



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

www.townofcortemadera.org

SPECIAL MEETING NOTICE & AGENDA

**JOINT MEETING
OF THE
CORTE MADERA TOWN COUNCIL
AND CORTE MADERA PLANNING COMMISSION**

**CORTE MADERA COMMUNITY CENTER
498 TAMALPAIS DRIVE**

TUESDAY, APRIL 19, 2016

6:00 P.M.

6:00pm – 7:30pm: JOINT TOWN COUNCIL / PLANNING COMMISSION MEETING

- 1. CALL TO ORDER, SALUTE TO THE FLAG, ROLL CALL**
- 2. OPEN TIME FOR PUBLIC DISCUSSION**

Please confine your comments during this portion of the agenda to matters only on this agenda. Speakers will be limited to three (3) minutes unless otherwise specified by the Mayor or the Presiding Officer.

The public will be given an opportunity to speak on each agenda item at the time it is called. The Council may discuss and/or take action regarding any or all of the items listed below. Once the public comment portion of any item on this agenda has been closed by the Council, no further comment from the public will be permitted unless authorized by the Mayor or the council and if so authorized, said additional public comment shall be limited to the provision of information not previously provided to the Council or as otherwise limited by order of the Mayor or Council.

3. BUSINESS ITEMS

- 3.I. The Town Council and Planning Commission will meet in joint session to discuss general priorities and set mutual goals and objectives for the upcoming fiscal year.
(The Town Council and the Planning Commission will discuss the item and provide input and/or direction to Staff)
- 3.II. Discussion of aesthetic improvements (color options) to the east elevation of building No. 1 at 195-205 Tamal Vista Boulevard (Tam Ridge Residences/WinCup)
(The Town Council and the Planning Commission will discuss the item and provide input to Staff)
- 3.III. Tamal Vista Corridor Study: Discussion of Draft Planning Principles, Community Feedback and Policy Direction
(The Town Council and the Planning Commission will discuss the item and provide input and/or direction to Staff)

4. ADJOURNMENT

TOWN COUNCIL STAFF REPORTS ARE USUALLY AVAILABLE BY 5:00 P.M., FRIDAY PRIOR TO THE COUNCIL MEETING, AND MAY BE OBTAINED AT THE CORTE MADERA TOWN HALL, OR BY CALLING 927-5050. AGENDA ITEMS ARE AVAILABLE FOR REVIEW AT CORTE MADERA LIBRARY, FIRE STATION 13 (5600 PARADISE DRIVE) AND THE TOWN HALL. IF YOU CHALLENGE THE ACTION OF THE TOWN COUNCIL IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE PUBLIC HEARING DESCRIBED IN THIS AGENDA, OR IN WRITTEN CORRESPONDENCE DELIVERED TO THE TOWN CLERK, AT OR PRIOR TO THE PUBLIC HEARING.

Any member of the public may request placement of an item on the agenda by submitting a request to the Town Clerk. The public is encouraged to contact the Town Manager at 927-5050 for assistance on any item between Council meetings.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town Clerk at 415-927-5086. For auxiliary aids or services or other reasonable accommodations to be provided by the Town at or before the meeting please notify the Town Clerk at least 3 business days (the Thursday before the meeting) in advance of the meeting date. If the town does not receive timely notification of your reasonable request, the town may not be able to make the necessary arrangements by the time of the meeting.

Agenda Item 3.I: Discussion Regarding General Priorities and Setting of Mutual Goals and Objectives for the Upcoming Fiscal Year .

* * * * *

There is no staff report for this item. A verbal report and request for discussion will be given by Town staff.

Agenda Item 3.II: Discussion Regarding Aesthetic Improvements (Color Options) to the East Elevation of Building No. 1 at 195-205 Tamal Vista Boulevard (Tam Ridge Residences/WinCup)

* * * * *

There is no staff report for this item. A verbal report and request for discussion will be given by Town staff.

DD

**CORTE MADERA TOWN COUNCIL
STAFF REPORT**

REPORT DATE: APRIL 14, 2016
MEETING DATE: APRIL 19, 2016

TO: TOWN MANAGER, COUNCILMEMBERS, AND PLANNING
COMMISSION

FROM: ADAM WOLFF, DIRECTOR OF PLANNING AND BUILDING

SUBJECT: DISCUSSION OF DRAFT PLANNING PRINCIPLES, COMMUNITY
FEEDBACK AND POLICY DIRECTION RELATED TO THE TAMAL VISTA
CORRIDOR STUDY

* * * * *

PURPOSE:

Review background information, community outreach process and input to date, and discuss policy considerations to help move the study forward and developing recommendations for approval.

STAFF RECOMMENDATION:

Staff recommends that the Town Council and Planning Commission review community feedback, ask questions, discuss, and provide staff with direction that will help form the land use policy recommendations in the draft Tamal Vista Corridor Study report.

BACKGROUND AND DISCUSSION:

The Planning Department began a study of the Tamal Vista Corridor – defined as the east side of Tamal Vista Boulevard between Madera Boulevard and Wornum Drive – in the Fall of 2015. Since that time, staff, with assistance from our consultant team at Metropolitan Planning Group or M-Group (led by Dave Javid), has held two Community Workshops, a “pop-up” event at Town Center, and several stakeholder meetings with local residents, organizations, and property and business owners, in order to raise awareness

about the study's purpose and goals, and to receive input from the Corte Madera community.

As part of that process, staff and the M-Group, have developed analytical tools and information to better understand existing conditions and existing regulatory context that currently guides development in the study area.

Information related to the study, summaries of community input, and some of the analytical tools developed are attached to this staff report. Additional information has been posted on the Town's Tamal Vista Corridor web page for public review at: <http://www.townofcortemadera.org/579/Tamal-Vista-Corridor-Study>. Staff will also be prepared to provide a presentation at the April 19, 2016 joint meeting with the Planning Commission summarizing our work to date and framing discussion items.

Most recently, at the April 6, 2016 Community Workshop, staff asked participants to provide feedback on draft planning principles that were developed from the community outreach conducted (see attached), and two fundamental aspects of potential new regulations for the Corridor: the range of allowable uses and the intensity and scale of potential development. There was general consensus that: 1) staff had captured all of the important planning principles (or themes) that should guide our thinking in the development of potential new regulations; 2) the range of allowable uses should be refined to eliminate some of the existing highway commercial uses allowed by the C-3 zoning district and add some local serving commercial uses currently allowed in the C-1 district; 3) specific types of housing (ie. for seniors) and/or housing under certain conditions, might be appropriate; and 4) an increase in allowable intensity to approximately .5 FAR should be explored and that development of that size could be appropriate in terms of size and scale if appropriate development controls were put in place.

In general, broader concerns about traffic within and around Corte Madera remain an important issue for all stakeholders that were consulted. With respect to any potential land use changes in the Tamal Vista Corridor, the effects on vehicular traffic will need to be analyzed.

In a similar way, staff hopes to obtain feedback from the Town Council and Planning Commission at the April 19th joint meeting to enable us to advance our work on a draft study report that will present recommendations for approval.

ATTACHMENTS

1. FREQUENTLY ASKED QUESTIONS (APRIL 2016)
2. DRAFT PLANNING PRINCIPLES
3. SURVEY RESULTS (AS OF APRIL 13)
4. WORKSHOP SUMMARIES
5. OVERVIEW OF EXISTING SITE CONDITIONS AND C-3 REGULATIONS
6. GENERAL PLAN PROGRAMS AND POLICIES RELATED TO TAMAL VISTA CORRIDOR

ATTACHMENT 1

FREQUENTLY ASKED QUESTIONS (APRIL 2016)

TAMAL VISTA BOULEVARD CORRIDOR STUDY

FREQUENTLY ASKED QUESTIONS (FAQs)

APRIL 2016



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

What is the Tamal Vista Corridor Study?

The Tamal Vista Corridor Study is a Town-led analysis and assessment of the existing conditions, development constraints, opportunities, and community vision for the area bounded by Madera Boulevard to the south, Tamal Vista Boulevard to the west, Wornum Drive to the north, and US Hwy 101 to the east. The study is being facilitated by the Corte Madera Planning Department, which has hired the Metropolitan Planning Group (M Group) to assist in developing analytical tools and facilitating community discussion and input into the study process. The Study is intended to result in a series of specific, community-supported policy recommendations that will directly inform the development of new zoning or other land use regulations to govern development in this area over the short and long term. For more information about the study, please visit the Tamal Vista Corridor Study web page at: <http://www.townofcortemadera.org/579/Tamal-Vista-Corridor-Study>.

Why is the Study being done?

In October 2014, the Corte Madera Town Council adopted a moratorium prohibiting the granting of permits for new development along the east side of Tamal Vista Boulevard between Madera Boulevard and Wornum Drive. The moratorium has since been extended twice and will expire in October 2016. The moratorium was adopted to slow the pace of development activities in the corridor, including the potential redevelopment of the movie theater site, until the Town was able to evaluate and implement zoning regulations or other land use policies as described in the Corte Madera General Plan.

In 2009, the Corte Madera General Plan was updated to include a new mixed-use land use designation intended to allow both residential and commercial uses in the Tamal Vista Corridor, and other areas of the Town, and called for changing zoning consistent with these General Plan policies. The current study and implementation of its recommendations will fulfill the stated objectives of adopting the moratorium and the 2009 General Plan.

What are the goals and objectives of the study?

There are several goals and objectives of the study, some focused on outcomes and other focused on process.

Outcomes

- Develop specific community-supported policy recommendations for new development along the Tamal Vista Corridor that informs new zoning or other land use regulations and creates consistency between the General Plan and Zoning Ordinance
- Identify specific improvements to the corridor, if any, that would enhance its functionality, utility, and value to the surrounding residents and Town as a whole
- Identify recommendations that might be applicable to other areas of Town with the same General Plan designation

Process

- Provide opportunity for the Town’s residents and others in the community to engage in an informed dialogue about potential development along Tamal Vista Boulevard
- Provide educational opportunities that allow for a better understanding of development regulations and processes in Corte Madera
- Counter recent cycle of developer-led discussions related to development in the community

Why is this particular area being studied and not others?

As discussed above, the study area is directly linked to the area currently regulated by the moratorium. The moratorium area was selected because of the concentration of development activity, including proposed use changes, along the Corridor. Additionally, it was recognized that the properties within the corridor had similar physical characteristics, unique to this particular area of Town, that lent itself to a more simplified analysis and assessment, and therefore a greater likelihood that new regulations could be adopted within the maximum two-year moratorium period.

At the same time, it is recognized that other areas of Town are designated with the same mixed-use land use designation in the 2009 General Plan and that they may need similar attention and focus in the future. One of this study’s objectives is to identify recommendations that might be applicable to other areas of Town so that we can maximize all of the resources spent on Tamal Vista elsewhere, if possible.

How is the application to redevelop the Corte Madera Inn affected by the moratorium? This Study?

Applications that were already deemed complete by the Planning Department prior to October 2014, were exempted from the moratorium, meaning that those applications could continue to be processed and voted upon by the Town’s Planning Commission and Town Council. This included the application for the redevelopment of the Corte Madera Inn (and an application by the Market Place for a rezoning).

The Corte Madera Inn redevelopment application was filed almost a year before the adoption of the moratorium in October 2014, and a significant amount of work by staff and the applicant, including the development of a Draft Environmental Impact Report, had already taken place. Over the last year, significantly more time, money, and energy has been expended in moving the application through the environmental review and the Town’s land use review process.

Additionally, it was recognized that the Corte Madera Inn application includes a proposal to change the development regulations in the General Plan and Zoning Ordinance governing the Corte Madera Inn site. This

proposed change requires the Town to conduct a public review process – with the same Town discretion and same opportunity for robust public discussion and debate – to consider, analyze and assess the appropriateness of the proposed new regulations. In this way, the process is consistent with the goals and objectives of the Corridor Study and the purposes of the moratorium.

Therefore, this Study and the public review and evaluation of the Corte Madera Inn redevelopment application will take place in parallel. Some of the discussion surrounding that project may help inform the Tamal Vista Corridor Study and vice versa. More information about the Corte Madera Inn application and process is available at: <http://www.townofcortemadera.org/531/Corte-Madera-Inn-Rebuild-Project>.

How will the Study take into account the changing conditions resulting from the development of Tam Ridge Residences (aka Wincup)?

The Study itself is recognition that the development of Tam Ridge Residences has already affected development decisions in the surrounding area. With the moratorium, there is now an opportunity to consider how this area's regulations might be altered given the changes on the horizon at that site. With regards to uses, an area that already has a wide variety of land uses in close proximity to each other will become more mixed with residential uses being introduced east of Tamal Vista Boulevard for the first time. Should this trend continue in the corridor as intended by the General Plan? If so, how do we ensure that complementary commercial services aren't lost along the way? With regards to Tamal Vista Boulevard, there will clearly be more vehicles on the street during certain times of the day, but the project's location makes biking and walking for certain trips a potential reality. How might improvements associated with redevelopment along the Corridor incentivize walking or biking rather than driving? These are some examples of the types of questions to be considered in this process that may help adapt existing regulations to the changing conditions at Tam Ridge Residences.

What about traffic as a whole though?

Traffic along Tamal Vista Boulevard, at certain times of day, is a major concern throughout the community. The Town has committed to studying potential improvements to the roadway network, signal timing, and parking in the Tamal Vista/Wornum area as the Tam Ridge Residences project becomes occupied. Additionally, the Town of Corte Madera is working collaboratively with the City of Larkspur through a joint Council sub-committee to consider potential circulation and traffic improvements in the Tamal Vista/Wornum/Doherty area intended to address the multi-jurisdictional traffic issues that exist.

Nonetheless, driving habits as well as increasing population and economic activity throughout the region affect traffic in Corte Madera, particularly along portions of Tamal Vista Boulevard which can become clogged due to the challenges of accessing northbound Hwy 101 or the Richmond-San Rafael Bridge at the Lucky Drive highway entrance. While traffic resulting from new development should certainly be considered and addressed, precluding reinvestment in Corte Madera properties will not solve the existing traffic issues. Additionally, the Tamal Vista Corridor is already occupied with existing uses that generate traffic and it is possible that redevelopment may have relatively neutral effects on circulation along Tamal Vista rather than negative impacts. Local improvements and strategies implemented in parallel with new development, designed to reduce the number of vehicle trips, can also play a positive role. Before implementation of any regulations along Tamal Vista Boulevard, an analysis of traffic resulting from regulatory changes will be considered.

ATTACHMENT 2

DRAFT PLANNING PRINCIPLES



THE TOWN OF
CORTE MADERA
MARIN COUNTY, CALIFORNIA

TOWN OF CORTE MADERA

TAMAL VISTA BOULEVARD CORRIDOR STUDY

DRAFT PLANNING PRINCIPLES

1. Preserve the small town character along the corridor by ensuring that building massing is of similar scale to existing development and takes into consideration residential uses across the street.
2. Ensure that new allowable uses do not negatively impact local streets and neighborhood parking.
3. Address broader traffic issues in and around Tamal Vista Boulevard, including consideration of additional vehicular traffic resulting from the opening of the Tam Ridge residences.
4. Enhance Tamal Vista Boulevard as a safe, comfortable, and attractive street for vehicles, bicycles and pedestrians by making physical improvements to the public right-of-way and incorporating similar improvements in proposed redevelopment projects.
5. Encourage high-quality architectural design and value-added development that enhances the character and desirability of the corridor, and supports existing businesses.
6. Encourage a broader range of commercial uses, including locally-serving retail, entertainment, community, and cultural uses, that complement the existing setting and land uses along the corridor.
7. Emphasize greenery along and within the corridor through landscaping and streetscape improvements that supplement the natural environment.
8. Encourage the retention of valued community assets, such as certain local or neighborhood-oriented uses if redevelopment occurs within the area.
9. Promote improvements to the corridor that calm traffic and enhance connections between the residential and commercial sides of the street.
10. Facilitate new bicycle and pedestrian circulation opportunities that enhance access and strengthen connections within Corte Madera and to regional transportation networks, including the Ferry Terminal and future SMART station at Larkspur Landing.
11. Allow residential uses if they are compatible with the scale and character of development along the corridor.

ATTACHMENT 3

SURVEY RESULTS (APRIL 13, 2016)

TAMAL VISTA CORRIDOR STUDY

SURVEY RESULTS AS OF APRIL 13, 2016 (50 RESPONDENTS)

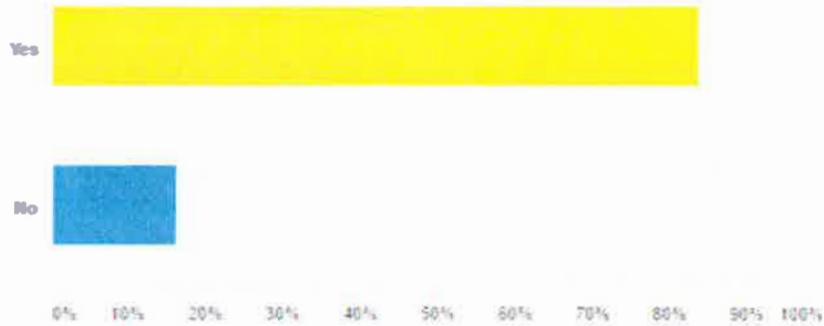
Q2

Customize

Export

Do you live in Corte Madera?

Answered: 50 Skipped: 0



Answer Choices

Yes

No

Total

Responses

84.00%

16.00%

42

8

50

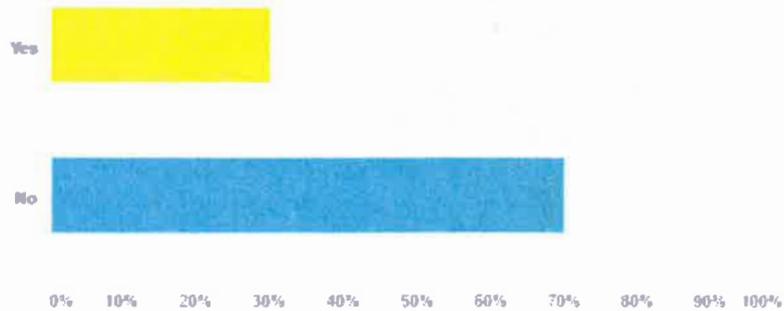
Q3

Customize

Export

Do you work in Corte Madera?

Answered: 50 Skipped: 0



Answer Choices

Yes

No

Total

Responses

30.00%

70.00%

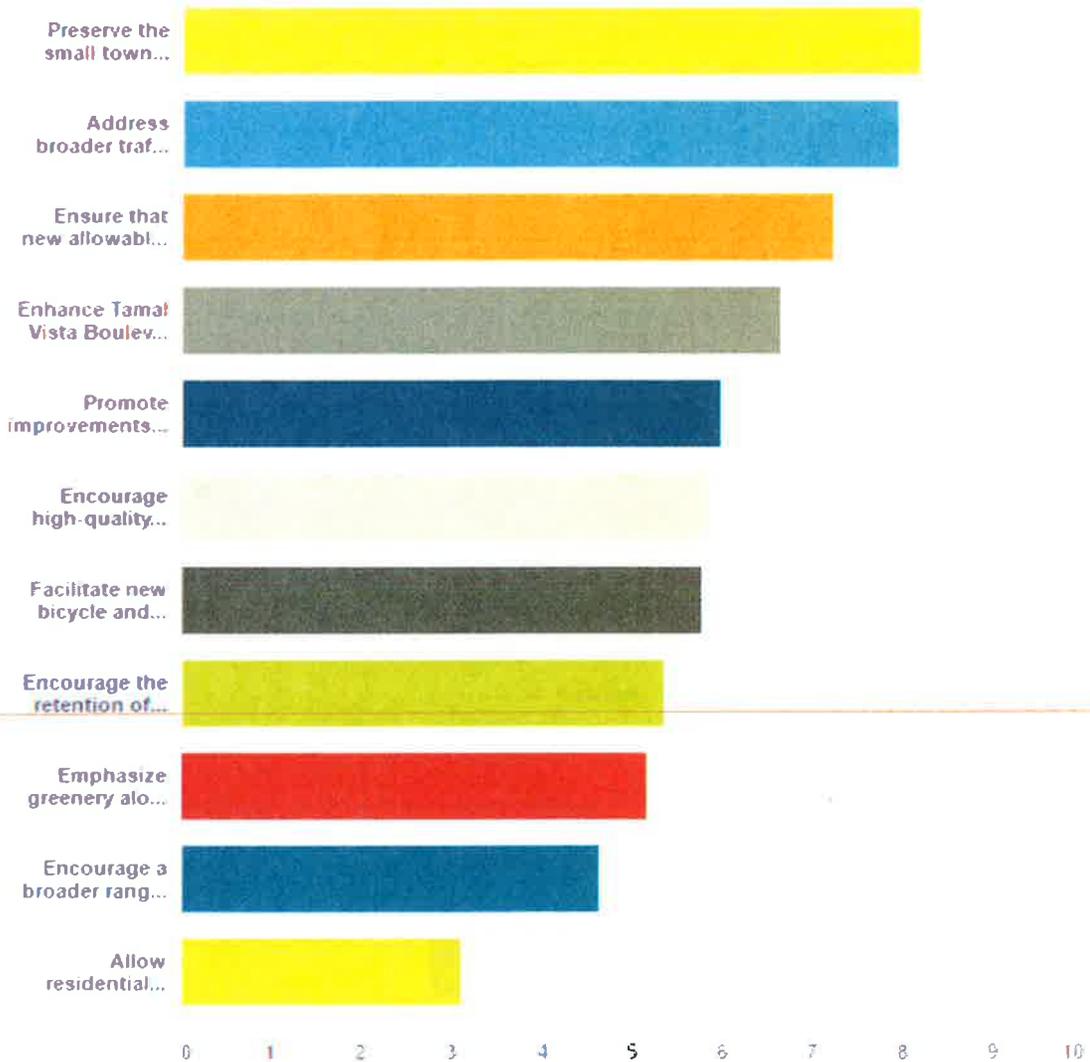
15

35

50

Please rank the following DRAFT Planning Principles (in order of importance to you from #1 through #11) that summarize community input received thus far on the Tamal Vista Boulevard Corridor Study:

Answered: 50 Skipped: 0



ATTACHMENT 4

WORKSHOP SUMMARIES

COMMUNITY WORKSHOP # 1 | SUMMARY NOTES

CORTE MADERA COMMUNITY CENTER
NOVEMBER 18, 2015 | 6:00 P.M. – 8:00 P.M.

PROJECT TEAM PRESENT

Town Staff: Adam Wolff (Planning and Building Director), Phil Boyle (Senior Planner), and Doug Bush (Assistant Planner)

Consultants: Dave Javid, Heather Hines, and Jacqueline Vance (M-Group)

ABOUT THE COMMUNITY WORKSHOP

The Corte Madera Tamal Vista Boulevard Corridor Study project team held the first Community Workshop at the Corte Madera Community Center on Wednesday, November 18th, 2015, from 6:00 p.m. to 8:00 p.m. The workshop provided general information about the Corridor Study and was intended to collect initial input on the study area from members of the community.

WORKSHOP HIGHLIGHTS

Adam Wolff presented an overview of the background and objectives of the Corridor Study. Dave Javid with M-Group also provided some information about the process and overall timeline. There were approximately 35 participants that attended the workshop. After the presentations, participants were divided into two groups for small group discussions, and answered questions such as: "How do you currently experience the study area and what are some of the characteristics that stand out as assets or landmarks in the area?" and "What do you consider to be opportunities for improvement?" Nearly 60 comments were recorded, including common themes such as:

Assets

- Existing bicycle path on the north end of the study area is a valued asset;
- Market Place shopping center is an asset;
- Hotels in the area are an asset, particularly the landscaping;
- The Cinema is an asset as a potential live & cultural center, as well as a community space;
- The existing mix of uses work well together; and
- Interest in preserving the small town character.

Opportunities

- Enhance multi-modal transportation and safety (e.g., consider pedestrian and bike-friendly improvements such as wider sidewalks with amenities and dedicated bike lanes, and trails and paths that connect to surrounding areas);
- Further study traffic issues and connection to Highway 101, and look for ways to improve traffic congestion;
- Emphasize greenery in the study area, and make landscaping and streetscape improvements (e.g., street trees, benches, pedestrian lighting);
- Underground utilities along the corridor;
- Consider change in use for the Cinema site (with/without residential, or mix); and



- Develop an overall vision for the study area.

The following are a few photos from the workshop, a complete transcription of all the input gathered at the event (grouped into broader categories) and a "Word Cloud" that captures the topics and terms, and the frequency of which they occurred in the recorded comments.



TRANSCRIBED STICKY NOTES

CIRCULATION, PARKING, AND SAFETY	
Tamal Vista seen as a transportation corridor; just a place to drive through	Continue to support parking facilities where people can park and walk the area
Corte Madera-Larkspur Path a valuable asset	Make a connection between Fifer and Redwood
Parking could be improved	Traffic congestion in area a big problem
Incorporate bicycle and pedestrian facilities	Make Tamal Vista a main street
Look at opportunities for frontage road along Highway 101 (auto/bike/pedestrian)	Safety important for bicycles & pedestrians
Views of parking/cars could be improved	Opportunities for multi-modal travel
Remove car from the equation	No good bus routes
Look at what uses relate to traffic during peak hour	Look at re-envisioning the road
Create transportation loop	Create pedestrian connection with bus pads between study area and C.M. Village
Corte Madera/Larkspur Shuttle needed	No bicycle lanes on Tamal Vista (bikes ride on sidewalk – unsafe)
Tamal Vista unpleasant walking experience	Walkability important

LAND USE AND URBAN DESIGN	
Determine highest and best use for each site	Encourage redevelopment that supports a pedestrian environment
Large setbacks a positive at Market Place	New residences; offer new amenities
Wornum Drive bicycle lane area works well	Cinema site underutilized
Variety of design in the area is a plus	Mix of uses in the area are a positive

PEDESTRIAN AND BIKE ACCESS AND ENVIRONMENT	
Streetscape/trees are valued asset; enhance	Widen sidewalks
Underground power poles; overhead wires not aesthetically pleasing	Keep greenery; trees near Corte Madera Inn are pleasant
Water is important	Corte Madera-Larkspur path attractive
Create more vegetation in the area	Views in the area (e.g. path) are a positive
Geese and natural environment a positive along Corte Madera-Larkspur path	Increase amount of trees in the study area

COMMERCE	
Book Passage is a valuable asset; offer events	Marin Suites an asset; recommend for visitors
Cinema site an asset; last single screen in county, can be used as a meeting place and live theater	Market Place shopping center is inviting, good for the community
Hotels are a good use for the area	Office uses (21 Tamal Vista) an asset

COMMUNITY	
Study should consider area as a whole	Need a Specific Plan to guide development
Madera Boulevard area could be a gateway	Need an overall vision for the area
Maintain small town feel overall	Corte Madera Inn pool is a community asset

WORD CLOUD



POP-UP WORKSHOP # 1 | SUMMARY NOTES

TOWN CENTER AT CORTE MADERA

DECEMBER 19, 2015 | 11:00 A.M. – 2:00 P.M.

PROJECT TEAM PRESENT

Town Staff: Adam Wolff (Planning and Building Director)

Consultants: Dave Javid and Jacqueline Vance (M-Group)

ABOUT THE POP UP WORKSHOP

The Corte Madera Tamal Vista Boulevard Corridor Study project team held a Pop-Up Workshop at the Town Center Corte Madera shopping center on Saturday, December 19th, 2015, from 11:00 a.m. to 2:00 p.m. The workshop provided a venue for the general public to garner general information about the Corridor Study and provide input on potential assets and opportunities related to the study area in an informal workshop setting.

WORKSHOP HIGHLIGHTS

The workshop was set up within the Town Center paseo where multiple display boards showcased study area and land use maps, as well as the project's anticipated schedule/timeline. Adam Wolff, along with Dave Javid and Jacqueline Vance were available to answer questions from the public and record the input received. It is anticipated that well over 30 people stopped to ask questions and provide input. Over 60 comments were recorded, including common themes such as:

Assets

- Existing bicycle path on the north end of the study area is a valued asset, look at ways to increase the amount of bicycle paths and lanes within the study area;
- Hotels within the study area are an amenity;
- The Cinema is an asset, look at a creative ways to re-use the site (e.g., dining, multi-use) while still maintaining the cinema itself; and
- Open Space is important within the area.

Opportunities

- Enhance pedestrian and bike safety (e.g., add bike lanes on Tamal Vista Boulevard and a lighted crosswalk on Madera Boulevard across from the Town Center entrance);
- Ensure landscaping and greenery is integrated along the corridor and within the study area;
- Residential density – there was both support for the inclusion of a diverse range of medium to high-density and affordable housing, in addition to opposition to more residential uses in the study area;
- Further study traffic congestion in the area and closely study traffic as a result of occupancy of the new residential development north of the study area;
- Consider studying rising water levels and potential flooding hazards; and
- Incorporate more restaurant and retail uses within the area.

The following are a few photos from the pop-up workshop, a complete transcription of all the input gathered at the event (grouped into broader categories) and a “Word Cloud” that captures the topics and terms, and the frequency of which they occurred in the recorded comments.



TRANSCRIBED STICKY NOTES

(comments in **bold** are those that were supported by multiple participants)

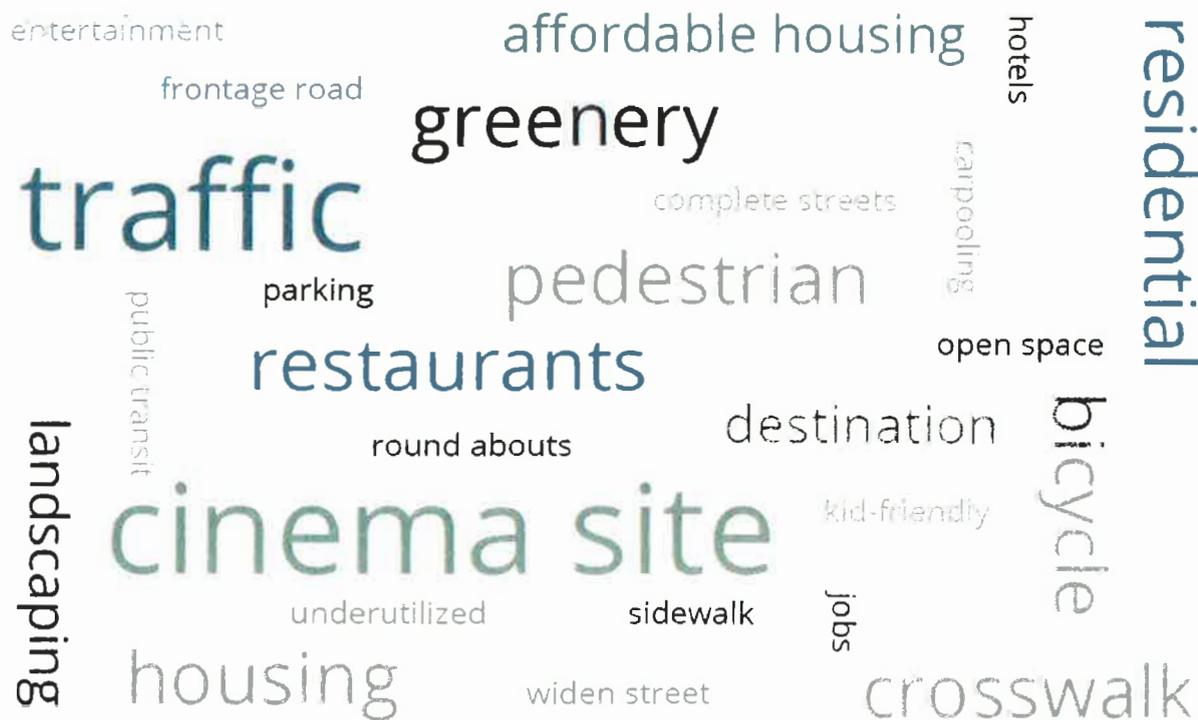
CIRCULATION AND PARKING	
Encourage carpooling through financial incentives to get people out of their cars	Traffic already major problem within the area; limit further traffic congestion
Consider frontage road along Highway 101	Coordinate construction within the area (e.g., if redevelop cinema site) with high school traffic
Look at providing one-way access to and from Highway 101	Introduce parking permit system for residential areas
Consider incorporating roundabouts	Public transportation is important
Widen Tamal Vista, introduce more turning lanes	

LAND USE	
Meet diverse housing needs by providing high-density and affordable housing (corridor appropriate place for this type of development).	Do not allow any more high-density or other residential uses within the study area
Look at allowing high-density single-family housing	Cinema site and associated parking lot underutilized; opportunity site for creative reuse (e.g., dining)
Mixed-use development is desired	

PEDESTRIAN AND BIKE ACCESS AND ENVIRONMENT	
Landscaping is very important within the study area	Increase bicycle/pedestrian access (or shuttles) to area
Incorporate lighted crosswalk in the middle of Madera Blvd. across from Town Center entrance	Reverse/flip the sidewalk and landscaping configuration
Use a "Complete Streets" model for the area	Need more safe bicycle paths and lanes in the area
Look at rising water levels and potential flooding issues	Create a pedestrian walkway such as a mini highline park (as seen in Manhattan, NY)
Make Tamal Vista more pedestrian friendly and safe	Open Space is important

COMMERCE AND COMMUNITY	
Maintain jobs and entertainment opportunities at Cinema if renew/upgrade the site	Need more and better restaurants within the corridor, would be a pull for both residents and students
Cinema is a major asset within the area – make it more of a destination site	Existing hotels within the area are an amenity
Introduce more retail uses within the area	Introduce more kid-friendly amenities

WORD CLOUD



ATTACHMENT 5

OVERVIEW OF EXISTING SITE CONDITIONS AND C-3 REGULATIONS

TAMAL VS TA BOULEVARD DC ORRIDORS TUDY

Existing Standards, Site Characteristics and Permitted Uses

I. TERMS AND STANDARDS

Terms

Lot Size is the square footage of the parcel.

Height is the distance between the ground and the highest point.

Setback is the distance between the front property line and the face of the building.

Floor Area is the square footage of all stories of every building on the lot.

Floor Area Ratio (FAR) is a ratio determined by dividing the combined floor area of all buildings on the lot (including all stories) by the lot size.

Lot Coverage is the percentage that represents the land area covered by all buildings on a lot.

Existing Development Standards per the Town's Zoning Code

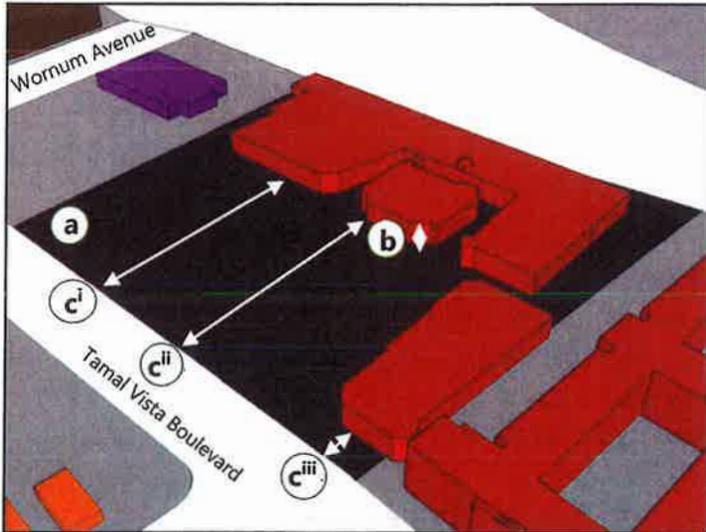
	Highway Commercial District (C-3)	Public and Semi-Public Facilities District (P/SP)
Height	35 feet	30 feet
Front Setback/ Side Setback (Corner Lot):	20 feet	Equivalent to the most stringent requirement of residential or office zoning districts adjacent or across the street.
FAR	0.34	0.35

II. EXISTING SITE CHARACTERISTICS *(note: the figures in the tables below are estimates)*

DMV (75 Tamal Vista Blvd)

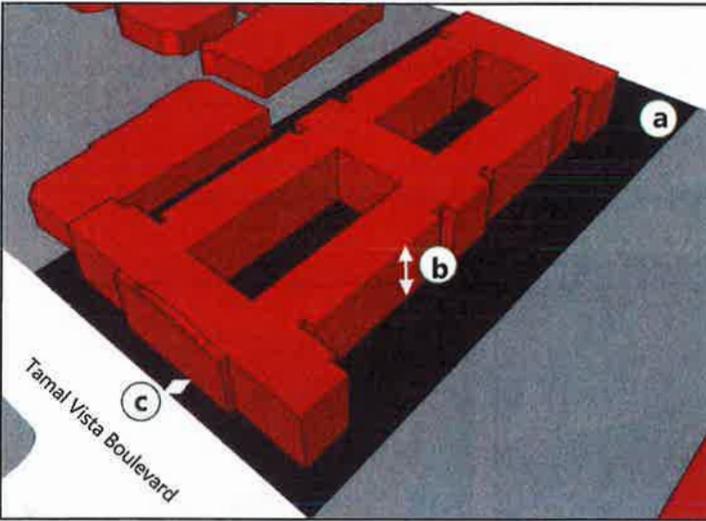
(a) Lot Size	76,665 sqft
(b) Height	15 ft
(c) Setback	215 ft
(d) Floor Area	10,400 sqft
(e) FAR	0.14
(f) Lot Coverage	14%
(g) Zoning	P/SP

The Market Place (47-71 Tamal Vista Blvd)



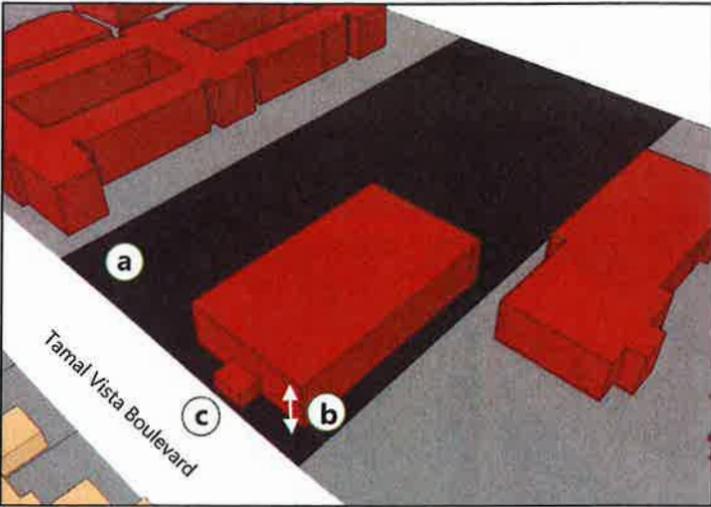

(a) Lot Size	160,756 sqft
(b) Height	20 ft (30 ft at top of tower)
(c) Setback	(i) 220 ft, (ii) 215 ft, (iii) 35 ft
(d) Floor Area	51,000 sqft
(e) FAR	0.34
(f) Lot Coverage	32%
(g) Zoning	C-3

Marin Suites (45 Tamal Vista Blvd)




(a) Lot Size	87,120 sqft
(b) Height	35 ft
(c) Setback	20 ft
(d) Floor Area	75,000 sqft
(e) FAR	0.86
(f) Lot Coverage	43%
(g) Zoning	C-3

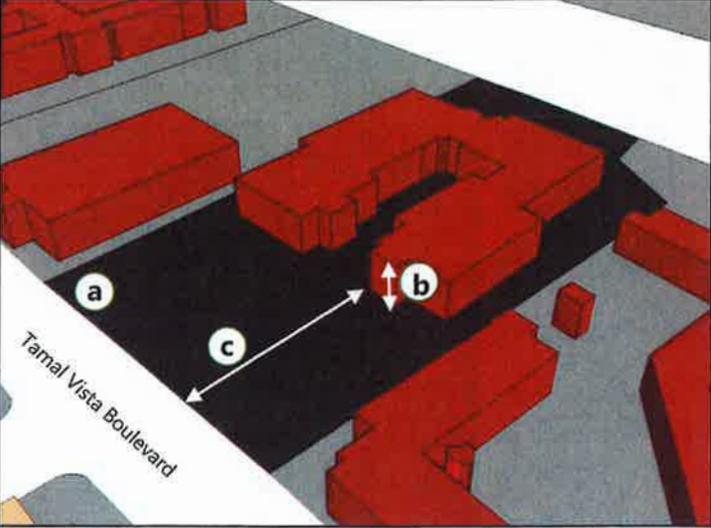
Century Cinema (41 Tamal Vista Blvd)





(a) Lot Size	91,912 sqft
(b) Height	40 ft
(c) Setback	23 ft
(d) Floor Area	12,325 sqft
(e) FAR	0.13
(f) Lot Coverage	13%
(g) Zoning	C-3

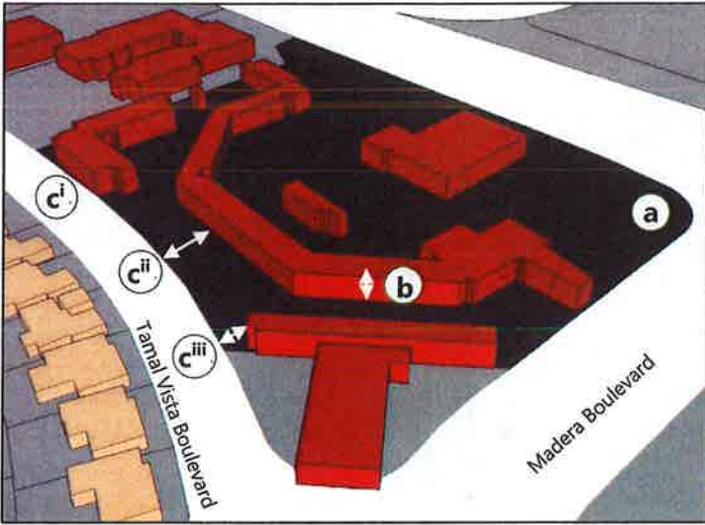
Corte Madera Plaza (21 Tamal Vista Blvd)





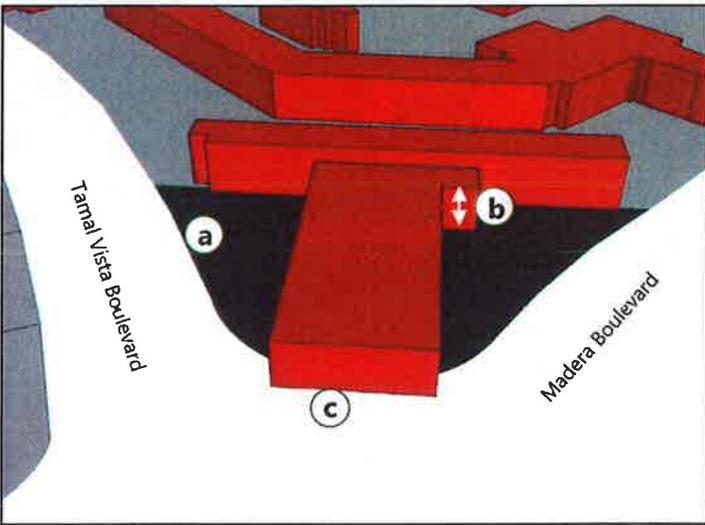
(a) Lot Size	95,396 sqft
(b) Height	30 ft (35 ft at antennae)
(c) Setback	137 ft
(d) Floor Area	48,000 sqft
(e) FAR	0.50
(f) Lot Coverage	25%
(g) Zoning	C-3

Corte Madera Inn (56 Tamal Vista Blvd)




(a) Lot Size	238,273 sqft (194,804 sqft w/o pond)
(b) Height	25 ft
(c) Setback	(i) 10 ft, (ii) 66 ft, (iii) 22 ft
(d) Floor Area	81,810 sqft
(e) FAR	0.34 (0.42 w/o pond)
(f) Lot Coverage	17% (21% w/o pond)
(g) Zoning	C-3

TD Ameritrade (50 Madera Blvd)




(a) Lot Size	18,900 sqft
(b) Height	20 ft
(c) Setback	0 ft
(d) Floor Area	6,428 sqft
(e) FAR	0.34
(f) Lot Coverage	34%
(g) Zoning	C-3

III. PERMITTED AND CONDITIONALLY PERMITTED USES

Permitted and Conditionally Permitted Uses in the C-3 District

Permitted Uses within C-3

	<i>Use</i>
Apparel stores	Interior decorating shops, with incidental retail sales
Appliance stores	Locksmiths
Art galleries	Mail order and catalog sales offices
Arts and crafts schools and colleges	Mailing service
Auction rooms	Medical and orthopedic appliance stores
Automobile rental agencies	Medical, dental and optical laboratories
Automobile painting	Motorcycle sales and services
Automobile sales and service agencies	Music and dance studios
Automobile supply stores	Nurseries and garden supply stores, provided all equipment, supplies, and merchandise other than plants are kept within a completely enclosed building, or a fully screened enclosure, and fertilizer of any type is stored and sold in package form only
Automobile upholstery and top shops	Office and business machine stores
Bakeries, including baking for sale on-premises only	Offices and office buildings
Barber and beauty schools	Optician and optometric shops
Bicycle shops	Packing and crating
Blueprint and photocopy services	Paint, glass and wallpaper stores
Boat sales, services and repair	Parking lots
Bowling alleys	Pet and bird stores
Bus depots and transit stations	Photocopying
Business and professional schools	Picture framing shops
Business and office services, including copy services	Plumbing shops
Carwash/mini-lube	Postal box rentals
Catering establishments	Printing, publishing, lithography and engraving
Christmas-tree-sale lots	Pumpkin patch display and sales
Cleaning establishments, self-service or coin-operated	Radio and television broadcasting studios
Clothing stores	Radio, stereo and television sales and repair
Commercial amusement devices (two or fewer)	Refrigeration equipment sales and services
Copy service, including faxing	Rental hand tools, garden tools, power tools, trailers, and other similar equipment
Curtain and drapery shops	Scientific instrument shops
Electrical appliance sales and repair stores	Skating rinks within buildings
Electronic parts and equipment sales	Sporting goods store
Employment agencies	Storage yards for commercial vehicles
Floor covering shops	Tailor and dressmaking shops

Furniture stores	Tool and cutlery sharpening or grinding
Glass replacement and repair shops	Travel agencies and bureaus
Gymnasium and athletic clubs, including health studios and weight reducing salons	Used car sales
Hospital equipment sales and rental	Word processing offices
Ice vending stations, not over five tons capacity	Yard goods stores

Conditionally Permitted Uses within C-3

<i>Use</i>
Ambulance service
Aerobics studios
Animal boarding
Banks and savings and loans
Bar/cocktail lounges
Commercial amusement devices (three or more)*
Commercial recreation
Establishments with live and/or amplified music or sound
Hardware and paint stores
Hotels and motels
Medical and dental offices and clinics
Mobile food catering
Mortuaries
Printing, publishing, lithography and engraving
Public utility and public service structures or installations when found by the planning commission to be necessary for the public health, safety or welfare
Restaurants and cafes, without drive-up windows
Service stations
Service stations with a mini-mart
Specialty retail stores
Tire sales and service
Theaters and auditoriums within buildings
Uses open for business between eleven p.m. and six a.m.

Permitted and Conditionally Permitted Uses in the P/SP District

Permitted Uses within P/SP

<i>Use</i>
Any open space area dedicated to the town or to any other public agency
Any open space area conveyed to trustees or other persons by means of an indenture establishing an association of property owners or similar organization, subject to covenants running with the land which restrict the open space to the uses specified by an approved development plan, which provide for the maintenance of the open space in a manner that assures its continuing use for its intended purpose, and which provide the legal means to enforce these provisions.
Keeping of chickens
Emergency shelter

Conditionally Permitted Uses within P/SP

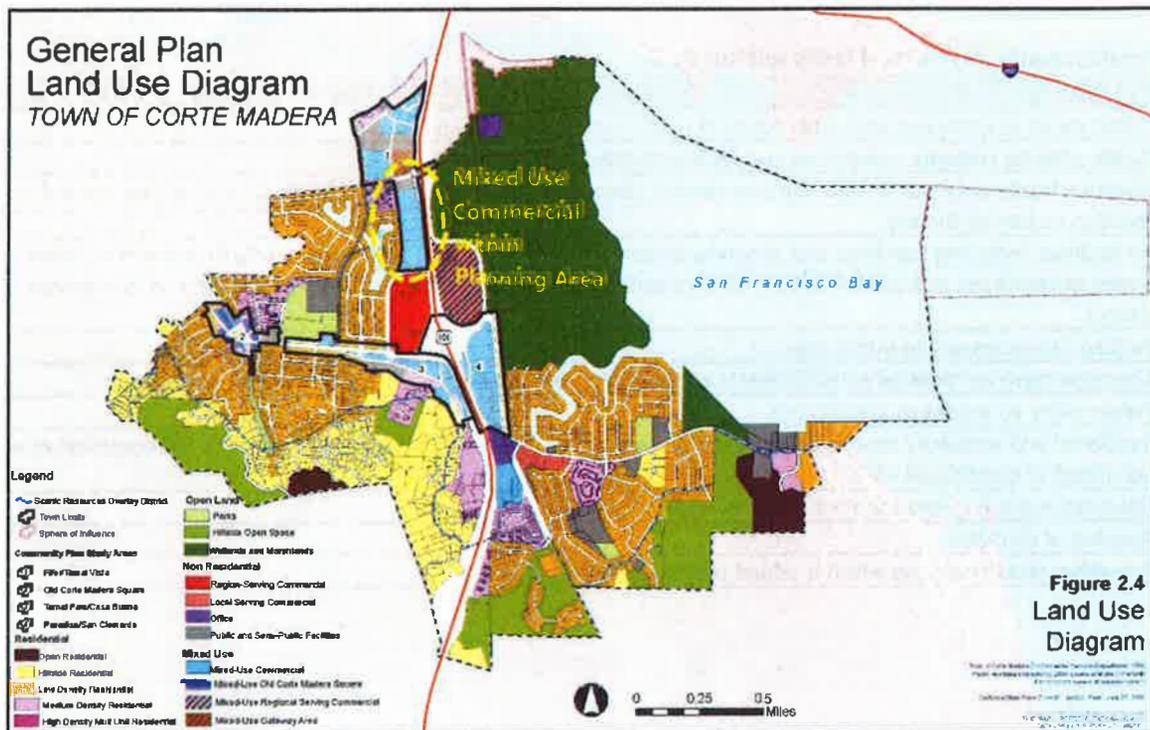
<i>Use</i>
Public parks, playgrounds and other types of public recreation facilities
Public schools, colleges, universities and facilities incidental thereto
Private schools, public or private day care centers, places of religious assembly, eleemosynary institutions and facilities incidental thereto
All facilities, including buildings and grounds, owned, leased or operated by the town, county, state, the United States government, or a school district, library district, water district, sanitary district or any other public service district
Parking lots accessory to public uses
Concessionaire commercial establishments ancillary to a permitted use
Public utility structures or installations
Incidental and accessory structures and uses located on the same site with, and necessary for, the operation of a permitted or conditional use
Speculative grading and certain structures as defined in Section 18.24.100
Keeping of chickens
Any other conditional use which is added by the town council

IV. MIXED-USE COMMERCIAL STANDARDS

Mixed-Use Designation

The study area is designated as a location intended to accommodate a mix of uses. The Corte Madera General Plan calls for the implementation of mixed-use zoning in Program LU-1.1b and identifies the study area as Mixed-Use Commercial. Although mixed-use zoning has not yet been adopted, the implementation of the designation will meet the objections of the General Plan.

General Plan Land Use Map



General Plan Policies

The General Plan has laid out policies and programs to guide the development within the Mixed-Use Commercial land use designation, including the following:

- Support live-work combinations (Program LU-2.15a)
- Support ground-floor retail with upper story residential (Program LU-2.15a)
- Encourage projects with mixed use over standard single uses in zoning that allows for mixed use (Program LU-2.15a)
- Encourage opportunities for live/work developments with housing for workers on-site or caretakers (Program LU-2.15a)
- Create opportunities for new light industrial land uses within the Mixed Use Commercial land use designation (Policy LU-2.17)

General Plan Development Standards

The Town's General Plan also identifies standards for mixed-use. The mixed use designation is intended to accommodate infill activity along commercial corridors to allow redevelopment of existing neighborhood commercial centers. Office, light industrial, and commercial uses, as well as housing developments, are allowed, encouraging a variety of activities in proximity to each other that may reduce the need for automobile trips. The following is a summary of the standards found in the General Plan:

- Minimum lot size: 6,000 square feet
- Floor area ratio: up to 0.34
- Approximate development density: from 15.1 to 25.0 dwelling units per gross acre, and up to 31.0 dwelling units per gross acre if the development meets State requirements for a density bonus.
- Approximate population density: from 33 to 70 persons per gross acre
- Reduced parking standards may be allowed on a site within a quarter mile of a transit stop for sites with the mixed-use land use designation.

ATTACHMENT 6

GENERAL PLAN PROGRAMS AND POLICIES RELATED TO TAMAL VISTA CORRIDOR

TAMAL VISTA BLVD. CORRIDOR STUDY COMMUNITY WORKSHOP #2



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

2009 GENERAL PLAN POLICIES

MIXED USE COMMERCIAL LAND USE DESIGNATION

This designation is intended to support infill activities, and site and building redevelopment of existing neighborhood commercial centers and along commercial corridors. Allowable uses include office, light industrial (non-manufacturing), and commercial services, as well as new housing developments. The designation is intended to encourage a variety of community activities and services to co-exist in close proximity to one-another (such as jobs, housing and services), thereby reducing the need for extensive automobile travel. Reduced parking standards may be allowed when the site is located within .25 mile of a transit stop.

- Floor area ratio: **up to 0.34 (for commercial uses)**
- Approximate development density: from **15.1 to 25.0 dwelling units per gross acre, and up to 31.0 dwelling units per gross acre** if meeting State requirements for density bonus

TAMAL VISTA BLVD. CORRIDOR STUDY

COMMUNITY WORKSHOP #2



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

GENERAL PLAN POLICIES

COMMUNITY PLAN FOR THE FIFER/TAMAL VISTA AREA

POLICY INTENT: (Policy LU-1.6)

- Landscaping to enhance scenic character
- Linkage of existing uses to mixed use and neighborhoods
- Identifying opportunities for higher density residential development
- Future infill should be considered with enhancement or opportunities with existing uses

TAMAL VISTA BLVD. CORRIDOR STUDY COMMUNITY WORKSHOP #2



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

GENERAL PLAN POLICIES

COMMUNITY PLAN FOR THE FIFER/TAMAL VISTA AREA

DEVELOPMENT OBJECTIVES:

- Encourage infill consistent with objectives for mixed use
- Allow for relatively greater intensity and higher FARs compared to existing uses
- Allow higher FARs if there is demonstrated and extraordinary benefit
- Support office and employment activities compatible with residential
- Consider provisions for multifamily residential
- Upgrade scenic quality through landscaping

TAMAL VISTA BLVD. CORRIDOR STUDY

COMMUNITY WORKSHOP #2



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA

GENERAL PLAN POLICIES

COMMUNITY PLAN FOR THE FIFER/TAMAL VISTA AREA

TRAFFIC, BICYCLE AND PEDESTRIAN OBJECTIVES:

- Clear circulation linkages and access points
- Central high-quality pedestrian-oriented network as focus of district
- Clear circulation and bike linkages to adjacent neighborhoods
- Wide sidewalks, safe street crossings, street trees, pedestrian plazas, ample site landscaping and pedestrian lighting. Also, accessible facilities for persons with disabilities.