

August 13, 2017

Bruce Jones
North Coast Land Holdings
201 Seminary Dr
Mill Valley, CA 94941

Dear Bruce,

On behalf of the Strawberry community, we would like to thank you and your team for hosting the June 17th open house about an updated project at the Seminary. The community appreciated having a chance to see the high-level project concepts in advance of an updated application being submitted to the County.

Because there were some new elements in your plan (e.g., the CCRC) and changed elements (e.g., the type of school) the Seminary Neighborhood Association and Strawberry Community Association felt it was important to get a reading from the community prior to reengaging with you.

To this end, we held a community meeting at the Strawberry Recreation Center on July 26th. Even though it was summer and many people were out of town, more than 200 community members participated¹. At the meeting, we reviewed the history of the site, explained your latest proposal as we understand it, covered the current allowed uses on the property, and finished by handing out a seven-question survey (we can provide you a copy if the NCLH representatives in attendance didn't secure you a copy).

We received a tremendous response to the survey and are therefore confident the results reflect the views of the community. Here are the highlights of the survey responses:

- 95% of the community opposes a school at this site (2% support the school).
- 70% of the community would like to see an entirely residential plan.
- 65% of the community would like to see a plan that is a mixture of residential and CCRC.
- 86% of the community wants the property subdivided in a way such that each residential unit is subject to all parcel taxes.
- 99% of the community wants the two community groups (SNA and SCA) to represent them in negotiations with you and the County.
- 95% of the community feels that if the Seminary portion of the Strawberry Community Plan is to be updated, then that update should be driven by a Citizen's Advisory Committee (and not just redlined changes from NCLH). In other words, the same process as was used back in 1982, the last time the SCP underwent significant update.
- Finally, the community is keenly concerned about traffic, parking, noise, preservation of open space, and buffers against development at the site.

¹ The meeting was advertised on NextDoor, The Ark, and leaflets left at front doors.

Given the results above, we think it's time for NCLH to sit down with representatives of the two community groups and hammer out a plan that can gain community acceptance. It should be clear that the plan previewed at your open house won't achieve this.

As we have said on numerous previous occasions, we think the community will get on board with a site plan that includes an appropriate number and mixture of market rate, affordable, and perhaps senior housing units. These homes should be a mixture of single family (as called for in the SCP²) and multifamily.

It also seems useful to develop an *intensity index* that can be used to evaluate potential uses for the site. For example, the underlying zoning of the site is RMP 2.47. Assuming 100 dry acres, the maximum number of units that would be allowed is 247 (and this is generous, because in Marin, nobody ever gets the maximum due to site constraints and other considerations). If we apply a generous trip generation factor of 8.0 trips/day/unit, this yields 1,976 trips/day. We think a number like this can serve as one of our measures of intensity. We are concerned because, by our analysis, the latest version of your project yields more than double this amount.

We hope we can sit down soon and begin the needed conversation.

Sincerely,

Josh Sale
President, Seminary Neighborhood Association

Alex Kypriadis
Strawberry Community Association

CC: Supervisor Sears
Brian Crawford
Thomas Lai
Jeremy Tejirian
Marin Planning Commission
Strawberry Design Review Board
Mill Valley Director of Planning and Building
Tiburon Director of Community Development
Belvedere Director of Planning & Building
Marin Independent Journal
The Ark

² "It is important that the social patterns, personal interaction, sights and sounds that typify single family neighborhoods be maintained and strengthened. If new development is to occur, it can strengthen this character by providing the traditional setting of detached single-family units within any new development proposed for the area. Development plan proposals should give the highest priority to incorporating detached single family homes into the plan." Page 2 of the SCP