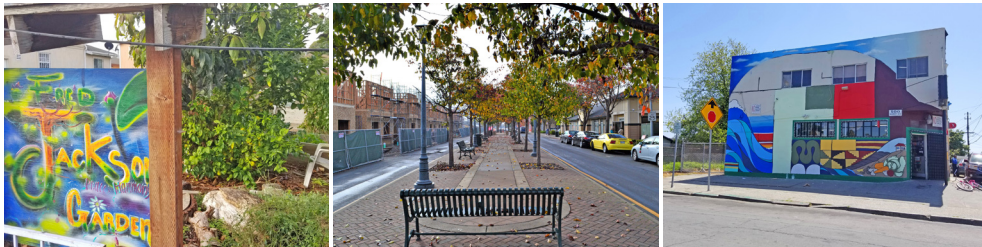


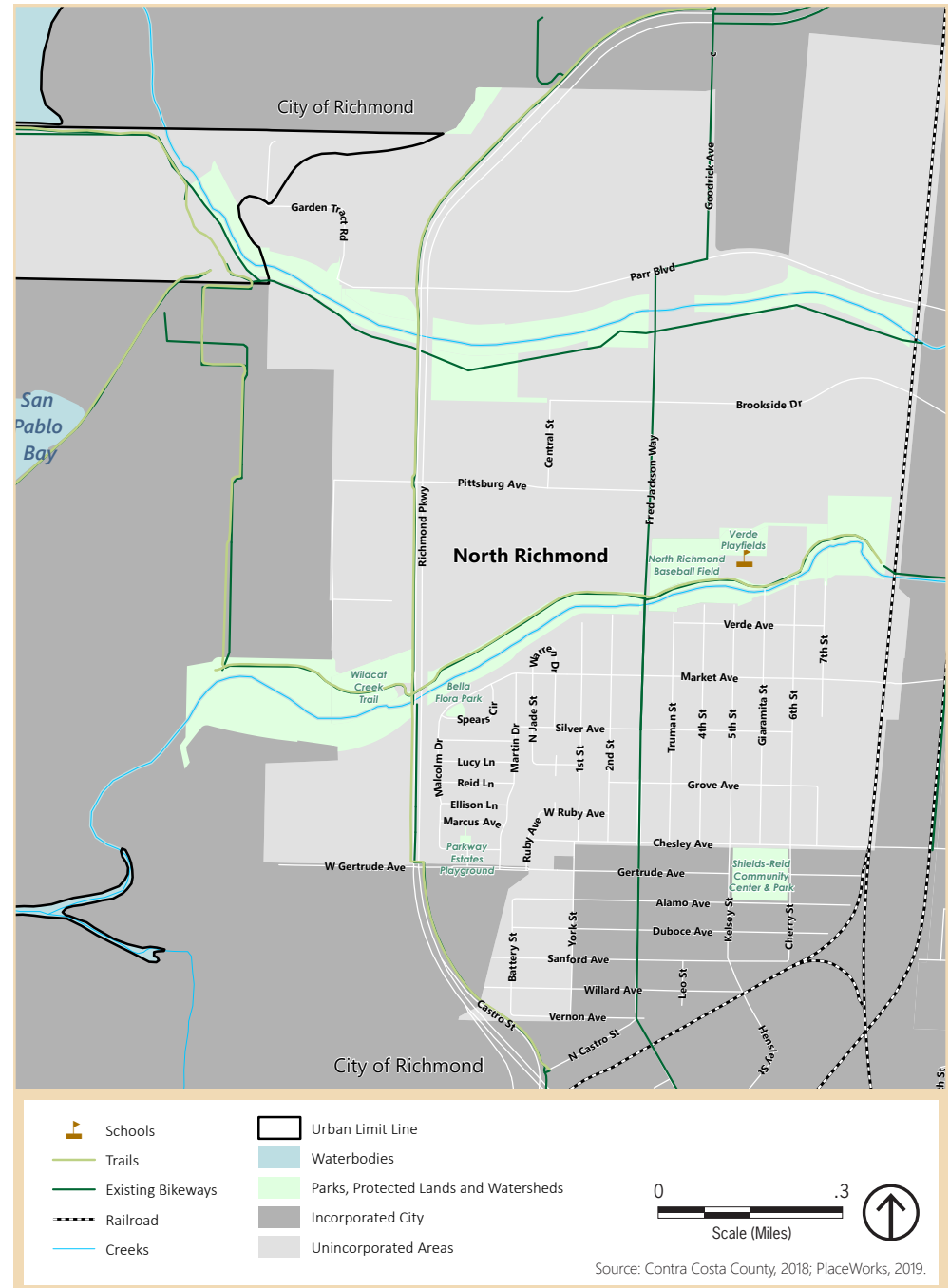
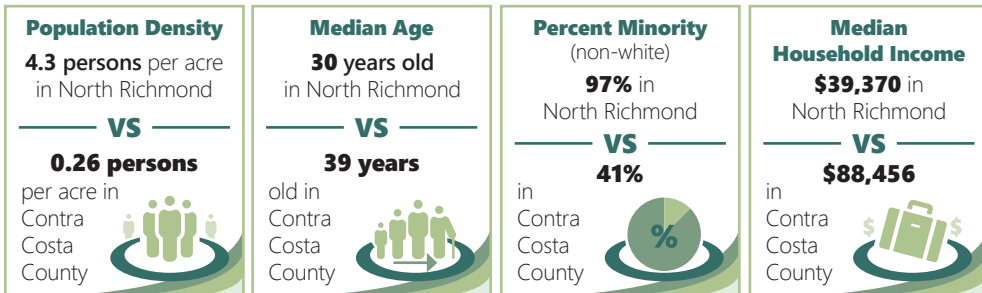
NORTH RICHMOND | CONTEXT

North Richmond, surrounded almost entirely by the City of Richmond, was a quiet area until the boom of World War II attracted people to the employment opportunities from the nearby Kaiser Shipyards. Following wartime, many residents stayed to work in the petroleum, railroad, and shipping industries in Richmond, and the community continued to grow. Today, North Richmond is primarily residential south of Wildcat Creek; north of the creek, industrial uses dominate. There is a strong and growing urban farming movement that has transformed vacant lots into community gardens, improving access to fresh, healthy, and affordable food.



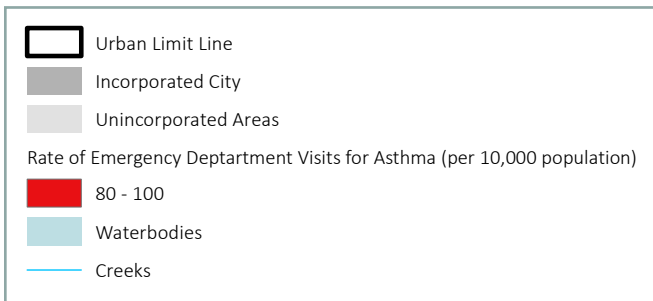
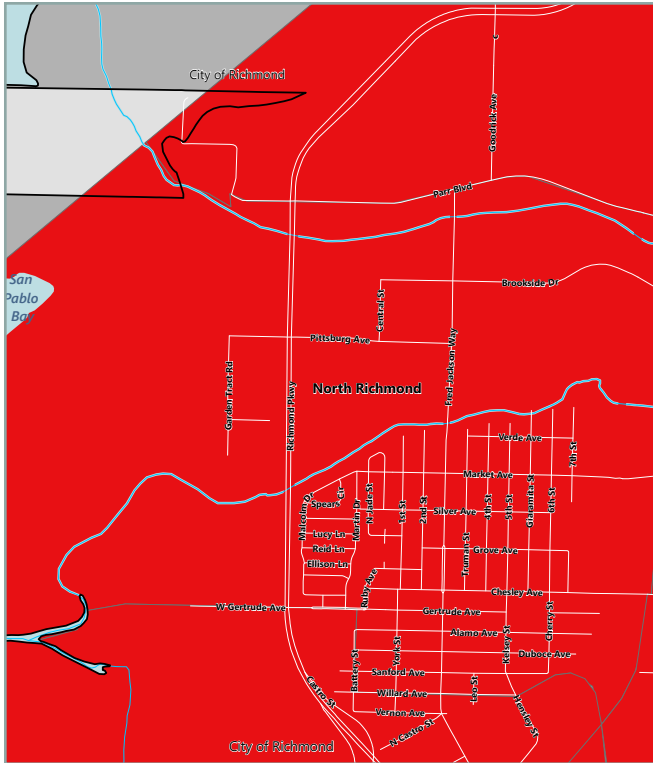
North Richmond residents are actively engaged in the local planning process and advocate for their community. Given their close proximity to heavy industrial uses, including the Chevron Richmond Refinery, residents are very concerned about community health, along with other issues like crime and illegal dumping. The community is working with the Bay Area Air Quality Management District (BAAQMD) to develop an action framework for community air protection, given North Richmond's status as a Community of Concern. In addition, community members would like roadway infrastructure and transit improvements that ensure safe, equitable, and affordable transportation access for all modes, as well as enhanced access to Wildcat Creek and the Bay.

WHO LIVES IN NORTH RICHMOND?

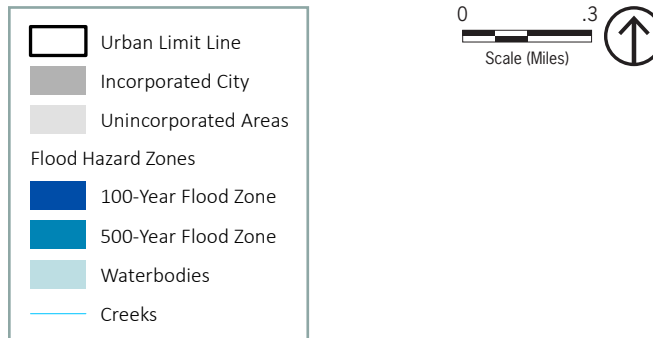
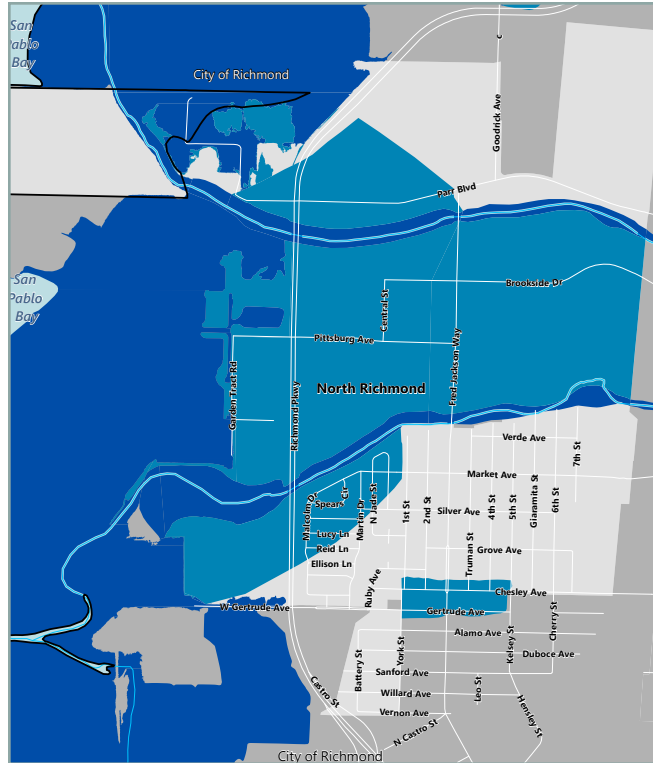


NORTH RICHMOND | CONTEXT (CONTINUED)

ASTHMA RATES



FLOOD ZONES



Natural Hazards

- Air quality from increased ozone and diesel particulate matter
- Coastal flooding
- Extreme heat
- Flooding
- Human health hazards
- Seismic hazards

Major Climate Vulnerabilities

Cost-burdened households and households in poverty are vulnerable to coastal flooding and seismic hazards.

Persons experiencing chronic illnesses, homeless persons, and households in poverty are vulnerable to air quality, extreme heat, and human health hazards.

Levees located in North Richmond are vulnerable to coastal flooding.

The recycling center in North Richmond is vulnerable to coastal flooding.

Public transit access, water and wastewater services, energy delivery services, and solid waste removal services are vulnerable to multiple hazards.



NORTH RICHMOND | GUIDANCE

PLANNED LAND USE

Land use designations for North Richmond are shown on the land use map. The area south of Wildcat Creek is the heart of the community. In that area, land use designations plan for the continuation of residential uses at a range of densities supported by local-serving commercial development. The Town Center designation along Fred Jackson Way envisions a combination of affordable, multi-family residential units and ground-level retail and office uses.

North of Wildcat Creek and along the railroad tracks, there is extensive existing industrial development, which is supported by the commercial processing designation. Land use designations also reflect existing public uses, including Verde Elementary School and an East Bay Municipal Utility District water treatment facility.

The North Richmond Design Guidelines provide more detailed design guidance for development in this area.



GUIDING PRINCIPLES

The following guiding principles articulate the values, priorities, and aspirations for the future shared by North Richmond community members:

1. Affordable rental and ownership housing opportunities in North Richmond should be expanded and integrated into market rate developments. A range of housing types should be available to meet a wide range of income levels.
2. Achievement of housing development goals should be balanced with maintaining quality of life, parking availability, circulation, and property values for current residents.
3. North Richmond residents who lack housing should have access to quality services and treated with dignity and respect. Vital, easy-to-access community programs related to homelessness, rehabilitation, education and training, youth, and elderly services should be available.
4. Sensitive uses, like schools and senior housing, should be buffered from heavy industrial uses.
5. North Richmond residents should have better access to Wildcat Creek, the bay shore, and other parks and green spaces. Students at Verde Elementary should be able to access open spaces via a safe and connected trail network.
6. North Richmond should provide a healthy and safe environment, where vacant lots have transitioned into vibrant community assets like community gardens.
7. Streets in North Richmond should be more inviting, including by repairing and adding sidewalks, increasing street lighting, planting trees, improving parking, and eliminating illegal dumping. Public infrastructure, including green infrastructure, should be upgraded and well-maintained, and the design of the built environment should contribute to crime prevention.
8. North Richmond should be a safe place for people of all abilities to walk, bike, and drive. Speeding and cut-through traffic should be eliminated, impacts from truck traffic should be mitigated, and railway crossings should be separated from the roadway.
9. North Richmond residents should have access to affordable and reliable public transportation with more frequent bus connections to the BART station and bus stops that provide amenities to increase safety and comfort, such as shelters, benches, lighting, and landscaping.
10. North Richmond residents should enjoy easy access to affordable, healthy, and fresh food, including grocery stores, farmers markets, and community gardens.
11. New mixed use and commercial development that works with and benefits residents should be encouraged in North Richmond. The local economy should offer diverse employment opportunities that promote social mobility and the self-sufficiency of the community.

POLICIES

1. Coordinate with the Housing Authority of Contra Costa County, affordable housing developers, and other organizations to transition vacant, unentitled land in North Richmond into affordable housing, including tiny home communities and temporary RV housing. (QOL H.5)
2. Coordinate with the West Contra Costa Unified School District and the City of Richmond to enhance existing open spaces, including Shields-Reid Park, Verde Elementary School, and Lucky A's Field, to provide the fullest civic, educational, social, and recreational benefits for the community. (QOL I.3)
3. Work with the West Contra Costa Unified School District to secure permanent funding for afterschool programs in North Richmond.
4. Coordinate with local non-profits to celebrate the history of diversity in North Richmond, such as through community events and public art.
5. Ensure that new development follows the North Richmond Design Guidelines.
6. Prohibit the construction of large walls or gates that divide the community. (QOL Y.4)
7. Require that new industrial development pay special attention to upgrading the visual appearance and unity of the area through quality architectural and landscape design and utility undergrounding. (3-188)
8. Require that new development in North Richmond incorporate green infrastructure solutions to minimize flooding and environmental pollution, such as bioswales, detention or retention ponds, and cisterns that capture rainwater for irrigation. (QOL I.7)
9. Require that new private and public development, including roadway projects, incorporate Crime Prevention Through Environmental Design (CPTED) principles of access control (such as appropriately located doors and fences), visibility (such as adequate lighting, windows that look onto public and private spaces, landscaping that does not offer hiding places), clear boundaries between public spaces and private spaces (through signage, sidewalks, or other visual cues) and maintenance. (QOL I.1)
10. Support locally owned businesses, cooperatives, and other uses offering benefits to the community, such as a grocery store or community kitchen. (QOL B.1)
11. Foster partnerships, including with the West Contra Costa Unified School District, to expand the continuing education opportunities for adults in North Richmond, targeting the area around Verde Elementary School.
12. Seek community benefit agreements for large businesses in North Richmond. Such agreements could include requirements for local hiring, apprenticeship and training programs, and funding for school and education programs. (QOL H.4, B.3)
13. Continue to support the vibrant urban agriculture operations in North Richmond. (3-194)

ACTIONS

1. Seek funding to construct a new community center in North Richmond that serves youth and families, and support programming that promotes employment opportunities and workforce development. (QOL Y.3, I.5, I.6)
2. Assign a new seat on the North Richmond Municipal Advisory Council for a youth representative, and work with local schools and other youth organizations to find youth representatives. (QOL Y.2)
3. Restore creeks with native plants, including planting an urban forest at the eastern end of Wildcat Creek.
4. Construct trail connections to the Bay Trail and to residential areas, including the residential areas adjacent to Wildcat Creek, and install amenities like wayfinding, educational signs, bathrooms, water fountains, and benches.
5. Install and monitor security cameras in areas where illegal dumping is common.
6. Prepare and implement a street corridor and gateway beautification plan that celebrates the unique historical identity of North Richmond and instills civic pride and a sense of unity among residents. (QOL B.6)
7. Update the North Richmond Specific Plan to encompass the entire North Richmond community and integrate goals and concepts from recent planning efforts, including the 2019 Quality of Life Plan launched by the North Richmond community and the 2018 Priority Resilience Plan developed as part of the Bay Area Resilient by Design Challenge. (QOL I.8)
8. Expand the area covered by the Safe Routes to School program for Verde Elementary to provide safe connections between the school and offsite afterschool programs.
9. Develop a plan to address speeding, dangerous intersections, and cut-through traffic on 1st Street and Richmond Parkway (QOL S.1)
10. Install pedestrian and bicycle improvements to increase safety and comfort along Fred Jackson Way.
11. Designate truck routes in and to North Richmond that minimize impacts on schools and homes.
12. Study possible incentives to encourage local residents to open businesses in North Richmond, such as property tax rebates, sales tax rebates, and breaks on other taxes and fees that the County controls, and adopt the most effective incentives.