



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

April 8, 2025

Contact:

Phil Pitchford

Public Information Officer

951-826-5975

ppitchford@riversideca.gov

Community Invited to Learn About Proposed Riverside Adventure Park and Mixed-Use Town Center Development

City of Riverside negotiating with developer on proposal in a 126-acre site in the Northside neighborhood

RIVERSIDE, Calif. – The City of Riverside invites the community to a meeting to learn more about the proposed Riverside Adventure Park and Mixed-Use Town Center Development, which has the potential to revitalize the Northside neighborhood and bring unique outdoor amenities to the city.

The City is negotiating with Adrenaline Sports Resorts Collaborative regarding the proposed adventure park and mixed-use development, which is bounded roughly by Columbia Avenue to the south, Orange Street to the east, Main Street to the west, and Garner Road to the north, north of Highway 60.

The meeting is planned for 10 a.m. to noon on April 19 at the Springbrook Clubhouse, 1011 Orange St. In attendance will be key City officials, representatives of Adrenaline Sports Resorts Collaborative (ASRC) and the local community.

“This is a great opportunity for community members to learn more about this potential project and engage with the City and the developers,” Mayor Patricia Lock Dawson said.

The City Council voted unanimously on Feb. 25 to negotiate exclusively with ASRC. Its proposal was chosen as an excellent opportunity to build upon the goals of the Northside Specific Plan, a 2020 City document that was approved by the City Council after years of community input and outreach.

An 85-acre Riverside Adventure Center, with a heavily landscaped public park that connects to the existing Reid Park, would include biking, hiking, trails, climbing, play areas, and open space, all for free. For a fee, visitors could visit world-class aquatic recreation facilities, including a whitewater rafting course; a wave lagoon with a surf park and boathouse; zip-line and rope courses; sport climbing walls; and an amphitheater. Riverside residents would get discounts.

The 41-acre, mixed-use town center will consist of a 45,000 square foot grocery store, 360,000 square foot commercial retail, restaurant and office uses, 91,500 square foot for a hotel, and 722 multifamily residential units (minimum 25% affordable).

Adrenaline Sports Resorts Collaborative has delivered public and private developments and designed programming for the U.S. National Whitewater Center in Charlotte, N.C., Riversport in Oklahoma City, and Montgomery Whitewater in Alabama.