

# City of Richmond

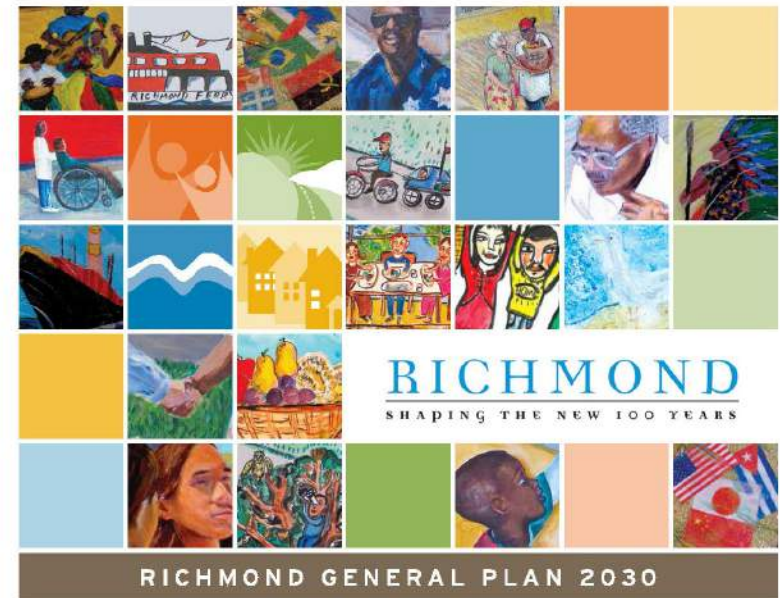


Stacy Naglestad | Arami Matevosyan | Jacob Chu | Naomi Alcaide  
Allan Dombroski | Jovan Robinson | Jocelyn Tran

# History



- Incorporated in 1905; Chartered in 1909
- World War II Home Front Effort
- Historic Preservation
- Oil Refining, Industrial, Commercial, Shipping



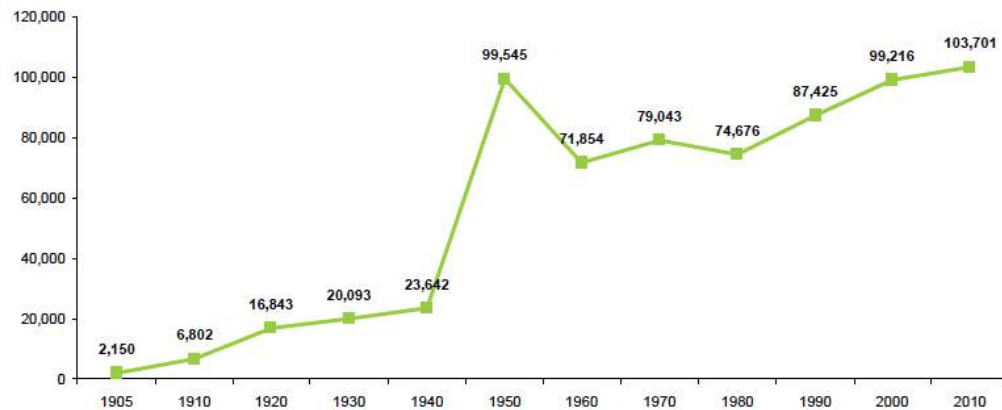


# History : *Demographics*

## Richmond Demographics

Fact Sheet - City of Richmond, California

### Population Growth



Source: City of Richmond Planning and Services Department and 2010 Census Demographics

### Population Characteristics

	Population	Percent of Total
One Race:	97,888	94.4%
- White	32,590	31.4%
- Black or African American	27,542	26.6%
- American Indian	662	0.6%
- Asian	13,984	13.5%
- Hawaiian & Pacific Islander	537	0.5%
- Some Other Race	22,573	21.8%
Two or More Races:	5,813	5.6%
Hispanic or Latino	40,921	39.5%
White not Hispanic or Latino	17,769	17.1%

Source: 2010 Census (Table ID: DP-1, Data as of: 2010 Demographic Profile SF)

### Age Composition

Median Age:	34.8
Preschool (under 5):	7.4%
School Age (5-24):	27.5%
Adults (25-44):	29.7%
Middle Age (45-64):	25.2%
Senior (65+):	10.2%

Source: 2010 Census (Table ID: DP-1, Data as of: 2010 Demographic Profile SF)





# History : *Iron Triangle*

## Iron Triangle, Central Richmond Neighborhood

Figure 2: Richmond's Planning Areas



- 5 Planning Areas
- 66% of population :  
African Americans
- Site for rehabilitation
- Currently attracting investors



# Sustainability Efforts

## Difficult Preconditions

- Industrial sites (ship yards, oil refineries, etc.)
- Small financial budget
- High demand for repairs, reconstructions, maintenance





# Sustainability Efforts

## Efforts and Potential Solutions

- Great potential in the Richmond Greenway for green spaces
- Greenway a major focus on the General Plan
- Richmond Watershed Project



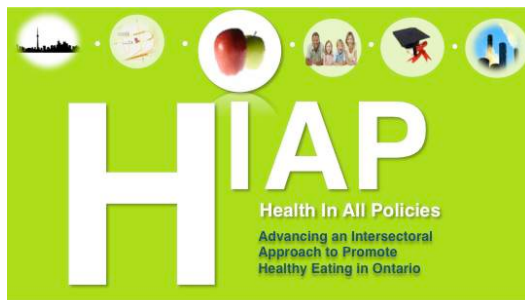




# Richmond Programs

What sets Richmond apart?

- MCE Clean Energy Program
- Health in All Policies (HiAP)
- Richmond Recovery Rebate (R<sup>3</sup>)
- Urban Greening Master Plan





# Sustainability in Planning

## Elements

- [Element 1 - Economic Development](#)
- [Element 2 - Education and Human Services](#)
- [Element 3 - Land Use and Urban Design](#)
- [Element 4 - Circulation](#)
- [Element 5 - Housing](#)
- [Element 6 - Community Facilities and Infrastructure](#)
- [Element 7 - Conservation Natural Resources and Open Space](#)
- [Element 8 - Energy and Climate Change](#)
- [Element 9 - Growth Management](#)
- [Element 10 - Parks and Recreation](#)
- [Element 11 - Health and Wellness](#)
- [Element 12 - Public Safety and Noise](#)
- [Element 13 - Arts and Culture](#)
- [Element 14 - Historic Resources](#)
- [Element 15 - National Historical Park](#)
- [Glossary](#)

Recipient of the *Preserving and the Protection of the Environment* award and *Start it Up* award for the City of the Richmond, Richmond General Plan 2030

## Sustainability elements found in the plan

- Marin Clean Energy
- Monitored by BAAQMD  
(*Bay Area Air Quality Mgmt. District*)
- High density infill / mixed use development
- Transit corridors; bicycle and pedestrian friendly streets
- Integrated system of parks, green streets, and trails





# Sustainability in Planning



## 1 Economic Development

### GOAL ED4 A Revitalized Downtown

#### *Policy ED4.1*

#### *Higher-Density and Mixed-Use Infill Development*

Provide higher-density and infill mixed-use development affordable to all incomes on vacant and underutilized parcels in the Downtown and along Macdonald Avenue. Ensure efficient use of land and existing circulation infrastructure by:

- Promoting higher-density, transit-oriented and pedestrian-friendly development along key commercial corridors, at key intersections (community nodes and gateways); and
- Supporting local-serving commercial activities in residential areas to provide needed services and amenities close to where people live and work.

## 4 Circulation



### GOAL CR1 An Expanded Multimodal Circulation System

#### *Policy CR1.1*

#### *Balanced Modes of Travel and Equitable Access*

Encourage multiple circulation options in the City and work with transit operators to ensure equitable access for all members of the community. Create streets and corridors that support a variety of travel modes including transit, pedestrians, bicycles and goods movement as well as automobiles. Provide affordable circulation options which meet the needs of low-income populations, seniors, youth and persons with disabilities to ensure equitable access.



# Sustainability in Planning

## 1 Economic Development



### GOAL ED2 Quality Jobs and Revenue

#### *Action ED2.D*

#### *Green Business Strategic Plan*

Work with local business support agencies and community stakeholders to develop a strategic plan to retain, attract, and support innovative “green” companies, consistent with City Council Resolution 45-07, which declared Richmond a “Green Economic Development Area.” Support this effort by monitoring industry trends, assisting commercial brokers in matching companies with available sites and including a strategic marketing campaign that highlights Richmond’s strengths and strategies to prepare the local workforce for emerging green industries. Work with State and local agencies to develop criteria for green business certification for new and existing businesses. Seek opportunities to create incentives for existing businesses to participate in the program.



## 10 Parks and Recreation

### GOAL PR1 An Integrated System of Parks, Green Streets and Trails

#### *Policy PR1.3*

#### *Equitable Distribution of Park and Recreation Facilities*

Expand park and recreation opportunities in all neighborhoods and ensure that they are offered within comfortable walking distance of homes, schools and businesses in order to encourage more physically and socially active lifestyles. Continue to implement the parkland development standard of three acres of community or neighborhood parkland per 1,000 population in each neighborhood planning area. This represents a minimum provision which should be exceeded whenever possible. In established neighborhoods where land availability for new large parks is limited, prioritize improvement and maintenance of compact parks, play lots and plazas to increase access to recreation opportunities for residents. Encourage developers to meet the City’s park development standard within their proposed development projects.



# Group Scores

	Arami	Naomi	Jovan	Jocelyn	Allan	Jacob	Stacy	Average
Livable Built Environment (33)	22	12	29	21	24	26	27	23
Harmony with Nature (30)	15	10	15	14	10	19	18	14
Resilient Economy (21)	1	5	4	5	7	13	8	6
Interwoven Equity (27)	18	14	18	18	17	19	16	17
Healthy Community (21)	12	13	15	15	17	16	13	14
Responsible Regionalism (27)	-1	2	5	4	8	11	5	5
Authentic Participation (21)	-1	-5	1	-5	2	-2	1	-1
Accountable Implementation (21)	-3	-4	-3	-4	-3	-4	-3	-3
Content (30)	-6	1	5	7	16	11	12	7
Characteristics (24)	-8	-2	-6	-2	11	-3	-4	-2
Total (255)								66





# Group Scores

## Calculated Group Agreement Score (*Krippendorff's*)

ReCal for Ordinal, Interval, and Ratio-Level Data  
results for file

"Richmond\_GroupScoringMatrix\_SCORESONLY\_CP119\_Sp14  
(1).csv"

File size: 1397 bytes  
N coders: 7  
N cases: 85  
N decisions: 595

**Krippendorff's alpha (ordinal)** 0.679

Select another CSV file for reliability calculation below:

☒ Ordinal ☐ Interval ☐ Ratio

Choose File No file chosen

Calculate Reliability

# Visiting Richmond





# Meeting with Richmond's Sr. Planner



Hector J. Rojas, *LEED AP*  
*Senior Planner, City of Richmond*

Previous General Plan (1994 – 2010): Suburban plan, focus on decentralizing downtown area

Current General Plan (adopted April 25, 2012 until 2030): Planning began in 2005 and given a budget of \$2 million but ran out in 2008

Highlights:

- “Every city is trying to reinvent itself”
- NIMBY
- Pride for Community Health & Wellness Element
  - Health Equity* - Health in All Policies (HiAP) Program
  - Tackles determinants of crime, not the symptoms of it





# General Plan : *Heartbreaker?*

## City Plan | *Optimism*

## Exploring the City | *Disappointment*

- Open lots and vacated buildings
- “Change areas” have amenities
- Specific needs of Richmond



## Meeting with Hector Rojas | *Hope*

- High level of community involvement
- Suburban exclusion
- Reduction of crime through institutional changes





# Opinions of the APA Matrix

## *Pros: Aided by Hector Rojas*

- Helpful to planners to construct General Plans
- Standardized system to create high expectations for cities
- Even if cities may not reach the ideal, they at least strive towards it

## *Cons: Contra APA procedures*

- Scoring matrix ignores specific history/background and preconditions of cities
- Follows "one size fits all" model of development
- Is ignorant towards specific actions outside of the plan  
(complicated to expect those evaluating cities to include specific action plans, etc.)



# Concluding Thoughts

Does Richmond benefit more from  
slow development based off community  
participatory planning  
*or*  
fast development due to top-down actions?





# Acknowledgements

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Sources used:

*City of Richmond, General Plan*

*Association of Bay Area Governments*

*Bay Area Air Quality Management Department*

*Marin Clean Energy*