



## Hilltop Horizon Specific Plan – Advisory Committee Meeting #1

**Facilitator:** Environmental Science Associates (City of Richmond consultants)

**Location:** Virtual Zoom Meeting

**Date:** Wednesday, 8/24/22, 11:30 am – 12:45 pm

**Purpose of the Advisory Committee:** The purpose of the Advisory Committee is to act as a sounding board to provide guidance, feedback, and recommendations throughout the planning process.

**Meeting Objectives:**

1. Provide overview of recent project studies conducted
2. Summarize what the team heard at the stakeholder interviews
3. Prioritize and discuss main themes

### Advisory Committee (AC) Attendees

Name	Organization
Carissa Lee	AC Transit
Nathan Landau	AC Transit
Armondo Hodge	Waste County Wastewater
Doug Griffin	Campus LLC
Nicolas Romano	Campus LLC
Michael Kent	Contra Costa Health Services
Abraham Bradley	Hilltop Green Neighborhood Council
Bhavin Khatri	Hilltop Neighborhood Council
Lori Hart	Parchester Village Neighborhood Council
Samidha Thakral	Prologis
Rob Thompson	WestCAT
Katrinka Ruk	West Contra Costa County Council of Business and Industries
Coire Reilly	West Contra Costa Transportation Advisory Committee
<b>Total AC Attendees:</b>	<b>13</b>

## Staff/Consultant Participants

<b>Name</b>	<b>Organization</b>
<b>City of Richmond Staff</b>	
Roberta Feliciano	Planning Department
Marytonae Sanchez	Planning Department
Eric Munson	Fire Department
Patrick Phelan	Public Works Department
Lizeht Zepeda	Economic Development
<b>Consultants</b>	
Beverly Choi	Environmental Science Associates
Stephanie Cadena	Environmental Science Associates
Vanessa Ramirez	Environmental Science Associates
Dan Dameron	Environmental Science Associates
Stephanie Hagar	BAE Urban Economics
Chelsea Guerrero	BAE Urban Economics
Arthur Perez-Marsenes	SITELAB
<b>Total Staff/Consultant Participants:</b>	<b>12</b>

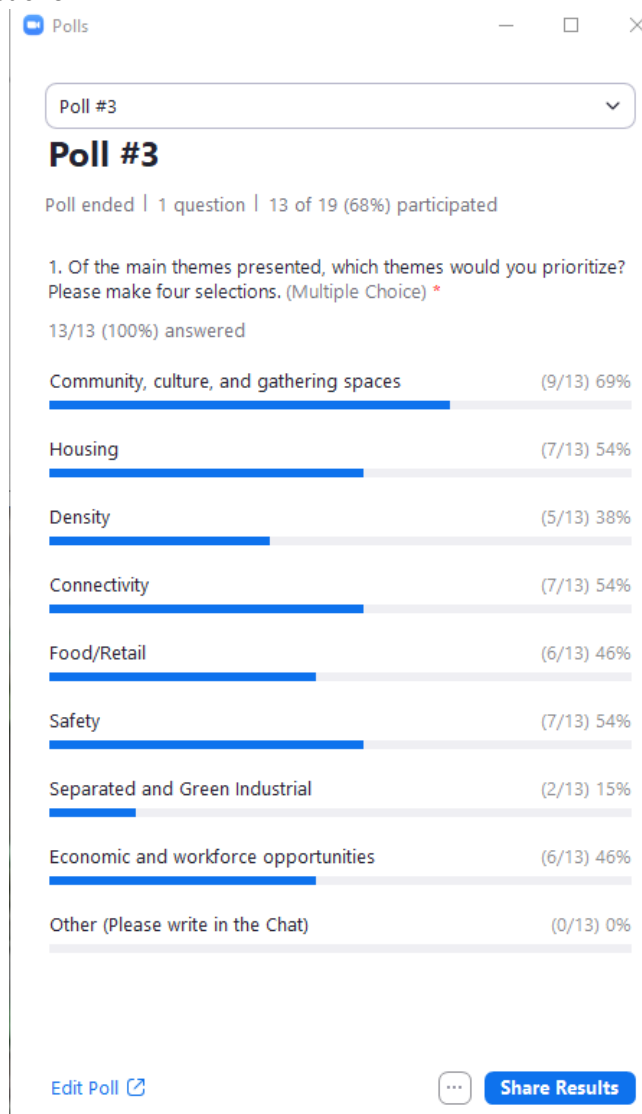
## Agenda

1. Introductions
2. Advisory Committee Overview
3. Project Studies
4. What We Heard So Far
5. Priorities Discussion
6. Next Steps/Wrap Up

## Poll Questions and Results

- Poll Question #1: Did you participate in a stakeholder interview this Summer 2022, led by ESA or City staff? Please make one selection.
  - 9 responses
    - 8/9 selected "Yes"
- Poll Question #2:
  - Prior to being invited to this Advisory Committee meeting were you aware that the Hilltop Horizon Specific Plan effort was underway? Please make one selection.
    - 13 responses

- 10 selected, “Yes, I knew about this effort before the Advisory Committee Meeting invite was sent.”
  - 2 selected, “Yes, but I only knew about this effort from the Advisory Committee Meeting invite.”
  - 1 selected “No”
- Are you excited to see change in the Hilltop area? Please make one selection.
  - 13 responses
    - 12/13 selected “Yes”
    - 1 selected “Somewhat”
- Poll Question #3: Of the main themes presented, which themes would you prioritize? Please make four selections.



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## Priorities Discussion

Based on Poll #3, the top four priorities selected by the Advisory Committee members were discussed in more detail. The top four priorities selected include:

- Community, culture, and gathering spaces (highest priority)
- Housing (tied for second priority)
- Connectivity (tied for second priority)
- Safety (tied for second priority)

Below is a summary of the feedback received on each of the four top priorities.

### **Community, Culture, and Gathering Spaces**

- Community and culture used to be represented by the mall; the new development should be a continuation of a space to celebrate culture, diversity, and community
- Hilltop Mall has one of the best views; try to combine an outdoor development to make use of the view
- Spaces to allow community members to connect: cafe, farmers markets, park, children's play area, or a combination of uses coming together
- Culture: would like to see more diverse cultures celebrated; having festivals that celebrate cultures, especially those that have not been represented
- Connectivity: would love to see a transit center; the design of the transit center is also important as it will become a gathering place; therefore, making it inviting, visually appealing, and safe
- Create a center, a focal point to steer away from the uniformness that comes with suburban development

### **Housing**

- Provide senior housing and supporting resources; one-stop-shop that incorporates everything to make it easier for seniors; Albany and other cities have lots of places that encompass everything, such as housing and resources for seniors
- Rethink and/or cap the amount of in-lieu affordable housing fees the City can accrue, such that developers are required or incentivized to construct affordable housing
- Do not be afraid to build up and create higher density housing; people are more interested in living in a multi-unit space if it has a balcony, view, and other amenities
- Love urban locations, but if we want housing in other, non-urban locations, we need to solve for transit; this needs to happen for higher density housing; transit and housing go hand-in-hand
- More housing situated the surrounding mall area rather than at the Hilltop mall site to leave space in this area for retail, gathering spaces, etc.
- Transit needs to be developed hand-in-hand with housing development
- Focus on affordable housing
- More support for dense housing
- Transit rich environment like Treasure Island to support housing
- Echo the need for housing, especially affordable housing units
- AC Transit offers EasyPasses, which provide unlimited AC Transit bus passes on clipper cards to employees, residents, schools; would love to see transit passes be a part of housing

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## **Connectivity**

- Transit passes to be available for residents
- A financial strategy will be needed to successfully develop a transit and connectivity strategy
- Bicycling: people don't associate the Hilltop area as a great place to ride a bike, but it is better than people think; with a few improvements, it would be a great biking environment
- The two schools off Hilltop Mall Road need a better plan for student pick-up/drop-off; the current plan is not working and creates traffic issues
- Current problem: sharing the transit center/roads with cars; consider having roads/lanes that are exclusively for transit/buses
- Connect to regional transit centers; this will incentivize people to truly stop driving
- Currently have a transit center at the mall with various routes that go north/south through Richmond; about 760 riders/day end up at that stop; if density is built with the amenities, that would really attract more people to this area
- Having too many stops can create a longer transit travel time and will impact people's decision about taking public transportation
- Consider having shuttle service from parking lots to the mall; incorporate shuttle service for people to travel to and from the transit center to other amenities and the main mall site
- Consider a Transportation Management Association (TMA); if tenants paid into the TMA, it could pay for shuttles and parking demand management as well as provide transit incentives
- Opportunity to consider redesigning the existing roadway to provide better connectivity and mobility

## **Safety**

- Locate a police station or at least a substation in the nearby area
- Use the physical design of the mall to promote safety and prevent crime
- Safety should be prioritized so that the rest of the priorities can flourish
- Smash and grab crime decreases with police presence
- People need to feel safe so that they will want to shop, play, work, and live there
- Current traffic conditions can make the plan area unsafe; create a safe space for pedestrians
- The City currently gets so many complaints about dangerous roadway conditions in this area
- Address fire safety as the population in the plan area grows

## Appendix

The Advisory Committee Meeting #1 presentation is provided as follows.





# Advisory Committee Meeting #1

## Hilltop Horizon Specific Plan



August 24, 2022

# Poll #1

# Welcome!

Thank you for joining us today to provide input on behalf of your organization on this exciting and important project as a member of the Project's Advisory Committee. We appreciate your support and feedback.





# Project Team Overview

Multidisciplinary team of planners, CEQA-specialists, transportation consultants, designers, engineers, and economists that will support the City of Richmond



# Project Description

- Re-envision a 143-acre site through the preparation of the Hilltop Horizon Specific Plan
- Promote the transformation of the plan area from a low-intensity auto-oriented retail center to a **higher intensity, mixed use destination**



# Meeting Objectives



Provide overview of recent project studies conducted



Summarize what the team heard at the stakeholder interviews



**Prioritize and discuss main themes**

# Agenda

1. Advisory Committee Overview
2. Project Studies
3. What We Heard So Far
4. Priorities Discussion
5. Next Steps



# Courtesy Reminders

- Please mute yourself when you're not speaking.
- Please share video so we can stay visually connected.
- Please use raise hand function or chatbox to ask questions.
- Please be flexible and patient (technology issues happen).
- Respect each others' opinions.
- This is just one meeting in a longer process and we will have other opportunities to engage.

# Self Introductions

- **Please share your name and affiliation.**



## To update your name in Zoom:

- Click on Participants in the bottom banner.
- Hover over your own name on the Participants list.
- Go to the More drop down option, select Rename, and change your name. “*Stephanie Cadena, ESA*” as an example.



# Advisory Committee Overview

# Advisory Committee Overview

## **How** was this Advisory Committee formed?

- Through a City selection process that identified a diverse group made up of individuals who represent a broad spectrum of interests

## **Who** is the Advisory Committee make up of?

- Neighborhood leaders, property owners, on-site and nearby tenants and organizations, transit agencies and utility companies, City representatives

# Advisory Committee Overview

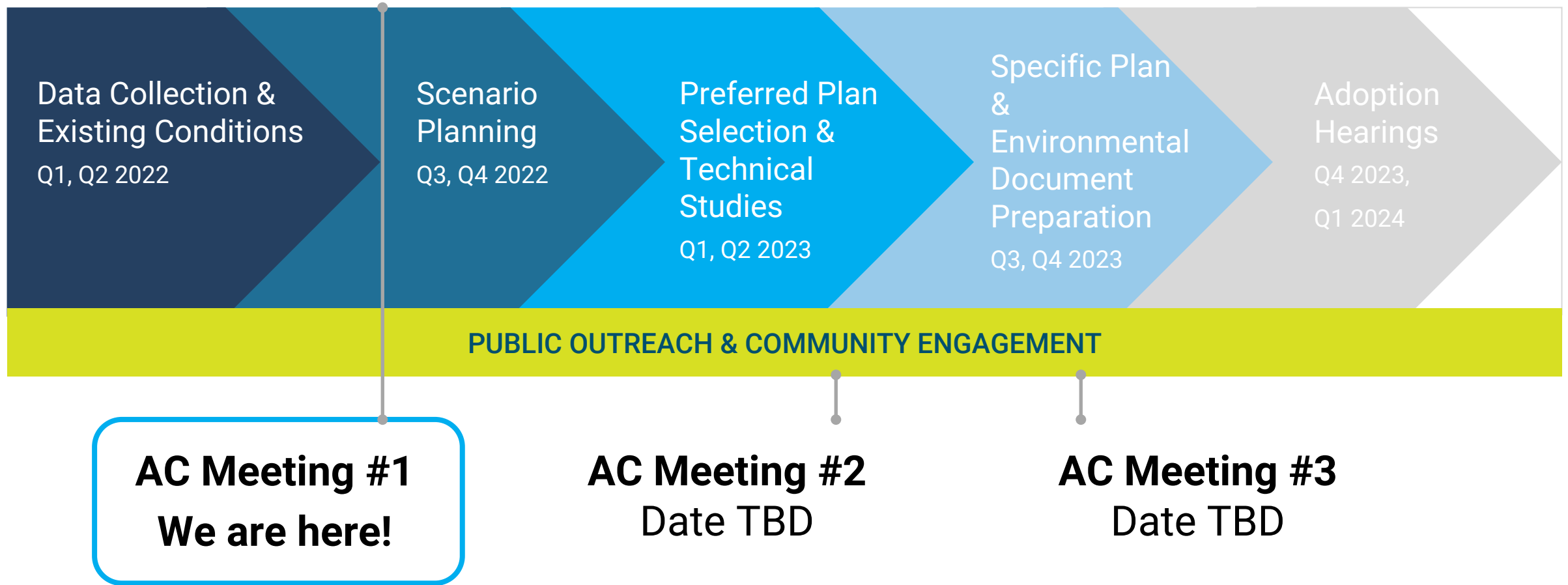
**What** is the purpose of the Advisory Committee?

- Act as a sounding board to provide guidance, feedback, and recommendations throughout the planning process

**Why** is this Advisory Committee important?

- Advisory Committee members are critical ambassadors to the project

## When will the Advisory Committee meet?



# Project Studies

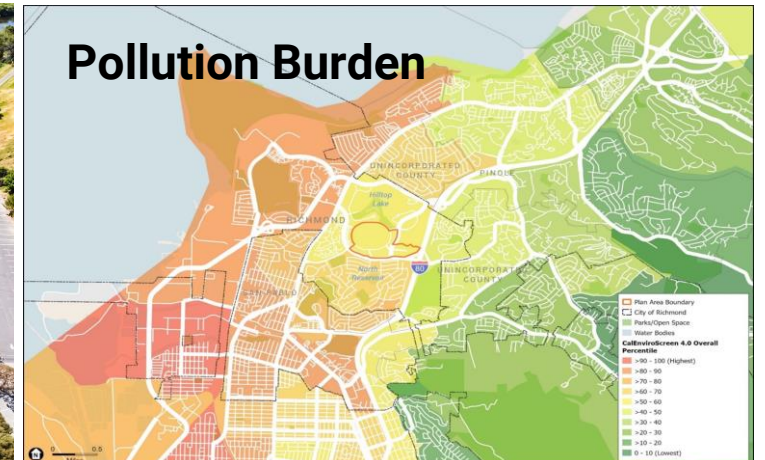
# Project Studies

- **Purpose:** Provide an overview of the existing conditions for the plan area and surrounding areas and identify potential project opportunities and constraints.
- Full copies of the project studies are available on the project website at <https://hilltophorizon.com/> and include the following:
  - Existing Conditions Memorandums: Land Use, Urban Design, Transportation, Wet Utilities, Geotechnical
  - Market Study



# Project Studies: Land Use

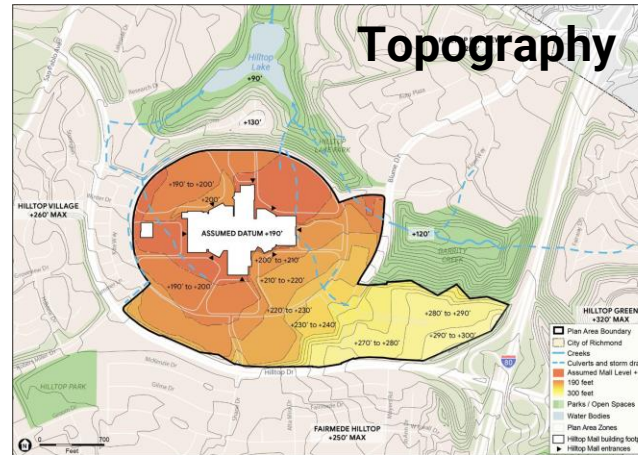
- Physical context
- Land use/zoning
- Local Services and amenities
- Social equity
- Climate and environmental Hazards
- Related plans/policies





# Project Studies: Urban Design

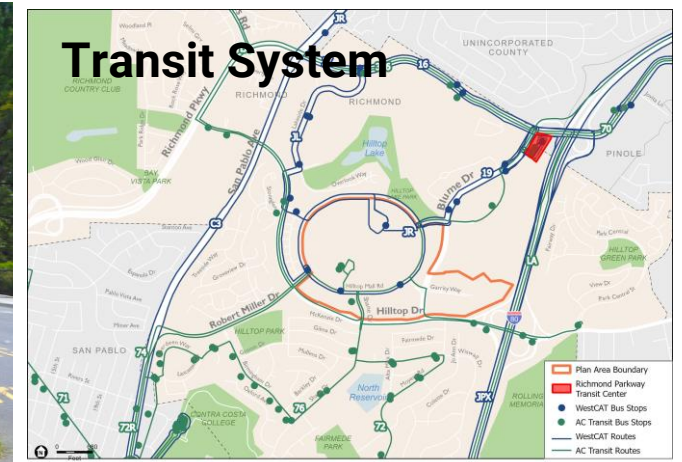
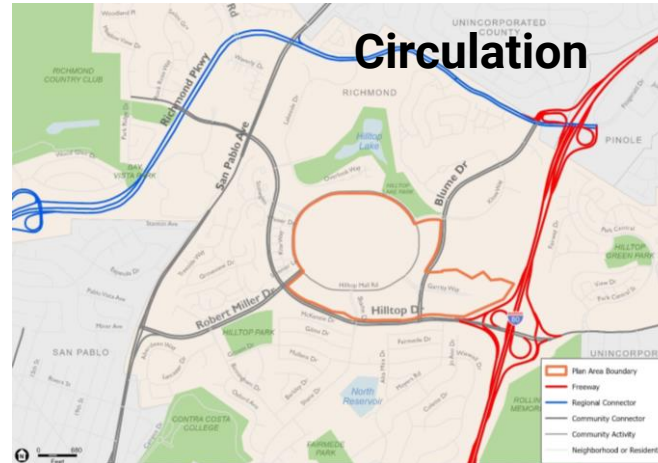
- Topography
- Views/sightlines
- Landscape
- Urban fabric
- Built form





# Project Studies: Transportation

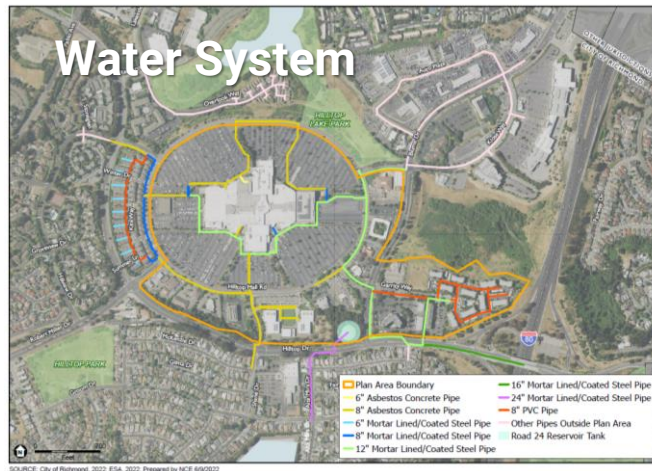
- Existing networks
- Existing travel characteristics
- Planning improvements
- Regulatory setting



# Project Studies: Wet Utilities and Geotech

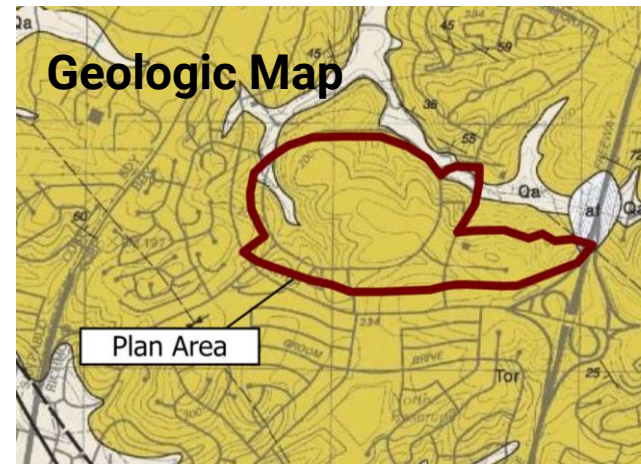
## Wet Utilities

- Sanitary sewer system
- Storm drain system
- Water system



## Preliminary Geotech Assessment

- Geologic and topographic conditions
- Geotechnical hazards



# Market Study

- **Purpose:** High-level overview of market potential in the plan area that informs the planning process by identifying opportunities and challenges for new development
- Uses evaluated:
  - Residential
  - Office
  - Retail
  - Industrial
  - Hotel
  - Entertainment

# Market Study

<b>Residential</b>	<ul style="list-style-type: none"><li>• Potential demand for new housing</li><li>• Placemaking, perception of safety, complimentary uses are important</li><li>• Specific strategies needed for affordable housing</li></ul>
<b>Office</b>	<ul style="list-style-type: none"><li>• Possible opportunity for small-scale office in mixed-use development</li><li>• Not an established office market</li></ul>
<b>Retail</b>	<ul style="list-style-type: none"><li>• Will depend on population growth, attracting new residents</li><li>• Sites must have good visibility &amp; access</li></ul>



# Market Study

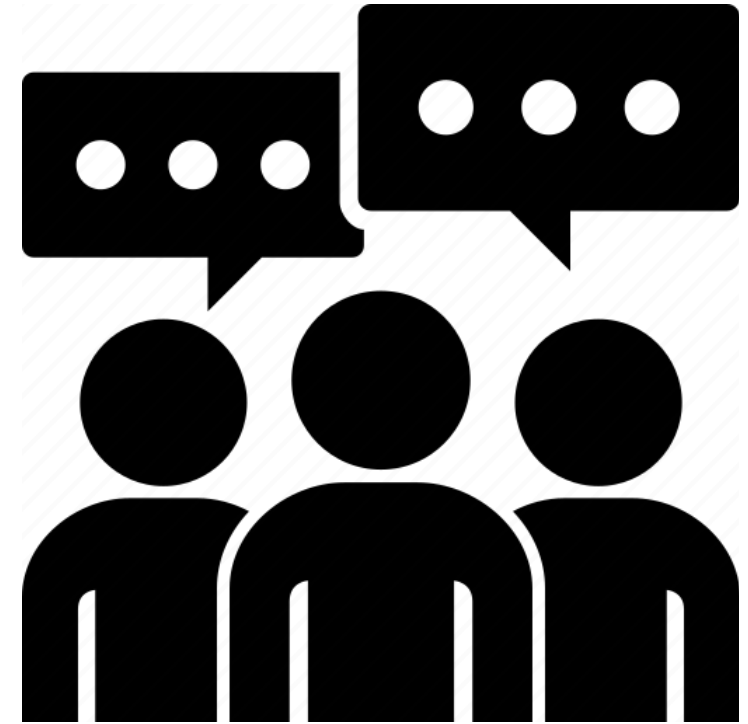
<b>Industrial/Flex</b>	<ul style="list-style-type: none"><li>• Strong market potential</li><li>• Could be incompatible with residential uses</li><li>• Possible opportunity for smaller-scale industrial/flex or PDR uses</li></ul>
<b>Hotel</b>	<ul style="list-style-type: none"><li>• Hotel sector is still recovering from the pandemic</li><li>• Mix of uses &amp; amenities would improve potential for a hotel in the Plan area</li></ul>
<b>Entertainment</b>	<ul style="list-style-type: none"><li>• Plan Area demographics are not ideal for regional entertainment use</li><li>• Population and employment growth would be critical to support future regional entertainment use</li><li>• Potential demand for local-serving craft brewery or similar use</li></ul>

# What We Heard So Far

# Poll #2

# Stakeholder Interviews

- **Purpose:** Engage key stakeholders in small-group or one-on-one sessions to allow for focused discussions on project
- 10 stakeholder interviews conducted in June, July, and August 2022
- 30 stakeholders interviewed
- Diverse representation



# Main Themes from Stakeholder Interviews

- Housing
- Density
- Community/culture
- Food/retail
- Connectivity
- Safety
- Separated, green industrial use
- Economic and workforce opportunities

# Main Themes from Stakeholder Interviews



## Housing

- Significant housing demand
- Low-income, affordable housing



## Density

- High-rise buildings/ vertical development to maximize land and views



# Main Themes from Stakeholder Interviews



## Community/Culture

- Gathering spaces/center
- Place for events
- Celebrate diverse community



## Food/Retail

- Grocery store/healthy food options
- Retail component

# Main Themes from Stakeholder Interviews



## Connectivity

- Improve street system and circulation
- Transit, bike, pedestrian mobility



## Safety

- Safe space for all users
- Speed of traffic
- Intentional design to increase “eyes on street”

# Main Themes from Stakeholder Interviews

## CLEAN TECHNOLOGY

### Separated, Green Industrial Use

- Land use adjacency
- Green/clean technology



### Economic and Workforce Opportunities

- Economically feasible uses
- New and innovative job opportunities

# Priorities Discussion

# Poll #3

# Priority #1:

## Open Discussion

Community, culture, and gathering spaces

# **Priority #2:**

## **Open Discussion**

Housing

# **Priority #3:**

# **Open Discussion**

Connectivity



# **Priority #4:**

## **Open Discussion**

Safety

# Next Steps

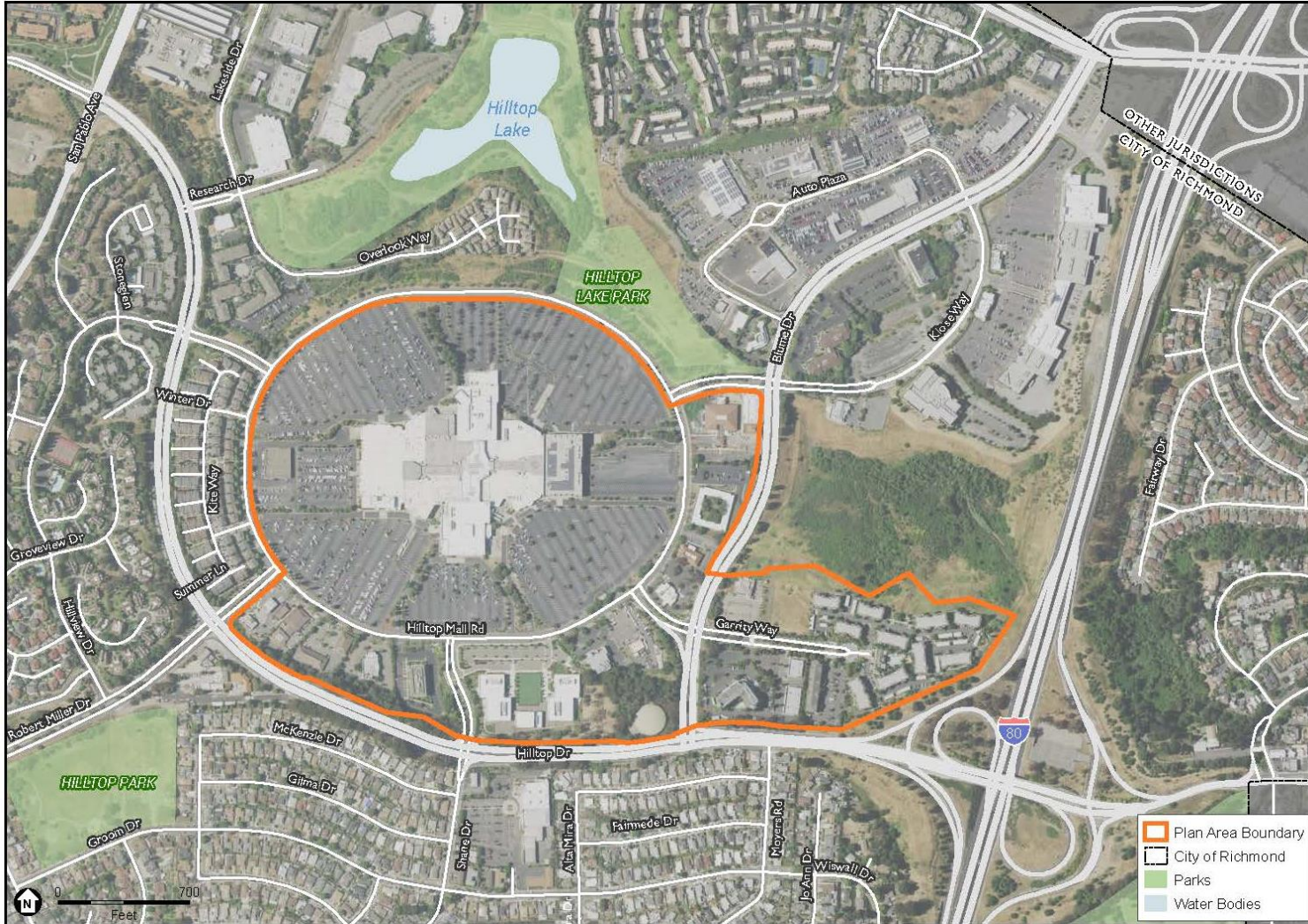
# Next Steps

## 1. Community Workshop #1 via Zoom

- Tuesday, September 27, 2022 (6:00-7:30pm) – **Invites coming soon!**

## 2. Project Alternatives Phase

- Advisory Committee #2 via Zoom - Q4 of 2022/Date TBD
- Community Workshop #2 via Zoom - Q4 of 2022 or Q1 of 2023/Date TBD



# Thank You!

## Questions?