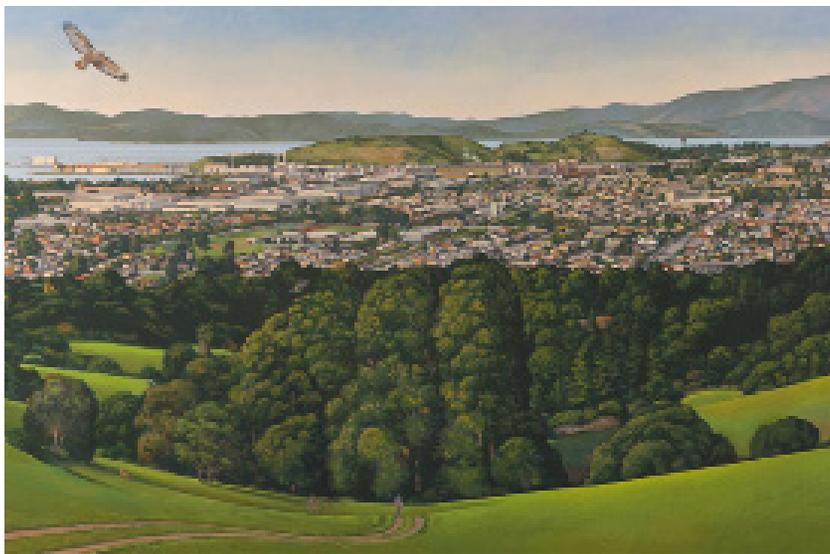




Introduction



“Richmond has one of the most desirable and precious locations left in California with great potential for growth and greatness.”

-Community Member, May 2007



Introduction

Significant changes have occurred since Richmond's General Plan was last updated in 1994. The concepts of sustainability, smart growth, transit-oriented development and New Urbanism have emerged as guiding principles for the design and development of modern communities. Throughout the country, urban communities are being rediscovered for the intimacy and convenience of their traditional neighborhoods and main streets.

Since 1994, Richmond has experienced substantial growth and revitalization. New residential communities have been established in the Hilltop, Marina Bay and Brickyard Cove areas. Landmark structures such as the Civic Center, Richmond Plunge and Ford Assembly Building have been rehabilitated as "green" buildings. The BART/Amtrak intermodal station is complete and in operation, and Macdonald Avenue is transitioning into an elegant urban boulevard. Given Richmond's traditionally designed neighborhoods and access to public transportation, the City continues to experience growth. Similarly, Richmond's industries continue to modernize and evolve in response to increased regulation and shifts in the economy. Many businesses are making significant investments in existing facilities

and new technology companies have established research, engineering and production facilities in Richmond.

This General Plan provides a policy framework to help the City maximize key opportunities and direct resources to improve its quality of life and cultivate a dynamic economy.

The following sections of this introduction:

- Describe Richmond's regional context and planning areas;
- Provide a snapshot of Richmond's assets;
- Describe Richmond's approach to shaping long-range planning;
- Define the General Plan's role and content;
- Describe the General Plan's implementation strategy;
- Review the regulatory mechanisms that guide implementation efforts;
- Define legal requirements for monitoring, updating and amending the General Plan; and
- Review the General Plan development process.



Ethnic and cultural diversity, and community pride are a few of Richmond's many strengths.



Regional Context

The City of Richmond is located in the nine-county San Francisco Bay Area in West Contra Costa County. Major nearby Bay Area cities and employment centers include: the City of Oakland, 9 miles to the south; the City of San Francisco, 17 miles west; and the City of San Jose, 50 miles south.

Richmond’s land mass forms a promontory that stretches into the San Francisco and San Pablo bays. This shoreline defines a significant portion of the City’s borders to the north, west and south. Neighboring San Francisco and Marin County provide attractive backdrops from Richmond across the Bay. The cities of El Cerrito, San Pablo and Pinole as well as unincorporated areas of Contra Costa County border Richmond to the north and east; and the Berkeley Hills, San Pablo and Sobrante ridges frame the eastern edge of the City.

Figure 1: Regional Context



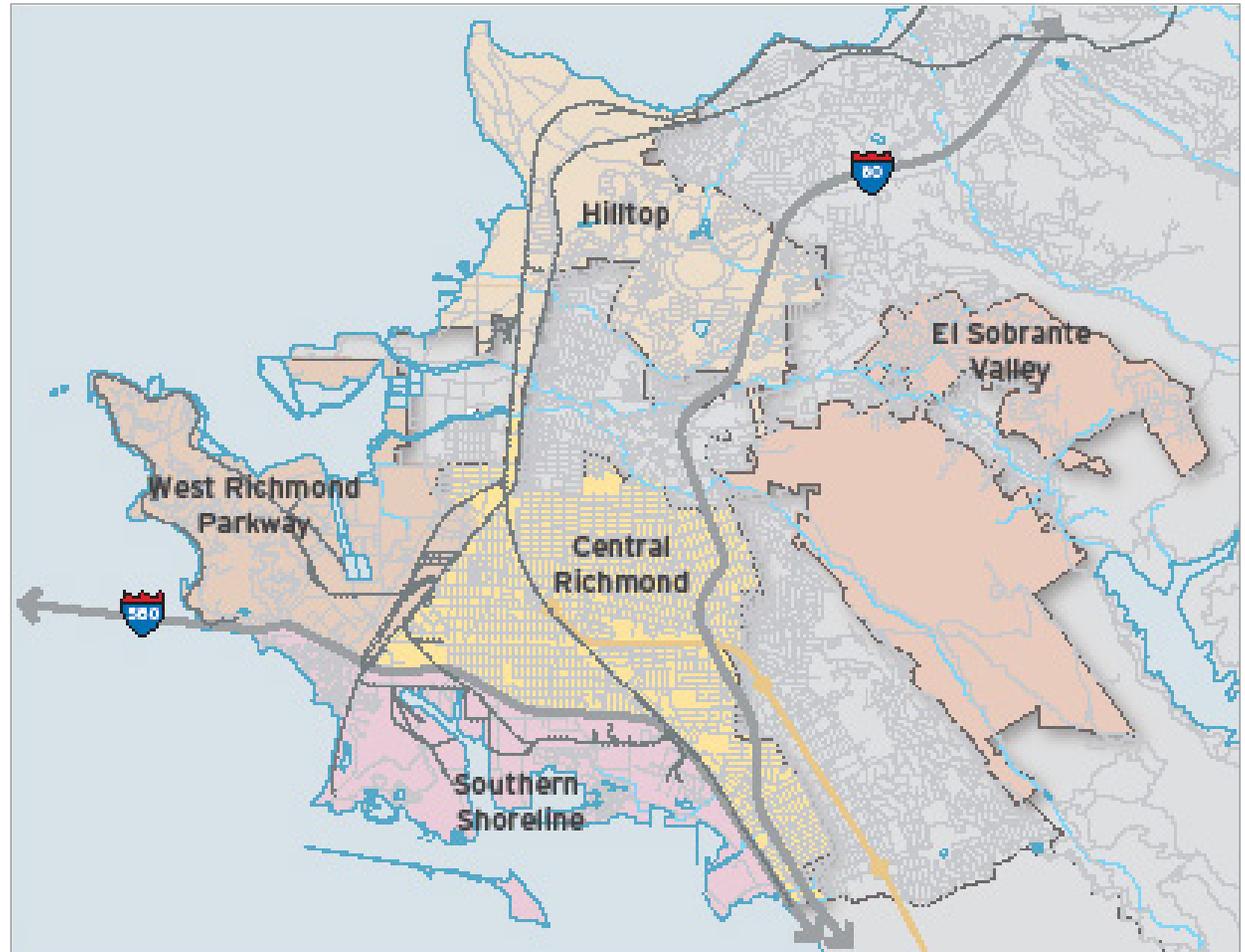


Richmond's Planning Areas

For the purposes of this General Plan, the City is organized into the following five planning areas:

- **Central Richmond** – Central Richmond refers to Downtown Richmond and the neighborhoods of Shields-Reid, Richmond Triangle, Forest Park, Atchison Village, Santa Fe, Coronado, City Center, Belding Woods, North & East, Richmond Heights, Metro Richmore Village, Pullman, Cortez/Stege, Park Plaza, Laurel Park, East Shore, Panhandle Annex and Richmond Annex.
- **Hilltop** – Hilltop includes the Hilltop Mall, regional open space such as the Point Pinole Regional Shoreline and the neighborhoods of Parchester Village, Hilltop Village, Hilltop Bayview, Hilltop green and Fairmede/Hilltop.
- **El Sobrante Valley** – The El Sobrante Valley includes regional open space such as the Wildcat Canyon Regional Park and the neighborhoods of Hasford Heights, Greenridge Heights, May Valley, El Sobrante Hills, Greenbriar, Carriage Hill North, Countryside and Carriage Hills South.
- **Southern Shoreline** – The southern shoreline covers industrial areas located south of Interstate 580, the University of California Field Station, regional open space such as the Miller/Knox Regional Shoreline, the port and the neighborhoods of Point Richmond, Marina Bay and Southwest Annex.
- **West Richmond Parkway** – The area west of the Richmond Parkway includes the San Pablo Peninsula and industrial areas west of Garrard Boulevard.

Figure 2: Richmond's Planning Areas





City of Richmond Profile

Physical Characteristics

Total Area:	55.9 square miles
Latitude & Longitude:	37.93 degrees north, 122.34 degrees west
Shoreline:	32 miles
Highest Point:	1,156 feet
Lowest Point:	Sea level
Elevation:	50 feet

Source: City of Richmond

Population Trends

	1980	1990	2000	2010
Total Population	74,676	86,700	99,216	103,701
Period Growth		16.1%	14.4%	4.5%

Source: 1980-2010 Census

Growth Projections

	2000	2010	2020	2030	% Change (2000- 2030)
Population	99,216	105,000	118,700	132,600	33.6%
Households	34,625	36,940	41,930	47,320	36.7%
Jobs	39,250	40,660	54,000	64,120	63.4%

Source: Association of Bay Area Governments (ABAG) Projections 2009

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, Dataset: 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, Dataset: 2010 Demographic Profile SF)



Richmond is surrounded by 32 miles of panoramic shoreline.

Richmond's Assets

Surrounded by the natural beauty of the East Bay hills and a 32-mile shoreline, Richmond is one of a few Bay Area cities that boast over 6,300 acres of parks and open space including local, regional, state and national resources, greenways and trails.

The ethnic and cultural diversity of Richmond residents is a major asset as no single ethnic group comprises a majority. Large percentages of the population are of African American, Latin American, European and Asian descent, with Native American and Pacific Islander heritages also represented. Approximately one third of the community is foreign born, with 45% of residents speaking a language other than English at home.

The City's unique places and features reflect early settlement patterns and the diverse cultures of the people who have made Richmond their home. Richmond has many locally significant historic assets, as well as state and nationally recognized



The ethnic and cultural diversity of Richmond residents is a major community asset and source of pride.

landmarks, sites and districts. As home to the Rosie the Riveter/World War II Home Front National Historical Park, Richmond retains one of the largest collections of World War II-era industrial and community-related sites and structures in the country.

Cultural expression flourishes with an impressive collection of public art, resident artists and long-standing arts institutions that enable residents of all ages to experience acclaimed arts and cultural offerings.

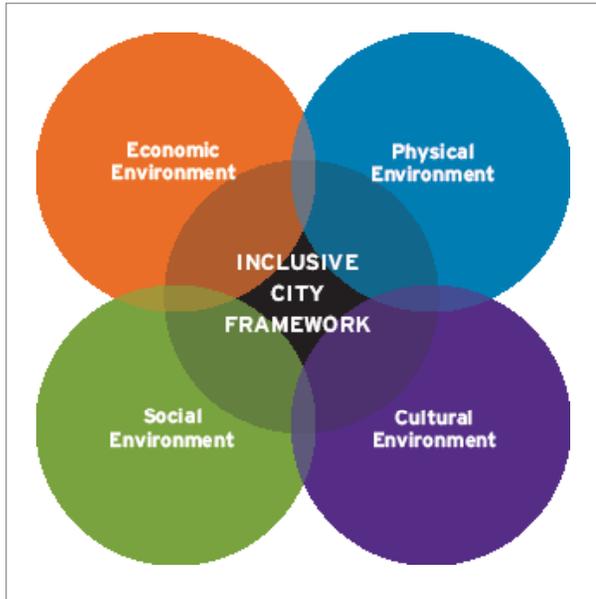
Richmond residents take pride in working together, both celebrating their past and moving forward in a bold way to improve livability, stimulate the local economy and enhance and protect the physical environment.



Richmond's Rosie the Riveter Memorial attracts visitors from across the region and beyond.



Figure 3: Inclusive City Framework



Inclusive City Planning Framework

Underlying Richmond's General Plan is an inclusive city framework intended to guide decision-making. The framework is composed of values and principles that are particularly important to the community.

Integral to this framework is the belief that in order to create healthy cities it is vital to address the physical, economic, cultural and social needs of people of all physical abilities, social strata and income levels¹. Richmond aims to be an inclusive city where the built environment is functional and accessible to all residents, development impacts are shared equitably and new development is sensitive to a diverse array of social, cultural and environmental contexts.

Richmond will promote policies to restore its traditional compact neighborhoods—mixed-use, walkable and transit-oriented communities that allow neighbors to comfortably access schools, parks and community facilities, as well as goods and services. Neighborhoods, commercial centers and public spaces are envisioned as visually pleasing places where people want to live and work. The City will champion land use patterns and urban designs which nurture basic human needs such as comfort, safety, community connection and identity.

Community Values and Principles

A number of values and principles drive the inclusive city framework. In order to meet aspirations for the community, Richmond values and promotes:

- **Economic Development Opportunities** – for everyone to participate in the City economy with access to a variety of quality jobs;
- **Safe Housing and Neighborhoods** – with a range of housing types and price levels to accommodate diverse socioeconomic backgrounds and lifestyle choices;
- **Education** – full access to quality education choices;
- **Access and Mobility** – viable, multi-modal and interconnected public transit and active transportation systems.
- **Community Facilities and Gathering Spaces** – well-maintained and usable parks, recreation centers and open space;

- **Cultural Meaning** – spaces and places to create and display social and cultural traditions and symbols that have meaning for all residents;
- **Sustainability** – for a clean, healthy and safe environment for all community members;
- **Functional Environments** – environments that meet the unique physical needs of all people and make places and programs accessible to the widest possible audience;
- **Context-Sensitivity** – development and activities that are in harmony with the surrounding community fabric;
- **Equitable Impacts** – urban planning that responsibly mitigates social and human impacts; and
- **Human Rights** – promoting peace and equity with a strong commitment to the well-being of the poor, vulnerable and marginalized;
- **Human Relations** – fostering mutual understanding, promoting inclusiveness, inter-group relations, communication and a culture of mutual respect.

In addition, the Ahwahnee Principles for Resource-Efficient Communities² serve as inspiration for Richmond's General Plan goals, policies and implementing actions. The City of Richmond has also adopted the Universal Declaration of Human Rights³ as guiding principles, assuring that all decisions are based on justice, equity and nondiscrimination.



Ahwahnee Principles for Resource-Efficient Communities



The Ahwahnee Principles will help guide the City to create places that are walkable and pedestrian-friendly.

The Ahwahnee Principles for Resource-Efficient Communities are consistent with Richmond's core values and help shape Richmond's urban environment. Highlights are provided below.

- Communities should be complete and integrated with housing, shops, work places, schools, parks and civic facilities included as essential to the daily life of residents and located within walking distance of each other.
- Major community activities should be located within easy walking distance of transit stops.
- A community should contain a diversity of housing types to enable residents from a wide range of economic levels and age groups to live within its boundaries.
- Businesses should provide a range of job types for residents.
- The community should have a variety of open spaces in the form of plazas, greens and parks whose frequent use is encouraged through placement and design.
- Public spaces should be designed to encourage the presence of people throughout the day.
- Each community or cluster of communities should have a well-defined edge such as agricultural greenbelts or wildlife corridors that are protected.
- Streets, pedestrian paths and bicycle paths should contribute to a system of connected and integrated routes to key destinations. Their design and location should discourage high-speed traffic and incorporate trees and lighting.
- The natural terrain, drainage and vegetation should be preserved with special emphasis within parks and open space.
- Community design should help conserve resources and minimize waste.
- Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
- Street orientation, placement of buildings and use of shading should contribute to the energy efficiency of the community.



Universal Declaration of Human Rights



On December 10, 1948 the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights.

In 2009, Richmond became one of the first cities in the United States to adopt the Universal Declaration of Human Rights as guiding principles.

Richmond embraces the principles of equality, inclusion, social plurism, and the recognition of human dignity. Below is a simplified version of the declaration. The full text of the declaration can be found on the United Nations website at www.un.org.

- Everyone is free and equal despite differences in skin color, sex, religion, or language.
- No one shall be subjected to torture or to cruel, inhuman or degrading treatment.
- Everyone has the right to life, freedom and safety, the right to be treated equally by the law, the right to a fair public trial, the right to travel, the right to ask for asylum from political persecution, the right to belong to a country, the right to marry and have a family, the right to own property, the right to practice or not practice a religion, the right to free speech and assembly, the right to take part in government, the right to a fair wage and safe working environment, the right to an adequate standard of living, and the right to an education.
- Everyone must respect the social order that is necessary for these rights to be available and the rights of others, the community and public property.



The General Plan guides the City in making decisions that will enhance community character and the quality of development.

General Plan Role, Content and Implementation

The Richmond General Plan is analogous to the City’s constitution. Because it is a general plan, intended to guide, with periodic updates, the community’s long-range development, it contains broad-based language. The General Plan’s goals and policies represent the City’s overall philosophy on public and private development and provide a foundation for public and private decision-making on related issues.

General Plan’s Role

As a culmination of extensive public outreach, Richmond’s General Plan expresses the community’s comprehensive vision and broad goals for the future. The Plan aims to do the following:

- Present strategies and specific implementing actions to achieve the community’s vision and long-term goals;
- Establish a basis for determining whether specific development proposals and public projects align with the community’s vision and long-term goals;
- Empower City departments, other public agencies and private developers to design projects that will enhance community character, and sustain and improve quality of life in accordance with particular values and principles defined in the General Plan;
- Provide the basis for developing more detailed plans and implementing programs such as the Zoning Ordinance, specific plans, capital improvement plans, facilities plans and community needs assessments; and

Guide public agencies that work with the City, such as school districts, regional boards or state agencies, as well as private investors as they contemplate future actions in Richmond and its sphere of influence.

General Plan Content

State law requires every city and county to adopt a general plan that includes the following seven elements: Housing; Land Use; Circulation/Traffic; Open Space; Noise; Public Safety; and Conservation. With 15 elements, the Richmond General Plan progresses dramatically beyond state-mandated elements, addressing topics deemed critical to fulfilling the community’s aspirations for Richmond. These include the following optional

elements: Economic Development; Education and Human Services; Community Health and Wellness; Energy and Climate Change; Community Facilities and Infrastructure; Parks and Recreation; National Historical Park; Historical Resources; and Arts and Culture.

Impact of Plan Adoption

This Richmond General Plan is the basis for land use decisions in the city. The General Plan itself is not a regulation, rather implementation of the General Plan relies on regulatory tools such as the zoning ordinance, subdivision ordinance, design review, capital improvement program and a variety of special purpose ordinances and programs that are adopted and enacted in order to implement the General Plan. As implementing actions are carried out, ongoing collaboration with community organizations, residents, property owners, businesses, institutions and other stakeholders is essential.

The City’s zoning ordinance must be consistent with the General Plan. Following adoption of Richmond’s General Plan, the Zoning Ordinance will be updated to ensure consistency. During preparation and public review of zoning ordinance amendments, topics such as building height, densities and allowable uses may be discussed for specific areas.

As a general rule, a city’s Zoning Ordinance can be more restrictive than a general plan, but cannot allow a greater level or completely different type of development than that described by the General Plan.



The General Plan represents the first step in achieving the preferred future voiced by the community.

Implementing Actions

Richmond's General Plan identifies a range of policies and implementing actions in order to achieve broad goals voiced by the community. Together the policies and implementing actions serve as strategic directions for City staff and partners, highlighting where time and resources should be primarily focused. The policies mandate, encourage or allow certain actions to be pursued throughout the duration of the General Plan, and the implementing actions are the "how-to steps" that carry out the policies.

Each General Plan implementing action is a procedure, program or technique that necessitates City action, either alone or in collaboration with other organizations, state or federal agencies. Some of the implementing actions are processes or procedures that the City currently administers on a daily basis, while others identify new programs or projects. Each

of Richmond's General Plan Elements includes a summary table of implementing actions as a tool for implementation. The summary tables provide an overview of policies and implementing actions and link each action to lead responsible parties.

Funding and Timing

Changing market factors and implementation logistics make it impossible to implement all of the proposed improvements at once. Early resource allocations will be directed toward actions that will make the most tangible difference and spur private investment. Specific phasing and funding plans will be established for major capital improvements and key larger-scale projects. The City will work toward developing a sequencing of public and private investment and desired timing for priority projects. The City's *Five-Year Strategic Business Plan* will align with this General Plan to establish the timing and identify funding for implementing actions in this General Plan.

Implementation Mechanisms

State law provides cities with a variety of regulatory mechanisms to implement their general plans. The most important regulatory mechanisms and their relationship to the Richmond General Plan are described below.

Zoning Ordinance

The zoning ordinance and zoning map are parcel-specific statements of how land may be used and provide specific conditions that Richmond will impose, consistent with the overall policy framework

of the General Plan and land use map. As part of the zoning ordinance, State law also requires that local jurisdictions regulate and control subdivision activity through adoption and use of a subdivision ordinance.

Capital Improvement Programs

State law requires the City Council to obtain lists of all public works projects recommended for study, design or construction during each ensuing year from City officials, staff and special districts operating within the City limits. The list of public works projects is then organized into a coordinated program called the *Capital Improvement Program (CIP)*. The CIP must be reviewed by the City and inconsistent projects must be eliminated or modified to conform to the General Plan.

Environmental Impact Review

State law requires that environmental review done pursuant to the *California Environmental Quality Act (CEQA)* discuss any inconsistencies between a proposed project and the jurisdiction's general plan. Projects are considered to have a significant adverse effect on the environment if they are found to be inconsistent with the jurisdiction's general plan.

Redevelopment Plans

The City of Richmond has established a Redevelopment Project Area which makes it possible to issue improvement bonds for projects within the project area. Richmond's *Redevelopment Plan* is required to conform with the City's General Plan.



Community members were engaged at critical milestones throughout the General Plan process.

Monitoring, Evaluating and Amending the General Plan

The General Plan is a living document that will be reviewed and refined as conditions change, as actions are accomplished and new actions are considered. The City of Richmond will measure successes and challenges in General Plan implementation. Means of measuring progress will range from state-required or recommended procedures such as conducting annual reviews, updates and amendments to conducting ongoing evaluations and setting benchmarks. State-required procedures for General Plan updates, review and amendments are described below.

General Plan Updates, Review and Amendments

Periodically, California cities must update their general plans to conform to changes in state law and other legal requirements, and to reflect changes in land development patterns since the last general plan was adopted. Although the state does not mandate a specific timetable for general plan updates, many jurisdictions decide to initiate the update process approximately every 15 years or once the social, economic or development contexts have changed to such a degree that a comprehensive general plan update is warranted. In order to ensure that general plan documents remain relevant in the near-term, general plans should be regularly reviewed and amended as appropriate.

Annual Review Report

The Richmond General Plan is intended to be a dynamic document that is regularly reviewed and evaluated in response to changing conditions and community needs. State government code encourages cities to review their general plans annually. Annual reports can be prepared for review by the City Council and Planning Commission, and submittal to the State Office of Planning and Research and the State Housing and Community Development Office. This implementation progress report is a vital part of keeping the planning process open, transparent and responsive. It can also be a vehicle for review and refinement of implementation priorities, deletion of completed actions and the addition of new actions or policies. Specifically, the annual review report serves to:

- Provide the City Council with an implementation progress update;
- Examine the degree to which land use and other planning decisions align with general plan goals, policies and implementing actions;
- Establish a basis for determining whether specific development proposals and public projects align with the community's preferred future;
- Assess progress made in meeting the City's share of regional housing needs; and
- Recommend any modifications necessary to improve implementation.

Amendments

A general plan is intended to be the vision for a city's development and changes are allowed only when there is a clear public purpose. Where amendments to a general plan are deemed necessary, State law allows jurisdictions to amend an adopted general plan up to four times per year. Proposed amendments must be reviewed to ensure consistency with other plan elements and the plan's companion environmental impact report.

In January 2017, the City Council adopted a citizen's initiative for the Richmond Hills area, which amended the General Plan. These amendments are reflected in the Land Use and Urban Design, Conservation, Natural Resources and Open Space, and Housing Elements.



General Plan Development

The Richmond City Council formally launched the General Plan development process in November 2005 in conjunction with the City’s centennial celebration. An extensive existing conditions analysis and community visioning process began in February 2006. Individuals, organizations and agencies throughout the community articulated their hopes and expectations for Richmond’s future. This General Plan is the culmination of research, technical studies and the invaluable insights of elected officials, public agencies, educational institutions, non-profit organizations, advocacy groups, businesses and community members. The following is a description of the four phases of the General Plan’s development process, a synopsis of background documents drafted in preparation for the General Plan and a review of committees and various outreach forums that were instrumental in crafting the General Plan.

Plan Development Phases

The General Plan Update was developed in four phases: existing conditions analysis and visioning; land use alternatives; plan development; and plan adoption and environmental review. The City Council and Planning Commission provided overall direction, with the assistance of a General Plan Advisory Committee (GPAC) composed of citizen representatives who worked closely with City staff and the consultant team.

Table 1: Richmond General Plan Community Outreach

Meetings and Events	Year	Number	Number of Participants
General Plan Advisory Committee	2006-2009	22	Open to Public
Round 1: Community Visioning Workshops	2006	10	325
Round 2: Land Use Options Workshops	2007	4	400
African-American Roundtable Workshop	2006-2007	1	250
Leadership Interviews	2006	20	20
Focus Groups	2006	8	53
Plan Van Outings	2006-2007	30	700
Community Group and Neighborhood Councils	2006-2007	14	150
City Council and Planning Commission	2006-2012	8	Open to Public

Phase 1: Existing Conditions and Visioning

The first phase included the existing conditions analysis and community visioning. To frame critical issues and opportunities, as well as existing conditions within the community, a series of ten *Issues and Opportunities Papers* were prepared including: land use and urban design; public infrastructure facilities; natural hazards; community facilities; education; arts, culture and historic resources; zoning ordinances and key specific plans; economic trends and market analysis; noise; and community health and wellness.

The visioning portion of Phase 1 involved more than 1,000 community members and representatives from nonprofit organizations, advocacy groups, public agencies, businesses, educational institutions and nearby local governments in a series of meetings, workshops and outreach events. The

cumulative result was a heightened understanding of critical issues in the City as seen from a wide variety of viewpoints and the development of a *Vision Framework Report*.

Phase 2: Land Use Alternatives

The second phase included development and analysis of land use alternatives. Multiple change areas were identified as potential areas for redevelopment, infill development and/or activity centers across the City. Three land use alternatives were developed for each change area based on existing conditions analyses, community input and staff and GPAC recommendations.

Broadly, the land use alternatives reflect an array of land use concepts aimed at strengthening the City and enhancing its vibrancy, connectivity and sustainability. The land use alternatives allow a greater mix



The General Plan Advisory Committee (GPAC) played a key role in shaping the direction of the General Plan Update.

of uses to support neighborhoods and to improve public transit and walkability throughout the City. At the same time, the land use alternatives maintain a separation of uses in areas where protecting public health and safety is of particular importance.

GPAC members stated their preferences for land uses in each change area, with an aim towards balancing density, building intensity and land use to address the City's broader development goals. City staff used input from GPAC and the broader community to generate a preferred Land Use Alternative for study purposes in the Draft Environmental Impact Report.

Phase 3: Goal & Policy Development

The third phase included development of the General Plan goals, policies and implementing actions. A series of facilitated discussions were held, and GPAC and community stakeholders refined the vision statements for each element. These element-



The General Plan incorporates input from Police and other City departments.

specific vision statements set the stage for the goals, policies and implementing actions that comprise each element.

Phase 4: Adoption and CEQA Review

As required by the California Environmental Quality Act (CEQA), an Environmental Impact Report (EIR) was prepared for the General Plan. The EIR is a separate document that describes environmental conditions in the City and assesses potential impacts of future development, compares impacts of land use alternatives and describes associated mitigation measures.

Related Background Documents

Leading up to the General Plan Update, a number of key documents were developed to inform the Plan. These include: ten Issues and Opportunities Papers; a Public Input Summary; the Vision Framework Report; an Analysis of Land



Community members were engaged at critical points in the General Plan process.

Use Options Report; and the Community-wide Greenhouse Gas Emissions Inventory. These documents are available from the Planning and Building Services Department upon request

Community Outreach

The General Plan update process included extensive community engagement, feedback and review to help make the final General Plan reflect the goals and aspirations of the community. The following set of groups, events and forums describe community involvement for the development of the General Plan.

General Plan Advisory Committee

In February 2006, members of the Richmond City Council selected representatives to the General Plan Advisory Committee (GPAC). Over the course of the General Plan process, the GPAC met 22 times to incorporate community and City staff input into



The City designed the Plan Van as a rolling workshop aimed at broadening interest and participation in the General Plan Update.



The General Plan website included a document library and calendar with up-to-date resources.

the development of an overarching community vision, a range of land use alternatives and recommendations for the preferred land use alternative, as well as goals, policies and implementing actions for each of the General Plan elements.

Technical Advisory Committee

The Technical Advisory Committee (TAC) was comprised of the City Manager and the City's Management Team including all City department heads. The TAC provided technical review of materials, ensuring accurate and up-to-date information.

Workshops

The General Plan process included a series of public workshops. Outreach for these meetings included bilingual newsletters mailed to all Richmond postal customers on two separate occasions, local newspaper coverage, announcements through churches and leaflets distributed in neighborhoods by neighborhood councils and via a mobile workshop called

the "Plan Van." In total, more than 700 community members participated in one or more of 14 workshops. The first round of workshops focused on issues relevant to the General Plan, such as the environment, transportation, affordable housing and economic development. The second round of workshops centered on identifying land use options for the City.

Focus Groups

To better understand critical issues as seen from a multitude of viewpoints, focus group discussions were conducted on issues relevant to the General Plan, such as the environment, housing, business and public safety. More than 50 community leaders and representatives from nonprofit organizations, advocacy groups, public agencies, businesses, educational institutions and nearby local governments participated in meetings during April 2006.

Focus group sessions were convened on the following topics: transportation; public safety; natural

resources and environment; business and economic investment; institutional relations; government and education; community services; faith-based, youth and community organizations; affordable housing; and real estate development. Advocates, experts and leaders appropriate to each of the focus areas were invited to participate. Participants were asked to identify Richmond's key assets, issues and opportunities within the context of the overall meeting topic, focusing on how the General Plan could best address challenges and potential improvements.

Website

Since inception of the project in February 2006, a project website served as a one-stop clearinghouse for information about the project. The website included a document library with up-to-date General Plan documents and resources as well as a comment form to generate questions and suggestions.



Notes

1. Goltsman, Susan and Daniel Iacofano, eds. *The Inclusive City: Design Solutions for Buildings, Neighborhoods and Urban Spaces*. Berkeley: MIG Communications, 2007.
2. Calthorpe, Peter, Michael Corbett, Andres Duany, Elizabeth Moule, Elizabeth Plater-Zyberk and Stefanos Polyzoides. "Ahwahnee Principles for Resource-Efficient Communities." Local Government Commission. <http://www.lgc.org/ahwahnee/principles.html>.
3. "The Universal Declaration of Human Rights." United Nations Website. <http://www.un.org/en/documents/udhr/>.

Cover Artwork

1. Left: "Bird's Eye View" by John Wherle
2. Right: "Unique" by Andres Cisneros-Galindo, Richmond Resident



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