

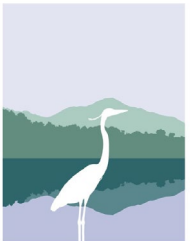


O'Rourke & Associates

Corte Madera Housing Workshop Series

Workshop # 3—
Potential Housing Opportunity Sites

December 8, 2021



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



Workshop Purpose

- December workshop is the kick-off meeting to discuss the housing sites inventory.
- We will discuss new housing opportunity sites over the next 3 workshops.

WE NEED YOUR HELP!

HELP US PLAN FOR 700+ NEW HOMES 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
Planning for 700 + Homes I
- February 9, 2022** | 6:30pm
Planning for 700 + Homes II
- March 9, 2022** | 6:30pm
Next Steps: CEQA, Programs & Policies, Safety Element

**Note: Date and topics subject to change*

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

For more information, visit:
www.cortemaderahousing.org

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



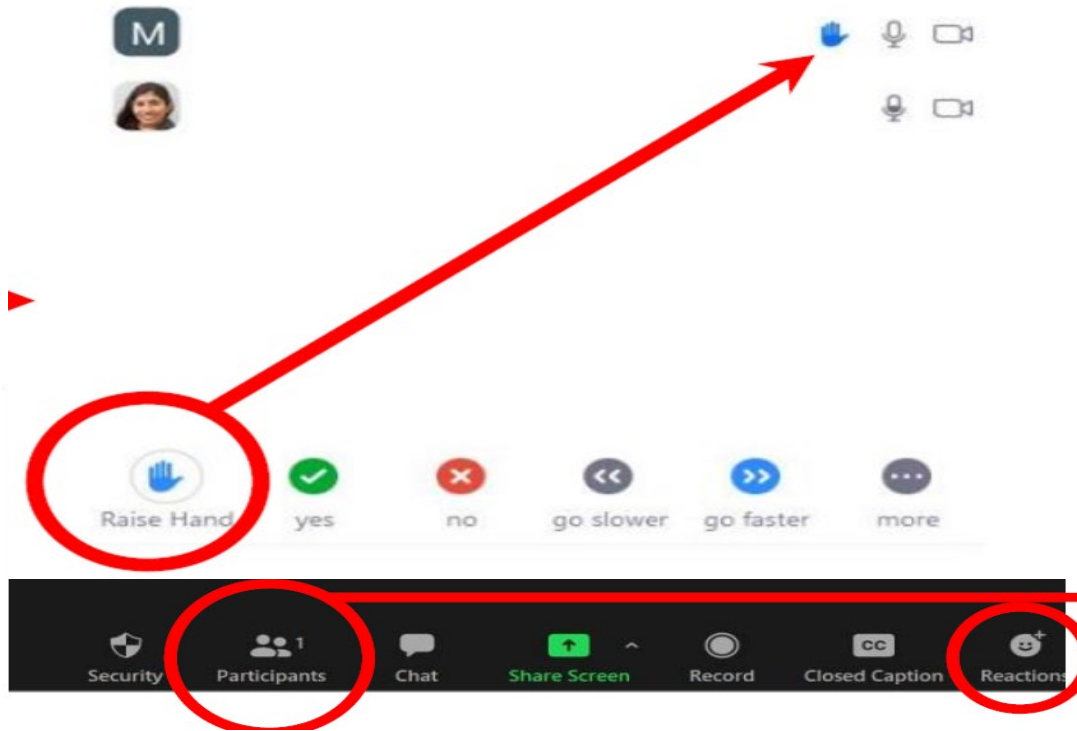
Tonight's Agenda

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

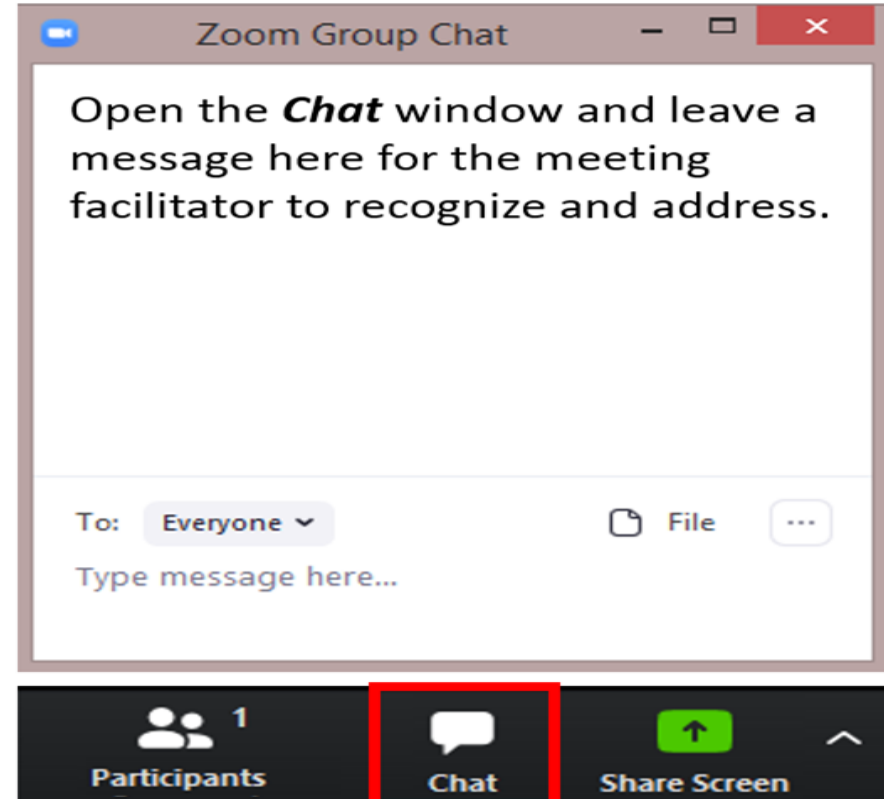


How will the meeting be facilitated?

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS TOOL



CHAT FUNCTION



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.



Overview of Corte Madera Housing Element & Planning Framework for Housing Opportunity Sites



1

Reviewing the 2015- 2023 Housing Element & Recent Housing Production



THE TOWN OF
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MARIN COUNTY CALIFORNIA

Town of Corte Madera

Housing Element



Adopted May 19, 2015

Housing Element

for the

TOWN OF CORTE MADERA

2015-2023

Adopted
May 19, 2015



THE TOWN OF

Corte Madera

California

Housing Element Policies

- *Policy H-2.15 – Second Dwelling Units.* Encourage well designed, legal second units in all residential neighborhoods.
- *Policy H-2.16 – Second Dwelling Units in New Development.* Require new second units as part of new detached single family dwelling subdivision development where five or more new units are proposed.
- *Policy H-1.9 – Housing for the Homeless.* Support countywide programs for a continuum of care for the homeless including emergency shelter, transitional housing, supporting housing, and permanent housing.
- *Implementation Program H-2.9.b – Mixed-Use Development.* Support mixed-use projects including residential components, i.e. live-work combinations or ground-floor retail with upper story residential uses.
- *Implementation Program H-2.12.b – Monitor the Affordable Housing Ordinance.* Consider variety of issues as part of the process to update the Inclusionary Housing Ordinance as necessary.
- *Implementation Program H-1.8.a – Family Housing Amenities.* Require adequate provisions for families with children, including consideration of amenities such as play yards and child care.



Housing Production 2015-Current

	Very Low- Income Units	Low-Income Units	Moderate- Income Units	Market Rate Units ¹	Total
Tam Ridge	4	12	2	162	180
The Enclave	1	1	1	13	16
Residences at the Preserve	--	--	8	16	24
The Casa Buena	18	--	--	--	18

1 – Four new single family homes- above moderate units



Tam Ridge

- 195 – 205 Tamal Vista Blvd.
- 180 for-rent apartment units
- Ground floor commercial
- 4.5 acre site
- 18 affordable units
- Improvements: new sidewalk, outdoor seating area, underground utilities & \$250,000 traffic improvement payment.
- Completed in 2017



The Enclave

- 1421 & 1425 Casa Buena Drive
- Project included Density Bonus & exceptions to height & rear setback
- 1.23 acre site
- 16 for-sale townhomes
- 3 affordable units
- Improvements: new sidewalk & small play ground
- Completed in 2019



Residences at Preserve (Robin Drive)

- Intersection of Robin Drive & Paradise Drive
- 15.42 acre site
- 16 for-rent houses
- 8 for-rent attached ADUs
- Last green field development
- Improvements: new sidewalks & \$250,000 street improvement
- Under construction



Project Homekey (the Casa Buena)

- 1591 Casa Buena Drive
- Marin County Board of Supervisors approved purchase of property in Nov. 2020 with grant funding
- Formerly motel (America's Best Value Inn)
- 18 units of permanent supportive housing (very low income units)
- Project will include new landscaping & fencing
- Under construction



Project Homekey (the Casa Buena)



ADU Production 2015-Current

	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020	CY 2021
Accessory Dwelling Units	1	1	3	7	4	4	18 ¹

1 – Includes the 8 ADUs at the Residences at the Preserve



ADU Marin (adumarin.org)

- Website: <https://adumarin.org>
 - Sample floor plans & photos
 - Homeowner stories
 - Planning exercises
 - Jurisdiction rules
 - Calculator for costs & rents
- ADU Workbook
- Webinars

The screenshot shows the 'Accessory Dwelling Unit Calculator' interface. At the top, it says 'Estimate the cost of converting part of your home or constructing a rental unit.' The ADUMarin logo is in the top right. Below the header, there are navigation tabs: 'Structure' (selected), 'Construction', 'Finances', and 'Rents'. To the right of these tabs are three summary boxes: 'COSTS' (selected), 'VALUE', and 'PROJECTIONS'. The 'COSTS' box displays 'Monthly Rent \$2,430' and 'Monthly Expenses \$1,357'. Below the 'COSTS' box is a donut chart showing the breakdown of expenses: \$893 Loan Payment (blue), \$194 Taxes (light blue), \$55 Insurance (yellow), \$122 Management (orange), \$93 Vacancy Allowance (red), and \$0 Repairs (grey). The 'Structure' section includes a dropdown menu for 'Where will your second unit be built?' set to 'Belvedere' and a 'Type of Construction' section with two options: 'Conversion of Part of House' and 'Garage Conversion'.



ADUs



1 Westward Avenue



600 Oakdale Avenue



11 Alta Way



410 Sausalito Avenue



134 Redwood Avenue



2

Planning Framework for Housing Opportunity Sites

Framework for Housing Opportunity Sites

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



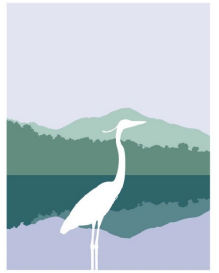
General Plan

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

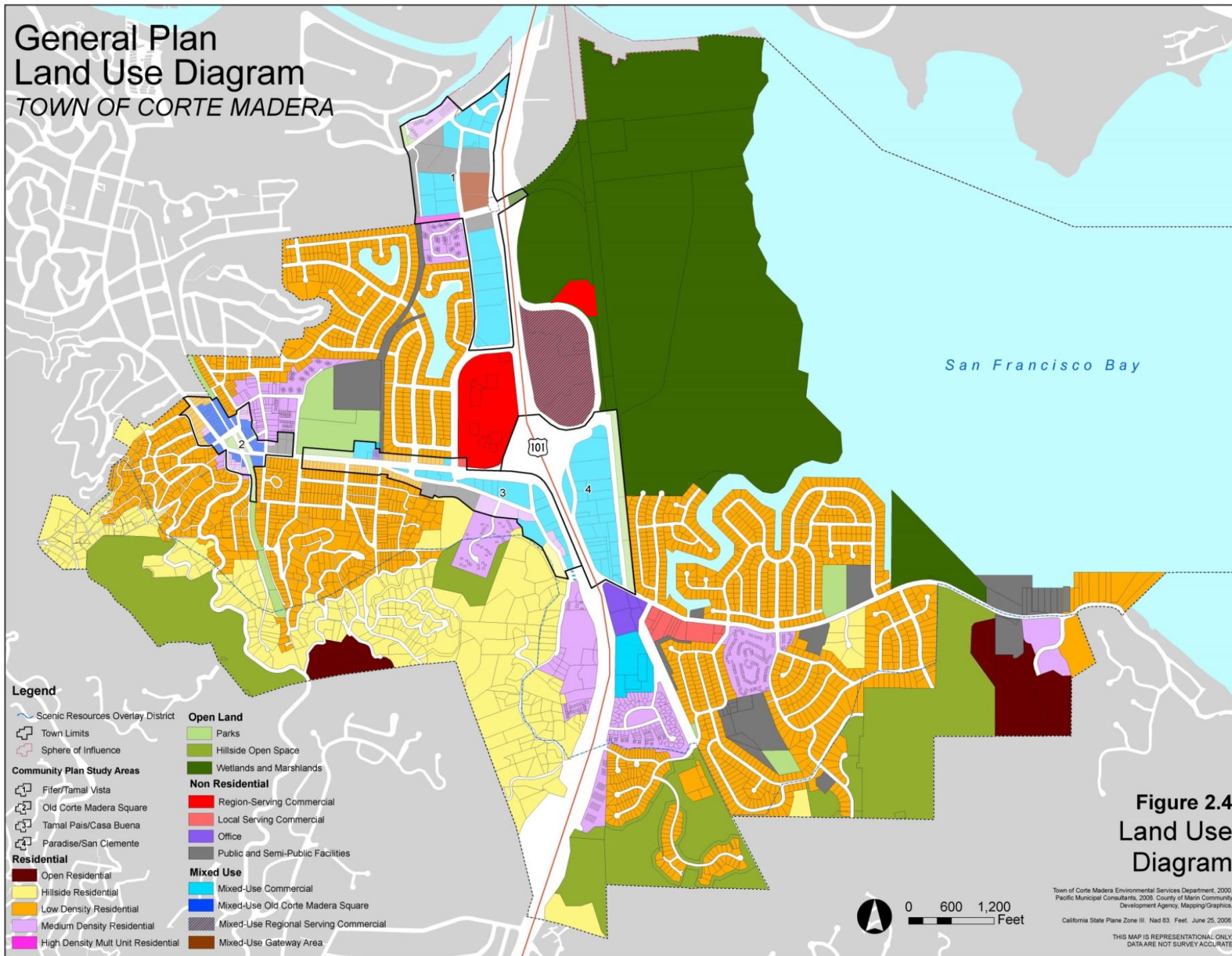


General Plan Land Use Diagram

TOWN OF CORTE MADERA



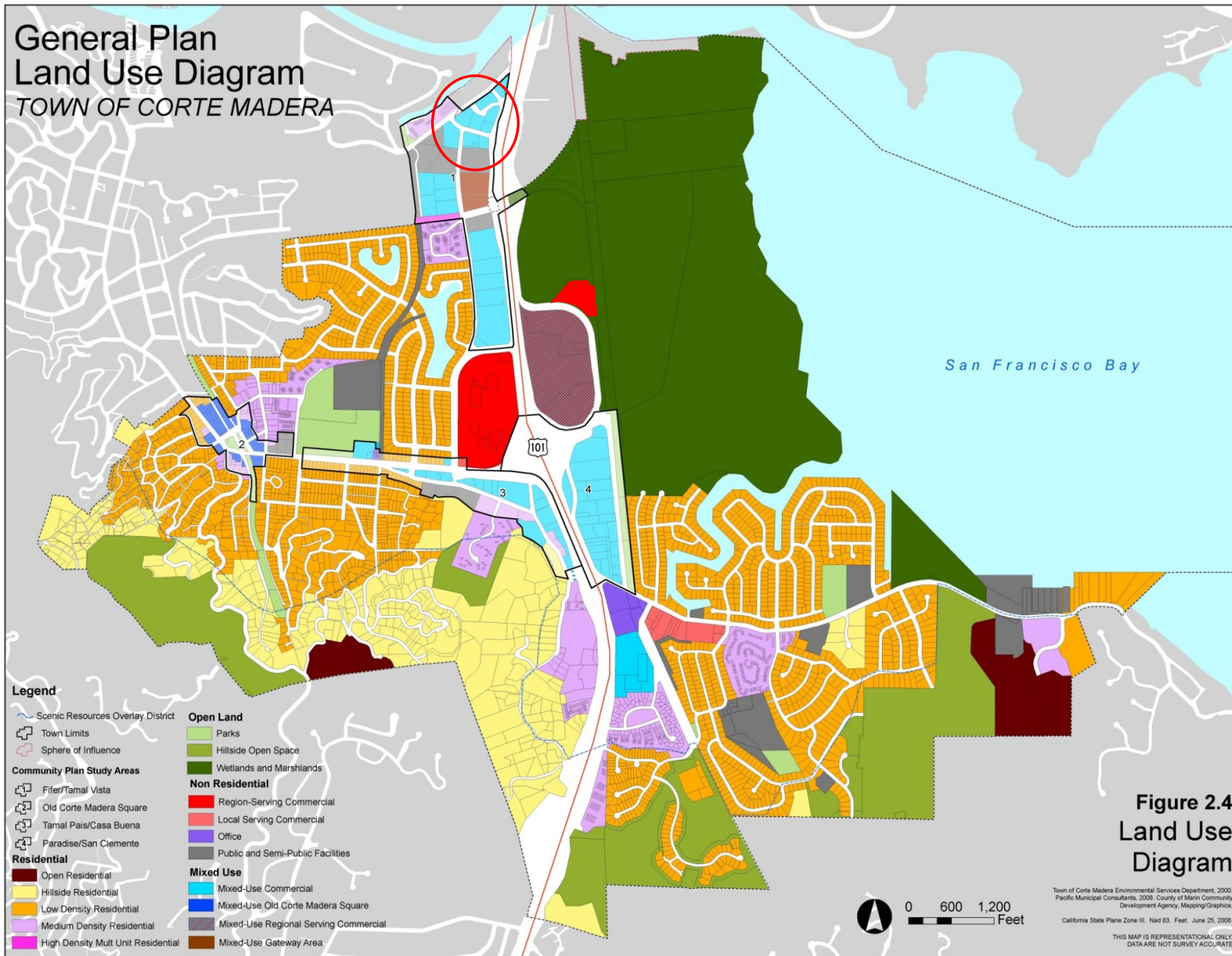
THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



**Figure 2.4
Land Use
Diagram**

Town of Corte Madera Environmental Services Department, 2000.
Pacific Municipal Consultants, 2008. County of Marin Community
Development Agency, Mapping/Graphics.
California State Plane Zone III. Nad 83. Feet. June 25, 2008.
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DATA ARE NOT SURVEY ACCURATE

General Plan Land Use Diagram TOWN OF CORTE MADERA



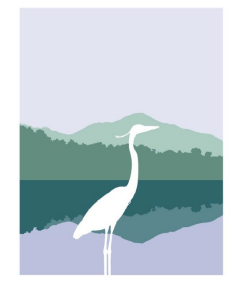
Legend

- Scenic Resources Overlay District
- Town Limits
- Sphere of Influence
- Community Plan Study Areas**
 - Fifer/Tamal Vista
 - Old Corte Madera Square
 - Tamal Pais/Casa Buena
 - Paradise/San Clemente
- Residential**
 - Open Residential
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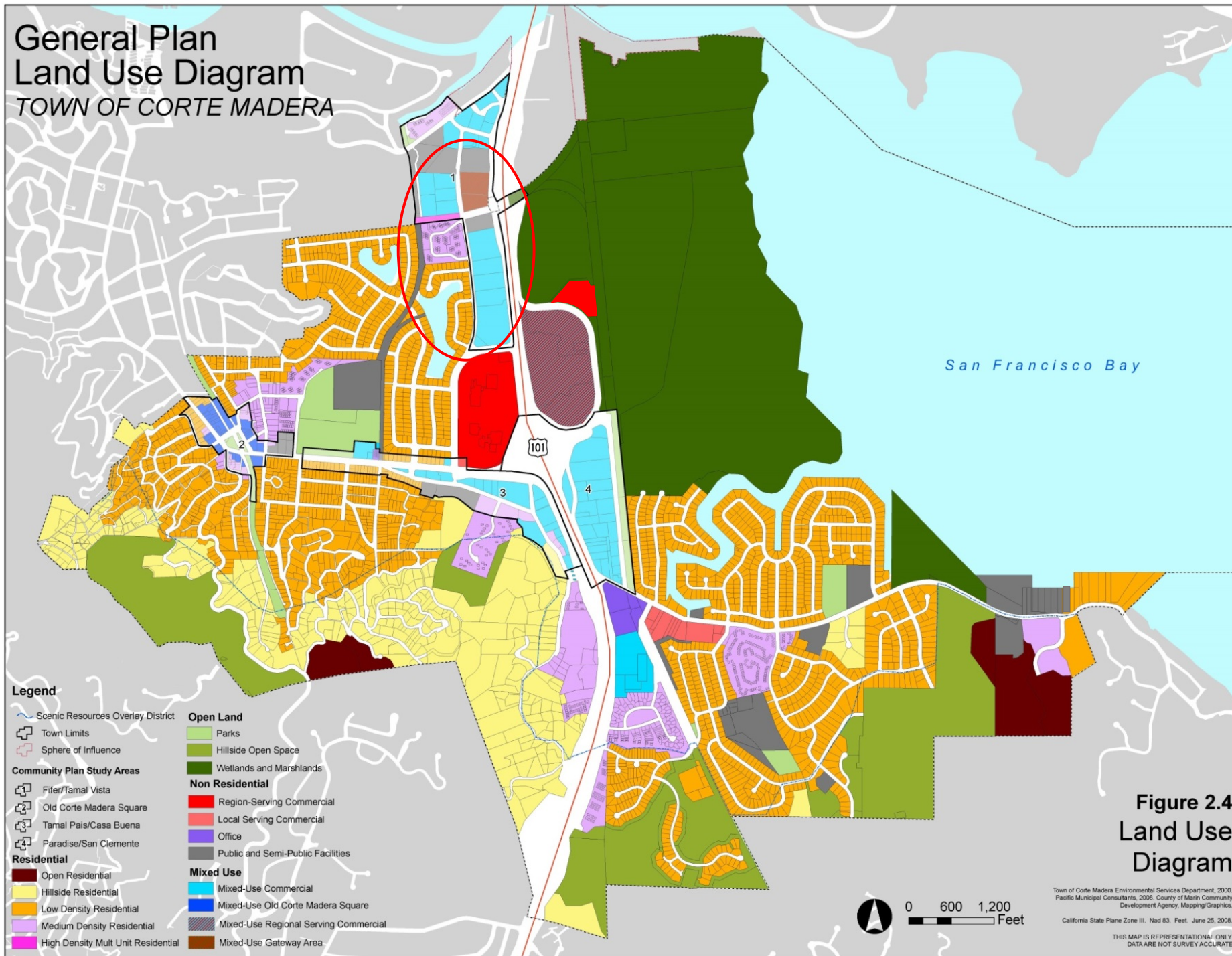


THE TOWN OF
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Nellen Avenue & Fifer Avenue



General Plan Land Use Diagram TOWN OF CORTE MADERA



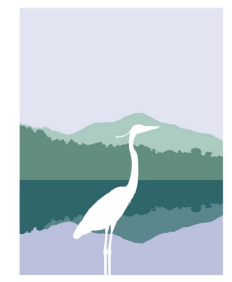
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THE TOWN OF
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Tamal Vista Blvd.

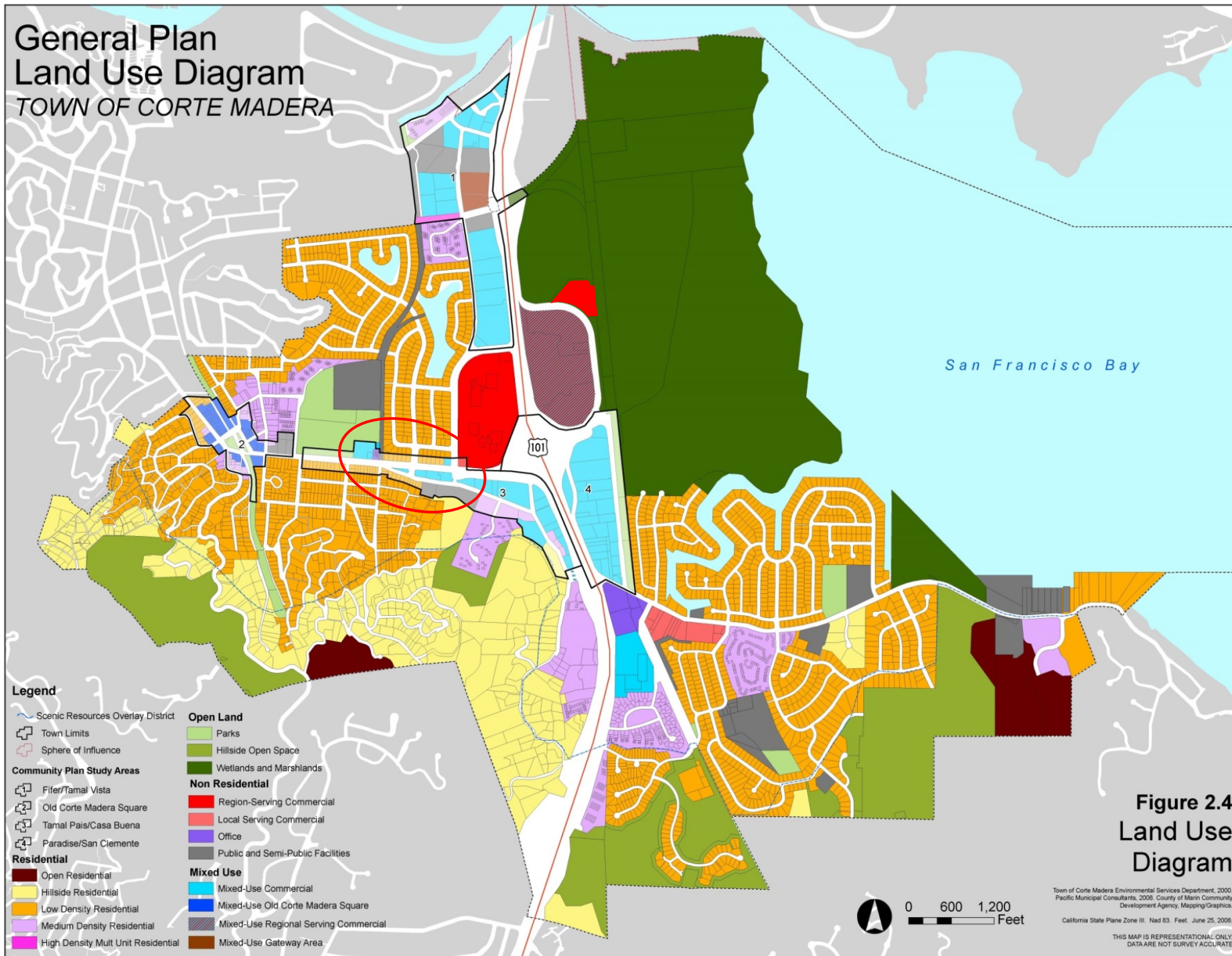


General Plan Land Use Diagram

TOWN OF CORTE MADERA



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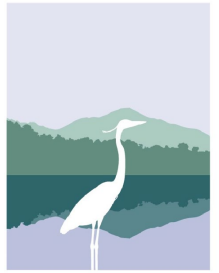


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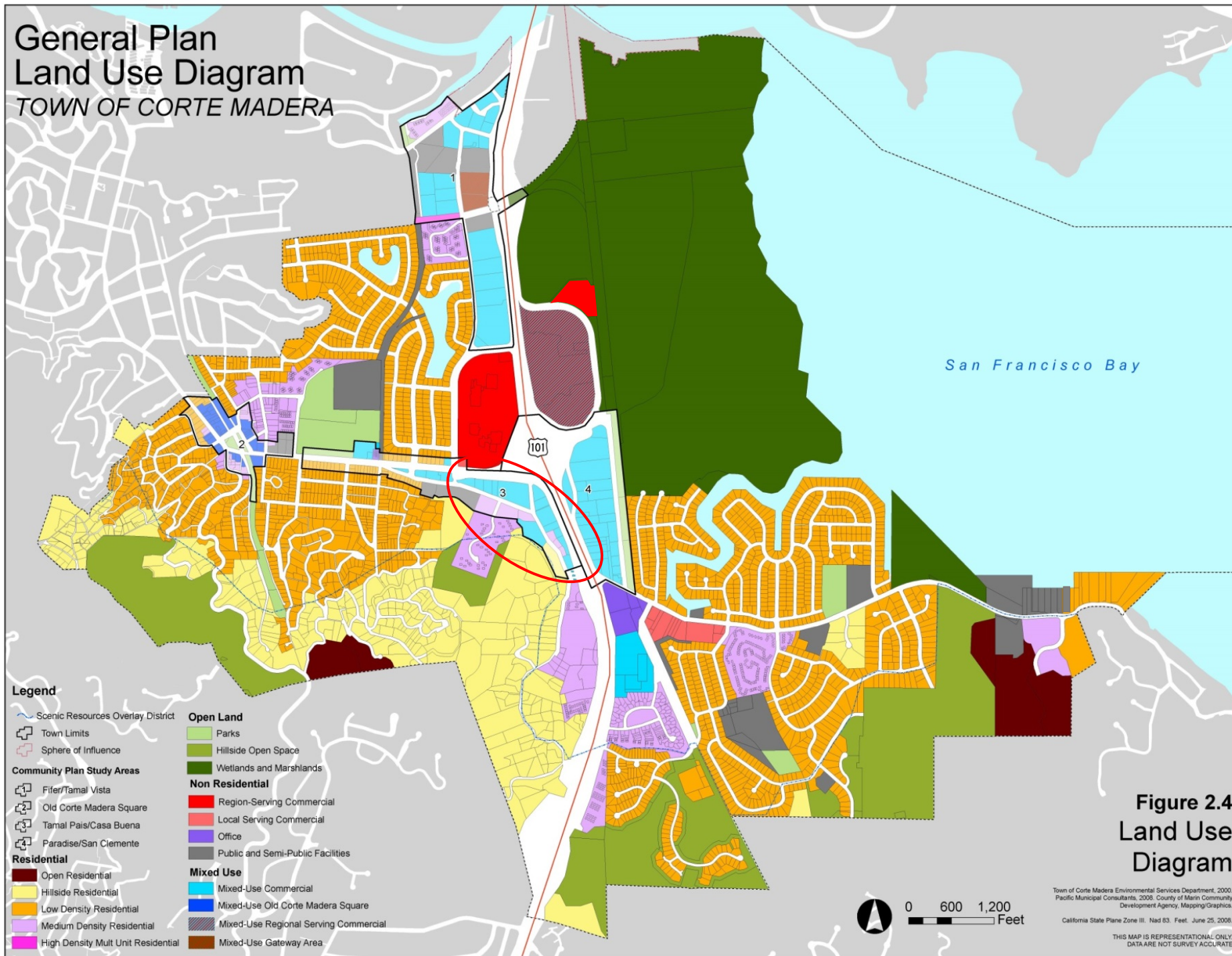
Tamalpais Drive



General Plan Land Use Diagram TOWN OF CORTE MADERA



THE TOWN OF
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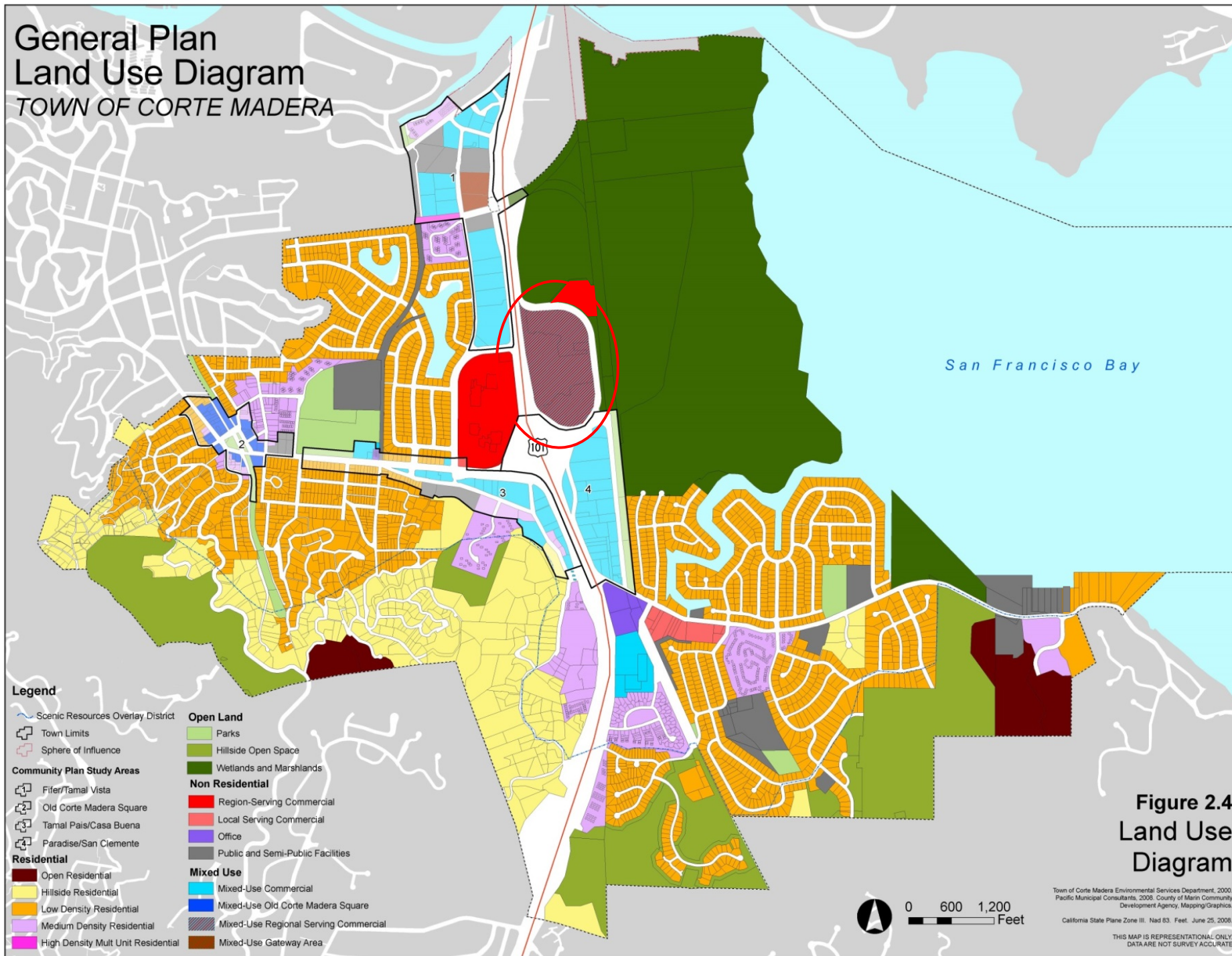
Town of Corte Madera Environmental Services Department, 2000.
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Casa Buena Drive



General Plan Land Use Diagram

TOWN OF CORTE MADERA



THE TOWN OF
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MARIN COUNTY CALIFORNIA

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Land Use
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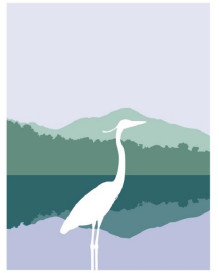
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The Village

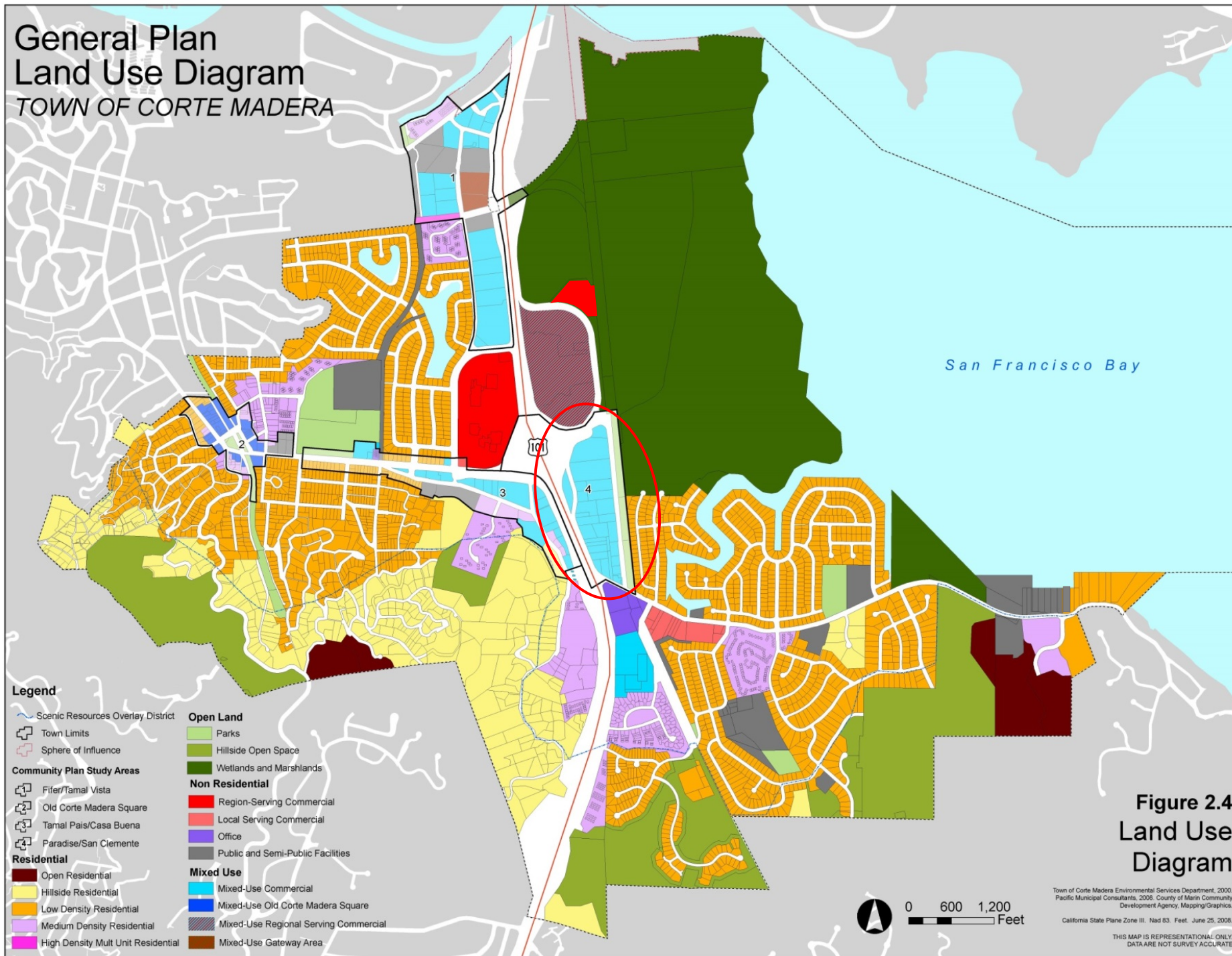


General Plan Land Use Diagram

TOWN OF CORTE MADERA



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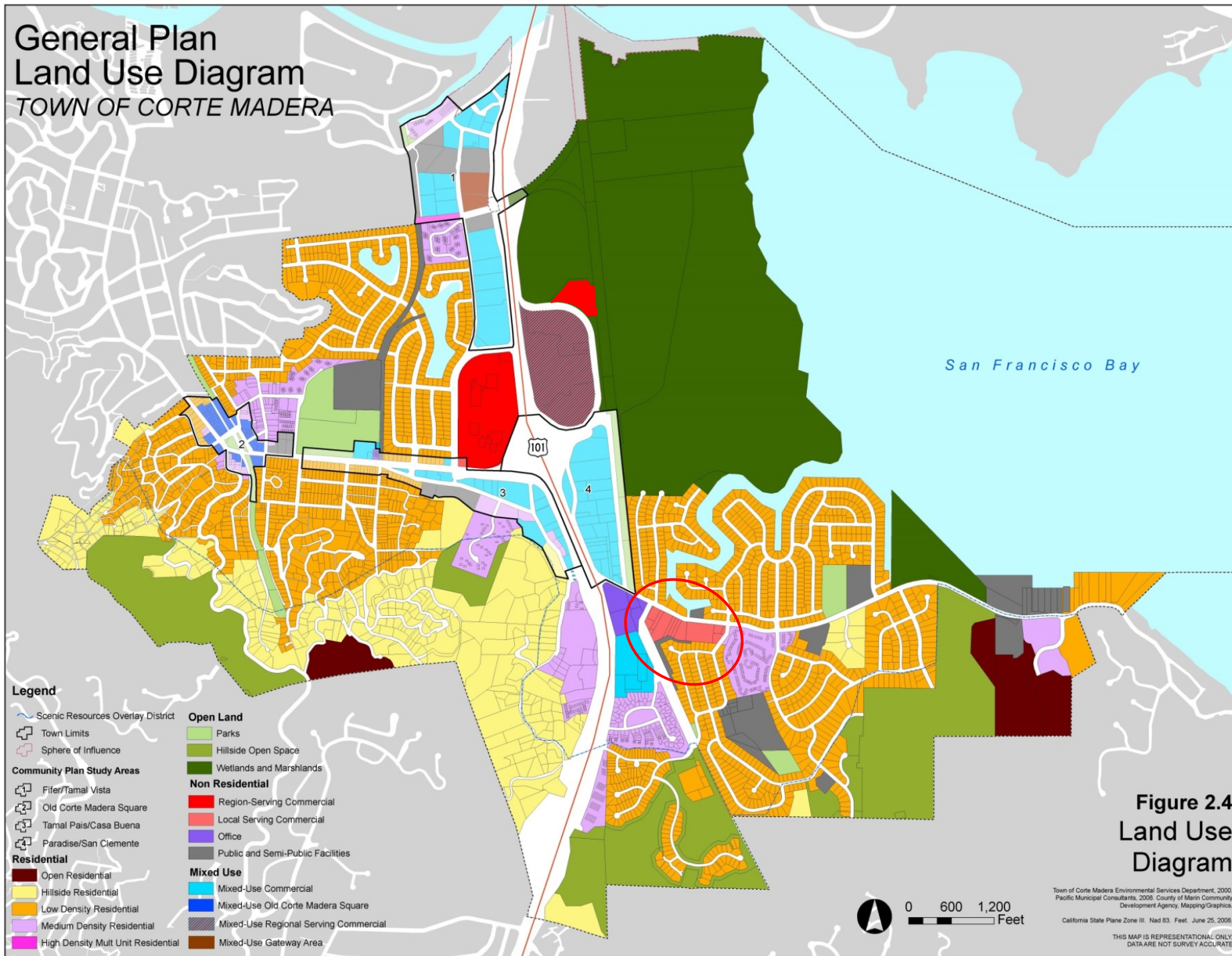
Paradise and San Clemente Drive



General Plan Land Use Diagram TOWN OF CORTE MADERA



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



**Figure 2.4
Land Use
Diagram**



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Paradise Drive



Framework for Housing Opportunity Sites

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



Property Owner Perspectives



Property Owners

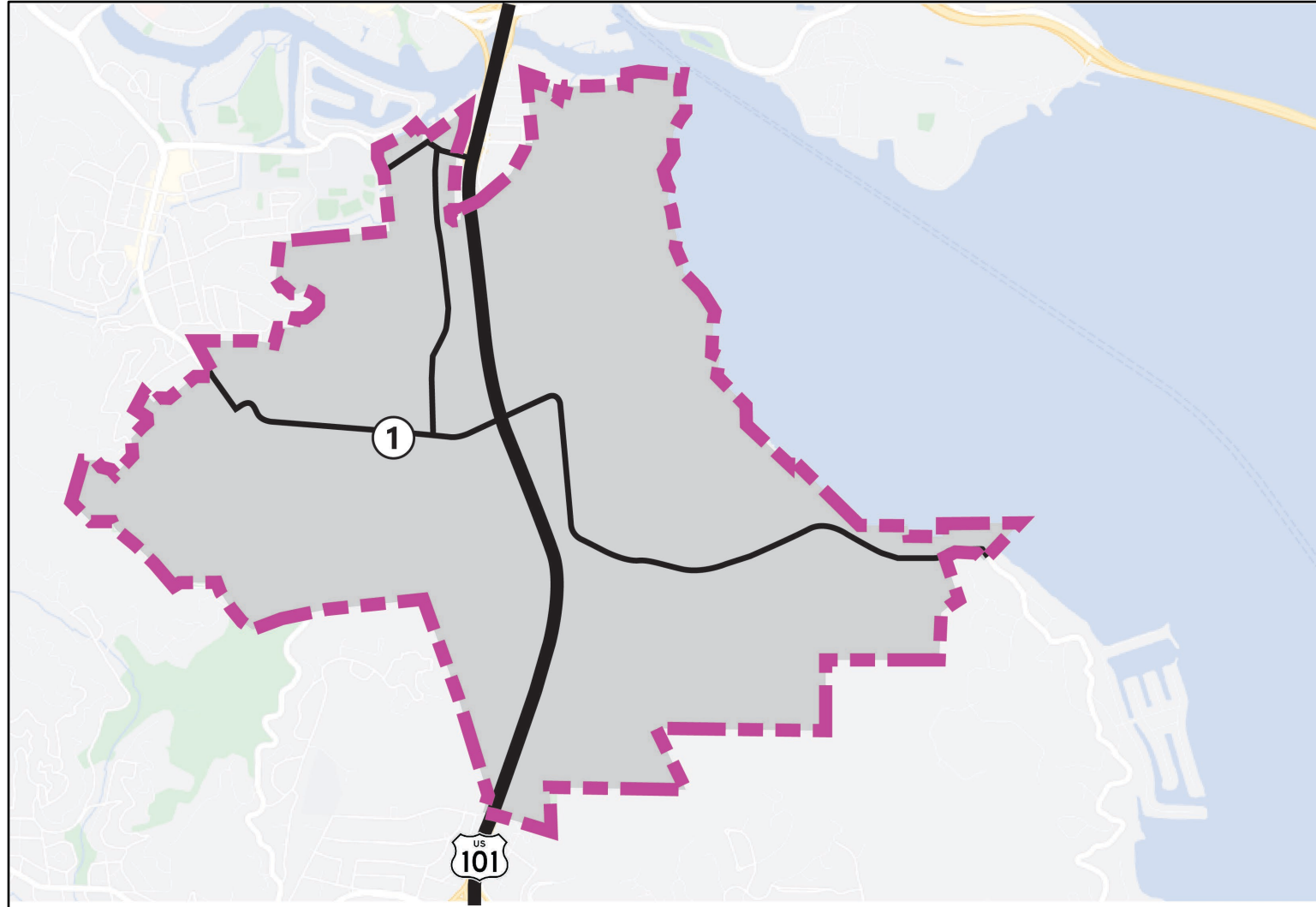
- Craig McClean
 - Paradise Drive
- Sebastyen Jackovics, President Jackovics Enterprises
 - Fifer and Nellen
- Jon Stoeckly, Assistant Vice President, Macerich
 - The Village



Potential Housing Opportunity Sites



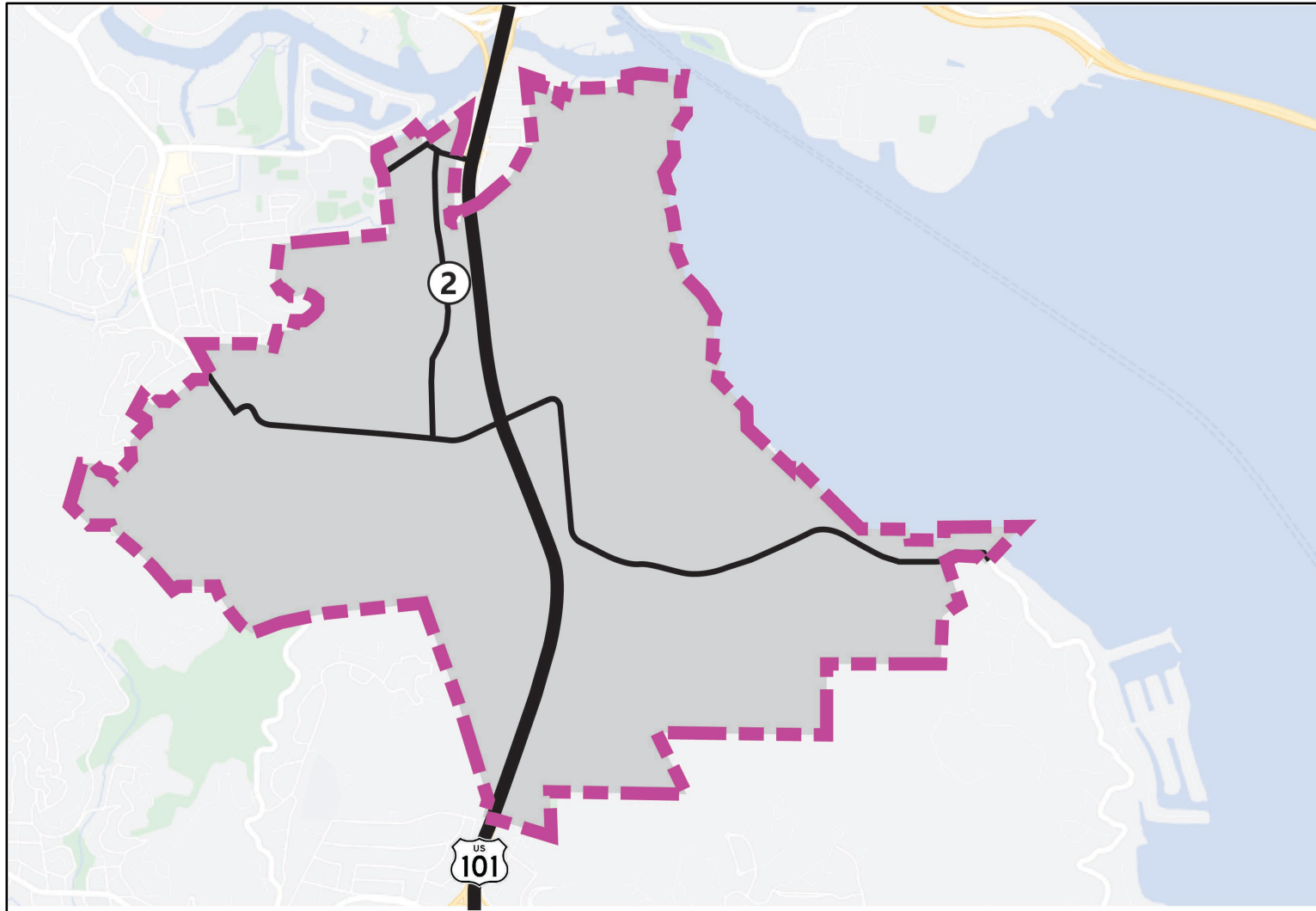
601 Tamalpais Drive



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



41 Tamal Vista Blvd.

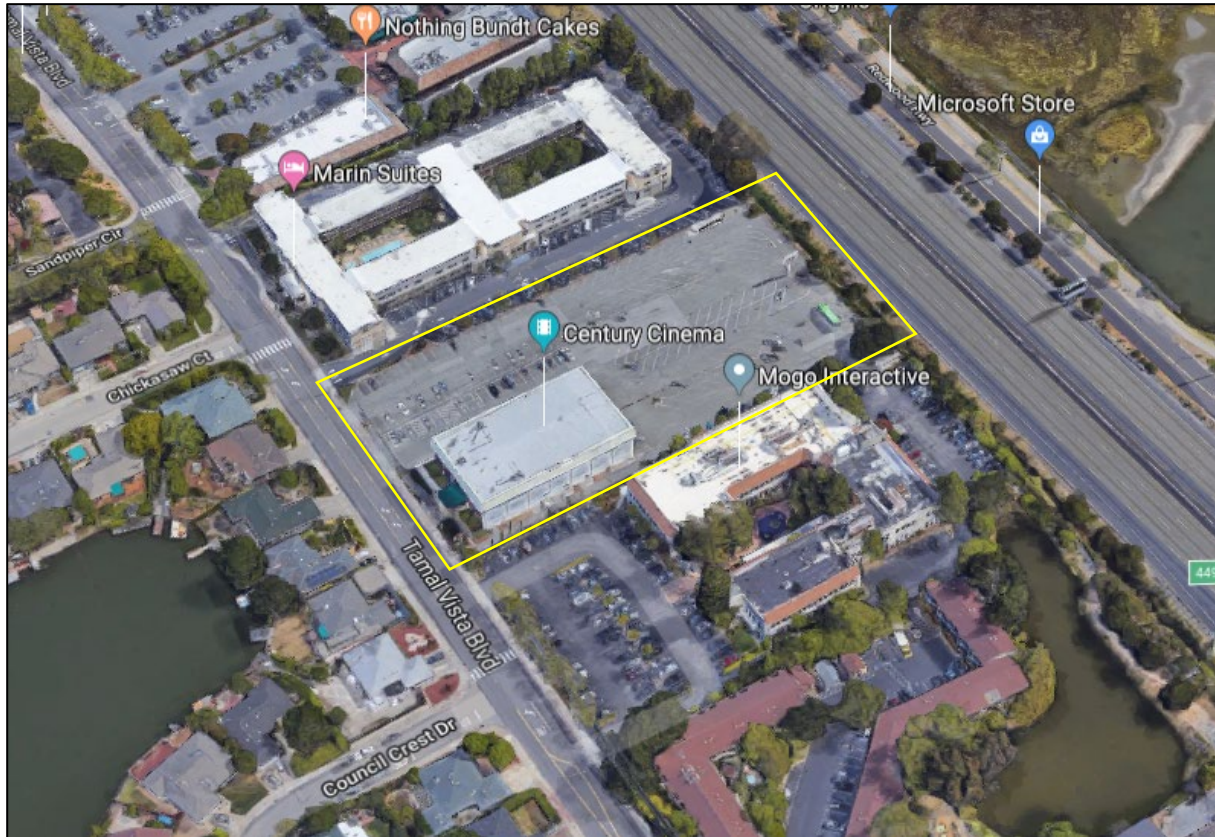


41 TAMAL VISTA BLVD.

-LARGE SCALE (2.11 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL AND SINGLE FAMILY NEIGHBORHOOD CORRIDOR CONTEXT

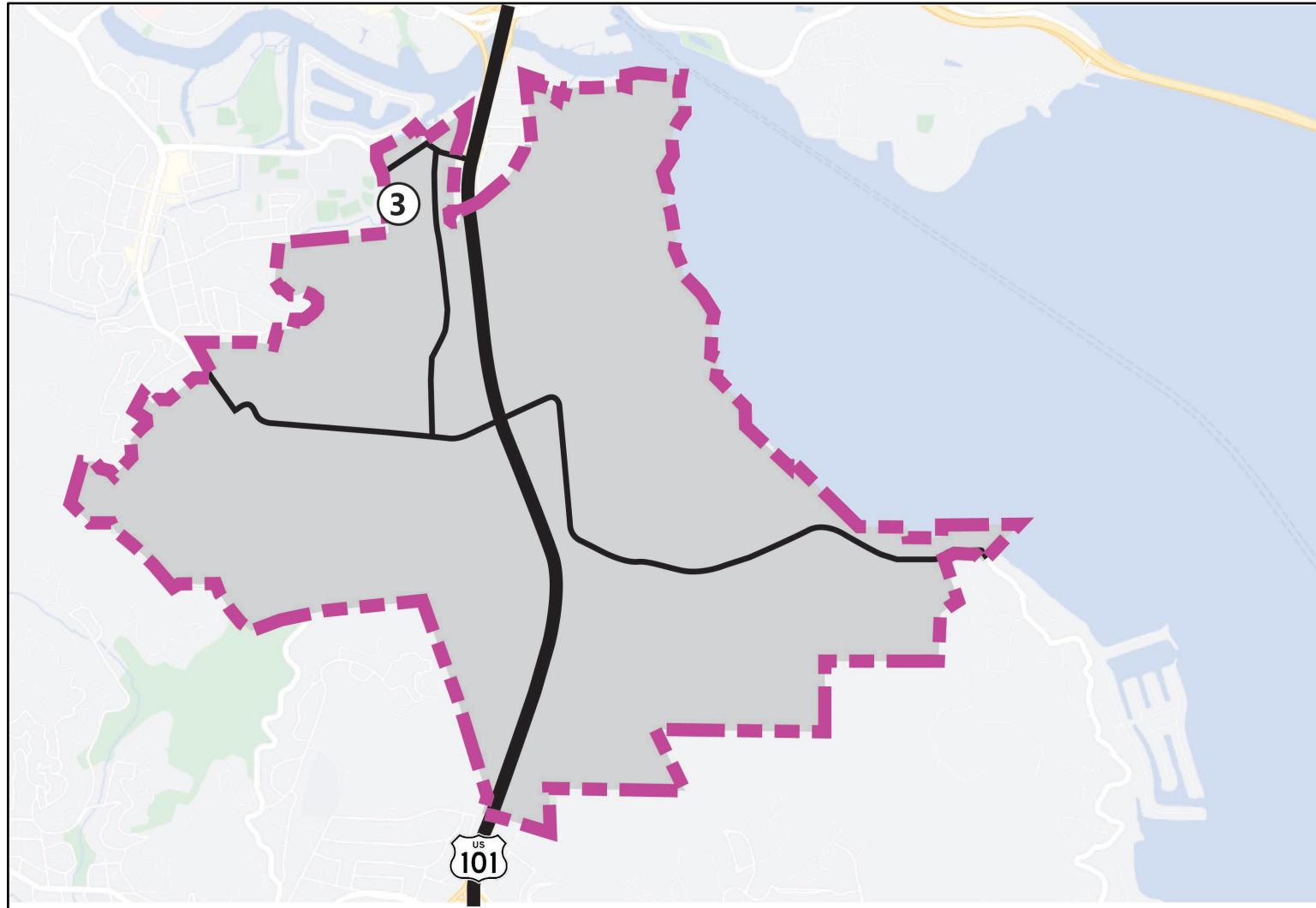


THE TOWN OF

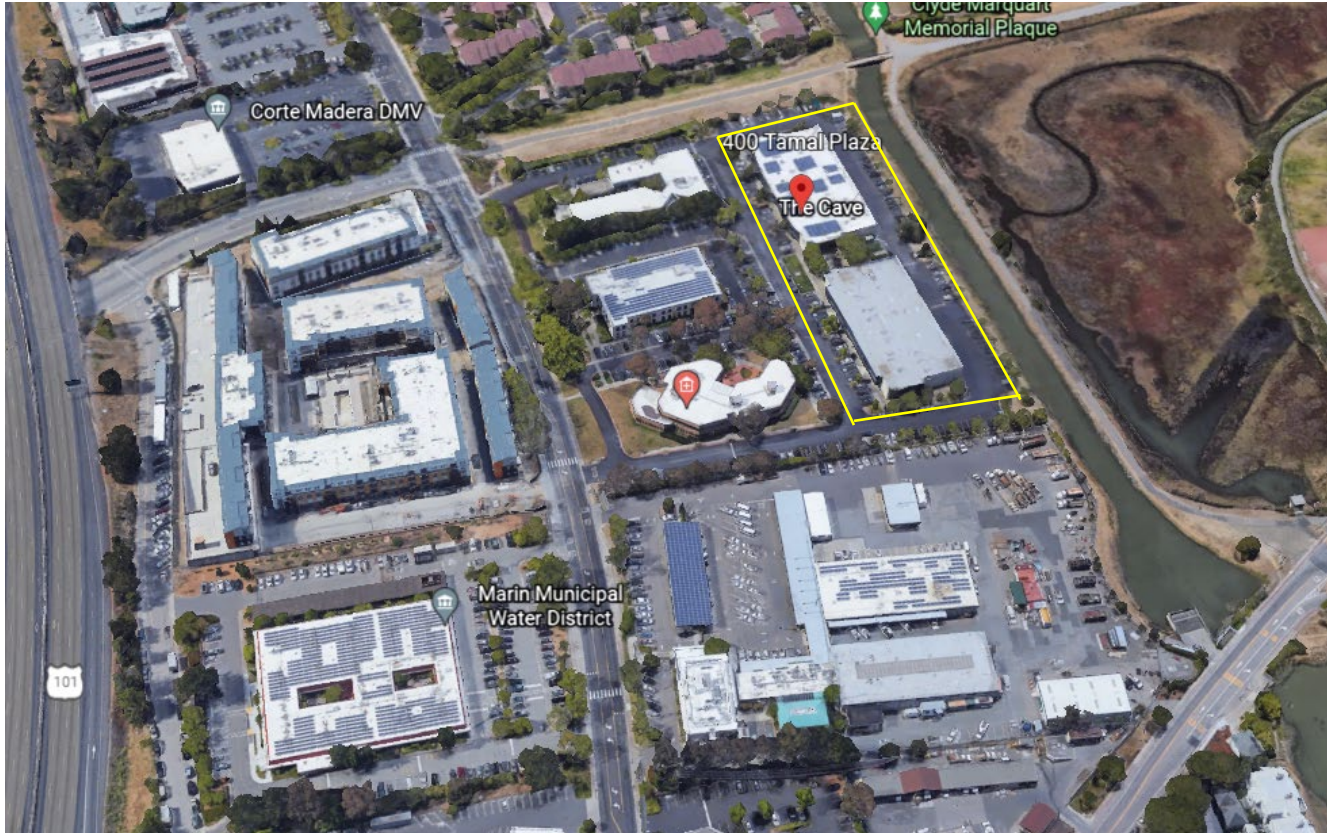
Corte Madera

California

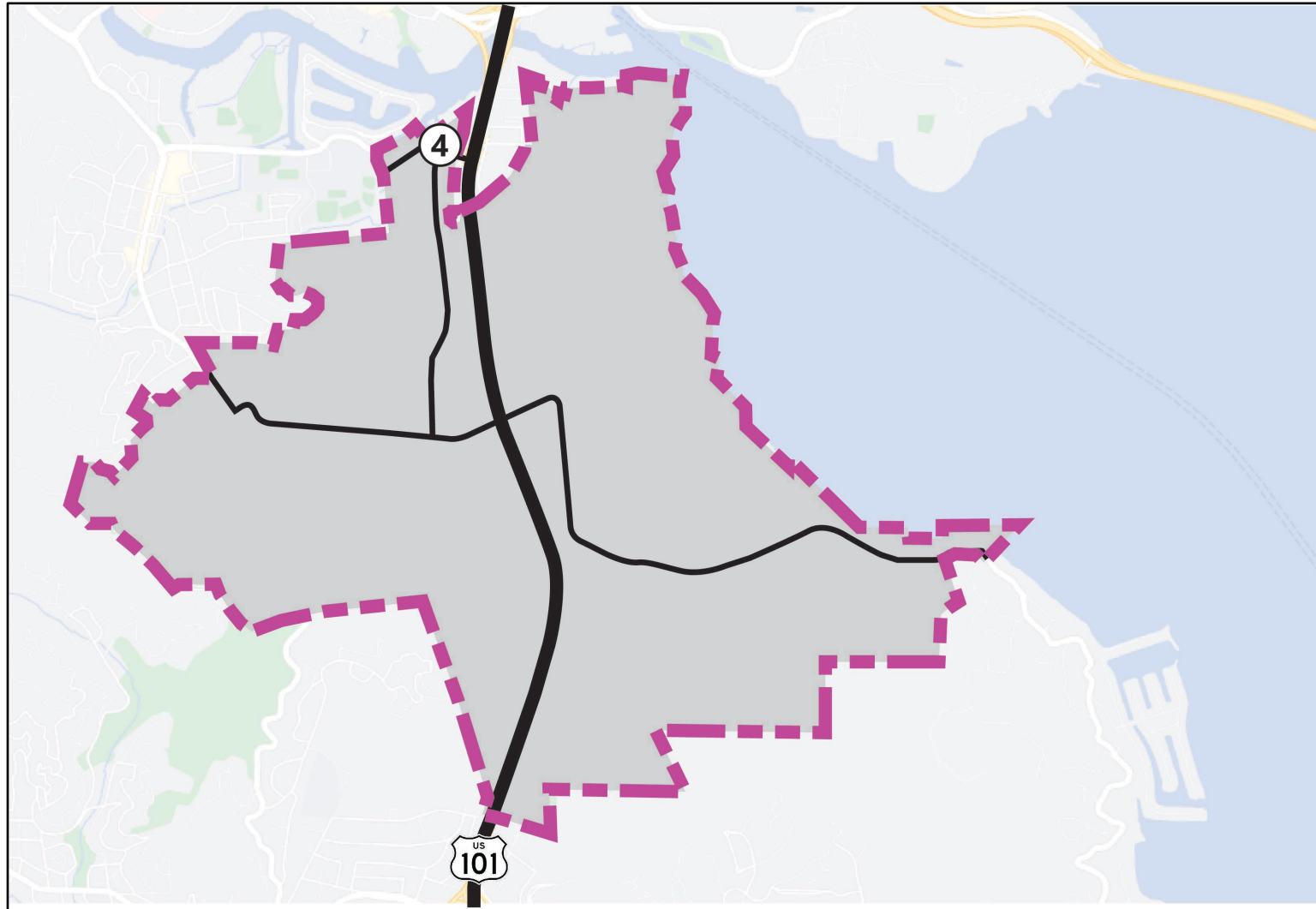
400 & 500 Tamal Plaza



400 & 500 TAMAL PLAZA (2 PARCELS)
-LARGE SCALE (3.0 ACRES)
- FLOOD PLAIN/FLAT
- MIXED NEIGHBORHOOD CONTEXT



10 Fifer Ave., 110 Nellen Ave. & 150 Nellen

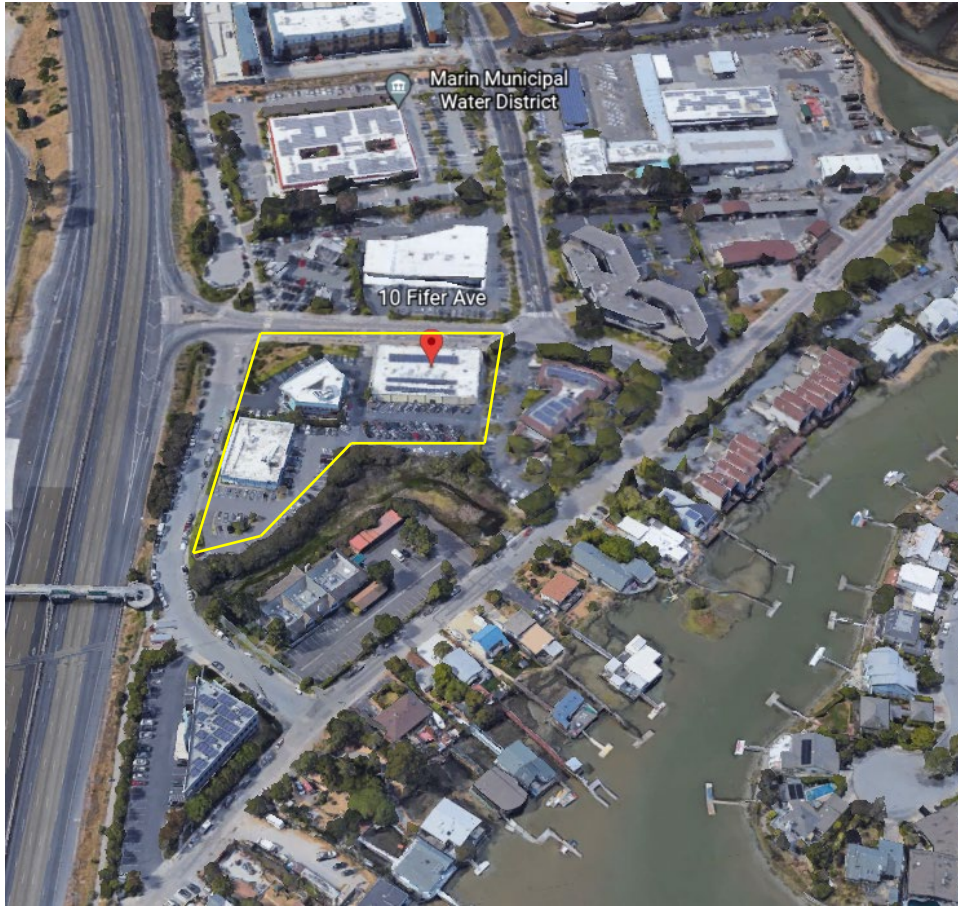


10 FIFER AVE., 110 NELLEN AVE. & 150 NELLEN AVE. (3 PARCELS)

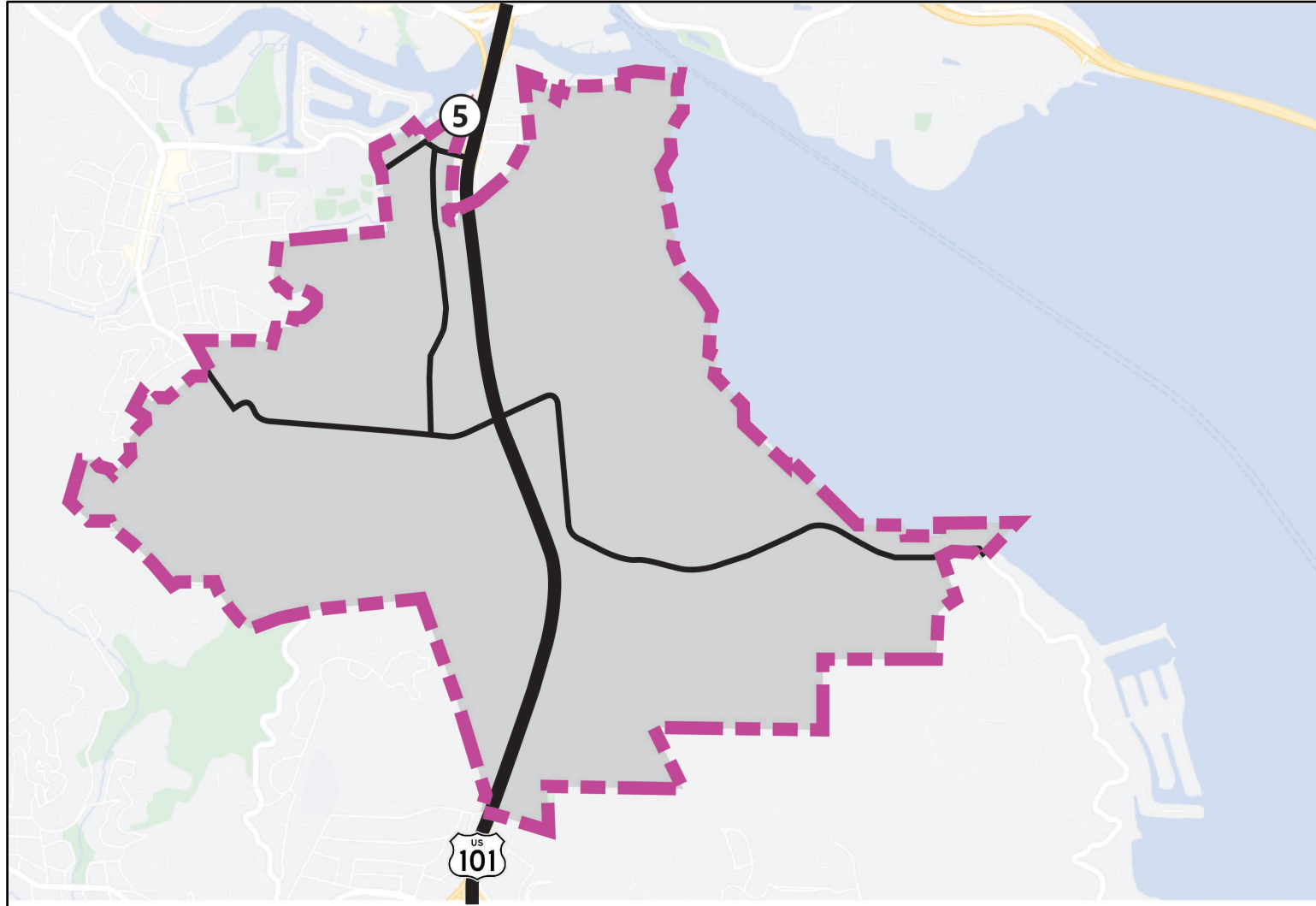
-LARGE SCLE (2.36 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL & MIXED NEIGHBORHOOD CONTEXT



111 Lucky Drive



111 LUCKY DRIVE

-MID SCALE (1.67 ACRES; .68 ACRES – BLACK KETTLE LAGOON)

- FLOOD PLAIN/ENVIRO/FLAT

- HIGHWAY COMMERCIAL & MIXED NEIGHBORHOOD CONTEXT

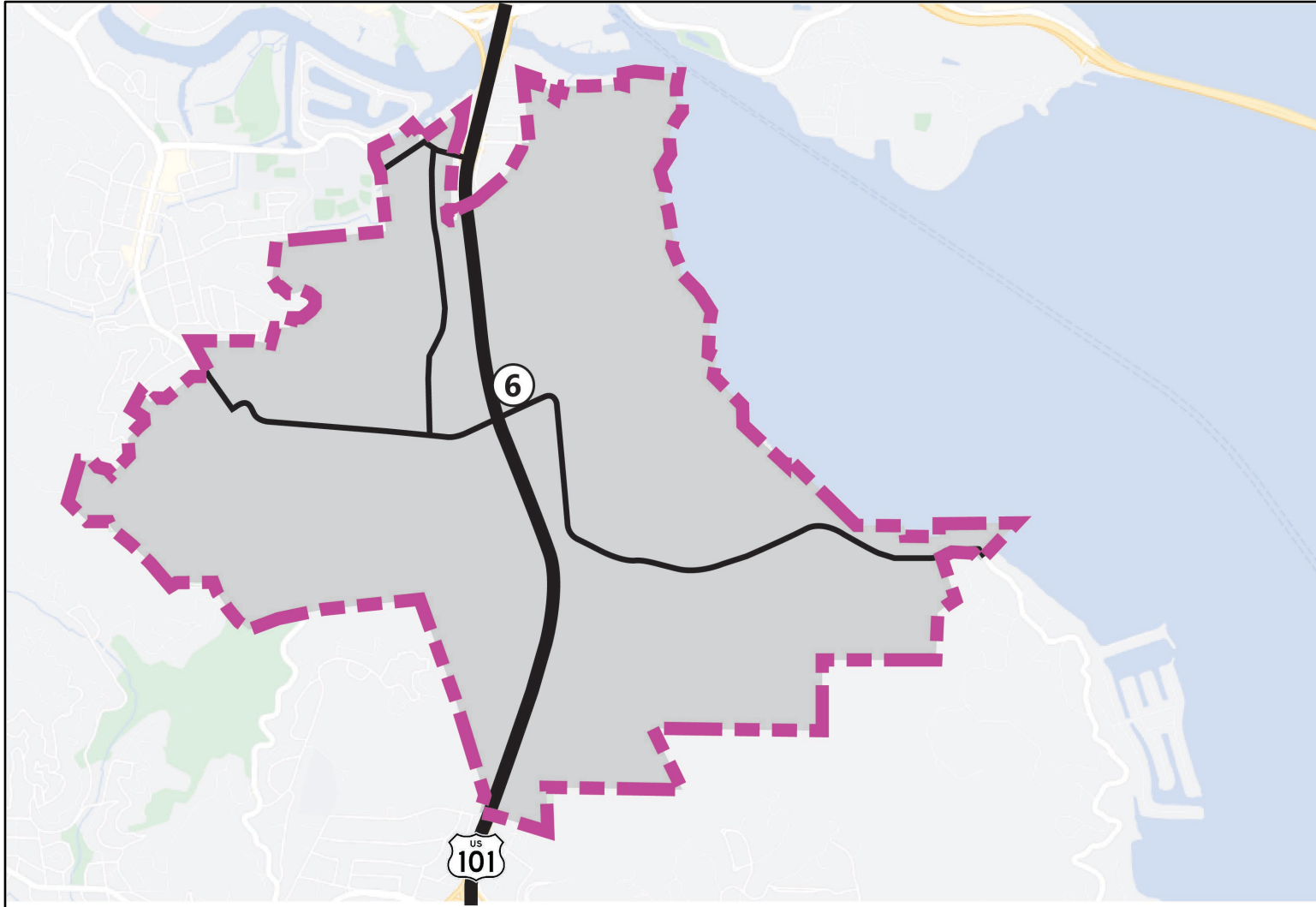


THE TOWN OF

Corte Madera

California

1400 Redwood Avenue



1400 REDWODD HWY. (MACY'S SITE)

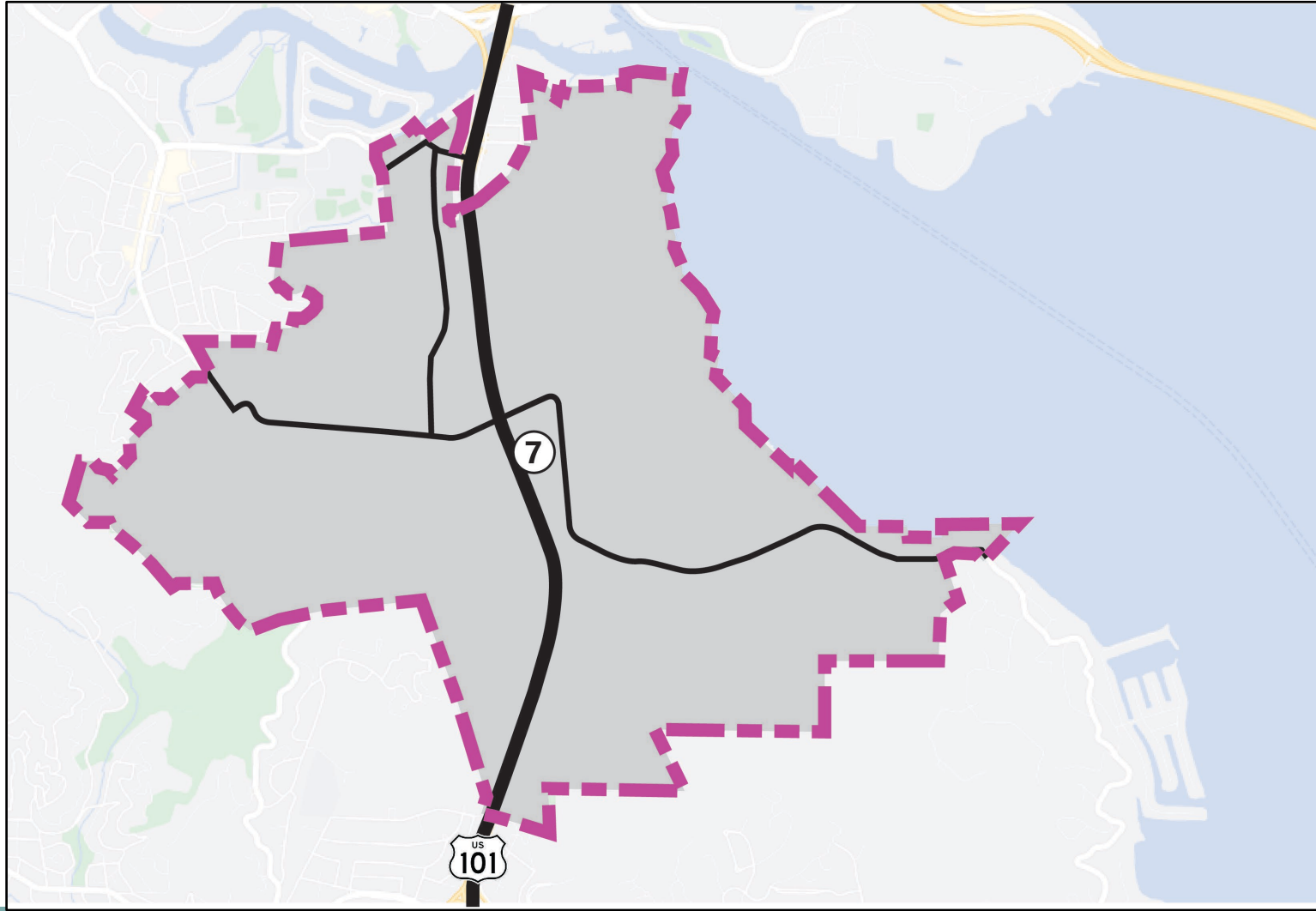
-LARGE SCALE (7.48 ACRES)

- FLOOD PLAIN/FLAT

- REGIONAL SHOPPING CENTER CONTEXT



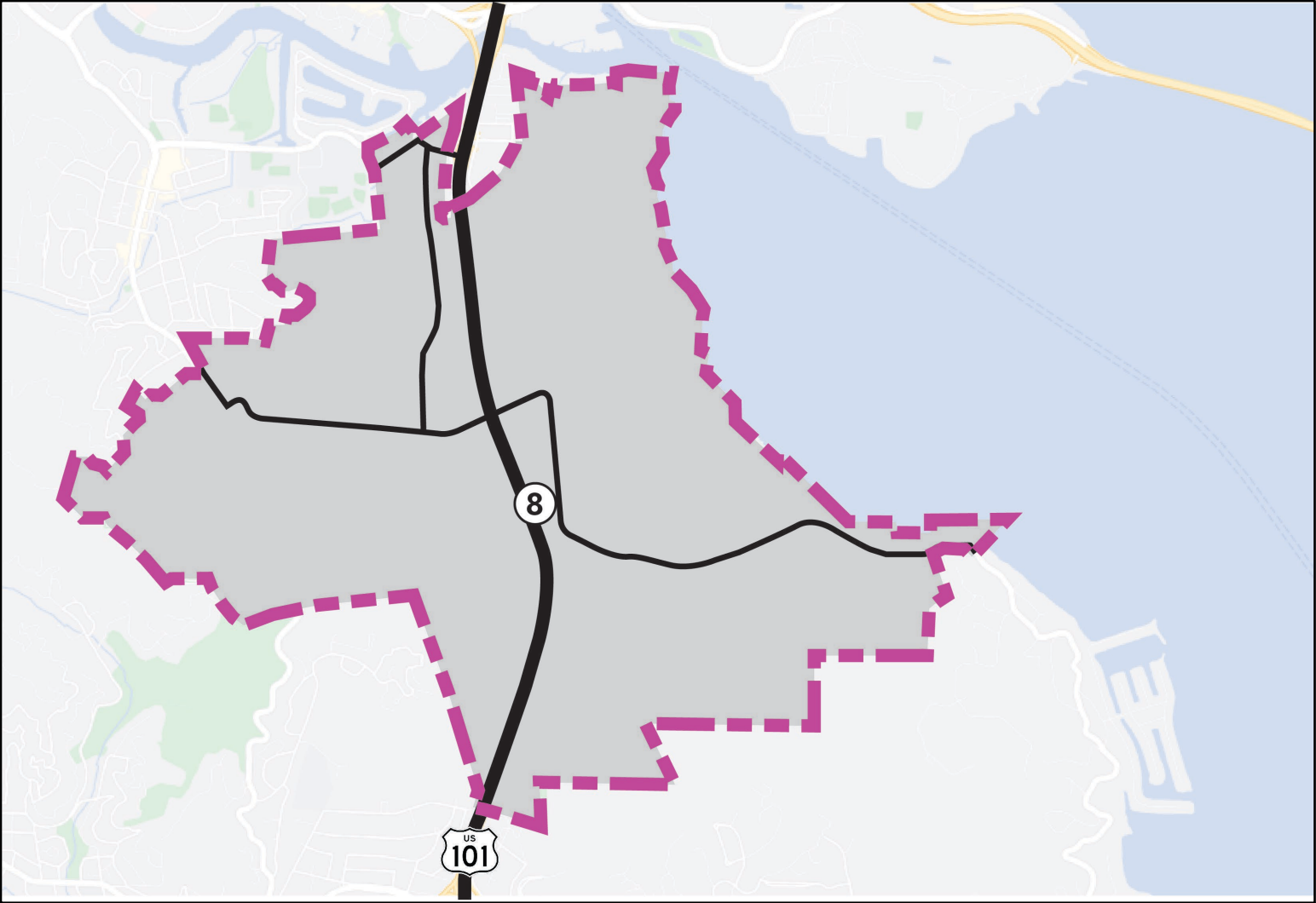
5804 Paradise Drive



5804 PARADISE DRIVE
- MID SCALE (1.16 ACRES)
- FLOOD PLAIN/FLAT
- HIGHWAY COMMERCIAL AND MULTI-FAMILY
NEIGHBORHOOD CONTEXT



5750 Paradise Drive

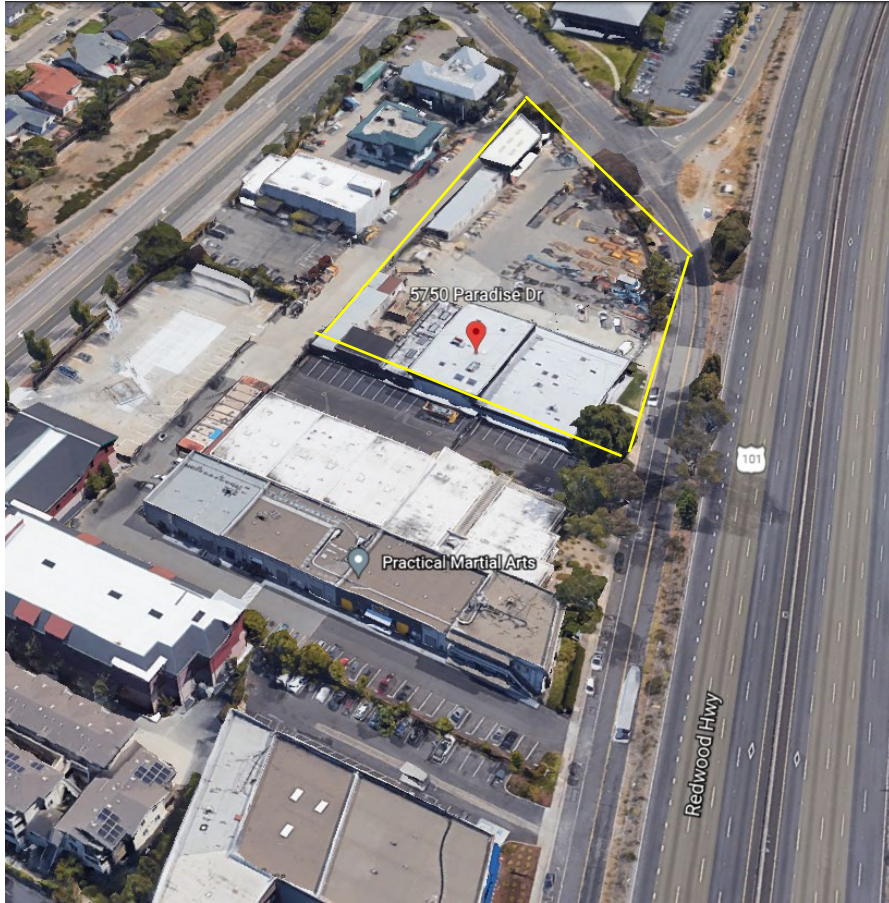


5750 PARADISE DRIVE (3 PARCELS)

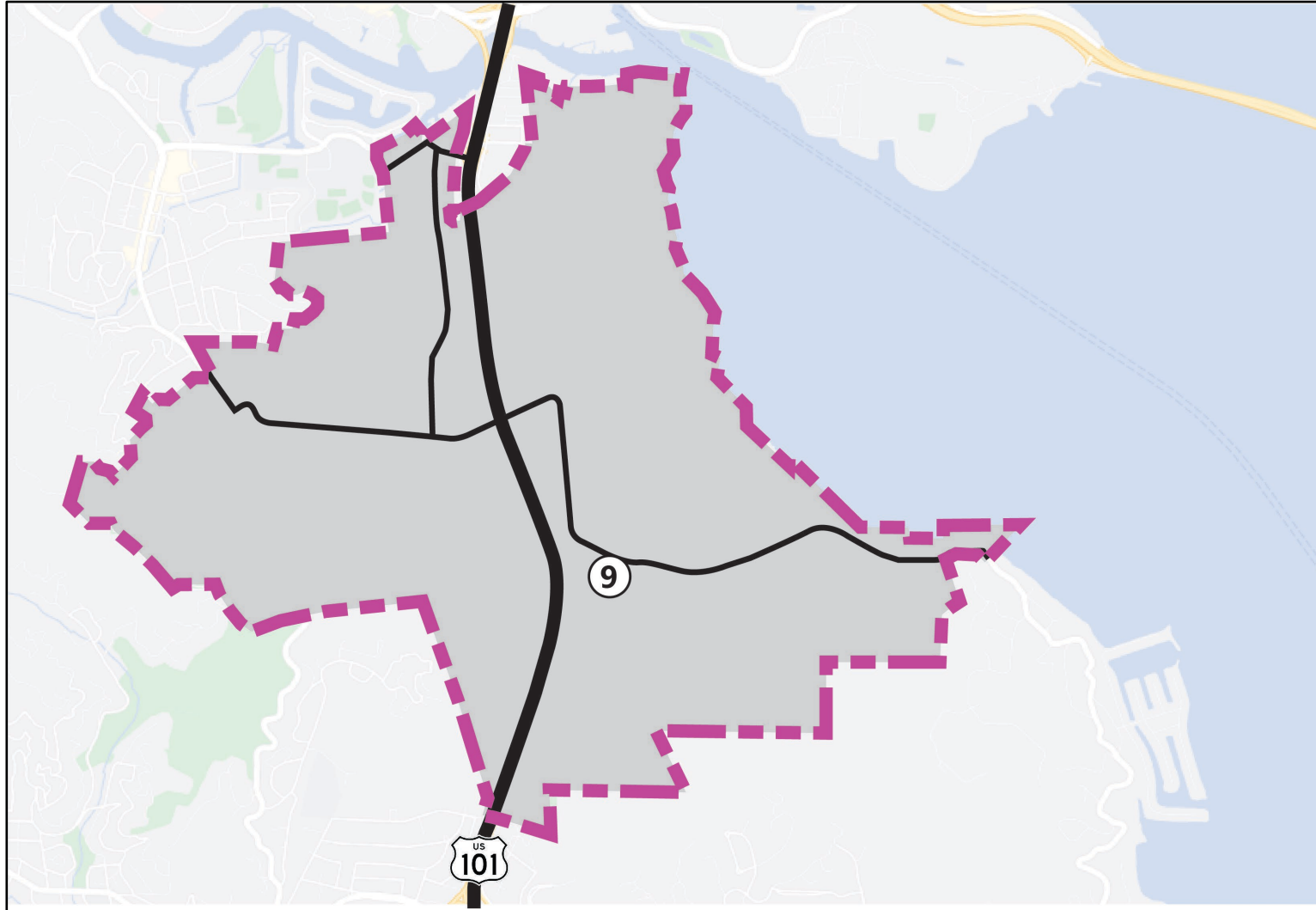
- MID SCALE (1.76 ACRES)

- FLOOD PLAIN/FLAT

- HIGHWAY COMMERCIAL AND MIXED
NEIGHBORHOOD CONTEXT



5651 Paradise Drive

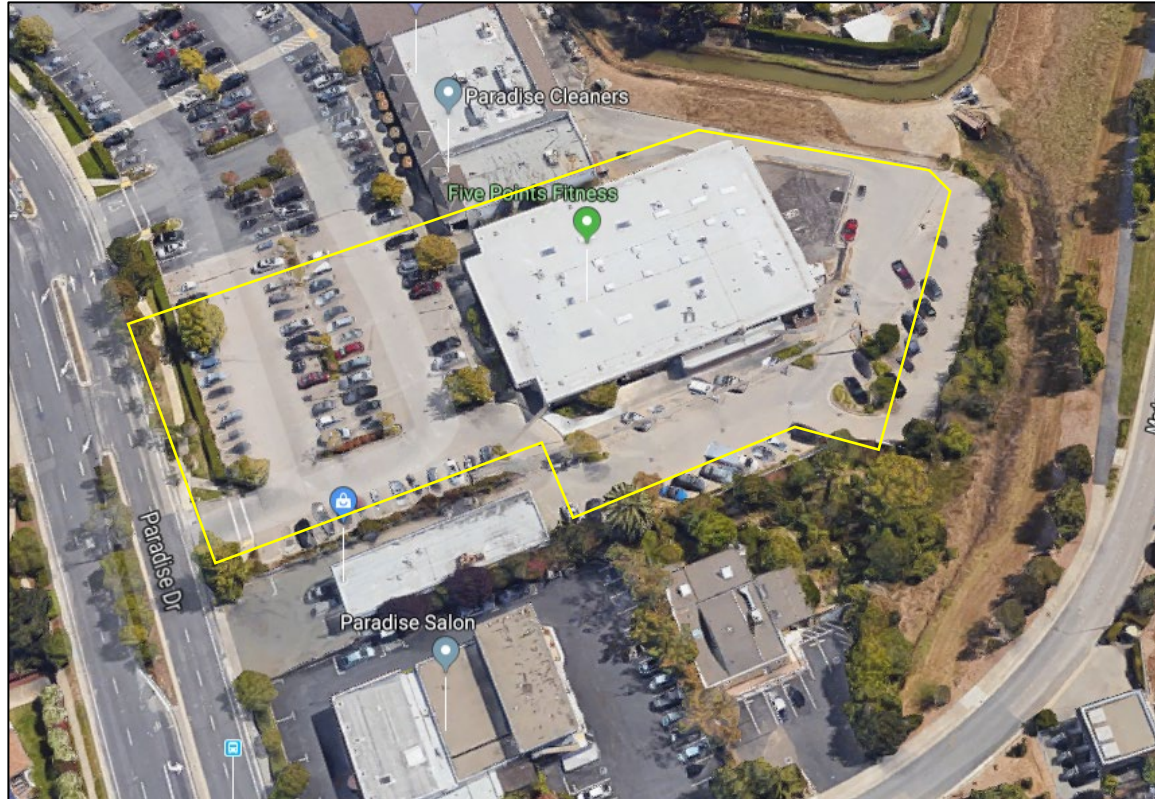


**5651 PARADISE DRIVE (3 PARCELS – 2 OWNED
BY TOWN)**

-MID SCALE (1.54 ACRES)

- FLOOD PLAIN/FLAT

- NEIGHBORHOOD SHOPPING CENTER
CONTEXT



Alternative Housing Opportunity Sites



Alternative Housing Sites

- a) 504 Tamalpais Drive
- b) 6 Fawn Lane
- c) 142 Redwood Avenue
- d) 3 lots at Casa Buena Drive & Meadowsweet Drive

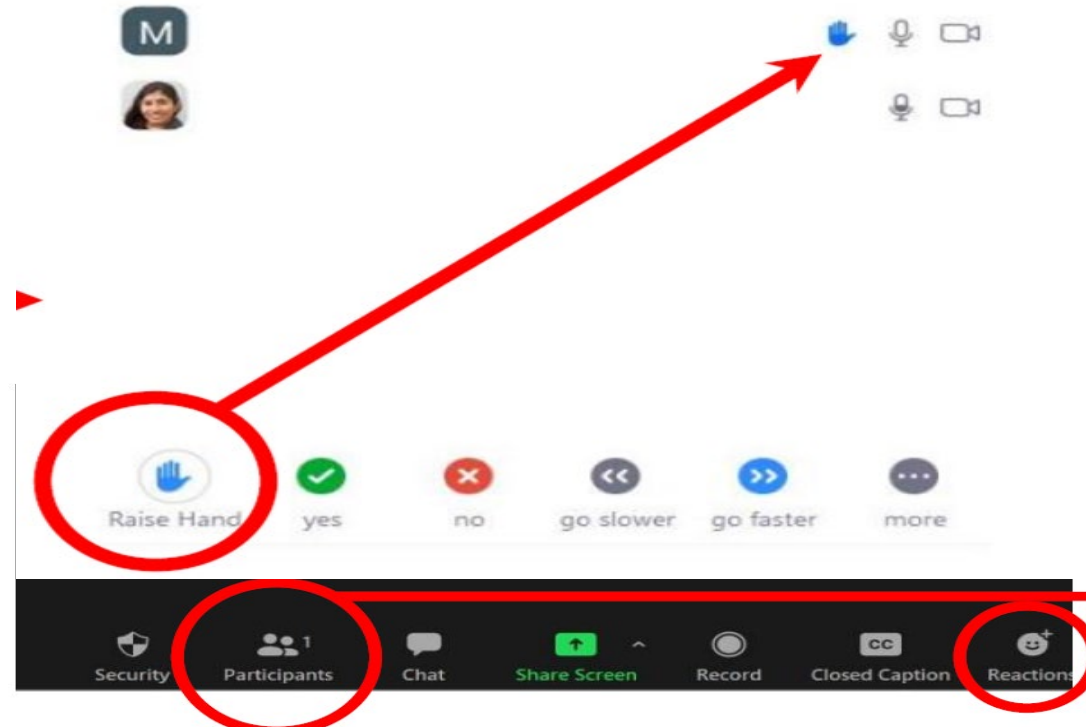


Break Out Rooms

We want to hear from you!

- Clarifying questions
- Feedback/comments on identified housing opportunity sites
- Suggestions of other housing sites

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS TOOL



Ways to Engage & Stay Involved

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



Next Steps

Next Workshop – January 12, 2022 at 6:30 pm

Planning for 700+ Homes Part 1



Thank you!

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