



O'Rourke & Associates



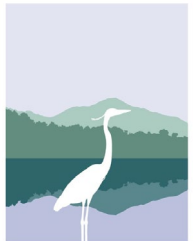
Planning for Success.

Corte Madera Housing Workshop Series

Workshop #6

CEQA, Programs & Policies, Safety Element

March 9, 2022



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



Corte Madera Housing Workshop Series



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

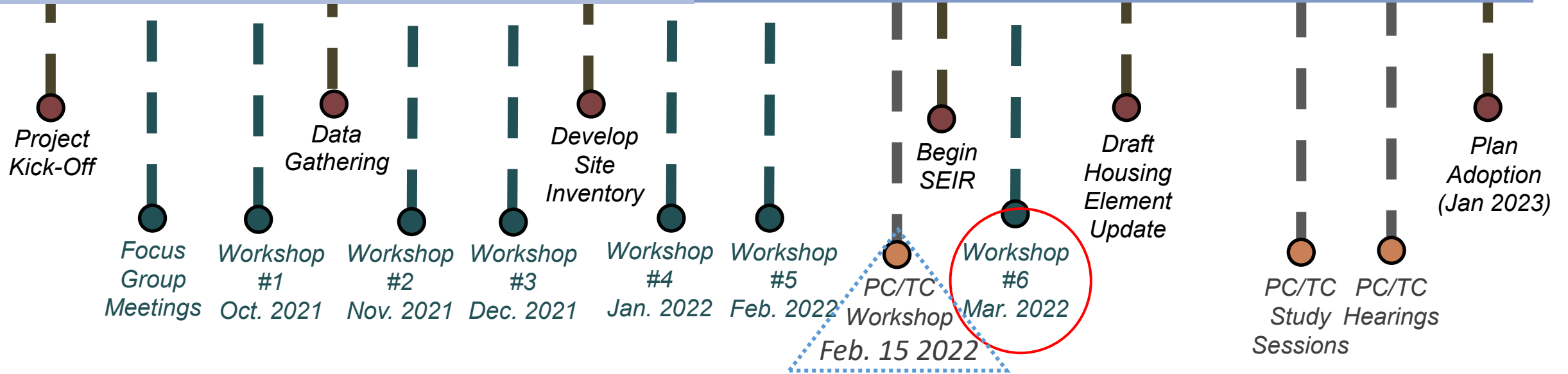




PROJECT TIMELINE : Corte Madera Housing Element



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





1 501 TAMALPAIS DRIVE
 • MEDIUM SCALE (247 ACRES)
 • FLOOD PLANNING
 • NEIGHBORHOOD CORRIDOR CONTEXT

2 41 TAMAL VISTA BLVD.
 • LARGE SCALE (211 ACRES)
 • FLOOD PLANNING
 • HIGHWAY COMMERCIAL AND SINGLE FAMILY NEIGHBORHOOD CORRIDOR CONTEXT

3 400 & 505 TAMAL PLAZA
 • LARGE SCALE (29 ACRES)
 • FLOOD PLANNING
 • MEDIUM NEIGHBORHOOD CONTEXT

4 2 & 10 FIFER AVE, 110 NELLEN AVE & 150 NELLEN AVE (3 PARCELS)
 • LARGE SCALE (24 ACRES)
 • FLOOD PLANNING
 • HIGHWAY COMMERCIAL & MEDIUM NEIGHBORHOOD CONTEXT

5 111 LUCKY DRIVE
 • MEDIUM SCALE (21 ACRES) - BACK ESTATE LAGOON
 • FLOOD PLANNING
 • HIGHWAY COMMERCIAL & MEDIUM NEIGHBORHOOD CONTEXT

6 1400 REDWOOD HWY. (MACY'S SITE)
 • LARGE SCALE (148 ACRES)
 • FLOOD PLANNING
 • REGIONAL SHOPPING CENTER CONTEXT

7 5804 PARADISE DRIVE
 • MEDIUM SCALE (134 ACRES)
 • FLOOD PLANNING
 • HIGHWAY COMMERCIAL AND MEDIUM NEIGHBORHOOD CONTEXT

8 5750 PARADISE DRIVE (3 PARCELS)
 • MEDIUM SCALE (126 ACRES)
 • FLOOD PLANNING
 • HIGHWAY COMMERCIAL AND MEDIUM NEIGHBORHOOD CONTEXT

9 5651 PARADISE DRIVE (3 PARCELS - 2 OWNED BY TOWN)
 • MEDIUM SCALE (154 ACRES)
 • FLOOD PLANNING
 • NEIGHBORHOOD SHOPPING CENTER CONTEXT

LEGEND

Density	Color	Example Images
20-25 DU/ACRE	Yellow	
30-35 DU/ACRE	Orange	
40 DU/ACRE	Red	

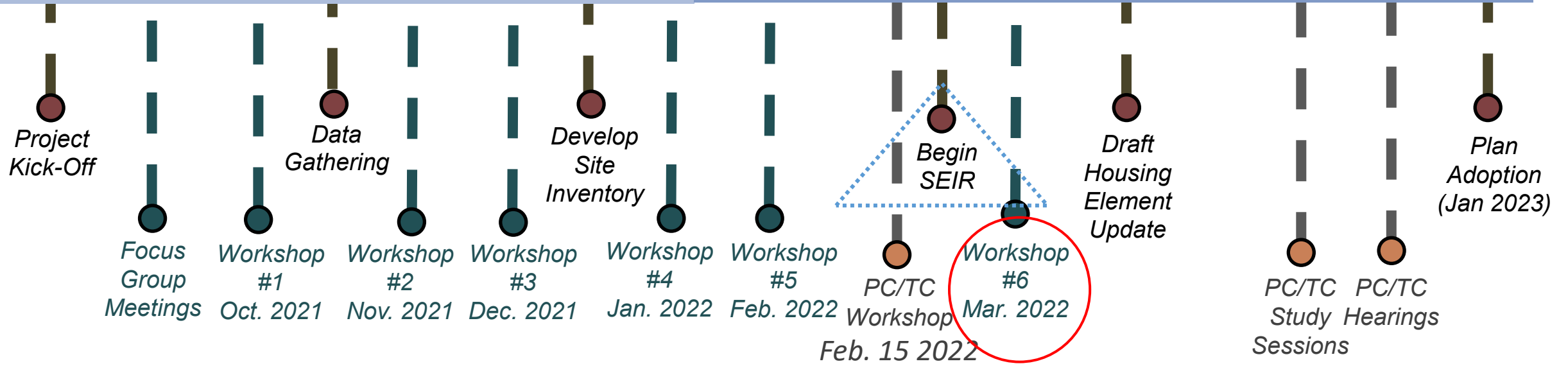
Scale: 1" = 500'



PROJECT TIMELINE : Corte Madera Housing Element



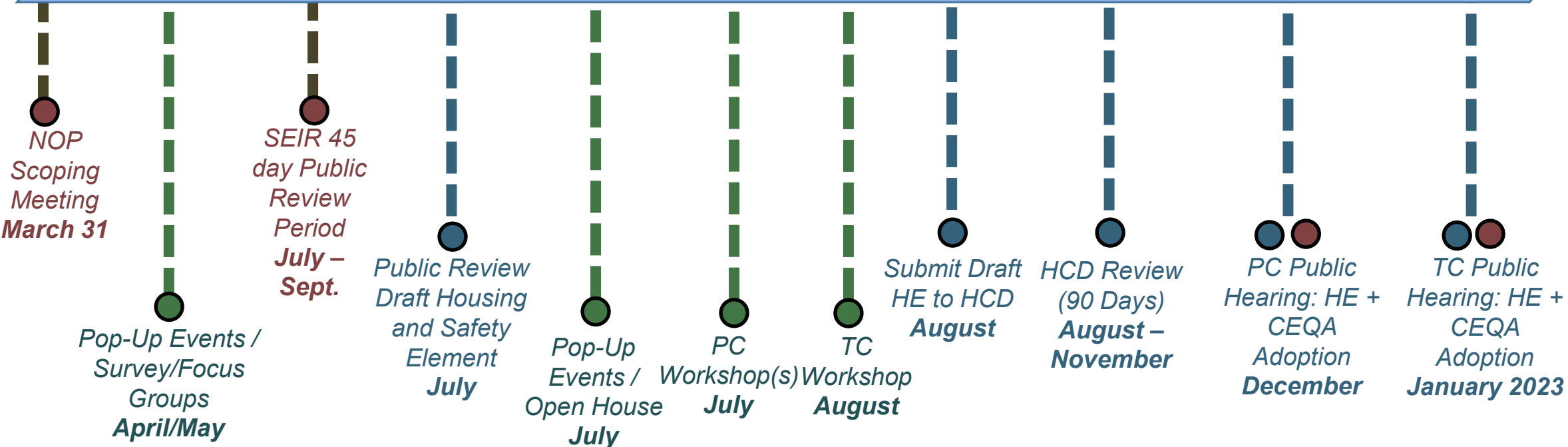
INPUT GATHERING – Existing Conditions and Public Outreach | HOUSING ELEMENT – Preparation and Feedback



Where We're Headed

Preparation of Housing Element and SEIR

MARCH 2022 - JANUARY 2023



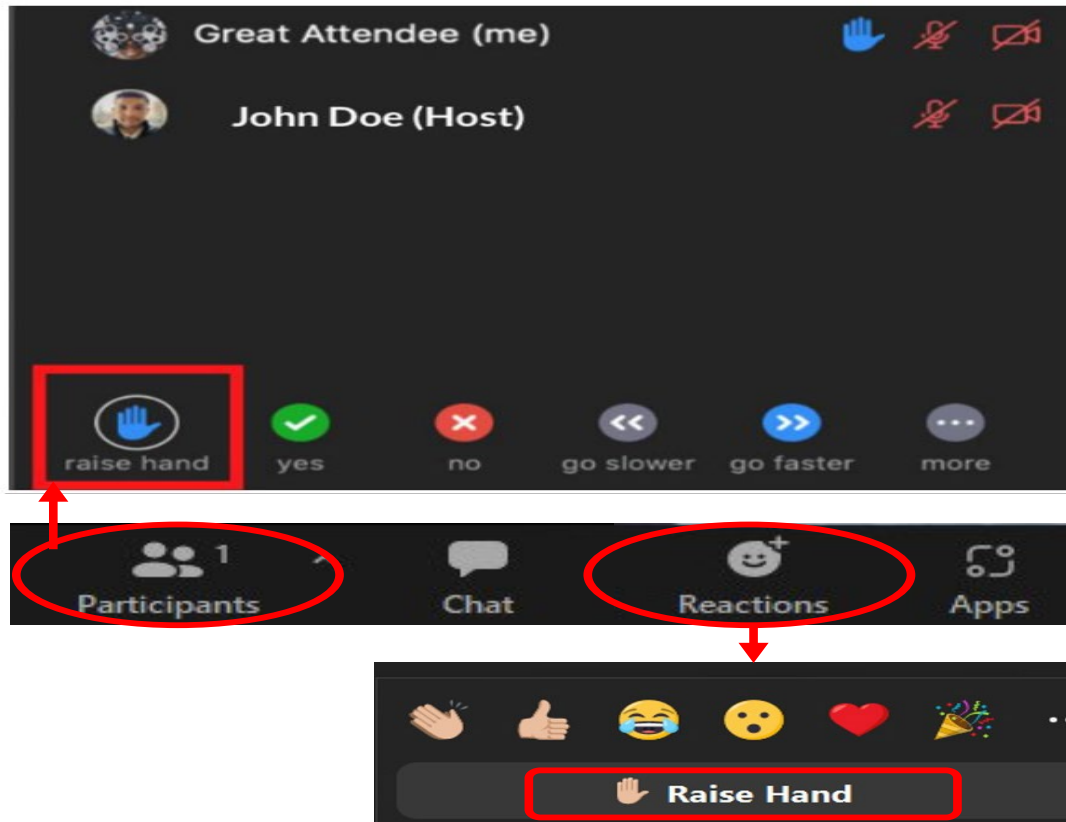
Tonight's Agenda

1. Welcome & Introductions
2. CEQA Overview
 - Q and A
3. Programs & Policies
 - Q and A
4. Safety Element
5. Workshop Series Wrap-up & Next Steps

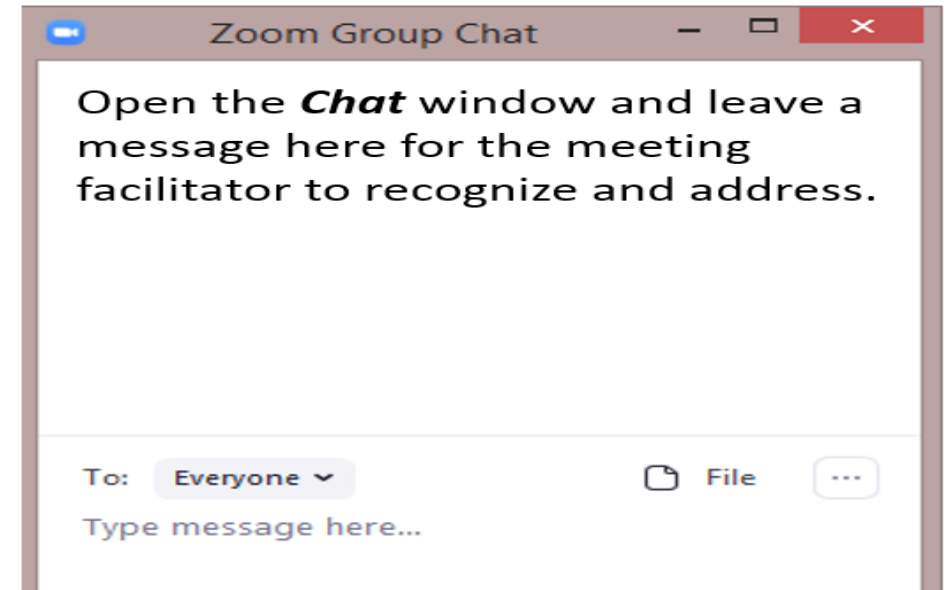


HOW WILL THE MEETING BE FACILITATED?

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS WINDOW



CHAT WINDOW



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.



CEQA Overview



What is CEQA?

California Environmental Quality Act (CEQA)

- Purpose: inform decision-makers and public
- Identify ways to avoid or reduce environmental effects
- Identify and analyze alternatives
- Public disclosure process



CEQA Level of Analysis

Community (Program) Level Review

- Plans and Programs – Such as a General Plan, Specific Plan, or Housing Element Update

Project Level Review

- Development projects – such as development of a housing or commercial project



CEQA Project Description Table

Opportunity Sites	Existing		Proposed	
	Acreage	Existing Commercial Buildings Square Footage	Maximum New Residential Units	Assumed Likely New Commercial Square Footage
9 Sites	21.95 acres	271,024 SF	773 units	237,167 SF

Notes:

1. Assumes existing commercial buildings would be replaced by new mixed-use residential/commercial development.
2. Assumes net 773 new multi-family residential units.
3. Assumes net reduction of 33,857 square feet of commercial (271,024 sf existing minus 237,167 sf proposed).
4. Assumed likely commercial square footage are only estimates. Actual development at any opportunity site must be consistent with the general plan land use and zoning designations and could include more or less commercial square footage.



Supplemental EIR (SEIR)

- Supplemental to the Town's 2009 General Plan EIR
- SEIR only needs to include information necessary to make the previous EIR (2009 General Plan EIR) adequate for the proposed project
- Noticing and public review requirements are no different



Supplemental EIR (SEIR) cont.

What was adequately addressed already in the 2009 General Plan EIR?

- Agricultural and Forestry Resources
- Cultural Resources (with exception of Tribal Cultural Resources)
- Geology and Soils
- Human Health/Risk of Upset (with exception of Wildfire)
- Hydrology and Water Quality
- Mineral Resources



Environmental Topics to be Analyzed in SEIR

- Aesthetics
- Air Quality
- Biological Resources
- Energy
- Greenhouse Gas Emissions
- Noise
- Public Services and Utilities
- Sea Level Rise
- Transportation (Vehicle Miles Traveled and Level of Service)
- Tribal Cultural Resources
- Wildfire
- Alternatives



CEQA Process and Opportunities for Public Input

Notice of Preparation/Scoping Meeting (March 31, 2022)



Prepare Draft SEIR (Spring-Summer 2022)



Draft SEIR released for 45-day public review (Late Summer 2022)



Prepare Final EIR (Fall/Winter 2022)

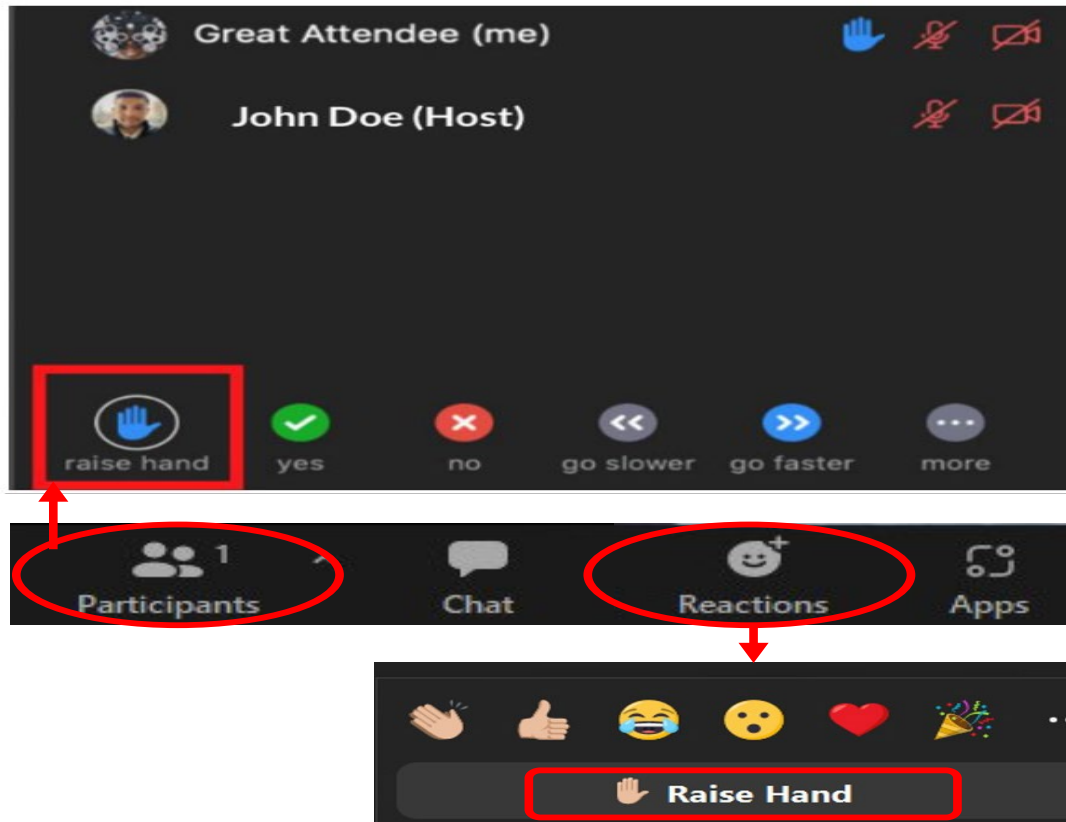


Public Hearing(s) (December 2022/January 2023)

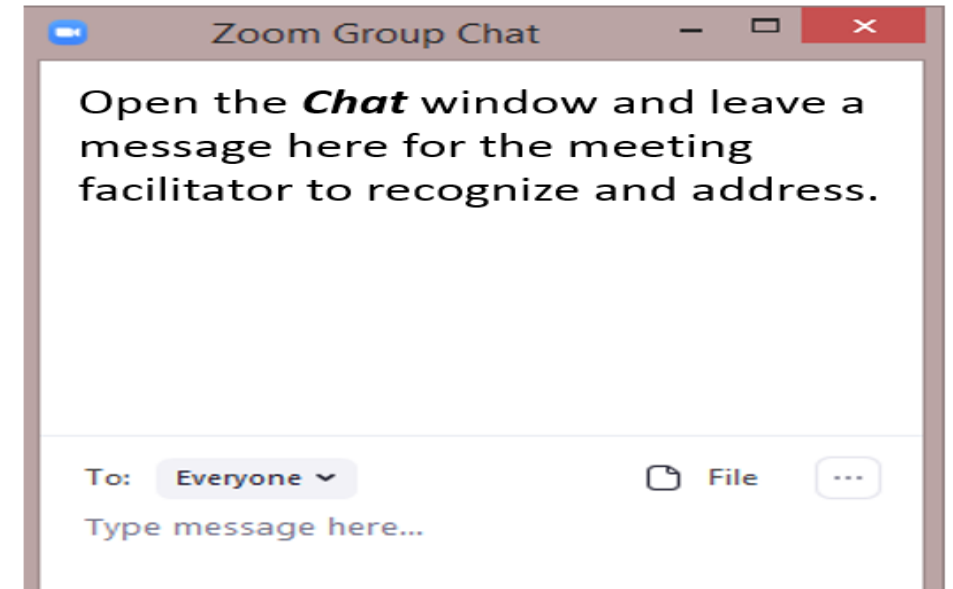


HOW WILL THE MEETING BE FACILITATED?

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS WINDOW



CHAT WINDOW



Policies & Programs





THE TOWN OF
CORTE MADERA
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

CHAPTER 1	INTRODUCTION	
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C	Draft Letter to Water and Sanitation Services Providers	C-1

Housing Element Goals, Policies & Programs

Goal H-2 Use land efficiently and sustainably.

Develop a variety of housing to meet community needs and to promote sustainability.

Policies and Implementation Programs:

Policy H-2.1

Housing to Meet Local Needs. Provide for the development of new housing to meet the diverse economic and physical needs of existing residents and projected population capacity by planning for adequate sites and supporting programs to achieve Corte Madera's Regional Housing Needs Allocation.

Implementation Program H-2.1.a: Provide a Variety of Housing Types and Affordability

Strive to promote a mix of housing types, densities, affordability levels, and designs. Promote innovative housing approaches by working with developers to explore "non-traditional" methods to finance, design, and construct different types of housing to meet local needs.

Responsibility:	Planning & Building Department
Financing:	Application fees
Objective:	29 units affordable to lower and moderate income households
Timeframe:	Meet with developers during pre-application review process as new development is proposed



Existing Housing Element Policies & Programs

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.



Existing Housing Element Policies & Programs

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.



The Casa Buena (Project Homekey)



Existing Housing Element Policies & Programs

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.



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.



What We've Heard

- Incentivize workforce housing & senior housing
- Partner with non-profit housing developers
- Zoning incentives (i.e. increased height) to encourage community benefits
- Evaluate future housing opportunities at Park Madera Center, Town Center & Old Corte Madera Square
- Affirmatively Furthering Fair Housing – meaningful actions



Housing Needs...Provide Your Input



THE TOWN OF
Corte Madera
California

COMMUNITY FEEDBACK FORM

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.**

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2. Where do you work? (select one)

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7. Which bracket best describes your household income?

- a. Less than \$40,000
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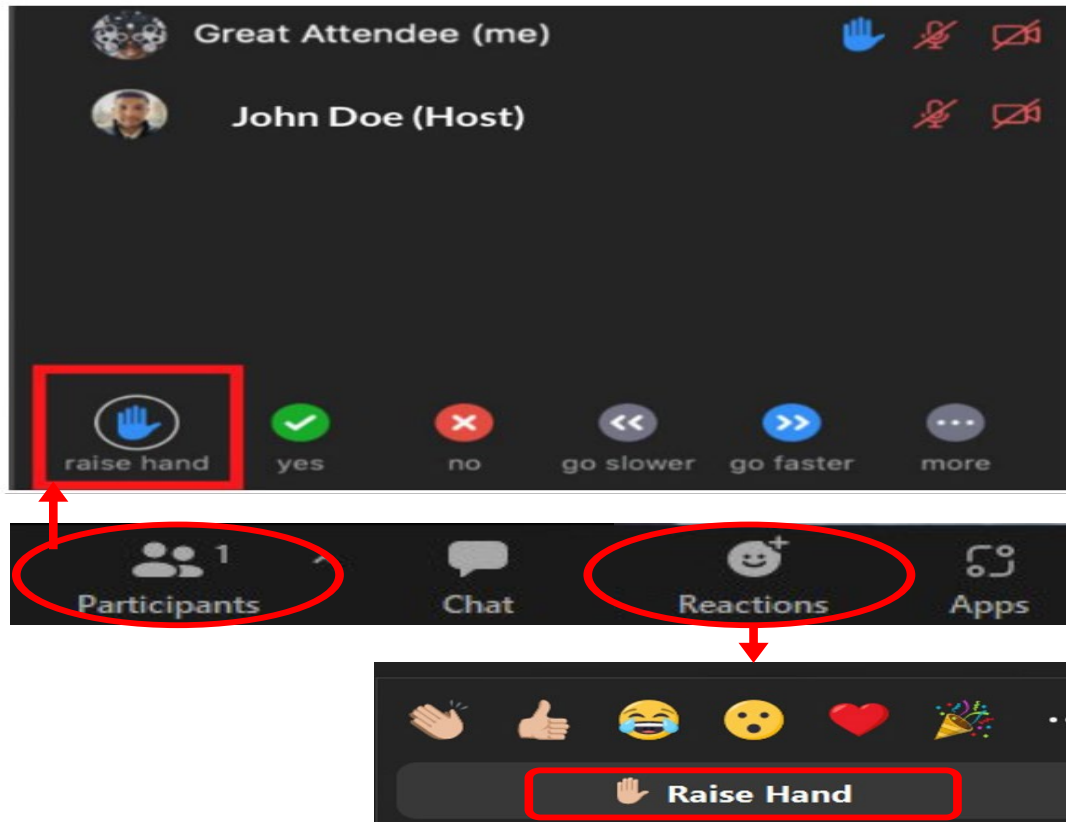
8. Race and Ethnicity: (select all that apply)



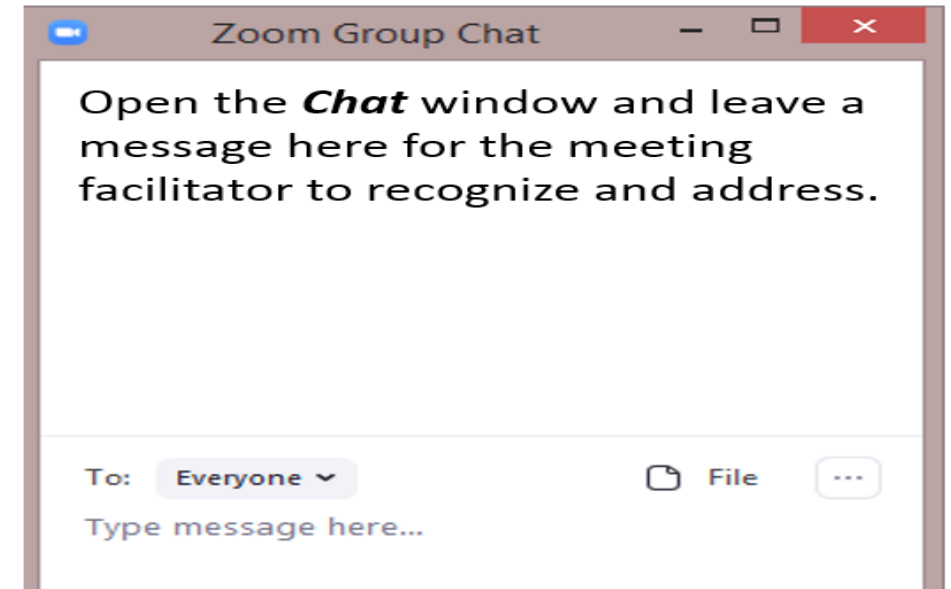
THE TOWN OF
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California

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CHAT WINDOW



Safety Element



Safety Element

- Recent state law connects the update of the Safety Element with the update of the Housing Element.
- Update focuses on climate change and resiliency planning:
 - Sea Level Rise, wildfire hazard & extreme weather events



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Casa Buena Drive, February 12, 2019, copyright: Leslie Regan





The Corte Madera Climate Adaptation Assessment

A Roadmap to Resilience

May 2021

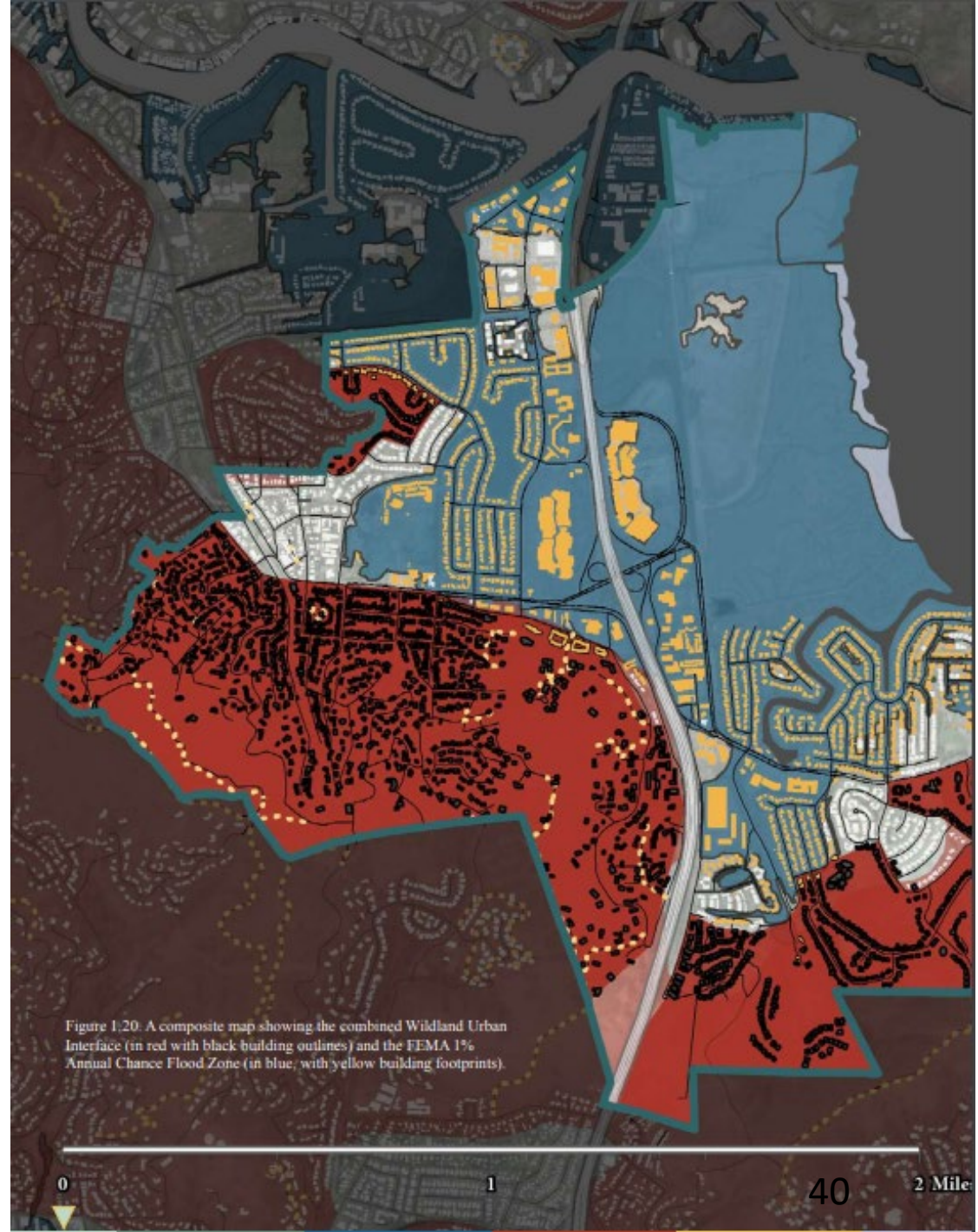


Figure 1.20: A composite map showing the combined Wildland Urban Interface (in red with black building outlines) and the FEMA 1% Annual Chance Flood Zone (in blue, with yellow building footprints).

Workshop Series Wrap-up



Corte Madera Housing Workshop Series

Workshop Goals

- Learn about existing housing polices & conditions.
- Learn about housing laws affecting the Town.
- Help determine the best sites for new housing.
- Help shape Corte Madera’s housing policies & programs.
- Have an opportunity to share issues, concerns & ideas.

WE NEED YOUR HELP!

HELP US PLAN FOR 700+ NEW HOMES IN CORTE MADERA

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Workshop Participation

- Workshop Attendance: 185 (first 5 workshops)
- Demographic polls
- Site suitability surveys
- Breakout room discussions
- Q&A through the Chat



Pop-Up Workshops

Town Center: January 5, 2022

Nugget Market: January 28, 2022

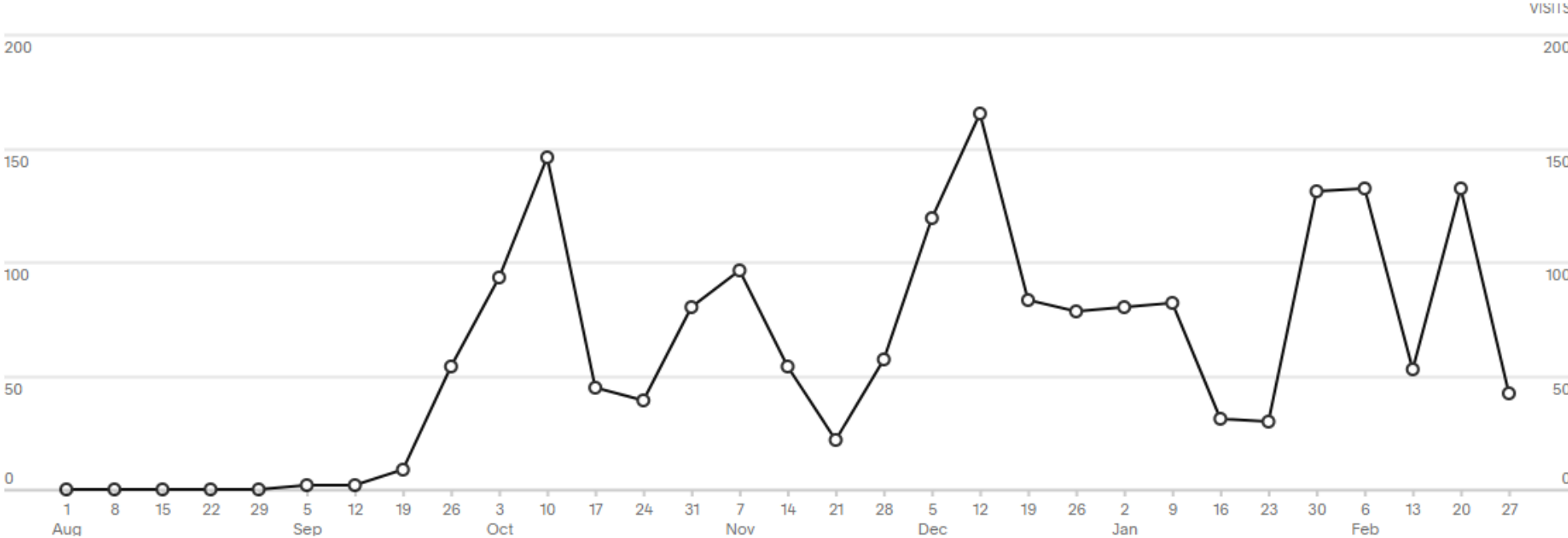


Webpage Visits

Visits

Aug 1, 2021–Mar 3, 2022 • 1,857 Total +100% yr/yr

Weekly ▾



Website Analytics

- 1,900+ visits
- 1,400 unique visitors
- Approximately 470 visits in the past 30 days
- Approximately 480 visits since February 1st



Community Engagement

- **Project Website** with **1,400+** unique visits
- 6 workshops (185 total attendees)
- 2 pop-ups (approx. 60 contacts)
- Multiple stakeholder discussions
- Community Feedback Form (75 responses so far)

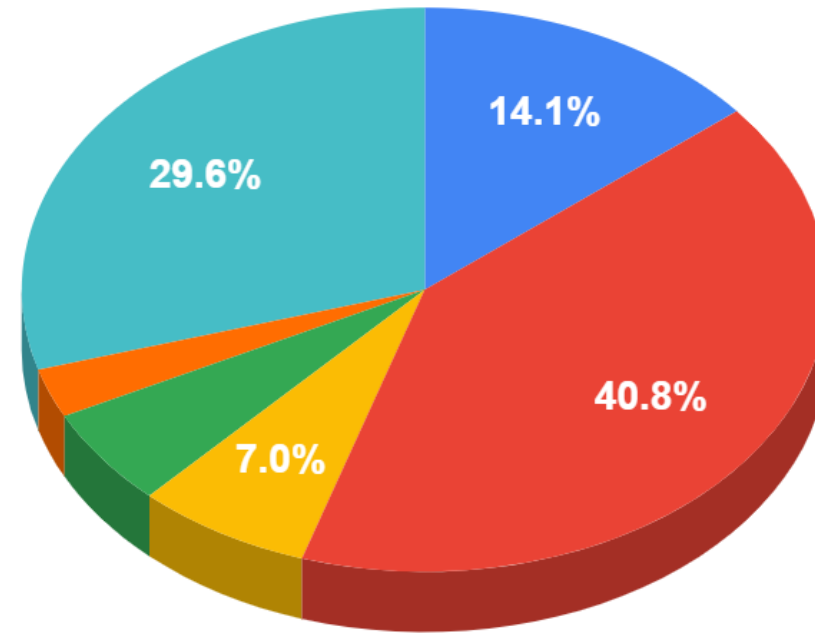
Over 1,600 engaged!



Feedback Form Results

Question 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
- OTHER



Thank you for participating!

And the raffle winners are.....

To claim your prize:

Send a direct chat to Martha Battaglia with your email address or send an email to Martha at mbattaglia@tcmmail.org



Ways to Engage & Stay Involved

- Attend the NOP Scoping Meeting on March 31, 2022
- Provide comments to planning staff at housingplan@tcmmail.org
- Check out the housing webpage and provide comments
<https://www.cortemaderahousing.org/>
- Complete the housing needs survey
- Sign-up for email notifications
- Tell your friends



Thank you!

CORTEMADERAHOUSING.ORG

