lucky Drive | 1 | 25 | |
| Resulting Density (du/acre): | 21 | Site 6 | | 1400 Redwood Avenue | 7.48 | 300 | |
| EXAMPLE HOUSING DEVELOPMENT SCALE AND SIZE AT APPROXIMATELY 20-25 DU/AC | | Site 7 | | 5804 Paradise Drive | 1.16 | 40 | |
|  | | Site 8 | | 5750 Paradise Drive | 1.76 | 50 | |
|  | | Site 9 | | 5651 Paradise Drive | 1.54 | 35 | |
| | | Total Units: | | 690 | | | |
| | | LEGEND (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

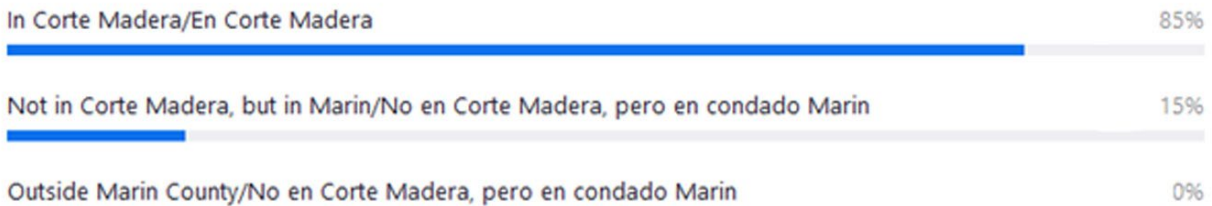
- The existing traffic along Paradise Dr. is a concern and adding housing would amplify this problem. (1)
- The existing businesses on this site need to be taken into consideration and the fiscal impact forcing them to relocate may have. (1)



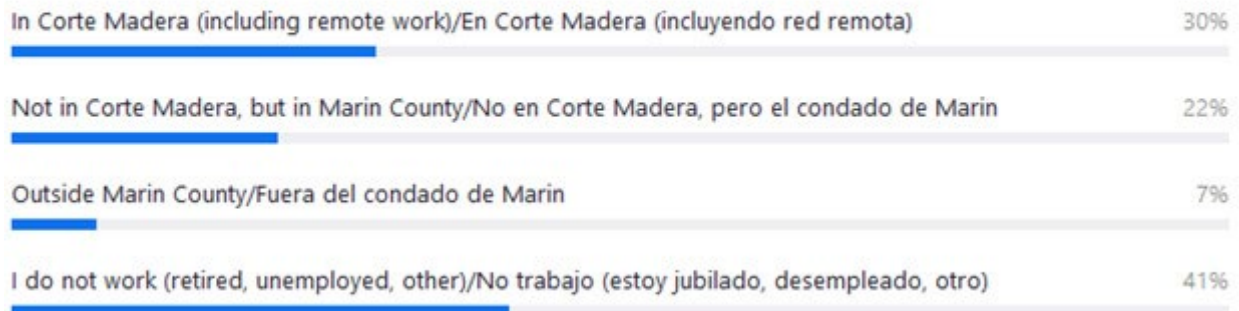
Appendix

DEMOGRAPHIC LIVE POLL RESULTS

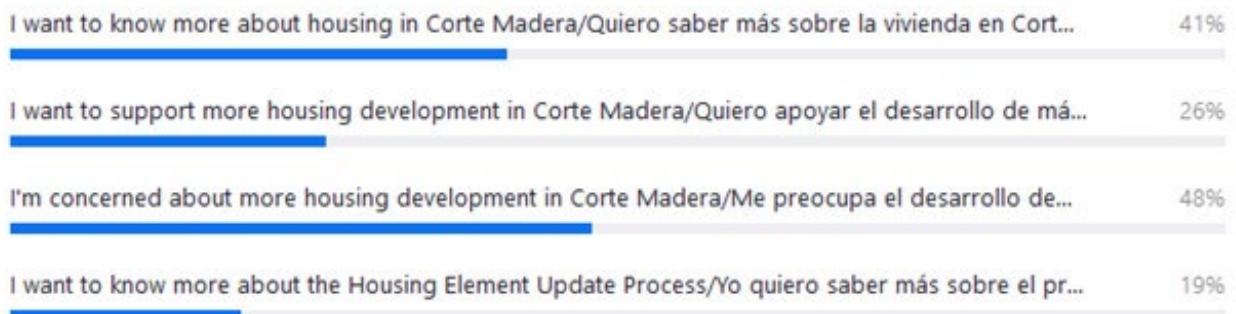
1. Where do you live?/¿Dónde vive? (seleccione uno) (Single Choice) *



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

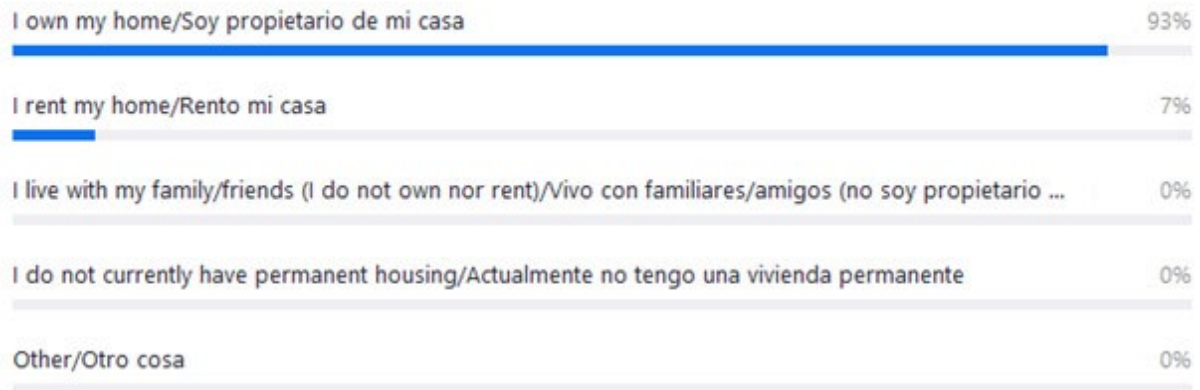


3. Which of the following describes why you decided to attend tonight's workshop?/¿Qué de lo siguiente describe por qué decidió asistir al taller de esta noche? (seleccione todo lo que corresponda) (Multiple Choice) *

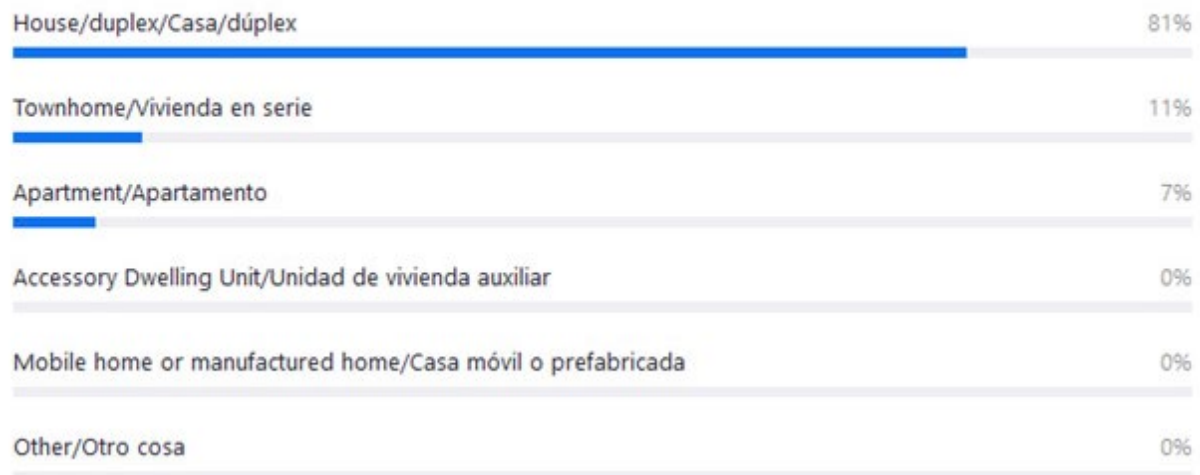




4. What is your housing situation?/¿Cuál es su situación de vivienda? (Single Choice) *



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

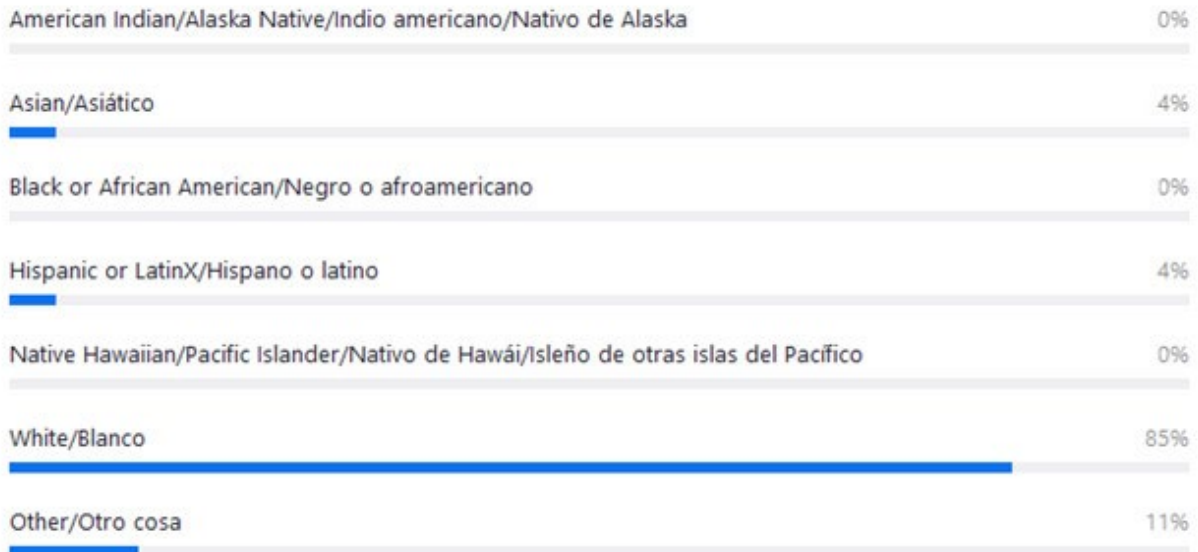




6. What is your age?/¿Qué edad tiene? (Single Choice) *



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*
- 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.

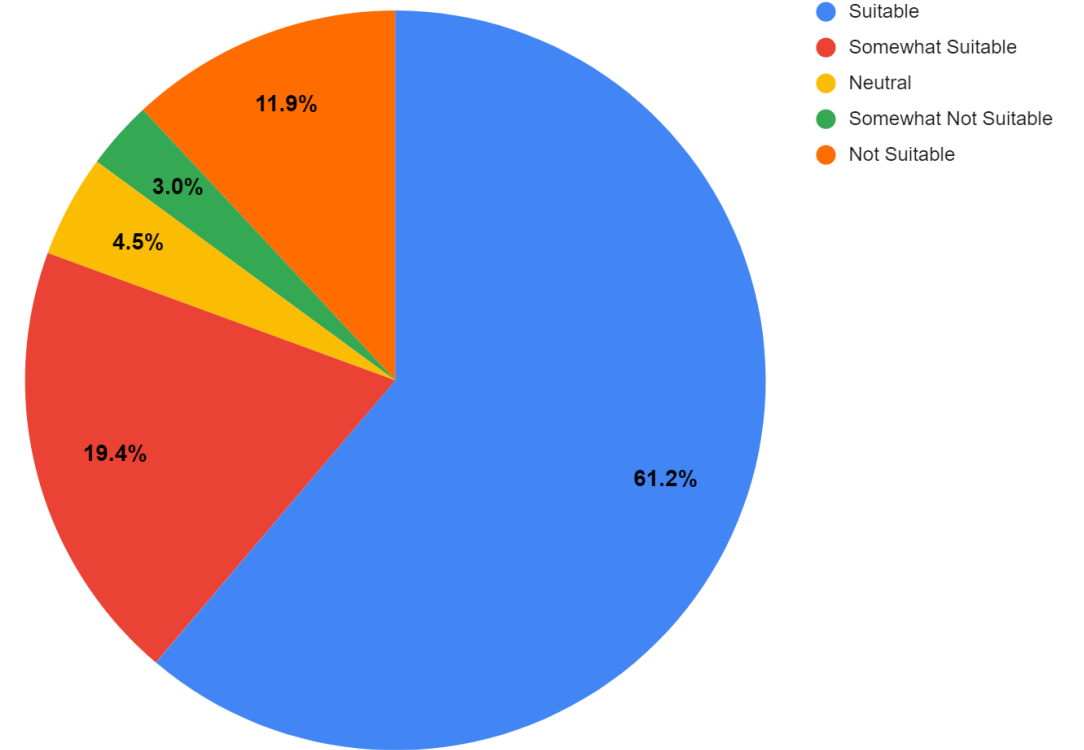
- Also not addressed is how many more homes will be required in the next phase?
 - *Response: The Town's RHNA for the 2023-2031 cycle is 725 units.*
- Corte Madera appealed and lost, as did several other Marin communities.
- I support new housing at the shopping malls. As to numbers, we need to hit 700, 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.

Attachment 6
Housing Opportunity Sites Survey

1

601 TAMALPAIS DRIVE

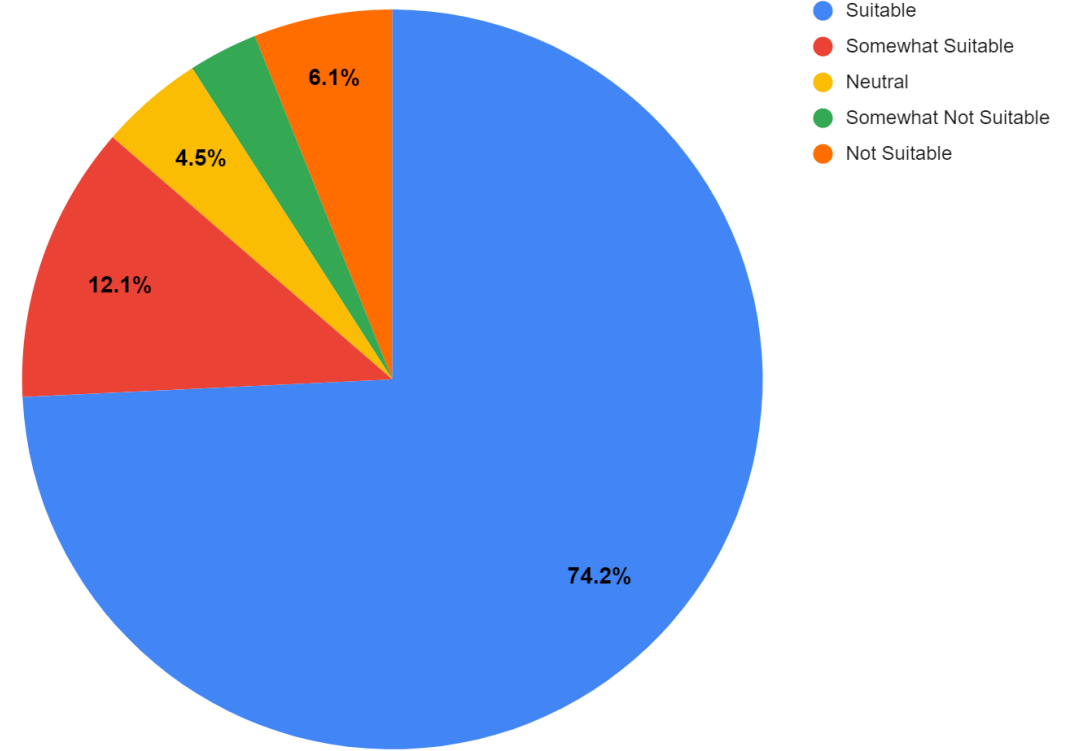
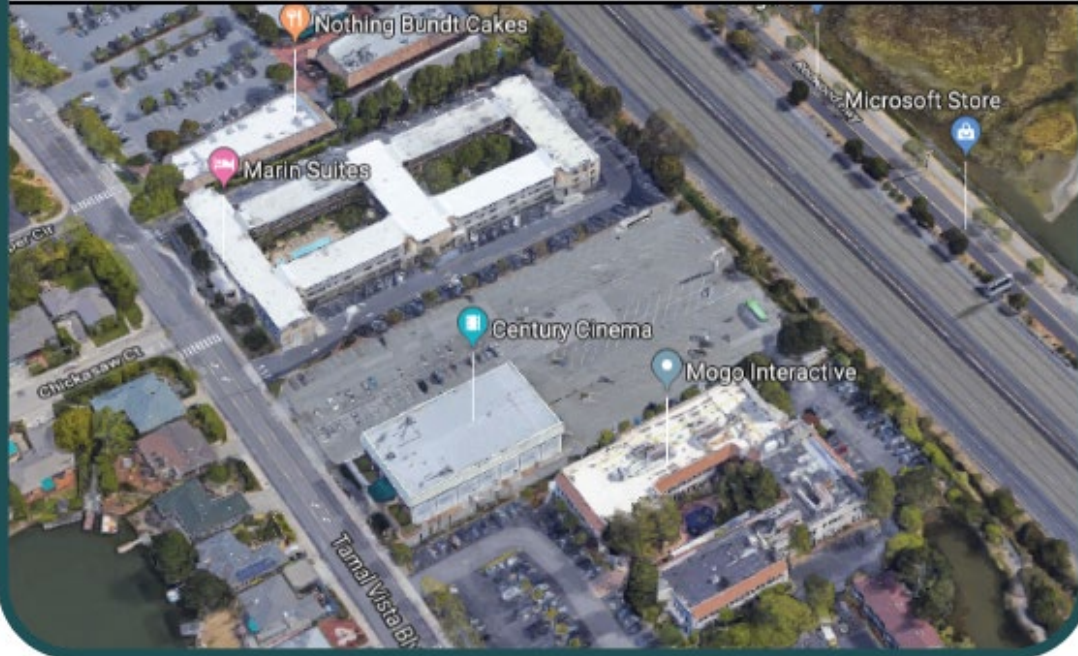
- SMALL SCALE (0.47 ACRES)
- FLOOD PLAIN/FLAT
- NEIGHBORHOOD CORRIDOR CONTEXT



2

41 TAMAL VISTA BLVD.

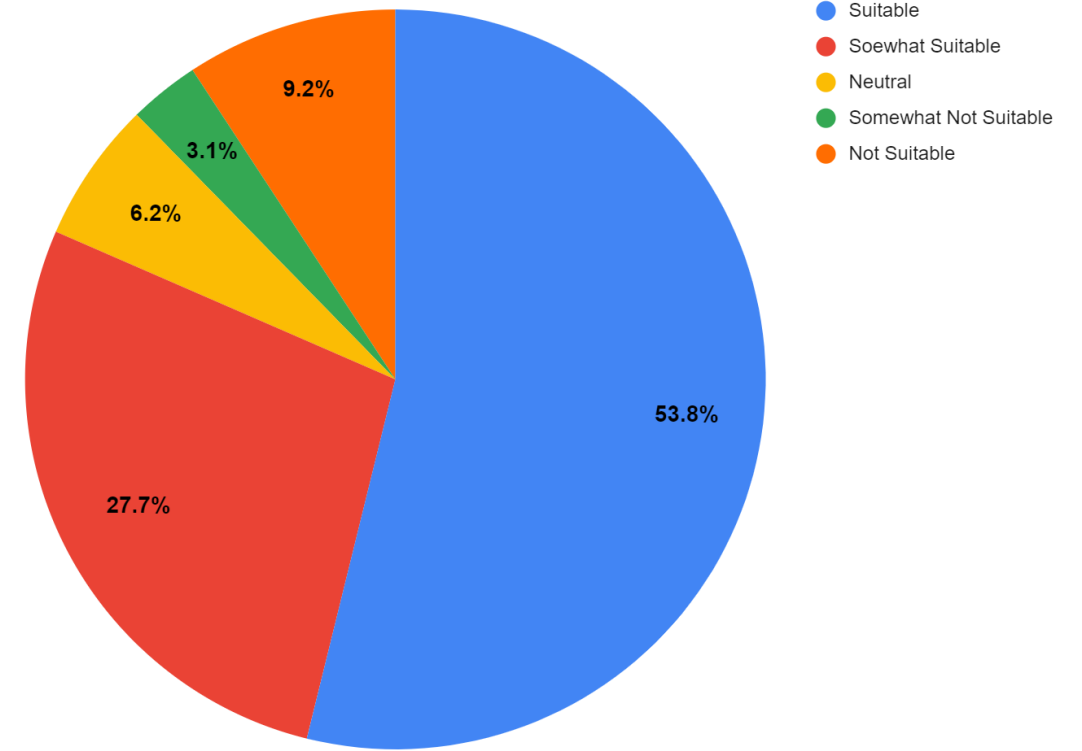
- LARGE SCALE (2.11 ACRES)
- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL AND SINGLE FAMILY NEIGHBORHOOD CORRIDOR CONTEXT



3

400 & 500 TAMAL PLAZA

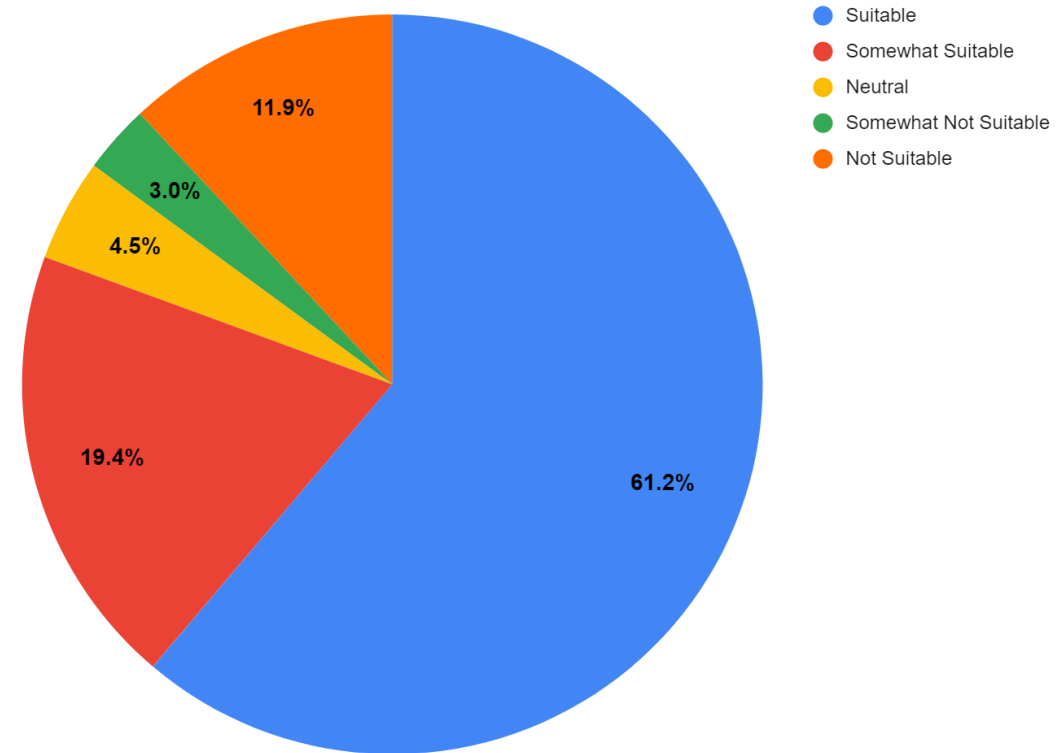
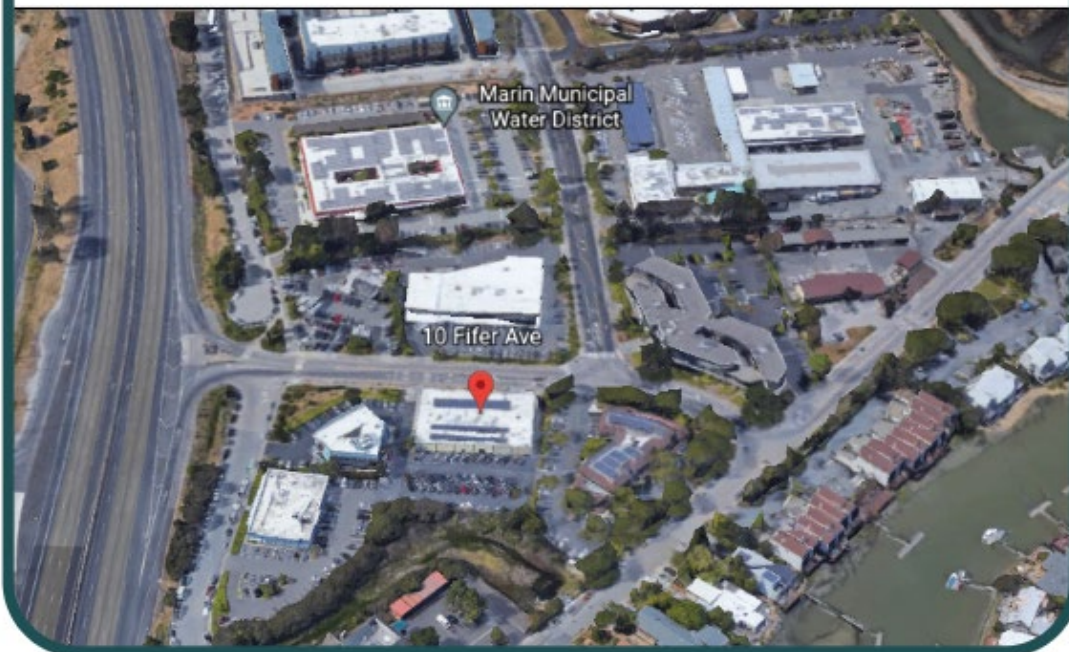
- LARGE SCALE (3.0 ACRES)
- FLOOD PLAIN/FLAT
- MIXED NEIGHBORHOOD CONTEXT



4

10 FIFER AVE., 110 NELLEN AVE. & 150 NELLEN AVE. (3 PARCELS)

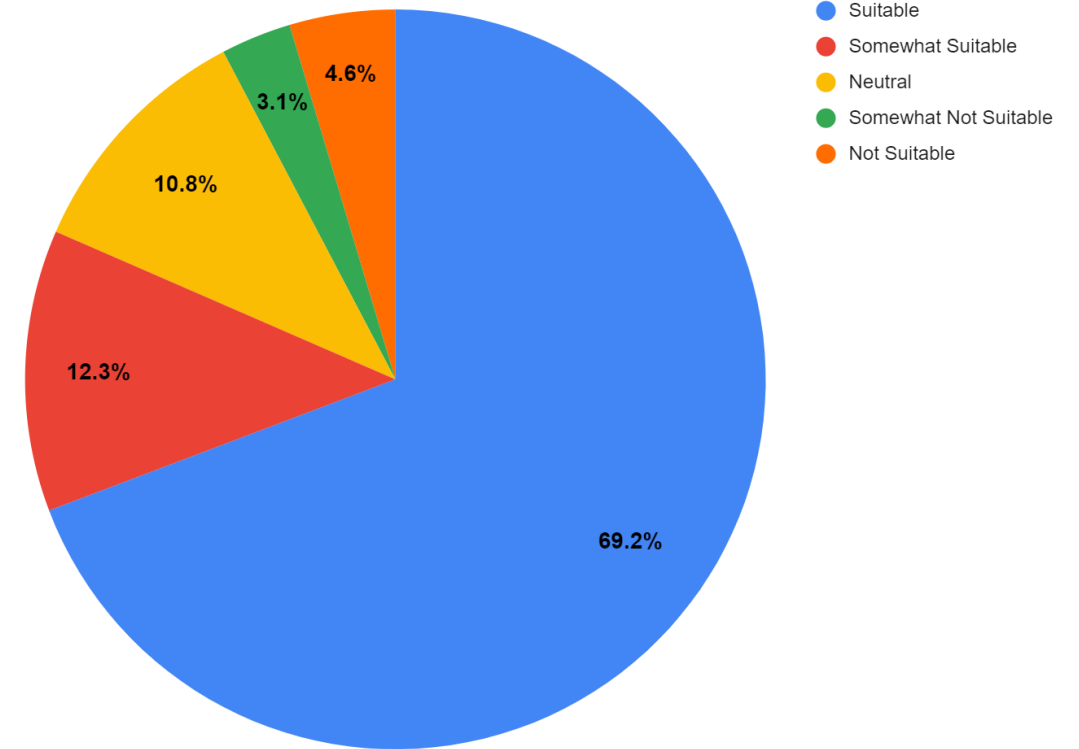
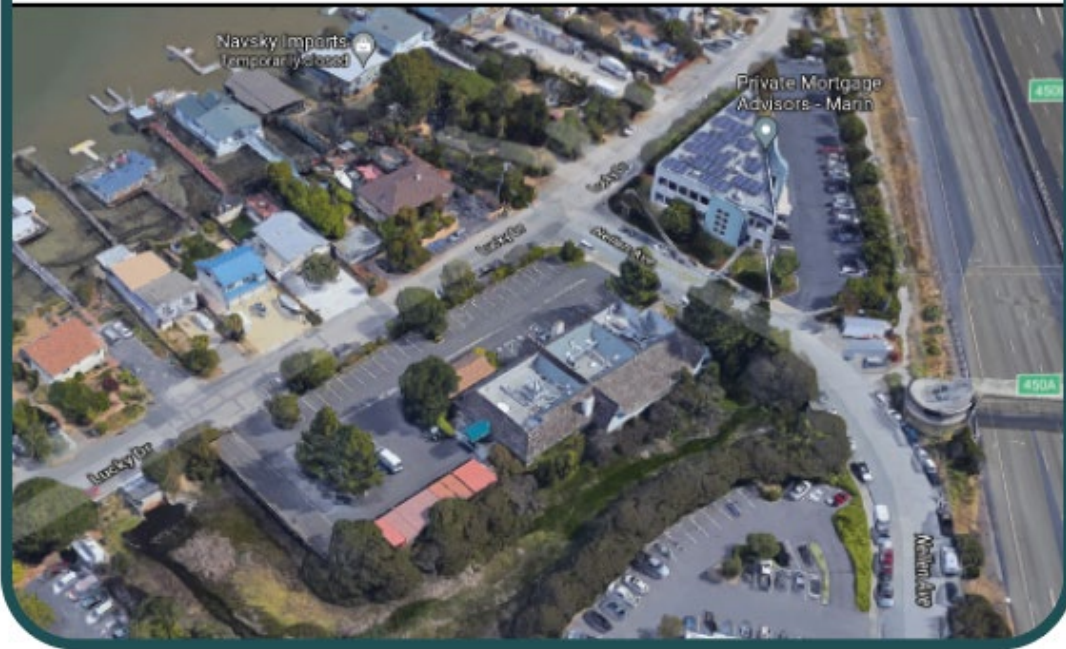
- LARGE SCLE (2.36 ACRES)
- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL & MIXED NEIGHBORHOOD CONTEXT



5

111 LUCKY DRIVE

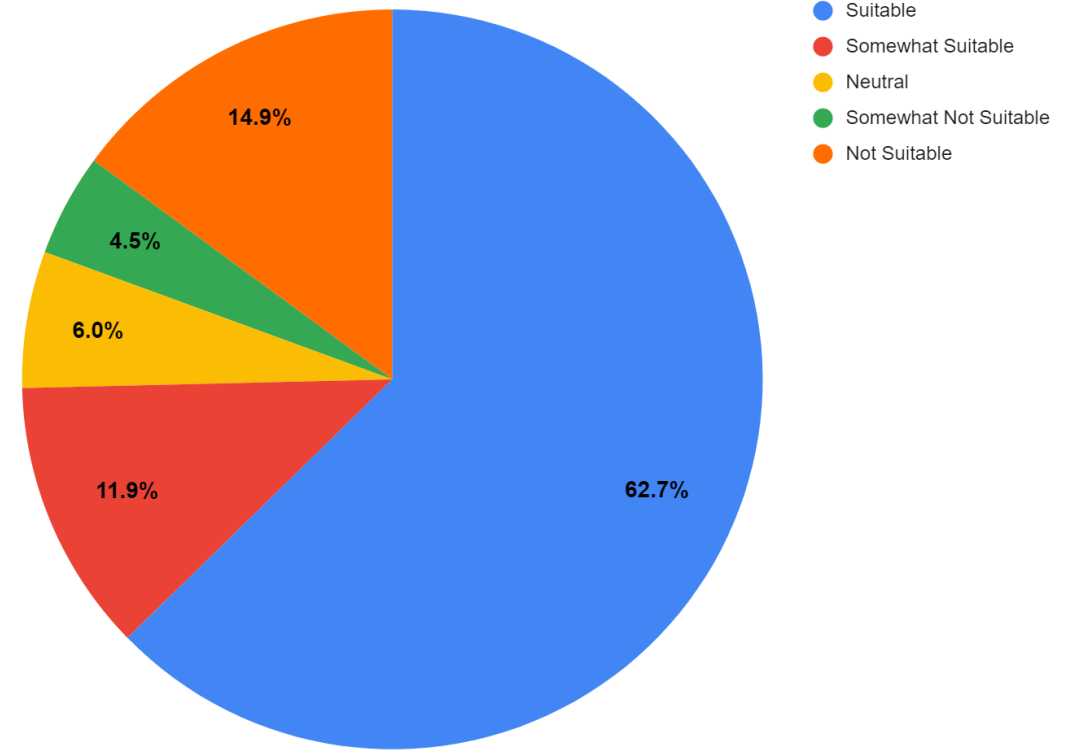
- MID SCALE (1.67 ACRES; .68 ACRES – BLACK KETTLE LAGOON)
- FLOOD PLAIN/ENVIRO/FLAT
- HIGHWAY COMMERCIAL & MIXED NEIGHBORHOOD CONTEXT



6

1400 REDWODD HWY. (MACY'S SITE)

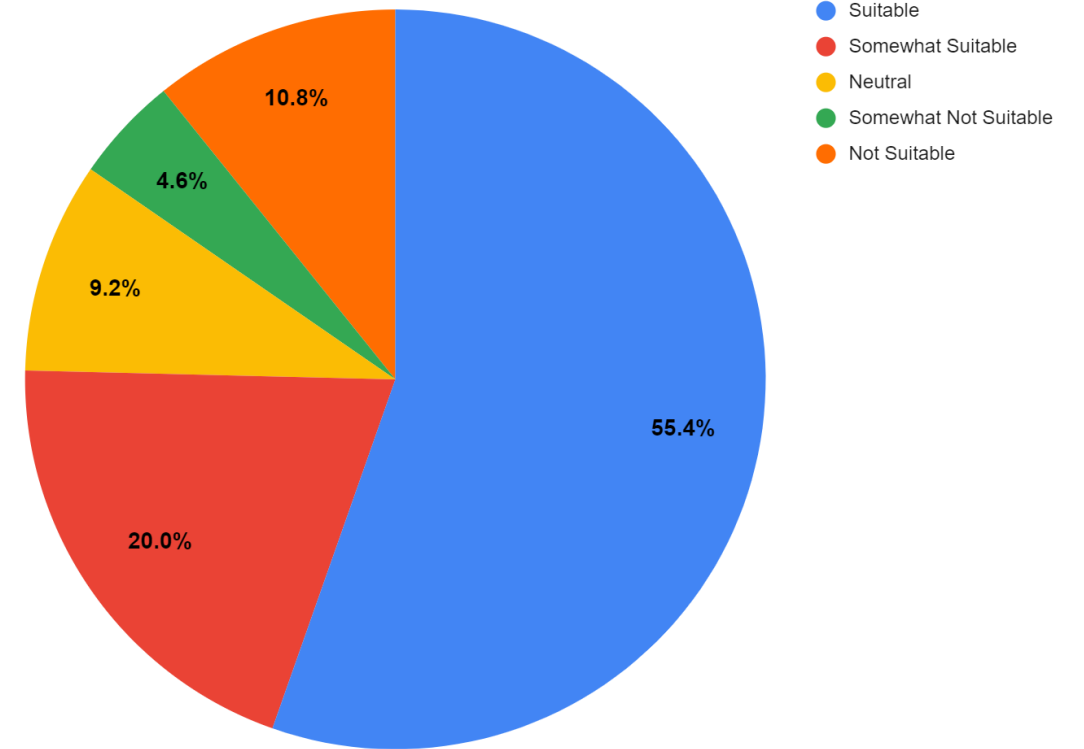
- LARGE SCALE (7.48 ACRES)
- FLOOD PLAIN/FLAT
- REGIONAL SHOPPING CENTER CONTEXT



7

5804 PARADISE DRIVE

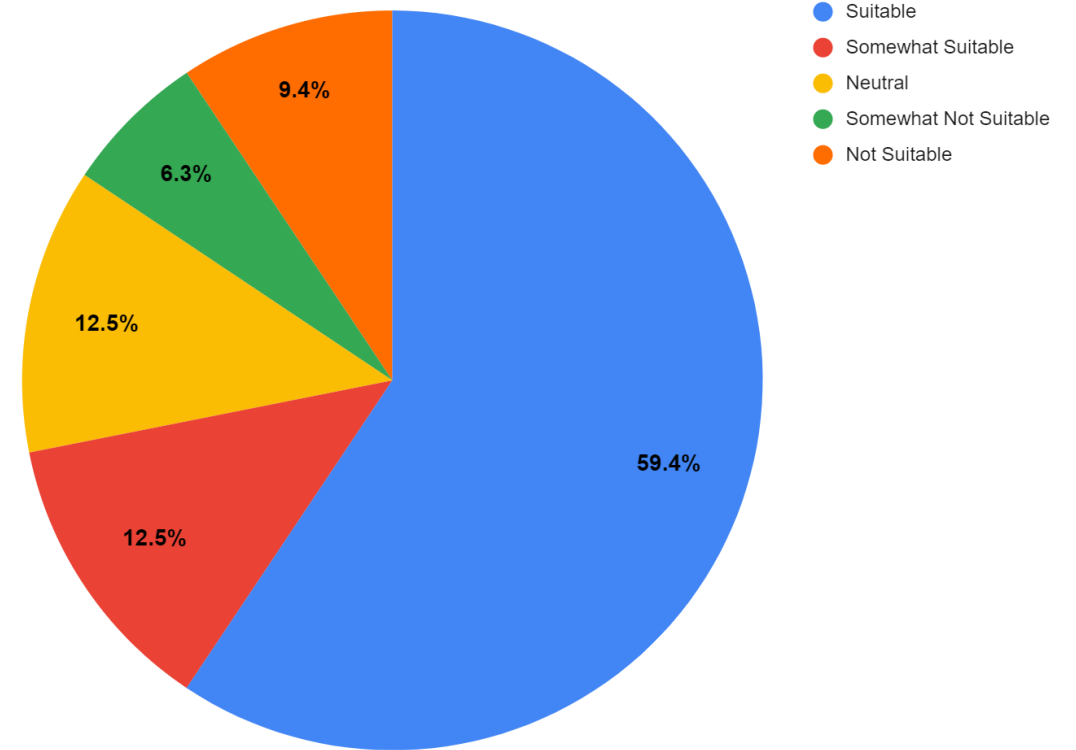
- MID SCALE (1.16 ACRES)
- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL AND MULTI-FAMILY NEIGHBORHOOD CONTEXT



8

5750 PARADISE DRIVE (3 PARCELS)

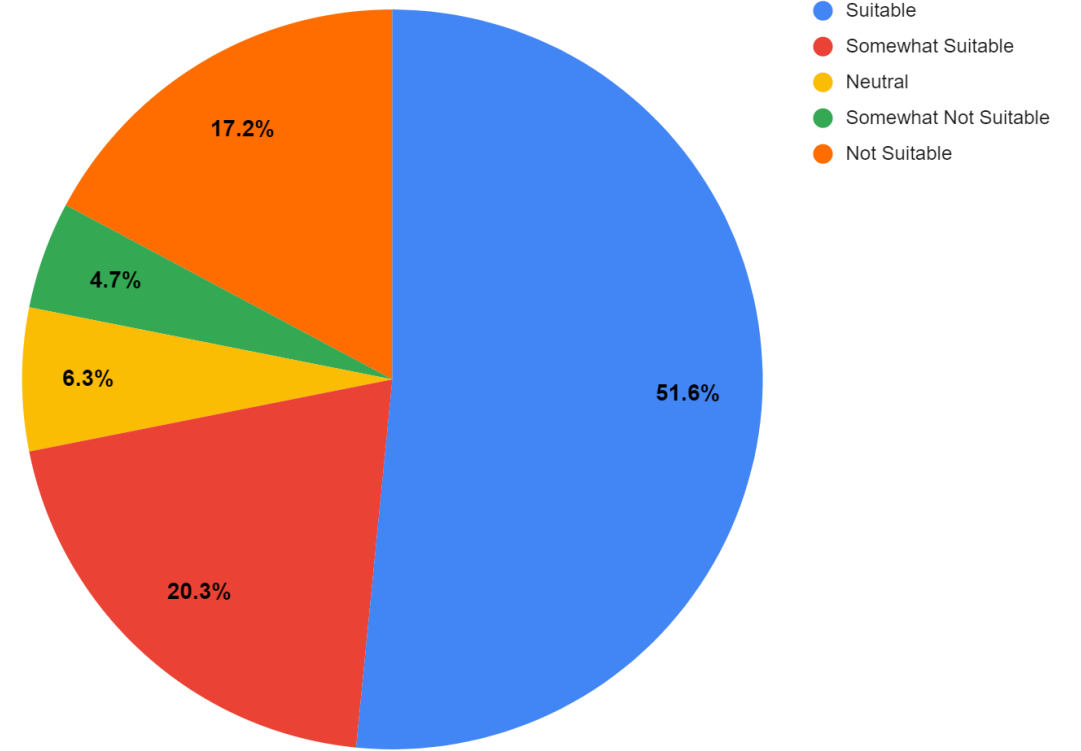
- MID SCALE (1.76 ACRES)
- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL AND MIXED NEIGHBORHOOD CONTEXT



9

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

- MID SCALE (1.54 ACRES)
- FLOOD PLAIN/FLAT
- NEIGHBORHOOD SHOPPING CENTER CONTEXT



Attachment 7
Project Timeline

PROJECT TIMELINE : Corte Madera Housing Element



INPUT GATHERING – Existing Conditions and Public Outreach **HOUSING ELEMENT – Preparation and Feedback**

