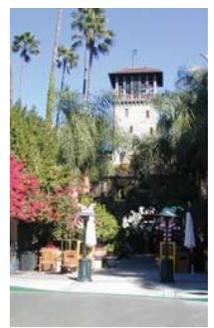
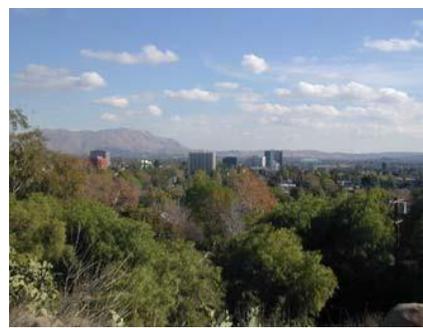


# City of Riverside, California **DOWNTOWN SPECIFIC PLAN**

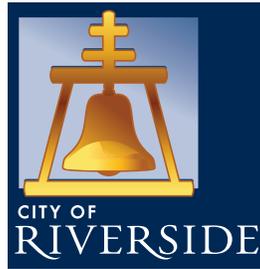
Adopted November 2002

Last Amended May 2017



# DOWNTOWN SPECIFIC PLAN

City of Riverside, California



**November, 2002**

GP-004-012

Adopted by Ordinance No. 6638 11-12-02

Ordinance No. 6641 11-19-02

Resolution No. 20323 12-10-02

## **Revised to Include Amendments**

1st Amendment P05-0123 Resolution 21034 Adopted 9-6-05

*Off-Sales at Gas Stations in DSP-JC*

2nd Amendment P05-0973 Resolution 21145 Adopted 3-28-06

*Multi-Family Residences Above Ground Floor in DSP-RC*

3rd Amendment P05-1050 Resolution 21146 Adopted 3-28-06

*Restaurant Size in DSP-MSD*

4th Amendment P13-0211 Resolution 22692 Adopted 5-20-14

*Remove 22.5 acres from Health Care District concurrent with Adoption of Riverside Community Hospital Specific Plan*

5th Amendment P16-0124 Resolution 23090 Adopted 9-27-16

*Revised definition of Floor Area Ratio, maximum heights in DSP-RC, DSP-JC, and DSP-PPO, and additional amenities with CUP in DSP-RC and DSP-JC*

6th Amendment P16-0854 Resolution 23175 Adopted 5-16-17

*Revised uses in DSP-RC and DSP-JC which included Assemblies of People-Entertainment and Non-Entertainment, Brewery Uses, Mixed Use, and Retail Sales*

Original Draft Prepared by:  
The Arroyo Group

*In consultation with:*

Cotton/Bridges/Associates  
Keyser Marston Associates, Inc.

The Mobility Group  
EPT Design

Myra L. Frank & Associates, Inc.  
Isenberg & Associates, Inc.

## **ACKNOWLEDGEMENTS**

---

### **CITY COUNCIL**

Mayor Ron Loveridge  
Chuck Beaty, Ward 1  
Ameal Moore, Ward 2  
Joy Defenbaugh, Ward 3  
Maureen Kane, Ward 4  
Ed Adkison, Ward 5  
Terri Thompson, Ward 6  
Laura Pearson, Ward 7

### **CITY PLANNING COMMISSION**

David Agnew  
Joan Blackman  
William Densmore  
Roy Hord  
David Leonard  
Rita Norton  
Susan Shafai  
Christian E. Singletary  
Richard Stephens

### **CITIZENS ADVISORY COMMITTEE**

Rita Best  
Damon Castillo, Jr.  
Jack Clarke, Jr.  
Ian Davidson  
George Flower  
Sam Gregory  
Dave McNeil  
Ellen McPeters  
Judge Victor Miceli  
Richard Ramirez  
Ted Weggeland

### **TECHNICAL ADVISORY COMMITTEE**

Stephen J. Whyld, Planning Director  
Ken Gutierrez, Deputy Planning Director  
Bill Wilkman, Planning Department  
Casey Tibbet, Planning Department  
Janet Hansen, Planning Department  
Sharon Merritt, Development Department  
Cis Le Roy, Riverside Transit Agency  
Tom Boyd, Public Works Department  
Dean Ott, Park and Recreation Department  
Steve Badgett, Public Utilities Department

### **CULTURAL ADVISORY COMMITTEE**

John Collins, Riverside County/Inland  
Empire Philharmonic  
Colleen McBride, Riverside Arts Council  
Patricia O'Brien, Dean of College of  
Humanities, Arts and Sciences at UCR  
Janice Penner, Riverside Downtown  
Partnership  
Bobbi Powell, Riverside Art Museum  
Salvatore Rotella, President, Riverside  
Community College District  
Robert Stein, The Robert Stein Group  
Kathy Walling, California Museum of  
Photography  
Joe Zivnak, Owner of the Fox Theater

# **CHAPTER 1**

## **INTRODUCTION**



---

This chapter describes the purpose and area of the Downtown Specific Plan, its relationship to existing City regulations and plans, and the general provisions of the Plan. This chapter is organized as follows:

- 1.1 What is a Specific Plan?
- 1.2 Specific Plan Area
- 1.3 Purpose of the Downtown Specific Plan
- 1.4 How the Specific Plan Works
- 1.5 Applicability and Conformity with the Specific Plan
- 1.6 General Plan Consistency
- 1.7 Zoning Ordinance Consistency
- 1.8 Relationship to the Riverside Marketplace Specific Plan
- 1.9 Supporting Documents

## **1.1 WHAT IS A SPECIFIC PLAN?**

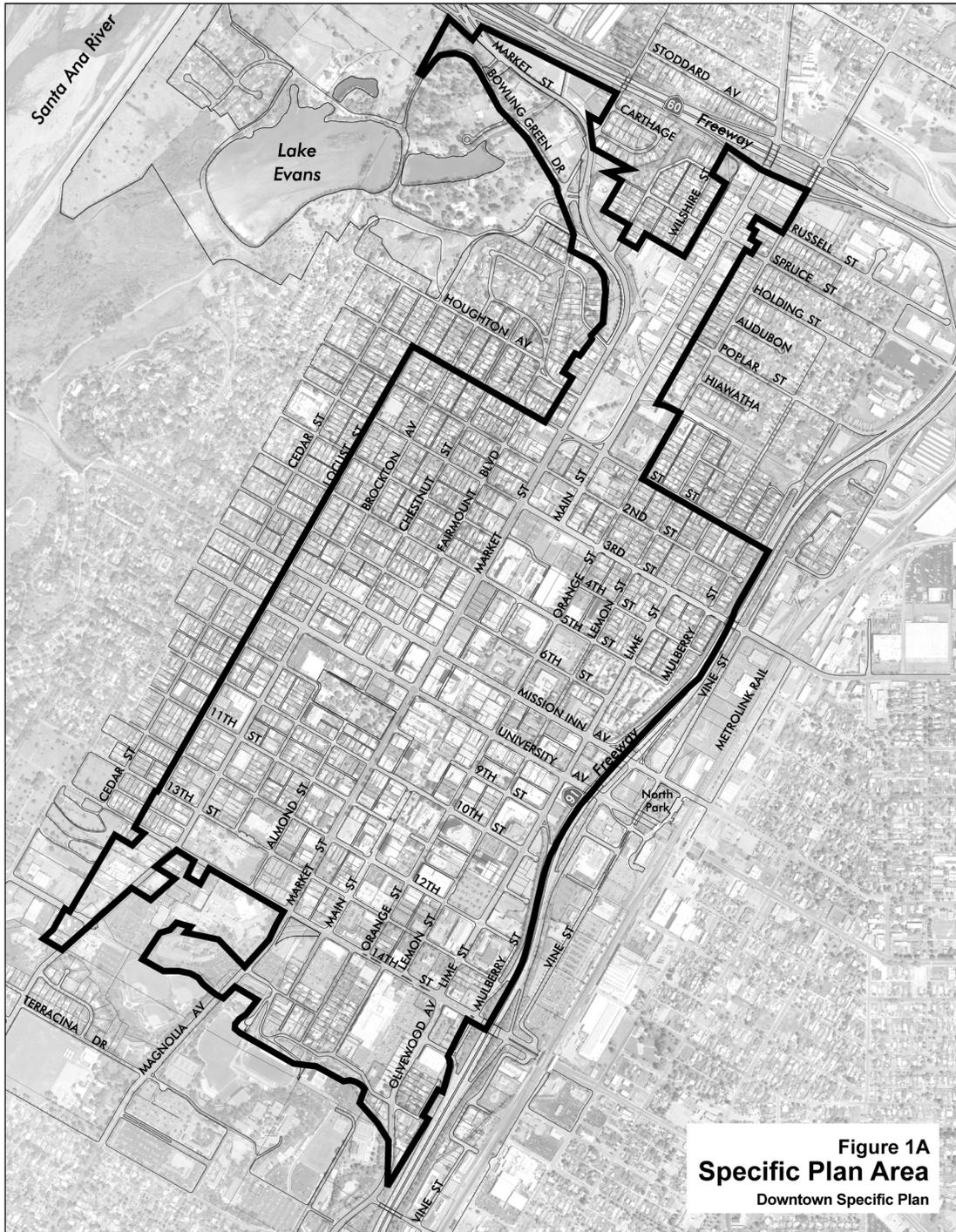
A Specific Plan is a regulatory tool that local governments use to implement the General Plan and to guide development in a localized area. While the General Plan is the primary guide for growth and development in a community, a Specific Plan is able to focus on the unique characteristics of a special area by customizing the planning process and land use regulations to that area. A Specific Plan is enacted pursuant to Section 65450 et seq. of the California Government Code.

## **1.2 SPECIFIC PLAN AREA**

The Downtown Specific Plan area consists of approximately 640 acres located in the north portion of the City of Riverside. The Specific Plan area is bounded by State Route 60 to the northeast, State Route 91 to the southeast, the Brockton Avenue corridor to the northwest, and the Tequesquite Arroyo to the southwest (Figure 1A). Nearly the entire Specific Plan area falls within the Downtown Redevelopment Project Area, with the exception of the blocks between Locust Street and Brockton Avenue, and 9th Street and 14th Street.

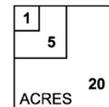
## **1.3 PURPOSE OF THE DOWNTOWN SPECIFIC PLAN**

The purpose of the Downtown Specific Plan is to facilitate and encourage development and improvements that help realize the community's vision for Downtown. The Specific Plan is important to the City and its residents because it reinforces Downtown Riverside as the cultural, arts, retailing and entertainment center for the Inland Empire. Based on this Plan, Downtown will also be strengthened as a distinctive center for the citizens of Riverside with attractive streets, enjoyable public spaces, historic neighborhoods, lively mixed-use commercial areas, and a variety of housing options and residential environments.



**LEGEND**

**—** Downtown Specific Plan Boundary  
(Revised May 2014)



---

## **1.4 HOW THE SPECIFIC PLAN WORKS**

This Specific Plan is designed to establish a vision and development framework for the Downtown and the means to implement that vision. Implementation will be regulated through detailed development standards, design standards and guidelines, and land use regulations related to this Specific Plan. These important Specific Plan features are consistent with the goals and policies set forth in City of Riverside's General Plan. The Downtown Specific Plan is a tool to create public improvement projects, promote development, evaluate development proposals and facilitate historic preservation.

## **1.5 APPLICABILITY AND CONFORMITY WITH THE SPECIFIC PLAN**

The provisions of this Specific Plan shall apply to all properties included in the Downtown Specific Plan area. 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 date of this Specific Plan, except in conformity with the provisions of this Specific Plan. Legally non-conforming uses shall comply with the Zoning Code regulations.

## **1.6 GENERAL PLAN CONSISTENCY**

To ensure consistency between the Downtown Specific Plan and the City of Riverside General Plan, the General Plan will be amended concurrent with the adoption of this Plan to include a Downtown Specific Plan Land Use Designation to replace the General Plan designations for that area.

This is consistent with General Plan Goal LU5 and associated policies that provide for the use of "Area Plans, Community Plans or Specific Plans" as part of the General Plan to address detailed design, land use and policy direction for a particular area within the City.

## **1.7 ZONING ORDINANCE CONSISTENCY**

To ensure consistency between 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 a Downtown Specific Plan zone to replace the zoning for that area.

Where land use regulations and/or development standards of the City of Riverside 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 Planning Director or referred to the Planning Commission if not specifically covered in the City's existing regulations.

## **1.8 RELATIONSHIP TO THE RIVERSIDE MARKETPLACE SPECIFIC PLAN**

The Riverside Marketplace is an area adjacent to Downtown Riverside that encompasses approximately 200 acres. It is located southeast of Downtown, separated from Downtown by the Riverside Freeway (SR 91). A Specific Plan was developed for the Riverside Marketplace in 1991 that established land uses, standards and guidelines for development in an effort to redevelop the area. While much of that redevelopment has occurred, a renewed and coordinated focus on this area, in view of changing market potential and recent focus on redevelopment in the Downtown with the creation of this Specific Plan, will encourage even further progress in the Marketplace area.

One of the purpose statements of the Marketplace Specific Plan is to “complement the redevelopment efforts occurring within the Downtown area.” As such, the Marketplace Specific Plan is being updated concurrent with the Downtown Specific Plan to ensure that the land use regulations and goals for the area are supportive and complementary to the Downtown. Having the Marketplace Specific Plan updated, particularly in terms of adding more nearby residential, and possibly hotel uses, will be an encouragement to potential developers and tenants in the Downtown Specific Plan area.

While the Riverside Marketplace is regulated by a separate Specific Plan, the vision, policies and goals for the Downtown and Marketplace area are consistent and compatible, and the two Plans are conceptually and technically interrelated which is important in terms of both the historic and current relationships. Because the relationship between the two areas is vital, the updated Marketplace Specific Plan and Downtown Specific Plan are intended to be adopted and implemented concurrently.

## **1.9 SUPPORTING DOCUMENTS**

Several documents were prepared as background information for the development of the Downtown Specific Plan. These supporting documents are available at the City of Riverside Planning Department and are as follows:

*Downtown Riverside Specific Plan, Market Demand and Analysis and Economic Profile*  
Prepared by Keyser Marston Associates, Inc., November 2000

*Overview of Demographic Trends, Downtown Riverside Trade Rings, Riverside, California*  
Prepared by Keyser Marston Associates, Inc., May 2001

*Downtown Riverside Specific Plan, Land Use Analysis*  
Prepared by The Arroyo Group and CBA, Inc., January 2001

*Downtown Riverside Specific Plan, Urban Design Analysis*  
Prepared by The Arroyo Group and EPT Landscape Architecture, November 2000

*Downtown Riverside Specific Plan, Access, Circulation and Parking, Existing Conditions*  
Prepared by The Mobility Group, December 2000

---

*Downtown Riverside Specific Plan, Cultural and Art Resources Analysis Memorandum*  
Prepared by Isenberg & Associates, Inc., November 2000

*Existing Conditions Report, Comprehensive Downtown Parking Study*  
Prepared by Wilbur Smith Associates, December 2000

*Downtown Specific Plan / Mile Square West Survey Project*  
Prepared by Myra L. Frank & Associates, January 2002

*Downtown Riverside Public Art Profile*  
Prepared by Isenberg & Associates, Inc., June 2001



## **CHAPTER 2**

# **EXISTING CONDITIONS**



---

The purpose of this chapter is to present the existing conditions in Downtown Riverside. This chapter is organized as follows:

- 2.1 Regional and City Context
- 2.2 Historical Context
- 2.3 Existing Development and Land Use
- 2.4 General Plan Categories and Zoning Designations
- 2.5 Economic Context

## **2.1 REGIONAL AND CITY CONTEXT**

Downtown Riverside has historically been the focal point of the Inland Empire. This focus has been primarily as a cultural and judicial center. The substantial judicial functions of Downtown extend to the provision of county, state and federal facilities serving the Inland Empire. Downtown is also the historic, cultural and artistic center for the region with many important cultural facilities located in the heart of the Downtown, primarily along Mission Inn Avenue and Main Street.

Downtown Riverside also has important context within the City itself. Immediately adjacent to Downtown, the Riverside Marketplace historically linked Downtown and the Mission Inn to the train depots and citrus industry. Today, the Metrolink station located in the Marketplace links Downtown with the region. University of California at Riverside (UCR) is located within bicycling distance of Downtown and has active educational ties with Downtown, such as the UCR California Museum of Photography on the Downtown Mall. Riverside Community College forms the southerly edge of Downtown and is also becoming an integral part of Downtown with the development of the Riverside School for the Arts adjacent to White Park. In addition, Downtown Riverside is located within a unique natural setting for an urban area, with Fairmount Park, Mt. Rubidoux and the Santa Ana River providing a natural edge to, and natural resource for, Downtown.

## **2.2 HISTORICAL CONTEXT**

### **2.2.1 Riverside History**

Previous to the arrival of Europeans and Americans to the Inland Empire, the land encompassing Riverside and its environs was largely inhabited by the Cahuilla Indians. The first Mexican settlers had arrived and occupied portions of the land around Riverside by the late 1830s. During the period of Mexican occupation of the area, this land was part of Don Juan Bandini's large holdings. Juan Bandini held more than 32,000 acres of property accounting for nearly seventeen square miles of the Santa Ana valley.

In 1870, Judge John W. North and his partners, Dr. James P. Greves and Captain John Brodhurst, purchased more than 8,600 acres from the former Rancho Jurupa and established the Southern California Colony, which would later be renamed Riverside. Although at the time of its purchase the land was owned by a silk-producing association, the area would later develop into an important citrus producing town. The first brick buildings, located at the intersection of Main and Eighth Streets, were constructed in the mid-1870s. By this time, there were already several structures, including a hotel, churches, a colony development office and a schoolhouse. The stagecoach arrived in 1872, and the California Southern (Santa Fe) railroad arrived in 1883. That same year, the town of Riverside was incorporated. This spurred new growth, as did the promise of available water through a system of canals. These canals (two in the early days of the settlement) diverted water from the nearby Santa Ana River. The water was not only necessary for the needs of the growing populous, but also for the budding citrus industry. The city is credited with cultivating California's first Washington navel orange trees. Because of the citrus industry, Riverside would emerge as the richest city per capita in the United States by the late nineteenth-century. Although hampered by the freeze of 1913, the citrus industry would dominate the local economy well into the 1930s, when post-war industries began to overshadow citrus production. The city was chartered in 1907, when the population stood at about 10,000.

The engineering firm of Goldsworthy & Higbie laid out the original grid pattern of downtown in 1870. The eastern line of the town would be along the eastern line of the Colony property (and Rancho Jurupa), that eventually was replaced by Olive Street, then the Upper Canal and finally the railroads, major portions of which are still in existence and use east of Vine Street. The western edge of the plat would become Pine Street. The northern boundary of the original plat was First Street and the southern boundary was Fourteenth Street. East-west streets were numbered and north-south streets named for types of fruit trees. This plat became what is now referred to as the "Mile Square" area of the City of Riverside. It includes several residential areas to the north, west and south of the central downtown core area.

There are at least two periods of growth for this area that are most often reflected in the residential architecture. The first took place between the creation of the town of Riverside, beginning in the mid-1880s, and 1907 when the city was chartered. As this coincides with the Victorian Era, much of the architecture includes variations on the Victorian style, categorized as Eastlake, Queen Anne, Stick or Shingle styles. Most of the homes of this period can be found in the Heritage Square and Prospect Park Historic Districts in the northeast and southeast regions of the Downtown or Mile Square area. Originally, the organizers of the town had intended for the lots on the new streets to be small, but in the early years of Riverside, many were sold as entire blocks. Soon these blocks would be planted with citrus trees, and with one main building (or residence) supported by several smaller structures on site. This accounted for the entire blocks occupied by large stately homes.

The second phase of growth coincided with post-1900 development of the emergent city through the pre-World War II period. Again, this is reflected in the residential architecture of that era. Many of the large estates were subdivided to accommodate smaller single family houses (as well as single-story duplexes). As these parcels developed, so did the neighborhoods. This can be seen in the

---

Heritage Square Historic District, as simple one-story, hipped-roof and Craftsman houses occupy the same block as two-story Shingle style residences. The area west of Market Street and north of Seventh Street or Mission Inn Avenue has a large concentration of homes representing this growth phase. The majority of these residences were constructed in the Craftsman bungalow style, while others were built in the Spanish Colonial Revival style or Colonial Revival style.

Commercial and civic structures, particularly those in the historic downtown core, also reflect changing moods and opinions about architecture in the city of Riverside. Photographs, postcards and Sanborn maps show that through the turn of the century, residential and commercial uses were mixed in the downtown area. Both the Mission Revival and Spanish Colonial Revival styles were heavily used for structures in the first decades of the twentieth century. The Mission Inn Historic District encompasses many fine examples of these styles, including the Mission Inn, the YMCA, the Federal Post Office, Sutherland Fruit Co., the Municipal Auditorium, the First Christ of Scientist Church, and the SP, LA & SL Railroad depot. Other nationally recognized styles can also be found in the downtown area, as exemplified by the Riverside County Courthouse that was built in a high Beaux-Arts style.

The appearance of downtown after the 1920s continued to change as some structures were demolished and replaced with modern architecture, or as owners remodeled their businesses to keep up with current trends in architecture. Modern styles were introduced, such as Art Deco and Streamline Moderne. Some of these structures are still extant, including the former De Anza Theater and the Goodyear Tire garage, both on Market Street.

As the neighborhoods to the north and west began to develop, residential use declined in downtown. Movement to the south of the Mile Square area in the post World War II period also caused a decrease in the number of people living within downtown. During this time, some residences were converted to office use or divided to serve as multiple-family housing. This can be seen today in the White Park area, just west of Brockton Avenue.

Additionally, many commercial buildings were remodeled during the 1950s and 1960s or demolished to make way for parking lots and garages. As a result of the remodeling, many facades were hidden behind aluminum or other metal siding, windows were covered over with plyboard and smooth surfaces were applied to storefronts. Often this gave the appearance that two or more structures were actually one larger building and architectural elements that identified the original style of the structure became obscured. Remnants of late-nineteenth century, modest brick (and sometimes wood frame) two-story structures can still be seen behind aluminum additions to the storefronts. Some important examples of the Mission Revival style were demolished during this time period, including the Carnegie Library in 1964.

The presence of the Pedestrian Mall (1967), which closed Main Street to vehicular traffic between Fifth and Tenth Streets, has continued to affect the character of the historic downtown core and the architecture in the area.

### **2.2.2 Downtown Historic Districts and Designated Properties**

The Downtown Specific Plan area is rich in historic resources. They include both residential and commercial properties and represent a wide variety of architectural styles, historical themes, and development patterns. Many of these properties are listed in the National Register of Historic Places and have also been designated by the City in accordance with Title 20 of the Municipal Code (Cultural Resources Ordinance). City-designated properties include: four Historic Districts, one Neighborhood Conservation Area, forty-one Landmarks, and eight Structures of Merit. These are defined as follows:

- Historic District refers to ‘any delineated geographic area having historical significance, special character or aesthetic value which serves as an established neighborhood, community center, or distinct section of the city, possessing a significant concentration, linkage, or continuity of site, buildings, structures, or objects united historically or aesthetically by plan or by physical development; and which has been designated a historic district pursuant to this title or is listed in the National Register of Historic Places, the California Register of Historical Resources, or is a state historical landmark.’
- Landmark refers to ‘any site, including significant trees or other significant permanent landscaping located on a site, place, building, structure, street, improvement, street furniture, sign, work of art, natural feature or other object representative of the historical, archeological, cultural, architectural, community, aesthetic or artistic heritage of the city and which has been recommended for designation by the Cultural Heritage Board and designated a landmark by the City Council.’
- Structure of Merit refers to ‘any site, building, or structure which contributed to the broader understanding of the historical, archeological, cultural, architectural, community, aesthetic or artistic heritage of the city and which has been recommended for designation by the Cultural Heritage Board and designated a landmark by the City Council.’
- Neighborhood Conservation Area signifies ‘a geographic area of the city, whether commercial or residential, which has been designated a neighborhood conservation area pursuant to the provisions of this title and which is intended to assist in the implementation of the goals and objectives of the City’s General Plan by assuring appropriate development consistent with the design and cultural resources thereof by:
  - 1) deterring the demolition, destruction, alteration, misuse, and neglect of architecturally interesting and significant buildings which represent an important link to Riverside past;
  - 2) promoting the conservation, preservation, protection, and enhancement of the area; and
  - 3) stimulating the economic health of the community and stabilizing and enhancing the value of property.’

In addition, there is one potential Historic District identified in the 2001 Mile Square Historical Resources Survey conducted by Myra L. Frank & Associates, Inc. that encompasses the northwest residential neighborhood within the Specific Plan, as well as the adjacent residential neighborhood to the west of the Plan boundaries. This area is being considered for designation as a Historic District through a separate process.

---

The Historic Districts and Neighborhood Conservation Area in the Downtown, which are illustrated in Figure 2A, are described as follows:



*The Waite House, City Landmark #36, Heritage Square Historic District.*



*Stalder Building, Seventh Street Historic District.*



*The Mission Inn, Mission Inn Historic District.*

### **Heritage Square Historic District**

This district's boundaries are roughly 1st and Mulberry Streets to 1st and Orange Streets on the north with 5th Street as its southern boundary. The period of significance is 1880 to the 1920's. Buildings in this residential neighborhood exemplify the high quality of typical late-nineteenth and early-twentieth century architecture found in the city. This includes high-style Victorian-era homes as well as Spanish Colonial Revival and Craftsman bungalows.

### **Seventh Street Historic District**

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 pergolas and Raincross streetlights. Also known as City Landmark #40, this district was named before Seventh Street was changed to Mission Inn Avenue.

### **Mission Inn Historic District**

This commercial district is bounded roughly by 6th Street between Main Street and the Riverside Freeway (Route 91) on the north to 11th Street between Orange and Main Streets on the south. The period of significance is 1871 to 1946. The district encompasses part of the Seventh Street Historic District and is distinctive for its embodiment of the Mission Revival style, a regional architectural movement that drew from the precedent of the Franciscan Missions.

**Table 2A (see Figure 2A for corresponding site numbers)  
Historic Sites in the Downtown Specific Plan Area**

***National Register Sites***

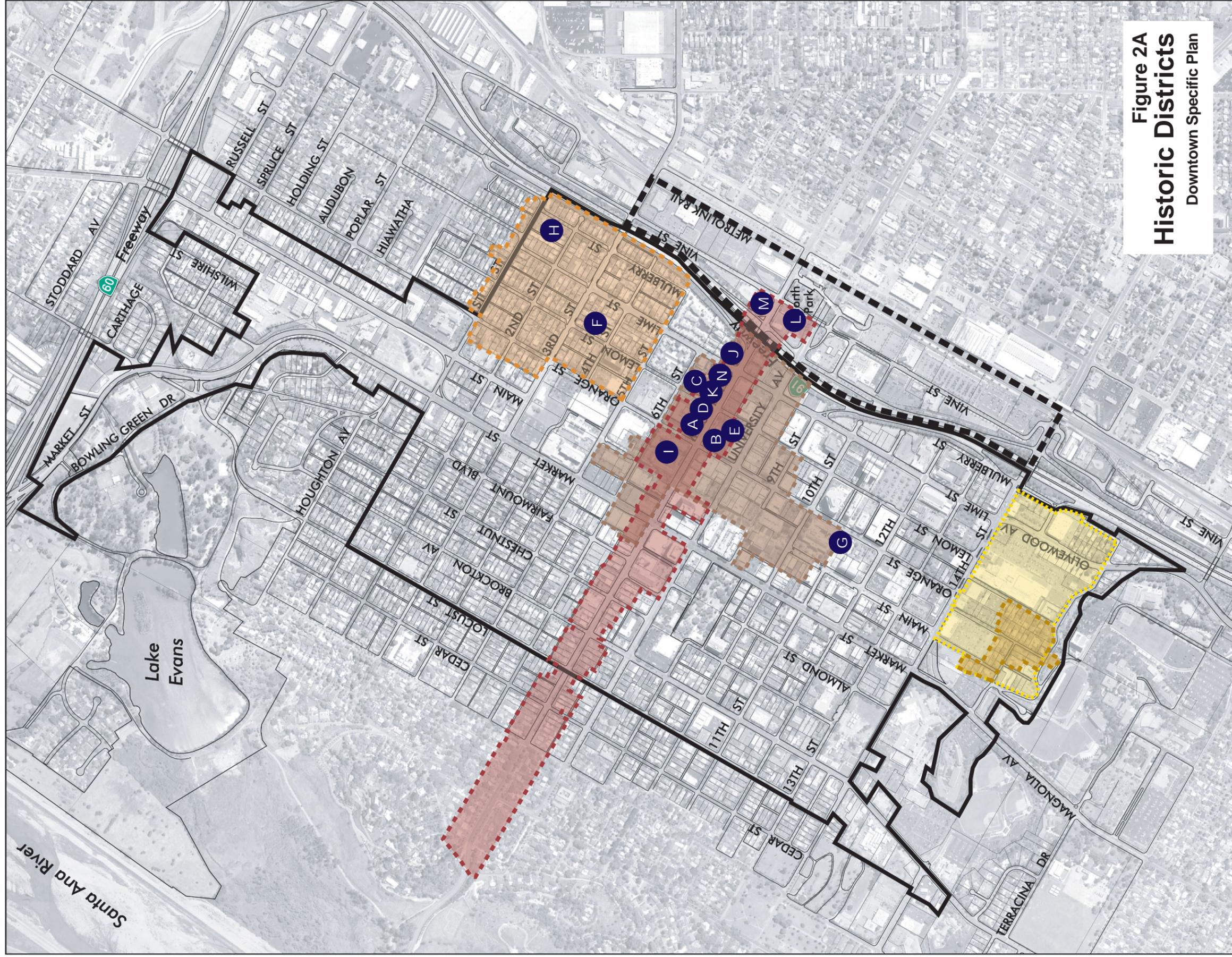
<b>Site</b>	<b>Name</b>	<b>Location</b>
A	All Souls Universalist-Unitarian Church*	3507-3525 Mission Inn Ave
B	Federal Post Office/Riverside Municipal Museum*	3720 Orange St
C	First Church of Christ Scientist*	3606 Lemon St
D	First Congregational Church*	3504 Mission Inn Ave
E	First Congregational Church Rectory*	3755 Lemon St
F	Harada House. Jukichi Harada House* **	3356 Lemon St
G	MH Simons Undertaking Chapel*	3610 11th St
H	Mission Court Bungalows	3354-62 1st St
I	Mission Inn* **	3649 Mission Inn Ave
J	Riverside Arlington Heights Fruit Exchange	3391-3397 Mission Inn Ave
K	Riverside Municipal Auditorium*	3485 Mission Inn Ave
L	San Pedro, Los Angeles & Salt Lake Railroad Depot (Union Pacific)*	3751 Vine St
M	Sutherland Fruit Growers, Mission Packinghouse	3191 Mission Inn Ave
N	Old YWCA Building/Riverside Art Museum*	3425 Mission Inn Ave

\* Also a City landmark

\*\* Also a National landmark

***City Landmarks***

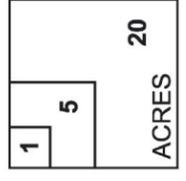
<b>Site</b>	<b>Name</b>	<b>Location</b>
1	Arcade Building	3602 University Ave
2	Aurea Vista Hotel	3480-3498 University Ave
3	Bonnett Building	3800 Orange St
4	Casa De Anza Hotel	3421-3425 Market St
5	Cressman House	3390 Orange St
6	Collier House	3092 Lime St
7	De Anza Statue and Newman Park	Magnolia Ave & 14th St
8	Elmer A. Day House	3894 4Th St
9	Fairmount Park/Fairmount Park Bandshell	No site address
10	Former Rouse's Department Store Building	3834 Main St
11	Former YMCA Building	3485 University Ave
12	Fox Theater, Fox Riverside Theater	3801 Mission Inn Ave
13	Grant School/Grant School Fountain	No site address
14	Hammer-Wallihan House	3563 Prospect Ave
15	Irvine House	3115 Brockton Ave
16	John J. Hewitt House	3050 Orange St
17	John W. North Park	Mission Inn Ave at Vine St
18	J.R. Willis Building	4336 Market St
19	Lerner Building	3631 10th St
20	Loring Building	3673-3697 Main St
21	McIntyre House	4586 Olivewood
22	Mitchell House	3205-3209 Mulberry St
23	Old Riverside City Hall	3606 Mission Inn Ave
24	Riverside County Courthouse	4050 Main St
25	Roosevelt Building	3616-3638 University Ave
26	Santa Fe Depot	3750 Santa Fe St
27	Shiels House	3620 15Th St
28	Tetley Buildings	4344 Market St
29	Waite House	3121 Mulberry St
30	White Park	No site address
31	White Park Building	3900 Market St



**Figure 2A**  
**Historic Districts**  
 Downtown Specific Plan

**LEGEND**

-  Mission Inn Historic District
-  Seventh Street Historic District
-  Heritage Square Historic District
-  Prospect Place Historic District
-  Twogood Neighborhood Conservation Area
-  Area where Mission Inn and Seventh Street Historic Districts Overlap
-  Downtown Specific Plan Boundary (Revised May 2014)
-  Riverside Marketplace
-  National Register Sites (See Table 2A)





---

## Prospect Place Historic District

This area's boundaries are Prospect Avenue to the south and Orange Grove Avenue to the east (those properties along the west side of the street). The northern boundary, south of 14th Street, cut across Main and Orange Streets, between Orange Grove and Stadium Avenues. The western edge follows Stadium Avenue to 15th Street to Prospect Place. The period of significance is 1887-1945.

This district, like Heritage Square, is one of the oldest residential neighborhoods in the city, and has remained remarkably intact despite development in the downtown area. Typical architecture in this district ranges from magnificent Victorians to minimal bungalows.

## Mile Square West - Potential Historic District

This area has been identified as a potential historic district in the 2001 Mile Square Historic Survey conducted by Myra L. Frank & Associates, Inc. The boundaries are roughly 1st Street on the north, Market Street to the east, Brockton Street on the west and 7th Street (Mission Inn Avenue) to the south. This potential district's boundaries may extend beyond the Specific Plan boundaries. The period of significance is 1900 to 1940. This area was originally developed before 1900 with a scattering of fine Queen Anne style residences surrounded by orange groves; some of these still exist in this area. However, the majority of the homes in this northwest section of the city were constructed in the early decades of the twentieth century, and are smaller, usually one or one-and-a-half story cottages or bungalows. This area contains some of the best-preserved examples of almost every pre-1940 architectural style in the City of Riverside, including numerous examples of Craftsman bungalows and Hipped Roof cottages, as well as Spanish Revival duplexes.



*Prospect Place Historic District.*



*An example of an early Hipped-Roof Cottage, one of the notable architectural styles found in the Mile Square West, a potential Historic District neighborhood.*

**Twogood Neighborhood Conservation Area**

This area is bounded by 14th Street to the north, Prospect Avenue to the south, Main Street to the west and Mulberry Street to the east. The period of significance is 1880-1910. It represents one of Riverside's first residential neighborhoods and includes a high concentration of Victorian era architectural styles. This district was named for Daniel C. Twogood who built and lived in the Mission Revival Style residence at 3410 Prospect Avenue. The Prospect Place Historic District is included within the Twogood Neighborhood Conservation Area. Many of the homes that were originally located in the Twogood Neighborhood Conservation Area have been removed to accommodate the Press Enterprise expansion, therefore, this area is being reviewed to determine whether or not the Neighborhood Conservation Area designation is still valid.

**2.3 EXISTING DEVELOPMENT AND LAND USE**

There is a wide diversity of land uses within the Specific Plan area including government and judicial offices, commercial and office uses, parking facilities, cultural and institutional facilities, visitor facilities, some older industrial uses, and single and multiple-family residences (Table 2B). Excluding roads and right-of-ways, which take up approximately 30% of the total land area, the wide range of land uses in the Specific Plan area are fairly evenly distributed, with no single use exceeding approximately 13% of the total land area. Commercial services are the greatest single land user (excluding roads and right-of-ways) in the Downtown, and residential uses also account for a large percentage. In general, residential uses ring the Specific Plan area, surrounding the Downtown's commercial, office and civic core.

**Table 2B**  
**Existing Land Use in the Downtown Specific Plan Area**

<b>Land Use</b>	<b>Approximate Land Area (Acres)</b>	<b>Percentage of Total Land Area</b>
Single Family Detached Residential	80.7	12%
Multiple family Residential	45.3	7%
Commercial Services	82.7	13%
Office	41.5	6%
Intensive Industry	20.7	5%
Institutional	23.0	4%
Parks/Recreation/Open Space	19.5	3%
Community Facilities	23.5	4%
Education Facilities	7.0	1%
Utilities	3.7	1%
Transportation	53.5	8%
Public Right-of-Way (non-road)	1.2	1%
Vacant	34.6	5%
Roads and Right-of-Ways	202.5	32%
<b>Total</b>	<b>639.5</b>	<b>100%</b>

*Source: This information was obtained from the City's Geographic Information Systems (GIS) database and field verified by City Staff in December 2000.*

---

A significant amount of land is also being utilized for commercial services. Commercial uses spread out along the Market Street and Main Street Corridors, including along the Downtown Mall. Civic and public uses, which include government offices and community facilities, are also primarily concentrated in the core of Downtown. Approximately 3% of the land area in the Downtown is identified as open space. This includes White Park, Newman Park, and the pedestrian Downtown Mall, which is an important open space feature to Downtown. This concentration of civic uses, commercial services and open space provides a strong foundation for a walkable and vibrant urban environment.

The Downtown Specific Plan area is a relatively fixed built environment, with only approximately 35 of its 640 acres identified as vacant. The majority of these acres are located on the north end of the Specific Plan area along Market Street. The remaining vacant lots are smaller lots that are scattered throughout the Specific Plan area that could accommodate smaller, infill development such as retail, multi-family residential, or mixed-use projects. In addition, there are many publicly owned surface parking lots that represent a potential redevelopment resource.

The Riverside Marketplace, immediately to the east of the Downtown Specific Plan area, has begun to redevelop in recent years, but still remains largely undeveloped with 12 acres of larger vacant lots along both sides of Vine Street. There are also several vacant industrial buildings, as well as large, potentially underutilized surface parking lots, that provide opportunities for adaptive reuse in an area with significant historical character and linkages to the UCR campus.

## **2.4 GENERAL PLAN CATEGORIES AND ZONING DESIGNATIONS**

The present General Plan categories and zoning designations in the Specific Plan area reflect the variety of uses in the Downtown. The City's GIS database identifies 10 General Plan categories and 12 zoning designations within the Specific Plan area. In addition to the diversity of zoning designations, most of the downtown core is presently zoned C-3, General Commercial, which is a broad zoning designation that permits offices, wholesale and a variety of outdoor retail uses, including warehousing, auto-related services, contractor's storage yards, and lumber yards. This Specific Plan provides new Land Use Districts to replace the existing zoning and General Plan categories for the Downtown area. The Downtown Land Use Districts are designed to provide a mix of retail, entertainment, cultural, residential, employment, and support service uses in appropriate locations in the Downtown to strengthen Downtown as the heart of the City and the Inland Empire, and create a more lively, 24-hour urban environment.

## **2.5 ECONOMIC CONTEXT**

### **2.5.1 Key Assets and Constraints**

Downtown Riverside possesses several key strengths and weaknesses that contribute to its market potential for a range of land uses. Downtown's assets with respect to market potential can be summarized as follows:

- **Sense of Place** - Downtown Riverside is the only location in the Inland Empire with a built environment that offers a true historic and urban experience, with its turn-of-the-century architecture, traditional grid street system, mature landscaping, and historic landmarks such as the Mission Inn, County Courthouse and Fox Theatre.
- **Concentration of Civic Uses** - As the only area within the Inland Empire to accommodate administrative centers representing the four levels of government (Federal, State, County, and City), downtown Riverside is the governmental center of the Inland Empire.
- **Public Facilities and Amenities** - Downtown offers numerous public improvements and amenities including the Downtown Pedestrian Mall, the Justice/Government Center, and City Hall.
- **Cultural and Institutional Uses** - A range of cultural and institutional uses are situated in downtown, including: the Riverside Convention Center; the planned development of the Riverside School for the Arts surrounding White Park; the Riverside Central Library; the Riverside Municipal Auditorium; the Mission Inn Museum; the Riverside Art Museum; the Riverside Municipal Museum; the UCR California Museum of Photography; the Community Players; and local programs such as Focus on Kidz. Downtown is also an established destination for special events such as festivals, farmers markets, and seasonal programs.
- **Supply of Parking** - A significant number of public parking spaces is currently available in downtown Riverside for use by daytime office users and potentially available to support future development in the area.
- **Excellent Freeway Access** - Downtown is easily accessible from both State Routes 60 and 91.
- **Access to Commuter Rail Service** - Downtown is serviced by two Metrolink commuter rail services; the Inland Empire-Orange County (IEOC) and Riverside Lines. The IEOC Line originates in downtown San Bernardino, with station stops in downtown Riverside, West Corona, and central Orange County, among others. The Riverside Line originates in downtown Riverside with a final destination of Los Angeles' Union Station.
- **Regional Draw and Population Growth** - The Inland Empire, the City of Riverside, and one-, three-, and five-mile trade rings around downtown Riverside are all projected to experience an increase in population over the next five years.

---

Downtown Riverside's constraints with respect to market potential can be summarized as follows:

- Competition from Established Nodes - Downtown land uses must compete against the Inland Empire's market preference for suburban-style, freeway-frontage development.
- Cost of Development - Development within an urban context requires the development of structured parking and/or the use of small constrained sites, adding significantly to the cost of construction.
- Site Assembly - Site assembly in downtown is difficult to achieve due to the number of small parcels and multiple ownerships.
- Community Image - Downtown lacks a full complement of restaurant, retail and entertainment uses to function as a strong tourist or retail destination.
- Household Incomes - Lower median household incomes are found closest to downtown with more affluent portions of the trade area situated further away from downtown.

## **2.5.2 Local and Regional Demographic Trends**

### **Local Trends**

Review of demographic trends within the one-, three-, and five-mile rings around downtown Riverside indicates population growth rates generally exceeding State and regional projections. The five-mile ring contained approximately 251,400 residents in 2000. Growth has been forecast at 1.49% per year through 2005, as compared to an anticipated growth rate of 1.24% for Southern California over the same period.

Per capita incomes in the one-, three-, and five-mile trade areas range between \$11,815 and \$16,620 (2000 estimates), with lower incomes found closest to downtown and more affluent trade areas situated further from downtown. By contrast, per capita income for Southern California as a whole was estimated at \$21,869 in 2000. Annual aggregate personal income for the five-mile ring was estimated at \$4.2 billion in 2000 (source: Claritas).

By regional and State standards, trade area residents were relatively young in 2000, with the median age ranging between 30.5 years and 32.3 years. Generally, lower median ages are found closest to downtown, reflecting the higher number of families with school-age children as well as young singles and couples. The median age for Southern California as a whole is 34.1 years.

The trade area population is ethnically and racially diverse. The largest ethnic/racial groups within the five-mile ring are White, at 48.7%, and Hispanic, at 36.5%. Closer in to downtown Riverside, the one-mile ring population is 55.2% Hispanic, 28.6% White, and 12.6% Black.

## **Regional Trends**

Downtown Riverside has the potential to draw visitors, shoppers, and employees from a large catchment area within Southern California. Review of demographic trends within the 10-, 20-, and 30-mile rings around downtown Riverside indicates higher population growth rates than within the local (five-mile) trade area. In 2000, the 10-mile ring contained a population of over 820,000 persons, and was projected to grow at 1.52% per year through 2005. Within 30 miles of downtown Riverside, there was a total 2000 population of nearly 3.4 million people. This population was projected to increase at 1.61% annually over the next five years.

Per capita incomes within the regional trade area increase with distance from downtown, ranging from \$15,244 in the 10-mile ring to \$20,138 in the 30-mile ring (2000 figures; source: Claritas). Annual aggregate personal income increases from \$12.5 billion in the 10-mile ring to \$68.2 billion in the 30-mile ring. By contrast, the population of the five-mile trade area enjoyed aggregate personal income of \$4.2 billion in 2000 (noted above). The aggregate personal income in Southern California as a whole was estimated at \$339.1 billion.

As with the local trade area, the population of the regional trade area is also ethnically and racially diverse. Within the 10-mile ring, Whites and Hispanics represent nearly equal proportions of the population, 41.3% and 43.2%, respectively. These ratios change with distance from downtown Riverside, with the proportion of White increasing, and the proportion of Hispanics decreasing, in the 20- and 30-mile rings.

### **2.5.3 Market Supply and Demand Factors**

The market potential for retail/entertainment, office, residential, and hotel uses was assessed for the Specific Plan area. This assessment was based on a review of economic trends, the demographic factors noted above, and information gathered from stakeholder interviews.

#### **Retail/Entertainment**

The resurgence of development interest in downtown retailing, coupled with downtown Riverside's daytime population and proximity to UCR can potentially stimulate retail/entertainment development in downtown.

Market support for retail/entertainment development is seen as moderate in the mid-term (five years); and moderate to strong support in the long-term (beyond five years). Key retail/entertainment opportunities for the downtown area include eating and drinking establishments, resident-serving uses, and entertainment venues such as nightclubs and performance space. Successful development of retail/entertainment uses in downtown will require a critical mass of tenants or anchor uses (at least 100,000 SF), parking, and security.

---

## **Office**

Downtown Riverside offers numerous amenities to office users; however, downtown must compete against less expensive suburban-style office buildings providing users with lower occupancy costs.

In the mid-term, there appears to be weak to moderate market support for office uses. In the long-term, there is moderate support for office development. The expansion of government offices and private tenants related to government uses offer key opportunities for office development. The target amount of office space will be determined on an as-needed basis as the expansion of government tenancies occur.

## **Residential**

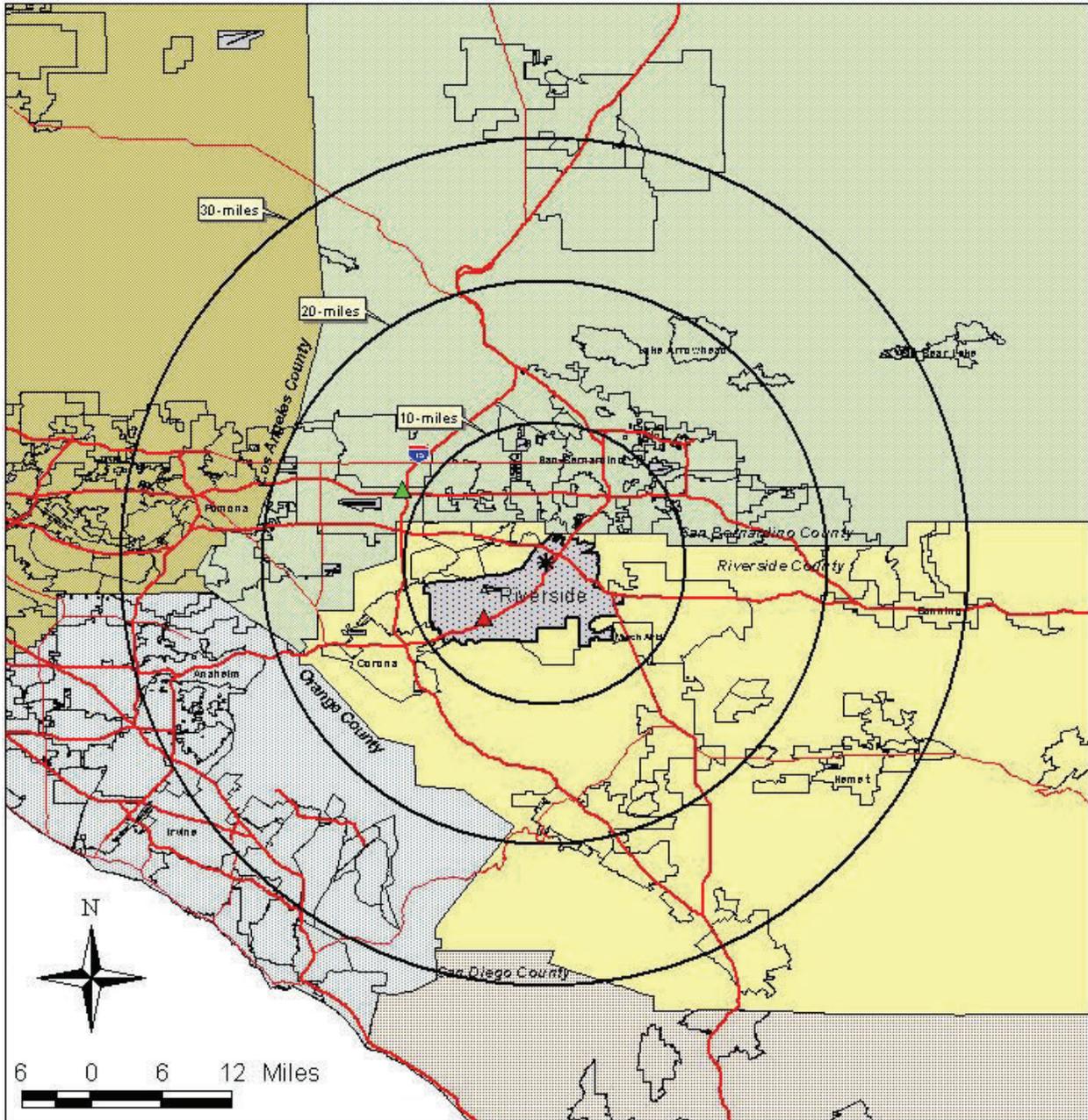
Growing populations and rising home prices may suggest a growing demand and acceptance for more diverse housing products. However, home sales trends in the Riverside area indicate the market preference for entry-level detached single-family homes.

Market support for residential development is seen as moderate in the mid-term, and moderate to strong in the long-term. Key opportunities for residential development include small-lot and rowhome for-sale single-family homes, stacked flat apartments over street-level retail, stacked flat condominiums, live/work loft space, and student housing. A key requirement for downtown residential development is the presence of supportive retail/service uses. Targeting development of up to 500 units in the mid-term, and up to 1,000 to 2,000 units in the long-term will provide support for new retail opportunities. Downtown could also provide a substantial number of housing units for students and faculty at UCR.

## **Hotel**

Although the Mission Inn offers a unique historic landmark to the downtown area, downtown overall lacks a strong image as a visitor destination. In addition, the convention center, while attracting some statewide use, is limited by its inability to accommodate the larger functions. Therefore, it is generally the small private office market and local use of the Raincross Square that provide limited support for hotel room occupancy.

Market support for hotel development in downtown will be closely tied to the expansion of the Convention Center. Given downtown's excellent freeway access, limited-service business hotels oriented to the 91 Freeway also offer a key opportunity. The development of up to 120-150 rooms near the freeway should be considered by the City, with possible support for additional rooms if the Raincross Square is expanded. The availability of retail/restaurant/entertainment amenities is necessary for hotel development to occur.



Source: Claritas, Inc.  
Prepared by: Keyser Marston Associates, Inc.

Figure 2B

**TEN-, TWENTY-, AND THIRTY-MILE RADIUS  
DOWNTOWN RIVERSIDE, CALIFORNIA**

## **CHAPTER 3**

# **VISION, GOALS, AND POLICIES**



---

The purpose of this chapter is to describe the public involvement process, the issues identified for Downtown, the community's vision for Downtown, and to establish goals and policies for the Specific Plan based on this vision. This chapter is organized as follows:

- 3.1 Community Participation
- 3.2 Issues Summary
- 3.3 Vision for Downtown Riverside
- 3.4 Goals and Policies

### 3.1 COMMUNITY PARTICIPATION

The Downtown Specific Plan was prepared with input obtained through a series of public workshops, where citizens provided input to the project team through group discussion and feedback on the topics and direction of the Plan. Four public workshops were held over the course of the project with attendance ranging from approximately 40 to 100 people. The public workshops were advertised by press releases before each workshop and flyers inviting the public to the workshops, which were posted in many Downtown locations, as well as mailed out to over 400 interested groups and individuals.



*The Land Use Committee of City Council visited revitalized downtown districts in several other communities.*



*The Citizen's Advisory Committee provided guidance and input during the development of the Specific Plan.*



*Public Workshops provided community inputs to the Specific Plan.*



In addition, a Citizens Advisory Committee (CAC) was appointed by the City Council to serve as a recommending body during the development of the Specific Plan.

### **3.2 ISSUES SUMMARY**

The role of the CAC, along with the general public at community workshops, was to identify concerns and issues for Downtown, define a future vision for Downtown, and provide guidance and input during the development of the plan. During the initial phases of the planning process, the following issues were identified:

- Vision - Downtown currently lacks a clear vision statement. Developing the vision statement was an important planning activity and was done through discussion with the Citizens Advisory Committee and the public-at-large.
- Zoning and Development Standards - Downtown's zoning categories and related development standards were inherited from citywide categories and standards more suited for suburban development. As such, they do not deal with important, contemporary downtown potential such as mixed used, live-work concepts and shared parking or parking districts.
- Historical/Cultural - Existing zoning and development standards do not adequately address historic preservation issues.
- Parking - Presently, parking is provided primarily on a building-by-building basis related to the standards of the zoning code. Existing parking garages are either inconvenient or deteriorating and therefore largely unused. This parking approach does not facilitate historic preservation or the creation of a pedestrian friendly environment.
- Circulation - Automobile circulation is currently confusing due to the combination of street closures and one-way streets. Cars generally dominate the environment. The lack of auto circulation on parts of the Downtown Mall may be inhibiting its revitalization.
- Urban Design - Downtown currently lacks well-defined land use districts, identifiable and attractive entry points and consistently attractive travel corridors. Pedestrian continuity is lacking along the key streets within the heart of downtown such as Mission Inn Avenue, Main Street and University Avenue. While some enhancements have been initiated near the 60 Freeway off-ramp, Market Street, the main gateway corridor from the north, is generally unattractive in terms of both public improvements and the character and quality of private development.
- Economic Profile and Strategy - Current plans do not identify the economic potential of downtown both locally and within the region. Consequently, Downtown lacks a marketing approach that takes advantage of these potentials.

---

### 3.3 VISION FOR DOWNTOWN RIVERSIDE

*Downtown Riverside: The Cultural, Arts, Retailing and Entertainment Center for the City of Riverside and the Inland Empire*

The Vision Statement was created and refined with the CAC and general public over the course of several meetings and workshops during the planning process. The essence of the Vision Statement is the definition of Downtown Riverside as the cultural, arts, retailing and entertainment center of the Inland Empire. The Downtown, anchored by the Historic Mission Inn and shaped by an eclectic and unique architecture, wonderfully aesthetic historic and new buildings, and a welcoming and inspiring landscape, is a cultural district filled with museums, a school for the arts and other arts programs, inviting performance spaces, traditional and cutting edge entertainment, a diverse mix of quality restaurants and sidewalk cafes, and unique shops. It is a place of daytime, evening and weekend activity where residents of Riverside and visitors can enjoy a compact, walkable environment. Diverse housing opportunities, including historic single-family residences, live-work spaces, apartments and condominiums will serve professionals working in the Justice Center, students at UCR and residents looking for a downtown lifestyle focused on culture, art and education.

To further support the Vision Statement, a set of vision points was established for Downtown.

*In the Year 2020, Downtown Riverside will be:*

- *A renowned urban center recognized for the quality of its cultural life, concentration of arts, and related educational programs;*
- *A vibrant mix of retail, residential, civic, employment, educational, cultural and arts resources in a walkable downtown environment that is part of a unique natural and historic setting;*
- *A place of daytime, evening and weekend activity;*
- *The economic, cultural, and entertainment center of the Inland Empire;*
- *A highly desirable living environment with diverse housing opportunities and historic neighborhoods;*
- *A place of increased employment opportunities with attractive locations for the growth of existing and emerging businesses and government uses;*
- *A citywide destination for residents of the City of Riverside where they can take pride in Riverside's history and achievements and enjoy entertainment opportunities;*
- *A regional destination for Southern California residents and tourists who come to experience Downtown Riverside's combination of architectural treasures, cultural and art activities, and entertainment opportunities.*

### **3.4 GOALS AND POLICIES**

The goals and policies in this section set forth the framework for realizing the Specific Plan vision. In turn, the land use districts, development and design standards, and implementation strategies for Downtown establish the framework for evaluating development proposals, public improvements, and the implementation of action plans. Where the standards and regulations of the Specific Plan do not directly address an issue, the goals, policies, and vision established herein shall be used to determine an appropriate course of action.

#### **3.4.1 Land Use Goals and Policies**

**Goal LU-1** To provide land use opportunities for Downtown to serve as the region’s cultural, governmental, arts, and entertainment center with unique and interrelated districts offering a wide range of opportunities for residential lifestyles, work environments, shopping, entertainment, learning, culture, and the arts.

*Policy LU 1.1:* Maintain the integrity of, and interrelationship between, each Downtown district as follows:

- **Raincross District:** The pedestrian-oriented center of Downtown, with an emphasis on an intense mixture of residential, specialty commercial, tourist, restaurant, cultural, arts, and civic uses. Design philosophy emphasizes new and infill construction that is compatible with the historic structures that give Downtown its unique identity.
- **Justice Center District:** A high intensity district primarily intended for civic, governmental, and judicial uses, interspersed with supporting offices and commercial businesses. Design philosophy is oriented toward large scale, contemporary architecture with interpretive ties to Riverside’s heritage architecture.
- **Almond Street District:** A mixed area of offices, residences, and live-work units primarily using existing single-family houses. Design philosophy emphasizes preservation of existing residential structures and the sense of a “traditional neighborhood” that is largely intact today.
- **Prospect Place Office District:** An office district providing a transition from the open, green character of Riverside Community College to the very urban character of the Judicial Center. Building intensity and design philosophy ranges from a residential scale in the vicinity of Prospect Place and Olivewood Avenue to intense urban development in character with the Justice Center toward Fourteenth Street.
- **Health Care District:** An area primarily composed of medical related uses, with designs having a contemporary, institutional appearance.

- 
- **North Main Street Specialty Services District:** A district of low intensity development emphasizing specialized products and services having a regional customer base, with opportunities for persons to live and work from the same unit. Design philosophy emphasizes a low profile, industrial look reminiscent of the early to mid twentieth century with preservation of existing buildings over 50 years old given strong consideration.
  - **Market Street Gateway District:** A heavily landscaped entry corridor to Downtown with an emphasis on open space, residential, and office uses. Design philosophy is centered on greenery at the forefront, with buildings forming a subtle background.
  - **Residential District:** Consists of three historic neighborhoods (Mile Square, Heritage Square, and Prospect Place) having an emphasis on single family residences intermixed with occasional multi-family uses. Design philosophy is centered on historic preservation, sensitivity, and compatibility.
  - **Neighborhood Commercial District:** Consists of a neighborhood oriented commercial center providing food, pharmaceutical, and convenience goods for surrounding residential areas. Design philosophy is centered on a residential scale.

*Policy LU-2:* Encourage pedestrian-oriented specialty retail shops offering quality goods and services in the Raincross District, and encourage balance between individually owned businesses and franchise or corporate entities.

*Policy LU-3:* Actively recruit a range of restaurants that includes fine dining, cafes, coffee houses, and sandwich shops, emphasizing a strong presence of outdoor dining and an emphasis on both daytime and evening hours.

*Policy LU-4:* Encourage mixed-use development with a strong residential presence in the Raincross District, including both new construction and the adaptation of upstairs spaces in existing buildings for residential purposes.

*Policy LU-5:* Provide incentives for infill development throughout Downtown, and with an emphasis on the key opportunity sites identified in this plan.

*Policy LU-6:* Place a strong emphasis on supporting, preserving, and expanding the Raincross District as a major center for culture, learning, and the arts.

*Policy LU-7:* Promote nightlife activity in the Raincross District with restaurants and a variety of entertainment opportunities.

*Policy LU-8:* Strengthen the interrelationship between the Marketplace and Downtown through attractive physical linkages, transit oriented linkages, and complimentary uses.

*Policy LU-9:* Encourage the public or private construction of centralized, secured trash compactors within the Raincross District, Neighborhood Commercial, and Justice Center Districts, situated in low visibility areas and with adequate provisions for cleaning and maintenance.

*Policy LU-10:* Encourage the establishment of a vibrant mix of uses that will serve the needs of both residents and visitors and will help create a vibrant daytime, evening, and weekend environment.

*Policy LU-11:* Promote the expansion of the convention center and related hotel uses to support increased convention and tourist activity.

*Policy LU-12:* Maintain a continuity of pedestrian activity through active retail and restaurant ground level uses along Mission Inn Avenue, Main Street and University Avenue.

### **3.4.2 Housing Goals and Policies**

**Goal H-1** To help Riverside’s Downtown succeed as an active daytime, evening, and weekend downtown, encourage housing beyond the traditional residential neighborhoods, to include the North Main Street Specialty Services, Market Street Gateway, Raincross, Almond Street, and Prospect Place Office Districts.

*Policy H-1-1:* Provide a variety of housing options, including medium and high density apartments and condominiums, live/work loft space, and mixed-use buildings with a residential component.

*Policy H-1-2:* Ensure the preservation and enhancement of the single-family residential neighborhoods in the Downtown.

*Policy H-1-3:* Provide incentives for ownership housing in the Downtown and continue to support the efforts of the Mission Village Homeownership Zone Initiative (1996).

*Policy H-1-4:* Encourage adaptive reuse of existing structures, or the development of new buildings, for the purpose of live/work space in the Raincross, North Main Street Specialty Services, Almond Street and Prospect Place Office Districts.

*Policy H-1-5:* Encourage and promote new high density residential projects and the use of upstairs spaces in existing buildings in the Raincross District for housing to increase housing options and help bring daytime, evening, and weekend activity to the Downtown.

*Policy H-1-6:* The City shall provide incentives for the conversion of single-family residential structures that have been divided into multiple dwelling units back into single-family residential uses.

*Policy H-1-7:* Promote housing affordability through diversification of housing for varied income groups.

---

### 3.4.3 Economic Development Goals and Policies

**Goal ED-1** Strengthen Downtown as a local and regional destination for specialty shopping, dining, nightlife, employment, culture, and the arts.

*Policy ED-1-1:* Make Downtown attractive to a broad range of individuals to live, work, and recreate.

*Policy ED-1-2:* Encourage the expansion of law and other professional office related uses in the Justice Center.

*Policy ED-1-3:* Foster entrepreneurship, with an emphasis on entertainment, dining, and culture in the Raincross District, craftsman supplies and services in the North Main Specialty Services District, small businesses in the Almond Street and Prospect Place Office Districts, family goods and services in the Neighborhood Commercial District, and legal services in the Judicial District.

*Policy ED-1-4:* Pursue an aggressive program to recruit quality development and consider incentives to attract these uses.

*Policy ED-1-5:* Target specialty retail, eating, drinking, and entertainment establishments for the Raincross District.

*Policy ED-1-6:* Target key infill residential opportunities including small lot and row homes, apartments and condominiums and live/work loft space.

*Policy ED-1-7:* Develop a financing plan that determines the scope of public improvements to be funded, the responsibilities of the public and private sector participants, and the methods of financing the improvements.

### 3.4.4 Urban Design Goals and Policies

**Goal UD-1** 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.

*Policy UD-1-1:* Through design review, ensure that new development enhances the character of the Downtown Districts by requiring design qualities and elements that contribute to an active pedestrian environment, where appropriate, and ensuring that architectural elements are compatible and in scale with the existing historic structures in the Downtown.

*Policy UD-1-2:* Enhance the connection between the Downtown and the Riverside Marketplace by working with Caltrans to establish effective pedestrian and vehicular connections in conjunction with the widening of the 91 Freeway. These connections should include well-designed public art, lighting or landscaping as necessary to enhance the pedestrian environment.

*Policy UD-1-3:* Improve street design on key corridors in the Downtown and create a sense of arrival at key gateways, which reinforce the City’s natural, cultural and historic characteristics.

*Policy UD-1-4:* Consider the development of a public improvements plan to implement the streetscape and gateway design concepts for the Downtown.

*Policy UD-1-5:* Encourage appropriate public art to further establish a sense of history and pride in the community.

*Policy UD-1-6:* Establish development standards to preserve the view of historic buildings along Mission Inn Avenue from the vantage point of the Riverside 91 Freeway.

### **3.4.5 Historic Preservation Goals and Policies**

**Goal HP-1** Strengthen and enhance the historic character of Downtown Riverside, which is unique to the Inland Empire, through the preservation and maintenance of Downtown’s historically significant sites and structures.

*Policy HP-1-1:* Promote the preservation of the historic housing stock and existing character of the distinct single family residential neighborhoods.

*Policy HP-1-2:* Promote community appreciation for the history of Riverside.

*Policy HP-1-3:* Provide incentives to encourage the restoration, and, if necessary, relocation of private historic structures to conserve the integrity of the buildings in the best condition possible.

*Policy HP-1-4:* Through design review, encourage new development to be compatible with adjacent historical structures in scale, massing, building materials, and general architectural treatment.

*Policy HP-1-5:* Work with interested groups and individuals to further tailor the historic design guidelines to each of the designated historic districts within the specific plan boundaries.

### **3.4.6 Circulation Goals and Policies**

**Goal C-1** Improve the circulation system in Downtown by maintaining and improving the grid system, providing for convenient access to, and circulation within, Downtown for all modes of transportation, and enhancing walkability in Downtown.

*Policy C-1-1:* Define a multi-modal street hierarchy for Downtown.

*Policy C-1-2:* Provide enhanced transit amenities within the Downtown, including bus stops and a downtown transit center.

*Policy C-1-3:* Develop strong pedestrian connections between the Downtown and the Riverside Marketplace.

---

*Policy C-1-4:* Protect residential areas from traffic intrusion.

*Policy C-1-5:* Define principal transportation entry corridors into the Downtown.

*Policy C-1-6:* Focus traffic on key routes through or on the edge of Downtown, i.e. Market Street, University Avenue, Third Street, Fourteenth Street, Lime Street.

*Policy C-1-7:* Improve traffic circulation by re-establishing closed street connections wherever feasible.

*Policy C-1-8:* Do not permit any further street closures in the downtown area.

*Policy C-1-9:* Facilitate public transit opportunities in Downtown.

*Policy C-1-10:* Provide bike lanes on major streets approaching Downtown and within downtown where feasible.

*Policy C-1-11:* Provide for pedestrian circulation at ground level. Do not provide grade-separated pedestrian facilities (except freeway over crossing).

*Policy C-1-12:* Improve way-finding signage, including: directional (both on freeways approaching the downtown and on downtown streets), destination-related, and signage for parking facilities. In addition to signage, encourage the development and use of landmarks in the landscape for way-finding and place-making purposes.

### **3.4.7 Parking Goals and Policies**

**Goal P-1:** Provide a sufficient overall supply of parking for Downtown land uses, while avoiding an oversupply of parking, and make better and more effective use of the existing parking supply resources.

*Policy P-1-1:* Retain as much on-street parking as possible to provide convenient short-term parking for visitors.

*Policy P-1-2:* Focus on providing convenient visitor parking in the central area of downtown as a priority.

*Policy P-1-3:* Develop employee parking strategies to avoid conflict with visitor parking.

*Policy P-1-4:* Develop a coordinated, area-wide approach to parking in the Downtown that is based on sharing parking resources and a “park-once” strategy.

*Policy P-1-5:* Develop a public-private partnership in providing and managing the supply of parking in the downtown area.

*Policy P-1-6:* Prepare an annual report regarding the availability and management of parking in the Downtown area.



## **CHAPTER 4**

# **URBAN DESIGN CONCEPT**



---

The purpose of this Chapter is to describe the overall urban design concept for the Downtown Specific Plan. This Chapter is organized as follows:

- 4.1 Introduction
- 4.2 Elements of the Urban Design Framework

## **4.1 INTRODUCTION**

In order to achieve the Vision for the future of Downtown, an urban design concept was developed for the Downtown, which is illustrated in Figure 4A, Urban Design Framework. This map reflects the major Land Use Districts that are the heart of Downtown, the major axial connections, entry points, open spaces, and the important connection of the Downtown to the Riverside Marketplace. The map also identifies the major historic, cultural and civic elements that make Downtown Riverside an important cultural, art and historic center that attracts both residents and visitors to the area. Figure 4B further expands these elements through identification of the wide range of cultural and public art resources available in Downtown Riverside today, which provide the overall artistic texture of the Raincross District. Nearly all of these resources are located in the Raincross District, along Main Street and Mission Inn Avenue.

## **4.2 ELEMENTS OF THE URBAN DESIGN FRAMEWORK**

### **4.2.1 Downtown Districts**

As illustrated in Figure 4A, the heart of the Downtown is focused around two adjacent Land Use Districts: the Raincross District, with its unique cultural, arts and civic environment; and the Justice Center with its concentration of county, state and federal judicial facilities. These Districts are described in detail in Chapters 6 & 7. Daytime activity in the Raincross District will be generated, in part, by the large employment base in the Justice Center through supportive and complementary land uses, attractive streetscapes, and pedestrian connections to link the two Districts. One of Downtown Riverside's greatest potentials rests in strengthening pedestrian and parking relationships between the Justice Center and Raincross District Districts to generate more activity in the area. The thousands of employees in the Justice Center represent one of the important market segments for restaurants, shops and new residential units in the Raincross District.

Surrounding the Raincross District and Justice Center Districts are lower intensity Land Use Districts comprised of smaller scale offices, neighborhood commercial serving uses, and historic residential neighborhoods. The strong residential component of the districts and the proximity to the Raincross District also provides market support for more activity-generating retail uses in Downtown.



*Fox Theater.*

*The Fox Theater provides a performing arts and architectural anchor for the west end of the Mission Inn Avenue cultural and entertainment corridor. It also provides a focal point for a pedestrian oriented connection along Market Street between the Riverside School for the Arts, to the south and the Convention Center, to the north.*



*Concrete arbor near the Mission Inn.*

*A concrete arbor used to extend from North Park to the Mission Inn along both sides of Mission Inn Avenue. The arbor, formed to look like a natural element, was interlaced with wisteria to create shade, fragrance and a strong sense of connection. The potential exists to use public art, landscaping and lighting to reestablish this connection in a historically referenced, yet contemporary manner.*

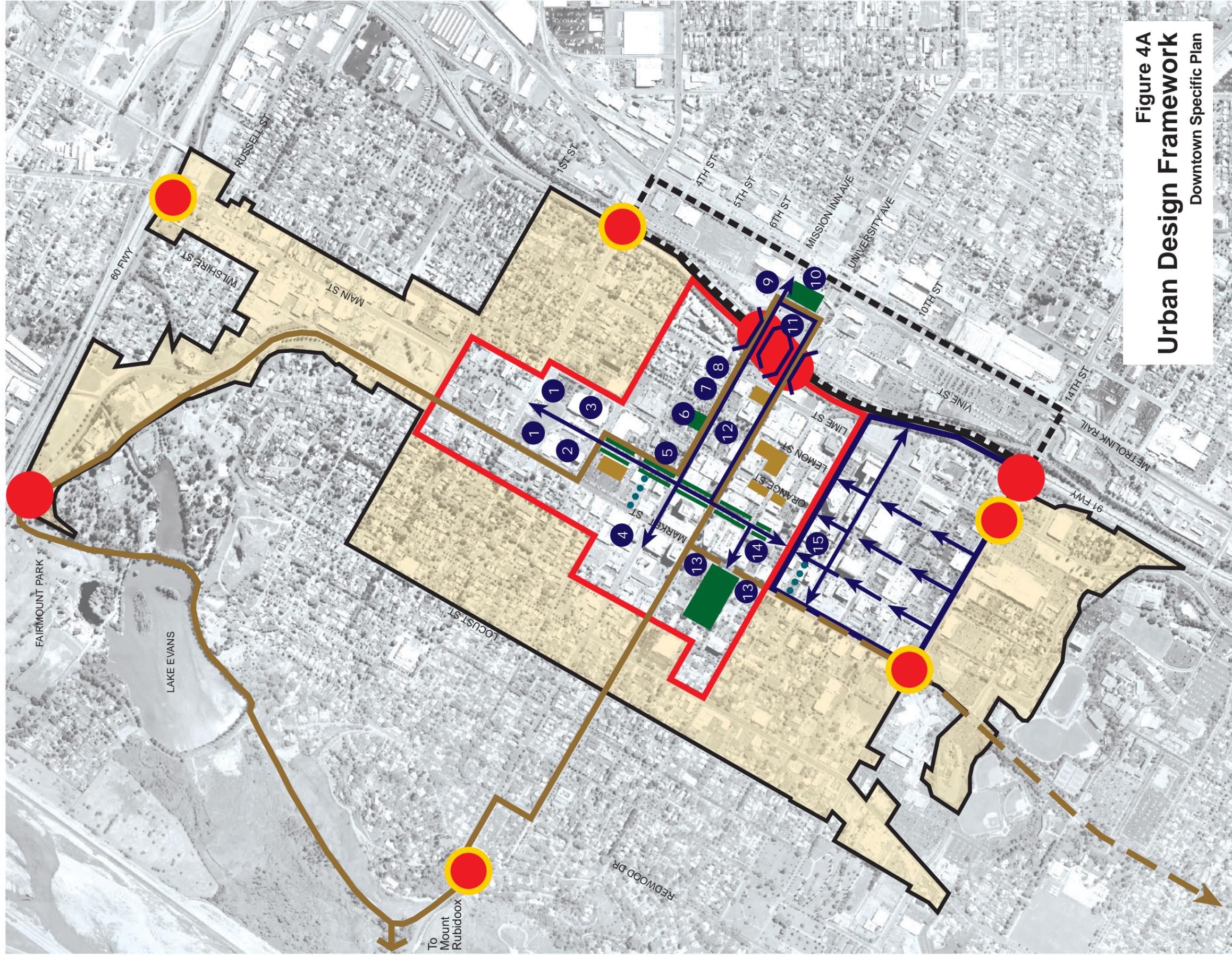
#### **4.2.2 Axial Connections**

The Raincross District is organized around two primary street axes, Mission Inn Avenue and Main Street, to create a compact, walkable environment that encompasses Downtown's cultural, governmental, architectural, shopping, entertainment and educational resources. The key historic, cultural and civic elements, as identified in Figure 4A, are located along these two primary street axes.

Complementing the two principal cross axis streets in the Raincross District are University Avenue and Market Street. University Avenue parallels Mission Inn Avenue and creates a pedestrian loop connecting the Raincross District and the Riverside Marketplace. Market Street parallels Main Street and creates a connection between White Park and the Fox Theatre. Market Street should be enhanced with a wider parkway and other amenities to create an improved pedestrian connection. These streets create the heart of the Downtown pedestrian grid by providing direct connections between major activity focal points and numerous choices of routes and pedestrian experiences.

#### **4.2.3 Connection to the Riverside Marketplace**

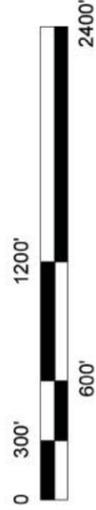
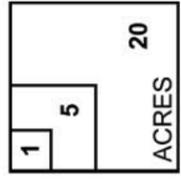
Downtown has particularly important linkages and historic connections to the Riverside Marketplace. Both the Santa Fe and Union Pacific Railroad Stations were constructed in the Marketplace area to serve visitors coming to Riverside for its climate and amenities. After staying at the Mission Inn, many of these visitors chose to purchase real estate in Riverside. This activity was closely associated with visitor stays at the Mission Inn. The Mission Inn and North Park, located between two historic train stations, were linked by a concrete pergola, which provided shade and interest for pedestrians walking from the train stations to the Inn. Remnants of the pergola are still evident at North Park and along Mission Inn Avenue.



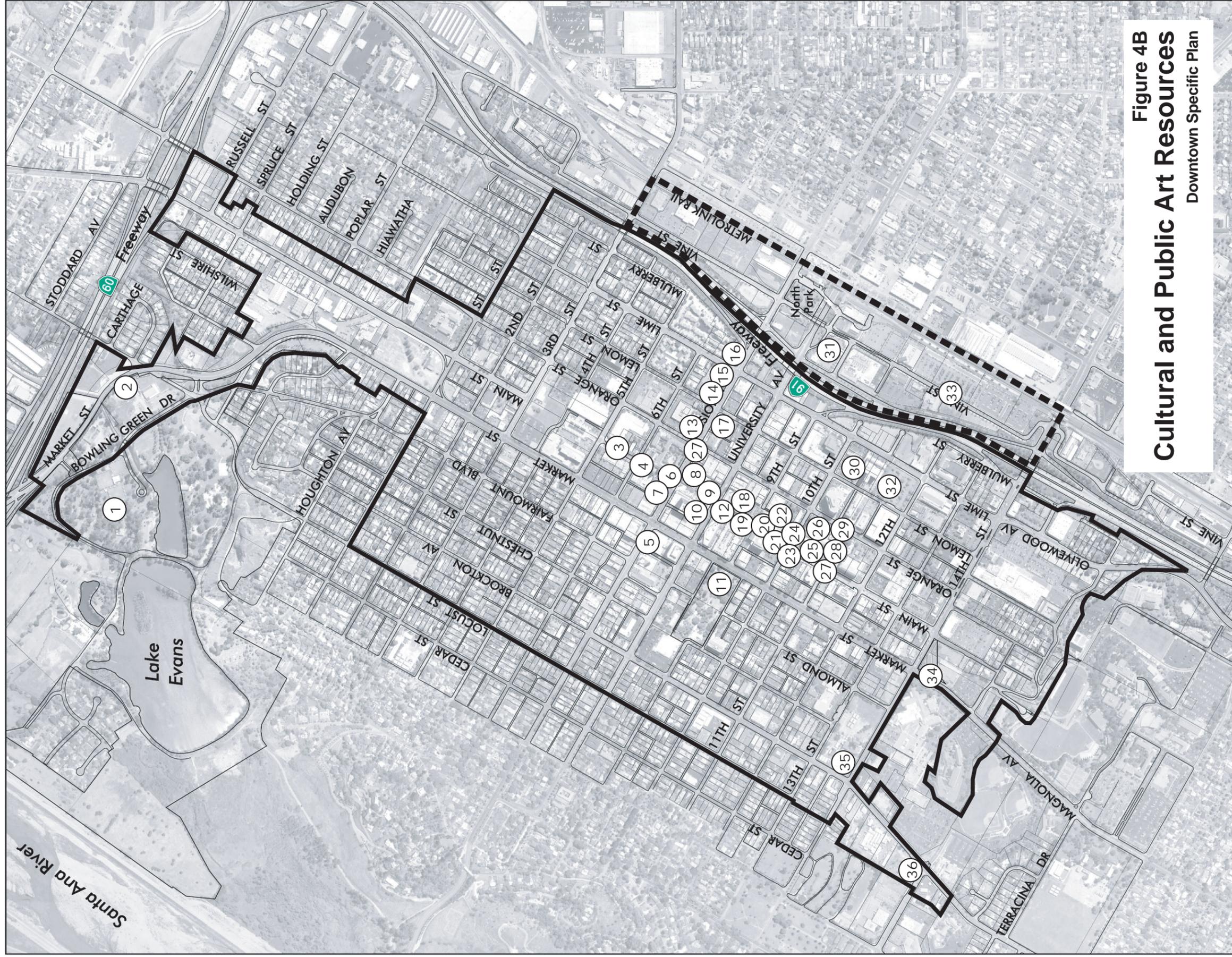
**Figure 4A**  
**Urban Design Framework**  
Downtown Specific Plan

- LEGEND**
- Raincross District
  - Justice Center District
  - Regional Entry Points
  - Local Entry Points
  - Major Open Spaces
  - Key Pedestrian Linkages
  - Strategic Parking Sites
  - Freeway Underpass Connections
  - View Corridor
  - Courthouse from Market Street
  - Market Street to Mission Inn
  - Urban Hiking Trail
  - Historic Magnolia Street Corridor

- Key Historic, Cultural, and Civic Elements**
- 1 Convention Center and Hotel Expansion
- 2 Convention Center Hotel
- 3 Convention Center
- 4 Fox Theater
- 5 Mission Inn
- 6 Main Library
- 7 Municipal Auditorium
- 8 Riverside Art Museum
- 9 Packing House (Restaurant)
- 10 Santa Fe Railroad Station
- 11 Union Pacific Railroad Station
- 12 Municipal Museum
- 13 Proposed Performing Arts School
- 14 City Hall
- 15 County Courthouse

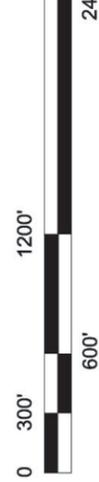
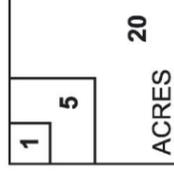






**Figure 4B**  
**Cultural and Public Art Resources**  
 Downtown Specific Plan

- |  |   |   |  |
|--|---|---|--|
| 1 Fairmount Monument Entry & Signage/<br>Famous Water Buffalo/<br>Fairmount Rose Garden/<br>Fairmount Band Shell | 10 "Notion of Ideal Government"/<br>California Mobile/Public Art Pavers/<br>"Visions of the Local Scene" Murals/<br>Cal. Towers | 19 Dr. Martin Luther King Jr. Sculpture                               | 29 "Safe in His Arms" Sculpture                              |
| 2 Union Pacific Engine Car/<br>Market Street   | 11 White Park   | 20 "Riverside Tripod", James Rosetti/<br>Civic Center                 | 30 Riverside Ballet Arts Building/<br>Riverside Arts Council |
| 3 Riverside History Walk   | 12 Cloud Fountain   | 21 Sister City Temple Sculpture/<br>Civic Center                      | 31 Historic Signage/Murals                                   |
| 4 Ceramic Tile Insets/Pedestrian Mall  | 13 Mission Inn Museum/<br>Chinese Pavilion/<br>Sundial  | 22 Pergola and City Colony Marker/<br>Civic Center (Public Restrooms) | 32 Boy Scout Sculpture                                       |
| 5 Fox Theater  | 14 Riverside Dickens Festival/<br>Mission Inn Ave   | 23 Civic Clock Tower Fountain/<br>Civic Center Courthouse             | 33 Metrolink Public Art/<br>Citrus Label Murals              |
| 6 Local Heroes Installation/<br>Mission Inn Museum   | 15 Riverside Museum of Art  | 24 War Monument and Memorial Wall/<br>Civic Center                    | 34 De Anza Sculpture   |
| 7 Metal Mobile Sculpture   | 16 Pergolas/Mission Inn Ave/<br>Riverside Municipal Auditorium  | 25 Soroptomist Rose Garden/<br>Courthouse Lawn                        | 35 Grant Elementary<br>School Fountain                       |
| 8 Seth Thomas Clock  | 17 Riverside Municipal Museum/<br>Women's Christian Temperance<br>Union Fountain  | 26 Detention Center Sculpture   | 36 Chinatown Historic Site                                   |
| 9 Dosan Ahn Chang-Ho<br>Memorial Sculpture   | 18 UCR California<br>Museum of Photography  | 27 City Raincross Light Standards                                     |  |
|  | 28 Riverside County Courthouse  |   |  |





---

Former and current packinghouses and the Ironworks building also form an important part of the network of the special historical and architectural elements to be experienced as a part of visiting Downtown area. The packinghouses, listed in the National Register of Historic Places, are an integral part of the citrus history of Riverside. The Iron Works building is also listed on the National Register because it housed the company which invented and manufactured the equipment used for the citrus industry in Riverside and elsewhere.

The relatively recent Metrolink Station, located in the Marketplace area, creates another important linkage with Downtown. The Metrolink trains provide access to Orange County, San Diego and Los Angeles from Riverside. This linkage could become increasingly important with the revitalization of Downtown and the growth of the Justice Center in particular. The proximity of the Justice Center to North Park provides the opportunity for pedestrian, bicycle, taxi and shuttle bus connections between the Metrolink Station, the Marketplace and Downtown.

The Riverside Marketplace also is a 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.

The 91 Freeway was constructed subsequent to the development of the historic elements along Mission Inn Avenue and creates a barrier between Downtown and the Riverside Marketplace. The current widening of the 91 Freeway presents an opportunity for the City to work with Caltrans to bridge this divide by creating an inviting pedestrian



*Santa Fe Railroad Station structure in foreground. Packing House Structure in background.*

*The historic packing house, train station and other structures around North Park have, or are, being restored for restaurant, entertainment and commercial use. This concentration of historic structures and vibrant activity creates the easterly anchor for the Mission Inn Avenue cultural and entertainment corridor.*



*Looking east along Mission Inn Avenue between Downtown and the Riverside Marketplace.*

*The construction project associated with the widening of the 91 freeway presents an opportunity to effectively link Downtown and the Riverside Marketplace using the freeway and underpasses. Public art, lighting, and landscaping are key ingredients to creating this vital connection.*

and vehicular connection between the two areas using the freeway underpasses. 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 is one of the most important implementation factors to be addressed in the near-term. It is vital to the connection of Downtown and the Marketplace. The linked facilities are at the heart of Downtown’s role as the cultural, arts, retail and entertainment center of the Inland Empire.

#### **4.2.4 Open Space Network**

The setting for the interesting and diverse mix of downtown activities is created by the spatial envelopes of the interconnected streetscapes and open spaces. As illustrated in Figure 4A, the western anchor of the Downtown open space network is historic White Park. This park anchors the western end of the Raincross District pedestrian experience and provides a setting for the proposed Riverside School for the Arts. The eastern anchor of the Downtown open space network is historic North Park in the Riverside Marketplace. This reinforces the importance of physically linking Downtown to the Marketplace through improved pedestrian connections via the freeway underpasses.

While not a traditional “green space”, the pedestrian Downtown Mall should also be considered an important open space feature to Downtown. This pedestrian-oriented feature provides a multi-block, significantly landscaped open space area that provides a strong foundation for a walkable and vibrant urban environment.

#### **4.2.5 Downtown Riverside Urban Trails**

The creation of Downtown Riverside Trails is recommended to provide residents and visitors with opportunities to experience the unique combination of historical, cultural and natural elements that are part of Downtown Riverside. These trails should be illustrated by maps geared primarily to pedestrians and bicyclists. In addition, equestrian linkages could be considered within Fairmount Park. These “urban trails” could be varied in length and emphasis. For example, trail maps and self-guided or guided tours could be related to architecture, public art, the natural environment, people and places in Riverside’s history, or various combinations of these topics.



*Santa Ana River bike trail.*

*The Santa Ana River edge is part of the “Urban Trails” system proposed for Downtown. These Trails connect Downtown’s key historic and natural features for the enjoyment of hikers and bicyclists.*

---

A shorter trail could focus on the historic Mission Inn Avenue/Main Street axis. Longer trails could include the Mission Inn Avenue/Main Street axis as their focus, while extending west to encompass Downtown's natural elements including Mount Rubidoux, Fairmount Park and the Santa Ana River. The trails could take a variety of routes through Downtown's historic neighborhoods.

One example of a Downtown Riverside Trail is illustrated in Figure 4A, Urban Design Framework. The concept for this route is a loop which includes:

- The historical, architectural and cultural elements of the Mission Inn Avenue/Main Street axis, including the Mission Inn, Riverside Museum of Art, Riverside Municipal Museum, Municipal Auditorium, the Fox Theater, and the UCR Museum of Photography;
- Historic residential neighborhoods;
- The natural features that border Downtown, including Fairmount Park, Lake Evans and the Santa Ana River.

#### **4.2.6 Strategic Parking Sites**

A key to preserving the historic structures and fabric of the Raincross District, as well as enhancing the pedestrian experience of Downtown, is the location of strategically placed, user friendly, publicly owned parking structures. These structures should be located so as to serve the uses located along both of the cross axes described above. These structures can provide parking which can serve as an incentive for rehabilitation and new construction through favorable pricing of spaces for developers and/or users. Potential sites for parking structures that are strategically located to serve the Raincross District and have the potential for redevelopment are identified in Figure 4A.

### **4.2.7 Automobile Entry Points**

To support the vision of Downtown as both a city and regional destination, it is important to enhance Downtown’s major automobile entry points, or gateways to Downtown. Regional entry points are located at Market Street and the 60 Freeway from the north, 14th Street and the 91 Freeway from the south, and Mission Inn Avenue and University Avenue from the east. Citywide, or local, entry points are located at Main Street and the 60 Freeway from the north, 14th Street and Market and at Olivewood Streets from the south, Mission Inn Avenue from the west and 3rd Street from the east. These entry points should receive special treatments including lighting, signage, paving and public art, and are described in more detail in Chapter 17.



*The historic, western Entry Point to Downtown along Mission Inn Avenue.*

*Existing and proposed Entry Points will continue to introduce residents and visitors to a unique Downtown environment.*



*The historic, southern Entry Point to Downtown along Market Street.*

*The Statue of Juan Batista De Anza in Newman Park creates a sense of entry to Downtown at 14<sup>th</sup> and Market Streets.*

## **CHAPTER 5**

# **INTRODUCTION TO DOWNTOWN LAND USE DISTRICTS**



---

This Chapter establishes the Land Use Districts for the Downtown Specific Plan area and provides general provisions applicable to this Section. This Chapter is organized as follows:

- 5.1 Downtown Land Use Districts
- 5.2 Purpose and Applicability
- 5.3 General Provisions

## **5.1 DOWNTOWN LAND USE DISTRICTS**

A community goal is to strengthen Riverside’s Downtown as the cultural, historic, civic, entertainment, and employment center for the City of Riverside and the Inland Empire, while also maintaining and enhancing diverse Downtown housing opportunities and preserving Downtown’s historic residential neighborhoods. The Land Use Districts in the Downtown Specific Plan are intended to support this goal by providing for an appropriate mix of uses in Downtown and applying development and design standards that preserve and enhance the character of Downtown.

Figure 5A illustrates the nine Land Use Districts for the Downtown Specific Plan area. These Districts are as follows:

- Raincross District
- Justice Center District
- Almond Street District
- Prospect Place Office District
- Health Care District
- North Main Street Specialty Services District
- Market Street Gateway District
- Residential District (Prospect Place, Heritage Square and Mile Square)
- Neighborhood Commercial District

The Land Use Districts, allowed uses, and development and design standards and guidelines for each District are described in subsequent chapters. Figure 5B illustrates the development intensities for each District, including floor area ratio, height requirements and unit density, where applicable.

## **5.2 PURPOSE AND APPLICABILITY**

The development and design standards and guidelines for Downtown Riverside are intended to provide property owners, merchants, and their designers with basic development and design criteria that are intended to reinforce the desired building and district character.

The goals of the design standards and guidelines are as follows:

- (1) Provide basic design recommendations for all buildings in the downtown promoting design creativity and variation while ensuring consistency in building scale, proportion and pedestrian orientation.
- (2) Establish clear and usable standards, guidelines and criteria.
- (3) Protect and enhance historic buildings and utilize historical building forms and styles to create future buildings.

## **5.3 GENERAL PROVISIONS**

### **5.3.1 Land Uses Not Listed**

All uses not specifically listed in this Specific Plan are prohibited. However, the Planning Director may determine that any use not listed is comparable to a listed use and shall be treated in a similar manner. Such determination is appealable to the Planning Commission. The Planning Director 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 Department.

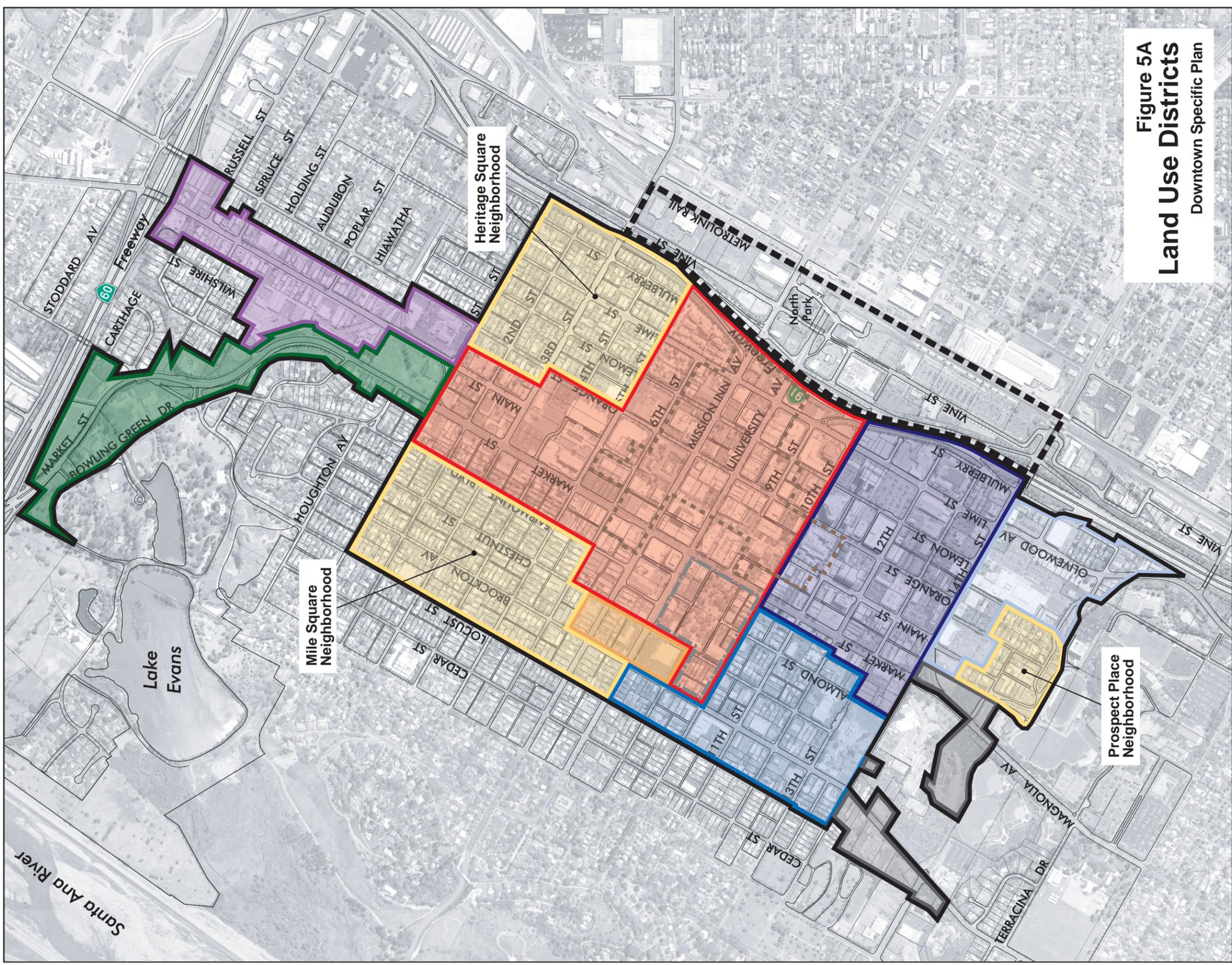
### **5.3.2 Standards Not Listed**

Any issue or standard not specifically covered in this Plan shall be subject to the City of Riverside Zoning Code. In cases where development standards set forth in this Plan are inconsistent with the Zoning Code, the standards of the Plan shall prevail.

### **5.3.3 Interpretation**

The Planning Director shall interpret the phrases “other similar uses,” “uses customarily incidental to,” etc., as used in this Specific Plan. Where this Specific Plan imposes a greater restriction upon the use of buildings or land or requires larger open spaces than are imposed or required by the Zoning Code or other ordinances, rules, regulations or by easements, covenants or agreements, the provisions of this Specific Plan shall prevail. Whenever there is any question regarding the interpretation of the provisions of this Specific Plan or their application to any specific case or situation, the Planning Director shall interpret the intent of this Specific Plan.

The design guidelines are general and may be interpreted for specific projects with some flexibility, consistent with the purpose of the district. Variations may be considered for projects with special design characteristics during the City’s design review process to encourage the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

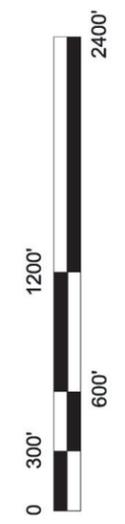
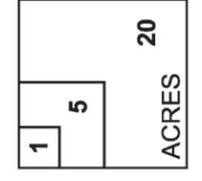


**Figure 5A**  
**Land Use Districts**  
 Downtown Specific Plan

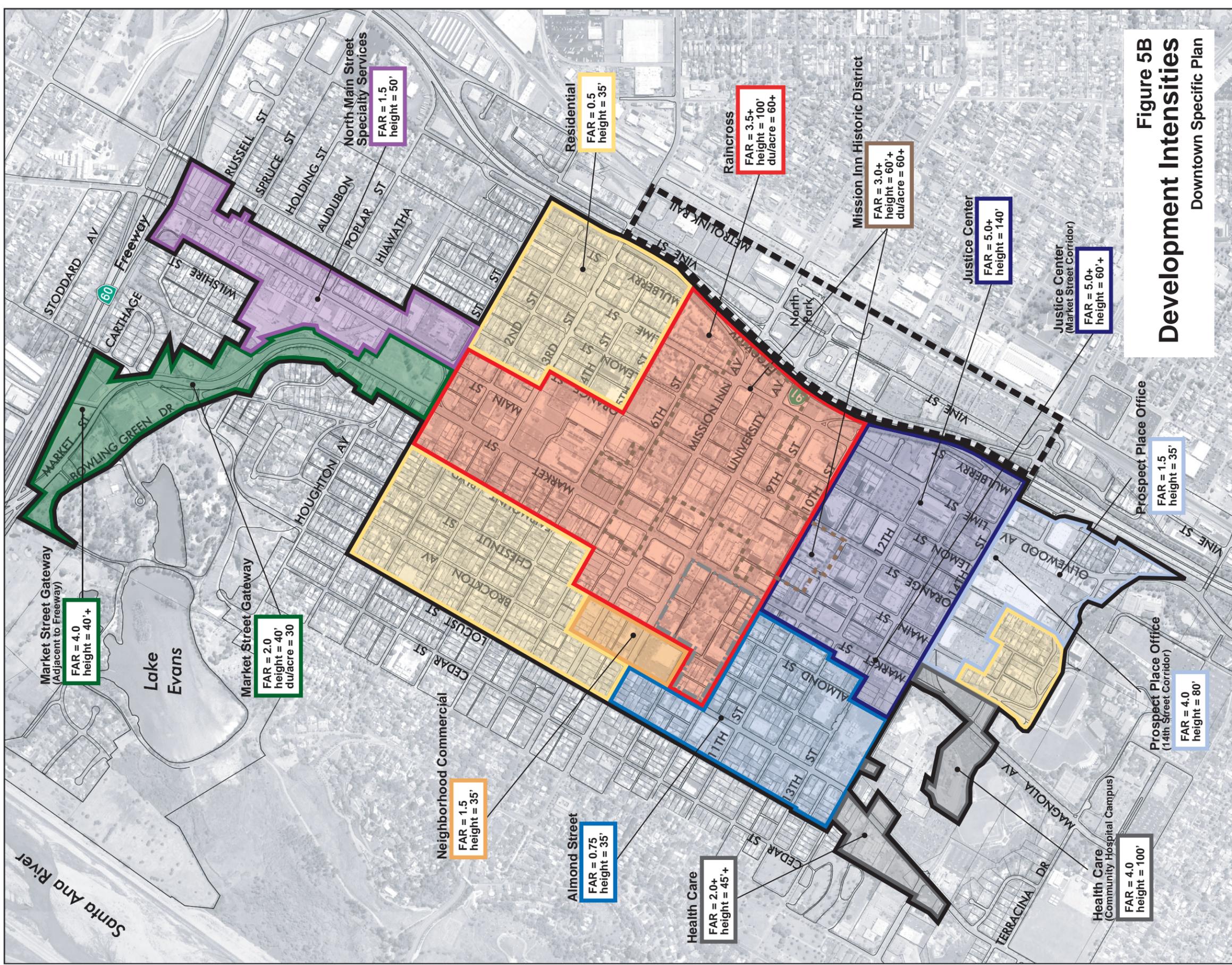
**LEGEND**

- LAND USE DISTRICTS**
- Raincross
  - Justice Center
  - Almond Street
  - Prospect Place Office
  - Health Care
  - North Main Street Specialty Services
  - Market Street Gateway
  - Residential
  - Neighborhood Commercial

- Downtown Specific Plan Boundary (Revised May 2014)
- Mission Inn Historic District (area of special development standards)
- Master Plan Area for the Arts Riverside School for the Arts
- Riverside Marketplace





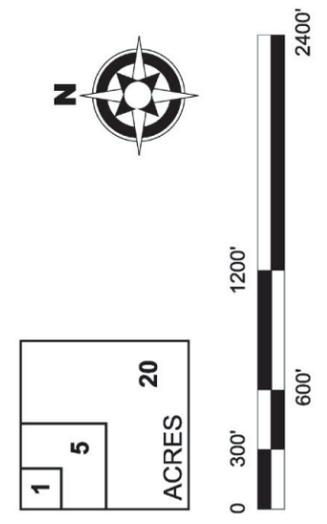


**Figure 5B**  
**Development Intensities**  
 Downtown Specific Plan

- LAND USE DISTRICTS**
- █ Raincross
  - █ Justice Center
  - █ Almond Street
  - █ Prospect Place Office
  - █ Health Care
  - █ North Main Street Specialty Services
  - █ Market Street Gateway
  - █ Residential
  - █ Neighborhood Commercial

- LEGEND**
- Downtown Specific Plan Boundary (Revised May 2014)
  - Mission Inn Historic District (area of special development standards)
  - Master Plan Area for the Arts
  - Riverside Marketplace

FAR	Maximum Floor Area Ratio Permitted
height	Maximum Height Permitted
du/acre	Maximum Dwelling Units per Acre Permitted
+	Intensity or height may be increased with additional approvals





---

#### **5.3.4 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 19.66 of the Zoning Code.

#### **5.3.5 Design Review**

All new construction, new additions to existing buildings, and any other exterior improvements shall be subject to the design standards and guidelines set forth in Chapter 15 of this Specific Plan and require design review pursuant to the provisions of Chapter 19.62 of the Zoning Code, or the provisions of Title 20, Cultural Resources Ordinance, if applicable.

#### **5.3.6 Variances**

Variances may be granted from the development standards contained in the Downtown Specific Plan pursuant to the procedures set forth in Chapter 19.64 of the Zoning Code, unless otherwise specified.



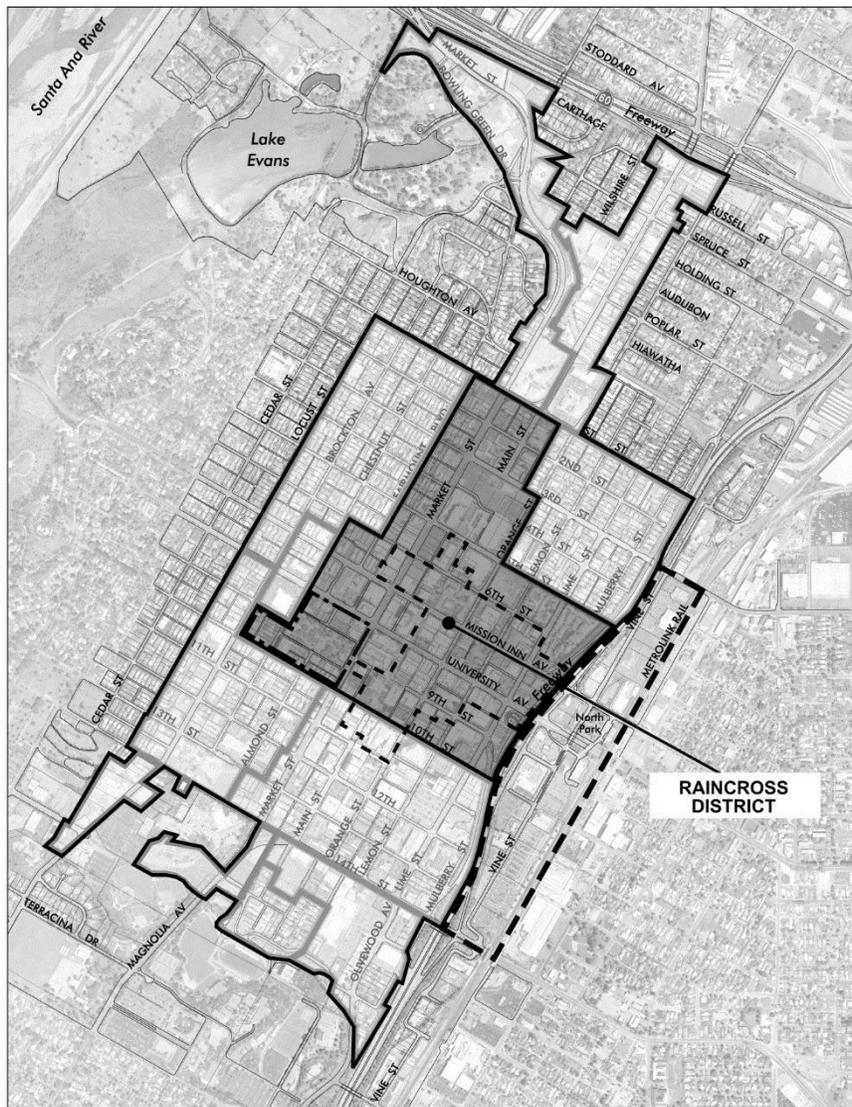
## **CHAPTER 6**

# **RAINCROSS DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the Raincross District. This Chapter is organized as follows:

- 6.1 Purpose
- 6.2 Permitted Uses
- 6.3 Conditionally Permitted Uses
- 6.4 Prohibited Uses
- 6.5 Development Standards for the Raincross District
- 6.6 Design Standards and Guidelines for the Raincross District
- 6.7 Additional Standards for Live/Work Units in the Raincross District
- 6.8 Additional Standards for Mixed-Use Development in the Raincross District
- 6.9 Additional Standards for Multiple Family Residential Development in the Raincross District



## **6.1 PURPOSE**

The Raincross District is the cultural, historic, and social center of both Riverside and the region beyond. The quality of Downtown Riverside's historic buildings and the relationship between these buildings creates an historic urban fabric unparalleled in the region. The positive image and economic health of Riverside is strongly influenced by this historic character and the protection of that is an essential part of assuring Riverside's economic health and growth into the future. The intent of this specific plan is to create and encourage opportunities for a variety of commercial, residential and entertainment uses, including retail, office, cultural, residential, and visitor serving uses. The Raincross District encourages a concentration of uses that generate activity during both daytime and evening hours. The permitted retail uses in this District are intended to serve the specialty shopping needs of Downtown residents and employees, as well as citywide residents, regional shoppers, and tourists. The Raincross District encourages these uses to occur as both single use buildings and as mixed-use buildings.

The Raincross District is divided into two sub-areas. The center of the District is occupied by the Mission Inn Historic District, which contains Riverside's most important historic buildings. In this sub-area the development standards have been carefully crafted to maintain a scale of development that is compatible with the well-established historic fabric of the district. Outside of the Mission Inn Historic District, the development standards of the District allow greater intensity, while still assuring compatibility of the adjacent historic district and historic residential areas beyond. The development standards for the Raincross District are designed to create a place of daytime, evening and weekend activity by providing a high activity pedestrian environment with a storefront emphasis at the street level. Within the Raincross District, there are numerous local and national historic landmarks that define the district's character, including the Mission Inn, Fox Theater, Stalder Building, Municipal Museum, Unitarian Church, Congregational Church, Municipal Auditorium, Post Office, Loring Building, and Art Museum. Preservation of such structures, along with careful and compatible design of new development is important in maintaining the District's character and unique sense of identity.

The area between Market Street, Fairmount Boulevard, First Street, and Sixth Street is an area of mixed single family, multiple family, vacant property, and commercial uses. Some of the structures in this area have been identified as having historic significance (Downtown Specific Plan/Mile Square West Survey Project). The transition of uses in this area is, therefore, of particular concern. In accordance with Title 20 of the Municipal Code, any development within this area must give careful attention to the preservation of these historic resources, either by retention on site or by relocation to an appropriate area.

---

## 6.2 PERMITTED USES

The following uses are permitted in the Raincross District within 165 feet of Fairmount Boulevard between First and Sixth Streets:

- a) Home occupations pursuant to the standards established in the Zoning Code.
- b) Live/work units pursuant to the standards set forth in Section 6.7 of this Chapter.
- c) Mixed-use developments consisting of office and residential uses only and pursuant to the standards set forth in 6.8 of this Chapter.
- d) Multiple-family residential projects having frontage on Main Street (between Third and Tenth Streets) Mission Inn Avenue, or University Avenue are permitted above the first floor only.
- e) Offices, including but not limited to administrative, general, government and professional.

The following uses are permitted in the remainder of the Raincross District:

- a) Art galleries.
- b) Banking establishments.
- c) Catering businesses.
- d) Education facilities, including vocational schools, with 30,000 square feet or less of floor area.
- e) Exercise facilities.
- f) Home occupations pursuant to the standards established in the Zoning Code.
- g) Libraries.
- h) Live/work units pursuant to the standards set forth in Section 6.7 of this Chapter.
- i) Medical and dental offices and laboratories.
- j) Mixed-use development pursuant to the standards set forth in 6.8 of this Chapter.
- k) Multiple-family residential dwellings pursuant to the standards set forth in Section 6.9 of this Chapter. Multiple-family residential projects having frontage on Main Street, Mission Inn Avenue, or University Avenue are permitted above the first floor only.
- l) Museums.
- m) Offices, including but not limited to administrative, general, government and professional, except on Main Street where they may only be located off-street or behind retail or restaurant uses.
- n) Parks and open spaces.
- o) Personal service establishments, such as, but not limited to, barber or beauty shops, tailors, shoe repair, etc.
- p) Pharmacies.
- q) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoor dining.
- r) Retail sales
- s) Temporary uses, pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- t) Wireless communication facilities, pursuant to the Zoning Code.
- u) Accessory uses, incidental and subordinate to the principal permitted use.

### **6.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted with a Minor Conditional Use Permit in the Raincross District within 165 feet of Fairmount Boulevard between First and Sixth Streets:

- a) Bed and breakfast inns.
- b) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- c) Vapor recovery systems, pursuant to the Zoning Code.
- d) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the remainder of the Raincross District with a Minor Conditional Use Permit:

- a) Arcades.
- b) Assemblies of People – Entertainment, not listed below.
- c) Assemblies of People – Non-Entertainment, not listed below.
- d) Bed and breakfast inns.
- e) Brewpub, Breweries, Microbreweries, and Wineries (with off-sale retail and/or on-site tasting), Brew-on-premises (with tasting and/or retail sales of prepared beers) pursuant to the standards established in the Zoning Code.
- f) Farmer’s market.
- g) Florist with incidental wine sales.
- h) Indoor multi-tenant sales with 25,000 square feet or less.
- i) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- j) On-sale of alcoholic beverages (drinking establishments such as bars, nightclubs, pubs or taverns, whose primary business is the sale of alcohol), pursuant to the standards established in the Zoning Code.
- k) Outdoor food preparation.
- l) Pool hall.
- m) Vapor recovery systems, pursuant to the Zoning Code.
- n) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted with a Conditional Use Permit in the Raincross District within 165 feet of Fairmount Boulevard between First and Sixth Streets:

- a) Commercial coach as a temporary office.
- b) Expansion of nonconforming uses.
- c) Parking structures and facilities with ground floor office, residential, or live/work uses.
- d) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the remainder of the Raincross District with a Conditional Use Permit:

- a) Auditorium.
- b) Child day care centers.
- c) Cinemas.

- 
- d) Commercial coach as a temporary office.
  - e) Convention and conference facilities.
  - f) Department stores.
  - g) Educational facilities, including vocational schools, with 30,000 square feet or more of floor area.
  - h) Expansion of nonconforming uses.
  - i) Hotels.
  - j) Indoor multi-tenant sales with more than 25,000 square feet.
  - k) Liquor stores, pursuant to the standards established in the Zoning Code.
  - l) Off-sale of alcoholic beverages (liquor stores, markets, etc.), pursuant to the standards established in the Zoning Code.
  - m) Parking structures and facilities with ground floor retail and/or office uses.
  - n) Performing arts facilities.
  - o) Public uses not permitted as a matter of right.
  - p) Public utilities or installations.
  - q) Recreational facilities.
  - r) Transit center.
  - s) Wedding chapels.
  - t) Wireless communication facilities, pursuant to the Zoning Code.

## **6.4 PROHIBITED USES**

The following uses are prohibited in the Raincross District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Motels.
- d) Service stations (gas stations and minor repairs).
- e) Vehicle repair.
- f) Vehicle sales and vehicle parts sales.

## **6.5 DEVELOPMENT STANDARDS FOR THE RAINCROSS DISTRICT**

All property in the Raincross District shall be developed in accordance with the following standards. To ensure compatible development with the historic buildings in the Mission Inn Historic District, the maximum allowable height and maximum allowable density in this area is lower than for development in the remainder of the Raincross District. In addition, to protect the adjacent historic residential neighborhood, no vehicular access from or widening of Fairmount Boulevard between First and Sixth Streets should be permitted.

### **6.5.1 Maximum Floor Area Ratio**

#### **A. Outside the Mission Inn Historic District:**

The maximum floor area ratio (FAR) in the Raincross District, outside of the Mission Inn Historic District, shall be 3.5, except an increased FAR up to, but not exceeding, 4.5 may be permitted

for the site amenity features listed in the following table. Amenities may be combined for increased FAR, except that in no case shall the floor area ratio exceed 4.5.

Amenity	Bonus
<p><b>Landscaped Courtyard or Atrium.</b> A continuous area which is open and accessible to the public, has a minimum area of 600 continuous square feet with a minimum dimension of 20 feet. Such courtyard or atrium shall be landscaped with greenery, statuary, water features, seating, or combination of the four.</p>	<p>Floor area increased four times the square footage contained within the courtyard.</p>
<p><b>Arcade or Pergola.</b> A covered pedestrian passageway that connects two public streets; a public street and parking area or mall; or a public street and another arcade or pergola. The arcade or pergola shall be unobstructed, have a minimum width of 15 feet and a minimum vertical clearance of 12 feet and shall be situated at street grade. Arcades and Pergola located within the public right-of-way shall require an encroachment permit from the Public Works Department. Where an arcade or pergola is located within the public right-of-way, the minimum width may be reduced to conform with the width of the right-of-way.</p>	<p>Floor area increased three times the square footage contained within the arcade or pergola.</p>
<p><b>Other Amenities.</b> Additional floor area ratio may be permitted in conjunction with modified amenities or amenities not listed above with the granting of a Conditional Use Permit, provided the proposed amenities specifically support the purpose and intent of the Raincross District and are compatible with surrounding development and design. Specific floor area bonus shall be negotiated and the amenities must be acceptable to the City.</p>	<p>Floor area bonus negotiated in conjunction with the amenities provided and subject to the granting of a Conditional Use Permit.</p>

**B. Within the Mission Inn Historic District:**

The maximum floor area ratio for parcels within the Mission Inn Historic District shall be 3.0, except for the following:

- (1) Additional floor area ratio may be permitted for certain site amenity features set forth in the above table. Amenities may be combined for increased FAR, except that in no case shall the floor area ratio exceed 4.0.
- (2) In addition to the above amenity provision, floor area ratio within the Mission Inn Historic District may be increased up to 4.5 with the approval of a Conditional Use Permit, provided the proposed use specifically supports the purpose and intent of the Raincross District and is compatible with surrounding development and design.

**6.5.2 Maximum Unit Density**

The maximum dwelling unit density shall be 60 units per acre. The maximum unit density may be increased with the approval of a Conditional Use Permit.

---

### 6.5.3 Maximum Height

#### A. Outside the Mission Inn Historic District:

The maximum building height in the Raincross District, outside the Mission Inn Historic District, shall be 100 feet, except for the following:

- (1) The maximum building height shall not exceed 50 feet within 100 feet of the Residential District or a residential zone outside the specific plan boundaries. For purposes of this requirement, where the district boundary line runs down the middle of a street or alley or the residentially zoned property is across a street or alley, the 100 feet shall be completely contained on the property proposed for development, not measured from the middle of the street.
- (2) For parcels outside the above referenced 100 feet distance from the Residential District or residential zone, building heights may exceed 100 feet with the granting of a Conditional Use Permit, provided that the maximum FAR is not exceeded.

#### B. Within the Mission Inn Historic District:

The maximum building height in the Raincross District, within the Mission Inn Historic District, shall be 100 feet, provided that anything over 60 feet requires the approval of a Conditional Use Permit and must specifically support the purpose and intent of the Raincross District and be compatible with surrounding development and design.

### 6.5.4 Minimum Lot Size

The minimum lot size for new parcels shall be 10,000 square feet.

### 6.5.5 Front Yard Setback

There shall be no front yard setback; buildings shall be contiguous with the front parcel line (0-foot setback). The front yard setback shall also apply to side and rear yards adjacent to a public street. The following exceptions apply to front yard setbacks:

- (1) A portion of the front building elevation, not to exceed fifty percent of the length of the building frontage, may be setback up to 20 feet to allow for outdoor use, such as outdoor dining, display, public art, entry forecourts, or other amenity appropriate to an urban setback.
- (2) For parcels that have frontage on Mission Inn Avenue between the 91 Freeway and Main Street, the minimum setback shall be 15 feet. The front yard setback should incorporate a combination of “soft” features, such as landscaping, water, etc. and “hard” features, such as pavers, ironwork fencing, etc. No parking is permitted in the front yard setback.
- (3) Parcels with frontage on Fairmount Boulevard between First and Sixth Streets, shall have a minimum setback along Fairmount Boulevard of 15 feet. This setback should incorporate a combination of “soft” features, such as landscaping, water, etc. and “hard” features, such as pavers, ironwork fencing, etc. No parking is permitted in this setback.

**6.5.6 Rear Yard Setback**

No minimum rear yard setback is required, except for the following:

- (1) Where the rear parcel line abuts the Residential District or a residential zone outside the specific plan boundaries, the minimum rear yard setback shall be 15 feet if there is a public alley (distance from building to rear property line or alley easement), and 25 feet where there is no public alley.
- (2) When the project contains a residential component (i.e., multiple family residential use, mixed-use or live/work unit), the building shall be setback a minimum of 15 feet from the rear parcel line. This standard shall not apply to adaptive reuse, or conversion of existing buildings into a residential use.
- (3) Where both of the above situations apply, the greater setback standard shall apply.

**6.5.7 Interior Side Yard Setback**

No minimum interior side yard setback is required, except for the following:

- (1) When the project contains a residential component (i.e., multiple family residential use, mixed-use or live/work unit), the portion of the building containing the residential use shall be setback a minimum of 15 feet from the interior side parcel line. This standard shall not apply to adaptive reuse, or conversion of existing buildings into a residential use.

**6.5.8 Master Plan for the Riverside School for the Arts**

The proposed Riverside School for the Arts shall be developed as part of a Master Plan approved by the City Council and shall be subject to the development standards and requirements therein.

**6.5.9 Multiple-family Residential Projects fronting Main Street, Mission Inn Avenue and University Avenue**

Multiple-family residential projects in the Raincross District that have frontage on Main Street (between Third and Tenth Streets), University Avenue or Mission Inn Avenue must be located above the ground floor or in ground floor rear areas of buildings and shall be combined with a ground floor pedestrian-oriented retail or restaurant use, as permitted in this District, to create an active retail edge on these streets. Such projects are subject to standards set forth in Section 6.8 for mixed-use development.

**6.5.10 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

---

## 6.6 DESIGN STANDARDS AND GUIDELINES FOR THE RAINCROSS DISTRICT

### 6.6.1 District Character Defining Statement

The Raincross District is the cultural, entertainment, and retail center of Riverside and the region beyond. Its significant, signature buildings include the Fox Theater, Stalder Building, Mission Inn, Municipal Museum, Unitarian Church, Congregational Church, Municipal Auditorium, Post Office, Loring Building, and Art Museum. Historic and cultural resource sensitivity are the key concepts in this district. Buildings that contribute to the historic character of this district should be preserved or restored to an authentic historic design. New construction should be in scale and architecturally harmonious with nearby historic buildings. The above listed signature buildings should be used for inspiration regarding design, form, detailing and site layout.

The design standards and guidelines for the Raincross District are intended to enhance both these signature buildings and their setting which together contribute to the character of a cohesive downtown. In addition, the design standards and guidelines for the Raincross District are intended to create a vibrant, pedestrian friendly downtown by encouraging pedestrian orientation to the storefronts, human scaled spaces, and pedestrian amenities.



*Fox Theater, 3801 Mission Inn Avenue*



*Loring Building, 3673 Main Street*



*Municipal Museum, 3720 Orange Street*



*Mission Inn, 3645 Mission Inn Avenue*



A good example of a preservation sensitive approach to fulfilling the needs for office and commercial lease space in the District’s Mission Inn Historic District can be found in the Stalder Building and Imperial Hardware Building Historic Resources Survey, by architect Wayne Donaldson, completed in January 2001. Mr. Donaldson was hired by the City to investigate development opportunities on the sites currently occupied by the Stalder Building (situated on the east corner of Mission Inn Avenue and Market Street) and the Imperial Hardware Building (situated on the east side of the Downtown Mall, between Mission Inn and University Avenues). A developer interested in creating a “Lifestyle Center” in this area suggested these buildings be removed and replaced with new structures.

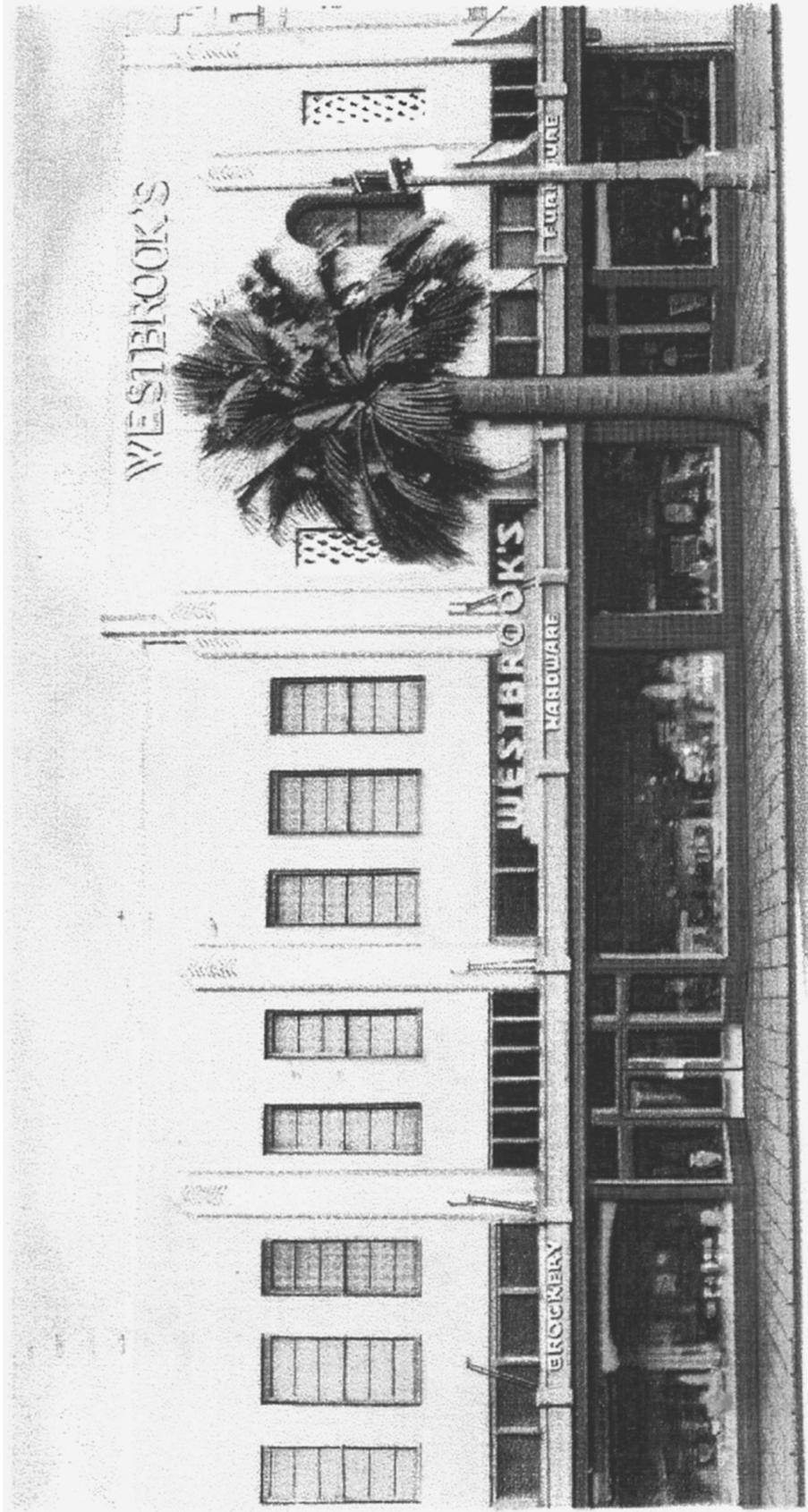
The Donaldson report investigates the historic significance of the buildings, their structural integrity, and the potential for a variety of development options. The report demonstrates the pros and cons of everything from full preservation to adaptive reuse options that would preserve various significant historic aspects of the buildings. It also documents the presence of historic structural members hidden inside the Stalder Building and an intact Art Deco façade covered by a 1960’s era metal false front on the Imperial Hardware Building. The report shows how both the Stalder and the Imperial Hardware Buildings could be put to greater economic use with additions that would allow the original historic fabric of the buildings to be preserved and restored. These ideas allow both sites to be developed to the maximum floor area ration (FAR) permitted by the Specific Plan, while preserving the essence of the historic buildings. As development opportunities are explored that affect older buildings in the Raincross District, consideration of various preservation alternatives should be undertaken in the fashion of the Donaldson report.



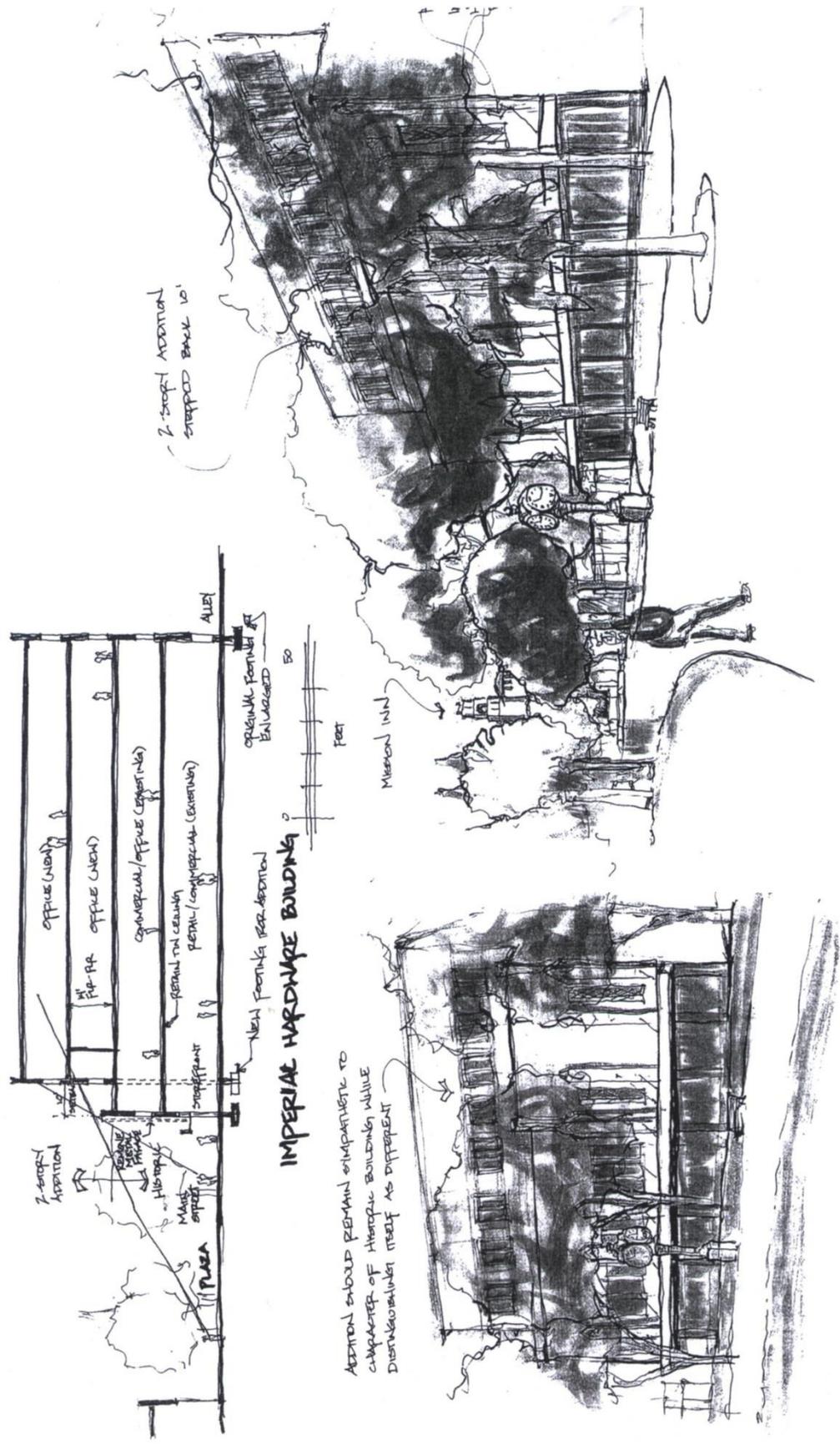
*Stalder Building*







*Imperial Hardware - Westbrook's Hardware Store, ca. 1935. Postcard Courtesy of Riverside Municipal Museum  
Source: Stalder Building and Imperial Hardware Building, Historic Resources Survey, Wayne Donaldson, January 25, 2001*



Imperial Hardware - Two additional office levels  
 Source: Stalder Building and Imperial Hardware Building, Historic Resources Survey, Wayne Donaldson, January 25, 2001

## **6.6.2 Site Planning**

### **Building Orientation**

- (1) Buildings should have a strong street presence, with public entrances and activity areas oriented toward the street.
- (2) There is a pattern of first floors elevated above sidewalk grade along Mission Inn Avenue between the 91 Freeway and Orange Street. This pattern should be maintained. Building entries should be raised up to three feet from the adjoining street level.

### **Setbacks**

- (1) Commercial buildings should generally have a direct interface with public sidewalks with no intervening setback.
- (2) Buildings along Mission Inn Avenue between the 91 Freeway and Orange Street and between Fairmount Boulevard and Chestnut Street should be setback a distance that is compatible with other nearby buildings.
- (3) These setback areas should generally include a combination of “soft” features (landscaping, water, etc.) and “hard” features (pavers, steps, patios, arcades, porches, etc.). For parcels with frontage on Mission Inn Avenue; architectural elements such as stairs or steps, and urban amenities such as benches, water fountains, and public art are encouraged.

### **Vehicular Access and Parking**

- (1) Parking spaces should not have direct frontage on a street. Access points should be limited to existing alleys wherever possible.
- (2) When on-site parking is provided, parking should be consolidated on the site. In no case, should the building be surrounded on all sides with parking.
- (3) No vehicular access to or from Fairmount Boulevard should be permitted between First and Sixth Streets within this District.

### **Pedestrian Access**

- (1) Primary access to buildings should be from the street or pedestrian walkways, not parking areas.
- (2) Walkways should be provided to link parking areas with the street wherever feasible.

### **Interface between Non-residential and Residential Uses**

In several portions of the Specific Plan area, non-residential uses abut residential uses. This condition can specially be observed in the Raincross District, along Fairmount Boulevard between First and Sixth Streets. Issues of privacy, safety, and noise are addressed in these following standards:

- (1) To provide privacy for adjacent residential properties, taller elements of the building should be set away from those properties. In addition, at residential edges, commercial buildings should maintain low profiles and building heights should be stepped down to the height of adjacent residential zones, utilizing architectural elements such as gables or hip roofs to reduce building mass.

- 
- (2) When there is no intervening alley or street, appropriate landscape screening shall be provided at the shared property line. Excepting trees, this screening shall not be less than six feet or exceed eight feet in height.
  - (3) Eighty percent of the vertical plane at the property line to a height of six feet shall be opaque.
  - (4) Screening may consist of one (or more) of the following:
    - “Vertical” trees closely spaced
    - “Green” (vine-covered) solid or fenced walls
    - Hedges (minimum height of six feet)
  - (5) The criteria for selecting plant materials, as established in section 15.3.6 shall be followed.
  - (6) Noise or odor generating activities in general, and loading areas, trash and storage areas, and rooftop equipment in particular, should be located as far as possible from adjacent residential uses and shall not be located next to residential properties without fully mitigating their negative effects.
  - (7) Non-residential buildings should be sited so as to avoid significant shading of adjacent residences and compromising residents’ privacy.
  - (8) Windows in non-residential buildings should be oriented to avoid a direct line of sight into adjacent residential buildings or property.
  - (9) Whenever adjacent residential and commercial uses can mutually benefit from connection rather than separation, appropriate connective elements such as walkways, common landscaped areas, building orientation, gates, and/or unfenced property lines should be employed.

### **Site Furniture**

- (1) Pedestrian amenities are encouraged, including benches, landscaped gathering areas, trash receptacles, etc. Design of improvements should be traditional and related to the signature buildings. Particular attention should be paid to creating shade in the Raincross District as well as all the other districts.

### **Courtyards and Passages**

- (1) When placed in an appropriate location, between two elements of a building or buildings, a courtyard can provide a visually relaxing pedestrian environment, or a secluded retreat from noise and traffic. Courtyards play an important role in providing spaces for solace and respite in Downtown. Courtyards and pedestrian passages are encouraged to facilitate pedestrian circulation and to provide resting and gathering places. Courtyards should be prominently placed on the site to be seen from the street and to enhance the public environment. They should be placed to terminate vistas, to anchor street corners and along street edges.
- (2) All courtyards should be provided with amenities such as shade trees, seating areas, water fountains, accent planting, and public art. If space permits, elements such as gazebos, arcades, or pergolas should be incorporated in the courtyard design.
- (3) Design of improvements should be traditional and related to the signature buildings.

**6.6.3 Architecture****Style**

- (1) Existing buildings should be restored/maintained in a historic style that reflects the actual, historic appearance of the building at its period of historic significance.
- (2) The historic fabric in Downtown Riverside is interspersed with “contextual” buildings - buildings that are not historic but contribute to the district character as one traverses the district. Similarly, new buildings should not necessarily be stylistically “historic”, but should be compatible with their historic neighbors in terms of massing, modulation, height, and setbacks. New buildings should be contemporary interpretations using the signature buildings as a source of design inspiration.

**Scale**

- (1) Buildings and improvements should be at a pedestrian scale. To maintain a sense of pedestrian scale, larger buildings should be broken into storefront bays about 25 feet wide.
- (2) The size and mass of a new building should blend with the surrounding district.

**Detailing**

- (1) Detailing of existing buildings should be a restoration or replication of historic detailing during the building’s period of historic significance.

**Roof Design**

- (1) Roof design should reflect/complement significant buildings in the area.

**Colors and Materials**

- (1) Muted earthtones and traditional materials should prevail, with brighter colors limited to trim areas. The Mission Inn is a good example of this type of treatment.

**6.6.4 Landscaping****Plant Types**

- (1) Landscaping should be compatible with historic plantings and consist of types suitable for the climate and the exposure in which they are to be planted.

**Scale**

- (1) Pedestrian scale plantings should prevail, with larger plantings used as accents.

**Relationship to Development**

- (1) Plantings should be used to complement and accent the architecture. They should not be of such a scale and density as to obscure or overwhelm the architecture.

**Hardscape**

- (1) Paved areas should make significant use of traditional concrete scoring and pavers.

---

## 6.6.5 Signs

### Style

- (1) Signs should be low-key and complementary to the architecture. Eating and entertainment uses may make greater use of color and innovative design. Historic forms and types should predominate.

### Scale

- (1) Signing should be an accent; the overall effect should be low key and proportional to the building.

### Type

- (1) A variety of forms is acceptable, including painted wood, painted metal, signs painted directly on the building, and traditional neon. Interior illuminated signs, plastic, canister signs, channel letter signs, and other more modern forms of signs are generally not appropriate.

## 6.6.6 Additional Design Standards and Guidelines

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

## 6.7 ADDITIONAL STANDARDS FOR LIVE/WORK UNITS IN THE RAINCROSS DISTRICT

### 6.7.1 Applicability

The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 6.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the Raincross District, as defined in Section 6.2, and home occupations as listed in the Zoning Code.

### 6.7.2 Purpose

The intent of this section is to provide for and make feasible the reuse of existing commercial or residential structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units. Live/work units may also occupy a portion of a building designed for mixed-use development.

**6.7.3 Floor Area Requirements**

The minimum floor area of a live/work unit shall be 750 square feet. For live/work units that have frontage on Mission Inn Avenue, Main Street or University Avenue, the first 25 feet of floor area depth at the street-level frontage shall be devoted to pedestrian-oriented commercial retail activity. Live/work units with frontage on public streets in all other areas of the Raincross District, or on the upper levels of a structure shall not be subject to this requirement.

**6.7.4 Access to Units**

Access to individual units shall be from common access areas, corridors, or hallways.

**6.7.5 Internal Layout**

All living space within the live/work unit shall be contiguous with and an integral part of the working space, with direct internal access between the two areas.

**6.7.6 Street Frontage Treatment**

Each live/work quarters fronting Mission Inn Avenue, Main Street or University Avenue shall have a pedestrian-oriented frontage that publicly displays the interior of the nonresidential areas of the structure. Live/work units with frontage on public streets in all other areas of the Raincross District, and on the upper levels of a structure shall not be subject to this requirement.

**6.7.7 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.

**6.7.8 Retail Sales**

Retail space may be integrated with working space.

**6.7.9 Business License**

A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.

---

## **6.8 ADDITIONAL STANDARDS FOR MIXED-USE DEVELOPMENT IN THE RAINCROSS DISTRICT**

### **6.8.1 Applicability**

The provisions of this section apply to mixed-use development, as defined in Chapter 18: Definitions, in the Raincross District. These standards are in addition to the development standards set forth in Section 6.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards.

### **6.8.2 Purpose**

The intent of this section is to strengthen the interaction between residential, commercial and employment uses so as to facilitate a more efficient use of transportation systems, to encourage the conservation of land resources and create a vital urban area that is a place of daytime, evening and weekend activity.

### **6.8.3 Land Use Requirements for Mixed-use Development**

Mixed-use development integrates compatible office or commercial uses with residential uses within the same building or structure. Mixed-use development in the Raincross District should generally promote retail uses at the street level, and shall have the following use requirements:

1. Ground Floor or Street Level
  - (a) Retail uses - The ground floor or street level shall be devoted to pedestrian-oriented retail, restaurant, or similar type of use, except within 165 feet of Fairmount Boulevard between First and Sixth Street where retail uses are prohibited.
  - (b) Office uses - General and professional office uses shall be allowed on the ground floor, except on Main Street where they may only be located off-street or behind retail or restaurant uses to create an active retail edge.
  - (c) Residential or lodging uses - Mixed-use projects that have frontage on Main Street, Mission Inn Avenue, or University Avenue may have residential or lodging uses on the ground floor only when located off-street or behind retail uses. Residential or lodging uses shall be permitted on the ground floor for all other areas of the Raincross District. A common entrance to the residential portion of the mixed-use project may be located adjacent to the non-residential front, ground floor use.
  - (d) Live/work uses - Live/work units shall be permitted on the ground floor, subject to the standards for live/work units set forth in Section 6.7. For mixed-use projects that have frontage on Main Street, Mission Inn Avenue or University Avenue, the first 25 feet of floor area depth at the street level frontage shall be devoted to pedestrian-oriented commercial retail activity. Live/work unit on the ground floor of all other mixed-use projects shall not be subject to this requirement.

2. Upper Levels

- (a) The upper levels may contain retail (except within 165 feet of Fairmount Boulevard between First and Sixth Streets where commercial uses are prohibited), office or lodging uses, however, at least one floor of the upper levels must be dedicated to residential or live/work uses.

**6.8.4 Lot Area and Width**

1. The minimum lot area for any new mixed-use development shall be 10,000 square feet.
2. There shall be no minimum lot area or width requirements for the conversion of existing buildings to mixed-use developments.

**6.8.5 Development Density**

Pursuant to Section 6.5 of this Chapter, the maximum FAR and maximum unit density may be increased with the approval of a Conditional Use Permit, provided the mixed-use project specifically supports the purpose and intent of the Raincross District and is compatible with surrounding uses. The request for increased development intensity shall be reviewed as part of the Conditional Use Permit application for the mixed-use development project.

**6.8.6 Maximum Height**

Pursuant to Section 6.5 of this Chapter, the maximum building height may be increased with the approval of a Conditional Use Permit, provided the mixed-use project specifically supports the purpose and intent of the Raincross District and is compatible with surrounding uses. The request for increased building height shall be reviewed as part of the Conditional Use Permit application for the mixed-use development project.

**6.8.7 Yard Setbacks**

1. The setback requirements set forth in Section 6.5 of this Chapter shall apply to mixed-use development.

**6.8.8 Open Space**

The following regulations shall determine the amount of required private and common open space:

1. New Projects:
  - (a) Private Usable Open Space: At least 50% of the dwelling units in a project shall provide private usable open space, as defined in the Zoning Code, of a minimum of 50 square feet. All dwelling units in a project are encouraged to include private usable open space. A rectangle inscribed within each private usable open space shall have no dimension less than five feet. At least one exterior side shall be open above the level of railing or fencing. Balcony/railing enclosures shall not be see-through.

---

(b) Common Usable Open Space: At least 50 square feet of common usable open space, as defined in the Zoning Code, shall be provided per dwelling unit. Common usable open space may be divided into more than one area, however, each area shall be a minimum of 450 square feet and a rectangle inscribed within each shall have no dimension less than 20 feet. All required common open space shall be suitably improved for its intended purposes and all lawn and landscaped areas shall be provided with a permanent irrigation system to maintain such areas. The common open space may include courtyards, terraces and rooftops.

2. Conversions of existing buildings:

(a) There shall be no minimum open space standards for conversions of existing buildings, however, every effort shall be made to achieve open space in all of the above categories to the extent feasible for the building being converted.

## **6.9 ADDITIONAL STANDARDS FOR MULTIFAMILY RESIDENTIAL DEVELOPMENT IN THE RAINCROSS DISTRICT**

### **6.9.1 Applicability**

The provisions of this section apply to multifamily residential development in the Raincross District.

### **6.9.2 Purpose**

Historically, town centers included a mix of shops, offices, and restaurants at the street level and residences above. This pattern created a rich mix of uses and allowed urban activity to carry on well into the nighttime. In the 20th century, downtowns were increasingly zoned for one activity only, namely business, and were shutdown after six in the evening. In recent years, cities have once again begun to encourage residential uses within their downtowns and thus tap into the potential of increased economic activity by extending the usability of downtown resources into the nighttime. Residential uses are encouraged in the Raincross District both as a part of mixed use and multifamily residential developments.

Any multifamily structure shall conform to the standards and guidelines contained in section 6.5 and 6.6. Additional standards and guidelines are included in this section.



*Examples of urban multi-family residential projects*

### **6.9.3 Site Planning**

#### **Building Orientation**

- (1) Buildings should have a strong street presence, with public entrances oriented towards the street.
- (2) Privacy between units should be maintained by locating balconies, porches, windows, etc., away from similar existing spaces in the adjacent units.

#### **Setbacks**

- (1) While no setback is required in all of Raincross District, except on parts of Mission Inn Avenue, the lowermost floor may be recessed to create space for landscape screening in multifamily residential developments.
- (2) On Mission Inn Avenue, the setback area should be used for planting landscape screens to protect the privacy of the ground floor units.

#### **Vehicular Access and Parking**

- (1) Parking should be provided on site, located to the rear of the parcel wherever possible, in on-grade or underground structures or landscaped lots. Such parking areas should be fully screened from the street and security controls are permitted. Access should be limited to the minimum number of drives required to serve the required parking spaces. Except for town home projects with attached garages, all multi-family parking should be in efficient, multiple stall configurations.
- (2) If tuck-under parking is provided, the first floor of the residential units shall not occur more than four feet above the finished grade level. Parking may need to be depressed and occur behind the living spaces. Finished grades of the front entrances may be raised by up to four feet to accommodate this arrangement. These parking areas shall not be visible from the street.

#### **Pedestrian Access**

- (1) Pedestrian access to the first floor units should be via traditional residential front doors.

---

### **Open Space**

The following is required for private and common open space for multifamily development:

- (1) Private Usable Open Space: Each dwelling unit shall have a minimum private usable open space as defined in the Zoning Code of 50 square feet. A rectangle inscribed within each private usable open space shall have no dimension less than five feet. At least one exterior side shall be open above the level of railing or fencing. Private open space features include: fenced yard/patio areas, balconies and roof gardens.
- (2) Common Usable Open Space: Inclusive of required setback yards, a minimum of 20 percent of the site area shall be designated and permanently reserved as usable common open space in multiple family developments with greater than 10 dwelling units. All required common open space shall be suitably improved for its intended purposes and all lawn and landscaped areas shall be provided with a permanent irrigation system to maintain such areas. Common open space areas include courtyards, terraces, rooftops, landscaping, picnic/barbecue areas, pools/spas, tennis/sport courts, clubhouse, totlots/playgrounds. Parking areas are not to be included in the calculation of open space.

### **Site Furniture**

- (1) Outdoor pedestrian amenities should be provided in the ‘Usable Open Space’ areas required as noted in the section above.

### **Courtyards and Passages**

- (1) ‘Common Usable Open Space’ areas should be provided as noted in the section on Open Space above.

## **6.9.4 Architecture**

### **Style**

- (1) Multiple family housing is unique in the sense that while an individual, private use, it is also a part of the urban fabric. Residents affect, and are affected by, street activity and provide “eyes on the street”. The residential character of the individual units should be protected while conforming to the urban feel of the Raincross District.

### **Scale**

- (1) Individual units should be articulated to diminish the massing of large structures and be compatible with the scale of surrounding development.
- (2) The mass and roof forms of buildings should be varied. In addition to porches, stoops and other entry elements such as bay windows, balconies and trellises are encouraged.
- (3) The street floor building level should be raised between two and four feet to protect the privacy of ground floor units.
- (4) Facades of multifamily buildings should be divided into shorter modules a maximum of 30 feet in width, to reflect the volumes of individual units within the building. This objective can be achieved with varied setbacks, vertical modulation, texture changes on the facade, porches and balconies.

### **6.9.5 Landscaping**

#### **Plant Types**

- (1) Plantings of shrubs and flowering plants to add variety to the setback areas are encouraged.
- (2) Pathways and pergolas and trellises that are in character with the architectural style of development to add shade and interest are encouraged.

#### **Relationship to Development**

- (1) Common areas provided for the residents should be landscaped with planted areas, potted plants, seating, outdoor barbecue areas, pools and spas, etc.

### **6.9.6 Signage**

#### **Style**

- (1) Traditional designs that reflect the building architecture are encouraged.
- (2) The signage for multifamily uses in this district should be discreet and subdued.

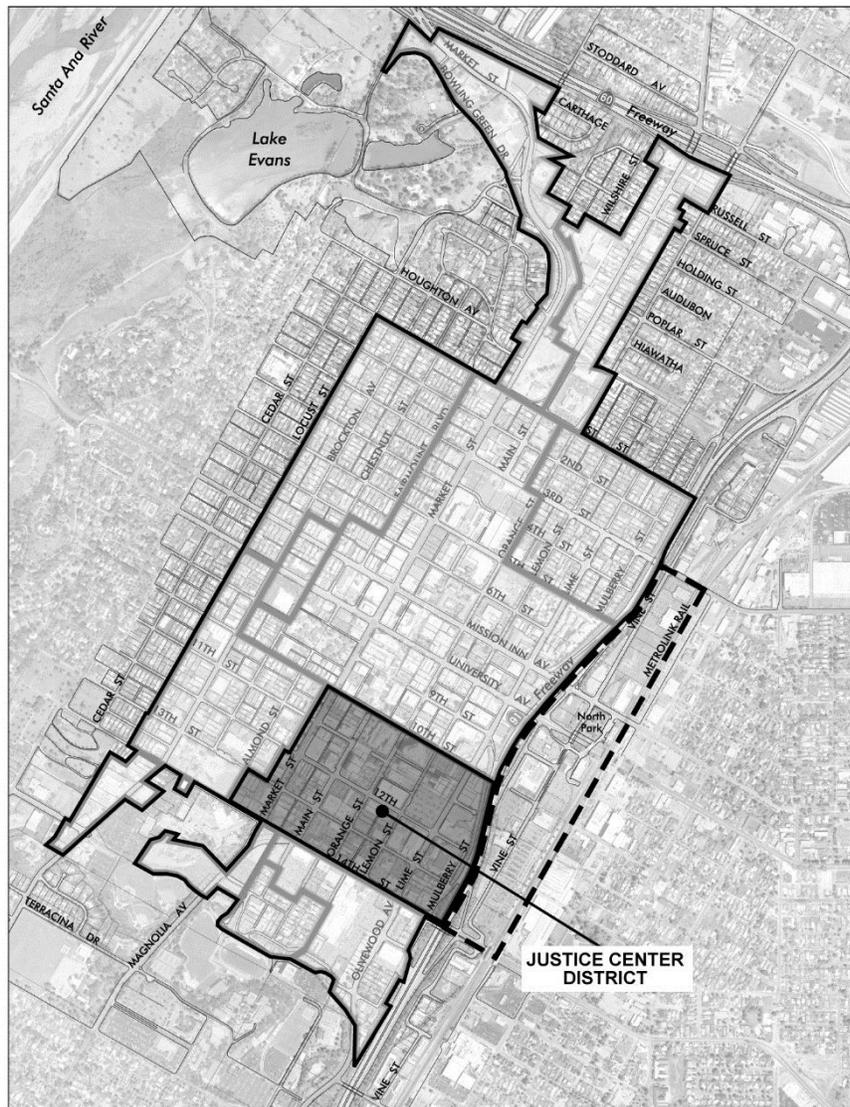
**CHAPTER 7**

**JUSTICE CENTER DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the Justice Center District. This Chapter is organized as follows:

- 7.1 Purpose
- 7.2 Permitted Uses
- 7.3 Conditionally Permitted Uses
- 7.4 Prohibited Uses
- 7.5 Development Standards for the Justice Center District
- 7.6 Design Standards and Guidelines for the Justice Center District



## **7.1 PURPOSE**

The intent of the Justice Center District is to provide a center for the existing and future expansion of major judicial uses, including federal, appellate, state and county courts. This District allows for a concentration of office uses and retail uses to maintain Downtown as the employment center for the City of Riverside. Development intensity in the Justice Center is the highest in the Downtown and is intended to encourage medium to high density office uses to support and complement the retail, cultural, entertainment and residential uses of the nearby Raincross District. The scale and grandeur of the Beaux-Arts style Riverside County Courthouse, located on Main Street, provides the opportunity to emphasize the judicial nature of this District by opening and reinforcing the view to this important architectural and historical structure from Market Street.

## **7.2 PERMITTED USES**

The following uses are permitted in the Justice Center District:

- a) Banking establishments.
- b) Courts.
- c) Offices, including but not limited to administrative, general, government and professional.
- d) Parks and open spaces.
- e) Personal service establishments, such as, but not limited to, barber or beauty shops, tailors, and shoe repair.
- f) Restaurants, including outdoor dining, that are 1,500 square feet or less in size, or within lease space 1,500 square feet or less in size. Outdoor dining is subject to the standards established in the Zoning Code for outdoor dining.
- g) Retail sales.
- h) Temporary uses, pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- i) Wireless communication facilities, pursuant to the Zoning Code.
- j) Accessory uses, incidental and subordinate to the principal permitted use.
- k) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

## **7.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Justice Center District with a Minor Conditional Use Permit:

- a) Assemblies of People – Entertainment.
- b) Assemblies of People – Non-Entertainment.
- c) Brewpubs, Breweries, Microbreweries, Wineries (with off-sale retail and/or on-site tasting), Brew-on-premises (with tasting and/or retail sales of prepared beers) pursuant to the standards established in the Zoning Code.
- d) Farmer’s market.
- e) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- f) On-sale of alcoholic beverages, pursuant to the standards established in the Zoning Code.
- g) Outdoor food preparation.

- 
- h) Restaurants, including outdoor dining, that are more than 1,500 square feet in size, or within lease space greater than 1,500 square feet in size. Outdoor dining is subject to the standards established in the Zoning Code for outdoor dining.
  - i) Vapor recovery systems, pursuant to the Zoning Code.
  - j) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the Justice Center District with a Conditional Use Permit:

- a) Catering businesses.
- b) Child day care centers.
- c) Educational facilities, including vocational schools.
- d) Exercise facilities.
- e) Expansion of nonconforming uses.
- f) Parking structures and facilities with ground floor commercial uses.
- g) Public uses not permitted as a matter of right.
- h) Public utilities or installations.
- i) Service stations (gas stations with minor repairs and/or food marts with or without the off-sale of beer and wine) on parcels adjacent to a freeway on or off ramp.
- j) Wireless communication facilities, pursuant to the Zoning Code.

## **7.4 PROHIBITED USES**

The following uses are prohibited in the Justice Center District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Motels.
- d) Hotels.
- e) Vehicle repair.
- f) Vehicle sales and vehicle parts sales.

**7.5 DEVELOPMENT STANDARDS FOR THE JUSTICE CENTER DISTRICT**

All property in the Justice Center District shall be developed in accordance with the following standards. To ensure compatible development with the historic buildings in the Mission Inn Historic District, the maximum allowable height and maximum allowable density in this area is lower than for development in the remainder of the Justice Center.

**7.5.1 Maximum Floor Area Ratio**

**A. Outside the Mission Inn Historic District:**

The maximum floor area ratio (FAR) in the Justice Center District, outside of the Mission Inn Historic District shall be 5.0, except an increased FAR up to, but not exceeding, 6.0 may be permitted for the site amenity features listed in the following table. Amenities may be combined for increased FAR, except that in no case shall the floor area ratio exceed 6.0.

Amenity	Bonus
<p><b>Landscaped Courtyard or Atrium.</b> A continuous area which is open and is accessible to the public, has a minimum area of 600 continuous square feet with a minimum dimension of 20 feet. Such courtyard or atrium shall be landscaped with greenery, statuary, water features, seating, or combination of the four.</p>	<p>Floor area increased four times the square footage contained within the courtyard.</p>
<p><b>Arcade or Pergola.</b> A covered pedestrian passageway that connects two public streets; a public street and parking area or mall; or a public street and another arcade or pergola. The arcade or pergola shall be unobstructed, have a minimum width of 15 feet and a minimum vertical clearance of 12 feet and shall be situated at street grade. Arcades and Pergola located within the public right-of-way shall require an encroachment permit from the Public Works Department. Where an arcade or pergola is located within the public right-of-way, the minimum width may be reduced to conform with the width of the right-of- way.</p>	<p>Floor area increased three times the square footage contained within the arcade or pergola.</p>
<p><b>Other Amenities.</b> Additional floor area ratio may be permitted in conjunction with modified amenities or amenities not listed above with the granting of a Conditional Use Permit, provided the proposed amenities specifically support the purpose and intent of the Justice Center District and are compatible with surrounding development and design. Specific floor area bonus shall be negotiated and the amenities must be acceptable to the City.</p>	<p>Floor area bonus negotiated in conjunction with the amenities provided and subject to the granting of a Conditional Use Permit.</p>

---

B. Within the Mission Inn Historic District:

The maximum floor area ratio for parcels within the Mission Inn Historic District shall be 3.0, except for the following:

- (1) Additional floor area ratio may be permitted for certain site amenity features set forth in the above table. Amenities may be combined for increased FAR, except that in no case shall the floor area ratio exceed 4.0.
- (2) In addition to the above amenity provision, floor area ratio may be increased up to 4.5 with the approval of a Conditional Use Permit, provided the proposed use specifically supports the purpose and intent of the Justice Center District and is compatible with surrounding development and design.

### **7.5.2 Minimum Height**

The minimum building height shall be 45 feet for at least 50% of the building footprint. Parcels in the Mission Inn Historic District are not subject to this requirement.

### **7.5.3 Maximum Height**

A. Outside the Mission Inn Historic District:

The maximum building height in the Justice Center, outside the Mission Inn Historic District, shall be 140 feet, except for the following:

- (1) For parcels west of Market Street, the maximum building height shall be 60 feet.
- (2) For parcels that have frontage on the east side of Market Street, the maximum building height shall be 60 feet to a depth of 50 feet from the front property line. The building height may step up to the maximum allowable building height at a point 50 feet from the front property line.
- (3) For parcels outside the 50 foot setback east of Market Street defined above, building heights may exceed 140 feet with the granting of a Conditional Use Permit, provided that the maximum FAR is not exceeded.

B. Within the Mission Inn Historic District:

The maximum building height in the Justice Center, within the Mission Inn Historic District, shall be 60 feet, except for the following:

- (1) The maximum building height may be increased to a maximum height of 100 feet with the approval of a Conditional Use Permit, provided the proposed use specifically supports the purpose and intent of the Justice Center District and is compatible with surrounding development and design.

### **7.5.4 Minimum Lot Size**

The minimum lot size for new development or for the creation of new parcels shall be 20,000 square feet.

**7.5.5 Front Yard Setback**

The minimum front yard setback shall be 10 feet; the maximum front yard setback shall be 30 feet. No parking is permitted in the front yard setback area. The front yard setback shall also apply to side and rear yards adjacent to a public street. The following exception applies to front yard setbacks:

- (1) For parcels that have frontage on Market Street, the minimum front yard setback shall be 15 feet; the maximum front yard setback shall be 30 feet.

**7.5.6 Rear Yard Setback**

No minimum rear yard setback is required, except for the following:

- (1) Where the rear parcel line abuts the Almond Street District, the minimum rear yard setback shall be 15 feet if there is a public alley (distance from building to rear property line or alley easement), and 25 feet where there is no public alley.

**7.5.7 Interior Side Yard Setback**

No minimum interior side yard setback is required, except where the side parcel line abuts the Almond Street District, the minimum interior side yard setback shall be 15 feet.

**7.5.8 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

---

## 7.6 DESIGN STANDARDS AND GUIDELINES FOR THE JUSTICE CENTER DISTRICT

### 7.6.1 District Character Defining Statement

The Justice Center is the legal and office center of Riverside and the surrounding region. Restaurant and retail uses are intended to be limited to those that are incidental to, and for the convenience of, the office and legal uses. The significant, signature buildings in this district include the Superior Court Building, Hall of Justice, Family Law Court, Bankruptcy Court, U.S. District Court, and the Catholic Church. This is primarily a district for contemporary buildings with historic references in detailing, massing, fenestration, and shapes. The district's historic buildings should be respected and complemented in any adjacent architecture. While taller buildings are anticipated in this district, respecting pedestrian scale is important. One example of how this can be accomplished is by the stepping of building heights from lower at the street to higher beyond. The above listed signature buildings should be used for inspiration regarding design, form, detailing, and site layout.



*U.S. District Court of Appeals (12<sup>th</sup> and Lime Streets)*



*Bankruptcy Court (12<sup>th</sup> and Lime Streets)*



*Riverside County Courthouse (Main and 10<sup>th</sup> Streets)*



*Family Law Court (Main and 11<sup>th</sup> Streets)*

**7.6.2 Site Planning**

**Building Orientation**

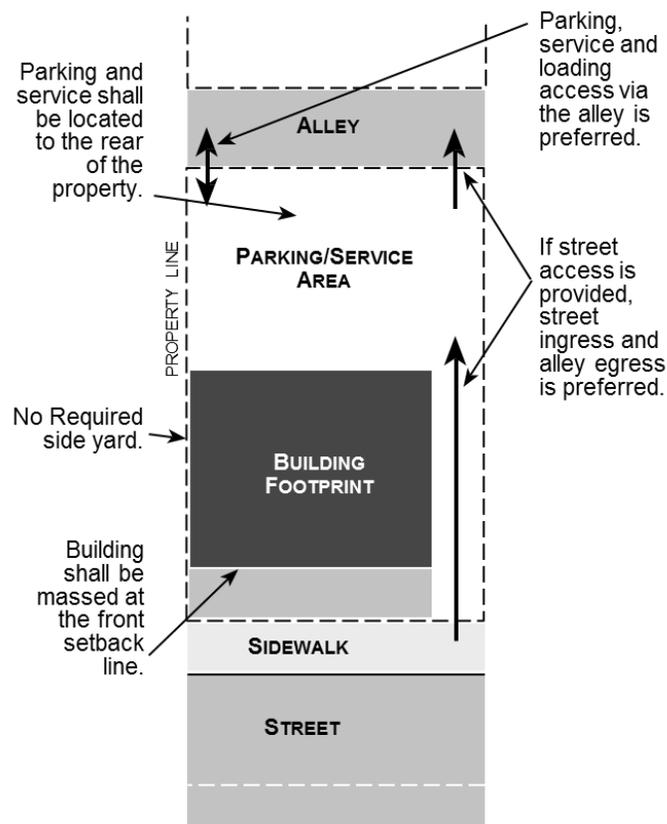
- (1) Building orientation should provide for at least one significant street entrance elevation. Other frontages should have a pedestrian scale and be softened by landscaping.

**Setbacks**

- (1) This district is characterized by varying depths of landscape setbacks around its signature buildings. Setbacks shall be relatively shallow, with breaks to provide public access.

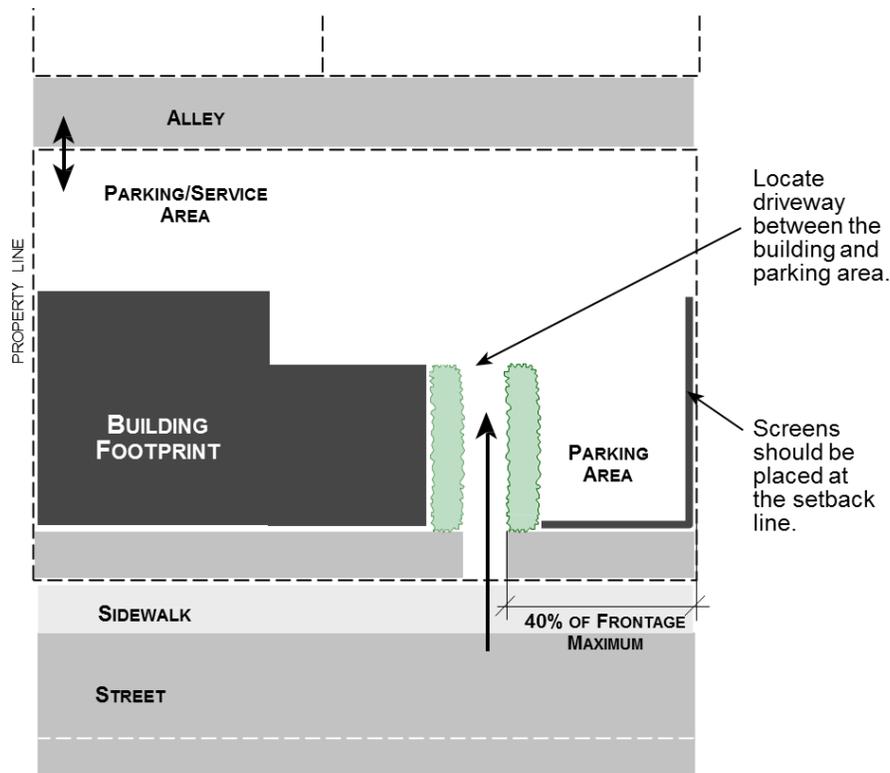
**Vehicular Access and Parking**

- (1) Parking shall typically be provided in parking garages with limited numbers of common access points.
- (2) On site parking (lots and structures) shall be located to the rear of the building for parcel widths less than 200 feet and accessed by alleyways wherever they exist.



Site Layout including driveway locations for parcels less than 200 feet in width.

- (3) For parcel widths in excess of 200 feet, parking lots and structures may occupy up to 40% of the parcel's street frontage.



Site Layout including driveway locations for parcels more than 200 feet in width.

### **Pedestrian Access**

- (1) Pedestrian access may be directly from the street or via a courtyard having a significant frontage on a street.
- (2) Pedestrian access through or beneath buildings is appropriate in this district and is encouraged.

### **Site Furniture**

- (1) Pedestrian amenities are encouraged, including benches, landscaped gathering areas, trash receptacles, etc. Design of improvements should be contemporary with traditional references.

### **Courtyards and Passages**

- (1) Courtyards and pedestrian passages are encouraged to facilitate pedestrian circulation and to provide resting and gathering places. Design of improvements should be contemporary with traditional references.

### **7.6.3 Architecture**

#### **Style**

- (1) Existing buildings should be restored/maintained in a style that reflects the original appearance of the building.
- (2) This district should exhibit a modern “formalness” befitting government and judicial uses. Government buildings should exhibit a formal character through contemporary architectural forms. The architectural style of new buildings should have a contemporary appearance but utilize elements that complement the historic character of Riverside. New buildings should be contemporary using the signature buildings as a source of design inspiration.

#### **Scale**

- (1) The portion of buildings and improvements with an orientation to pedestrian spaces should be at a pedestrian scale. Other parts of buildings, which do not include pedestrian spaces, may be high-rise.

#### **Detailing**

- (1) Detailing of existing buildings should be accurate to the original style of the building. New buildings should use detailing reflective of the signature buildings in the district.

#### **Roof Design**

- (1) Roof design should reflect/complement significant buildings in the area.

#### **Colors and Materials**

- (1) Muted earth tones and traditional materials should prevail, with brighter colors limited to trim areas. The Bankruptcy Court is a good example of this approach.

### **7.6.4 Landscaping**

#### **Plant Types**

- (1) Plant types may be drawn from a broad plant palette, however, they should be types suitable for the climate and the exposure in which they are to be placed.

#### **Scale**

- (1) Pedestrian scale plantings should prevail, with larger plantings used as accents.

#### **Relationship to Development**

- (1) Plantings in courtyards should be at a pedestrian scale, accenting and complementing building architecture.
- (2) Plantings near taller building elements should be taller and/or larger in scale so as to relate to the view seen from a distance.

#### **Hardscape**

- (1) Paved areas may draw from a broad range of materials, designs, and finishes that are complementary to the building architecture.

---

### **7.6.5 Signs**

#### **Style**

- (1) Contemporary designs that are low-key and complementary to the building's architecture are encouraged.

#### **Scale**

- (1) Signing should be an accent to the architecture. The overall effect should be low key and proportional to the building. Signs at the first floor should be the smallest and most low key. Signs at the top of the building should be large enough to be seen from a distance.

#### **Type**

- (1) Signs should be contemporary in nature. Acceptable types include channel letters, reverse channel letters, pegged-on metal letters, routed metal with push-through plastic letters. Plastic faced canister signs, wood signs, and painted signs are generally not appropriate.

### **7.6.6 Additional Design Standards and Guidelines**

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

## **CHAPTER 8**

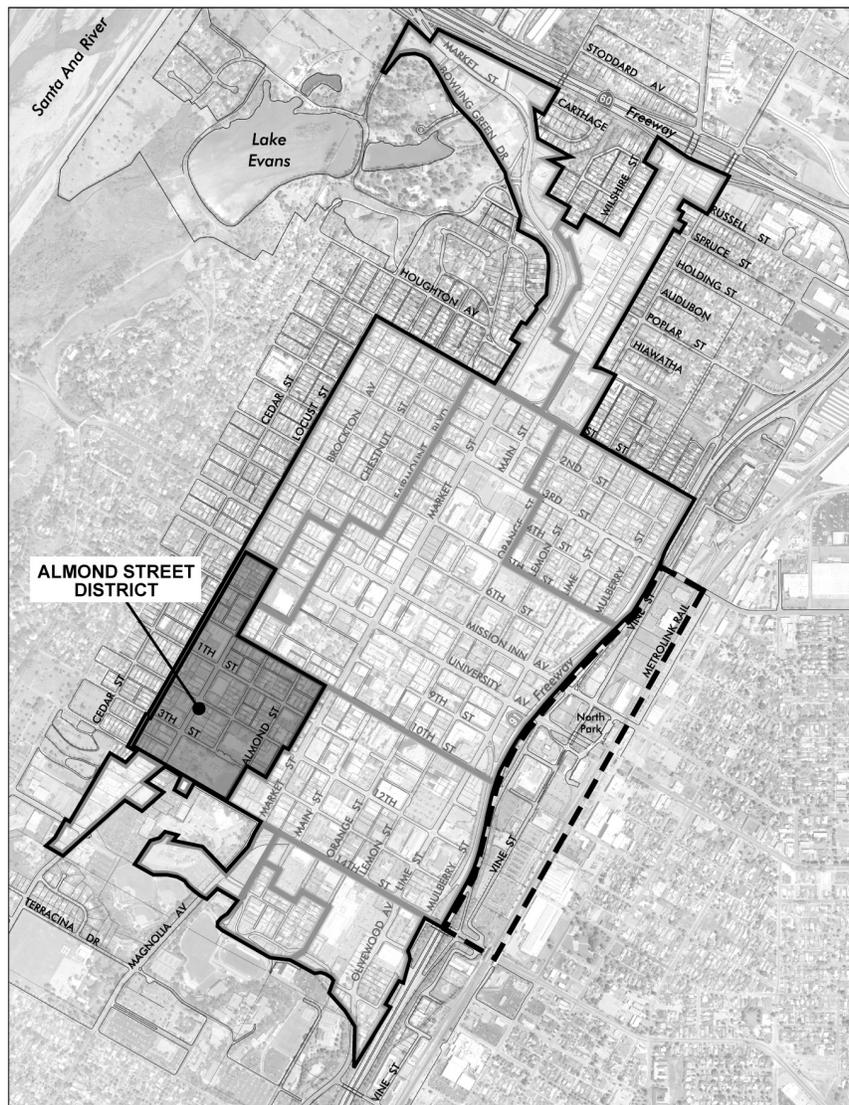
# **ALMOND STREET DISTRICT**



---

This Chapter defines the land uses, development standards and design standards and guidelines for the Almond Street District. This Chapter is organized as follows:

- 8.1 Purpose
- 8.2 Permitted Uses
- 8.3 Conditionally Permitted Uses
- 8.4 Prohibited Uses
- 8.5 Development Standards for the Almond Street District
- 8.6 Design Standards and Guidelines for the Almond Street District
- 8.7 Additional Standards for Live/Work Units in the Almond Street District



## **8.1 PURPOSE**

The intent of the Almond Street District is to provide for a variety of low-density residential uses, office uses, and the opportunity for live/work uses in an environment that is typically residential in character. This District serves as a transition area to the single-family residential neighborhood to the west, and therefore, is intended for lower intensity development. The preservation of significant residential structures in this District is encouraged, particularly along Locust Street, where the District borders an existing single-family residential zone. Single-family residential uses are allowed and encouraged to remain in this District, as well as adaptive reuse of these structures for low-density office or live/work uses, which will maintain the historic, residential feel of the area. Because of the single-family residential character of this District, multiple lot development is discouraged.

As part of the Downtown Specific Plan/Mile Square West Survey Project, some of the structures in this area have been identified as having historic significance. The introduction of new uses such as town homes would likely necessitate the removal of some existing structures. Any such transition of uses in this area is of particular concern with regard to impacts on historic resources. In accordance with Title 20 of the Municipal Code, any development within this area must give careful attention to the preservation of these historic resources, either by retention on site or by relocation to an appropriate area.

## **8.2 PERMITTED USES**

For parcels in the Almond Street District that have frontage on Locust Street, the following uses are permitted:

- a) Parks and open spaces.
- b) Single family dwelling units.
- c) Home occupations pursuant to the standards established in the Zoning Code.
- d) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the remainder of the Almond Street District:

- a) Existing multiple-family residential structures that were originally constructed as, and for the purpose of multiple family dwelling units. Such a permitted multiple-family residential structure may be rebuilt in similar size, at no greater density than the original use, if destroyed by fire or act of nature. Any renovation is subject to the design standards for multiple family dwellings set forth in Section 12.7 of Chapter 12.
- b) Home occupations pursuant to the standards established in the Zoning Code.
- c) Live/work units pursuant to the standards set forth in Section 8.7 of this Chapter.
- d) Medical and dental offices and incidental laboratories.
- e) Offices, general and professional.
- f) Parks and open spaces.
- g) Pharmacies on parcels that have frontage on Brockton Avenue only.
- h) Single family dwellings units, including semi- and/or fully-attached units as defined in Chapter 18.

- 
- i) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
  - j) Wireless communication facilities, pursuant to the Zoning Code.
  - k) Accessory uses, incidental and subordinate to the principal permitted use.
  - l) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

### **8.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Almond Street District with a Minor Conditional Use Permit:

- a) Auxiliary dwelling units, pursuant to the standards established in the Zoning Code.
- b) Bed & breakfast inns.
- c) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- d) Vapor recovery systems, pursuant to the Zoning Code.
- e) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the Almond Street District with a Conditional Use Permit:

- a) Catering businesses.
- b) Child day care centers.
- c) Clubs and lodges.
- d) Educational facilities, including vocational schools.
- e) Expansion of nonconforming uses.
- f) Places of worship.
- g) Public uses not permitted as a matter of right.
- h) Public utilities or installations.
- i) Wireless communication facilities, pursuant to the Zoning Code.

### **8.4 PROHIBITED USES**

The following uses are prohibited in the Almond Street District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Hotels.
- d) Motels.
- e) Service stations (gas station and minor repairs).
- f) Vehicle repair shops and parts stores.
- g) Vehicle sales and rentals.
- h) Any use not specifically authorized.

## **8.5 DEVELOPMENT STANDARDS FOR THE ALMOND STREET DISTRICT**

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

### **8.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 0.75.

### **8.5.2 Maximum Height**

The maximum building height shall be 35 feet.

### **8.5.3 Minimum Lot Size**

The minimum lot size for new parcels shall be 5,000 square feet, except in the case of semi- and/or fully-attached single family developments where the minimum lot size shall be 1,800 square feet with a minimum lot width of 18 feet.

### **8.5.4 Front Yard Setback**

The minimum front yard setback shall be 20 feet. No parking is permitted in the front yard setback area, except that for single-family residential uses, parking is permitted in the front yard on an approved driveway. The setback area shall be landscaped or improved pursuant to the design standards set forth in Section 8.6 of this Chapter.

### **8.5.5 Rear Yard Setback**

The minimum rear yard setback shall be 15 feet.

### **8.5.6 Side Yard Setback**

The minimum interior side yard setback shall be 5 feet, except in the case of semi- and/or fully-attached single family developments where there is an interior side yard connection. In that case, no interior side setback is required. The minimum side yard setback adjacent to a street shall be 10 feet.

### **8.5.7 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

---

## 8.6 DESIGN STANDARDS AND GUIDELINES FOR ALMOND STREET DISTRICT

### 8.6.1 District Character Defining Statement

The character of the Almond Street District is defined by its existing historic single family residential buildings. The overall look and feel of the area should remain that of a historic single family neighborhood. More contemporary construction that does not adhere to this vision should be considered nonconforming to the district's character. This is primarily a district for residential uses, including semi- and/or fully-attached units, offices and live-work uses located in existing residential buildings. The rhythm of small lot residential development is important and the consolidation of individual lots to create larger projects is not in character with this district. Existing buildings should be retained, adapted and reused for residential or other permitted land uses where the house is structurally sound and not in a state of total disrepair. Where new construction is unavoidable, the district's historic residences should be respected and complemented in design, scale, and placement.



*Existing residential use, Almond and 11<sup>th</sup> Streets*



*Adaptive reuse office, 3891 11<sup>th</sup> Street*



*Adaptive reuse office, 3891 10<sup>th</sup> Street*



*Adaptive reuse office, 4017 11<sup>th</sup> Street*

## 8.6.2 Site Planning

### **Building Orientation**

- (1) Buildings should have a traditional residential orientation to the street.
- (2) In new buildings, the first floor building levels should be set slightly above the sidewalk level to create a sense of transition from the public space to the private realm. Steps or ramps should be introduced either at the sidewalk or at the entry to the building.
- (3) Privacy between houses should be preserved by locating balconies, porches, windows, etc., away from similar spaces in the adjacent properties.

### **Setbacks**

- (1) Front yard setbacks should be typical of the residential uses in the area, typically 20 feet.

### **Vehicular Access and Parking**

- (1) Access should be via residential driveways with parking situated toward the rear and side of the lot. No parking is allowed in front of the building.
- (2) The width of driveways should not exceed 12 feet for residential uses and 20 feet for non-residential uses, while providing adequate room to maneuver vehicles.
- (3) Hollywood drives (middle planting strips) and open pavers are encouraged for residential uses.
- (4) The driveways should be at least 20 feet in depth from the garage face to the property line to allow on-site parking and reduce on-street parking.
- (5) Carports are allowed in homes built in an architectural style where carports are stylistically integral such as Craftsman style homes. Carports are discouraged in conjunction with non-residential uses.

### **Pedestrian Access**

- (1) Pedestrian access should be via a traditional residential front door.
- (2) Front entries for residential uses should be clearly identified by using elements such as porches or stoops and non-residential uses should utilize similar residential-type entries where appropriate.
- (3) Entry walks from the sidewalk to the front door should reflect the residential character of the district. The width of the entry walks should not exceed five feet.

### **Site Furniture**

- (1) As the primary character of the Almond Street District is residential, outdoor pedestrian amenities such as residential type seating should be provided in private open spaces such as front porches and rear yards.

### **Courtyards and Passages**

- (1) Similar to site furniture above, gathering spaces in this district should generally be on front lawns and porches. Offices may provide private gathering spaces for their employees.

---

### 8.6.3 Architecture

#### Style

- (1) Existing buildings should be restored/maintained per the original appearance of the building.
- (2) New buildings should have a traditional residential style, typical of other residences in the area.
- (3) A consistent architectural style should be used for a building and the elements that relate to it, such as trellises, carports, roof forms, windows and detailing. While specific architectural styles are not dictated, several styles predominate in the Almond Street District (see signature buildings) and the other residential parts of Downtown Riverside and should provide inspiration to help maintain Riverside's unique character. Styles should not be replicated literally, but should be clearly reflected in a proposed project.
- (4) The rehabilitation of an older building should generally be done with an eye towards restoring the original architecture of the building, rather than covering it over with a new style.
- (5) An addition to an existing building should be designed to reflect and blend with the existing design of the structure.
- (6) The design of auxiliary structures (guesthouses, barns, sheds, detached garages, etc.) should be architecturally similar to the main structure.
- (7) Porches and roofs for a new building should be compatible with the existing patterns in the neighborhood.

#### Scale

- (1) Typical scale should be that of a modest one or two story single family residence.
- (2) New buildings should respect the overall massing scale of the neighborhood.
- (3) Long blank walls should be avoided.

#### Detailing

- (1) Detailing of existing buildings should be accurate to the original detailing of the building.
- (2) New buildings should use detailing reflective of the signature buildings in the district.

#### Roof Design

- (1) The typical roof in this area should be of a pitched design reflective of nearby residences.

#### Porches

Porches define a semipublic area that mediates between the public street and the private interior.

- (1) Existing porches should be preserved.
- (2) Enclosing porches or adding new porches to historic structures is strongly discouraged.
- (3) Elevated porches are strongly encouraged in new residential structures.
- (4) Special attention should be paid to its design as the porch should be an integral element of the building design and not appear added-on. Elements that need attention include roof slope, porch height and size, architectural details such as columns, balusters, balustrade and brackets.

**Windows**

- (1) All windows within a building should be related in operating type, proportion and trim. Unifying elements such as common headers and sills are encouraged.
- (2) Windows should either be inset at least three inches or framed to create shadow lines. Operable windows are encouraged to allow cross ventilation.
- (3) Place windows to promote privacy between properties.
- (4) Existing, historically correct windows should be preserved in place.

**Garages**

- (1) Single family residences, including semi- and/or fully-attached units, should have garages, preferably detached, located behind the residence. The garages may be front facing. If access via an alleyway is available, access from the alleys is encouraged.
- (2) Garage doors should be recessed into the garage door opening. Instead of a flat door, multi-panels should be used to break down the scale of the garage doors.
- (3) All garage doors should be designed to have an attractive appearance. Strong shadow lines should be created around the garage face by recessing the door six inches to a foot behind the adjacent building plane. Another option is to add a trellis that extends at least two feet over the garage face such that it adds strong shadows on the garage door face.
- (4) Carports may be used and require an architectural treatment that reflects the architectural character of the main structure.

**Colors and Materials**

- (1) Predominant materials should be wood siding, shingle roofing, and wood framed windows and doors.
- (2) Colors should be as appropriate to the style and period of the building. For example, Craftsman styles use muted earth tones, while Victorian styles use bright contrasting colors.

**8.6.4 Landscaping****Plant Types**

- (1) Plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.

**Scale**

- (1) Pedestrian scale plantings should prevail, with larger plantings used as accents.

**Relationship to Development**

- (1) Plantings should be arranged to frame the architecture, provide a green carpet between the street and the building, and soften the view to the building foundation.
- (2) The public parkway along the street should be landscaped and maintained.
- (3) If a single-family residential structure is converted to an office use there should be increased landscaping and screening of structures and parking areas from adjacent dwellings.
- (4) If low garden structures (for example, a water fountain or sign base) are being installed, select and use materials that reflect the material palette of the house.

- 
- (5) Pathways and pergolas and trellises that are in character with the architectural style of house to add shade and interest are encouraged.
  - (6) Landscaped areas should be regularly maintained to prevent deterioration of the property.

#### **Fencing/Walls**

- (1) Any fencing along the sidewalk should be open, decorative fencing (picket, wrought iron) or low seat walls.
- (2) Side yard property lines may be delineated with plant materials, fences, or walls. The side yard fencing should not extend into the front setback.

#### **Hardscape**

- (1) Paving should be on a small scale and limited to walkways, driveways, and rear yard parking areas.
- (2) Varied paving textures and or elevation changes to define entrances, pedestrian areas, crosswalks, etc. should be used.

### **8.6.5 Signs**

#### **Style**

- (1) Traditional designs that reflect the building architecture are encouraged.
- (2) Signage for office uses in this district should be discreet and subdued.

#### **Scale**

- (1) Scale should be proportional to a residential building and setting. The maximum size allowances of the Specific Plan should simply be a starting point, with stronger consideration given to the relationship between the scale of the sign and the building's architecture.

#### **Type**

- (1) Signs should be traditional in nature, typically constructed of wood. Plastic faced signs, metal signs, and painted signs are generally not appropriate.

### **8.6.6 Additional Design Standards and Guidelines**

Refer to Chapter 13 for standards and guidelines for historic residential structures and to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

**8.7 ADDITIONAL STANDARDS FOR LIVE/WORK UNITS IN THE ALMOND STREET DISTRICT****8.7.1 Applicability**

The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 8.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the Almond Street District, as defined in Section 8.2.

**8.7.2 Purpose**

The intent of this section is to provide for and make feasible the reuse of existing commercial or residential structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units.

**8.7.3 Floor area requirements**

The minimum floor area of a live/work unit shall be 900 square feet.

**8.7.4 Internal layout**

All living space within the live/work unit shall be contiguous with, and an integral part of the working space, with direct internal access between the two areas.

**8.7.5 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.

**8.7.6 Business License**

A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.

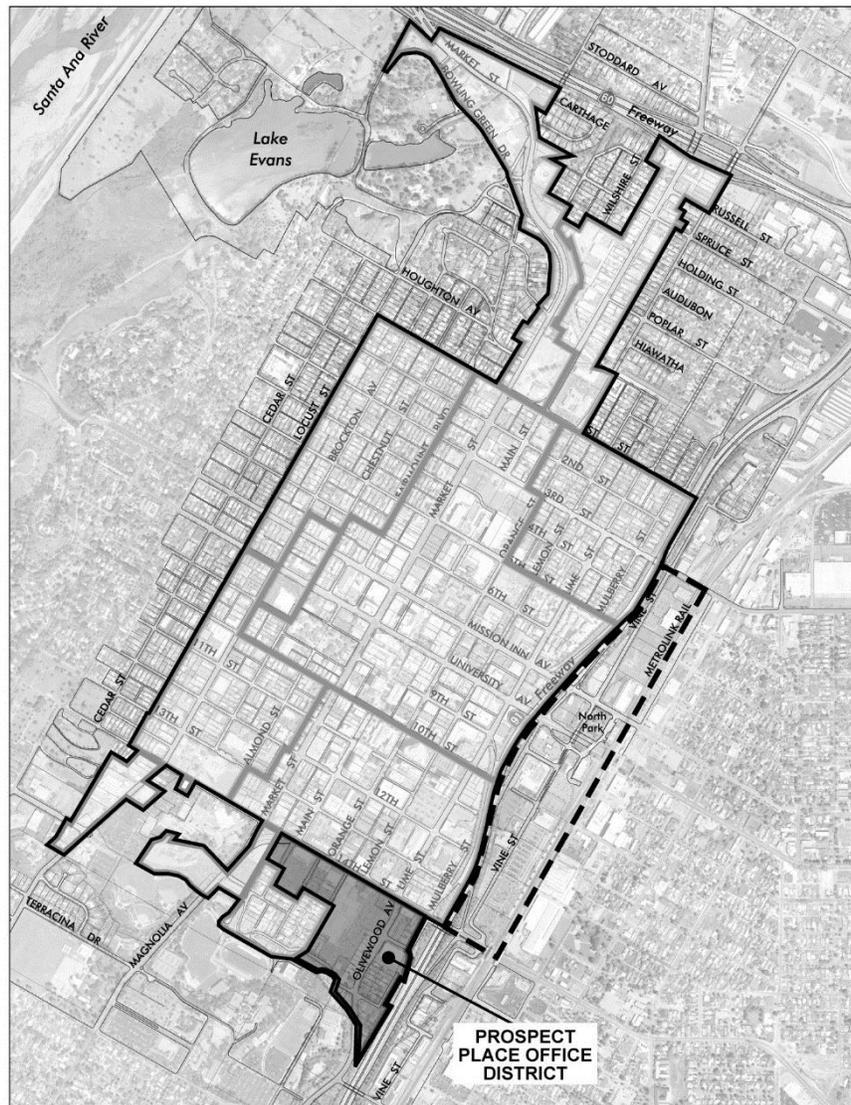
## **CHAPTER 9**

# **PROSPECT PLACE OFFICE DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the Prospect Place Office District. This Chapter is organized as follows:

- 9.1 Purpose
- 9.2 Permitted Uses
- 9.3 Conditionally Permitted Uses
- 9.4 Prohibited Uses
- 9.5 Development Standards for the Prospect Place Office District
- 9.6 Design Standards and Guidelines for the Prospect Place Office District
- 9.7 Additional Standards for Live/Work Units in the Prospect Place Office District



## **9.1 PURPOSE**

The intent of the Prospect Place Office District is to provide for a variety of high quality office uses, as well as the expansion of the Press-Enterprise facility. Special attention will be given to development along 14th Street and Olivewood Avenue, which serve as entry points into the Downtown. The preservation of significant historic structures in this District is an important priority and is encouraged through continued residential use or adaptive reuse of the structures for low-density office uses. Relocation of the smaller historic residential structures in this District is encouraged when preservation is not feasible for upgraded development or adaptive reuse. New development should be compatible with the historic character of this District.

## **9.2 PERMITTED USES**

The following uses are permitted in the Prospect Place Office District:

- a) Banking establishments.
- b) Business supply retail uses such as, but not limited to, office supplies, equipment rental and repair, photocopy shops, blueprinting, etc. for parcels that have frontage on 14th Street only.
- c) Existing multiple-family residential structures that were originally constructed as, and for the purpose of multiple family dwelling units. Such a permitted multiple-family residential structure may be rebuilt in similar size, at no greater density than the original use, if destroyed by fire or act of nature. Any renovation is subject to the design standards for multiple family dwellings set forth in Section 8.8 of Chapter 8.
- d) Existing single-family residences.
- e) Existing, legally established, free-standing car washes. Such a permitted car wash may be rebuilt in similar size and configuration as the original use if destroyed by fire or act of nature.
- f) Home occupations pursuant to the standards established in the Zoning Code.
- g) Live/work units pursuant to the standards set forth in Section 9.7 of this Chapter.
- h) Offices, general and professional.
- i) Parks and open spaces.
- j) Publishing, printing and other uses associated with commercial printing.
- k) Radio, television, Internet, communications, and other information uses.
- l) Restaurants, including outdoor dining, that are 1,500 square feet or less in size, or within lease space 1,500 square feet or less in size. Outdoor dining is subject to the standards established in the Zoning Code for outdoor dining.
- m) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- n) Wireless communication facilities, pursuant to the Zoning Code.
- o) Accessory uses, incidental and subordinate to the principal permitted use.
- p) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

---

### **9.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Prospect Place Office District with a Minor Conditional Use Permit:

- a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- b) On-sale alcoholic beverages, pursuant to the standards established in the Zoning Code.
- c) Outdoor food preparation.
- d) Vapor recovery systems, pursuant to the Zoning Code.
- e) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the Prospect Place Office District with a Conditional Use Permit:

- a) Catering businesses.
- b) Child day care centers.
- c) Educational and vocational schools.
- d) Exercise facilities.
- e) Expansion of nonconforming uses.
- f) Hotel.
- g) Public uses not permitted as a matter of right.
- h) Public utilities or installations.
- i) Service stations (gas station and minor repairs), with or without an existing car wash, on parcels adjacent to a freeway on or off ramp.
- j) Wireless communication facilities, pursuant to the Zoning Code.

### **9.4 PROHIBITED USES**

The following uses are prohibited in the Prospect Place Office District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Hotels.
- d) Motels.
- e) Vehicle repair shops and parts stores.
- f) Vehicle sales and rentals.
- g) Any use not specifically authorized.

## **9.5 DEVELOPMENT STANDARDS FOR THE PROSPECT PLACE OFFICE DISTRICT**

All property in the Prospect Place Office District shall be developed in accordance with the following standards:

### **9.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio (FAR) shall be 1.5, except for the following:

- (1) For parcels that have frontage on 14th Street, the maximum floor area ratio shall be 4.0.

### **9.5.2 Maximum Height**

The maximum building height shall be 35 feet, except for the following:

- (1) For parcels that have frontage on 14th Street, the maximum building height shall be 80 feet to a depth of 300 feet from the front property line, except that development within the entire block bounded by 14th Street, State Highway 91, Prospect Avenue and Orange Grove Avenue may have a maximum building height of 80 feet, subject to approval of a site plan to ensure compatibility with surrounding historic residential structures.
- (2) For parcels within the defined areas above, building heights may exceed 80 feet with the granting of a Conditional Use Permit, provided that the maximum FAR is not exceeded.

### **9.5.3 Minimum Lot Size**

The minimum lot size for new parcels shall be 20,000 square feet.

### **9.5.4 Front Yard Setback**

The minimum front yard setback shall be 15 feet, except for the following:

- (1) The minimum front yard setback along 14th Street shall be 10 feet.

No parking is permitted in the front yard setback area, except that for single-family residential uses, parking in the front yard on an approved driveway is permitted. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan. The front yard setback shall also apply to side and rear yards adjacent to a street.

### **9.5.5 Rear Yard Setback**

No minimum rear yard setback is required, except for the following:

- (1) Where the rear parcel line abuts the Prospect Place Historic District, the minimum rear yard setback shall be 15 feet if there is a public alley (distance from building to rear property line or alley easement), and 25 feet where there is no public alley.

---

### 9.5.6 Interior Side Yard Setback

No minimum interior side yard setback is required, except where the side parcel line abuts the Prospect Place Historic District, the minimum interior side yard setback shall be 15 feet.

### 9.5.7 Parking

Refer to Chapter 16 for off-street parking requirements and standards.

## 9.6 DESIGN STANDARDS AND GUIDELINES FOR THE PROSPECT PLACE OFFICE DISTRICT

### 9.6.1 District Character Defining Statement

The Prospect Place Office District is an area with a split personality. In the area of 14th Street and throughout the Press-Enterprise property (bounded by Fourteenth, Prospect, Olivewood, and Orange Grove), the area's character is defined by large-scale office buildings and the intense publishing activities of the Press-Enterprise. The key signature buildings in this area include the School District building and the Bank of America building. These buildings help define this as an area of contemporary office buildings with a very 'corporate' look. The Press-Enterprise plans an expansion within its larger property that is anticipated to fill-out and further define this corporate presence. The existing church building on the Press Enterprise property, while not in character with the balance of the area, is an important historic reference that should remain as a part of the heritage of the area.



*School District (14<sup>th</sup> Street & Olivewood Avenue)*



*Bank of America (Main and 14<sup>th</sup> Streets)*



*Twogood Residence, 3410 Prospect Avenue*



*McIntyre Residence, 4586 Olivewood Avenue*

East of Olivewood and south of Prospect Place, the area's character is defined by greenery and low intensity residential uses. The signature buildings for this area are the Mission Revival Twogood residence and the Victorian style McIntyre and Sweatt residences, all clustered at the corner of Prospect Place and Olivewood Avenue. These historic residences should be preserved and any future development elsewhere in this area should use these signature buildings as a guide for scale, proportions, detailing, and general style. Preservation of the other residences in this area is also encouraged, whether for adaptive reuse as offices or maintenance as residences. The general character of this Olivewood corridor should be that of a green transitional area between the parklike Riverside Community College campus environment and the more urban 'Downtown' experience in the vicinity of 14th Street. For standards and guidelines applicable to these historic residences, please refer to Chapter 13: Residential Districts.

### **9.6.2 Site Planning**

#### **Building Orientation**

- (1) In the 14th Street/Press-Enterprise area, buildings should orient to the street with no intervening parking.
- (2) In the Olivewood corridor, buildings should have a traditional residential orientation to the street.

#### **Setbacks**

- (1) In the 14th Street/Press-Enterprise area, buildings should have a small setback to provide a green 'apron' to the street.
- (2) In the Olivewood corridor, setbacks should be typical of the residential uses in the area, typically 20 feet.

#### **Vehicular Access and Parking**

- (1) In the 14th Street/Press-Enterprise area, access should be via shared driveways, with parking concentrated toward the interior of the site.
- (2) In the Olivewood corridor, access should be via residential driveways with parking situated toward the rear of the lot.

#### **Pedestrian Access**

- (1) In the 14th Street/Press-Enterprise area, pedestrian access should be from the parking areas to the rear.
- (2) In the Olivewood corridor pedestrian access should be via a traditional residential front door.

#### **Site Furniture**

- (1) In the 14th Street/Press-Enterprise area, pedestrian amenities should be concentrated in courtyards designed to serve the employees of the building.
- (2) In the Olivewood corridor, pedestrian amenities should typically be limited to residential type seating on front porches and in rear yards.

#### **Courtyards and Passages**

- (1) In the 14th Street/Press-Enterprise area, courtyards and passages are encouraged.

- 
- (2) In the Olivewood corridor, where courtyards and pedestrian passages are not typical, gathering spaces should generally be on front lawns and porches.

### **9.6.3 Architecture**

#### **Style**

- (1) In the 14th Street/Press-Enterprise area, architecture should be contemporary in nature with distinct references to unique Riverside symbols and characteristics, such as the Raincross symbol and the predominance of various forms of Spanish revival architecture.
- (2) In the Olivewood corridor, existing buildings should be restored/maintained per the original appearance of the building. New buildings should have a traditional residential style, typical of other residences in the area.

#### **Scale**

- (1) In the 14th Street/Press-Enterprise area the scale of development will be similar to the Justice Center to correspond with the massing in the Justice Center across the street.
- (2) In the Olivewood corridor, the scale should be that of a modest one or two story single family residence to blend with the residential uses in the Twogood Neighborhood Conservation Area and the Prospect Place Residential Neighborhood.

#### **Detailing**

- (1) In the 14th Street/Press-Enterprise area, detailing should be interpretive of the signature buildings in the Raincross District.
- (2) In the Olivewood corridor, detailing of existing buildings should be accurate to the original detailing of the building.
- (3) New buildings in this area should use detailing reflective of the signature buildings in the district.

#### **Roof Design**

- (1) In the 14th Street/Press-Enterprise area, roof styles may vary, depending upon the nature of the architecture.
- (2) In the Olivewood corridor, the typical roof style should be a pitched design reflective of nearby residences.

#### **Colors and Materials**

- (1) In the 14th Street/Press-Enterprise area, colors should be typical of formal corporate architecture, including understated colors such as gray, white, black, and rich earth tones. Materials should reflect the durable image of the buildings, including glass curtainwall, brick, marble, cut stone, and smooth cement or plaster.
- (2) In the Olivewood corridor, predominant materials should be wood siding, shingle roofing, and wood framed windows and doors. Colors in this area should be appropriate to the style and period of the building. For example, Craftsman styles should use muted earth tones, while Victorian styles should use bright contrasting colors.

### **9.6.4 Landscaping**

#### **Plant Types**

- (1) In the 14th Street/Press-Enterprise area, plant types may be drawn from a broad palette, however, they should be suitable for the climate and the exposure in which they are to be placed.
- (2) In the Olivewood corridor, plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.

#### **Scale**

- (1) In the 14th Street/Press-Enterprise area, pedestrian scale plantings should prevail, with larger plantings used as accents.
- (2) In the Olivewood corridor, plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.

#### **Relationship to Development**

- (1) In the 14th Street/Press-Enterprise area, plantings in courtyards should be at a pedestrian scale, accenting and complementing building architecture. Plantings near taller building elements should be taller and/or larger in scale so as to relate to the view seen from a distance.
- (2) In the Olivewood corridor, plantings should be arranged to frame the architecture, provide a green carpet between the street and the building, and soften the view to the building foundation.

#### **Hardscape**

- (1) In the 14th Street/Press-Enterprise area, paved areas should draw from a broad range of materials, designs, and finishes that are complementary to the building architecture.
- (2) In the Olivewood corridor, paving, typically on a small scale, should be limited to walkways, driveways, and rear yard parking area.

### **9.6.5 Signs**

#### **Style**

- (1) In the 14th Street/Press-Enterprise area, contemporary designs that are low-key and complementary to the building's architecture are encouraged.
- (2) In the Olivewood corridor, traditional designs that reflect residential building architecture are encouraged.

#### **Scale**

- (1) In the 14th Street/Press-Enterprise area, signing should be an accent to the architecture. The overall effect should be low key and proportional to the building. Signs at the first floor should be the smallest and most low key. Signs at the top of the building need to be large enough to be seen from a distance.

- 
- (2) In the Olivewood corridor, sign scale should be proportional to a residential building and setting. The maximum size allowances of the Specific Plan should simply be a starting point, with stronger consideration given to the relationship between the scale of the sign and the building's architecture.

**Type**

- (1) In the 14th Street/Press-Enterprise area, signs should be contemporary in nature. Acceptable types include channel letters, reverse channel letters, pegged-on metal letters, routed metal with push-through plastic letters. Plastic faced canister signs, wood signs, and painted signs are generally not appropriate.
- (2) In the Olivewood corridor, signs should be traditional in nature, typically constructed of wood. Plastic faced signs, metal signs, and painted signs are generally not appropriate.

### **9.6.6 Additional Design Standards and Guidelines**

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

## **9.7 ADDITIONAL STANDARDS FOR LIVE/WORK UNITS IN THE PROSPECT PLACE OFFICE DISTRICT**

### **9.7.1 Applicability**

The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 9.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the Prospect Place Office District, as defined in Section 9.2.

### **9.7.2 Purpose**

The intent of this section is to provide for and make feasible the reuse of existing commercial or residential structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units.

### **9.7.3 Floor area requirements**

The minimum floor area of a live/work unit shall be 900 square feet.

### **9.7.4 Access to units**

When more than one live/work unit is proposed within a single building, each live/work unit shall be separated from other live/work units and other uses in the building. Access to individual units shall be from common access areas, corridors, or hallways.

**9.7.5 Internal layout**

All living space within the live/work unit shall be contiguous with, and an integral part of the working space, with direct internal access between the two areas.

**9.7.6 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.

**9.7.7 Business License**

A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.

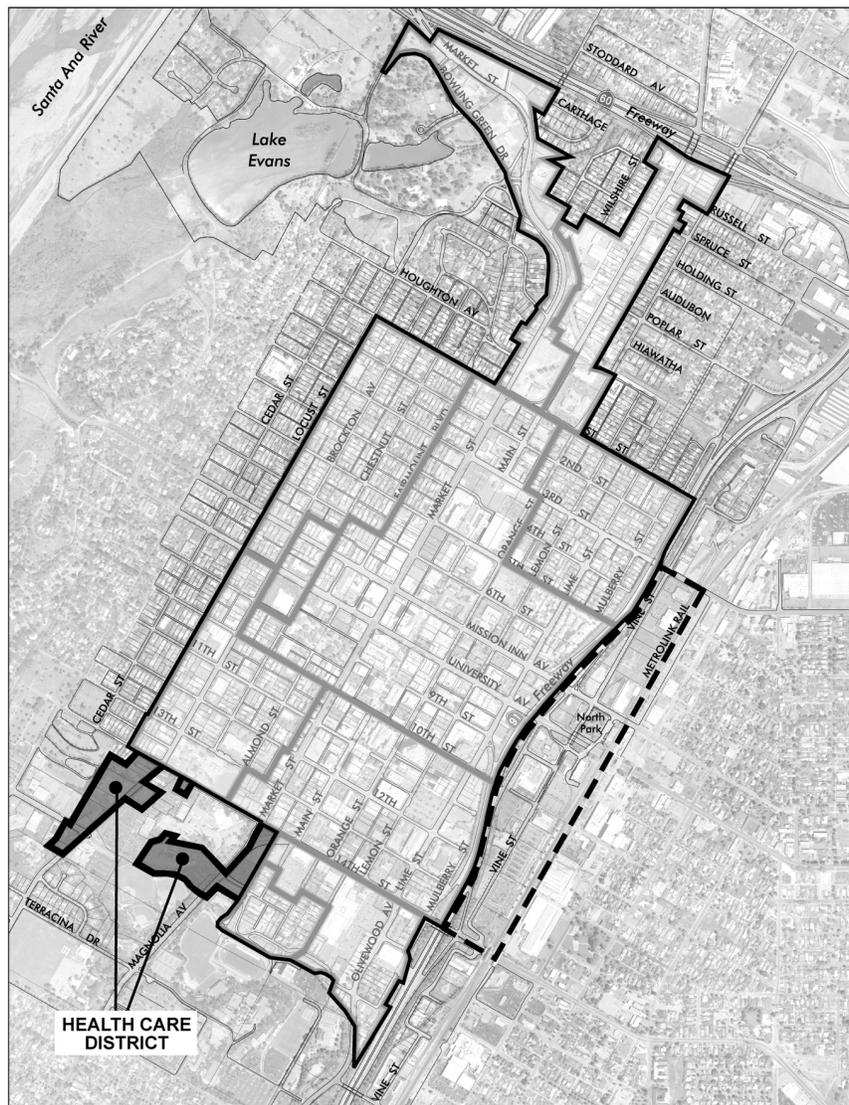
## **CHAPTER 10**

# **HEALTH CARE DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the Health Care District. This Chapter is organized as follows:

- 10.1 Purpose
- 10.2 Permitted Uses
- 10.3 Conditionally Permitted Uses
- 10.4 Prohibited Uses
- 10.5 Development Standards for the Health Care District
- 10.6 Design Standards and Guidelines for the Health Care District



## **10.1 PURPOSE**

The intent of the Health Care District is to create a major medical center to serve the City of Riverside by providing for the existing Riverside Community Hospital and medical related uses in this area of Downtown. A city designated landmark church is also located in this District and is allowed as a permitted use. Development in this District is intended to provide for expansion of medical and medical support uses in a manner that is compatible with the existing development, especially in terms of scale and building mass.

## **10.2 PERMITTED USES**

The following uses are permitted in the Health Care District:

- a) Medical and dental offices and laboratories.
- b) Offices.
- c) Parks and open spaces.
- d) Pharmacies.
- e) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- f) Wireless communication facilities, pursuant to the Zoning Code.
- g) Accessory uses, incidental and subordinate to the principal permitted use.
- h) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.
- i) No more than ten percent of the total square footage of a development, not to exceed 10,000 square feet, may be devoted to the following incidental businesses that provide goods and services to employees on the premises:
  - 1) Restaurants to serve primarily employees working and visitors to medical businesses on the premises.
  - 2) Retail to serve primarily employees working and visitors to medical businesses on the premises that is 1,000 square feet or less in size.

## **10.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Health Care District with a Minor Conditional Use Permit:

- a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- b) Vapor recovery systems, pursuant to the Zoning Code.
- c) Wireless communication facilities, pursuant to the Zoning Code.

---

The following uses are permitted in the Health Care District with a Conditional Use Permit:

- a) Child day care centers.
- b) Clubs and lodges.
- c) Expansion of nonconforming uses.
- d) Hospitals.
- e) Long-term care facilities.
- f) Nonprofit family accommodations (i.e. Ronald McDonald House).
- g) Parking structures and facilities with ground floor commercial and/or retail uses.
- h) Places of worship.
- i) Public uses not permitted as a matter of right.
- j) Public utilities or installations.
- k) Schools.
- l) Wireless communication facilities, pursuant to the Zoning Code.

## **10.4 PROHIBITED USES**

The following uses are prohibited in the Health Care District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Motels.
- d) Hotels.
- e) Service stations (gas station and minor repairs).
- f) Vehicle repair shops and parts stores.
- g) Vehicle sales and rentals.
- h) Any use not specifically authorized.

## **10.5 DEVELOPMENT STANDARDS FOR THE HEALTH CARE DISTRICT**

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

### **10.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio for properties that are part of the Community Hospital campus shall be 4.0,. For all other properties in this district, the maximum floor area ratio shall be 2.0, except for the following:

- (1) Additional floor area ratio may be permitted for certain site amenity features set forth in the following table. All amenities are cumulative, except that in no case shall the floor area ratio exceed 2.5.

Amenity	Bonus
<p>Landscaped Courtyard. A continuous area with direct access to a public street or mall, which is open and unobstructed from the ground level to the sky, is accessible to the public, has a minimum area of 600 square feet with a minimum dimension of 20 feet and not more than 3 feet above the level of the street it adjoins. Such courtyard shall be landscaped with greenery, statuary, water, or combination of the three.</p>	<p>Floor area increased four times the square footage contained within the courtyard.</p>
<p>Arcade or Pergola. A pedestrian passageway that connects: (1) two public streets or (2) a public street and parking area or mall or (3) a public street and another arcade or pergola. The arcade or pergola shall be unobstructed, have a minimum width of 15 feet and a minimum vertical distance of 12 feet and shall be situated at street grade.</p>	<p>Floor area increased three times the square footage contained within the arcade or pergola.</p>

**10.5.2 Maximum Height**

The maximum building height shall be 100 feet, except for the following:

- (1) For parcels that have frontage on Brockton Avenue, the maximum building height shall be 45 feet to a depth of 100 feet from the Brockton Avenue frontage.

**10.5.3 Minimum Lot Size**

The minimum lot size for new parcels shall be 20,000 square feet.

**10.5.4 Front Yard Setback**

The minimum front yard setback shall be 15 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan. The front yard setback shall also apply to side and rear yards adjacent to a street.

**10.5.5 Rear Yard Setback**

The minimum rear yard setback shall be 15 feet.

**10.5.6 Interior Side Yard Setback**

The minimum interior side yard setback shall be 15 feet.

---

## 10.5.7 Parking

Refer to Chapter 16 for off-street parking requirements and standards.

## 10.6 DESIGN STANDARDS AND GUIDELINES FOR THE HEALTH CARE DISTRICT

### 10.6.1 District Character Defining Statement

The Health Care District contains a variety of building styles, including the Gothic style Presbyterian church, the contemporary glass and plaster Community Hospital wings (with elements dating from the 1960's and the 1990's), the Spanish style hospital wing, the 1990's contemporary Raincross Medical Group building, and a variety of nondescript low-rise commercial and office buildings. While it should be respected and protected for its beauty and historic value, the church is not a signature building in this district. Other than the church, the two most significant buildings in this district are the contemporary Community Hospital and the more residential referenced Raincross Medical Group building. Of these two buildings, the Medical Group building should serve as the primary reference building for future development in this district. As demand for medical services increases, it can be expected that the non-medical uses on both sides of Brockton Avenue will give way to medical clinics and laboratories of a similar size, scale, and street relationship as the Raincross Medical Group building.



*Riverside Community Hospital, 1990's wing*



*Riverside Community Hospital, 1960's wing*



*Presbyterian Church on Magnolia Avenue*



*Raincross Medical Group (Brockton and Tesquequite Avenues)*

### **10.6.2 Site Planning**

#### **Building Orientation**

- (1) Buildings should have a strong architectural orientation toward the street, with a green mantle of landscaping softening the street edge.

#### **Setbacks**

- (1) Street frontages should be flanked by a moderate setback containing landscaping in a natural, flowing layout.

#### **Vehicular Access and Parking**

- (1) Parking spaces should typically be provided in parking garages and surface lots with limited numbers of common access points.

#### **Pedestrian Access**

- (1) Pedestrian access may be directly from the street, parking area, or via a courtyard having a street and/or parking lot orientation.
- (2) Walkways (arcades, pergolas) should be provided to link buildings with the street, thus enhancing pedestrian access.

#### **Site Furniture**

- (1) Pedestrian amenities are encouraged, including benches, landscaped gathering areas, trash receptacles, etc.
- (2) Design of improvements should be contemporary with traditional references.

#### **Courtyards and Passages**

- (1) Courtyards and pedestrian passages are encouraged to facilitate pedestrian circulation and to provide resting and gathering places.
- (2) Design of improvements should be contemporary with traditional references.

### **10.6.3 Architecture**

#### **Style**

- (1) The predominant architectural style of new buildings should be in a similar genre to the residentially referenced Raincross Medical Group building.
- (2) Entries should be articulated with canopies, awnings, skylights, or other roof forms such as towers. Entries may also be accentuated with detailing and special lighting features.

#### **Scale**

- (1) Providing a comfortable environment for patients is the most important factor in determining building scale. Consequently, the buildings in this district should present a pedestrian scale at entries and street edges. Any higher rise elements should be stepped back.

---

**Detailing**

- (1) Detailing should be understated, with residential references.

**Roof Design**

- (1) While flat roof areas may be used, pitched roof elements should form an important part of all buildings.

**Colors and Materials**

- (1) Rich earthtones and traditional materials should prevail, with brighter colors limited to trim areas.

**10.6.4 Landscaping****Plant Types**

- (1) Drought tolerant plants which have an attractive appearance without formal pruning should be selected. Examples of shrub forms include Heavenly Bamboo, Oregon Grape, Lily of the Nile, and India Hawthorn. Examples of trees include Western Sycamore, Coast Live Oak, Ginkgo, and Lemon Scented Eucalyptus.

**Scale**

- (1) Pedestrian scale plantings should prevail in courtyards and walkways. Larger scale plantings should be used along street setbacks and vehicular entrances.

**Relationship to Development**

- (1) Plantings in courtyards should be at a pedestrian scale, accenting and complementing building architecture.
- (2) Plantings elsewhere should be taller and/or larger in scale to relate to the view seen from a distance.

**Hardscape**

- (1) Paved areas can draw from a broad range of materials, designs, and finishes that are complementary to the building architecture. Residentially referenced pavers and concrete finishes are encouraged in pedestrian areas.

**10.6.5 Signs****Style**

- (1) Contemporary designs that are low-key and complementary to the building's architecture are encouraged.

**Scale**

- (1) Signing should be an accent to the architecture. The overall effect should be low key and proportional to the building.

**Type**

- (1) Signs should be contemporary in nature. Acceptable types include channel letters, reverse channel letters, pegged-on metal letters, routed metal with push-through plastic letters. Plastic faced canister signs, wood signs, and painted signs are generally not appropriate.

**10.6.6 Additional Design Standards and Guidelines**

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

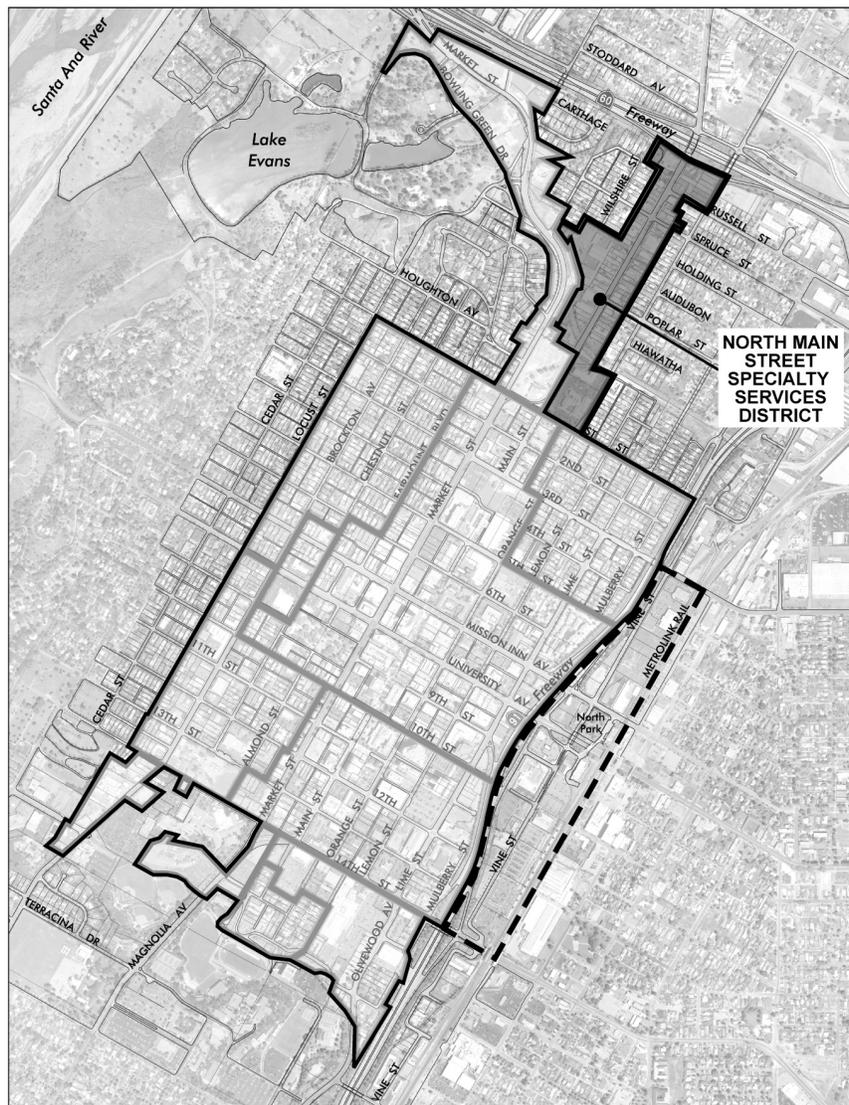
**CHAPTER 11**

**NORTH MAIN STREET  
SPECIALTY SERVICES DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the North Main Street Specialty Services District. This Chapter is organized as follows:

- 11.1 Purpose
- 11.2 Permitted Uses
- 11.3 Conditionally Permitted Uses
- 11.4 Prohibited Uses
- 11.5 Development Standards for the North Main Street Specialty Services District
- 11.6 Design Standards and Guidelines for the North Main Street Specialty Services District
- 11.7 Additional Standards for Live/Work Units in the North Main Street Specialty Services District



## **11.1 PURPOSE**

The intent of the North Main Street Specialty Services District is to provide for small-scale manufacturing and specialty commercial services, as well as opportunities for live/work units and adaptive reuse of industrial buildings in order to maintain the historic character of the area. North Main Street has historically served an important economic role in Downtown Riverside by accommodating manufacturing and commercial specialty services for the region. Development intensity in this District is intended to be lower than other commercial districts in the Downtown, and building mass and size are intended to be smaller than that of larger-scaled industrial parks. Live/work opportunities in this District are generally oriented towards artisans, craftspersons and owners of small, light manufacturing businesses.

## **11.2 PERMITTED USES**

The following uses are permitted in the North Main Street Specialty Services District:

- a) Building supplies and sales, conducted indoors, including but not limited to, hardware, lighting, fixtures, paint, glass, electric supplies, lumber, incidental outdoor storage up to a maximum of 10% of the size of the building footprint, and other similar uses as determined by the Planning Director.
- b) Custom made furniture.
- c) Home occupations pursuant to the standards established in the Zoning Code.
- d) Indoor vehicle restoration and incidental sales.
- e) Light manufacturing uses not obnoxious by reason of sound, fumes, repulsive odors and the like, whether the same constitutes an actual nuisance or not, and conducted entirely within an enclosed building.
- f) Live/work units pursuant to the standards set forth in Section 11.7 of this Chapter.
- g) Parks and open space.
- h) Public parking lots
- i) Publishing.
- j) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoor dining.
- k) Repair, service and incidental sales of small appliances, motors and tools (i.e., lawn mowers, electric motors, etc.)
- l) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- m) Vehicle parts sales.
- n) Vehicle sales and rentals, provided the vehicles are kept with an enclosed building.
- o) Veterinary clinics.
- p) Warehouses and storage incidental to permitted uses.
- q) Wireless communication facilities, pursuant to the Zoning Code.
- r) Accessory uses, incidental and subordinate to the principal permitted use.
- s) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

---

### **11.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the North Main Street Specialty Services District with a Minor Conditional Use Permit:

- a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- b) On-sale of alcoholic beverages (drinking establishments, such as bars, nightclubs, pubs or taverns, whose primary business is the sale of alcoholic beverages), pursuant to the standards established in the Zoning Code.
- c) Outdoor food preparation.
- d) Private fueling systems, pursuant to the Zoning Code.
- e) Vapor recovery systems, pursuant to the Zoning Code.
- f) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the North Main Street Specialty Services District with a Conditional Use Permit:

- a) Drive-thru restaurants, pursuant to the standards established in the Zoning Code.
- b) Expansion of nonconforming uses.
- c) Off-sale of alcoholic beverages (liquor stores, markets, etc.), pursuant to the standards established in the Zoning Code.
- d) Public uses not permitted as a matter of right.
- e) Public utilities or installations.
- f) Service stations (gas station and minor repair), including incidental car washes, enclosed and automated.
- g) Vehicle repair, minor and major, conducted entirely within an enclosed building.
- h) Wireless communication facilities, pursuant to the Zoning Code.

### **11.4 PROHIBITED USES**

The following uses are prohibited in the North Main Street Specialty Services District:

- a) Hotels.
- b) Motels.
- c) Any use not specifically authorized.

### **11.5 DEVELOPMENT STANDARDS FOR THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT**

All property in the North Main Street Specialty Services District shall be developed in accordance with the following standards:

**11.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 1.5.

**11.5.2 Maximum Height**

The maximum building height shall be 50 feet.

**11.5.3 Minimum Lot Size**

The minimum lot size for new parcels shall be 10,000 square feet.

**11.5.4 Front Yard Setback**

The maximum front yard setback shall be 10 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan.

**11.5.5 Rear Yard Setback**

The minimum rear yard setback shall be 10 feet, except where the rear parcel line abuts a residential district or zone, the minimum rear yard setback shall be 30 feet.

**11.5.6 Side Yard Setback**

The minimum interior side yard setback shall be 5 feet, except for the following:

- (1) Where the side parcel line abuts a residential district or zone, the minimum interior side yard setback shall be 30 feet.
- (2) Where the side parcel line is adjacent to a public street, the minimum setback shall be 10 feet.

**11.5.7 Maximum Building Footprint**

The maximum building footprint for new structures shall be 20,000 square feet.

**11.5.8 Outdoor Storage**

Incidental outdoor storage is allowed in conjunction with permitted uses provided that it is screened by a masonry wall that has a minimum height of six feet and a maximum height of eight feet.

**11.5.9 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

---

## 11.6 DESIGN STANDARDS AND GUIDELINES FOR THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT

### 11.6.1 District Character Defining Statement

North Main Street has traditionally served as a place for specialized goods and services attracting customers from a broad segment of the region. Here, one can find car customizers, metal supplies, blacksmithing, electronics components, specialty doors and windows, and a host of other unique goods and services. The Downtown Specific Plan sees the North Main Street Specialty Services area continuing in its role as a loose assemblage of artisans, cottage industries, and specialty businesses. While the appearance of the area would benefit from landscape and streetscape improvements, it should not be seen as a candidate for wholesale remodeling. The character of the area is defined by its simple, industrial-like buildings that include utilitarian materials such as corrugated iron, smooth stucco, and plain concrete block. Some of the signature buildings in this area could benefit from an attractive paint job, including walls and trim. The Troncin Door and Window building is an excellent example of a well-executed building restoration that can serve as a model for other buildings in this area. All of the signature buildings, however, express the small-scale industrial/commercial simplicity that gives this area its essential character. Other signature buildings in this area include the Tri-County Fire Equipment building, Automotive Paints building, Hartman Spring and Iron Works building, Shaws Body Shop, R J Seaquist & Co. building, Video Metro building, and the Boston Garage.



*Hartman Spring & Iron Works, 2804 N. Main Street*



*Tri-County Fire Equipment, 2878 N. Main Street*



*R.J. Seaquist & Co., 2758 N. Main Street*



*Troncin Door & Window, 2879 N. Main Street*

### **11.6.2 Site Planning**

#### **Building Orientation**

- (1) Buildings should have the main entry facing North Main Street. Secondary entries should be provided from the parking areas.
- (2) Upper stories should be designed to avoid windows and balconies overlooking the adjacent residential properties.

#### **Setbacks**

- (1) Buildings should have either no setback or a small setback with small amounts of softening landscaping.

#### **Vehicular Access and Parking**

- (1) On-site parking should occur to the rear and sides of buildings in this area. Where possible, vehicle access should be from side streets.
- (2) Driveway cuts should be kept to a minimum. Much of the parking closest to the main entries of these buildings should be from angled or parallel parking on the street.

#### **Pedestrian Access**

- (1) Pedestrian access should primarily be from the main entry facing the street.

#### **Site Furniture**

- (1) The primary role of site furniture should be in the employee break areas or customer waiting areas created by individual businesses.

#### **Courtyards and Passages**

- (1) Similar to site furnishings above, individual businesses may provide courtyards and passages as appropriate.

### **11.6.3 Architecture**

#### **Style**

- (1) The architecture in this area is characterized by simple buildings. To the extent that there are decorative elements, they are understated and unpretentious. Western storefront styles, where a simple pitched roof building is fronted by a square shaped false front is one style that would be appropriate in this area.
- (2) More expressive styles that are present and can be emulated are Art Deco (Video Metro and L&L Market) and Mediterranean (R J Seaquist and Boston Garage). Any use of decorative style should, however, be low key and understated.

#### **Scale**

- (1) Scale should be village-like with one to four story buildings.
- (2) To further maintain a sense of pedestrian scale, all new building frontages should not exceed 100 feet.



### **11.6.4 Landscaping**

#### **Plant Types**

- (1) Other than scale (noted below), any plant materials suitable for this climate would be acceptable. Evergreen plants with a soft, lacy appearance should be used.

#### **Scale**

- (1) Generally, plants should include small shrubs and trees, designed to breakup the street frontage.

#### **Relationship to Development**

- (1) The objective should be to offer a green contrast to the relatively plain buildings. Landscaping would also be appropriate as a screening material.
- (2) Property lines should be screened with hedges, fences or trees to protect the privacy of adjacent residential properties.

#### **Hardscape**

- (1) Hardscape should be simple and purpose oriented. Concrete scored into simple rectangular shapes is appropriate for walking surfaces. Asphalt is acceptable as the dominant material in parking lots.

### **11.6.5 Signs**

#### **Style**

- (1) Signage in this District may make use of a variety of materials, applications, and colors that are complimentary to the structure, as well as reflective of the unique artisan-related types of businesses.

#### **Scale**

- (1) Signs should be low key, designed to be read at low vehicle speeds.

#### **Type**

- (1) Typical acceptable signs include painted metal, painted wood, and signs painted directly on the building wall. Neon is also acceptable in this district, when used to identify more active uses with a broad appeal, such as markets and restaurants.
- (2) Contemporary commercial signs, such as plastic faced canister signs and channel letters should be avoided.

### **11.6.6 Additional Design Standards and Guidelines**

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

---

## **11.7 ADDITIONAL STANDARDS FOR LIVE/WORK UNITS IN THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT**

### **11.7.1 Applicability**

The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 11.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the North Main Street Specialty Services District, as defined in Section 11.2.

### **11.7.2 Purpose**

The intent of this section is to provide for and make feasible the reuse of existing commercial and industrial structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units for artisans, craftspersons and cottage industries.

### **11.7.3 Floor area requirements**

The minimum floor area of a live/work unit shall be 750 square feet. The first 50 feet of floor area depth at the street-level frontage shall be limited to the permitted non-residential use. Live/work units on the upper levels of a structure shall not be subject to this requirement.

### **11.7.4 Access to units**

When more than one live/work unit is proposed within a single building, each live/work unit shall be separated from other live/work units and other uses in the building. Access to individual units shall be from common access areas, corridors, or hallways.

### **11.7.5 Internal layout**

All living space within the live/work unit shall be contiguous with and an integral part of the working space with direct internal access between the two areas.

### **11.7.6 Street frontage treatment**

Each live/work quarters fronting a public street shall have a pedestrian oriented frontage that publicly displays the interior of the non-residential areas of the structure. Live/work units on the upper levels of a structure shall not be subject to this requirement.

**11.7.7 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.

**11.7.8 Retail sales**

Retail space may be integrated with working space.

**11.7.9 Business License**

A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.

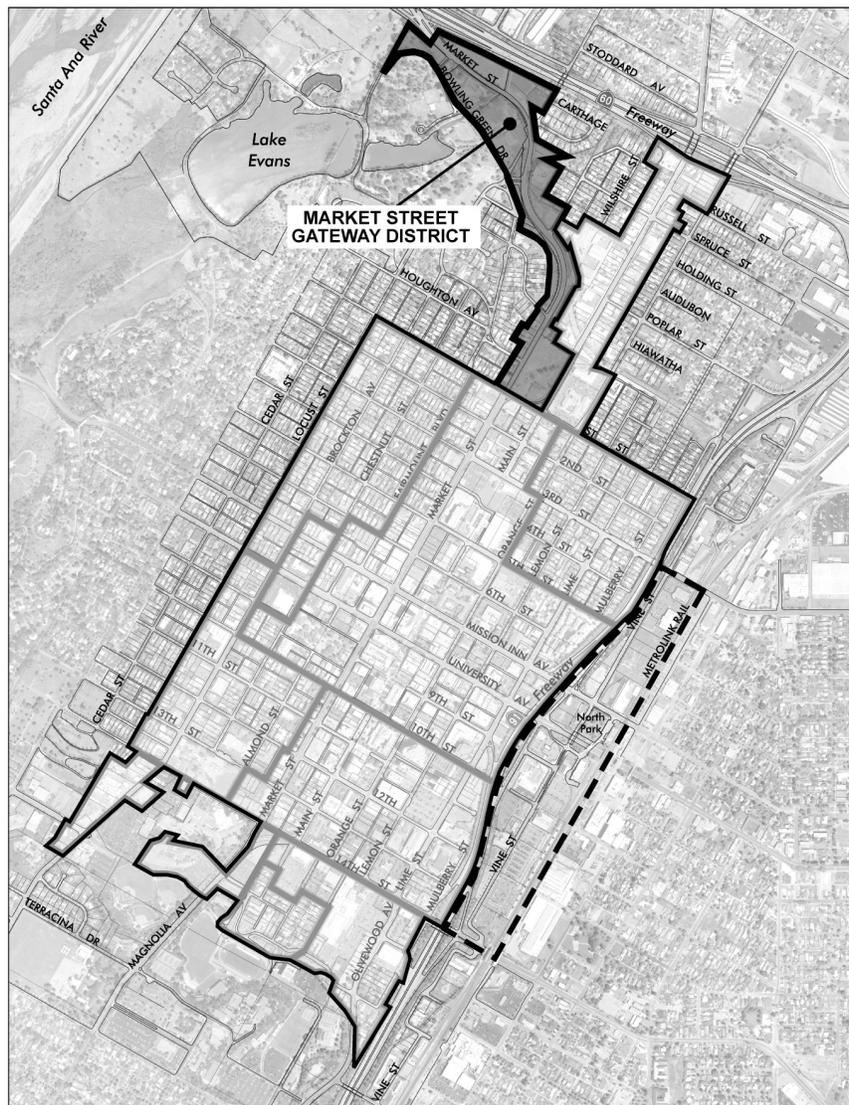
## **CHAPTER 12**

# **MARKET STREET GATEWAY DISTRICT**



This Chapter defines the land uses, development standards and design standards and guidelines for the Market Street Gateway District. This Chapter is organized as follows:

- 12.1 Purpose
- 12.2 Permitted Uses
- 12.3 Conditionally Permitted Uses
- 12.4 Prohibited Uses
- 12.5 Development Standards for the Market Street Gateway District
- 12.6 Design Standards and Guidelines for the Market Street Gateway District



## **12.1 PURPOSE**

The intent of the Market Street Gateway District is to establish Market Street as the major regional gateway into Downtown through high quality development adjacent to the freeway, streetscape enhancements, and the preservation of open space along the corridor. This District allows office and residential uses that are compatible with the streetscape and open space concept along the corridor.

The Market Street corridor also serves as a portion of the urban hiking trail, or loop, that connects the historic Raincross District to Fairmount Park, Lake Evans and Mt. Rubidoux. As such, the preservation of green space along this corridor is important to both vehicle traffic using the corridor as a gateway into Downtown, as well as pedestrians and bicyclists using the urban trail that links Downtown to the nearby natural features.

## **12.2 Permitted Uses**

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the following uses are permitted:

- a) Medical and dental offices and laboratories.
- b) Offices, general and professional.
- c) Parks and open spaces.
- d) Sit down restaurants, including outdoor dining, that are 2,500 square feet or less in size. Outdoor dining is subject to the standards established in the Zoning Code for outdoor dining. Drive-through lanes and play areas are prohibited.
- e) Retail that is 1,000 square feet or less in size, within a larger building
- f) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- g) Wireless communication facilities, pursuant to the Zoning Code.
- h) Accessory uses, incidental and subordinate to the principal permitted use.
- i) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

The following uses are permitted in the remainder of the Market Street Gateway District:

- a) Home occupations pursuant to the standards established in the Zoning Code.
- b) Offices, general and professional.
- c) Parks and open spaces.
- d) Single family dwelling units on existing parcels.
- e) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- f) Wireless communication facilities, pursuant to the Zoning Code.
- g) Accessory uses, incidental and subordinate to the principal permitted use.
- h) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

---

## 12.3 CONDITIONALLY PERMITTED USES

The following uses are permitted in the Market Street Gateway District with a Minor Conditional Use Permit:

- a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- b) Vapor recovery systems, pursuant to the Zoning Code.
- c) Wireless communication facilities, pursuant to the Zoning Code.

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the following uses are permitted with a Conditional Use Permit:

- a) Expansion of nonconforming uses.
- b) Hotels.
- c) Public uses not permitted as a matter of right.
- d) Public utilities or installations.
- e) Schools.
- f) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the remainder of the Market Street Gateway District with a Conditional Use Permit:

- a) Child day care centers.
- b) Expansion of nonconforming uses.
- c) Multiple-family residential dwellings pursuant to the standards included in Section 12.7 of this chapter, and with a minimum unit size of 750 square feet and a minimum lot size of 20,000 square feet.
- d) Parking structures and facilities with ground floor commercial and/or retail uses.
- e) Public uses not permitted as a matter of right.
- f) Public utilities or installations.
- g) Recreational facilities.
- h) Single-family residential subdivisions.
- i) Schools.
- j) Senior housing pursuant to the standards established in the Zoning Code.
- k) Wireless communication facilities, pursuant to the Zoning Code.

## **12.4 PROHIBITED USES**

The following uses are prohibited in the Market Street Gateway District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Motels.
- d) Service stations (gas station and minor repairs).
- e) Vehicle repair shops and parts stores.
- f) Vehicle sales and rentals.
- g) Any use not specifically authorized.

## **12.5 DEVELOPMENT STANDARDS FOR THE MARKET STREET GATEWAY DISTRICT**

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

### **12.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 2.0, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the maximum FAR shall be 4.0.

### **12.5.2 Maximum Unit Density**

The maximum unit density shall be 30 units per acre.

### **12.5.3 Maximum Height**

The maximum building height shall be 40 feet, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, where a development includes the installation of public art, public open space, or other design element that substantially contributes to enhancing Market Street as the prominent regional gateway into Downtown, the maximum building height may be up to 85 feet with the approval of a Minor Conditional Use Permit.

---

#### **12.5.4 Minimum Lot Size**

The minimum lot size for new parcels shall be 20,000 square feet, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the minimum lot size for new parcels shall be 3.5 acres.
- (2) The minimum lot size for new parcels within single family residential subdivisions shall be 3,000 square feet.
- (3) Existing lots less than 7,000 square feet in size may only be developed with a single family residence, park, or open space.

#### **12.5.5 Front Yard Setback**

The minimum front yard set back shall be 20 feet, except for the following:

- (1) For single-family residential subdivisions, the minimum front yard setback shall be 10 feet to the front porch and 15 feet to the main building wall.

No parking is permitted in the front yard setback area, except that for single-family residential uses, parking is permitted in the front yard on an approved driveway. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan, with special consideration given to green spaces or other landscape amenities that contribute to the gateway features of this district. The front yard setback shall also apply to side and rear yards adjacent to a public street.

#### **12.5.6 Rear Yard Setback**

The minimum rear yard setback shall be 15 feet.

#### **12.5.7 Interior Side Yard Setback**

The minimum interior side yard setback shall be 10 feet, except for the following:

- (1) For single-family residential subdivisions, the minimum interior side yard setback shall be 5 feet.

#### **12.5.8 Minimum Building Size**

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, new development shall have a minimum building size of 60,000 square feet, excluding parking structures.

#### **12.5.9 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

## **12.6 DESIGN STANDARDS AND GUIDELINES FOR THE MARKET STREET GATEWAY DISTRICT**

### **12.6.1 District Character Defining Statement**

The strongest expression of this area’s intended character is the Fairmount Park frontage. Grass and trees flanking a curvilinear roadway should be the predominant impression along this corridor. An important, but often overlooked natural landscape resource in this area is the historic Springbrook Wash. Through creative design, this waterway could become a strong focal point of this entry corridor. Buildings should form a backdrop to the planted parkways, setbacks, and medians of this corridor. There are no signature buildings in this area. This district has one very large developable site at the 60 freeway and several smaller sites that appear intermittently elsewhere along the corridor. Any future development at the 60 freeway site should provide signature, gateway architecture for this important entry point to the city. In general, it would be appropriate to apply the architectural guidelines for the Justice Center to the Market/60 site. Office buildings elsewhere along this corridor should be contemporary, but with a character that is at home in a green parkway setting. Residential buildings should reflect traditional residential architecture from the early 20th century.

For design standards and guidelines for multifamily residential development, please refer to Section 12.7 of this chapter and for design standards and guidelines for single-family housing, please refer to Chapter 13: Residential Districts.



*Historic Springbrook Wash*



*Market Street Entry Monument*



*Fairmount Park Frontage*

---

## 12.6.2 Site Planning

### Building Orientation

- (1) Buildings at the Market/60 site should orient toward the parking areas that serve them. While primary building access may not be from Market Street, visibility toward main entries/building facades should be oriented toward Market Street. Because of the high visibility from the 60 freeway, buildings on this site shall have four-sided architecture with a strong positive statement in all directions.
- (2) Elsewhere along this corridor, buildings should have a residential front door orientation to Market Street.
- (3) New non-residential development or additions should be located away from the adjacent residential uses.
- (4) New structures should be sited on the property to maintain access to light and air circulation, and ensure privacy of existing private open spaces on adjoining properties.
- (5) Upper stories should be designed to avoid windows and balconies overlooking the adjacent residential properties.

### Setbacks

- (1) Buildings on the Market/60 site should be set back significantly from the street with lushly landscaped setbacks and parking areas.
- (2) Elsewhere, buildings should have a typical residential setback, devoted to turf, trees, and foundation shrubs.

### Vehicular Access and Parking

- (1) Parking for the Market/60 site may be within a parking structure or surface lot. Surface parking may surround or partially surround the buildings. Parking for this site should be accessed from a centrally located Market Street entry-exit point. Alignment with Fairmount Park entry points is recommended.
- (2) Elsewhere, buildings should have a residential-like driveway or alley system, leading to parking in surface lots and/or garages situated in rear and side yard areas.

### Pedestrian Access

- (1) Pedestrian access at the Market/60 site should be from well-defined pedestrian walkways around the buildings and extending into the parking areas.
- (2) Elsewhere, buildings should be served with typical residential walkways and sidewalks.

### Site Furniture

- (1) On the Market/60 site, pedestrian amenities should be concentrated in courtyards designed to serve the employees and visitors.
- (2) Elsewhere, pedestrian amenities should typically be limited to residential type seating in small courtyards, on front porches, and in rear yards.

### Courtyards and Passages

- (1) On the Market/60 site, courtyards and passages should be incorporated into the site plan in relation to important building entry points.
- (2) Elsewhere, courtyards and pedestrian passages should be smaller and more private.

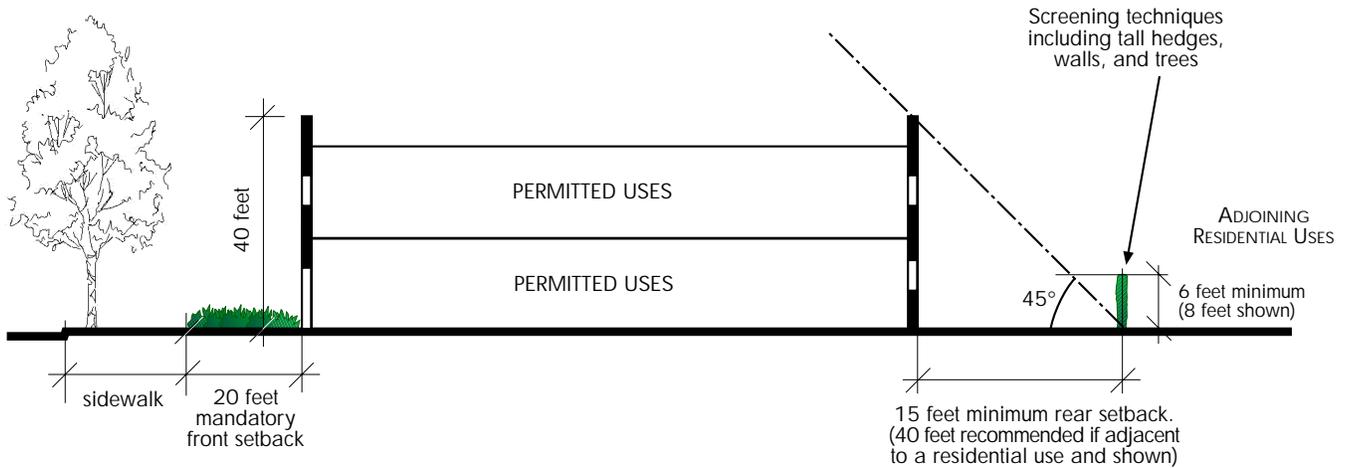
**12.6.3 Architecture**

**Style**

- (1) On the Market/60 site, it would be appropriate to draw upon the architectural guidelines for the Justice Center.
- (2) New office buildings elsewhere along the corridor should be contemporary, but with a character that is at home in a green parkway setting.
- (3) New residential buildings should reflect the character of Riverside’s historic early 20th century neighborhoods.

**Scale**

- (1) Scale on the Market/60 site should be mid-rise, four to six stories.
- (2) Elsewhere, the scale should be in the one to two story range.
- (3) When possible, place the highest portions and largest mass of the buildings away from residential neighborhoods to ensure privacy protection.
- (4) If a property is adjoining a residential use, no portion of the building (including parapets) should be above an imaginary plane drawn at the rear property line and extended at an angle of 45 degrees towards the front of the property.



*Recommended Setbacks for Buildings adjacent to Residential Uses*

**Detailing**

- (1) On the Market/60 site, the detailing guidelines from the Justice Center should be applied.
- (2) Detailing of residential buildings should be traditional, early 20th century.

**Roof Design**

- (1) On the Market/60 site, roof styles may vary, depending upon the nature of the architecture. Roof styles on this site should, however, be designed to provide an attractive view from both the freeway and Market Street.
- (2) Elsewhere in this district, the typical roof style should be a pitched design with a residential reference.

---

### **Colors and Materials**

- (1) On the Market/60 site and smaller office sites elsewhere, colors should be understated to complement the green entry concept.
- (2) In residential developments, materials that are appropriate to the architectural style should be used. For example, the predominant material for Craftsman and Victorian styles should be wood, with secondary materials consisting mainly of fieldstone, river rock, and concrete. Spanish Colonial Revival/Mediterranean and Mission Revival styles would use primarily stucco, plaster, and terra cotta tile and secondary materials would include wrought iron and brick.
- (3) Colors in this area should be appropriate to the style and period of the building. For example, Craftsman styles would use muted earth tones, while Victorian styles would use brighter contrasting colors.

### **12.6.4 Landscaping**

#### **Special Landscape Considerations**

The Market Street entry offers a number of special landscape opportunities that should be considered in upgrading the appearance of this important gateway corridor. The Following are some of the more prominent opportunities:

- (1) Springbrook Wash: Market Street, in the area of Fairmount Park, is crossed by the Springbrook Wash, a perennial stream that flows into the park's lake system. Presently, this wash is little more than a muddy gully, often littered with debris and weedy plant materials. In Riverside's early history Springbrook was a major source of water and water-related recreation for the early settlers of the Colony. There is a potential to upgrade this historically important waterway with attractive boulders, plantings, and streambank improvements. Doing so would not only enhance the Market Street frontage, but would also provide a water-related window into Fairmount Park and celebrate an important part of Riverside's history. Any improvement of the Market Street entry corridor and the Market/60 development site should include this historic water feature as an important landscape component.
- (2) Fairmount Park Frontage: The turfed frontage of Fairmount Park is the Market Street gateway's most important existing asset. While some enhancements, such as additional colorful plantings and groupings of trees would add to the beauty of this frontage, for the most part, it only needs continued maintenance.
- (3) Trail Loop: The Market Street gateway could also be used as a part of a scenic Downtown trail loop. As proposed here, this loop would consist of the existing trail along the Santa Ana River, the roadways in Fairmount Park, the Market Street landscaped frontage, as well as striped bicycle lanes and enhanced sidewalks throughout the Raincross and Almond Street Districts.
- (4) National Guard Armory: The National Guard Armory site occupies a key part part of the Market Street frontage. While this site is somewhat buffered by a dense row of Eucalyptus trees, the Armory's vehicle storage yard is visible immediately adjacent to Market Street and presents an overall unattractive view. Ideally, the Armory should be relocated in its entirety so this land could be devoted to an extension of the park. At the very least, a landscaped setback should be established to provide a landscaped "cushion" between the street frontage and the Armory site.

- (5) Existing Tree Grove: There is an existing grove of trees along the west side of Market Street between Fairmount Park and Ridge Road. While the trees in this area offer some relief from the blandness of this stretch of the Market Street gateway, it needs to be enhanced with a greater density of plantings. One idea would be to plant a citrus grove at this location.



*Potential Tree Grove Area*

- (6) Vacant Parcels: There are a number of small, odd shaped vacant parcels along this frontage that might make good candidates for an expansion of the “green” entry. Consideration should be given to acquiring key parcels to add to the landscaping of the entry.

### **Plant Types**

- (1) Throughout this corridor, plants should be selected that reflect a parklike quality. The plant mix should included significant use of native trees, such as Western Sycamores, Coast Live Oaks, and Cottonwoods.

### **Scale**

- (1) This is an area for large-scale trees, shrubs, and expansive turf areas. The scale of plantings should be impressive at both the low-speeds of bicyclists and pedestrians as well as motor vehicles traveling at 40 miles per hour.

### **Relationship to Development**

- (1) On developed properties, the emphasis should be on providing a carpet of green in front of all buildings and parking areas.
- (2) Hedges, fences or trees should be used to protect the privacy of any adjacent residential properties.

---

### **Hardscape**

- (1) On the Market/60 site, paved areas should draw from a broad range of materials, designs, and finishes that are complementary to the building architecture.
- (2) Elsewhere, paving should typically be on a small scale limited to walkways, driveways, and rear parking areas.

### **12.6.5 Signs**

#### **Style**

- (1) On the Market/60 site, contemporary designs that are low-key and complementary to the building's architecture are encouraged.
- (2) In the balance of the corridor, traditional designs that would complement residential building architecture are encouraged.

#### **Scale**

- (1) On the Market/60 site, signing should be an accent to the architecture. The overall effect should be low-key and proportional to the building. Signs at the first floor should be the smallest and most low-key. Signs at the top of the building need to be large enough to be seen from a distance.
- (2) Elsewhere in the corridor, signage should be proportional to its related building and setting, with strong attention given to the relationship between the sign and the building's architecture.

## **12.7 ADDITIONAL STANDARDS FOR MULTIPLE-FAMILY RESIDENTIAL DEVELOPMENT IN THE MARKET STREET GATEWAY DISTRICT**

### **12.7.1 Applicability**

The provisions of this section apply to multifamily residential development in the Market Street Gateway District, excluding the area between Market Street and the 60 Freeway.

### **12.7.2 Purpose**

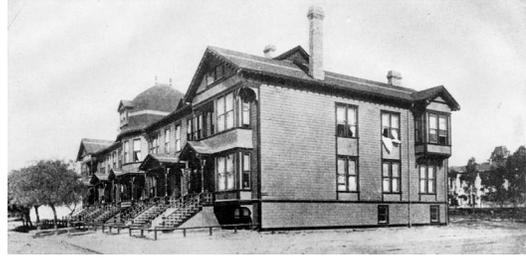
The purpose of this section is to provide standards for the development of multiple family residential projects in the Market Street Gateway District.

### **12.7.3 Multiple-Family Residential Structures Historic Architectural Styles**

New multifamily residential structures may be developed in the Market Street Gateway District outside of the area located between Market Street and the 60 Freeway. These structures should be complimentary to surrounding structures and conform to the design guidelines laid out below. In addition, the nearby residential districts offer a wealth of historic multifamily housing styles, which may be used as models for multifamily infill development that respects and harmonizes with the historic architectural styles and development patterns of the Downtown Specific Plan area. The following is an overview of historic forms that can be used as models for developing new multifamily infill.

### 12.7.4 The Residential Duplex/Triplex/Fourplex

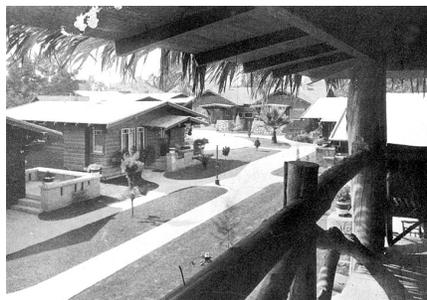
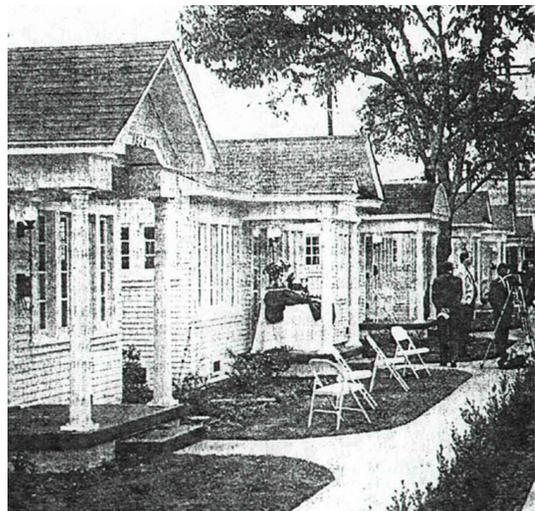
In the period when many of Riverside's downtown historic districts were developed, low density multifamily structures in residential neighborhoods often were developed in the same architectural styles and with similar massing as nearby single-family residences. The Craftsman style, in particular, lent itself to the development of 2- to 4-unit structures, often with simple rectangular massing.



Usually, the only external indication that these structures were not single family dwellings was the multi-door entryways, which were typically designed with the same porch form as their single family neighbors. These structures were usually developed with the same setbacks, height, and often the same roof-forms as their neighbors. In some cases, individual entryways were concealed in a foyer or lobby beyond a common entry door, rendering these structures indistinguishable from single family residences in the same neighborhood. In historic residential neighborhoods composed primarily of two-story single family structures, this architectural style may be a useful model for low-density multifamily development.

### 12.5 The Bungalow Court

A low-scale multifamily housing solution popular in the pre-World War II era, bungalow courts were classically composed as a cluster of small one story residential structures of a common architectural style organized, usually in two parallel lines, around a central courtyard arranged perpendicular to the street. Important elements of this design style that ensure its compatibility with historic residential development patterns include the small scale of the bungalows, the quality of their architectural detailing, the choice of an architectural style compatible with surrounding residential development, and a treatment of the facades on the bungalows facing the primary street that includes details like porches, entryways, overhanging eaves and



other details which emphasize reliance on the traditional single-family residential design vocabulary. This type of development may be appropriate in historic areas composed predominantly of small single story cottages or duplexes where multifamily development is permitted by the zoning code.

---

## 12.7.6 Site Planning

### Building Orientation

- (1) Buildings should have a traditional residential orientation to the street.
- (2) Privacy between units should be maintained by locating balconies, porches, windows, etc., away from similar existing spaces in the adjacent units.

### Setbacks

- (1) Setbacks should be similar to the residential uses in the area.

### Vehicular Access and Parking

- (1) Parking lots should not occupy more than 30% of any linear street frontage. Parking is not allowed in the setback areas.
- (2) If tuck-under parking is provided, the first floor of the residential units should not occur more than five feet above the finished grade level. Parking may need to be depressed or occur behind the living spaces and finished grades of the front yards may be raised by up to two feet to accommodate this arrangement. These parking areas should not be visible from the street.

### Pedestrian Access

- (1) Pedestrian access to the units should be via traditional residential front doors.
- (2) Entry walks from the sidewalk to the front door should reflect the residential character of the project. The width of the entry walks should not exceed five feet.

### Open Space

The following is required for private and common open space for multiple family development:

- (1) Private Usable Open Space: Each dwelling unit should have a minimum private usable open space as defined in the Zoning Code of 50 square feet. A rectangle inscribed within each private usable open space should have no dimension less than six feet. At least one exterior side should be open above the level of railing or fencing. Private open space features include: fenced yard/patio areas, balconies and roof gardens.
- (2) Common Usable Open Space: Inclusive of required setback yards, a minimum of 20 percent of the site area should be designated and permanently reserved as usable common open space in multiple family developments with greater than 10 dwelling units. All required common open space should be suitably improved for its intended purposes and all lawn and landscaped areas should be provided with a permanent irrigation system to maintain such areas. Common open space areas include courtyards, terraces, rooftops, landscaping, picnic/barbecue areas, pools/spas, tennis/sport courts, clubhouse, tot lots/playgrounds. Parking areas are not to be included in the calculation of open space.

### Site Furniture

- (1) Outdoor pedestrian amenities should be provided in the 'Usable Open Space' areas required as noted in the section above.

**Courtyards and Passages**

- (1) 'Common Usable Open Space' areas should be provided as noted in the section on Open Space above.

**12.7.7 Architecture****Scale**

- (1) Avoid designing buildings that are longer than 120 feet.
- (2) The mass and roof forms of buildings should be varied. In addition to porches, stoops and other entry elements such as bay windows, balconies and trellises are encouraged.
- (3) Multifamily projects that are immediately adjacent to single family homes should have a massing that resembles that of single family homes. To accomplish this, the building may be separated into smaller units.
- (4) Articulating individual units helps to diminish the massing of large structures and blend with the surrounding neighborhood.
- (5) Long facades of multifamily buildings should be divided into shorter modules a maximum of 30 feet in width, to reflect the volumes of individual units within the building. This objective can be achieved with varied setbacks, vertical modulation, texture changes on the facade, porches and balconies.

**12.7.8 Landscaping****Plant Types**

- (1) Plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.
- (2) Plantings of shrubs and flowering plants to add variety to the setback areas are encouraged.
- (3) Pathways and pergolas and trellises that are in character with the architectural style of development to add shade and interest are encouraged.

**Scale**

- (1) Pedestrian scale plantings should dominate with larger plantings used as accents.

**Relationship to Development**

- (1) Common areas provided for the residents should be landscaped with planted areas, potted plants, seating, outdoor barbecue areas, pools and spas, etc.

**12.7.9 Signs****Style**

- (1) Traditional designs that reflect the building architecture are encouraged.
- (2) The signage for multi-family uses in this district should be discreet and subdued.
- (3) Monument signs are encouraged.

## **CHAPTER 13**

### **RESIDENTIAL DISTRICT**

**PROSPECT PLACE NEIGHBORHOOD**

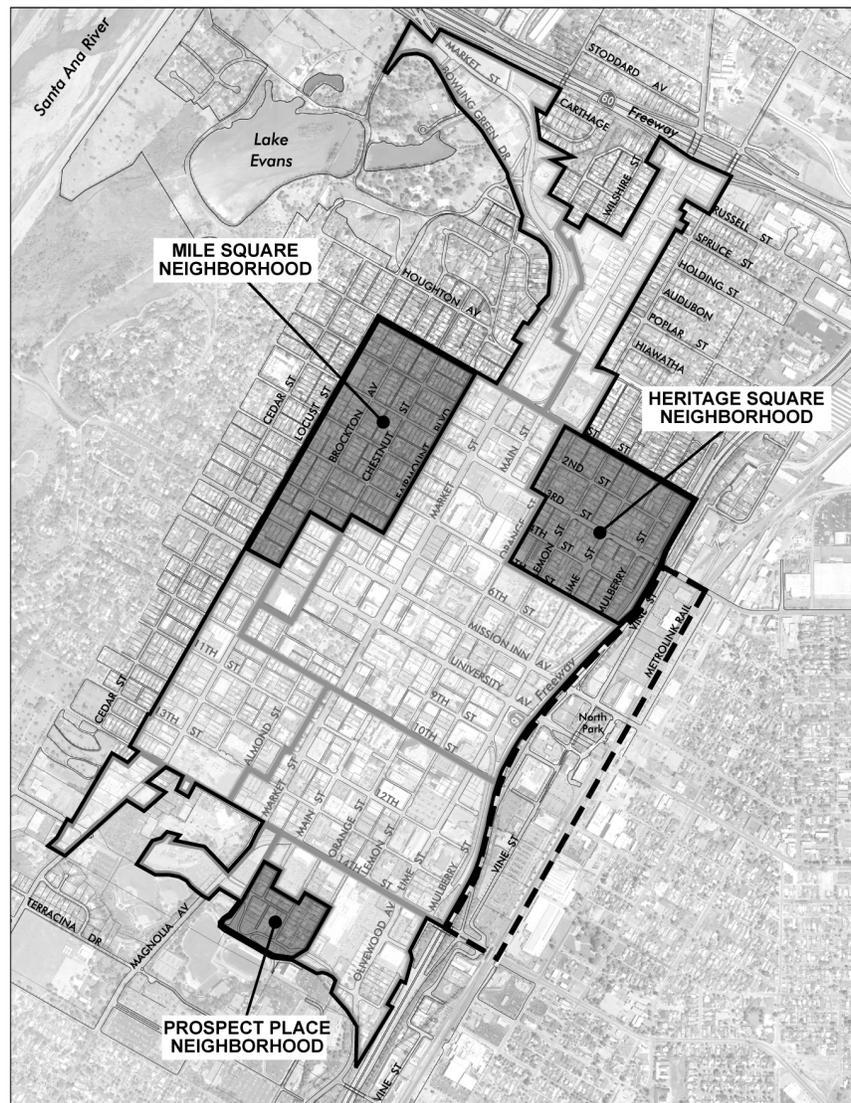
**HERITAGE SQUARE NEIGHBORHOOD**

**MILE SQUARE NEIGHBORHOOD**



This Chapter defines the land uses, development standards and design standards and guidelines for the Residential District. This Chapter is organized as follows:

- 13.1 Purpose
- 13.2 Permitted Uses
- 13.3 Conditionally Permitted Uses
- 13.4 Prohibited Uses
- 13.5 Development Standards for the Residential District
- 13.6 Historic Residential Architectural Styles
- 13.7 Design Guidelines for Rehabilitation and Additions for Historic Residential Structures
- 13.8 Design Guidelines for Infill Construction in Historic Residential Districts
- 13.9 Additional Design Standards and Guidelines for the Residential District



### **13.1 PURPOSE**

The intent of the Residential District is to maintain and protect the existing character of the single-family residential neighborhoods in the Downtown, as well as preserve the historic housing stock. These neighborhoods include the Heritage Square, Mile Square and Prospect Place Residential Neighborhoods. To preserve these single-family neighborhoods as such, new multiple family residential development is not permitted and single family homes which have been subdivided into apartments are encouraged to be converted back to single-family uses. Purpose-built apartment buildings (those structures built for the purpose of multiple-family uses) are permitted to remain in this District without becoming nonconforming uses.

### **13.2 PERMITTED USES**

The following uses are permitted in the Residential District:

- a) Existing multiple-family residential structures that were originally constructed as, and for the purpose of multiple family dwelling units. Such a permitted multiple-family residential structure may be rebuilt in similar size, at no greater density than the original use, if destroyed by fire or act of nature. Any renovation is subject to the design standards for multiple family dwellings set forth in Section 12.7 of Chapter 12.
- b) Home occupations pursuant to the standards established in the Zoning Code.
- c) Parks and open spaces.
- d) Single family dwelling units.
- e) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- f) Accessory uses, incidental and subordinate to the principal permitted use, pursuant to the requirements of the Zoning Code.
- g) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

### **13.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Residential District with a Minor Conditional Use Permit:

- a) Auxiliary dwelling units, pursuant to the standards established in the Zoning Code.
- b) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- c) Vapor recovery systems, pursuant to the Zoning Code.

---

The following uses are permitted in the Residential District with a Conditional Use Permit:

- a) Child day care centers.
- b) Clubs and lodges.
- c) Expansion of nonconforming uses.
- d) Group housing.
- e) Places of worship.
- f) Public uses not permitted as a matter of right.
- g) Public utilities or installations.
- h) Senior housing pursuant to the standards established in the Zoning Code.

### **13.4 PROHIBITED USES**

The following uses are prohibited in the Residential District:

- a) New multiple-family dwellings, either as a new structure or conversion of an existing single-family structure into multiple units, except as permitted above.
- b) Any use not specifically authorized.

### **13.5 DEVELOPMENT STANDARDS FOR THE RESIDENTIAL DISTRICT**

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

#### **13.5.1 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 0.5.

#### **13.5.2 Maximum Height**

The maximum building height shall be 35 feet.

#### **13.5.3 Minimum Lot Size**

The minimum lot size for new parcels shall be 7,000 square feet. The minimum lot width for new parcels shall be 60 feet, and the minimum lot depth for new parcels shall be 100 feet.

#### **13.5.4 Front Yard Setback**

The minimum front yard setback shall be 20 feet, except for the following:

- (1) Where lots comprising fifty percent or more of the frontage on one side of a street between intersecting streets are developed with front yards of a greater depth, the average of such front yards shall establish the front yard depth for the entire frontage on that side of the street within that block.

No parking is permitted in the front yard setback area, except on an approved driveway.

#### **13.5.5 Rear Yard Setback**

The minimum rear yard setback shall be 25 feet.

#### **13.5.6 Interior Side Yard Setback**

The minimum interior side yard setback shall be 10 feet on one side and 7.5 feet on the other side, except for the following:

- (1) Additions to existing structures must meet the required interior yard setbacks unless the parcel is less than 65 feet in width and was of record prior to November 23, 1956, in which case setbacks may be reduced to a minimum of 5 feet.

#### **13.5.7 Conversion of Multi-Unit Residences to Single-Unit Residences**

Existing single-family residential structures that have been legally converted or divided into multiple dwelling units are nonconforming uses and are subject to the standards established in the Zoning Code for nonconforming uses. Conversion of these structures back to single-family uses is strongly encouraged. The City Council may want to consider developing incentives, such as fee waivers, to more actively promote this.

#### **13.5.8 Accessory Structures**

Accessory structures shall be subject to the standards set forth in Chapter 19.73 of the Zoning Code.

#### **13.5.9 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

---

## 13.6 HISTORIC ARCHITECTURAL RESIDENTIAL STYLES

The following architectural styles are prevalent in the historic neighborhoods of Downtown Riverside.

### 13.6.1 Queen Anne Revival (1880's - 1890's)

Queen Anne buildings are characterized by complex roofs of fairly steep pitch; combinations of siding materials such as clapboard and patterned shingles; rounded and three-sided slant bays of one or more stories; towers and turrets; porches and balconies, sometimes rounded in configuration; and by the incorporation of ornamental elements such as turned wood columns and spindles, sawn bargeboards and brackets, stained and leaded glass, and molded plasterwork. Examples range from small, L-shaped cottages with a bay window on the projecting wing and a porch with a couple of columns and brackets on the perpendicular wing to two and a half story “tower houses” with a profusion of architectural elements and ornamental embellishments. Carpenter Gothic was a variant that became quite popular with wood frame churches. Eastlake or Stick influenced houses of this era are generally similar in massing, with squared bays and a linear, two-dimensional quality to their ornament.



### 13.6.2 Prairie (circa 1898-1920)

Frank Lloyd Wright is usually credited with the origin and development of the Prairie style home. The style was presented in stark contrast with the ornate embellishment of the Victorian era. Prairie styling is generally characterized by strong horizontal lines, overhanging flat or slightly hipped roofs with flat, enclosed soffits, and the clustering of windows into bands of three, four, or more openings.



### 13.6.3 American Colonial Revival (circa 1895-1925)

The American Colonial Revival went through several phases, beginning in the late nineteenth century when such features as columns, dentils, gable ends treated as pediments and double-hung sash windows were associated locally with the Queen Anne, Turn of the Century, and American Foursquare types. In the 1920's and 1930's, Colonial styling became one of the choices of the revivalist architect. Larger homes were usually two stories, with hipped or gabled roofs,



wood or brick exteriors, and a symmetrical arrangement of features. Two story structures often featured a full-length portico, and are generally referred to as Neoclassical. More common, however, was the Colonial Revival Bungalow. Usually built between 1920 and 1925, these one-story residences were side-gabled, wood-sided, with central entrances often treated as gabled porticos, and a symmetrical disposition of windows. One popular subtype combined the more formal Colonial elements such as Tuscan columns and a central entry with the more rustic Craftsman vocabulary of exposed rafters and pergolas, resulting in the “Colonial/ Craftsman” bungalows.

### 13.6.4 American Foursquare (circa 1898-1908)

American Foursquare houses are recognized by their square proportions, often given a horizontal emphasis by roof or siding treatments; by the nearly always present hipped roof and dormer; and by a front porch either recessed or attached, spanning all or part of the facade. Columns suggestive of the classical orders, dentils, and traditional moldings, cornerboards treated as pilasters, and boxed cornices tied these homes to the tradition of the American Colonial



Revival; they can also be referred to as a “Classic Box”. Usually a dormer that was also hipped was centered over the facade, although a front gable over a three-sided bay was also a favored variation of the basic roof form. A front porch, often recessed into the facade, was a ubiquitous element.

---

### 13.6.5 Craftsman (circa 1900-1925)

In part a reaction against the excesses, both aesthetic and otherwise, of the Victorian era, Craftsman architecture stressed the importance of simplicity, of adapting form to function, and of relating the building to both its designer through the incorporation of craftsmanship and to the surrounding landscape through its hugging of the



ground, massing and siting. It was an outgrowth of the Shingle Style and certain variants were influenced by Japanese architecture. The Craftsman bungalow was usually characterized by a rustic aesthetic of shallowly pitched overhanging gable roofs; earth-colored wood siding; spacious, often L-shaped porches; windows, both casement and double-hung sash, grouped in threes and fours; extensive use of natural wood in the interior and for front doors; and exposed structural elements such as beams, rafters, braces, and joints. Cobblestone or brick was favored for chimneys, porch supports, and foundations. The heyday of Craftsman design was the decade between 1906 and 1916; after that the Craftsman style was simplified, often reduced to signature elements such as an offset front gable roof, tapered porch piers, and extended lintels over door and window openings. In many cases, the Craftsman style incorporated distinctive elements from other architectural styles, resulting in numerous variations.

### 13.6.6 Spanish Colonial Revival (circa 1915-1939)

Given impetus by the design of Bertram Goodhue and Carleton Winslow of the Pan Pacific Exposition in Balboa Park, San Diego in 1915, the Spanish style caught hold of the public imagination. In its simplest form, Spanish styling is characterized by white (usually) stucco exteriors and red tile roofs, with an occasional arched opening. More elaborate examples incorporate rejas and grilles of wood, wrought iron, or plaster; extensive use of terra cotta and tile; and balconies and patios integrated into plans. Asymmetric



massing utilizes features such as stair towers, projecting planes set off by corbelling, and a variety of

window shapes and types. During the revival eras, other regions of the Mediterranean were also used for inspiration, including Italy, France, North Africa, and the Middle East, resulting in endless variations on the stucco and tile theme.

### 13.6.7 English and Tudor Revivals (1920's and 1930's)

The medieval traditions of English architecture, especially those of the countryside, were also enthusiastically explored. Sometimes as simple as a bungalow with steeply pitched, offset gables and a stuccoed exterior, the English Revival could also achieve a high degree of fantasy, quaintness and charm. A favorite conceit was the incorporation of pseudo half-timbering reminiscent of the Tudor era. Also associated



with Tudor styling were leaded glass windows, openings detailed like Gothic arches, chimneys of exaggerated heights, and the use of brick and stone for all or part of the exterior.

### 13.6.8 Modern (circa 1921 - Present)

In its avant-garde stage the movement was known as the “International Style”. Buildings were conceived of as machines, divorced from the past, and constructed of twentieth century materials. Typical features included modular designs, executed in steel when possible, curtain walls of glass or other materials, ribbon bands of windows, flat roofs, and open plans. Subsequent generations adapted these prototypes to regional materials and climate. Rather than the black



and white palette typical of the early modern designs, later buildings of this style made extensive use of wood, weathered or stained. Shed or gable roofs, clerestory windows and accommodations such as decks and patios for an indoor/ outdoor life-style were introduced. An interpretation of this style was commonly known as Ranch and was heavily used in 1950's suburban housing tracts.

---

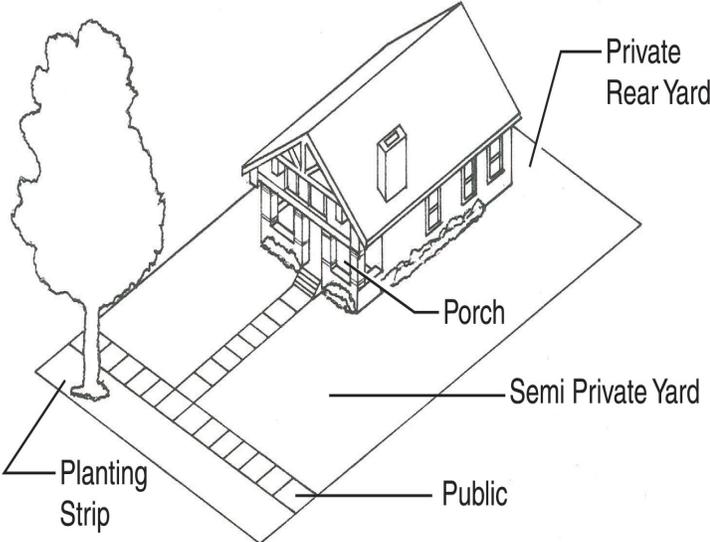
# 13.7 DESIGN GUIDELINES FOR REHABILITATION AND ADDITIONS FOR HISTORIC RESIDENTIAL STRUCTURES

## 13.7.1 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 Riverside 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.



*Historic Structure with front yard*

### 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.



*Appropriate front yard fence*

- 
- (2) New fences should be in character with those seen historically:
- Unpainted wood fences are generally inappropriate for front and side yard areas.
  - 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.
  - Rear yard fencing for privacy, such as opaque wood fencing, may be appropriate.
  - Chain link should not be used in locations visible from the street.



*Inappropriate Metal Fencing*

### **Parking Areas**

- (1) Parking areas and driveways should be located to the side or rear of a residential structure.
- (2) Front yard areas should 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.



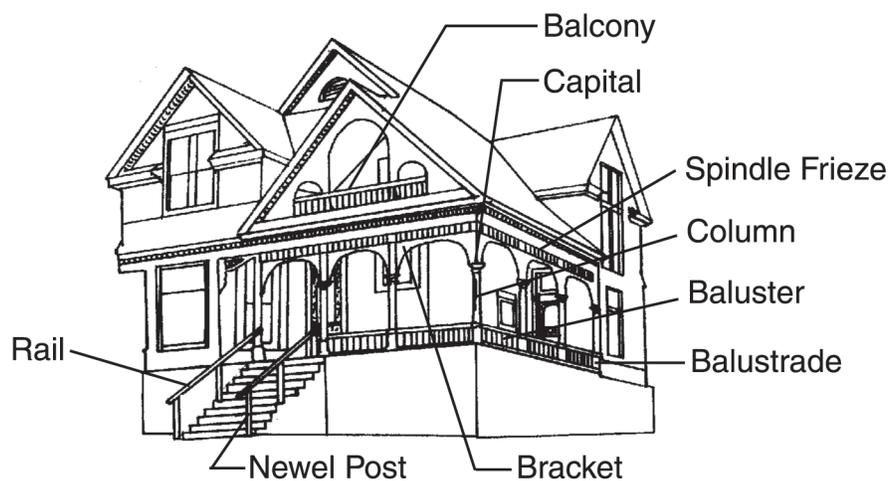
*Traditional Driveway Location*

### 13.7.2 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.

#### THE ANATOMY OF A PORCH:



---

## 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.



*Inappropriate Porch Enclosure*



*Inappropriate Column Alterations*

- (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.

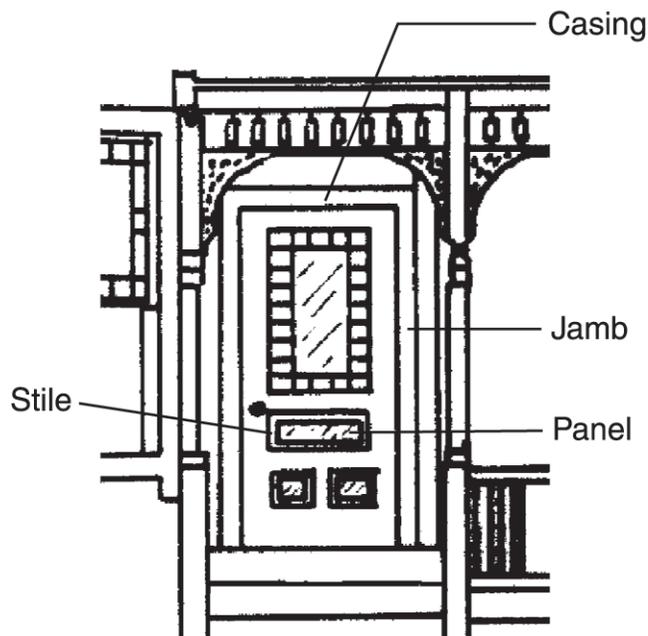
### 13.7.3 Openings

#### Character Defining Features

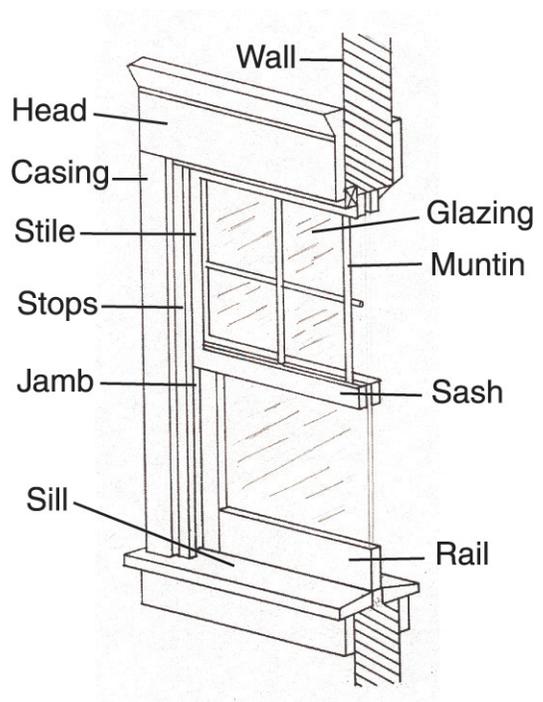
The pattern of windows, doors, and other openings on the facades of an historic structure strongly defines the character of the structure's design. Changing these elements in an inappropriate manner has a strong negative impact on the historic character of the structure. These openings define character 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!

ANATOMY OF A DOOR

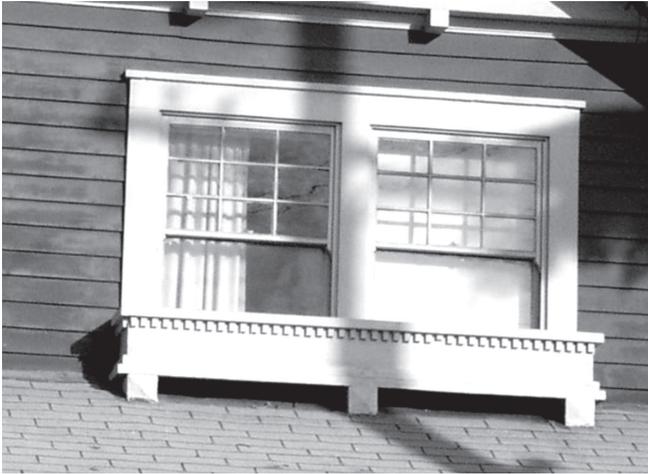


ANATOMY OF A WINDOW



---

**Common Historic Window Types**



*Nine over One Double-hung Windows*



*Diamond Paned Casement Windows*



*Casement windows*



*One over One Double Hung Windows*

## 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.
  - Adding openings to historic facades is also inappropriate.



*Inappropriate Window Replacement*



*Inappropriate Window Infill*

- (3) 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.
- (4) If energy conservation is the goal, interior (preferred) or exterior storm windows or doors, not replacement windows or doors, should be utilized.

- 
- (5) 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.



*Appropriate Awnings*



*Inappropriate Awning*



*Appropriate Shutters*



*Inappropriate Shutters*

- (6) 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.



*Inappropriate Security Bars*

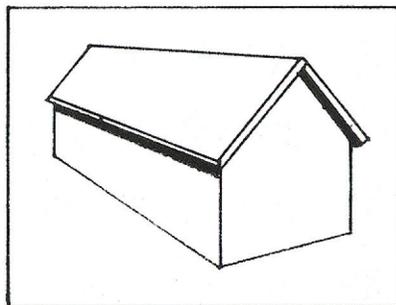
### 13.7.4 Roofs

#### Character Defining Features

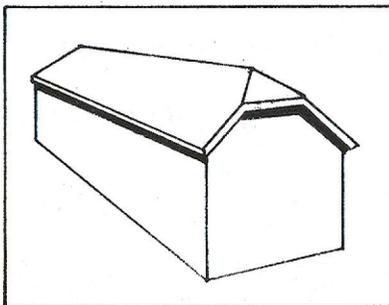
The character of the roof is a major feature for most historic structures. Similar roof forms repeated on a street help create a sense of visual continuity for the neighborhood. Roof pitch, materials, size, orientation, eave depth and configuration, and roof decoration are all distinct features that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

#### Characteristics of Historic Roofs

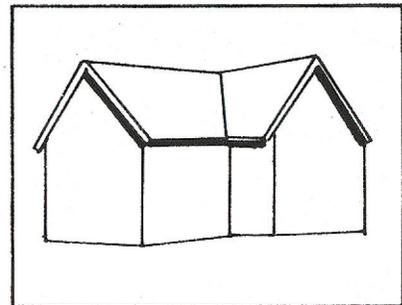
Most of Riverside’s historic residential structures originally had shingle, shake, or tile roofs. In addition, many of the architectural styles common in Riverside’s historic neighborhoods are defined by roof treatments: the Craftsman style by low hanging eaves and exposed rafter tails, and the Spanish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



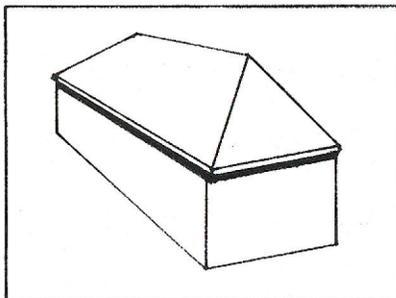
Gabled roof



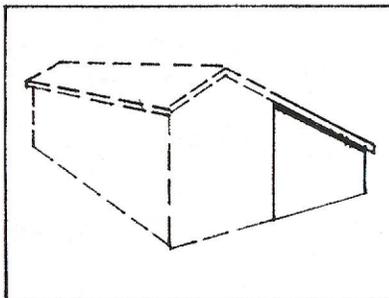
Clipped Gable



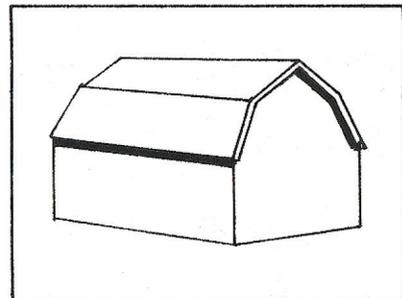
Cross-Gabled roof



Hipped roof



Shed roof

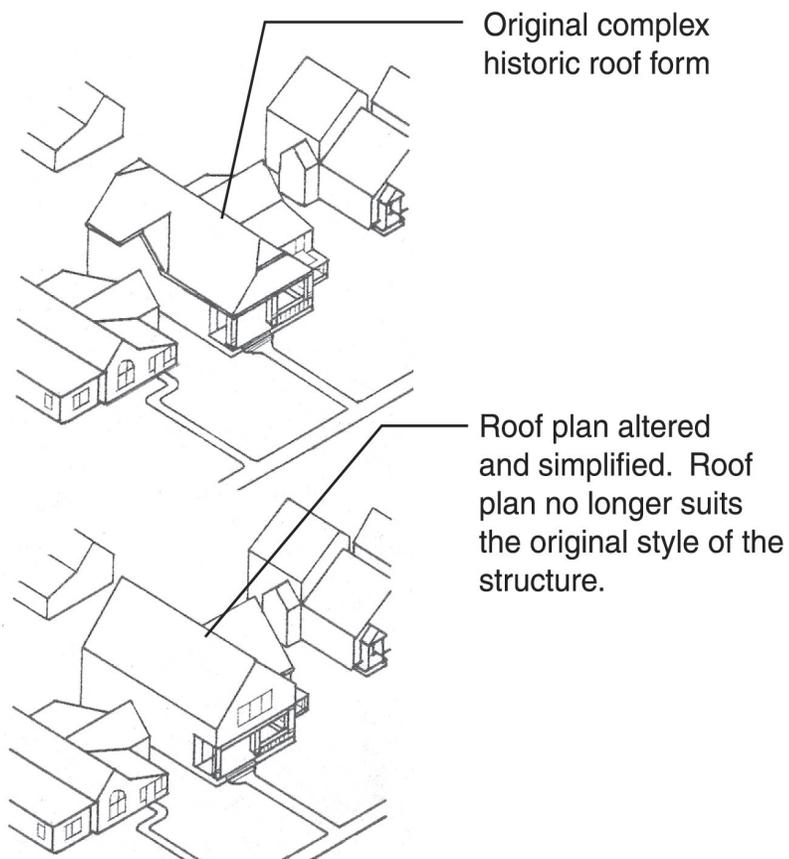


Gambrel

---

## Guidelines

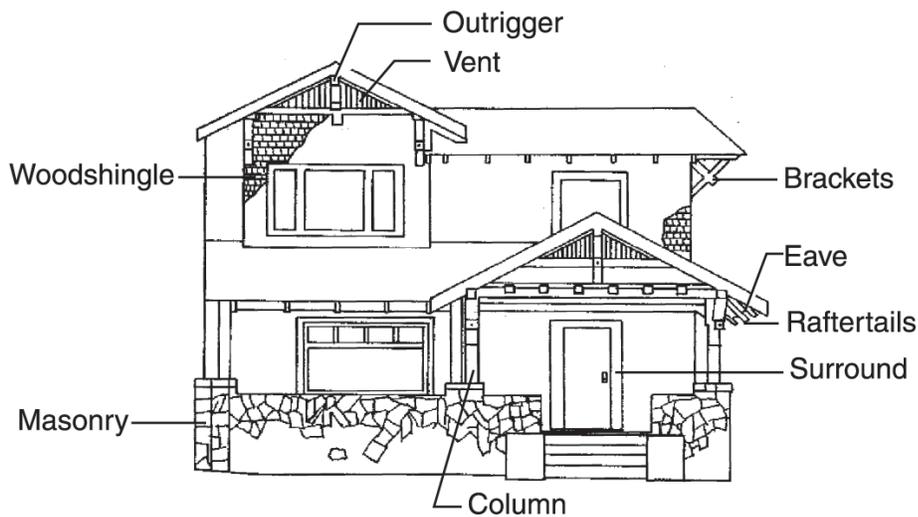
- (1) Preserve the historic roof form.
- (2) Preserve the historic eave depth and configuration.
- (3) Historic specialty roofing materials, such as tile or slate, should be preserved in place or replaced in kind.
- (4) Replacement roof materials should convey a scale, texture, and color similar to those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



### 13.7.5 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.



*Inappropriate Stucco has been added to this historic structure, covering the wood cladding*

---

### 13.7.6 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.

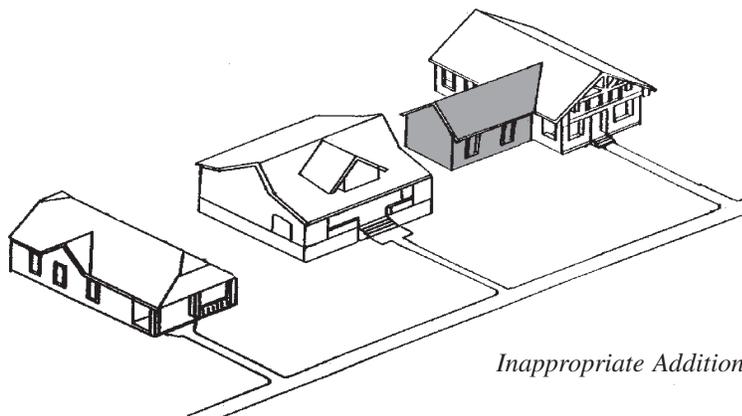
Historically, outbuildings such as garages, sheds, and other utility structures were utilitarian in design and, although they may have echoed the architecture of the main structure, they were inevitably much simpler in design and materials. Existing historic outbuildings should be treated in accordance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



*Inappropriate Addition to Front Facade*

#### 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) Addition roofing forms and materials 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.



*Inappropriate Addition in Side Yard*

## **13.8 DESIGN GUIDELINES FOR INFILL CONSTRUCTION IN HISTORIC RESIDENTIAL DISTRICTS**

### **13.8.1 Location and Site Design**

The spacing and location of historic structures within an historic neighborhood usually establish a rhythm that is essential to the character of the neighborhood. Generally, residential structures in the Downtown Specific Plan Area are set back from the street by about 20 feet of planted yard, and are spaced apart from each other with side yards 5-10 feet. This vocabulary of front yards and side yards must be maintained by new construction within historic neighborhoods so that the character of these neighborhoods is not lost.

#### **Guidelines**

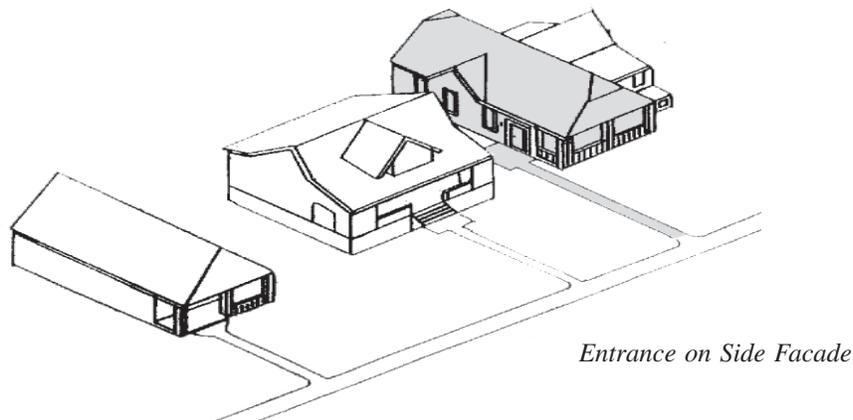
- (1) New residential structures should be placed on their lots to harmonize with the existing historic setbacks of the block on which they are located.
- (2) Front and side yard areas should be largely dedicated to planting areas. Large expanses of concrete and parking areas in the front and side yards are not allowed.
- (3) Paving and parking areas should be located to the rear of new residential structures.

### **13.8.2 Massing and Orientation**

The height and massing of historic structures in an intact historic neighborhood will generally be fairly uniform along a blockface. Nearly all historic residential structures were designed to present their face to the street and not to a side or rear yard.

#### **Guidelines**

- (1) New residential structures should harmonize in style and massing with the existing historic structures in surrounding blocks. For instance, a narrow 2.5-story structure should not be built in a block largely occupied by 1-story bungalows.
- (2) New residential structures should present their front door and major architectural facades to the primary street, and not to the side or rear yard.



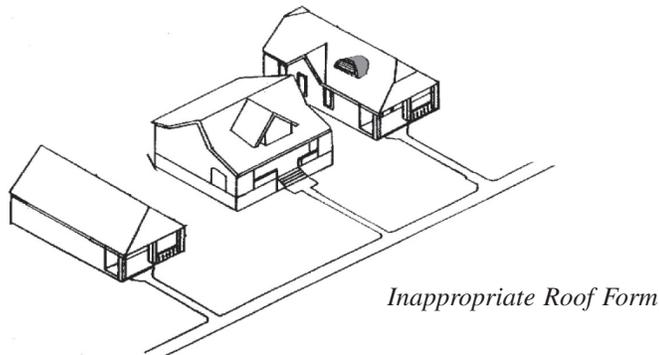
- 
- (3) On corner lots, two architectural facades with a corner entry may be appropriate in some cases.
  - (4) A progression of public to private spaces in the front yard is encouraged. One method of achieving this goal is through the use of a porch to define the primary entryway.

### 13.8.3 Roof Forms

It is often true that the structures on one block of an historic neighborhood share a common architectural style. This common style frequently is articulated by a common roof form, which helps establish a common character for the block.

#### Guidelines

- (1) New residential structures should echo the roof forms of the surrounding historic structures in areas with a common architectural style.
- (2) Very highly pitched roofs and flat roofs were uncommon in most single-family residences in Downtown Riverside historically and should be avoided for new residential construction.
- (3) Roofing materials should appear similar to those used traditionally in surrounding historic residential structures.

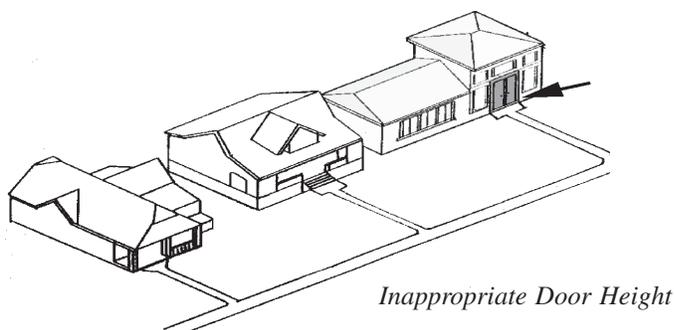
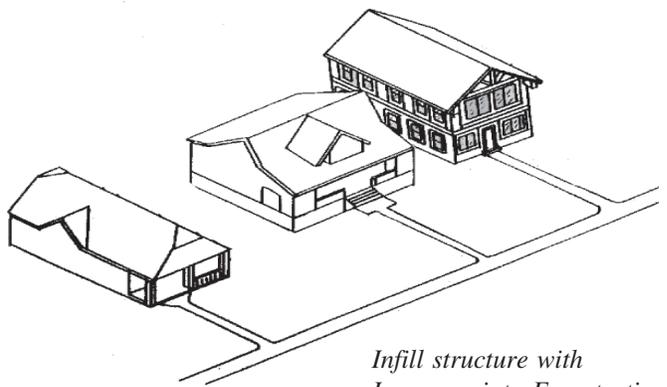


### 13.8.4 Fenestration and Doorways

The pattern of windows, doors, and other openings on the facades of an historic structure strongly define the character of the structure's design. These openings define character through their shape, size, construction, arrangement on the facade, materials, and profile. Repetition of these patterns in the many historic structures of an historic district helps to define the distinctive historic character of the area. It is important, therefore, that new construction in these areas reflect these basic historic design patterns.

#### Guidelines

- (1) New construction should have a similar facade solid-to-void ratio to those found in surrounding historic structures. Generally, large expanses of glass are inappropriate.
- (2) Windows should be similar in shape, scale, materials, and construction to those found in surrounding historic structures.
- (3) Dormers should be similar in scale to those found on existing historic structures in the area.
- (4) Front entryways should be located on the front facade of a new structure, facing the street.
- (5) The placement of a porch to define the front entryway is encouraged.
- (6) Porches on new construction should be similar to those found on historic residential structures in the area, especially in size and height.



---

### 13.8.5 Materials and Details

Traditionally, the materials used to form the major facades of a residential structure were intended to work in harmony with the architectural details of the building to present a unified architectural style. Often, this style is repeated with subtle variations on many structures within an historic district. It is essential that new construction within an historic area reflect the character of the area by reflecting the vocabulary of materials and design details which help to form the district's character.

#### Guidelines

- (1) New construction should incorporate materials similar to those used traditionally in historic structures in the area.
- (2) Materials used in new construction should be in units similar in scale to those used historically. For instance, bricks or masonry units should be of the same size as those used historically.
- (3) Architectural details such as newel posts, porch columns, rafter tails, etc., should echo, but not exactly imitate, architectural details on surrounding historic structures.



*Appropriate Simplified Architectural Detail*



*Inappropriate Material Scale*

### 13.8.6 Relocating Historic Structures



In most cases, the proposed relocation of an historic structure to a location within an historic district should be evaluated in much the same way as a proposed new infill construction project. There are, however, several additional considerations that should be taken into account when evaluating this type of project to ensure that the historic importance of both the structure to be moved and the district in which it will be relocated are preserved.

- (1) If feasible, relocation of a structure within its original neighborhood is strongly preferred.
- (2) Relocation of the structure to a lot similar in size and topography to the original is strongly preferred.
- (3) The structure to be relocated should be similar in age, style, massing, and size to existing historic structures on the blockfront on which it will be placed.
- (4) The structure to be relocated should be placed on its new lot in the same orientation and with the same setbacks to the street as its placement on its original lot.
- (5) A relocation plan should be prepared prior to relocation that ensures that the least destructive method of relocation will be used.
- (6) Alterations to the historic structure proposed to further the relocation process should be evaluated in accordance with the preceding Rehabilitation Guidelines.
- (7) The appearance, including materials and height, of the new foundations for the relocated historic structure should match those original to the structure as closely as possible, taking into account applicable codes.

## 13.9 ADDITIONAL DESIGN STANDARDS AND GUIDELINES FOR THE RESIDENTIAL DISTRICT

The intent of the design standards and guidelines for the historic residential neighborhoods within Downtown Riverside is to preserve and reinforce the historic and residential character of the district. For standards and guidelines for renovation of multifamily housing, please refer to Section 12.7 in Chapter 12: Market Street Gateway District.

### 13.9.1 Site Planning

#### **Vehicular Access and Parking**

- (1) On site parking should be located to the rear of the building and accessed by alleyways wherever they exist.

#### **Pedestrian Access**

- (1) Entry walks from the sidewalk to the front door should reflect the residential character of the neighborhood. The width of the entry walks should not exceed five feet.
- (2) Use varied paving textures and or elevation changes to define entrances, pedestrian areas, crosswalks, etc.

---

### **Driveways**

- (1) The width of driveways should be minimized (maximum 12 feet) while providing adequate room to maneuver vehicles. Use of Hollywood drives (middle planting strips) and open pavers is permitted.

## **13.9.2 Architecture**

### **Scale**

- (1) Maintain privacy between houses by locating balconies, porches, windows, etc., away from similar existing spaces in the adjacent properties.
- (2) New residential structures should be designed to incorporate passive and active solar cooling techniques, wherever possible.

### **Garages**

- (1) Minimize the visual impact of garages along the street for existing structures.
- (2) For new structures, garages should be located to the rear of the lot behind the rear building wall of the residence. If access via an alleyway is available, place garages behind buildings with access from the alleys.
- (3) Garage doors should be recessed into the garage door opening. Instead of a flat door, multi-panels should be used to break down the scale of the garage doors.
- (4) All garage doors should be designed to have an attractive appearance. Strong shadow lines should be created around the garage face by recessing the door six inches to a foot behind the adjacent building plane. Another option is to add a trellis that extends at least two feet over the garage face such that it adds strong shadows on the garage door face.

## **13.9.3 Landscaping**

The front yard space can be perceived of as a “garden room” that adds a semiprivate space in the front of the house. This “garden room” contributes to the streetscape by adding visual interest to the neighborhood and the passerby. More importantly, it provides usable space that complements the home and adds character and value to the home.

### **Plant Types**

- (1) Plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.
- (2) Clinging vines should be grown to cover large expanses of blank walls.

### **Relationship to Development**

- (1) The public parkway along the street should be landscaped and maintained.
- (2) Design the front yard in keeping in with the architectural character of the house.
- (3) Include and preserve landscaping throughout the site. Preserve mature trees wherever possible.
- (4) Pathways and pergolas and trellises that are in character with the architectural style of house to add interest are encouraged.
- (5) If low garden structures (for example, a water fountain or sign base) are being installed, select and use materials that reflect the material palette of the house.



**EXHIBIT "A"**

**CHAPTER 14**

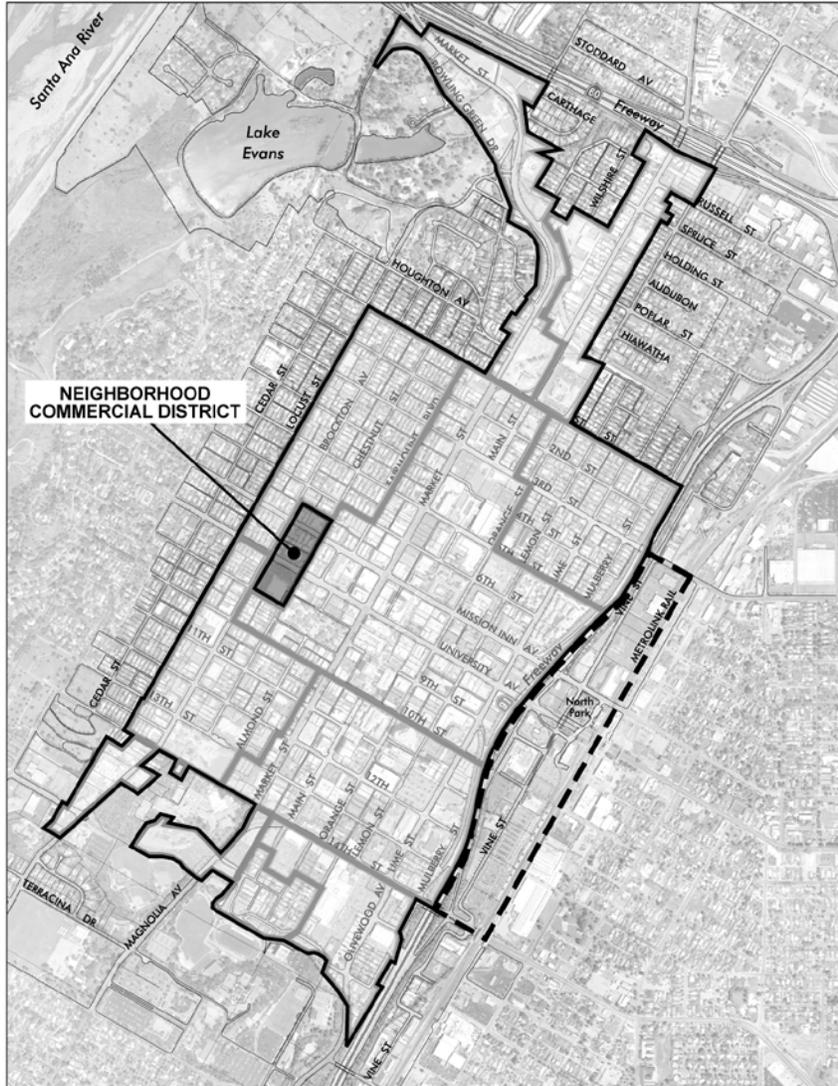
**NEIGHBORHOOD COMMERCIAL DISTRICT**



---

This Chapter defines the land uses, development standards and design standards and guidelines for the Neighborhood Commercial District. This Chapter is organized as follows:

- 14.1 Purpose
- 14.2 Permitted Uses
- 14.3 Conditionally Permitted Uses
- 14.4 Prohibited Uses
- 14.5 Development Standards for Commercial Development in the Neighborhood Commercial District
- 14.6 Development Standards for Multiple-family Residential Development in the Neighborhood Commercial District
- 14.7 Development Standards for Mixed-Use Development in the Neighborhood Commercial District
- 14.8 Design Standards and Guidelines for the Neighborhood Commercial District



---

## 14.1 PURPOSE

The Neighborhood Commercial District is primarily intended to provide neighborhood-serving commercial uses to support nearby neighborhoods. The Neighborhood Commercial District promotes a concentration of businesses that provide convenience goods and services frequented by local residents. Mixed-use and multiple-family development is also encouraged to add to the vibrancy of the District. Development within this District should promote human scale elements while providing a sensitive transition between these uses and neighboring residences.

Two locations are identified that could serve the Downtown Area. Both are existing commercial centers. One is centered on the shopping complex at Brockton and University Avenues that consists of a grocery store, a multi-tenant strip building and two freestanding pads. The other is the Pine Center just outside of the Downtown Specific Plan area, at Pine Street and Tequesquite Avenue. This center includes a (presently vacant) grocery store space and several lease spaces in strip buildings that extend from the sides of the grocery space. The site also accommodates a small freestanding restaurant in a converted gasoline station building. Both of these centers are “suburban” in nature, with large parking areas to the front and the bulk of the commercial lease spaces to the rear. The Brockton/University location has an active grocery store, however, this location suffers from its proximity to the bus station and its associated social issues. The Pine Center suffers from the vacancy of its anchor grocery lease space that was formerly occupied by an Alpha Beta grocery store. This store was closed when the Alpha Beta company merged with Ralphs. One drawback to this lease space is that it is smaller than the size of most modern-day grocery stores and may need to be expanded or creatively marketed before it can be reactivated as a grocery store.

Presently, most residents in Downtown and vicinity travel to Magnolia Center, the University Community, or Canyon Crest to satisfy their daily shopping needs. This is an anomaly that begs to be addressed by convenient, attractive, secure, and appropriately stocked stores in the immediate Downtown area. In designating these existing centers as Neighborhood Commercial Districts, it is the intent of this plan that the City would partner with the private sector to revitalize these centers and help them realize their full potential to serve the daily shopping needs of the Downtown as well as the Northside and parts of the Eastside neighborhoods.



*The Pine Center Shopping Complex*



*The Shopping Complex at Brockton and University Avenues*

**14.2 PERMITTED USES**

The following uses are permitted in the Neighborhood Commercial District:

- a) Banking establishments 2,500 square feet or less in size.
- b) Food stores.
- c) Laundromats.
- d) Medical and dental offices and laboratories 2,500 square feet or less in size.
- e) Offices, general and professional, 2,500 square feet or less in size.
- f) Parks and open spaces.
- g) Personal service establishments, such as, but not limited to, barber or beauty shops, tailors, shoe repair, etc.
- h) Pharmacies.
- i) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoordining.
- j) Retail uses, not otherwise listed, intended to provide neighborhood support services and goods.
- k) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- l) Wireless communication facilities, pursuant to the Zoning Code.
- m) Accessory uses, incidental and subordinate to the principal permitted use.
- n) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

**14.3 CONDITIONALLY PERMITTED USES**

The following uses are permitted in the Neighborhood Commercial District with a Minor Conditional Use Permit:

- a) Arcades.
- b) Florist with incidental wine sales.
- c) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- d) On-sale of alcoholic beverages, pursuant to the standards established in the Zoning Code.
- e) Outdoor food preparation.
- f) Vapor recovery systems, pursuant to the Zoning Code.
- g) Wireless communication facilities, pursuant to the Zoning Code.

---

The following uses are permitted in the Neighborhood Commercial District with a Conditional Use Permit:

- a) Child day care centers.
- b) Drive-thru pharmacy.
- c) Exercise facilities.
- d) Expansion of nonconforming uses.
- e) Off-sale of alcoholic beverages (liquor stores, markets, etc.), pursuant to the standards established in the Zoning Code.
- f) Public uses not permitted as a matter of right.
- g) Public utilities or installations.
- h) Unified commercial center development of one acre or more.
- i) Veterinary clinic.
- j) Wireless communication facilities, pursuant to the Zoning Code.
- k) Multiple-family residential pursuant to standards set forth in Section 14.6 of this Chapter.
- l) Mixed-use pursuant to standards set forth in Section 14.7 of this Chapter.

#### **14.4 PROHIBITED USES**

The following uses are prohibited in the Neighborhood Commercial District:

- a) Car wash.
- b) Drive-thru restaurants.
- c) Motels.
- d) Service stations (gas stations and minor repairs).
- e) Vehicle repair.
- f) Vehicle sales and vehicle parts sales.
- g) Any use not specifically authorized.

#### **14.5 DEVELOPMENT STANDARDS FOR COMMERCIAL DEVELOPMENT IN THE NEIGHBORHOOD COMMERCIAL DISTRICT**

##### **14.5.1 Applicability**

The provisions of this section apply to property developed as Commercial in the Neighborhood Commercial District.

##### **14.5.2 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 1.5.

##### **14.5.3 Maximum Height**

The maximum building height shall be 35 feet.

##### **14.5.4 Minimum Lot Size**

The minimum lot size for new parcels shall be 10,000 square feet.

**14.5.5 Front Yard Setback**

The minimum front yard setback shall be 5 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan. The front yard setback shall also apply to side and rear yards adjacent to a street.

**14.5.6 Rear Yard Setback**

No minimum rear yard setback is required, except for the following:

- (1) Where the rear parcel line abuts a residential use, district or zone, the minimum rear yard setback shall be 15 feet if there is a public alley (distance from building to rear property line or alley easement), and 25 feet where there is no public alley.

**14.5.7 Interior Side Yard Setback**

No minimum interior side yard setback is required, except where the side parcel line abuts a residential use, district or zone, the minimum side yard setback shall be 15 feet.

**14.5.8 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

**14.6 DEVELOPMENT STANDARDS FOR MULTIPLE-FAMILY RESIDENTIAL DEVELOPMENT IN THE NEIGHBORHOOD COMMERCIAL DISTRICT**

**14.6.1 Applicability**

The provisions of this section apply to property developed as multiple-family residential in the Neighborhood Commercial District.

**14.6.2 Maximum Density**

The maximum density shall be 20 units per acre.

**14.6.3 Maximum Height**

The maximum building height shall be 35 feet.

**14.6.4 Number of Stories**

The maximum number of stories is limited to two (2) stories.

---

#### **14.6.5 Minimum Lot Size**

The minimum lot size for new parcels shall be 20,000 square feet.

#### **14.6.6 Front Yard Setback**

The minimum front yard setback shall be 10 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan. The front yard setback shall also apply to side yards adjacent to a street.

#### **14.6.7 Rear Yard Setback**

There shall be a minimum rear yard setback of 15 feet. Where the rear property line abuts a public alley, the minimum rear yard setback may be reduced four (4) feet.

#### **14.6.8 Interior Side Yard Setback**

There shall be a minimum side yard setback of 10 feet. Where the side property line abuts a non-habitable structure, the minimum side yard setback may be reduced to five (5) feet.

#### **14.6.9 Parking**

Refer to Chapter 16 for off-street parking requirements and standards.

#### **14.6.10 Open Space**

The following is required for private and common open space for multiple-family residential developments:

- (1) Private Usable Open Space: Each dwelling unit shall have a minimum private usable open spaces as defined in the Zoning Code of 50 square feet. A rectangle inscribed within each private usable open space shall have no dimension of less than five (5) feet. At least one exterior side shall be open above the level of railing or fencing. Private open space features include: fenced yard/patio areas, balconies and roof gardens.
- (2) Private Usable Open Space or patios may encroach up to seven (8) feet into the front setback subject to the following standards:
  - a. Only along a local street;
  - b. Privacy wall or fence is limited to six feet high;
  - c. Wall or fence shall be designed to complement the architecture of the residential building;
  - d. A minimum two (2) foot landscape buffer shall surround the fence or wall.
- (3) Common Usable Open Space: Inclusive of required setback yards, a minimum of 20 percent of the site area shall be designated and permanently reserved as common usable open space in multiple-family developments with greater than 10 dwelling units. All required common open space shall be suitably improved for its intended purposes and all lawn and landscaped areas shall be provided with a permanent irrigation system to maintain such areas. Common open space areas include courtyards, terraces, rooftop amenities, landscaping, picnic/barbecue areas, pools/spas, tennis/sport courts, clubhouse, tot lots/playgrounds. Parking areas are not to be included in the calculation of open space.

## **14.7 DEVELOPMENT STANDARDS FOR MIXED-USE DEVELOPMENT IN THE NEIGHBORHOOD COMMERCIAL DISTRICT**

### **14.7.1 Applicability**

The provisions of this section apply to property developed as mixed-use development, as defined in Chapter 18: Definitions, in the Neighborhood Commercial District.

### **14.7.2 Development Standards**

Refer to Section 14.6 for development standards.

### **14.7.3 Maximum Floor Area Ratio**

The maximum floor area ratio shall be 1.5.

### **14.7.3 Land Use Requirements for Mixed-use Development**

Mixed-use development integrates compatible office or commercial uses with residential uses within the same building or structures. Mixed –use development in the Neighborhood Commercial District should generally promote retail uses at the street level, and shall have the following use requirements:

1. Ground Floor or Street Level
  - (a) Non-residential uses – The ground floor or street level shall be devoted to pedestrian-oriented retail, restaurant, office or similar type uses.
  - (b) Residential uses – Mixed-use projects that have frontage on Mission Inn Avenue or University Avenue may have residential uses on the ground floor only when located off-street or behind retail uses. Residential uses shall be permitted on the ground floor for all other areas in the Neighborhood Commercial District. A common entrance to the residential portion of the mixed-use project may be located adjacent to non-residential front, ground floor use.

## **14.8 DESIGN STANDARDS AND GUIDELINES FOR THE NEIGHBORHOOD COMMERCIAL DISTRICT**

### **14.8.1 District Character Defining Statement**

As new buildings are built, or as existing buildings are remodeled in the Neighborhood Commercial District, the predominant character should be that of an urban village center. Opportunities should be taken to create outdoor eating areas, plazas, and pedestrian walkways. The buildings should be given a small-town urban look and the atmosphere should be that of a pedestrian-scale, walkable cluster of stores offering goods and services to meet the daily needs of the area’s residential neighborhoods. Overall, the intent should be to reduce the existing automobile-oriented, suburban strip-commercial design, and to promote pedestrian oriented development.

---

## 14.8.2 Site Planning

### **Building Orientation**

- (1) New buildings should orient both toward adjacent streets and the parking areas serving the businesses. In no case should the street frontage of a new building be flanked by a blank wall lacking an active commercial entrance or use. As opportunities arise, consideration should be given to retrofitting existing buildings (such as those at the University/Brockton Center) that back-up to public spaces with storefronts, pedestrian passageways, and/or store entrances.
- (2) New development or additions should be sited to ensure privacy of existing residences on adjoining properties.
- (3) Upper stories should be designed to avoid windows and balconies overlooking adjacent residential properties.

### **Setbacks**

- (1) Street frontages adjacent to blank walls should be softened with landscaping. Hardscape should be used in front of pedestrian entries, storefronts, and other active use areas.

### **Vehicular Access and Parking**

- (1) Surface parking is an integral part of both existing centers and will likely accompany any new uses. Parking areas should be designed to accommodate pedestrian circulation. The pedestrian should also be given careful consideration in the placement of driveways and parking.
- (2) Parking should be located away from street views as much as possible.

### **Pedestrian Access**

- (1) Pedestrian access should be conveniently oriented toward both parking and the street.

### **Site Furniture**

- (1) Seating areas, including tables, chairs, lighting and openwork fencing should be located in gathering spaces to serve the outdoor dining needs of restaurants and coffee shops.

### **Courtyards and Passages**

- (1) In keeping with an emphasis on pedestrian amenities and circulation, courtyards and passages need to be integrated into both new construction and the remodeling of existing centers.
- (2) To help assure the security of these areas, they need to be designed in relation to active outdoor uses, such as restaurants and coffee shops.

### 14.8.3 Architecture

#### Style

- (1) The architectural style of any new buildings in neighborhood centers should reflect urban styles such as those found on Main Street in Downtown.
- (2) The commercial architectural design concepts should include storefronts consisting of traditional tile bulkheads, clear glass storefront windows, transoms, inset entries, and simple roof parapets.

#### Scale

- (1) Scale should be village-like with one to two story buildings. To further maintain a sense of pedestrian scale, all buildings should be broken into storefront bays about 25 feet wide.
- (2) Place the highest portions and largest mass of the structure away from residential neighborhoods to ensure privacy.
- (3) If a property adjoins a residential use, no portion of the building (including parapets) should be above an imaginary plane drawn at the rear property line and extended at an angle of 45 degrees towards the front of the property.
- (4) Multiple-Family residential and mixed-use developments shall be small-town urban in scale.

#### Detailing

- (1) Detailing should be simple and include such things as stepped parapets, tile bulkheads, traditional canvas awnings, and terrazzo entries.
- (2) Detailing of multiple-family residential structures should be complementary to the architectural style of the building.

#### Roof Design

- (1) Typically, roofs should be flat, with parapets providing mechanical equipment screening and a place for design expression.
- (2) Pitched roofs should typically be used as an accent, not a predominant roof style. Mansard roofs are strongly discouraged as they are usually identified with suburban strip centers.

#### Colors and Materials

- (1) Wall colors should be light and neutral, with richer accents in the form of tile bulkheads, storefront window framing, awnings or other architectural details.

### 14.8.4 Landscaping

#### General Site

- (1) Landscaping should occupy at least 10% of the overall site area, not including setback areas.

---

## **Plant Types**

- (1) Other than scale (noted below) any plant materials suitable for this climate would be acceptable. Plants should include a balance between color, deciduous, and evergreen materials.

## **Scale**

- (1) Generally, plants should include small shrubs and lacy trees, designed to accent, not obscure, the buildings. Larger shade trees should be placed in plaza and parking areas. The pedestrian perspective should be a significant factor in plant selection.

## **Relationship to Development**

- (1) The objective should be to accent buildings and enhance the pedestrian experience.
- (2) Walkways and building entries should be punctuated with color; walking paths and plazas should be both colorful and shaded, and parking areas should be well shaded.

## **Hardscape**

- (1) The emphasis should be on creating a pleasant walking experience. Walking paths and plazas should be given an upgraded appearance with special textures and scoring.
- (2) A good example of appropriate paving may be found on the pathways adjacent to the pool enclosure at the Mission Inn.
- (3) Parking lots may have simple asphalt paving, however, decorative walking paths should penetrate into all parking areas.
- (4) The use of heavily textured materials, such as deeply incised stamped concrete or pavers is discouraged as these materials tend to create an unpleasant walking surface.

### **14.8.5 Signs**

#### **Style**

- (1) Signs should be "traditional" in style. Standard franchise signing should be adapted to coordinate with the architecture of the building and the desired character of the center.

#### **Scale**

- (1) Signs should be low key, and at a pedestrian/low speed vehicular scale.

#### **Type**

- (1) Typical acceptable signs include sandblasted wood, painted metal, reverse channel letters, and traditional neon signs. More contemporary commercial signs, such as plastic faced canister and channel letter signs should be avoided.

### **14.8.6 Additional Design Standards and Guidelines**

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

## **CHAPTER 15**

# **GENERAL DESIGN STANDARDS AND GUIDELINES**



---

This Chapter defines general design standards and guidelines for the Downtown Specific Plan area. This Chapter is organized as follows:

- 15.1 Applicability
- 15.2 Purpose
- 15.3 Site Design Standards
- 15.4 Architectural Design Standards
- 15.5 Design Standards and Guidelines for Historic Structures and Historic Districts
- 15.6 Historic Architectural Commercial Styles
- 15.7 Design Guidelines for Rehabilitation of Historic Commercial Buildings
- 15.8 Design Guidelines for Infill Construction in Commercial Historic Districts

## **15.1 APPLICABILITY**

The provisions of this chapter apply to all development in the Downtown Specific Plan area with the exception of the Residential Districts.

In addition to the District specific development and design standards and guidelines provided earlier in the district chapters and adopted City policies and/or Zoning Code requirements for landscaping, parking, and trash enclosures, the design standards and guidelines contained in this chapter apply.

## **15.2 PURPOSE**

The development and design standards and guidelines for Downtown Riverside are intended to provide property owners, merchants, and their designers with basic development and design criteria that are intended to reinforce the desired building and district character.

The goals of the design standards and guidelines are as follows:

- (1) Provide basic design recommendations for all buildings in the downtown promoting design creativity and variation while ensuring consistency in building scale, proportion and pedestrian orientation.
- (2) Establish clear and usable standards, guidelines and criteria.
- (3) Protect and enhance historic buildings and utilize historical building forms and styles to create future buildings.

### **15.3 SITE DESIGN STANDARDS**

New development in the Downtown Specific Plan area should be compatible with surrounding development and historic structures as well as pedestrian-friendly. The street environment should also respond to the needs of the pedestrians. 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 Raincross District as well as all the other districts.

#### **15.3.1 Additions, rehabilitation and new structures**

- (1) New structures should be sited to in a manner compatible with surrounding development and with the facade facing the public street in a manner that enhances pedestrian connections.
- (2) Additions should be compatible with the existing building in scale, materials, and design.
- (3) Wherever possible, mature trees should be preserved or relocated on site.
- (4) New structures and parking areas should enhance existing pedestrian connections to existing outdoor pedestrian spaces such as courtyards, plazas and porticos and create new connections where none exist.

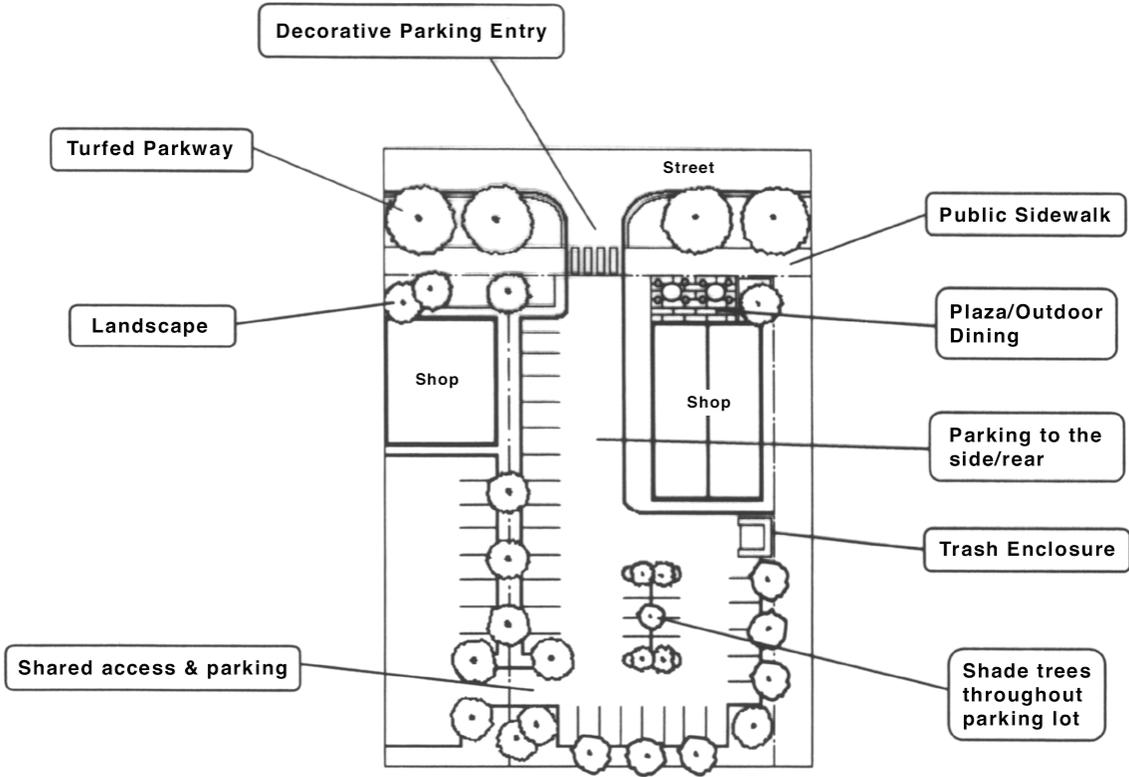
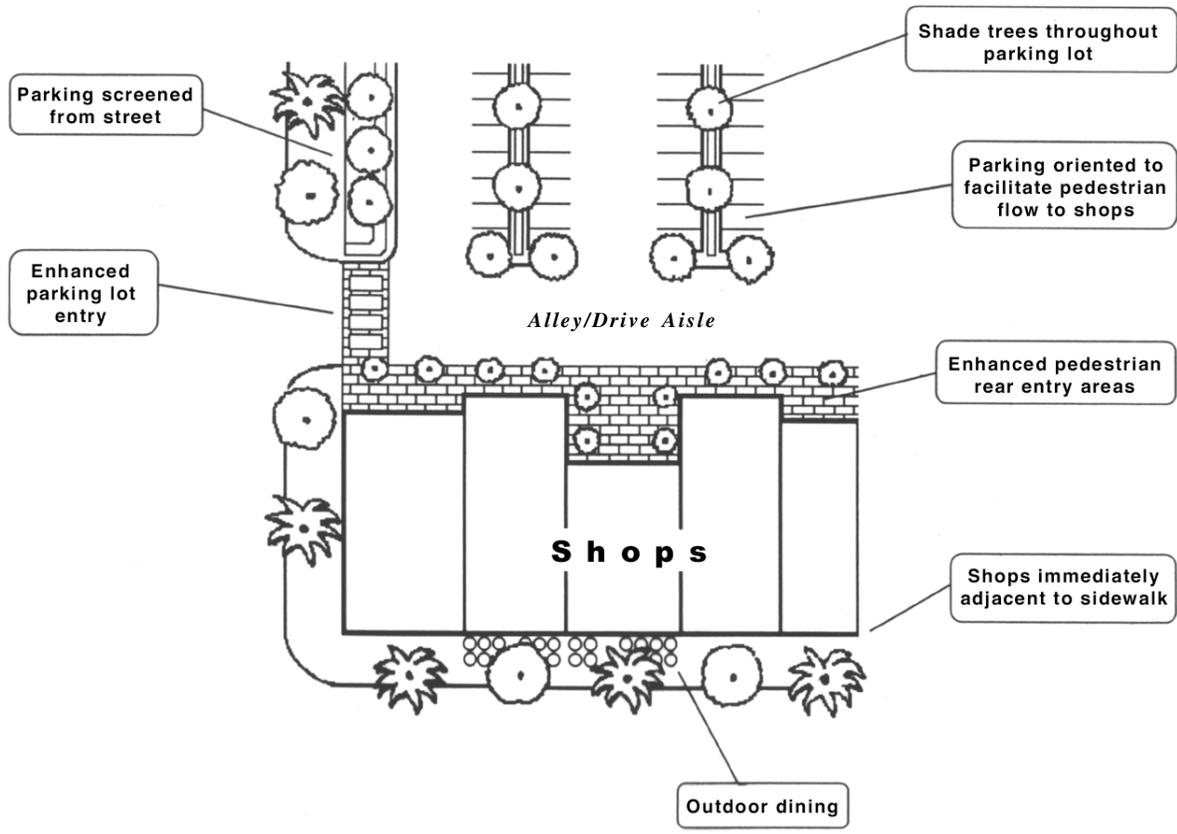
#### **15.3.2 Building Access**

- (1) Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian corridors. Secondary entries may be from parking areas. Entries should not occupy more than a third of the ground floor facade.
- (2) Retail entrances should not be recessed more than five feet and should be located no more than 50 feet apart.
- (3) Corner entrances are encouraged in corner buildings.

#### **15.3.3 Parking and Site Access**

All parking and service/loading areas should be developed per the requirements of Chapter 16 of this Specific Plan and Chapter 19.74 of the Zoning Code, with requirements of the Specific Plan superseding those of the Zoning Code where the two conflict. In addition:

- (1) On-site parking should be provided to the rear of the parcel whenever possible and should be consolidated in one area rather than wrapping around the building, except if the parcel has frontage on Fairmount Blvd. between 1st and 6th Streets. Please refer to section 6.6.2, *Interface between Non-residential & Residential Uses*, for guidelines addressing that condition.
- (2) Driveways should be kept to a minimum and shared site access is encouraged.
- (3) All service/loading areas should be screened from view from public streets and walkways and removed from pedestrian oriented areas. These screens should be located at the setback line to maintain continuity of setback patterns within the district.
- (4) All parking areas should be landscaped per the requirements of Chapter 19.74 of the Zoning Code.



*Site Design Guidelines*

### **15.3.4 Trash and Utility Enclosures**

All trash enclosures should be designed per the City adopted trash enclosure policies. In addition:

- (1) Trash storage areas and utility structures should be located to the rear of site and, where possible, screened from view from public streets and walkways and removed from pedestrian oriented areas.
- (2) Colors and materials used to enclose these elements should be compatible with all other buildings on site.

### **15.3.5 Mechanical Equipment Screening**

- (1) All roof mounted mechanical equipment must be screened from view of pedestrians and users of adjacent buildings by either a building parapet or mechanical penthouse.
- (2) The parapet must be designed as an integral part of the building. Mechanical penthouses must be designed and painted to blend in with their visual background.
- (3) Wooden screens are not permitted.

### **15.3.6 Site Landscaping**

Site landscaping should be per the requirements of the adopted City landscape policies with the following considerations:

- (1) In general, landscaping should be used to soften large building walls and parking areas and enhance building entrances.
- (2) Site area devoted to landscaping should be greater than 5% of the overall parcel area, not including setback areas, except as noted.
- (3) Use of flowering vines is encouraged along fence lines, perimeter walls, and blank building elevations.
- (4) Both deciduous and evergreen trees should be planted to provide a variety in texture, color and form.
- (5) Canopy trees to provide shade are encouraged in parking lots and in the front setback areas.
- (6) Colorful accent plants should be used to enhance entrances and add interest at special locations. These may be provided in pots, planter boxes, and hanging baskets as well as ground plantings.
- (7) Required setbacks should include a balance between hardscape, turf, and landscape plantings such as shrubs and trees, in a manner that does not obstruct views into retail display windows. In no case should the entire setback area consist of turf or hardscape or a combination of the two.
- (8) Landscaping in and around parking areas should not exceed three feet in height, with the exception of trees.
- (9) Stretches of screening (landscaping, walls, or hedges) longer than 45 feet must include accent points using a different element or plant material or combination of the two to create a visual breaks in the screening material.
- (10) The finish materials and design of garden walls should be compatible with the architectural character of the development.
- (11) Garden walls should incorporate a wall cap and pilasters at recurring intervals including entry points.

- 
- (12) Hedges and other landscape screening materials should consist of evergreen plant materials.
  - (13) General criteria for plant material selection also include compatibility with the building architecture, low maintenance needs, and drought-tolerance.

## **15.4 ARCHITECTURAL DESIGN STANDARDS**

New development in Downtown Riverside should be a contemporary expression of historical architectural characteristics. Existing shapes, forms, massing and details can be reinterpreted or assimilated in new project designs, without necessarily copying existing buildings. This promotes a variety of building styles, which contributes to the interest and vitality of Downtown, while accommodating different ideas of what is visually appealing.

### **15.4.1 Massing, Form, and Scale (New structures, including Additions)**

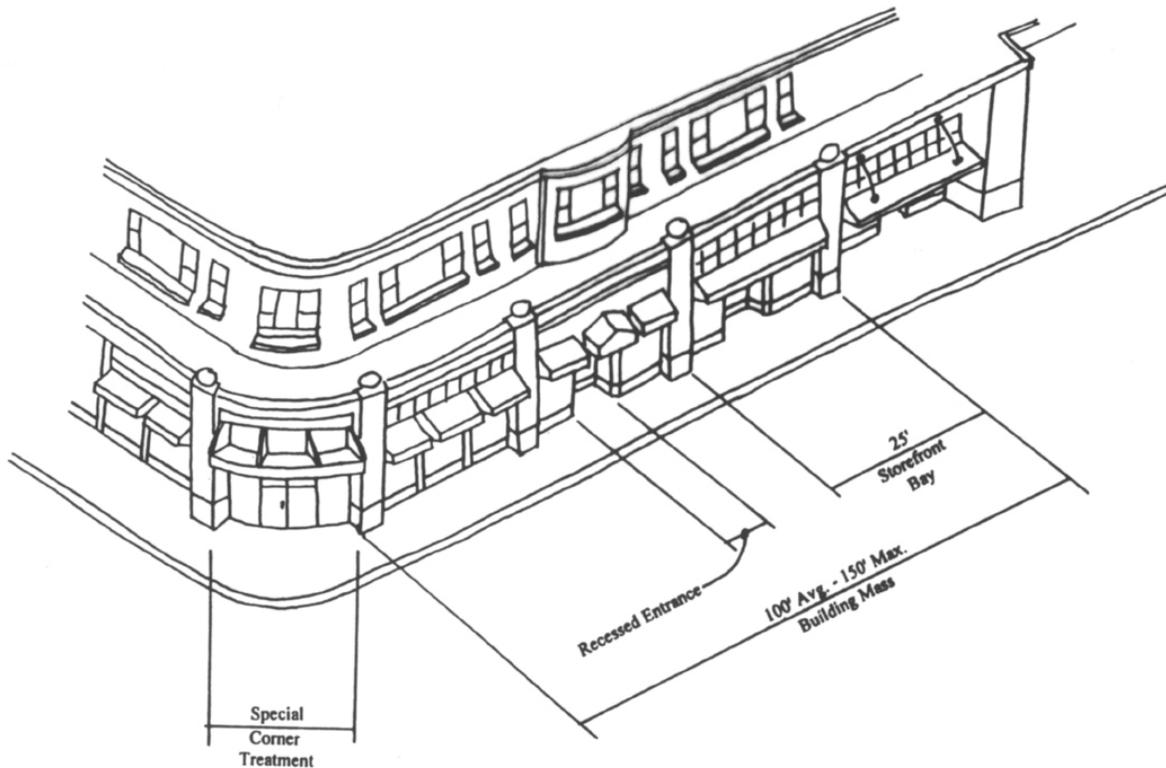
- (1) The size and mass of new structures, including additions, should be in relation to surrounding structures.
- (2) Architectural features that are reflective of or compatible with the character defining architectural features of surrounding structures or with the predominant architectural styles within the District.
- (3) To create visual interest, where appropriate, varied roof or parapet heights and/or recessed or extended building walls should be used.
- (4) Building corners may be emphasized by use of elements such as towers, domes, or entries.
- (5) Building articulation can be accomplished with the placement of windows and entries, volume changes, significant color and material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.

### **15.4.2 Building Facade and Elevation Design**

- (1) Building walls that are visible from a public street, major pedestrian corridor, or public open space, should include architectural features such as windows, arcades, canopies, pop-outs, and trim to create visual interest and avoid a blank wall appearance.
- (2) The appearance of building mass may be reduced through the use of arcades, courtyards, pergolas, and stepping stories back above the ground level.
- (3) The fenestration should be proportioned to and integrated with the facade modulation. Establish clear vertical and/or horizontal hierarchy and patterns in the placement of openings and assemblies.
- (4) Details or elements should be integral to the design and reflect the structural or material integrity of the building.
- (5) Details or elements should be integral to the design and should not appear added on.
- (6) Color and material changes should be used to add interest and reduce a building's apparent scale.

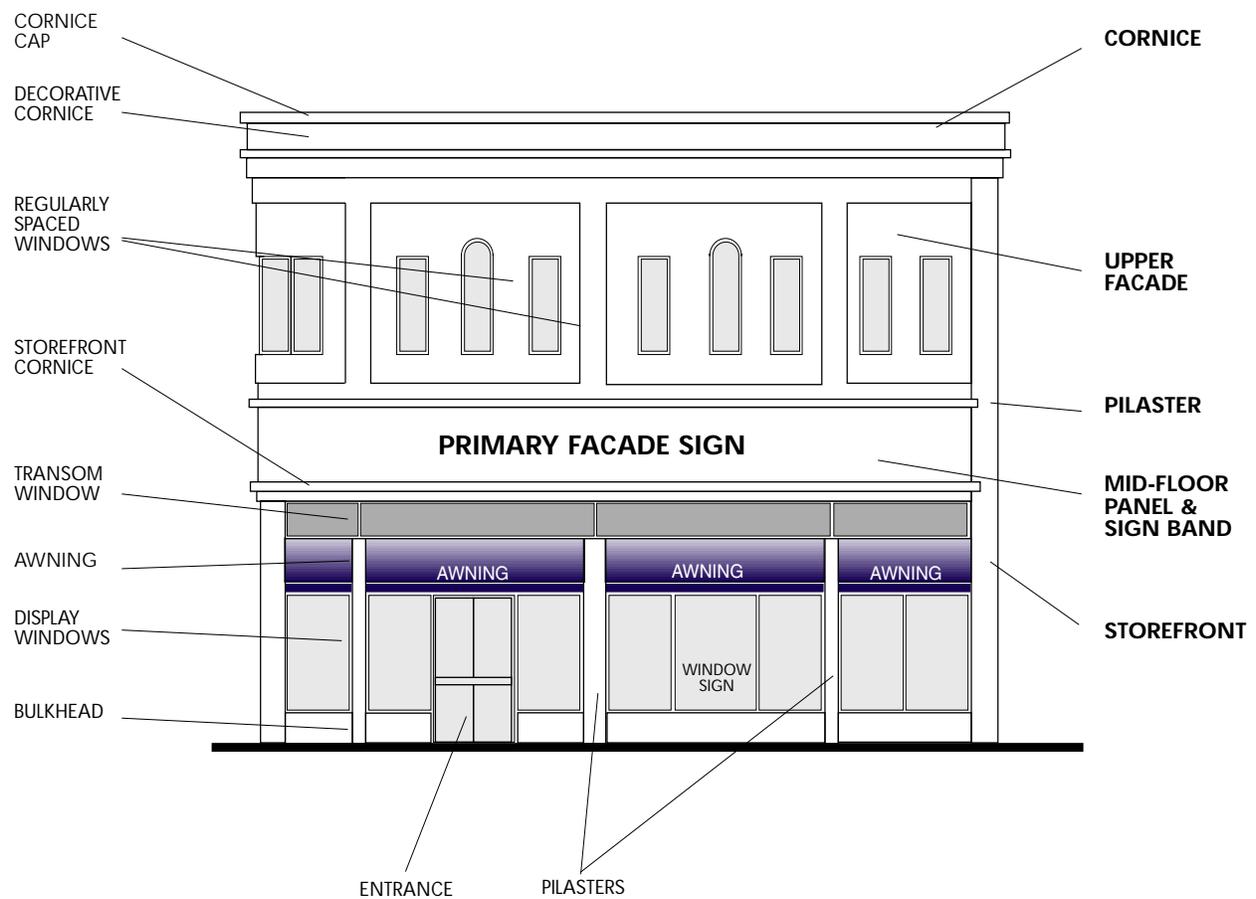
**15.4.3 Retail Storefronts and Entries**

- (1) Retail storefronts should have large display windows oriented toward the public street or major pedestrian corridors and a simple entry door centrally located on the building facade.
- (2) Retail storefronts should be broken up by architectural features approximately every 25 feet.
- (3) Display windows should provide a clear view of store merchandise or a view into the business interior. To achieve this purpose, the greater portion of the window (at least two-thirds) should remain clear and free from obstructions. This zone should be between four and eight feet from the base of the facade. Ground floor wall sections without windows should not be more than five feet in width for retail uses.
- (4) Display windows should consist of a single pane of glass. When required to be divided into smaller sections, clear silicone vertical joints, glazing bars, or muntins should be used. Glazing bars and mullions should be of a minimal size and utilized to enhance the architectural style.



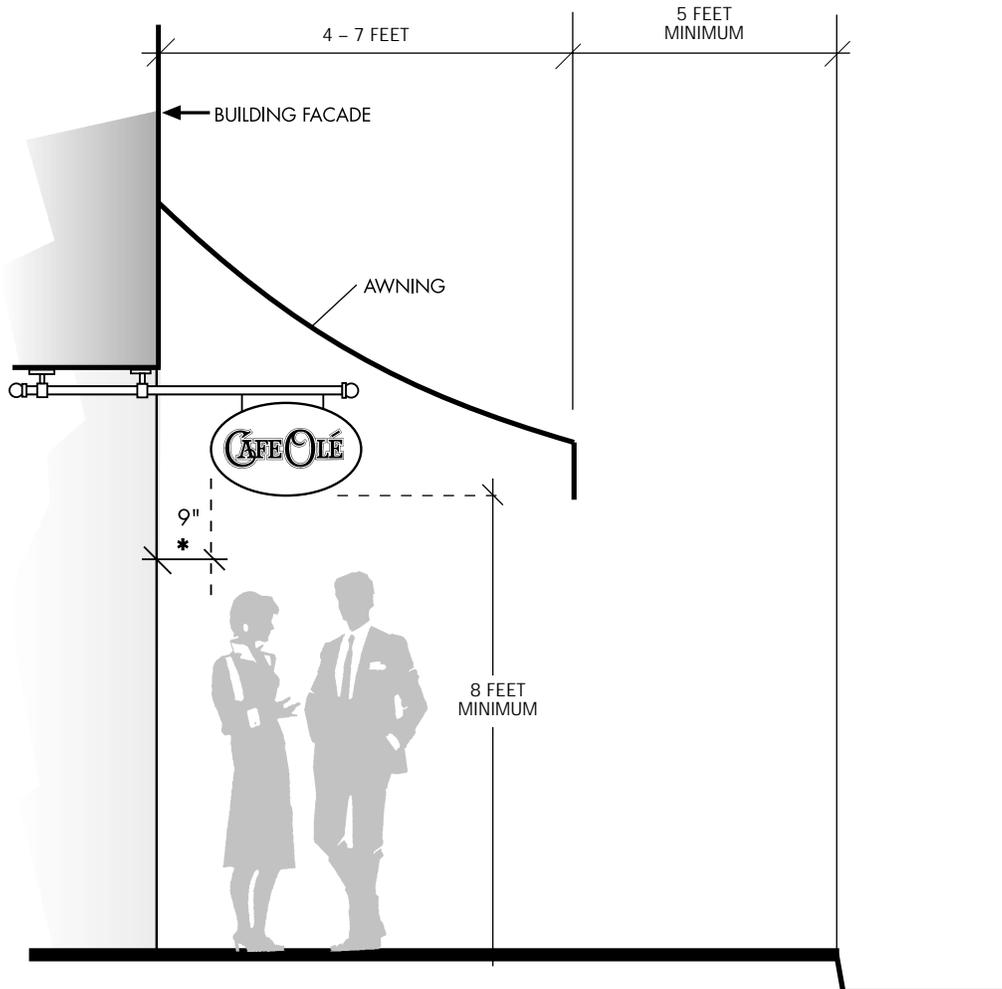
*Creating Pedestrian Scale for Larger Buildings*

- (5) A bulkhead, between 15 and 24 inches in height, should be provided at the base of the storefront display window. However, new storefront buildings may use floor to ceiling display windows if the design is compatible with surrounding architecture and appropriate to the District.
- (6) Where pilasters will enhance the architectural style of the building, they should be used on the facade to create a visual frame. Pilasters may extend the full height of the building or be limited to the storefront level.
- (7) Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from eighteen inches to three feet. Transom windows may have clear, tinted or etched glass. Glass block or metal grilles are also permitted in transoms.



*Typical retail storefront facade and elements*

- (8) Awnings should not cover the storefront piers or pilasters and should be divided into sections to reflect the major vertical divisions of the facade. The awning should be mounted such that its valance is between eight and nine feet above the sidewalk with a projection of between four and eight feet from the building face, but no closer than five feet to the street curb. Retractable awnings are encouraged, but barrel-shaped awnings are discouraged. Where architecturally appropriate, cantilevered or suspended integral horizontal canopy slabs may be used instead of awnings.
- (9) The upper level windows should be symmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands. These windows should be articulated with delineated sills, lintels or frames so as to create shadow lines.
- (10) All entrances should meet all handicapped accessibility requirements.



*Guidelines for Awnings*

---

## 15.4.4 Other Architectural Elements for Retail Buildings

### Corners

- (1) Building corners should be enhanced with higher massing and entries.

### Cornice or Parapet

- (1) The cornice should enhance the architectural style of the building. A brick-front building may have a corbelled cornice. A plaster front building may have a stone sill at the parapet line. In Zigzag Moderne buildings, the parapet may be stepped vertically to provide interest.



*Loring Building, Raincross District*



*Examples of parapets and cornices*



**Arcades**

- (1) Arcades are encouraged as a building element to provide shade for pedestrians and create an interesting building facade.
- (2) Arcades may be used to link two disparate buildings as well as provide visual continuity between buildings or other elements.
- (3) An encroachment permit may be required for arcades within the public right-of-way.

**15.4.5 Architectural Elements for Non-Retail Buildings**

- (1) Entrance doors should be simple and located prominently in the building facade.
- (2) Windows should be clear or partly tinted. Highly reflective glass or dark tinted glass in pedestrian level windows is not permitted.
- (3) New buildings may have flat or sloping roofs, depending on what is most compatible with the architectural style of the building and others in the area. Parapets should appear integrated with the building and must always include a cap and corner detail to create a shadow line to enhance the building. Mansard roofs are discouraged.
- (4) In Riverside, towers and domes are dramatic historic features that set Riverside apart from surrounding communities. Appropriate contemporary expressions of these elements are encouraged in new buildings. Particular care should be taken in using these elements in terms of scale, proportion, and architectural compatibility with the rest of the building.



*Example of arcade on Lemon Street in Raincross District*

**15.4.6 Landscape Courtyards**

When placed in an appropriate location, between two elements of a building or buildings, a courtyard can provide a visually relaxing pedestrian environment or secluded retreat from noise and traffic. Courtyards, regardless of size, play an important role in providing spaces for solace and respite in Downtown.

- (1) Courtyards should be prominently placed and visible from the street. They should be placed to terminate vistas and anchor street corners and edges.

- 
- (2) Courtyards should be a minimum of 600 square-feet in size with a minimum dimension of 20 feet and not more than two feet above the adjoining sidewalk level.
  - (3) Courtyards should include amenities such as shade trees, seating areas, gazebos, water fountains, accent planting, and public art.
  - (4) If space permits, courtyards should provide plumbing and electrical service to facilitate their use for cultural activities.

#### **15.4.7 Building Materials**

- (1) Building materials should reflect quality and durability as well as consistency, where possible, with the materials used throughout the district. Materials that have no relationship to the architectural style should not be permitted.
- (2) Backs of buildings should use similar materials; however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design.

#### **15.4.8 Colors**

- (1) The colors chosen should accentuate the architectural details of the building and be consistent with the architectural style.
- (2) In general, the building should incorporate a minimum of three colors: a base color on the majority of the building which is usually the lightest color; a major trim color to accentuate certain elements such as the cornice, window frames, and storefront bulkhead; and a minor trim color for window sashes and doors. In addition, an accent color may be used to highlight small details and should contrast with the base and trim colors. Accent colors should be used sparingly.
- (3) Materials provide texture and color and should influence the choice of other colors on the facade.
- (4) Colors for graphics, such as signs, should be related to the colors used on the building. The accent, major or minor trim colors may be used for signs.
- (5) Awning colors should be compatible with the building colors. Darker, saturated colors that pick up the highlights of the building colors are preferred. Simple stripes or tweed are allowed.
- (6) The maximum number of colors including both building and signage colors should not exceed eight.

#### **15.4.9 Site Lighting**

- (1) Lighting fixtures should be compatible with the architectural character of the project and surrounding district. While some nondescript fixtures may be appropriate, significant use should be made of fixtures that have architectural value and accent the building and site.
- (2) Both building-mounted and freestanding fixtures may be used.
- (3) Parking lot and walkway lighting should be adequate for security and safety, but must be hooded and directed downward to minimize light and glare impacts on neighboring properties.

### 15.4.10 Architectural Lighting

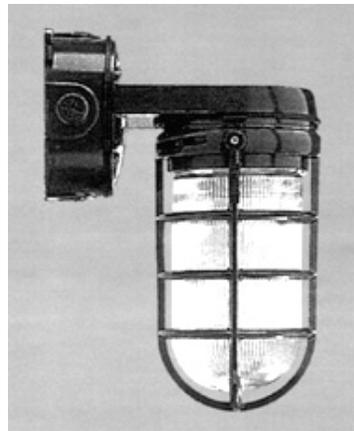
- (1) Reinforce corners by illuminating the facades of the corner occupying structures.
- (2) Visible direct lamp glare from unshielded floodlight fixtures is not permitted.
- (3) Direct views to any bare light source from normal pedestrian or vehicular sight lines is discouraged. This includes both facade lighting as well as interior light within ten feet of the structure's windows.
- (4) Architectural lighting should "wash" upon the street faces of a building. Facade lighting should vary so that the important elements such as entries, architectural details and public art, are lit more dramatically than the intervening walls and voids.
- (5) Utilize a facade light style that is sympathetic to the building's architecture.



*Example of lighting for historic buildings. Note the uplit cornice, the concealed lighting at the top of the pilasters and the decorative fixture at the street level.*



*Example of corner building with demonstration of lighting techniques such as lighting of architectural features at the corners, well-illuminated store windows, and integrated canopy lighting.*



*Historic decorative fixtures compatible with various historical architectural styles found in Downtown Riverside*

#### **15.4.11 Security Grilles**

- (1) Visible security grilles are prohibited on the building facade exterior. Security grilles elsewhere are discouraged, but if provided, must be installed on the interior of the storefront.
- (2) The color of the grilles should blend in with the background color so as to reduce their visibility.
- (3) Exterior grilles on existing structures should be removed and placed on the interior of the storefront per the above guidelines.

### **15.4.12 Sidewalk Dining**

Please refer to the City of Riverside’s *Outdoor Dining and Outdoor Food Preparation Requirements and Design Guidelines*.

## **15.5 DESIGN STANDARDS AND GUIDELINES FOR HISTORIC STRUCTURES AND HISTORIC DISTRICTS**

The City of Riverside retains the treasures of its heritage in its many important historic structures and districts. The historic architecture of the City is one of its most important resources and is maintained by the establishment and enforcement of guidelines for the treatment of historic buildings and structures in historic districts. The presence of these guidelines serves a dual purpose: to protect the heritage of the City of Riverside, and to protect the interests of property owners and residents.

The Cultural Resource Ordinance of the City of Riverside states that “no person, owner, or other entity should restore, rehabilitate, alter, develop, construct, demolish, remove, or change the appearance of any landmark, landmark structure, landmark site, or any structure or site within a preservation district without first having applied for and been granted a permit to do so by the Cultural Heritage Board or by the City Council on appeal.” In addition, many structures over 50 years old are subject to review by the City Staff to ensure that alterations or demolitions do not impair the cultural heritage of the City.

While these design guidelines are a part of the Downtown Riverside Specific Plan, they are designed to be a useful tool to any property owner seeking advice about the appropriate treatment of his or her historic property. These guidelines are intended to be used in conjunction with Rehab Riverside Right, a publication of the City of Riverside designed to assist property owners in the rehabilitation of historic structures. Rehab Riverside Right contains a wealth of information on the treatment of historic building materials not covered in these guidelines.

### **15.5.1 Secretary of the Interior’s Standards for Rehabilitation**

The Secretary of the Interior’s Standards for Rehabilitation are ten basic principles created to help preserve the distinctive character of an historic building and its site, while allowing for reasonable change to meet new needs. These Standards are the basic principles 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.

## **15.6 HISTORIC ARCHITECTURAL COMMERCIAL STYLES**

Architectural style is expressed through a composite of the design, form, building materials and details of a structure. When these guidelines refer to the style of a certain structure, they are attempting to describe the overall impression given by a collection of design choices made by the original architect or builder.

While not all structures considered to fall within a certain “style” will exhibit exactly the same details or characteristics, they will bear certain strong resemblances to each other. It should be stressed here that many structures belong not to one, but to two or more architectural styles. Structures are as unique as their builders, owners, and architects, and it was common in designing a building to incorporate details which grew out of several styles popular at the time of the design.

The preservation of the character of a historic structure, therefore, frequently lies in an understanding of the architectural styles that went into the original design of the structure. A discussion of the architectural styles prevalent in the historic areas of Downtown Riverside is, therefore, necessary to our discussion of appropriate treatments for structures in these areas.

### **15.6.1 Mission Revival (Circa 1901-1914)**

The Mission Inn may be regarded as the inspiration of the Mission Revival movement in the Riverside area from about 1902 to 1914. Structures of every conceivable private and public use, including bridges, libraries, museums, theatres and residences were constructed with a curvilinear parapet. The Riverside adaptation of the Mission Revival style often included an arched opening at the peak of the curvilinear parapet (reminiscent of a belfry), stuccoed walls, rusticated details in wood or iron, and terracotta tile roofing.



*Corner of Main Street and University Avenue*

---

### 15.6.2 Two-Part Commercial Block (Circa 1865-1920)

The two part commercial block was basically built with a public use on the first floor such as retail stores, bank, insurance office, or lobby and more private use on the floors above, such as offices, meeting rooms or hotel rooms. Between 1865 and 1880, most examples were constructed of brick supported by cast iron or heavy timbers, and had little ornamentation other than corbelling or protective cornices. During the Victorian era (1880-1895) these structures were often built of cast iron frame with brick walls and were embellished with elaborate ornamentation. Typical features included Italianate brackets; large scale surrounds or hoods on upper story windows, often with keystones or pediments; elaborate cornices and string courses; quoining; and/or turrets, towers, or parapets interrupting the roof line. Lower story windows were generally large showcase types, while the upper floor windows often appeared in unusual arched shapes or oriel configuration, or may have been accentuated by pronounced bays.



*Corner of Lemon Street and Mission Inn Avenue*



*Corner of Mission Inn Avenue and Main Street*

### 15.6.3 Romanesque Revival and Richardson Romanesque (Circa 1880-1900)

Romanesque Revival designs generally used rounded arches with smooth, brick walls, sometimes with alternating bands of light brick or terra-cotta. The design of Richardsonian Romanesque buildings was characterized by massive piers, rough masonry walls, and large or repeated arches. Exterior walls were usually granite but often red sandstone was employed.

### **15.6.4 Tripartite Renaissance Revival/Commercial Vernacular (Circa 1895-1925)**

Most “Main Street” commercial buildings from the first quarter of the twentieth century can be categorized as “commercial vernacular”. Typically of brick construction with finished red, buff, or brown brick used in the facade, these buildings were one to three stories and could be freestanding or contiguous with buildings on either side. They consist of three parts: a ground level of storefronts, a middle level of windows a parapet or a cornice. Often detailing was derived from the Renaissance Revival and was executed either in differently colored brick or in brick patterns, terra cotta, or cast stone. Storefronts were usually composed of a bulkhead (wood in the earliest examples, tile or Bakelite in later eras), display windows, a glazed entry, and a transom that banded the entire composition. Upper story windows could be flat headed or have segmented arches.

### **15.6.5 Art Deco (Circa 1925-1940)**

Several impulses were merged in Art Deco architecture, most notably the urge to be modern without completely abandoning traditional forms or the integration of decorative elements into design. In its earlier phase, sometimes referred to locally as “Zig Zag Moderne”, a pronounced verticality, articulated by uninterrupted stepped piers and cornices, endless variations on triangular and chevron motifs, and the frequent use of tall marquees to catch the eye of the motorized passerby, can be observed. In the thirties, the skyward reach of buildings was tempered by a horizontal thrust suggestive of the streamlined, aerodynamic forms of the ocean liner, the locomotive, and the airplane. Raised bands of horizontal moldings often doubled or tripled, canopies, and pipe railings appeared, along with rounded corners, porthole windows, and openings glazed with glass brick. Metal elements were popular, for example, metal casement windows, decorative panels, and stainless steel storefront trim. Public buildings during this era, often constructed as part of the Works Progress Administration program, formalized the vocabulary, superimposing Art Deco piers and decorative elements on traditional Classical and Renaissance Revival building forms PWA Moderne (circa 1933-1940).



*Main Street and Mission Inn Avenue*

### **15.6.6 International and Corporate International (Circa 1935 - Present)**

The conception of the International style occurred in Europe in the 1920s by Le Corbusier, Walter Gropius, and Mies Van der Rohe and in Southern California by Rudolph Schindler and Richard Neutra. The style is characterized by cantilevered



*14th Street and Olivewood Avenue*

---

horizontal volumes, with walls and glass surfaces in the same plane. Corporate International became popular after World War II and generally involves an exterior wall surface of metal and glass independent of the steel skeleton.

## **15.7 DESIGN GUIDELINES FOR REHABILITATION OF HISTORIC COMMERCIAL BUILDINGS**

### **15.7.1 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 Downtown 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.

Historically, commercial areas in the Downtown Specific Plan area were characterized by a consistent setback usually aligned against the sidewalk. Parking was located either to the rear of buildings or was provided on street. Preservation of this regular street pattern is essential to maintaining the historic, pedestrian-friendly character of Riverside's historic commercial areas.

#### **Guidelines**

##### **Landscaping and Site Design**

- (1) Mature trees and hedges, particularly street trees in the public planting strip, should be preserved whenever possible.
- (2) 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.

##### **Parking Areas**

- (1) Parking areas and driveways should be located to the rear of commercial structures.
- (2) 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.
- (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.

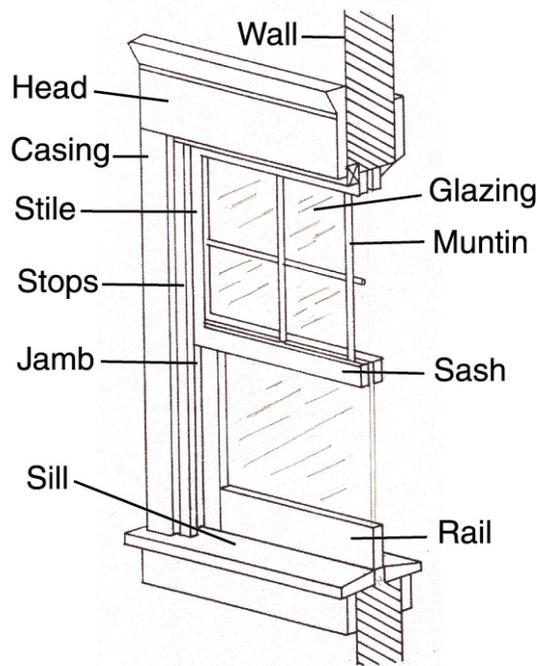
## 15.7.2 Openings

### Character Defining Statement

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, 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!

*ANATOMY OF A WINDOW*



---

## 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.
  - Adding openings to historic facades is also inappropriate.
- (3) 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.
- (4) If energy conservation is the goal, interior (preferred) or exterior storm windows or doors, not replacement windows or doors, should be utilized.
- (5) 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.
- (6) 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.



*Inappropriate partial window infill*



*Inappropriate security bars*



*Windows and openings are arranged in horizontal bands*



*Divided light metal windows*



*Clearly marked commercial entryway*

---

### 15.7.3 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

Traditionally, 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 sported 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.



*Parapet detail*

## 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.



*A tile roof and varied roof forms give this commercial structure visual interest*

### 15.7.4 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 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.



*Tile work and arches enliven this facade*

---

## **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.

### **15.7.5 Additions**

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.

## **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 to 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) Rooftop additions should be located to the rear of the structure.
- (5) Additions should be differentiated from the original structure through their details or massing, communicating clearly that the addition is in fact new construction.

## **15.8 DESIGN GUIDELINES FOR INFILL CONSTRUCTION IN COMMERCIAL HISTORIC DISTRICTS**

### **15.8.1 Site Design and Building Location**

Historically, commercial areas in the Downtown Specific Plan area were characterized by a consistent setback usually aligned against the sidewalk. In most cases, a rhythm of building widths was established historically along a streetfront and this rhythm should be reflected in new construction.

#### **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 read as smaller modules reflecting the traditional building widths.
- (4) Parking areas should be located to the rear of new structures.



*Traditional Commercial Blockfront*

### **15.8.2 Building Mass, Scale and Form**

Historic commercial areas in the Downtown Specific Plan area were generally composed of two- to three-story flat roof structures composed as rectangular solids.

#### **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.
- (3) A flat roof is the preferred roof form.



*Traditional Commercial Flat Roof forms*

---

### 15.8.3 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 Riverside’s downtown commercial areas.

#### Guidelines

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



*Horizontal architectural details*

### 15.8.4 Openings, Storefronts, and Entries

The character of historic commercial blockfronts is largely defined by the storefronts, entryways, windows and doors designed to create street level interest for pedestrians and passersby. While a historic commercial blockfront might be composed of a Mission Revival structure, a Moderne structure, and several Italianate structures, all of these structures would have presented a similar face to the sidewalk, with large expanses of glass storefront windows, welcoming well-marked entryways, and largely regular, horizontally massed windows. Most historic commercial structures employ this basic architectural vocabulary to create a welcoming retail experience for passersby, and express their architectural style through details and materials. It is essential to the character of historic commercial districts, therefore, that new structures utilize this common vocabulary to ensure that the character of the area is not lost.

## Guidelines

- (1) On the ground floor of new commercial structures, a majority of the primary architectural facade should echo traditional retail storefronts.
- (2) The ground floor of the primary architectural facade should be composed primarily of transparent elements.
- (3) Recessed entryways are strongly encouraged for primary entrances on the ground floor level.
- (4) Primary entryways should be clearly marked through the use of important defining architectural elements, such as transoms, awnings, lintels, or surrounds.
- (5) New ground-level facades should echo through their use of architectural detail and articulation the widths of existing historic storefront bays in the area.
- (6) Upper story windows should be regularly spaced and horizontally massed on the primary architectural facade.
- (7) On structures occupying corner lots, corner entryways with strong architectural emphasis are encouraged.



*Strong corner emphasis*

## **CHAPTER 16**

# **PARKING STANDARDS**



---

This Chapter presents recommendations for Downtown parking to meet future demand and also establishes the vehicle parking standards and guidelines for bicycle parking for the Downtown Specific Plan area. The Chapter is organized as follows:

- 16.1 Context
- 16.2 Parking Needs and Requirements
- 16.3 Standards for Off-Street Parking and Loading
- 16.4 Parking Strategies
- 16.5 Bicycle Parking Guidelines

## **16.1 CONTEXT**

Just prior to commencing the Downtown Specific Plan effort, Wilbur Smith Associates was hired by the City of Riverside to conduct a separate downtown parking study focusing on existing parking conditions, future parking demand and parking operations and management. The Comprehensive Downtown Parking (CDP) Study by Wilbur Smith Associates includes the area bounded by Fourteenth Street, Market Street, Third Street and Lime Street. Although the CDP study area does not correspond to either the Downtown Specific Plan area as a whole or any of its Districts, there is enough similarity to draw basic conclusions. However, it should be noted that since the CDP Study has a different focus from the specific plan, it needs to be considered as a complementary study and used in conjunction with the specific plan.

The CDP Study has identified a total of 9,658 parking spaces, of which 1,625 are on-street and 8,033 spaces are off-street. The same study identified the current peak parking demand in the study area at 6,715 spaces, indicating an overall existing surplus of parking. The off-street spaces are almost equally divided among City, County and private spaces, and 48% are available for use by the general public, while the remaining 52% are for private use or are reserved spaces. Public facilities are generally dispersed throughout the downtown area, with short walking distances between parking locations and ultimate destinations (typically only one or two blocks).

Currently, the key issues regarding parking in the downtown are as follows:

- Off-street parking demand in the downtown area is generally below capacity and there is potential to shift on-street long term parking to nearby lots and structures.
- There is a general shortage of on-street spaces for visitors and shoppers along Mission Inn Avenue and University Avenue. However, the nearby lots and structures are underutilized.
- One reason that parking lots and structures are underutilized is that they are not clearly identified and visible to the infrequent downtown visitor, including businesspersons.
- Priority tends to be given to permit/employee parking, rather than visitor parking. Permit parking is often located in the most convenient ground/lower floor locations of parking structures forcing visitors to circulate to the upper levels.
- Some parking lots are confusing in regard to whether the lot is available for public parking and whether there is a cost associated with parking.
- The older garages are intimidating and outdated with poor lighting and narrow access aisles.

- The current parking code requires parking supply for buildings to be located on-site. This is an impediment to new land uses in downtown.

The CDP Study provides an assessment of current and future conditions and the reader is, therefore, referred to the CDP Study for a detailed assessment of downtown parking.

An earlier study, Magnolia/Market Corridor Study by Moule & Polyzoides with The Mobility Group, also addressed parking in the downtown area. This study discussed and recommended a “Park Once” policy, described as follows:

“In order to enhance the effectiveness of transit and reduce the general reliance on automobiles, land uses and buildings need to be focused and concentrated into villages or neighborhood nodes. Multiple use buildings, higher population densities, and traditional village centers create walkable districts where people can meet most of their daily needs without using their cars. The principle transportation within each village or neighborhood node should be walking. By placing buildings close to the center of the district, and close to the street, people can walk between different buildings, to or from transit stops, and around the village without having to move their cars. This concept is called ‘Park Once’.”

“By establishing a Park Once program and through shared parking opportunities, the City and property owners can create fewer parking spaces yet still maintain a high number of users. If one parking spot can serve three different businesses, then the overall amount of required parking could be reduced relative to standard dispersed suburban development. On-street parking is promoted because it is often the most conveniently located, and additional parking can be accommodated in shared parking lots behind buildings in a village center. Traffic will often be reduced as well, since a high proportion of traffic in suburban style commercial areas is traffic circulating between parking spaces for visits to different buildings within the same area.”

The Magnolia/Market Corridor Study also made the following recommendations regarding parking in the “Downtown District”:

“Market Street is dominated by parking lots and parking structures and has many substandard retail and commercial activities. The City’s policy of concentrating parking on the edges of downtown needs to be re-evaluated and better dispersed. While parking uses should not face onto the major retail streets of the Raincross District, neither should parking be concentrated along streets on the edge of downtown. A more dispersed and less concentrated alternative would improve the district and better promote a Park Once program throughout the City.”

“An important aspect of a park once program is to evenly disperse parking throughout a neighborhood or district. Instead of consolidating parking structures along Market Street, they should be dispersed throughout downtown. This would mean that building code requirements should be changed to allow parking to be located off site within a certain distance from the specific use. Better-dispersed parking allows for a well-integrated Park Once approach for the City thereby promoting greater pedestrian activity and use. Retail uses should also be located at first floors of all parking structures to maintain pedestrian continuity and use.”

---

## **16.2 PARKING NEEDS AND REQUIREMENTS**

The future parking supply needs for downtown will depend on the amount of new development, the demand for parking, and the requirements of the City's Parking Code.

### **16.2.1 Future Supply Needs**

The CDP Study provides an estimate of the parking needs for the development opportunities identified in Chapter 21: Implementation. This analysis indicates that the parking requirement for these projects would be in the range of 3,360 to 4,460 spaces, depending on their ultimate configuration. These estimates include adjustments for estimated shared use potential and replacement of parking spaces that would be displaced by the development projects.

The analysis also indicates that the peak demand for parking in the study area will increase from its current level of 6,715 spaces to somewhere in the range of 10,070 to 11,175 spaces. Some of this need could be accommodated by the existing surplus of supply while some will need to be accommodated by the provision of additional spaces. The CDP Study provides a detailed discussion of these needs.

### **16.2.2 Future Supply Locations**

With respect to additional parking for the development opportunity sites, parking spaces for the hotel/convention center expansion will need to be constructed in close proximity to the Convention Center. Other spaces are less location specific. A number of potential sites for new parking structures (of varying sizes) have been identified as follows and are shown in Figure 16A:

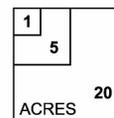
- The half-block bounded by 5th and 6th Streets, east of Market Street (development opportunity Site #3)
- The half-block west of Lemon Street, between University Avenue and 9th Street (Development opportunity Site #126). Retail uses should be emphasized along University Avenue.
- The northwest corner of Orange Street and 9th Street.
- The southwest corner of Orange Street and 9th Street
- Between Lime Street and SR-91 between 10th and 11th Streets
- Between Lime Street and SR-91 between 11th and 12th Streets

These sites should be able to provide the additional non-hotel related spaces that will be needed for the identified development opportunities. Depending on the sizes of the structures these sites could also potentially provide additional spaces.



**LEGEND**

- Potential Parking Structure Locations
- Downtown Specific Plan Boundary
- - - Riverside Marketplace



---

### 16.2.3 Basis for Modifications to the Parking Code

Most City Parking Codes, including Riverside's current code, set out parking ratio requirements for individual stand-alone land uses. While this is appropriate for most areas of the City, it is not appropriate for downtown areas for the following reasons:

- There is much more interaction between land uses in downtown areas, as people walk from one building to another.
- There is usually more on-street parking in downtown areas. (For example, approximately 17% of the parking in downtown Riverside is on-street)
- More people ride transit to downtown because transit service (both routes and service frequency) tends to be focused on downtown
- Parking costs are usually higher in downtown, so more people rideshare.
- The peak parking demand for different uses tends to occur at different times of the day, so some parking supply can be shared by multiple uses.

Although there are a variety of land uses requiring parking in the downtown, the opportunities for shared parking between many of those uses (particularly in the Raincross District) means that fewer spaces need to be provided in total. This is supported by factual evidence from numerous cities across the country. For example, studies in downtown communities as diverse as Manhattan Beach, California; Mountain View, California; Rockville, Maryland; and Boston's Wharf, Baltimore have shown that the actual peak demand for parking ranges from 47% to 62% of the Parking Code requirements, and averages 54% of the Code requirements. The recent CDP Study of Downtown Riverside indicated that current parking demand is about 56% of the overall code requirement for the downtown area. This evidence indicates that typical Parking Code requirements do not apply in downtown areas and that if applied they will lead to a significant oversupply of parking.

Exploring this further, downtown uses can be divided into two categories. The first type - base uses - are uses that bring people downtown for long periods of the day and are the primary drivers of parking demand. Such uses include office uses that bring workers into the downtown for many hours of the day. Hotels are also base uses because guests generate a demand for parking (particularly overnight) and meeting rooms are a principal destination requiring parking. Some visitors to downtown also visit specific uses such as restaurants and retail uses, for which adequate parking needs to be provided.

The second type - other uses - are those that many people visit because they are already in downtown for another reason and they walk to these uses. These include some visitors to retail and restaurant uses. While some people will come to downtown just to visit these uses, and thus require parking, others will already be in downtown, at work or staying at a hotel, and will walk to a store or a restaurant (or from a nearby residential area) and thus will not need a separate place to park. Other uses such as cinemas and theaters, tend to create peak parking demands in the evenings and weekends and can therefore share parking when demand for office parking is negligible.

**16.2.4 Parking Requirements**

The parking requirements for new uses within the Downtown Specific Plan shall be as outlined in the following table. As discussed in the preceding section, parking requirements include allowances based on the opportunities for shared parking. In addition, parking standards envision that parking can either be provided on site or within common parking facilities through the payment of an “in-lieu” parking fee. This concept will be discussed in detail in the following section.

**Table 16A  
Parking Requirements for the Downtown Specific Plan Area**

<b>Uses</b>	<b>Raincross and Justice Center Districts</b>	<b>All Other Districts</b>
General office	1:250	1:250
Medical/Dental office	1:180	1:180
Banks	1:250	1:180
Retail	1:375	Per Zoning Code
Restaurant	1:150	Per Zoning Code
Cinema, auditorium	1:8 fixed seats	1:4 fixed seats
Motel	1:1 guest room	1:1 guest room
Hotel	1:1 guest room; ancillary uses at 50% of Specific Plan requirement	1:1 guest room; ancillary uses at 50% of Specific Plan requirement
Assembly areas and meeting rooms without fixed seats	1:50	1:30
Schools-Educational and vocational	Per Zoning Code	Per Zoning Code
Residential uses	Per Zoning Code	Per Zoning Code
Uses not listed	Per Zoning Code	Per Zoning Code

**Exemptions:** Any new uses within the confines of an existing structure which is a designated historic resource or a contributor to an historic district, as defined in Title 20 of the Riverside Municipal Code, are exempt from providing any additional parking. If an existing building is expanded, additional parking will be required to accommodate the expansion.

**Live/Work Units:** The parking requirements for live/work units in the downtown shall be based on the requirements of dwelling units only. Since live/work units are primarily for individual entrepreneurs and visitors will be minimal, visitor parking for live/work units should be accommodated by public on-street or off-street parking.

**Mixed Use Development:** The parking requirements for mixed use developments shall be calculated based on the sum of the parking requirements for each individual use. In cases of mixed residential and commercial projects, the residential parking should be separate and secured from the commercial parking spaces.

---

## 16.3 STANDARDS FOR OFF-STREET PARKING AND LOADING

Refer to Chapter 19.74 of the Zoning Code and the Riverside Downtown Design Guidelines for standards for off-street parking and loading. In addition, refer to the recommendations of the Comprehensive Downtown Parking Study by Wilbur Smith Associates.

## 16.4 PARKING STRATEGIES

In order to meet future parking needs and to achieve the parking goals and policies in Chapter 3: Vision, Goals and Policies, a comprehensive parking management strategy is needed. In addition to recommendations contained in the CDP Study by Wilbur Smith, a coordinated, comprehensive parking strategy should include the following:

1. Rehabilitation of the existing public parking structures to enhance their appearance, visual appeal and ease of use.
2. Improvement of “wayfinding” signage that identifies public parking lots/structures and provides directions to them.
3. In public garages, placement of reserved parking areas for long-stay users on the upper levels and retention of lower levels for short-stay visitor parking.

These recommendations are intended to address previously identified problems of poor visibility and access and poor aesthetics/convenience of existing parking garages, particularly for visitor parking.

4. Periodical review of the parking requirements of the Specific Plan.

As stated earlier, parking requirements are based on the opportunities for shared parking to support the “park once” concept and to avoid the oversupply of parking in the downtown. It is important to periodically review parking requirements to ensure that they continue to be balanced and equitable.

5. Provision of “in-lieu” parking fees for new development as an alternative to providing some or all of the required parking. These fees can be used by the City to finance off-street public parking facilities.

This will provide for greater flexibility for both developers and the City. Rather than requiring new developments to build their own parking on-site, this provides an option of paying an in-lieu fee to the City instead. Funds collected from in-lieu fees would be placed in a parking fund to finance the construction of strategically located parking facilities, which support shared parking and the “park once” concept. Typically, fees are set below the likely cost of constructing all the required parking on-site, but are sufficient to pay the appropriate share of construction. This

would typically be about 50 to 75% of the cost of constructing all required spaces on-site. A simple methodology to determine the “in-lieu” fee will need to be adopted. In order to stay ahead of demand, it is important that at least one new, strategically located parking structure be built in the near term.

6. Create a Downtown Parking District to own/manage the public parking supply. This would include the existing supply (lots and garages), as well as new public supply. It would also include all on-street parking.

There would still be independent private lots/garages within the downtown. The Parking District could include only City facilities, although other public facilities (e.g. County) could be included through cooperative agreements. The parking district would manage/operate existing parking, set parking rates, and build new parking. Parking revenues from public facilities, as well as in-lieu parking fees, would flow back to the Downtown Parking District to fund ongoing operation and new construction where possible. This approach allows for a more coordinated and efficient management of parking in the downtown and facilitates shared use parking. The CDP Study includes a detailed discussion of a parking management strategy.

7. Channel parking revenues (on- and off-street) directly back to the Downtown Parking District to fund ongoing operations and new construction where possible.
8. Encourage greater use of transit, bicycling and walking, as well as ridesharing, telecommuting and alternative work schedules, to reduce overall parking demand.
9. Electric vehicle charging spaces should be required within new parking garages (public or private). Those should be placed in a priority/convenient location, along with spaces reserved for alternative fuel vehicles.
10. Develop a parking strategy for the Almond Street District that develops opportunities for public and shared use parking.

Such a parking strategy is needed to address the specific parking needs for the Almond Street District due to on-going and future adaptive re-use of buildings in an area that also includes residential and school uses. While parking structures are not envisioned in this area, shared parking lots may be a viable option.

---

## **16.5 BICYCLE PARKING GUIDELINES**

All uses that are subject to Design Review are encouraged to provide bicycle parking in conformance with the following guidelines:

### **16.5.1 Multi-family Residences**

Every residential use of 10 or more dwelling units should provide at least one sheltered bicycle parking space for each dwelling unit. Sheltered bicycle parking spaces may be located within a garage, storage shed, basement, utility room or similar area. In those instances in which the residential complex has no garage or other easily accessible storage unit, the bicycle parking spaces may be sheltered from sun and precipitation under an eave, overhang, an independent structure, or similar cover.

### **16.5.2 Parking Lots**

All public and commercial parking structures should provide a minimum of 20 bicycle parking spaces.

### **16.5.3 Schools**

Elementary and middle schools, both private and public, should provide one bicycle parking space for every 10 students and employees. High schools should provide one bicycle parking space for every 5 students and employees. All spaces should be sheltered under an eave, overhang, independent structure or similar cover.

### **16.5.4 Colleges and Vocational Schools**

Colleges and vocational schools should provide one bicycle parking space for every 10 motor vehicles, plus one space for every dormitory unit. Fifty percent of the bicycle parking spaces should be sheltered under an eave, overhang, independent structure, or similar cover.

### **16.5.5 Commercial Development Greater than One Acre**

Commercial development greater than one acre in size should provide one bicycle parking space for every 20 vehicle parking spaces. There should be a minimum of 10 bicycle parking spaces.

### **16.5.6 Mixed-Use Development**

Bicycle parking for mixed-use development should be calculated by using the total number of vehicle parking spaces required for the entire development. A minimum of one bicycle parking space for every 10 vehicle parking spaces is recommended.

**16.5.7 Raincross District**

Within the Raincross District, bicycle parking for customers and employees should be provided along the street at a rate of at least one space per use. Individual uses may provide their own parking or spaces may be clustered to serve up to six bicycles. Bicycle parking spaces should be located in front of the stores along the street, either on the sidewalks or in specially constructed areas such as pedestrian curb extensions. Inverted “U” style racks are recommended. Bicycle parking shall not interfere with pedestrian passage, leaving a clear area of at least 48 inches between bicycles and other existing and potential obstructions. Customer and employee bicycle parking spaces may or may not be sheltered.

**16.5.8 Exemptions**

These guidelines do not apply to single family dwelling units.

**16.5.9 Location and Design**

Bicycle parking should be located conveniently to both the street right-of-way and at least one building entrance. It should be incorporated whenever possible into building design and coordinated with the design of street furniture when it is provided.

**16.5.10 Visibility and Security**

Bicycle parking should be visible to cyclists from streets, sidewalks or building entrances so that it provides sufficient security.

**16.5.11 Options for Storage**

Bicycle parking for long-term and employee parking can be met by providing a bicycle storage room, bicycle lockers, racks or other secure storage space inside or outside of the buildings.

**16.5.12 Lighting**

Bicycle parking should be at least as well lit as vehicle parking for security.

## **CHAPTER 17**

# **SIGNAGE DESIGN STANDARDS**



---

The purpose of this Chapter is to define sign standards for permitted and prohibited signs for the Downtown Specific Plan area per the newly created Downtown Land Use Districts. It is the intent of this chapter to preserve and enhance the aesthetic, traffic safety and environmental values of Downtown Riverside, while providing channels of communication to the public. It is also the City's intent to regulate on the basis of characteristics and proportion of signage. This chapter is organized as follows:

- 17.1 Applicability
- 17.2 Use of Sign Design Standards
- 17.3 Prohibited Signs
- 17.4 Signs Permitted in all Districts
- 17.5 District Specific Sign Standards

## **17.1 APPLICABILITY**

This chapter is intended to supplement the existing Zoning Code regulations for signs. These are contained in Chapter 19.76 of the Zoning Code. Exceptions to the existing regulations are noted where they occur below and will supersede the conflicting section in the Zoning Code.

## **17.2 USE OF SIGN DESIGN STANDARDS**

For design guidelines for Signs, please refer to Section 3 in the City of Riverside's Design Review Guidelines available at the Planning Department.

## **17.3 PROHIBITED SIGNS**

In addition to signs specifically prohibited by the Zoning Code, the following signs are prohibited within the Downtown Specific Plan area:

- (1) Billboards
- (2) Pole signs (except in conjunction with service stations adjacent to a freeway off-ramp)
- (3) Signs painted directly on building surfaces (except on historic buildings when appropriate)
- (4) Information about goods and services not available onsite.
- (5) Electronic message center signs (except in conjunction with the convention center)

## **17.4 SIGNS PERMITTED IN ALL DISTRICTS**

The following signs are permitted in all districts. Unless otherwise noted, the Zoning Code standards shall apply.

### **17.4.1 Permitted for All Uses**

- (1) Construction period signs
- (2) Directional signs
- (3) Flags
- (4) For sale, rental or lease signs
- (5) Noncommercial signs
- (6) Signs for nonconforming uses

### **17.4.2 Residential Uses**

- (1) Multiple-Family Dwelling Signs:  
For multiple-family dwellings, one on-premises building or monument sign, not exceeding twelve square feet in area per display face, is permitted for each public street frontage. Monument signs may not exceed six feet in overall height.
- (2) One and Two Family Dwelling Signs:  
One building mounted on-premises sign for each separate address, not exceeding four square feet in area, is permitted. On parcels with more than one such dwelling, on-premise signs shall not be combined.
- (3) Subdivision Signs

### **17.4.3 Non-Residential Uses**

- (1) Awning Valance Sign:  
One sign per street level business per building facade not to exceed 50% of the vertical height of the awning valance and centered on the awning valance. No additional lighting for the valance graphics is permitted.
- (2) Building Signs, except in the White Park, Market Street Gateway, and Neighborhood Commercial Districts:  
One sign per street level business per building facade affixed to the building wall or mansard roof directly abutting the use and or occupancy being identified and directly facing a street, mall, parking lot, or alley. A maximum of one square foot of sign per front foot of use or occupancy, not to exceed one hundred square feet per sign. The color of the signage should be compatible with the building color. Building signs may be internally or externally lit. Neon lighting may be used where appropriate for the historic period of the building and the type of use in the Raincross District and North Main Street Specialty Commercial Districts.

---

(3) Church Signs

1. For uses occupying less than one acre:
  - a. Monument Sign. One on-premises monument sign, maximum twelve square feet in area and six feet in overall height.
  - b. Building Signs. One on-premises building sign for each street frontage, maximum twelve square feet in area per sign.
  - c. Window Signs. One on-premises window sign for each public entrance, not exceeding nine square feet per sign.
  - d. Under Canopy Signs. One maximum four-square-foot on-premises under canopy sign, per frontage.
2. For uses occupying one acre or more:
  - a. Monument Sign. One on-premises monument sign for each street frontage, maximum twenty-four square feet in area and six feet in overall height.
  - b. Building Signs. One on-premises building sign for each street frontage maximum twenty-four square feet in area per sign.
  - c. Window Signs. One on-premises window sign for each public entrance, not exceeding nine square feet per sign.
  - d. Under Canopy Signs. One maximum four-square-foot on-premises under canopy sign, per frontage.

(4) Club/Lodge Signs (refer to church signs)

(5) Historic Area Perpendicular Signs

(6) Hospital Signs

(7) Institutional Use Signs (refer to church signs)

(8) Multi-Tenant Directory:

One sign per entrance with a maximum letter size of two inches and located within two feet of the common entrance serving the tenants listed and mounted flat on the building facade.

(9) Public Facility Signs (refer to church signs)

(10) School Signs (refer to church signs)

(11) Second Floor Window Signs:

Maximum two signs per second floor business per building facade that are no larger than 15 square feet each and are not directly illuminated. Use of gold or silver leaf, metallic vinyl is encouraged with a drop shadow behind the letters to increase visibility. Colors should match or compliment the street level display window sign of the same building.

(12) Signs Above the Third Floor

(13) Temporary signs (grand opening and special events/activities)

- (14) Under Canopy Signs:  
One sign per street level business per building facade, maximum four square feet, suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign. Canopy signs shall be oriented perpendicular to the adjacent wall of the business being identified and attached in a manner acceptable to the Building Division that prevents swinging. Artwork is encouraged and external lighting is optional.
- (15) Window Signs:  
Two signs per street level business per building facade located on or adjacent to the inner window surface and directly facing a street, mall, parking lot, or alley. Signs may not exceed 15% of the window area or nine square-feet, whichever is smaller. Use of gold or silver leaf, metallic vinyl is encouraged with a drop shadow behind the letters to increase visibility. No external lighting is permitted.

## **17.5 DISTRICT-SPECIFIC DESIGN STANDARDS**

In addition to the signs listed above that are permitted in all districts, the following signs are permitted only in the specific district in which they are listed. Unless otherwise noted, the Zoning Code standards for size, number, and location shall apply.

### **17.5.1 Raincross District**

- (1) Monument Sign for properties where there is a minimum 10 foot front building setback:  
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.
- (2) Neon Signs  
Use of neon is acceptable in this district in conjunction with appropriate commercial uses and where compatible with the period and architecture of the building.
- (3) Pedestrian Mall Sidewalk Signs
- (4) Readerboard Signs

---

### **17.5.2 Justice Center District**

- (1) Monument Sign for properties where there is a minimum 10 foot front building setback:  
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.
- (2) Service Station Signs

### **17.5.3 White Park District**

For nonresidential properties adjacent to Brockton Avenue:

- (1) Monument Sign where there is a minimum 10 foot front building setback:  
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

For all other properties in this District:

- (1) Building or Monument Sign for nonresidential and live/work uses.  
One maximum six square-foot, four foot high monument sign to be located no more than five feet from the front building wall and oriented parallel to the street or one six square-foot building sign to be mounted on a street facing building wall. Colors must be compatible with the main building color. Signs must be in scale and architecturally compatible with the building.

### **17.5.4 Prospect Place Office District**

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:  
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

- (2) Building or Monument Sign for residence converted to a nonresidential use.  
One maximum six square-foot, four foot high monument sign to be located no more than five feet from the front building wall and facing the street or one six square-foot building sign to be mounted on a street facing building wall. Colors must be compatible with the main building color. Signs must be in scale and architecturally compatible with the building.

### **17.5.5 Health Care District**

Refer to signs permitted in all districts.

### **17.5.6 North Main Street Specialty District**

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:  
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.
- (2) Neon Signs  
Use of neon is acceptable in this district in conjunction with appropriate commercial uses and where compatible with the period and architecture of the building.
- (3) Service Station Signs

### **17.5.7 Market Street Gateway District**

For parcels located between Market Street and the 60 Freeway:

- (1) Building Signs  
For each use or occupancy, one on-premises building sign per frontage, maximum one square foot of sign per front foot of use or occupancy, but not to exceed one hundred fifty square feet per sign.
- (2) Monument Signs  
Office Complexes. One on-premises monument sign for each office complex as follows:
  - a. For office complexes of less than two acres (net site area), one maximum thirty-square-foot, six-foot-high on-premises monument sign.
  - b. For office complexes of at least two acres (net site area), one maximum forty-square-foot, eight-foot-high on-premises monument sign.

---

Uses or Occupancies Not a Part of an Office Complex. Where only one use is to be identified, one on-premises monument sign, maximum twenty-five square feet in area and six feet in overall height. Where two uses are to be identified, one on-premises monument sign, maximum thirty-two square feet in area and six feet in overall height evenly divided between the two uses.

For the remainder of the District:

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:

Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

### **17.5.8 Residential Districts**

Refer to signs permitted in all districts.

### **17.5.9 Neighborhood Commercial District**

- (1) Building Signs

For each use or occupancy, one on-premises building sign per frontage, maximum one square foot of sign per front foot of use or occupancy, but not to exceed one hundred square feet per sign.

- (2) Monument Signs

Commercial Complexes. One on-premises monument sign for each commercial complex as follows:

- a. For commercial complexes of less than two acres (net site area), one maximum thirty-square-foot, six-foot-high on-premises monument sign.
- b. For commercial complexes of at least two acres, but less than six acres (net site area), one maximum forty-square-foot, eight-foot-high on-premises monument sign.
- c. For commercial complexes of at least six acres (net site area):
  - i. Major Street Frontage: One maximum fifty-square-foot, eight-foot-high on-premises monument sign.
  - ii. Secondary Street Frontage: For each secondary street frontage with at least three hundred feet of length, one maximum twenty-five-square-foot, six-foot-high on-premises monument sign.
  - iii. Sign Placement: Where signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street frontage as possible or at a major driveway entrance to the commercial complex from the street frontage.

Uses or Occupancies Not a Part of a Commercial Complex. Where only one use is to be identified, one on-premises monument sign, maximum twenty-five square feet in area and six feet in overall height. Where two uses are to be identified, one on-premises monument sign, maximum thirty-two square feet in area and six feet in overall height evenly divided between the two uses.

## **CHAPTER 18**

### **DEFINITIONS**



---

## 18.1 DEFINITIONS

Following are definitions applicable to this Section, which are supplemental to definitions provided in the Zoning Code:

**Arch:** A curved structure for spanning an opening.

**Awning:** An awning is an architectural projection that provides weather protection, identity of decoration, and is wholly supported by the building to which it is attached. An awning comprises of a lightweight, rigid skeleton structure over which a covering is attached. The covering may be fabric or plastic.

**Awning valance:** the narrow vertical hanging flap at the front edge of an awning.

**Awning valance sign:** a sign printed/applied to the awning valance.

**Balcony:** An elevated platform projecting from the wall of a building, usually enclosed by a parapet or railing.

**Baluster:** Any of a number of closely spaced supports for a railing.

**Balustrade:** A railing with supporting balusters.

**Barge boards (verge boards):** A board, often carved, attached to the projecting end of a gable roof.

**Bay:** A part of a building marked off by vertical or transverse details.

**Bay window:** A window or series of windows projecting outward from the main wall of a building and forming a bay or alcove in a room within.

**Belfry:** A bell tower.

**Blockface:** The architectural setting formed by the conjunction of all the buildings in a block.

**Boxed cornice:** A slightly projecting, hollow cornice of boards and moldings, nailed to rafters.

**Bracket:** A support projecting horizontally diagonally from a wall to bear the weight of a cantilever or for decorative purposes.

**Box (built-in) gutter:** A gutter built into the slope of the roof, above the cornice.

**Bulkhead:** The area beneath a storefront display window.

**Cantilevered:** Horizontal element of a structure supported by horizontal, not vertical, structural members.

**Canopy:** Projecting element, usually over a facade opening, as if to provide shelter.

**Casement:** A window sash opening on hinges generally attached to the upright side of the windows frame.

**Clapboard:** A long, thin board with one edge thicker than the other, laid horizontally as bevel siding.

**Clerestory window:** Ribbon windows on the portion of an interior rising above adjacent rooftops.

**Column:** A rigid, relatively slender vertical structural member, freestanding or engaged.

**Contextual design:** The design of new structures or additions or renovations to existing structures that incorporate all or some of the massing, rhythm, fenestration modules, finishes and details of the surrounding structures.

**Corbels:** A stepped projection from a wall, usually masonry.

**Cornices:** A continuous, molded projection that crowns a wall.

**Dentil:** Simple, projecting, toothlike molding.

**Design context:** Describes the surrounding styles, building scales, uses, and other factors that identify distinctive qualities in relation to a design project.

**Directory (office uses: multi-tenant) signs:** A directory oriented to the pedestrian viewer identifying those tenants of a building without street level frontage (including upper level tenants).

**Dormer:** A projecting structure built out from a sloping roof, usually housing a vertical window or ventilating louver.

**Double-hung window:** A window with two sashes, both of which are operable, usually arranged one above the other.

**Eave:** The overhanging lower edge of a roof.

**Facade:** The front or any side of a building.

**Fascia:** Any broad, flat horizontal surface, as the outer edge of a cornice or roof.

**Fenestration:** The design, proportioning, grouping and pattern of openings on a facade, and the materials of their construction. Openings include windows, doors and sun screening/shading devices, among others.

---

**Floor-Area Ratio (FAR):** The floor area of the building or buildings on a site or lot divided by the area of the site or lot. Parking Structures are not included in the floor area calculation.

**Glazed:** Filled with a pane of glass.

**Glazing bar:** Any of the strips of wood or metal used for support between panes of glass, as in a window.

**Gothic arch:** A pointed arch reminiscent of those found on Gothic Cathedrals.

**Grilles:** A decorative screen, usually of wood, tile, or iron, covering or protecting an opening.

**Half-timbering:** Detail creating the appearance of exposed structural timbers on plaster.

**Hardscape:** Hardscape improvements include paving elements such as streets, sidewalks, and paving.

**Hollywood drive:** Driveway with a middle planting strip to minimize paved areas.

**Horizontal modulation:** The columns or other vertical elements and are measured by the space between columns and the length of the facade.

**Hotel:** A building with a common entrance consisting of individual sleeping quarters for rental to transients, in which no provision is made for cooking in the lodging room, and in which occupancy is less than 30 days.

**Keystone:** The wedge shaped detail at the top of an arch.

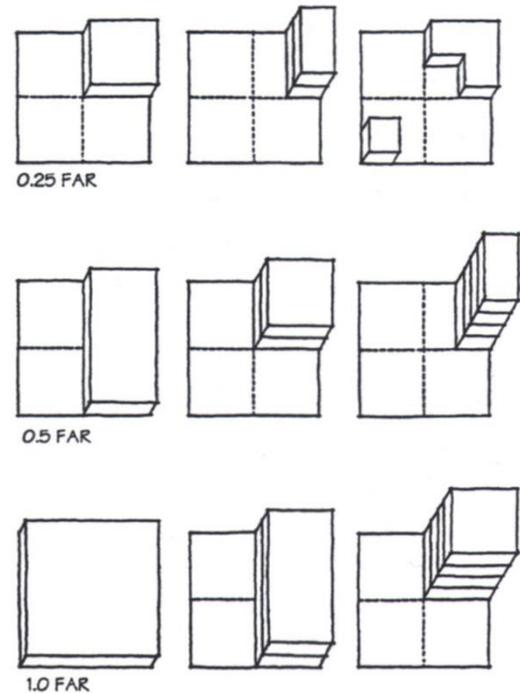
**Lintel:** A beam supporting the weight above a door or window opening.

**Live/work unit:** An integrated living unit and working space with an internal connection between the living unit and working space, occupied and utilized by a single housekeeping unit, in a commercial or mixed use land use district, or in a building specifically designed and constructed to provide live/work units. Retail and/or wholesale sales and/or office businesses may be conducted in live/work units.

**Marquee:** A tall projection above a theatre entrance, often containing a sign.

**Massing:** The unified composition of a structure's volume, affecting the perception of density and bulk.

**Mixed-use development:** Development which integrates compatible commercial uses with residential uses within the same building or structure.



*Examples of Floor Area Ratios*

**Molding:** A slender strip of ornamental material with a uniform cross section and a decorative profile.

**Motel:** A building or group of buildings on the same lot containing guest units with separate entrances from the building exterior and consisting of individual sleeping quarters, detached or in connected rows, with or without cooking facilities, for rental to transients in which occupancy is less than 30 days.

**Mullion:** A slender, vertical dividing bar between the lights of windows, doors, etc.

**Multiple-family dwelling:** Two or more dwelling units on a single lot designed to be occupied by two or more families living independently of one another, exclusive of hotels or motels. Includes two-family units (duplexes), three-family units (triplex), and four-family units (quadriplex), as well as traditional apartments.

**Muntin:** Any of the strips of wood or metal used for support between panes of glass, as in a window.

**Newel post:** A post supporting one end of a handrail at the top or bottom of a flight of stairs.

**Oriel:** A bay window supported from below by corbels or brackets.

**Parapet:** A low protective wall at the edge of a terrace, balcony, or above the roofline.

**Patterned shingles:** Shingles, usually used as a sheathing material, which are cut and arranged so as to form decorative patterns such as fish-scales, diamonds, scallops, etc.

**Pedestrian orientation:** Any physical structure or place with design qualities and elements that contribute to an active, inviting and pleasant place for pedestrians including but not limited to:

- Street furniture.
- Design amenities related to the street level such as awnings, paseos, and arcades.
- Visibility into buildings at the street level.
- Highly articulated facades at the street level with interesting uses of material, color, and architectural detailing.
- Continuity of the sidewalk with a minimum of intrusions into pedestrian right-of-way.
- Continuity of building facades along the street with few interruptions in the progression of buildings and stores.
- Signage oriented and scaled to the pedestrian rather than the motorist.
- Landscaping.

**Pediment:** A wide, low-pitched gable surmounting a colonnade, portico, or major bay on a facade.

**Pier:** Vertical structural members.

**Pilaster:** A shallow rectangular projecting feature, architecturally treated as a column.

**Plinth:** Raised foundation that serves as the base for the first floor of a structure.

---

**Porch:** An exterior covered approach or vestibule to a doorway.

**Portico:** A vertically proportioned porch having a roof supported by columns.

**Quoin:** An exterior angle of a masonry wall marked by stones or bricks differentiated in size and/or material from adjoining surfaces.

**Rafter:** Any of a series of small, parallel beams for supporting the sheathing and covering of a pitched roof.

**Rafter tail:** Portion of a rafter that projects under the eave.

**Scale:** Proportionate size judged in relation to an external point of reference.

**Shall:** Those criteria that are required to be provided as component of the building or site development.

**Should:** Those criteria or elements that are desired to be provided as a part of the building or site development.

**Showcase windows:** Large glazed openings designed to showcase merchandise.

**Sidelights:** Vertical windows along the outside of a door.

**Single family dwelling:** A dwelling designed for occupancy by one family and located on one lot delineated by front, side, and rear lot lines.

**Single family dwelling, semi- or fully-attached:** A dwelling joined to another dwelling at one or more sides by a shared wall, designed for occupancy by one family, and located on a separate lot delineated by front, side and rear lot lines.

**Soffit:** The underside of an architectural element, such as a beam or cornice.

**Softscape:** Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

**Spindles:** Slender architectural ornaments made of wood turned on a lathe in simple or elaborate patterns.

**Stair tower:** A tower articulating the location of the stairway, usually of a residence.

**Stoop:** A raised platform, approached by steps and sometimes having a roof, at the entrance to a house.

**String courses:** A horizontal course of brick or stone flush with or projecting beyond the face of a building, often molded to mark a division in the wall.

**Surround:** The trim, jamb, head, and other decorative elements surrounding an opening.

**Terracotta:** Usually red fired clay.

**Terrace:** An open level area or group of areas adjoining a house or lawn.

**Tower:** A structure high in proportion to its lateral dimensions, usually forming part of a larger building.

**Transom:** A window, usually operable, above the head of a door.

**Turret:** A structure (frequently curved) high in proportion to its lateral dimensions, forming part of a larger building.

**Tuscan columns:** Very simple columns with no fluting or other embellishment.

**Under canopy (Projecting pedestrian) sign:** A double-sided sign that hangs from a mounting device (underside of a canopy or a projection from the building facade) and projects out perpendicular from the building facade over the sidewalk.

**Veranda:** A large, open porch, usually roofed, extending across the front and sides of a house.

**Vertical modulation:** The elements are the beams or other horizontal elements and are measured in terms of floor-to-floor and building height.

**Wood shingle siding:** A sheathing material composed of overlapping wood shingles.

## **CHAPTER 19**

# **CIRCULATION**



---

This Chapter presents the circulation concepts for autos, transit, bicycles and pedestrians in the Downtown. This Chapter is organized as follows:

- 19.1 Introduction
- 19.2 Context
- 19.3 Traffic Circulation Network
- 19.4 Transit
- 19.5 Pedestrians
- 19.6 Bicycles
- 19.7 Freeway Improvements

## **19.1 INTRODUCTION**

This section presents overall concepts for vehicular and non-vehicular circulation for the downtown. The plans for auto, transit, bicycle and pedestrian circulation are based on the circulation goals and policies set forth in Chapter 3: Vision, Goals and Policies.

The overall circulation plan is based on providing convenient access to, and circulation within, the downtown for all transportation modes. This multi-modal approach recognizes the importance not only of auto circulation, but also of good transit, bicycle, and pedestrian circulation to a successful downtown environment. The plan therefore focuses on achieving a balanced utilization of roadway space in the downtown where people can drive into Downtown and find convenient parking, take transit into downtown, bicycle around downtown, and walk around Downtown in a comfortable and safe environment.

## **19.2 CONTEXT**

The current downtown street system is a standard grid of two-way streets, with the exception of the Orange/Lemon one-way couplet on the east side of downtown. The principal traffic-carrying streets are Third Street, Mission Inn Avenue, University Avenue, 14th Street, and Market Street, due largely to the fact that they are the principal entry streets into downtown and also have interchanges with the adjacent freeways. The circulation system is completed by a comprehensive grid system of both secondary and local streets.

Grid street systems work particularly well in downtowns due to their inherent simplicity, ease of understanding, and ability to directly serve the diverse land uses typically found in downtowns. However, the fact that a number of the downtown streets are discontinuous and are interrupted by buildings and/or parks, tends to limit and restrict circulation opportunities, as well as being somewhat confusing to visitors. This is particularly the case in the southeast quadrant of downtown, i.e. the Justice District.

Nevertheless the street system generally functions well for the current downtown land uses. Downtown streets generally provide a good level of service and there are few if any traffic circulation problems with respect to either traffic volumes or traffic congestion. Reconnecting certain streets, or converting to two-way streets, to reinforce and enhance the grid could help improve circulation within the downtown.

### **19.3 TRAFFIC CIRCULATION NETWORK**

The following comprise the principal entry corridors into the Downtown area. Nine entry corridors are identified, of which five provide freeway connections. Of the nine entry corridors, four are considered Major Street corridors and five are considered Secondary Corridors.

In order to provide for the efficient access of vehicular traffic within the downtown, as well as efficient circulation with the downtown, the traffic circulation network identified in Figure 19A is proposed. This identifies Major Streets, Secondary Streets, and Local Streets. This classification is supplemental to and does not replace the roadway categories described in the City's General Plan which remain as specified in that document. The Specific Plan categorization is a functional one, which is intended to describe how various streets are expected to operate with respect to traffic flow in the downtown.

#### **19.3.1 Major Streets**

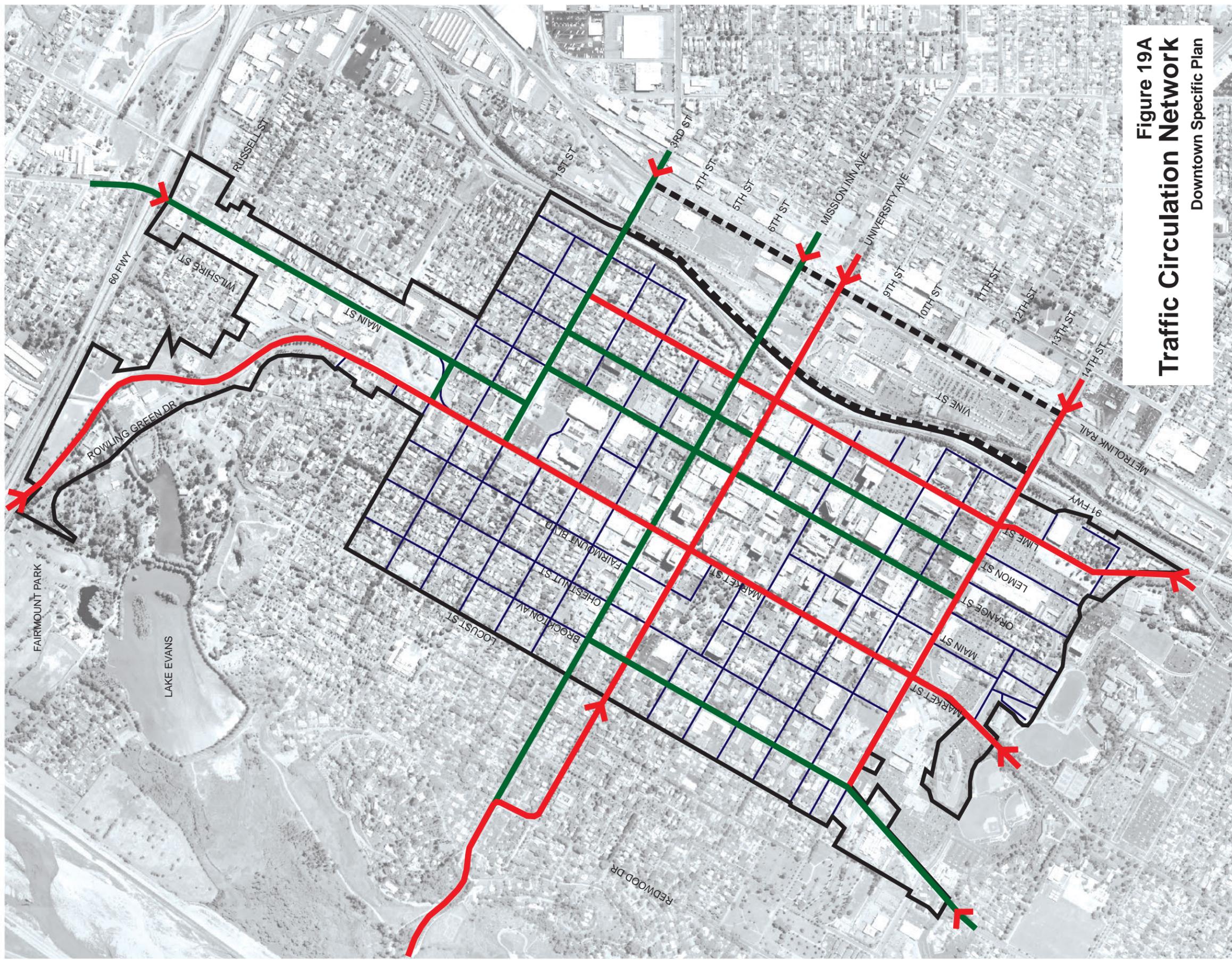
Major Streets are those expected to be the principal streets that traffic will use to access Downtown and circulate around Downtown. These streets will thus carry the heaviest traffic volumes and will generally be the widest streets. The Major Streets identified in the Plan are:

- Market Street
- Lime Street
- University Avenue
- 14<sup>th</sup> Street

#### **19.3.2 Secondary Streets**

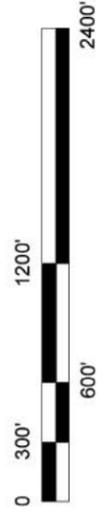
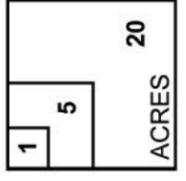
Secondary Streets will play a supporting role in distributing traffic within Downtown. These streets are expected to carry less traffic than the Major Streets. The Secondary Streets identified in the Plan are:

- Main Street (north of 3<sup>rd</sup> Street)
- Brockton Avenue (south of Mission Inn Avenue)
- Orange Street
- Lemon Street
- 3<sup>rd</sup> Street
- Mission Inn Avenue



**Figure 19A**  
**Traffic Circulation Network**  
 Downtown Specific Plan

- LEGEND**
-  Entry Gateway
  -  Major Street
  -  Secondary Street
  -  Other Street





---

### 19.3.3 Other Streets

Other streets within the downtown area are important for circulation of local traffic to specific land uses and buildings. These streets, which essentially complete the circulation grid, are not expected to carry through traffic or heavy traffic volumes.

Outside of the Raincross District, many of these streets pass through residential areas (e.g. west of Brockton Avenue and north of 3rd Street). While these streets serve for local access to the residences they are not appropriate streets for access to downtown and through traffic should be discouraged in these areas. Of particular concern is Fairmount Boulevard between First and Sixth Streets where the Residential District is adjacent to the Raincross District. To reduce cut-through traffic through the Residential District, vehicular access from Fairmount Boulevard to any new development between First and Sixth Street in the Raincross District, is strongly discouraged. In addition, to further protect the historic residential neighborhood, Fairmount Boulevard shall not be widened to accommodate traffic associated with development in the Raincross District.

### 19.3.4 Recommended Street Improvements

The following street improvements are recommended. These will generally enhance the current grid, improve local traffic circulation within the downtown, and help make the street system more understandable to visitors.

- The current downtown street grid system is important to the future success of downtown and should be maintained and enhanced where possible. No additional streets should be closed.
- Retain the Orange-Lemon one-way couplet. As an alternative, both streets could be reconfigured as two-way streets, however, this would result in a loss of some on-street parking.

The feasibility of converting both streets to regular two-way streets was explored, and was concluded to be infeasible. The Lemon Street roadway is relatively narrow at about 33-34' in 66' right-of-way. Conversions to two-way operation would require one lane in each direction plus a left turn lane. This would utilize the entire roadway width and thereby eliminate about 155 total on-street parking spaces on both sides of the street between 14th Street and Third Street. On-street parking is generally considered to be a critically important amenity for convenient visitor access in the downtown, particularly in the Justice District. It was, therefore, concluded that the benefits of conversion to two-way flow would be outweighed by the negative impacts of losing 155 on-street parking spaces.

Orange Street on the other hand, has a somewhat wider roadway at 44-50' or more, in a 66-70' right-of-way. With Lemon Street remaining one-way northbound, it is important to retain equal one-way capacity (two-lanes) southbound on Orange Street. However, by also providing one northbound lane, with a left turn lane, circulation would be enhanced. (Westbound traffic is currently impacted by the one-way couplet because circulation options are much more limited due to the discontinuity of 9th Street and Main Street. Adding a northbound lane on Orange Street would allow westbound

traffic to head north without the long and confusing detours currently necessitated by the one-way system). It was concluded that although about 75 on-street parking spaces would be lost on the west side of the street, on-street parking could be retained on the east side of the street, so in this instance the benefits of the local northbound lane to convenient traffic circulation would outweigh the loss of parking spaces.

## **19.4 TRANSIT**

Downtown is the focus and hub of service provided by the Riverside Transit Agency (RTA) who provide a total of eleven bus lines serving downtown from all parts of Riverside. Many of these lines run from one part of the city to another, through downtown, and many also terminate downtown at the downtown transit terminal at University/Mission Inn/Fairmount. This serves as both a terminus and a stopping point for all routes in the downtown to enable transfers and connections between bus lines.

A downtown transit hub is therefore very important to RTA operation. Unfortunately the existing transit terminal has suffered from a variety of social problems including loitering, panhandling and crime rates.

Transit will play an increasingly important role in the future development of downtown. As development density increases, transit is ideally suited to moving additional people without widening streets or building new roads. The intent of the specific plan is to ensure that transit continues to perform as a viable alternative to the automobile, particularly for the employees working downtown. In this context, the Specific Plan should accommodate the long range plans of the Riverside Transit Agency, which include:

- Continuation and enhancement of local service.
- Addition of express service on key routes serving Downtown.
- Addition of longer distance service to other cities in Riverside County, as well as to San Bernardino and Orange Counties.

The following specific recommendations are made for transit in the Downtown:

- Focus transit service on two key downtown transit streets - University Avenue and Market Street. These two streets will continue to provide the backbone of bus routes through the downtown, as they are centrally located to most all downtown destinations. The specific plan thus recognizes the importance of facilitating bus operations along these streets. Currently the majority of transit routes use University Avenue and Market Street and this is expected to continue. The Transit Street designation recognizes that these streets are expected to carry the highest volume of buses. Although these streets are also Major Streets for auto traffic, signal timing, curb space designations and sidewalk design should reflect the needs of transit operations.

- 
- Provide improved transit amenities throughout the downtown, but focused on Market Street and University Avenue. This will include enhanced passenger stops with shelters, seated waiting areas, and information displays. The design of these bus stop areas should be distinctive and recognizable, and integrated into the streetscape design of each street and/or block.
  - Study the provision of a new downtown Transit Center. This study should address the problems with the current bus station, determine the best course of action to eliminate those problems, and determine if an improved facility could be located on that site or at a different location. This facility, which would serve downtown passengers, should be located west of SR-91. It should provide 10-20 bus bays to accommodate RTA operations, and might need up to a half-block of land area. The Transit Center should include waiting and loading areas, facilities for fare collection, and purchase of bus passes, transit information, and could also include a utility bill payment center and public information center. It should be highly visible, well lit, well designed and aesthetically pleasing. It would be preferable for the Transit Center to also be integrated with commercial development, particularly retail uses. The Transit Center could be a stand-alone facility or it could be integrated into a new building (such as the ground floor of a parking garage or office/commercial development). It should be designed as a downtown focal point not just for transit but for other activities as well so that constant and high volume activity provides a sense of security and eliminates the problems experienced at the current facility.

Because a convenient transit center for downtown uses needs to be located west of the SR-91 Freeway, it is not able to adequately perform as a regional transit center. The continuing growth of Metrolink (with associated parking demands), the emergence of longer distance express bus service to Inland Empire cities as well as other counties, and the possibility of a future high speed rail station, all speak to the need to consideration of a regional transit center. A Regional Transit Center should therefore be considered east of SR-91, adjacent to the Metrolink Station. This would serve a different transit center market to the Downtown Transit Center and would focus on bus access to Metrolink, as well as longer distance bus service (e.g. to Orange County). This transit center could be integrated with possible expansion of parking at the Metrolink Station, as well as a potential future high speed rail station. It could also be integrated with a future RTA operations facility if appropriate and/or feasible

As downtown continues to grow, and as transit becomes increasingly important in servicing that growth, it can be anticipated that certain measures may need to be taken to ensure that transit is able to effectively access and circulate within downtown and provide a convenient alternative to the automobile. There will be an increasing need to facilitate bus movements into and through the downtown. Transit should be given at least equal priority to the automobile on key downtown streets in order to facilitate bus movements within downtown. Greater use of transit will also help reduce parking needs within the downtown.

A number of longer term improvements will anticipate the greater use of transit in the future and the need to facilitate bus movements through the Downtown.

- A future downtown shuttle service should be considered. This could connect the downtown area to the Metrolink Station, to outlying areas such as Riverside Community College and UCR, as well as to parking facilities on the edge of downtown.

- At some time in the future, the City should consider installation of some form of transit priority at traffic signals along Market Street and University Avenue to facilitate bus operations. This could take the form of buses being able to advance or extend the green signal, as well as providing “queue jumpers” to enable buses to pass through a green signal before autos.
- Finally, also in the longer term, the City should consider installing peak period bus lanes to facilitate buses travelling east/west through the Downtown. This could involve conversion of curb parking from an angle to parallel configuration and allowing parking only during off-peak hours when the curb lane is not being used by buses.

## **19.5 PEDESTRIANS**

A comfortable, safe, and enjoyable walking environment is essential to a successful downtown. While many streets have wide sidewalks and pedestrian circulation is well provided for in many areas (e.g. the Downtown Mall along Main Street), there are other areas where pedestrian facilities are less coherent. This includes the lack of a good connection across the SR-91 Freeway to the Marketplace area and the Metrolink Station, and the rather disjointed and uncoordinated walkways along Eleventh Street through the Justice District. To this end, the Specific Plan includes the following recommendations for pedestrian circulation:

- Enhance Eleventh Street into a major east-west pedestrian corridor from Market Street to Lime Street (Eleventh Street between Market and Main would not be closed to vehicular traffic). This is a significant opportunity to provide a major east/west pedestrian spine through the Justice Center. Mid-block pedestrian signals should ultimately be installed at Main Street, Orange Street, Lemon Street and Lime Street.
- Provide a foot bridge over SR-91 from the East Side of Lime Street to Vine Street on the alignment of Eleventh Street, with an enhanced pedestrian connection into the Metrolink Station. This will provide a direct pedestrian access between Metrolink and the employment center of the Justice District. It will also improve pedestrian connections between the downtown and the Marketplace area.
- Enhanced Downtown alleyways can be an important component of the pedestrian environment, in addition to providing essential service access to buildings. Alleys and other pedestrian walkways may also be used to create view corridors at mid-block points which would offer a view, as well as pedestrian access, to a location that might otherwise be overlooked. One potential location for such an alleyway/view corridor is in the block bounded by Market, Main, 10th, and 11th Streets where there is currently a surface parking area that provides a view corridor from Market Street to the beautiful County Courthouse on Main Street. Any future improvements to this area could incorporate an alleyway that would maintain the view corridor while providing pedestrian and possibly even limited vehicular access. Refer to Chapter 20: Streetscape Improvements, for a more detailed discussion of how alley walkways can be improved to accommodate pedestrians.

- 
- Designate the following as pedestrian oriented streets:
    - Sixth Street (Market to Lemon)
    - Mission Inn Avenue (Locust to Vine)
    - University Avenue (Locust to Vine)
    - Ninth (Market to Lime)
    - Tenth (Market to Lime)
    - Market Street (Fifth to Eleventh)
    - Main Street (Fifth to Fourteenth)
    - Orange Street (Third to Fourteenth)
    - Lemon Street (Third to Fourteenth)
    - Fifth Street (Market to Orange)

These streets form the backbone of the pedestrian circulation network in downtown and, in most cases, provide pedestrians with a street environment that will minimize conflict with autos. Streetscape designs should reflect pedestrian needs, including good street lighting, provision of benches, location of street furniture that allows adequate walking areas, adequate crosswalk provisions, shade trees, and curb parking to provide a buffer between traffic lanes and sidewalks. Downtown trailblazing and directional signage should also be designed/configured accordingly.

## **19.6 BICYCLES**

The City's General Plan designates Class II Bike Routes on a number of arterial roadways approaching downtown. It is the intent of the Specific Plan to facilitate bicycle access to Downtown by providing connections to these General Plan bike lanes approaching downtown. Within the downtown area, bicycle lanes should be provided on key streets where possible. However, given the need for convenient on-street parking on downtown streets, the striping of bike lanes is not always feasible within available right of way. Based on an evaluation of downtown streets, it is recommended that bike lanes be striped on the following key streets, to provide a backbone bicycle network that also connects to the Citywide bike lanes approaching downtown.

- Market Street (throughout downtown)
- Main Street (north of Third)
- Third Street (east of Market)
- 14th Street (throughout downtown)
- Lime Street (14th Street to 3rd Street)
- Olivewood Avenue (Riverside Community College to 14th Street)
- University Avenue (throughout downtown)

The bike lanes on Market Street and Third Street currently exist. Bike lanes on Main Street are proposed as part of improvements recommended in this Plan. Bike lanes on the other streets noted above are shown for long range planning purposes because they are not currently feasible without street widening or removal of on-street parking. If such changes occur in these streets, then bike lanes should be added.

## **19.7 FREEWAY IMPROVEMENTS**

Downtown Riverside is serviced by two freeways, SR-60 and SR-91. The principle access from SR-60 is a full diamond interchange at Market Street, with a secondary access by a split diamond interchange with Main Street and Orange Street. The principle access from SR-91 is via a split diamond interchange with Mission Inn Avenue and University Avenue and via a full interchange with 14th Street. There are also ramps on SR-91 between the downtown and SR-60, at La Cadena Drive (northbound) and at Poplar/Mulberry (southbound) although these serve primarily the local adjacent area rather than downtown.

A planned project by Caltrans will significantly improve the SR-91/I-215/SR-60 interchange to the northeast of downtown. This will not change the principal ramp interchanges at Market Street, Mission Inn Avenue/University Avenue, and 14th Street. It will, however, modify the following ramps:

### **SR-60:**

- Removes the eastbound on-ramp at Orange Street, and replaces it with a new eastbound on-ramp at Main Street.

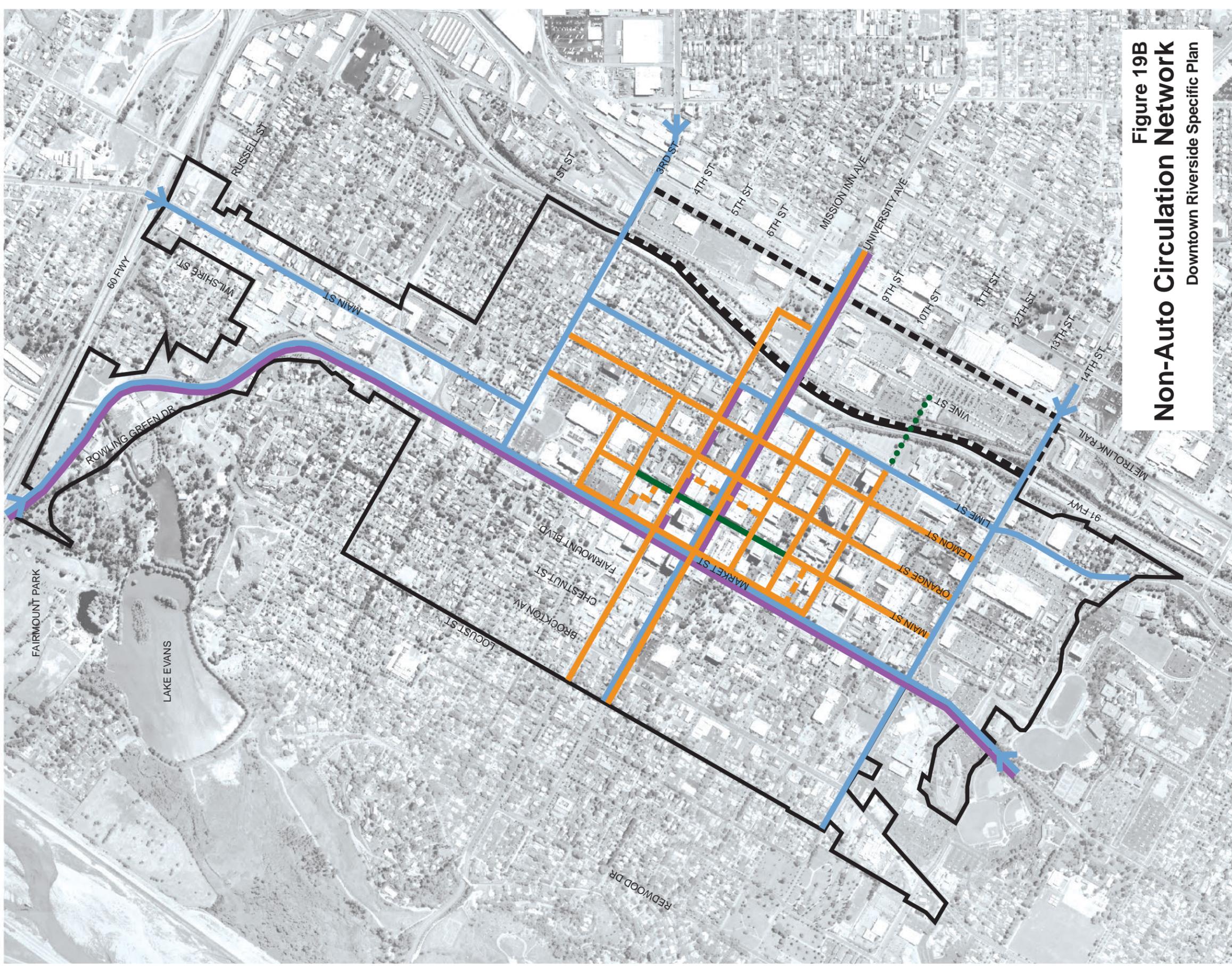
This change will probably serve to reduce traffic on Orange Street and increase traffic on Main Street. This will be a positive benefit as it should reduce traffic in the residential area and relocate it to an appropriate arterial street.

### **SR-91:**

- Removes the northbound off-ramp and northbound on-ramp at La Cadena Drive and replaces them with a new northbound off-ramp at Spruce Street. The northbound on-ramp will not be replaced.
- Removes the southbound off-ramp at Poplar and the southbound on-ramp at Mulberry, and replaces with a new southbound on-ramp at Spruce Street. The southbound off-ramp will not be replaced.

Neither of these ramp locations are in the Specific Plan area, or serve the downtown directly.

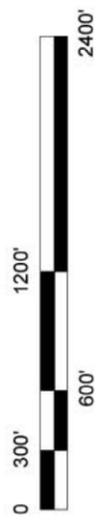
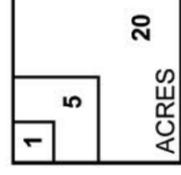
Caltrans is in the process of evaluating all of these ramp modifications, but it is not expected that they will significantly alter traffic patterns in the downtown.



**Figure 19B**  
**Non-Auto Circulation Network**  
 Downtown Riverside Specific Plan

**LEGEND**

-  General Plan Class II Bike Route Approaching Downtown
-  Class II Bike Route (Bike Lane)
-  Transit Street
-  Bus only Lanes in Peak Periods (Longer Term)
-  Pedestrian-oriented Street
-  Pedestrian-oriented Alley Opportunities
-  Pedestrian Mall (Pedestrian-only)
-  Opportunity for Pedestrian Bridge over Freeway





## **CHAPTER 20**

# **STREETSCAPE IMPROVEMENTS**



---

This Chapter presents landscape and streetscape design concepts for key streets and gateways in the Downtown Specific Plan area. This Chapter is organized as follows:

- 20.1 Streetscape Treatments for Key Streets
- 20.2 Street Furniture Concepts for the Raincross District
- 20.3 Paving Concepts for the Raincross District
- 20.4 Lighting Concepts for Downtown
- 20.5 Public Signage and Banners for Wayfinding and Districts Identity
- 20.6 Streetscape Treatments for Key Streets
- 20.7 Gateway / Entry Treatments

## **20.1 STREETScape TREATMENTS FOR KEY STREETS**

Streetscape treatments are meant to enhance and unify the visual and spatial experience of the driver, transit rider and the pedestrian, and help provide key linkages between Downtown districts. A comfortable experience through the streetscape pattern gives the user a sense of direction and a sense of place within Downtown. Streetscape treatments and design in Downtown will follow the major traffic and pedestrian streets to support the Urban Design Concept and Land Use District Concept of the Specific Plan. Following are concepts for streetscape treatments for key streets in Downtown.

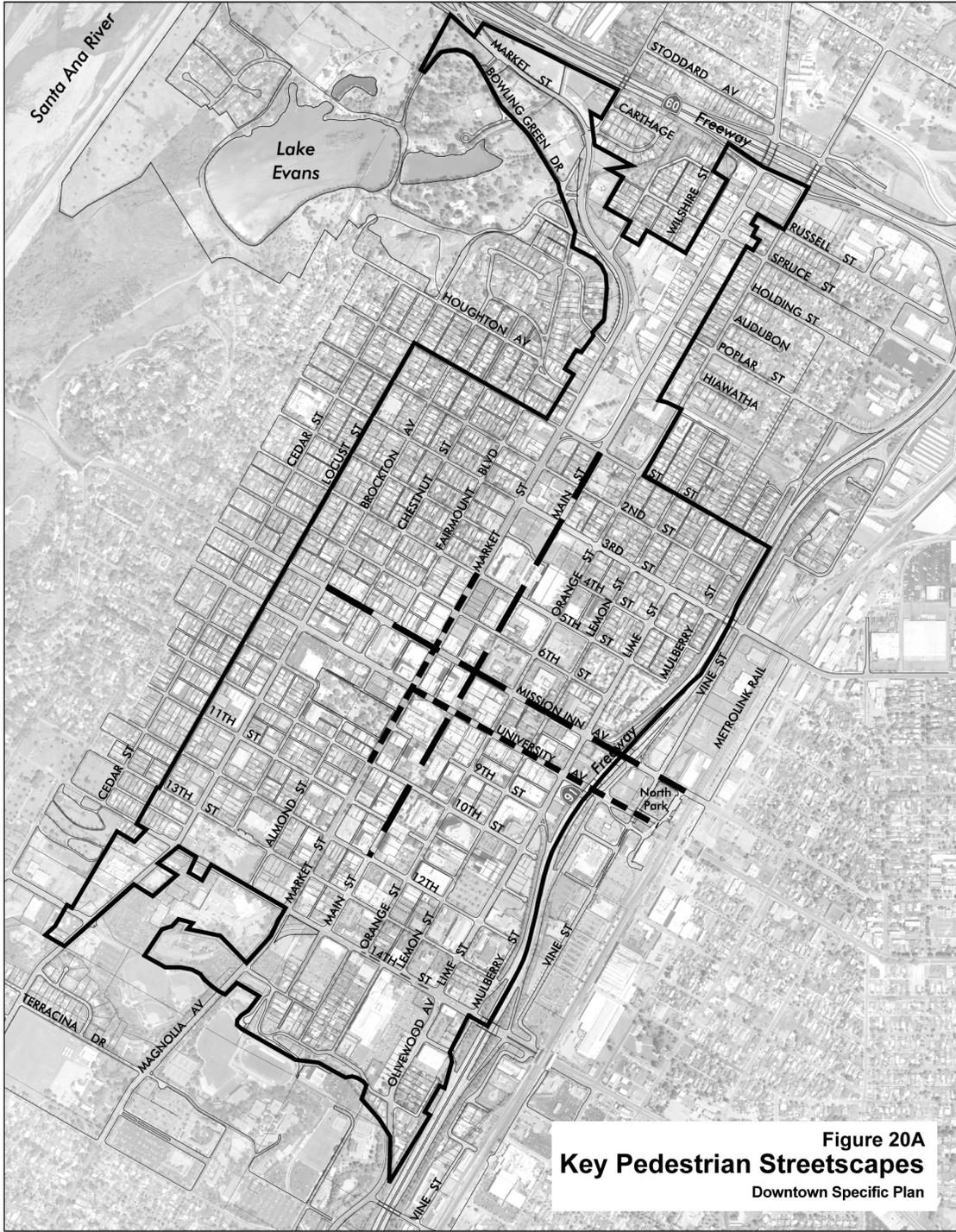
The key pedestrian streetscapes are illustrated in figure 20A. These historic streetscapes, which form the backbone of the Urban Design concept and Raincross District include:

- Mission Inn Avenue - from Brockton Avenue to Vine Street - linking the residential neighborhood to the Fox Theater to North Park
- Main Street - from 1st to 14th Street - linking the Raincross District and the Justice Center
- Market Street - from 5th Street to 9th Street - connecting White Park to the Convention Center
- University Avenue from Market Street to Santa Fe Street - linking the Raincross District to the Riverside Marketplace.

No changes are proposed to the General Plan rights-of-way in terms of traffic carrying lanes or overall street right-of-way cross sections. The description of Streetscape Treatments for Key Streets that follows is based on this consistency between the Specific Plan and the General Plan.

## **20.2 STREET FURNITURE CONCEPTS FOR THE RAINCROSS DISTRICT**

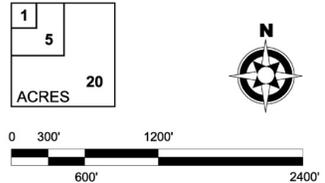
Street furniture for the Raincross District should exude the same character as the historic buildings and landscape of Downtown Riverside. Traditional building materials such as stone, wood, stucco, and Spanish tile are all components of the historic architectural fabric and should be considered in the design and selection of street furniture. Street furniture selections should create a district-wide common palette, which will strengthen the Raincross District's identity and be easier for the City to maintain. A district color should also be selected and incorporated into the street furnishings, again creating a Raincross District identity.



**Figure 20A**  
**Key Pedestrian Streetscapes**  
 Downtown Specific Plan

**LEGEND**

- Specific Plan Bouncary (Revised May 2014)
- Historic Cross Axis Streets
  - Mission Inn Avenue
  - Main Street
- Supporting Historic Streets
  - Market Street
  - University Avenue



With an anticipated increase in pedestrian traffic, benches and street furnishings should be provided at regular intervals to accommodate activity within the Raincross District. The frequency of furniture clusters will depend upon the street and its use. Mission Inn Avenue and Main Street should receive the highest frequency of furnishings, with clusters occurring at all major intersections and occasionally mid-block. Market Street and University Avenue should receive the next highest concentration of furnishings. Other streets should receive furniture with less frequency, primarily at bus stops and key intersections.

Furniture clusters should consist of benches and trash receptacles, and occasionally bike racks. Bike racks should be provided along bicycle routes, as well as streets that carry high levels of pedestrian traffic. A typical furniture cluster should be placed adjacent to street lighting for safety and to bring order to the streetscape. For maintenance reasons benches should be metal not concrete or wood.

Tree grates, which increase the usable area of the sidewalk, should be considered for all new trees planted within the Raincross District, with the exception of trees planted in parkways. Grates should be utilized first on the four key streets previously discussed. In addition, hanging baskets could be added to the streetlights or other appropriate areas to further enhance the beauty, charm, and pedestrian character of the Raincross District.



*Drinking Fountain on Mission Inn Avenue*



*Tree Grate on Main Street*



*Raincross Tree Grate*



*Metal Benches off Main Street*



*Furniture Cluster*



*Cobra Style Street Light*



*Raincross Style Street Light*



*Acorn Style Street Light*

### **20.3 PAVING CONCEPTS FOR THE RAINCROSS DISTRICT**

The paving material along Mission Inn Avenue should be upgraded to identify it as a significant street within the Raincross District. Due to the walking nature of the street, an added layer of detail should be incorporated at street intersections and crossings in consideration of pedestrians. Materials should include scored concrete with subtle hints of color that reflect the historic character of the area. Existing granite curbs and gutters should be restored and maintained and considered in selection of paving materials. Accessibility guidelines should be followed in all design details.

### **20.4 LIGHTING CONCEPTS FOR DOWNTOWN**

The City is currently installing three types of street lights Downtown:

**Cobra Style Street Lights:** These are the standard overhead lights commonly installed during the past 30 to 50 years. Various styles of these lights can be found Downtown, including those with plain galvanized steel poles and those with more decorative and historic looking Marbelite (aggregate stone/concrete) poles.

**Raincross Street Lights:** On Mission Inn Avenue and Main Street, reproductions of historic Raincross street lights (originally designed in the 1930's) have been installed. Where cobra style street lights previously existed, the Raincross lights have been installed between the cobra lights. Elsewhere, the Raincross lights are the only type of light used, except at intersections, which are generally illuminated by cobra style lights.

**Acorn Style Street Lights:** In residential areas Downtown, older street lights with concrete, steel, and fiberglass poles are being replaced with vintage acorn style street lights with Corsican style Marbelite poles.

It is recommended that Raincross Street lights be added to University Avenue and that an appropriate lighting program that reflects the historic character of the District be implemented on North Main Street. It is also recommended that a uniform, vintage design of cobra street light be used as a replacement light for existing modern styles of cobra street lights downtown.

---

## 20.5 PUBLIC SIGNAGE AND BANNERS FOR WAYFINDING AND DISTRICT IDENTITY

The existing signage along Main Street and Mission Inn Avenue provides good wayfinding directions to pedestrians for key destinations in the Raincross District. Additional signage identity elements should be added including directions to the Fox Theater, Historic North Park and the Justice Center.

A program of wayfinding and district identity signage should be considered to reinforce driving directions to and a sense of arrival within, each Land Use District in the Specific Plan area. Existing signage for Downtown’s historic residential districts is exemplary in terms of the approach, which should be used for all of Downtown’s districts.

Banners are another means of enhancing wayfinding and district identity. Event-oriented banners can lead people to the location of the event. Banners can also be used in the early years of creating new district identities as a way of demarcating a new district and creating a special identity.



*Palms along Mission Inn Avenue*

## 20.6 STREETScape TREATMENTS FOR KEY STREETS

### 20.6.1 Mission Inn Avenue

Mission Inn Avenue is one of the most important streets in all of Riverside. Historically, the street connected the railroad stations with the Mission Inn, playing a vital role in the City’s development. Over time it has evolved as the setting for the City’s major cultural facilities and activities.

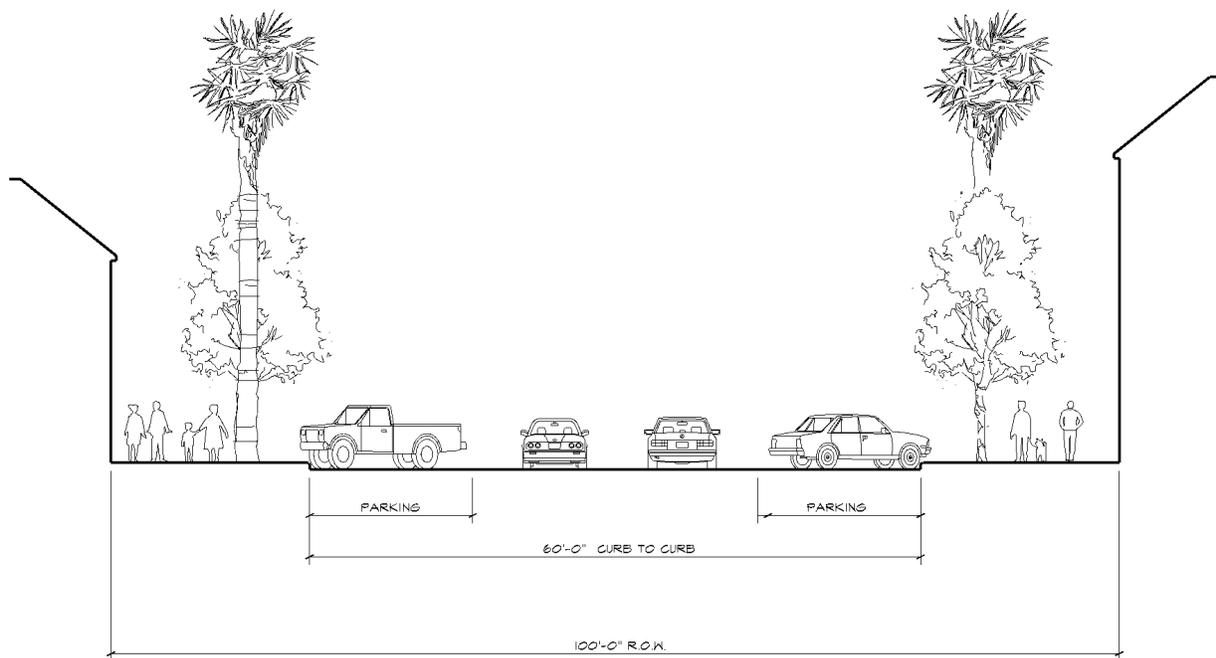
The landscape character should respect the historic nature of the street and its buildings. The historic arbor structures along portions of the north side of the street should be preserved and maintained. Historic *Washingtonia filifera* (California Fan Palm) should be preserved as well, and supplemented with canopy trees. The canopy trees should provide shade for pedestrians where there are no arbor structures to do so. Suggested canopy trees include *Maytenus boaria* ‘Green Showers’ (Mayten Tree), per the Street Tree Master Plan, or *Geijera parviflora* (Australian Willow).

There is a desire to reestablish the connection of the arbor structures, which were disturbed by the construction of the 60 Freeway. Reference to the arbor, in mural or other form, could be part of a public art, landscape, lighting and graphics treatment of the freeway underpass.

The paving material along Mission Inn Avenue should be upgraded to identify it as a significant street within the Raincross District. Due to the walking nature of the street, an added layer of detail should be incorporated at street intersections and crossings in consideration of pedestrians. Materials should include scored concrete with subtle hints of color that reflect the historic character of the area. Existing granite curbs and gutters should be restored and maintained and considered in selection of paving materials. Accessibility guidelines should be followed in all design details.



*Mission Inn Avenue (looking West)*



*Proposed Street Section for Mission Inn Avenue*

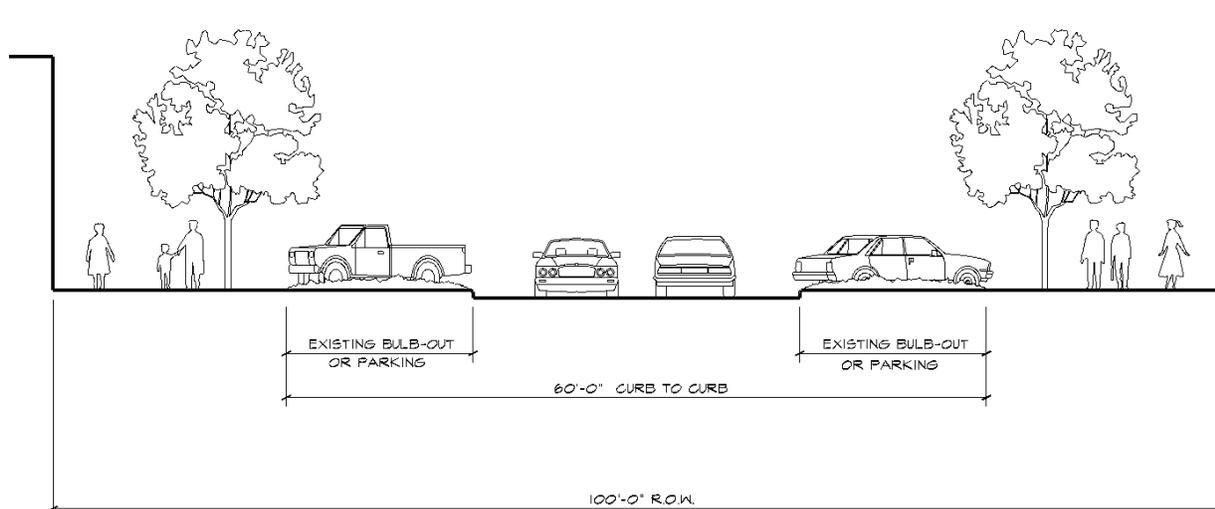
## 20.6.2 Main Street

Main Street is unique due its closure to vehicular traffic from 3rd Street to 10th Street. The “closed” portion, also referred to as the Downtown Mall, needs a new tree program. Existing trees block views of historic facades and building signage. New tree types more compatible with structures and signage and/or major changes in tree pruning procedures are recommended. Also, a contiguous pattern of street trees and street lights should be developed to form landscape continuity between closed portions of Main Street and those that are open to both vehicles and pedestrians.

Existing species with dense canopies, such as Pines, Podocarpus gracilior, and Camphor Trees, should be replaced with trees of a more open nature, which would allow for adequate viewing of building signage and facades. The suggested street tree, per the Street Tree Master Plan, is *Tabebuia ipe* (Pink Tabebuia), an upright, open, flowering tree. Other options include *Ginkgo biloba* (Maidenhair Tree), a deciduous, upright and open tree, or *Liquidamber styraciflua* (Sweet Gum), which is similar in specification to the Ginkgo.



Main Street (looking North)



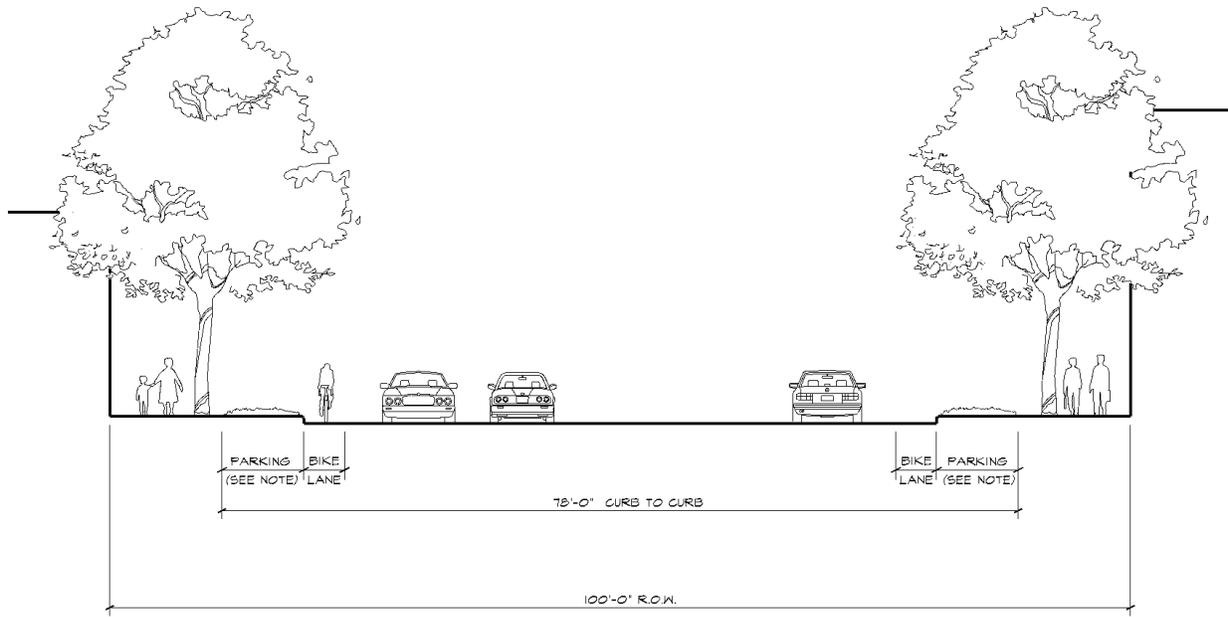
Proposed Street Section for Main Street (only that portion open to traffic; does not include the pedestrian mall)

**20.6.3 Market Street**

Market Street is the historic north-south street linking all of Riverside (as it becomes Magnolia). Market Street in Downtown has dual roles as both an important traffic carrier and pedestrian connector within the Raincross District. Corner bulbouts, mid-block crossings, special lighting and street furniture treatments are recommended for the pedestrian-oriented segment (Raincross and Justice Center Districts) between 1st Street and 14th Street. No medians are recommended for these street segments. Medians are recommended in the auto-oriented segments north of 1st Street and south of 14th Street and will tie into the medians that occur south of the Downtown Specific Plan area. To further improve



*Market Street (looking North)*



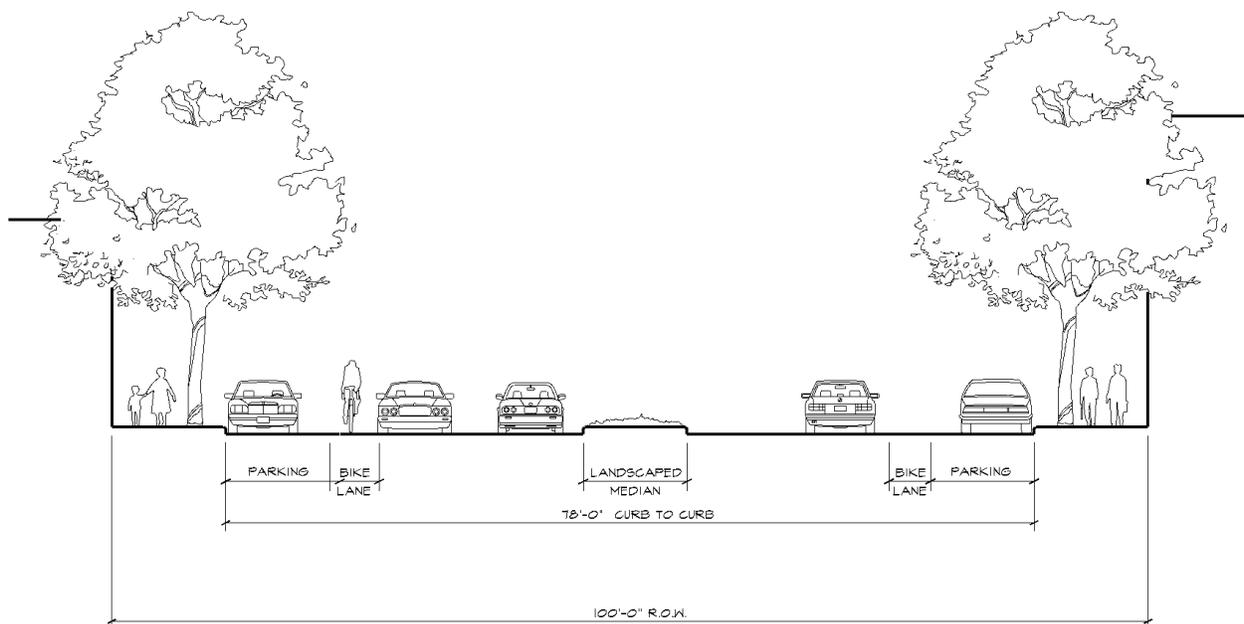
*Proposed Street Section for Market Street with intersection bulbouts (between 1st and 14th Streets)*

the appearance of the portion of Market Street between the 60 freeway and 1<sup>st</sup> Street, the owner of the 5 acre parcel on the east side of Market Street, south of Northbend Street (APN 209-161-004), has agreed to remove the quonset huts, signs, and outdoor storage areas on their property that are visible from Market Street. This is to be completed by May 5, 2003, or in conjunction with the beginning of Phase I of the street improvements along this section of Market Street, whichever is later.

The selected street tree for Market Street, per the street tree master plan, is *Podocarpus gracilior* (Fern Pine). For the medians, options include *Magnolia grandiflora* (Southern Magnolia), which would establish a connection with the medians on Magnolia, or *Platanus acerifolia* (London Plane Tree), a deciduous tree similar in form and scale to the Magnolia.

Landscape bulbouts will occur at intersections and mid-block crossings in the street segments that do not have medians (the Raincross District). These bulbouts should be landscaped with flowering plant material to accent corners and crossings. Special consideration should be given to plant material that is drought tolerant and/or indigenous to the area.

Paving at the corners of intersections, as well as mid-block crossing bulbouts, should be upgraded and cater to pedestrians. Materials should be compatible with those selected for Mission Inn Avenue, reflecting the historic character of the area.



*Proposed Street Section for Market Street with median (between the 60 Freeway and 1st Street)*

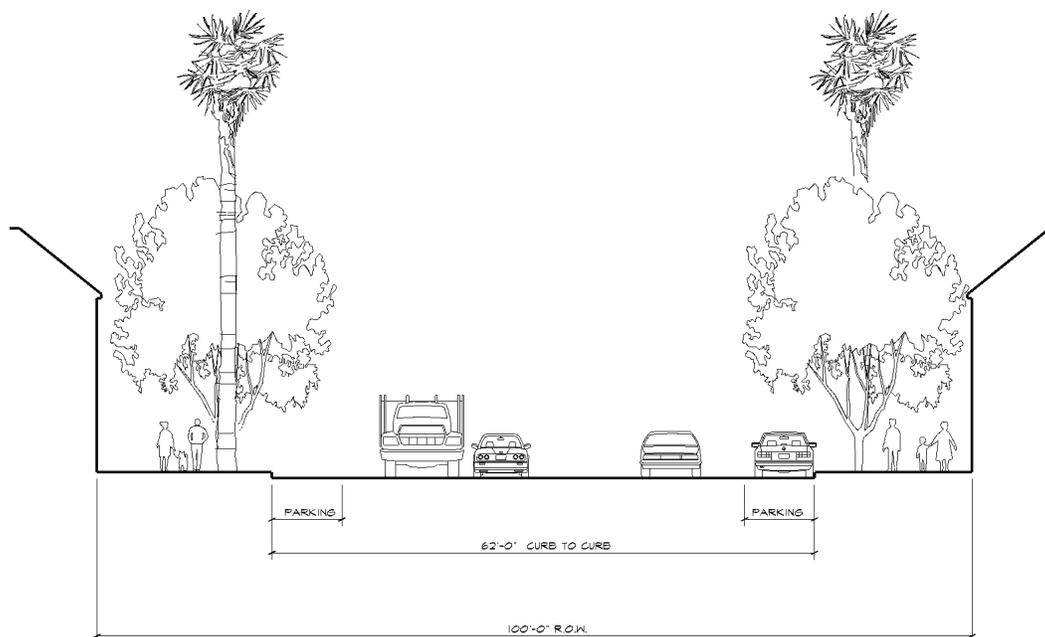
### 20.6.4 University Avenue

University Avenue is the historic connection both east to the University of California at Riverside and west to the historic neighborhoods. Within the Raincross District, University Avenue provides pedestrian access to many significant architectural structures and an emerging retail environment.

The existing landscape for University Avenue consists of dense Ficus trees. While these trees supply a nice canopy of shade for walking in the hot summer months, they unfortunately obscure all building signage and architectural facades. They are also expensive to maintain, due to pruning and the damage created to curbs and sidewalks from their large and shallow root system. It is therefore recommended to replace these trees, over time, with an alternative tree. The Street Tree Master Plan recommends *Koelreuteria bipinnata* (Chinese Flame Tree) alternating with *Washingtonia filifera* (California Fan Palm). This solution will resolve the problems created by the Ficus. New trees should be phased in, with guidelines established by the City.



*University Avenue (looking West)*



*Proposed Street Section for University Avenue*

## 20.6.5 North Main Street

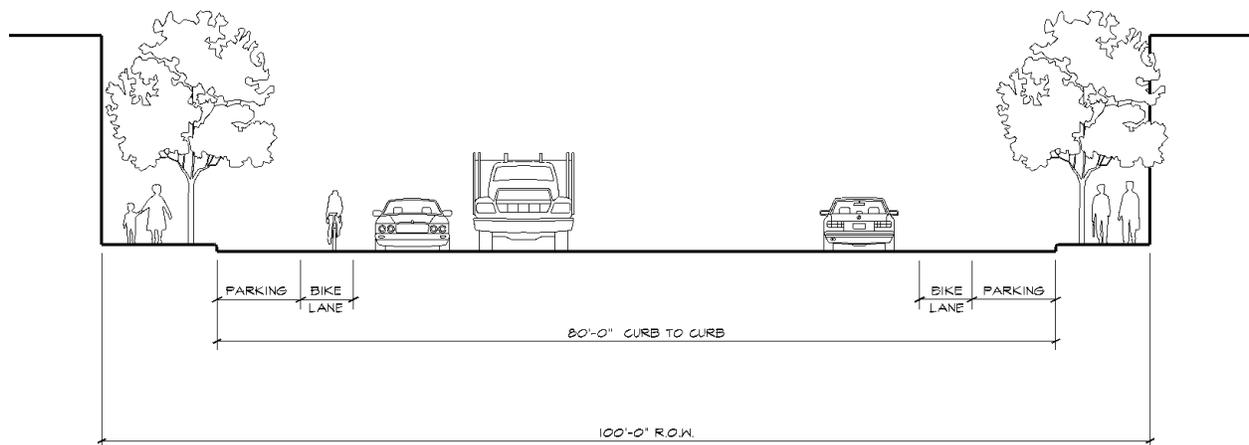
North Main Street currently lacks both street trees and lighting. The addition of trees and lighting to provide a street character suggestive of the unique service/artisan functions of this District is recommended. Utilities should be underground in North Main as they are throughout the rest of downtown. Selected poles might be incorporated within a public art piece recalling the history of the area.

On-street, angled parking is occurring on North Main Street on an informal basis generally between 1st and Poplar Streets. It is intended that this parking be maintained and eventually formalized in conjunction with other street improvements such as installation of sidewalks, street trees, traffic calming devices, etc. This angled parking could be accommodated by eliminating the proposed bike lane in this area and reducing the width of the sidewalk to 6 feet; having angled parking only on one side of the street; or reducing the traffic lanes from four to two with two travel lanes and a center turn lane.

The Street Tree Master Plan suggests *Tabebuia ipe* (Pink Tabebuia) for North Main Street, which is in character and scale with the street. An alternative deciduous selection would be *Ginkgo biloba* (Maidenhair Tree). In addition, the use of oak trees may be considered since they were a predominant tree along North Main for many years.



*North Main Street*



*Proposed Street Section for North Main Street*

20.6.6 14th Street

14th Street is a principal citywide auto entry corridor from the 91 freeway. It is recommended to in-fill the existing street trees with new specimens per the Street Tree Master Plan, to strengthen the overall street character. The selected tree along the sidewalk edge is *Koelreuteria bipinnata* (Chinese Flame Tree), with *Jacaranda mimosifolia* (Jacaranda) planted in the medians.



14th Street (looking West)



Proposed Street Section for 14th Street

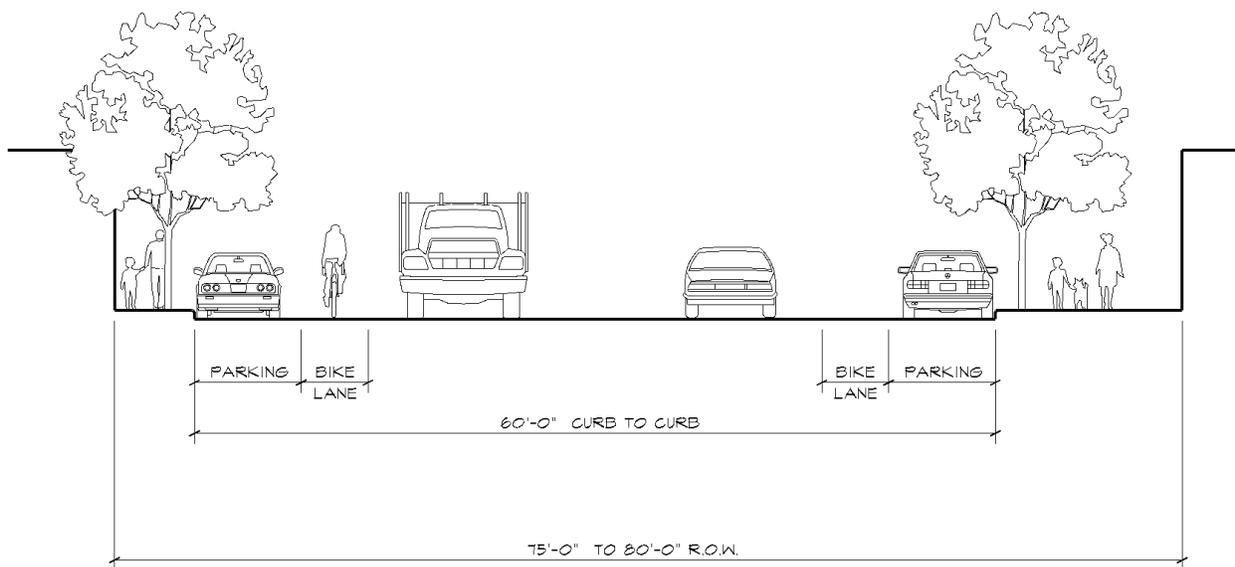
---

### 20.6.7 3rd Street

Third Street is another principal citywide auto entry corridor and is unique within downtown because of its dedicated bike lanes and landscape bulbouts. These features complement the attractive residential frontage of the street. Again, it is recommended to in-fill the existing street trees with new specimens per the Street Tree Master Plan, to strengthen the overall street character. The selected street trees are an alternating pattern of *Tabebuia ipe* (Pink Tabebuia) and *Trachycarpus fortunei* (Windmill Palm), which is an approximately 25-foot tall fan palm, similar in height to the Pink Tabebuia.



*3rd Street (looking East)*



*Proposed Street Section for 3rd Street*

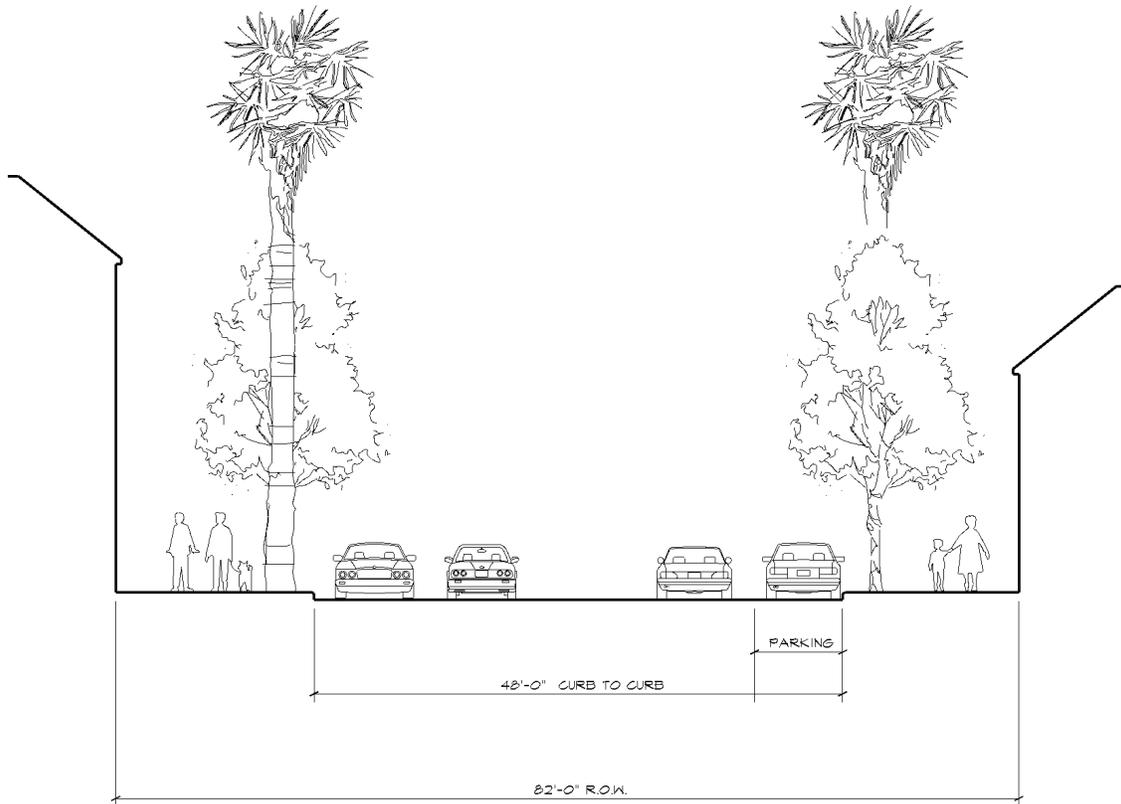
### 20.6.8 Orange Street

Orange Street provides a pedestrian connection between the Raincross District and the Justice Center. An emphasis should be placed on the in-fill of shade trees that are compatible in scale with both the historic structures and new structures.

The recommended street trees per the Street Tree Master Plan are an alternating pattern of *Hymenosporum flavum* (Sweetshade Tree) and *Washingtonia filifera* (California Fan Palm).



*Orange Street (looking North)*



*Proposed Street Section for Orange Street (between 13th Street and University Avenue)*

---

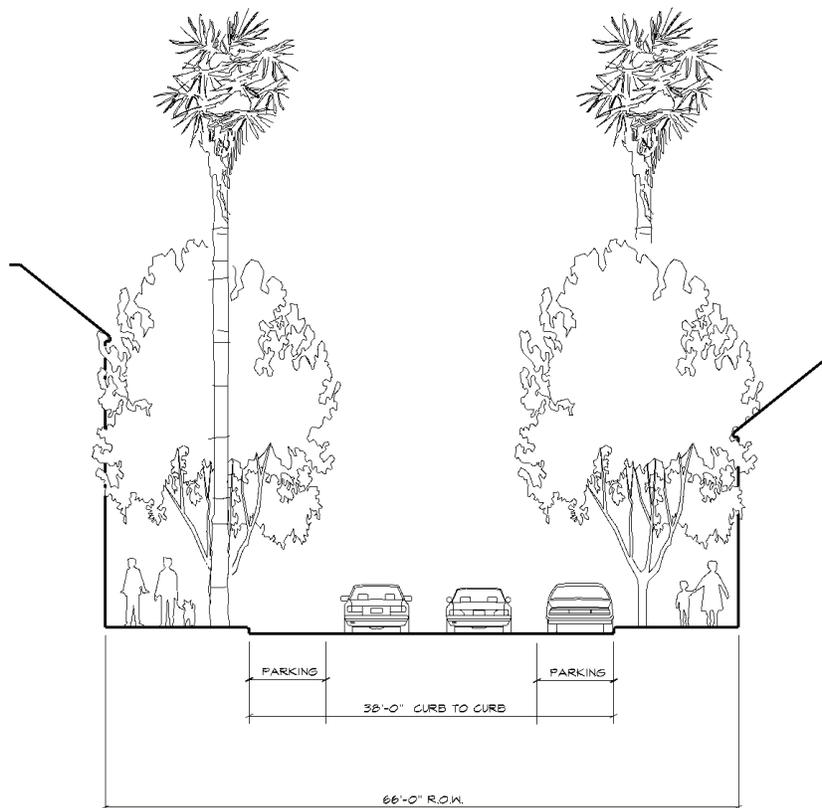
## 20.6.9 Lemon Street

Lemon Street provides a pedestrian connection between the Raincross District and the Justice Center. Again, an emphasis should be placed on the in-fill of shade trees that are compatible in scale with both the historic structures and new structures.

The recommended street trees per the Street Tree Master Plan are an alternating pattern of *Koelreuteria paniculata* (Goldenrain Tree) and *Washingtonia robusta* (Mexican Fan Palm).



*Lemon Street (looking North)*

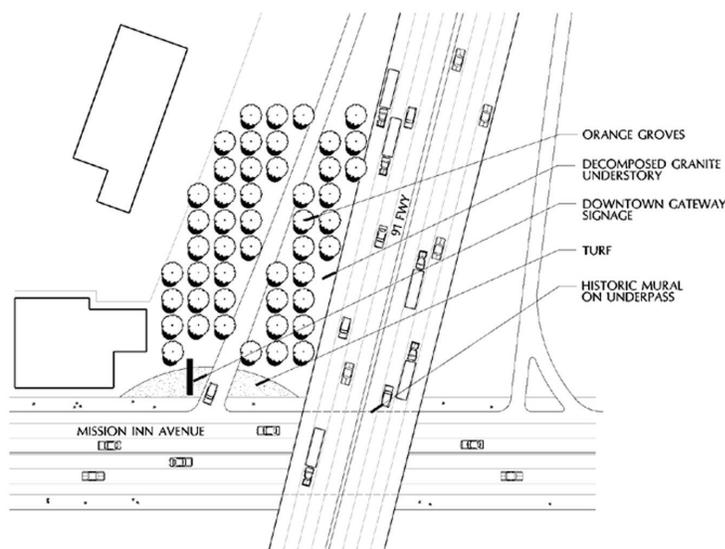


*Proposed Street Section for Lemon Street*

## 20.7 GATEWAY / ENTRY TREATMENTS

The streetscape should create a sense of arrival at key intersections entering Downtown. This goal is accomplished by establishing entry points, or gateways, at key intersections along the main circulation route. These entry points are highlighted by special landscaping treatments, entry markers, signage, special lighting, public art, or other special enhancements that signify changes in location or direction, thereby creating “gateways” into Downtown. Gateways are an important part of the Vision for Downtown because they give a first impression of the area and suggest the overall character for the Downtown. Following are concepts for gateway treatments for key automobile entry points into Downtown:

### 20.7.1 Mission Inn Avenue and University Avenue at the 91 Freeway



*Orange Grove Plan*

These are key auto entry points from the 91 Freeway and pedestrian gateways between the Raincross District and Marketplace area. Enhanced signage and special lighting are recommended relating to automobile drivers. A major linkage treatment, including interrelated public art, lighting, landscaping and signage, is recommended for these vital pedestrian underpasses. References to the historic arbor and events in Riverside’s history should be considered.

### 20.7.2 Market Street at the 60 Freeway



*Public Art at UCR Underpass*

Market Street is an Entry Corridor characterized by Fairmount Park and other landscape setbacks. A gateway sign is already in place on the west side of the street, but it needs upgrading. Reinforcement of the “green corridor” through added trees and landscaping of the ground plane is suggested. Orange tree groves, related to Riverside’s history, are recommended within the corridor.

---

### **20.7.3 14th Street and 3rd Street at the 91 Freeway**

Enhanced signage and special lighting are recommended relating to automobile drivers.

### **20.7.4 North Main Street at the 60 Freeway**

Enhanced signage and special lighting are recommended relating to automobile drivers.

### **20.7.5 Mission Inn Avenue and University Avenue from the West**

This is an attractive existing historic Entry Point featuring curved stone walls and an elegant bridge. This Entry Point should be preserved as is.

### **20.8.6 Market Street at 14th Street**

This entry point has substantial potential for enhancement including:

- .. Opening the view to the De Anza memorial statue and park, which is currently obscured by trees.
- .. Creating a new mixed use project at the northeast and northwest corners that incorporates lighting and historic structures and complements the De Anza memorial/park to create a major Downtown entry point. This new mixed use project should incorporate the historic architecture of the existing structures on the northeast corner of this intersection.
- .. Installing special gateway lighting, enhanced crosswalks, and special paving.

### **20.7.7 Market Street at 1st Street**

This intersection marks a secondary Entry Point to Downtown. Here the driver's experience changes from the curving Market Street to the Downtown Grid. Special street lights, paving and public art should be used to create this Entry Point.



*Mission Inn Avenue Historic Bridge*

### 20.7.8 Alley Walkways

Alley walkways can comprise an important part of the Downtown pedestrian environment in addition to providing essential service access to properties. As illustrated in the photographs below, alley walkways can be restricted to pedestrian only access during the busiest retail and dining times of day. During other times the alley walkways can be comfortably shared by pedestrians and service vehicles.

Alley walkways can be created when parking structures are added to the fabric of downtown. At that time, the walkways can be designed for pedestrian access to the parking structures, service access and as a location for enclosed and shared trash enclosures. Public art can add elements of interest and surprise to the alley walkways.

The greatest potentials for the alley walkways can be realized when they are conceived as pedestrian pathways with appropriate paving which provide access to stores, parking structures or lots and to shared trash enclosure areas. Of course, the alley walkways, like the public sidewalks, must be fastidiously maintained to attract and retain the downtown visitor, shopper, resident or worker.



*Alley Walkways can be a part of Downtown's pedestrian network while still providing needed service access.*



*Where alley walkways are encompassed by a large scale (half block or block) development, elimination of service access may be appropriate.*



*Alley walkways can provide access to enclosed trash areas for buildings.*



*Alley walkways can also provide access to centralized trash compactors serving an entire block. These compactors are built into parking structures.*



*Unenclosed trash containers can ruin alley walkways and should not be allowed.*



*Public art can enrich the pedestrian experience along alley walkways.*

## **CHAPTER 21**

# **IMPLEMENTATION**



---

The purpose of this Chapter is to assist the City of Riverside and its Redevelopment Agency in formulating an implementation strategy to carry out the goals and objectives of the Downtown Specific Plan. This Chapter is organized as follows:

- 21.1 Approaches to Fulfilling Economic Development Potential
- 21.2 Assessment of Potential Financing Mechanisms for Public Improvements
- 21.3 Assessment of Potential Mechanisms to Assist Private Development
- 21.4 Public Improvements
- 21.5 Financing Mechanisms for Public Improvements
- 21.6 Private Development Potential
- 21.7 Financing Mechanisms to Assist Private Development
- 21.8 Housing Strategies

## **21.1 APPROACHES TO FULFILLING ECONOMIC DEVELOPMENT POTENTIAL**

### **21.1.1 Implementation of Public Improvements**

The Downtown Specific Plan identifies public improvements for the area with total costs estimated at \$61.7 million. The costs associated with the “wish list” of proposed improvements will likely exceed the level of funding available through these mechanisms within the near-term. It is recommended that the City/Agency foster a public/private dialogue to review the proposed public improvements and establish priorities in light of the following key considerations:

- Existing and anticipated demands on funding sources controlled by the City/Agency.
- The extent to which external funding sources may be available (e.g., Federal, State, County).
- The need for a particular public improvement to support targeted private developments.
- The fiscal benefits of a proposed improvement (e.g., helps to stimulate private, taxable development).

### **21.1.2 Implementation of Private Development**

Key approaches to implementation of the proposed private development for each major land use category are summarized as follows:

- **Retail and Entertainment:** The major concerns with respect to development of new retail and entertainment uses are site assembly, provision of adequate parking, and establishment of a critical mass of retail/restaurant uses. It is recommended that the City/Agency continue its efforts related to property acquisition and developer negotiations.
- **Residential:** Downtown Riverside can accommodate a broad range of new residential development types, including both multi-family and single-family, for-sale and rental. In order to attract new residential development, the City/Agency should consider assisting developers with site assembly; and providing financial assistance to mixed-income housing developments. Provision of adequate supporting amenities (retail and services) is also crucial to creating a stronger, more populous Downtown neighborhood.
- **Hospitality:** The expansion of Raincross Square should be established as a shared public/private goal to be accomplished within the mid- to long-term. In the mid-term, the City/Agency should consider sponsoring an in-depth study of the feasibility (physical, market, financial) of expansion of the existing facility. Other approaches for consideration include initial discussions with property owners potentially affected by the expansion and preliminary master planning efforts.
- **Office:** Inasmuch as the major office users in Downtown Riverside are public and institutional users, the City/Agency should continue its dialogue with the government agencies located in Downtown. In the mid-term, there may be an opportunity to build California Tower II, a second-phase office building for the State of California and other users. Development of major new office space should also be considered as an opportunity to create mixed-use development, as well as shared parking arrangements.

---

### **21.1.3 Marketing Programs**

The City should continue its efforts to promote Downtown to businesses and residents in Riverside and the Inland Empire by continuing to build upon the following promotional activities:

- Sponsoring of special promotional events generating public interest and media attention such as the Orange Blossom Festival, the Mission Inn Run, Dickens Festival, Sunday on Main Street, Cultural Heritage Festival, and Christmas on Main Street.
- Recognizing achievements through the sponsoring of annual design or beautification awards to honor efforts of business and property owners.
- Developing promotional material to attract businesses.
- Coordinating an information outreach program that streamlines the efforts of the Downtown Partnership, Raincross Square, the Chamber of Commerce, and the City/Agency.
- Continue to market downtown as a location for private enterprise, including to the extent possible, high-tech businesses. Capitalize on academic/business relationships with UCR faculty.

Cost estimates for marketing programs have not been determined at this time.

### **21.1.4 Recommendations for Public Art**

Recommendations and implementation strategies for public art are addressed in detail in *Chapter 22: Arts, Culture & Entertainment*.

### **21.1.5 Recommended Implementation Strategy**

Table 21A presents a recommended implementation strategy for the public improvements, private developments, and marketing and art programs identified in this Plan. The table begins with a Priority Action Plan, which identifies key sites for development in Downtown. Following the Priority Action Plan are a variety of recommended programs and activities for implementation which can be applied throughout the Downtown Specific Plan area. Specific action steps, responsible parties and potential funding sources are identified for each item.

TABLE 21A

**RECOMMENDED IMPLEMENTATION STRATEGY  
DOWNTOWN SPECIFIC PLAN  
CITY OF RIVERSIDE**

ITEM	RECOMMENDED PROGRAMS AND ACTIVITIES	ACTION STEPS	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCES
	<p><b>PRIORITY ACTION PLAN: Develop key sites and supporting infrastructure: (1) Fox Theater Block, (2) Stalder Building Block, (3) Mission Inn Gateway Block, (4) Convention Center/Hotel Expansion.</b> See Table 21A for a description of sites.</p> <p><i>(Facilitate the complete Culture, Art, Retail and Entertainment Experience along Mission Inn Avenue)</i></p> <p><i>(Improve the attractiveness of Downtown for residents, students and visitors)</i></p> <p><i>(Strengthen viability of the Convention Center)</i></p>	<ul style="list-style-type: none"> <li>Recruit developer(s) for the four key sites.</li> <li>Initiate public/private process to build two new parking structures and improve and manage existing parking structures.</li> <li>Establish a parking district with the provision for in-lieu fees.</li> <li>Initiate a Target Tenant Program.</li> <li>Develop streetscape plans for the linkage streets connecting the four key sites and the parking structures.</li> <li>Coordinate above action steps with enhancements being made to culture and arts programs in the Arts District.</li> </ul>	<ul style="list-style-type: none"> <li>Developers</li> <li>Redevelopment Agency</li> <li>City of Riverside</li> </ul>	<ul style="list-style-type: none"> <li>Private funding</li> <li>Tax increment</li> <li>Parking district in-lieu fees</li> <li>User fees</li> <li>CDBG funds/Section 108 loans</li> <li>Percent for the Arts program</li> </ul>
A	<p><b>Maximize utilization of available public and private parking supply</b></p> <p><i>(Improve the availability of daytime parking for shoppers, workers, and visitors and facilitate parking supply for night-time retail/entertainment patrons)</i></p>	<ul style="list-style-type: none"> <li>Initiate a downtown parking management plan.</li> <li>Work with office building owners and parking operators to identify opportunities for shared parking arrangements.</li> <li>Establish a parking district.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Property owners</li> <li>Parking operators</li> </ul>	<ul style="list-style-type: none"> <li>Tax increment</li> <li>CDBG funds/Section 108 loans</li> <li>User fees</li> <li>Parking district in-lieu fees</li> </ul>
B	<p><b>Increase governmental office use in Downtown</b></p> <p><i>(Expand and reinforce Downtown as a government office node)</i></p>	<ul style="list-style-type: none"> <li>Complete study regarding development of California Tower II.</li> <li>Identify any city, county, state or federal government agencies requiring expansion space and identify demand.</li> <li>Identify preferred locations and formats for government agency office expansions.</li> <li>Identify future needs and possible sites for Civic Center.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Property owners</li> <li>Private developers</li> </ul>	<ul style="list-style-type: none"> <li>Tax increment</li> <li>CDBG funds/Section 108 loans</li> </ul>
C	<p><b>Enhance the Downtown experience by improving security, signage/wayfinding, lighting, and gateways into Downtown</b></p> <p><i>(Create a clean and safe 24-hour environment for workers, local residents, conventioners, and visitors)</i></p>	<ul style="list-style-type: none"> <li>Expand the existing Host Program in Downtown.</li> <li>Expand Neighborhood Watch programs in Downtown.</li> <li>Prioritize, design, and implement needed programs such as lighting and streetscape improvements.</li> <li>Evaluate expansion of existing BID and/or consider creation of a property-based Business Improvement District to overlay the existing BID and manage a “clean and safe” program.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Downtown Partnership</li> <li>Local business and property owners</li> </ul>	<ul style="list-style-type: none"> <li>Business Improvement District fees</li> <li>Tax Increment</li> <li>Parking Districts/ Landscape District funds</li> </ul>



TABLE 21A

**RECOMMENDED IMPLEMENTATION STRATEGY  
DOWNTOWN SPECIFIC PLAN  
CITY OF RIVERSIDE**

ITEM	RECOMMENDED PROGRAMS AND ACTIVITIES	ACTION STEPS	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCES
D	<p><b>Identify City- or Agency-owned property as potential site of catalyst mixed-use project</b></p> <p><i>(Fast-track redevelopment by maximizing City/Agency land resources)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize development sites and uses.</li> <li>• Undertake market studies if needed.</li> <li>• Issue development solicitation(s).</li> <li>• Encourage residential-over- retail development to create residential opportunities and expand retail/restaurant patronage.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• Housing set-aside funds</li> <li>• Tax-exempt bond financing</li> <li>• HOME funds</li> </ul>
E	<p><b>Promote arts and cultural special events</b></p> <p><i>(Capitalize on Riverside’s history and cultural diversity to create themed special events and attract Inland Empire residents and tourists to Downtown)</i></p>	<ul style="list-style-type: none"> <li>• Implement the Arts, Culture &amp; Entertainment Element of the Downtown Specific Plan.</li> <li>• Continue City support for local arts organizations.</li> <li>• Monitor progress of Mission Inn Avenue underpass and consider University Avenue underpass as an “arts connections” linking Downtown to the Marketplace and UCR.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> <li>• Downtown Partnership</li> <li>• Chamber of Commerce</li> <li>• Local civic organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Business Improvement District fees</li> <li>• Sponsorships</li> <li>• Event revenues</li> <li>• City contributions</li> </ul>
F	<p><b>Encourage tenant recruitment activities for retail and restaurant tenants, as well as retention of existing desirable tenants</b></p> <p><i>(Attract unique lifestyle retailers and sit-down dining establishments to broaden the appeal of Downtown to diverse market segments)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize recruitment targets.</li> <li>• Inventory available sites/buildings.</li> <li>• Engage broker/recruitment specialists.</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Downtown Partnership</li> <li>• Redevelopment Agency</li> </ul>	<ul style="list-style-type: none"> <li>• Business Improvement District fees</li> <li>• CDBG funds</li> <li>• Tax increment</li> </ul>
G	<p><b>Create opportunities for in-fill residential development in a mixed-use format</b></p> <p><i>(Focus on residential-over-retail development to create housing opportunities in an urban setting and develop critical mass to support retail uses)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize development sites.</li> <li>• Conduct market analysis to determine support for range of housing developments.</li> <li>• Assist with the assembly of sites.</li> <li>• Inventory existing structures for potential adaptive reuse for residential development.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• Private developers</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• Housing set-aside funds</li> <li>• Tax-exempt bonds</li> <li>• HOME funds</li> </ul>
H	<p><b>Link Downtown with the MarketPlace District and the UCR and RCC communities</b></p> <p><i>(Link and integrate each distinct district to maximize synergy and create a sense of place)</i></p>	<ul style="list-style-type: none"> <li>• Install urban design elements such as signage, banners, streetscape improvements.</li> <li>• Improve/establish public transportation, bike, and pedestrian linkages among the districts.</li> </ul>	<ul style="list-style-type: none"> <li>• City of Riverside</li> <li>• UC Riverside</li> <li>• Downtown Partnership</li> <li>• Chamber of Commerce</li> <li>• RCC</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation Equity Act for the 21<sup>st</sup> Century (TEA 21) funds.</li> <li>• Parking Districts/ Landscape Districts funds</li> <li>• Private property owners/ developer exactions</li> </ul>
I	<p><b>Encourage expansion of the convention center and development of a third hotel</b></p> <p><i>(Broaden the variety of special events and conventions that can be attracted to the Downtown area and provide supporting conventioneer/visitor amenities)</i></p>	<ul style="list-style-type: none"> <li>• Initiate market and financial feasibility study to determine support for, and viable scale of, expanded convention center and third hotel.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> <li>• Private developers</li> <li>• Hotel operators</li> <li>• Riverside Convention Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• CDBG funds/Section 108 loans</li> <li>• Transient Occupancy Tax (TOT)</li> </ul>



---

## **21.2 ASSESSMENT OF POTENTIAL FINANCING MECHANISMS FOR PUBLIC IMPROVEMENTS**

This section reviews the applicability of potential financing mechanisms as funding sources for the targeted public improvements and facilities. Table 21B identifies the most likely sources of financing recommended for consideration for each of the proposed improvements. These recommendations are based on the intent of each financing mechanism, regulatory constraints, and eligibility criteria. It is recognized that many of these funding sources are already tapped by the City/Agency, and the City/Agency faces many competing demands for uses of these funds. In addition, non-local funding sources may often be highly competitive. Therefore, for each improvement several alternatives have been identified for both primary and secondary funding sources. The ultimate financing plan for the proposed public improvements must consider the City/Agency's various priorities and objectives within Downtown and other areas of the City.

**Table 21B  
Assessment of Potential Financing Mechanisms for Public Improvements**

<b>Public Improvements</b>	<b>Primary Source</b>	<b>Secondary Source</b>
<b>Circulation Improvements</b> <b>Street Improvements</b> Redevelopment Tax Increment County, State, or Federal Transportation Funds Business Improvement District Parking Districts/Landscaping Districts Private Property Owners/Developer Exactions	  X  X X	  X  X  X
<b>Circulation Improvements</b> <b>Pedestrian Improvements and Transit Facilities</b> Capital Improvement Program Community Development Block Grant County, State, or Federal Transportation Funds Special Assessment Districts/Community Facility Districts Parking Districts/Landscaping Districts Development Impact Fees	  X  X   X	     X  X  X
<b>Streetscape Improvements</b> Capital Improvement Program Redevelopment Tax Increment County, State, or Federal Transportation Funds Business Improvement District Special Assessment Districts/Community Facility Districts Parking Districts/Landscaping Districts Development Impact Fees Private Property Owners/Developer Exactions	  X  X   X  X	   X   X  X  X
<b>Public Parking</b> Redevelopment Tax Increment Community Development Block Grant County, State, or Federal Transportation Funds Business Improvement District Parking Districts/Landscaping Districts Development Impact Fees	    X  X X	   X  X  X
<b>Other Public Amenities</b> <b>Bike Lanes and Routes</b> Capital Improvement Program Community Development Block Grant County, State, or Federal Transportation Funds Special Assessment Districts/Community Facility Districts Parking Districts/Landscaping Districts Development Impact Fees	  X  X   X	     X  X  X

## 21.3 ASSESSMENT OF POTENTIAL MECHANISMS TO ASSIST PRIVATE DEVELOPMENT

This section reviews the applicability of potential financing mechanisms to assist private development. Table 21C, following, identifies the most likely sources of financing recommended for assisting private development. As with the funding mechanisms for public improvements, the City/Agency will need to formulate an overall financing plan that recognizes the relative priority of each proposed project relative to the available funding sources.

**Table 21C**  
**Assessment of Potential Financing Mechanisms to Assist Private Development**

<b>Private Development Opportunities</b>	<b>Primary Source</b>	<b>Secondary Source</b>
<b>Retail/Entertainment</b>		
Community Development Block Grant		X
Redevelopment Tax Increment	X	
Mission Village - Economic Development Initiative	X	
Parking Districts/Landscape Districts	X	
<b>Residential</b>		
Community Development Block Grant		X
Redevelopment Tax Increment		X
Redevelopment Housing Set-aside	X	
Low Income Housing Tax Credits		X
Tax-Exempt Multi-Family Housing Bonds		X
Home Investment Partnership Program (HOME)		X
<b>Hospitality</b>		
Community Development Block Grant		X
Redevelopment Tax Increment	X	
Mission Village - Economic Development Initiative		X
Parking Districts/Landscape Districts	X	
<b>Office</b>		
Community Development Block Grant		X
Redevelopment Tax Increment		X
Mission Village - Economic Development Initiative		X
Parking Districts/Landscape Districts	X	

## **21.4 PUBLIC IMPROVEMENTS**

The Downtown Specific Plan identifies a series of infrastructure improvements for public rights-of-way, and other public facilities, to be developed within the Plan area. These improvements can be grouped in four major categories, as described below.

### **21.4.1 Circulation Improvements**

- **Main Street Extension:** It is recommended that Main Street between 3rd and 5th streets be opened to through vehicular traffic. A two-lane street would be constructed between 3rd and 5th streets. The Raincross Square parking garage would be demolished and Main Street would be realigned to connect directly between 3rd and 5th. Signals at 3rd and at 5th would be installed, as well as mid-block pedestrian signals. The passenger loading area in front of the Holiday Inn Select hotel would be retained in its current configuration. The project could only occur in conjunction with additional development on adjacent blocks. Estimated cost of these improvements is \$2,700,000 (source: The Mobility Group).
- **11th Street Corridor Enhancement:** Enhancement of 11th Street between Main Street and Lime Street, into a major pedestrian corridor. Estimated cost of the 11th Street Corridor Enhancement is \$150,000 (source: The Mobility Group).
- **Pedestrian Bridge:** Construction of a pedestrian bridge crossing over the freeway from Lime Street to Vine Street in the vicinity of 10th or 11th Street is recommended to link the Justice Center with the Marketplace District in the vicinity of the MetroLink commuter rail station. Estimated cost of the bridge is \$2,500,000 (source: The Mobility Group).
- **Improved Bus Stop Amenities:** Improvement of waiting and loading/unloading areas at 20 key transit stops in downtown. Bus stop amenities to include: bus shelters, seats, transfer information etc. Estimated cost for these improvements is \$500,000 (source: The Mobility Group).
- **Regional Transit Center:** Development of a regional transit center for access to MetroLink and regional express bus services. Estimate cost for a regional transit center is \$2,000,000 (source: The Mobility Group).
- **Signal Assistance to Buses:** Installation and operation of transit priority signals along University Avenue and Market Street, to assist bus travel throughout downtown. Cost for signal assistance to buses on key downtown routes is estimated at \$500,000 (source: The Mobility Group).
- **Peak Period Bus Only Lanes:** Long term project to enhance bus travel speed through downtown, by dedicating bus only lanes and prohibiting parking during peak periods. Total cost for signage and striping is estimated at \$25,000 (source: The Mobility Group).

---

### **21.4.2 Streetscape Improvements**

Recommended streetscape improvements throughout the Specific Plan area, including:

- The planting of street trees along Mission Inn Avenue, University Avenue, Market Street, Main Street, Third Street, 14th Street, Orange Street, and Lemon Street;
- The installation of street furniture along Mission Inn Avenue, Market Street, Main Street, 14th Street, Orange Street, and Lemon Street; and
- The paving of sidewalks and crosswalks at intersections on Mission Inn Avenue and Market Street.

Estimated cost of streetscape improvements is \$1,149,600 (source: EPT Landscape Architecture).

### **21.4.3 Public Parking**

For future development in the Downtown area, the provision of 3,600 additional parking spaces in several new parking structures. Estimated cost is \$45,000,000 (source: The Mobility Group).

### **21.4.4 Other Public Amenities**

- **Bike Lanes:** Installation of bike lanes on the following streets:
- Main Street between 3rd Street and State Route 60.
- 14th Street between Lime Street and the east side of State Route 91 interchange.

Total cost of installing bike lanes is estimated at \$1,740,000

- **Public Art:** It is recommended that public art and amenities be funded through a 1% surcharge imposed on the streetscape and capital improvement projects planned within the Specific Plan area. The funding of public art through a 1% surcharge has been successfully used in other jurisdictions such as Los Angeles, Pasadena, Long Beach, and Culver City. This funding would be set aside to finance the cost of public amenities.

### 21.4.5 Total Cost Estimate

Total cost for the series of public improvements described above is estimated at \$58.5 million, as itemized below:

Circulation Improvements	
Street Improvements	\$4,300,000
Pedestrian Improvements and Transit Facilities	\$5,675,000
Streetscape Improvements	\$1,149,600
Public Parking	\$45,000,000
Other Public Amenities	
Bike Lanes and Routes	\$1,740,000
Public Art <sup>(1)</sup>	\$611,000
TOTAL	<u>\$58,475,600</u>

<sup>(1)</sup> Estimated as 1% of above costs.

## 21.5 FINANCING MECHANISMS FOR PUBLIC IMPROVEMENTS

This section identifies the principal financing mechanisms available to the City, its Redevelopment Agency, and business and property owners to implement the proposed infrastructure improvements. These mechanisms include both public and private, as well as local and Federal, sources. Many of these programs and funding sources are already being used by the City/Agency.

### 21.5.1 Capital Improvement Program

The Capital Improvement Program (CIP) is the City's multi-year planning instrument used to facilitate the timing and financing of capital improvements. The CIP identifies the funds available for capital improvement projects and the priority use of these funds, but does not have its own funding source. Capital improvements are projects that generally do not recur annually and may include the following:

- Lease or purchase of land and rights-of-way
- Construction of buildings or facilities
- Public infrastructure construction
- Purchase of major equipment and vehicles
- Studies and plans associated with capital projects
- Projects requiring debt obligation and borrowing

For Fiscal Year 2001/2002, the City of Riverside's total funds for capital projects, inclusive of Public Utilities and Public Works projects, are estimated at \$127.5 million. Anticipated future CIP projects for Fiscal Years 2000/01 through 2005/06 are estimated to total \$345.3 million.

---

### **21.5.2 Redevelopment/Tax Increment**

The Downtown Specific Plan area lies within the City's Downtown/Airport Industrial Redevelopment Project Area. Tax increment revenues generated in the Project Area could be used toward:

- Construction of public improvements such as infrastructure and parking;
- Land assembly and disposition;
- Direct property acquisition and land cost write-down;
- Payment of permits and fees; and
- Rehabilitation loans and grants.

In Fiscal Year 1999/2000, the Downtown/Airport Redevelopment Project Area received about \$13.8 million in tax increment, interest earnings, and other income. The Agency expended approximately \$7.8 million in debt service and related costs and \$5.7 million toward capital projects and low and moderate income housing projects, including relocation costs, project improvements, and administrative overhead.

### **21.5.3 Community Development Block Grants (CDBG)/Section 108 Loans**

Community Development Block Grants are annual grants provided to cities and counties from the U.S. Department of Housing and Urban Development (HUD) for use towards economic development, public facilities, and housing rehabilitation. Communities receiving CDBG funds are eligible to apply for Section 108 loans to fund large development projects. The loans are repaid through a community's future CDBG funding. Loans may be used for property acquisition, rehabilitation of publicly owned real property, related relocation, demolition and site work, financing costs, and housing rehabilitation. Using this mechanism, the City could raise some of the improvement funds for the Specific Plan area on a one-time basis for economic development purposes.

During Fiscal Year 1999/2000, the City of Riverside's CDBG fund totaled approximately \$3.5 million. Only a limited portion of these funds is available for Downtown Riverside. The City has successfully used Section 108 loans in conjunction with several economic development endeavors, including the Mission Village initiative (see below).

#### **21.5.4 County, State, or Federal Transportation Funds**

There are a variety of non-local public funding sources potentially available for transportation infrastructure, including:

- In 1988, voters in Riverside County passed Measure A, raising the County sales tax one-half cent for transportation projects. The Measure A Program accounts for approximately 64% of the Riverside County Transportation Commission's (RCTC's) revenues. These funds are used toward carpool lane construction, MetroLink commuter rail service, improvements to intersections and congested roads, and specialized transportation services.
- The State Transportation Improvement Program (STIP)/Regional Improvement Program (RIP) provides funding toward the improvement of transportation systems including state highways, local roads, public transit, pedestrian and bicycle facilities, and intermodal facilities.
- Federal transportation funds are available through the Transportation Equity Act for the 21st Century (TEA-21). TEA-21 provides an annual allocation of Federal funds for highways and surface transportation, mass transit, and highway safety. Programs funded under TEA-21 include a transit enhancement program to improve the quality of life in or around transportation facilities. Transit enhancement activities include landscaping and scenic beautification, historic preservation, acquisition of scenic easement and scenic or historic sites, provision of pedestrian and bike facilities, and control and removal of outdoor advertising. Funding is competitively allocated by regional planning agencies.

#### **21.5.5 Mission Village - Economic Development Initiative**

In October 1996, the City prepared The Mission Village Development Initiative as part of a request to the U. S. Department of Housing and Urban Development (HUD) for an Economic Development Initiative (EDI) grant and Section 108 loan. The City was awarded a \$975,000 EDI grant and a \$4.8 million Section 108 loan based on the creation of low-to-moderate income housing, the creation of jobs and for a variety of public improvements and private developments within the Mission Village neighborhood of Downtown Riverside.

In addition to the federal funds received, the City was able to leverage other resources to initiate several housing projects. For the Mulberry to Mayberry project, Redevelopment 20% Housing Set-Aside funds were utilized to acquire five dilapidated historic homes. The homes were completely refurbished and sold to families of low-to-moderate income.

In addition, the Redevelopment Agency utilized \$1.4 million to acquire and clear approximately five acres bounded by First, Market and Main Streets. It is envisioned that nearly 50 homes will be constructed, of which nine would be made available to low-and-moderate income families.

---

Additionally, seven families have benefitted from the Mission Village Down Payment Assistance Program. This overall program is funded at \$500,000 annually and provides qualified homebuyers with down payment assistance of up to \$40,000.

However, due to changes in the real estate environment and economic conditions, HUD approved amendments to the Mission Village Plan in January 2000. The Mission Village Economic Village Initiative currently consists of the following projects:

- The addition of property bounded by Highway 60, Fairmont Boulevard and Market Street. This freeway visible site at the westerly gateway to the city is plagued by liquefaction and drainage issues, which have prevented developer interest in the site. By adding this property to the Mission Village Plan, the City was successful in leveraging a variety of federal and local resources to address public improvements that would be required for the development of the site. Section 108 Funds, in the amount of \$1,200,000, have been utilized to acquire half of the site, which was under private ownership. The balance of the property is owned by the City of Riverside. Discussions are currently underway with a developer to construct approximately 140,000 square feet of professional office space and a 10,000 square foot restaurant at the site.
- The White Park Improvement project was included as part of the original application. However, the project was expanded to include the renovation and expansion of the White Park/Dales Community Center, completion of the botanical garden and construction of a gazebo in the park. Section 108 funds in the amount of \$1,800,000 were allocated toward this project, which will be completed in November, 2001.
- The Fairmont Boulevard Extension project was planned as part of the White Park Improvements. The project was a public works project and \$775,000 in Section 108 Funds were used for engineering, design and construction. The project was completed in October, 2000.
- The Retail/Entertainment Complex concept was envisioned to revitalize downtown Riverside. Several sites are under consideration to develop the project and it is estimated that \$2,000,000 in assistance will be necessary to make this project economically feasible. The funds will be used to acquire the land for the project once the site is selected. EDI funds in the amount of \$975,000 and \$1,025,000 in Section 108 funds have been earmarked for this revitalization project.

It should be noted that the Mission Village Plan can be amended to add new or different projects as a result of changes in the real estate environment and economic conditions.

### **21.5.6 Business Improvement Districts**

A Business Improvement District (BID) is a defined geographical area in which business owners and/or property owners agree to assess themselves annual fees as a means of funding activities and programs intended to enhance the business environment. The fees can be applied toward a wide range of activities including, but not limited to, marketing and promotion, security, streetscape improvements, and special events. Once established, the annual BID fees are mandatory for businesses/properties located within the BID boundary.

In a business-based BID (BBID), enabled by the Parking and Business Improvement Area Law of 1989, the fees are assessed to businesses. The amount of the fees may vary by location, type of business, and size of business. In the case of a property-based BID (PBID), assessments may vary by location, size of lot/building, and measurement of linear frontage. For a property-based BID (PBID), the enabling legislation is the Property and Business Improvement District Law of 1994.

The Riverside Downtown Partnership (RDP), a business-based BID (BBID), was formed in 1986 to improve and enhance the Downtown business environment. Its primary purpose is to develop and coordinate the marketing of Downtown Riverside and to promote business activity. The BID receives matching funds from both the City and its Redevelopment Agency toward capital improvement and street beautification projects. The RDP boundaries are generally from Brockton (west) to the 91 freeway (east), and from 1st Street (north) to Riverside Community College (south).

### **21.5.7 Special Assessment Districts/Community Facilities Districts**

Special Assessment Districts are used to fund capital facilities such as roads, water, sewer, and flood control. Special Assessment Districts are created to shift the financing of infrastructure from all taxpayers to only those who benefit specifically from the improvement. Typically, property owners petition a City to form a district to finance large-scale infrastructure improvements. Special Assessment Districts require assessments on property owners in proportion to benefit received.

Community Facilities Districts (CFDs), or Mello-Roos Districts, can be used for the same improvements mentioned above, as well as schools, libraries, and government facilities. However, CFD assessments are levied on an allocation formula and not necessarily in proportion to benefit received.

---

### **21.5.8 Parking Districts/Landscaping Districts**

Parking Districts provide funding for the acquisition, improvement, and operation of shared parking facilities. Funds are collected through an assessment on properties located within the district that will benefit from the parking. Formation of a Parking District will allow owners of smaller buildings to avoid providing their own on-site parking and ensure that parking in the area is managed and operated in an efficient manner. The City of Santa Monica, California has created several successful Parking Districts. Funds are collected concurrently with the annual business license tax, with varying formulas for retail and non-retail businesses. Funds are used toward parking improvements as well as the general promotion and advertising of retail activity within the district.

Landscaping Districts allow for the formation of a special assessment district to fund the maintenance and servicing of lights, recreational equipment, landscaping, and irrigation.

Currently, there are an estimated 1,500 public parking spaces in Downtown Riverside. Development of new retail, entertainment, and office uses in Downtown will require expansion of existing parking resources. It is recommended that the City consider formation of a Downtown Parking District to control and manage the public parking supply.

Downtown Riverside competes with other retail destinations within a 15 to 20 minute drive that offer abundant free parking. For Downtown retailers/restaurants to be successful, it is necessary for parking to be relatively low-cost to the user. The City should consider shared parking arrangements in order to maximize the use of parking resources, both public and private, in the near-term and future. The City/Agency should also consider the establishment of an assessment district or in-lieu fee obligation as a precursor to further public investment in new parking supply.

City/Agency assistance toward the cost of parking will provide an important incentive to new business (retail, restaurant) development in Downtown. In other words, this removes the financial burden of parking from the developers or operators of retail/restaurant space, making their investments in Downtown more competitive with investments in suburban settings within the trade area. The City/Agency investment in parking can be somewhat offset by user fees.

Payment of in-lieu parking fees by private developers can also contribute toward the provision of public parking. As properties are redeveloped, developers can be relieved of their on-site parking obligations through payment of a parking in-lieu fee. On this basis, then, the City/Agency would have in place a mechanism to recapture some portion of its investment in parking.

However, it is recommended that payment of fees or assessments be deferred or waived in the near-term, depending on land use, size of development, and/or individual negotiation. Once the Parking District is in place, and new parking is in the pipeline, it is important that the increased value generated by this public investment does not translate to increased land prices (a windfall to sellers of property). For this reason, it is perhaps best for fees/assessments to be deferred/waived only on a negotiated, case-by-case basis.

### **21.5.9 Development Impact Fees**

Development impact fees are paid by developers to defray all or a portion of the costs of any public facility that benefits the project. Fees are paid in the form of a predetermined money payment and assessed as condition to the issuance of a building permit, an occupancy permit, or subdivision map approval. Fees may be levied to fund either capital facilities or ongoing services.

### **21.5.10 Private Property Owners/Developer Exactions**

Many cities require that private developers contribute funds toward, or directly install, selected public improvements such as circulation and streetscape improvements. This option may be appropriate for certain types and scale of development within Downtown, particularly where the private development will directly benefit from the proposed public improvements.

### **21.5.11 Historic Investment Tax Credits**

Federal investment tax credits for historic rehabilitation are available to all income-producing properties that are listed in, or eligible for listing in, the National Register of historic places either individually or as a contributor to a district. A project can qualify to recover 20% of its rehabilitation costs. Buildings that are not listed in, or eligible for, the National Register, but were put in use prior to 1951 can qualify for a tax deduction which is 10% of the rehabilitation costs.

---

## 21.6 PRIVATE DEVELOPMENT POTENTIAL

Through the planning process, several opportunity sites for new development have been identified within the Downtown Specific Plan area. Table 21D profiles existing conditions for each site and presents recommendations for potential land uses on each site.

All of the development concepts and ideas identified in Table 21D are intended to reinforce the identities of Land Use Districts within the Downtown Specific Plan, e.g. hospitality uses concentrated on the Raincross Square in the Raincross District; entertainment/retail uses focused on the Downtown Mall/Mission Inn Avenue corridors in the Raincross District; office uses oriented toward the Justice Center, etc. They are also intended to improve linkages with surrounding area, such as the existing low-density residential neighborhoods to the west and the Riverside Marketplace to the east.

These key concepts and ideas for development can be summarized as follows:

- **Retail and Entertainment:** There are a number of locations appropriate for development of retail and entertainment uses, as previously identified in the 1999 Downtown Riverside Retail Entertainment Strategy and Action Plan. These include sites and buildings located along the Downtown Mall; gateway sites located along Mission Inn and University Avenues; and re-use of the Fox Theatre as a performance venue/mixed-use development.
- **Residential:** Multi-family residential uses should be considered in a number of locations, generally in a mixed-use format. A variety of residential product types should be encouraged, ranging from stacked-flat condominiums and apartments to live/work lofts, including adaptive re-use of upper floors of existing buildings.
- **Hospitality:** The existing Raincross Square and nearby hotels represent an important asset that should be expanded. It is recommended that the two blocks located north of the Holiday Inn Select and Raincross Square be targeted for expansion of the convention center and development of a third hotel. The goal of the convention center expansion should be to increase the center's prospects of drawing Statewide conventions.
- **Office:** To date, office uses in Downtown Riverside have largely been governmental and institutional. New office development to accommodate expansions of private and government offices will increase the size of the Downtown work force. Key opportunities for consideration are located along University Avenue east of Main Street, providing a further bridge among the Justice Center, Downtown Mall, the 91 freeway, and the Riverside Marketplace.



*Development of key vacant sites will further activate the Mission Inn Avenue cultural corridor with new restaurants, specialty retail and cinemas. This site, adjacent to the historic Stalder building, is located between the Fox Theater and the Mission Inn.*



*Convention Center*

*Expansion of the Convention Center is an important element for the continuing vitality of Downtown. The Convention Center anchors the north end of the Mission Inn Avenue/Main Street cross axis of cultural, arts, retail and restaurant activities.*



*Existing Hotel at the Convention Center*



*Vacant land owned by the City of Riverside at the Convention Center*

**TABLE 21D (see Figure 21A for corresponding site numbers)  
PROFILE OF OPPORTUNITY SITES**

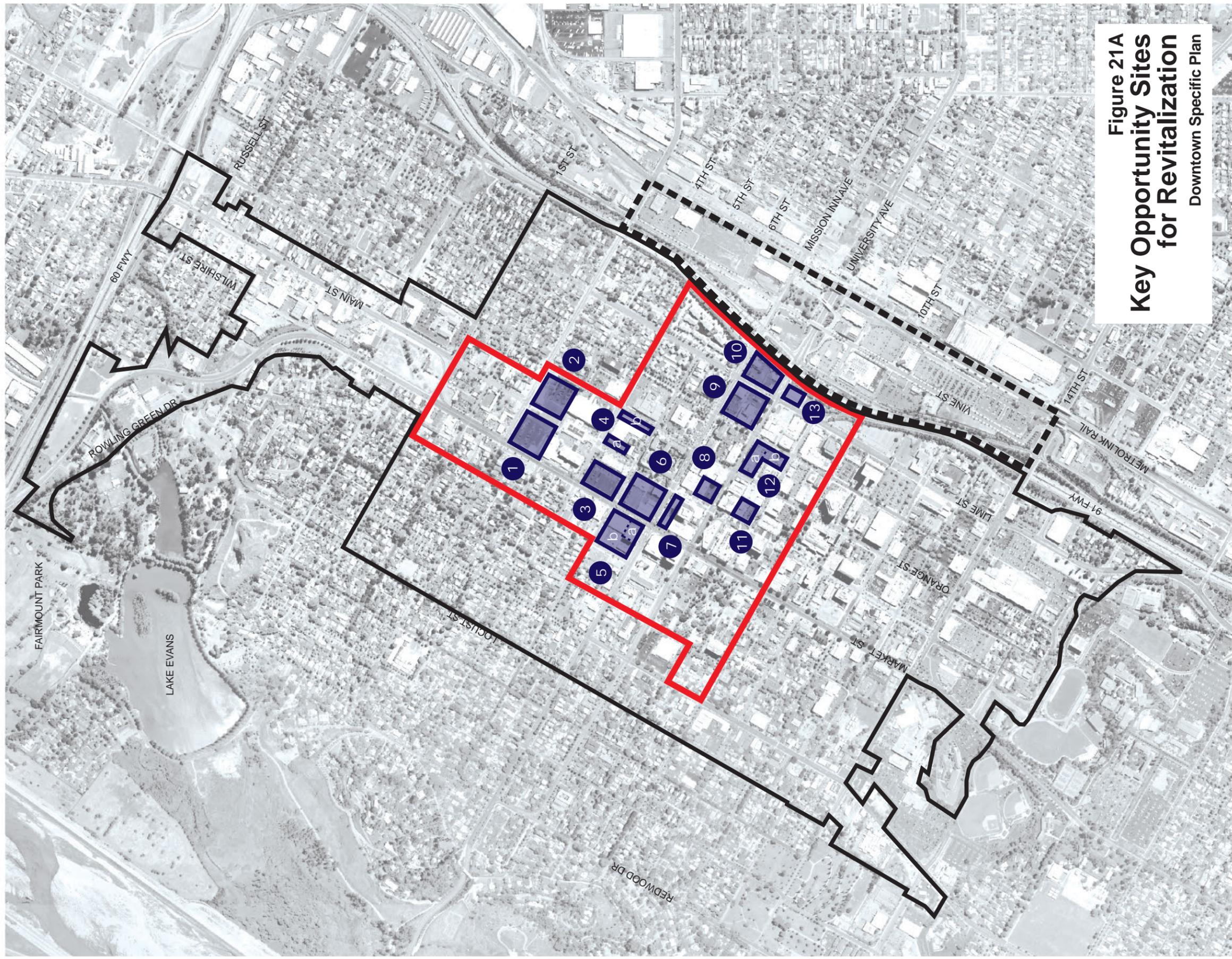
Site	Approximate Land Area (SF)	No. of Parcels	No. of Owners	Site Description	Existing Uses	Potential Uses	Potential Development (Building SF or Units)	Comments
1	110,000	6	6	Full block	Surface parking lot and open space	In combination with Site #2, hotel and convention center expansion	Potentially 200 to 300 rooms (for a district total of approx. 730 to 830); potentially 30,000 to 50,000 SF of meeting space (for a total of approx. 80,000 to 100,000)	Opening Main Street between 2nd and 5th to improve linkages between Downtown Core and North Main Street/Market Street Gateway districts; opportunities for shared parking among visitor uses. Development would occur only in conjunction with larger development.
2	100,000	11	10	Full block	Surface parking lot and open space	In combination with Site #1, hotel and convention center expansion	Same as Site #1	Same as Site #1
3*	60,000	5	1	Half block owned by Redevelopment Agency (parking lot #37); plus alley	Surface parking lot	Suitable for either: (1) multiplex cinema; or (2) residential with public parking	12- to 16-screen cinema or 50 to 80 Type V apartments with parking structure	Horton 4th Avenue Apts. at Horton Plaza (downtown San Diego) is an example of apartments combined with parking garage
4a	Approx. 200 ft. frontage by 50 ft. depth, or say 10,000 SF	2	1	Main St. frontage of two parcels owned by Redevelopment Agency	Frontage property is vacant and fenced; adjoins Mission Inn garage	Specialty retail and/or restaurant uses in new buildings to block garage	Approx. 6,000 to 8,000 SF	Redevelopment Agency and Mission Inn should address long-term solutions to allow additional development or architectural enhancement on garage site
4b	Approx. 330 ft. frontage by 50 ft. depth, or say 15,000 SF	1	1	Orange Street frontage of parking structure.	Parking structure.	Retail and/or restaurant uses along garage edge on Orange Avenue	Approx. 7,500 SF	Small assortment of retail, eating & drinking, and service uses required to activate street frontage
5a	24,000	2	1	Fox Theatre	Historic Fox Theatre, approx. 1,350 seats/45,000 SF	Fox Theatre suitable for entertainment venue(s); office and retail on frontage portion of building	Fox Theatre as a 900 to 1,200 seat venue	Examples include the proposed renovation of Balboa Theatre in San Diego's Gaslamp Quarter. Performing arts centers (PACs) generally are not self-supporting, often requiring substantial operating and capital subsidies.
5b	86,000	7	5	Remaining portion of Fox Theatre block	Warehouse buildings, automotive/industrial uses	Mixed-use; residential, office and retail, parking	Approx. 30 to 40 units low-rise residential on NWC corner of block; plus approx. 100,000 to 125,000 SF commercial or 60 to 100 units Type V residential on balance	Mixed uses on the block could be supported by district-wide shared parking
6*	110,000	8	5	Strategically located full block, with frontage on Market, Mission Inn, and Main; plus alley	Parking lot; historic commercial buildings; vacant parcel on Main St. Mall; Stadler building	Major activity generator(s), such as entertainment, retail, or restaurant use(s)	Preserve existing commercial buildings on Main and Mission Inn (approx. 50% site coverage); plus approx. 100,000 to 130,000 SF commercial or 70 to 110 units residential (new construction on vacant footprint)	Key site identified in "Downtown Riverside Retail Entertainment Strategy and Action Plan" (KMA, 1999); parking should be accommodated off-site in order to maximize use of site



**TABLE 21D (see Figure 21A for corresponding site numbers)  
PROFILE OF OPPORTUNITY SITES**

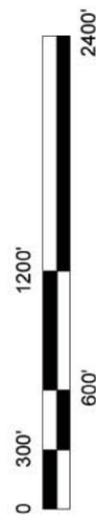
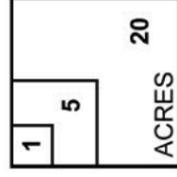
Site	Approximate Land Area (SF)	No. of Parcels	No. of Owners	Site Description	Existing Uses	Potential Uses	Potential Development (Building SF or Units)	Comments
7*	Approx. 130 ft. frontage x say 20-30 ft. depth, or say 2,500 - 4,000 SF	6	1	Portion of block owned by City/Agency/Parking Authority; leased to State	California Tower I with parking structure	Retail frontage in garage edge along Mission Inn Avenue	Approx. 2,500 SF	Small assortment of retail, eating & drinking, and service uses required to activate street frontage
8*	30,000	3	2	Under-utilized Main Street Mall frontage;	Imperial Hardware building (39,000 SF/2 stories) on Main St. Mall; surface parking at NEC University & Main	In-fill development of specialty retail and/or restaurant uses	Adaptive re-use of Imperial Hardware building (39,000 SF); plus new construction on vacant lots, 25,000 to 35,000 SF commercial or 15 to 25 units residential	Key opportunity to enhance continuity of Main Street Mall; priority site identified in 1999 KMA study. Block sought by State for California Tower II (100,000-120,000 SF)
9	110,000	5	2	Full block; 3/4 owned by City and Parking Authority; plus alley	Fire station, historic YMCA building, surface parking lots	Mixed-use development comprising activity generators such as specialty retail, and/or eating & drinking uses; parking; and, possibly, residential or office component	Preserve 24,000-SF historic YMCA building, plus: 12- to 16-screen cinema; 125,000 to 175,000 SF commercial; or 90 to 130 units residential	A unique site in Downtown. Potential "gateway" site for entryway from 91 freeway; opportunity to provide linkages between Main St. Mall and the Market Place District
10	60,000	6	4	Freeway frontage half block	Mortuary, Econo Lube & Tune, Pizza Hut, Arts Bar & Grill, surface parking	Freeway-visible retail/restaurant uses as "gateway" to downtown; potential adaptive re-use of mortuary as restaurant	Adaptive re-use of 6,000-SF mortuary building; replace other uses with one new pad restaurant	Development required at northeast corner of 91 freeway and Mission Inn (potential hotel site, say 80-100 rooms) in order to strengthen linkages across freeway
11*	30,000	3	3	Under-utilized Main Street Mall frontage	Rouse Department Store building on Main St. Mall (45,000 SF/2 stories); surface parking lot at NEC 9th & Main	UCR arts center featuring video production facilities, performance studios, and a 250-seat theatre. In-fill development of specialty retail and/or restaurant uses.	Adaptive re-use of Rouse Department Store building (45,000 SF) by UCR; plus new construction on balance, say 35,000 to 45,000 SF commercial or 20 to 35 units residential on balance of site.	Key opportunity to enhance continuity of Main Street Mall; priority site identified in 1999 KMA study; City should consider opening 9th Street as a "slow" street for through traffic
12a	60,000	6	5	Half block	vacant land; surface parking lot	Office development plus supporting parking	Approx. 120,000 to 180,000 SF	Office parking can serve joint purpose, i.e., nighttime entertainment/retail uses
12b	30,000	1	1	Portion of U.S. Post Office parcel	Post office parking lot	Potential for shared parking use to support development on Site #12a	Structured parking	Requires cooperative agreement with U.S. Post Office
13	42,767	3	2	Full block	Vacant early 20th Century auto dealership building, parking lot	Retail/entertainment or office development	20,000 SF building could be used as a large nightclub, or could be divided into 10 to 15 boutique office spaces for small professional users.	Parcel where building is located and adjacent parcel are privately owned. The third parcel, currently used for parking, is owned by the County of Riverside. The County parcel would have to be acquired to provide sufficient parking for either use.





**LEGEND**

-  Development Site Numbers
-  Raincross
-  Specific Plan Boundary (Revised May 2014)
-  Riverside Marketplace



**Figure 21A**  
**Key Opportunity Sites**  
**for Revitalization**  
Downtown Specific Plan



---

## **21.7 FINANCING MECHANISMS TO ASSIST PRIVATE DEVELOPMENT**

A number of the financing mechanisms profiled in Section VI can also be used to assist private development. These include: Community Development Block Grants, the Mission Village initiative, redevelopment assistance, historic tax credits, and parking districts. In addition, the following financing mechanisms are potentially available to assist affordable and mixed-income housing developments:

### **21.7.1 Redevelopment Housing Set-aside**

California Redevelopment Law requires that 20% of a redevelopment agency's annual tax increment be "set aside" for the purpose of increasing, improving, and preserving affordable housing. Housing set-aside funds, which benefit persons and families at or below 120% of the County of Riverside median income, are placed in a separate low- and moderate-income housing fund and may be used toward:

- site acquisition
- acquisition and rehabilitation
- new construction
- site improvement costs directly related to an affordable housing project
- payment of principal and interest on bonds used to fund an affordable housing project
- direct assistance to qualified buyers of affordable housing

The Low and Moderate Income Housing Set-Aside Fund for the Downtown/Airport Redevelopment Project Area is managed by the Redevelopment Agency. The Agency can use this funding source to assist rental or for-sale housing development at a variety of income levels. Many agencies use housing set-aside funds to reserve affordable units within a market-rate apartment or condominium development (mixed-income projects).

### **21.7.2 Low Income Housing Tax Credits**

Available to developers of affordable rental housing, the Low Income Housing Tax Credit (LIHTC) program allows developers of affordable housing projects to receive a tax credit against an investor's income tax liability. At least 20% of a project's units must be occupied by and affordable to households with incomes at 50% of Area Median Income (AMI); or at least 40% of the project's units must be occupied by households at 60% of AMI.

The maximum tax credit is 9% for new construction and rehabilitation and 4% for acquisition. Credits are obtained by: (1) applying to the State of California's Tax Credit Allocation Committee (TCAC) through a competitive process; or (2) received automatically as a result of a project receiving a tax-exempt multi-family bond financing allocation. Bond-financed projects are eligible only for a 4% maximum credit. Most developers sell these tax credits to an investor. The sale proceeds from the sale of the tax credits are used toward the project's equity.

### **21.7.3 Tax-Exempt Multi-Family Housing Bonds**

Tax-exempt multi-family housing bonds provide below-market financing for affordable rental projects. The bonds are allocated by the California Debt Limit Allocation Committee (CDLAC). For interest on bonds to be tax-exempt, the bonds must be issued by a city, county, housing authority, or redevelopment agency. Proceeds from the sale of the bonds can be used for both new construction and permanent financing as well as the purchase and rehabilitation of an existing property.

Developers who use bond financing are eligible to receive Low Income Housing Tax Credits without having to compete for an allocation from TCAC. As noted above, projects receiving a tax-exempt financing are eligible only for a 4% maximum credit because the bonds are considered Federally subsidized. As with the LIHTC program, at least 20% of a project's units must be occupied by, and affordable to, households with incomes at 50% of AMI; or at least 40% of the project's units must be occupied by households at 60% of AMI.

### **21.7.4 Home Investment Partnership Program**

The Home Investment Partnership Program (HOME) provides Federal funding to state and local jurisdictions for the purpose of expanding the supply of affordable housing for very low and low-income households and building the capacity of local non-profit developers and state and local governments. Jurisdictions receiving HOME funds are required to provide matching state, local, or private funds at a ratio of one dollar for every four HOME dollars expended.

HOME funds can be used toward tenant-based rental assistance, relocation costs for persons displaced by HOME activities, rehabilitation of existing properties, the new construction of rental or for sale housing, and financing assistance for first-time homebuyers. HOME funds are allocated based on a formula reflecting a jurisdiction's housing need. Participating jurisdictions must set aside 15% of their allocations for housing owned, developed, or sponsored by Community Housing Development Organizations (CHDOs).

## **21.8 HOUSING STRATEGIES**

The vision for Downtown Riverside is one of a vibrant mix of uses that establish the Downtown as the economic, cultural, and entertainment center of the region. The attraction of a diversity of medium and higher density housing is a critical link to achieving the vitality in the downtown. The Specific Plan envisions the following housing components:

- Multi-family housing in a vertical or horizontal mixed-use setting;
- Alternative housing, including live/work loft space and artist lofts/studios
- Adaptive reuse of non-residential structures for housing; and
- Preservation of distinctive historic neighborhoods surrounding Downtown.

---

In response to these goals for the downtown, the City's 2000-2005 Housing Element provides a range of programs that can be utilized and adapted to help revitalize Downtown Riverside as well as achieve broader housing and social goals for the community. The following presents implementation programs to attract new housing, including alternative types of housing, to preserve and enhance existing neighborhoods, and to increase homeownership.

### **21.8.1 Housing Production Programs**

Until the housing market in downtown Riverside becomes more established and desired services and amenities associated with urban living are in place and thriving, the City and its Redevelopment Agency will need to offer a variety of incentives to entice developers and residents into the area. The following types of programs can be used to help stimulate housing and mixed-use development in the Downtown.

- **Financial Assistance.** The City has access to a wide variety of funding sources which can be leveraged with local funds to provide direct financial assistance in support of the production of affordable and mixed income housing development in the Downtown. Funding sources are identified in the City's 2000-2005 Housing Element (Chart 43). An effective way the City can access these funds is to partner with non-profit housing providers, several of which are identified in the Element.
- **Affordable Housing Ordinance.** The City can adopt an affordable housing ordinance to clearly articulate the regulatory incentives for projects in the downtown with an affordable housing component. The Affordable Housing Ordinance would implement State density bonus law (minimum 25% density increase for 20% lower income units plus one "additional regulatory concession") and provide clear direction to the development community regarding incentives for affordable housing. The Ordinance would specify "additional regulatory concessions" to be offered, such as flexibility in height limits, reduced or modified parking standards, reduced setbacks, and/or reduced open space requirements. The City may also consider density incentives for residential projects that combine individual lots to achieve a more cohesive project design.
- **Adaptive Reuse Ordinance.** Downtown Riverside contains many older structures which are vacant or underutilized and which could be readily adapted to residential use. To encourage housing production, the City can adopt residential development codes to facilitate the reconfiguration of former hotels, commercial and institutional structures to accommodate mixed use, senior housing, live/work lofts, and other housing types. Given the scarcity of vacant sites, conversion of historic structures to residential use provides an important mechanism to offer additional housing in the downtown, while preserving and enhancing the area's historic character. To that end, the City could adopt an adaptive reuse ordinance to provide flexibility in development standards (e.g., parking, height, and open space, etc.) to help transition nonconforming buildings to residential projects.

### 21.8.2 Homeownership Programs

A priority should be given to homeownership in the Specific Plan area. Homeownership is viewed as a means to stabilize neighborhoods and improve the quality of life for residents. The City is actively involved in implementing programs to expand homeownership opportunity to all economic segments of residents.

- **Riverside Partners in Homeownership.** The Riverside Partners in Homeownership Committee is a collaborative public/private partnership of lenders, real estate professionals, nonprofit providers, local government representatives and organizations working together to promote homeownership. The Committee conducts community outreach and workshops on homeownership programs and serves as a clearinghouse on available homeownership programs.
- **Mortgage Credit Certificate (MCC).** The City participates in the federal MCC operated by Riverside County. The MCC program allows qualified first-time homebuyers to take an annual credit against their federal income taxes of up to 20% of the annual interest paid on the applicant's mortgage. Because of the tax credit allowance, homebuyers have more income available to qualify for a mortgage loan and make monthly payments.
- **Fresh-Rate Program.** Riverside participates in the Fresh-Rate Program sponsored by the Independent Cities Lease Finance Authority/Independent Cities Association, a consortium of 50 jurisdictions throughout the region. This homeownership program provides a 4% grant toward downpayment and closing cost assistance through a forgivable second mortgage. The program is available to moderate income households up to 120% of median family income and is operated on a first-come, first-served basis.
- **Lease-to-Own Program.** The Lease-to-Own program is operated by the California Cities Home Ownership Authority (CCHOA), a consortium of cities in the southland. The program provides a 38-month lease for a home that is selected by the qualified households earning income up to 140% of median income. CCHOA pays 3% down and closing costs not to exceed 4% of the sales price of the home. The household pays 1% of the home price and the first month's lease payment. During the lease period, the individual has the option to purchase the home. The City could coordinate participation in this program with homebuyers seminars offered through Riverside Partners in Homeownership to solicit community interest.

---

### 21.8.3 Neighborhood Enhancement Programs

The presence of older historic homes within the Downtown Specific Plan area underscores the importance of neighborhood enhancement programs. The City, in partnership with the Riverside Housing Development Corporation (RHDC) administers several programs which can be utilized to enhance existing residential neighborhoods in the Downtown.

- **Single Family Repair Program.** The Riverside Housing Development Corporation (RHDC) administers a Single Family Rehabilitation Program (SFR) to eliminate substandard conditions, remedy code violations, make routine home repairs, and improve housing conditions within neighborhoods. Qualified lower-income households are provided with loans up to \$35,000 at a 3% interest rate for routine repairs and maintenance. The SFR Program also has several provisions to address special needs: (1) the provision of loans for room additions that are needed by larger families; (2) grants of up to \$5,000 for seniors and disabled persons; and (3) emergency grants for up to \$5,000 to make emergency repairs.
- **Historic Preservation Program.** The Downtown has various historic districts, residential and commercial, which provide a link to Riverside's past and present. Preservation of the City's historic structures is an opportunity to improve neighborhoods and stimulate reinvestment in the downtown. The Planning Department recently updated a survey of historic resources and has recommended a new historic district in Downtown. The Planning Department is also developing design guidelines for the Downtown. To further these objectives, the City could provide incentives for preservation, including the following: the development of a Mills Act Program, reduction of building and development fees to encourage the conversion of historic homes to their original state, and the development of district specific standards to reflect differences in housing vintages, styles, and property standards that characterize different periods.
- **Acquisition and Rehabilitation.** The RHDC administers a Housing Acquisition and Rehabilitation program to preserve and improve housing and neighborhoods. Acquisition and rehabilitation strategies are used for both single-family and multi-family complexes. RHDC acquires the housing unit(s), makes substantial upgrades to extend the economic life of the unit(s), and then, upon resale, places a covenant to restrict occupancy to low-income households for a specified period of time. For multi-family complexes, substantial upgrades in amenities are provided and professional property managers are brought in to maintain the units. Typically, the focus has been on dilapidated fourplexes and HUD-foreclosed homes.



## **CHAPTER 22**

# **ARTS, CULTURE & ENTERTAINMENT**



---

The purpose of this Chapter is to establish the need for an Arts, Culture & Entertainment District in Downtown Riverside and provide implementation strategies to enhance arts and culture in Downtown in coordination with its revitalization. This Chapter is organized as follows:

- 22.1 Vision for Arts, Culture & Entertainment
- 22.2 Key Cultural and Art Facilities and Programs
- 22.3 Downtown Revitalization Through the Arts
- 22.4 Issues Summary
- 22.5 Goals for Arts, Culture & Entertainment
- 22.6 Arts, Culture & Entertainment District
- 22.7 Implementation Strategies

## **22.1 VISION FOR ARTS, CULTURE & ENTERTAINMENT**

Chapter 3 of this Specific Plan describes the community’s Vision for Downtown Riverside as the Cultural, Arts, Retailing and Entertainment Center for the City of Riverside and the Inland Empire. Arts and culture are recognized as key ingredients in the quality of life in Downtown Riverside. This Vision for the Downtown Specific Plan area is further supported by the following vision statement prepared by the Mayor and key cultural, art and business leaders in the summer of 2001:

*“Downtown Riverside is a renowned center for arts, culture, entertainment and related education programs. It is recognized not only for the quality of its cultural life, but also for the economic benefits that result from the concentration of arts in the City. Arts, culture, arts education and entertainment are the new paradigm for a vibrant, dynamic Downtown that is a destination for all Riversiders, for residents from surrounding communities, and for visitors across the State, the nation and the world. The Downtown, anchored by the historic Mission Inn and shaped by an eclectic, unique architecture, wonderfully aesthetic historic and new buildings, and a welcoming, inspiring landscape, is a cultural district filled with world class museums, a fine public library, a school for the arts and other arts programs, inviting performance spaces, studios, resident artists, traditional and cutting edge entertainment, a diverse mix of quality restaurants and sidewalk cafes, and unique shops. Downtown Riverside is the heart, soul and spirit of the community. It is the place everyone wants to be.”*

This Chapter of the Downtown Specific Plan was prepared as a means to help implement the above Vision.

## **22.2 KEY CULTURAL AND ARTS FACILITIES, ORGANIZATIONS AND PROGRAMS**

Downtown Riverside is home to a wide range of cultural and art resources in a setting of world class architecture and significant historic buildings and elements. While the focus of this chapter is on the “arts” (including art cultural, and entertainment activities), the importance of Downtown’s physical historic setting cannot be overemphasized. The older buildings of Downtown form a fabric consisting of a wide range of buildings that anchor the Downtown in time and define its physical uniqueness in relation to other cities. The components of this fabric consist of a wide array of buildings, both small and large, impressive and seemingly ordinary. It is the combination of Riverside’s setting and its arts programs that provide a synergy in which arts are able to thrive.

Downtown’s cultural and art facilities contain diverse, rich collections and high quality visual and performing arts that offer interest to local, regional, national and international audiences. Its assets include the acclaimed watercolor collection at the Riverside Art Museum, the internationally recognized Keystone-Mast photographic collection at the California Museum of Photography, the art history collection at the Riverside Public Library, the performances of the Inland Empire Philharmonic, the events at the historic Municipal Auditorium, and much more. These and other programs help make Riverside a well established cultural center that is regionally recognized as a destination within the Inland Empire. There is also a thriving community of local artists who are continually looking to expand their audience and share their work.

Downtown is also on the verge of significantly increasing its cultural and arts foundation with the planning of several new facilities and programs, and the restoration of historic buildings. For example, the restoration of the Fox Theater to its former glory has been recognized and is currently underway. Riverside Community College, in partnership with UC Riverside and Riverside Office of Education, is establishing a School for the Arts in the Downtown. Also, UC Riverside is planning to adaptively reuse the historic Rouse Building as a graduate center for the arts with studios, classes, and performances. These programs could bring thousands of students, faculty, staff, residents and visitors to the Downtown.

The major Downtown art and cultural facilities, including current and planned programs and facilities are summarized below. This list is not intended to be comprehensive, but includes the major institutions and organizations that contribute to Downtown Riverside’s unique environment of quality cultural and art resources. Figure 22A identifies the locations of these facilities in Downtown.

### **Fox Theater**

Location:

3801 Mission Inn Avenue

Hours of Operation:

Hours will be daytime, evenings and weekends.  
Currently under restoration.



---

Current Programs/Facilities:

Currently under restoration.

Planned Programs/Facilities:

1,500 seat theater for cinema (art house movies) and live musical and theatrical performances (has fly tower for staging); 6,000 SF retail space; 10,000 SF office space to lease.

**Mission Inn Museum**

Location:

3696 Main Street

Hours of Operation:

Monday - Sunday 9:30 am - 4 pm.

Current Programs/Facilities:

Museum has artifacts from around the world as assembled by Frank Miller, founder of the Mission Inn. Its collections also document the history on the Mission Inn and the life of Miller. The museum also offers daily tours of the historic Mission Inn and provides educational opportunities through rotating exhibits.

Planned Programs/Facilities:

Unknown - not interviewed.



**Riverside Municipal Auditorium**

Location:

3485 Mission Inn Avenue

Hours of Operation:

Daytime, evening and weekend events.

Current Programs/Facilities:

Facility seats 1,750 with 892 permanent seats and 858 removable seats on the main floor; full service bar; Ticketmaster box office. The auditorium hosts diversified events, including concerts, plays, and events with dining and dancing. The facility is home to the Inland Empire Philharmonic and Riverside Ballet. UCR frequently uses the facility.

Planned Programs/Facilities:

Is working to attract all ages to the Auditorium. Plans to bring more diversified events to Riverside, including national-level events.



**Riverside Arts Council**Location:

3485 Mission Inn Avenue

Hours of Operation:

Monday - Friday 8 - 5 pm

Description of Organization:

Originally established in 1974 as an arts advisory commission for the City of Riverside, the Riverside

Arts Council became a non-profit agency in 1978 and has continued its partnership with the City as the central source for performing and visual arts services, education programs, advocacy and information. The mission of the Arts Council is to promote artistic diversity and cultural vitality of the Riverside community through arts programming, technical assistance, grant making, outreach and arts education projects in schools.

Current Programs/Facilities:

Coordinates rotating art exhibits featuring local professional and student artists at City Hall and other public buildings; facilitates Downtown Museum Consortium and other collaborative arts program activities; produces calendar of arts events; presents “Sky’s the Limit”, which brings artists and quality arts education programming to schools and communities. Annual events include CSSSA Student Arts Scholars Recognition, and the Mayor’s Costume Ball for the Arts, the chief fundraiser for the Arts Council’s grant making program.

Planned Programs/Facilities:

Continued outreach to arts organizations; expanded community partnerships; would like to attract more cultural events, festivals and community-wide arts activities.

**Inland Empire Philharmonic**Location:

3485 Mission Inn Avenue

Hours of Operation:

Office hours from 8 am - 5 pm

Concerts performed at various times.

Current Programs/Facilities:

Subscription-series concerts are performed in Riverside and Ontario. Outreach concerts and rehearsals for school students are conducted at various locations around the region, including school sites. The Philharmonic visits school sites to present other music educational activities, too. The orchestra performs community concerts at various locations in the region, including many free concerts.

Planned Programs/Facilities:

demographic audience.

---

## Riverside Municipal Museum

Location:

3580 Mission Inn Avenue

Hours of Operation:

Tuesday - Friday 9am - 5 pm;

Saturday from 10 am - 5 pm; Sunday from 11 am - 5 pm.



Current Programs/Facilities:

This 75-year old museum features the natural and cultural history of the Riverside region. The Museum is currently developing “Focus on Kidz”, a children’s program to replace a former Downtown Riverside children’s museum. The Museum also runs the Heritage House, which addresses the citrus history in Riverside from 1890 - 1900. Annual events hosted by the Municipal Museum include the Multi-Cultural Festival, Independence Day Ice Cream Social, and Christmas Open House. It also co-hosts programs with both UCR and RCC and participates in the “First Sundays” program of family oriented cultural events.

Planned Programs/Facilities:

The Museum plans to expand its current facility to house more of its collection. The expanded facility would focus on the modern history of Riverside (1870 to present).

## Riverside Art Museum

Location:

3425 Mission Inn Avenue

Hours of Operation:

Monday - Saturday 10 am - 4 pm.

Current Programs/Facilities:

Its exhibit focus is graphic arts and works on paper by historically important international and national artists while also supporting regional California and emerging artists. The Museum attracts some 40,000 visitors per year; offers numerous educational outreach programs, including First Sundays and an Art Partners program that offers guided tours and art activities for school children and other community youth groups. The facility is often leased for meetings, receptions, and private events.



Planned Programs/Facilities:

The Museum plans to offer visual art education programs at selected school sites. There is a need for a conservation assessment to renovate the façade of the historically designated Julia Morgan building. There are plans to do an oral history to record the building’s history as a YWCA.

## University of California at Riverside (UCR)

Location:

900 University Avenue

Hours of Operation:

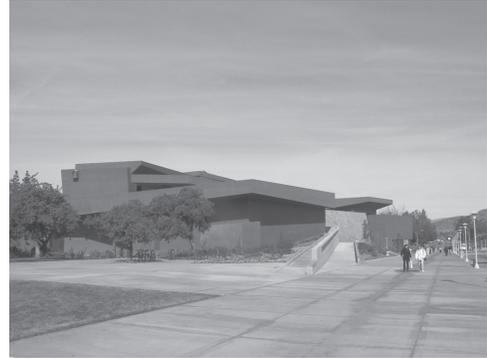
N/A

Current Programs/Facilities:

On-campus facilities include the new Arts Building with classroom and office space, the University Theater (496 seats with a proscenium stage), University Village Theaters, and Sweeney Art Gallery. Off-campus facilities include the California Museum of Photography.

Planned Programs/Facilities:

UCR plans to use the Rouse Building on Main Street near Ninth Street for fine arts faculty and programs. Plans also include live/work spaces for visiting artists and teachers. A 200-500 seat auditorium is planned for Phase II. UCR's Long-Range Development Plan calls for 1,100-seat performing arts complex on campus.



## California Riverside Ballet

Location:

3840 Lemon Street, Aurea Vista Hotel

Hours of Operation:

Monday - Friday 2:30 pm - 8:30 pm;  
Saturday from 10 am - 6 pm

Current Programs/Facilities:

This non-profit ballet company presents the finest in classical and contemporary ballet. Community outreach and performances educate and provide artistic experience to dancers and patrons alike. The ballet cultivates awareness of this traditional art expression to benefit the community and the Arts. California Riverside Ballet and its official school, Riverside Ballet Arts, have a history of developing major ballet stars around the globe.



---

## Riverside Community Arts Association

Location:

3870 Lemon Street

Hours of Operation:

Regular business hours.

Current Programs/Facilities:

This non-profit organization offers a place where local artists can meet, work, learn and share their work with the public. It also hosts many exhibits at the Art Center. Its special programming includes artist lectures, demonstrations, and workshops, as well as programs in local schools, libraries, and community centers. It currently has 70 artist members.

Planned Programs/Facilities:

It is looking for a larger space for studios and workshops.



## UCR/California Museum of Photography

Location:

3824 Main Street

Hours of Operation:

Tuesday - Sunday 11 am - 5 pm.  
Open until 8 pm on Wednesdays for Riverside Wednesday Nights.

Current Programs/Facilities:

Exhibition and educational programs explore photography and related media. The CMP offers adjunct teaching and scholarly research functions through UCR's College of Humanities, Arts and Social Sciences. It has an extensive Permanent Collections Gallery featuring internationally recognized Keystone-Mast Stereographic Collection, the public Internet Gallery, and Digital Studio. It has an extensive web site attracting over 5 million visitors per month. It also is host to community outreach programs.

Planned Programs/Facilities:

The CMP plans an expansion of its collection storage space and museum store into the adjacent Rouse Building. It also plans the addition of a Museum Caf,.



**Riverside Public Library**Location:

3581 Mission Inn Avenue

Hours of Operation:

Beginning October 1, 2002  
Monday – Thursday 10 a.m. – 9 p.m.,  
Friday & Saturday 10 a.m. – 6 p.m.  
Sunday 12 noon – 5 p.m.

Current Programs/Facilities:

Established before the incorporation of the City, Riverside Public Library is open more hours and hosts more visitors than any other cultural institution in the downtown. The Library's Cultural Learning Center produces the Author's Event Series that has recently featured California's poet laureate Quincy Troupe and Susan Straight, nominee for The National Book Award. The circulating collection of 400,000 items includes music CDs, videotapes, audio-books, DVDs and print volumes. RPL is regionally recognized as a Major Urban Resource Library for its collection of materials on Art and Art History. The Dorothy Daniels Memorial Children's Book Collection is consulted by persons from throughout the country and the Local History Resource Center makes history accessible to walk-in researchers and Internet browsers. An auditorium on the second floor seats 100 persons and is available for use all the hours the building is open. The library also participates in cooperative programming with UCR and RCC and, as part of the Downtown Museums Consortium, presents family story hours on *First Sundays*.

Planned Programs/Facilities:

A major upgrade to the facility is underway. New carpet, ADA accessible desks, refurbished auditorium, and restrooms will be in place by the end of 2002. The library will host exciting new talents in its Spring and Fall Authors Event Series.

**Riverside Downtown Partnership**Location:

3666 University Avenue

Hours of Operation:

Monday - Friday 8:30 am - 5 pm

Current Programs/Facilities:

The RDP serves as an advocate for Downtown. It manages the Downtown Mall, Downtown's Business Improvement District (BID). It also organizes the summer Concerts at the Courthouse and works with other organizations to help market and promote their events.



---

Planned Programs/Facilities:

The RDP would like to dedicate more time to promoting Downtown.

**Riverside School for the Arts**

Location:

The Riverside School for the Arts is Currently in the planning stages. It will be located in the vicinity of White Park

Hours of Operation:

N/A

Current Programs/Facilities:

Currently in the planning stages, this is a collaborative effort involving UCR, RCC, the Riverside County Office of Education, and others.

Planned Programs/Facilities:

The facility is planned to include classroom space, exhibit space, performance space and a residential component. When fully operational it is planned to have an enrollment of 750 students. Current plans are to open at least one discipline in 2004. The school's programs are expected to be for grades 9-16, including a full liberal arts program with an emphasis on arts education.



**Riverside Community Players**

Location:

4026 14th Street

Hours of Operation:

Office open Monday through Friday, 8 am - noon. Main series plays have evening and matinee performances. Family series plays have evening and matinee performances, plus daytime performances for school children.

Current Programs/Facilities:

This community theater operates its own 194-seat arena facility adjacent to Riverside Community Hospital. It conducts a main series of classic and contemporary plays and a family series of performances directed toward elementary and middle school students. Most on-stage and off-stage personnel are volunteers. RCP has operated continuously since 1925.

Planned Programs/Facilities:

The Community Players plans to rebuild or renovate the current venue, expanding it to 230 seats.



**Riverside Community College (RCC)**

Location:

4800 Magnolia Avenue

Hours of Operation:

N/A

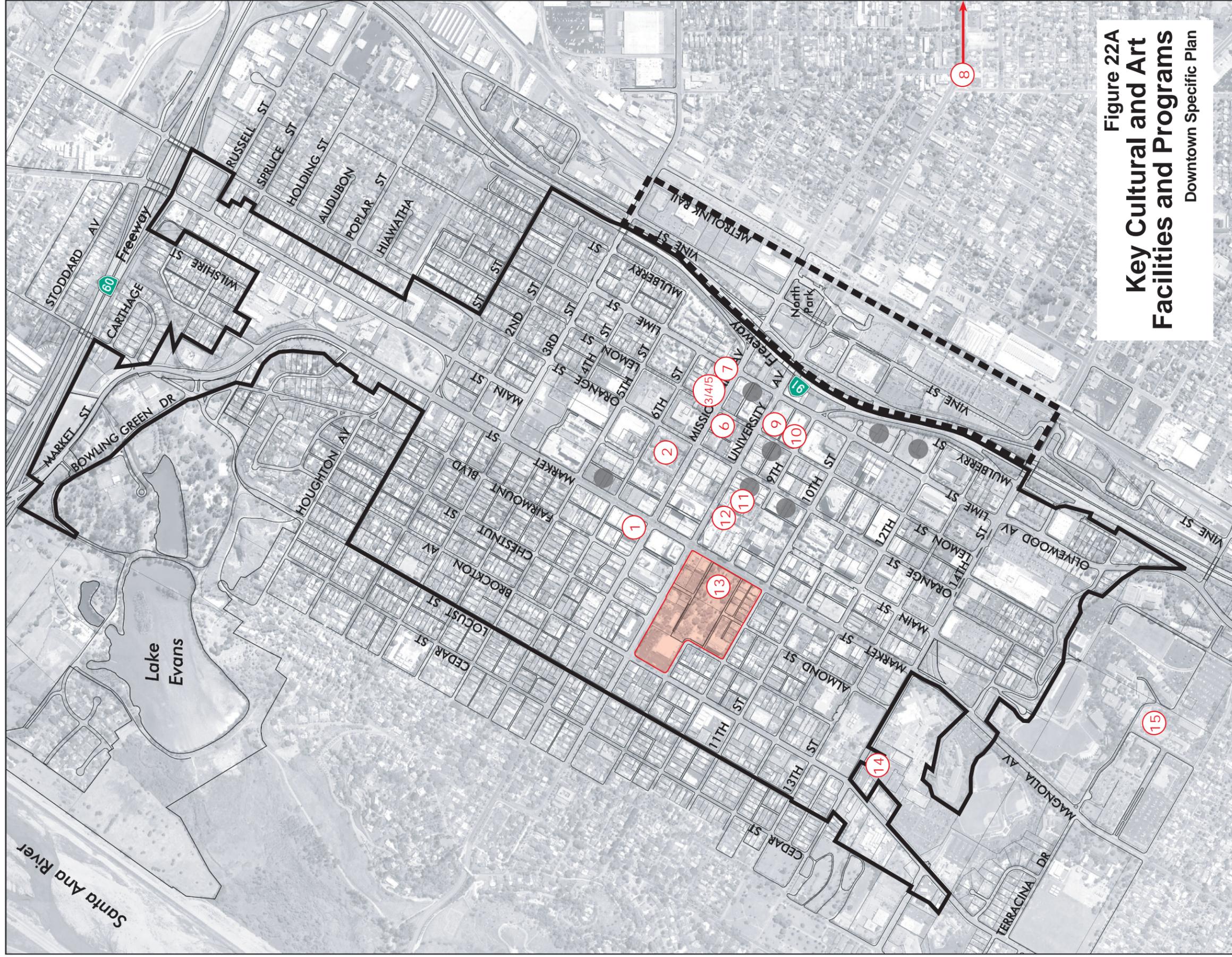
Current Programs/Facilities:

RCC's campus includes Landis Auditorium (1,200 - 1,400 seats.) Landis is used for student productions, Performance Riverside, and Civic Light Opera.

Planned Programs/Facilities:

RCC plans to be a major player in the Riverside School for the Arts (see above).



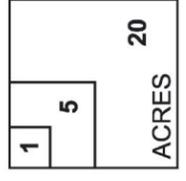


**Figure 22A**  
**Key Cultural and Art**  
**Facilities and Programs**  
 Downtown Specific Plan

- ① Fox Theater
- ② Mission Inn Museum
- ③ Riverside Municipal Auditorium
- ④ Riverside Arts Council
- ⑤ Inland Empire Philharmonic
- ⑥ Riverside Municipal Museum
- ⑦ Riverside Art Museum
- ⑧ University of California at Riverside (UCR) (University Theater)
- ⑨ California Riverside Ballet

- ⑩ Riverside Community Arts Association
- ⑪ Riverside Downtown Partnership
- ⑫ UCR/California Museum of Photography
- ⑬ Riverside School for the Arts
- ⑭ Riverside Community Players
- ⑮ Riverside Community College (Landis Auditorium)

- Potential Parking Structure Locations
- Downtown Specific Plan Boundary (Revised May 2014)
- ▬ Riverside Marketplace





---

## 22.3 DOWNTOWN REVITALIZATION THROUGH THE ARTS

As illustrated in Figure 22A, a unique feature of Downtown Riverside that sets it apart from many Southern California cities is its concentration of cultural and arts facilities in a compact, attractive, walkable environment. This concentration of existing and planned arts and cultural facilities is one of the most important aspects of Downtown's identity, and a great potential for its revitalization.

Many cities across the nation use arts and culture as a catalyst to boost their economies and renew their downtowns. Since the 1960s, many cities have approached revitalization of urban areas with the rehabilitation and new construction of cultural and arts facilities. Cultural and art facilities tend to attract more residents, tourists and employees to the area, provide employment opportunities through support services to the arts, expand the tax base, increase property values, enhance the image of the community, and beautify the area. The arts provide measurable benefits in the form of increased businesses, tourism and revenues.

## 22.4 ISSUES SUMMARY

This Chapter of the Downtown Specific Plan was prepared with input and guidance from the City's ad hoc Cultural Advisory Committee. This Committee is made up of representatives from key arts institutions and organizations in Downtown Riverside.

The role of the Cultural Advisory Committee was to identify issues, opportunities, goals and strategies for arts and culture in Downtown. At the first meeting of the Cultural Advisory Committee, the following primary issues were identified:

- **Downtown Revitalization** - There is a vital need for increased daytime, nighttime, and weekend activity in the Downtown to complement arts facilities and activities, as well as evening cultural events. While there are numerous, quality arts facilities in Downtown, there is a crucial lack of residential, retailing, entertainment and restaurant resources in the Raincross District to complement the arts and cultural opportunities.
- **Marketing and Promotion** - There is currently no comprehensive, coordinated entity that exclusively promotes and markets Downtown's arts organizations. There is a need to package the variety of activities Downtown has to offer. Additionally, there is no communication tool (community calendar, newsletter, website, etc.) that effectively advertises all of the arts events and activities happening in Downtown. As a result, people tend not to know about all the arts resources and activities going on in Riverside.
- **Parking** - There is a need for more convenient parking for the arts facilities in Downtown. Existing public parking structures are few in number and poorly distributed throughout the Raincross District. Key venues, such as the Municipal Auditorium and Fox Theater are particularly in need of convenient, readily available parking in close proximity. In addition, there are perceived issues related safety and convenience with regard to existing parking facilities.

- Existing Transit Facility - While the existing transit center at Mission Inn/University Avenues and Fairmount Boulevard serves an important transportation service to Downtown, it also can be a focal point for social and criminal activity. This is a particular problem for the Fox Theater, which is across Mission Inn Avenue from the transit center. The owner of the Fox reports problems with transients and questionable activities emanating from the transit center. The Police Department is aware of these problems and deals with them on an on-going basis. Other issues related to the transit center include noise, litter, and pollution. Long-term solutions to all of these issues need to be a part of any revitalization of the Fox Theater building and surrounding block.
- Public Shuttle Service - As the intensity of arts uses increases, consideration should be given to a shuttle bus service to link UCR and RCC to the arts institutions, facilities and events in Downtown. It may also prove useful to develop a limited circuit service in and around Downtown. Such a system could provide connectivity for students, residents and visitors to the arts and cultural facilities. In designing a public shuttle bus system, consideration needs to be given to avoiding the negative impacts currently associated with the transit center Downtown.
- Local Art - There is a need for small, experimental, live/work and exhibit/gallery spaces for local artists, as well as a need to keep these spaces affordable to avoid displacement and to continue to attract new artists to Downtown. Local art contributes to the richness and diversity of art and culture in the City.

## **22.5 GOALS FOR ARTS, CULTURE & ENTERTAINMENT**

At the second meeting of the Cultural Advisory Committee, the following goals were established:

- Revitalize Downtown to “fill in” and complete the arts and culture experience with retailing and restaurant activities.
- Make Downtown an active daytime, evening and weekend environment; extend the hours during which Downtown is in use. This is a goal for arts facilities and institutions as well - to extend hours and activities into the evening.
- Attract a local, regional, national and international audience to Downtown Riverside as a distinct cultural destination.
- Expand the audience to a wide range of people by continuing to offer diverse cultural and arts activities and programs.
- Promote, market and package Downtown Riverside and all of its attractions; inform people about what is here.
- Provide additional cultural and arts activities for residents and tourists.

- 
- Continue to offer an educational and family focus related to the arts. (This has proven to be successful in Riverside as a way of promoting the arts.)
  - Increase coordinated marketing for arts institutions and facilities.
  - Provide additional and/or expanded facilities for arts activities and arts organizations.
  - Maintain current programs of City support for the arts and expand the City’s leadership role in support of the arts.
  - Continually increase the quality of collections and programs, as well as attract higher profile traveling programs and events to Riverside.

The implementation strategies described below, in Section 22.7, have been developed to serve as an initial effort to help achieve the goals noted above.

## **22.6 ARTS, CULTURE & ENTERTAINMENT DISTRICT**

Cultural or arts districts are generally geographically defined areas of a city where a high concentration of cultural facilities, art institutions and related activities are located and complement one another. In addition to cultural and arts facilities, arts districts often contain mixed-use developments that incorporate other uses such as office, retail, entertainment, restaurants and residential. Many arts districts have been created in or near central business districts. A primary motivation behind the establishment of a cultural or arts district is often urban revitalization. As mentioned before, cultural and arts districts are also an important marketing tool for attracting increased business activity, tourists and residents to an area.

Figure 22B establishes the Arts, Culture & Entertainment District. This District is intended to represent the cultural, artistic and entertainment “hub” of Downtown Riverside and the Inland Empire. It incorporates most of the major cultural and art institutions in the City, as well as significant architectural and historic structures. Its boundaries fall, not coincidentally, within the Raincross District, which is the civic, retailing and restaurant center of Downtown and the area of Downtown where mixed-use developments, including live/work units and artist lofts, are proposed. It is located adjacent to the Justice Center, where there is a high concentration of employment and daytime activity. The purposes of establishment of this District are to facilitate the revitalization of Downtown Riverside with arts and culture as the primary catalyst and to strengthen the synergy between existing and proposed arts facilities.

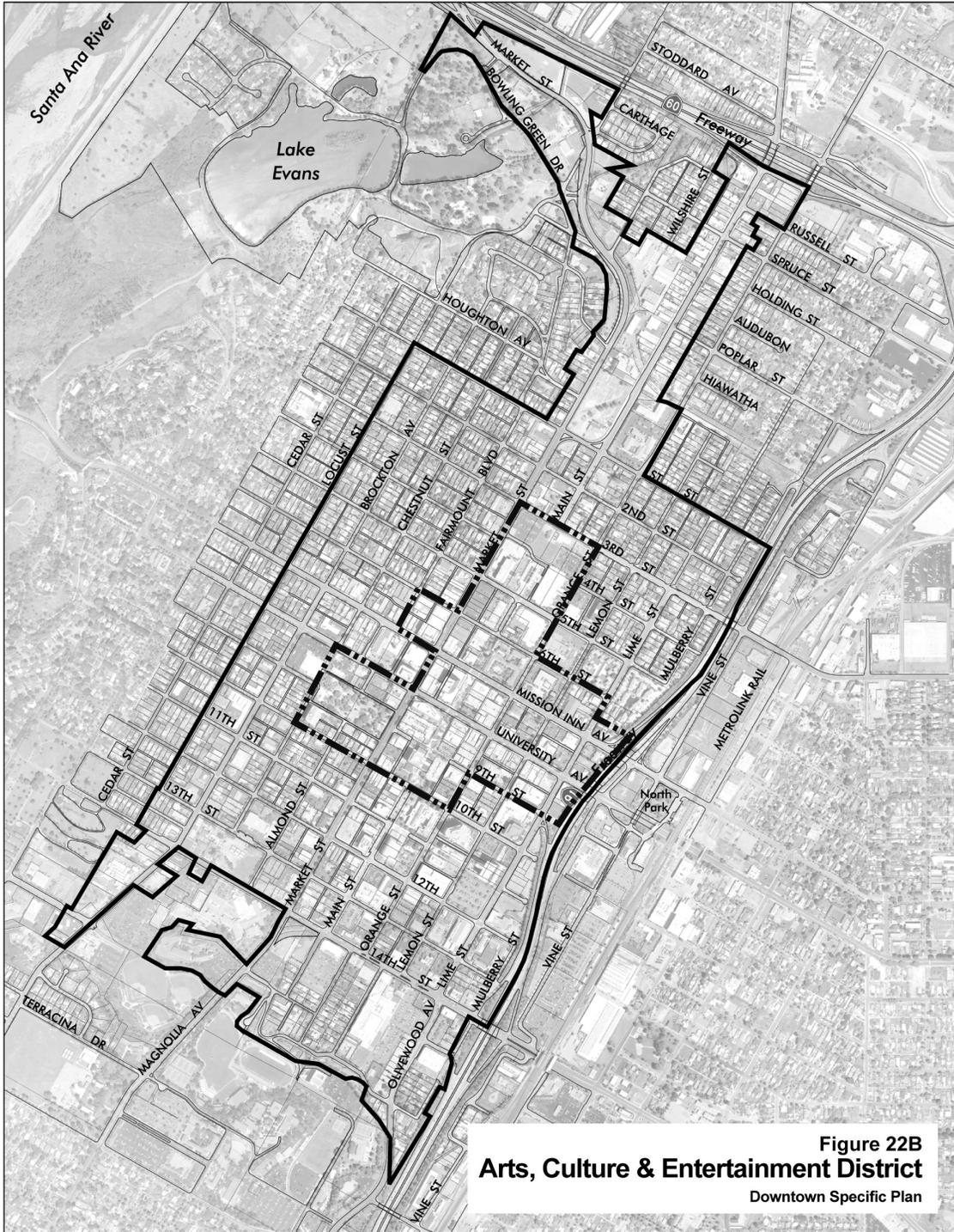
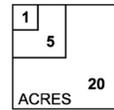


Figure 22B  
**Arts, Culture & Entertainment District**  
 Downtown Specific Plan

**LEGEND**

- Arts, Culture, & Entertainment District
- Specific Plan Boundary (Revised May 2014)



---

## 22.7 IMPLEMENTATION STRATEGIES

While the establishment of the Arts, Culture & Entertainment District is an important step in identifying the City as a place where culture and the arts are renowned and recognized, this District must be part of a package of many strategies to revitalize Downtown. The following strategies are recommended to promote cultural events and public art in the Specific Plan area, as well as enhancing Downtown's role in attracting visitors from the Southern California region and the world to Riverside as a destination for culture, arts and entertainment. This section presents implementation opportunities and strategies for increased and integrated cultural events and public art in Downtown. These strategies are intended to be implemented concurrently, and in coordination with, the strategies recommended in Chapter 21 of this Plan.

### Key Overall Implementation Strategies

- Coordination - Obtain staff resources for arts programming, coordination and funding.
- Marketing - Increase coordinated, targeted marketing and promotion for all Downtown cultural and arts facilities and programs.
- Enhancing the Arts & Culture Product - Create enhanced pedestrian linkages between existing and proposed facilities and new retail development. Create additional substantive, quality signature events and programs.
- Funding - Establish reliable sources of funding to allow the realization of these strategies.

### Specific Recommendations for Implementation

- A. Create development and parking linkages to support art and cultural facilities:
- Prioritize action sites for development that maximize creation of a “complete” Arts, Culture & Entertainment District experience.
  - Set guidelines for tenant mix (national, regional and local) to attract the kind of retail that complements the arts.
  - Recruit restaurants to complete the arts experience in Downtown.
  - Consider subsidizing leases for arts-related gallery/exhibition, performance, mixed use, and retail spaces, as well as independent retailers to avoid displacement.
  - Initiate public/private process to build new parking structures and improve and manage existing parking structures.
  - Coordinate the above action steps with the development of the four key sites recommended in Chapter 21.

B. Develop a phased Streetscape Program connecting the Arts, Culture & Entertainment District to UCR and RCC, which might include, but not be limited to:

- streetscape plans in coordination with the street improvements recommended in Chapter 20;
- underpass mural projects to help link Downtown to the Marketplace and UCR;
- a Banner Program for the Arts, Culture & Entertainment District and UCR/RCC linkages;
- marketing Kiosks at key locations along Mission Inn Avenue, University Avenue, Main Street and Market Street.



C. Consider initiating an “Arts Buses” program connecting the Arts, Culture & Entertainment District with UCR & RC:

- As the intensity of arts uses reaches a critical mass, develop an arts bus system connecting art facilities and parking structures, as well as connecting the Arts, Culture & Entertainment District to UCR and RCC.
- Consider using the transportation vehicles themselves as forms of public art (i.e., design them with murals, art work, pictures of Downtown, etc.) similar to the A.R.T.S (Area Rapid Transit System) Bus in Pasadena or the D.A.R.T. (Downtown Art) Bus in Long Beach.
- Consider the creation of a tour program that brings visitors to all arts facilities.



---

D. Start a “Percent for the Arts” program for new development in Downtown:

- Develop a City Ordinance that requires a “Percent for Art” based upon construction project costs within the Specific Plan area. This fund could be used for a variety of arts related projects and programs.
- This ordinance should set forth criteria for the art and provide for the fund’s collection and administration. The criteria for art can be flexible in its interpretation if the City desires, such as allowing renovation of historic buildings to meet the provision of art for a project.
- This ordinance should include both private sector commercial and mixed-use projects, as well as Capital Improvement Projects. In most cities that have implemented such an ordinance, the allocation generally ranges from 1-2% of project valuation, often with a minimum threshold of project valuation. (Refer to “Art in Public Places Criteria,” on file in the Planning Department, for a sampling of California cities that require “Percent for Art” and the criteria they use.)
- In addition, consider utilizing hotel, parking, or tourism tax revenues to support cultural arts.

E. Maintain ongoing analysis to demonstrate the economic value of the arts to Downtown Riverside:

- Assign the task of arts related economic impact analysis to an entity within or responsible to the City Manager’s Office.
- Develop baseline data on existing hotel, retail, convention, and restaurant economic activities by day, week, month, quarter and year.
- Gather new data on same activities associated with new programming for the Arts, Culture & Entertainment District.
- Compare baseline data with new data to assess economic benefits.
- Make database available to potential developers.

F. Establish resources (in particular, a full time staff position) dedicated to the development of the proposed Arts, Culture & Entertainment District. Call together the Mayor’s taskforce on the arts, which created the Vision guiding this Chapter, to further consider where the resources should be created and housed. New resource should, among other things:

- Work with the City Planning Department for the identification and cultivation of arts spaces.
- Coordinate departmental grant proposals with components including or promoting the arts.
- Perform research for the benefits of the arts, focusing on economic impact, facilities data, and programming within the Arts, Culture & Entertainment District.

G. Facilitate the development of arts incubator, or subsidized live-work and work-exhibit space for local artists and writers:

- Conduct an inventory of potential existing structures and vacant sites for suitable space.
- Apply for available grants for funding.

H. Program additional signature events and activities that will attract local, regional, national and international audiences:

- Consider the creation of a major, weeklong art festival, fair, or signature event, such as a Shakespeare Festival or an expanded Dickens Festival.
- Provide cultural programming to activate retail and dining related activities, such as a regular monthly “mini-festivals” of cultural attractions, special events, extended retail and cultural facility hours, and restaurant discounts.
- Identify support spaces for cultural arts and culture events including storage, administrative, and public access.

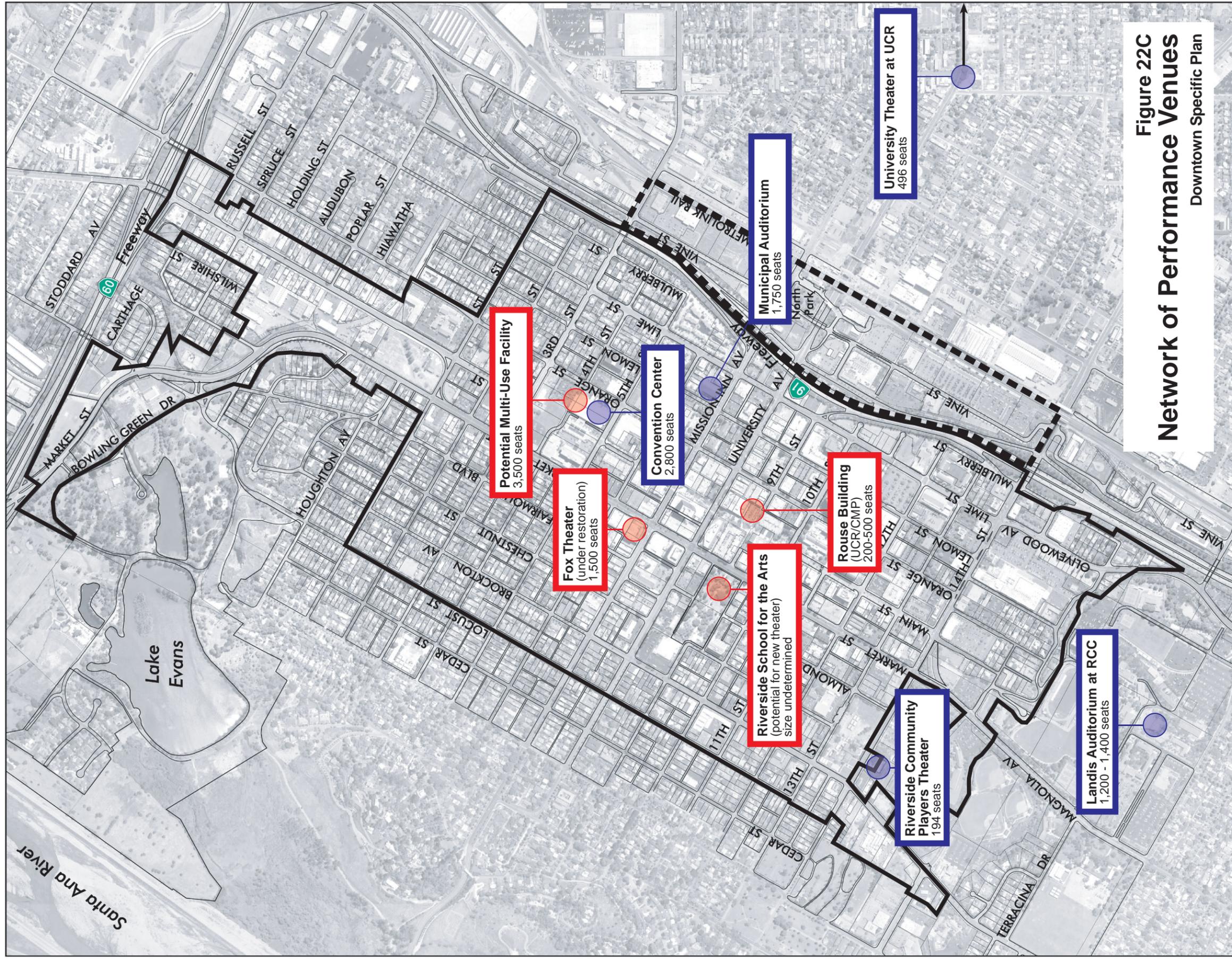


I. Coordinate the network of Downtown performance venues to bring more diversified programs and performances to Riverside:

- Explore integrating bookings and promotions between performance venues in Downtown. (There are several existing and planned performance venues in Downtown that have varying capacities and features. These are identified in Figure 22C).
- Consider the preparation of a feasibility study to determine if there is a need for a new performing arts center that could accommodate large-scale events beyond the capacity of existing facilities.

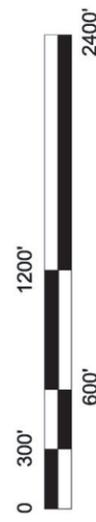
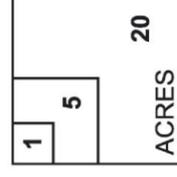
J. Develop an “Art in Public Places” program to enhance the Downtown Arts, Culture & Entertainment District:

- Provide art elements near Downtown’s cultural and arts amenities to further enhance the cultural environment. These projects may include murals, sculptures, installations, banner programs, and special art education projects as well as enhancements of streetscape amenities, parking facilities, pedestrian walkways and alleyways, lighting standards, bike racks, benches, fences, and transportation stops, vehicles, and depots.



**LEGEND**

- Existing Performance Venues
- Planned Performance Venues
- Downtown Specific Plan Boundary (Revised May 2014)
- - -** Riverside Marketplace





- 
- Art in public places projects could occur in locations including, but not limited to:
    - Mission Inn Avenue and University Avenue underpasses (working with Caltrans during the expansion of the 91 Freeway).
    - New and existing parking structures.
    - Pedestrian walkways and alleyways along Mission Inn Avenue, University Avenue, Main Street and Market Street.
    - Raincross District pedestrian crossings.
    - Open space enhancements in the Justice Center District with the development of new offices.
    - Cultural corridor banner program along Mission Inn Avenue, Main Street and Market Street.
    - Interpretation of the historic pergola and covered walkway along Mission Inn Avenue.
    - Common paving treatment throughout the Specific Plan area, or certain Districts in the Specific Plan area, influenced by historic materials.
    - Historic markers throughout the Specific Plan area.

K. Implement the Arts, Culture & Entertainment Chapter of the Downtown Specific Plan. The Riverside Arts Council has been designated by the City Council as the lead agency in establishing an arts and culture district. A taskforce should identify further strategies to facilitate implementation of the Chapter's recommendations. A community planning process for the arts (i.e., a cultural arts plan) is also recommended.

