



HILLTOP
HORIZON

Community Workshop #2

Hilltop Horizon Specific Plan



This meeting is being recorded.

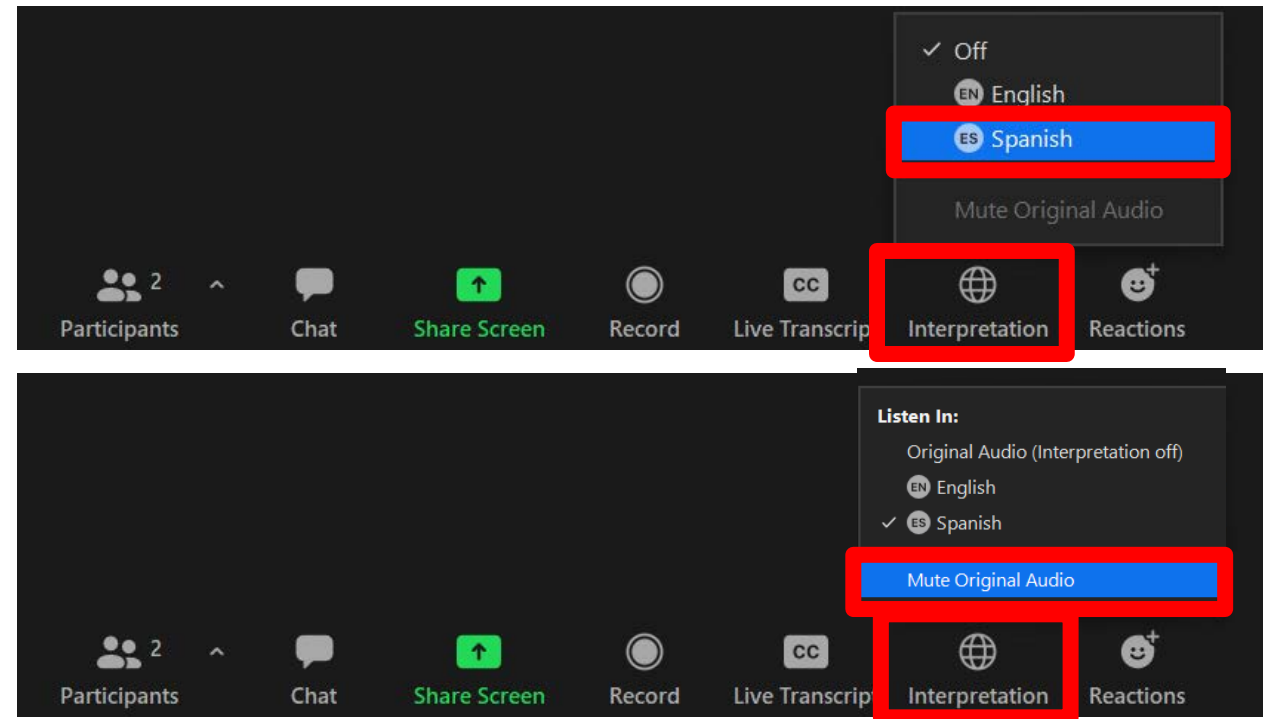
November 1, 2023

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”**



Poll #1a

Please tell us who you are. Select all that apply.

- A. I live in Richmond.
- B. I work in Richmond.
- C. I own a business and/or commercial property in Richmond.
- D. My residence or business/commercial property is in the Hilltop area.
- E. I represent a public agency (city, county, district, agency).
- F. I represent a community group/organization.
- G. None of these options apply.

Por favor díganos quién es. Seleccione todas las opciones que correspondan.

- A. Vivo en Richmond.
- B. Trabajo en Richmond.
- C. Soy dueño de un negocio y/o propiedad comercial en Richmond.
- D. Mi residencia o negocio/propiedad comercial está en el área de Hilltop.
- E. Represento a una agencia pública (ciudad, condado, distrito, agencia).
- F. Represento a un grupo/organización comunitaria.
- G. Ninguna de estas opciones se aplica.

Poll #1b

Have you participated in a City-led Hilltop Horizon Specific Plan meeting/activity (Hilltop Horizon stakeholder interviews, Hilltop Horizon Advisory Committee Meeting #1, Hilltop Horizon Community Workshop #1, Hilltop Horizon community survey)? Please make one selection.

- A. Yes
- B. No
- C. I don't know.

¿Ha participado en una reunión/actividad del Plan Específico de Hilltop Horizon dirigida por la ciudad (por ejemplo: entrevistas con partes interesadas, Reunión #1 del Comité Asesor de Hilltop Horizon, Taller Comunitario #1 de Hilltop Horizon, encuesta comunitaria de Hilltop Horizon)? Por favor haga una selección.

- A. Sí
- B. No
- C. No sé

Poll #1c

How quickly do you want to see change in the Hilltop Horizon plan area? Please make one selection.

- A. 0-5 years
- B. 6-10 years
- C. 11-20 years
- D. 20+ years
- E. I do not want to see change in the Hilltop plan area.

¿Con qué rapidez desea ver cambios en el área del Plan Específico de Hilltop Horizon? Por favor haga una selección.

- A. 0-5 años
- B. 6-10 años
- C. 11-20 años
- D. 20+ años o más
- E. No quiero ver cambios en el área del Plan Específico de Hilltop Horizon.

Welcome!

Thank you for joining us today to provide your input on the components of the Hilltop Horizon Specific Plan land use alternatives. We appreciate your support and feedback.



Project Team Overview

Multidisciplinary team of policy and environmental planners, traffic consultants, designers, engineers, and economists that are supporting the City of Richmond



Meeting Objectives



Provide an overview of the progression of the concept alternatives



Gain feedback on key plan components to develop a preferred land use vision



Agenda

1. **Project Recap**
2. **Concept Alternatives**
 - a. Progression of Concept Alternatives
 - b. Breakout Room Discussion
3. **Next Steps**
4. **Questions**



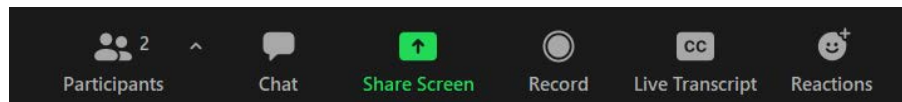
Courtesy Reminders

- Please mute yourself when you're not speaking.
- Please share video so we can stay visually connected.
- Please use raise hand function or chat box to ask questions.
- Please be flexible and patient.
- Respect each others' opinions.
- This is one meeting in a longer process and the team will have other engagement events in the future.

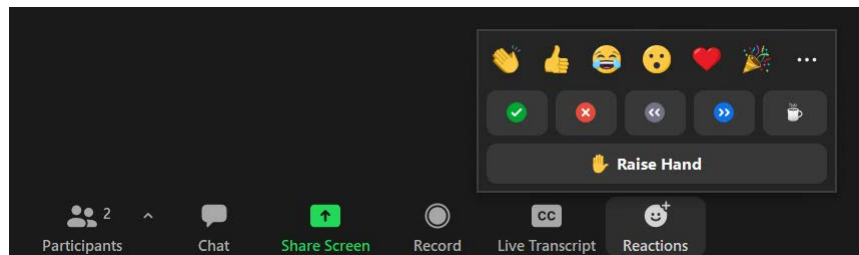
How to Use Zoom Video Conferencing

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



Project Recap

Schedule Overview

We are here! Community Workshop #2



Informing the Alternatives

1. Existing conditions reports and market analysis
2. Past outreach activities
3. Other engagements
 - a. Neighborhood Council meetings
 - b. Meetings with select landowners

Documents and resources available on the project website:

<https://hilltophorizon.com>

By the Numbers

30

stakeholders interviewed

19+

organizations and agencies
engaged so far

112

participants at Workshop #1

472

survey respondents

Top Planning Drivers/Main Themes

1. Attract new businesses.
2. Create entertainment opportunities.
3. Create more housing choices.
4. Promote new land uses that stimulate the local economy.
5. Promote a mix of land uses.
6. Promote safety.
7. Promote employment opportunities.
8. Emphasize community sustainability, resilience, and equity.
9. Enhance mobility connections to accommodate all users.

Poll #2

Do you generally agree with these planning drivers as priority project goals? Please make one selection. / ¿Está usted de acuerdo en general con estos factores de planificación como objetivos prioritarios del proyecto? Por favor haga una selección.

- A. Yes / **Sí**
- B. No

Please type in the Zoom Chat box other main themes and priorities that may be missing from the list.

- A. Attract new businesses.
- B. Create entertainment opportunities.
- C. Create more housing choices.
- D. Promote new land uses that stimulate the local economy.
- E. Promote a mix of land uses.
- F. Promote safety.
- G. Promote employment opportunities.
- H. Emphasize community sustainability, resilience, and equity.
- I. Enhance mobility connections to accommodate all users.

Concept Alternatives

Defining a Grand Vision for Richmond Hilltop



**Leading with
vision framed by
community goals**



**Anchoring in
place-specific
qualities**



**Building in
flexibility for the
future**



Increased density



Promote a mix of land uses + new land uses



Pop-up events

Create entertainment opportunities



Pavilions and Terraces

A growing neighborhood and a destination



Local businesses



Commercial corridors



Attract new businesses

New neighbors, businesses, and visitors



Promote employment opportunities



Public markets



Create more housing choices



Emphasize community sustainability, resilience, and equity

Framing distant views



Places to gather

Promote Safety



Expanding mature tree canopy

Spaces to belong, connect, and share

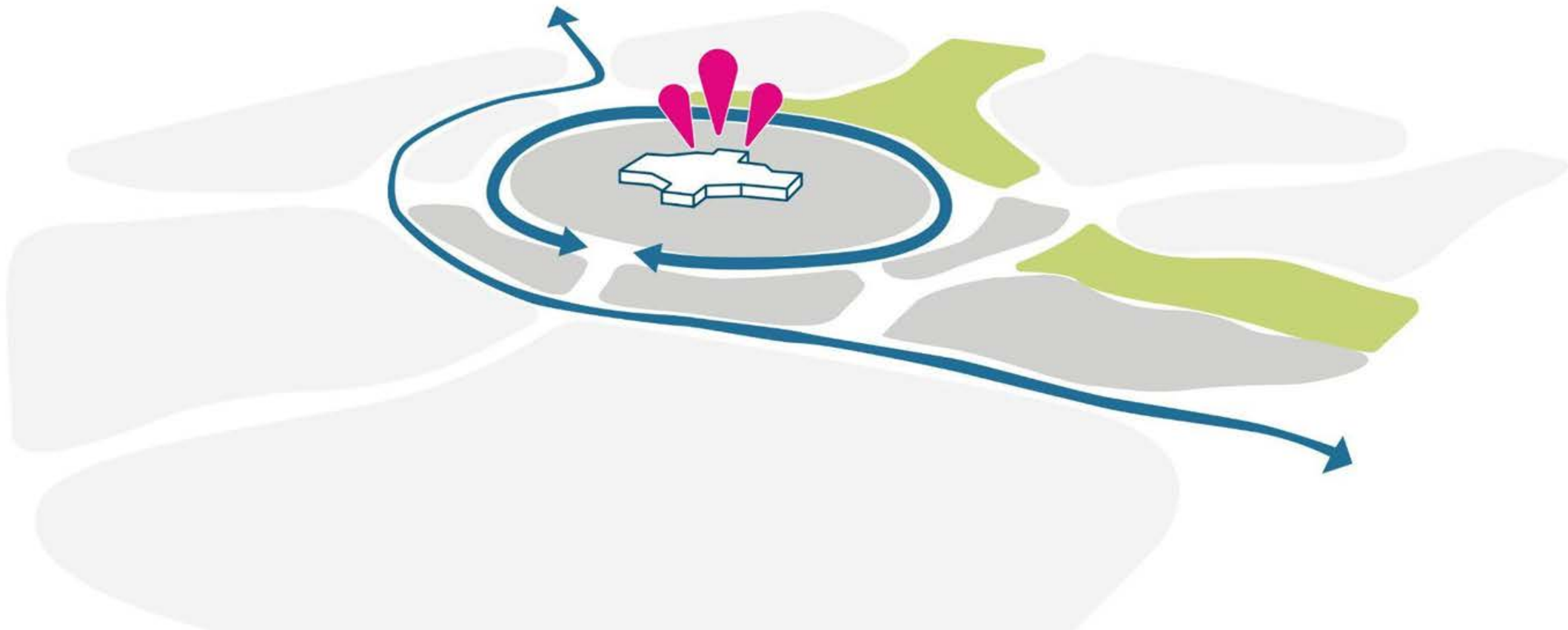


Enhance mobility connections to accommodate all users



A canvas for creativity

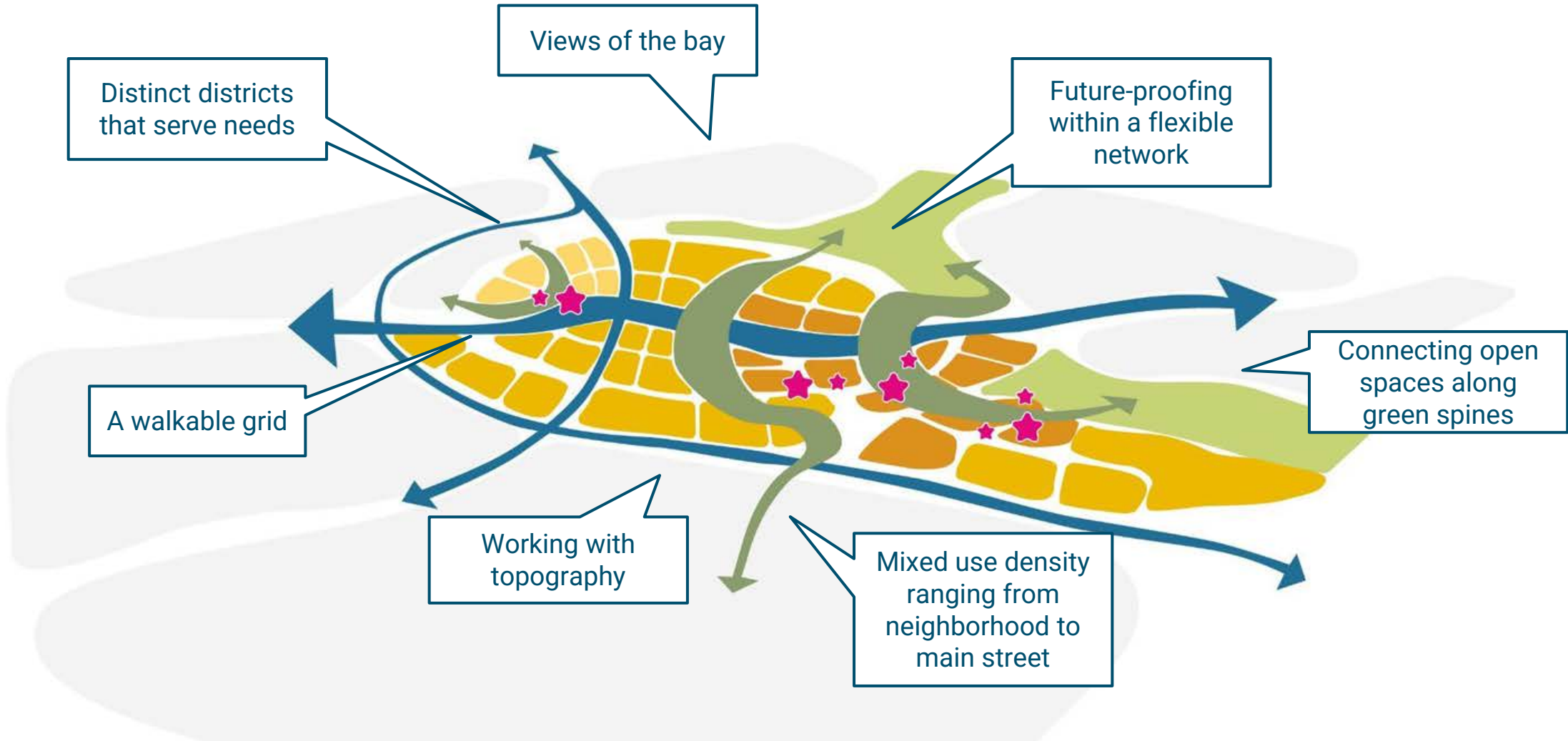
From an **island**...



From an **island** to a **reconnected neighborhood**



Envisioning a Horizon of opportunity at the Hilltop

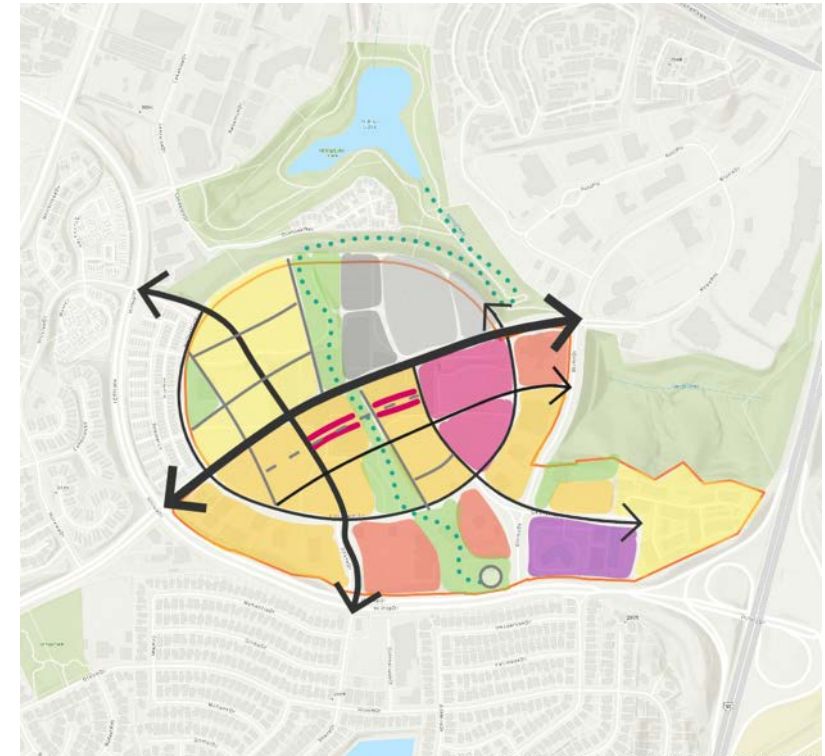
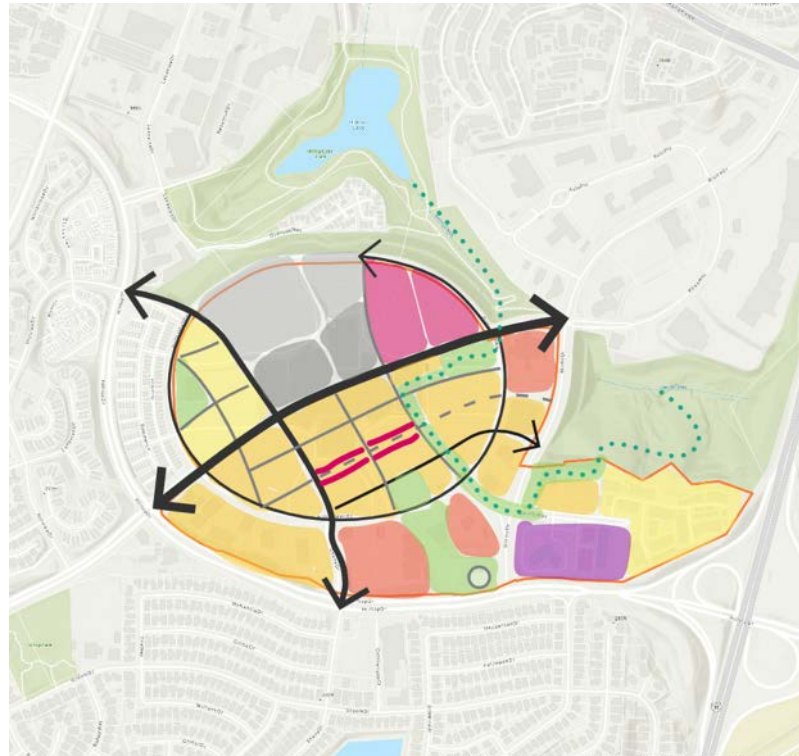
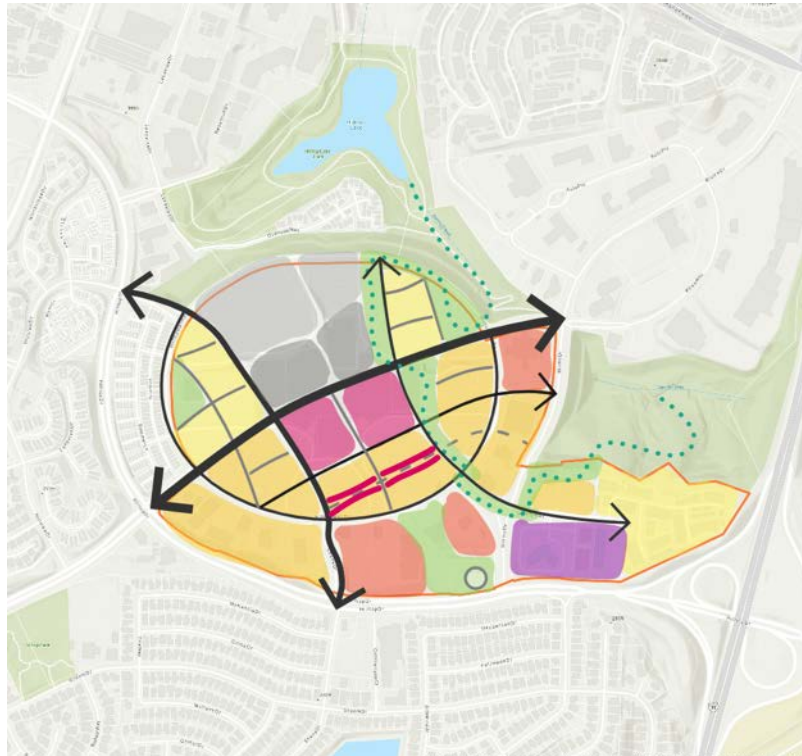


Early Mall Landowner Concept Alternatives

- New landowner purchased the mall site in 2020
- Mall site is 78 acres of the 143 acre plan area, or 55% of the plan area
- Initial plans on the mall site from the landowner showed various arrangements of predominantly employment/industrial uses with large floor plate buildings; initial plans also included some retail and housing



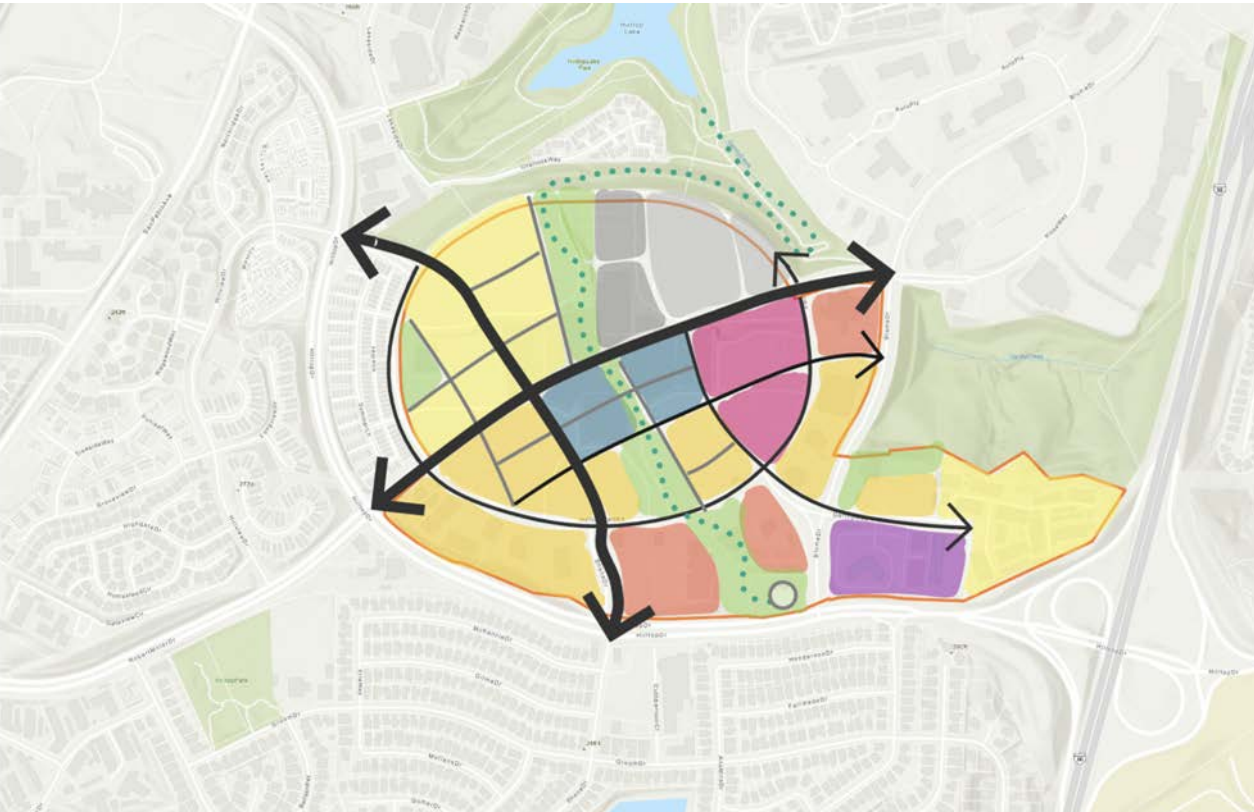
Early City-Developed Concept Alternatives



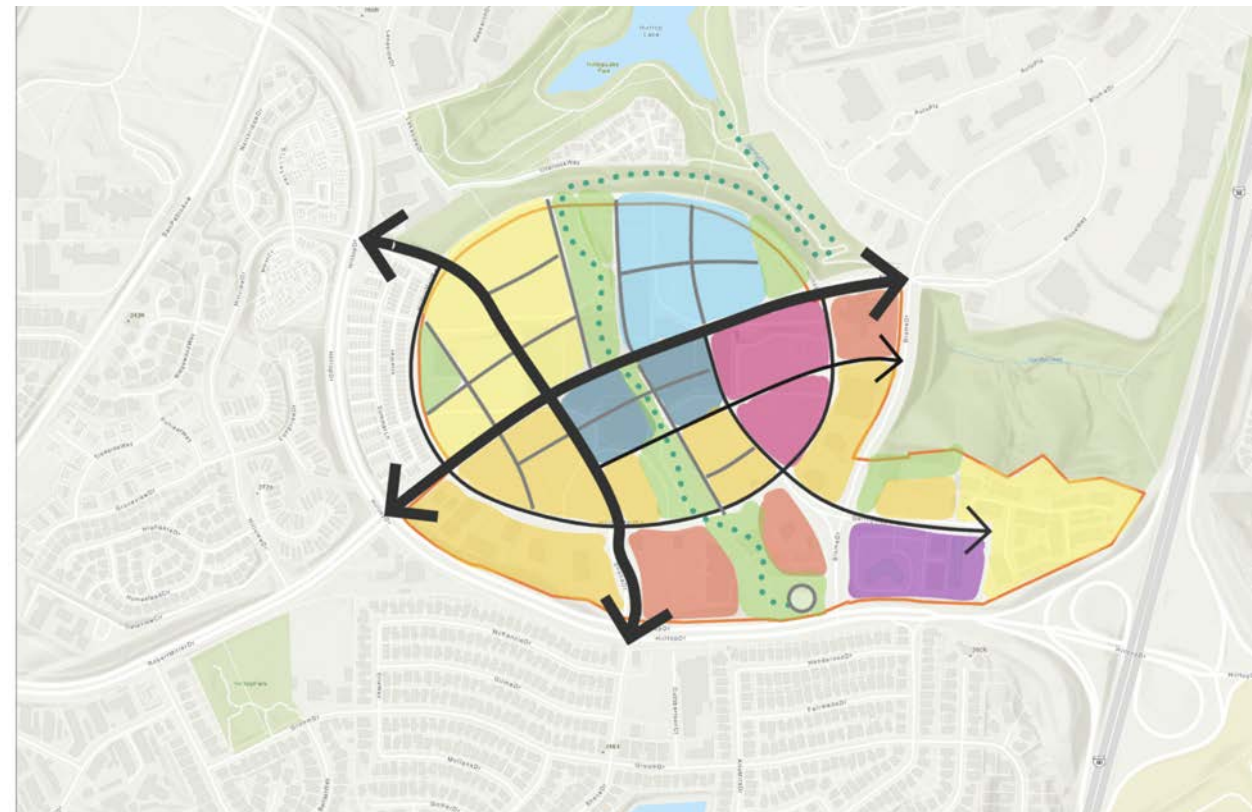
- Residential
- Schools / Entertainment
- Hotel / Services
- Large-Format Retail Anchors
- Employment/Industrial
- Open Space

Refined City-Developed Concept Alternatives

A



B

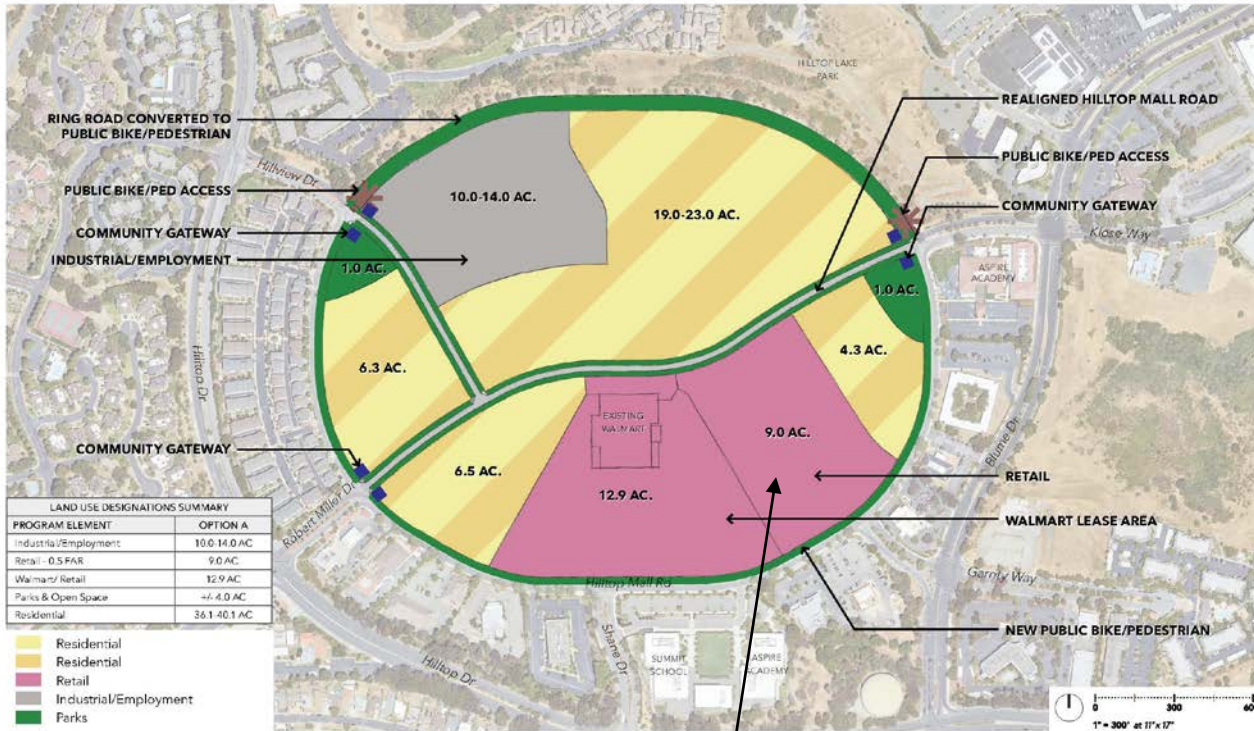


- | | |
|---|---|
|  Residential |  Hotel / Services |
|  Mixed-Use Residential |  Large-Format Retail Anchors |
|  Mixed-Use Office |  Employment/Industrial |
|  Schools / Entertainment |  Open Space |

Refined Mall Landowner Concept Alternatives

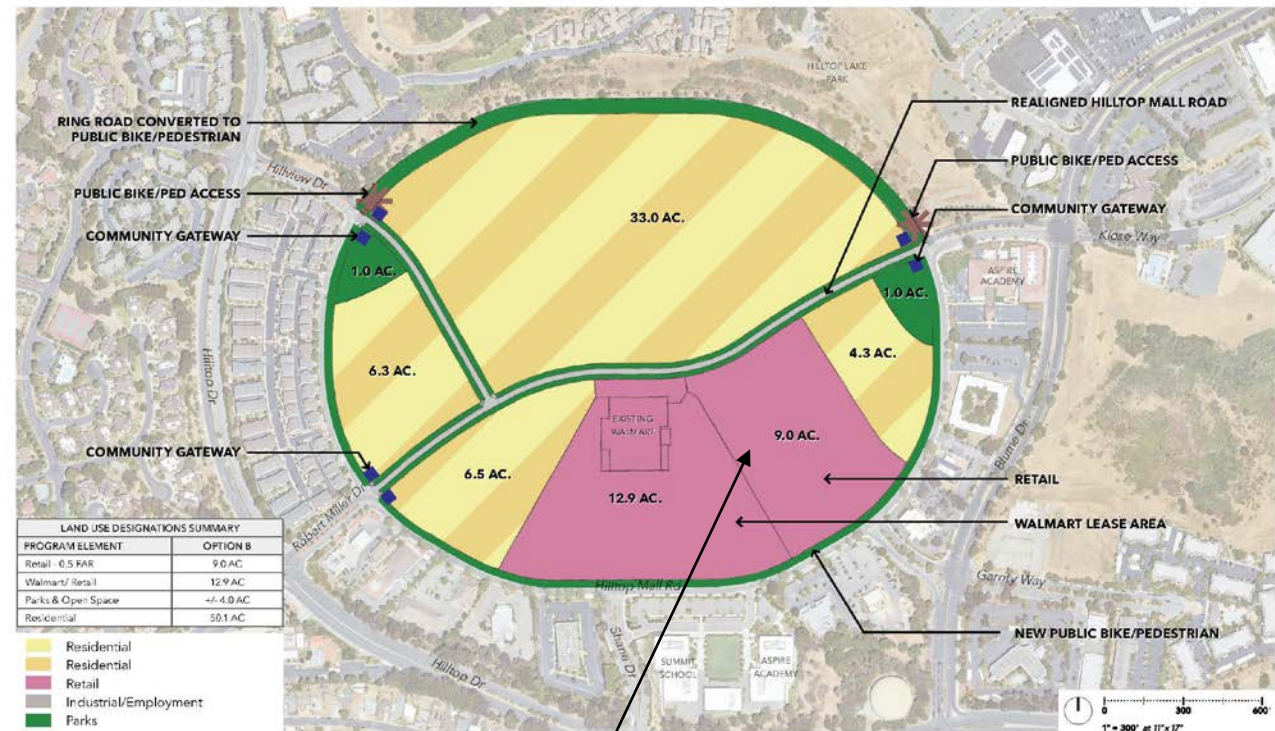
A

Source: Signature Development Group, Hart Howerton



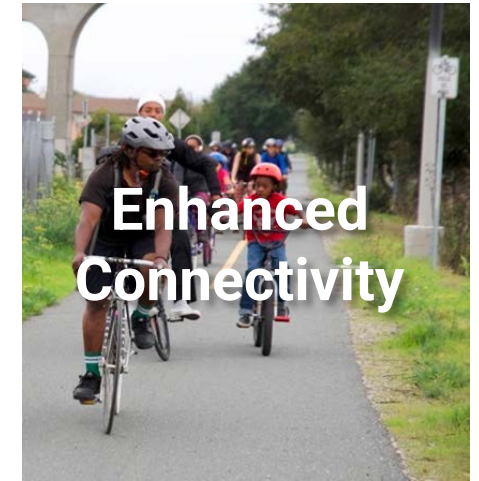
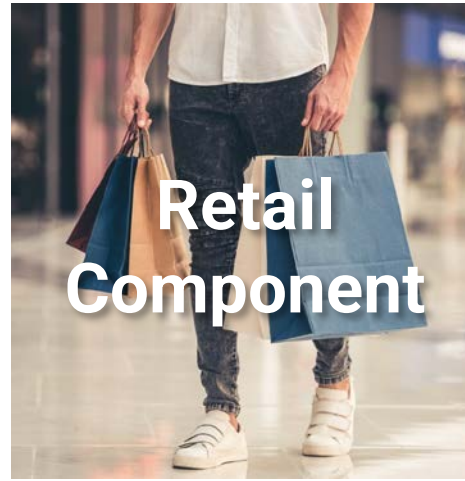
B

Source: Signature Development Group, Hart Howerton



Potential for larger floor plate retail or smaller-scale, experiential retail

Similarities in Concept Alternatives: Summary



Existing Zoning: Overview

Mall site/ area south of mall site:

- Zoning: Commercial Mixed-Use, Activity Center
- Mid and high-rise mixed-use development that serve the community and region
- Spaces that cater to pedestrians/transit riders
- Office, retail, entertainment and residential uses are allowed
- Housing: 40-135 dwelling units per acre
- Limited industrial not permitted; small-scale manufacturing requires conditional use permit; Research & Development (R & D) allowed above ground floor use

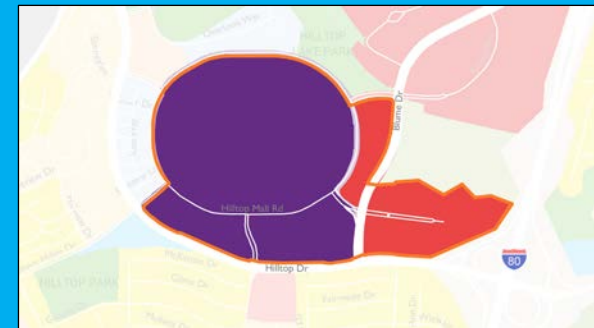


Area east of mall site:

- Zoning: Regional Commercial
- Mid-rise mixed-use development characterized by compact and pedestrian-friendly environments
- Office, retail and residential uses are allowed in mid-rise buildings
- Housing: up to 50 dwelling units per acre
- Not permitted: Limited industrial, small-scale manufacturing, R & D, warehousing/distribution



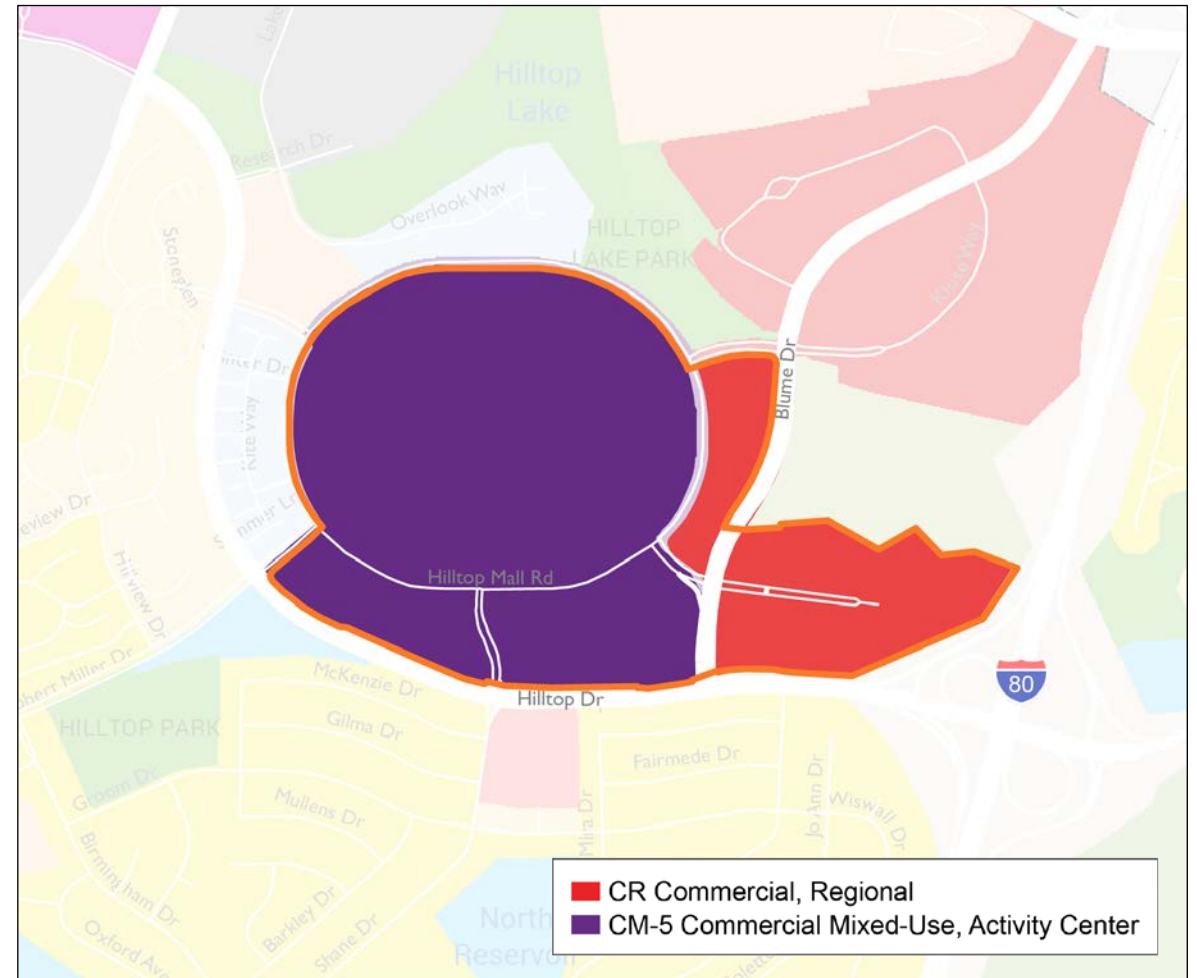
Key Map: Existing Zoning



Major Differences in Concept Alternatives

Rezone/General Plan Amendments

1. **NO**, if consistent with the General Plan/zoning
2. **YES**, if new use and other amendments proposed deviate from the General Plan/zoning; requires City Council approval



Major Differences in Concept Alternatives

Potential Timing of Development (based on 2022 Market Study prepared by City team)

Near Term (~0-5 years)

- With amenities and perception of safety, strong demand for **for-sale housing** in areas of Richmond
- Strong market potential for industrial; plan area may be an appropriate location for new **Research & Development** and **smaller-scale industrial/flex**

Medium Term (~5-15 years)

- Competitive market-rate rents and low rental vacancies indicate **potential demand for multifamily rental** in the plan area
- **Small-scale office uses** within a larger mixed-use project may be feasible in the future

Longer Term (~15 years+)

- New **speculative office** development and new **regional entertainment** venue
- Higher-density (e.g. 40+ dwelling units per acre) housing

Major Differences in Concept Alternatives



Employment



Retail



Housing

The following section will involve three polling questions to prompt group discussions on these uses, followed by Breakout Rooms to discuss.

Employment/Industrial Examples



Poll #3: Employment

Which employment use would be the **least desirable** in the Hilltop plan area? Please make one selection.

- A. Mixed-Use Office
- B. Healthcare/Life Sciences
- C. Research + Development
- D. Advanced Manufacturing
- E. Data Center
- F. Warehousing and Storage/Distribution

¿Qué uso de suelo sería el **menos deseable** en el área del Plan Específico de Hilltop Horizon? Por favor haga una selección.

- A. Usos Mixtos con Oficinas
- B. Usos de Salud/Ciencias Biológicas
- C. Usos de Investigación + Desarrollo
- D. Usos de Fabricación Avanzada
- E. Centros de Datos
- F. Usos de Almacenamiento y Distribución

Retail Examples

Walkable, Main Street-type retail



Larger floor plate retail



Both small and larger floor plate retail



Poll #4: Retail

What **style of new retail** development is most desirable for the Hilltop plan area? Please make one selection. /¿Qué **estilo de nuevo desarrollo comercial** es el más deseable para el área del Plan Específico de Hilltop Horizon? Por favor haga una selección.

A.

Walkable, Main Street-type retail /
Desarrollo Comercial Orientado al Peatón



B.

Larger floor plate retail / Desarrollo Comercial Orientado al Automóvil



C.

Both small and larger floor plate retail / Desarrollo Comercial Orientado a Ambos



D.

Neither /
Ninguno

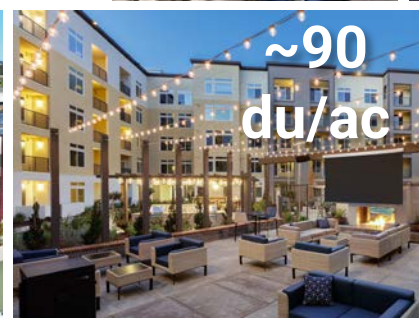
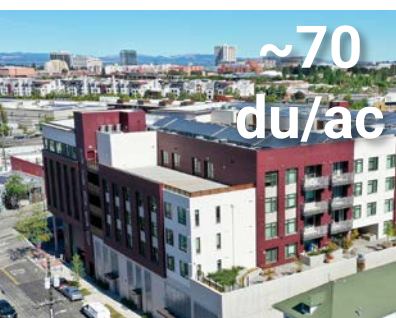
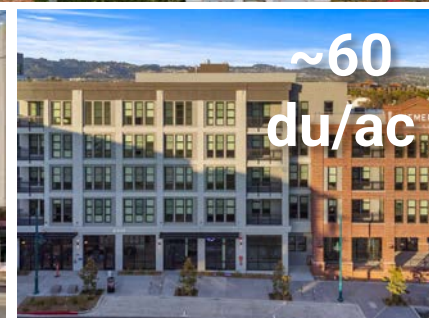
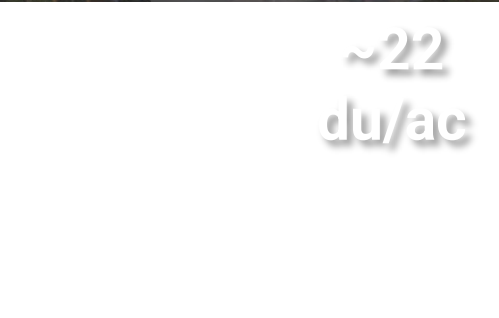
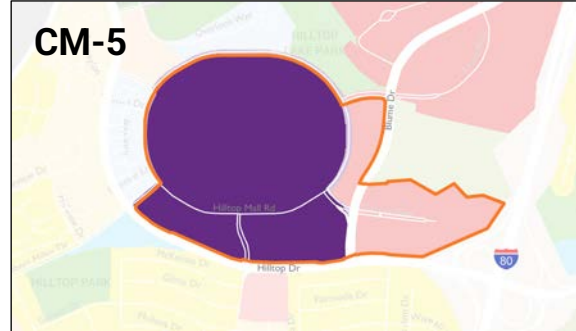


Examples of Housing

du/ac = dwelling units per acre



Poll #5a: Housing



du/ac = dwelling units per acre

The current allowable residential density at the mall site (CM-5) is **40** dwelling units/acre (**minimum**) to **135** dwelling units/acre (**maximum**).

Would you **support a reduction** to these density standards at **the mall site** in the Hilltop plan area in order to spur residential development and other types of development in the plan area?

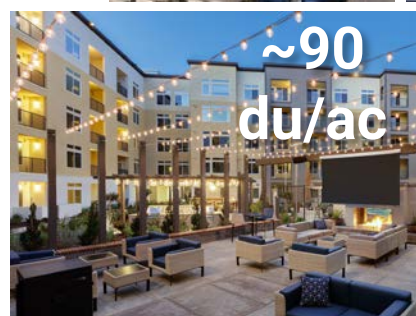
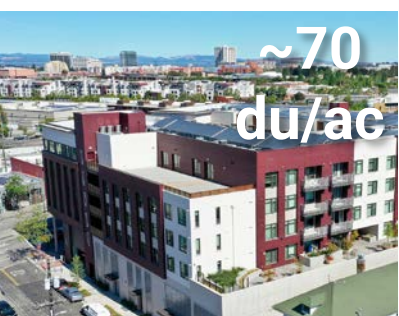
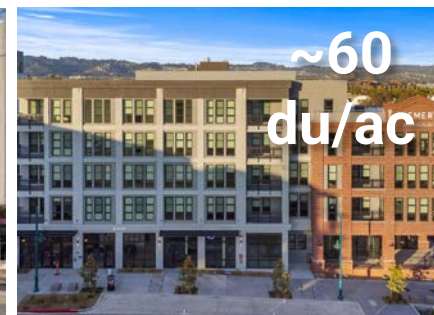
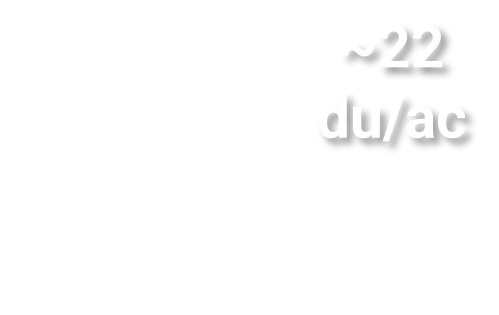
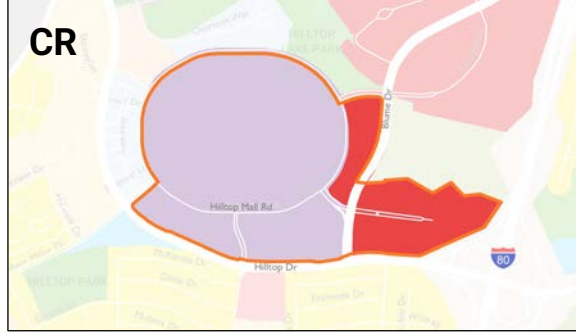
- A. Yes
- B. No
- C. I don't know

La densidad residencial actualmente permitida en el sitio del mall de Hilltop es de 40 unidades de vivienda/acre (mínimo) a 135 unidades de vivienda/acre (máximo).

¿Apoyaría una reducción de estos estándares de densidad en el sitio del mall de Hilltop para estimular el desarrollo residencial y otros tipos de desarrollo en el área del Plan Específico de Hilltop Horizon?

- A. Sí
- B. No
- C. No sé

Poll #5b: Housing



du/ac = dwelling units per acre

The current allowable residential density in the remaining plan area (CR) is up to **50** dwelling units/acre (**maximum**).

Would you **support an increase** to this density standard at **remaining parcels** in the Hilltop plan area in order to spur residential development and other types of development in the plan area?

- A. Yes
- B. No
- C. I don't know

La densidad residencial actualmente permitida en el área restante del Plan Específico de Hilltop Horizon es de hasta 50 unidades de vivienda por acre (máximo).

¿Apoyaría un aumento de este estándar de densidad en las parcelas restantes del Plan Específico de Hilltop Horizon para estimular el desarrollo residencial y otros tipos de desarrollo?

- A. Sí
- B. No
- C. No sé

Breakout Room Discussion

We want to hear from you!

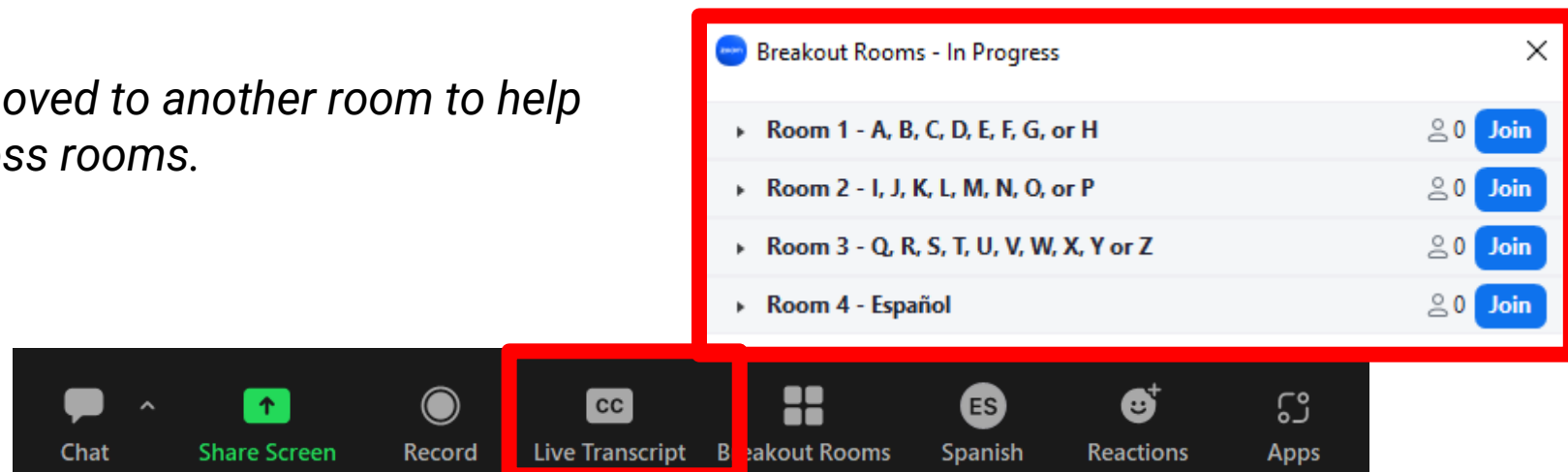
- ~30 mins in Breakout Rooms to discuss the results of the polling questions (or approximately 10 minutes for each topic)
 1. **Employment**
 2. **Retail**
 3. **Housing**
- 2-3 project team facilitators and notetakers will be in each Breakout Room
- **Contact:** Hector Rojas, City of Richmond (Hector_Rojas@ci.richmond.ca.us)

Breakout Room Selection

Please select a Zoom room:

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

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



(Breakout Rooms in Session)

Hello! Welcome to the Breakout Room.

Polling question recap:

1. **Employment.** Which employment use would be the **least desirable** in the Hilltop plan area?
2. **Retail.** What **style of new retail** development is most desirable for the Hilltop plan area?
3. **Housing.** Would you **support a reduction** to the density standards at **the mall site** in the Hilltop plan area in order to spur residential development and other types of development in the plan area? Would you **support an increase** to the density standard at **remaining parcels** in the Hilltop plan area in order to spur residential development and other types of development in the plan area?

Employment Discussion



Retail Discussion

**Walkable, Main
Street-type retail**



**Larger floor
plate retail**



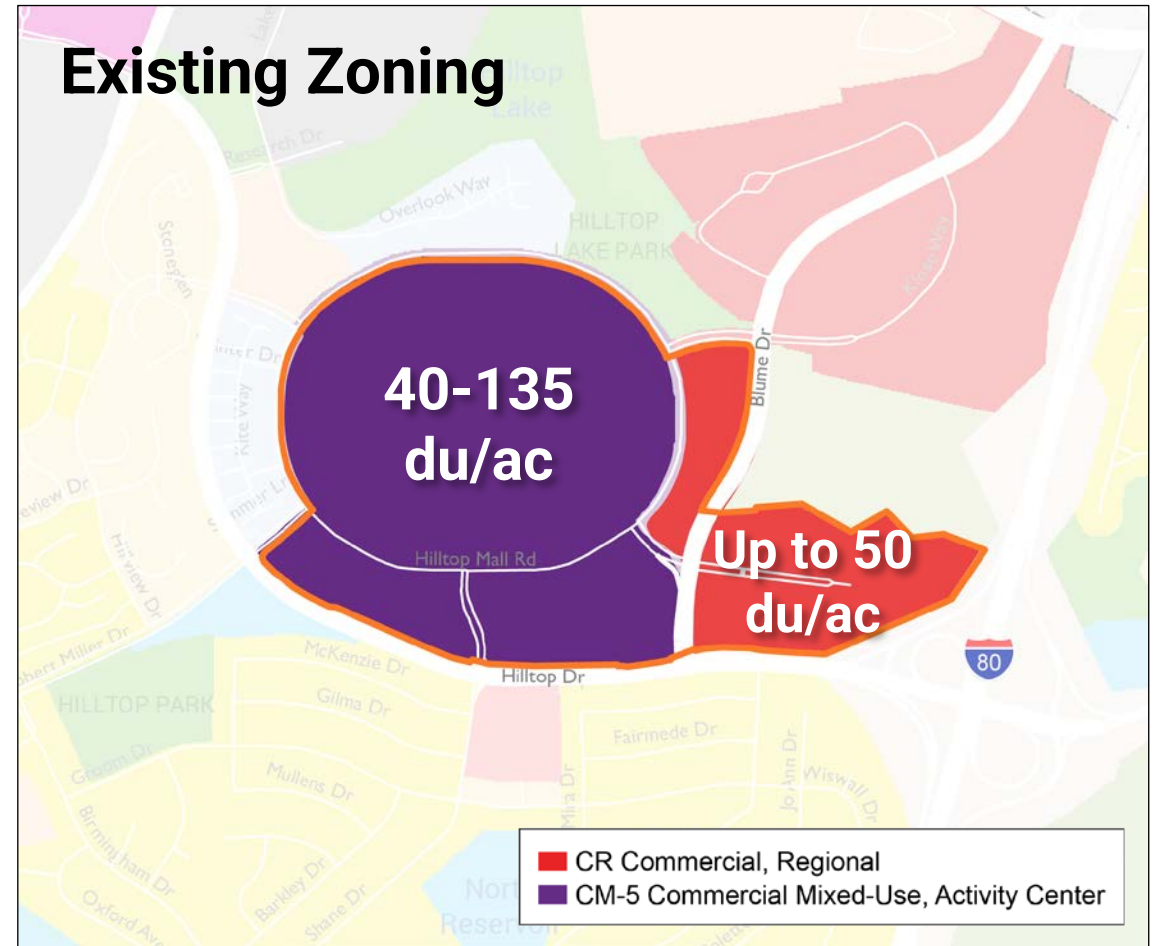
**Both small and larger
floor plate retail**



Housing Discussion



du/ac = dwelling units per acre



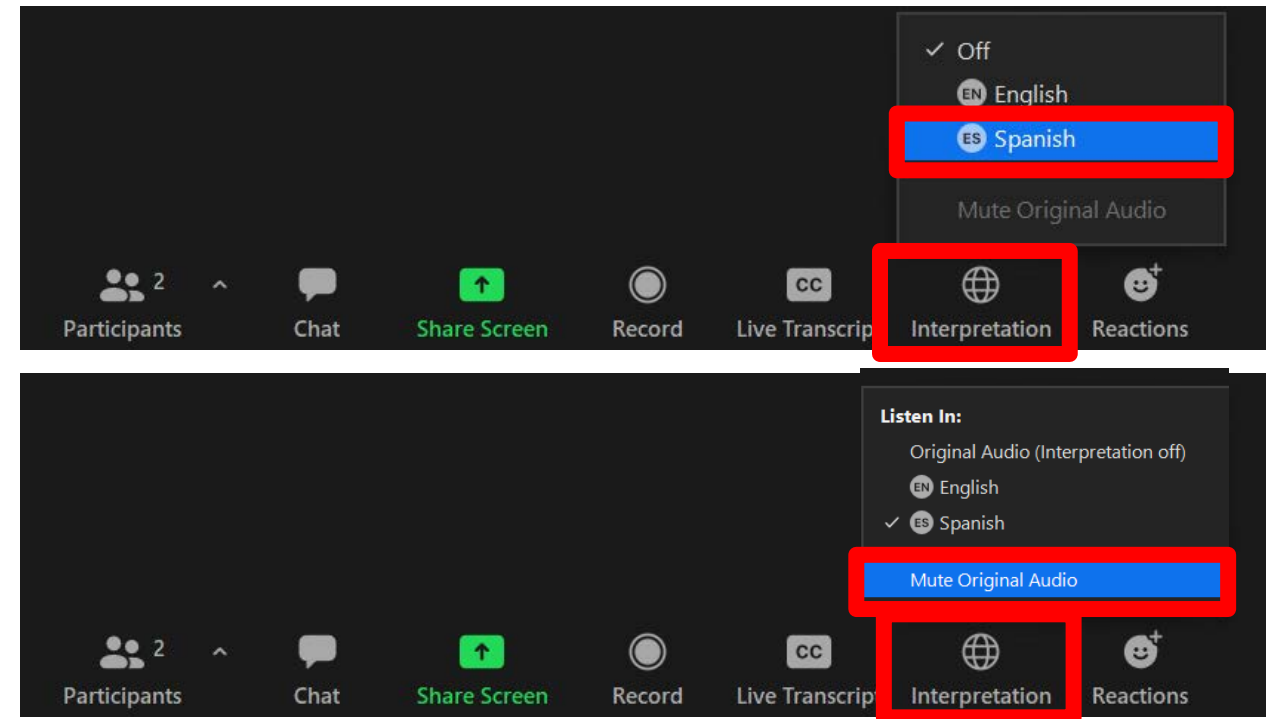
(Breakout Rooms conclude)

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”**



Next Steps

Next Steps

- Upcoming Events
 - Planning Commission Study Session – November 16, 2023
 - City Council Study Session– early 2024
- Goal to have Preferred Land Use Plan confirmed by early 2024 to initiate technical studies

Contact:

Hector Rojas, City of Richmond

Hector_Rojas@ci.richmond.ca.us



Thank You!

Questions?