



Corte Madera Housing Workshop Series

Workshop # 2– Existing Conditions, Opportunities & Challenges

November 10, 2021

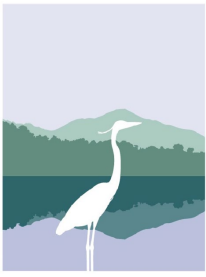


THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



Tonight's Agenda

- 1. Welcome & Introductions**
- 2. Polling Questions**
- 3. Existing Conditions Presentation**
 - a. Housing in Corte Madera**
 - b. Market Trends**
 - c. Corte Madera Employment**
 - d. Considerations for the future**
- 4. Facilitated Panel Discussion with Q&A**
- 5. Wrap up & Next Steps**



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

Polling Questions Getting to Know the Audience



Polling Question #1

- **Where do you live? (select one)**
 - In Corte Madera
 - Not in Corte Madera, but in Marin County
 - Outside Marin County



Polling Question #2

- **Where do you work? (select one)**
 - In Corte Madera (including remote work)
 - Not in Corte Madera, but in Marin County
 - Outside Marin County
 - I do not work (retired, unemployed, other)



Polling Question #3

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



Polling Question #4

- **What is your housing situation?**
 - I own my home
 - I rent my home
 - I live with family/friends (I do not own nor rent)
 - Do not currently have permanent housing
 - Other



Polling Question #5

- **What type of housing do you live in?**
 - House/duplex
 - Townhome
 - Apartment
 - Accessory Dwelling Unit
 - Mobile home or manufactured home
 - Other



Polling Question #6

- **What is your age?**
 - 18 and under
 - 19 – 25
 - 26 – 45
 - 46 – 64
 - 65 and over



Polling Question # 7

- **What is your Race & Ethnicity? (may select more than one)**
 - American Indian/Alaska Native
 - Asian
 - Black or African American
 - Hispanic or LatinX
 - Native Hawaiian/Pacific Islander
 - White
 - Other



Polling Question #8

- **Which bracket best describes your household income?**
 - Less than \$40,000
 - \$40,000 to \$64,999
 - \$65,000 to \$99,999
 - \$100,000 to \$124,999
 - \$125,000 or more



Let's Test the Chat!

Provide one word you use to describe living or working in Corte Madera. Type your answer in the chat.



Existing Conditions Presentation



1

Housing in Corte Madera

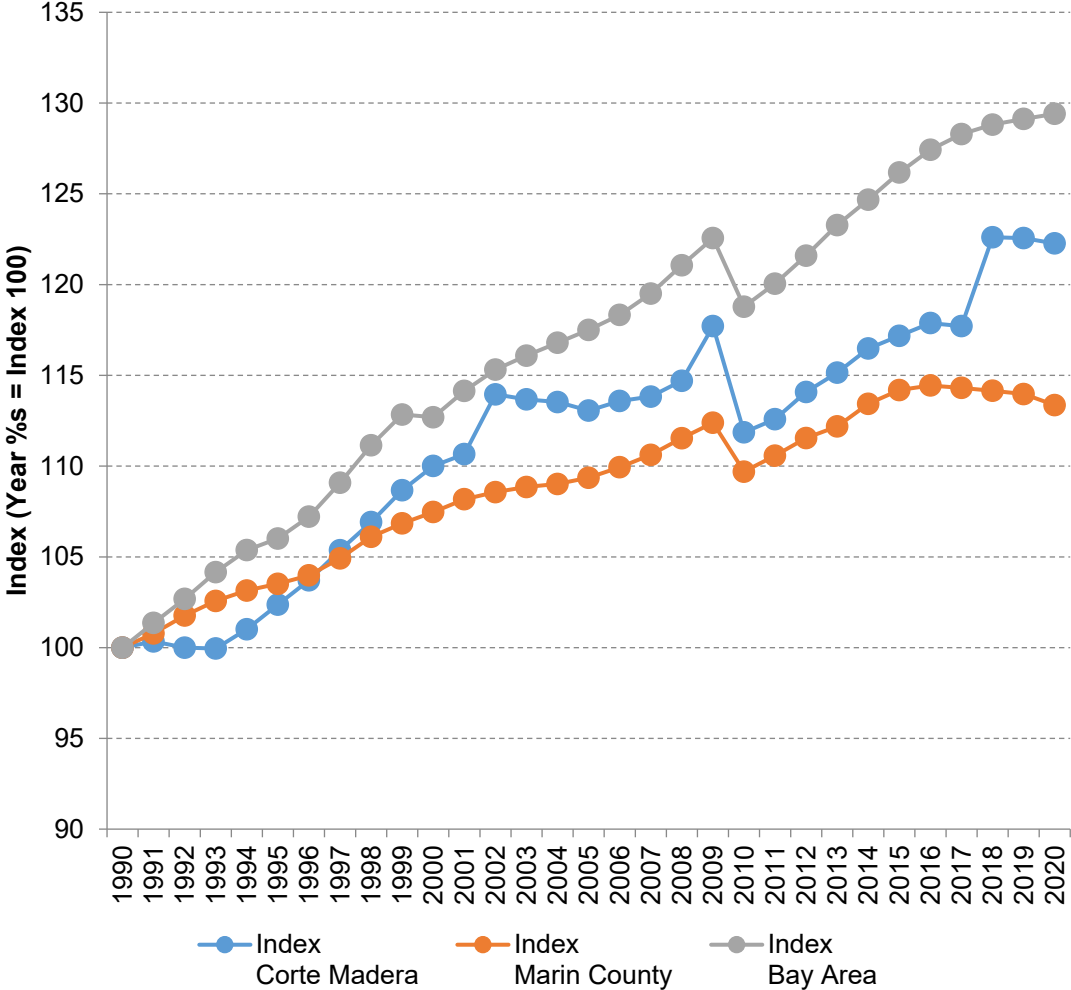
Community Housing Needs

Population Growth

Year	Index Corte Madera	Index Marin County	Index Bay Area	Population Corte Madera	Population Marin County	Population Bay Area
2010	112	110	119	9,253	252,409	7,150,739
2011	113	111	120	9,313	254,428	7,227,173
2012	114	112	122	9,437	256,662	7,319,972
2013	115	112	123	9,525	258,133	7,421,505
2014	116	113	125	9,635	261,001	7,606,836
2015	117	114	126	9,693	262,743	7,595,694
2016	118	114	127	9,751	263,327	7,671,279
2017	118	114	128	9,737	263,018	7,723,029
2018	123	114	129	10,142	262,652	7,754,764
2019	123	114	129	10,138	262,240	7,773,478
2020	122	113	129	10,114	260,831	7,790,537

California Department of Finance, E-5 series

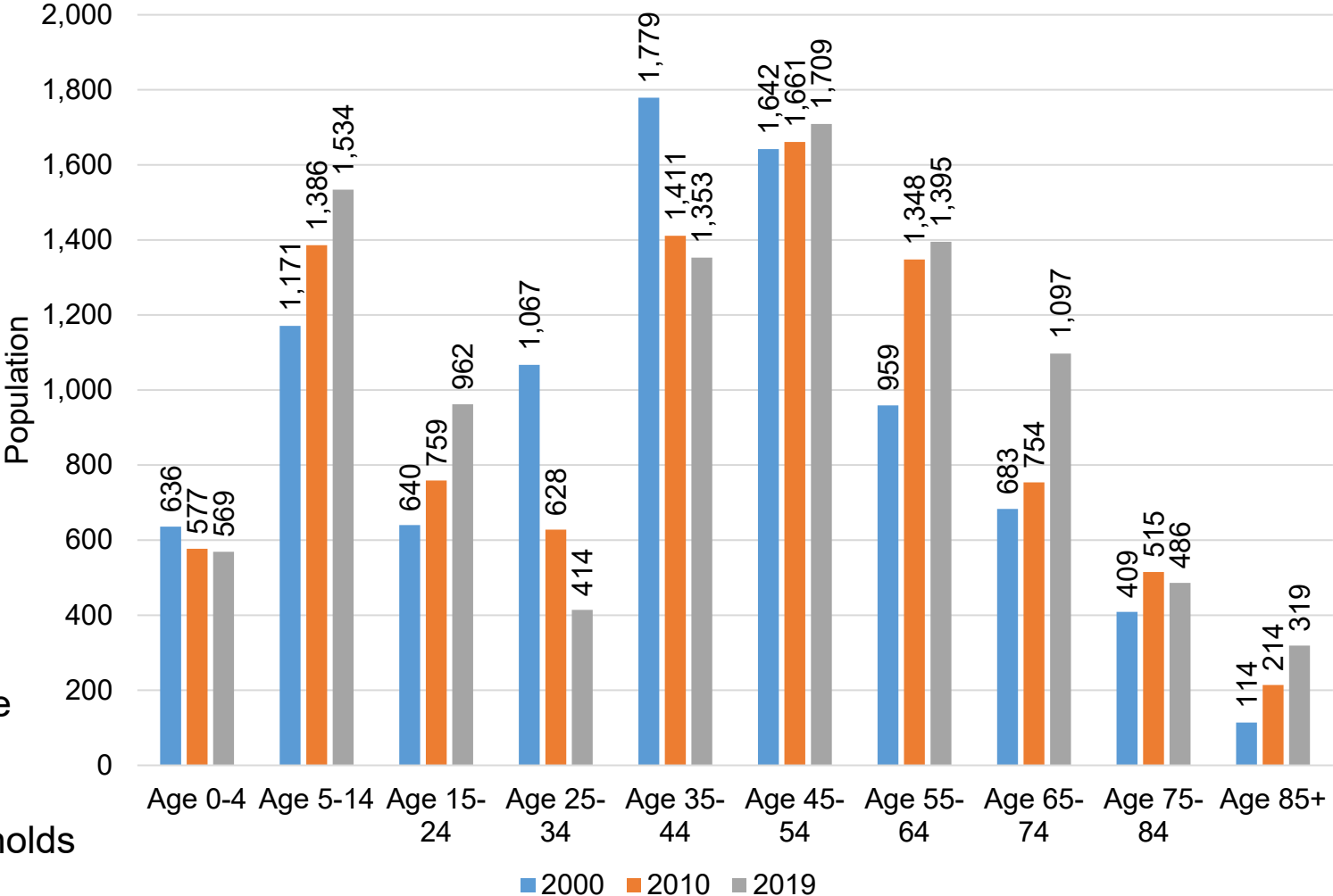
- Corte Madera’s Population was around 10,000 in 2020
- This represents an increase of over 10% since 2010
- The Town has grown faster than the rest of Marin County but slower than the Bay area as a whole



Community Housing Needs

Population Age

Age Group	2000	2010	2019
Age 0-4	636	577	569
Age 5-14	1,171	1,386	1,534
Age 15-24	640	759	962
Age 25-34	1,067	628	414
Age 35-44	1,779	1,411	1,353
Age 45-54	1,642	1,661	1,709
Age 55-64	959	1,348	1,395
Age 65-74	683	754	1,097
Age 75-84	409	515	486
Age 85+	114	214	319
Totals	9,100	9,253	9,838



Source: U.S. Census Bureau, Census 2000 SF1, Table P12; U.S. Census Bureau, Census 2010 SF1, Table P12; U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B01001

- Corte Madera is losing younger working age population (25-34)
- Growth in school aged (5-15) population is reflective of attractiveness to family households with children present
- Population over 65 has increased since 2000

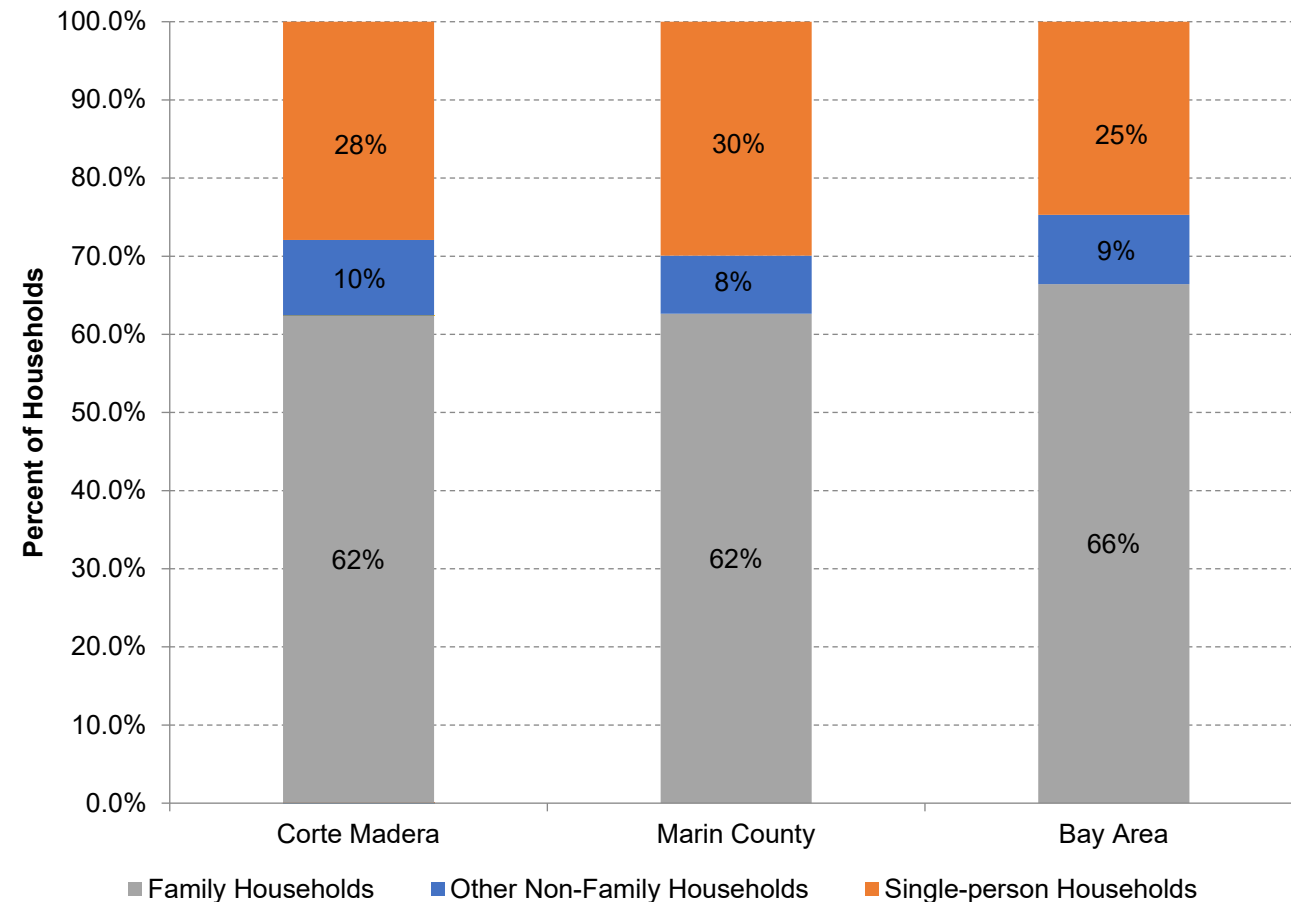
Community Housing Needs

Household Type

Area	Family Households	Single-person Households	Other Non-Family Households
Corte Madera	2,451	1,098	381
Marin County	66,052	31,548	7,832
Bay Area	1,814,589	674,587	242,258

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25003

- The majority of households in Corte Madera are Family Households
 - This is more than one related person in a household
- Over a third are non-family households
- This is a similar distribution to the County but higher than the region



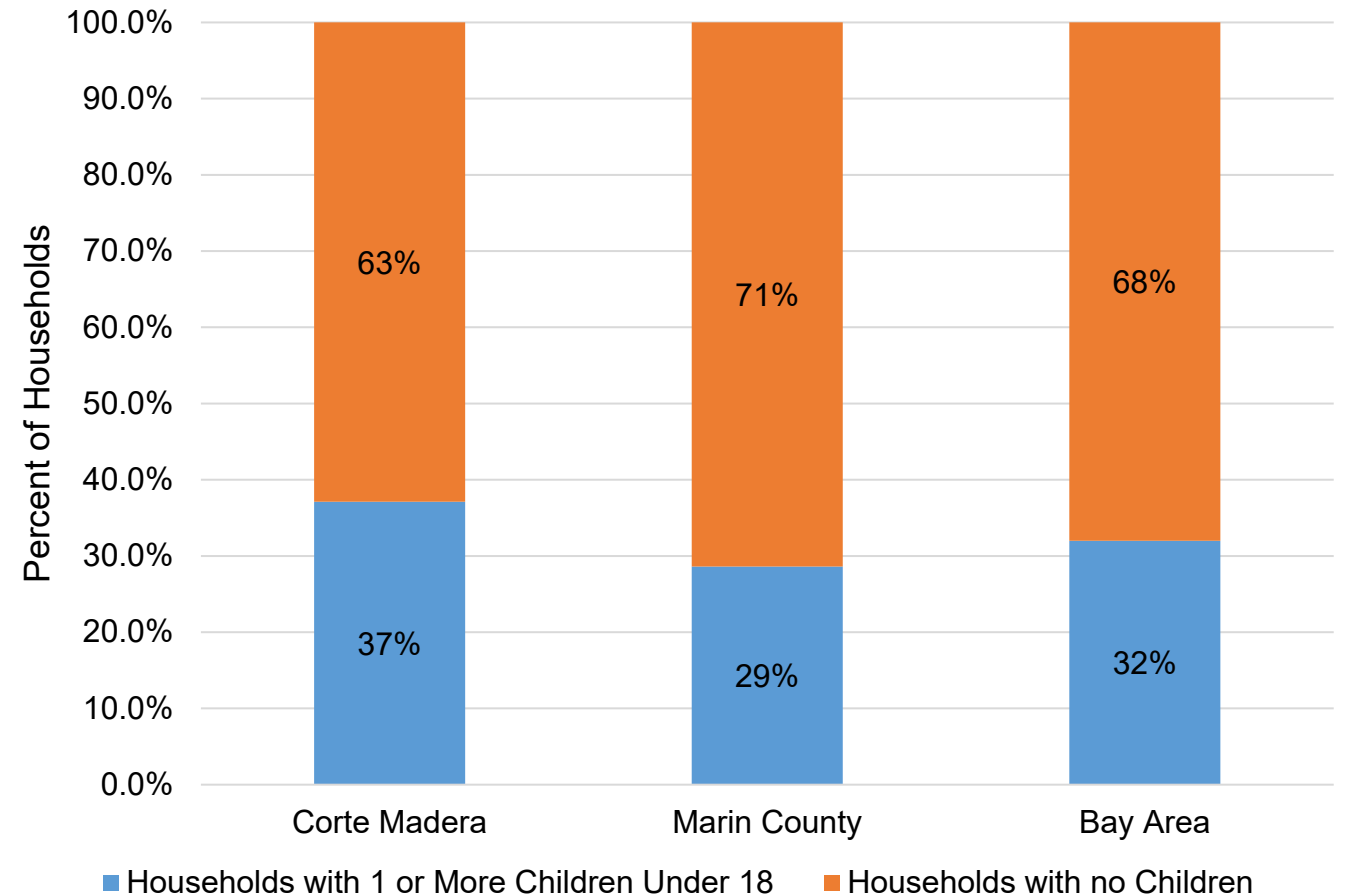
Community Housing Needs

Households by Presence of Children

Geography	Households with 1 or More Children Under 18	Households with no Children
Corte Madera	1,459	2,471
Marin County	30,171	75,261
Bay Area	873,704	1,857,730

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B11005

- Corte Madera has a higher proportion of households with children present than either Marin County or the Bay Area



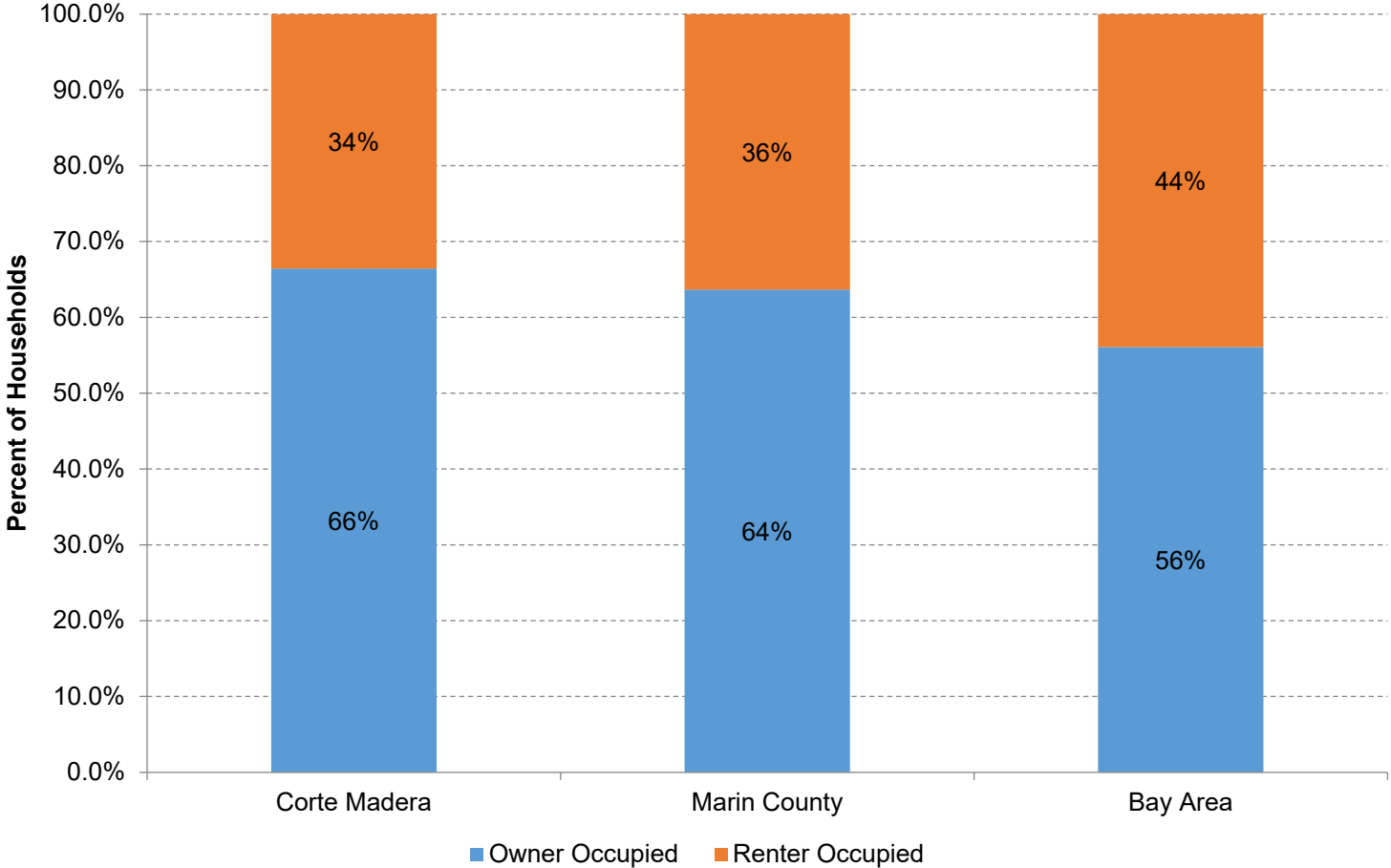
Housing Needs

Homeowners and Renters

Area	Owner Occupied	Renter Occupied
Corte Madera	2,611	1,319
Marin County	67,115	38,317
Bay Area	1,531,955	1,199,479

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25003

- There are over 3,900 occupied housing units in Corte Madera
- About 2/3rds of the housing in Corte Madera is owner occupied
- This is somewhat higher than the county average but is greater than the Bay Area as a whole



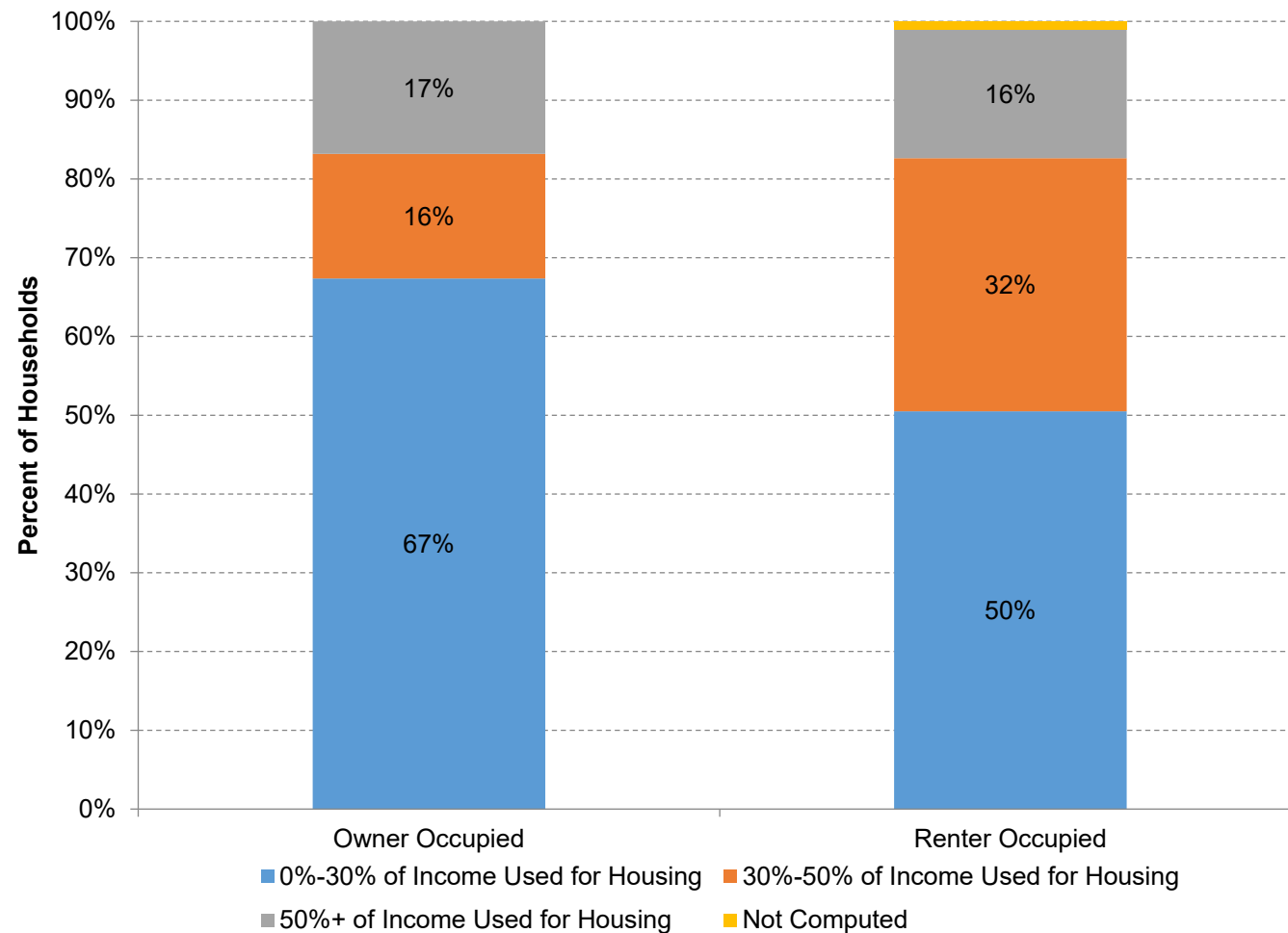
Community Housing Needs

Cost Burden

Tenure	0%-30% of Income Used for Housing	30%-50% of Income Used for Housing	50%+ of Income Used for Housing	Not Computed
Owner Occupied	1,759	413	439	0
Renter Occupied	666	424	216	13
Totals	2,425	837	655	13

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25070, B25091

- Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities). For owners, its monthly costs including utilities
- Cost-burdened households have monthly housing costs that exceed 30% of monthly income,
- Severely cost-burdened households are where monthly housing costs exceed 50% of monthly income.



Community Housing Needs

Cost Burden

Geography	0%-30% of Income Used for Housing	30%-50% of Income Used for Housing	50%+ of Income Used for Housing	Not Computed
Corte Madera	2,425	837	655	13
Marin County	61,813	21,630	19,441	2,548
Bay Area	1,684,831	539,135	447,802	59,666

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25070, B25091

- 38% of Corte Madera households are cost burdened
- This is similar to both Marin County and the Bay Area as a whole



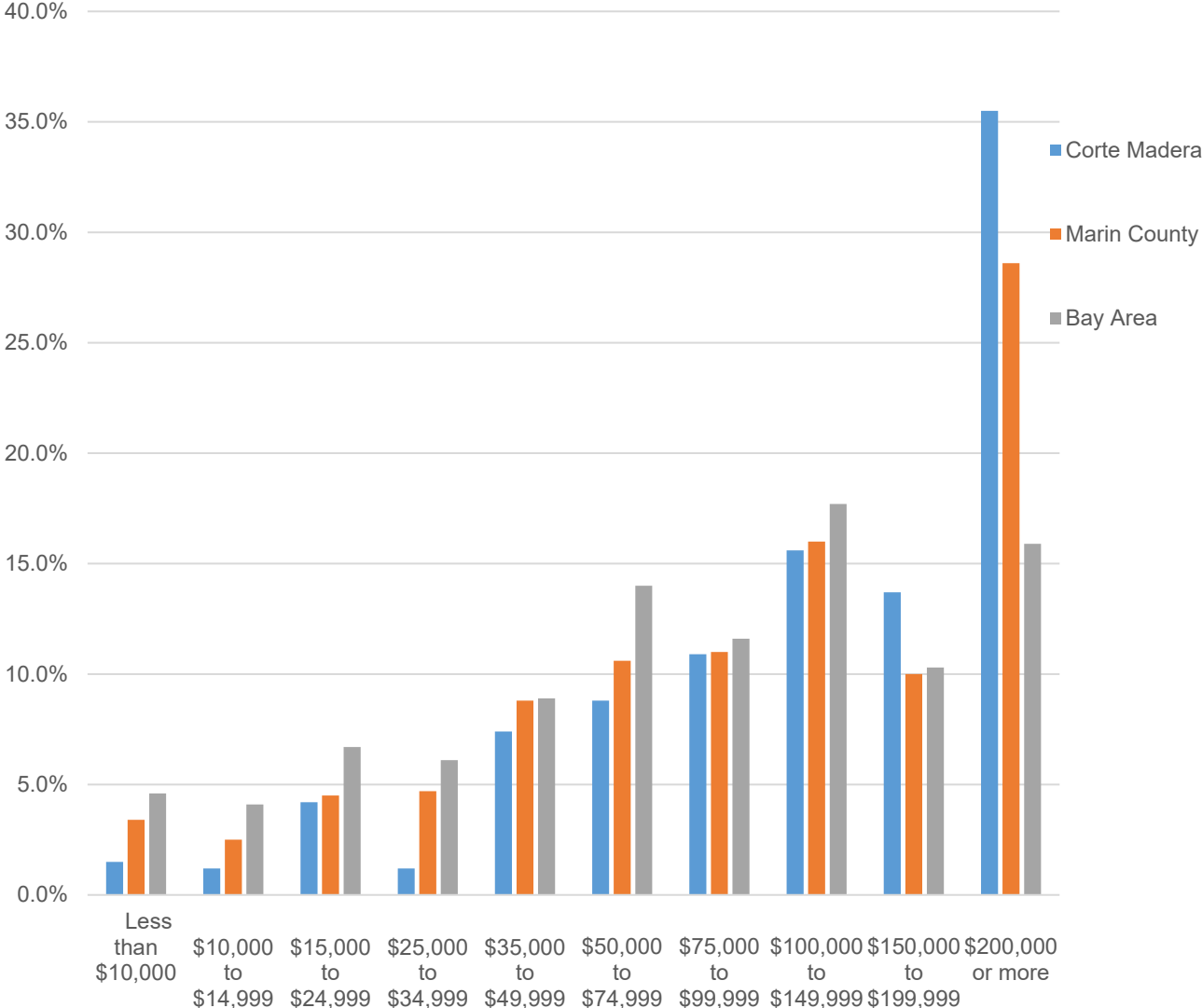
Community Housing Needs

Incomes

	Corte Madera	Marin County	Bay Area
Less than \$10,000	1.5%	3.4%	4.6%
\$10,000 to \$14,999	1.2%	2.5%	4.1%
\$15,000 to \$24,999	4.2%	4.5%	6.7%
\$25,000 to \$34,999	1.2%	4.7%	6.1%
\$35,000 to \$49,999	7.4%	8.8%	8.9%
\$50,000 to \$74,999	8.8%	10.6%	14.0%
\$75,000 to \$99,999	10.9%	11.0%	11.6%
\$100,000 to \$149,999	15.6%	16.0%	17.7%
\$150,000 to \$199,999	13.7%	10.0%	10.3%
\$200,000 or more	35.5%	28.6%	15.9%
Median income (dollars)	\$149,439	\$110,843	\$85,947
Mean income (dollars)	\$193,260	\$180,587	\$121,370

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019),

- Corte Madera has a significantly higher median household income than either Marin County or the Bay Area
- Over 35% of Corte Madera households had incomes over \$200,000
- Corte Madera has relatively few middle-income households



Community Housing Needs

Age of Existing Units

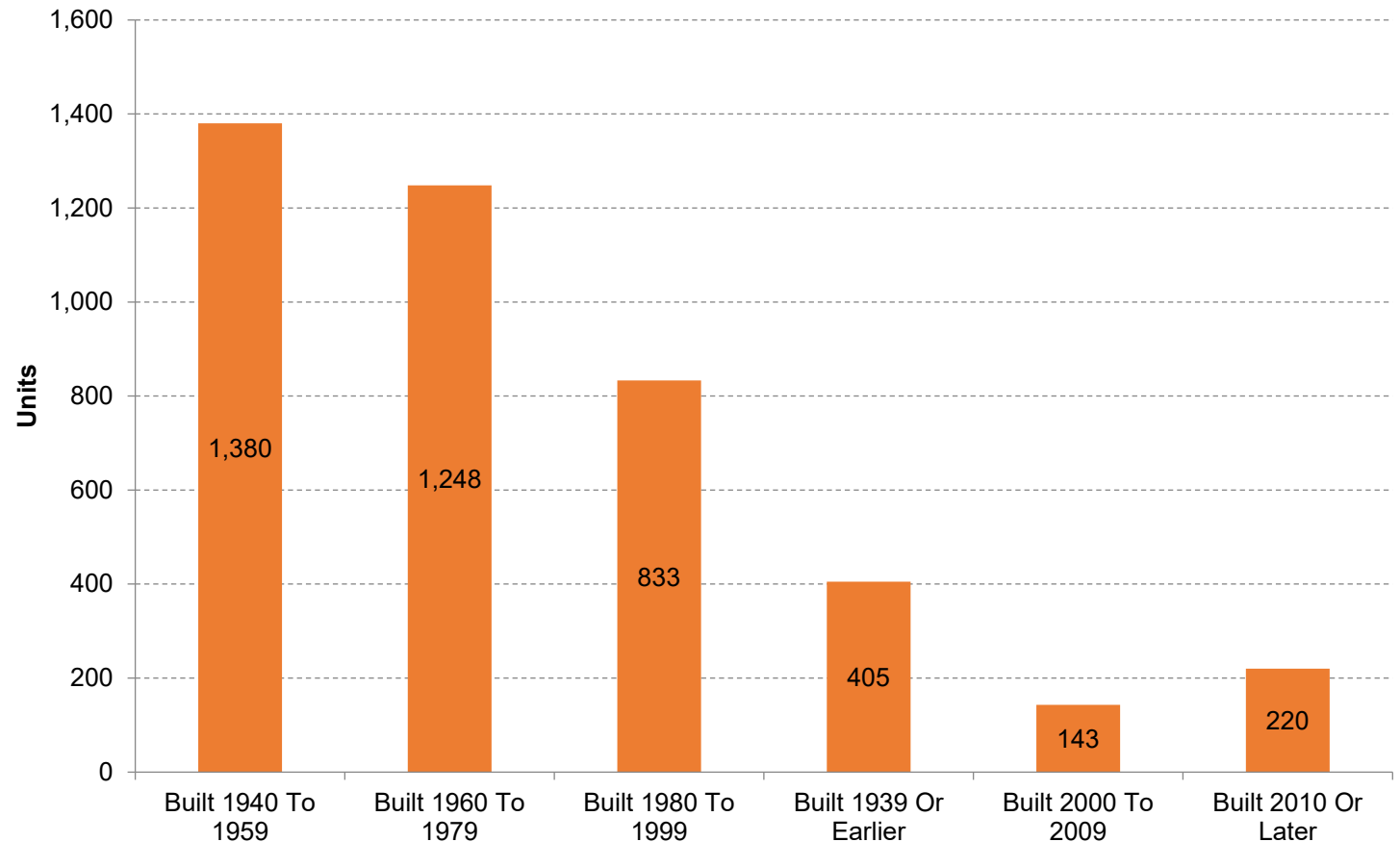
Year Built	Units
Built 1940 To 1959	1,380
Built 1960 To 1979	1,248
Built 1980 To 1999	833
Built 1939 Or Earlier	405
Built 2000 To 2009	143
Built 2010 Or Later	220 ¹
Totals	4,132

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table B25034 and Town of Corte Madera

Note:

1 The Town has issued 220 building permits since 2010

- The majority of the Town's housing was built before 1980
- A third of the units were built before 1960
- 220 building permits have been issued since 2010



2

Market Trends

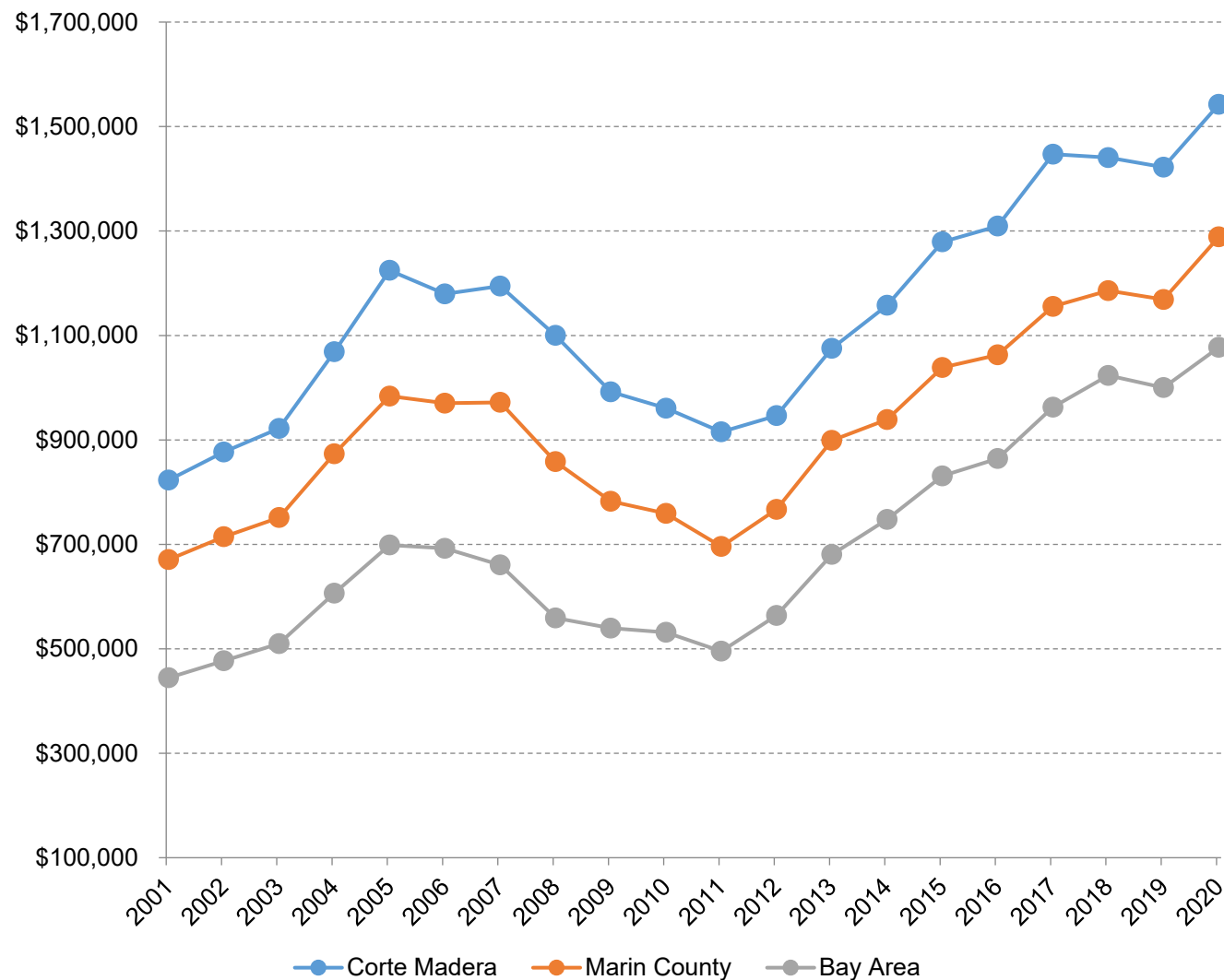
Housing Trends

Average Sales Value

Date	Corte Madera	Marin County	Bay Area
Dec-07	1,194,530	971,874	660,588
Dec-08	1,100,148	858,275	559,090
Dec-09	992,054	782,424	539,523
Dec-10	960,767	759,203	531,581
Dec-11	915,306	695,870	495,380
Dec-12	946,413	766,965	563,857
Dec-13	1,075,261	898,932	680,668
Dec-14	1,157,646	938,952	747,763
Dec-15	1,279,081	1,038,692	831,074
Dec-16	1,309,418	1,062,827	864,199
Dec-17	1,447,073	1,155,628	962,725
Dec-18	1,440,517	1,185,733	1,023,382
Dec-19	1,422,189	1,168,888	1,000,107
Dec-20	1,542,345	1,288,807	1,077,233

Source: Zillow, Zillow Home Value Index (ZHVI)

- Corte Madera sales values are consistently higher than the county or regional average
- 2020 sales value was over \$1.5 Million, over 30% higher than the regional median
- Prices recovered from the 2007 pre crisis peak in 2015



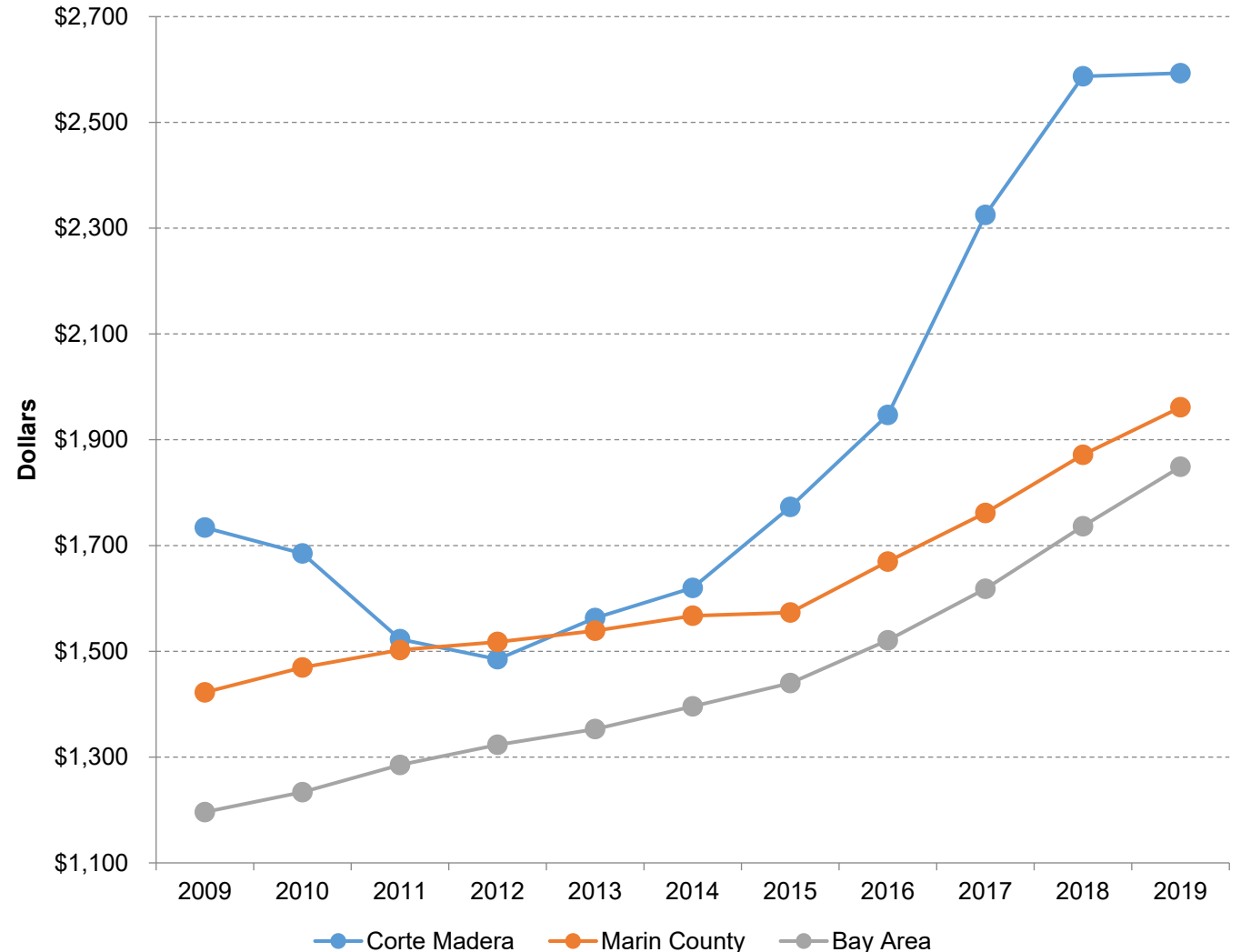
Housing Trends

Median Rent

Year	Corte Madera	Marin County	Bay Area
2009	1,734	1,423	1,196
2010	1,685	1,470	1,234
2011	1,523	1,502	1,285
2012	1,485	1,518	1,323
2013	1,563	1,539	1,353
2014	1,620	1,567	1,396
2015	1,773	1,573	1,440
2016	1,947	1,670	1,521
2017	2,325	1,762	1,618
2018	2,587	1,872	1,737
2019	2,593	1,961	1,849

Source: U.S. Census Bureau, American Community Survey 5-Year Data releases, starting with 2005-2009 through 2015-2019, B25058, B25056 (for unincorporated areas). County and regional counts are weighted averages of jurisdiction median using B25003 rental unit counts from the relevant year.

- In 2019 average rent in Corte Madera was over \$2,500
- Rents are higher than the Bay Area or Marin County
- Rents are increasing faster than in either area



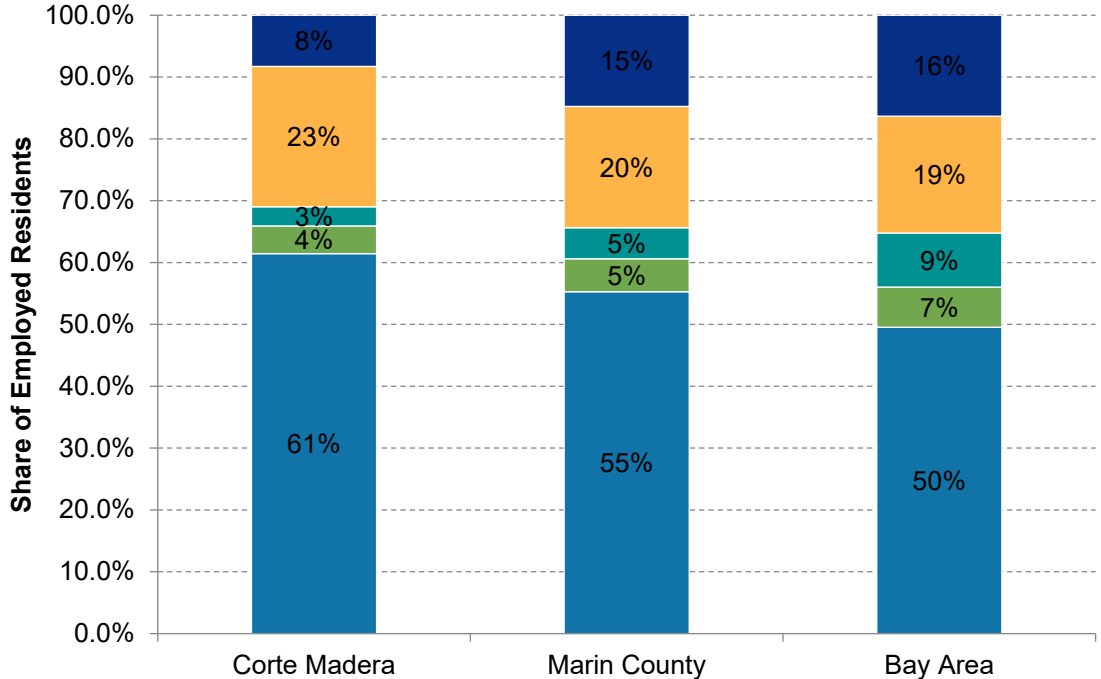
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Corte Madera Employment

Corte Madera Labor Force

Occupations of Corte Madera Residents

Geography	Management, Business, Science, And Arts Occupations	Natural Resources, Construction, And Maintenance Occupations	Production, Transportation, And Material Moving Occupations	Sales And Office Occupations	Service Occupations
Corte Madera	3,065	224	154	1,132	414
Marin County	72,290	6,978	6,543	25,641	19,295
Bay Area	1,993,583	261,724	351,745	759,735	657,310



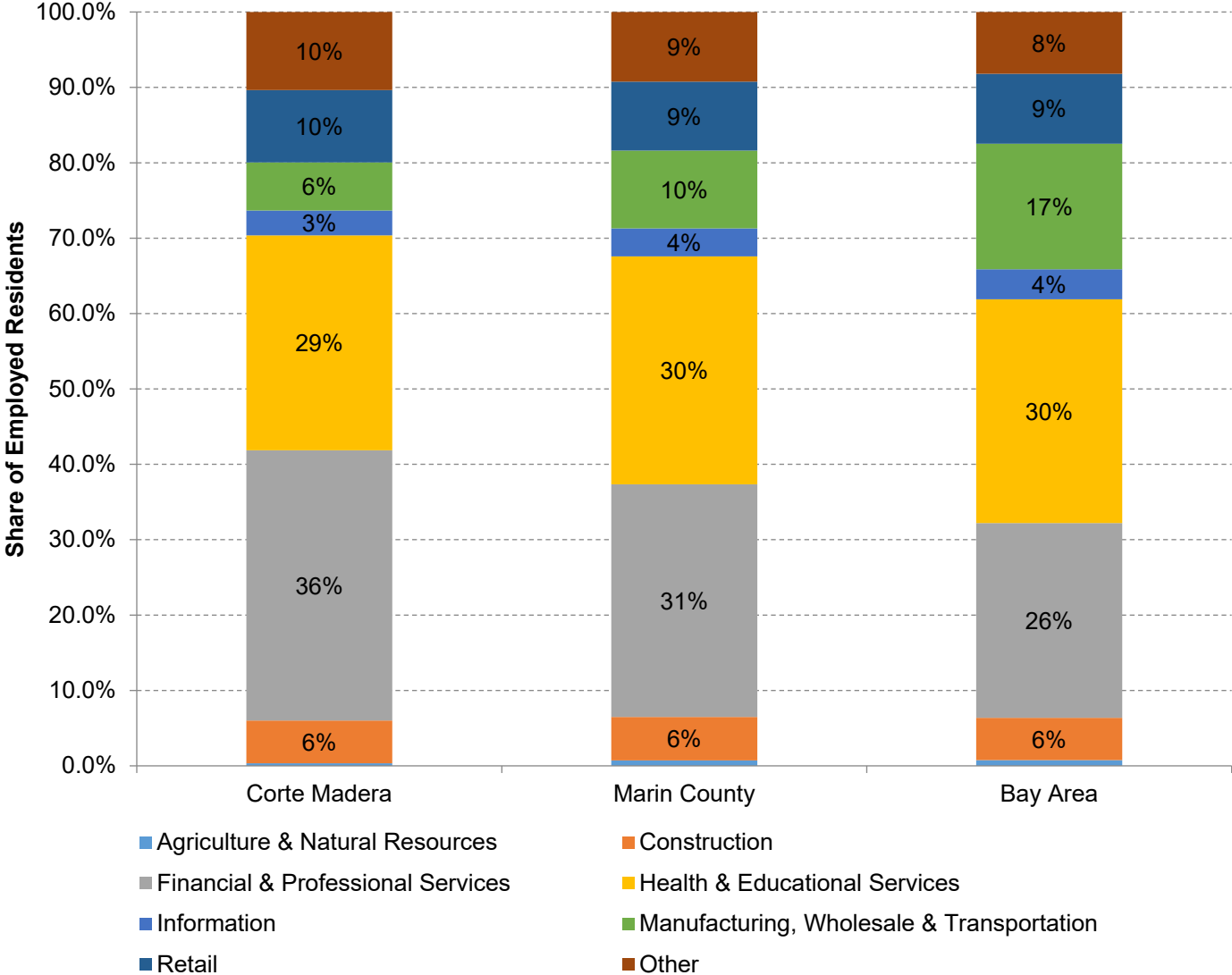
- Management, Business, Science, and Arts are the leading occupation of town residents
- This category is significantly higher than the county or the region

Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019)

Corte Madera Labor Force

Resident Employment by Industry

- Residents of Corte Madera are largely employed in professional, health and educational services industries.
- Professional services is the largest sector, employing a greater proportion of residents than either the county or the region

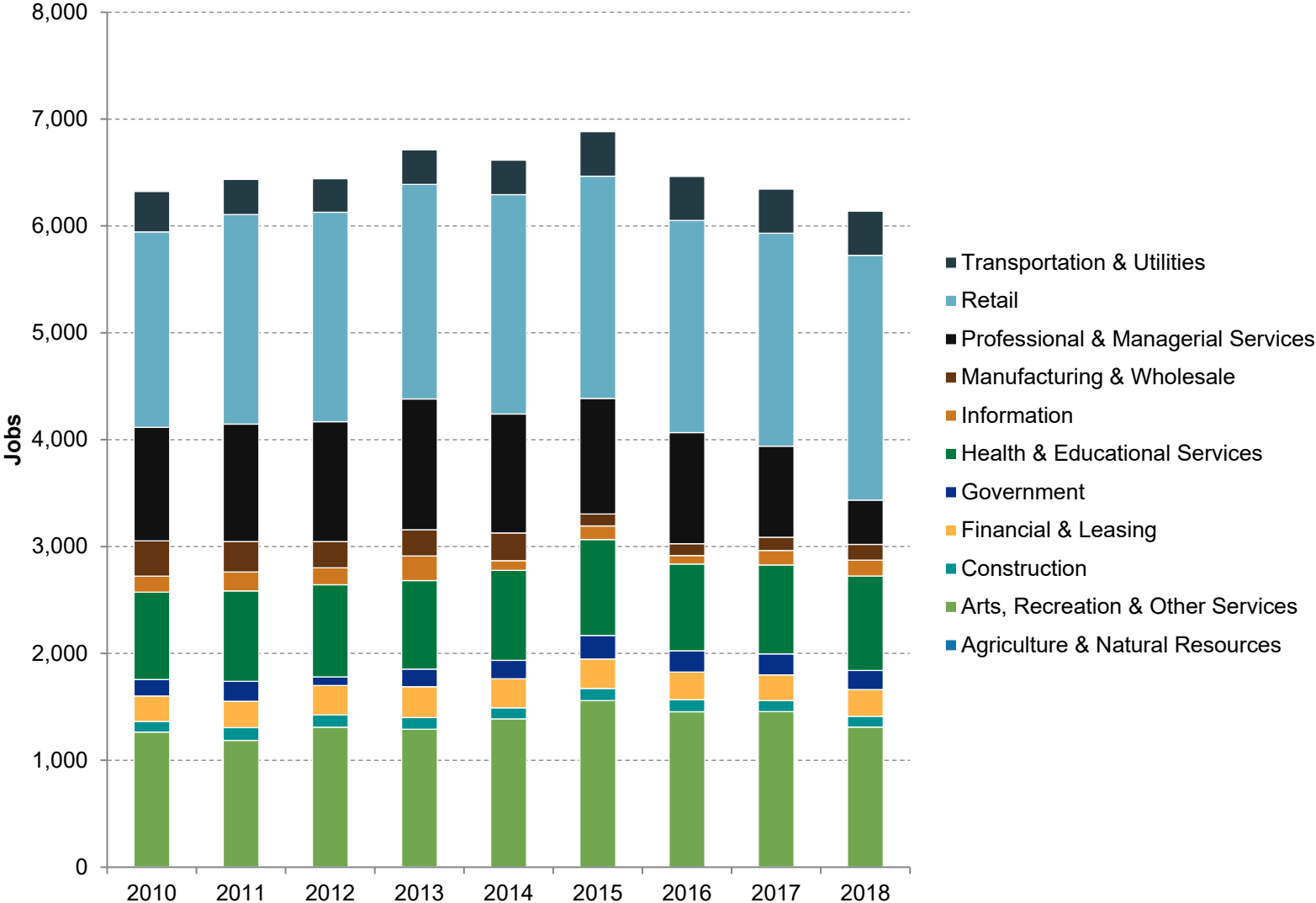


Source: U.S. Census Bureau, American Community Survey 5-Year Data (2015-2019), Table C24030

Corte Madera Jobs

Jobs in Corte Madera

- Retail and Recreation (includes food and beverage) are the leading sectors for employment in Corte Madera
- These sectors tend to depend more on lower skill and lower wage employment
- The lack of affordable housing options contributes to a job housing imbalance



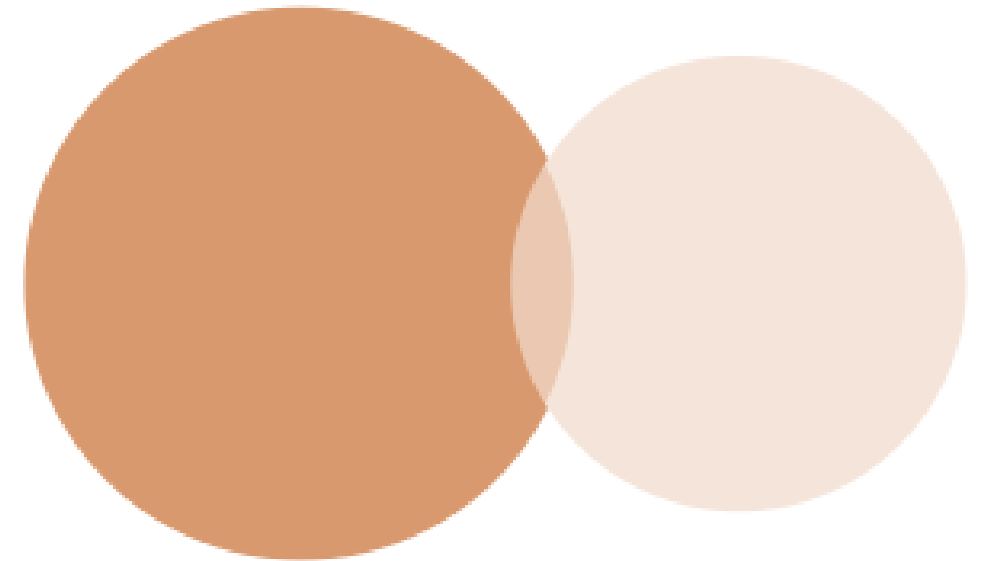
Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, Workplace Area Characteristics (WAC) files, 2002-2018

Corte Madera Labor Force

Commute Patterns

- 207 Corte Madera Residents also worked in Corte Madera (2018-- Pre Covid)
- Almost 6,000 employees came into the Town each day
- Almost 4,000 Residents commuted out of the town each day
- The top cities where employees lived were San Francisco, San Rafael and Novato
- Top destination for town residents who commute were San Francisco, San Rafael and Larkspur

Inflow/Outflow Job Counts in 2018



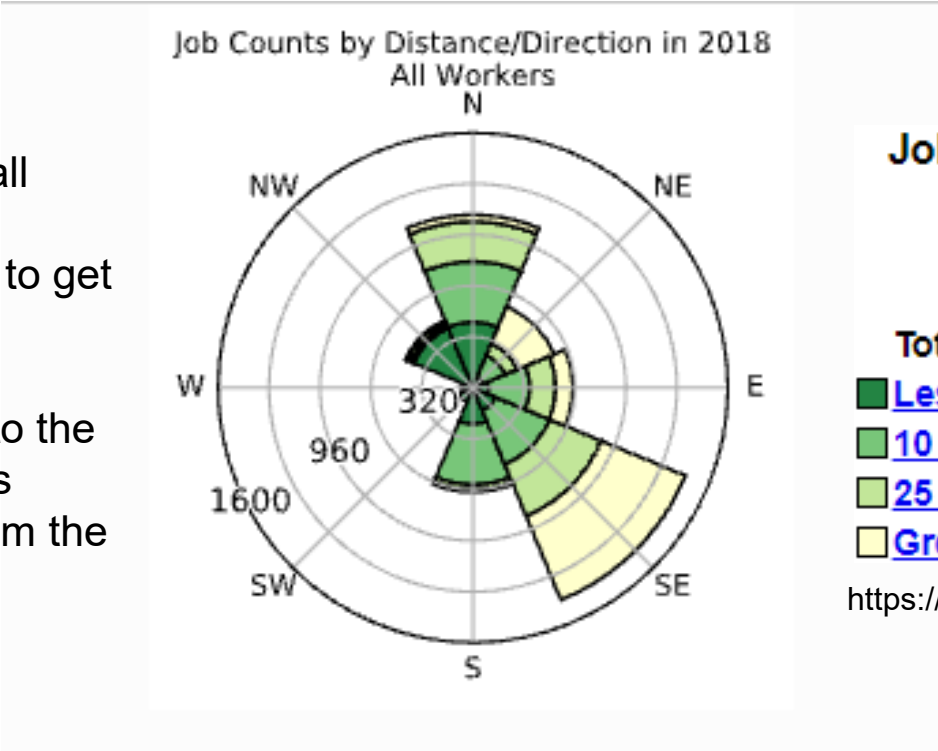
5,931	- Employed in Selection Area, Live Outside
3,938	- Live in Selection Area, Employed Outside
207	- Employed and Live in Selection Area

<https://onthemap.ces.census.gov/>

Corte Madera Labor Force

Commute Patterns

- Approximately 20 percent of all employees in Corte Madera commute more than 50 miles to get to work
- As shown on the radar chart to the right, almost 1,600 employees commute to Corte Madera from the Bay Area to the southeast



Jobs by Distance - Work Census Block to Home Census Block

	2018	
	Count	Share
Total Private Primary Jobs	4,971	100.0%
■ Less than 10 miles	1,528	30.7%
■ 10 to 24 miles	1,553	31.2%
■ 25 to 50 miles	899	18.1%
■ Greater than 50 miles	991	19.9%

<https://onthemap.ces.census.gov/>

4

Considerations for the Future

Future Considerations

Housing Market

- Housing in Corte Madera is likely to remain in strong demand
 - Corte Madera commands a premium in price over both the County and the region
- Strong demand from family households with children present
 - However, the proportion of population over 65 continues to increase.
 - Gap in housing options and availability for persons aged 25-35
- Both owners and renters “stretch” to live in Corte Madera
 - High proportion of cost burden
 - Households willing to pay premium to be in Corte Madera and increasing demand limits affordable options.
- Residents in Corte Madera are employed in high skill / wage occupations
 - Most residents commute to employment
- Jobs located in Corte Madera are more likely to be lower skill / wage occupations
 - Approximately 6,000 employees commute into Corte Madera daily

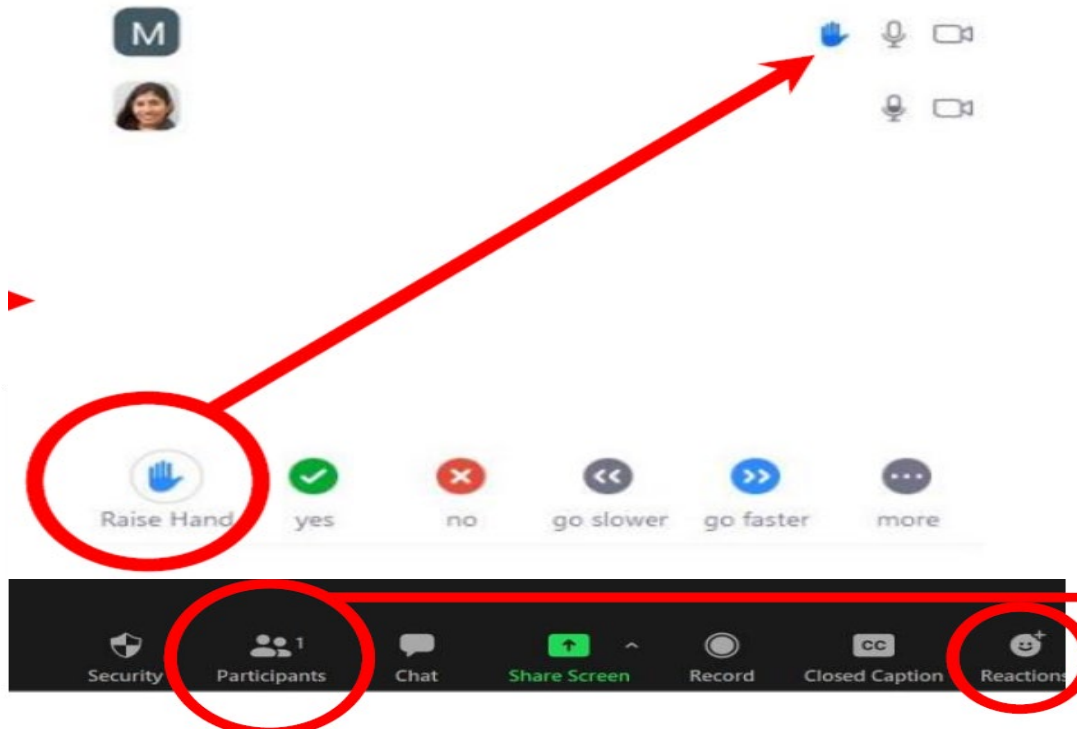
Questions & Comments

Facilitated Panel Discussion

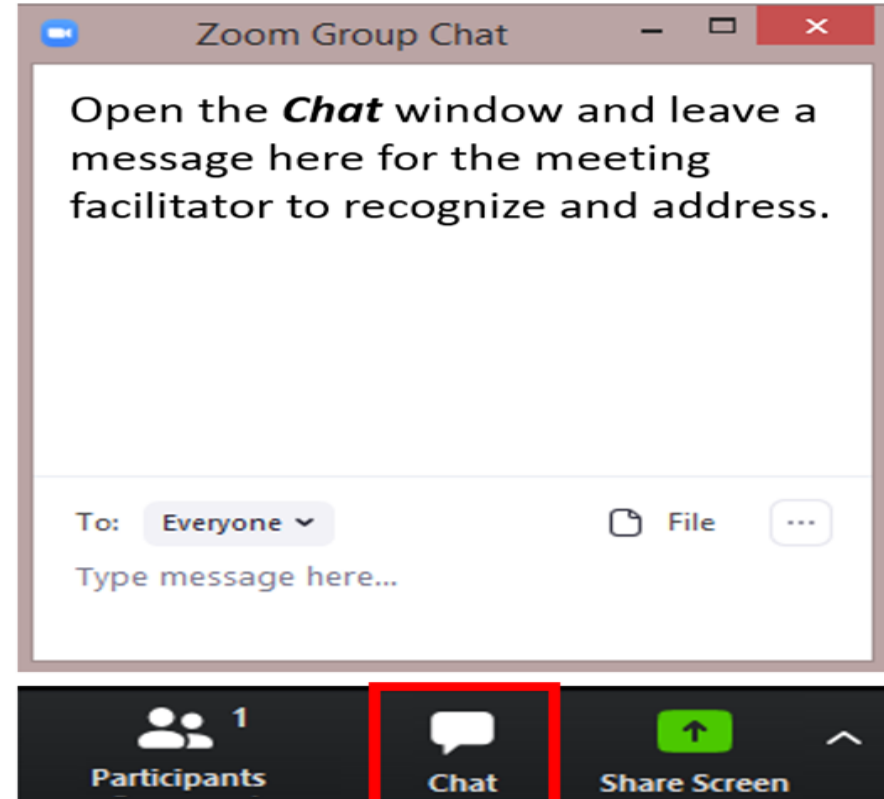


How will the panel be facilitated?

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS TOOL



CHAT FUNCTION



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, Marin Municipal Water District



Ways to Engage & Stay Involved

- Provide comments to planning staff at housingplan@tcmmail.org
- Check out the housing webpage & provide comments
<https://www.cortemaderahousing.org/>
- Participate in the upcoming workshops
- Sign-up for email notifications
- Tell your friends



Wrap Up & Next Steps

Next Workshop – December 8, 2021 at 6:30 pm

Potential Housing Development Sites in Corte Madera



Thank you!

