

## **Corte Madera Technical Advisory Group April 29, 2020 (via Zoom platform)**

**[bit.ly/CM-ODDS](https://bit.ly/CM-ODDS)**

- Intro
  - Members:
    - Richard Perlstein
    - Phyllis Metcalfe
    - Bill Rose
    - Pati Stoliar
    - Dan McCadden
    - Eli Beckman
  - Staff:
    - Adam Wolff
    - Martha Battaglia
  - Consultant Team:
    - Stefan Pellegrini, Opticos
    - Tony Perez, Opticos
    - Dave Javid, Plan to Place
- Existing Conditions
  - Includes 726 countywide sites
  - Generalized areas/types of sites that exist in Corte Madera
    - The specific sites conversation in Corte Madera will happen down the road once the toolkit is completed
- Survey
  - Countywide visual preference survey - Open through May
  - The survey will inform design typologies
  - Survey allows residents to provide their input on what multi-family and mixed use development should look like in Marin County.
- Place Type Atlas
  - Identifies & analyzes the range of place types that exist in Marin County
  - “Shared characteristics” like a master key
  - Qualitative characteristics
  - First draft was shared with Marin County Planning Directors Working Housing Group on April 15. Next draft will reflect feedback received from the Planning Directors
  - Operates on a spectrum of intensity - “Transect”
  - Missing middle housing to inform building types that could be applicable to Marin needs
  - Three general categories of Place Types, neighborhoods, corridors and centers
  - The atlas includes subregions
- Site Testing & Development Pro Formas
  - Sites that are like a prototype that can be used by the consultant the team to test the zoning and applicability of the Objective Design & Development Standard (ODDS) atlas

- Sites in Corte Madera that are being tested: 41 Tamal Vista (movie theater), 504 Tamalpais (Park Madera Center, 201 Casa Buena (former car dealership))
- Q&A
  - Adam:
    - The site testing is building the foundational analysis needed to move forward. We are sensitive with the target sites recognizing they are being used only for analysis purpose. The selected sites are useful to describe how to apply the atlas.
    - Understand the uniqueness of the sites selected
  - Martha:
    - Movie theater site is zoned MX-1 (Mixed Use). The zoning districts for the other two sites do not include residential development standards. The General Plan allows residential and there is a disconnect between the zoning and the General Plan
- Toolkit Components
  - Template based system with baseline standards, and optional building type and architectural standards
  - Zones
  - Opportunity for more detailed conversation of how to apply to communities
    - These conversations will occur after the toolkit has been developed
- Next Steps
  - Review & discuss the Draft ODDS at Technical Advisory Working Group meeting #3
  - Review & discuss the Architectural Standard at Technical Advisory Working Group meeting #4
  - Review & Discus Final ODDS/Pattern Book at Technical Advisory Working Group meeting #5
  - Planning Commission/Town Council Workshops/Hearings
  - Community Engagement: Public, broader discussion of template and where to apply standards
- Q&A
  - Phyllis
    - Where does Corte Madera stand on the spectrum on specificity with ODDS application?
  - Richard
    - What does Fairfax want exactly? How are they approaching specificity? ~
      - *Help them to fit into the historic patterns with detailing, colors, etc. ~Stefan*
      - *Doesn't want the broader definition of ~Stefan*
      - *We did not go for such a specific level of architectural style. More important to us as staff, is that we have a lot of sites that need site planning standards and massing. It's the facade organization, materials, etc. That's where we thought the priority is needed.*

*Some communities have a strong aesthetic, but we have more eclectic than a standard ~ Adam*

- Eli
  - The approach seems right on. Corte Madera is monogamous, we aren't strict. We have places in town that are larger and stylistically consistent (Town Center, Village). Focus on site and massing would be a better benefit to the community
- Patti
  - I agree with Fairfax, it's so uniform. But that's not the case in Corte Madera. Yet the Casa Buena site is palm trees and hotel-like. So how would we avoid those from being common?
- Rich
  - If I had a plan in front of me, with the ODDS, some architects will do a great job, but some might not. There should be details because some proposals might be bland and simple. So details would allow that to be explicit and not make us stuck ~ Rich
  - Good point ~ Eli
- Phyllis
  - We need to make sure it fits in with the neighborhood/town
- Bill
  - We don't have that "Santa Barbara theme". If we did, this would be easier. It's an easier process for developers and it's great. We should strive for the details that will make the architecture great and high quality. When do we expect that kind of discussion?
    - *At TAG #4 ~Stefan*
- Dan
  - What are you hoping to see in the survey, what will you take, and how will you use it?
    - *Primarily to take temperature with regards to multi-family housing developments to anticipate and understand where people are ~Stefan*
    - *Where they stand with infill developments and how they interpret the outcome of the developments. Are there additional elements that need to be considered? ~ Stefan*
    - *Most have been identifying where they live and where they are, so we can get a sense of the local climate is per jurisdiction ~ Dave*
- Dan
  - How many survey responses do you expect?
    - *Would love to get into the hundreds, currently at around 50. It's getting more advertised now, but would be great to get the TAG's help to advertise ~Dave*

