



Community Workshop #1

Hilltop Horizon Specific Plan



This meeting is being recorded.

Please complete the Zoom poll while we wait to get started.

September 27, 2022

Polling Questions

1. **Please tell us who you are.** Select all that apply./ Por favor díganos quien es usted. Seleccione todas las que correspondan.
 - a. **I live in Richmond.**/ Vivo en Richmond.
 - b. **I work in Richmond.**/ Trabajo en Richmond.
 - c. **I own a business and/or commercial property in Richmond.**/ Soy dueño de un negocio o propiedad comercial en Richmond.
 - d. **My residence or business/commercial property is in the Hilltop area.**/ Mi residencia o negocio/propiedad comercial está en el área de Hilltop.
 - e. **I represent a public agency (city, county, district, agency).**/ Soy representante de una agencia pública (ciudad, condado, distrito, agencia).
 - f. **I represent a community group/organization.**/ Soy representante de un grupo o organización comunitaria.
 - g. **None of these options apply.**/ Ninguna de estas opciones aplica.

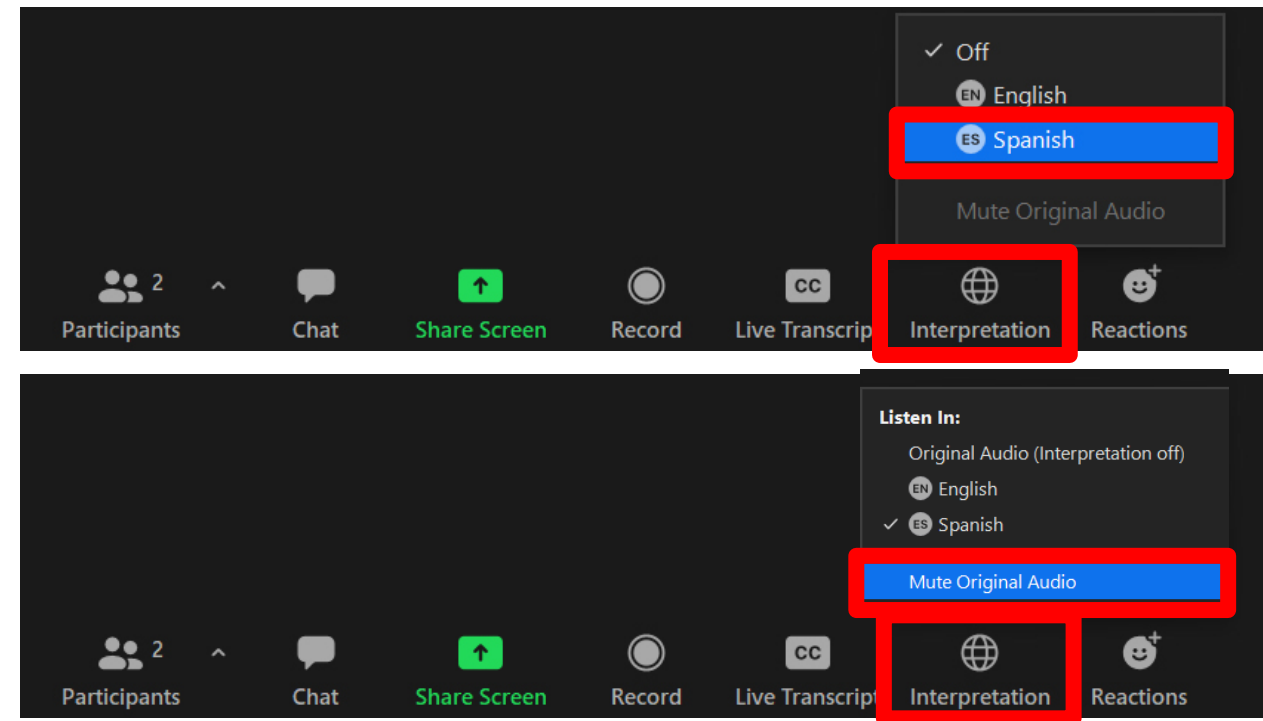
2. **Are you excited to see change in the Hilltop area?** Please make one selection./ Esta entusiasmado por ver cambios en el área de Hilltop? Por favor haga una selección.
 - a. **Yes/ Si**
 - b. **No/ No**
 - c. **Somewhat/ Un poco**

Select Your Preferred Language/ Selección su idioma

For English, click the interpretation button and select English

For Spanish/ Para español

1. **Click the Interpretation button and select Spanish/ Haga clic en el boton Interpretacion y seleccione Espanol**
2. **Click the Interpretation button again and then click “Mute Original Audio”/ Haga clic en el boton Interpretacion nuevamente y luego haga clic en “Silenciar audio original”**



Welcome and Thank You!

Thank you for joining us today for our first Community Workshop for the Hilltop Horizon Specific Plan project. We appreciate your support and feedback.



Contact: Roberta_Feliciano@ci.richmond.ca.us

For more information: <https://hilltophorizon.com/>

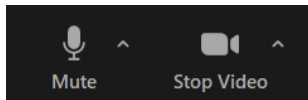
Project Team Overview

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

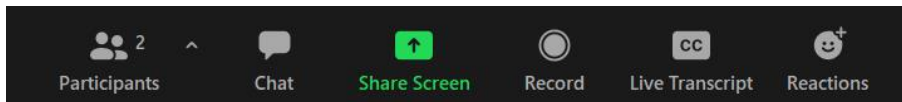


How to Use Zoom Video Conferencing

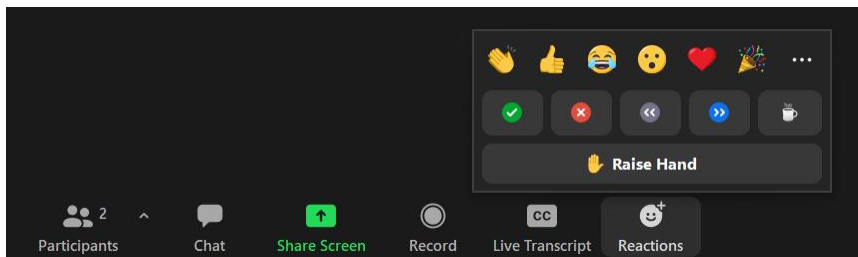
Mute/Unmute & Start/Stop Video



Chat – select the chat button to type in questions or comments



Reactions – show a nonverbal expression with an emoji or raise your hand to show you have a question/comment



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 engagement events in the future.

Agenda

1. Project Overview
2. Project Studies
3. Priorities Discussion
4. What We Heard So Far
5. Next Steps/Q+A



Meeting Objectives



Provide overview of project and studies conducted to date.



Hear from the community on project priorities and concerns.



Provide summary of what the team has heard thus far.

Project Overview

Reimagining Underutilized Commercial Spaces

American malls getting radical facelifts as pandemic fades and department stores close

©CBS NEWS

Mixing it Up:
Reimagining the
Traditional Mall for
New Uses

Creating New Neighborhoods from Aging Malls & Underused
Office Parks



CBRE

Malls represent opportunities to redefine retail and consumers interaction in America and transform these major sites into their highest and best use as new community hubs in the suburban ecosystem.

THE **ROBIN**REPORT

Plan Area Timeline

(timeline does not include all plan area parcels)



1998 – 2017:

Changing ownership (including GM Pension Trust, The Mills Corporation, Simon Property Group, LBG Real Estate Companies)

2021:
Prologis buys
Hilltop Mall

1976:
Hilltop
Mall
opens



2003:
The Tides
multifamily
property
opens



2007:
Walmart
opens



2017 – 2021:
Mall anchor
tenant closures
(JCPenney,
Sears, Macy's)

2015– 2018:
Aspire Richmond California College Preparatory Academy and Aspire Richmond Technology Academy open



What is the Hilltop Horizon Project?

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



What is a Specific Plan?

- A regulatory planning document that implements the goals and policies of the General Plan and defines the development standards and implementation measures for a specific geographic region
- **Goal:** Develop a comprehensive plan to guide future development that will attract people, businesses, and investments.
- **Process:** The ultimate mix of uses and development program will be determined as part of the planning process that will involve and be informed by community and stakeholder engagement.

What is the Project Schedule?



Workshop #1
We are here!

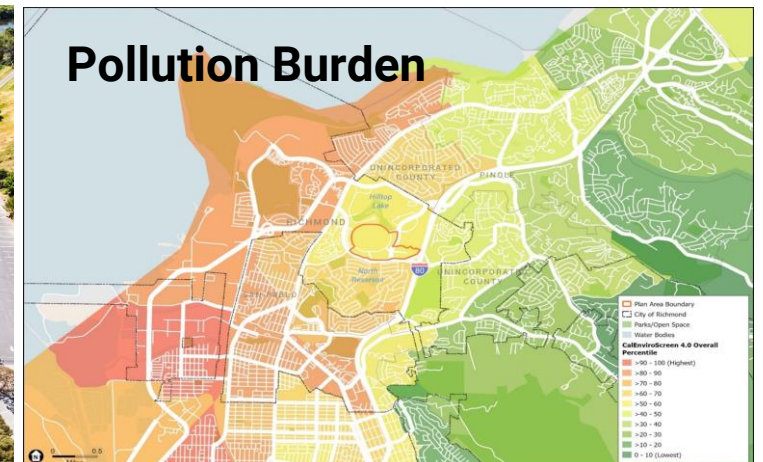
Project Studies

Overview

- **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

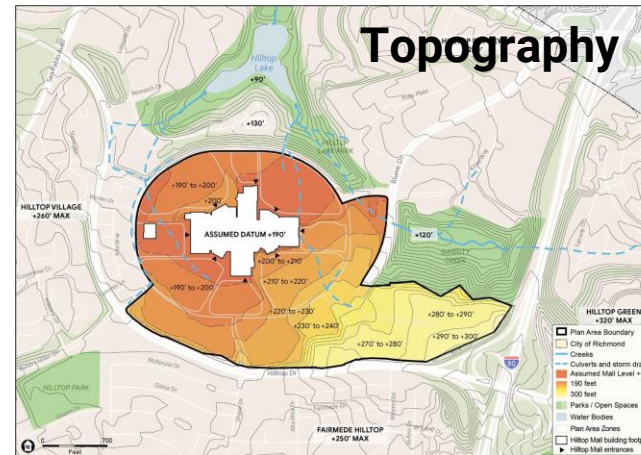
Land Use

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



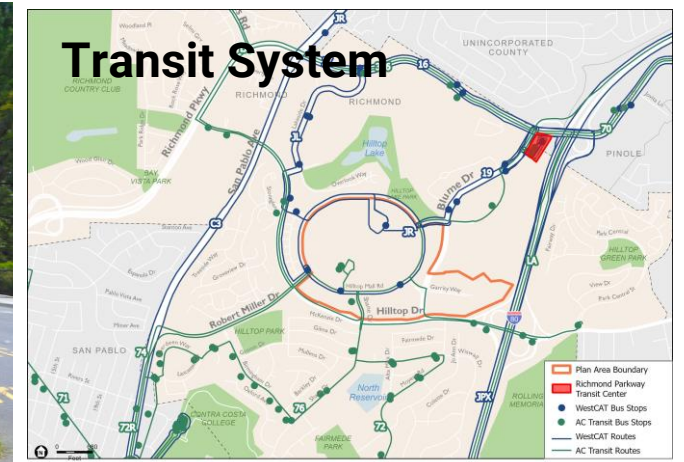
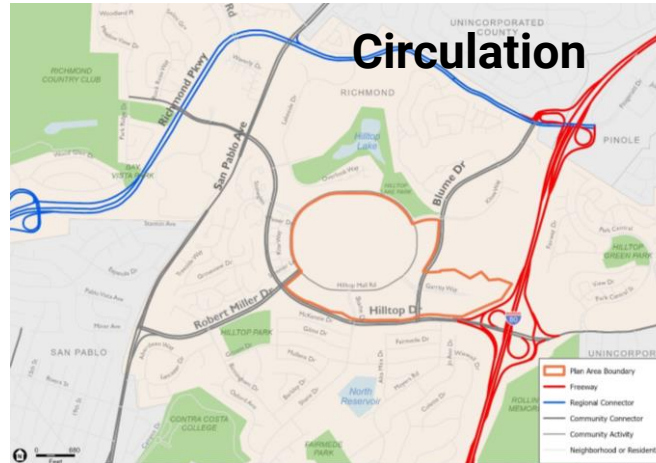
Urban Design

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



Transportation

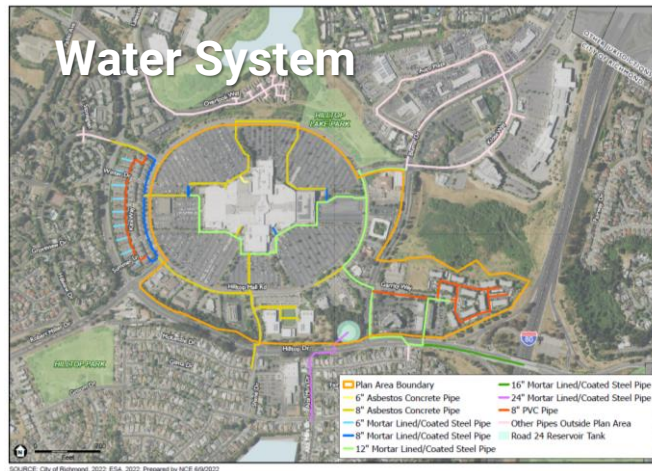
- Existing networks
- Existing travel characteristics
- Planning improvements
- Regulatory setting



Wet Utilities and Geotech

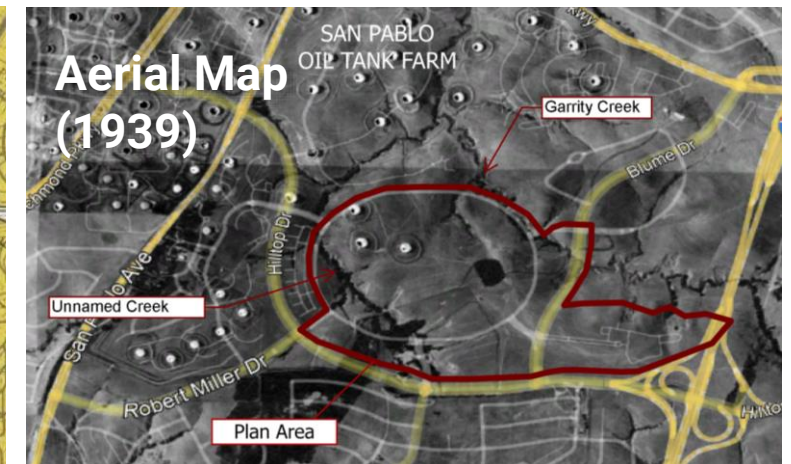
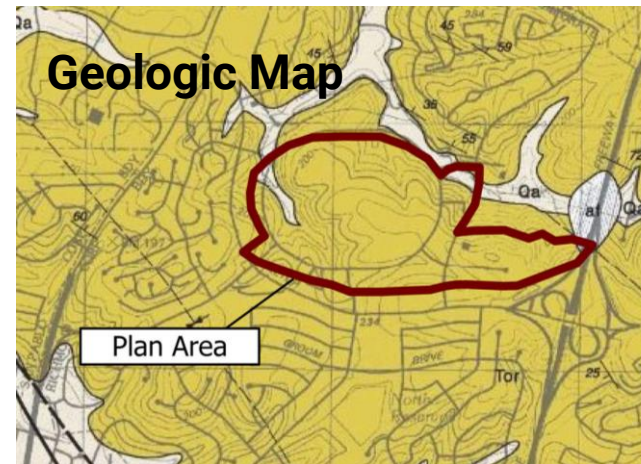
Wet Utilities

- 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
- Challenged uses may still be possible by accounting for feasibility challenges in the planning process
- Study is based on current market conditions - uses that are not supportable now could be supportable in the future
- Financial feasibility analysis will be conducted later in the planning process

Market Study

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

Market Study

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

Priorities Discussion

We want to hear from you!

1. **What is lacking in the community that you want to see in the Hilltop Horizon plan area? Please describe these uses, services, amenities, etc. in detail.** *¿Que falta en la comunidad que le gustaría ver en el Hilltop Horizon Plan Area? Por favor describa en detalle los usos, servicios, y comodidades, etc.*
2. **What is it that you do not want to see in the Hilltop Horizon plan area?** *¿Que no le gustaría ver en el Hilltop Horizon Plan Area?*
3. **What are the biggest challenges that the project team should focus on?** *¿En qué retos principales debería enfocarse el equipo?*
4. **What development should be prioritized in Phase 1 of the project?** *Que se debe priorizar en la Fase 1 del Proyecto?*

Breakout Room Overview


- 2-3 project team facilitators and notetakers will be in each Breakout Room to document your feedback on each question onto a Mural Board (see example)
- ~30 mins on Breakout Room exercise
- Community member volunteer to provide a 1-minute summary during the Reporting Out session

Hilltop Horizon Community Workshop #1 - 9/27/22

Room # XX

Facilitators:

Number of Participants:



**HILLTOP
HORIZON**

What is lacking in the community that you want to see in the Hilltop Horizon plan area? Please describe these uses, services, amenities, etc. in detail.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
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What is it that you do not want to see in the Hilltop Horizon plan area?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
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What are the biggest challenges that the project team should focus on?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
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What development should be prioritized in Phase 1 of the project?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
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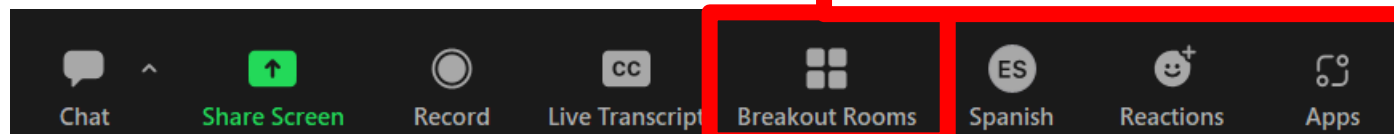
Other Thoughts/Comments

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 4

Breakout Room Selection

- Room 1 if your last name ends with the letter **A, B, C, D, E, or F** (English)
- Room 2 if your last name ends with the letter **G, H, I, J, K, or L** (English)
- Room 3 if your last name ends with the letter **M, N, O, P, Q or R** (English)
- Room 4 if your last name ends with the letter **S, T, U, V, W, X, Y or Z** (English)
- **Room 5 if for Spanish interpretation**

**Participants may be moved to another room to help balance attendees across rooms.*



Reporting Out

- Community member volunteer to provide a 1-minute summary of key takeaways discussed
 - Room 1
 - Room 2
 - Room 3
 - Room 4
 - Room 5

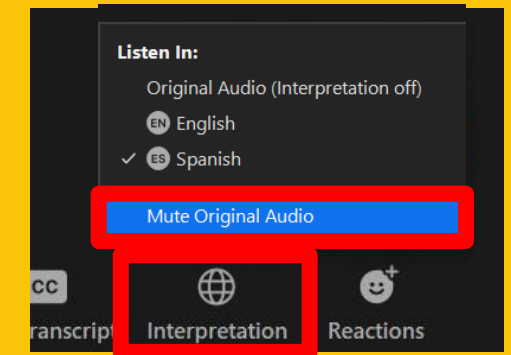
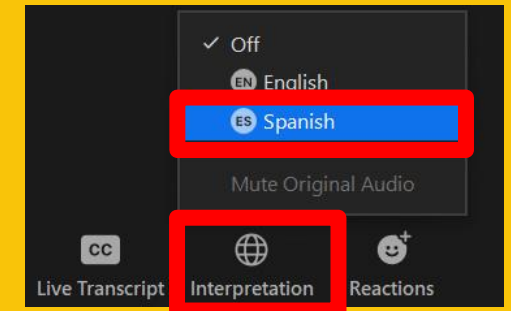


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What We Heard So Far

Stakeholder Interviews

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



Advisory Committee Meeting

- 13 Committee member participants with 11 agencies and organizations represented
- **Purpose:** Using the Committee as a sounding board, prioritize main project themes and discuss in further detail
- **Figure 1:** Overview of main themes with priority emphasis on: community/ culture/ gathering spaces; housing; connectivity; and safety

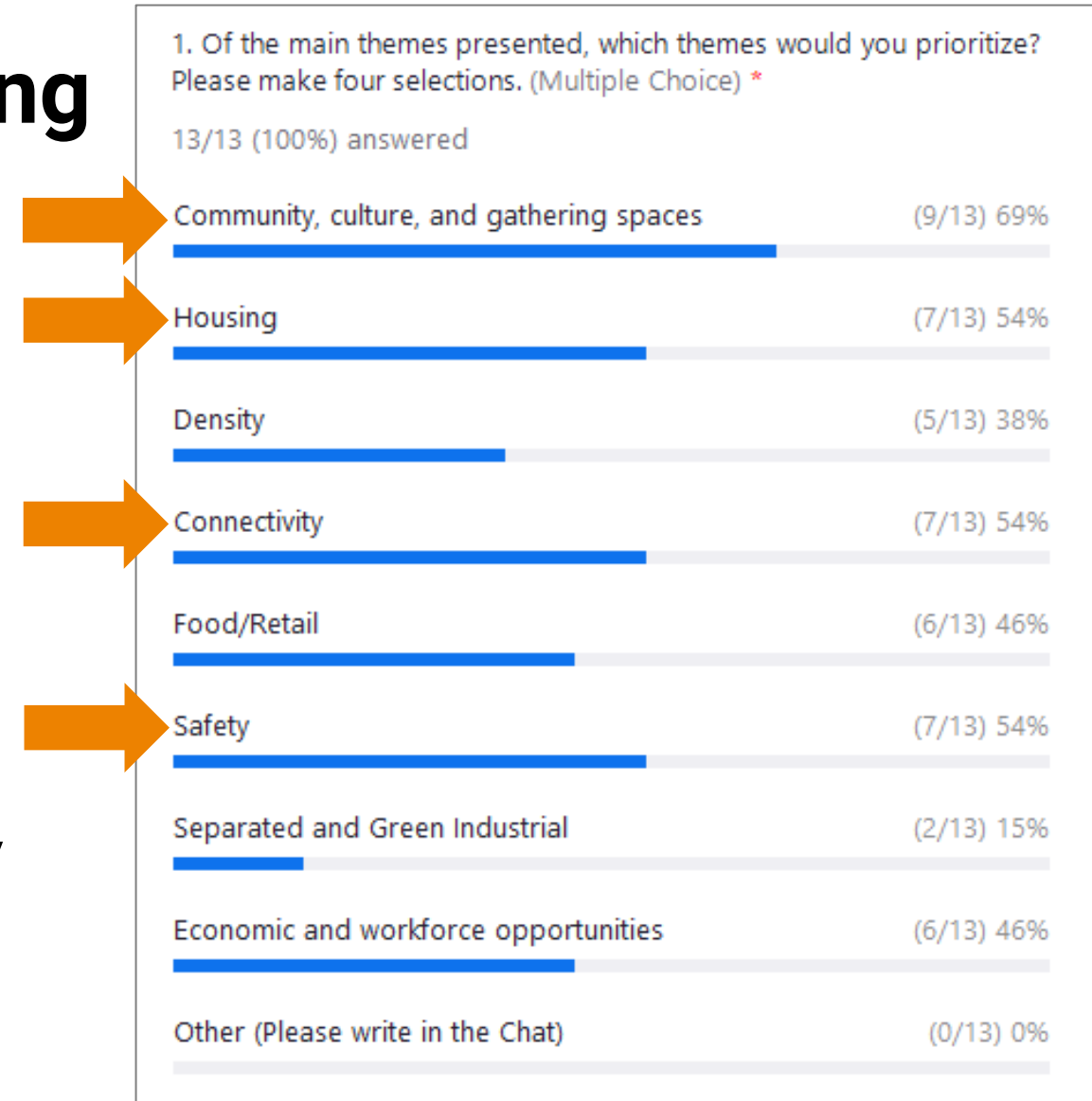


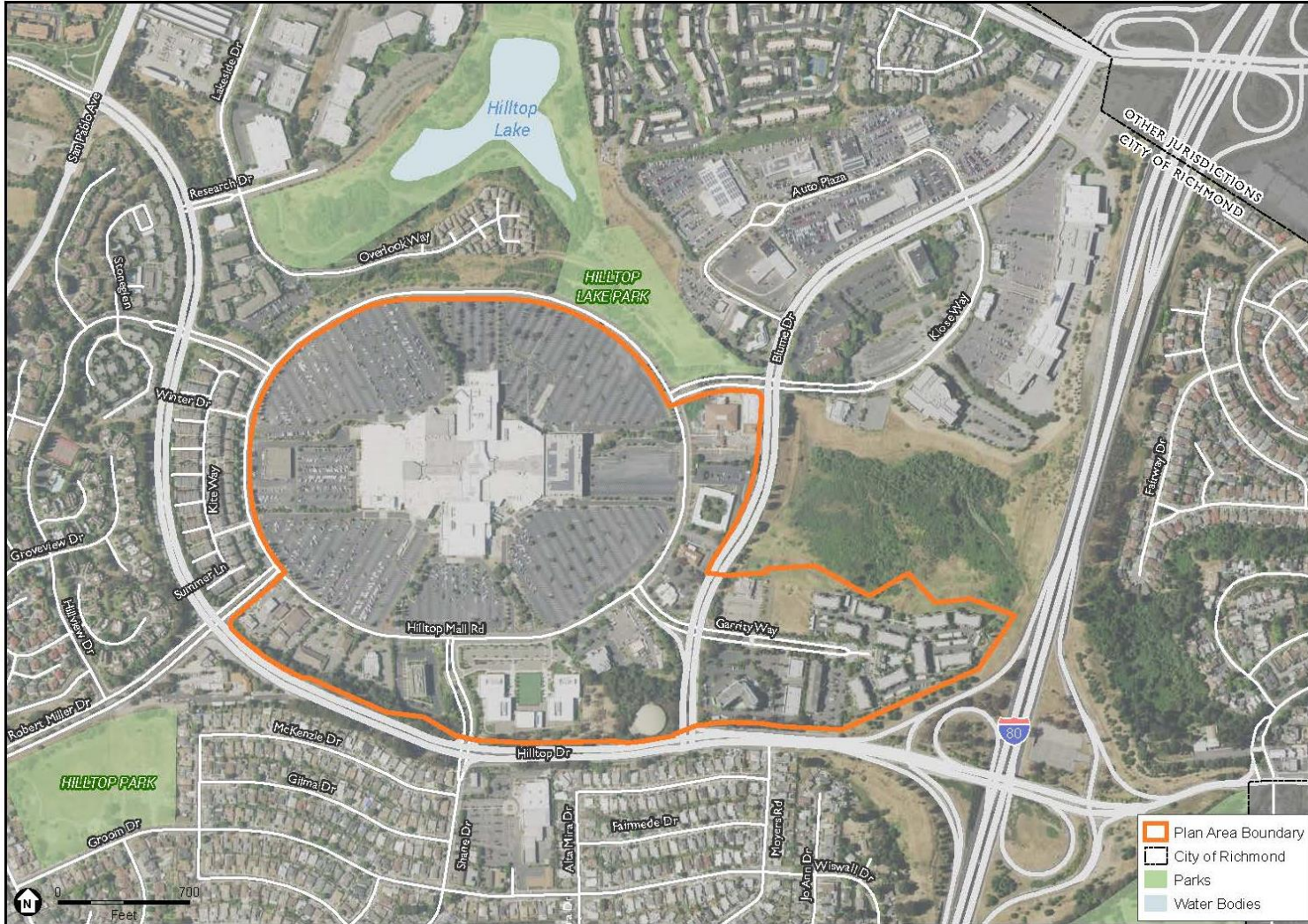
Figure 1

Next Steps

Next Steps

1. Visioning: Develop Project Drivers/Goals – Q4 2022
2. Scenario Planning: Prepare Plan Alternatives – Q1, Q2 2023
3. Conduct outreach activities – Q2 2023 (Advisory Committee #2, Community Workshop #2)





Thank You!

Questions?

Contact:

Roberta_Feliciano@ci.richmond.ca.us

For more information:

<https://hilltophorizon.com/>