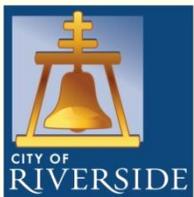


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Marketplace

Specific Plan



Adopted XXXX XX, 2012
Resolution No. XXXXX
Draft October 26, 2012

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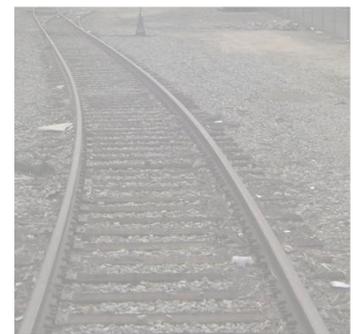
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SECTION I: CONTEXT

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1

Chapter 1: Introduction

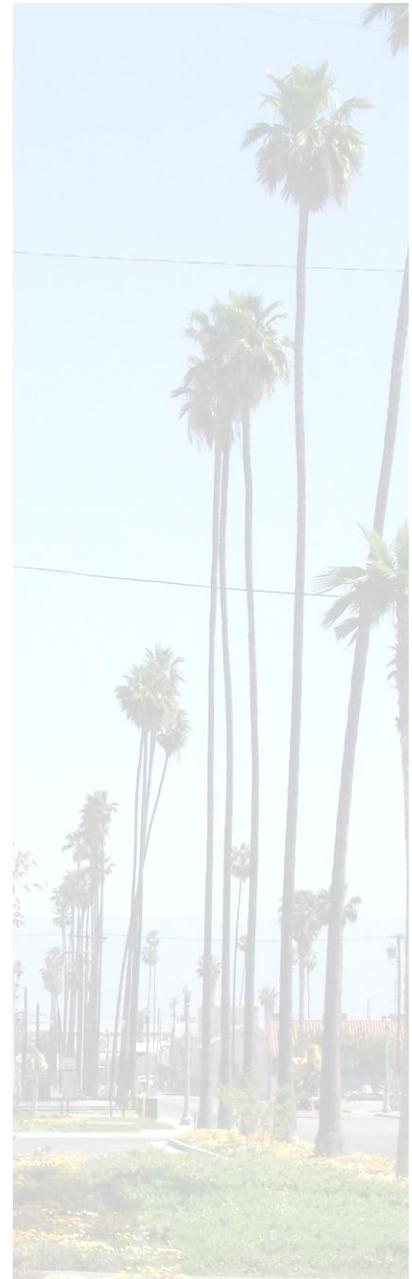
1.1 What is a Specific Plan

A specific plan is a regulatory tool used by local governments to implement a general plan and guide development in a localized area. While a general plan is the overall guide to manage growth throughout the City, a specific plan is able to focus on the unique characteristics of a special area, such as the Marketplace, by customizing land use regulations for that area. A specific plan is an important and valuable tool to allow the City to work with the neighborhood and stakeholders to create a vital document that reflects a shared vision and values protecting the surrounding neighborhood. A specific plan also helps to remove barriers and encourage compatible development in a defined area.

1.2 Purpose and Intent of the Marketplace Specific Plan

The Marketplace Specific Plan (MSP) establishes objectives, policies, standards, and guidelines for development within the approximately 200-acre Marketplace Specific Plan area. The following statements express the purpose for the Marketplace Specific Plan document. The standards and guidelines provided within the plan are intended to:

- A. Create incentives to encourage complementary development efforts to improve the Marketplace area as a set of distinct, yet unified districts as defined in the Specific Plan.
- B. Encourage the preservation and enhancement of historic resources through adaptive reuse of historic buildings.
- C. Provide opportunity for transit-oriented development by creating a balance of origins and destinations to attract ridership effectively.
- D. Promote a multi-modal transit station that would improve connectivity to the Downtown business district, which would further efforts for pedestrian connections to the Downtown thus reducing vehicle miles traveled (VMT) and greenhouse gases (GhG).
- E. Promote green building design, construction, and rehabilitation of structures, as well as long-term operation of the facilities to reduce the overall impact of the built environment.





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- F. Strengthen, complement, and beautify the connections and relationships of the Marketplace with Downtown and the University Avenue Corridor.
- G. Enhance the shopping, employment, and housing opportunities for the Eastside community and the City.
- H. Establish and strengthen the appeal of Marketplace businesses and residential areas to both the local Eastside community and the overall Riverside region.

Additionally, the Marketplace Specific Plan identifies five specific districts that allow for, and encourage, mixed-use developments. Consistent with the General Plan 2025, these mixed-use districts have been established with the following additional intents and purposes:

- A. To encourage a mixture of compatible and synergistic land uses, such as residential with compatible non-residential uses including office, retail, personal services, public spaces and other community amenities. These uses are allowed as either:
 - 1. singular, stand-alone uses that contribute to a mixture of uses within the district; or
 - 2. combined uses in one project as a mixed-use development.
- B. To strengthen the interaction between residential, commercial and employment uses in order to reduce dependency on automobiles, improve air quality, decrease urban sprawl, facilitate use of transit and encourage conservation of land resources.
- C. To provide opportunities for transit-oriented development by providing a balance of origins (housing) and destinations (employment and community uses) in order to be effective in attracting ridership to the system and become a catalyst for a balanced community.
- D. To revitalize deteriorating commercial areas by integrating residential uses and public institutions into the commercial fabric to create an active street life and enhance the vitality of businesses.
- E. To provide alternatives to new development of small shopping centers.
- F. To foster pedestrian-oriented activity nodes by providing a mix of uses in compact, walkable areas.
- G. To increase the area available for residential development and provide alternative types of housing.



- H. To provide appropriate locations for a broad range of live/work activities to occur.
- I. To encourage medium- and high-density residential development to occur in close proximity to employment and services.
- J. To allow for a greater variety of land uses and structures, including adaptive reuse of existing structures and flexibility in site planning.

1.3 Reason for the Specific Plan Update

The previous Marketplace Specific Plan was adopted in 1991 to establish land uses, standards and guidelines for development in an effort to redevelop the area while preserving its significant historic structures and elements. Since its adoption, a great deal of progress has been made in realizing much of the vision for the Marketplace Specific Plan. However, over the last twenty years that vision has evolved and changed to reflect current development demands, trends in development near transit facilities, and trends toward more compact, walkable, and mixed-uses. For example, much of the area east of the railroad tracks and west of the residential area was previously designated as industrial land, a use which is no longer consistent with the current vision. The current vision includes expanded residential and mixed-use components not included within the previous Specific Plan. The previous Marketplace Specific Plan also fell short in identifying standards and incentives to promote more environmentally friendly development that has become an increasingly important component of regulating documents.

Due to these shortcomings, the Planning Division set out to prepare an update to the Marketplace Specific Plan. To assist with the completion of the Marketplace Specific Plan as well as the University Avenue Specific Plan, the Planning Division submitted a proposal as part of a larger Citywide application for an Energy Efficiency and Conservation Block Grant (EECBG) funded by the American Recovery and Reinvestment Act of 2009 (ARRA). The ARRA was passed by Congress on February 17, 2009 at the urging of President Barack Obama, who signed it into law, as a direct response to the national economic crisis. A grant was awarded to the City of Riverside in late 2009, with \$258,070 allocated to complete both Specific Plans. Work began on the Marketplace Specific Plan October 2009.

Updating the Marketplace Specific Plan under the ARRA grant afforded the Planning Division the opportunity to integrate design guidelines and incorporate elements of the Green Action Plan/Emerald City Plan to promote job creation, improve local air quality, and create an energy efficient and sustainable environment that reduces vehicle miles traveled and greenhouse gas emissions. The updated Marketplace Specific Plan strives to increase the population and employment base, resulting in



overall direct economic growth. The Plan also incorporates standards that provide incentives for Green Building/LEED equivalent building and development design. Energy savings for new projects will be measured for all new projects implemented by this Plan. Lastly, the Plan facilitates and encourages transit-oriented development and a potential multi-modal transit facility, promotes SmartGrowth principles of the General Plan 2025, and improves bicycle and pedestrian connectivity to the Downtown, while reducing VMT and GhG emissions.

1.4 Specific Plan Area

The Marketplace Specific Plan area is located in the north central portion of the City of Riverside, east of Downtown and approximately 1.4 miles west of the University of California at Riverside (UCR) within the Eastside Neighborhood. The Specific Plan area is bounded by Third Street to the north, State Route 91 (SR-91) to the west, and Fourteenth Street to the south. The eastern boundary runs approximately 100-feet east of Park Avenue, following the rear parcel lines of all properties that front on Park Avenue (Figure 1 – Marketplace Specific Plan Boundaries).

The Marketplace Specific Plan lies between, and is adjacent to, two other specific plan areas; the Downtown Specific Plan to the west and the University Avenue Specific Plan to the east. The three Specific Plan areas are interrelated yet distinct in their character, scale, massing, and overall feel.

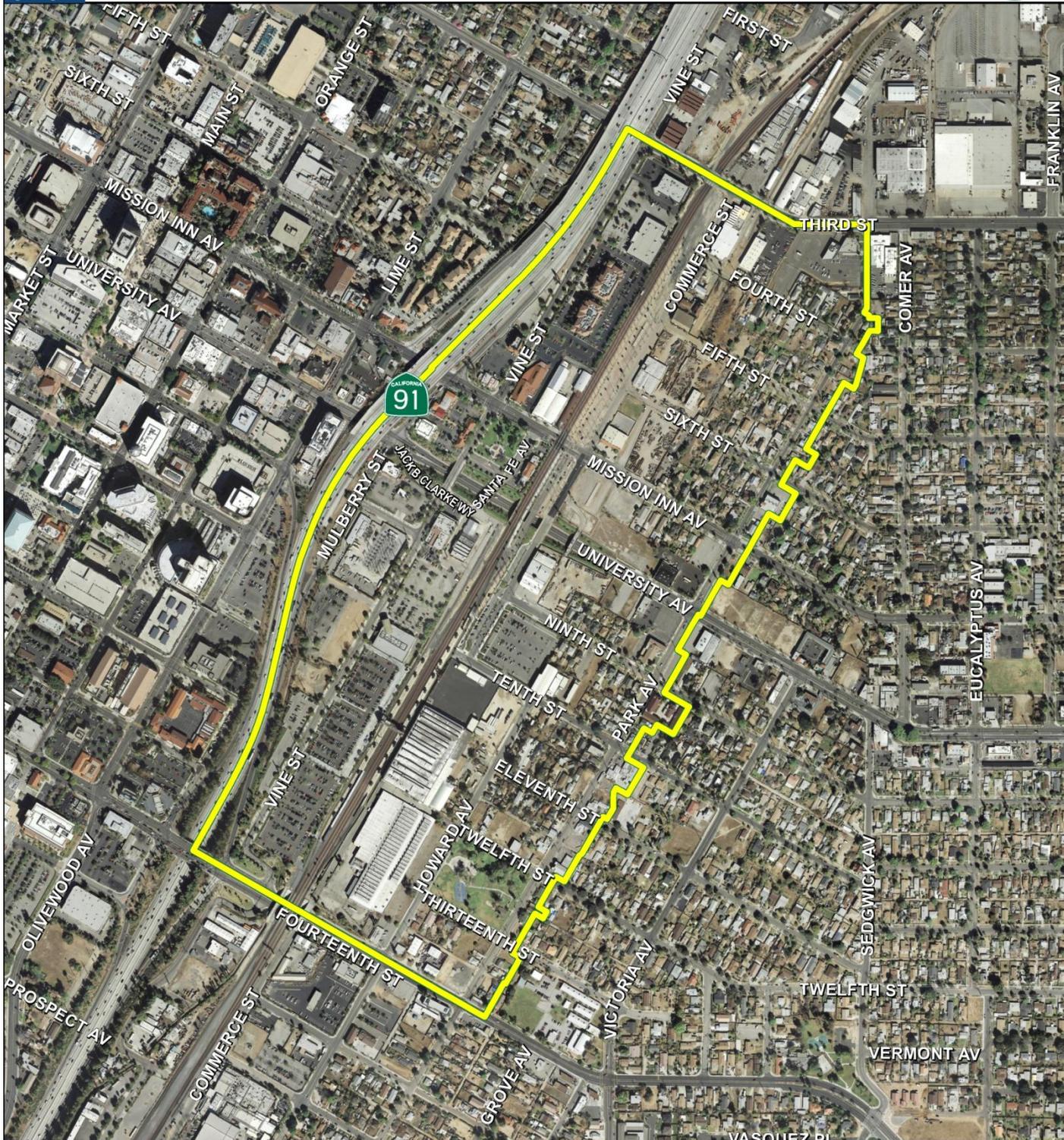
The Marketplace Specific Plan area consists of nine unique districts (Figure 2 – Marketplace Specific Plan Districts) that coordinate with newly created zoning designations (Figure 3 – Marketplace Specific Plan Zoning). The nine districts are as follows:

- Transit Core District
- Founder’s District
- Vine Street Office Park
- Third Street District
- Commerce Street District
- Neighborhood District (consists of two non-contiguous areas)
- Park Avenue District
- Heritage Village District
- Residential Village District

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Figure 1

Marketplace Specific Plan Boundaries



 Marketplace Specific Plan



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Feet

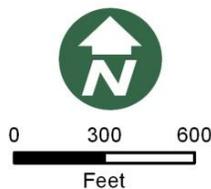
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Figure 2

Marketplace Specific Plan Districts



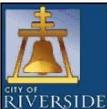
-  Marketplace Specific Plan Area
-  Marketplace SP Districts



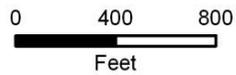
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Figure 3

Marketplace Specific Plan Zoning



- Marketplace Specific Plan
- MSP-CS (Commerce Street)
- MSP-FD (Founder's District)
- MSP-HV (Heritage Village)
- MSP-ND (Neighborhood District)
- MSP-PA (Park Avenue)
- MSP-RV (Residential Village)
- MSP-TC (Transit Core)
- MSP-TS (Third Street)
- MSP-VS (Vine Street)





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Table 1.1 identifies the acreage of each district as well as the total acreage for the entire Marketplace Specific Plan area.

Table 1.1 – Specific Plan Land Area

District	Acreage
Transit Core District	44
Founder's District	16
Vine Street Office Park District	16
Third Street District	8
Commerce Street District	15
Neighborhood District	38
Park Avenue District	13
Heritage Village District	30
Residential Village District	10
Total Specific Plan Acreage	190

1.5 Contents of Specific Plan

The Specific Plan for the Marketplace has been organized to provide a framework that will ensure coordinated, livable and quality mixed-uses and the preservation of significant historic structures. The plan is organized into the following sections:

Chapter 2: Background: This chapter deals with past planning efforts for this area, community participation, and relationship to the City’s General Plan 2025 and the Zoning Code.

Chapter 3: Specific Plan Context: This chapter describes the area’s setting, historical context, and existing land uses, as well as the regional and local circulation, parking, public services, and infrastructure within the Specific Plan area.

Chapter 4: Visioning Marketplace: This chapter highlights some of the opportunities and constraints within the Marketplace area and outlines the vision for the area. A series of Objectives and Policies related to the Marketplace Specific Plan builds upon the vision and is intended to guide the future development of the area.

Chapter 5: Developing Green in Marketplace: This chapter outlines green building incentives and sources for design guidelines for the design, construction, and rehabilitation of structures. In addition, this chapter provides resources to find more information and guidelines for the long-term operation of facilities to reduce the overall impact of the built environment. This chapter strives to promote energy efficiency, better air quality, water conservation, and reduction in waste and pollution.

Chapter 5 introduces an incentive program called the Marketplace Green Development (MGD) Program. This program offers valuable benefits for





developers that implement a minimum number of green strategies into the design of a project.

Chapter 6: General Development Standards and Design Guidelines: This chapter outlines the general development standards and design guidelines that apply to all of the districts as well as general development standards and design guidelines for mixed-use developments in the appropriate districts.

Chapters 7-15: District-Specific Development Standards: These chapters outline all aspects of physical development and describe the permitted uses, regulations, and standards that will control development in each district. This chapter deals with site design and development criteria that will be specifically required in conjunction with Title 19 of the Riverside Municipal Code. Where appropriate, district-specific development standards for mixed-use developments are presented.

Chapter 16: Design Standards and Guidelines for Historic Structures: This chapter outlines the design guidelines to be used in making decisions relating to the historic structures within the Marketplace, as well as those new buildings that could have an impact on the historic fabric of the Marketplace.

Chapter 17: Streetscape Design and Signage: This chapter describes the streetscape design concept, signage and lighting criteria for the Marketplace Specific Plan area.

Chapter 18: Implementation: This section describes recommended improvements, sources of financing and maintenance responsibilities as the means of implementing the Specific Plan. The Marketplace Specific Plan provides for a logical distribution of transit-oriented development and support uses within the project area thus promoting creative and imaginative design solutions within a flexible development framework. The Specific Plan, once adopted, will guide the future development patterns in the Marketplace Specific Plan.

1.6 General Provisions

Authority and Scope

The adoption of this Specific Plan by the City of Riverside is authorized by Section 65450 et. seq. of the California Government Code. The Government Code authorizes cities to prepare, adopt, and administer specific plans for portions of their jurisdictions, as a means of implementing the General Plan 2025. All specific plans must comply with Sections 65450-65457 of the Government Code. The Marketplace Specific Plan complies with all requirements mandated by State law. The Specific Plan also complies with Chapter 19.820 – Specific Plan/Specific



Plan Amendments of the Riverside Municipal Code and all other applicable ordinances of the City of Riverside.

Application and Conformity

The Marketplace Specific Plan applies only to that property within the City of Riverside and shown as “Marketplace Specific Plan.” The boundaries of the approximately 200-acre site are shown on Figure 1 (Marketplace Specific Plan Boundaries).

No construction, modification, addition, placement or installation of any building structure shall occur, nor shall any new use commence on any lot, on or after the effective day of this Specific Plan, except in conformity with the provisions of this Specific Plan.

The provisions of this Specific Plan shall not apply to development projects for which a complete application has been received by the Planning Division as of the effective date of this Specific Plan. However, applicants for such projects may elect to comply with the provisions herein in lieu of the former provisions. Applications for projects whose entitlements and/or permits have expired or were denied are not entitled to the benefit of this section.

Substantial Conformance and Minor Modifications

Minor modifications to the Marketplace Specific Plan shall not require a Specific Plan Amendment. Such modifications shall be subject to a “substantial conformance” determination, an administrative mechanism by which minor modifications to the Specific Plan (which do not result in significant impacts and are consistent with the spirit and intent of the Specific Plan) shall be permitted without a formal amendment process.

In the review of proposals involving the development of existing land, it is recognized that existing site conditions may constrain the extent to which the development standards and guidelines set forth in this Specific Plan can be met. Minor modifications that meet the “substantial conformance” determination may include, but are not limited to, modifications necessary to comply with Final Conditions of Approval or modifications affecting infrastructure, phasing, landscape guidelines, architectural guidelines, lighting guidelines, signage guidelines, and other issues, except those affecting development regulations. Ambiguities and grammatical and spelling mistakes may be clarified as determined appropriate by the Community Development Director without a Specific Plan amendment.

The following minor modifications to the Marketplace Specific Plan shall not require a Specific Plan Amendment, and shall be subject to the “substantial conformance” determination procedure previously set forth:

- Change in utility and/or public service provider or location.
- Change in internal drive alignment, width, or improvements that do not conflict with a standard or condition of approval.



- Minor changes to landscape materials, entry design, and streetscape design which are consistent with the design criteria of the Specific Plan.
- Minor changes to the architectural or landscape design guidance or standards, which are intended to be flexible in implementation.
- Modification of any design element in this Specific Plan that improves circulation, reduces grading, improves drainage, or improves infrastructure.
- Changes in project phasing that do not create any new significant environmental impact and are consistent with the intent of the Specific Plan environmental determination.

This list of minor modifications is not inconclusive. Any minor modification that is deemed less than significant by the City Planner, Community Development Director, or their designee (Approving Authority) and in substantial conformance with the purpose and intent of this Specific Plan may be permitted. Any permitted minor modification approved by the Community Development Director shall be filed with the City Clerk by the applicant seeking the minor modification, and any applicable fee to process a minor modification shall be paid upon filing the request for a minor modification. Any modification approved by the Community Development Director shall be kept on file with the Community Development Department. Any requested made by an applicant seeking a minor modification shall be filed with the Community Development Department, and shall include all applicable fees required to process the minor modification.

Interpretation

If ambiguity arises concerning the meaning or applicability of any provision of this Specific Plan, the City Planner, Community Development Director, or their designee (Approving Authority) shall have the responsibility to review pertinent facts, determine the intent of the provision, and to issue an interpretation as provided for in Chapter 19.060 – Interpretation of Code of the Riverside Municipal Code.

Severance

If any section, sentence, clause, phrase, word, portion, or provision of this Specific Plan is held invalid, unconstitutional, or unenforceable, by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Specific Plan that can be given effect without the invalid portion. In adopting this Specific Plan, the City Council affirmatively declares that it would have approved and adopted the Specific Plan even without any portion that may be held invalid or unenforceable.

Land Uses Not Listed

All uses not specifically listed in this Specific Plan are prohibited. However, the City Planner, Community Development Director, or their designee



(Approving Authority) may determine that any use not listed is comparable to a listed use and shall be treated in a similar manner. Pursuant to Chapter 19.060 of the Zoning Code, such determination is appealable to the Planning Commission. The City Planner, Community Development Director, or their designee (Approving Authority) may also refer the decision to the Planning Commission for determination. A list of comparable use determinations shall be kept on file in the Planning Division.

Standards Not Listed

Any issue or standard not specifically covered in the Specific Plan shall be subject to the Zoning Code (Title 19 of the Municipal Code). In cases where development standards set forth in this Specific Plan are inconsistent with the Zoning Code, the standards of the Specific Plan shall prevail.

Nonconforming Uses

Any use within the Specific Plan boundary which is nonconforming to the requirements and standards of this Plan shall be subject to Chapter 19.080 of the Zoning Code.

Design Review

No new building, structure, outdoor dining area or sign exterior alteration or enlargement of an existing building, structure, outdoor dining area or sign shall be commenced in any district until Design Review approval has been granted pursuant to Chapter 19.710 (Design Review) of the Zoning Code.

Site Plan Review

All new construction and/or rehabilitation of existing construction shall be permitted only as part of a unified development and subject to the approval of a Site Plan Review, in accordance with all requirements of Chapter 6 (General Development Standards) and pursuant to Chapter 19.770 of the Zoning Code.

Treatment of Historic Buildings

Special consideration will be made for any historic property in the Marketplace Specific Plan area. The Secretary of Interior's Standards for Rehabilitation will be applied to specific preservation, rehabilitation, and adaptive reuse projects in a reasonable manner, taking into consideration economic and technical feasibility. Refer to Chapter 16 for standards and guidelines for historic structures.

Design Guidelines and Architectural Standards

All properties within the Marketplace Specific Plan shall also be subject to the standards within Chapter 17 (Streetscape Design, Signage and Lighting) of this document as well as the Citywide Design and Sign Guidelines.



Variations

A variance application may be filed whenever any deviation from the development standard provisions of the Specific Plan is proposed, including, but not limited to, those standards related to height, lot area, yards, setbacks, lot dimensions, signs and parking. Variance procedures shall comply with Section 19.720 (Variance Procedures) of the Zoning Code. Variations to use provisions of the Marketplace Specific Plan are prohibited.

Specific Plan Amendments

A major amendment to the Specific Plan will require review and approval by the City Planner, Community Development Director, or their designee (Approving Authority), the Planning Commission and the City Council. Such major amendments are governed by California Government Code §65500 which requires an application and fee submitted to the Planning Division stating in detail the reason for the proposed amendment.

Appeals

An appeal from any decision, determination, or requirement of staff, the Cultural Heritage Board, or the Planning Commission shall be made in conformance to the appeal procedures established in Chapter 19.680 of the Zoning Code.

Interpretation of “Should” vs. “Shall”

To assist in understanding the full intent and/or requirement of the various provisions found in the Specific Plan document, users should be informed as to the meaning and context of the words “should” and “shall”, as well as “encouraged” and “discouraged”, as used in the document. These words will be used consistently throughout the document to describe the intent of each objective, policy, standard and guideline.

The use of the word “should” is intended to express the document’s desire and expectation, meant to be applied with some flexibility. It indicates that the document is open to proposals that are equal to, or better than, that stated — as long as the intent is satisfied. The applicant assumes the burden of proof to demonstrate how a proposed project meets this test, and determinations will be made by the City Planner, Community Development Director, or their designee (Approving Authority), per Chapter 19.710 of the Zoning Code (Administrative Design Review).

The use of the word “shall” constitutes a specific requirement by the document. These are absolutely mandatory and offer relatively little flexibility unless choices are provided within the statement itself. All proposals must include these elements as described. Regardless of which term is used, each objective, policy, standard and guideline as it pertains to each individual proposal must be addressed by an applicant.



The use of the words “encouraged” or “discouraged” are intended to express a more or less desirable solution. While, they are not direct requirements, these allow for considerable flexibility and interpretation whose intent must be upheld. Applicants will be expected to prove how proposals implement a particular objective, policy, standard and guideline as deemed applicable by City staff.

1.7 Specific Plan User’s Guide

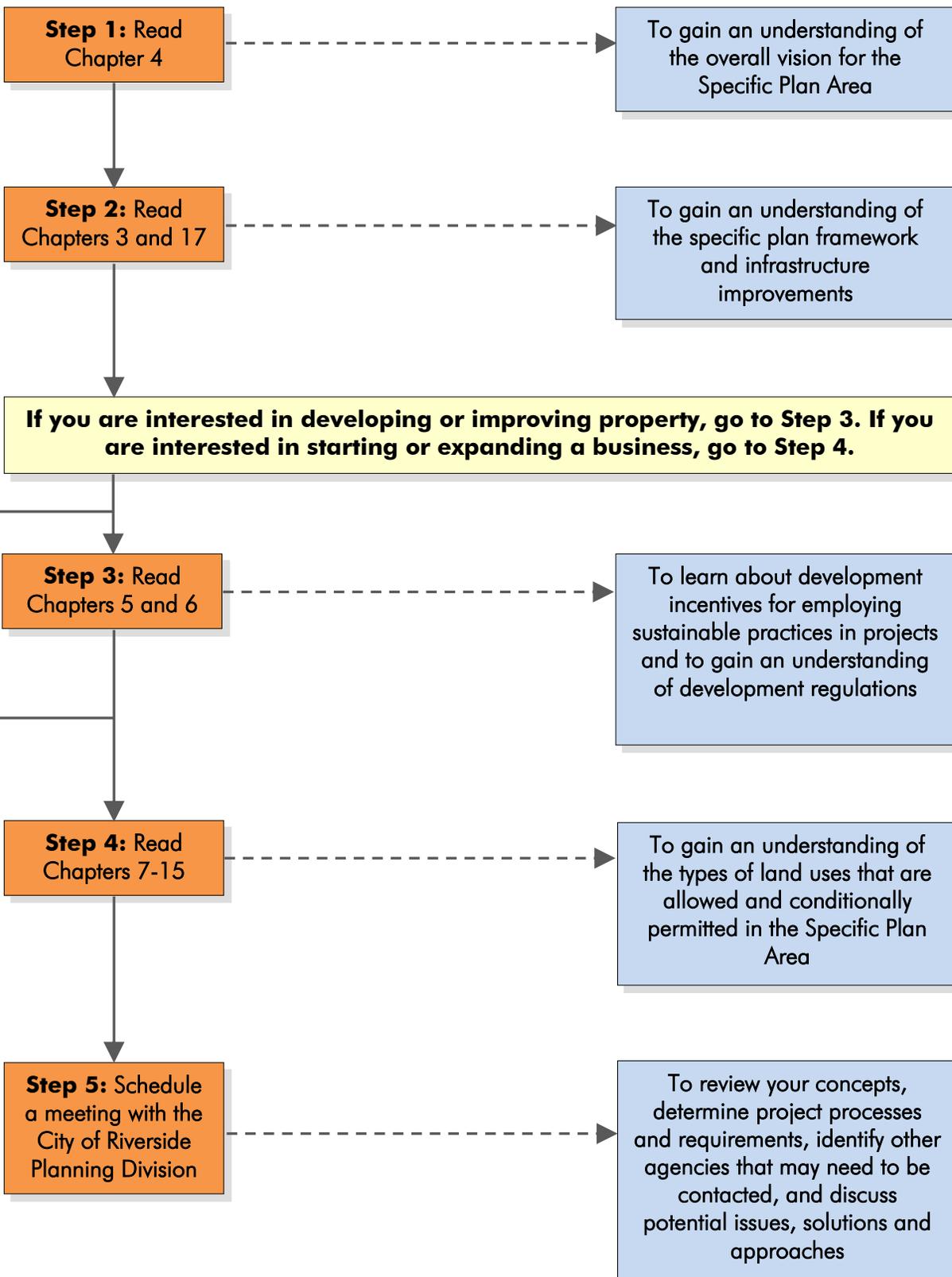
The Marketplace Specific Plan is designed to meet the needs of many users, including property owners, merchants, architects, designers, building contractors, City staff, residents, investors, developers and other interested organizations and persons in the community. Each of these interests plays a vital role in the future development of the Specific Plan Area.

To most effectively use the Specific Plan, the following process is recommended (See the Specific Plan User’s Guide on the next page):

- **Step 1:** Review Chapters 4 to gain an understanding of the overall vision for the Specific Plan.
- **Step 2:** Review Chapters 3 and 17 to gain an understanding of the specific plan framework and infrastructure improvements required to serve the buildout of the Specific Plan.
- **Step 3:** Property owners and/or developers that are interested in developing a specific property within the Specific Plan area should review Chapter 5 to learn about the available development incentives for employing sustainable practices in the construction and operation of projects and Chapter 6 to gain an understanding of the development regulations for their property.
- **Step 4:** Those interested in starting a new business or expanding/enhancing an existing business in the Specific Plan area should review Chapters 7 through 15 to gain an understanding of the types of land uses that are allowed and conditionally permitted in the Specific Plan Area.
- **Step 5:** Schedule a meeting with the City of Riverside Planning Division to review your concepts, determine project processes and requirements, identify other agencies that may need to be contacted, and discuss potential issues, solutions and approaches.

Please Note:

It is highly recommended that interested property/business owners, developers, and investors contact the City of Riverside Planning Division to discuss project proposals before committing resources for plans and drawings.





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2

Chapter 2: Background

2.1 Related Plans and Studies

The Marketplace Specific Plan was originally adopted in 1991 in an effort to redevelop the area while preserving its significant historic resources. Representatives from City staff, the development industry, and a Citizen's Advisory Committee worked to create a development concept for the Specific Plan to:

- Remove severely blighted properties.
- Provide essential infrastructure for new development.
- Encourage the preservation and adaptive reuse of historic structures.
- Create opportunities for commercial, industrial, office, transit, and residential uses.

Many projects have been facilitated by the original Marketplace Specific Plan, including:

- The removal of several severely blighted properties.
- The removal of unneeded railroad tracks.
- The reconstruction of Vine Street between Third Street and Fourteenth Street.
- The cleanup and rehabilitation of North Park.
- The widening of the SR-91 freeway and construction of new on- and off-ramps at University and Mission Inn Avenues.
- The construction of a number of new commercial and office buildings along Vine Street.
- The preservation and adaptive reuse of several historic structures including the:
 - Sutherland Packing House: Restored as a restaurant (Old Spaghetti Factory).
 - Union Pacific Depot: Restored as a coffee house and entertainment venue (Coffee Depot – Now closed).
 - Santa Fe Depot: Restored as an office space (Lee & Associates).
 - Freeland Tractor Sales building: Restored as a restaurant and nightclub (Café Sevilla).
 - Ironworks Building: Restored for office uses.
- The provision of infrastructure was accomplished with financial assistance from a major federal grant based on the objectives and guidelines of the Specific Plan.



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In addition to the Specific Plan, there has been a great deal of attention paid to the Marketplace area in recent years. There are a number of City plans and studies that influence future development and activity within the Marketplace Specific Plan area, including the documents that are described below.

Downtown Specific Plan

The Downtown Specific Plan was adopted in November of 2002. The purpose of the Downtown Specific Plan is to facilitate and encourage development and improvements that will help realize the community's vision for Downtown. The Specific Plan not only establishes development standards for the specific plan area but also sets the tone for the design of buildings within the context of the subarea in which the project may be located to preserve the historic fabric of the Downtown. The Downtown Specific Plan also defines and underscores the opportunity for concurrent and coordinated revitalization efforts in the Marketplace through the strengthening of connections to Downtown and development of complementary land uses.

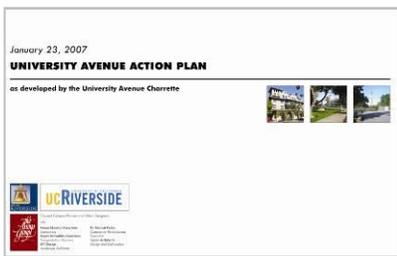
University Avenue Specific Plan

Developed concurrently with the Marketplace Specific Plan, the updated University Avenue Specific Plan promotes revitalization of the University Avenue corridor through policies and enhanced development standards that recommend and encourage an appropriate mix of uses and establishes standards and policies intended to improve the physical linkage between Downtown, the Marketplace, and UCR. The University Avenue Specific Plan area adjoins the Marketplace Specific Plan area at Park Avenue and the two specific plans are very much interconnected in terms of vision and influence. The University Avenue Specific Plan includes an increased emphasis on creating enhanced pedestrian, bicycle and transit system networks and focuses on placing buildings closer to the street and creating outdoor gathering spaces that serve as transition points between the public right-of-way and the various uses along the corridor. It is anticipated that the updated University Avenue Specific Plan will be adopted shortly after the Marketplace Specific Plan.



University Avenue Charrette and Action Plan

Because University Avenue provides an important link between Downtown and UCR, as well as between UCR and the Metrolink station located within the Marketplace Specific Plan area, the City of Riverside partnered with UCR to develop University Avenue Charrette and Action Plan. Adopted in 2007, this plan analyzed and prioritized key action items that could be accomplished on University Avenue that would make a significant difference in the Avenue's economic viability and quality of life.



The Action Plan was guided by recommendations from a team of expert consultants from various disciplines and presented before key stakeholder groups representing the business, education, and development

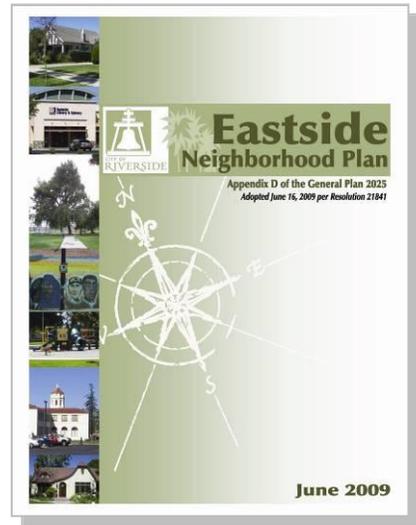


communities as well as local residents. These stakeholders helped to further refine the action items.

These action items address a range of issues including safety, security, housing, business attraction and retention, employment, enhanced community facilities, development standards, education opportunities, greater coordination between the City and UCR, and enhanced transit opportunities.

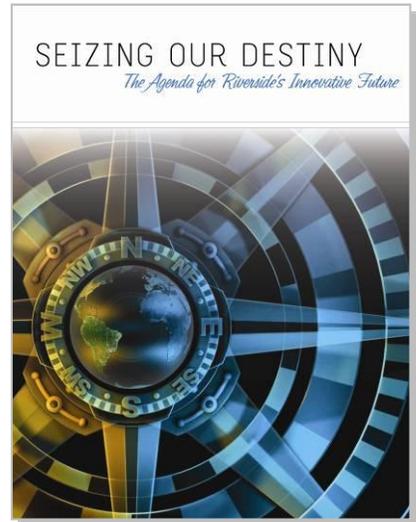
Eastside Neighborhood Plan

The Eastside Neighborhood Plan was adopted in 2009, and like the University Neighborhood Plan, includes neighborhood-specific objectives and policies as developed with extensive community participation. The entire Marketplace Specific Plan area falls within the boundaries of the Eastside Neighborhood Plan. Key objectives of the Plan point to the community’s desire to preserve and enhance the single-family areas while allowing for a mix of uses including transit-oriented development and enhanced commercial opportunities. Residents also expressed a desire for enhanced parks and recreation opportunities and expanded education opportunities.



Seizing Our Destiny: The Agenda for Riverside’s Innovative Future

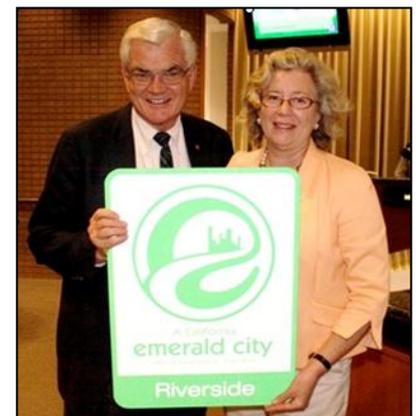
Adopted on May 26, 2010, a document entitled “Seizing Our Destiny: The Agenda for Riverside’s Innovative Future” showcases the community’s vision for the future of Riverside and highlights the next steps toward this goal. Under the guidance of a steering committee, over 460 Riverside residents provided data that resulted in a bold and ambitious economic strategic vision that centers on the City’s economic future through strategic choices for the quality of life of residents. Within Seizing Our Destiny there are a number of Initiatives that may be incorporated or partially implemented within the Marketplace Specific Plan area, including the following:



- 5.2 Create a “Green Business District’
- 7.2 Creatively re-use the historic core and respectfully add value
- 9.1 Create a highly visible artists’ colony
- 9.2 Develop performance and exhibition spaces
- 9.5 Establish a Museum of Innovation

Green Action Plan/Emerald City Plan

The City’s Green Action Plan is based on guidelines established by a Clean & Green Task Force appointed by Mayor Ronald O. Loveridge and aimed at solidifying Riverside as a leader in clean and green practices. The Green Action Plan/Emerald City Plan outlines many goals and strategies in eight categories: energy; greenhouse gas emissions; waste; urban design; urban nature; transportation; water; and healthy communities. Due in part to the adoption of this Plan, the City of Riverside





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was the first California city to be designated as an Emerald City by the California Department of Conservation.

City of Riverside Economic Development Action Plan

Adopted by action of the City Council on February 28, 2012, the Economic Development Action Plan is an interdepartmental implementation plan that calls for quick and aggressive measures that strive to ensure that the City of Riverside stays poised for economic and community success through job creation, promotion, and retention. Building upon the community vision established in “Seizing Our Destiny” the Plan establishes a series of action steps that are aligned within four aspects of the community vision:

- Intelligent Growth: Economics, People, Sustainability and Transportation;
- Catalyst for Innovation: Discovery, Technology, Education and Connection;
- Location of Choice: Public Health, Recreation, Culture and Neighborhood; and
- Unified City: Giving, Diversity, Engagement and Pride.

It is intended that all of the action items listed within the Economic Development Action Plan be completed in 12 months, with a progress update report due to City Council in 2013. Additional action items may also be established at that time.



Urban Land Institute (ULI) TOD Marketplace Study:

In 2009 the Urban Land Institute (ULI) selected Riverside as one of four communities to study as part of a Transit-Oriented Development (TOD) Marketplace project. The TOD Marketplace program was created by ULI as a yearlong initiative with teams of professionals from the private and nonprofit sectors touring targeted TOD sites, evaluating the feasibility of existing city plans, and presenting their recommendations for actions to increase private sector investment in TOD projects. ULI Orange County/Inland Empire was the lead organization and public and private partners were secured to ensure community-wide collaboration among businesses and cities.

The goals of the TOD Marketplace were to:

- Inform city planners about best TOD practices.
- Provide city planner with private sector feedback on plans for TOD sites.
- Build relationships between public sector officials and the private sector professionals.
- Convene transit, housing and governmental agencies with the private sector on the TOD development.

Following a walking tour and several charrette meetings with stakeholders and city staff, the Technical Assistance Panel (TAP) developed 6



recommendations to maximize the benefit of a transit-oriented development near the Downtown Metrolink Station. The recommendations include:

1. Work with University [of California, Riverside] to create a long-term comprehensive plan (Town & Gown Plan).
2. Use a Public Realm Plan to establish the sense of place.
3. Implement a transportation framework that connects Metrolink to Downtown.
4. Implement development strategies.
5. Secure funding and partnerships for TOD.
6. Identify and restore the historical and cultural value of the Riverside neighborhoods.

2.2 Community Participation

The Marketplace Specific Plan was developed with the participation of residents, businesses, and property owners from in and around the Marketplace area, the Eastside Neighborhood, and Downtown. Several opportunities were provided throughout the planning process to allow various stakeholders to offer substantial feedback in the development of the Specific Plan as follows:

- Community Meeting: A community meeting was held on May 25, 2010 at the Community Settlement building providing community stakeholders an opportunity to make recommendations and suggestions for the vision of each specific plan district, establish objectives, policies, and standards for each district, and provide guidance on the appropriate uses and treatments for adaptive reuse of historically significant structures.



The structure of the community meeting was set up as an open house style, where individuals were asked to circulate through a series of stations representing each of the nine districts within the Marketplace Specific Plan area and provide feedback on a variety of topics. Participants were asked to rate their level of satisfaction with a set of prepared vision statements for each district, perform visual preference surveys, and provide additional comments via sticky notes placed on a series of large display panels and maps. This information was used to develop the Vision, Objectives and Policies found in Chapter 4 of this document. Throughout the process, a number of City staff members were on hand to guide discussions, assist participants and engage in an open dialog with those in attendance. This allowed a great deal of one-on-one discussion and personal attention.

- Riverside Neighborhood Conference: City staff hosted a booth featuring the Marketplace Specific Plan as well as the University Avenue Specific Plan at the 2012 Neighborhood Conference, held

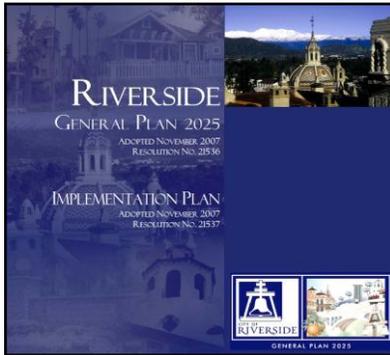


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on June 2, 2012 in Downtown Riverside. The purpose of the event was to provide the community at large further opportunities to offer feedback on both of these Specific Plans.

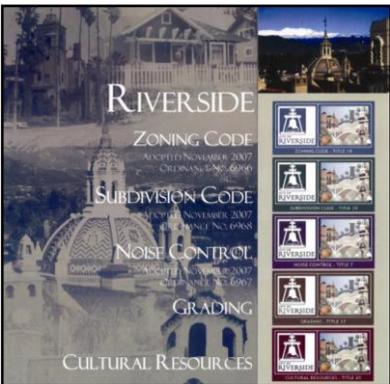
- Planning Commission Workshop: A public workshop was held on November 8, 2012 providing Planning Commissioners and community stakeholders an opportunity to review and provide further recommendations related to the vision of each specific plan district as well as the previously-established objectives, policies, and standards for each district.

2.3 Relationship to the General Plan 2025



To ensure consistency between the Marketplace Specific Plan and the General Plan 2025, the General Plan 2025 will be amended concurrent with the adoption of this Plan to include a Marketplace Specific Plan Land Use Designation to replace the General Plan 2025 designations for the Specific Plan area. This is consistent with General Plan 2025 Goal LU-5 and associated policies that provide for the use of “Area Plans, Community Plans or Specific Plans” as part of the General Plan 2025 to address detailed design, land use and policy direction for a particular area within the City.

2.4 Relationship to the Zoning Ordinance



To ensure consistency between the Marketplace Specific Plan and both the Downtown Specific Plan and the City of Riverside Zoning Code, the Zoning Map will be amended concurrent with the adoption of this Plan to include newly-created Marketplace Specific Plan zones to replace the zoning for that area (Figure 3 – Marketplace Specific Plan Zoning). Additionally, Article V of the Zoning Code will be amended to create the Marketplace Specific Plan (MSP) Zone and all of the districts of the Specific Plan within that zone.

Where land use regulations and/or development standards of the Zoning Code are inconsistent with this Specific Plan, the standards and regulations of the Specific Plan shall prevail. Any issue not specifically covered in the Specific Plan shall be subject to the Zoning Code and/or Municipal Code. Interpretations may be made by the City Planner, Community Development Director, or their designee (Approving Authority) or referred to the Planning Commission if not specifically covered in the City’s existing regulations.

Signage

All signage within the Specific Plan Area shall be subject to the Riverside Zoning Code, Chapter 19.620 – General Sign Provision, as well as the Citywide Design and Sign Guidelines.



3

Chapter 3: Specific Plan Context

3.1 Specific Plan Area Location and Boundaries

The Marketplace Specific Plan area is approximately 200-acres in size and is located in the north central portion of the City of Riverside, just east of Downtown and west of the University of California at Riverside (UCR), within the Eastside Neighborhood. The interchange of State Route 91 (Riverside Freeway) with State Route 60/Interstate 215 is located approximately one half mile to the north (Figure 4 – Regional Context). The Specific Plan area is bounded by Third Street to the north, the SR-91 to the west, and Fourteenth Street to the south. The eastern boundary runs approximately 100-feet east of Park Avenue, following the rear parcel lines of all properties that front on Park Avenue (Figure 5 – Area Context).

State Route 91 separates the Specific Plan area from Downtown, with street connections via an overpass bridge at Fourteenth Street and underpass connections at University Avenue, Mission Inn Avenue, and Third Street. University Avenue is the primary linkage between Marketplace, Downtown, and UCR.

The Marketplace is surrounded by the following land uses:

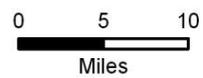
- North: Manufacturing/warehousing and rail uses, plus a small number of residences further north.
- East: Traditional single-family residential community, primarily consisting of homes built in the early to mid-1900's. Intermixed with these homes are occasional apartment complexes. The University Avenue Corridor is a commercial corridor that extends eastward from the Marketplace Specific Plan area and acts as a linkage between Downtown and the University of California at Riverside campus, located approximately one mile east of the Marketplace Specific Plan area.
- South: Manufacturing/warehousing and rail uses, with residences occurring primarily in the eastern portion of this area.
- West: Mixed commercial, cultural, residential, governmental, and institutional uses in Downtown, beyond the SR-91 freeway.

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Figure 4 Regional Context

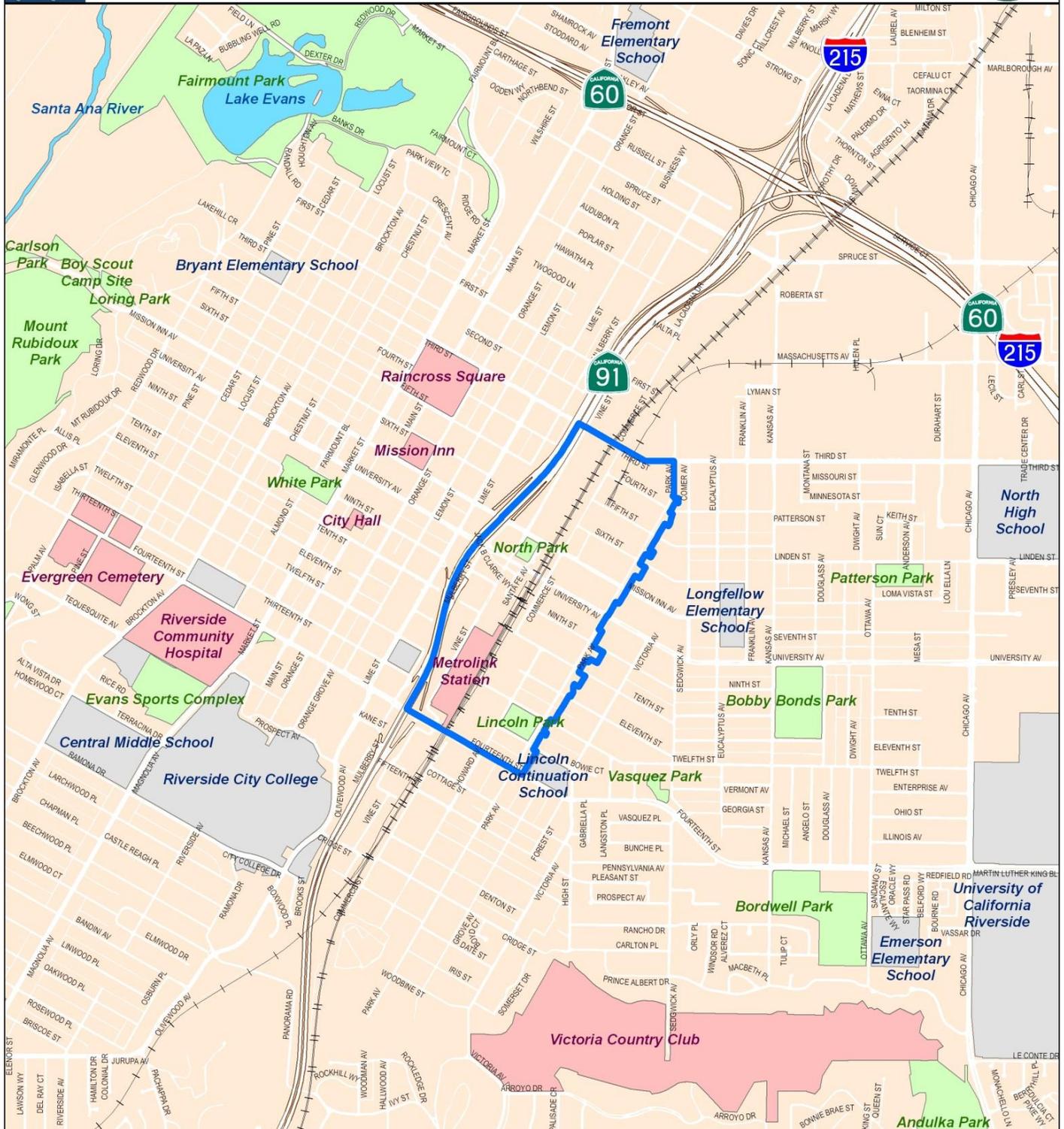


-  City of Riverside
-  Marketplace Specific Plan



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Figure 5 Area Context



- Marketplace Specific Plan
- City Features
- Parks
- Schools





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3.2 Historic Context and Historic Districts

Industrial and Social Development of the Marketplace

The Marketplace Specific Plan area represents one of the most significant historical areas of Riverside in terms of social history and developments in commerce and industry from the 1880s to the 1970s. It represents the diversity, community, and industrial innovation that Riverside has prided itself on. Early settlement of the area represented a mixture of different races and ethnicities—from Anglo founders, African American pioneers, and Chinese laborers in the 1880s and 1890s to subsequent waves of Mexican, Japanese, Korean, Indian, and Filipino immigrants and other migrants thereafter.



Development of the area in the period for which we have existing buildings, structures, and objects coincides with the “second gold rush” or California citrus boom beginning in the 1880s that quickened the development of Riverside at large and literally put it on the map and in the minds of many Americans. The Marketplace Specific Plan area represents two interrelated and significant elements of Riverside’s historical development. First, innovations in business organization, technology, and marketing put Riverside at the forefront of industrial enterprise throughout the nation from the turn of the century forward. Citrus helped fashion the identity of the region as an agricultural center, as was promoted through vibrant crate labels, postcards, and tourist materials. Yet this was a constructed image that belied the high level of industrialization, not to mention managerial and technological ingenuity, involved in the coordinated agricultural efforts that helped Riverside prosper.



Second, and equally significant, are the ways in which these agricultural and industrial developments relied upon an ethnically diverse workforce who occupied different places in a racial and gender hierarchy over the years and whose experiences reveal larger patterns of labor, capital, and settlement. The waves of immigrant and migrant workers that were crucial to the development of Riverside thus exemplify the larger history of the American West, suggesting how Riverside’s past—and particularly the area embraced by the Marketplace Specific Plan—is of national and even international significance. These histories are embedded in and revealed through existing residential, commercial, industrial, and institutional property types. Most unique to this area of Riverside are the inter-ethnic and intra-ethnic relationships of African Americans, Latinos (Mexicans and Mexican Americans in particular), and Japanese, with Filipinos and Koreans also residing in the area in the first part of the 20th century.



While innovations in the citrus industry helped define the urban contours and community development of Riverside in the late 19th and first decades of the 20th centuries, they were not the sole determinants. The area’s citrus packing plants were joined or displaced by other industries. In particular, oil companies and work on federal contracts for defense



MARKETPLACE SPECIFIC PLAN



purposes established new opportunities for businesses and residents. Patterns of residential segregation begun in the first part of the twentieth century continued as the area retained a predominantly African American and Latino population, marked by high levels of home ownership and a spirit of cross-cultural, multi-racial cooperation. For instance, during the 1950s and 1960s as remaining white residents departed from the area, African American and Latino residents forged political coalitions that led to the appointment of Riverside’s first Latino Councilman, John Sotelo, and forced the desegregation of the school district—among the first in the nation to do so without court mandate.

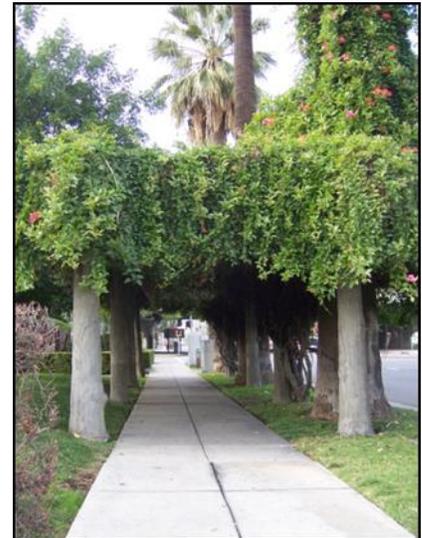
Given its strong familial and community ties (multiple generations of families have remained in the area), the area embraced by the Marketplace Specific Plan retains much of its historic social and architectural fabric, some elements of which cannot be discerned by the naked eye or from a reconnaissance-level survey. It has remained historically working-class, African American and Latino in population, with many residents expressing a pride of place despite economic hardships and racial exclusions faced in the past and that continue in the present day.

Physical Development of the Marketplace

The Eastside was the first extension of the original Downtown Mile-Square grid and, in fact, accommodated the first “town-lot subdivision (Figure 6: White’s Addition of 1887) in the City’s history. A component of this urban pattern is a traditional grid of streets based on 400-foot-long blocks. These streets run northwest to southeast and northeast to southwest, crossing at 90-degree angles. This traditional grid town design was bisected by the introduction of the SR-91 Freeway in the vicinity of Mulberry Street in 1956.

Figure 7 illustrates the locations for the registered historic sites and structures as well as many of the other historically significant properties. The Union Pacific and Santa Fe Train Stations, flanking North Park along Mission Inn Avenue, once served as the main portal to Riverside for visitors. North Park, once the home of Riverside’s founder, John North, has historically served as a physical and social anchor between these stations. Portions of a pergola system that once linked the train stations to the Mission Inn can still be found along Mission Inn Avenue between the Riverside Freeway and the railroad tracks.

Several historic citrus-related uses are situated in the Marketplace area, including the Sutherland Packinghouse (now the Old Spaghetti Factory Restaurant), Parker Machinery Manufacturing building (now Ironworks office building), Pachappa Packinghouse (currently Gilmore’s Truck Parts), and the Farm Machinery Corporation (FMC) complex. The National Packinghouse, formerly on the east side of Commerce Street, northerly of Mission Inn Avenue burned down at the turn of our current century.



Historic pergolas along Mission Inn Avenue have been preserved and maintained.



The Sutherland Packinghouse (top) and the Parker Machinery Mfg. building (bottom) have been adaptively reused as retail (Old Spaghetti Factory) and office (Ironworks Building) spaces.



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Figure 6: White's Addition of 1887

Much of the early development in Riverside occurred in association with the irrigation canals (the Lower Canal, Riverside Water Company Canal, and Gage Canal) developed in the late 19th century. The Riverside Water Company Canal still traverses the project area, and is planted in many segments with mature California Fan palms. In most sections, a decomposed granite service drive is also adjacent to the channel.

Historic Districts within the Marketplace

There are two existing Historic Districts and a potential Citrus-Industrial Thematic District in the Marketplace area. These are illustrated in Figure 8, and are described as follows:

Seventh Street Historic District

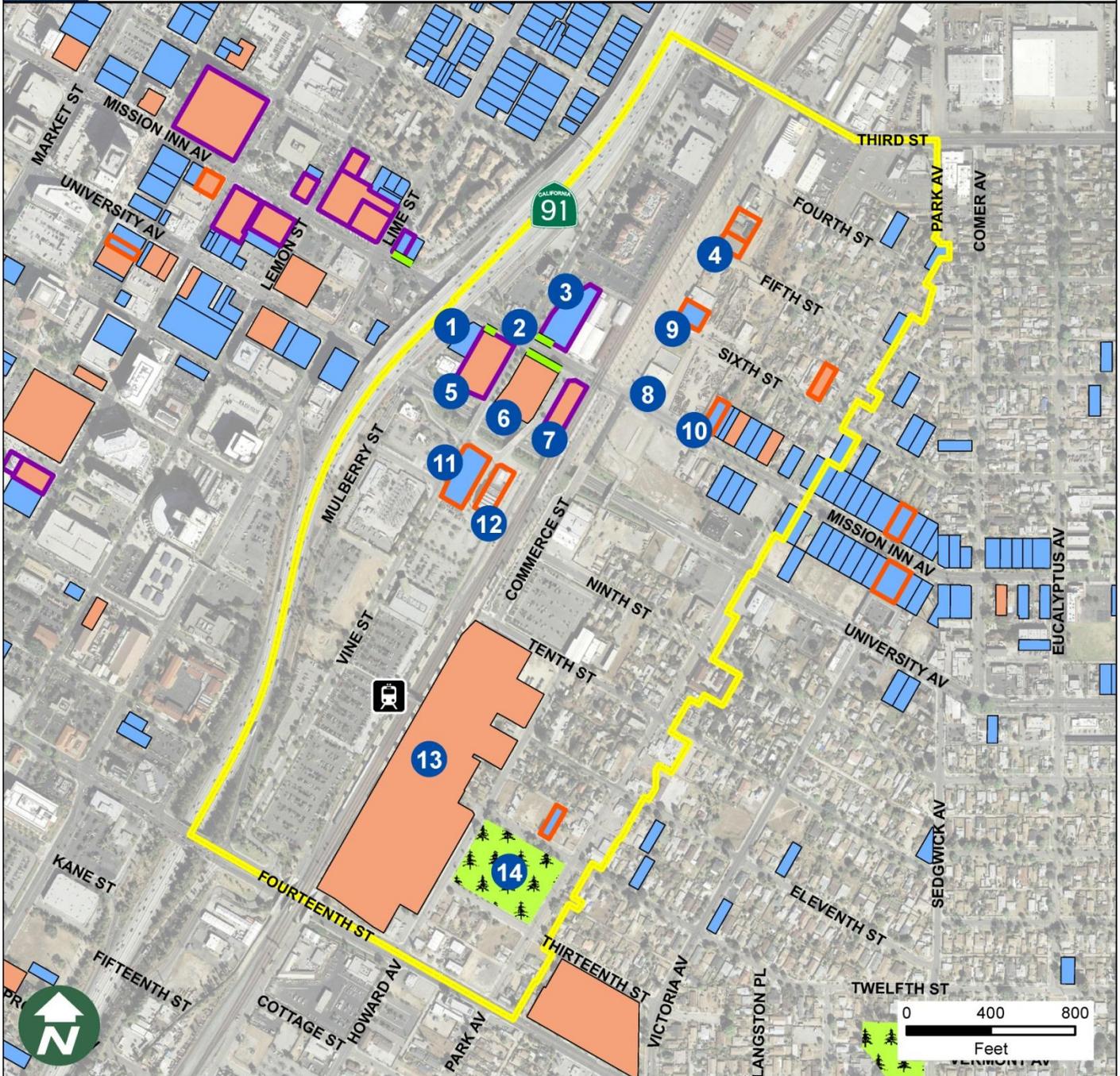
Also known as City Landmark #40, this district's boundaries are along Mission Inn Avenue from Rubidoux Drive to Vine Street. The period of significance is 1889 to 1945. It includes a grouping of some of Riverside's finest commercial and residential architecture, as well as the citrus tree themed pergolas and Raincross streetlights. Although a portion of Seventh Street was subsequently renamed Mission Inn Avenue, the historic district retains the name of the original.



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Figure 7

Historic Framework and Key Features



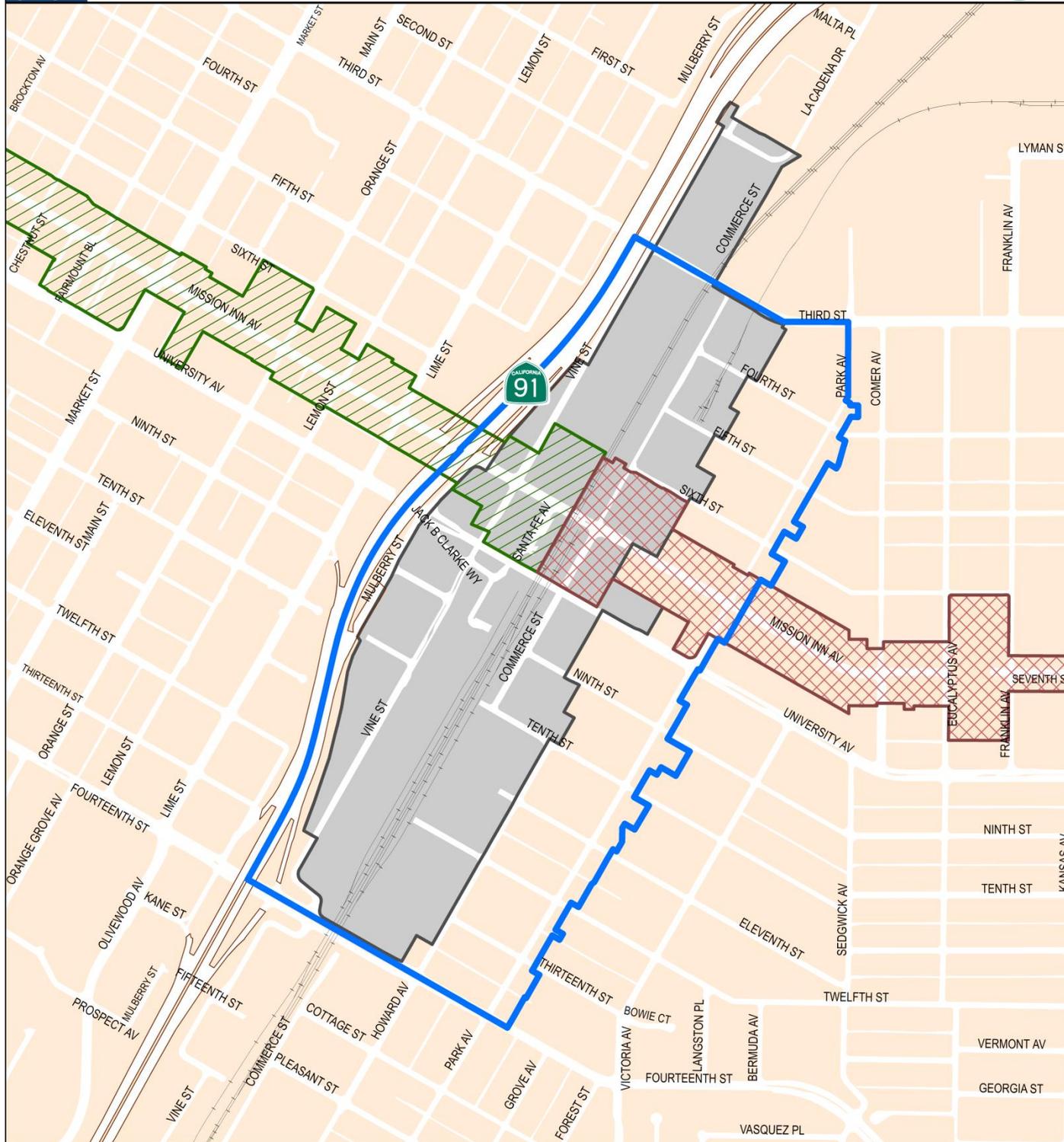
Marketplace Specific Plan	National Register Sites	City Landmarks
Historic Pergolas	National Register Eligible Sites	City Structures of Merit

Key to Historic Structures and Sites

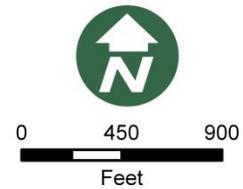
- | | |
|--|---|
| <ul style="list-style-type: none"> 1 Freeland Tractor Building (Cafe Sevilla) 2 Historic Pergolas 3 Sutherland Packinghouse (Old Spaghetti Factory) 4 Pachappa Packinghouse (Gilmore's Truck Parts) 5 Union Pacific Train Depot (Formerly Coffee Depot) 6 North Park 7 Santa Fe Train Depot | <ul style="list-style-type: none"> 8 Former National Packinghouse Site 9 Barley Mills Building 10 Riverside Soda Works 11 Parker Machinery Manufacturing (Ironworks Building) 12 Altland Fruit Company Building 13 Farm Machinery Corporation (FMC) Site 14 Lincoln Park |
|--|---|

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Figure 8 Historic Districts



-  Seventh Street East Historic District
-  Seventh Street Historic District
-  Citrus Thematic Industrial Potential Historic District
-  Marketplace Specific Plan





Seventh Street East Historic District

This district’s boundaries are Mission Inn Avenue, from Kansas Avenue on the east to the Santa Fe Railroad tracks on the west. The period of significance is 1880 to 1945. This district comprises part of the White’s and Castleman’s Additions which were recorded in the 1880s and are among the City’s first urban subdivisions. This residential development, east of Downtown Riverside was, in large part, made possible by the Riverside Water Company Canal, which brought water to the area. The district includes excellent examples of Victorian, Craftsman, Mission Revival, Spanish Colonial Revival, and Classical Revival architectural styles.



Citrus-Industrial Thematic District (potential)

The potential Citrus-Industrial Thematic Historic District was identified in 1981 as part of a Historic Preservation Study for Downtown Riverside (Donald A. Cotton Associates). This potential district’s boundaries are roughly First Street to the north, the SR-91 Freeway to the west, 12th Street to the south and the Santa Fe Railroad tracks to the east. The period of significance is 1905 to the 1920’s. This district includes industrial citrus and railroad related development with strong Mission Revival and Spanish Colonial Revival influences. The area represents an important era in the City’s history when Riverside served as the citrus growing, packing, and shipping center of the region.



3.3 Existing Land Uses and Setting

As shown in Figure 9 (Existing Land Uses), the Specific Plan area includes parks, industrial/warehousing/manufacturing, Metrolink, commercial, residential, and other uses. These land uses transition from primarily non-residential uses near State Route 91 to primarily single-family residential uses toward Park Avenue. There are also numerous vacant parcels, primarily east of the railroad tracks.



The area between the SR-91 freeway and the railroad tracks has seen the most change since the original Specific Plan was adopted in 1991. This area has gained a concentration of restaurants/entertainment uses, retail businesses, and offices. Another significant change in land use is the addition of the Metrolink Station in the southern portion of the Marketplace, providing access to San Bernardino, Orange, and Los Angeles Counties. Also included in this area is a water well/pump and a City electrical substation. The historic Riverside Canal is located adjacent to the railroad tracks and traverses the project site from north to south.

The areas along Commerce Street and Howard Avenue between the railroad tracks and the single family residential areas to the east is an area where a transition of uses occurs. Evidence of this transition is the presence of mostly non-residential uses such as citrus packinghouses and manufacturing/warehouse uses nearest the railroad tracks. The majority of the eastern half of the Marketplace Specific Plan area is residential,





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featuring homes typically constructed in the early to mid-1900s, with the exception of Park Avenue, which is characterized by a mix of residential, small neighborhood-serving commercial uses, and several churches. Lincoln Park also fronts on Park Avenue between Twelfth and Thirteenth Streets.

Eastside Neighborhood

As previously discussed, the Marketplace Specific Plan area lies within the Eastside Neighborhood, a diverse and vibrant community primarily composed of single-family residential uses with some areas of multiple-family residential uses as well as a concentration of commercial uses located along University and Chicago Avenues. The Eastside Neighborhood has been a part of the City of Riverside since its foundation in 1870, with the early development related to the provision of worker housing to support Riverside’s burgeoning citrus industry. While the relative importance of the citrus industry declined over the years, the Eastside remained home to much of the City’s workforce for some time.

University Avenue has historically been the main corridor running through the heart of the Eastside, providing a link between Downtown and the UCR campus. The General Plan 2025 envisions mixed-use development along the University Avenue corridor, providing a foundation on which to build upon for the adjacent properties within the Marketplace Specific Plan area.

Downtown

Downtown has particularly important linkages and historic connections to the Riverside Marketplace. Downtown Riverside consists of 640 acres across the Riverside Freeway to the west of Marketplace. As noted previously, the Downtown Specific Plan was adopted in 2002 and includes several provisions for strengthening the relationship between the two areas, including encouraging new land uses that are complementary to the type of development in the Marketplace and enhancing the physical linkages that connect the planning areas. Similarly, the update of this plan is intended to ensure that the land use regulations and goals for the Marketplace compliment the Downtown.

University of California, UCR

The Marketplace is part of the link, along University Avenue, between the University of California at Riverside (UCR) and Downtown. This linkage is one of both physical appearance and land use. The physical streetscape linkage is an important part of the experience of students, faculty, and visitors to UCR. The land use linkage is important both in terms of providing residential uses to create a more active Downtown and in terms of providing needed housing supply and living choices for upper division students, as well as faculty, at UCR.



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Figure 9 Existing Land Uses



Marketplace Specific Plan	Office
Church	Park
Commercial	Public Facilities/Utilities
Industrial/Warehouse/Manufacturing	Residential
Institutional	Restaurant
Metrolink Station and Parking	Vacant



3.4 Regional Circulation

Riverside-Downtown Metrolink Station

A significant improvement in the Marketplace area since the adoption of the previous Specific Plan was the development of the Metrolink Station in the southern portion of the Marketplace area in 1991. Metrolink trains provide access to San Bernardino, Orange, San Diego, and Los Angeles Counties from Riverside, serving commuters who work in areas outside of the Inland Empire, as well as bringing workers into Riverside. Transit-oriented development is currently taking place in a number of communities in California and there has been significant interest in transit-oriented development for the area around the Downtown Riverside Metrolink Station, including medium-density housing, offices, convenience commercial, and restaurants. This is increasingly important with the revitalization of Downtown and the growth of the Justice Center District (of the Downtown Specific Plan) that provides opportunities for pedestrian, bicycle, taxi and shuttle bus connections between the Metrolink Station, the Marketplace, Downtown and UCR.

Existing Regional Circulation Network



The Marketplace Specific Plan area is near the crossroads of two major freeway systems. Bordering it to the west is State Route 91 (SR-91), a primary connection between Riverside and Orange/Los Angeles Counties. Interstate 215 (I-215) connects Riverside to San Diego and intervening cities to the south, and Barstow, Las Vegas and other points to the north. State Route 60 (SR-60) connects Riverside to Downtown Los Angeles to the west and numerous communities between. The I-215/SR-60/91 Freeway interchange is north of Marketplace.

As mentioned previously, the California Department of Transportation (Caltrans) completed major construction of the much needed I-215/SR-60/91 interchange and flyover just north of the Marketplace Specific Plan area in 2008, relieving a great deal of congestion on all freeways near the Downtown and Marketplace areas. Despite the successful completion of this crucial improvement, Caltrans continues to implement freeway enhancements throughout the City of Riverside.

Proposed Regional Circulation Network Enhancements

Caltrans is proposing the construction of new freeway ramps along SR-91 at the eastbound Fourteenth Street and University Avenue off-ramps and westbound Tenth Street on-ramp and Fourteenth Street off-ramp to alleviate merging conflicts. In addition, the westbound Ninth Street on-ramp is to be relocated to Tenth Street. Finally, as part of the freeway improvements, Caltrans will be working with the City to replace the City street bridges over SR-91 at Ivy, Cridge and Fourteenth Streets. See Figure 10 for proposed freeway improvements. Construction is expected to be completed by 2015.

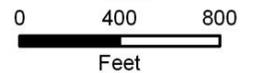
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Figure 10

SR91 Freeway Improvements



-  Existing Freeway Lanes and On/Off Ramps
-  Proposed Freeway Lanes and On/Off Ramps





The ongoing freeway widening efforts may present an opportunity for the City to work with Caltrans to explore upgrading the freeway underpasses, creating an inviting pedestrian and vehicular connection between the Downtown and the Marketplace areas. This connection can be made viable by the positioning of pedestrian-oriented land uses and the use of color, lighting, paving, landscape materials and public art at the Mission Inn Avenue and University Avenue underpasses. Effective conceptualization, design, and execution of this linkage are important implementation factors to be addressed in the near-term.

Both the Downtown Specific Plan and the updated Marketplace Specific Plan also include references to a potential bridge across the freeway aligned approximately at Eleventh Street, to provide more direct access to the Transit Core District. It is vital that every opportunity be taken to enhance the connections between Downtown and the Marketplace areas to link the regional transportation network with the cultural, arts, retail, and entertainment activities of Downtown.

3.5 Local Circulation

Existing Improvements

Existing Street System

The historic street layout in Marketplace Specific Plan area was a traditional grid pattern based upon 400-foot square blocks. The construction of the freeway and the grade separations under the railroad tracks at Fourteenth Street and University Avenue have resulted in modifications to the traditional grid pattern that have disrupted the interconnectivity once present in the Marketplace Specific Plan area. Additionally, SR-91 creates a physical and visual barrier between the Marketplace and Downtown.

The primary east/west arterials providing access to the Marketplace Specific Plan area are Mission Inn Avenue, University Avenue, Third Street, and Fourteenth Street. Of these, Third Street, Mission Inn Avenue, and University Avenue have underpasses crossing SR-91, while Fourteenth Street passes over the Freeway then under the railroad tracks. The following streets have on/off ramps with SR-91:

- Fourteenth Street: On and off-ramps for north and southbound traffic. Fourteenth Street is planned to be widened to a 6-lane arterial street in order to be a continuation of existing 6-lane conditions westerly of SR-91 and easterly of Chicago Avenue.
- University/Mission Inn Avenues: Off-ramp for northbound traffic using Mulberry Avenue.
- Lime Street: On-ramp for southbound traffic (at Ninth Street.)
- Mission Inn Avenue: Off-ramp for southbound traffic, on-ramp for northbound traffic.



Vine Street and Park Avenue provide the primary north/south access through the Specific Plan area and connect Third Street and Fourteenth Street.

Since the adoption of the previous Marketplace Specific Plan in 1991, many of the circulation and street improvements recommended in the original Plan have been completed, including the vacation of several streets, construction of Jack B. Clarke Way, allowing eastbound University Avenue traffic to connect to Vine Street, and the addition of sidewalks and other pedestrian amenities in the central Marketplace area. The following street classifications under the Circulation Element of the Riverside General Plan 2025 are located within the Specific Plan:

- Vine Street - 66 –Foot Local (2 Lanes)
- Commerce Street - 66-Foot Local (2 Lanes)
- Mission Inn Avenue - 100-Foot Arterial (4 Lanes)
- University Avenue - 110-Foot Arterial (4 Lanes)
- Park Avenue - 66-Foot Collector (2 Lanes)

Additionally, Mission Inn Avenue is identified as a Scenic Boulevard and University Avenue is identified as both a Scenic Boulevard and a Parkway. These designations require additional landscaping and setbacks to preserve the intended character of the roadways per the Zoning Code and Land Use and Urban Design Element of the General Plan 2025.

Existing Vehicle Access

Vehicle access into and through the Marketplace is difficult. As noted above, the area is bisected by railroad tracks that interrupt several streets. Further complicating matters are the grade separations at University Avenue and Fourteenth Street. These grade separations make access circuitous, especially to the Transit Core District, into which there is no fully functional two-way access. Jack B. Clarke Way, providing access from University Avenue, is a one-way street, available only to eastbound University Avenue traffic. The Vine Street intersection with Fourteenth Street provides two-way ingress/egress, however, the median in Fourteenth Street hampers the functionality of this intersection.

Existing Pedestrian/Bicycle Access

Pedestrian and bicycle access to the Marketplace from Downtown, the Eastside Community, and UCR is also marginal. University Avenue and Mission Inn Avenue are the primary routes east and west, however, these connections do not present comfortable walking or cycling experiences. At-grade crossings of the railroad tracks at Mission Inn Avenue and Third Street are rough and poorly maintained. Grade separated crossings of the railroad tracks and SR-91 are dark, have narrow sidewalks, are very close to fast-moving traffic and are a haven for pigeons, creating an undesirable nuisance.



Existing and Planned Transit Network

Transit is an important component of Marketplace. The continuing growth of Metrolink, the demand for expanded and enhanced local and long-distance bus service, and the need to provide a link between the various modes of transit all speak to the potential for a regional multimodal transit center adjacent to, or in close proximity to, the Metrolink Station. This would focus on bus access to Metrolink, as well as longer distance bus service. This transit center could be integrated with possible expansion of parking at the Metrolink Station. It could also be integrated with a future Riverside Transit Agency (RTA) bus operations facility if appropriate and/or feasible.

Three rail lines traverse the City: the “Inland Empire-Orange County Line,” which runs between Riverside and San Juan Capistrano; the “91 Line,” which runs from Riverside to downtown Los Angeles via Fullerton and other points in Orange County; and the “Riverside Line,” which runs from Riverside to Los Angeles via Ontario and Pomona. Amtrak service is also available at the Riverside-Downtown Metrolink Station. The San Jacinto Branch Line Commuter Rail (Perris Valley Line) Project is a proposed 19-mile extension of the Metrolink 91 Line that would begin at the existing Riverside-Downtown Station and proceed north on the Union Pacific Riverside Industrial Lead tracks for approximately two miles before turning southeast along the San Jacinto Branch Line. The terminus of the Perris Valley Line is in the City of Perris at SR 74 and I-215. The Perris Valley Line will include up to five new stations, operate through three cities (Riverside, Moreno Valley and Perris), as well as directly serve University of California, Riverside and March Air Reserve Base. The project will also provide additional communities such as Hemet, San Jacinto, Murrieta, Lake Elsinore and Temecula closer access to the Southern California commuter rail network.

Local and regional bus service is also provided throughout the City, including service within the Marketplace area, by the Riverside Transit Agency (RTA). Multiple RTA routes traverse the Marketplace area providing direct linkages to other locations throughout Riverside as well as many locations throughout western Riverside County and limited service to Orange and San Bernardino Counties.

Anticipated Trip Generation

As a result of this update to the Marketplace Specific Plan, three of the nine districts (the Transit Core District, Commerce Street District, and Heritage Village District) feature relatively significant land use changes from the previous specific plan that warranted further analysis on the impacts on trip generation changes. As such, a traffic impact analysis was completed, in which the following was concluded:



Transit Core District: The original land use under the previous specific plan was mixed-use, and the updated land use is transit-oriented mixed-use. There currently exists a Metrolink Station, restaurant, office buildings, private college, and public utilities, which are to remain. Under the previous specific plan, this district was expected to generate 2,012 average weekday trips. Under the updated land use scenario, it is expected to generate 2,335 average weekday trips, a net increase of 325 average weekday trips at build-out.

Commerce Street District: The original land use under the previous specific plan was business park, and the updated land use change is primarily for a Planned Residential Development. The land use change should result in a net decrease of 1,890 average weekday trips for the 18.4 acres.

Heritage Village District: The original land use under the previous specific plan is heavy industrial and the updated land use change is mixed-use with a primarily residential component. The land use change would result in a net increase of approximately 1,340 average weekday trips.

In summary the net trip generation, overall, decreases by 225 average weekday trips based on the proposed land use changes for the three districts. The analysis was based on acreage, therefore it can be concluded that the proposed land use changes would be within the trip generation totals of the previous Specific Plan as well as those analyzed under the General Plan 2025.

Recommended Improvements

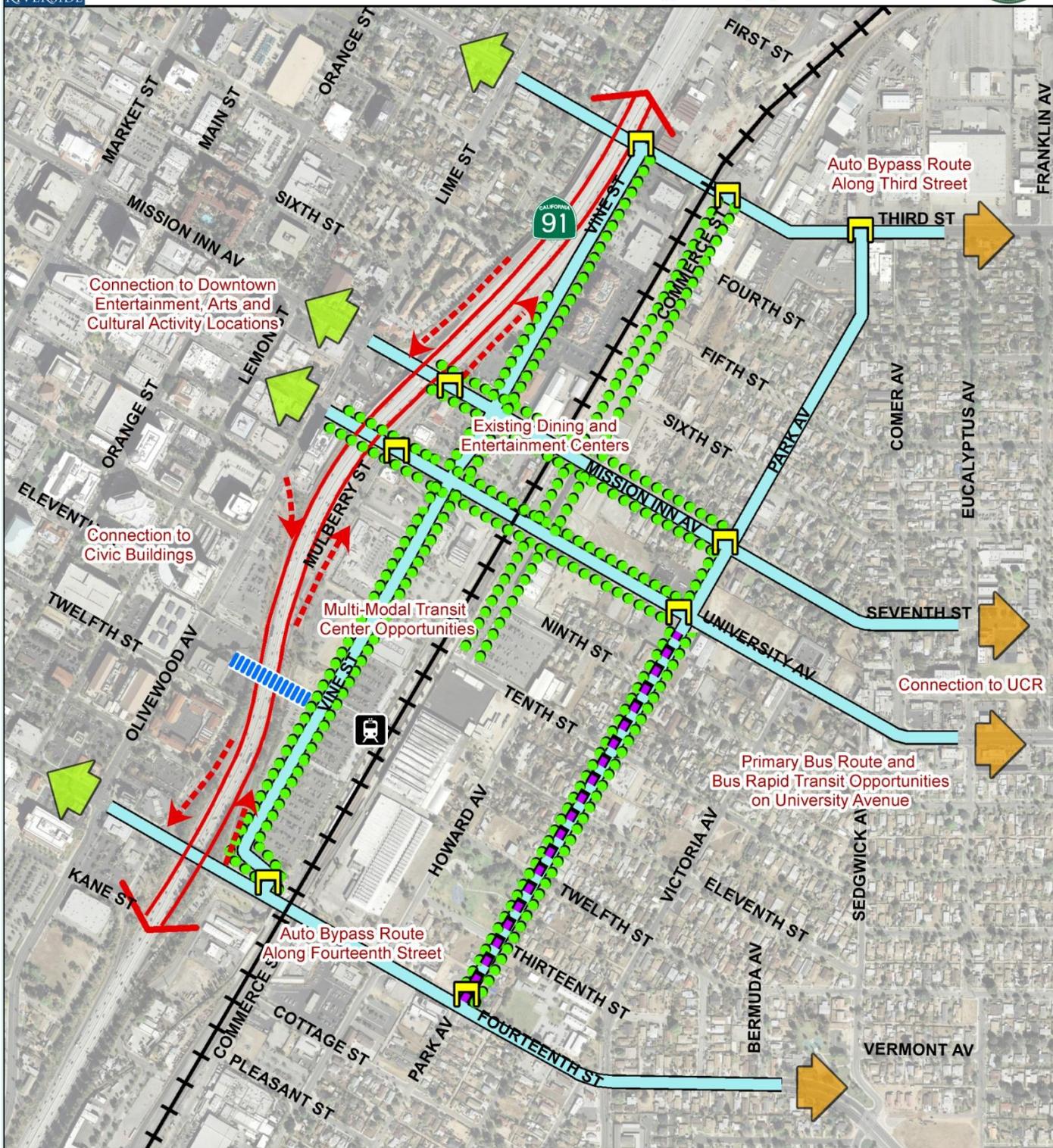
Although the Marketplace Specific Plan area features many beneficial and well-established transportation-related networks and infrastructure elements, there are a number of improvements that would enhance the circulation network in and around the Specific Plan area (Figure 11). Chapter 4 specifically outlines Objectives and Policies related to the Marketplace area, including, but not limited to the following recommended improvements:

- Traffic calming measures on Park Avenue;
- Establishing preferred truck routes throughout the Specific Plan area and installing related signage;
- Railroad grade crossing improvements;
- Enhanced pedestrian and bicycle network and freeway underpasses; and
- Enhanced transit circulation network and amenities.

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Figure 11

Local Circulation Plan and Linkage Opportunities



Connection to Downtown Entertainment, Arts and Cultural Activity Locations

Connection to Civic Buildings

Existing Dining and Entertainment Centers

Multi-Modal Transit Center Opportunities

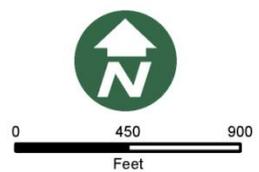
Auto Bypass Route Along Fourteenth Street

Auto Bypass Route Along Third Street

Connection to UCR

Primary Bus Route and Bus Rapid Transit Opportunities on University Avenue

- Primary Gateways
- Metrolink Station
- Connection to UCR
- Connection to Downtown
- Primary Vehicle Circulation
- Freeway
- Freeway Access
- Traffic Calming Measures
- Pedestrian Enhancements
- Railroad
- Potential Pedestrian Bridge





3.6 Parking

Existing Parking Considerations

There are several issues present within the project area that require creative consideration for providing adequate, convenient parking. They are as follows:

- Many of the historic structures have building footprints leaving little or no room for parking.
- Irregular lot configurations and underground utilities constrain potential parking structure locations.
- Too much surface parking reduces the attractiveness of the area as a pedestrian environment.
- The Founder's District has the greatest visitor appeal, but it is also the area with the least parking.

Parking Improvements

With the revitalization of the central Marketplace area, the demand for parking has increased significantly. This demand has been partially addressed with on-street angled parking on Vine Street, north of Mission Inn Avenue and on Mission Inn Avenue, east of Vine Street in the Founder's District. Additional solutions may be needed if the Marketplace area continues to thrive according to the vision outlined in this Specific Plan. Chapter 4 outlines Objectives and Policies that address these issues.

Reciprocal Parking Agreements

New development in the Marketplace Founder's District, Transit Core District, Heritage Village District, Residential Village District, and the Park Avenue District should be strongly encouraged to include reciprocal parking agreements.

Where reciprocal/shared parking is provided, the Zoning Administrator or Planning Commission should allow a reduction in the number of parking spaces where it can be demonstrated that peak parking demands for uses with evening and weekend-oriented activities would be offset by uses with a daytime, weekday peak demand. Parking for residences shall be separated from parking areas provided for commercial and office uses.

Reduction in the number of parking spaces to be provided should be subject to a shared parking analysis prepared by a registered Traffic Engineer and based on the Urban Land Institute (ULI) Shared Parking methodology.



3.7 Public Infrastructure

Infrastructure and Utilities

Figures 12- Existing Sewer Facilities and 13- Existing Water Infrastructure depict existing infrastructure within the Marketplace area. Because the area is largely developed, it remains relatively well served by water and sewer infrastructure and will likely meet the needs of any future development of the Marketplace Specific Plan area. Service capacity will be analyzed on a case by case basis as projects are considered. It should be noted that each developer will be responsible for any costs associated with the extension of lateral utility lines on their property and any related connection fees.

Water and electric service within the Specific Plan area is provided by Riverside Public Utilities (RPU), wastewater service within the Specific Plan area is provided by The City of Riverside Public Works Department, and natural gas is provided by the Southern California Gas Company.

Riverside Canal

The United States Geological Survey (USGS) topographic maps depict a blue-line stream feature extending across the Specific Plan area which runs adjacent to the existing Metrolink Station. This feature is a segment of the Riverside Canal, a historic agricultural canal that extends through the City of Riverside. The canal is primarily underground, except for an approximately 150-foot stretch on each end of the southerly Metrolink platform. See Figure 13 for location of canal.

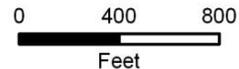
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Figure 12

Existing Sewer Facilities



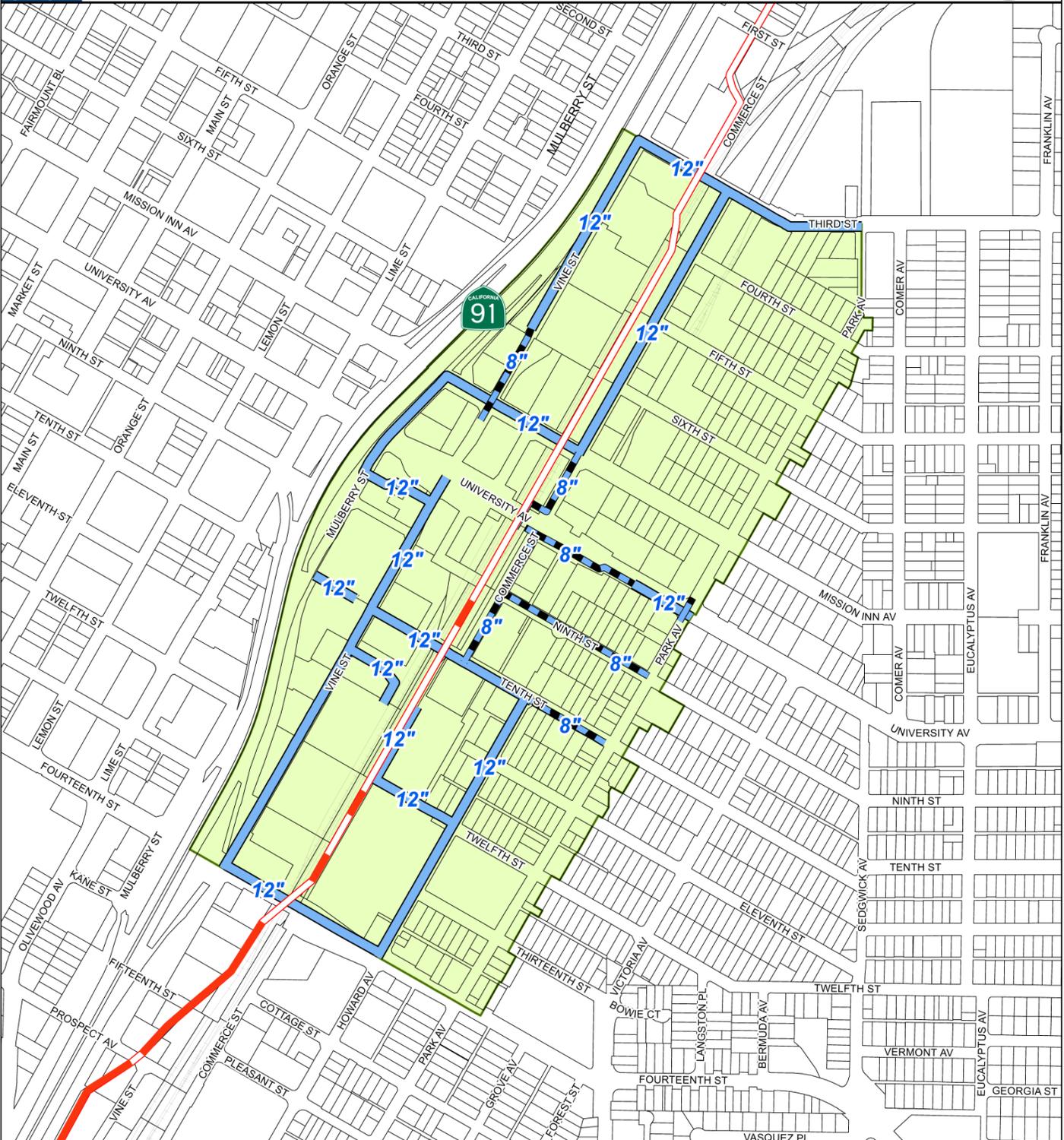
-  Marketplace Specific Plan
-  Sewer Main



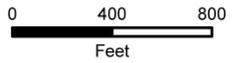
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Figure 13

Existing Water Infrastructure



- Marketplace Specific Plan
- Existing 8" diameter water main (1300 zone)
- Existing 12" diameter water main (1300 zone)
- Riverside Canal
- Open/exposed canal





4 Chapter 4: Visioning Marketplace

4.1 Opportunities and Constraints

As noted in the previous chapter, the Eastside Neighborhood has a rich and diverse history. Much attention has been given to this area over the last few years through the various planning efforts described in Chapter 2. Because of these efforts and the extensive community participation, the City has established a framework of opportunities and constraints that influence the future development of the Marketplace area. These opportunities and constraints also influenced the development of this Marketplace Specific Plan.

Opportunities

The largest area of opportunity in the Marketplace area is the area surrounding the existing Metrolink passenger rail station. The Riverside-Downtown Metrolink Station offers a great potential for the development of transit-oriented developments (TODs). The Riverside-Downtown Station was built in 1993, primarily to serve as an “origin” station rather than a destination. As previously stated, the station, as well as the Marketplace as a whole, is located in the oldest neighborhood in Riverside, dating back to the early 1900’s. The neighborhood hosts a community, whose residents are committed to their rich historical and diverse cultural backgrounds. Proximity to the University of California, Riverside, as well as the Downtown business district of Riverside provides economic opportunities for regional commerce. These factors contribute to the following opportunities for the Marketplace area:

- The Metrolink passenger rail station can become a catalyst for transit-oriented development and a mix of other appropriate uses.
- The availability of vacant and underutilized land near the Metrolink station offers opportunities to develop a balance of both origin-based housing opportunities and destination-based employment and community uses to increase ridership and lead to an exciting and balanced community.
- The development of a multi-modal transit station and establishment of land uses that compliment transit and serve transit riders will further stimulate development and ridership within the Marketplace area.





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- Many historic packinghouses and other support structures provide opportunities for adaptive reuse.
- The character of the existing historic packinghouses provides a broad palette from which to draw inspiration upon for future development in the remainder of the Marketplace area, while remaining open to contemporary architecture with a focus on energy efficiency, walkability and transit.
- Being in close proximity to the Downtown business district and the historic Mission Inn provides opportunities to improve and enhance the pedestrian and transit connections between the Marketplace and Downtown to better capitalize on the Downtown employment centers, courthouse patrons, arts and culture venues, hotels, the Riverside Convention-center, and government buildings.
- The Riverside County Transportation Commission and the City have an opportunity to collaborate with private developers to redevelop and intensify both sides of the Metrolink Station with housing, commercial, and office uses through a unified mixed-use development, thereby creating long-term sustainability.
- Facilitating compact, mixed-use developments and expanding and improving pedestrian and transit facilities and connectivity will contribute to reductions in vehicle miles traveled (VMT) and greenhouse gas (GhG) emissions.
- There are opportunities to enhance the transit links to nearby major employment centers, including, but not limited to Hunter Business Park, Downtown, and the University of California, Riverside (UCR), particularly if the Graduate School of Medicine is successfully established on the West Campus.
- Enhanced street circulation and freeway access can benefit existing businesses and increase marketability for vacant and underutilized properties.
- The history of the area provides a unique cultural environment including:
 - Historic relevance: oldest neighborhood in Riverside (dating back to the 19th century);
 - Diverse population;
 - City and National Landmark buildings;
 - History of former citrus and military related industries;
 - Varied architectural styles; and
 - Opportunities for events and festivals in the parks as well as some of the private open space or parking lots.



- The Eastside Neighborhood features a very active community with a number of neighborhood groups to draw upon for input and involvement.
- The existing railroad tracks, right-of-way and other train-related infrastructure provide the backbone for future expansion of transit-related activities.
- Park Avenue provides an opportunity to embrace and enhance the existing unique, neighborhood-serving development pattern through modified development and design standards.

Constraints

Although the Marketplace Specific plan area boasts many beneficial aspects that offer opportunities for enhancement and improvements, there still remain some challenges to successfully realize the development potential. Being part of one of the earliest developed areas in Riverside has resulted in unique and significant challenges to future development. Without a comprehensive vision for future, competing interest could drive development potential away from the future TOD or result in a missed opportunity. Constraints in the Marketplace Specific Plan are as follows:

- Heavy freight train usage on tracks resulting in noise constraints for potential residential development as well as traffic delays at at-grade crossings.
- High costs associated with grade-separation and/or Quiet Zone programs could delay such improvements and hinder development of adjacent properties.
- The SR-91 Freeway creates a visual and physical barrier between the Downtown business district and the Marketplace Specific Plan area, including the Metrolink station.
- Lack of identity and signage limits way-finding opportunities.
- Limited protection from the outdoor elements (sun, heat, and rain) and an undesirable public realm make walking less attractive.
- The Marketplace currently lacks uses that adequately capitalize on the proximity to the Metrolink station, such as a transit oriented development (TOD) featuring an appropriate mix of office, residential and transit-related commercial uses.
- The Riverside-Downtown Metrolink Station is largely an “origin” station, not a “destination” station, so outgoing ridership supersedes incoming ridership.



- The existence of large historically-significant industrial buildings poses a challenge for new development.
- There are some long-standing land uses within the Marketplace area that are not consistent with the long-term vision of the Specific Plan, nor are they likely to change in the near future.

4.2 Vision

Throughout the community outreach efforts related to this specific plan as well as previous planning efforts, staff has been able to clearly define a vision for the Marketplace. As such, it is the intent of the Marketplace Specific Plan to facilitate and guide future development through clear objectives, policies, development standards and design guidelines consistent with the following Vision:

Marketplace Specific Plan Vision

The Marketplace Specific Plan features a vibrant mix of office, residential and commercial uses as part of a transit oriented development that capitalizes upon and supports the Riverside-Downtown Metrolink Station with a balance of origin and destination riders, while remaining sensitive to, and paying homage to, the rich cultural and architectural history of the existing area and the adjacent established single-family residential neighborhood. The Marketplace features amenities and development patterns that accommodate and welcome pedestrian activities, and provides pleasant, convenient and efficient connections to cultural, education, employment and commerce centers throughout the City via an integrated multi-modal transit system. Energy efficiency is a key component to all new development within the area and great strides have been made to encourage the adaptive reuse of the existing historically-significant buildings while incentivizing new development to remain flexible to market changes.

4.3 Objectives and Policies

The Marketplace Specific Plan supports and sets in motion a number of the Objectives and associated Policies established within the General Plan 2025. Specifically, the Marketplace Specific Plan places an emphasis on infill development, adaptive reuse of existing structures, connectivity and walkability, access to multi-modal transportation opportunities, and the use of mixed-use development where appropriate. Additionally, an important concept introduced in this Specific Plan is an emphasis on clean and green building techniques and there are several Citywide Objectives and related Policies within the General Plan 2025, and augmented by the Marketplace Specific Plan, that directly address this concept.

The following Objectives and Policies begin to implement the vision and illustrate the Smart Growth principles and Clean and Green strategies



outlined in the General Plan 2025 that should be considered as part of any future efforts within the Marketplace. Objectives and Policies derived from the General Plan 2025 Land Use and Urban Design Element, Circulation and Community Mobility Element, Historic Preservation Element, Public Safety Element and Air Quality Element are identified with the designation “LU,” “CCM,” “HP,” “PS,” or “AQ,” respectively, and those unique to the Marketplace Specific Plan are identified with the designation “MSP” and feature the Marketplace logo:

Land Use Objectives and Policies

Objective LU-8: Emphasize smart growth principles through all steps of the land development process.

Policy LU-8.1: Ensure well-planned infill development Citywide, allow for increased density in selected areas along established transportation corridors.

Policy LU-8.2: Avoid density increases or intrusion of non-residential uses that are incompatible with existing neighborhoods.

Policy LU-8.3: Allow for mixed-use development at varying intensities at selected areas as a means of revitalizing underutilized urban parcels.

Policy LU-8.4: Ensure that infill development and development along Magnolia and University Avenues incorporates the latest Smart Growth principles.



Policy MSP 1: Encourage shared parking opportunities between land uses with opposite peak usage.



Policy MSP 2: Encourage increased heights, densities, and intensities over the base zone for projects with a residential component and to encourage housing and mixed-use projects.



Policy MSP-3: Promote walkability within the Marketplace by requiring or encouraging amenities such as wide sidewalks, covered walkways, street furniture, lighting, contrasting paving at crosswalks, and the like through the use of clear development standards and design guidelines.



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Objective LU-9: Provide for continuing growth within the General Plan area, with land uses and intensities appropriately designated to meet the needs of anticipated growth and to achieve the community's objectives.

Policy LU-9.3: Designate areas for urban land uses where adequate urban levels of public facilities and services exist or are planned, in accordance with the public facilities and service provision policies of this General Plan.

Historic Preservation Objectives and Policies

Objective HP-1.0: To use historic preservation principles as an equal component in the planning and development process.

Policy HP-1.5: The City shall promote neighborhood/city identity and the role of historic preservation in community enhancement.

Policy HP-1.6: The City shall use historic preservation as a tool for "smart growth" and mixed-use development.

Objective HP-2.0: To continue an active program to identify, interpret and designate the City's cultural resources.

Policy HP-2.1: The City shall actively pursue a comprehensive program to document and preserve historic buildings, structures, districts, sites (including archaeological sites), objects, landscapes, and natural resources.

Policy HP-2.2: The City shall continually update its identification and designation of cultural resources that are eligible for listing in local, state and national registers based upon the 50 year age guideline for potential historic designation eligibility.



Objective HP-5.0: To ensure compatibility between new development and existing cultural resources.

Policy HP-5.1: The City shall use its design and plot plan review processes to encourage new construction to be compatible in scale and character with cultural resources and historic districts.

Policy HP-5.2: The City shall use its design and plot plan review processes to encourage the compatibility of street design, public improvements, and utility infrastructure with cultural resources and historic districts.

Objective HP-7.0: To encourage both public and private stewardship of the City's cultural resources.

Policy HP-7.2: The City shall incorporate preservation as an integral part of its specific plans, general plan, and environmental processes.

Objective LU-48: Strengthen the identity and character of Downtown using the existing historic and architectural urban character of the community, while allowing for new structures that are architecturally compatible with and complementary to the existing architectural and historic fabric.

Although Objective LU-48 does not address the Marketplace Specific Plan area specifically, it does recognize the need to enhance a link between the Marketplace and Downtown areas through the following Policy:

Policy LU-48.2: Enhance effective pedestrian and vehicular connections between Downtown and the Riverside Marketplace through improved linkages under the SR-91 Freeway that are enhanced with public art, lighting and/or landscaping.



Transportation and Circulation Objectives and Policies

Figure 11 – Local Circulation Plan and Linkage Opportunities illustrates several of the circulation improvements that are proposed for the Marketplace Specific Plan area.

Objective CCM-1: Facilitate freeway and regional roadway improvements and construction to alleviate congestion and air pollution and to minimize regional cut-through traffic within Riverside.

Policy CCM-1.2: Support the addition of capacity improvements to S-91, SR-60, I-215 and I-15

Objective CCM-8: Protect neighborhoods and reduce the risk posed to young children and other residents by vehicular traffic on local roadways.

Policy CCM-8.5: Continue to participate in the Riverside County Transportation Commission’s SB 821 program for the funding of facilities for the exclusive use of pedestrians and bicyclists to eliminate missing sidewalk and/or bicycle path links.



Policy MSP-4: Install signage or other traffic calming measures on residential streets (Fourth, Fifth, Sixth, Ninth, Tenth, Eleventh, Twelfth, and Thirteenth Streets) to discourage or prevent truck traffic from travelling through the residential neighborhoods.



Policy MSP-5: Circulate truck traffic on the Commerce Street/Tenth Street/Howard Avenue connections to Fourteenth and Third Streets and designate as truck routes.

Objective CCM-9: Promote and support an efficient public multi-modal transportation network that connects activity centers in Riverside to each other and to the region.

Policy CCM-9.1: Encourage increased use of public transportation and multi-modal transportation as means of reducing roadway congestion, air pollution and non-point source water pollution, through such techniques as directing new growth along transportation corridors.



Policy CCM-9.9: Improve and enhance pedestrian connections between Downtown Riverside and the Riverside-Downtown Metrolink station through use of walkways and the City's Green Line Trolley service.



Policy MSP-6: Work with Caltrans to install a pedestrian bridge over the Riverside Freeway between Downtown and Marketplace in the vicinity of Eleventh Street.



Policy MSP-7: Coordinate with Caltrans to explore upgrading the freeway underpasses at Mission Inn Avenue and University Avenue to create an inviting pedestrian and vehicular connection between the Downtown and the Marketplace areas. This may be accomplished through the use of color, lighting, paving, landscaping materials and public art.



Policy MSP-8: Enhance the pedestrian amenities throughout the Specific Plan area, in particular:

- Along University Avenue and Mission Inn Avenue to strengthen the relationship and connectivity between the Downtown and Marketplace areas as well as UCR;
- Along Vine Street to strengthen the linkage between the Transit Core District, Founder's District, and Commerce Street Business District;
- Along Park Avenue to create a pedestrian friendly, neighborhood-scale mixed-use environment; and
- Along Commerce Street to provide a linkage between the Metrolink Station and the future residential uses of the Residential Village and Commerce Street Districts.



Policy MSP-9: Allow for land uses in the Marketplace that complement existing Downtown uses in order to maximize the potential of both areas.



Policy MSP-10: Promote University Avenue as a primary bus route while maintaining Third and Fourteenth Streets as auto bypass routes.



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Policy MSP-11: Accommodate a regional multi-modal transit center near the Riverside-Downtown Metrolink Station to include commuter trains, local bus service, and regional bus service.

Objective CCM-13: Ensure that adequate on- and off-street parking is provided throughout Riverside.

Policy CCM-13.2: Accommodate joint use of parking facilities as part of an area plan or site plan, based on the peak parking demands of permitted uses in the planning area.



Policy MSP-12: Maintain parallel parking on Park Avenue to serve the existing commercial uses and places of worship.



Policy MSP-13: Facilitate the use of reciprocal parking where appropriate and feasible.



Policy MSP-14: Implement development standards and incentives that reduce the overall parking demand, including, but not limited to:

- Locating housing near the Metrolink Station and other transit stops;
- Requiring developers/owners of new multiple-family residential units to provide bus/train passes to residents;
- Encouraging developers/owners to explore implementation of on-site car-sharing programs; and
- Incorporating public parking into larger scale private developments.

Public Safety Objectives and Policies

Objective PS-4: Protect the community from hazards related to air and ground transportation.

Policy PS-4.8: Pursue grade-separated rail crossings as the first level priority for reducing street/rail conflicts.



Policy MSP-15: Improve at-grade railroad crossings where grade separation projects are not immediately possible. These improvements should include the installation of impact absorption mats to create smoother vehicle crossings, as well as double gates and horns as appropriate to improve safety.



Policy MSP-16: Explore removing railroad track crossing at Third Street east of Commerce Street, while preserving the unused portion of tracks between Third Street and Fifth Street for historical interest (as can be found embedded within the pavement on Vine Street between Mission Inn Avenue and University Avenue).

Objective PS-5: Provide safe pedestrian and bicyclist environments Citywide.

Policy PS-5.1: Enhance and maintain pedestrian safety through the inclusion of well-designed streets, sidewalks, crosswalks, traffic control devices and school routes throughout the City. Reasonable means of pedestrian accessibility shall be an important consideration in the approval of new development.

Policy PS-5.2: Prioritize locations for potential pedestrian safety enhancements, including modified signage, lighted crosswalks and other similar facilities.

Policy PS-5.4: Require that new development provide adequate safety lighting in pedestrian areas and parking lots.

Policy PS-5.5: Implement pedestrian and bicycle safety measures in any new grade separation project.

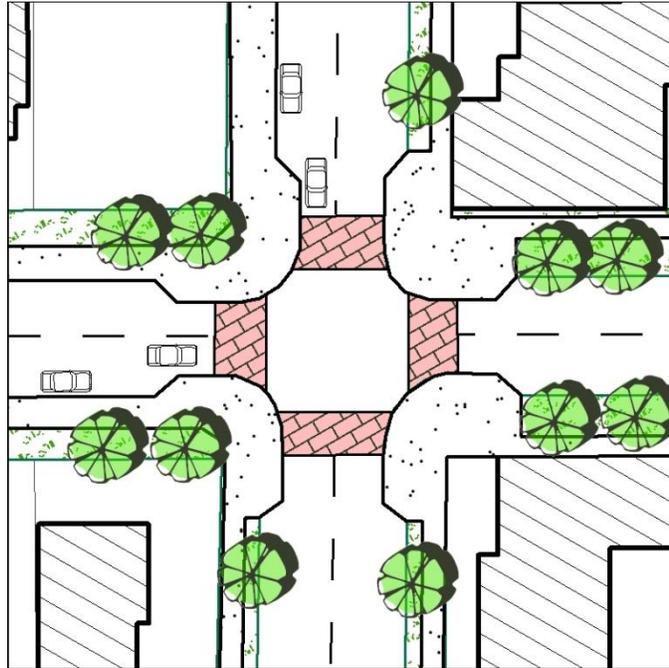
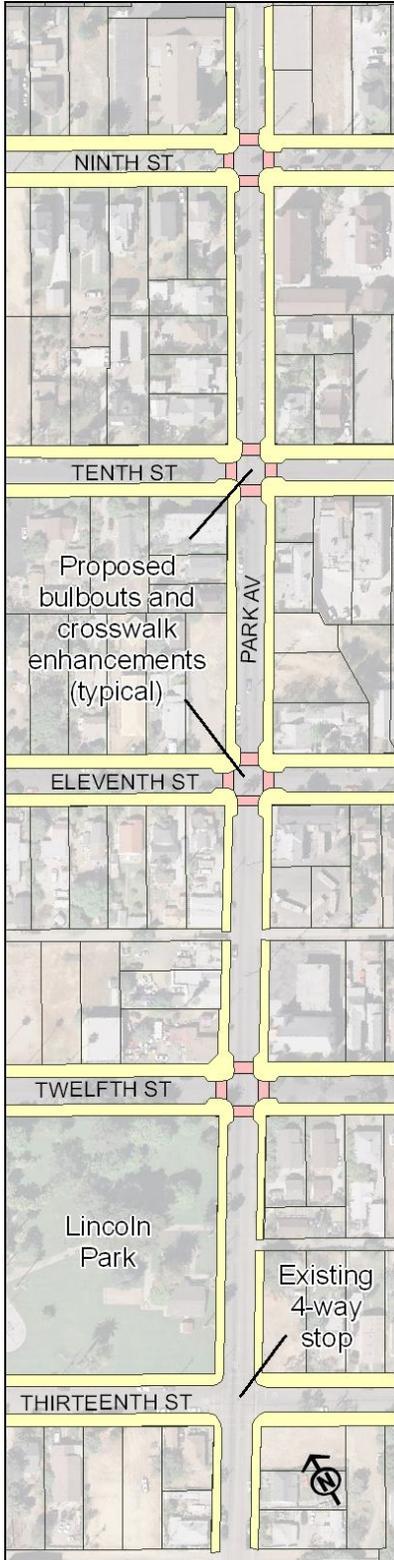


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Policy MSP-17:

Install traffic calming measures along Park Avenue such as bulb-outs, chicanes or curb extensions to reduce vehicle speeds, promote safe pedestrian activity and allow for on-street parking for the adjacent commercial uses.



These images illustrate the proposed locations and configurations for the enhanced crosswalks and street calming measures along Park Avenue.



Policy MSP-18:

Install decorative lighting, landscaping, and artwork in all underpass areas.



Policy MSP-19:

Widen all underpass sidewalks to the maximum extent feasible.



Policy MSP-20:

Where possible, raise the grade of the sidewalk and add safety railings in underpasses to the maximum height possible to further separate pedestrian and vehicular traffic, creating a greater sense of safety.



Policy MSP-21: Explore opportunities to enhance and expand the bicycle network consistent with the Bicycle Master Plan throughout the Marketplace area to strengthen the connectivity to Downtown and other areas of the City.

Park and Recreation Objectives and Policies

Objective PR-1: Provide a diverse range of park and recreational facilities that are responsive to the needs of Riverside residents.

Policy PR-1.3: Encourage private development of recreation facilities that compliment and supplement the public recreational system.



Policy MSP-22: Work with Riverside County Transportation Commission (RCTC) and the railroad companies to create a linear park and/or pedestrian path on the west side of Commerce Street.

Sustainability and Energy Efficiency Objectives and Policies

Objective AQ-1: Adopt land use policies that site polluting facilities away from sensitive receptors and vice versa; improve job-housing balance; reduce vehicle miles traveled and length of work trips; and improve the flow of traffic.

Policy AQ-1.5: Encourage infill development projects within urbanized areas, which include job centers and transportation nodes.

Policy AQ-1.6: Provide a mechanism to create opportunities for mixed-use development that allows the integration of retail, office, institutional and residential uses for the purpose of reducing costs of infrastructure construction and maximizing the use of land. See *Policy AQ-1.12*.

Policy AQ-1.7: Support appropriate planned residential developments and infill housing, which reduce vehicle trips.



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Policy AQ-1.12: Support mixed-use land use patterns, but avoid placing residential and other sensitive receptors in close proximity to businesses that emit toxic air contaminants to the greatest extent possible. Encourage community centers that promote community self-sufficiency and containment and discourage automobile dependency. See Policy AQ-1.6.

Policy AQ-1.15: Establish land use patterns that reduce the number and length of motor vehicle trips and promote alternative modes of travel.



Policy MSP-23: Encourage a compact mixture of medium to very high density residential and pedestrian-friendly commercial and office uses in close proximity to the Riverside-Downtown Metrolink Station to promote walkability and transit ridership in the Marketplace.



Policy MSP-24: Design roadways to accommodate all modes of travel for all users equally including bicyclists, pedestrians, automobiles, or in other words, support Complete Streets.

Objective AQ-5: Increase energy efficiency and conservation in an effort to reduce air pollution.



Policy MSP-25: Highlight and promote green building incentives and encourage green building techniques that go above and beyond the minimum Title 24 Green Building Code requirements.

Objective AQ-8: Make sustainability and global warming education a priority for the City's effort to protect public health and achieve state and federal clean air standards.

Policy AQ-8.24: Meet the environmentally sensitive goals of the General Plan 2025 specified in the Mitigation Monitoring Program of the Program Environmental Impact Report, and the Implementation Plan following the timelines set forth in each.



-  Policy MSP-26: Promote the Marketplace as a Solar Specific Plan through the implementation of programs for residential and commercial customers that will increase solar generation.
-  Policy MSP-27: Encourage new construction within the Marketplace to implement load shifting to off-peak hours.
-  Policy MSP-28: Encourage that a minimum of 90% of the waste from all construction sites throughout the Marketplace Specific Plan area be recycled.
-  Policy MSP-29: Require a 5% minimum reduction of disposable, toxic or nonrenewable construction-related products.
-  Policy MSP-30: Apply urban planning principles that encourage higher density, mixed-use, walkable/bikeable neighborhoods, and coordinate land use and transportation with open space systems throughout the Marketplace Specific plan area.
-  Policy MSP-31: Promote the concept of urban nature by requiring new development within the Marketplace to incorporate the planting of shade trees within the development as well as in adjacent parkways as appropriate.
-  Policy MSP-32: Ensure traffic signals are synchronized throughout the Marketplace area.
-  Policy MSP-33: Encourage the use of bicycles as an alternative form of transportation, not just recreation, by requiring new development to analyze and implement ways to integrate connectivity between the project and the greater bicycle trail network.
-  Policy MSP-34: Promote and encourage the use of alternative methods of transportation throughout the Marketplace by incentivizing development-based neighborhood electric vehicle (NEV) programs, shared vehicle programs, and enhanced bicycle amenities.

Policies MSP-27 and MSP-28 are consistent with, and implement, the City of Riverside Green Action Plan.



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Healthy Lifestyle Objectives and Policies

Objective MSP-1: Improve the health of Riverside’s residents and strive to reduce obesity through design, education, and policy-level actions.

Objective MSP-1 and Policies MSP-34 through MSP-37 strive to implement the goals of the Mayor’s Fit, Fresh & Fun Forum.



Policy MSP-35: Encourage employers to implement programs that promote healthy and active lifestyles with incentives for healthy living, such as educational programs, gym memberships or on-site gym amenities, and other such programs.



Policy MSP-36: Identify and explore incentives to encourage restaurants and food manufacturing industries to avoid unhealthy ingredients, such as highly processed foods, and unhealthy preparation practices, such as frying, in their products.



Policy MSP-37: Allow for and facilitate the establishment of community gardens throughout the residential areas of the Marketplace Specific Plan area by allowing them on infill lots in the Residential District.



Policy MSP-38: Coordinate with Riverside Unified School District to establish a healthy kids program in all schools to benefit the children living within the Marketplace area, the Eastside Neighborhood, and the City of Riverside as a whole.

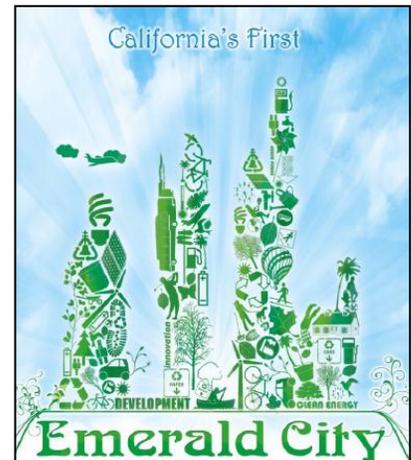


5

Chapter 5: Developing Green in the Marketplace

5.1 Purpose

As the first California city to be designated an Emerald City by the California Department of Conservation, the City of Riverside is fast becoming a leader in clean and green practices. The City's adopted Green Action Plan/Emerald City Plan provides the framework to ensure that the City continues this trend. The Plan includes goals and strategies related to energy, greenhouse gas emissions, waste, urban design, urban nature, transportation, water and healthy communities. The Marketplace Specific Plan provides the perfect opportunity to implement the Green Action Plan/Emerald City Plan. Beyond the inclusion of objectives and policies reflecting the Green Action Plan/Emerald City Plan, the Marketplace Specific Plan directly encourages green development through the Marketplace Green Development program.

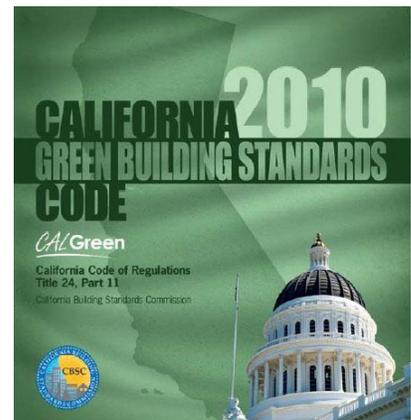


This chapter provides a brief description of some of the current measures aimed at moving the development community toward a more sustainable approach to development. This chapter also introduces the Marketplace Green Development program, a program unique to the Marketplace Specific Plan aimed at encouraging property owners, developers, architects, landscape architects, building designers and contractors to employ sustainable practices in the construction and operation of projects within the Specific Plan area.

5.2 Current Green Development Measures

CALGreen

The 2010 California Green Building Standards Code, referred to as CALGreen, became effective on January 1, 2011. As the nation's first statewide green building code, CALGreen implements mandatory building regulations for all new construction in the state designed to achieve substantial reductions in greenhouse gas emissions, energy consumption and water use. A key component of CALGreen is a two-tiered system designed to allow local jurisdictions to adopt codes that extend beyond the state mandatory regulations. The tiers are voluntary and designed to become mandatory if, and when, a local jurisdiction chooses to adopt them. As adopted by the City of Riverside, CALGreen achieves substantial reductions in greenhouse gas emissions, energy consumption (exceeding





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the requirements of Title 24 for energy savings by 20 percent) and water usage without requiring new projects to comply with the requirements of the two-tiered system. However, various incentives are offered through the Marketplace Green Development (MGD) Program to projects within the Specific Plan area that implement the voluntary tiers as defined under CALGreen. Section 7.3 of this chapter discusses the MGD Program in greater detail. CALGreen compliance is inspected and verified by the Building and Safety Division as part of general building code enforcement. To obtain more information on CALGreen, please visit the California Department of General Services' website.

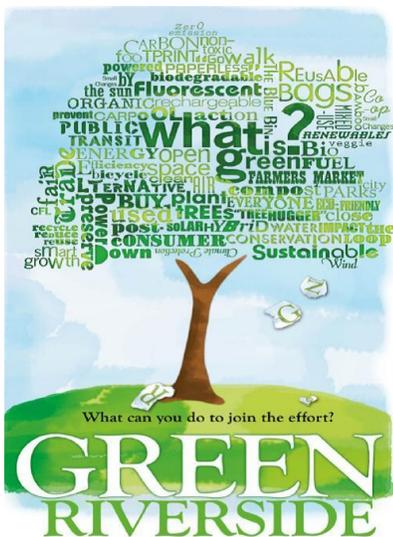
LEED

Developed and administered by the U.S. Green Building Council, the Leadership in Energy and Environmental Design (LEED) green building rating and certification system is designed to promote design and construction practices that increase profitability while reducing the negative environmental impacts of buildings and improving occupant health and well-being. LEED certification provides independent, third-party verification that a building, home or community was designed and built using strategies aimed at achieving high performance in key areas of human and environmental health. The LEED rating system offers four certification levels for new construction – Certified, Silver, Gold and Platinum – that correspond to the number of credits accrued in five green design categories: sustainable sites, water efficiency, energy and atmosphere, materials and resources and indoor environmental quality. In the United States and in a number of other countries around the world, LEED certification is the recognized standard for measuring building sustainability. As with projects that meet the requirements of the voluntary tiers under CALGreen, various incentives are offered to projects within the Specific Plan area that can demonstrate LEED equivalence to the tiers of CALGreen. Section 5.3 of this chapter discusses the MGD Program in greater detail. To obtain more information on LEED, please visit the U.S. Green Building Council's website.



Green Riverside

In accordance with the Green Action Plan/Emerald City Plan, the City of Riverside offers a multitude of programs designed to encourage residents, property owners, developers and builders to "go green". These include various rebate programs offered by the Riverside Public Utilities (RPU) Department related to construction, solar power, and energy and water efficiency. In addition to rebates, RPU offers financial assistance programs to cover many of the upfront costs of "going green" as well as various tools and tips on how to "go green". To take advantage of all of the programs offered by the City of Riverside, please visit the Green Riverside website.



MARKETPLACE SPECIFIC PLAN



Riverside Green Builder

Riverside Green Builder (RGB) is a voluntary program primarily for residential production builders. RGB was developed by the City of Riverside and Building Industry Association, Riverside Chapter, with input from home builders and other agencies. A RGB certified home must meet five criteria: Energy Efficiency, Water Conservation, Waste Reduction, Wood Conservation, and Indoor Air Quality. Home designs are the result of a flexible performance based approach that allows the home builder to utilize the most cost effective means to meet the program standards. Program incentives include release of electrical meters prior to final inspection, priority field inspection service, guaranteed timelines, overtime inspections and priority electrical design. To obtain more information on RGB, please visit the City of Riverside, Building and Safety Division's website.

5.3 Marketplace Green Development Program

The Marketplace Green Development (MGD) program is designed to encourage property owners, developers, architects, landscape architects, building designers and contractors to employ sustainable practices in the construction and operation of projects within the Specific Plan area. Similar to RGB, MGD is a voluntary program that offers various incentives for projects that implement green design measures beyond those already required by law. While RGB is primarily designed for residential production builders, MGD is offered to multiple types of development. MGD allows applicants to choose between two options for incorporating green design measures into a project. As outlined below, project applicants can take advantage of the various MGD program incentives by either meeting the requirements of Tier 1 or Tier 2 under CALGreen or by designing and constructing projects that are LEED equivalent to the tiers of CALGreen.

Option 1 – CALGreen's Two-Tiered System

As mentioned above, a key component of CALGreen is a two-tiered system designed to allow local jurisdictions to adopt codes that extend beyond the state mandatory regulations. MGD encourages projects to voluntarily implement either Tier 1 or Tier 2 of CALGreen in exchange for the various program incentives outlined in Table 5.3B below. Under CALGreen, each tier contains residential and non-residential voluntary measures that are grouped into the following categories:

- Planning and Design
- Energy Efficiency
- Water Efficiency and Conservation
- Material Conservation
- Environmental Quality

Applicants who wish to take advantage of the MGD program incentives offered for projects that meet the minimum requirements of Tier 1 must satisfy all of the mandatory measures under CALGreen in addition to a set



of prerequisite measures within each of the categories listed above and a minimum of one elective measure per category, as defined under CALGreen. Applicants who wish to take advantage of the program incentives offered for projects that meet the minimum requirements of Tier 2 must satisfy all of the mandatory measures under CALGreen in addition to the prerequisite measures of Tier 1 and Tier 2 and three elective measures, as defined under CALGreen. Table 5.3A below provides a summary of this system:

Table 5.3A – CALGreen’s Two-Tiered System

CALGreen Tiers
Tier 1
Satisfy all mandatory measures under CALGreen
Satisfy all prerequisite measures under Tier 1
Satisfy a minimum of one elective measure under each category (5 total)
Tier 2
Satisfy all mandatory measures under CALGreen
Satisfy all prerequisite measures under Tier 1 and Tier 2
Satisfy a minimum of three elective measures under each category (15 Total)

In order to receive the selected program incentives, applicants are expected to provide third-party verification that a project meets or exceeds the minimum requirements of Tier 1 or Tier 2. Further, applicants are also expected to satisfy the measures of the chosen tier prior to occupancy of any structures. Please refer to the 2010 California Green Building Standards Code for a complete description of the two-tiered system and an interpretation of each measure, available at the California Department of General Services’ website.

Option 2 – LEED Equivalent

MGD includes an alternative to CALGreen’s two-tiered system for applicants who wish to take advantage of the MGD program incentives offered to projects within the Specific Plan area. Applicants who design and construct projects that are LEED equivalent to either Tier 1 or Tier 2 of CALGreen are eligible to receive various program incentives, as outlined in Table 5.3B below. Although encouraged, projects do not need to obtain LEED certification in order to take advantage of this option. Similar to CALGreen, LEED measures are grouped into the following categories:

- Sustainable Site
- Energy and Atmosphere
- Water Efficiency
- Material and Resources
- Indoor Environmental Quality

As with Option 1 above, applicants are expected to provide third-party verification that a project is LEED equivalent to the minimum requirements of either Tier 1 or Tier 2 under CALGreen as well as satisfy the all required measures prior to occupancy of any structures. To obtain more



information on the LEED rating system and green design measures, please visit U.S. Green Building Council’s website.

Program Incentives

Applicants of projects that meet Option 1 or 2 of the MGD qualify for a selection of program incentives found in Table 5.3B. Project applicants must provide evidence to document that a project includes the minimum program measures required to receive the program incentives. Application of the MGD program to a specific project is subject to review and approval by the City Planner, Community Development Director, or their designee (Approving Authority). Project applicants should work closely with the assigned project planner to ensure proper implementation of the program. Prospective applicants should contact the Planning Division to learn more about the program and how it can benefit projects within the Specific Plan area.

Table 5.3B - Program Incentives

Program Incentives
Development Standards
Reduction in building setback requirements
Increase in building height permitted
Increase in the maximum density permitted
Reduction in the ratio of open space standards
Reduction in the ratio of vehicular parking standards
Entitlements and Permits
Pre-submittal review process
Priority entitlement processing
Priority plan check processing
Priority field inspection services
After-hours plan check (subject to additional fees)
After-hours field inspections (subject to additional fees)
Release of electrical meters prior to final inspection

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SECTION II:

**LAND USE REGULATIONS AND
DEVELOPMENT STANDARDS**



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6

Chapter 6: General Development Standards and Design Guidelines

6.1 Purpose and Applicability

The development and design standards and guidelines for the Marketplace Specific Plan are intended to provide property owners, merchants, developers, and their designers with basic development and design criteria that reinforce the desired building and district character. This chapter outlines the general provisions and development standards that apply to all properties within the Marketplace Specific Plan area and introduces general development standards for mixed-use developments where appropriate. Chapters 7-15 outline specific development standards and land use regulations for each of the nine districts as introduced in Chapter 1 and illustrated in Figure 2. Section 6.5 of this chapter includes a permitted land use summary table for quick reference to the permitted uses within each district and any necessary permits or reviews.

All properties within the Specific plan area shall be subject to these standards, and property owners, developers, architects, building designers and contractors should use these standards and guidelines in the early design stages of their projects. These standards and guidelines are intended to support the Marketplace Specific Plan objectives and to:

- Provide basic design parameters for all development in the Marketplace Specific Plan area.
- Provide guidance as to the quality and character of individual projects.
- Offer flexibility to accommodate innovative and unique designs.
- Promote design creativity and variation while ensuring consistency in building scale, proportion and pedestrian orientation.
- Create a livable and vibrant environment that compliments the adjacent Downtown area.

6.2 Proposed Development Framework

The proposed Marketplace Specific Plan is consistent with the content and structure of the Riverside General Plan 2025, but provides a more specific level of detail for implementation. The objectives and policies stated in the General Plan 2025 are statements that define the City's aspirations and intentions. Chapters 6-15 are intended to establish the standards required to implement the Marketplace Specific Plan Vision as well as the previously discussed objectives and policies, while acknowledging the opportunities and constraints outlined in Chapter 3.

6.3 Marketplace Specific Plan Districts

In analyzing the Marketplace Specific Plan area it became clear that there were several distinct districts based on common development patterns, existing land uses, historic fabric, and lot sizes, among other factors. As a result, the Marketplace Specific Plan is divided into nine districts (as described in Chapter 1 and illustrated in Figure 2) that are unique, not only in terms of land uses and development patterns, but also in terms of the

desired land uses, architectural and cultural palette, and densities. For example, the Founder’s District, with the adaptively-reused historic depots and packinghouses, is much different from the Vine Street Office Park District, with its modern office and “big box” retail buildings accompanied by a surplus of paved surface parking, yet each district retains a sense of cohesiveness within itself. Because of the unique situation in each of the nine districts, there are unique standards and visions for each.

As described in Chapter 1, and illustrated in Figure 3, nine new zoning designations relating to the nine identified districts are being established concurrently with the adoption of the Marketplace Specific Plan. Chapters 7-15 of this chapter describe the vision for each of the nine districts and establish the development standards and permitted uses for each of the following districts (Zones):

- Chapter 7: Transit Core District (MSP-TC Zone)
- Chapter 8: Founder’s District (MSP-FD Zone)
- Chapter 9: Vine Street Office Park District (MSP-VS Zone)
- Chapter 10: Third Street District (MSP-TS Zone)
- Chapter 11: Commerce Street District (MSP-CS Zone)
- Chapter 12: Neighborhood District (MSP-ND Zone)
- Chapter 13: Park Avenue District (MSP-PA Zone)
- Chapter 14: Heritage Village District (MSP-HV Zone)
- Chapter 15: Residential Village District (MSP-RV Zone)

Of the nine districts within the Marketplace Specific Plan, five allow for, and encourage, mixed-use developments. These include the Transit Core District, Commerce Street District, Park Avenue District, Heritage Village District, and the Residential Village District. While the Zoning Code establishes development standards for mixed-use developments, the Marketplace Specific Plan includes additional or modified standards that are specific to the applicable districts.

These mixed-use districts have been established to provide development opportunities for integrated, complementary residential and commercial or office development on the same parcel or a contiguous group of parcels. Singular, stand-alone uses are permitted when they foster an overall mixture of uses in the district. A wide range of uses is permitted, and it is the intent of these districts to foster a mixture of product types.

Organization of District Chapters

Each of these district-specific chapters (Chapters 7-15) includes the following sections:

District Description

Each section begins with a brief description of the district that describes the key features of the district and briefly outlines the intended look and feel for any future development within the district.

Development Standards

Development standards such as density, setbacks, building height, lot size, as well as open space and parking requirements, are laid out in an easy to read table format. Although there may be similar standards between the various districts, the standards are unique to each district based on the several factors such as typical lot size and configuration within the district, existing and adjacent land uses, existing densities and development patterns, and intended or proposed development patterns. Illustrative diagrams also accompany these tables to assist in easy interpretation of the standards. Permitted use categories are listed and refer to the categories in the permitted uses tables.

Permitted Uses

The permitted uses for each district follow the specific development standards and are categorized into general categories to simplify interpreting the standards, particularly for mixed-use developments for those districts that allow them. The Permitted Uses Tables for each district list all permitted uses and any necessary permits (Conditional Use Permit or Minor Conditional Use Permit) or reviews (Site Plan Review or Planned Residential Development Review).

Prohibited Uses

The Prohibited Uses Table for each district lists all specifically prohibited uses. Any use which is prohibited by state and/or federal law is also strictly prohibited.

Additional Development and Design Standards

Where appropriate, there may be additional development and design standards that specifically apply to properties within the district. For example, there are five districts within the Marketplace Specific Plan that allow for and encourage mixed-use developments, and as a result there are additional or modified mixed-use development standards that are specific to each district.

6.4 General Mixed-Use Development and Design Standards

The following mixed-use development and design standards shall apply to any mixed-use development in the Marketplace Specific Plan area unless different than the district-specific standards found within the “Additional Development and Design Standards” sections of Chapters 7, 11, 13, 14, and 15, in which case, the latter shall prevail.

A. Site Plan Review Permit and Required Findings

1. New development in the Transit Core, Commerce Street, Park Avenue, Heritage Village, and Residential Village Districts are subject to a Site Plan Review Permit in accordance with Chapter 19.770 (Site Plan Review Permit) of the Zoning Code. Additionally, any use that requires a Site Plan Review per the Permitted Uses Tables in Chapters 7-15 of this Specific Plan shall also be subject to the standards within 19.770, regardless of whether it is in an existing building. Prior to submittal of a Site Plan Review Permit application, a pre-application conference with the Planning Division staff is encouraged.
2. The Planning Commission may approve a Site Plan Review Permit for new development upon making the following findings:
 - a. The proposed development is consistent with the General Plan 2025 and Marketplace Specific Plan.
 - b. The proposed development, as conditioned, will not have substantial adverse effects on the surrounding property or uses, and will be compatible with the existing and planned land use character of the surrounding area.
 - c. The proposed development is appropriate for the site and location by fostering a mixture and variety of land uses within the zone and the general vicinity and contributing to a synergistic relationship between uses.
 - d. The proposed development is harmonious with its surrounding environment. Buildings within a mixed-use development project must also be compatible with each other and

be designed as an integrated, unified project. All proposed development must meet the design standards and guidelines of this section.

B. Phasing

1. For any mixed-use development that is proposed to be constructed in phases, the applicant shall submit a development phasing plan, to be reviewed in conjunction with the Site Plan Review Permit where required, that specifies the chronology of development, including structures, public facilities and infrastructure. The project shall be phased so that supporting public facilities and infrastructure are provided concurrent with their need and are completed before the occupancy of structures. Project phasing may be reviewed independently subsequent to initial approval of the Site Plan Review Permit.
2. If the initial phase of development does not include a mix of uses, the conditions may be applied to the development phasing plan so that a mix of component uses is provided before the completion of the project.

C. Use Regulations

1. Sections 7.3, 11.3, 13.3, 14.3, and 15.3 identify the permitted uses in the Transit Core, Commerce Street, Park Avenue, Heritage Village, and Residential Village Districts as singular, stand-alone uses or combined uses in a mixed-use development, provided such uses are consistent with the objectives and policies of the Marketplace Specific Plan and adhere to the definitions, development and design standards set forth herein.
2. Certain uses may be subject to special conditions regarding the location, operation or design of the use. References to these provisions are made in in the Permitted Uses Summary in Section 6.5 and the district –specific permitted use tables in Chapters 7-15.
3. When a use is not specifically listed, the Zoning Administrator, pursuant to the provisions in Chapter 19.060 of the Zoning Code (Interpretation of Code), shall have the authority to determine whether the proposed use is permitted based on the finding that the use is similar to and no more detrimental than those permitted in the zone. References to these provisions are made in Permitted Land Use Summary in Section 6.6 and the district-specific permitted uses tables in Chapters 7-15.

D. Parking Requirements

1. Parking for uses in the mixed-use districts, except in the Park Avenue District, shall be provided as required in Chapter 19.580 (Parking and Loading) of the Zoning Code. A reduction in the number of required parking spaces may be permitted for mixed-use development and/or stand-alone uses in mixed-use zones subject to the approval of a shared parking arrangement. See Section 13.2 “Park Avenue District (MSP-PA Zone) Standards” for parking requirements within the Park Avenue District.
2. Parking spaces shall be specifically designated for non-residential and residential uses by the use of signage, pavement markings and/or physical separation. There should be separate entrances and exits, or a designated lane for residents in order to minimize waiting times for residents.

3. Parking structures shall be architecturally integrated with the project design and their visual impact minimized through proper siting and design. Parking structures shall include architectural detailing, façade treatment, artwork, landscaping or similar features to enhance the street façade.
4. Shared driveways and parking arrangements between commercial uses are strongly encouraged.
5. Parking between the sidewalk and buildings shall be prohibited.

E. Special Provisions for Live/Work Units

The following provisions apply to live/work units, where permitted:

1. Floor area requirements: The minimum floor area of a live/work unit shall be 750-square-feet.
2. Access to units: Access to individual units shall be from common access areas, corridors or hallways.
3. Internal layout: All living space within the live/work unit shall be contiguous with, and an integral part of, the working space, with direct access between the two areas.
4. Occupancy and employees: At least one of the full-time workers of the live/work unit shall reside in the unit. The residential area shall not be rented separately from the working space. The business activity occupying the live/work unit may utilize employees in addition to residents as necessary.
5. Retail sales: Retail space may be integrated with working space.
6. Business Tax Certificate: A business tax certificate shall be obtained in compliance with the Municipal Code, Title 5, for business activities conducted within the live/work unit.

F. Design Standards and Guidelines

The purpose of this Section is to facilitate high quality development within the five mixed-use districts of the Marketplace Specific Plan. Innovative project design, particularly involving infill development and reuse of existing structures, is required. These standards and guidelines address site planning and building design, and are in addition to the development standards above, as well as the Citywide Design and Sign Guidelines.

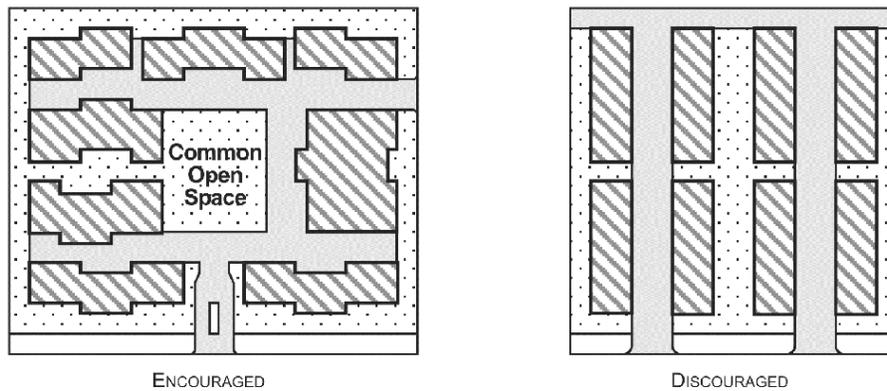
1. Setbacks

- a. The front setback area shall include landscaping and/or a hard-surface expansion of the sidewalk. Walkway connections to building entrances shall include special paving treatment or materials. The use of awnings, canopies and arcades shall be provided as appropriate to provide visual interest and shade.

- b. In pedestrian areas along street frontages, a portion of the front building elevation may be set back to allow for outdoor use, such as outdoor patio dining, display, public art, entry forecourts, or other amenity appropriate to an urban development.

2. Building Siting, Orientation and Entrances

- a. Buildings should be sited to avoid random and irregular building relationships, and shall be arranged to create a sense of unity and overall harmony. To the maximum extent possible, new structures shall be clustered to create plazas and pedestrian malls and avoid the creation of “barrack-like” rows of structures. Where clustering is impractical, a visual link between separate structures should be established. This link can be accomplished through the use of an arcade system, trellis or other open structure (See Diagram 1 – Open Space).



Orient buildings to create useable open space in a convenient location.

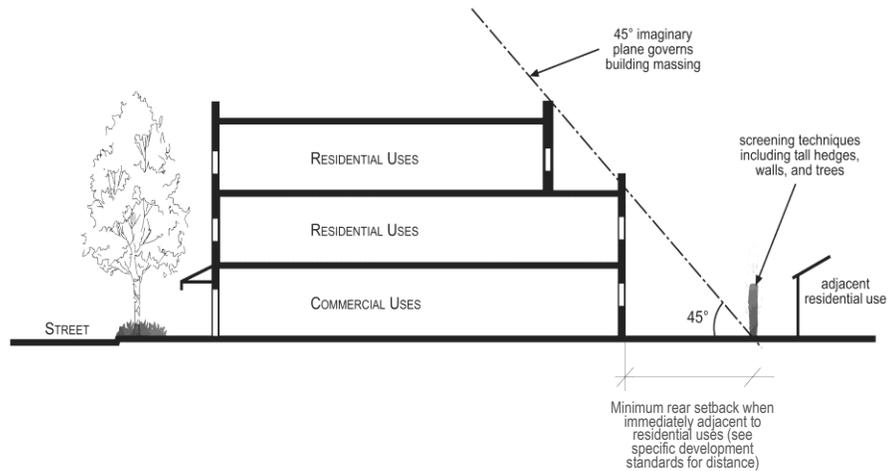
Diagram 1 – Open Space

- b. The main entrance or entrances shall be oriented to the street or major plazas or open space. Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian walkways. Secondary entries may be from parking areas.
- c. Commercial facilities in mixed-use projects should be oriented to the street, with parking generally located in the rear or side of buildings. The perimeter of parking areas and driveways adjacent to streets and sidewalks shall be screened with an attractive low wall, berm, fence or landscaping.

3. Scale and Mass

- a. The scale and mass of a new mixed-use development should be consistent with neighboring developments and not overwhelm them with disproportionate size or incompatible design. Buildings shall step down to lower-profile buildings on adjacent properties.
- b. At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas (Diagram 2 – Scale and Mass). Taller elements of the building shall increasingly step back from adjacent single-family residential zones. No portion of the building, excluding parapets, shall be above an imaginary

plane drawn at the rear property line that is adjacent to a residential zone, and extended at an angle of 45 degrees toward the center of the property.



Setbacks and massing for buildings adjacent to residential uses.

Diagram 2: Scale and Mass

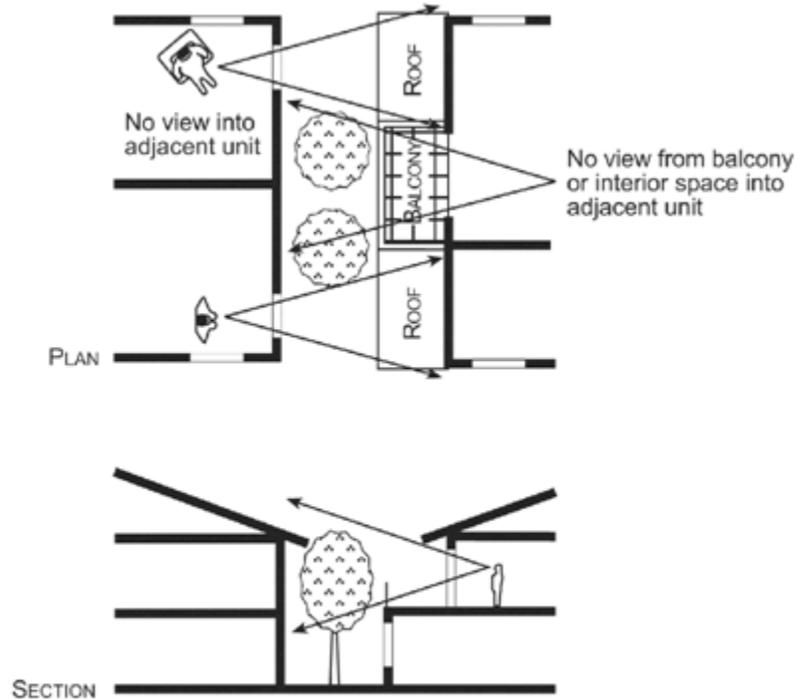
4. Building Modulation and Articulation

- a. Building design shall avoid large monotonous facades, long straight-line building fronts, plain box shapes, and barren exterior treatment. All building elevations visible from a public way, including freeways, shall be highly articulated and incorporate the chosen design theme in a consistent manner.
- b. Commercial facades of mixed-use projects should be modulated at least every 50 feet by changes in building mass or facade treatment, such as projected entrance windows, roof form or other architectural features.
- c. Building facades shall be designed so as to give individual identity to each vertical module of residential units, using techniques such as providing a deep notch between the modules; varying architectural elements between units (e.g., window color, roof shape, window shape, stoop detail, railing type); providing porches and balconies; varying color or materials of each individual module within a harmonious palette of colors and materials, etc.

5. Privacy for Residential Units

- a. Buildings shall be oriented to promote privacy to the greatest extent possible. In mixed-use projects, residential windows should face away from loading areas and docks. To the extent residential windows face the windows of an adjacent unit, the windows should be offset to maximize privacy.
- b. Windows, balconies or similar openings should be oriented so as not to have a direct line-of-sight into adjacent units within the development (Diagram 3 – Privacy for Residential Units). In addition, units above the first story should be designed so that they do not look directly onto private patios or backyards of adjoining residential property or units.

- c. Landscaping may be used to aid in privacy screening and as a buffer from commercial development.



Plant appropriate trees and offset windows and balconies (or patios) to maintain privacy between residential units.

Diagram 3: Privacy for Residential Units

6. Vehicle Circulation and Access

- a. Site access and internal circulation shall promote safety, efficiency and convenience. Vehicular traffic shall be adequately separated from pedestrian circulation. Vehicular entrances shall be clearly identified and easily accessible to minimize pedestrian/vehicle conflict.
- b. The number of site access points or driveway aprons shall be minimized for aesthetic purposes, to achieve efficient and productive use of paved access ways and to eliminate traffic and pedestrian hazards. They should be located as far as possible from street intersections, and should be coordinated with existing or planned median openings and driveways on the opposite side of the roadway. Common driveways that provide vehicular access to more than one site are encouraged.

7. Pedestrian Circulation

- a. All new uses shall be oriented and designed to enhance pedestrian movement to and between adjacent uses.

- b. New development shall include pedestrian walkways that shall be separated from vehicular traffic to the extent possible. Pedestrian entrances and walkways shall be clearly identified and easily accessible to minimize pedestrian/vehicle conflict.
- c. Pedestrian walkways shall link dwelling units with commercial facilities in the project, common open space, plazas and courtyards, parking areas and public sidewalks.
- d. Decorative paving or some other method shall be used to delineate crossings at circulation drives and parking aisles.

8. Plazas and Courtyards

New development shall incorporate outdoor plazas and courtyards into their design. Buildings may be clustered to create usable pedestrian areas.

9. Open Space

- a. Common open space areas shall be conveniently located to benefit the majority of dwellings, and shall contain amenities appropriate to the project's size (Diagram 1 – Open Space).
- b. Private useable open space shall be contiguous to the unit served and screened from public view for privacy. All balconies and patios that front a public street shall be substantially enclosed for screening and privacy.
- c. Rooftop open space may be used as common useable open space or private useable open space, when directly accessible to the unit(s) it serves.

10. Outdoor Display and Storage

Commercial outdoor display and storage shall not be permitted except as specified in Chapters 19.500 (Outdoor Display of Incidental Plant Materials), 19.505 (Outdoor Display and Sales) and 19.510 (Outdoor Storage) of the Zoning Code (Title 19).

11. Trash Receptacles and Enclosures

- a. The residential units shall maintain a trash storage container area that is separate from that used by the commercial uses. It shall be clearly marked for residential use only.
- b. All trash storage areas for commercial uses shall be located so as to be convenient to the commercial users and where associated odors and noise will not adversely impact the residential uses.
- c. The provisions of Chapter 19.554 of the Zoning Code (Trash/Recyclable Materials Collection Area Enclosures) regarding requirements for the screening of trash receptacles shall apply.

12. Mechanical Equipment Screening

The provisions of Chapter 19.555 of the Zoning Code (Outdoor Equipment Screening) regarding required screening of mechanical equipment shall apply.

13. Bicycle Parking and Storage Areas

Residential mixed-use developments shall provide common bicycle storage areas for the residents as follows: two (2) bicycle storage units for every five (5) dwelling units for the first 20 dwelling units, and one (1) bicycle storage unit for every five (5) additional dwelling units.

G. Performance Standards

The purpose of this Section is to ensure that residential uses in mixed-use districts are not adversely impacted by adjacent commercial uses, including but not limited to traffic, noise, light and safety impacts. In the interests of both the residents and the businesses, no Site Plan Review Permit shall be approved for a project unless the project is designed to meet the following performance standards, in addition to performance standards set forth in Chapter 19.590 of the Zoning Code (Performance Standards).

1. Noise

- a. Residential units shall be constructed and designed to meet the performance standards in Title 7 (Noise Control) and Title 16 (Buildings and Construction). Proper design may include, but shall not be limited to, building orientation, double windows, wall and ceiling insulation and orientation of vents.
- b. Commercial uses shall be designed and operated, and hours of operation limited where appropriate, so that neighboring residents are not exposed to offensive noise, especially from traffic, routine deliveries or late-night activity. No amplified sound, including music, shall be audible to neighboring residents.
- c. Common walls between residential and non-residential uses shall be constructed to minimize the transmission of noise and vibration.

2. Security

- a. The residential units shall be designed to ensure the security of residents through the provision of separate and secured entrances and exits that are directly accessible to secured parking areas. Where residential units are in the same structure as a commercial use, access to residential units shall be from a secured area located on the first floor at the ground level.
- b. Nonresidential and residential uses located on the same floor shall not have common entrance hallways or common balconies.
- c. Any multi-family residential development or group home shall participate in the City's Crime Free Multi-Housing Program, or successor equivalent program.

3. Light and Glare

- a. All outdoor lighting associated with commercial uses adjacent to or within the immediate vicinity of residential uses shall be designated with fixtures and poles that illuminate commercial uses, while minimizing light trespass into residential areas.
- b. The candlepower of outdoor lighting shall be the minimum required for safety purposes.

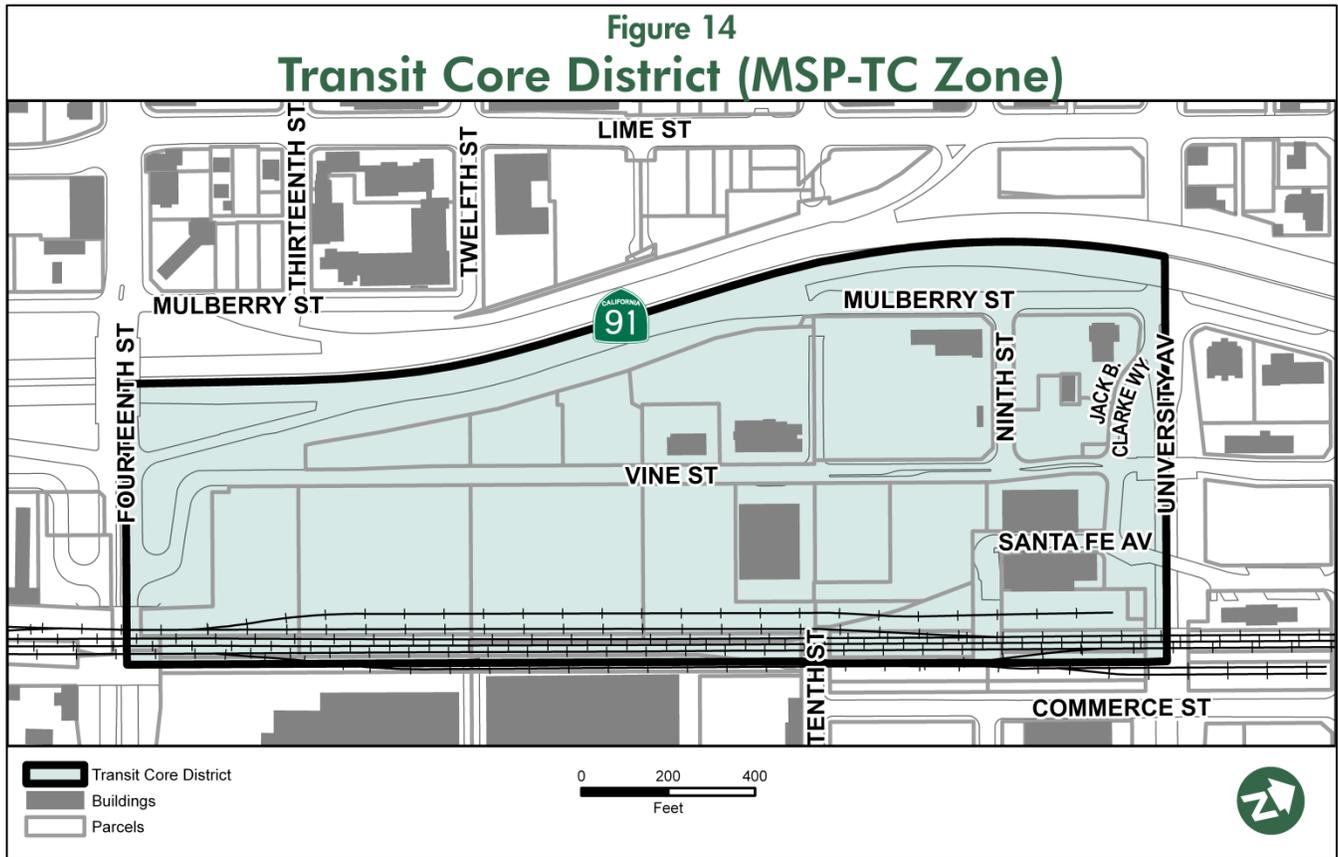
- c. Energy-efficient ENERGY STAR® certified lighting fixtures and equipment should be used. Energy-efficient means of lighting, including light sensors, low voltage lighting, fiber optics and solar lighting should be used where applicable. Timers or other controls should be used to assure that lights are on only when needed. Use light-colored surface material where additional light is needed to take advantage of higher reflectance values.
- d. The provisions of Section 19.590.070 of the Zoning Code (Light and Glare) shall apply.
- e. The provisions of Chapter 19.556 of the Zoning Code (Lighting) shall apply.



7

Chapter 7: Transit Core District (MSP-TC Zone)

7.1 District Description



The goal for the Marketplace Transit Core District is to complement the Riverside-Downtown Metrolink Station, located in this district, by providing the opportunity for transit-oriented development (TOD). The Specific Plan area should accommodate a balance of both origin-based housing opportunities and destination-based employment and community uses in order to remain effective in attracting ridership to the system and become a catalyst for an exciting and balanced community. The Transit Core District should provide opportunities for a multi-modal transit station and allow land uses that complement transit and serve transit riders such as transit-related convenience sales, residential uses, mixed-use developments, and eating/drinking establishments.

The Riverside-Downtown Metrolink Station has great potential for a transit-oriented development. The Downtown Station was built in 1993, primarily to serve as an “origin” station. The station is located in one of the oldest neighborhoods in Riverside, dating back to the early 1900’s. The station handles 39 Metrolink

trains a day serving the Riverside line, Inland Empire-Orange County line and the 91 line. The Downtown Station is the busiest station in Riverside County serving approximately 1,024 passengers a day. Destinations include Downtown Los Angeles Union Station, Santa Ana, Ontario, Orange, Anaheim, and Irvine.



The Downtown Metrolink Station is located within the Transit Core District of the Marketplace Specific Plan area.

The station is in close proximity to the Downtown Business District and the historic Mission Inn, which provides opportunity to improve the connection to the Downtown populous, courthouse patrons, destination hotel and a convention center, and government buildings. The Riverside County Transportation Commission and the City have a strong desire to collaborate with private developers to redevelop and intensify both sides of the Metrolink Station with housing, commercial, and office uses through a unified mixed-use development, thereby creating long term sustainability. These uses would also support and complement the Marketplace Founder's District and Downtown Specific Plan area. As well, a multi-modal transit station would improve connectivity to the Downtown business district, which would further efforts for pedestrian connections to the Downtown thus reducing vehicle miles traveled (VMTs) and greenhouse gas (GhG) emissions.

To fully capitalize on the Metrolink Station, the scale of the Transit Core District is envisioned to be the most dense and urban-feeling of all of the districts. The properties on the east side of Vine Street offer the most flexibility and opportunity for development of a TOD or other mixed-use project due to the larger size of the lots that would allow more massing and height. The properties on the west side of Vine Street, however, are smaller, which limits the scale of the development, but provides a buffer between the freeway and the larger-scaled development adjacent to the Metrolink station. The desired scale of the buildings in the Transit Core District would be at least two stories high, with maximum heights up to 100 feet (approximately 6-8 stories). However, building heights reaching this maximum are most likely to be achieved only on the east side of Vine Street.

The Transit Core District provides opportunities for primarily high-density residential development with, office, institutional, and business uses mixed with retail, entertainment and service uses. Such development is intended to facilitate the grouping of employment uses with innovative housing options, entertainment activities, public gathering spaces, transit stations and other community amenities, such as art in public spaces. The focus of the development and design standards is on ensuring that large-scale mixed-use projects are functionally integrated through the relationships between location and types of uses and design. Additionally, due to the proximity between the freeway and the railroad tracks, special considerations should be made in the building designs to ensure that related noises have a minimal impact on the future residents.

In addition to the following development standards, projects within the Transit Core District are subject to the standards within Chapter 6 (General Development Standards).

Transit Core District Illustrated

The goal of the images is to illustrate how a high-density mixed-use (primarily residential) project would fit in the Metrolink parking lots while accommodating the existing Metrolink parking. The project shows the maximum permitted density of 60 units/acre across the site and is concentrated on approx. three-quarters of the site. A 5-story parking structure that will replace all the current surface transit parking as well as provide parking for retail liner uses is shown on the remaining northernmost quarter of the site. The residential parking will be contained within the residential buildings with one level podium and remainder in subterranean parking.



Image 7-A: This image illustrates the connection through a wide plaza/street from Vine Street to the Metrolink Station. On the left is the parking structure with retail liner uses along the ground floor. The vehicular driveway for the parking garage is off of the plaza/street to allow for smooth traffic flow on Vine Street during peak commute times. On the right is a residential building with retail uses facing the plaza along the ground floor. Residential uses are provided on the five upper floors, with many units with private open space in the form of balconies. The massing of the building has been broken up into a series of tower elements that are articulated to reflect the residential nature of the building.



Image 7-B: This image illustrates the Metrolink Station to the right and the residential structure to the left in the foreground and the parking structure in the background. Entries for the residential uses will be provided from the station side (shown here), plaza (shown in image 3) as well as from Vine Street (not shown). The project maintains the existing two-lane drop-off configuration for the station.



Image 7-C: This image illustrates, in more detail, the urban plaza that connects Vine Street to the Metrolink station. Urban amenities such as seating, trash receptacles and outdoor dining accompany softer landscaping such as shade trees, planters and potted plants. A water feature also provides relief in the arid climate that is Riverside.

The images below represent examples of developments that are similar in scale and density to what is envisioned for the Transit Core District.



Image 7-D: Chicago, IL

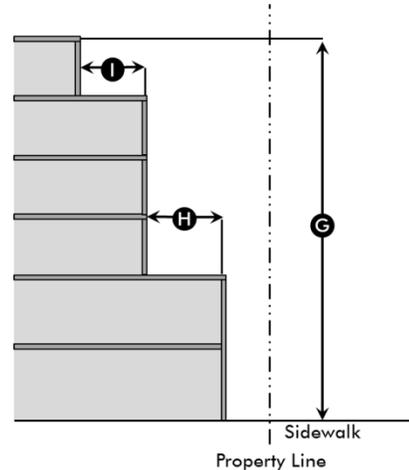
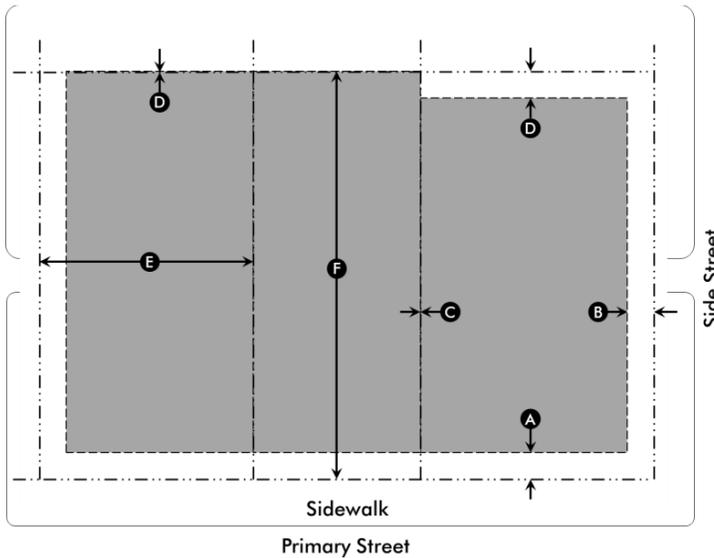


Image 7-E: Concept from Arlington, VA



Image 7-F: Glendale, CA

7.2 Transit Core District (MSP-TC Zone) Development Standards



Key

Property Line
 Setback Line
 Building Area

Building Placement		
Setback ¹		
Front	A	5'
Side Street	B	5'
Interior Side	C	0'
Rear	D	5'
Backing up to railroad		10' landscaped
Minimum Lot Standards		
Lot Area		1 acre
Lot Width	E	80'
Lot Depth	F	100'
Building Height		
Maximum Height	G	100'
Building Step-back (Minimum)		
Above 2 nd Floor	H	10' for at least 80% of frontage
Above 5 th Floor	I	10' Additional
Uses (See Section 7.3 for Specific Uses Under Each Category)		
Ground Floor	• Recreation, Education & Public Assembly • Retail and Commercial • Services: Business, Financial, Professional • Services: General, Personal	
Upper Floor (s)	• Recreation, Education & Public Assembly • Residential • Services: Business, Financial, Professional	

Additional Standards for Residential As Part of Mixed-Use Development	
Minimum Height	2 Stories

Additional Standards for Residential As Part of Mixed-Use Development	
Maximum Density	
With less than one acre lot size	40 du/acre
With one to two acres min. lot size	50 du/acre
With more than two acres min. lot size	60 du/acre
Open Space ²	
A. Minimum Private Open Space ³	50 sq.ft./du for at least 50% of the units
B. Minimum Common Open Space ⁴	50 sq.ft./du

- | Parking |
|---|
| 1. Parking standards for mixed-use developments shall comply with the Zoning Code, Chapter 19.120.060.B. A reduction in the number of required parking spaces may be permitted for mixed-use developments and/or stand-alone uses in mixed-use zones subject to the approval of a shared parking arrangement. |
| 2. See Chapter 6 (General Development Standards) of the Marketplace Specific Plan for additional parking standards. |

¹Additional setbacks may be required depending on existing street frontage conditions.

²Can be a combination of indoor and outdoor open space for mixed-use developments. Includes patios and balconies.

³Private usable space shall have a minimum dimension on any side of 5-feet. Private usable open space can also be met through equivalent design features as approved by the Planning Commission.

⁴Common usable open space may be divided into more than one area; however, each area shall be a minimum of 625-square feet, with no dimension on any side of less than 25-feet.

7.3 Transit Core District (MSP-TC Zone) Permitted Uses

All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 7.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under "Location of Standard." Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard	Land Use Type	Permit Required	Location of Standard
Recreation, Education & Public Assembly			Retail and Commercial		
Arcades and Internet/Cyber Cafes	MC	19.245	Bars, Saloons, Cocktail, Lounges and Taverns	C	
Artist Studio (including Photo)	P		Drug Store or Pharmacy	P	
Assemblies of People – Entertainment (Theater, Live Performance, Motion Picture, Auditoriums, Banquet halls, Nightclubs, etc.); Not including Adult-Oriented Businesses	C	19.250	Farmer’s Market – Certified	MC	19.305
Assemblies of People – Non-Entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255	Florist Shop	P	19.310
A. Storefront	MC		Hotel	C	19.330
Recreational Facilities – Commercial			Hotel/Motel – Long-term Stay	C	
A. Billiard Parlor and Pool Hall	MC	19.370	Motel	C	
B. Bowling Alley	MC		Specialty Retail Uses (such as, but not limited to, clothing and jewelry stores, gift shops, novelties, etc.)	P	
C. Skate Facility	MC		Services: Business, Financial, Professional		
D. Health and Fitness:			Banks and Financial Institutions/Services, including Brokerage	P	
1. 4,000sf or less	MC		Business Support Services & Facilities (Including Graphic Reproduction, Computer-services, etc.)	P	
2. more than 4,000sf	C		Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
E. Other Indoor or Outdoor Facilities	X		Services: General, Personal		
Schools:		19.395	Day Care Services	C	19.290
A. College, Community College, University and Professional (Public and Private)	C		Personal Services (ex. Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner)	P	
B. Public and Private (Nursery & Grades K-12)	C		Transportation, Communication, Infrastructure		
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 sf or less	MC		Bus Terminals	C	19.275
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C		Heliport or Helistop	C	19.320
E. Specialty Non-degree (Dance & Martial Arts)	P		Parking Lot or Parking Structure (Stand Alone)	MC	
Tutoring Center		19.397	Public Use of Public Property	C	19.365
A. 10 students or less	P		Rail Transit Station	C	
B. 11-20 students	MC		Key to Permit Required		
C. 20 or more students	C		P	Permitted Use	
Residential			MC	Minor Conditional Use Permit per 19.730	
Multiple Family Dwelling	P		C	Conditional Use Permit per 19.760	
Student Housing (Excluding Sororities, Fraternities and Dormitories)	C		PRD	Planned Residential Development Review Required	
			X	Not Permitted	

7.4 Transit Core District (MSP-TC Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use.

The following uses are specifically prohibited in the Transit Core District:

Land Use Type	Land Use Type
Appliance Sales and Service	Pawn Shop
Assisted Living (Residential Care Facility)	Pet Store (Including Sales and Grooming)
Auto-oriented Sales and Service	Plant Nurseries – Retail
Astrology and Fortune-telling (Occultist)	Recycling Facilities
Auction House	Repair Shops
Bail Bonds Office	Any use not specifically authorized by the Specific Plan
Bed and Breakfast Inn	Any use which is prohibited by state and/or federal law

7.5 Additional Development and Design Standards for the Transit Core District

A. Connectivity and Circulation Standards

1. Transit oriented development uses shall be integrated with the surrounding community, easily accessible, and have a good internal circulation system for a variety of travel modes.
2. Internal sidewalk connections are required between buildings and from buildings to all on site facilities (parking areas, bicycle facilities, urban open space, etc.). All internal sidewalks shall be hard surfaced and at least six (6) feet in width.
3. The on-site pedestrian circulation system shall be lighted to a level where employees, residents, and customers can safely use the system at night. All lighting shall be shielded with full cut off fixtures.

B. Urban Open Spaces – Non Residential Development

All new non-residential development on lots of greater than twenty thousand (20,000) square feet must provide urban open space. 1 sq. ft./100 sq. ft. gross floor area or 1 sq. ft./200 sq. ft. lot area, whichever is greater shall be provided as public open space. Such open space shall be required to be:

1. Accessible and open to the public.
2. Improved with seating, plantings, and/or other amenities.
3. Visible and accessible from the street or public pedestrian areas.
4. Located on the ground floor or no more than five (5) feet above or five (5) feet below ground level.
5. Out of doors, or in the open air (may be under a roof or canopy).
6. All required open space shall be located behind the sidewalk and on private property.

7. For developments on lots in excess of ten (10) acres (four hundred thirty-five thousand, six hundred (435,600) square feet), at least fifty (50) percent of the required open space must be centrally located on the site in a common area.

C. Urban Design Standards

All buildings and uses developed in the Transit Core District must meet the following minimum standards:

1. Building Walls Facing a Street

- a. All retail and office buildings fronting directly on a public or private street or fronting on a public multi-use path along a transit line and identified in an area plan shall be designed so that the first floor facade of the building(s) along all streets and pathways includes clear glass windows and doors to increase pedestrian interest. These openings shall be arranged so that the uses are visible from and to the street and/or pathway on at least fifty (50) percent of the length of the first floor street level frontage.
- b. For all other uses, buildings shall be designed so that the first floor street facade along all streets includes the use of clear glass windows and doors arranged so that the uses are visible from and/or accessible to the street on at least twenty-five (25) percent of the length of the first floor street frontage. When this approach is not feasible, a combination of design elements shall be used on the building facade, or included into the site design, to animate and enliven the streetscape. These design elements may include but are not limited to the following: ornamentation; molding; strong courses; changes in material or color; architectural lighting; works of art; fountains and pools; street furniture; stoops, landscaping and garden areas; and display areas.
- c. The first floor facade of all buildings, including structured parking facilities, shall be designed to encourage and complement pedestrian-scale, interest, and activity.
- d. Expanses of blank wall shall not exceed twenty (20) continuous feet in length. A blank wall is a facade that does not add to the character of the streetscape and does not contain clear glass windows or doors or sufficient ornamentation, decoration or articulation.
- e. No reflective surfaces shall be permitted on street level exterior facades.
- f. Ventilation grates on the building, or emergency exit doors located on the first floor street facade(s) shall be decorative and part of the overall building design.

2. Base of High Rise Building (Buildings exceeding five (5) stories in height).

- a. The first floor above street grade shall be distinguished from the remainder of the building with an emphasis on providing design elements that will enhance the pedestrian environment. Such elements as cornices, corbelling, molding, stringcourses, ornamentation, changes in material or color, recessing, architectural lighting and other sculpturing of the base as are appropriate shall be provided to add special interest to the base.

- b. In the design of the building facade, attention shall be paid to the appearance both during the day and at night. Material and color changes alone do not meet the requirements of this section and design elements, which are used to meet the requirements of this section, shall be visually continuous around the building. In the event that a building facade is not visible from a public street or right-of-way then the Planning Director has the option of waiving this requirement.
 - c. Special attention shall be given to the design of windows in the base. Band windows are prohibited. Recessed windows that are distinguished from the shaft of the building through the use of arches, pediments, mullions, and other treatments are permitted.
- 3. Building Entrances and Orientation.**
- a. At least one (1) or more operable pedestrian entrances shall be provided in each of the following circumstances:
 - b. When a lot abuts a public or private street, at least one (1) entrance shall be provided on each building facade fronting a street. Single-family and townhouse units are only required to have an entrance on one (1) building facade fronting a street.
 - c. When a lot abuts an existing or proposed public open space system, multi-use trail, or greenway, entrance(s) shall be provided on the building facade closest to public open space, multi-use trail, or greenway.
 - d. On corner lots, buildings may provide one (1) main entrance oriented to the corner or facing either of the streets.
 - e. To provide a level of comfort and security for residents on the first floor of resident buildings on major thoroughfares, the first floor should be visually and physically separated from the sidewalk. Examples include increasing the setback, installing additional landscaping, raising or lowering the first floor or other methods.
- 4. Structured Parking Facilities**
- a. Structured parking facilities shall be designed to encourage and complement pedestrian-scale interest and activity, and shall be designed so that motorized vehicles parked on all levels of the facility inside are screened from the street, the transitway, and/or from adjacent residentially zoned and/or used property. Decorative elements such as grillwork or louvers may be utilized to accomplish this objective.
 - b. Openings at the street level are limited to vehicular entrances, pedestrian access to the structure, and ventilation openings. All such openings shall be decorative and be an integral part of the overall building design.

5. **Canopies**

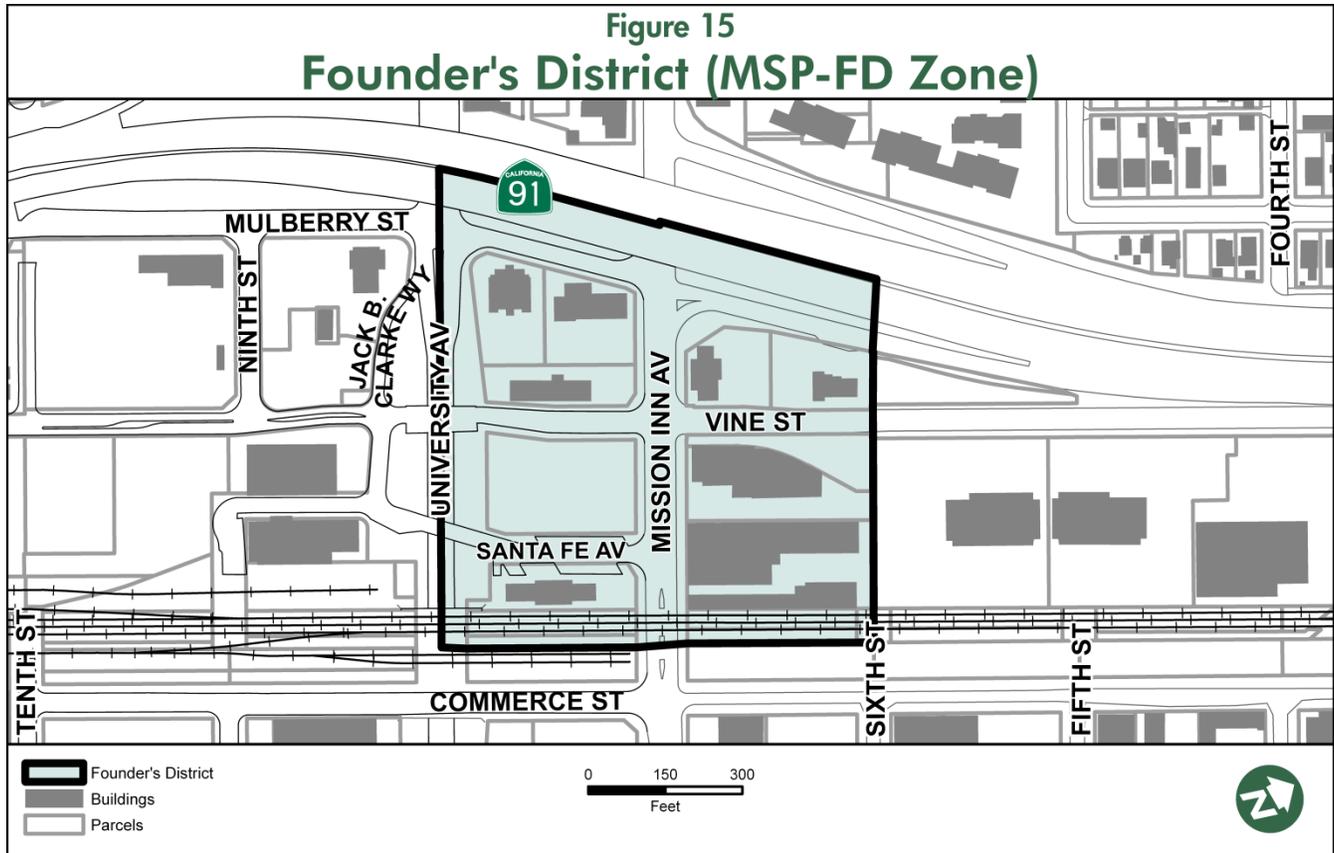
Canopies, awnings, cornices and similar architectural accents are permitted on exterior building walls. Such features shall be constructed of rigid or flexible material designed to complement the streetscape of the area. Any such feature may extend from the building up to one-half (1/2) of the width of the setback area in front of the building or nine (9) feet, whichever is less, and may not be closer than two (2) feet to the back of the curb. In no instance shall such features extend over, or interfere with the growth or maintenance of any required tree plantings. Minimum overhead clearance shall be eight (8) feet. Ground supports for these features are not permitted in the minimum setback, sidewalk or in the public right-of-way. If a canopy, awning, cornice, or other appurtenance extends into the public right-of-way, an encroachment agreement from the City of Riverside Public Works Department shall be required



8

Chapter 8: Founder's District (MSP-FD Zone)

8.1 District Description



The Founder's District is the cultural, entertainment, and restaurant center of the Marketplace and is intended to be an extension of Downtown, with historic linkages via Mission Inn and University Avenues. This District is named for John Wesley North, who founded the Riverside Colony in 1870, and includes North Park, which is one of the most important historic sites in the City of Riverside. On this site, in September 1870, John North built the Southern California Colony Association's first building, a board and batten building that was used as the Colony's first office. In that same year, the site became the location of Riverside's first home (the residence of T.J. Wood), and later became the site of John North's family home.

The purpose of the Marketplace Founder's District is to create a place of daytime, evening and weekend activity by providing an active pedestrian gathering place. Preservation of key historic structures and open space, as well as enhancement of the historic connection between the Marketplace and Downtown are important components of this District as is sensitive and compatible design of new development. Permitted land uses are intended to support and complement the cultural, arts, retailing, dining and entertainment uses

in the Raincross District of the Downtown Specific Plan area, while maintaining the unique character of the Marketplace.

Historic sensitivity is the key concept in this District with several structures along the Mission Inn corridor included in either the 7th Street or 7th Street East Historic Districts. The significant, signature buildings include the Sutherland Packing House (Spaghetti Factory Restaurant), the Freeland Tractor Building (Café Sevilla Restaurant), Union Pacific Depot (Formerly Coffee Depot), and the Santa Fe Depot. The strongest architectural influences in this area are likely the two train stations, Santa Fe Station and Union Pacific Depot, in Pueblo and Mission Revival styles respectively. These buildings were designed to leave a strong, positive impression on arriving visitors. Even the industrial buildings in the area were designed with beautiful facades to reflect this impression. For these buildings, adaptive reuse is encouraged with an emphasis on architectural preservation.

Although there is little opportunity for new development in the Founder's District, any new adaptive reuse projects should be compatible with the historic character of the District while providing enhanced pedestrian-oriented uses and amenities. A sensitive application of street furnishings such as benches, enriched paving, and lighting will strengthen the historic character while simultaneously providing a functional environment. Particular attention should be paid to creating shade in the Founder's District through the continuation of the historic pergolas or other similar shade structures.

The images below represent some of the successful adaptive reuse projects within the Founder's District. This type of development is encouraged and should be pursued whenever possible.



Union Pacific Train Depot (Formerly Coffee Depot)



Freeland Tractor Building (Café Sevilla)

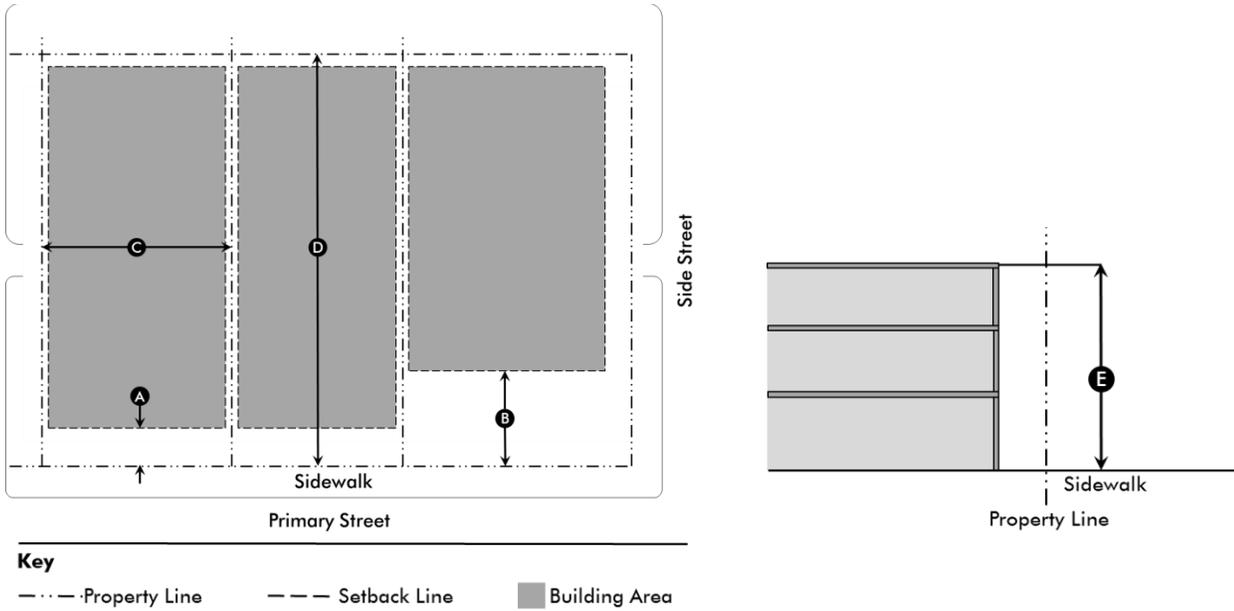


Santa Fe Train Depot (Various Tenants)



Sutherland Packinghouse (Old Spaghetti Factory)

8.2 Founder's District (MSP-FD Zone) Development Standards



All property in the Founder's District shall be developed in accordance with the following standards:

Building Placement		
Setback		
Mission Inn Avenue ^{1,2}	A	5'
All Other Front Yards ^{1,2,3}	B	15'
Minimum Lot Standards		
Lot Size		.5 acre
Lot Width	C	60'
Lot Depth	D	100'
Building Height		
Maximum Height	E	45'
Uses (See Section 8.3 for Specific Uses Under Each Category)		
Ground Floor		Any per Section 8.3
Upper Floor (s)		Any per Section 8.3
Parking		
Parking standards shall comply with the Zoning Code, Chapter 19.580		

¹A portion of the front building elevation, not to exceed fifty percent of the width of the building frontage, may be setback up to 30 feet to allow for outdoor use, such as outdoor dining, display, public art, entry forecourts, or other amenities appropriate to an urban setback.

²The front yard setback should incorporate a combination of "soft" features, such as landscaping, water and "hard" features, such as pavers, ironwork fencing. No parking is permitted in the front yard setback.

³Additional setbacks may be required depending on existing street frontage.

8.3 Founder’s District (MSP-FD Zone) Permitted Uses

All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 8.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under “Location of Standard.” Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Recreation, Education & Public Assembly		
Artist Studio (Including Photo)	P	
Assemblies of People – Entertainment: Theater, Live Performance, Motion Picture, Auditoriums, Banquet halls, Nightclubs, etc.); Not including Adult-Oriented Businesses	C	19.250
Assemblies of People – Non-entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
A. Storefront	MC	
Libraries	P	
Museums	P	
Parks and Open Spaces	P	
Recreational Facilities – Commercial		19.370
A. Billiard Parlor and Pool Hall	MC	
B. Other Indoor or Outdoor Facilities	X	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	C	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	P	
Tutoring Center		19.397
A. 10 students or less	P	
B. 11-20 students	MC	
C. 20 or more students	C	

Land Use Type	Permit Required	Location of Standard
Retail and Commercial		
Bars, Saloons, Cocktail, Lounges and Taverns	MC	
Catering Establishments	P	
Farmer’s Market – Certified	MC	19.305
Florist Shop	P	19.310
Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code	P	
Specialty Retail (such as, but not limited to, clothing and jewelry stores, gift shops, novelties, etc.)	P	
Services: Business, Financial & Professional		
Banks and Financial Institutions/ Services, including Brokerage	P	
Business Support Services & Facilities (Including Graphic Reproduction, Computer-services, etc.)	P	
Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
Services: General & Personal		
Personal Services (Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner, Self-Service Laundry, etc.)	P	
Transportation, Communication & Infrastructure		
Public Use of Public Property	C	19.365
Key to Permit Required		
P	Permitted Use	
MC	Minor Conditional Use Permit per 19.730	
C	Conditional Use Permit per 19.760	
PRD	Planned Residential Development Review Required	
X	Not Permitted	

8.4 Founder’s District (MSP-FD Zone) Prohibited Uses

The following uses are prohibited in the Founder’s District:

Land Use Type
Auction House
Appliance Sales and Service
Assisted Living (Residential Care Facility)
Astrology and Fortune-telling (Occultist)
Auction House
Auto-oriented Sales and Service
Bail Bonds Office
Drive-thru Restaurants
Drug Store or Pharmacy
Home Improvement, Sales and Service

Land Use Type
Hotel/Motel
Medical Services – Clinic, Medical/Dental Offices, Laboratory, Urgent/Express Care, and Optometrist
Pawn Shop
Pet Store (Including Sales and Grooming)
Plant Nurseries – Retail
Recycling Facilities
Repair Shop
Any use not specifically authorized by the Specific Plan
Any use which is prohibited by state and/or federal law



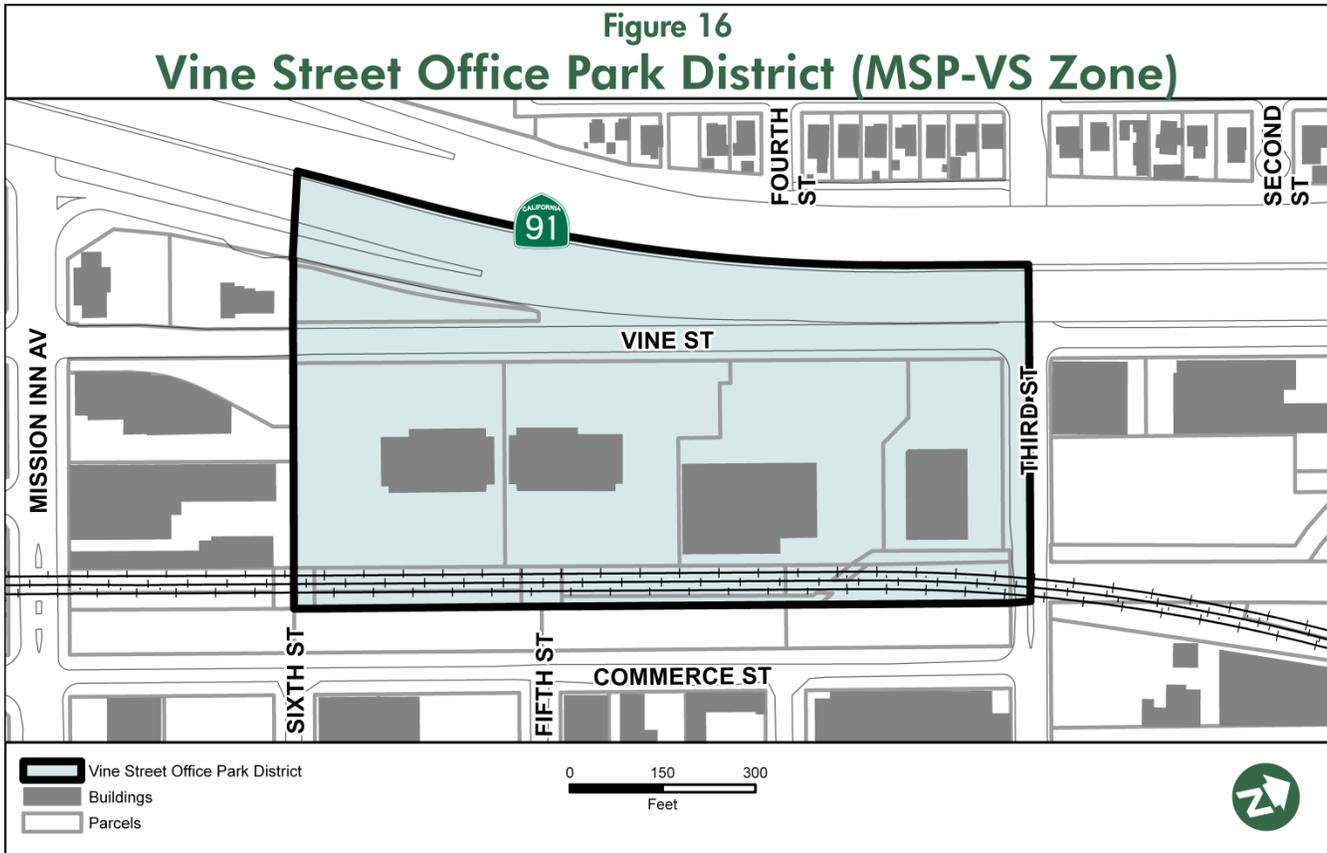




9

Chapter 9: Vine Street Office Park District (MSP-VS Zone)

9.1 District Description

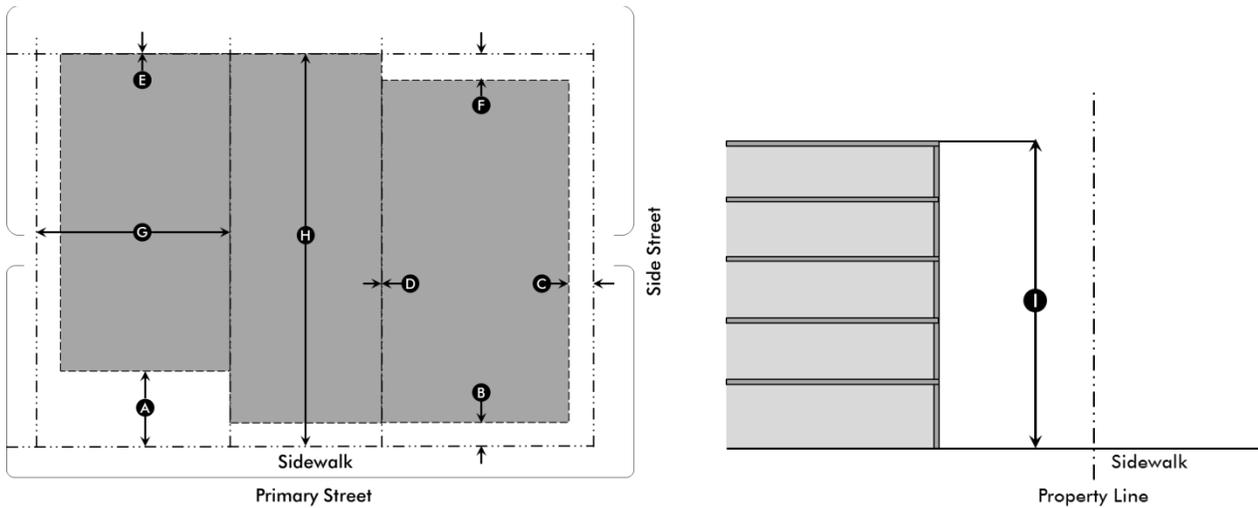


The Vine Street Office Park is intended to be a center for low to mid-rise offices and medium-sized office-supporting retail or service and is perceived to be a transition area between the entertainment and dining establishments of the Founder’s District and the industrial uses north of Third Street. The Vine Street Office Park is also intended to be more freeway and auto-oriented than the smaller scale, pedestrian-oriented Founder’s District. Although this District is largely built out, there may be future opportunities to develop restaurants or additional indoor retail that complement the adjacent Founder’s District, and there may be opportunities to encourage shared parking as an incentive to develop a mix of uses.

New development in the Vine Street Office Park District should be compatible with its historic neighbors in the Founder’s District. The street environment should also respond to the needs of pedestrians. A sensitive application of street furnishings such as benches, decorative paving, and lighting will strengthen the historic character while simultaneously providing a functional environment.

9: VINE STREET OFFICE PARK DISTRICT (MSP-VS ZONE)

9.2 Vine Street Office Park District (MSP-VS Zone) Development Standards



Key

- Property Line
- Setback Line
- Building Area

All property in the Vine Street Office Park District shall be developed in accordance with the following standards:

Building Placement		
Setback		
Vine Street Front	Ⓐ	15'
Other Front Yards ¹	Ⓑ	5'
Side Street ¹	Ⓒ	5'
Interior Side	Ⓓ	0'
Rear	Ⓔ	5'
Backing up to railroad	Ⓕ	10' landscaped
Minimum Lot Standards		
Lot Size		20,000 sq. ft.
Lot Width	Ⓖ	60'
Lot Depth	Ⓗ	100'
Building Height		
Maximum Height	Ⓘ	75'
Uses (See Section 9.3 for Specific Uses Under Each Category)		
Ground Floor		Any per Section 9.3
Upper Floor (s)		Any per Section 9.3
Parking		
Parking standards shall comply with the Zoning Code, Chapter 19.580		

¹Additional setbacks may be required depending on existing street frontage.

9.3 Vine Street Office Park District (MSP-VS Zone) Permitted Uses

All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 9.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under "Location of Standard." Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Manufacturing, Research & Industrial		
Laboratories – Research	P	
Manufacturing (Indoors)	P	
Publishing and Printing	P	
Retail Sales Ancillary to a Manufacturing Use On-site (Floor area not to exceed 15% of gross floor area up to a maximum of 7,500 sq ft)	P	19.390
Warehousing & Wholesale Distribution Centers:		
A. 400,000 sf or less	P	
B. Greater than 400,000 sf	MC	
Recreation, Education & Public Assembly		
Artist Studio (Including Photo)	P	
Assemblies of People – Entertainment – Not Including Adult-Oriented Businesses (e.g., Theater – Live Performance, Motion Picture, Auditoriums, Banquet Halls, Nightclubs, etc.)	C	19.250
Assemblies of People – Non-entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
A. Storefront	MC	
Recreational Facilities – Commercial		
A. Health and Fitness 4,000sf or less	MC	
B. All Other Indoor or Outdoor Facilities	X	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	X	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	X	

Land Use Type	Permit Required	Location of Standard
Retail and Commercial		
Catering Establishments	P	
Furniture Upholstery	P	
Hotel	C	
Restaurants (Sit Down and Take-Out)	P	
Services: Business, Financial & Professional		
Banks and Financial Institutions/Services, Including Brokerages	P	
Business Support Services & Facilities (Including Graphic Reproduction, Computer Services, etc.)	P	
Medical Services – Clinic, Medical/Dental Offices, Laboratory, Urgent/Express Care and Optometrist Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	MC	
Services: General & Personal		
Repair Shop – Small Items (Computers, Small Appliances, Watches, Etc.) With Incidental Sales	P	
Transportation, Communication & Infrastructure		
Parking Lot or Parking Structure (Stand Alone)	MC	
Public Use of Public Property	C	19.365
Rail Transit Station	C	

Key to Permit Required	
P	Permitted Use
MC	Minor Conditional Use Permit per 19.730
C	Conditional Use Permit per 19.760
PRD	Planned Residential Development Review Required
X	Not Permitted

9.4 Vine Street Office Park District (MSP-VS Zone) Prohibited Uses

The following uses are prohibited in the Vine Street Office Park District:

Land Use Type	Land Use Type
Assisted Living (Residential Care Facilities)	Drive-thru Restaurants
Arcades and Internet/Cyber Cafés	Taxi Company with Vehicle Storage
Astrology and Fortune-telling (Occultist)	Vehicle Fuel Stations
Auction House (Indoor)	(i.e. Gasoline Stations)
Ambulance Company with Vehicle Storage	Vehicle Repair Facilities – Major (Indoor)
Bakery – Wholesale	Vehicle Repair Facilities – Minor (Indoor)
Car Wash	Any use not specifically authorized by the Specific Plan
Day Care Centers (Child or Adult)	Any use which is prohibited by state and/or federal law

The two images on the right (below) represent some of the existing uses in the Vine Street Office Park District while the image on the left depicts the electronic readerboard sign situated along the SR-91 freeway within the District intended to alert passerby of community programs, events and activities.



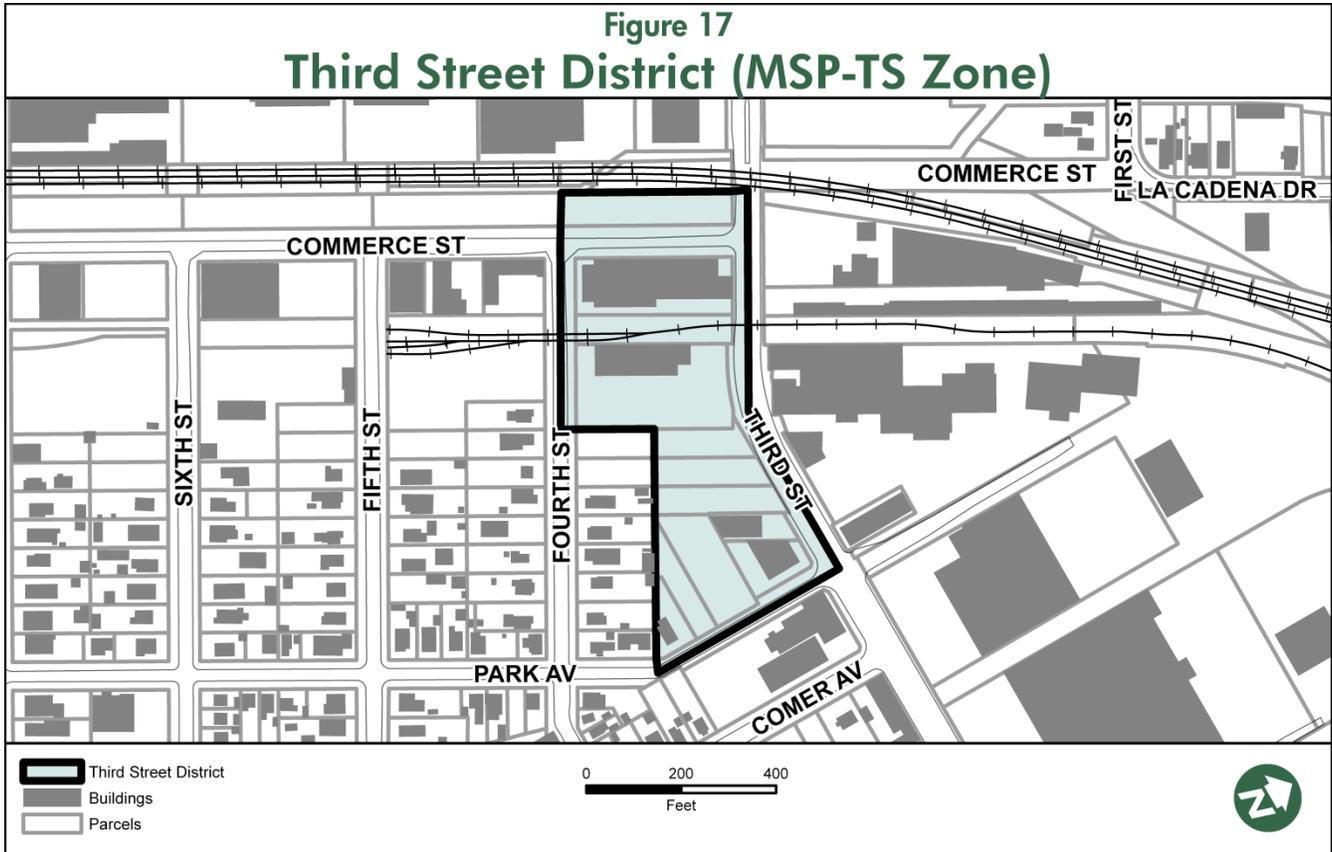
MARKETPLACE SPECIFIC PLAN



10

Chapter 10: Third Street District (MSP-TS Zone)

10.1 District Description

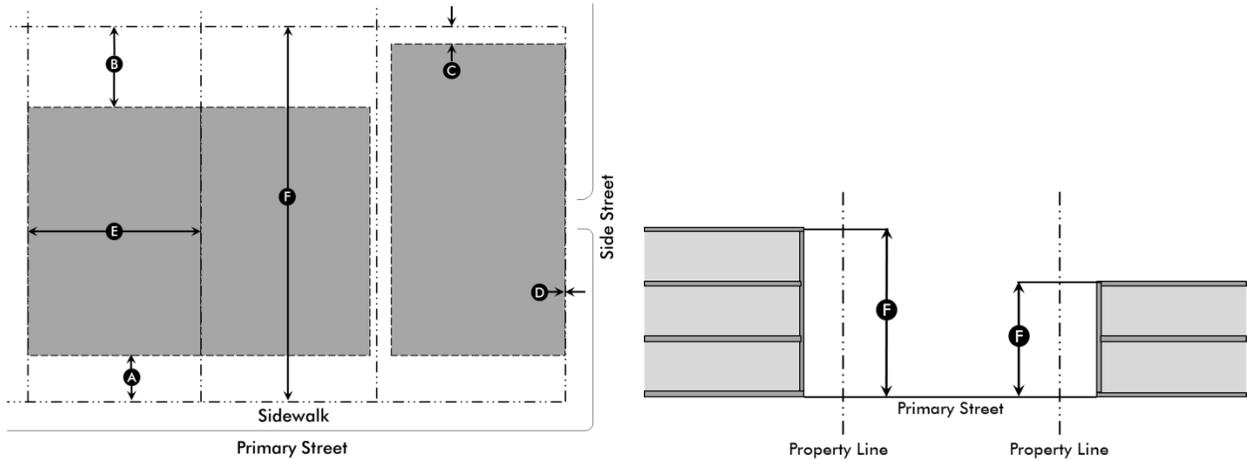


The Third Street District is home to commercial, light manufacturing, and several facilities operated by the County of Riverside. As with much of the Marketplace Specific Plan area, there are several buildings that were part of the once thriving citrus industry in Riverside.

The current uses along Third Street provide a buffer between the single-family residential uses of the Neighborhood District and the manufacturing and industrial uses north of Third Street. Future development in the Third Street District should continue to reinforce the transitional buffer between the various uses.

The uses along Third Street are envisioned to retain the commercial, light manufacturing and office buildings that currently exist. Future development or redevelopment of the properties within the district is encouraged. However, special consideration should be made for the properties that may be historically significant to the citrus industry. These structures should be carefully evaluated for their significance and, whenever feasible, considered for adaptive reuse to maintain the cultural fabric of the neighborhood.

10.2 Third Street District (MSP-TS Zone) Development Standards



Key

--- Property Line - - - Setback Line ■ Building Area

All property in the Third Street District shall be developed in accordance with the following standards:

Building Placement ¹		
Setback		
Front	A	5' – 15'
Rear	B	25'
	C	5'
Sides	D	5'
Minimum Lot Standards		
Lot Size		40,000 sf
Lot Width	E	140'
Lot Depth	F	100'
Building Height		
Maximum Height	G	45'
Uses (See Section 10.3 for Specific Uses Under Each Category)		
Ground Floor ¹		Any per Section 10.3
Upper Floor (s)		Any per Section 10.3
Parking		
Parking standards shall comply with the Zoning Code, Chapter 19.580		

¹Loading docks, overhead doors, and other service entries are prohibited on street-facing facades.



These images represent the type of development within the Third Street District

10.3 Third Street District (MSP-TS Zone) Permitted Uses

Permitted Uses in the Third Street District shall retain the commercial, light manufacturing and office uses that are currently present. As such, the uses listed below shall be allowed subject to the required permit as applicable, consistent with the location requirements in Section 10.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under “Location of Standard.” Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Manufacturing, Research & Industrial		
Bakery – Wholesale	P	
Laboratories – Research	P	
Manufacturing (Indoors)	P	
Publishing and Printing	P	
Retail Sales Ancillary to a Manufacturing Use On-site (Floor area not to exceed 15% of gross floor area up to a maximum of 7,500 sq ft)	P	19.390
Recreation, Education & Public Assembly		
Assemblies of People – Non-entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
A. Storefront	MC	
Recreational Facilities – Commercial		
A. Health and Fitness		
a. 4,000sf or less	MC	
b. more than 4,000sf	X	
B. Other Indoor or Outdoor Facilities	X	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	X	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	X	
Retail and Commercial		
Auction House (Indoor)	C	
Catering Establishments	P	
Furniture Upholstery	P	
Restaurants (Sit Down and Take-Out)	P	

Land Use Type	Permit Required	Location of Standard
Services: Business, Financial & Professional		
Banks and Financial Institutions /Services, Including Brokerages	P	
Business Support Services & Facilities (Including Graphic Reproduction, Computer Services, etc.)	P	
Medical Services – Clinic, Medical/Dental Offices, Laboratory, Urgent/Express Care and Optometrist	MC	
Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
Services: General & Personal		
Day Care Centers (Child or Adult)	C	19.290
Repair Shop – Small Items (Computers, Small Appliances, Watches, Etc.) With Incidental Sales	P	
Transportation, Communication & Infrastructure		
Parking Lot or Parking Structure (Stand Alone)	MC	
Public Use of Public Property	C	19.365
Key to Permit Required		
P	Permitted Use	
MC	Minor Conditional Use Permit per 19.730	
C	Conditional Use Permit per 19.760	
PRD	Planned Residential Development Review Required	
X	Not Permitted	

10.4 Third Street District (MSP-TS Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use.

The following uses are specifically prohibited in the Third Street District

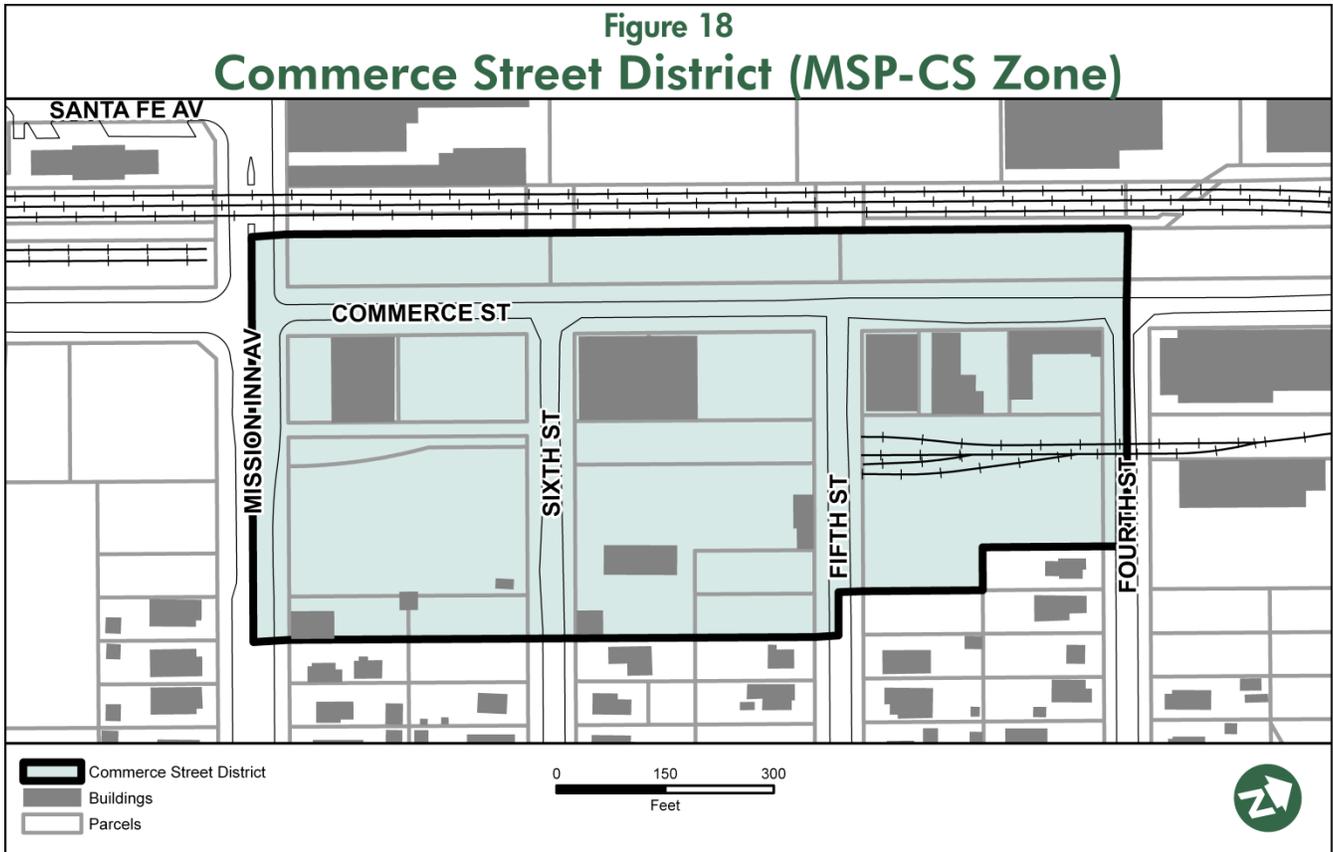
Land Use Type	Land Use Type
Ambulance Company with Vehicle Storage	Vehicle Repair Facilities – Major and Minor
Taxi Company with Vehicle Storage	Warehousing & Wholesale Distribution Centers
Vehicle Fuel Stations (Gasoline Stations)	Any use not specifically authorized by the Specific Plan
	Any use which is prohibited by state and/or federal law



11

Chapter 11: Commerce Street District (MSP-CS Zone)

11.1 District Description



The Commerce Street District is an area looking for reinvention. It is an older area that has traditionally served as a place for a variety of specialized industrial uses due to the proximity to the railroad and the former citrus-related industrial uses. Although there remain several long-established industrial businesses in this District, these uses are not consistent with the overall vision for this area.

The intent of the Commerce Street District is largely envisioned to preserve and adaptively reuse existing historic buildings that were part of the once thriving citrus industry in Riverside adjacent to Commerce Street as green manufacturing uses, artist facilities, or perhaps specialty retail uses. These structures should be carefully evaluated for their significance and, whenever feasible, considered for adaptive reuse to maintain the cultural fabric of the neighborhood. Ideally, these buildings could be adaptively reused in a manner that establishes the area as a vibrant corridor for arts, dining, entertainment, and other niche and artisanal venues with interconnected outdoor areas and pedestrian amenities.



Images 11-A and 11-B: These images show the existing conditions of some the potential historic buildings along Commerce Street. These buildings, once an integral part of Riverside’s active citrus industry, provide unique opportunities for adaptive reuse and rehabilitation to bring vibrancy and activity back to the area.

Much of the remainder of the District is currently occupied by a metal recycling facility. Although a lucrative and successful business, this current use is in stark contrast to the single-family dwellings of the Neighborhood District along the easterly boundary of the Commerce Street District. Future development in this District should reinforce and complement the single-family residential uses of the Neighborhood District to the east while providing a transitional buffer between the commercial uses to the west and industrial areas outside of the Marketplace Specific Plan, north of Third Street. Appropriate developments may include multiple-family residential or attached single-family residential and land assembly should be encouraged as part of any development proposal. This would provide a logical expansion of the residential areas of the Neighborhood District to the east, while still invigorating the neighborhood as a whole. Pedestrian connectivity with the proposed adaptive reuse projects along Commerce Street should also be encouraged.

Although separated by the railroad corridor, the Commerce Street District, and in particular the properties along Commerce Street and Mission Inn Avenue, provides an opportunity to expand upon the restaurant and entertainment uses of the Founder’s District as well as a transition between the residential uses of the other adjacent districts. As such, office and/or specialty retail uses are encouraged along the northern side of Mission Inn Avenue to provide a transition between the Districts. This would also allow for the incorporation of housing vertically or horizontally, while keeping pedestrian-scale level buildings in mind. Although these uses would be ideal to provide a catalyst for change in the District, there may also be limited opportunities for low-intensity manufacturing to support “green” and/or innovative industries.

Commerce Street District Illustrated



Image 11.1-C: This image illustrates an overview of the two historic buildings on Commerce Street flanking Fifth Street and multi-family housing forming the backdrop for the urban plaza on the corner of Fifth Street and Commerce Street.



Image 11.1-D: This image focuses more closely on the building on the corner of Commerce Street and Fifth Street shown as being adaptively reused as a brewery. The preservation and rehabilitation of the building's exterior is augmented by new window canopies, signage and the creation of outdoor dining along Commerce Street, which will require the vacation of public right-of-way. Planters with drought-tolerant landscaping along the outdoor dining space both help soften its appearance as well as create a transition between the traffic lanes and the dining patrons.



Image 11.1-E: The existing building.



Image 11.1-F: This image illustrates the adaptive reuse of the historic building on the corner of Sixth Street and Commerce Street as a specialty grocery store and a plaza that can be used for a Certified Farmer’s Market. The plaza can also be used for other neighborhood events. A multi-family residential project forms a backdrop for the plaza and creates a transition to the single family homes in the Neighborhood District.

Image 11.1-G: This image illustrates how the former rail corridor can be transformed into a pedestrian corridor, acting as a buffer between the adaptively reused properties along Commerce Street and the potential multiple-family residential in the background. This concept further illustrates how the properties within the Commerce Street District can be used to expand upon the restaurant and entertainment uses of the Founder’s District and act as a transition between the single family homes in the Neighborhood District.





Image 11-H: This image illustrates a green tech/mixed-use building along Commerce Street with a multi-family project across the alley along Mission Inn Avenue. The latter project is on the recycling center site. The scale of buildings on both sites is in keeping with the residential uses further along Mission Inn Avenue. Structured parking is located along Commerce Street.

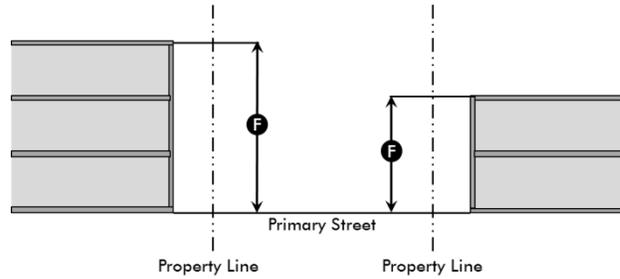
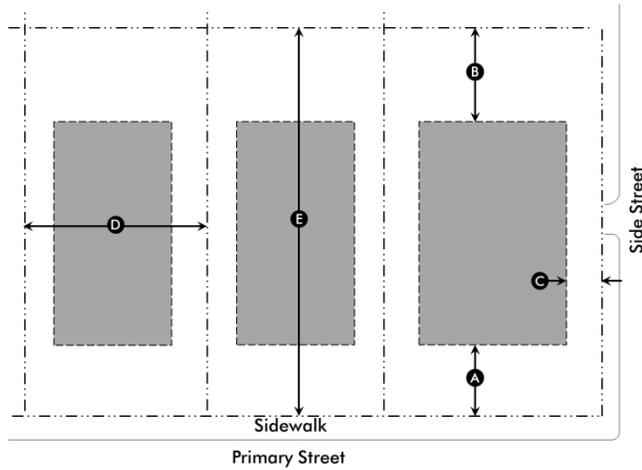


Image 11-I: The green tech building is a mixed-use building with an active retail frontage along Mission Inn Avenue and green tech uses and/or offices above and along Commerce Street. The setback and parkways along Mission Inn Avenue are in keeping with the residential setbacks and parkways further along the street. Drought-tolerant landscaping softens the setback area. Outdoor dining uses in the increased Mission Inn Avenue setback further activate the space.

Image 11-J: An existing historic split face block false-front building (currently abandoned) along Mission Inn Avenue on the recycling center site can be adaptively reused to either provide a community center with amenities for the multi-family project or as a residential use.



11.2 Commerce Street District (MSP-CS Zone) Development Standards



Key
 - - - Property Line - - - Setback Line ■ Building Area

All property in the Commerce Street District shall be developed in accordance with the following standards:

Building Placement

Setback		
Front	Ⓐ	20'
Rear	Ⓑ	25'
Sides	Ⓒ	
• Residential		10'/7.5'
• All Other Uses		10'

Minimum Lot Standards

Lot Size		
• Residential ¹		7,000 sf
• All Other Uses		20,000 sf
Lot Width	Ⓓ	60'
Lot Depth	Ⓔ	100'

Building Height

Maximum Height	Ⓕ	
• Residential		35'
• All Other Uses		40'

Lot Coverage

Maximum Lot Coverage		
• Residential		40%
• All Other Uses		50%

Uses (See Section 11.3 for Specific Uses Under Each Category)

Commerce Street Frontage

With Adaptive Reuse of Existing Historic Buildings

- Manufacturing, Research & Industrial²
- Recreation, Education & Public Assembly
- Retail and Commercial
- Services: Business, Financial & Professional
- Transportation, Communication & Infrastructure

Uses (See Section 11.3 for Specific Uses Under Each Category)

Mission Inn Avenue Frontage³

Exclusive of Residentially Developed Properties

- Recreation, Education & Public Assembly
- Retail and Commercial
- Services: Business, Financial & Professional
- Services: General & Personal

All Other Properties

- Recreation, Education & Public Assembly
- Residential

Additional Residential Standards	Location of Standard
Conversions, Density, Porches, Balconies, Accessory Structures, Stairways, and Roofs for Single Family Residential	19.100.060
Multiple-Family Residential	19.100
Planned Residential Developments (PRDs)	19.780

Parking

Parking standards shall comply with the Zoning Code, Chapter 19.580

¹ Project density may be greater with a Planned Residential Development (PRD) consistent with Chapter 19.100.060 of the Zoning Code.

² Loading docks, overhead doors, and other service entries are prohibited on street-facing facades.

³ Specialty retail and/or office uses are encouraged along the northern side of Mission Inn Avenue to provide a transition between the Founder's District and Residential Village District.

11.3 Commerce Street District (MSP-CS Zone) Permitted Uses

Properties throughout the Commerce Street District shall be foremost planned for residential uses with additional uses allowed on the properties fronting on Mission Inn Avenue and specialty uses if established within existing historic structures along Commerce Street. All permitted uses are subject to any necessary permits or reviews as listed on the following table, consistent with the location requirements in Section 11.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under “Location of Standard.” Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Manufacturing, Research & Industrial		
Furniture Upholstery (In Existing Historic Structure)	P	
Green Manufacturing – Light Industrial (In Existing Historic Structure)	P	
Recreation, Education & Public Assembly		
Artist Studio (Including Photo)	P	
Artist Lofts (With Adaptive Reuse of Historic Structure)	P	
Assemblies of People – Non-entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
A. Storefront	MC	
Parks and Open Spaces	P	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	X	
B. Public and Private (Nursery & Grades K-12)	X	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	MC	
Tutoring Center		19.397
A. 10 students or less	P	
B. 11-20 students	MC	
C. 20 or more students	C	
Residential		
Assisted Living (Residential Care Facilities)	C	19.260
Condominiums, including Townhomes	P	
Multi-Family Residential	P	
Planned Residential Development	PRD	19.780
Single-Family Dwelling – Detached	P	
Single-Family Dwelling – Attached	P	

Land Use Type	Permit Required	Location of Standard
Retail and Commercial		
Catering Establishments	P	
Farmer’s Market – Certified	MC	19.305
Florist Shop	P	19.310
Restaurants (Sit Down and Take-Out)	P	
Specialty retail uses, such as, but not limited to, clothing and jewelry stores, gift shops, novelties, etc.	P	
Specialty Retail	P	
Services: Business, Financial & Professional		
Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
Services: General & Personal		
Day Care Centers – Child or Adult	C	19.290
Personal Services (Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner, Self-Service Laundry, etc.)	P	
Transportation, Communication & Infrastructure		
Public Use of Public Property	C	19.365

Key to Permit Required	
P	Permitted Use
MC	Minor Conditional Use Permit per 19.730
C	Conditional Use Permit per 19.760
PRD	Planned Residential Development Review Required
X	Not Permitted

11.4 Commerce Street District (MSP-CS Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use. The following uses are specifically prohibited in the Commerce Street District:

Land Use Type
Agriculture, Horticulture and Growing of Nursery Plants (Farms, Field Crops, Flower & Truck Gardening, Orchards, Ranches & Tree Crops)
Appliance Sales and Service
Assisted Living (Residential Care Facility)
Astrology and Fortune-telling (Occultist)
Auction House
Auto-oriented Sales and Service
Bail Bonds Office
Bed and Breakfast Inn
Drug Store or Pharmacy
Home Improvement, Sales and Service

Land Use Type
Medical Services – Clinic, Medical/Dental Offices, Laboratory, Urgent/Express Care, and Optometrist
Parolee/Probationer Homes
Pawn Shop
Pet Store (Including Sales and Grooming)
Plant Nurseries – Retail
Recycling Facilities
Repair Shop
Retail Sales in residential areas
Shelters, Homeless
Any use not specifically authorized by the Specific Plan
Any use which is prohibited by state and/or federal law

11.5 Additional Development and Design Standards for the Commerce Street District

Adaptive reuse of the historic structures along Commerce Street consistent with the standards in Section 6.4 of this Specific Plan is strongly encouraged within the Commerce Street District. Additionally, the following standards related to residential development and standards for mixed-use development fronting on Mission Inn Avenue shall apply to properties within this district.

A. Residential Development

1. All residences shall consist of noise-attenuating construction so as to minimize any noise impacts from the nearby railroad.
2. Buildings shall consist of building materials, colors and detailing to fit with the character of the existing surrounding neighborhood.

B. Mixed-Use Development Fronting on Mission Inn Avenue

Mixed-use developments within the Commerce Street District shall be subject to the same design guidelines and review requirements of the Transit Core District found in Section 7.5. Additionally, the following guidelines shall also apply:

1. **Building Entrances and Orientation.**
 - a. Pedestrians should be able to easily identify primary entrances into commercial establishments along Mission Inn Avenue.
 - b. Buildings should be oriented to a defined pedestrian walkway or street.
 - c. Building materials and colors should exhibit quality and help establish a human scale while providing visual interest.
 - d. To facilitate the creation of a sense of place, developers are encouraged to incorporate artists into the design team from the inception of planning in order to integrate art into their projects.

- e. Special attention should be given to the design of project and building corners as an opportunity to create visual interest and invite activity.
- f. Larger sites should feature places where people can gather. Public spaces should contribute to the overall sense of place and site identity and help to attract pedestrian users to the development.
- g. Loading docks should be located in areas that have the least amount of impact on residential uses.

2. Building Elevations

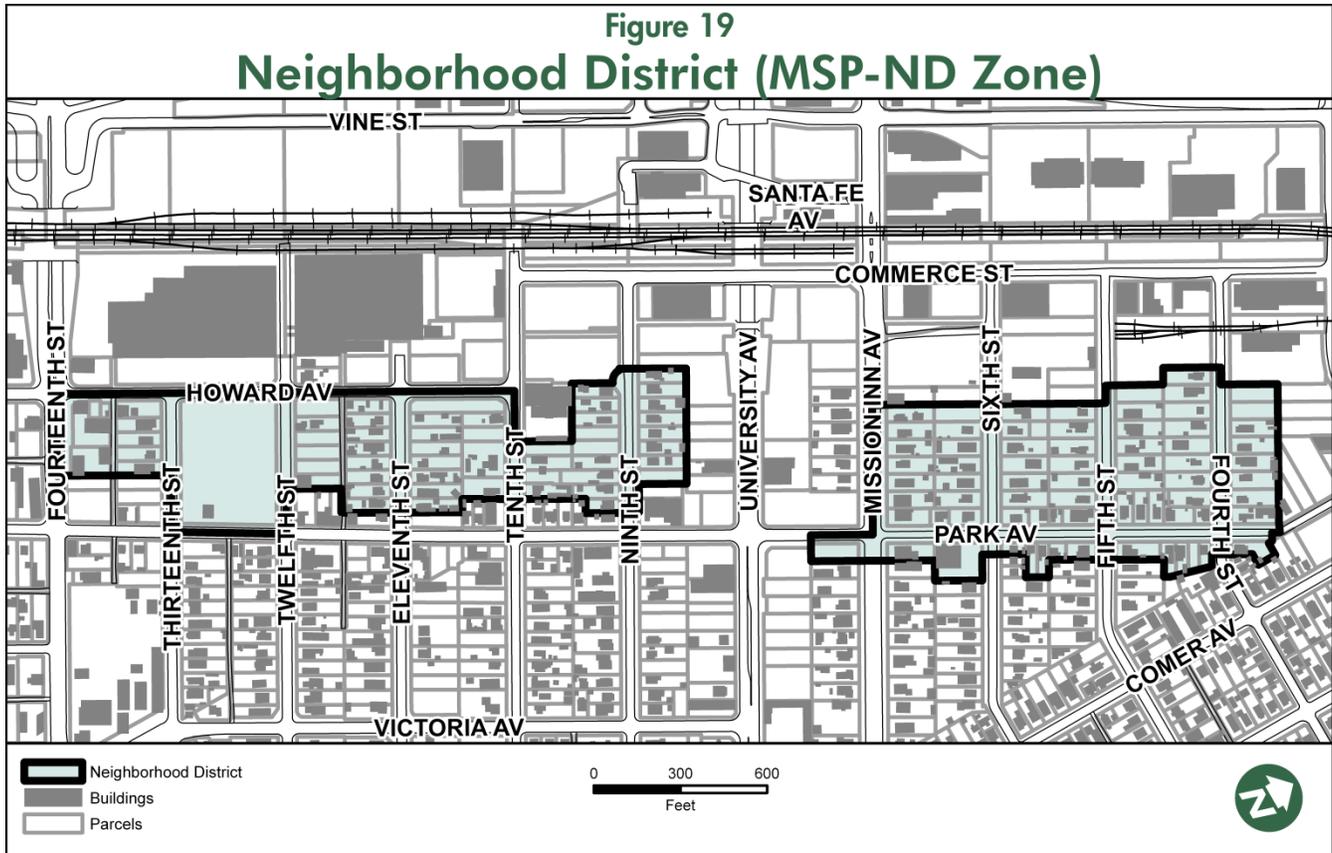
- a. Ground floor facades of buildings incorporating retail uses should be differentiated from upper stories, allowing for flexibility and change of retail tenants. Retail features, which make up the ground floor façade shall include: retail storefronts; awnings and canopies; sign bands; and cornices. Retail storefronts should be at least 75% glazing and the glazing should be non-tinted and unreflective.
- b. New infill should be planned and designed in a manner that protects, sustains, and enhances the existing architectural character of Mission Inn Avenue.
- c. In addition to the setback requirements established, the new infill should match the existing building's width, height and massing.
- d. New infill buildings should maintain the size and rhythm of space between buildings along the established streetscape.
- e. New mixed-use infill development should conform to the proportion, scale and massing of existing residential or commercial buildings adjacent to the infill development.
- f. Larger architectural structures can achieve visual harmony with smaller buildings by the use of repetitive massing, roof forms, materials used and cladding color. New, larger buildings may also be subdivided into smaller elements reflective of the mass or detailing of surrounding buildings (i.e. roof form may employ gables, mansard windows, front porches, colonnades, etc.
- g. The entrances to mixed-use buildings should be always oriented to and be highly visible from the street. Entrances for retail uses must be separated from residential entrances. A well-defined separation between different uses in a mixed-use commercial building is important in order to maintain visual clarity. Additional residential or service entrances connected to the rear parking may be provided from the rear or side of the buildings.
- h. Materials and textures applied to the front façade should continue around the building.
- i. New buildings and conversions of the existing residential buildings into commercial use should complement the basic façade elements, which include a transparent glazed lower storefront, a sign fascia over a projecting cornice and a solid upper façade punctuated by vertical windows.



12

Chapter 12: Neighborhood District (MSP-ND Zone)

12.1 District Description



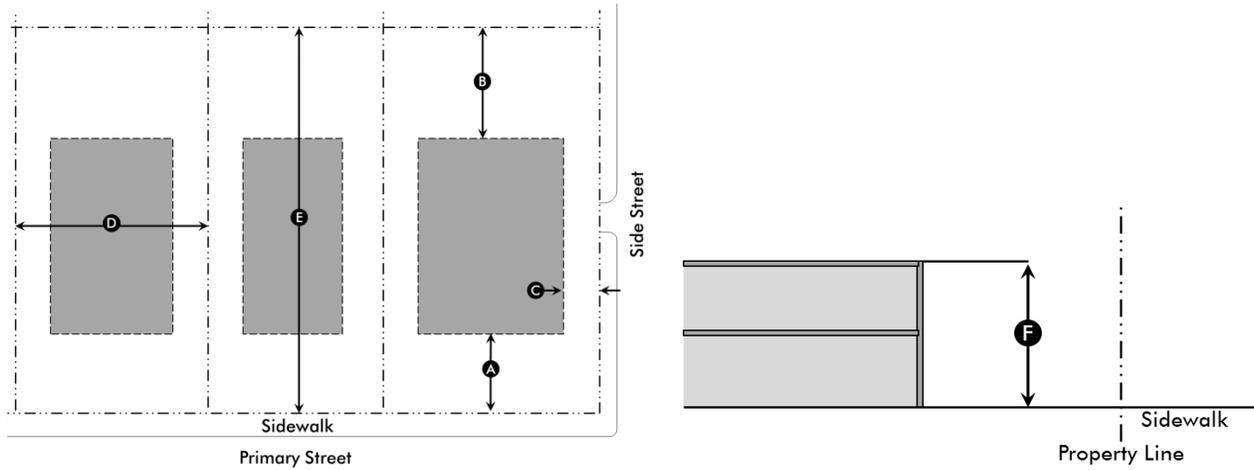
The Marketplace Neighborhood District is made up of two residential areas easterly of the Heritage Village District and the Commerce Business Park District. It is part of the larger, ethnically diverse Eastside community, which was originally developed in the 1880s and is characterized by small, one and two-story Victorian and Craftsman era homes. Lincoln Park is located in the south portion of the western Neighborhood District.

Portions of this District are within the Seventh Street East Historic District. There are also a number of individual historic resources in this neighborhood.

The primary purpose of this District is to maintain and strengthen the integrity of this close-knit neighborhood, with its homes, places of worship, park, shops and restaurants. The area was surveyed in 2000 for historic buildings and the structures identified as having historic value should be protected as important historic fabric per the City's Cultural Resources Ordinance, Title 20 of the Municipal Code.

12: NEIGHBORHOOD DISTRICT (MSP-ND ZONE)

12.2 Neighborhood District (MSP-ND Zone) Development Standards



Key

--- Property Line - - - Setback Line ■ Building Area

All property in the Neighborhood District shall be developed in accordance with the following standards:

Building Placement		
Setback		
Front	A	20'
Rear	B	25'
Sides	C	10'/7.5'
Minimum Lot Standards		
Lot Size		7,000 sq.ft.
Lot Width	D	60'
Lot Depth	E	100'
Building Height		
Maximum Height	F	35'/2 stories
Lot Coverage		
Maximum Lot Coverage		40%
Density		
Maximum (dwelling units per gross acre)		6.2
Uses (See Section 12.3 for Specific Uses Under Each Category)		
Ground Floor		Any per Section 12.3
Upper Floor (s)		Any per Section 12.3
Parking		
Parking standards shall comply with the Zoning Code, Chapter 19.580		

Additional Residential Standards	Location of Standard
Conversions, Density, Porches, Balconies, Accessory Structures, Stairways, Roofs, and Duplexes	19.100.060
Planned Residential Developments (PRDs)	19.780
Additional Setback Standards and Exceptions	19.100.040

12.3 Neighborhood District (MSP-ND Zone) Permitted Uses

The following uses are permitted in the Neighborhood District subject to any necessary permits or reviews as listed on the following table consistent with the location requirements in Section 12.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under “Location of Standard.” Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Recreation, Education & Public Assembly		
Assemblies of People – Non-entertainment – non-storefront (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	C	
Residential		
Assisted Living (Residential Care Facilities)	C	19.260
Manufactured Dwellings	P	19.340
Planned Residential Development	PRD	19.780
Single-Family Dwelling – Detached	P	

Land Use Type	Permit Required	Location of Standard
Single-Family Dwelling – Attached	P	
Retail and Commercial		
Bed and Breakfast Inn only if in Historic Residence (Not part of a Mixed-Use Development)	MC	19.325
Services: General & Personal		
Day Care Centers – Child or Adult	C	19.290
Transportation, Communication & Infrastructure		
Public Use of Public Property	C	19.365
Key to Permit Required		
P	Permitted Use	
MC	Minor Conditional Use Permit per 19.730	
C	Conditional Use Permit per 19.760	
PRD	Planned Residential Development Review Required	
X	Not Permitted	



12.4 Neighborhood District (MSP-ND Zone) Prohibited Uses

The following uses are prohibited in the Neighborhood District:

Land Use Type
Agriculture, Horticulture and Growing of Nursery Plants (Farms, Field Crops, Flower & Truck Gardening, Orchards, Ranches & Tree Crops)
Parolee/Probationer Homes

Land Use Type
Retail Sales
Shelters, Homeless
Any use not specifically authorized by the Specific Plan
Any use which is prohibited by state and/or federal law

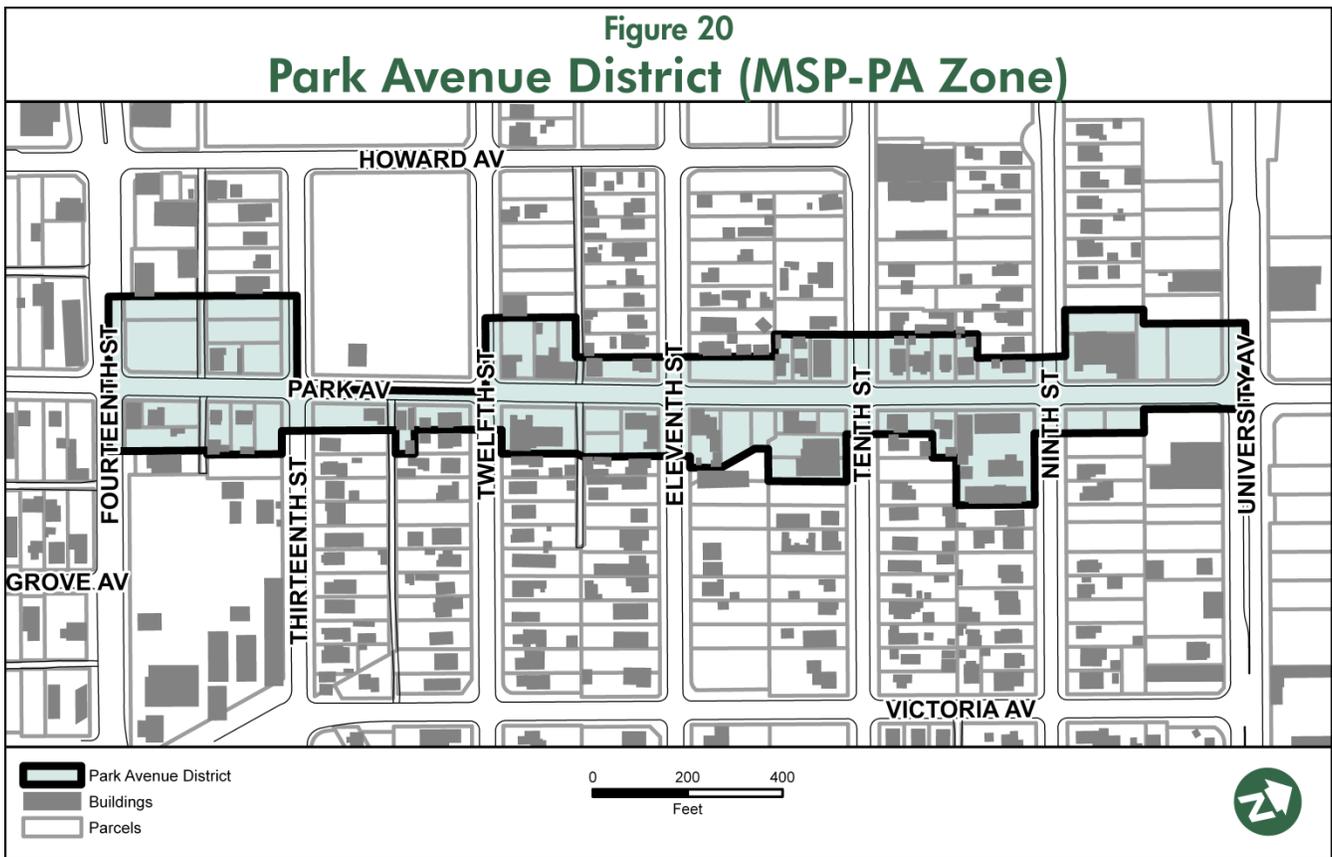
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13

Chapter 13: Park Avenue District (MSP-PA Zone)

13.1 District Description



The Park Avenue District is a unique remnant of the way neighborhood-serving businesses integrated themselves with residential neighborhoods before the advent of restrictive zoning laws and standards. There are a number of thriving businesses in this small area, including small markets, taquerias, beauty salons, and several small offices. In addition, a number of churches are located in the vicinity. These small-scale commercial uses and churches are an integral part of the Eastside Neighborhood and reflect its diverse population. This plan designates this area the Park Avenue District, and it is intended to be a multi-ethnic shopping area for the Eastside neighborhood in a small-scale, pedestrian-friendly environment.

While conventional thinking might see this small commercial area as something to be replaced with housing consistent with the surrounding neighborhood, this plan sees it as an asset that can not only serve the needs of the local neighborhood, but which can also attract people from all over Riverside and beyond through its promotion as a center of ethnically diverse businesses. Uses accommodated in this plan include small-scale

13: PARK AVENUE DISTRICT (MSP-PA ZONE)

neighborhood serving retail shops, businesses, restaurants, personal services establishments, residences, and small-scale live/work units.

Park Avenue District Illustrated

Existing Conditions:



Images 13-A, 13-B, and 13-C: These images illustrate the types of existing development along Park Avenue. There are a number of places of worship as well as unique neighborhood serving service and retail establishments. The intent of the district is to embrace the unique character of the avenue, while encouraging continued enhancements to the public areas and building facades.

Recommended Improvements:

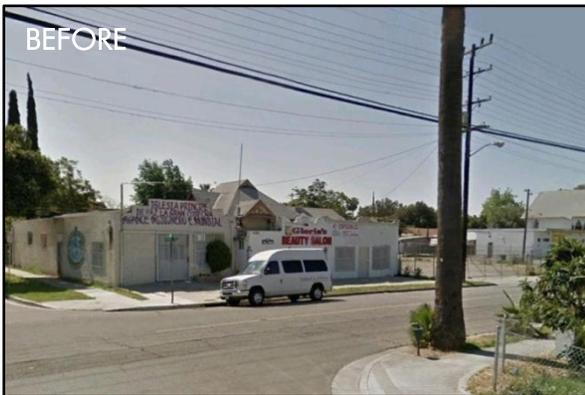
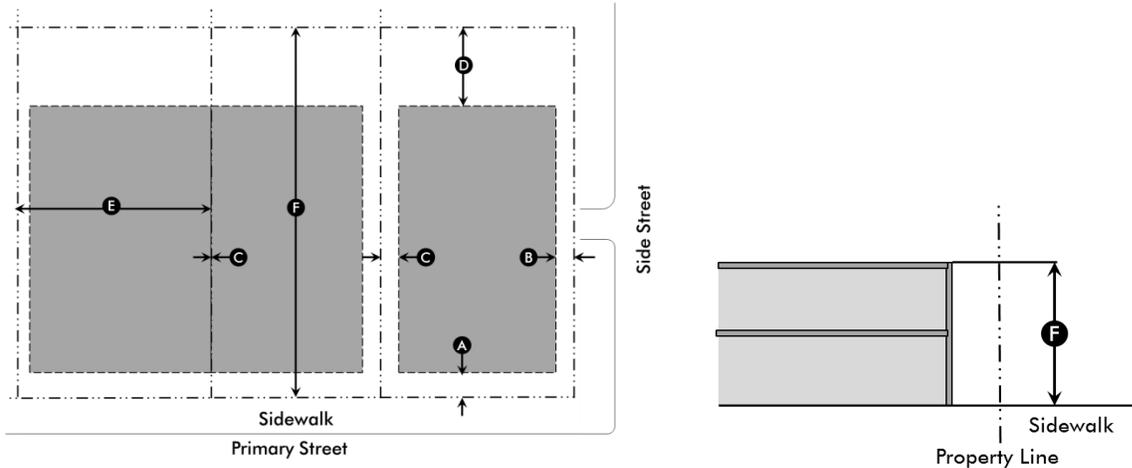


Image 13-D: The “before” image shows a proliferation of signs and visible security gates on the buildings, a lack of street trees along Park Avenue, and visual clutter from the overhead electric wires.



Image 13-E: The “after” photo-simulation illustrates cleaned up buildings with appropriately-scaled signage, awnings to create shade along the sidewalk, removed security gates (could be provided on the inside of the windows), and additional detailing along the buildings to improve their appearance. In addition, undergrounding of utilities, street trees along Park Avenue and bulb-outs at the corner of Park Avenue create an improved visual and pedestrian environment. Infill buildings at a similar scale to the existing structures also contribute to the vitality of the street environment.

13.2 Park Avenue District (MSP-PA Zone) Development Standards



Key
 - - - Property Line - - - Setback Line ■ Building Area

All property in the Park Avenue District shall be developed in accordance with the following standards:

Building Placement		
Setback		
Front ¹	A	5'
Side Street ¹	B	5'
Interior Side -	C	
• Not Abutting a Residence ¹		5'
• Abutting a Residence		7.5'
Rear	D	25'
Minimum Lot Standards		
Lot Area		7,000 sq.ft.
Lot Width	E	60'
Lot Depth	F	100'
Building Height		
Maximum Height	G	35'

Uses (See Section 13.3 for Specific Uses Under Each Category)	
Ground Floor	Any per Section 13.3
Upper Floor	Residential Uses Only Per Section 13.3

Additional Residential Standards	Location of Standard
Conversions, Density, Porches, Balconies, Accessory Structures, Stairways, Roofs, and Duplexes	19.100.060
Planned Residential Developments (PRDs)	19.780
Additional Setback Standards and Exceptions	19.100.040

Parking
No off-street parking shall be required for in-fill development; however, the development or redevelopment of any lot larger than 7,000 –square feet shall require on-site parking per the Zoning Code, Chapter 19.580.
Parking standards shall comply with the Zoning Code, Chapter 19.580

¹Additional setbacks may be required depending on existing street frontage conditions

13.3 Park Avenue District (MSP-PA Zone) Permitted Uses

All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 13.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under "Location of Standard." Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Recreation, Education & Public Assembly		
Artist Studio (including Photo)	P	
Assemblies of People – Entertainment: Theater, Live Performance, Motion Picture, Auditoriums, Banquet halls, Nightclubs, etc.); Not including Adult-Oriented Businesses	C	19.250
Assemblies of People – Non-entertainment (e.g., Places of Worship, Fraternal, Service Organizations, Conference Facilities, etc.)	C	19.255
Storefront	MC	
Recreational Facilities – Commercial		19.370
A. Billiard Parlor and Pool Hall	MC	
B. Health and Fitness		
c. 4,000sf or less	MC	
d. more than 4,000sf	X	
C. Other Indoor or Outdoor Facilities	X	
Tutoring Center		19.397
A. 10 students or less	P	
B. 11-20 students	MC	
C. 20 or more students	C	
Residential		
Live/Work	P	19.335
Manufactured Dwelling	P	
Multiple Family Dwelling Max. 10/acre	P	
Planned Residential Development	PRD	19.780
Single Family Dwelling – Detached	P	
Single Family Dwelling – Attached	P	
Retail		
Bakery – Retail	P	
Bars, Saloons, Cocktail, Lounges and Taverns	C	
Bed and Breakfast Inn	P	19.325
A. In Historic Residence (Not part of a Mixed-Use Development)	MC5	
Catering Establishments	P	
Drug Store or Pharmacy –		
A. 2,000 sq.ft. or less	P	
B. More than 2,000 sq.ft.	X	
Farmer’s Market – Certified	MC	19.305
Florist Shop	P	19.310
Restaurants (sit down and take-out)	P	

Land Use Type	Permit Required	Location of Standard
Specialty Retail Sales, excluding auto or appliance oriented sales		
A. 20,000 sf. Or less	P	
B. more than 20,000 sf	C	
C. In Historic Residence (Not part of a Mixed-Use Development)	MC	
D. With Incidental Repairs	P	
Services: Business, Financial & Professional		
Business Support Services & Facilities (Including Graphic Reproduction, Computer-services, etc.)	P	
Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
Services: General & Personal		
Arcades and Internet/Cyber Cafes	MCUP	19.245
Astrology and Fortune-telling (Occultist)	P	
Day Care Services	C	19.290
Personal Services (Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner, Self-service Laundry, etc.)	P	
Repair Shop – Small Items (Computers, Small Appliances, Watches, etc.) with Incidental Sales	P	
Transportation, Communication & Infrastructure		
Public Use of Public Property	P	19.365

Key to Permit Required	
P	Permitted Use
MC	Minor Conditional Use Permit per 19.730
C	Conditional Use Permit per 19.760
PRD	Planned Residential Development Review Required
X	Not Permitted

13.4 Park Avenue District (MSP-PA Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use.

The following uses are specifically prohibited in the Park Avenue District:

Land Use Type	Land Use Type
Auto-related uses	Vehicle Fuel Stations (i.e. Gasoline Stations)
Drive-thru establishments	Vehicle Repair Facilities – Major (Indoor)
Motels	Vehicle Repair Facilities – Minor (Indoor)
Recycling Facilities	Any use not specifically authorized by the Specific Plan
	Any use which is prohibited by state and/or federal law

13.5 Additional Development and Design Standards for the Park Avenue District

A. Building Entrances and Orientation.

1. Buildings shall consist of building materials, colors and detailing to fit with the character of the existing surrounding neighborhood.
2. Primary building entrances should be easy to identify along Park Avenue.
3. Buildings should be oriented to a defined pedestrian walkway or street.
4. Building materials and colors should exhibit quality and help establish a human scale while providing visual interest.
5. To facilitate the creation of a sense of place, developers are encouraged to incorporate artists into the design team from the inception of planning in order to integrate art into their projects.
6. Special attention should be given to the design of project and building corners as an opportunity to create visual interest and invite activity.
7. Larger sites should feature places where people can gather. Public spaces should contribute to the overall sense of place and site identity and help to attract pedestrian users to the development.
8. Loading docks should be located in areas that have the least amount of impact on residential uses.

B. Building Elevations:

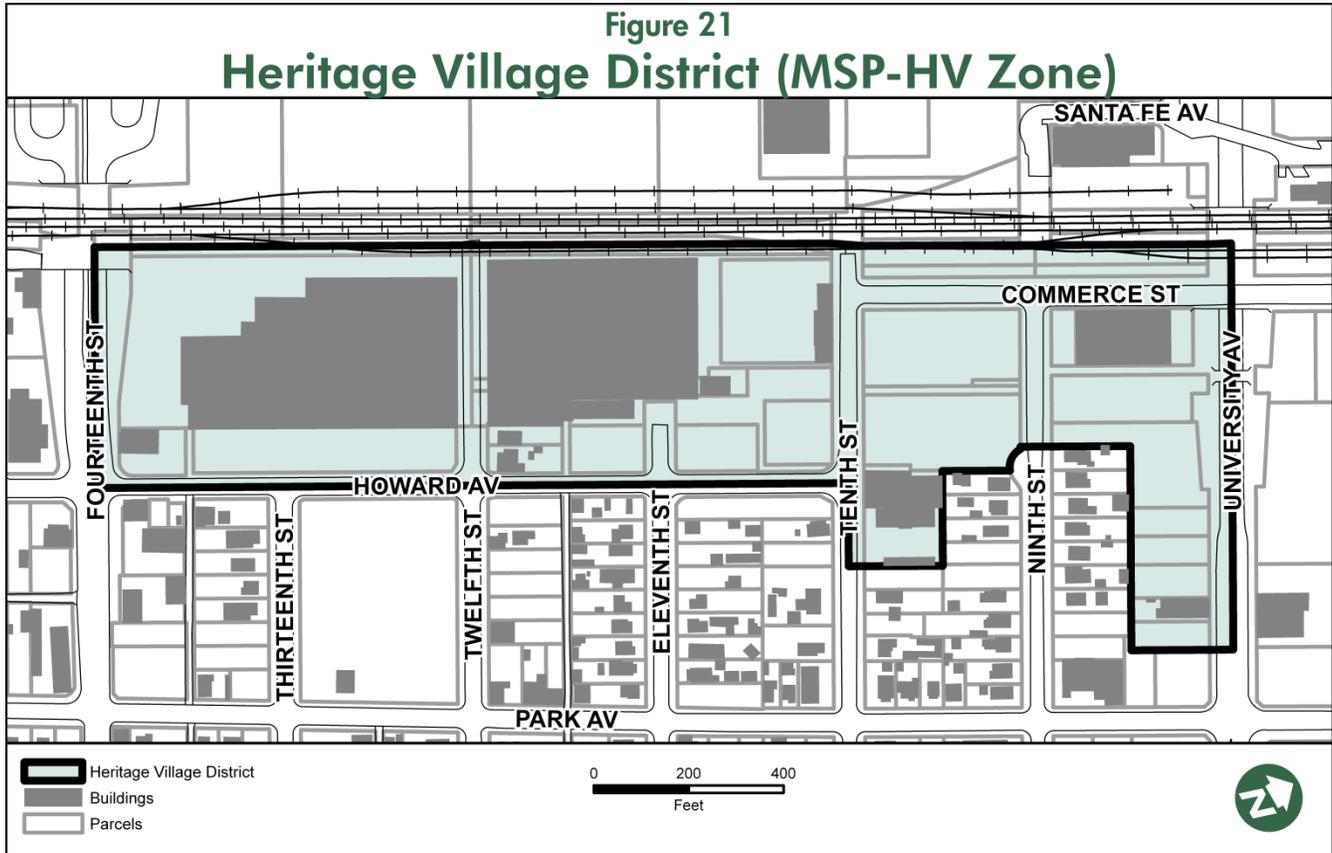
1. Ground floor facades of buildings incorporating retail uses should be differentiated from upper stories, allowing for flexibility and change of retail tenants. Retail features, which make up the ground floor façade shall include: retail storefronts; awnings and canopies; sign bands; and cornices. Retail storefronts should be at least 75% glazing and the glazing should be non-tinted and unreflective.

2. New infill should be planned and designed in a manner that protects, sustains, and enhances the existing architectural character of Park Avenue.
3. In addition to the setback requirements established, the new infill should match the existing building's width, height and massing.
4. New infill buildings should maintain the size and rhythm of space between buildings along the established streetscape.
5. New mixed-use infill development should conform to the proportion, scale and massing of existing residential or commercial buildings adjacent to the infill development.
6. Larger architectural structures can achieve visual harmony with smaller buildings by the use of repetitive massing, roof forms, materials used and cladding color. New, larger buildings may also be subdivided into smaller elements reflective of the mass or detailing of surrounding buildings (i.e. roof form may employ gables, mansard windows, front porches, colonnades, etc.)
7. The entrances to mixed-use buildings should be always oriented to and be highly visible from the street. Entrances for retail uses must be separated from residential entrances. A well-defined separation between different uses in a mixed-use commercial building is important in order to maintain visual clarity. Additional residential or service entrances connected to the rear parking may be provided from the rear or side of the buildings.
8. Materials and textures applied to the front façade should continue around the building.
9. New buildings and conversions of the existing residential buildings into commercial use should complement the basic façade elements, which include a transparent glazed lower storefront, a sign fascia over a projecting cornice and a solid upper façade punctuated by vertical windows.

14

Chapter 14: Heritage Village District (MSP-HV Zone)

14.1 District Description



The Heritage Village District includes the area bounded by Fourteenth Street to the west, University Avenue to the east, the Metrolink Station to the north, Howard Avenue to the south, and the non-residential properties south of Commerce Street. This older industrial area has traditionally served as a place for a variety of specialized industrial uses. Users have included major packinghouses, machinery manufacturers, and other industrial businesses. Some of the buildings in this area have historic associations, and it is important that this be respected as the area is further developed. The area south of the Heritage Village District is the Marketplace Neighborhood District, occupied, largely, by single-family dwellings. Several of the development standards in this District are intended to provide a transition into the adjacent historic residential neighborhood to the south.

Future development and reinvention within the Heritage Village District is complicated by the existence of the historic FMC industrial complex in the southwestern section of the district. The FMC (Food Machinery

Corporation) Complex is comprised of two industrial saw-tooth buildings totaling more than 270,000 square feet that had a significant impact on the local Riverside economy during the early-mid 1900's. The first building of the FMC complex was built in 1938, designed by Pasadena architect Herbert Hamm. The concrete block structure with identifying saw-tooth industrial design used hundreds of steel frame windows to capture northern light. The FMC became the laboratory for food processing and preservation. FlavorSeal, a wax-like coating, was developed in the labs of FMC. The coating helped the fruit retain moisture, while allowing it to breathe. FlavorSeal's popularity spread worldwide, earning the City international recognition as a food processing leader. In 1943, Plant 2 was constructed and used to construct military vehicles, including the Landing Vehicle Tracker (LVT) referred to as the Water Buffalo Amphibious Tank. Due to the secret nature of national defense contracts, Plant 2 was constructed with fewer windows. Plant 2 was used to build and remodel LVTs until 1958, when the facility returned to food machinery.

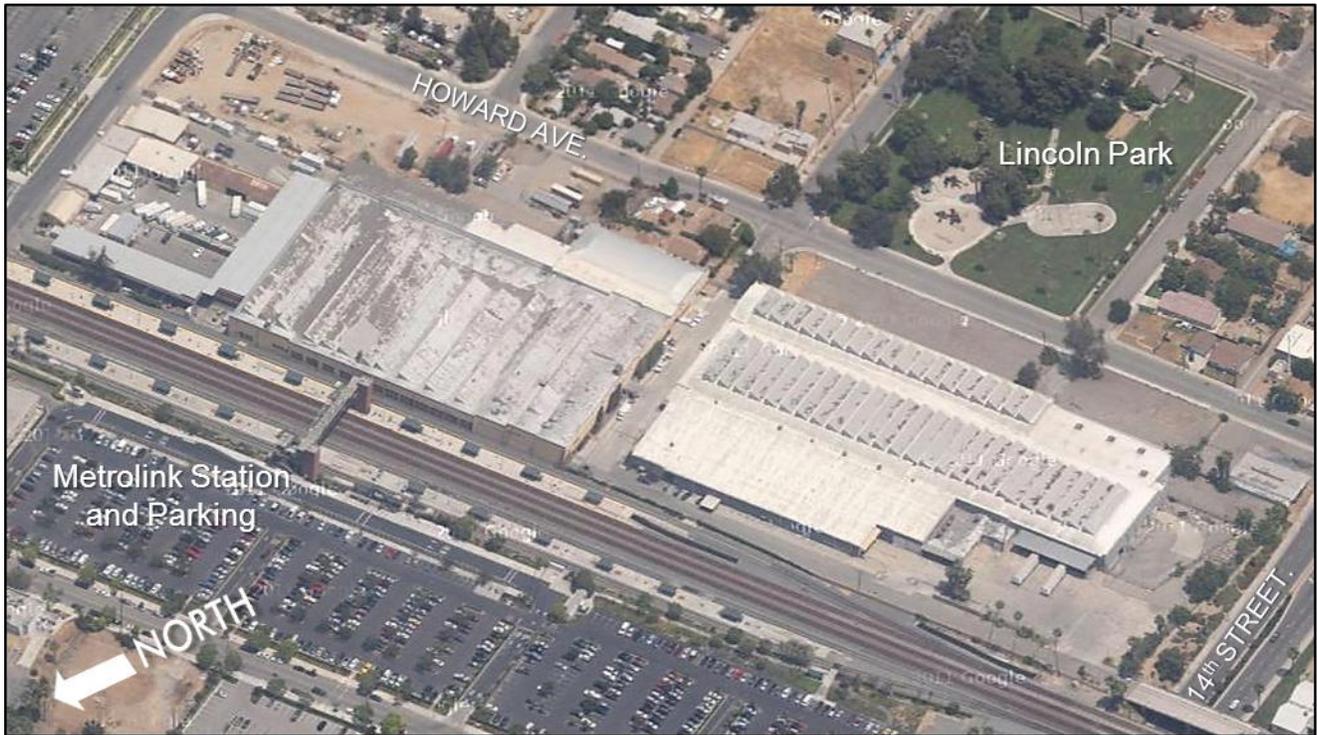


Image 14-A: This view of the FMC complex illustrates the size of buildings and provides some context among the surrounding uses. The characteristic saw-tooth roof structures are also visible. The building on the right in the picture is Plant 2, constructed in 1943. Although newer than Plant 1 (built in 1938), Plant 2 is historically more significant due to the connection to the wartime production of the Water Buffalo Amphibious Tank.

Today, the FMC Complex is a series of buildings housing Riverside's past. While many great successes arose from these building shells, there is an opportunity for renewal and adaptive re-use for these buildings or even portions of these buildings. The FMC complex is listed as a City of Riverside local landmark and is considered a historical resource. It meets landmark criteria due to its historical association with the early citrus processing and later the food processing industry, in general, and also with the manufacturing of the Water Buffalo Amphibious Tank which was pivotal in the WWII Pacific Campaign. It is also one of the largest and finest remaining examples of pre-World War II era industrial complex design and architecture in Riverside. Any development upon these properties must be sensitive to, and pay homage to, the historic heritage of these buildings.

The primary intent and goal of the Heritage Village District is to create an area that supports and compliments the Transit Core District by providing transit-adjacent housing opportunities in a manner sensitive to, and compatible with, the local neighborhood while accommodating the City's housing needs. It is strongly encouraged that infill development within the District should incorporate residential components to capitalize on the proximity to the Metrolink station. However, because it is recognized that there are great challenges in integrating residential developments into the existing FMC buildings through adaptive reuse, other interim uses such as “green” manufacturing or the artist workshop spaces are also permitted provided every effort is made to maintain and upgrade the building and site.

Another desirable option for the FMC building would be to establish an indoor farmer’s market or artisan market in the vein of Pike Place Market in Seattle or, more locally, the Packing House, in Claremont. Such a development would not only serve the local residents, but would also create a destination for others, particularly given the high visibility from the railroad corridor.

The following images illustrate the existing condition of the FMC complex (Image 14-B), how the Plant 2 building could be adaptively reused as a farmer’s market (Image 14-C) and, alternatively, be used as a green manufacturing facility as an interim use with some site upgrades (Image 14-D).



Image 14-B: The “before” image shows the now-decrepit FMC industrial building. While this site is not open for public use, it is highly visible from the train corridor. The Specific Plan encourages the adaptive reuse of the complex. The FMC building lends itself to a wide variety of adaptive reuses, such as artisan retail (as shown in Image 14-C) or green/light industrial (as shown in Image 14-D).



Image 14-C: This image illustrates the building as a “festival marketplace” that celebrates the architecture of the building while preserving its character defining features. It could be internally rehabilitated to accommodate artisan retail uses, artists’ studios, farmer market stands, etc. The outdoor space becomes a “parking courtyard” that could be a site for outdoor events, either regular or special. Outdoor kiosks, trellises and seating areas add interest and vitality to the space. Colorful banners, awnings, “orange crate art” murals, and signage all contribute to improving the physical environment. Other parts of the complex could still be used for industrial uses.



Image 14-D: If the building is used entirely for industrial purposes, as illustrated above, the site should be upgraded to create a better appearance from the rail right-of-way; including the removal of graffiti, landscaping on the property and along the rail right-of-way, signage that celebrates the historic nature of the complex as well as the area, and visible outdoor areas for employees.

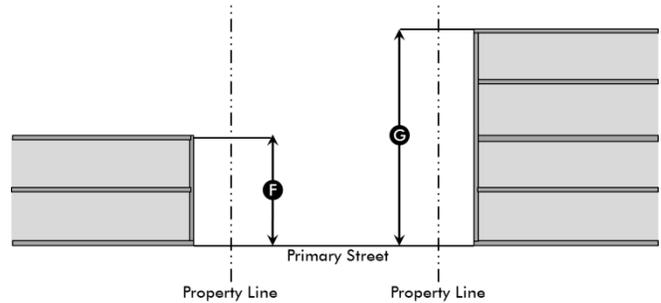
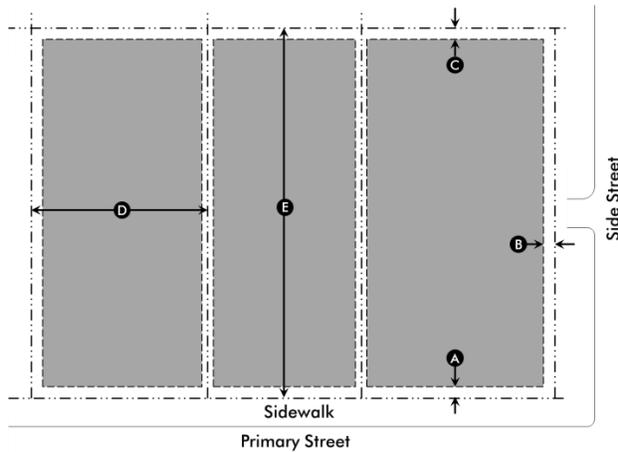


Image 14-E: Although not located within the Heritage Village District, the Ironworks Building is a locally successful example of an adaptive reuse project. The former industrial building is now home to several professional offices and is adjacent to the Downtown Metrolink Station in the Transit Core District.



Images 14-F and 14-G: The Packing House in Claremont, CA is a great example of an adaptive reuse of a former industrial that has been converted into a boutique shopping, dining and arts center. This facility takes advantage of the unique sawtooth roof feature to introduce natural light into the former industrial space. It is envisioned that a similar use could be established within the FMC complex.

14.2 Heritage Village District (MSP-HV Zone) Development Standards



Key

- Property Line
- Setback Line
- Building Area

All property in the Heritage Village District shall be developed in accordance with the following development standards and subject to all mixed-use standards and design guidelines set forth in Chapter 6 of the Specific Plan:

Building Placement		
Setback		
Front Yard ¹	A	5'
Side Yard ²	B	5'
Rear Yard ³	C	5'
Minimum Lot Standards		
Lot Area – Minimum		1 acre
Lot Width	D	75'
Lot Depth	E	100'
Building Height Maximum		
Building Abutting Single Family Residential or fronting Howard Ave. ⁴	F	30'/2 stories
Building Not Abutting Residential	G	60'/4 stories
Additional Standards for Residential Mixed-Use Developments⁵		
Maximum Density		30 du/acre
Open Space		
A. Minimum Private Open Space ⁶		50 sq.ft./du
B. Minimum Common Open Space ⁷		50 sq.ft./du
Uses (See Section 14.3 for Specific Uses Under Each Category)		
Ground Floor	Any per Section 14.3	
Upper Floor	Residential Uses Only Per Section 14.3	

Parking	
Parking standards for mixed-use developments shall comply with the Zoning Code, Chapter 19.120.050.B. A reduction in the number of required parking spaces may be permitted for mixed-use developments and/or stand-alone uses in mixed-use zones subject to the approval of a shared parking arrangement.	

¹Additional setbacks may be required depending on existing street frontage conditions.

²The minimum yard setback shall be 15-feet when adjacent to a residential zone.

³The minimum rear yard setback shall be 25-feet when adjacent to a residential zone.

⁴Increased height may be allowed if stepped back from adjacent single family residential zones across Howard Street.

⁵See Section 14.5 and Chapter 6 for Mixed-Use Development standards and Design Guidelines.

⁶Private usable space shall have a minimum dimension on any side of 5-feet. Private usable open space can also be met through equivalent design features as approved by the Planning Commission.

⁷Common usable open space may be divided into more than one area; however, each area shall be a minimum of 625-square feet, with no dimension on any side of less than 25-feet.

14.3 Heritage Village District (MSP-HV Zone) Permitted Uses

All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 14.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under "Location of Standard." Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Manufacturing, Research & Industrial		
Furniture Upholstery (In Existing Historic Structure)	P	
Green Manufacturing – Light Industrial (In Existing Historic Structure)	P	
Recreation, Education & Public Assembly		
Arcades and Internet/Cyber Cafes	MC	19.245
Artist Studio (including Photo)	P	
Artist Lofts (With Adaptive Reuse of Historic Structure)	P	
Recreational Facilities – Commercial		
A. Billiard Parlor and Pool Hall	X	
B. Bowling Alley	MC	
C. Skate Facility	MC	
D. Health and Fitness:		
1. 4,000sf or less	MC	
2. more than 4,000sf	C	
E. Other Indoor or Outdoor Facilities	X	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	C	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	P	
Tutoring Center		19.397
A. 10 students or less	P	
B. 11-20 students	MC	
C. 20 or more students	C	
Residential		
Live/Work	P	
Multiple Family Dwelling	P	
Planned Residential Development	PRD	19.780
Student Housing, including Sororities, Fraternities and Dormitories	C	
Retail		
Drug Store or Pharmacy –		

Land Use Type	Permit Required	Location of Standard
A. 2,000 sq.ft. or less	P	
B. More than 2,000 sq.ft.	P	
Farmer’s Market – Certified	MC	19.305
Florist Shop	P	
Restaurants (sit down and take-out)	P	
Specialty retail uses, such as, but not limited to, clothing and jewelry stores, gift shops, novelties, etc.	P	
Services: Business, Financial & Professional		
Banks and Financial Institutions/ Services, including Brokerage	P	
Business Support Services & Facilities (Including Graphic Reproduction, Computer-services, etc.)	P	
Offices (Administrative, Business, Executive and Professional, But Not Medical or Dental)	P	
Services: General & Personal		
Day Care Services	C	19.290
Personal Services (Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner, Self-service Laundry, etc.)	P	
Transportation, Communication & Infrastructure		
Parking Lot or Parking Structure (Stand Alone)	MC	
Public Use of Public Property	P	19.365
Rail Transit Station	C	

Key to Permit Required	
P	Permitted Use
MC	Minor Conditional Use Permit per 19.730
C	Conditional Use Permit per 19.760
PRD	Planned Residential Development Review Required
X	Not Permitted

14.4 Heritage Village District (MSP-HV Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use.

The following uses are specifically prohibited in the Heritage Village District:

Land Use Type	Land Use Type
Auto-related uses	Vehicle Fuel Stations (i.e. Gasoline Stations)
Drive-thru establishments	Vehicle Repair Facilities – Major (Indoor)
Motels	Vehicle Repair Facilities – Minor (Indoor)
Recycling Facilities	Any use not specifically authorized by the Specific Plan
	Any use which is prohibited by state and/or federal law

14.5 Additional Development and Design Standards for the Heritage Village District

This section is broken into two components, including adaptive reuse standards for historically significant buildings and standards for residential development.

A. Adaptive Reuse of FMC Complex

Adaptive reuse of the historic structures within the Heritage Village District is strongly encouraged, consistent with the standards in Section 6.4 of this Specific Plan. However, it is recognized that adaptive reuse of the entire industrial complex related to the former Farm Machinery Corporation (FMC) may not be the most appropriate or efficient use of the property to meet the vision and permitted use standards of the Marketplace Specific Plan. Yet, it is important to take steps to preserve and pay homage to the historic significance of the structures as well as the former industries once housed within them through a partial preservation in conjunction with interpretive displays. Therefore, the following design guidelines shall be followed should redevelopment of any portion of this area occur:

1. Adaptive re-use of a portion of the structural bays that preserves the existing internal framing and characteristic “saw tooth” roof features to serve as a flex space for a variety of publically-accessible, specialty retail and/or community uses to enhance the property’s livability as an emerging residential neighborhood shall be pursued. One bay is estimated to be approximately 40,000-square-feet.
2. Installation of an interpretive display or features that provides a narrative about the former uses and structures on the site.

B. Residential Development

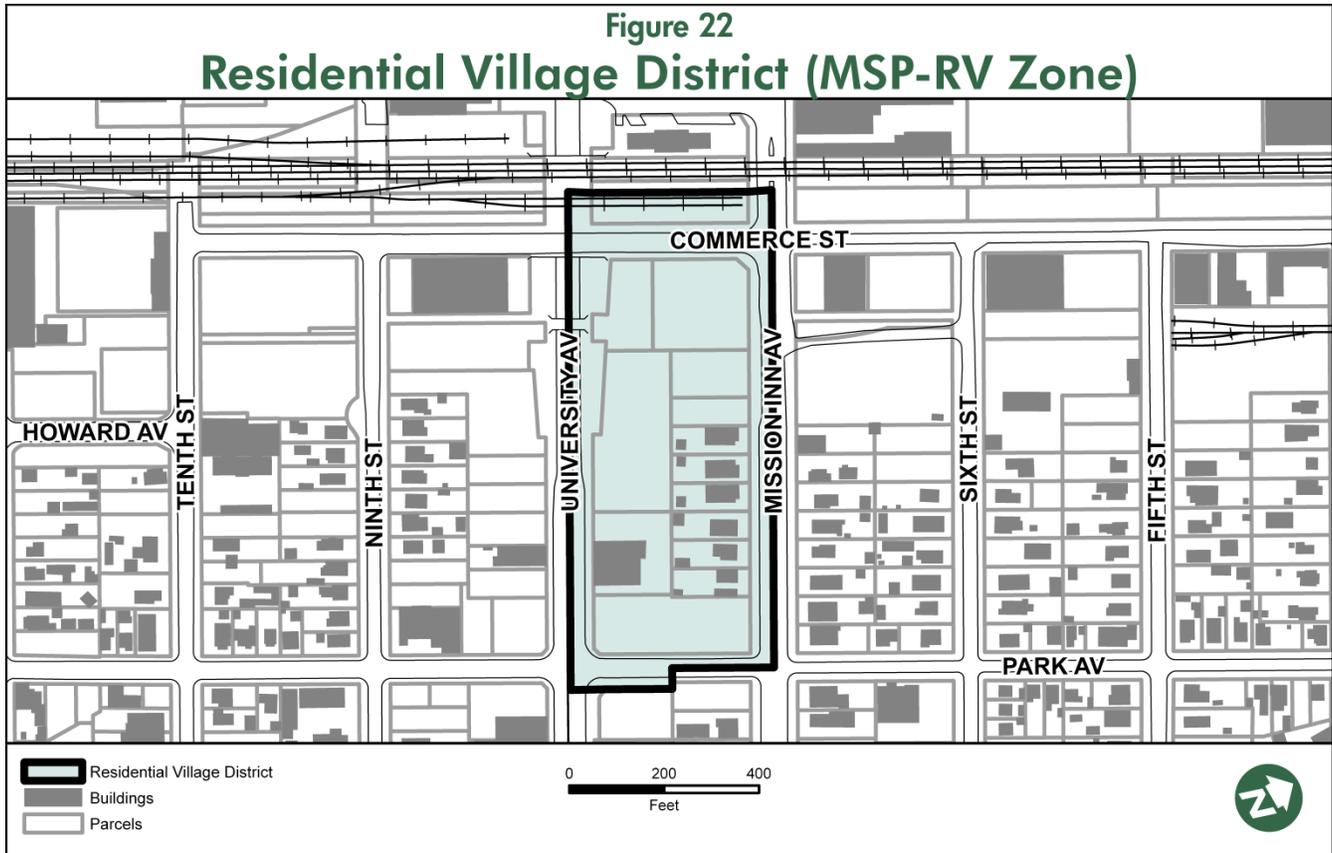
1. Any residences shall consist of noise-attenuating construction so as to minimize any noise impacts from the adjacent railroad.
2. Buildings shall consist of building materials, colors and detailing to fit with the character of the existing surrounding neighborhood.
3. Access to the Metrolink Station across the railroad tracks shall be integrated in the development and made accessible from within a residential development.
4. Develop the site in a manner that interprets the historic use of the site and conveys the City of Riverside's historic heritage.



15

Chapter 15: Residential Village District (MSP-RV Zone)

15.1 District Description



The Residential Village District provides opportunities primarily for medium to high-density residential development with limited retail, office and service uses primarily at the street level to facilitate a pedestrian environment. It is intended to encourage new housing opportunities, such as live/work units and residential over retail, that are nearby to commercial services. Plazas, courtyards, outdoor dining, transit stops and other public gathering spaces and community amenities, such as art in public spaces, are strongly encouraged. The focus of the development and design standards is on landscaping and buffering techniques to provide transitions onto lower density residential neighborhoods.

The Marketplace Residential Village District is an important area in several respects. It is a focal point for surrounding Eastside residential neighborhood, it serves as an entry into the Riverside Marketplace from the east, and it is a place of high visibility along University and Mission Inn Avenues between Downtown Riverside and UCR. It is also a key District in the Marketplace because it includes large vacant parcels that provide

significant opportunities for a high-density residential in a mixed-use development, which will be a major factor in revitalization of this area. A high-density residential development with a limited mix of neighborhood-serving commercial uses at the street level would benefit the nearby Riverside-Downtown Metrolink Station.

The Residential Village District includes several historic properties within the Seventh Street East Historic District and, as such, new development must be sensitive to the historic fabric of the neighborhood. Sensitivity to the adjacent existing single family residences fronting onto Mission Inn Avenue/Seventh Street should be considered by ensuring that the height of any new development is at a scale that does not jeopardize privacy and is compatible with such existing housing. All larger building scales and massing including neighborhood serving commercial uses and live-work units should focus onto University Avenue and Commerce Street.



Image 15-A: This image illustrates a view of the project site from the corner of Mission Inn Avenue and Commerce Street, looking southward. The buildings along the Commerce Street façade include retail (on the street level), live-work spaces, and residential uses (upper floors). The massing is higher along Commerce Street with 3-story structures and taller floor-to-floor heights to take advantage of the views of Downtown Riverside. Along Mission Inn Avenue, is a multi-family residential building, smaller in scale and more fitting with the adjacent single-family uses. (see Image 15-C). Structured parking is provided internal to the site.



Image 15-B: This image focuses on more closely on the corner live-work building with a tower element, upper level balconies for the residential uses, street level storefronts and a small corner plaza with a fountain and seating. The increased 20-foot setback and parkways along Mission Inn Avenue are in keeping with the residential setbacks and parkways further along the street. Drought-tolerant landscaping in the setback area softens its appearance.



Image 15-C: This image illustrates the intent of the design standards to protect the existing single-family residential uses along Mission Inn Avenue. The massing of the multi-family residential project is reduced to one-story adjacent to the existing single-family homes. In addition, the residential project is limited to being two-stories tall in order to fit better



Image 15-D: The Residential Village District offers opportunities for live-work units such as this example from Downtown Riverside.

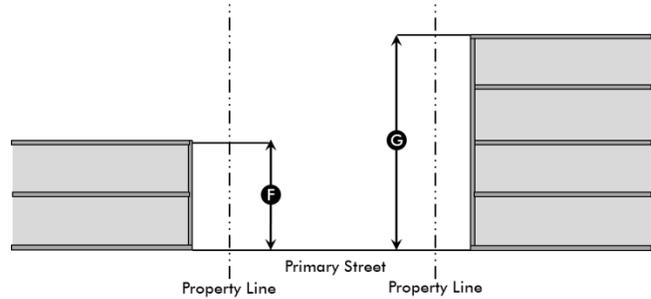
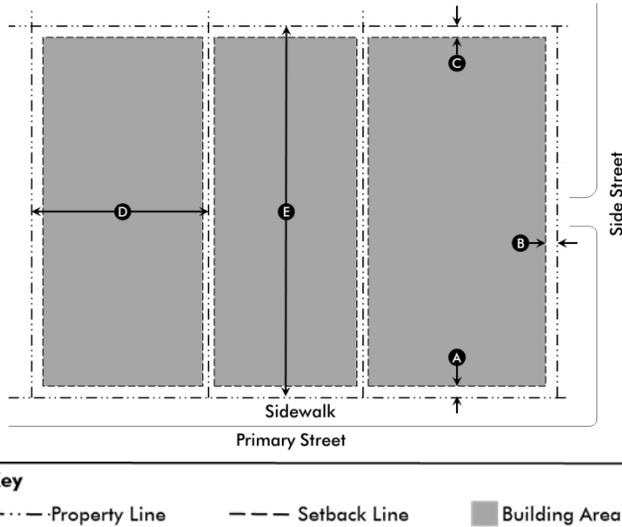


Image 15-E: Because the Residential Village District includes several historic properties within the Seventh Street East Historic District, new development must be sensitive to the historic fabric of the neighborhood. This image, from Pasadena, is an example of how a higher density can be reached while still remaining sensitive to the existing historic single-family residences through historic-inspired architecture.



Image 15-F: The Residential Village District provides limited opportunity for ground floor retail in a residential mixed-use project, particularly at the corner of Mission Inn Avenue and Commerce Street. This example is from Santa Barbara.

15.2 Residential Village District (MSP-RV Zone) Development Standards



All property in the Residential Village District shall be developed in accordance with the following development standards and subject to all mixed-use standards and design guidelines set forth in Chapter 6 of the Specific Plan:

Building Placement		
Setback		
Front Yard ¹	A	5'
Side Yard ²	B	5'
Rear Yard ³	C	5'
Minimum Lot Standards		
Lot Area		20,000 sq.ft.
Lot Width	D	75'
Lot Depth	E	100'
Building Height Maximum		
Building Abutting Residential ⁴	F	30'/2 stories
Building Not Abutting Residential	G	60'/4 stories
Additional Standards for Residential Mixed-Use Developments⁵		
Maximum Density		30 du/acre
Open Space		
A. Minimum Private Open Space ⁶		50 sq.ft./du
B. Minimum Common Open Space ⁷		50 sq.ft./du
Uses (See Section 15.3 for Specific Uses Under Each Category)		
Primary Use Must be Residential		
Ground Floor ⁸		Any use in Section 15.3
Upper Floor(s) ⁸		Residential uses per Section 15.3

Parking	
Parking standards for mixed-use developments shall comply with the Zoning Code, Chapter 19.120.050.B. A reduction in the number of required parking spaces may be permitted for mixed-use developments and/or stand-alone uses in mixed-use zones subject to the approval of a shared parking arrangement.	

¹Additional setbacks may be required depending on existing street frontage.

²The minimum yard setback shall be 15-feet when adjacent to a residential zone.

³The minimum rear yard setback shall be 25-feet when adjacent to a residential zone.

⁴Increased height may be allowed if stepped back from adjacent single family residential zones.

⁵See Section 15.5 and Chapter 6 for Mixed-Use Development standards and Design Guidelines.

⁶Private usable space shall have a minimum dimension on any side of 5-feet. Private usable open space can also be met through equivalent design features as approved by the Planning Commission.

⁷Common usable open space may be divided into more than one area; however, each area shall be a minimum of 625-square feet, with no dimension on any side of less than 25-feet.

⁸Residential uses must be the primary component within the development, with limited opportunities for other listed uses permitted in Section 15.3 within the ground floor spaces along University Avenue.

15.3 Residential Village District (MSP-RV Zone) Permitted Uses

Residential uses must be the primary component within the development, with limited opportunities for other listed uses within the ground floor spaces. All permitted uses are subject to any necessary permits as listed on the following table consistent with the location requirements in Section 15.2 and the provisions and development standards of Chapter 6 (General Development Standards) as well as the provisions and standards of the Zoning Code where listed under "Location of Standard." Incidental uses not listed in this table shall be subject to the Incidental Uses Table found in 19.150.020 of the Zoning Code.

Land Use Type	Permit Required	Location of Standard
Recreation, Education & Public Assembly		
Arcades and Internet/Cyber Cafes	MC	19.245
Artist Studio (including Photo)	P	
Recreational Facilities – Commercial		19.370
A. Billiard Parlor and Pool Hall	X	
B. Bowling Alley	MC	
C. Skate Facility	MC	
D. Health and Fitness:		
1. 4,000sf or less	MC	
2. more than 4,000sf	C	
E. Other Indoor or Outdoor Facilities	X	
Schools:		19.395
A. College, Community College, University and Professional (Public and Private)	C	
B. Public and Private (Nursery & Grades K-12)	C	
C. Vocational and Technical Total Enrollment 20 persons or less or a total size of 2,000 s.ft. or less	MC	
D. Total enrollment more than 20 persons or a total size greater than 2,000 sf	C	
E. Specialty Non-degree (Dance & Martial Arts)	P	
Tutoring Center		19.397
A. 10 students or less	P	
B. 11-20 students	MC	
C. 20 or more students	C	
Residential		
Live/Work	P	
Multiple Family Dwelling Max. 30 units/acre	P	
Student Housing, including Sororities, Fraternities and Dormitories	C	
Planned Residential Development	PRD	
Retail		
Bars, Saloons, Cocktail, Lounges and Taverns	C	
Drug Store or Pharmacy	P	

Land Use Type	Permit Required	Location of Standard
Farmer's Market – Certified	MC	19.305
Florist Shop	P	19.310
Hotel	C	19.330
Hotel/Motel – Long-term Stay Motel	C	
Restaurants (sit down and take-out)	P	
Specialty retail uses, such as, but not limited to, clothing and jewelry stores, gift shops, novelties, etc.	P	
Services: Business, Financial & Professional		
Banks and Financial Institutions/ Services, including Brokerage	P	
Business Support Services & Facilities (Including Graphic Reproduction, Computer-services, etc.)	P	
Offices	P	
Services: General & Personal		
Day Care Services	C	19.290
Personal Services (Barber, Beauty, Salon, Spa, Tailor, Dry Cleaner, Self-service Laundry, etc.)	P	
Transportation, Communication & Infrastructure		
Parking Lot or Parking Structure (Stand Alone)	MC	
Public Use of Public Property	P	

Key to Permit Required	
P	Permitted Use
MC	Minor Conditional Use Permit per 19.730
C	Conditional Use Permit per 19.760
PRD	Planned Residential Development Review Required
X	Not Permitted

15.4 Residential Village District (MSP-RV Zone) Prohibited Uses

Uses not listed in the Permitted Uses Table above are prohibited, unless the Zoning Administrator determines that such use is similar to and no more detrimental than a listed permitted or conditional use.

The following uses are specifically prohibited in the Residential Village District:

Land Use Type	Land Use Type
Auto-related uses	Vehicle Fuel Stations (i.e. Gasoline Stations)
Drive-thru establishments	Vehicle Repair Facilities – Major (Indoor)
Motels	Vehicle Repair Facilities – Minor (Indoor)
Recycling Facilities	Any use not specifically authorized by the Specific Plan
	Any use which is prohibited by state and/or federal law
Land Use Type	

15.5 Additional Development and Design Standards for the Residential Village District

A. Building Orientation

1. Where feasible, buildings should be located adjacent to the street along University Avenue and Park Avenue at the front setback line or immediately behind a public or semi-public space, such as an outdoor seating area for a restaurant.
2. Buildings shall be stepped down in height when adjacent to existing residences along Mission Inn Avenue.
3. Retail uses with entrance doors and windows should front onto the street at the ground-floor level facing University Avenue and Park Avenue.
4. All visible frontages should be detailed with architectural elements.
5. In mixed-use centers the development of a complex of buildings is preferable to a single large structure because the varied massing provides visual interest and human scale. Additionally, the spaces created between the various buildings provide opportunities for pedestrian plazas, courtyards and other outdoor gathering areas.
6. The street corners of corner sites should be developed with buildings, public plazas or open space areas.
7. The building should either be sited on the corner property lines or set back from the corner to provide a public open space that provides direct internal access.
8. Attractively landscaped areas may also be permitted where siting of a building or public open space at a corner is not feasible.
9. Surface parking should not be provided at the corners of corner sites.
10. Required parking should be provided behind the building.

11. Buildings located on corners should include special architectural features, such as a tower element or a sign, which help to anchor the intersection.
12. A modest articulation of the building mass should be provided at corner sites.
13. Additional corner treatments may include a rounded or angled facet on the corner, location of the building entrance at the corner and/or an embedded corner tower.

B. Access and Circulation

1. All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and mixed-use development.
2. Pedestrian walkways and spaces should include elements such as special paving materials, raised curbs, trellis structures, landscaping, pedestrian-scaled lighting, seating and trash receptacles.
3. Opportunities for shared use of parking facilities should be explored. The peak parking demand times will differ for the various land uses. Residential guest parking in particular can take advantage of surplus parking space that the commercial areas will have during evening and overnight periods.

C. Building Façade

1. Vertically mixed-use buildings should be designed with commercial storefronts on the ground floor and residential uses above.
2. Detailing of the building façades should be integral to the architectural design and not tacked onto the surface.
3. Projecting elements such as awnings, trellises, and overhangs are effective means of integrating the architectural edge with the adjoining pedestrian areas, adding three-dimensional interest to the façades and enhancing the sense of entry into the building.
4. Elements that are recommended to articulate a building's façade include:
 - a. Design details for the top of a building, including cornice lines, parapets, eaves, brackets and other detailing.
 - b. Design details for the body, or middle, of the building including windows, awnings, trellises, canopies, alcoves, balconies, pilasters, columns, decorative lighting and window boxes.
 - c. Design details for the base of a building, including recessed entry areas, covered outdoor areas and alcoves.
5. While the majority of the building should be built to the property line, portions of the building may recede from the public right-of-way. The building wall may be varied at key locations. Solutions include recessing the storefront entrance or creating a niche for a residential entrance.

6. From one façade to the next, combine a change in depth or vertical plane with a change in material and character. Changes in façade material or color should be associated with a change in plane or separated by a pilaster.
7. All façades shall emphasize three dimensional detailing such as cornices, window moldings and reveals to cast shadows and create visual interest on the façade.

D. Entries to Ground Floor Areas

1. Entries to ground floor retail areas shall occur from main streets, and shall be accented with features such as moldings, lighting, overhangs or awnings.
2. Building entries should be recessed into entry bays to create transitional spaces between the street and buildings.
3. Entrances should incorporate one or more of the following treatments:
 - a. Marked by a taller mass above, such as a modest tower or within a volume that protrudes from the rest of the building surface.
 - b. Accented by special architectural elements, such as columns, overhanging roofs, awnings and ornamental light fixtures.
 - c. Indicated by a recessed entry or recessed bay in the façade. Recommended treatments include special paving materials such as ceramic tile; ornamental ceiling treatments, such as coffering; decorative light fixtures; attractive decorative door pulls, escutcheons, hinges and other hardware.
 - d. Sheltered by a projecting awning or canopy, designed as a canvas or fabric awning or as a permanent architectural canopy utilizing materials from the primary building.
 - e. Punctuated by a change in roofline or major break in the surface of the subject wall.
 - f. Provide shelter from weather and shade through use of awnings or sheltered.

E. Entries to Upper Levels

1. At mixed-use buildings, entrances to residential, office or other upper story uses shall be clearly distinguishable in form and location from retail entrances.
2. Entrances to upper-story uses should be: Accented by architectural elements such as clerestory windows, sidelights and ornamental light fixtures, and/or; Indicated by a recessed entrance, vestibule or lobby.
3. Doorways should be recessed for privacy but should be clearly expressed by awnings, high quality materials or other architectural treatments.

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SECTION III: DESIGN STANDARDS AND GUIDELINES



City of Arts & Innovation



16

Chapter 16: Design Standards and Guidelines for Historic Structures

16.1 Purpose

This chapter includes design guidelines which were written to assist City staff, the Cultural Heritage Board and the Planning Commission in making decisions relating to the historic structures in Marketplace. They are also intended as a guide for decisions regarding new structures that could have an impact on the historic fabric of the Marketplace and should be used in conjunction with the City's Cultural Resources Ordinance (Title 20).

While the Founder's District contains some of the more publicly-recognized historic structures within the Specific Plan area, the remainder of the Marketplace is full of examples of Riverside's rich history. In the Transit Core District, an historical theme has been established which is complimentary to the brickwork on the Ironworks building. The Residential Village District includes the Mission Inn Avenue frontage which is part of the Seventh Street East Historic District. Any construction here needs to be sensitive to the historic context of this district. The Heritage Village District includes several older buildings, including the historic FMC building. Development in this district needs to reflect the character of these buildings. Finally, the Neighborhood District contains many of Riverside's oldest residences. While a formal design review process does not apply throughout this district, its property owners need to be educated about the historic significance of the district so this can be taken into consideration as structures are added onto or remodeled.

16.2 Secretary of Interior's Standards for Rehabilitation

As described in Chapter 3, the Marketplace Specific Plan area is rich in history related to the citrus and war-time manufacturing industries and many of the significant historic structures of those periods still exist today. Some of these structures have been adaptively reused as restaurants and offices, a practice that is strongly encouraged to continue as part of this Specific Plan. As such, special consideration should be made for any historic properties throughout the Marketplace Specific Plan area. The following standards (The Secretary of the Interior's Standards for Rehabilitation) are to be applied to specific preservation, rehabilitation, and adaptive reuse projects in a reasonable manner, taking into consideration economic and technical feasibility.



The Secretary of the Interior’s Standards for Rehabilitation are the basic principles created to help preserve the distinctive character of a historic building and its site, while allowing for reasonable change to meet new needs. These Standards are also the basic principles upon which the City’s Cultural Resources Ordinance (Title 20) is based and from which these Design Guidelines were developed. The Standards are:

- 1 A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- 2 The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- 3 Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- 4 Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- 5 Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- 6 Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- 7 Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- 8 Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- 9 New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.



- 10 New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.
- 11 In the event that rehabilitation and/or adaptive re-use of the existing buildings cannot be completed, appropriate environmental review in accordance with the California Environmental Quality Act shall be adhered to for the demolition of any portions of these buildings considered to be an historic resource under State, local and Federal regulations.

16.3 Historic Commercial Architectural Styles

Introduction

The Marketplace area is a fundamental part of Riverside’s evolution and in its buildings one can find clear reflection of Riverside’s history from the earliest beginnings of the Colony up to and including the present day. The preservation and appreciation of this heritage is one of the important purposes of the Marketplace Specific Plan. This section documents the historic commercial architectural styles found in the Marketplace and illustrates these styles with examples of buildings within the Specific Plan area. Design guidelines for the rehabilitation of commercial structures in the Marketplace are found in Section 16.4 of this Chapter.

Mission Revival

In Riverside, the Mission Revival architectural trend had its beginnings in 1902 when Frank Miller hired architect Arthur Benton to convert The Glenwood Inn from its original Victorian design into a Mission Revival style building. Frank Miller was strongly impressed by Helen Hunt Jackson, Charles Lummis, and George Wharton James who helped restore public interest in the important roles played by American Indians and Spanish missions in California history.

The Mission Revival style emerged in California in the late 1880s/early 1890s, around the same time that the Neoclassical and Colonial Revival movement was becoming popular in the eastern United States. Instead of returning to the Georgian styles of the early United States period, however, the Mission Revival style took inspiration from the Spanish history of the area, particularly the architecture of the missions. The Mission Revival style was popular in Southern California for both residential and commercial properties. In the Marketplace, the Mission Revival style is powerfully expressed in the Sutherland Packing House (now Old Spaghetti Factory Restaurant) and the Union Pacific Depot (most recently Coffee Depot, now closed).



Mission Revival Style: Sutherland Fruit Co. (now Old Spaghetti Factory) 3191 Mission Inn Avenue. Built 1912, Structure of Merit #3, Contributor to the Seventh Street Historic District Listed in the National Register of Historic Places.



Mission Revival Style: Union Pacific Depot (most recently Coffee Depot, now closed) 3751 Vine Street. Built 1904, City of Riverside Cultural Heritage Landmark #4, Contributor to the Seventh Street Historic District Listed in the National Register of Historic Places.



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The Mission Revival style can be distinguished by its mission-shaped dormer or roof parapet and symmetrical façade. The roof is often flat or a combination of gabled or hipped and flat, with a decorative, arched entry hood or a porch on residences. The porch or hoods are typically supported by square piers and have a red tile roof covering. The exterior is clad with stucco. Windows are often three-part or paired, symmetrically placed on either side of the entry. Elements of the Mission Revival style may be found mixed with the Spanish Eclectic style.

Commercial Block



Commercial Block Style: Ironworks building, 3850 Vine Street. Built 1916.

This architectural style is typical of brick industrial construction during the 19th and early 20th centuries. The style typically employs flat roofs obscured behind bold stepped parapets with simple articulated cornices. Windows are usually large and regularly spaced, with arched lintels and slightly exaggerated sills. The intent of this style is to provide an appearance of restrained dignity in an established industrial urban setting. In the Marketplace, the Brick/Block Utilitarian style is expressed in the Ironworks Building, which is of great historical significance for its association with citrus packing machinery made by the Stebler Parker Company. Remnants of signs identifying the California Ironworks Company and the Stebler Parker Company can be seen on the north wall of this building. This building represents a successful example of adaptive reuse through rehabilitation and is currently occupied by several offices.

New England Salt Box



New England Salt Box Style: Pachappa Orange Growers Packinghouse (now Gilmore Truck Parts) 3496 Commerce Street. Built c. 1908.

Many of Riverside’s early settlers were from New England, which may explain the presence of the New England Salt Box style in this city. This style is usually simple in shape and dominated by an asymmetrically pitched roof. The eaves are usually very shallow and window/door openings are simple rectangular shapes. These buildings’ character-defining features and integrity criteria are related to what is discernible about original plan and roof forms, fenestration and materials for roofs, walls, doors and windows. Often, these buildings are historically significant for the use or purpose they served rather than their architectural style.

This style of architecture is rare in Southern California and the Pachappa Orange Growers Packinghouse (now Gilmore Truck Parts) building, at 3496 Commerce Street in the Marketplace, may be the only example of a non-residential New England Salt Box building in Riverside.

Pueblo Revival



Pueblo Revival Style: Santa Fe Depot 3750 Santa Fe Avenue. Built c. 1910.

The Pueblo Revival style came into popularity in the 1910s and continues to today. The Pueblo Revival style was influenced by local history of both Spanish colonial buildings and the pueblos of local Native Americans. Although the design is most popular in Arizona and New Mexico, the first examples of the Pueblo Revival style were built in California.



Typical building features include a uniform stucco finish, bold piers and pilasters, stepped parapets, and large, deep window/door openings. The deep plane changes and transitions give the look of a plaster covered adobe building with very thick walls and members. Vertical transitions in wall surfaces are often achieved in a “stair-step” fashion.

The Santa Fe train station in the Marketplace is a magnificent example of this architectural style. Designed by C. S. Gilman and M. R. Mohr of Los Angeles, this Depot replaced an earlier wood frame Victorian era station on the same site. The style became an architectural favorite of the Santa Fe Railroad throughout the Southwest. This is an uncommon architectural style in Southern California and the Santa Fe Station is the only example of a non-residential Pueblo Revival building in the City.

Mediterranean/Spanish Colonial Revival

While the Mediterranean/Spanish Colonial style was most popular from about 1915 through 1939, its influence and application can be seen in buildings through the present-day. The impetus for its popularity in California can be traced to the 1915 Pan Pacific Exposition in Balboa Park, San Diego. Visitors to this exposition were awe-struck by the magnificent buildings designed by Bertram Goodhue and Carleton Winslow in classic Mediterranean style.

Often characterized by stucco finished walls, many examples have simple board-form concrete walls. Roofs can be flat, pitched gable, shed, or any combination of these types. Openings can be angular or arched; however, arches are commonly used as the surrounds for prominent windows and doors. Ornate wrought iron is a typical feature for stair rails, window grills, attic vent grills, and balcony railings. Openings and building members in this style are given an exaggerated sense of depth to emulate adobe structural construction. In the Marketplace, the Café Sevilla Restaurant (former Freeland Tractor Company) building is an outstanding example of this architectural style, using board-form concrete rather than stucco as the wall finish.



Mediterranean/Spanish Colonial Revival Style: Freeland Tractor Company (now Café Sevilla) 3252 Mission Inn Avenue. Built 1929.

Western False-Front Commercial

Several buildings in Riverside were constructed using the Western False-Front architectural style throughout the Victorian era and into the early part of the 20th century. A front façade wall that gives the impression of a flat roof commercial or industrial building characterizes this style of architecture. The actual building situated behind the false front, however, is usually a gable-end pitched roof structure. The Marketplace has one of the best examples of this style in its Riverside Soda Works building. The façade of this two-story industrial/ commercial building is constructed of cement blocks formed to look like cut stone. The balance of the building is wood frame construction capped by a steeply pitched gable-end roof. Built in 1911 as a bottling plant for a locally made soft drink, the false front façade has a triple stepped parapet and a course molding below the top



Western False-Front Style: Riverside Soda Works building, 2993 Mission Inn Avenue. Built 1911, City Structure of Merit #412 - District Contributor.



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Saw-Tooth Industrial Style: FMC Complex
3075/3092 12th Street. Built 1938/1943.

row of blocks. This building employs flat concrete lintels above its doors and double hung sash windows. The height of the building dramatically decreases from the extended façade along Seventh Street, to two stories just behind the façade, and finally to a single story at the rear of the rectangular plan.

Saw-Tooth Industrial

Although there are many different examples of industrial buildings of various architectural styles throughout the Marketplace, the largest buildings, and two of the most prominent buildings due to their size are the former FMC buildings in the Heritage Village District. These buildings feature distinctive character-defining rooflines that resemble the teeth of a saw, lending to the colloquial architectural name of “saw-tooth” industrial. The saw-tooth features actually house north-facing skylights that offer efficient light and ventilation for daytime operations.

This utilitarian architectural style emerged after World War I as an efficient container for manufacturing operations. The guiding principle for this style is “form follows function”. Literally nothing in the building’s elements is there purely for aesthetic effect. Yet, the overall composition has a special character in its purposeful shapes, openings, and exposed mechanisms.

The former FMC complex in the Marketplace is considered to be one of the largest and most innovative Saw-Tooth structures of its time. Originally designed in 1936 by architect Herbert Hamm of Pasadena and built in 1938, the complex consists of two large buildings. When it was built, it was the largest establishment for the manufacture of citrus packing machinery in the world. The southern building was added in 1943 to accommodate wartime production of military vehicles.

16.4 Design Guidelines for Rehabilitation of Historic Commercial Buildings

Site Design

The design of the site of an historic structure is an essential part of its character. This design includes the streetscape in which the site is set, the planting strip along the street, the way a structure sits on its lot in relation to other structures and the street, and landscaping elements.

Guidelines

Landscaping and Site Design

1. Mature trees and hedges, particularly street trees in the public planting strip, should be preserved whenever possible.

Parking Areas

1. Parking areas and driveways should be located to the rear of commercial structures.



2. If new parking lots are to be located on a site, these areas should be screened from public view by appropriate fencing or planting strips.
3. Entrances for commercial parking areas should be located from streets other than those faced by the primary architectural facade of the building wherever possible.

Windows and Doors

The pattern of windows, doors, and other openings on the facades of an historic structure strongly define the character of the structure's design. Changing these elements in an inappropriate manner has a strong negative impact on the historic character of the structure. These openings define character through their shape, size, construction, materials, profile and arrangement on the façade.

Maintaining historic windows and doors often makes good economic sense, as the original windows and doors typically had a much longer life span than their modern replacements. *Rehab Riverside Right*, which is available at the Planning Department, has good suggestions for simple, inexpensive repairs.

Guidelines

1. The arrangement and size of historic openings of a facade should be maintained, whenever feasible, however, in some cases it may be necessary to fill in or alter the size of historic openings or add openings. If this is necessary, it should be done in a manner that is sensitive and complimentary to the historic style and character of the building.
2. Preserve the materials and design of historic windows and doors and their surrounds. Repair windows or doors wherever possible instead of replacing them. When replacement of these windows is necessary, replacement windows should match the historic windows in size, shape, arrangement of panes, materials, method of construction, and profile.
3. If energy conservation is the goal, interior (preferred) or exterior storm windows or doors, not replacement windows or doors, should be utilized.
4. Awnings and shutters should be similar in materials, design, and operation to those used historically. Awnings and shutters should only be used on openings in structures where their use was likely in historic periods.
5. Burglar or safety bars should be used only on secondary facades. Bars should match the muntin and mullion patterns of the window on which they are mounted as closely as possible and should be painted to match the predominant window trim.



Roofs

The character of the roof is a major feature for most historic structures. Similar roof forms, repeated along a street, help create a sense of visual continuity for the neighborhood. Roof pitch, materials, size, orientation, eave depth and configuration, and roof decoration are all distinct features that contribute to the character of a roof.

Characteristics of Historic Roofs

Traditionally, many of Riverside's historic commercial structures commonly had flat roofs. These roofs were necessary to the form of the historic commercial building and should be maintained. Roofing materials for flat roofed buildings on which the roofing material is not visible are generally not a character-defining feature of a structure.

Commercial structures built in the Spanish Colonial Revival and Mission Revival styles often used terra-cotta tile roofs which are a distinctive element of the commercial architectural heritage of Riverside. Parapet details were also often used in historic structures in Riverside to add architectural interest.

Guidelines

1. Preserve the historic roof form.
2. Preserve the historic eave depth and configuration.
3. Historic specialty roofing materials, such as tile or slate, should be preserved in place or replaced in kind.
4. Roof and eave details, such as rafter tails, vents, parapets, dormers and other architectural features, should be preserved.

Architectural Details and Building Materials

The characteristics of the primary building materials, including the scale of units in which the materials are used and the texture and finish of the material, contribute to the historic character of a building. For example, the color and finish of historic stucco is an important feature of Mission Revival structures.

Architectural details add visual interest, distinguish certain building styles and types, and often showcase superior craftsmanship and architectural design. Features such as lintels, brackets, and columns were constructed with materials and finishes that are associated with particular styles, and are character-defining features as well.



Guidelines

1. Preserve original building materials and architectural features.
2. Deteriorated materials or features should be repaired in place, if possible.
3. When it is necessary to replace materials or features due to deterioration, replacement should be in kind, matching materials and design.
4. Materials, such as masonry, which were not originally painted should remain unpainted.
5. Original building materials and details should not be covered with stucco, vinyl siding, or other materials.

Additions

Additions can not only radically change the appearance of a structure to passersby, but can also result in the destruction of much significant historic material in the original structure. Careful planning of additions will allow for the adaptation of historic structures to the demands of the current owner, while preserving their historic character and materials.

Guidelines

1. Additions should be located in the rear of the structure whenever possible, away from the main architectural facade.
2. Additions should be compatible in size and scale with the original structure, although subordinate in massing. Two story additions to one-story buildings are strongly discouraged.
3. Additions should use similar finish materials and fenestration patterns as the original structure.
4. Additions should be differentiated from the original structure through their details or massing, communicating clearly that the addition is in fact new construction.

16.5 Historic Residential and Institutional Architectural Styles

Introduction

The Marketplace is rich in residential and institutional architectural styles that run the gamut from utilitarian to very ornate in design. A historic context was prepared in conjunction with this Specific Plan that details all of the different architectural styles found within the Marketplace. This section briefly highlights some of the architectural styles and is not intended to be all inclusive. Design guidelines for the rehabilitation of residential and institutional structures within the Marketplace are found in Section 16.6 of this Chapter.

Gothic Revival

In 1842, Andrew Jackson Downing released *Cottage Residences*, a book that encouraged the development of new architectural fashions among domestic dwellings and buildings. These fashions, such as the medieval



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Gothic Revival Style: United Brethren Church (now Templo Ebenezer) 2921 Sixth Street. Built 1887, City Landmark #95.

inspired Gothic Revival style challenged the Greek classicist style—which had dominated stylistic design to that point. Gothic Revival styles were more difficult to construct than their counterpart Greek and Italian revival styles, and Gothic Revival in California and Riverside were extremely rare. They are most often found in the northeastern United States. Domestic examples of the Gothic Revival style faded in popularity after 1865. However, public and religious buildings continued to apply the style under what is known as the High Victorian Gothic.

The United Brethren Church (now Templo Ebenezer) at 2921 Sixth Street is an outstanding example of this style, which was especially popular for churches. This one-story Gothic Revival church has a rectangular plan with a gabled roof sheathed in composition shingles. It has an asymmetrical arrangement with an east-of-center entry made of a projecting enclosed porch. Typical Gothic Revival details include the gable rafter brackets equally placed under the facade roofline. In Gothic tradition, these brackets are decorated with carved bulls-eye moldings and pendant finials. A louvered vent resembling a stylized trefoil is a classic Gothic detail located near the apex of the front gable end. Another singular Gothic detail is the grouping of three pointed arch windows on the front façade. The main entrance extends forward of the main façade and is decorated by a decorative triangular gable-end panel.

National/American Folk



National/American Folk Style: 2933 Mission Inn Avenue. Built 1887, City Landmark #83; City Structure of Merit #7.1

American Folk architectural style includes a wide array of modest dwelling types, because it covers a large period of significance. Between 1850 and 1890, the development of the railroad system inspired new shapes and the use of new construction materials throughout the country. Despite the changes the railroad system brought to construction materials, many of the pre-railroad “folk shapes” of vernacular dwellings survived—with modification and embellishment. Together, new and old folk shapes persisted well into the twentieth century as expressed in the later Colonial Revival, Prairie, Tudor Revival and Craftsman styles. National houses in Marketplace most often occur in the gable-front, gable-front and wing, massed-plan side-gabled or pyramidal families of “folk-shapes.”

Victorian Era



Victorian Style: 2945 Mission Inn Avenue. Built 1890, City Structure of Merit #407.

This style has its roots in an English architectural movement credited to architect Richard Norman Shaw. As interpreted in the United States, the Victorian style took on its own character, distinct from the English movement. Steeply pitched, complex roof forms, that can include gable end, hipped, and shed styles, characterize Victorian architecture. Turrets, elaborate porches, wrought iron finials, “widow watch” towers, and protruding bay windows are also characteristic. Siding often consists of a combination of horizontal wood and shingles. Details can include turned wood columns and spindles, sawn bargeboards, brackets, stained/leaded glass, and molded plasterwork. Windows are usually large, vertically



oriented, and double hung. Victorian variants include Queen Anne, Eastlake, and Stick.

The Marketplace residential district includes “White’s Addition”, which was created in the 1880’s and is the earliest town lot subdivision in the City of Riverside. Consequently, this area is the location of some of Riverside’s earliest urban residences, including a number of Victorian houses. Although Victorian homes are usually thought of as very ornate, the ones in the Marketplace area tend to be more conservative.

Colonial Revival

In Southern California, the Colonial Revival style was predominantly popular from 1895 through World War II for residential properties (Figure 74). The Colonial Revival style is closely related to both the Greek Revival and Neoclassical styles. Hallmarks of the style are a rectangular building form, marked by a double height front portico with Ionic or Corinthian columns, and a symmetrically balanced façade. The one-story cottage forms of the style have a prominent portico. The Neoclassical style is primarily distinguished from the Greek Revival or Colonial Revival styles by its ornate detail. Several surveys and Rehab Riverside Right refer to homes of this style as “Turn-of-the-Century.”

The style was popularized as a result of the Columbian Exposition of 1893, which took a classical theme in its architecture. The exposition received wide publicity, and its “classical” pavilions, which in reality mixed classical and colonial revival architectural elements, created a national interest in the style. The Colonial Revival style can often be found mixed with Neoclassical elements.



Colonial Revival Style: 2944 Sixth Street. Built 1908, Eligible for City Structure of Merit designation.

Craftsman

The Craftsman movement was one of the most influential architectural expressions of the twentieth century. Named after a magazine published by Gustav Stickley, the movement was most popular between 1900 and 1918. The Craftsman movement was based on a philosophy that embraced simplicity, craftsmanship, and harmony with nature through low profile massing, “ground-hugging” stance, and sensitive siting. It was an outgrowth of the shingle style and many Craftsman homes reflect a strong Japanese influence. Shallow pitched, overhanging gable-end roofs, deep porches, and decorative rafter-ends, beams, and eave brackets often characterize the Craftsman style. Windows can be either, or a combination of, casement or double-hung sash. Several residences in the Marketplace reflect the Craftsman style, however, many have been altered with stucco finishes, modern windows, and filled-in porches. The residence at 2956 Mission Inn Avenue is beautifully preserved and maintained example of early Craftsman architecture.



Craftsman Style: 2956 Mission Inn Avenue. Built 1910, City Structure of Merit #408.



16.6 Design Guidelines for Rehabilitation and Additions for Historic Residential Structures

Site Design

Character Defining Statement

The design of the site of an historic structure is an essential part of its character. This design includes the streetscape in which the site is set, the planting strip along the street, the way a structure sits on its lot in relation to other structures and the street, and landscaping elements. While many of the historic structures in the Specific Plan area may have lost some of these characteristics over time, certain common characteristics remain which help to define the character of these historic areas and the structures within them.

Traditionally, residential structures were sited on their lots in a way that emphasized a progression of public to private spaces. Streetscapes led to planting strips, planting strips to sidewalks, sidewalks to yards and front walkways, which led to porches and the private spaces within a house. In a few areas, transparent fencing was commonly used in front yard areas to further define these progressions. Preservation of these progressions is essential to the preservation of the historic residential character of structures and neighborhoods.

Guidelines

Landscaping and Yard Design

1. If historic plantings do exist, they should be preserved in their original locations. If these features cannot be preserved, they should be replaced in kind.
2. The traditional character of residential front and side yards should be preserved. These areas should be reserved for planting materials and lawn, and nonporous ground coverings should be minimized.
3. Mature trees and hedges, particularly street trees in the public planting strip, should be preserved whenever possible.
4. Historic topographic features should be preserved whenever possible. For instance, leveling or terracing a lot that was traditionally characterized by a steep hillside is not appropriate.

Site Design, Fencing, and Retaining Walls

1. If historic retaining walls or fences exist, they should be preserved in place. If they must be removed, they should be replaced in kind. Such features should be maintained at their historic heights, and not extended upward to form privacy screens.
2. New fences should be in character with those seen historically:
 - a. Unpainted wood fences are generally inappropriate for front and side yard areas.
 - b. Front and side yard fencing should be low (less than three feet in height) and transparent. Wood fencing in these



areas might be appropriate to Craftsman or Queen Anne structures and traditionally detailed wrought iron fencing to Queen Anne structures. Simple or elaborate wrought-iron fencing might be appropriate for Spanish Colonial Revival style structures.

- c. Rear yard fencing for privacy, such as opaque wood fencing, may be appropriate.
- d. Chain link should not be used in locations visible from the street.

Parking Areas

- 1. Parking areas and driveways should be located to the side or rear of a residential structure.
- 2. Front yard areas shall not be used for parking.
- 3. If new parking areas are to be located on a site to accommodate multiple vehicles, these areas should be screened from public view by appropriate fencing or planting strips.

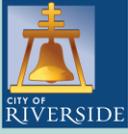
Porches

Character Defining Features

Historically, residential porches in their many forms - stoops, porticos, terraces, or verandas - served many functions. They defined a semipublic area to help mediate between the public street areas and the private area within the home; they provided a sheltered outdoor living space in the days before reliable climate controls; and they provided an architectural focus to help define entryways and allow for the development of architectural detail. Porches are therefore a major character-defining feature of most historic residential buildings, and their preservation is of great importance. Retaining porches can also make economic sense, because the shade provided by a porch may greatly reduce energy bills.

Guidelines

- 1. Preserve historic porches in place. Removal or enclosure of porches is inappropriate. Enclosure of part of an historic porch is also inappropriate.
- 2. Preserve decorative details that help to define an historic porch. These include balusters, balustrades, columns, and brackets.
- 3. Preserve the roof form and eave depth of an historic porch.
- 4. Additional porch elements should not be added if they did not exist historically. For instance, the addition of "gingerbread" brackets to a simple, vernacular style porch is inappropriate. In many instances, historic porches did not include balustrades, and these should not be added unless there is evidence that a balustrade existed on a porch historically.



Openings

Character Defining Features

The pattern of windows, doors, and other openings on the facades of an historic structure strongly defines the character of the structure's design. Changing these elements in an inappropriate manner has a strong negative impact on the historic character of the structure. These openings define character through their shape, size, construction, arrangement on the facade, materials, and profile.

Maintaining historic windows and doors often makes good economic sense, as they typically had a much longer life span than modern replacement windows. If you are thinking about replacing your historic windows or doors, please consult *Rehab Riverside Right* for suggestions on simple, inexpensive repairs which might extend their useful life. For instance, replacing single panes with double glazing or by adding storm windows or doors, you can increase energy efficiency while still preserving both the historic character of a structure and saving money!

Guidelines

1. The arrangement of historic openings of a facade should be maintained.
2. The size and proportions of historic openings on a facade should be maintained. Filling in or altering the size of historic openings, especially on primary facades, is inappropriate.
3. Adding openings to historic facades is also inappropriate.
4. Preserve the materials and design of historic windows and doors and their surrounds. Repair windows or doors wherever possible instead of replacing them. When replacement of these windows is necessary, replacement windows should match the historic windows in size, shape, arrangement of panes, materials, method of construction, and profile.
5. If energy conservation is the goal, interior (preferred) or exterior storm windows or doors, not replacement windows or doors, should be utilized.
6. Awnings and shutters should be similar in materials, design, and operation to those used historically. Awnings and shutters should only be utilized on openings in structures where their use was likely in historic periods.
7. Burglar or safety bars should be used only on secondary facades. Bars should match the muntin and mullion patterns of the window on which they are mounted as closely as possible, and should be painted to match the predominant window trim.



Roofs

Character Defining Features

The character of the roof is a major feature for most historic structures. Similar roof forms repeated on a street help create a sense of visual continuity for the neighborhood. Roof pitch, materials, size, orientation, eave depth and configuration, and roof decoration are all distinct features that contribute to the character of a roof.

Characteristics of Historic Roofs

Most of Riverside's historic residential structures originally had shingle, shake, or tile roofs. In addition, many of the architectural styles common in Riverside's historic neighborhoods are defined by roof treatments: the Craftsman style by low hanging eaves and exposed rafter tails, and the Spanish Colonial or Mission Revival by its terra-cotta tile roofs.

Guidelines

1. Preserve the historic roof form.
2. Preserve the historic eave depth and configuration.
3. Historic specialty roofing materials, such as tile or slate, should be preserved in place or replaced in kind.
4. Replacement roof materials should convey a scale, texture, and color similar to those used originally.
5. Very light colored asphalt shingle is generally inappropriate.
6. Earth tones, such as rusty reds, greens, and browns, are generally appropriate.
7. Roof and eave details, such as rafter tails, vents, built in gutters and other architectural features, should be preserved.

Architectural Details and Building Materials

Character Defining Features

The characteristics of the primary building materials, including the scale of units in which the materials are used and the texture and finish of the material, contribute to the historic character of a building. For example, the scale of wood shingle siding is so distinctive from the early Craftsman period, it plays an important role in establishing the scale and character of these historic buildings. In a similar way, the color and finish of historic stucco is an important feature of Mission Revival homes.

Architectural details add visual interest, distinguish certain building styles and types, and they often showcase superior craftsmanship and architectural design. Features such as lintels, brackets, and columns were constructed with materials and finishes that are associated with particular styles, and are character-defining features as well.



Guidelines

1. Preserve original building materials and architectural features.
2. Deteriorated materials or features should be repaired in place, if possible.
3. When it is necessary to replace materials or features due to deterioration, replacement should be in kind, matching materials and design.
4. Materials, such as masonry, which were not originally painted should remain unpainted.
5. Original building materials and details should not be covered with stucco, vinyl siding, or other materials.

Additions and New Outbuildings

Nothing can alter the appearance of an historic structure more quickly than an ill-planned addition. Additions can not only radically change the appearance of a structure to passersby, but can also result in the destruction of much significant historic material in the original structure. Careful planning of additions will allow for the adaptation of historic structures to the demands of the current owner, while preserving their historic character and materials.

Historically, outbuildings such as garages, sheds, and other utility structures were utilitarian in design and, although they may have echoed the architecture of the main structure, they were inevitably much simpler in design and materials. Existing historic outbuildings should be treated in accordance with the preceding guidelines for rehabilitation.

Guidelines

1. Additions should be located in the rear of the structure whenever possible, away from the main architectural facade.
2. Additions should be compatible in size, and scale with the original structure, although subordinate in massing. Two story additions to one story buildings are strongly discouraged.
3. Additions should use similar finish materials and fenestration patterns as the original structure.
4. Roofing forms and materials for additions should echo those of the original structure.
5. Rooftop additions should be located to the rear of the structure.
6. New outbuildings should resemble historic outbuildings in the area in size, massing, and roof forms. Generally, shed or gable roofs were most common.
7. New outbuildings should be clearly subordinate to the main structure in massing and style.
8. New outbuildings should be located to the side or rear of the main structure.



16.7 Design Guidelines for Infill Construction

Site Design and Building Location

Guidelines

1. The facades of new structures in commercial areas should maintain the setback of existing historic structures along the street front.
2. New structures should reflect the traditional widths of historic structures in the area.
3. New structures which are wider than the traditional width should be designed to appear as smaller modules reflecting the traditional building widths.
4. Parking areas should be located to the rear or side of new structures.

Building Mass, Scale and Form

Guidelines

1. New structures should maintain the average scale of historic structures within the area.
2. The basic building form for new commercial structures should be a simple rectangular solid.

Materials and Details

Materials commonly used on facades of historic commercial structures in Riverside included brick, stucco, and masonry. Architectural details were usually embellishments added to the solid plane of the facade or parapet details rising from it. Echoing these traditions in the design of new construction will help to preserve the distinctive character of the Riverside Marketplace.

Guidelines

1. Building materials should be similar, or at least appear similar, to those used historically.
2. Architectural details should echo, but not exactly mimic, details found on historic facades.
3. The colors of permanent finish materials should be similar to these used historically.
4. The use of architectural detail to break up the visual mass of large buildings is encouraged.



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17

Chapter 17: Streetscape Design and Gateway Signage

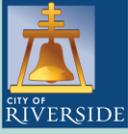
17.1 Streetscape Concept

The recommended streetscape concept for the Marketplace Specific Plan is to maintain much of the existing mature landscaping and streetscape improvements and continue to build upon the established streetscape palette with an increased emphasis on the pedestrian and bicycle environments. To make the Specific Plan area more pleasant, safe, and inviting for pedestrians and bicyclists, it is important to continue to enhance the streetscape with distinctive street furnishings, lighting, and paving as well as enhanced semi-private gathering spaces.

The development standards of Chapters 7 through 17 begin to establish much of the Specific Plan area as mixed-use with a focus on enhancing the pedestrian environment through site design such as expanding the pedestrian path of travel, pushing buildings closer to the street, orienting the entrances of buildings toward the public right-of-ways, and providing enhanced amenities for pedestrians. The streetscape concept for the Marketplace Specific Plan is designed to augment these standards through enhancements to the public realm.

The overall streetscape concept is designed to meet the following objectives:

- Accommodate all modes of transportation with an emphasis on public transportation and enhanced pedestrian and bicycle networks.
- Maintain the existing transportation level of service while accommodating other modes of transportation within the existing right-of ways.
- Visually unify the Specific Plan area through consistent paving surfaces, street furnishings, tree varieties and landscaping.
- Enhance the gateways to Riverside from the SR-91 freeway.
- Continue to maintain and upgrade the existing landscaped parkways.
- Consolidate driveways, where possible.
- Continue to upgrade and enhance crosswalks with decorative paving.
- Explore opportunities to expand the historic pergola network.



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17.2 Streetscape Improvement Guidelines

Landscaping

Although much of the Marketplace area is well landscaped, there are areas, particularly east of the railroad tracks, which are in need for enhancements. The following guidelines should be implemented to preserve the existing mature landscaping and to “bridge the gap” where landscaping is lacking within the public right-of-way:

- The existing street trees and mature palm trees should be preserved and maintained throughout the Specific Plan area to provide unity and continuity between each District.
- Existing and new canopy trees should be strategically planted and maintained to maximize their shade coverage along the pedestrian path of travel.
- Gateways within the Specific Plan area should accommodate landscaping (including street trees, shrubs, accent plants and groundcover) that is prominent and unique to create identifiable and attractive entrances into the Specific Plan area.

Hardscaping

To make the Marketplace Specific Plan area more pleasant, safe, and inviting for pedestrians and bicyclists, it is important to continue to enhance the streetscape with decorative hard surfaces to allow the public and private realms to seamlessly connect. The development standards for in Chapters 7 through 17 focus on enhancing the pedestrian environment through site design such as expanding the pedestrian path of travel, pushing buildings closer to the street, orienting the entrances of buildings toward the public right-of-ways, and providing enhanced amenities for pedestrians. As such, the following guidelines should be implemented to augment these standards through enhancements to the public realm:



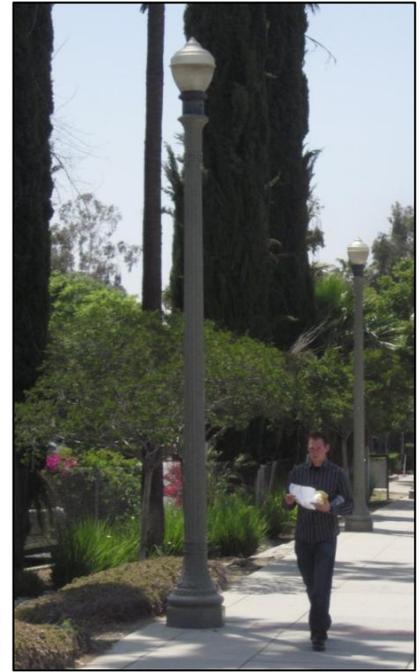
- Decorative concrete pavers and/or other decorative hard surface materials should be used at all street intersections to improve the visibility of pedestrian crosswalks and create attractive activity nodes.
- Decorative street bollards should be used at major pedestrian crossings area to minimize traffic speeds and protect pedestrians.
- Where feasible, decorative concrete pavers and/or other decorative hard surface materials should replace the existing concrete sidewalks.
- Where streets trees are planted outside of a landscaped parkway, decorative tree grates should be provided to expand and enhance the pedestrian path of travel.



Lighting

A series of pedestrian-scale, acorn globe street lights exist throughout much of the area west of the railroad tracks within the Marketplace Specific Plan. However, there are many opportunities to expand the installation of such lighting throughout the remainder of the Specific Plan area. To achieve the vision of the transforming the Marketplace into a lively and pedestrian-friendly area, it is critical that the following guidelines related to lighting within the public right-of-way be implemented to increase the safety and security of pedestrian as well as to augment and complement the development standards for front setback areas:

- The existing pattern of pedestrian-scale, acorn globe street lights should continue to be provided throughout the Marketplace Specific Plan area.
- All gateways entrances should include decorative lighting to illuminate architectural features and decorative landscaping to create identifiable and attractive entrances into the Specific Plan area.
- Where feasible, projected and concealed landscape lighting should be provided within all parkways and landscaped medians to accent decorative landscaping during nighttime hours.



Street Furnishings

In addition to the landscape lighting and distinct paving, the appearance of the Marketplace can be improved and the pedestrian-friendly environment reinforced with other distinctive streetscape elements, such as street furnishings. These elements encourage pedestrian activity at appropriate nodes within the Specific Plan area, promote safety, and direct pedestrians, drivers and transit riders.

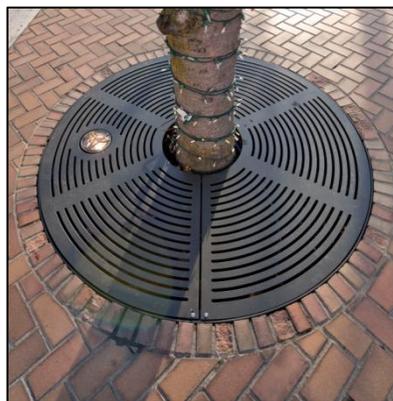
In order to achieve the vision of the transforming the Marketplace into a lively and pedestrian-friendly area, it is critical that the following guidelines related to street furnishings be implemented to improve the pedestrian experience along the corridor as well as to augment and complement the development standards for front setback areas:

- A consistent palette of street furnishings, including, shade structures, benches, trash receptacles, bicycle racks, and tree grates should be implemented along the entire corridor to allow pedestrians and bicyclists to easily transition between Districts.
- Benches should be placed wherever there is a high volume of pedestrian activity, including near entertainment and dining venues, near the Metrolink Station, and at existing bus stops and shelters.



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- Metal benches should be used, given that they are more easily maintained than wood or concrete and are less susceptible to vandalism.
- Trash receptacles and bicycle racks that complement each other in terms of design and materials should be implemented at the same locations.
- Additional trash receptacles should be placed where needed, generally at most intersections as well as mid-block in areas with high levels of pedestrian activity.
- Other design elements such as drinking fountains, water features, art display areas, tree grates, raised and ground planters, decorative pot containers, shade structures and artistic bicycle racks should be considered in conjunction with the front setback area development standards to add to the aesthetic value of the streetscape as well as provide valuable amenities for pedestrians and bicyclists.



Gateway Treatments

Gateways serve to frame the main entry points into the Specific Plan area, create a sense of arrival and contribute toward the overall beautification of the area. As identified on Figure 11 (Local Circulation Plan and Linkage



Opportunities), gateways to the Specific Plan area are located at various locations along Fourteenth Street, University Avenue, Mission Avenue, and Third Street, as well as at the SR-91 freeway on- and off-ramps. The gateway areas located at the intersections of Vine Street and Fourteenth Street, University Avenue and Mulberry Street, and Third Street and Vine Street feature consistent arched gateway signage that resulted from the efforts of the 1990 Marketplace Specific Plan. There are also two existing readerboard signs along the SR-91 freeway and an arched gateway sign over Ninth Street that were facilitated by the previous Specific Plan. These gateway signs all provide a consistent theme and contribute to the sense of arrival. The other identified gateway locations currently lack any identifying features to announce the arrival within the Specific Plan area and should be treated as secondary gateways. Unlike the freeway-adjacent locations, the treatment of the secondary gateway locations should be accomplished in a more subtle manner. As such, the following guidelines address the prescribed treatment of primary and secondary gateways within the Specific Plan area:

- Development projects proposed adjacent to the identified secondary gateways should include prominent and unique architectural elements to create a sense of arrival to the Marketplace.
- The public right-of-way near gateways, including parkways and medians, should accommodate landscaping (street trees, shrubs, accent plants and groundcover) that is prominent and unique to create identifiable and attractive entrances into the Specific Plan area.
- Gateway entrances should include decorative lighting to illuminate architectural features and decorative landscaping to create identifiable and attractive entrances into the Specific Plan area.
- Decorative concrete pavers and/or other decorative hard surface materials should be accommodated at all street intersections adjacent to gateways to improve the visibility of pedestrian crosswalks and create attractive activity nodes.

Pedestrian Network

Central to the overall vision of the Marketplace Specific Plan is the concept of implementing an urban design fabric that focuses on the pedestrian scale. The standards found in Chapters 7 through 17 are designed to give priority to the front setback area through the creation of attractive and usable outdoor gathering spaces that encourage indoor activities to relocate to the outside while drawing pedestrian traffic on-site. The seamless connection between these gathering spaces and the pedestrian path of travel along the public right-of-way is critical to the functionality and success of these spaces. As such, the pedestrian path of



travel within the public right-of-way should be optimized to allow higher levels of foot traffic. In addition to the pedestrian improvements recommended in the prior section of this Chapter, the following additional guidelines address the prescribed improvements to the pedestrian network:

- Particular attention should be paid to creating shade throughout the Marketplace through the continuation of the historic pergolas or other similar shade structures as found within the Founder's District.
- The freeway underpasses at Mission Inn Avenue and University Avenue should be upgraded to create an inviting pedestrian and vehicular connection between the Downtown and the Marketplace areas. This may be accomplished through the use of color, lighting, paving, landscaping materials and public art.

Public Art

Another design element that can enhance the environment of the Marketplace is public art, which can take many forms and be introduced in many places. It can easily add value to a district, corridor, and community. It can speak to the history of a place, the story of an individual, or the identity of an object. Given the surrounding neighborhoods and the proximity to UCR and Downtown, there is an abundance of talented local artists that can contribute greatly to public art within the Marketplace area. As such, the following guidelines relate to the implementation of public art within the Specific Plan area:

- Public art display areas where local artists can display their art on a rotating basis could be incorporated into the existing bus shelters and bus stops, as well as near the Metrolink station.
- Design elements such as drinking fountains, water features, art display areas, tree grates, raised and ground planters, decorative pot containers, shade structures and artistic bicycle racks can all be designed and designated as public art to add to the aesthetic value of the streetscape as well as provide valuable amenities for pedestrians and bicyclists.

17.3 Street Cross Sections

To help unify the Marketplace, the Specific Plan includes a streetscape concept that applies to the pedestrian oriented streets throughout the Specific Plan Area. The concept includes specifications for sidewalks, street trees, parkways, streetlights, streetlight banners, street cross-sections, and parking lots. For the most part, the streets west of the railroad tracks have already been improved and only minor improvements such as filling in gaps in parkway landscaping, incorporating new angled parking, etc., are anticipated. Many streets east of the railroad tracks are mostly fully



improved, yet as new infill developments occur, there will be opportunities for improvements to the pedestrian network.

The following are descriptions of the existing conditions and proposed streetscape concepts for the major streets within the Marketplace:

Vine Street

Curb-to-Curb:

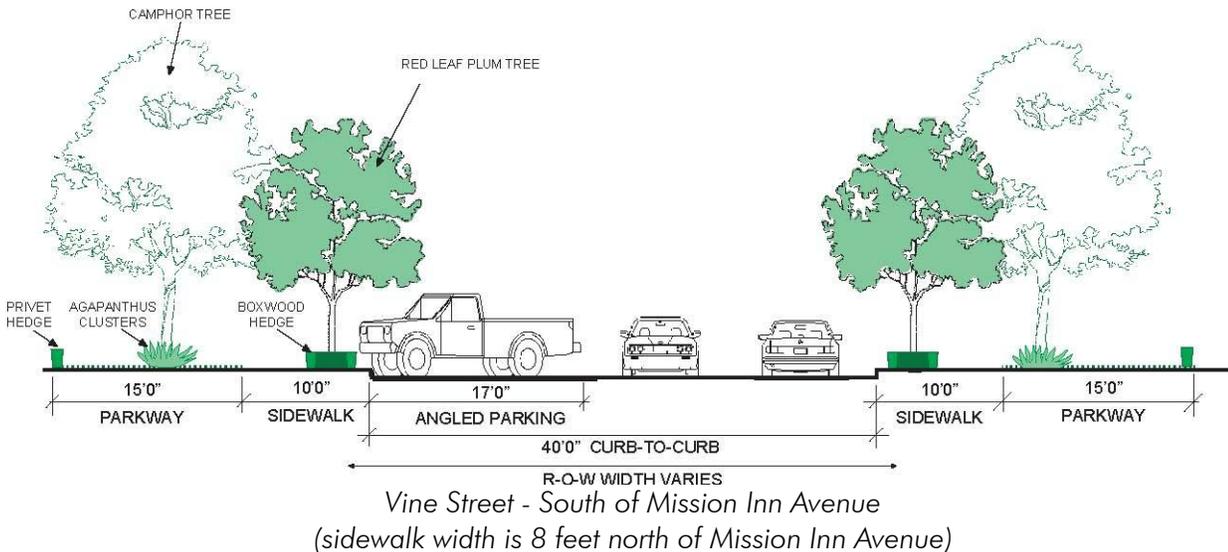
The street cross section generally consists of 40 feet of paving, curb-to-curb, accommodating two travel lanes and various configurations of parking, including angled parking on one side of the street or parallel parking on both sides of the street. All of the Vine Street curb-to-curb paving has been installed.

Sidewalk:

The sidewalk section includes 10 feet of paving south of Mission Inn Avenue and 8 feet of paving north of Mission Inn Avenue, with tree wells 40 feet apart. This pedestrian promenade extends from Fourteenth to Third Streets. Its purpose is to facilitate pedestrian access through the Founder's, Transit Core, and Vine Street Office Park Districts. North of Mission Inn Avenue, the sidewalk is only continuous on the east side of the street. The west sidewalk is interrupted by the curvature of the Riverside Freeway. All of the Vine Street streetscape improvements have been installed.

Landscaped Parkway:

The streetscape provides for a 15-foot wide parkway consisting of groundcover and clipped hedges adjacent to all parking areas. Clusters of Agapanthus are planted at each street tree. Most of the parkways have already been fully planted in conjunction with adjacent development. Areas fronted by buildings are landscaped with individual themes consistent with the building itself.





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Street Trees:

The existing street tree pattern consists of Camphor and Red Leaf Plum trees. The Camphors are situated in pairs; one tree of each pair is situated in a tree well adjacent to the curb and one tree is situated in the parkway adjacent to the edge of the sidewalk. The Red Leaf Plums are planted singly, situated in tree wells adjacent to the curb. The pattern down the street consists of two pairs of Camphors followed by a single Red Leaf Plum, followed by another pair of Camphors, etc. Each tree well is planted with a Boxwood hedge, and each tree in the parkway is surrounded by clusters of Agapanthus. At maturity, Camphors can extend to 50 feet in canopy width, providing sufficient dense coverage over the sidewalk without being in pairs. In addition, the large size of the Camphors at maturity could create problems in the tree wells in the sidewalk. Therefore, the proposed street tree design for Vine Street is to remove the Camphors at the curb edge, to provide an alternating and meandering street tree pattern with the Red Leaf Plums, adjacent to the curb, and mature Camphors in the parkway.

Street Lights:

All street lighting on Vine Street has been installed and consists of Acorn Globes atop Corsican Marbelite poles 120 feet on-center.

Street Light Banners:

Street light banners are allowed along Vine Street in accordance with the City's street banner program administered by the Public Works Department.

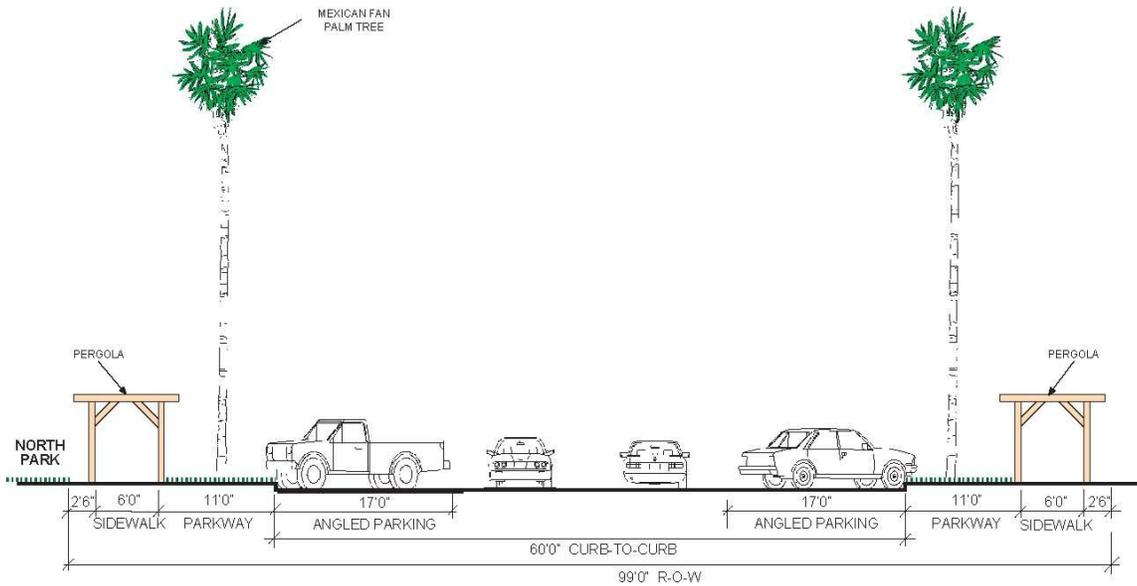
Mission Inn Avenue

Curb-to-Curb:

The street cross section generally consists of 60 feet of paving, curb-to-curb, accommodating two travel lanes, with angled parking on both sides of the street, west of the railroad tracks and two travel lanes with a center median east of the railroad tracks. All of the Mission Inn Avenue curb-to-curb paving is existing. As Mission Inn Avenue approaches the railroad tracks and the SR-91 Freeway, the parking gives way to travel lanes.

Sidewalk:

The sidewalk section west of the railroad tracks includes 6 feet of paving bridged by a pergola creating a pedestrian promenade that is envisioned to extend through the Downtown area to the Mission Inn, as well as to the Metrolink station. The pergola is intermittent on both sides of the street and shall be maintained in perpetuity. All of the Mission Inn Avenue sidewalks have been installed both east and west of the railroad tracks with the exception of an approximately 500 foot section just east of the railroad track that is paved with asphalt rather than concrete. This segment should be improved upon the redevelopment of the adjacent properties.



Mission Inn Avenue west of the railroad

Landscaped Parkway:

The streetscape provides for an 11-foot wide parkway adjacent to the curb devoted to turf. Another 2.5-foot section is situated on the opposite side of the sidewalk to accommodate the supports of the pergola on the property line side west of the railroad tracks.

Street Trees:

Street trees consist of California Fan Palms (*Washingtonia filiferas*), approximately 40 feet on-center.

Street Lights:

Street lighting on Mission Inn Avenue west of the railroad tracks currently consists of Raincross street lights at various spacings depending upon the nature of the block. East of the railroad tracks features 40' cobra-style lights. Efforts should be made to extend the Raincross or acorn lighting east of the railroad tracks to unify the Specific Plan area.

Street Light Banners:

Street light banners are allowed along Mission Inn Avenue in accordance with the City's street banner program administered by the Public Works Department.

Commerce Street

Curb-to-Curb:

The street cross section between Tenth Street and mission Inn Avenue generally consists of 38 feet of paving, curb-to-curb, accommodating two travel lanes and parallel parking on both sides of the street. The segment of Commerce Street between Mission Inn Avenue and Third Street is void of sidewalks and curbs, and the street paving is largely dilapidated and in



need of replacing. As properties along Commerce Street redevelop, sidewalks and curb and gutter should be installed to provide a more pedestrian-friendly atmosphere.

Sidewalk:

Commerce Street is largely void of sidewalks with the exception of the area between Tenth Street and University Avenue which features an 11-foot sidewalk on the south side and a semi-private 5-foot sidewalk on the north side that is part of the Metrolink station. As properties along the remainder of Commerce Street redevelop, sidewalks should be installed to provide a more pedestrian-friendly atmosphere.

Landscaped Parkway:

The streetscape along Commerce Street is historically industrial in nature and largely void of any landscaping. As the historic buildings are adaptively reused and vacant lots are developed, a combination of onsite hardscaping and landscaping will be required, thus somewhat mitigating the lack of a landscaped parkway. The exception is along the rail corridor on the west side of Commerce Street, north of University Avenue where no private development will occur to trigger landscape improvements. In this area a 10-foot landscaped parkway should be installed.

Street Trees:

Street trees on the north side of Commerce Street consist of California Fan Palms (*Washingtonia filifera*), approximately 40 feet on-center.

Street Lights:

Street lighting on Commerce Street south of Mission Inn Avenue has been installed and consists of Acorn Globes atop Corsican Marbelite poles 120 feet on-center. Commerce Street north of Mission Inn Avenue features Colonial-style Carriage lights atop concrete or tubular steel poles, approximately 100 feet on-center. Efforts should be made to extend the Acorn Globe lighting north of Mission Inn Avenue to unify the Specific Plan area.

Street Light Banners:

Street light banners are allowed along Commerce Street in accordance with the City's street banner program administered by the Public Works Department.

Howard Avenue

Curb-to-Curb

The street cross section generally consists of 40 feet of paving, curb-to-curb, accommodating two travel lanes and parallel parking on both sides of the street. All of the Howard Avenue curb-to-curb paving has been installed.



Sidewalk:

The sidewalk section includes 5 feet of curb-adjacent paving on both sides of the street with some gaps in need of completion on the north side between Tenth and Twelfth Streets.

Landscaped Parkway:

Howard Avenue does not feature landscaped parkways due to the curb-adjacent sidewalk.

Street Trees:

Due to the lack of a landscaped parkway, there is no consistent pattern for street trees.

Street Lights:

Street lighting on Howard Avenue features Cobra-Style lights. Efforts should be made to extend the Acorn Globe lighting to Howard Avenue to unify the Specific Plan area.

Street Light Banners:

Street light banners are allowed along Commerce Street in accordance with the City's street banner program administered by the Public Works Department.

Park Avenue

Curb-to-Curb:

The street cross section generally consists of 40 feet of paving, curb-to-curb, accommodating two travel lanes and parallel parking on both sides of the street. All of the Park Avenue curb-to-curb paving has been installed.

Sidewalk:

The sidewalk sections along park Avenue range from 6 to 7 feet and are complete on both sides of the street.

Landscaped Parkway:

Park Avenue provides a landscaped parkway that ranges in width from 4 feet to 13 feet and largely features turf and very few if any street trees. Efforts should be made to install an appropriate variety of plant materials and streets trees throughout Park Avenue.

Street Trees:

Park Avenue currently lacks a consistent pattern of street trees. It is recommended that appropriate canopy-type trees be planted and maintained along Park Avenue.

Street Lights:

Street lighting on Park Avenue consist of Cobra-style lights south of Mission Inn Avenue and Colonial-style Carriage lights atop concrete or



tubular steel poles north of Mission Inn Avenue, Efforts should be made to extend the Acorn Globe along the southern portion of Park Avenue to unify the Specific Plan area.

Numbered Streets (Fourth through Sixth and Ninth through Thirteenth Streets)

Curb-to-Curb:

The street cross sections generally consists of 36 feet of paving, curb-to-curb, accommodating two travel lanes and parallel parking on both sides of the street. All of the curb-to-curb paving has been installed.

Sidewalk:

4-foot wide sidewalks exist on both sides of all of the numbered streets. are situated on the south side of the street.

Landscaped Parkway:

The streetscape provides for an approximately 11-foot landscaped parkway that largely consists of turf and street trees. The exception is Eleventh Street which features curb-adjacent sidewalks and no uniform street tree pattern.

Street Trees:

Street trees consist of California Fan Palms (*Washingtonia filiferas*), approximately 40 feet on-center. The exception is Eleventh Street which features curb-adjacent sidewalks and no uniform street tree pattern.

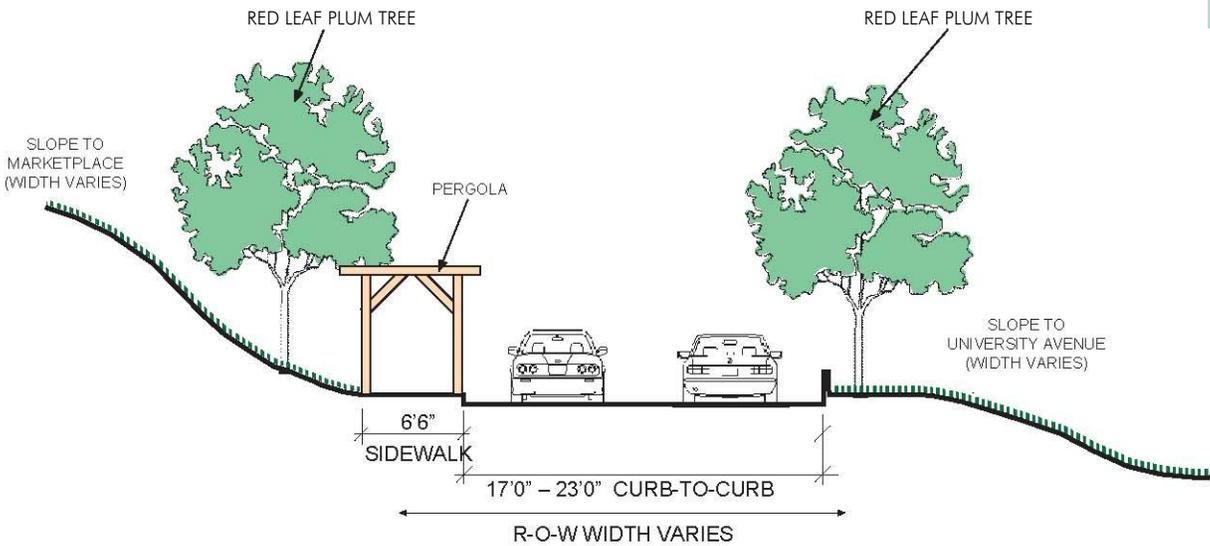
Street Lights:

All street lighting on Fourth, Fifth, and Sixth Streets as well as Ninth Street between Mulberry and Vine Streets has been installed and consists of Acorn Globes atop Corsican Marbelite poles, approximately 100-120 feet on-center. Ninth Street, east of Commerce Street features Colonial-style Carriage lights atop concrete poles, approximately 100 feet on-center. Tenth, Eleventh, Twelfth, and Thirteenth Streets feature Cobra-style lights.

Jack B. Clarke Way

Curb-to-Curb:

Jack B. Clarke Way is the connection from University Avenue to Vine Street. At University Avenue, it is 17 feet, curb-to-curb. At Vine Street, it widens to 23 feet to accommodate left and right turning movements.



Jack B. Clarke Way - between University Avenue and Vine Street
(curb-to-curb width is 35 feet between Vine Street and Santa Fe Avenue)

Sidewalk:

A 6.5-foot wide sidewalk is situated on the south side of the street. There is no sidewalk on the north side of the street. Sections of the historic pergola may be introduced, as well as the planting of canopy trees.

Landscaped Parkway:

On the north side of the street, the entire slope between Jack B. Clark Way and University Avenue, up to 75 feet in width, is landscaped with various trees, shrubs and groundcovers. On the south side, the landscaped area slopes up to Marketplace with varying widths.

Street Trees:

Red Leaf Plums, situated at 25 feet on-center, are planted in the parkways along both sides of Jack B. Clark Way.

Street Lights:

All street lighting on Jack B. Clark Way has been installed and consists of Acorn Globes atop Corsican Marbelite poles, 120 feet on-center.

Street Light Banners:

Street light banners are allowed along Jack B. Clarke Way in accordance with the City's street banner program administered by the Public Works Department.

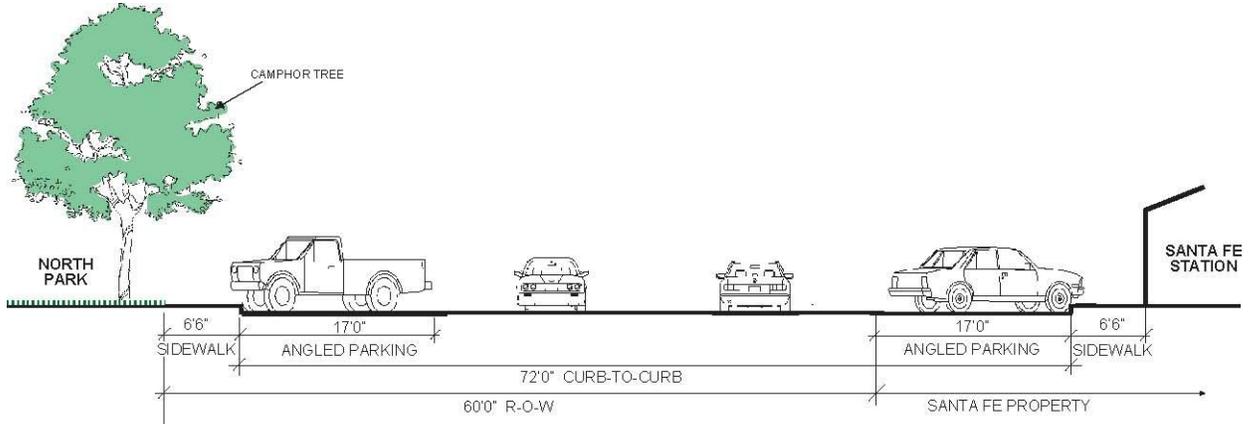


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Santa Fe Avenue

Curb-to-Curb:

The areas of Santa Fe Avenue with angled parking have an overall curb-to-curb width of 72 feet, with 17 feet of angled parking on each side.



Santa Fe Avenue

Sidewalk:

A 6.5-foot wide sidewalk is situated continuously on the west side of the street. The 6.5-foot sidewalk on the east side of the street is interrupted by the Santa Fe Station. Sections of the historic pergola may be introduced along the west side of the street.

Landscaped Parkway:

Landscaped parkways consist of “bulb-outs” at the ends of the angled parking strips.

Street Trees:

The designated street tree is Camphor, however, spacing is not regular, as the parkways are interrupted by banks of angled parking.

Street Lights:

Street lighting on Santa Fe Street consists of Acorn Globes atop Corsican Marbelite poles, 120 feet on-center.

Street Light Banners:

Street light banners are allowed along Santa Fe Street in accordance with the City’s street banner program administered by the Public Works Department.

17.4 Surface Parking Lot Design Concept

Screening:

All street frontages of all parking lots shall be screened with a hedge clipped to a height of approximately 30 inches.



Paving, Striping, Curbing:

All parking lot improvements shall be in accordance with Title 19 of the Municipal Code.

End Planters:

All parking bays shall be flanked at each end with minimum 5-foot wide planters planted with low shrubbery and Bottle Trees (or as approved by the Public Works Department).

Tree Wells:

All double rows of parking shall be punctuated by 4-foot by 4-foot diamond shaped tree wells every three pairs of parking spaces. Tree wells shall be planted with low shrubbery and minimum 24 inch box Evergreen Elm (or as approved by the Planning Department) shade trees.

Drive Aisle Planters:

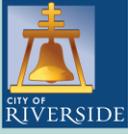
All entry/exit drive aisles not flanked by parking shall be bordered by minimum 6 foot wide planters planted with low shrubbery and Red Leaf Plum trees at approximately 20 feet on-centers.

“Dead” Spaces:

Every effort shall be made to incorporate landscaping into areas that cannot be used for parking or maneuvering.



Surface Parking



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17.5 Gateway Sign Criteria

As part of the previously adopted Marketplace Specific Plan, design concepts were presented for various gateway signs throughout the Marketplace area. Many of these signs were erected shortly following the adoption of the plan and still act as major focal points at the key gateways. The only signs that were not constructed as a result of the 1991 Marketplace Specific Plan were the pedestrian kiosks as described below. Although conceptual in nature, these signs could provide important wayfinding information as the Marketplace reinvents itself.

Purpose

The purpose of this section is to define standards for the signs that identify the Marketplace area and its major entry points, provide freeway identification for the Marketplace and some of its major tenants, and provide information at a street level for pedestrians. It is the intent to preserve and enhance the aesthetic, traffic safety and environmental values of the Marketplace area, while providing a variety of ways to communicate with the public. It is also the City’s intent to regulate on the basis of characteristics and proportion of signage.

Design Criteria

The following signs are typically affected by nine criteria as listed below:

Sign Type:	Name reference
Function:	Purpose of the sign
Form:	Shape, massing, etc.
Placement:	Position of the sign relative to the roadways and other features
Materials:	Range of materials and colors from which the sign can be constructed
Landscape Interface:	Landscaping treatment
Illumination:	Method of lighting and mounting
Size:	Area of sign copy, if applicable
Quantity:	Number of elements allowable



Sign Type: Freeway Signs

Both of these signs have been constructed.

North Freeway Sign

- Function: To display the project identity for major tenants to freeway traffic.
- Form: Double face monolith; structural frame/columns with 2 digital readerboard sign panels and a decorative arch top treatment displaying the Marketplace logo.
- Placement: Perpendicular to freeway on freeway frontage, north of Mission Inn Avenue.
- Materials: Painted steel structural frame; painted metal and polished metal decorative elements; digital LED readerboard panels; precast concrete column bases.
- Landscape Interface: Ground cover to match adjacent freeway frontage
- Illumination: Internally illuminated LED sign panel.
- Size: Total sign panel area is 187 square feet per face, including the Marketplace logo. Overall height not to exceed 67 feet.
- Quantity: One
- Restrictions: Digital sign areas to be devoted exclusively to City public service and event messages and to advertise Marketplace businesses.

South Freeway Sign

- Function: To display the project identity for major tenants to freeway traffic.
- Form: Double face monolith; structural frame/columns with articulated sign panels and a decorative arch top treatment displaying the Marketplace logo.
- Placement: Perpendicular to freeway on freeway frontage, south of 10th Street.
- Materials: Painted steel structural frame with painted aluminum sign panels and acrylic marquee letter tile; painted metal and polished metal decorative elements; precast concrete column bases.
- Landscape Interface: Ground cover to match adjacent freeway frontage
- Illumination: Internally illuminated sign panel copy; exposed decorative lighting.
- Typography: 10 1/2" copy for major tenants; 6" changeable copy.
- Size: Total sign panel area is 150 square feet per face.
- Quantity: One
- Restrictions: Sign areas to be devoted exclusively to advertise Marketplace businesses.



North Freeway Sign located on Vine Street between Third Street and Mission Inn Avenue.



South Freeway Sign located near Mulberry Street.



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Gateway Sign located on Ninth Street.



Entry Sign located at Third and Vine Streets.



Conceptual illustration of potential pedestrian kiosk to be incorporated throughout the Marketplace area as entertainment and dining uses expand.

Sign Type: Gateway Sign

This sign has been constructed.

- Function: To identify the Specific Plan area and create a formal entry portal at a principal cross street near a freeway exit.
- Form: Column-supported archway lattice with attached letterforms.
- Placement: Spanning the street; inset from the intersection.
- Materials: Painted steel arch and columns; painted aluminum letterforms; painted metal and polished metal decorative elements; precast concrete column bases.
- Landscape Interface: Integrated into hardscape.
- Illumination: Exposed lighting in pan channel letterforms; exposed decorative lighting.
- Typography: 24" letter height for legibility to oncoming motorists.
- Size: "Riverside Marketplace" copy is approximately 60 square feet.
- Quantity: One

Sign Type: Entry Signs

These signs have been constructed.

- Function: To identify the project at secondary entries.
- Form: Lattice structure
- Placement: Angled toward entry street at project boundary; locations are Vine and 14th Streets, Vine and 3rd Streets, and University Avenue and Mulberry Street.
- Materials: Painted steel lattice with painted aluminum letterforms; polished metal decorative elements; precast concrete bases.
- Landscape Interface: Accent planting around sign base.
- Illumination: Ground lights
- Typography: 10 1/2" letter height
- Size: "Riverside Marketplace" copy zone is 25 square feet
- Quantity: Three

Sign Type: Pedestrian Kiosk

None of the pedestrian kiosks have been constructed.

- Function: Displays area map and listing of activities and places within the Riverside Marketplace
- Form: Multi-faced kiosk structure of up to 12 feet high
- Placement: Oriented towards pedestrian areas to be readable by the pedestrian
- Materials: To be determined on case by case basis
- Landscape Interface: Integrated into hardscape
- Illumination: Low wattage back lighting of sign copy only
- Typography: To be determined on case by case basis
- Size: 20 square feet of copy area per face
- Quantity: To be determined

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SECTION IV: IMPLEMENTATION



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18

Chapter 18: Implementation

18.1 Recommended Improvement Projects

The Marketplace Specific Plan includes a number of tools designed to assure the development and maintenance of the overall area and its districts in accordance with the Plan's vision. These tools include lists of permitted land uses, development standards, design guidelines, and street improvement cross-sections. These tools are largely intended to be employed as development occurs and, as such, they are more "passive" in nature. Beyond these more passive tools, the full implementation of the Marketplace Specific Plan will need a number of proactively initiated public and semi-public improvements and programs to help "jumpstart" and organize projects that would not likely occur in the normal course of private development. These implementation programs/projects are described below:

Overall Specific Plan Area

- **Utilities:** Remove or improve public utilities as follows: Underground utility lines to the extent feasible to improve aesthetics. Renovate the informational exhibit at the northeast corner of the electric substation at Vine and 9th Streets.
- **Streetscape Improvements on University Avenue:** Extend streetscape improvements consistent with those already installed on University Avenue east of Ottawa Avenue, from the University/Park Avenue intersection west to Downtown.
- **Freeway Underpasses:** Work with Caltrans to ensure that the Mission Inn Avenue and University Avenue underpasses include well-designed public art, lighting and landscaping to enhance the pedestrian environment.
- **Transit:** Establish a shuttle bus system linking UCR, Marketplace, and Downtown. Consider using an arts-oriented concept, such as an "A.R.T.S. Bus" as used in Old Pasadena, to highlight the cultural, historic and art features of Riverside.
- **Signs:** Complete the Gateway and Entry signs in the Park and Mission Inn Avenue areas in coordination with streetscape improvements.



- Parking Structure in the Transit Core District: Too much of the Transit Core District is presently taken up by surface parking. While a sign of the success of the Metrolink station, the vast amount of surface parking has essentially nullified any sense of this being a pedestrian district. Metrolink has been allowed by the City to expand its surface parking with the understanding that it will build a publicly accessible parking garage. The completion of this parking garage is essential to the integrity of this district. To allow this area to become a pedestrian area, it is essential that all first-floor street frontages of these parking structures consist of pedestrian oriented retail, service, and restaurant commercial uses. This parking structure should also be seen as a potential adjunct to a transit oriented residential development.
- Water Well Pumping Building: On the west side of Vine Street, opposite the theater building, is an above-ground water pumping station enclosed by a utilitarian corrugated metal shed. The shed itself, while not attractive, is in keeping with the “industrial” theme of this district and it need not be removed or replaced unless its land is needed for a development. In the absence of the development of the land it sits on, the site should be landscaped and the building should be painted.
- Pergolas: Fill in the gaps of the historic pergolas between the Riverside Freeway and the railroad tracks.
- Coordination Downtown: Strengthen the connection to Marketplace via the Founder’s District through the coordination of street improvements, promotions, events, roadway improvements, transit, and the like.
- Linkage to the Heritage Village District: Work with the railroads to eliminate as many inactive or marginally active tracks as possible across Mission Inn Avenue and to smooth and make as pedestrian friendly as possible the crossings of the remaining active tracks.
- Entry Signs: Install Marketplace Entry Signs at Mission Inn Avenue and University Avenue.
- Traffic Calming: Install traffic calming devices to discourage or divert industrial truck traffic between the Industrial and Neighborhood Districts. This may include cul-de-sacs, speed humps, “chokers” , or other methods as determined appropriate by the Planning and Public Works Departments.
- Street Improvements: Install/replace/repair curbs/gutters and sidewalks as necessary. Preserve historic contractor stampings wherever feasible. Replacement driveways should replicate existing historic driveways, with improvements as necessary to accommodate turning movements of modern vehicles.



- **Streetlights:** Preserve existing historic streetlights wherever feasible. Any replacements should be done as part of a comprehensive program using the Acorn/Corsican streetlights standard in other parts of Marketplace.

Park Avenue

Working closely with the Eastside Community, prepare and implement a specific redevelopment plan for the Park Avenue District to include:

- **Streetscape improvements:** Plan and install Gateway signing, sidewalks, landscaping, street lighting, and parking to unify and upgrade the appearance of this sub-district.
- **Building Renovations:** Create and implement a program to encourage and assist with renovations to existing businesses.
- **Business Attraction:** Create and implement a program to attract new, compatible, pedestrian oriented businesses.
- **Sub-District Promotion:** Create and implement a program to promote the area as a visitor destination for cultural foods, crafts, and specialty products.

Lincoln Park:

- In conjunction with the overall improvement of the Park Avenue Sub-District, treat the park as an “anchor” for the commercial uses by developing visual and physical linkages between the commercial uses and the park.

18.2 Funding Mechanisms

Like the improvements already installed in the Marketplace, future Specific Plan improvements will be implemented by through the efforts of both private developers and City involvement. Many public improvements will be installed with the development of adjacent land, while other improvements, not directly associated with adjacent development will need to be installed through public funding. Many other opportunities will involve the efforts of both public and private entities working together toward a common goal. Beyond purely private sources, the following public and semi-public forms of funding may be used to help implement the Marketplace Specific Plan:

- **Capital Improvement Program:** The City can fund projects through various sources by including them in the City’s CIP.
- **Other Tax Revenues:** Potential funding from other tax sources may include sales tax, business tax, gas tax and others.



- Bonds: Improvements can be financed with bonds through bond acts such as Mello Roos.
- Transportation Efficiency Act (TEA-21) Grants: These are grants administered by the Federal Government for a wide array of vehicular and non-vehicular transportation improvements.

18.3 Maintenance Responsibilities

Maintenance responsibilities within Riverside Marketplace Specific Plan are divided between the City of Riverside, individual property owner(s), and utility companies. Public streets within the project area are owned and maintained by the City of Riverside.

Water, Electric, and Streetlight Utilities

Riverside Public Utilities (RPU) owns and maintains all water lines, electric lines, and streetlights in public rights-of-way and public easements. The City is not responsible for the maintenance of any individual service lines to private development or private lighting. RPU also maintains the Riverside Water Company Canal.

Water and Sewage Drainage Facilities

Water, sewage, and drainage improvements located within public rights of way and easements are owned and maintained by the City of Riverside Public Works Department. The City is not responsible for the maintenance of any individual service lines to private development.

Other Utilities

The utility companies associated with the respective services are responsible for the maintenance of the natural gas, and telephone services throughout the site.

Parks

North and Lincoln Parks are maintained by the City of Riverside Park and Recreation Department.

The utility companies associated with the respective services are responsible for the maintenance of the natural gas, electricity, and telephone services throughout the site.

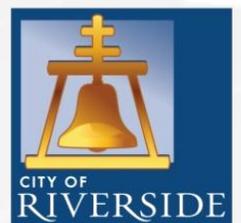
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