



Advisory Committee Meeting #2

Hilltop Horizon Specific Plan



October 26, 2023

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.

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.

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.

Welcome!

Thank you for joining us today to provide input on behalf of your organization on the Hilltop Horizon Specific Plan 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 are supporting the City of Richmond



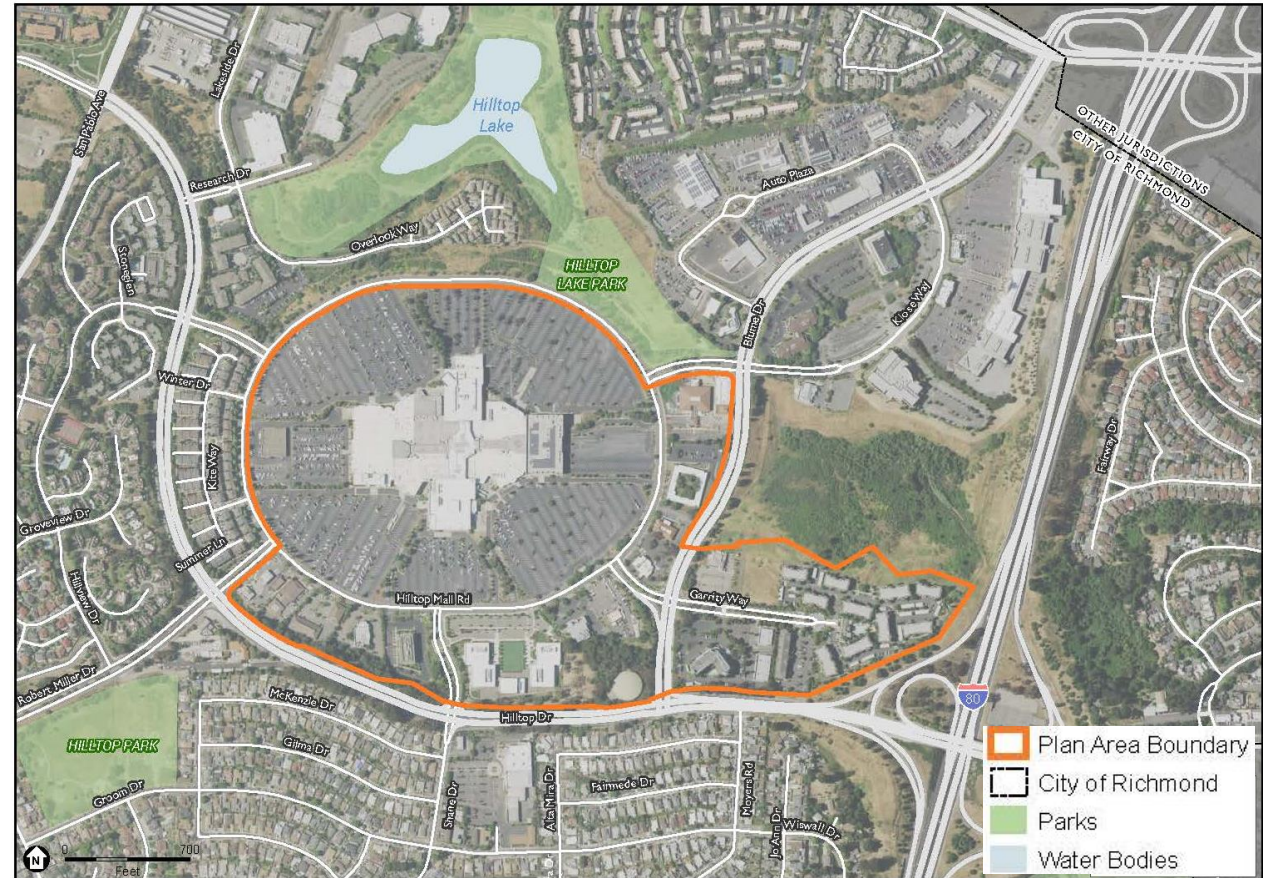
Meeting Objectives



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**
 - Progression of Concept Alternatives
 - Questions for Discussion
3. **Next Steps**
4. **Questions**



Project Recap

Schedule Overview

We are here! Advisory Committee Meeting #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.

- A. Yes
- 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



Pavilions and Terraces

A growing neighborhood and a destination



Pop-up events

Create entertainment opportunities



Pop-up events



Pop-up events



Local businesses



Commercial corridors



Attract new businesses

New neighbors, businesses, and visitors



Promote employment opportunities



Public markets



Create more housing choices



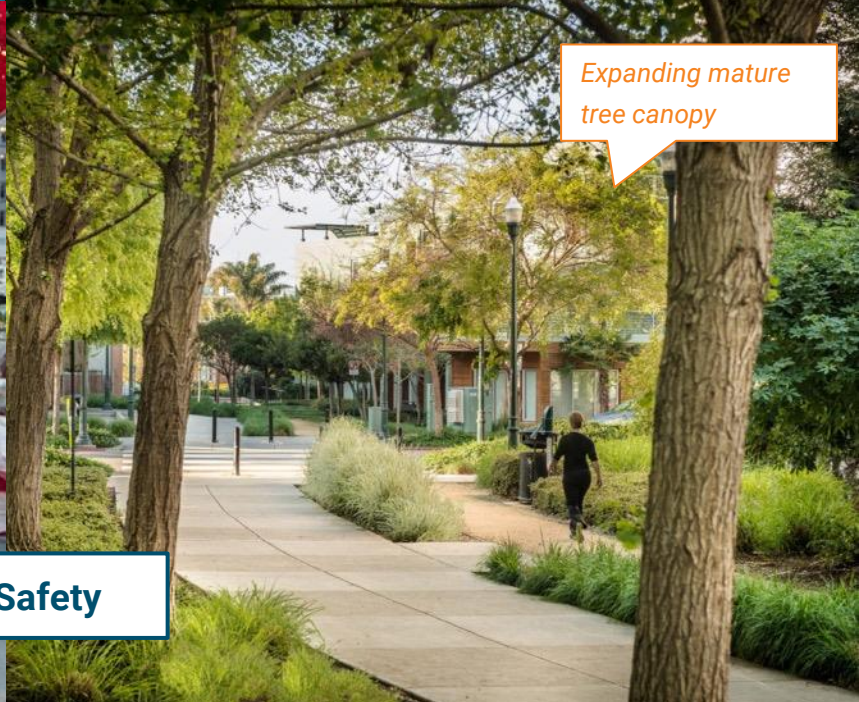
Emphasize community sustainability, resilience, and equity

Framing distant views



Places to gather

Promote Safety



Expanding mature tree canopy

Spaces to belong, connect, and share

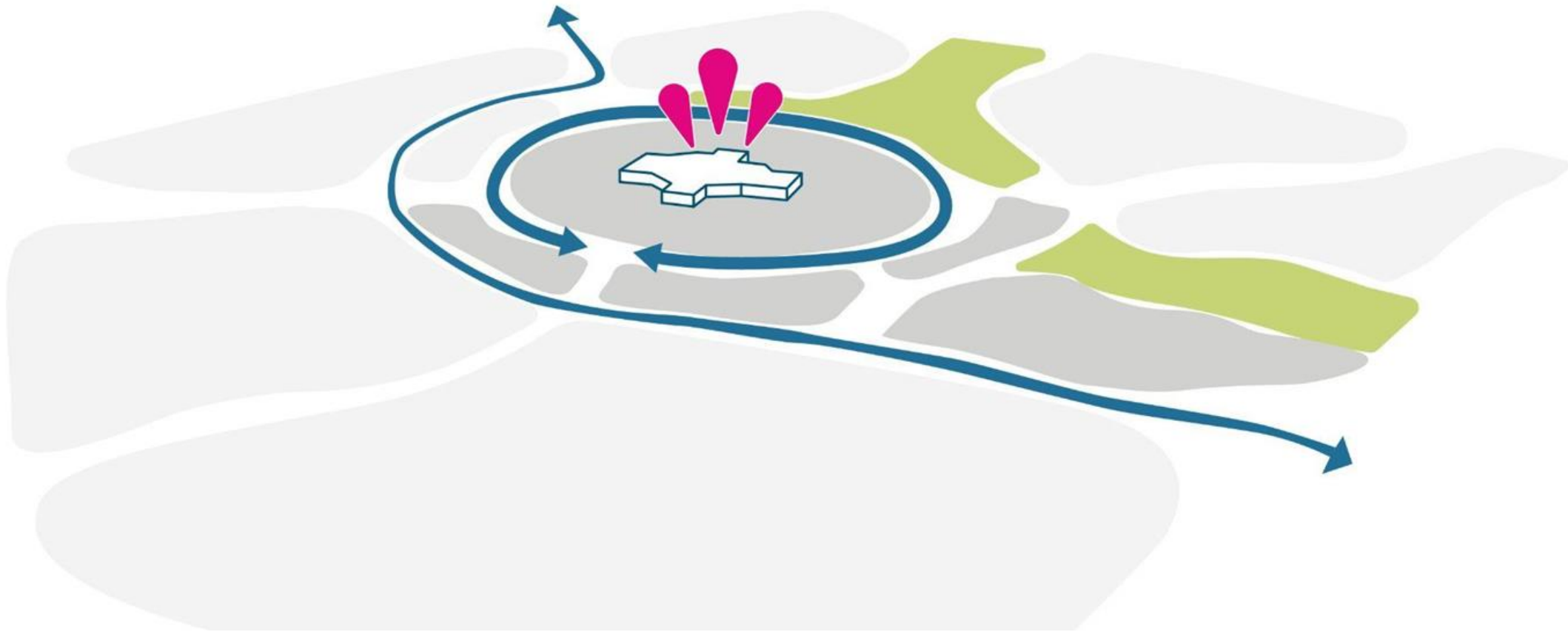


Enhance mobility connections to accommodate all users



A canvas for creativity

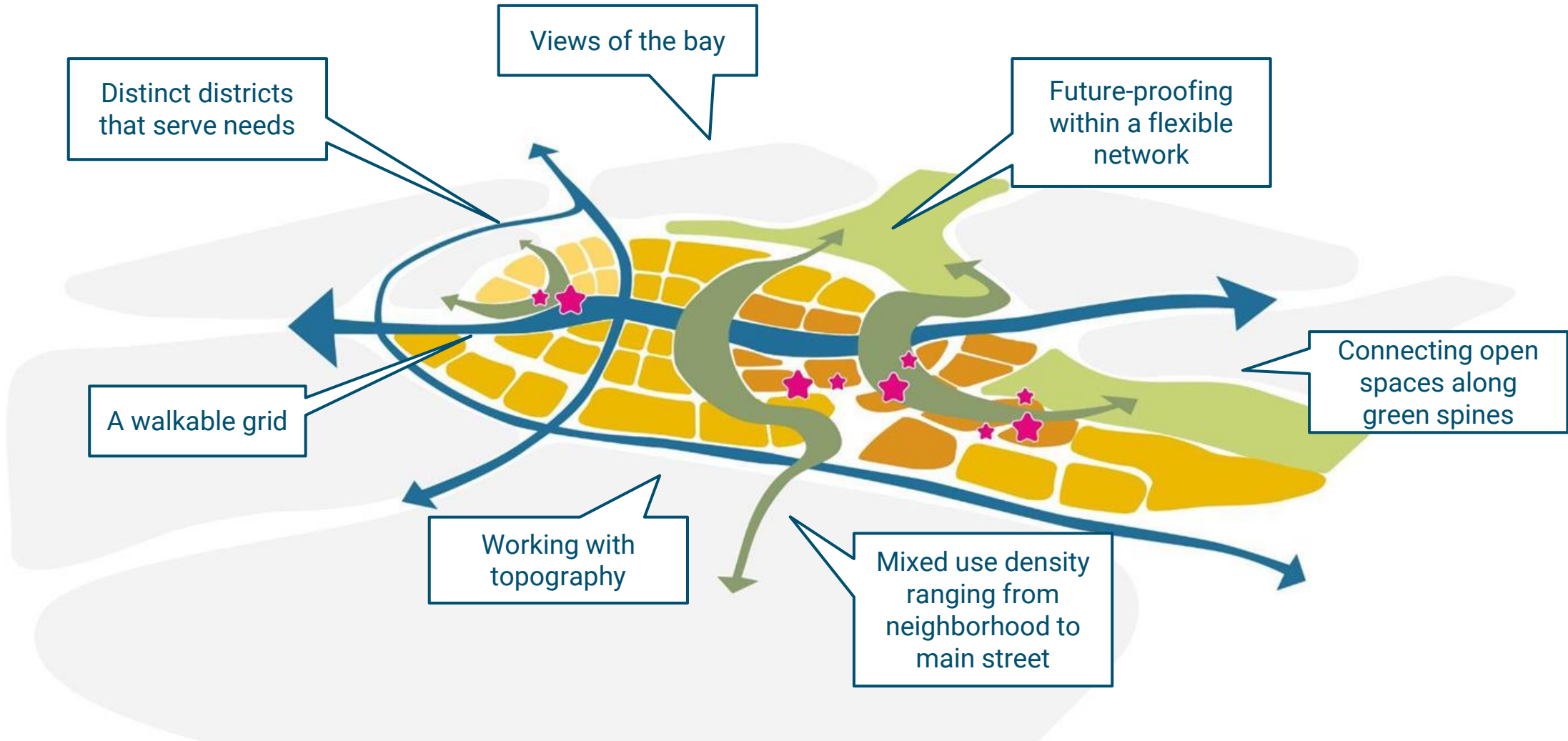
From an **island**...



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



Envisioning a Horizon of opportunity at the Hilltop

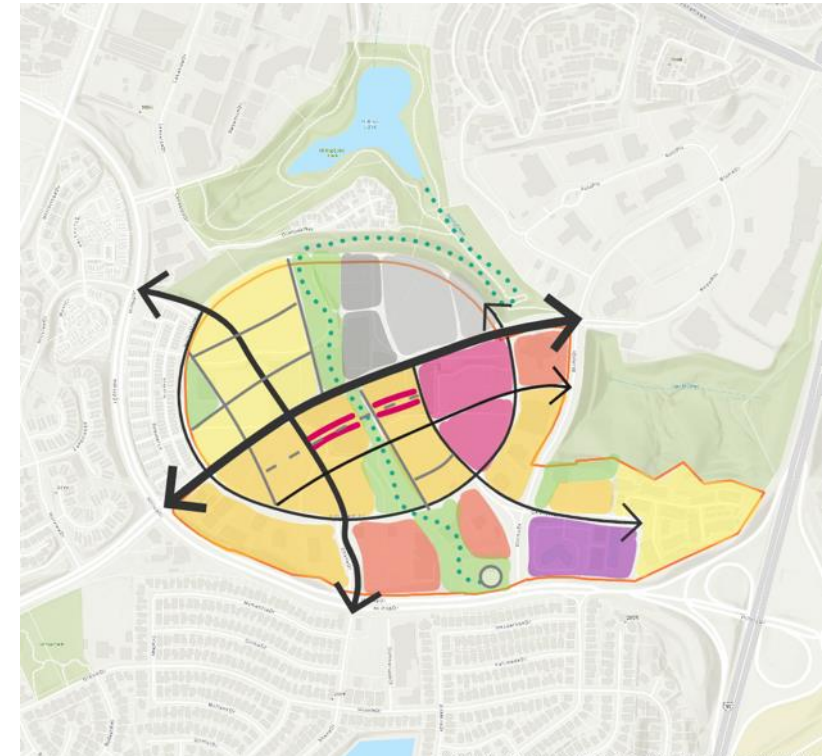
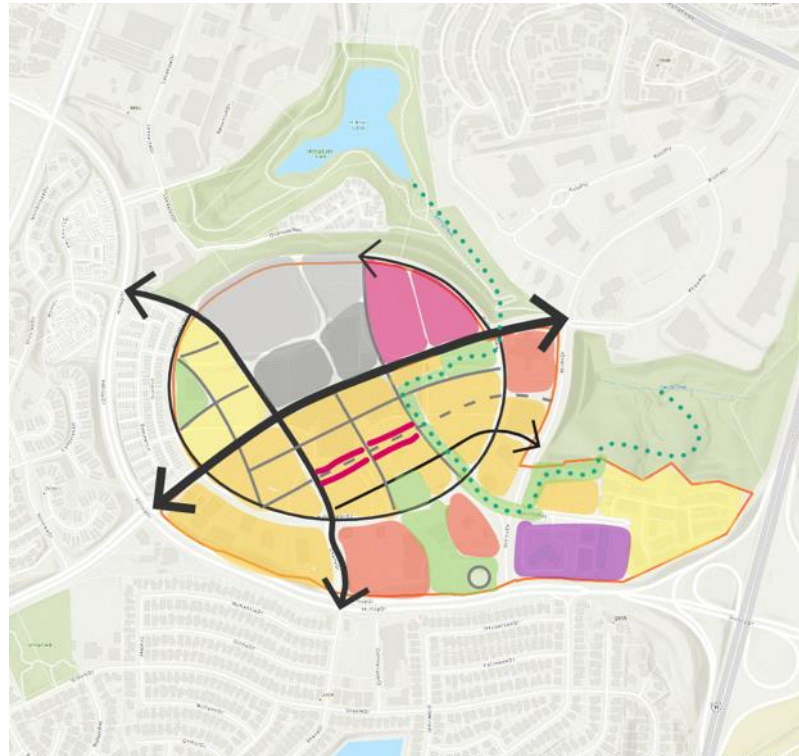
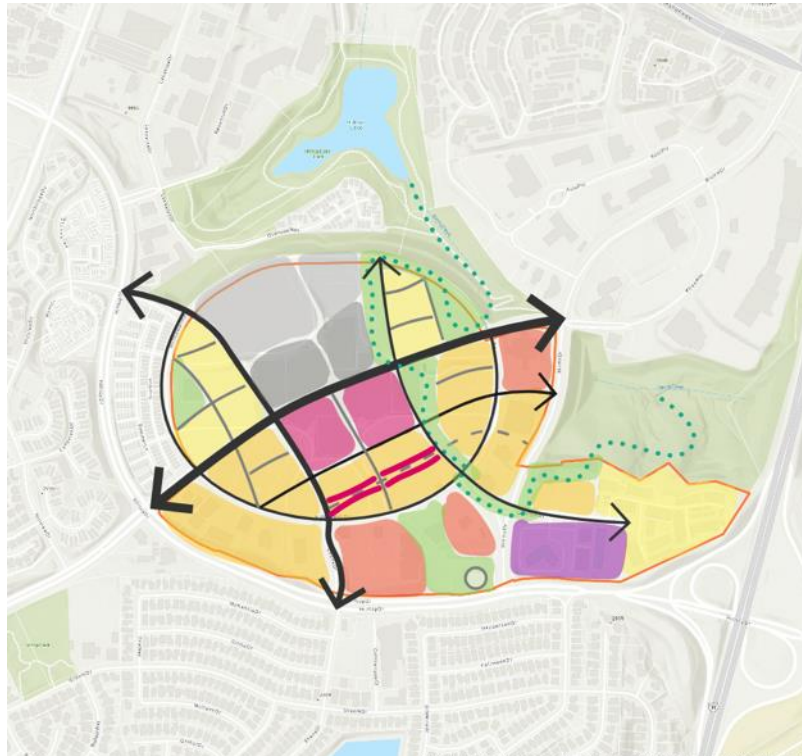


Early Mall Landowner Concept Alternatives

- 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

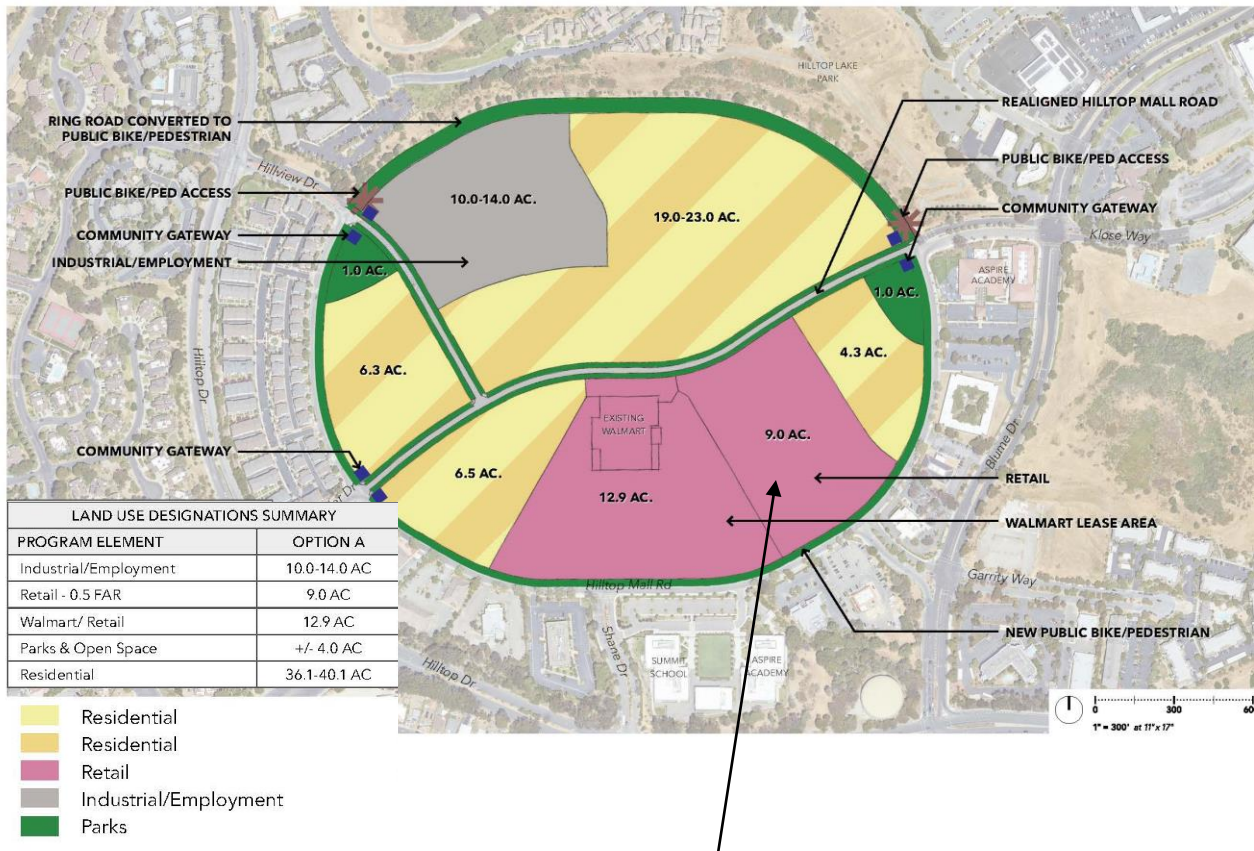


- Residential
- Schools / Entertainment
- Hotel / Services
- Large-Format Retail Anchors
- Employment/Industrial
- Open Space

Refined Mall Landowner Concept Alternatives

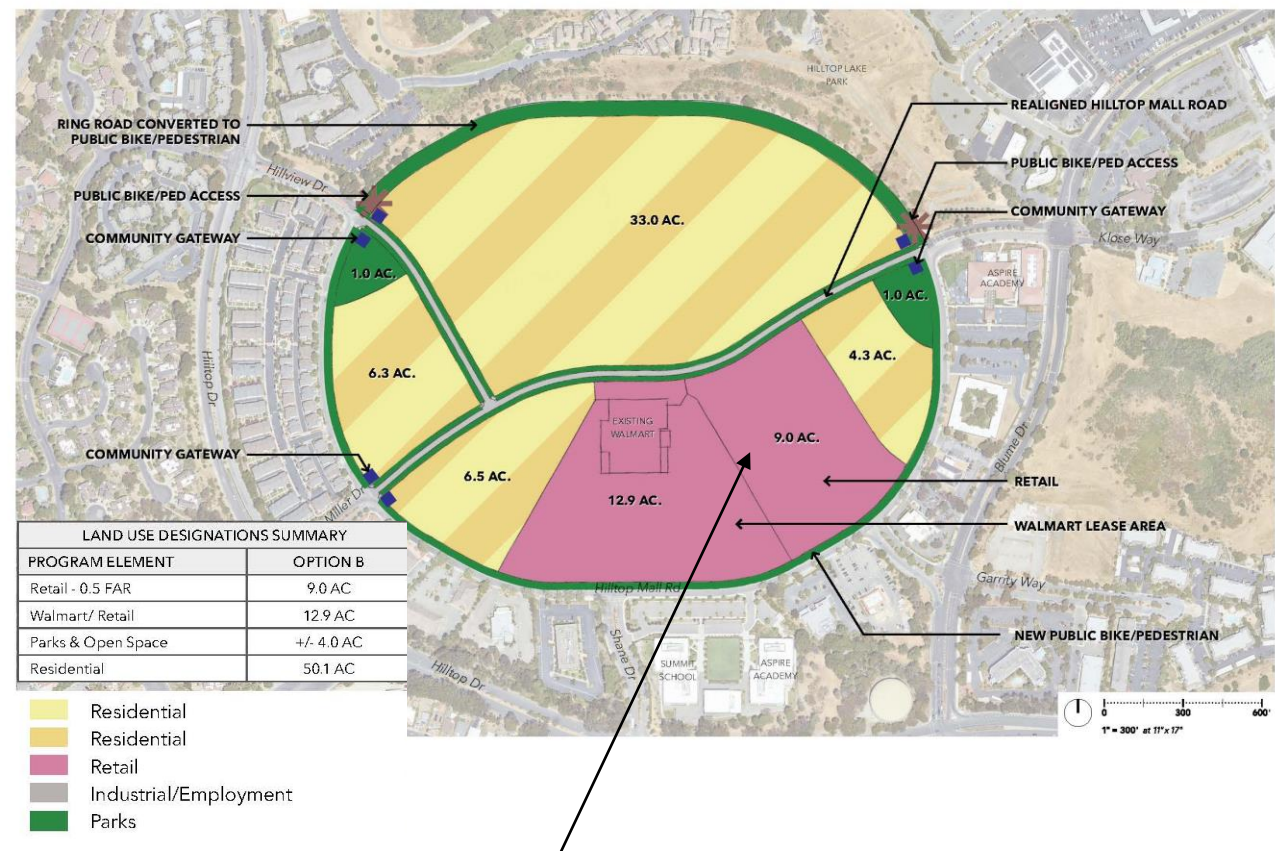
A

Source: Signature Development Group, Hart Howerton



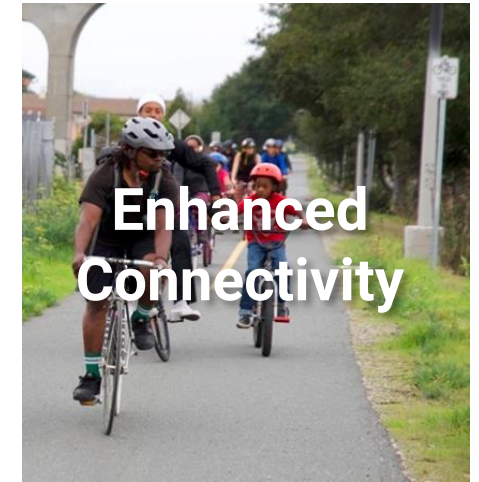
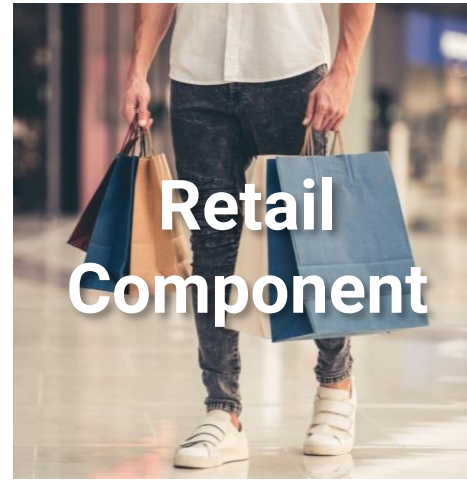
B

Source: Signature Development Group, Hart Howerton



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

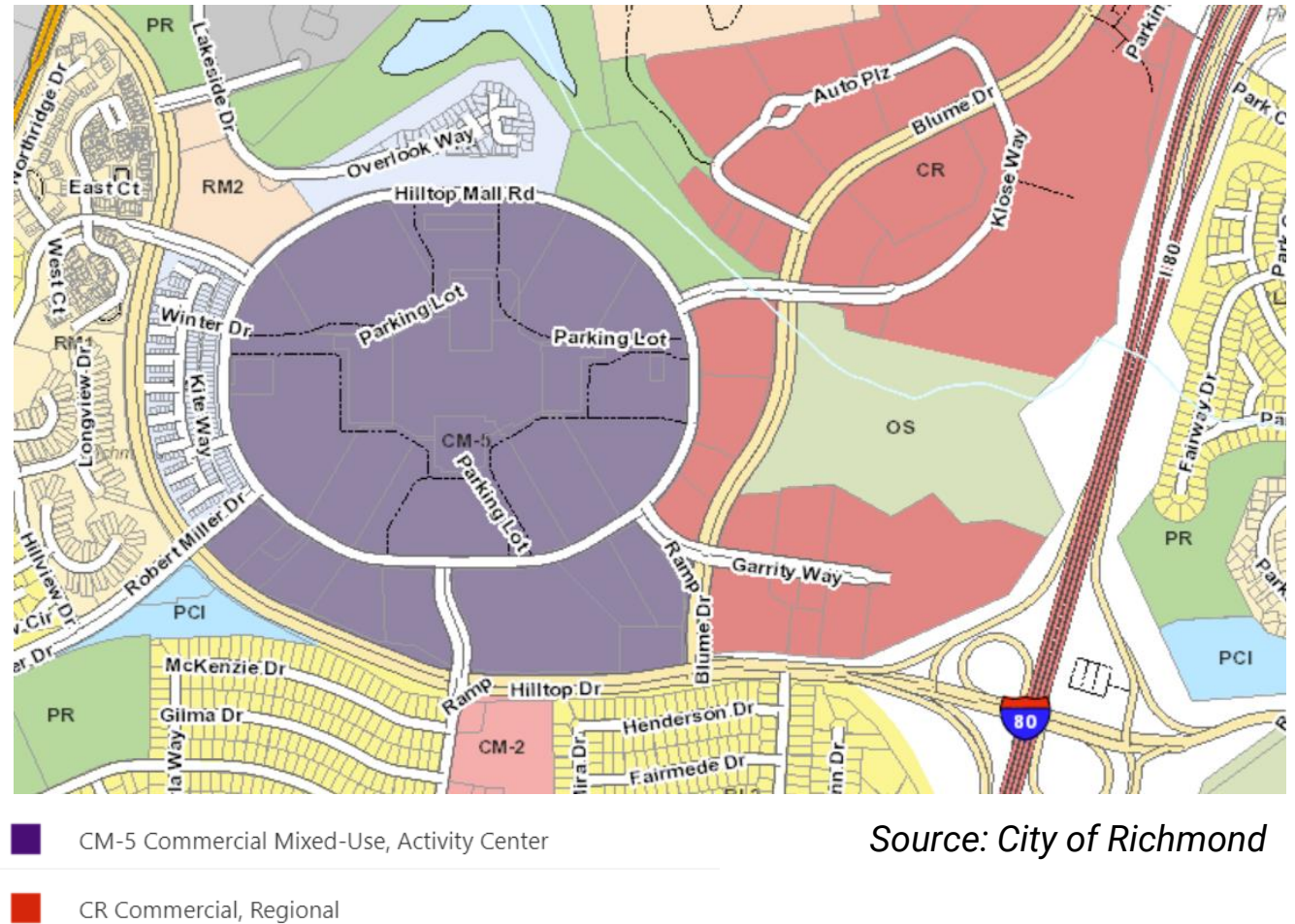
Similarities in Concept Alternatives: Summary



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



Source: City of Richmond

Existing Zoning

Mall site/ area south of mall site:

- Zoning: Commercial Mixed-Use, Activity Center
- Mid and high-rise mixed-use development to 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 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, Research & Development, warehousing/distribution



Major Differences in Concept Alternatives

Potential Timing of Development (based on 2022 Market Study prepared by 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.

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

Employment Discussion



Poll #4: Retail

What **style of new retail** development is most desirable for the Hilltop plan area?
Please make one selection.

A.
**Walkable,
Main Street-
type retail**



B.
**Larger floor
plate retail**



C.
**Both small and
larger floor
plate retail**



D.
Neither



Retail Discussion

Walkable, Main Street-type retail



Larger floor plate retail

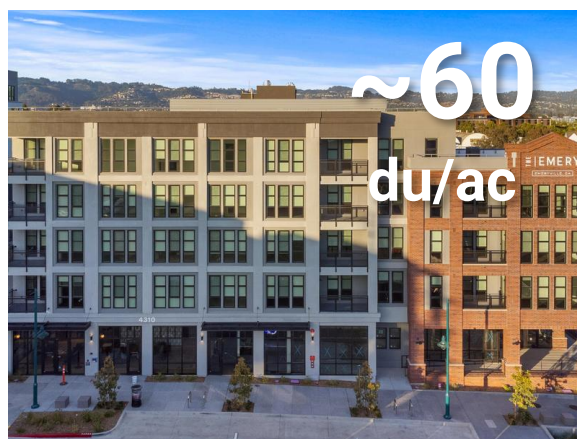


Both small and larger floor plate retail



Examples of Housing Densities

du/ac = dwelling units per acre

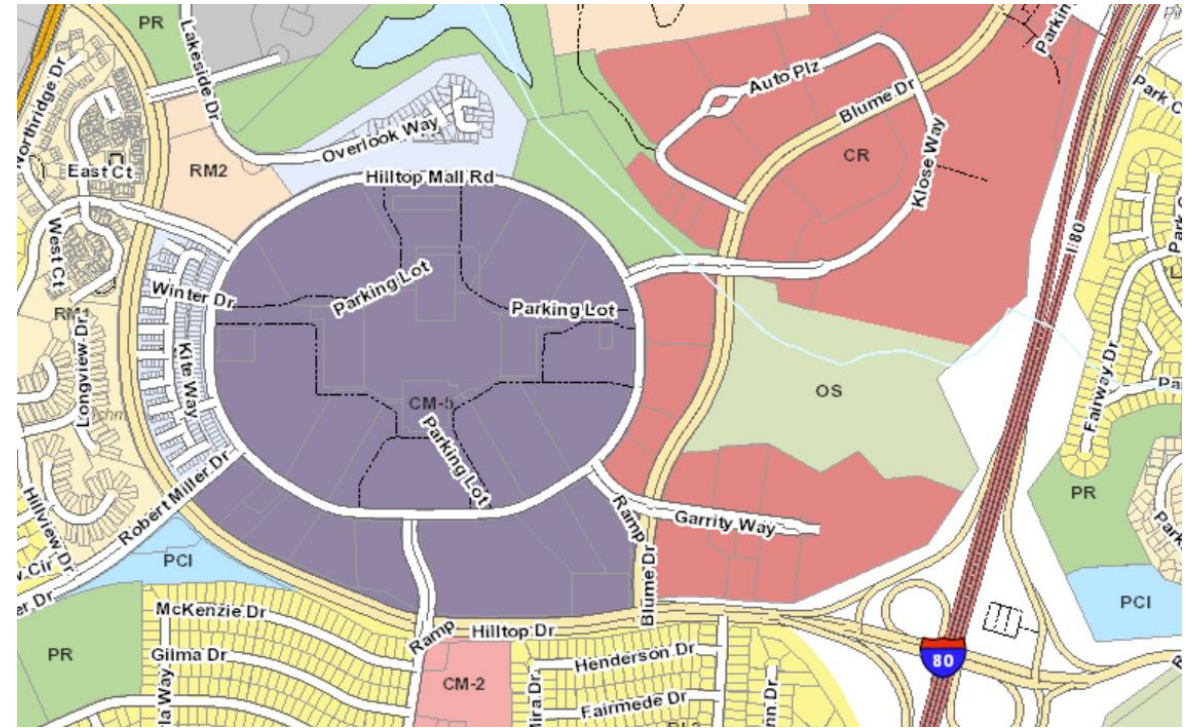


Poll #5a: Housing

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? Please make one selection.

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



Source: City of Richmond

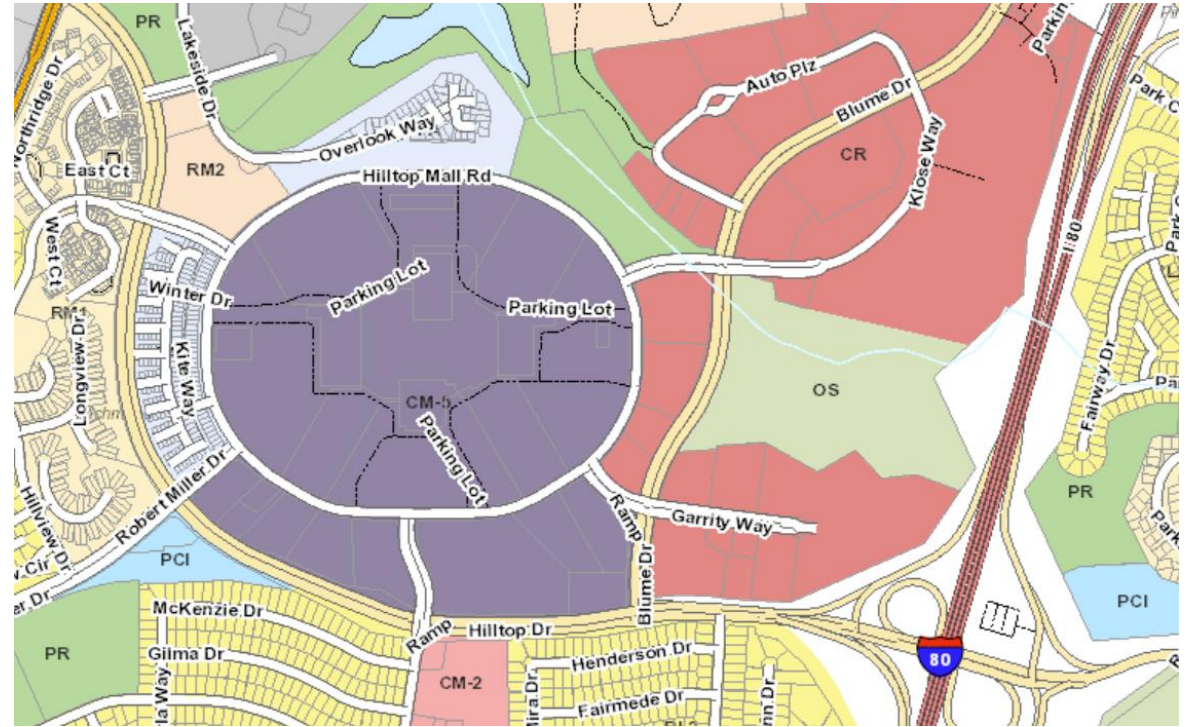
- CM-5 Commercial Mixed-Use, Activity Center
- CR Commercial, Regional

Poll #5b: Housing

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? Please make one selection.

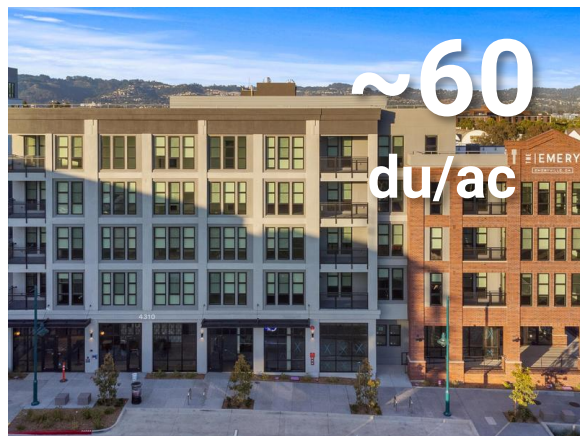
- A. Yes
- B. No
- C. I don't know



Source: City of Richmond

- CM-5 Commercial Mixed-Use, Activity Center
- CR Commercial, Regional

Housing Discussion



Next Steps

Next Steps

- Upcoming Events
 - Community Workshop #2 – November 1, 2023, at 5:30pm
 - Planning Commission Study Session – mid November 2023
 - City Council Study Session– late November 2023
- Goal to have Preferred Land Use Plan confirmed by early 2024 to initiate technical studies

Contact:

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Thank You!

Questions?