



Hilltop Horizon Specific Plan – Survey Summary

Solicitation

Postcard flyers with Community Survey QR code and objectives in both English and Spanish, were sent to approximately 700 property owners within a 500-foot radius of the plan area. The Community Survey was also advertised on the Hilltop Horizon project website at <https://hilltophorizon.com/>, under the Events section, and published 3 times in the City Manager Weekly Report distributions that ran from February 24, 2023 to March 10, 2023. A Community Survey Open House was held on March 11, 2023, from 11:30 AM to 3:30 PM at Walmart, 2nd floor, and listed on the Hilltop Horizon project website. Additionally, these were the distribution lists that advertised the event and the approximate number of contacts within each distribution:

1. Community Events Calendar – 1129
2. Design Review Board Agendas – 386
3. Development Services – 158
4. Hilltop Horizon Specific Plan – 36
5. Neighborhood Council Fairmede-Hilltop Newsletter – 165
6. List of Planning Projects Under Review – 441
7. Planning Commission Agendas – 438
8. Richmond Neighborhood Coordinating Council – 239

Survey Format

The Community Survey was conducted online through SurveyMonkey. An in-person opportunity to complete the survey was provided as well at an on-site Open House on March 11, 2023, as mentioned above. Translation and interpretation services were available at the Open House to assist Spanish-speakers.

Poll Questions and Results

The survey contained a total of 27 questions, including an additional raffle drawing opportunity for respondents. See below results, which include the questions, response options, number and percent of responses.

Question 1: Please tell us who you are. Select all that apply.	Responses	Percent
I live in Richmond	362	76.69%
I work in Richmond	122	25.85%
I own a business and/or commercial property in Richmond	27	5.72%
My residence or business/commercial property is in the Hilltop area	135	28.6%
I represent a public agency (city, county district, agency)	17	3.6%
I represent a community group/organization	36	7.63%
None of these apply	17	3.6%
Other (Please specify)	32	6.78%

Question 2: Have you attended any of the City-led Hilltop Horizon Specific Plan outreach activities and/or reviewed project-related informational resources? Select all that apply.

	Responses	Percent
Visited the Hilltop Horizon Specific Plan project website (https://hilltophorizon.com).	235	89.69%
Summer 2022 Stakeholder Interviews, including attendance and/or review of the summary notes posted on the project website.	35	13.36%
August 2022 Advisory Committee Meeting #1, including attendance and/or review of the summary notes posted on the project website.	31	11.83%
September 2022 Community Workshop #1, including attendance and/or review of the video recording posted on the project website.	43	16.41%

Question 3: Please identify the zones in the Hilltop plan area (image above) that you believe have the highest opportunity for change. Select your top three choices.

	Responses	Percent
Zone 1	417	88.35%
Zone2	199	42.16%
Zone 3	191	40.47%
Zone 4	82	17.37%
Zone 5	117	24.79%
Zone 6	71	15.04%

Question 4: What planning goals are highest priority? Please select your top four choices.

	Responses	Percent
Create more housing choices.	173	36.65%
Maximize the use of vertical space for developments.	76	16.1%
Promote a mix of land uses.	154	32.63%
Strengthen and celebrate community identify and culture.	66	13.98%
Promote safety.	145	30.72%
Enhance community services and amenities.	128	27.12%
Enhance mobility connections to accommodate all users.	47	9.96%



Promote new land uses that stimulate the local economy.	158	33.47%
Emphasize community sustainability, resilience, and equity.	85	18.01%
Promote employment opportunities.	134	28.39%
Attract new businesses.	222	47.03%
Build tax base and revenue for the City.	82	17.37%
Create entertainment opportunities.	184	38.98%
Achieve redevelopment of site in the near term.	60	12.71%

Question 5: Are there other planning goals you would amend? Are there any missing goals from this list that you would like to include? Please specify. (optional)	Responses	
Answered	165	
Skipped	305	

Question 6: What types of housing is most needed in the Hilltop plan area? Select your top three choices.	Responses	Percent
For sale housing	187	42.89%
For rent housing	127	29.13%
Affordable housing (for low-income families, seniors, educators, disabled, among other special needs populations)	226	51.83%
Multi-family residential (e.g., condominiums and apartments)	190	43.58%
Single-family attached homes (e.g., townhomes, rowhomes)	167	38.3%
Single-family detached homes	111	25.46%
Mobile homes	13	2.98%
Other (please specify)	43	9.86%

Question 7: Which zones (above image) in the Hilltop plan area you think would best support housing? Please select your top three choices.	Responses	Percent
Zone 1 – northeast quadrant	170	38.99%
Zone 1 – northwest quadrant	152	34.86%



Zone 1 – southeast quadrant	105	24.08%
Zone 1 – southwest quadrant	86	19.72%
Zone 2	90	20.64%
Zone 3	83	19.04%
Zone 4	108	24.77%
Zone 5	148	33.94%
Zone 6	150	34.4%

Question 8: Please share if you have additional comments in response to Question 7. Responses (optional)	
Answered	77
Skipped	395

Question 9: What type of retail establishments are most desired in the Hilltop plan area? Please select your top three choices.	Responses	Percent
Independently owned small businesses	227	52.06%
Big box stores (e.g., Costco, Target)	218	50%
Restaurants and cafes	374	85.78%
Grocery stores	307	70.41%
Flexible retail spaces (e.g., seasonal stores, pop-up stores)	73	16.74%

Question 10: Please share if you have additional comments in response to Question 9. Responses (optional)	
Answered	84
Skipped	388

Questions 11: How quickly do you want to see change in the Hilltop plan area? Select one option.	Responses	Percent
Does not apply. I do not want to see change in the Hilltop plan area.	3	0.69%



0 – 5 years	392	89.91%
6 – 10 years	36	8.26%
11 – 20 years	1	0.23%
20+ years	4	0.92%

Question 12: Please share if you have additional comments in response to Question 11. Responses (optional)

Answered	69
Skipped	403

Question 13: Based on Question 11 above, if new uses, such as industrial use, need to be introduced to financially make redevelopment of Hilltop feasible in the near term, would you support this? Note: Industrial use would not be on the entire former mall site. Select one option.

	Responses	Percent
Yes	194	44.5%
No	242	55.5%

Question 14: Please share if you have additional comments in response to Question 13. Responses (optional)

Answered	106
Skipped	366

Questions 15: What type of light industrial uses would be most acceptable in the Hilltop plan area? Please select your top four choices. Note: Industrial use in the plan area is not currently a permitted use. Introducing industrial to the plan area will require a General Plan Amendment (GPA) and rezone, a process that would require City Council approval.

	Responses	Percent
Does not apply. I do not think industrial use should be permitted in the Hilltop plan area.	182	44.28%
Research & Development	176	42.82%
Data Center	147	35.77%
Showrooms	95	23.11%



Flex space	79	19.22%
Distribution warehouse	61	14.84%
Light Manufacturing	73	17.76%
Other (please specify)	27	6.57%

Question 16: Please share if you have additional comments in response to Question 15. Responses (optional)

Answered	45
Skipped	427

Question 17: What are your biggest concerns related to industrial use if permitted in the Hilltop plan area? Select all that apply.

	Responses	Percent
Does not apply. I have no concerns with industrial use.	43	10.46%
Traffic impacts	255	62.04%
Air quality impacts	296	72.02%
Noise impacts	261	63.50%
Smells	237	57.66%
Impacts to views/sightlines	158	38.44%
Other (please specify)	62	15.09%

Question 18: What zones (above image) would best support industrial use in the Hilltop plan area? Please select your top three choices.

	Responses	Percent
Does not apply. I do not think industrial use should be permitted in the Hilltop plan area.	178	43.31%
Zone 1 – northeast quadrant	104	25.30%
Zone 1 – northwest quadrant	78	18.98%
Zone 1 – southeast quadrant	46	11.19%
Zone 1 – southwest quadrant	30	7.30%
Zone 2	19	4.62%
Zone 3	21	5.11%



Zone 4	42	10.22%
Zone 5	70	17.03%
Zone 6	72	17.52%

Question 19: Please share if you have additional comments in response to Question 18. Responses (optional)

Answered	26
Skipped	446

Question 20: What means of transport would you like to see improvements to in order to utilize these facilities and services more frequently? Please select your top four choices.

	Responses	Percent
Walking	290	70.56%
Biking	228	55.47%
Transit – bus	237	57.66%
Transit – rail	130	31.63%
Transit station	175	42.58%
Personal vehicle	175	42.58%
Rideshare (e.g., Uber, Lyft)	76	18.49%
Other (please specify)	20	4.87%

Question 21: What type of community facilities should be prioritized in the Hilltop plan area? Please select your top four choices.

	Responses	Percent
Active recreational spaces (e.g., playgrounds, sports fields, trails)	295	71.78%
Passive open spaces (e.g., plazas, gardens, picnic areas)	291	70.80%
Libraries	145	35.28%
Schools	74	18.0%
Police/fire services	126	30.66%
Health clinics	136	33.09%



Community/senior centers	185	45.01%
Cultural facilities	125	30.41%
Other (please specify)	21	5.11%

Question 22: What other uses, can you see, would be a good use for the Hilltop area? (optional)	Responses	
Answered	123	
Skipped	349	

Question 23: Please tell us any other comments, thoughts, or suggestions you have regarding the Hilltop Horizon Specific Plan project. (optional)	Responses	
Answered	75	
Skipped	397	

Question 24: What is your age range? Select one option.	Response	Percent
Under 18	2	0.50%
18-24	13	3.26%
25-34	54	13.53%
35-44	96	24.06%
45-54	68	17.04%
55-64	75	18.80%
65+	75	18.80%
Do not wish to respond	16	4.01%

Question 25: What is your total household income? Select one option.	Response	Percent
Under \$15,000	6	1.52%
Between \$15,000 and \$29,999	18	4.56%
Between \$30,000 and \$49,999	18	4.56%



Between \$50,000 and \$74,999	40	10.13%
Between \$75,000 and \$99,999	51	12.91%
Between \$100,000 and \$150,000	93	23.54%
Over \$150,000	96	23.30%
Do not wish to respond	73	18.48%

Question 26: Please select the group below that best applies to you. Select one option.	Responses	Percent
American Indian or Alaska Native	4	1.02%
Asian	45	11.42%
Black or African American	70	17.77%
Latino	47	11.93%
Native Hawaiian or other Pacific Islander	4	1.02%
White/Caucasian	115	29.19%
Multiracial	38	9.64%
Do not wish to respond	63	15.99%
Other (please specify)	8	2.03%

Question 27: Upon completion of this survey, if you would like to enter your name into a raffle drawing for a chance to win e-gift card, please enter your contact information below.	Responses
Answered	177
Skipped	295

[Priorities Discussion](#)

Below is a summary of the written feedback received on open ended questions. The goal of the summary is to highlight the “Major Themes” expressed by survey takers. An analysis of the community input was conducted to identify “Major Themes” which included categorizing responses to group similar ideas. The top four community response categories have been recognized as the “Major Themes”. The summaries provide a reference to the most common topics.

The order of the topics listed are based on how frequently the themes were mentioned (in other words, the theme mentioned most frequently are listed first). Specific responses that were brought forth multiple times by survey



takers have been included to provide additional detail. The following are the “Major Themes” expressed by survey takers.

- 1. Please tell us who you are.**
 - Live in Richmond
 - Work in Richmond
 - Residence or business/commercial property in the Hilltop area

- 2. Have you attended any of the City-led Hilltop Horizon Specific Plan outreach activities and/or reviewed project-related informational resources?**
 - Visited Hilltop Horizon Specific Plan project website

- 3. Please identify the zones in the Hilltop plan area (image above) that you believe have the highest opportunity for change.**
 - Zone 1
 - Zone 2
 - Zone 3

- 4. What planning goals are highest priority?**
 - Attract new businesses
 - Create entertainment opportunities
 - Create more housing choices
 - Promote new land uses that stimulate the local economy

- 5. Are there other planning goals you would amend? Are there any missing goals from this list that you would like to include?**
 - Incorporate Mixed-use
 - Similar to *The Veranda* in Concord, Ca and *Bay Street* in Emeryville, Ca
 - Parks and Open space
 - Green spaces
 - Opportunities for recreation
 - Affordable housing
 - Transitional housing

- 6. What types of housing is most needed in the Hilltop plan area?**
 - Affordable housing (for low-income families, seniors, educators, disabled, among other special needs populations)
 - Multi-family residential (e.g., condominiums and apartments)
 - For sale housing
 - Single-family attached homes (e.g., townhomes, rowhomes)

- 7. Which zones (above image) in the Hilltop plan area you think would best support housing?**
 - Zone 1 – northeast quadrant
 - Zone 1 – northwest quadrant
 - Zone 6



- Zone 5

8. Please share if you have additional comments in response to Question 7

- Opportunity for Live-work housing
- Keep inconsideration traffic and safety impacts
- Open space
 - Recreation
 - Active transportation uses

9. What type of retail establishments are most desired in the Hilltop plan area?

- Restaurants and cafes
- Grocery stores
- Independently owned small businesses
- Big box stores (e.g., Costco, Target)

10. Please share if you have additional comments in response to Question 9

- Large Retail stores

11. How quickly do you want to see change in the Hilltop plan area?

- 0 – 5 years

12. Please share if you have additional comments in response to Question 11.

- Any type of progress to start as soon as possible
- Planning process
 - Strategic
 - Intentional
 - Long term

13. Based on Question 11 above, if new uses, such as industrial use, need to be introduced to financially make redevelopment of Hilltop feasible in the near term, would you support this? Note: Industrial use would not be on the entire former mall site.

- No (55.5%)
- Yes (44.5%)

14. Please share if you have additional comments in response to Question 13.

- No industrial uses
- Health and Environment impact concerns
- More clarification on type of Industrial Use

15. What type of light industrial uses would be most acceptable in the Hilltop plan area? Please select your top four choices. Note: Industrial use in the plan area is not currently a permitted use. Introducing industrial to the plan area will require a General Plan Amendment (GPA) and rezone, a process that would require City Council approval.

- Does not apply. I do not think industrial use should be permitted in the Hilltop plan area.
- Research & Development



- Data Center

16. Please share if you have additional comments in response to Question 15.

- Further explanation of uses
- Sustainability

17. What are your biggest concerns related to industrial use if permitted in the Hilltop plan area?

- Air quality impacts
- Noise impacts
- Traffic impacts
 - Safety
 - Proximity to existing homes
- Smells
- Loss of community development

18. What zones (above image) would best support industrial use in the Hilltop plan area?

- Does not apply. I do not think industrial use should be permitted in the Hilltop plan area.
- Zone 1 – northeast quadrant

19. Please share if you have additional comments in response to Question 18.

- Oppose industrial use
- Industrial uses should be limited and concealed

20. What means of transport would you like to see improvements to in order to utilize these facilities and services more frequently?

- Walking
- Transit – bus
- Biking

21. What type of community facilities should be prioritized in the Hilltop plan area?

- Active recreational spaces (e.g., playgrounds, sports fields, trails)
- Passive open spaces (e.g., plazas, gardens, picnic areas)

22. What other uses, can you see, would be a good use for the Hilltop area?

- Open Space and Recreation
 - Sports facilities
 - Skate park
 - All abilities park
 - Farmers market
 - Community garden
 - Dog park
- Retail shopping center
 - Outdoor shopping center
 - Outlet stores
 - Similar to Bay Street Emeryville or The Veranda, Concord, Ca

- Grocery and Restaurants
 - Food courts
 - Health food stores
 - No fast food restaurants
- Entertainment facilities
 - Family entertainment
 - Gaming facilities ex// Dave & Busters
 - Bowling
 - Indoor climbing

23. Please tell us any other comments, thoughts, or suggestions you have regarding the Hilltop Horizon Specific Plan project

- Planning process
 - Increase speed of planning process
 - More clarification of potential industrial uses
- Mixed-Use
 - Dining
 - Vertical shops and housing
 - Entertainment hub
- Open space and recreation
 - Multimodal options
 - Enhance greenery
 - Family oriented parks
- Oppose industrial use
 - Safety impacts
 - Traffic impacts

24. What is your age range?

- 35-44
- 55-64
- 65+

25. What is your total household income?

- Over \$150,000
- Between \$100,000 and \$150,000
- Do not wish to respond

26. Please select the group below that best applies to you

- White/Caucasian
- Black or African American
- Do not wish to respond

[Appendix: Community Survey Response](#)

This appendix contains a direct output of the survey results generated by SurveyMonkey. All sensitive data has been removed.