



ENVISION CONTRA COSTA 2040

Draft Guiding Principles for North Richmond

The following guiding principles articulate the values, priorities, and aspirations for the future shared by community members at our first community meeting for North Richmond. For each topic, the draft guiding principles for the General Plan are presented first, followed by related Priorities from the North Richmond Quality of Life Plan.

HOUSING

Draft Guiding Principles

- 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.
- 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.
- Mixed-use development should be allowed along Fred Jackson Way. The heavy industrial zoning district should be rezoned to housing, mixed use, and parks and open space.

Quality of Life Plan Priorities

- New housing development should give preference to proposals that indicate at least 50% of new housing units built on site will be designated as “affordable.”
- New housing developers should be transparent about their selection process for the placement of residents in their units and those who formerly lived in units should be contacted to return if they desire.
- The community should be involved in the selection of new housing development proposals and seats must be designated for at least 5 residents to participate in the selection.
- The construction of new housing should stimulate community benefits through local hire and corporate social responsibility programs.
- Abandoned properties and unused sites should be leveraged to create permanently affordable housing or other housing solutions.
- New housing development should incorporate CPTED principles to contribute to the prevention of crime.
- First-time homebuyer programs should be provided throughout North Richmond, in order to create a community invested in their homes, which can reduce crime.

YOUTH & EDUCATION

Draft Guiding Principles

- A buffer should be provided between heavy industrial uses and sensitive uses, like schools.

- North Richmond residents should have better access to Wildcat Creek and the bay shore. Students at Verde Elementary should be able to access open spaces via a safe and connected trail network.

Quality of Life Plan Priorities

- Youth in the community must have a voice in the pre-planning and planning stages for a future community and youth center.
- Youth in the community should have a formal seat and voice in the public delivery of youth services in North Richmond including in the Department of Children and Youth and on the North Richmond Municipal Advisory Council.
- Youth programming should include practical workforce development and employment opportunities to create a pathway to careers for young people.
- Walls should not be built in any future development or in North Richmond because they are polarizing and a symbol of division.
- A community/youth center should be established for the effective delivery of youth programs, and the community center could provide space for programs that the whole community can access.

COMMUNITY SAFETY

Draft Guiding Principles

- North Richmond should provide a healthy and safe environment, where vacant lots have transitioned into vibrant community assets like community gardens.
- 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.
- 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.
- 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.
- North Richmond residents should enjoy easy access to affordable, healthy, and fresh food, including grocery stores, farmers markets, and community gardens.

Quality of Life Plan Priorities

- Traffic safety needs to be analyzed and addressed.
- Transportation should be designed with the primary goal of ensuring safe, equitable access for pedestrians, bicyclists, transit riders, and drivers.
- Public spaces and parks should be provided throughout North Richmond, and should host events that promote health and create a sense of belonging and social cohesion.
- The neighborhood should be made more walkable and accessible by public transit, promoting health, traffic safety and providing youth easy access to transit for enriching opportunities outside North Richmond.
- Seek green infrastructure solutions through ongoing Watershed Projects happening in North Richmond including environmental issues such as flooding and environmental pollution.

BUSINESS OPPORTUNITY

Draft Guiding Principles

- 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.

Quality of Life Plan Priorities

- Cooperative development should be promoted to address significant market gaps and build community wealth.
- Small business incubation should be promoted to address significant market gaps and help entrepreneurs transition to the formal economy.
- Large businesses operating in North Richmond, including those that may arrive later, should be actively engaged to provide an array of community benefits.
- Workforce development programs should be promoted to prepare adult and youth residents for employment opportunities.
- Financial literacy and asset-building programs should be promoted to help residents enhance their purchasing power.
- North Richmond business corridors, streets, and gateways should be beautified in a way that celebrates community culture and local enterprise.
- A North Richmond Specific Plan is a vital planning tool to drive future development in North Richmond, and will integrate the Quality of Life Plan to honor the community's goals.