

MARIN COUNTY
COMMUNITY DEVELOPMENT AGENCY
ALEX HINDS, DIRECTOR

June 29, 2007

Association of Bay Area Governments
Metropolitan Transportation Commission
Bay Area Air Quality Management District
Bay Conservation and Development Commission
Attn: Jacqueline Guzman
P.O. Box 2050
Oakland, CA 94604-2050

Re: Focusing Our Vision (FOCUS) Priority Development Area Application

Dear Colleagues:

The County of Marin recognizes the critical need for new infill housing and related community infrastructure along our city-centered transportation corridors. We are pleased to submit the enclosed application to be considered for the Focusing Our Vision (FOCUS) Program designation as a Priority Development Area. The goals of the program are consistent with our local jurisdiction programs and policies. We look forward to leveraging this designation toward a regional vision for compact and connected planning.

If you have any questions or concerns, please feel free to contact me directly. We thank you for this opportunity to encourage additional affordable housing for Marin County.

Sincerely,

Alex Hinds
Director

FOCUSING OUR VISION (FOCUS) PROGRAM

Application for Priority Development Area Designation

Enter information in the spaces provided. E-mail this completed application form and attachments requested in this application form to FOCUS@abag.ca.gov by Friday, June 29, 2007.

Part 1 - APPLICANT INFORMATION & AREA DETAILS <i>Attach resolution showing local support for involvement in FOCUS</i>	
a. Lead Applicant -City/County	County of Marin, Community Development Agency
Contact Person	Alex Hinds
Title	Director
Department	Community Development Agency
Street Address	3501 Civic Center Drive, Room 308
City	San Rafael
Zip Code	94901
Phone Number	415.499.7001
Fax Number	415.499.7880
Email	ahinds@co.marin.ca.us
b. Area Name and Location	Urbanized 101 Corridor
c. Area Size <i>(recommended minimum acreage = 100)</i>	720 acres, including the following land use designations: Commercial, Multifamily, Public Facility
d. Public Transit Serving the Area	Golden Gate Transit, long distance regional and local bus service Marin Transit, Santa Venetia and Marinwood local shuttles Potential future Sonoma Marin Area Rail Transit (SMART) service

Part 2 – AREA INFORMATION		
	CURRENT CONDITIONS	FUTURE GOAL (Horizon Year: 2035)
a. Types of Zoning in Priority Area (land uses and densities)	Commerical/Mixed Use Residential, Multi & Single Family	Commercial/Mixed Use Residential, Multi & Single Family, Housing Overlay (commercial, public facility, multifamily)
b. Total Housing Units (Best Estimate)	4,800 *including SF Dwellings	5,700 *including SF Dwellings
c. Total Jobs (Best Estimate)	2,800	3,500

Part 3 – ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUSING OUR VISION (FOCUS) PROGRAM

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Part 4 – MAP OF PRIORITY DEVELOPMENT AREA

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

Part 5 – NARRATIVE

Type below or attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

Please see attached supplement for information regarding Parts 3, 4, and 5.

FOCUSING OUR VISION (FOCUS) PROGRAM

Application for Priority Development Area Designation

Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply) <small>Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.</small>		
<p style="text-align: center;">TECHNICAL ASSISTANCE</p> <p><input type="checkbox"/> Assistance with policies to implement existing plan</p> <p><input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions</p> <p><input type="checkbox"/> Assistance with local workshops and tours</p> <p><input type="checkbox"/> Other:</p>	<p style="text-align: center;">REQUEST FOR PLANNING GRANTS</p> <p><input type="checkbox"/> Funding for new area-wide specific plan or precise plan</p> <p><input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan</p> <p><input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan</p> <p><input type="checkbox"/> Other:</p>	<p style="text-align: center;">REQUEST FOR CAPITAL GRANTS*</p> <p><input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle)</p> <p><input checked="" type="checkbox"/> Funding for housing projects</p> <p><input checked="" type="checkbox"/> Funding for water/sewer capacity</p> <p><input type="checkbox"/> Funding for parks/urban greening</p> <p><input checked="" type="checkbox"/> Funding for streetscape improvements</p> <p><input type="checkbox"/> Other:</p> <p><small>* If any box checked, Part 7 applies.</small></p>

Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA (If applicable and feasible)
<p>If you are interested in capital grants as a potential incentive, please <u>attach</u> a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.</p> <p>If submitting an infrastructure budget is not feasible at this time, please note why:</p> <p>An infrastructure budget is not feasible at this time. It is our intent to pursue capital improvement grants as they are available and appropriate to future developments as they are identified.</p>

In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments
 Metropolitan Transportation Commission
 Bay Area Air Quality Management District
 Bay Conservation and Development Commission
 P.O. Box 2050
 Oakland, CA 94604-2050
 Attn: Jaqueline Guzman

For questions regarding the application, please contact Jaqueline Guzman, ABAG Regional Planner, at JackieG@abag.ca.gov or 510.464.7994 or Doug Johnson, MTC Transportation Planner, at djohnson@mtc.ca.gov or 510.817.5846.

Focusing Our Vision (FOCUS) Program
Supplemental Application for Priority Development Area Designation

Marin County Community Development Agency

Part 3 – ADDITIONAL AREA INFORMATION

a. *Is the proposed priority area currently recognized in the General Plan (TOD, infill, etc.)*

The proposed priority area supports policies and programs in the draft Countywide Plan (see narrative in Part 5).

b. *Have other plans been developed within the last 15 years that cover the priority development area?
Please list individual efforts and dates completed.*

Individual project plans have been developed in the proposed Priority Development Area.

AREA OR PROJECT	DESCRIPTION	DATE
Marinwood Shopping Center reuse	Community design process. Board approved guiding principles for 100 units & strip mall redesign.	September 2006
Oakview Masterplan	28 single family, 75 independent senior residences and 75 assisted living units approved	January 2005
Marin City Redevelopment Area	Redevelopment housing and community projects; Community-based planning process for Marin City Community Center development	Ongoing
Fireside Affordable Housing	Historic hotel reuse for 50 units of affordable housing – construction in progress	2007
Strawberry Shopping Center	Pilot commercial linkage project. 5 units employee housing incorporated into strip-mall redevelopment Photo simulation study of mixed use	2006 May 2007
Tamalpais Valley	Photo simulation study of mixed use	April 2007
Non-motorized transit project	“WalkBikeMarin” includes 40 projects countywide, at least 5 of which intersect proposed PDA	Ongoing
Bicycle and Pedestrian Masterplan	Collaborative community plan for upgraded bike/ped facilities	June 2001

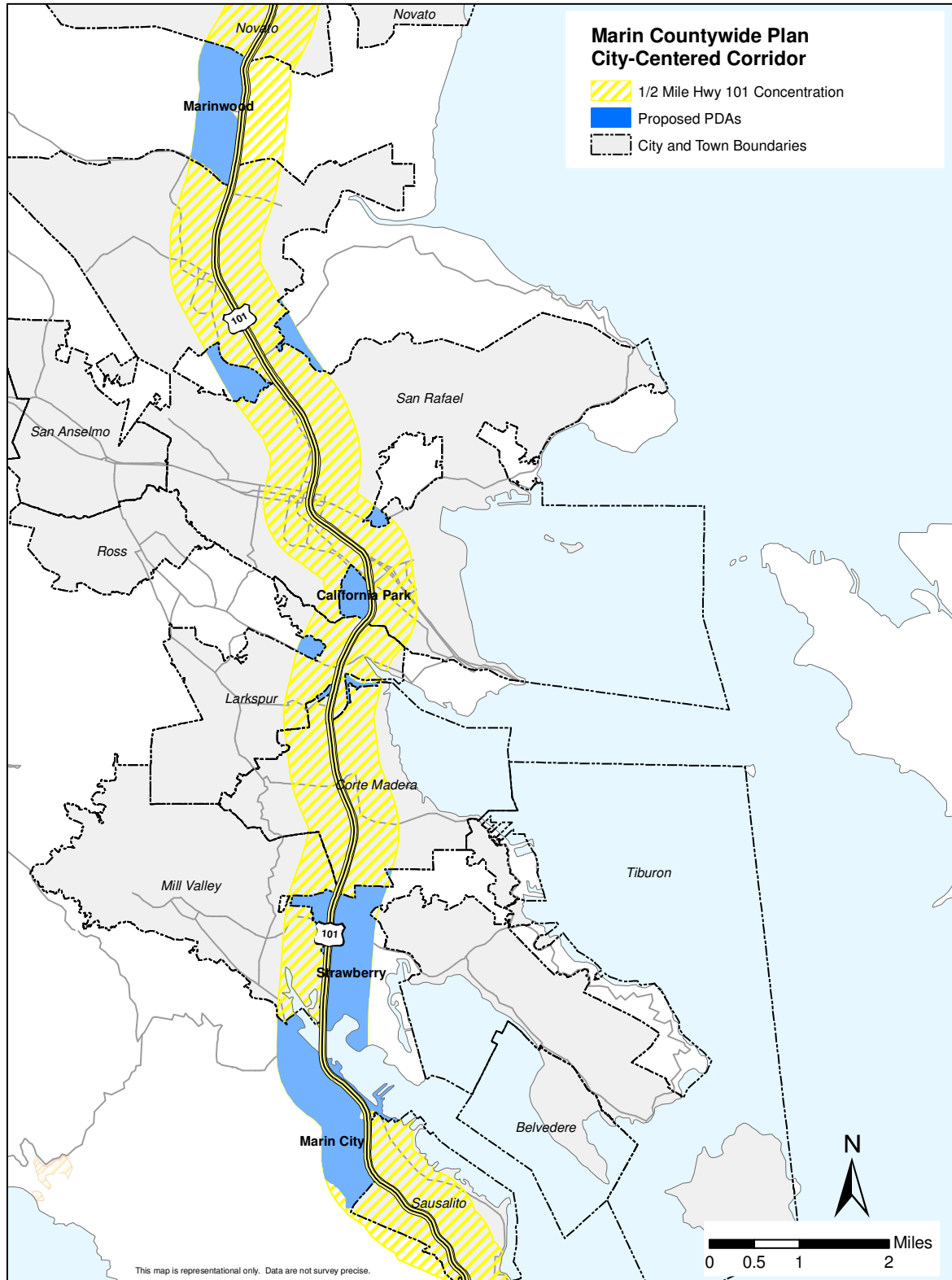
c. *Is the proposed priority area within the boundaries of a redevelopment area?*

The Marin City Redevelopment Area is included within the proposed priority development area.

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Part 4 – MAP OF PROPOSED PRIORITY DEVELOPMENT AREA



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Part 5 – NARRATIVE

The proposed Priority Development Area is comprised of unincorporated lands of the City-Centered Corridor within ½ mile of Highway 101. The area excludes agricultural and environmental resource areas, public open space lands, and environmentally sensitive areas. The proposed PDA also excludes single family dwelling land use areas toward acreage, but includes the single family dwelling population as potential beneficiaries of the PDA. The northern boundary of the corridor is the community of Marinwood, and the southern boundary is the community of Marin City. The proposed area includes important regional bus-sheds and future connections to the Larkspur Ferry Terminal. The PDA encompasses approximately 720 acres, or approximately 10.5 linear unincorporated miles.

Marin County is in the final stages of a General Plan update, and adoption by the Board of Supervisors scheduled for late October 2007. The urbanized 101 Corridor continues to be identified in the draft Countywide Plan (CWP) as the most appropriate area in Marin County for intensification and growth. Intensified uses along Highway 101 will have the greatest positive impact toward supporting existing and future transit ridership and reducing overall vehicle miles traveled on our congested roadways.

The overarching theme of the Countywide Plan is planning for sustainable communities. Community Development Goal 2 calls for balanced communities; specifically policies that provide a mix of housing, offer a range of jobs, focus intensive developments in nodes, enhance existing commercial and industrial areas, and expand workforce housing. General Plan programs include the development of Highway 101 Specific or Master Plans in collaboration with Marin cities and towns, and flexible land use designations to accommodate connected city-centered growth.

The draft CWP also establishes a new Housing Overlay Designation (HOD) which is intended to encourage growth at a minimum of 25 units per acre, expand housing choice, and provide high levels (approximately 50%) of affordability. The land use designation is applicable to parcels with commercial, public facility, and multi-family zoned properties that are located within ½ mile of a transit node, one mile of a medical facility, library, post office or commercial center, and does not infringe on environmentally sensitive areas.

The draft CWP also extends an existing mixed use policy for commercially zoned parcels. Mixed use land designation allows commercial and/or residential development on commercial sites up to the commercial floor area ratio. The policy encourages development that will generate fewer commercial vehicle trips and localize residential living, and is subject to the County's 20% Inclusionary Housing requirement.

In the north section of the proposed Priority Development Area, the Marinwood shopping center has acted as a pilot project for the HOD policy. An 18 month community visioning process has been completed, which included a collaborative design process with key stakeholders such as the land owner, community members, and local governmental representatives. The process culminated in the Board of Supervisors adoption of a conceptual plan for the aging strip mall, including a set of guiding development principles and an urban design plan. In addition to being an active participant at the visioning table, the County was able to secure grant money and engage an urban design and community process consultant.

In the southern portion of the proposed area, pertinent development projects include the Marin City Redevelopment Area, the Fireside Affordable Housing project and a pilot mixed use employee housing project at the Strawberry Shopping Center. Priority Development Area designation will be instrumental in further encouraging and implementing these kinds of efforts.

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Existing Marinwood Shopping Center



Conceptual Redesign of Marinwood

The above photo simulation illustrates how the Marinwood Shopping Center could be redesigned to combine businesses with medium to higher density residential development. The redesign creates a pedestrian-oriented, bicycle-friendly environment with parking screened from view.

Source: Urban Advantage, 2004

There are several additional local initiatives which demonstrate a consolidated effort in Marin to encourage and institute smart growth programs. The Department of Public Works is managing a \$25 million non-motorized transportation pilot program. The Transportation Authority of Marin has produced a TOD/PeD Toolkit and a local parking policy study. Opportunities for transit-centered growth may increase in the future pending future decisions on the development of the Sonoma Marin Area Rail Transit (SMART) and in the event the San Quentin State Prison site is made available for alternative uses.

In order to encourage high quality urban design, compact, transit accessible and affordable development, the County is committed to continue as a key community partner. The County also intends to seek and secure grant and loan funds in order to support high levels of affordable housing development and related infrastructure. The unincorporated area has to date been successful in securing TLC/HIP funds for public right of way projects in conjunction with mixed- income and affordable housing developments.

Unincorporated Marin County, though largely rural, can contribute to intensification and compact redevelopment of the 101 City-Centered Corridor with smart growth policies, programs, and quality designs to support these efforts in this expensive locality. Housing production within the County has exceeded the 3rd cycle RHNA allocation at all income levels, and the Community Development Agency will work toward continued success in future cycles. State and regional funding and technical support will be essential to meeting this objective.

At a June 12th meeting of the Board of Supervisors, staff was directed by the Board to develop a PDA application. A resolution will be forthcoming prior to the November 7, 2007 deadline.