



CITY OF RICHMOND OPPORTUNITY ZONES

January 24, 2019



City of Richmond - Designated Opportunity Zone (Central Richmond)

Unincorporated County

San Pablo

Richmond

Richmond Multi-Modal
Transit Station

Legend

- School
- Parks and Other Public Areas
- Successor Agency Parcels
- City Owned Parcels
- 2013 Vacant Parcels
- Richmond Housing Authority Parcels
- Designated Qualified Opportunity Zones
- Richmond Designated Qualified Opportunity Zones
- City of Richmond Jurisdiction

N

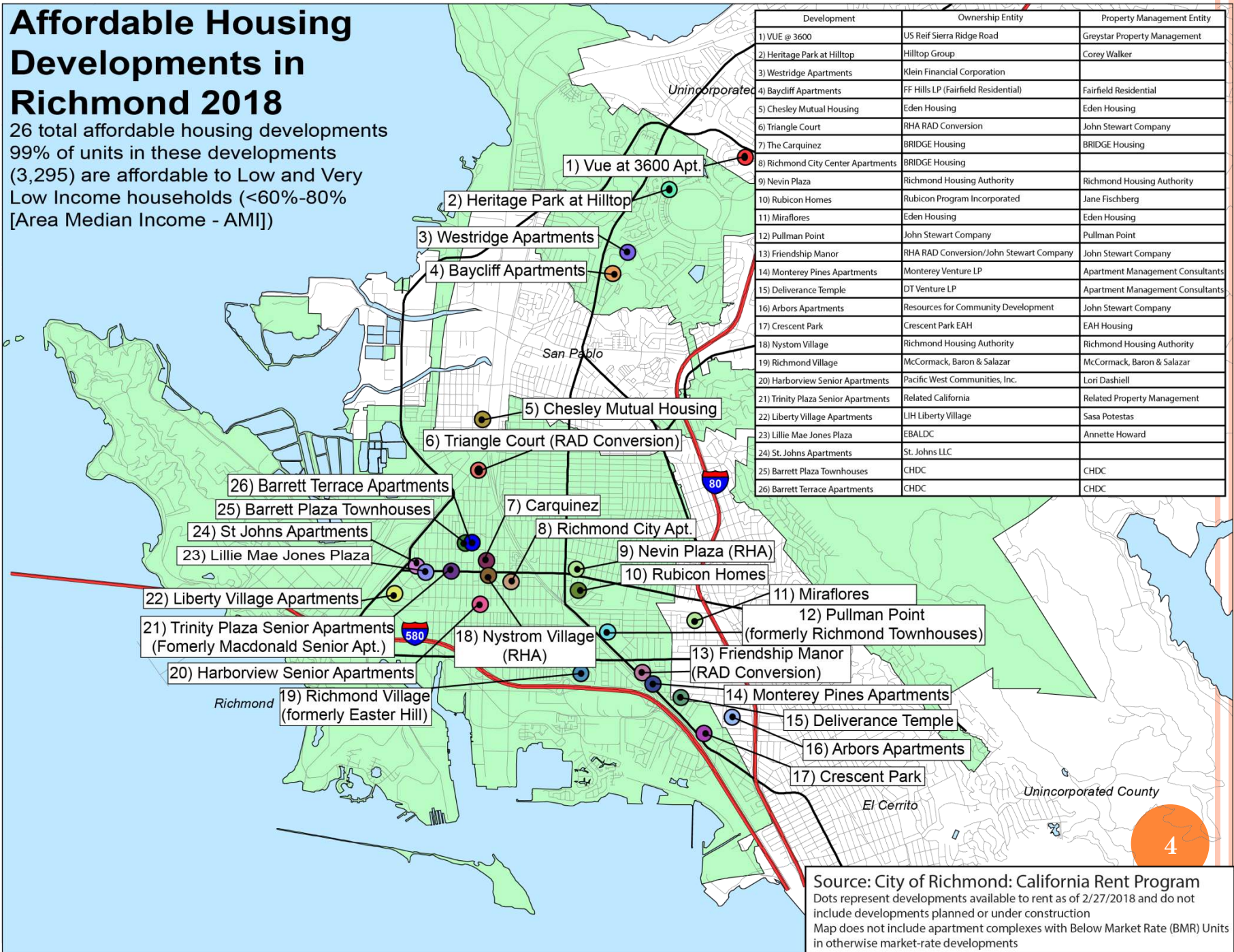
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RICHMOND'S DEVELOPMENT GOALS

- Increasing the housing supply, including the development of affordable housing
- Developing vacant and underutilized parcels
- Mixed-use, transit oriented development
- Green, sustainable development and housing (i.e. ZNE, solar, EV charging stations)
- Mixed-income housing at mid to high density along major corridors
- Incorporate anti-displacement components in to developments

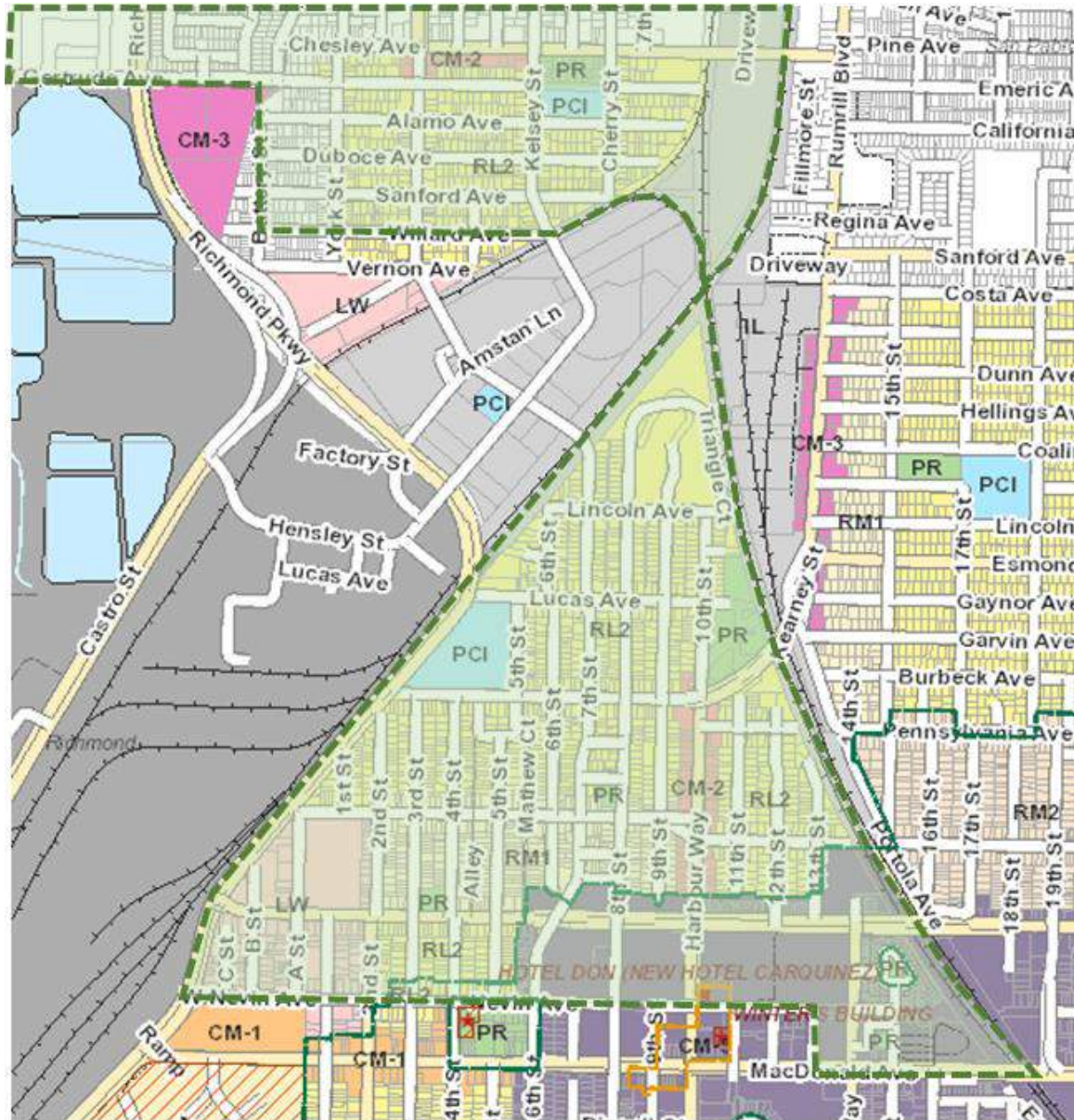
Affordable Housing Developments in Richmond 2018

26 total affordable housing developments
99% of units in these developments
(3,295) are affordable to Low and Very
Low Income households (<60%-80%
[Area Median Income - AMI])



Source: City of Richmond: California Rent Program
Dots represent developments available to rent as of 2/27/2018 and do not
include developments planned or under construction
Map does not include apartment complexes with Below Market Rate (BMR) Units
in otherwise market-rate developments

ZONING IN OPPORTUNITY ZONE



Key:

RL2= Single family Low Density Residential

RM1= Multifamily Residential

CM-2= Commercial Mixed-Use, neighborhood

CM-5= Commercial Mixed-Use, Activity Center

LW= Live-Work

PR= Parks and Recreation

PCI= Public, Cultural, and Industrial

EXAMPLES OF CURRENT PROJECTS INCORPORATING RICHMOND'S DEVELOPMENT GOALS

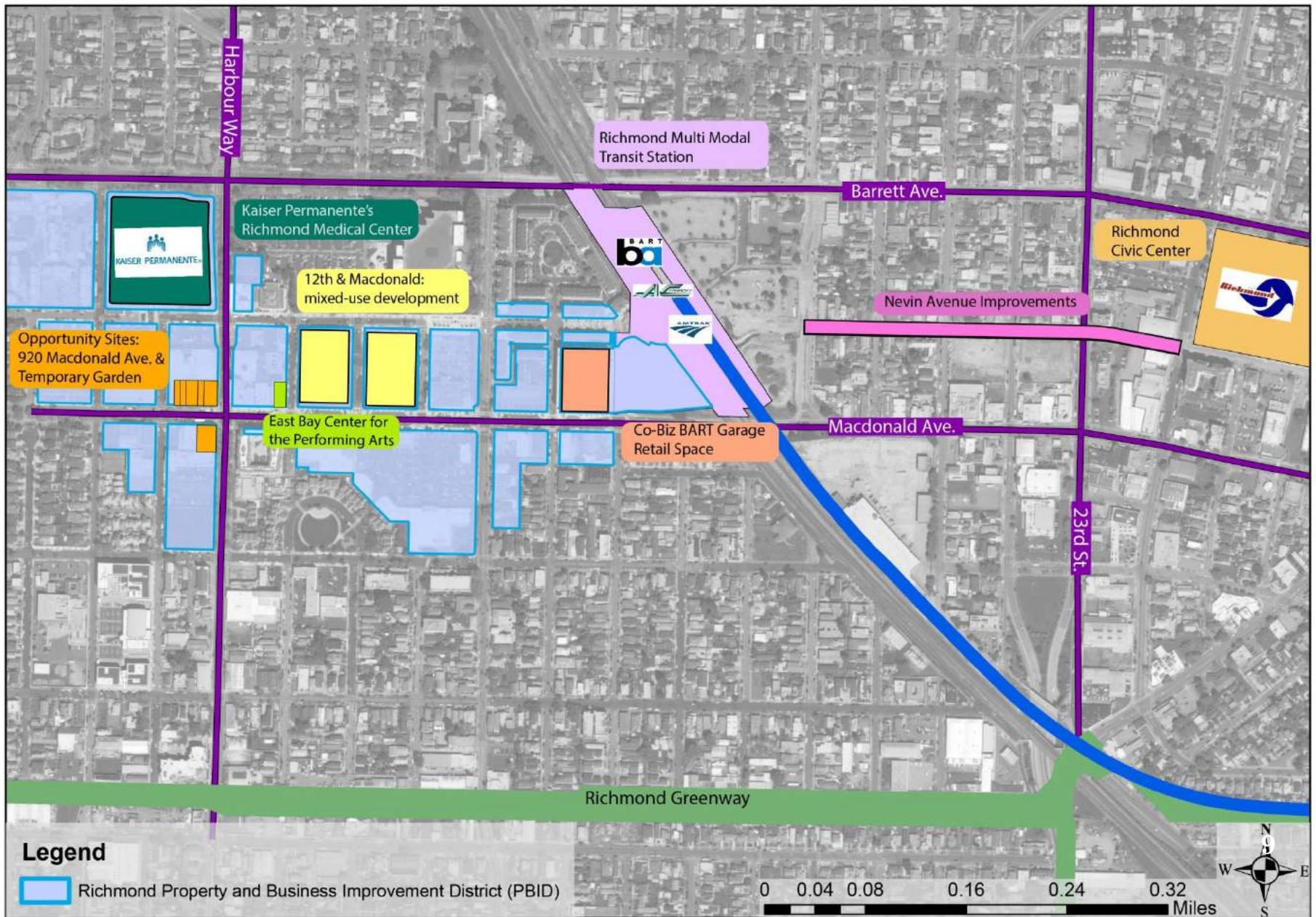
- BART Retail Space (food hall & Co-biz space)
- 12th & Macdonald
- Metro Walk Phase II
- Richmond Housing Renovation Program
- Miraflores
- Yellow Brick Road
- LifeLong Medical (Harbour Ave & Bissell Ave)





CROSSWALKS TO EQUITABLE DEVELOPMENT

- Richmond's General Plan 2030
- Updated Zoning and Subdivision Ordinance (RMC 15.04).
- Richmond Build & Literacy for Every Adult Promise (LEAP)
- Richmond Promise
- Kids First
- Free Solar for Qualifying Richmond homes
- Health in All Policies (HiAP)
- Climate Action Plan (CAP)
- Projects are subject to the Richmond Municipal Code (RMC) including:
 - Business and Opportunity Ordinance
 - Local Employment Program Ordinance
 - Living Wage Ordinance
 - One-Percent for Public Art on Private Projects Program
 - Inclusionary Housing Ordinance (RMC 15.04.603)
 - Richmond Fair Rent, Just Cause for Eviction and Homeowner Protection Ordinance (RMC 11.100)



**East Bay Center for the
Performing Arts**



Richmond Ferry Terminal



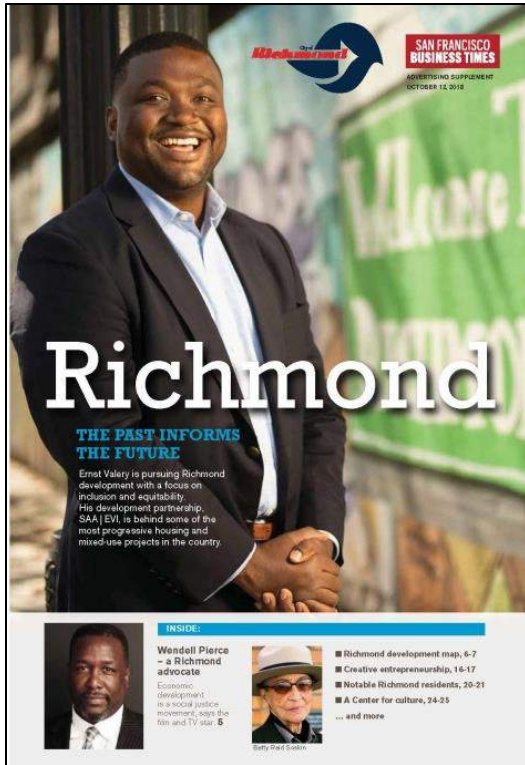
Taste of Richmond 2018



Rosie Rally



SAN FRANCISCO BUSINESS TIMES 2018 RICHMOND SUPPLEMENTAL



SAN FRANCISCO BUSINESS TIMES
ADVERTISING SUPPLEMENT
OCTOBER 12, 2018

Richmond

THE PAST INFORMS THE FUTURE

Ernest Valery is pursuing Richmond development with a focus on inclusion and equity. His development partnership, SAAI, is behind some of the most progressive housing and mixed-use projects in the country.

INSIDE:

- Wendell Pierce – a Richmond advocate
- Economic development is a social justice movement, says the film and TV star
- Richmond development map, 6-7
- Creative entrepreneurship, 16-17
- Notable Richmond residents, 20-21
- A Center for culture, 24-25
- ... and more

Ernest Valery

ADVANCED MANUFACTURING

A prime location for creative entrepreneurs

Abundance of affordable industrial space nurtures manufacturing enterprises

Ever since World War II, when an industrial boom led to a population increase from 20,000 in 1940 to over 95,000 by 1950, Richmond has grown with the help of its creative companies.

Today, companies like independent manufacturer Lerner International Inc. are creating their headquarters in Richmond's historic, former military, warehouse, engine, electrical and space frame buildings. These properties have unique space such as flexible perimeter, private offices and parking garages.

Chenise Butler, CEO of Lerner International, says that Richmond was an obvious choice for their operations. "We moved to Richmond in 2009 for the cost of facilities and its prime location," she says.

But there wasn't the only factor that helped the small company thrive. Lerner was able to grow with the help of a small business loan from the city, a program called Rich Ventures, which Lerner describes as "unique."

The loan helped us to get ahead with our supply chain management and of course to be able to build our clients' orders on time," she says.

Lerner is representative of the diverse Richmond manufacturing industry, which is being the city's economic engine. The city's industrial base has a rich history of innovation and is now a hub for creative entrepreneurs and small businesses.

Ernest Valery

"Our factory is right on the water, and it has a great view of San Francisco."

Jean-Yves Chavance

Founder and chief, Galaxy Celestia

Galaxy Celestia, a major supplier of gourmet food products to local grocers and specialty stores, also operates in Richmond. Jean-Yves Chavance, the party that also co-founded the factory in 1990, enjoys being in Richmond as part of the unique industrial landscape of the city.

"This factory is right on the water, and it has a great view of San Francisco," he says.

Richmond's vast industrial space makes an ideal home for a growing business, Chavance adds. Indeed, the city remains a hub for companies looking to expand, but part of it is the speaking words for industrial space that dominate most of the Bay Area.

Richmond's creative spirit also makes the city a good training ground for entrepreneurs with a social orientation. Take Page Park, a nonprofit that is turning the design and manufacturing world on its head with its mission to create a community-based park construction firm. The Richmond-based organization is working to create new models for establishing community public spaces, an executive director, David

Lerner International's choice on the 2017 Taste of Richmond festival in Point Richmond, where SAAI is the main sponsor.

EVENTS AND PLACES

Lively Richmond

Get to know Richmond's rich cultural heritage, beautiful waterfront location and community spirit. The city offers festivals year-round, opportunities for learning and adult visits to enjoy the outdoors.

Point Richmond

Taste of Richmond

Richmond is the home of the Taste of Richmond festival, a celebration of the city's diverse culinary scene. The festival is held at Point Richmond, a beautiful waterfront location with a rich history of innovation and is now a hub for creative entrepreneurs and small businesses.

Managers Playhouse

Managers Playhouse has been offering quality theater for over 50 years, and has continued to grow and thrive in Richmond. The theater is located in the heart of the city, and offers a variety of performances, including plays, musicals, and operas.

Point Richmond Plaza Festival

Point Richmond Plaza Festival is a celebration of the city's diverse culinary scene. The festival is held at Point Richmond, a beautiful waterfront location with a rich history of innovation and is now a hub for creative entrepreneurs and small businesses.

Richmond Municipal Hotel

The Richmond Municipal Hotel is a historic landmark in the heart of the city. The hotel is located in the heart of the city, and offers a variety of services, including accommodations, dining, and event space.

Richmond Bay Bridge

The Richmond Bay Bridge is a major transportation link between the city and the surrounding areas. The bridge is a symbol of the city's growth and development, and is a source of pride for the community.

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To view the publication online visit,

<http://www.ci.richmond.ca.us/DocumentCenter/View/47673/SF-Business-Times---Richmond-10122018>

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