

Eastside Neighborhood Plan

Appendix D of the General Plan 2025
Adopted June 16, 2009 per Resolution 21841

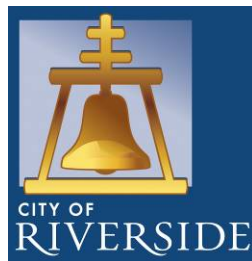


June 2009

EASTSIDE NEIGHBORHOOD PLAN

Appendix D of the General Plan 2025

City of Riverside, California





ACKNOWLEDGEMENTS

Thank you to everyone who made the Eastside Neighborhood Plan a Success. We could not have done it without you!

The Planning Division Staff of the City of Riverside would like to extend a special debt of gratitude to the residents and business owners of the Eastside Neighborhood for their assistance in making this Eastside Neighborhood Plan possible. Their leadership and insight proved to be effective in guiding this Plan from its developmental stages to its conclusion.

Thank You!

Many people played a part in preparing this Eastside Neighborhood Plan. The City of Riverside wishes to give special acknowledgement to the contributions of individuals noted below, as well as countless others who provided support throughout the planning process.

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EXECUTIVE SUMMARY

The intent of the Eastside Neighborhood Plan is to provide a blueprint to enhance and improve the quality of life in Riverside's Eastside Neighborhood. This blueprint will guide City Council, Planning Commission, other City Commissions and boards and City staff in their review of development proposals and other actions taken in the Eastside.

Eastside Neighborhood Planning Area

The Eastside Neighborhood, as highlighted in Figure 1, lies in the heart of the eastern portion of the City of Riverside, bounded by California State Route 91 on the west, Third Street on the north, and Chicago Avenue on the east. The southern boundary of the neighborhood bisects the Tequesquite Arroyo, a portion of which is currently used as the Victoria Golf Club. The neighborhood is adjacent to six other established neighborhoods including Downtown, Wood Streets and Magnolia Center on the west, Hunter Industrial Park on the north, University on the east, and Victoria on the south.

The Eastside Neighborhood is a diverse and vibrant community primarily composed of single-family residential areas with some multiple-family residential areas. Commercial areas are primarily located along University and Chicago Avenues. The Eastside is home to the Downtown Metrolink Station within the Riverside Marketplace Specific Plan area. The Marketplace area features limited retail areas and light industrial uses, as well as a number of professional offices and restaurants. The Eastside Neighborhood Plan seeks to preserve and enhance all of these components while allowing for growth and development of underutilized properties in a manner that is sensitive to surrounding uses.

What is a Neighborhood Plan and How Does it Relate to the General Plan 2025?

The City of Riverside General Plan 2025 identifies the City's twenty-eight neighborhoods as the fundamental building blocks of the City, and places a high priority on their protection and enhancement. To accomplish this, the General Plan Land Use and Urban Design Element



For more information related to neighborhood plans, please see the Land Use Element of the General Plan 2025.



includes a Neighborhood Plan for each of the neighborhoods. General Plan 2025 Policy LU-30.8 sets out to develop and amend each of the twenty-six residential Neighborhood Plans with the participation of residents and property owners of each neighborhood. The Neighborhood Plans are intended to provide more detailed objectives, policies, tools and concepts for each neighborhood.

The Objectives and Policies developed as part of the General Plan 2025 Program specific to the Eastside Neighborhood were reviewed with neighborhood residents over the course of four meetings. Through this interactive and collaborative process these Objectives and Policies were modified, enhanced, expanded and integrated into the Eastside Neighborhood Plan and removed from the Land Use and Urban Design Element of the General Plan 2025 document. Table 1 below indicates the revisions made and the new numbering associated with the Objectives and Policies found within this document as a result of these changes. Many of the original Objectives and Policies have been reworded or reworked and assigned new numbering. One of the original Policies remains the same, only the numbering has changed. The remaining items have been removed in favor of new Objectives or Policies that may have similar content or result in similar outcomes. Additionally, new Policies and Implementation Tools have been added through the neighborhood planning process.

Table 1: Revised Objective and Policy Numbers

<i>Number Previously Used in General Plan 2025</i>	<i>Revisions made in Eastside Neighborhood Plan</i>
Objective LU-50	Reworked into Objectives ENP 1 & ENP 2
Policy LU-50.1	Removed. Closely reflected in Tool ENP 3.1.1
Policy LU-50.2	Removed. Closely reflected in Policy ENP 1.4
Policy LU-50.3	Reworked as Policy ENP 1.6
Policy LU-50.4	Renumbered as Policy ENP 4.1
Policy LU-50.5	Reworked as Tool ENP 4.1.1
Policy LU-50.6	Reworked as Policy ENP 10.3
Policy LU-50.7	Removed. Closely reflected in Objective ENP 3
Objective LU-51	Removed. Closely reflected in Objective ENP 10
Policy LU-51.1	Reworked as Policy ENP 9.1
Policy LU-51.2	Reworked as Tool ENP 9.2.3
Policy LU-51.3	Removed. Closely reflected in Tool ENP 9.3.5
Policy LU-51.4	Reworked as Policy ENP 10.3

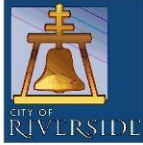
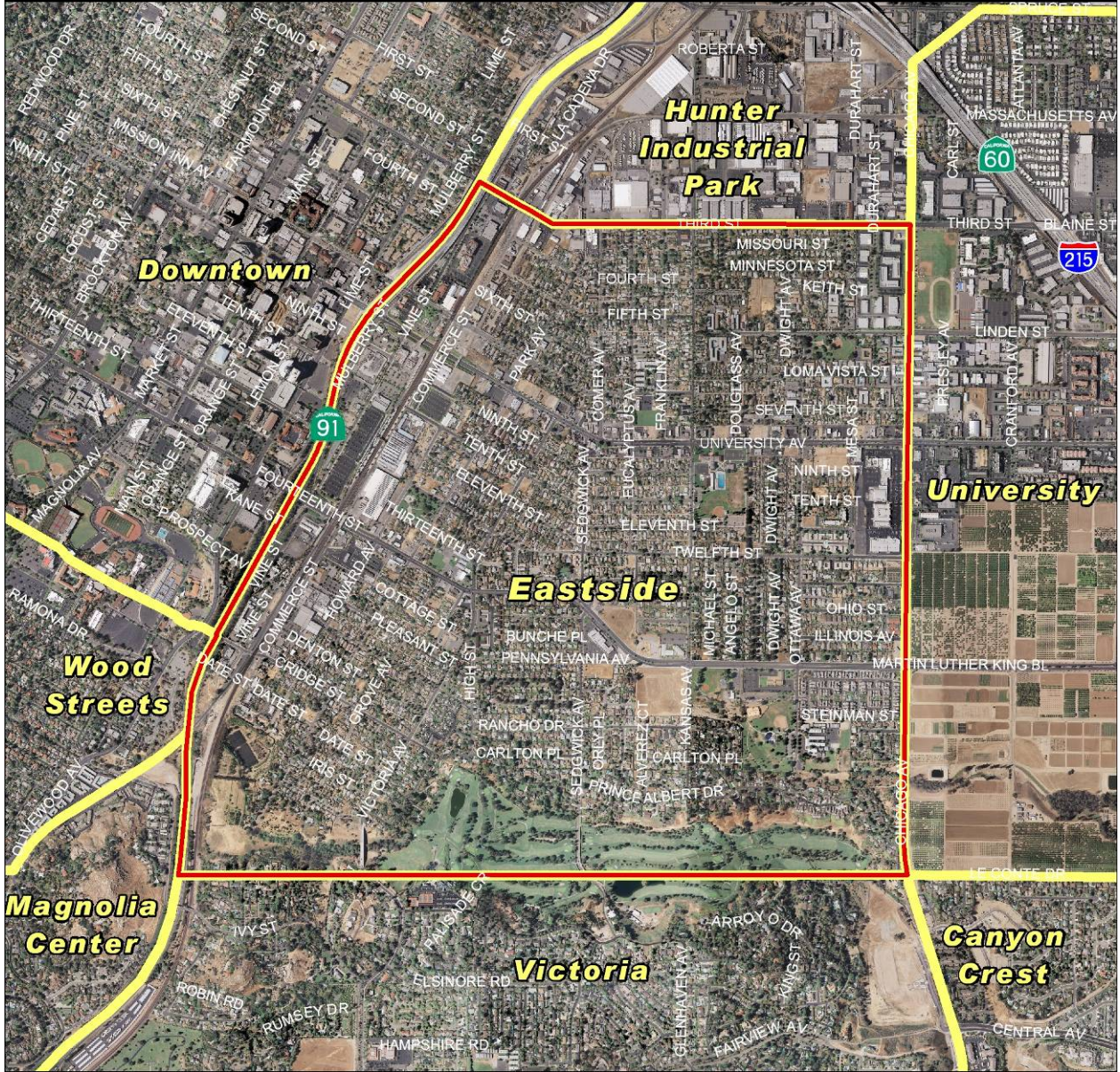
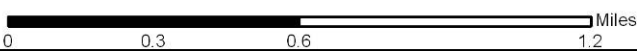


Figure 1
Eastside Neighborhood Planning Area



- Legend**
- Eastside Neighborhood
 - Neighborhood Boundaries



Location of Eastside Neighborhood in the City of Riverside



Throughout the public meetings, the participants were eager to share their ideas of what they like about the Eastside Neighborhood as well as ideas on how their neighborhood could be improved or enhanced. A Neighborhood Vision was developed based on the comments received at the first meeting. This Vision became the basis for developing the remainder of the Plan following the public presentation and refinement at the second community meeting. The Vision is as follows:

The Eastside Neighborhood possesses an unparalleled community spirit, and the residents wish to maintain their neighborhood as a diverse, family-friendly setting with a variety of housing opportunities featuring distinctive historic character, creating a livable and enjoyable environment. The residents strive to expand diversity with regard to culture, businesses, and education through continued accountable leadership and public participation and involvement. The future of the Eastside Neighborhood also includes diverse educational and business opportunities in a livable community with housing for all income levels, expanded recreation, education, arts, and cultural activities/events.

Using the feedback from the first meeting and the Neighborhood Vision as a guide, six clear themes or emphasis areas emerged. The six themes include: 1) Land Use, Development and Redevelopment; 2) Housing, Neighborhoods, and Historic Preservation; 3) Parks, Recreation, Arts and Culture; 4) Traffic, Transit, Walkability and Parking; 5) Education, Job Training and Skill Development; and 6) Health, Safety and Security. These themes are further represented by a series of Objectives, Policies and Implementation Tools¹ throughout the Eastside Neighborhood Plan

How is the Eastside Neighborhood Plan Organized?

Based on the feedback and comments received from the Eastside residents, the Eastside Neighborhood Plan is organized into the following ten sections.

- 1. Background**, which provides a history of the Eastside Neighborhood, presents neighborhood demographics, and provides a description of the urban design elements or physical descriptions of the neighborhood.
- 2. Community Participation and Neighborhood Vision**, which explains the important role that the Eastside Neighborhood residents played in developing the plan and the

¹ **Objectives** are overall statements of community aim and consist of a broad statement of purpose or direction. **Policies** provide guidance to the City Council, Planning Commission, and other boards and commissions and City staff in their review of development proposals or other actions taken.

Implementation Tools are the action steps to be taken to achieve the Objectives, consistent with the Neighborhood Vision.

- Neighborhood Vision and describes the public input process.
3. **Land Use, Development and Redevelopment**, which describes land uses in the Eastside Neighborhood and recommends enhancements to the single and multiple family residential areas as well as the commercial areas throughout the neighborhood.
 4. **Housing, Neighborhoods and Historic Preservation**, which illustrates the value residents place on the existing housing stock and the historic fabric of the community.
 5. **Parks, Recreation, Arts and Culture**, which describes the well-established network of neighborhood parks and cultural opportunities in and near the Eastside Neighborhood and presents recommended enhancements to these valuable community assets.
 6. **Traffic, Transit, Walkability and Parking**, which proposes enhancements to the pedestrian and public transit networks and as well as street maintenance and upkeep.
 7. **Employment, Education, Job Training and Skill Development**, which provides recommendations for increasing employment and education opportunities in the Eastside Neighborhood as well as business assistance for local business owners.
 8. **Health, Safety and Security**, which offers ideas to improve safety and security and promotes healthy lifestyles through expanded choices.

Implementation

The Eastside Neighborhood Plan is built upon the Neighborhood Vision as developed by the residents through the public process of four community meetings. The residents also played an integral part in developing and prioritizing the Implementation Tools that were developed to meet the Policies and Objectives found within each of the six themes throughout this Plan. To better facilitate the efficient implementation and tracking of the Eastside Neighborhood Plan, these Implementation Tools have been consolidated into an easy to use chart format that provides recommendations for responsible departments and agencies, project timing, and information about policy interrelationships.

Within the following tables, the Implementation Tools are listed under the associated Objective from which they were developed. Each Tool



has been prioritized based on the feedback provided by the residents during a ranking exercise at the fourth community meeting, and an approximate time frame for implementation has been assigned accordingly.

The Eastside Neighborhood Plan is part of the General Plan 2025, and as such, is a Citywide document, relying on the collaboration of many City departments. As a result, each of the Implementation Tools has been assigned to the most appropriate City departments, with a lead department indicated in bold-faced type. Additionally, there are some tools that may require close collaboration with outside agencies. In such instances, these agencies are also listed.



LAND USE, DEVELOPMENT AND REDEVELOPMENT

OBJECTIVE ENP 1: Protect and enhance the Eastside's existing residential areas consistent with the General Plan 2025, the needs and desires of residents, and complementary to the growth and change of adjacent areas.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 1.2.1	Establish an inventory of vacant properties with an opportunity for infill development.	Development – Housing Division CDD - Planning	6 years +
ENP 1.2.2	Continue to implement and promote the Riverside Infill Development Incentives Program.	Development – Housing Division	Ongoing
ENP 1.2.3	Encourage owners of vacant properties to build compatible residential development.	CDD – Planning Redevelopment	Ongoing
ENP 1.2.4	Work with a local architect to prepare standardized house plans that can be pre-approved for use on infill lots to alleviate the costs associated with architecture and plan check fees.	CDD – Building and Safety CDD - Planning	6 years +
ENP 1.3.1	Review all new residential projects within the Eastside Neighborhood for compatibility and appropriate connectivity with surrounding existing residential areas, while ensuring consistency with the Citywide Design Guidelines.	CDD – Planning Redevelopment	Ongoing
ENP 1.5.1	Continue the Neighborhood Livability Program and proactive code enforcement efforts to upgrade residential areas as appropriate.	CDD – Code Enforcement City Attorney's Office	Ongoing
ENP 1.5.2	Explore opportunities to encourage property owners to upgrade older or neglected properties and continue to implement and promote existing programs designed to stabilize and upgrade the Eastside's residential areas including: * Homeownership Assistance Program * Homeownership Education Program * Housing Rehabilitation Program * Neighborhood Stabilization Program * Foreclosure Prevention Programs	Development – Housing Division CDD – Planning CDD – Code Enforcement	Ongoing
ENP 1.6.1	Encourage residents to become involved in existing neighborhood groups.	Development – Office of Neighborhoods CDD - Planning	Ongoing
ENP 1.6.2	Support and encourage new neighborhood groups that may form where such organizations are lacking.	Development – Office of Neighborhoods CDD - Planning	Ongoing
ENP 1.6.3	Provide education to neighborhood groups on the planning process and how to get involved.	Development – Office of Neighborhoods CDD - Planning	Ongoing



**OBJECTIVE ENP 1 CONTINUED:
Protect and enhance the Eastside's existing residential areas consistent with the General Plan 2025, the needs and desires of residents, and complementary to the growth and change of adjacent areas.**

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 1.6.4	Involve neighborhood groups in planning activities such as updates to the University Avenue Specific Plan, the Riverside Marketplace Specific Plan, or any significant or controversial projects within the Eastside Neighborhood.	CDD – Planning	0 to 3 years

**OBJECTIVE ENP 2:
Reinvigorate the Eastside's commercial areas, consistent with the General Plan 2025, the needs and desires of its residents, and complementary to the growth and change of adjacent neighborhoods.**

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 2.1.1	Update and implement the MarketPlace and University Avenue Specific Plans to promote the attraction and retention of a mix of commercial uses consistent with the objectives of the General Plan 2025.	CDD – Planning	3 to 6 years
ENP 2.1.2	Promote the Eastside Neighborhood as a location for retail development opportunities to potential developers and retailers.	Development – Economic Development	Ongoing
ENP 2.1.3	Work with the Inland Empire Small Business Development Center (SBDC) and the various Chambers of Commerce to provide training and assistance opportunities for new startup businesses within the Eastside.	Development – Economic Development	3 to 6 years
ENP 2.2.1	Encourage property owners to upgrade older or neglected facilities by continuing to implement and promote existing programs designed to stabilize and upgrade the Eastside’s commercial areas including: ★ Commercial Improvement Program ★ Workforce Incentive Program ★ Fast Track Permitting Assistance	Redevelopment CDD - Planning	Ongoing
ENP 2.2.2	Consider offering professional architecture and landscape architecture services to business and property owners interested in upgrading buildings and grounds, and investigate grants and other funding sources that can be used to support such efforts.	Redevelopment CDD – Building and Safety Division CDD – Planning Division	6 years +
ENP 2.3.1	Organize a business summit to discuss issues of interest for Eastside business owners.	Development – Economic Development CDD – Planning Division	3 to 6 years
ENP 2.3.2	Work with Greater Riverside Chambers of Commerce, the Hispanic Chamber of Commerce, the Inland Cities Black Chamber of Commerce, and local businesses to explore establishing a business improvement district for the University Avenue Corridor.	Redevelopment GRCC, GRHCC, & ICBCC	0 to 3 years
ENP 2.3.3	Coordinate with Workforce Development and the various Chambers of Commerce to determine what types of business owner training is available and determine how relevant information can be shared with Eastside business owners and residents.	Development – Economic Development	0 to 3 years

**OBJECTIVE ENP 2 CONTINUED:**

Reinvigorate the Eastside's commercial areas, consistent with the General Plan 2025, the needs and desires of its residents, and complementary to the growth and change of adjacent neighborhoods.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 2.3.4	Continue working with the EastHills Division of the Greater Riverside Chambers of Commerce to encourage continued promotion of businesses within the division boundaries and to encourage expansion of programs and training opportunities for small business owners.	Development – Economic Development CDD - Planning	Ongoing
ENP 2.3.5	Explore the feasibility of creating a Mercado/Farmer's Market in the Eastside.	Redevelopment CDD – Planning Division	6 years +

OBJECTIVE ENP 3:

Enhance the University Avenue corridor by providing opportunities to revitalize commercial areas with an appropriate mix of home ownership opportunities, office, neighborhood-serving retail, and community-based businesses consistent with the General Plan 2025.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 3.1.1	Update the University Avenue Specific Plan to allow for well designed and integrated mixed-use and residential development along the corridor that supports the land use designations of the General Plan 2025.	CDD - Planning	3 to 6 years
ENP 3.1.2	Develop detailed concept drawings for City of Riverside Redevelopment Agency-owned properties to illustrate how they could be developed with pedestrian-friendly mixed-uses.	Redevelopment CDD – Planning Division	3 to 6 years
ENP 3.2.1	Update and implement the University Avenue Specific Plan consistent with the objectives of the General Plan 2025 and the Citywide Design Guidelines.	CDD - Planning	3 to 6 years

OBJECTIVE ENP 4:

Promote owner-occupied transit-oriented development of an appropriate scale and design in proximity to the existing Downtown Metrolink station while remaining sensitive to the surrounding residential areas.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 4.1.1	Update the Riverside Marketplace Specific Plan to permit transit-oriented development of an appropriate scale and design.	CDD - Planning	3 to 6 years
ENP 4.1.2	Work with RCTC to pursue development opportunities on land owned by RCTC in the Marketplace area, including the Metrolink station site.	Redevelopment CDD – Planning Division	6 years +

HOUSING, NEIGHBORHOODS AND HISTORIC PRESERVATION

OBJECTIVE ENP 5: Increase homeownership throughout the Eastside Neighborhood.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 5.1.1	Continue to develop partnerships with the Riverside Housing Development Corporation, Habitat for Humanity and other housing agencies to expand programs and projects that work to provide housing to those in need.	Development – Housing Division CDD – Planning	Ongoing
ENP 5.2.1	Identify properties with infill potential and make contact with property owners to advise of available infill development programs.	Development – Housing Division CDD – Planning	3 to 6 years

OBJECTIVE ENP 6: Identify opportunities for Historic Preservation in the Eastside consistent with the Housing and Historic Preservation Elements of the General Plan 2025.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 6.1.1	Seek Certified Local Government Grants (CLG) and other grants to support local cultural resource studies.	CDD - Planning	Ongoing
ENP 6.1.2	Work with residents of potential historic districts to illustrate the benefits of being part of a historic district.	CDD - Planning	Ongoing
ENP 6.2.1	Implement the Cultural Resource Overlay Zone on all designated culturally significant resources.	CDD - Planning	0 to 3 years
ENP 6.2.2	Work with the Office of Neighborhoods to promote greater participation in neighborhood groups, the establishment of neighborhood watch groups, and the hosting of neighborhood events to promote preservation and neighborhood pride.	Development – Office of Neighborhoods CDD - Planning	Ongoing

PARKS, RECREATION, ARTS AND CULTURE

OBJECTIVE ENP 7: Enhance the Eastside Neighborhood’s quality of life through improvements to parks, recreation, arts and cultural facilities.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 7.1.1	Work with Parks, Recreation and Community Services Department to encourage youth baseball leagues at Patterson Park.	Parks, Rec. and Com. Services	0 to 3 years
ENP 7.1.2	Host competitive tournaments for youth and adult sports leagues at one of the Eastside Neighborhood parks.	Parks, Rec. and Com. Services	6 years +
ENP 7.1.3	Evaluate the need to expand or improve sports facilities to better serve Eastside Residents.	Parks, Rec. and Com. Services	3 to 6 years

**OBJECTIVE ENP 7 CONTINUED:**

Enhance the Eastside Neighborhood's quality of life through improvements to parks, recreation, arts and cultural facilities.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 7.2.1	Support and promote arts and culture organizations and interest groups within the Eastside Neighborhood.	Development – Arts and Cultural Affairs Parks, Rec. and Com. Services	Ongoing
ENP 7.2.2	Work with Parks Recreation and Community Services Department and Library to expand City-sponsored classes, programs and cultural special events and provide instruction space for other arts and culture activities conducted by outside organizations.	Development – Arts and Cultural Affairs Parks, Rec. and Com. Services Library	6 years +
ENP 7.2.3	Create partnerships with area schools, including UCR and RCC, to co-host special events such as art fairs or cultural festivals.	Development – Arts and Cultural Affairs Parks, Rec. and Com. Services RUSD/UCR/RCC	3 to 6 years
ENP 7.2.4	Continue to support and promote performing arts and other entertainment events in the Eastside Neighborhood throughout the year.	Development – Arts and Cultural Affairs Parks, Rec. and Com. Services	Ongoing
ENP 7.2.5	Continue to explore grants and other funding opportunities to support arts and cultural classes and events throughout the Eastside Neighborhood.	Development – Arts and Cultural Affairs	Ongoing
ENP 7.3.1	Identify funding sources and explore feasibility to expand existing City-sponsored after school programs.	Parks, Rec. and Com. Services	6 years +
ENP 7.3.2	Encourage RUSD to expand after school programs.	Development – Office of Neighborhoods RUSD	0 to 3 years
ENP 7.3.3	Continue to explore ways to integrate arts and cultural activities into the after school programs.	Development – Arts and Cultural Affairs RUSD	Ongoing



OBJECTIVE ENP 7: Enhance the Eastside Neighborhood's quality of life through improvements to parks, recreation, arts and cultural facilities.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 7.4.1	Coordinate with the Parks, Recreation and Community Services Department, the Library and the Museum, as well as RUSD, UCR and RCC to establish affordable personal enrichment classes and programs at City parks, museums or libraries in close proximity to the Eastside Neighborhood.	Development – Arts and Cultural Affairs Parks, Rec. and Com. Services Library Museum RUSD/UCR/RCC	6 years +
ENP 7.5.1	Encourage and support Eastside residents that wish to develop and organize senior activities.	Development – Office of Neighborhoods Parks, Rec. and Com. Services Eastside Residents	Ongoing
ENP 7.5.2	Promote existing special transportation programs and explore expanding or enhancing transportation opportunities provided for senior citizens if demand increases (trolley service to Downtown, shopping centers, senior programs/facilities, special events, etc).	Parks, Rec. and Com. Services CDD – Planning RTA	6 years +
ENP 7.6.1	Enhance connections between the existing parks and surrounding residential areas.	CDD – Planning Public Works Parks, Rec. and Com. Services	6 years +
ENP 7.6.2	Provide adequate staff members to supervise park operation, maintenance and activities and explore feasibility of expanding staff services to supervise activities throughout the parks in the Eastside.	Parks, Rec. and Com. Services	Ongoing
ENP 7.6.3	Work with Eastside residents to prepare a long-range strategy to systematically enhance or expand the amenities provided at the parks throughout the Eastside and explore funding options.	Parks, Rec. and Com. Services	6 years +

TRAFFIC, TRANSIT, WALKABILITY AND PARKING

OBJECTIVE ENP 8: Enhance the Eastside neighborhood's quality of life by improving parking and traffic problems and all modes of transportation including sidewalks, bike routes, and public transportation.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 8.1.1	Promote "Safe Routes to School" through enhancement of sidewalks and crosswalks throughout the Eastside Neighborhood.	Public Works	Ongoing
ENP 8.1.2	Coordinate with RUSD and Eastside residents to conduct an audit of the existing conditions of the sidewalks and determine needed repairs and upgrades.	Public Works RUSD	3 to 6 years
ENP 8.1.3	Expedite regular maintenance of existing sidewalks and replace or construct new sidewalks where needed.	Public Works	Ongoing
ENP 8.1.4	Encourage new development that promotes pedestrian access through design and orientation.	Redevelopment CDD – Planning Division	Ongoing
ENP 8.2.1	Encourage RTA to continually modify or expand bus routes and stops throughout the Eastside Neighborhood as needed to enhance access to education, training and job centers.	CDD – Planning Division RTA	0 to 3 years
ENP 8.2.2	Encourage RTA to continue to implement smart transit technology at key bus stops within the Eastside Neighborhood.	CDD – Planning Division RTA	3 to 6 years
ENP 8.2.3	Encourage RTA to explore the need to improve transit facilities to accommodate seniors, particularly at existing senior living centers.	Public Works CDD – Planning RTA	6 years +
ENP 8.2.4	Encourage senior living centers to provide free or affordable in-house transportation services for the residents.	Development – Office of Neighborhoods CDD – Planning Division	6 years +
ENP 8.2.5	Work with RCTC and RTA to explore providing limited free or partially subsidized passes to those in need (ie seniors, low income).	CDD – Planning RCTC/RTA	3 to 6 years
ENP 8.2.6	Work with RCTC to explore expansion of the number of Metrolink trips, particularly on weekends.	CDD – Planning RCTC	6 years +
ENP 8.2.7	Encourage RCTC to explore developing reduced family rates.	CDD – Planning RCTC	6 years +
ENP 8.3.1	Encourage residents to report speeding and cut-through traffic problems throughout the Eastside Neighborhood.	Development – Office of Neighborhoods Police Public Works	Ongoing

EMPLOYMENT, EDUCATION, JOB TRAINING AND SKILL DEVELOPMENT

OBJECTIVE ENP 9: Create adequate employment opportunities for residents in the Eastside area.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 9.1.1	Work with RCC, RUSD and other education organizations to develop job-training and skill development programs for Eastside residents.	Development – Economic Development RUSD/UCR/RCC	3 to 6 years
ENP 9.2.1	Work with temporary employment agencies and job placement agencies to link employers with skilled workers within the Eastside neighborhood.	Development – Economic Development	3 to 6 years
ENP 9.2.2	Work with the City of Riverside Economic Development Department to establish a Workforce Development Center in the Eastside Neighborhood.	Development – Economic Development	6 years +
ENP 9.2.3	Work with appropriate agencies to encourage industrial and commercial firms in Riverside (especially those in Hunter Business Park and Riverside Marketplaces areas) to hire Eastside residents.	Development – Economic Development	3 to 6 years
ENP 9.2.4	Establish centralized location for posting information about training and job opportunities.	Development – Economic Development	0 to 3 years
ENP 9.2.5	Coordinate with the various Chambers of Commerce and other agencies to explore opportunities to host job fairs to help Eastside residents find employment.	Development – Economic Development	6 years +
ENP 9.2.6	Identify and coordinate with appropriate agencies to assist Eastside parents in finding affordable or subsidized childcare to allow them to work.	Development – Office of Neighborhoods	0 to 3 years

OBJECTIVE ENP 10: Expand educational opportunities and access to educational facilities for the residents of the Eastside Neighborhood.			
Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 10.2.1	Identify and coordinate with appropriate agencies that provide assistance to those who seek English as a Second Language (ESL) training.	Development – Office of Neighborhoods	3 to 6 years
ENP 10.2.2	Explore avenues to ascertain financial assistance to cover school bus fees for Eastside parents.	Development – Office of Neighborhoods RUSD	6 years +

**OBJECTIVE ENP 11:**

Expand job training and skill development programs to better prepare Eastside residents for quality employment opportunities.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 11.1.1	Expand "soft skills" training opportunities for Eastside residents such as resume writing assistance, interview skills training, and "dressing for success."	Development – Economic Development	3 to 6 years

HEALTH, SAFETY AND SECURITY

OBJECTIVE ENP 12:

Continue to improve safety and security throughout the Eastside Neighborhood through a variety of activities and programs.

Tool	Description/Text	Responsible Agency*	Approximate Time Frame
ENP 12.2.1	Continue regular Code Enforcement sweeps throughout the neighborhood.	CDD – Code Enforcement	Ongoing
ENP 12.2.2	Explore developing a community-based property maintenance assistance program for property owners with physical limitations such as seniors or those with disabilities to address code issues.	Development – Office of Neighborhoods CDD – Code Enforcement	3 to 6 years
ENP 12.4.1	Identify crime hotspots and create action plans to address problems.	Police	6 years +
ENP 12.4.2	Conduct regular, random police sweeps and stings to eliminate illegal activities such as prostitution, drug use/dealing, loitering, etc throughout the neighborhood.	Police	Ongoing
ENP 12.4.3	Explore the need and effectiveness of undercover officers throughout the neighborhood.	Police	6 years +
ENP 12.4.4	Continue removal of uses with high calls for service along University Avenue.	Redevelopment	Ongoing

1. BACKGROUND

Location

The Eastside Neighborhood is one of Riverside’s oldest and largest residential neighborhoods and has been a part of the City since its foundation in 1870. As previously mentioned, the Eastside Neighborhood is nestled in the heart of the eastern portion of the City of Riverside, between the bustling center of Downtown to the west, the active employment center of Hunter Industrial Park to the north, and the University of California Riverside to the east. The neighborhood is approximately 2.25 square miles, and is bordered by two major arterials, Chicago Avenue on the east and Third Street on the north, as well as the State Route 91 freeway corridor on the west. The neighborhood is also bisected by two east-west arterials: Martin Luther King Boulevard/14th Street and University Avenue.



Figure 2: Eastside Neighborhood

History of the Eastside Neighborhood²

The early development of the Eastside Neighborhood was related to the provision of housing for workers in Riverside's booming citrus industry. While the relative importance of citrus declined over the years, the Eastside remained home to much of the City's workforce, including many African-American and Mexican-American families. Many contemporary Eastsiders are direct descendants of these early settlers.

The area now known as the Eastside Neighborhood was sparsely inhabited until the 1880s when the Gage Canal was built to bring a reliable source of water to the area for both residential and agricultural uses. The 100-acre White's Addition (Figure 3), the oldest part of the Eastside Neighborhood, was established in 1887 and was originally served by underground pipes carrying water from the Gage Canal system. White's Addition, purchased from land originally part of John W. North holdings, is a triangular-shaped subdivision located east of what is now Commerce Avenue between Third and Tenth Streets.



Vintage postcard images courtesy of Steve Lech

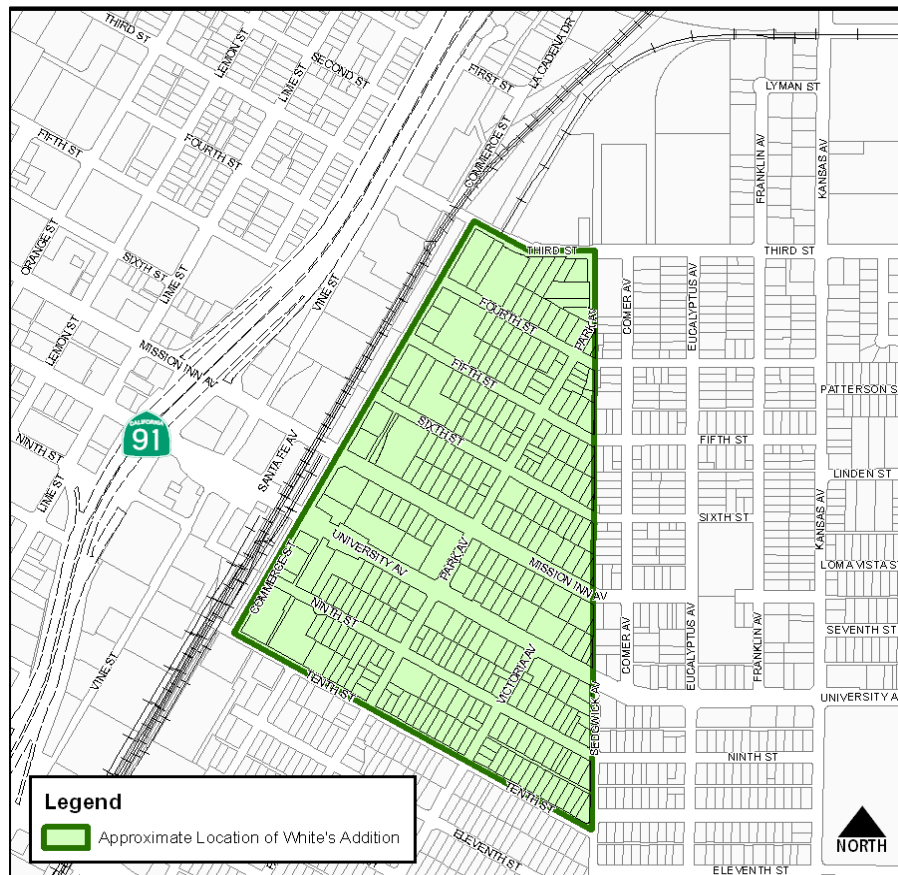


Figure 3: White's Addition of 1887

² Much of the historic information is paraphrased from information contained in the University Avenue Cultural Resources Survey and Analysis: Park to Ottawa Avenues (City of Riverside, 1998)



Water was piped from the Gage Canal to every lot. The streets were improved with sidewalks, and were planted with street trees in parkway strips. These privately-funded amenities were in advance of official policy on the planting and care of street trees adopted by the City.

While the Eastside was primarily a community of minorities segregated from the dominant culture, it offered opportunities to families to own homes and raise children. It gave enterprising individuals the chance to start small businesses, providing services to the community. By the 1920s there were well established commercial areas on University Avenue (then East Eighth Street) and Park Avenue, serving a then segregated community of African Americans and Mexican immigrants that lived in the Eastside.



Vintage postcards depicting University Avenue (State Highway 60 at time of photos) circa early 1950's. Images courtesy of Steve Lech

Eighth Street/University Avenue has historically been the main corridor running through the heart of the Eastside. The predominant land use along Eighth Street (University Avenue) remained residential until the end of the early 1950s, according to the 1951 Sanborn Fire Insurance Map and City building permits as referenced in the University Avenue Cultural Resources Survey and Analysis (1998). During this time, the street was a segment of State Highway 60 which ran from Mission Boulevard east through Downtown along Eighth Street. State Route 60 functioned as an important link between the Los Angeles area and communities to the east and the desert. Traffic along Eighth Street was intensified with the opening of the University of California, Riverside in the mid-50s.

By the late 1950s, the impact of motorized consumers traveling along State Route 60 began to be reflected in the built environment and this change was reflected in the City's 1956 Zoning Map where Eighth Street was designated as a General Commercial Zone.

With the 1957 opening of the Riverside International Raceway in what is now Moreno Valley, Eighth Street saw the replacement of many of the single-family residences with the development of restaurants, motels, car washes and service stations to serve the many travelers visiting the area. By the 1960s, however, State Route 60 was realigned to bypass Eighth Street, which was renamed University Avenue in 1966. This action led to the financial decline of the businesses throughout the 1970s and '80s due to the loss of direct contact from motorists. Since this time, the City has focused a great deal of effort in trying to redevelop the Avenue.

Reflective of its early development, Eastside remains largely residential, with densities ranging from low- to medium-high intensity. Many of the existing homes of Eastside are products of the gradual building in the first half of this century and the post-war boom. With the exception of a few isolated projects in recent years, large-scale residential development stopped in the late 1950's due to a reduction in available land and the housing stock has remained fairly stable.

The Eastside features some important historic landmarks. North Park, at Seventh and Vine Streets, was the site of the home of John W. North, the organizer of Riverside's first cooperative development and considered the "founder" of Riverside. Not far away, the Union Pacific Depot, built in 1904, is said to have served as a model for other train stations across the west. The current Caesar Chavez Community Center and Bobby Bonds Park occupy the building and site of the former University Heights Junior High School, built in 1928 and listed on the National Register of Historic Places. Just west of this site, located at 2211 University Avenue, is a former fire station designed by G. Stanley Wilson. This building, now used as a commercial office building, is an excellent example of the Spanish Colonial Revival style, particularly as applied to a small-scale public building.



Vintage undated postcard depicting the Union Pacific Station. Image courtesy of Steve Lech

Many buildings within the Marketplace area are lasting reminders of the once vibrant citrus industry and illustrate the significance that citrus packing once had in Riverside's past. Most notably, the 154,000 square foot Food Manufacturing Corporation (FMC) building, located at 3080 12th Street, and the 143,000 square foot Royal Citrus Packing House building located at 3075 12th Street were once prominent citrus packing facilities and are characterized by their large size and distinctive saw-tooth roofs.

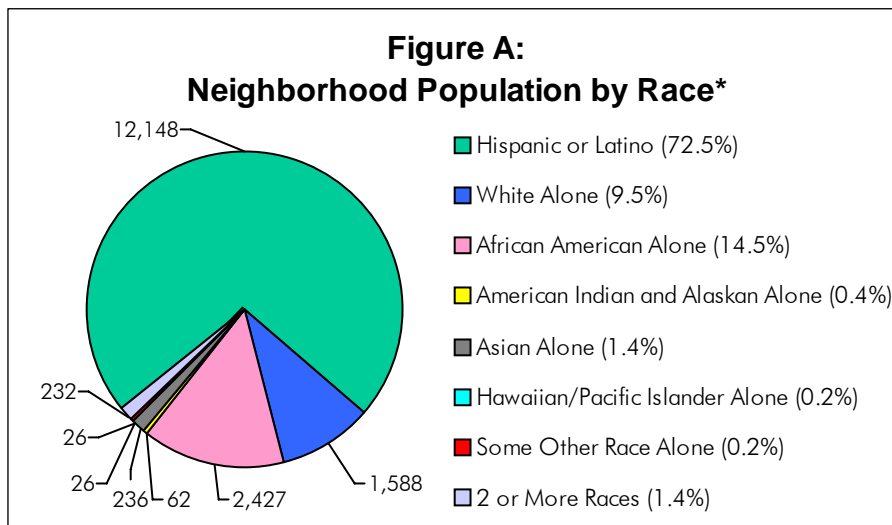


North Park, named after John W. North, looking toward the Santa Fe Depot.

In addition to these major sites and facilities, the Eastside also contains a host of historic housing stock, reflecting the community's earliest days.

Demographics

The Eastside Neighborhood is characterized by a diverse population of over 16,700 people, based on the 2000 Census (See Figure A). It's important to note that nearly 73% of the Eastside residents reported as being Hispanic. This is a much higher concentration of Hispanic persons, as compared to the Citywide average of approximately 38% (Figures B & C). However, the 2007 American Community Survey, an annual estimated update of the Census data done on a Citywide level, indicates that the Citywide Hispanic population could have increased to



*Source U.S. Census Bureau, Census 2000. Some Numbers are rounded.

as much as 49%. Assuming this figure is relatively accurate, it would imply that the Hispanic population within the Eastside Neighborhood has also increased since the 2000 Census.

Figure B

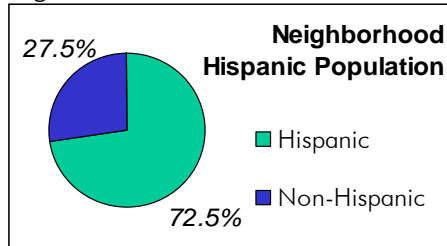
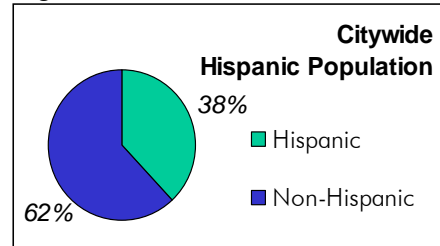


Figure C



Proportionally, based on the Citywide average, the Eastside Neighborhood is home to more children under the age of 18 than many other areas of the City. Approximately 37% of the Eastside's population is under 18, while the same demographic comprises 30% of the Citywide population (Figures D and E). This fact is important to note, particularly when considering facilities, programs and activities for school-aged children.

The 18-64 age bracket makes up 56% of the Eastside's population and 61% of the Citywide population. Finally, 7% of the Eastside's population is aged 65 and older as compared to the Citywide proportion of 9%.

Figure D

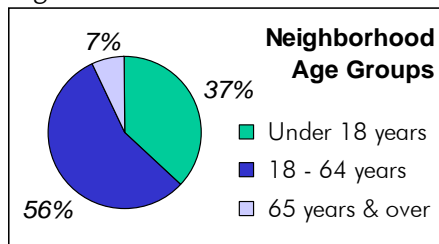
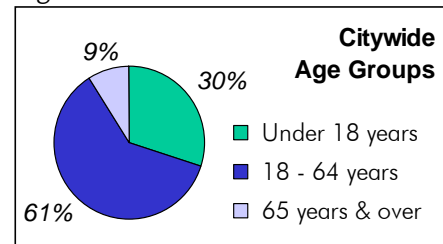


Figure E



At the time of the 2000 Census, there were a total of approximately 4,674 housing units within the Eastside Neighborhood, representing 5.4% of the City's housing stock at the time. Of the 4,674 units in the Eastside, 1,742 (37%) units were owner occupied, 2,627 (56%) were renter occupied, and the remaining 305 (7%) were vacant. When compared to the Citywide values of 54%, 41% and 5%, respectively, it is apparent that there are proportionally fewer owner-occupied residential units in the Eastside, resulting in a higher proportion of renter-occupied units and a marginally higher number of vacant units. This data indicates that there may be opportunities to encourage and promote homeowner assistance programs for Eastside residents.

Although the neighborhood is largely built out and the population has remained fairly stable over the years, there have been some changes to the housing stock since the Census data was collected. For example, there were two residential developments completed in the years following the 2000 Census; a 75-unit, multiple-family, senior living center located on Eleventh Street, near Mesa Street, and a planned residential development of 122 single-family units at the intersection of Chicago Avenue and Martin Luther King Boulevard. Combined, these new units may have resulted in an increase in population of approximately 448 people, based on an average household size of approximately 1.1 people for the senior units and approximately 3 people for the standard single-family units.

Neighborhood (Physical) Description/Urban Design Framework

Topography

The Eastside Neighborhood features a relatively flat topography and does not have the rolling terrain of the surrounding neighborhoods. The Tequesquite Arroyo marks the southern edge of the community, with the normally flat land dropping off into the small stream valley. This arroyo provides a unique open area and is home to the Victoria Country Club, a private recreation area that offers golfing and tennis.

University Avenue Corridor

To many, the University Avenue Corridor represents the hub or activity center of the Eastside Neighborhood. The University Avenue corridor connects Downtown and the Riverside Marketplace with UCR and also provides access to State Route 91 and Interstate 215/State Route 60. The corridor features a mix of neighborhood-serving commercial, restaurant, office, and other uses, as well as several long-established motels. As a result of recent redevelopment efforts, many of the neglected properties and properties developed with undesirable uses along the Avenue have been acquired and razed to allow for future mixed use and pedestrian friendly developments.

In 1993 the City created the University Avenue Specific Plan to help revitalization of the Avenue. The portion of University Avenue within the Eastside Neighborhood (between Chicago Avenue and the State Route 91 freeway corridor) has struggled to develop in a coordinated way. Rather than a destination in its own right, University Avenue has too often been viewed as a conduit between the neighborhoods to the west and east. In an effort to better revitalize both the University Avenue Corridor, and the Eastside as a whole, the General Plan 2025 sets forth mixed-use land use designations for much of the University Avenue Corridor. The University Avenue Specific Plan is also in need of updating to reflect current City goals and to be consistent with the Objectives and Policies of the General Plan 2025. New forms of housing may be essential to attracting development that has the



potential to catalyze greater revitalization within the neighborhood, including improved commercial centers, town-gown retail and office development and other related uses. These issues will be part of the analysis associated with the Specific Plan update.

In 2007, a major streetscape and median enhancement program was completed along University Avenue. The highlight of this project was the construction of a raised landscaped median along the entire corridor where a left turn lane had previously run the length of the Avenue.

Riverside Marketplace

The City has also invested planning and development efforts in the Riverside Marketplace, at the west end of the Eastside Neighborhood. Set adjacent to the Eastside's residential areas, the Riverside Marketplace is a major office, shopping, entertainment and transit center that serves local residents and a wider geographic area. The Marketplace area also benefits from the presence of the Downtown Metrolink station with a potential for transit-oriented developments. To capitalize on this area's potential while simultaneously providing sensitive transitions to the Eastside Neighborhood, the City adopted a Specific Plan for the Riverside Marketplace. The General Plan 2025 envisions a growing potential for mixed-use with higher-density residential development within the Marketplace area. This vision will be reflected in a pending update to the Riverside Marketplace Specific Plan.

14th Street/Martin Luther King Boulevard

The 14th Street/Martin Luther King (MLK) Boulevard corridor is a major east-west conduit through the southern portion of the Eastside. Although there are a few small retail establishments and auto repair facilities at the western end, the corridor is primarily used as an arterial to move vehicles through the neighborhood. It is an important link between Downtown and the I-215/SR 60 freeway and is occasionally used as a shortcut between the SR 91 freeway and the I-215/SR 60 freeway when there are freeway backups. There are a large number of single-family homes that front onto, or are adjacent to, the corridor, creating frequent challenges for residents to get in and out of their driveways and neighborhoods due to high speeds and traffic volumes, particularly during rush hour.

Park Avenue

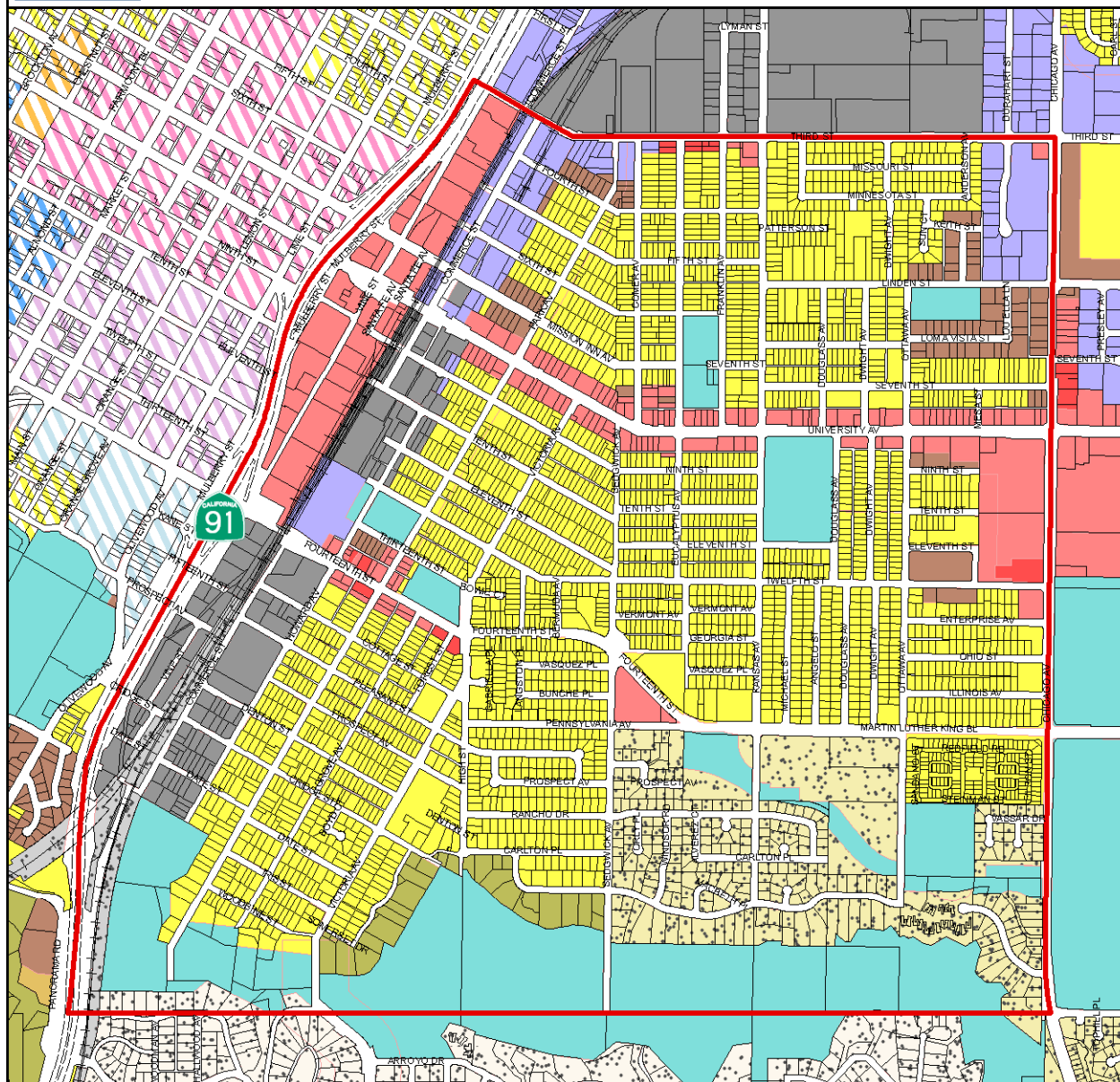
Park Avenue is a small north-south street that runs between Third Street at the north, and the Tequesquite Arroyo at the south. The portion of Park Avenue between University Avenue and 14th Street features a unique mix of locally-owned small businesses that cater to the immediate neighborhood. Over time Park Avenue has organically developed into a small, localized mixed use neighborhood area and was recognized as such as part of the General Plan 2025 Program.



An example of the types of neighborhood-serving businesses that can be found on Park Avenue.

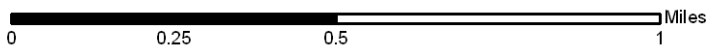


Figure 4
Zoning Designations



Legend

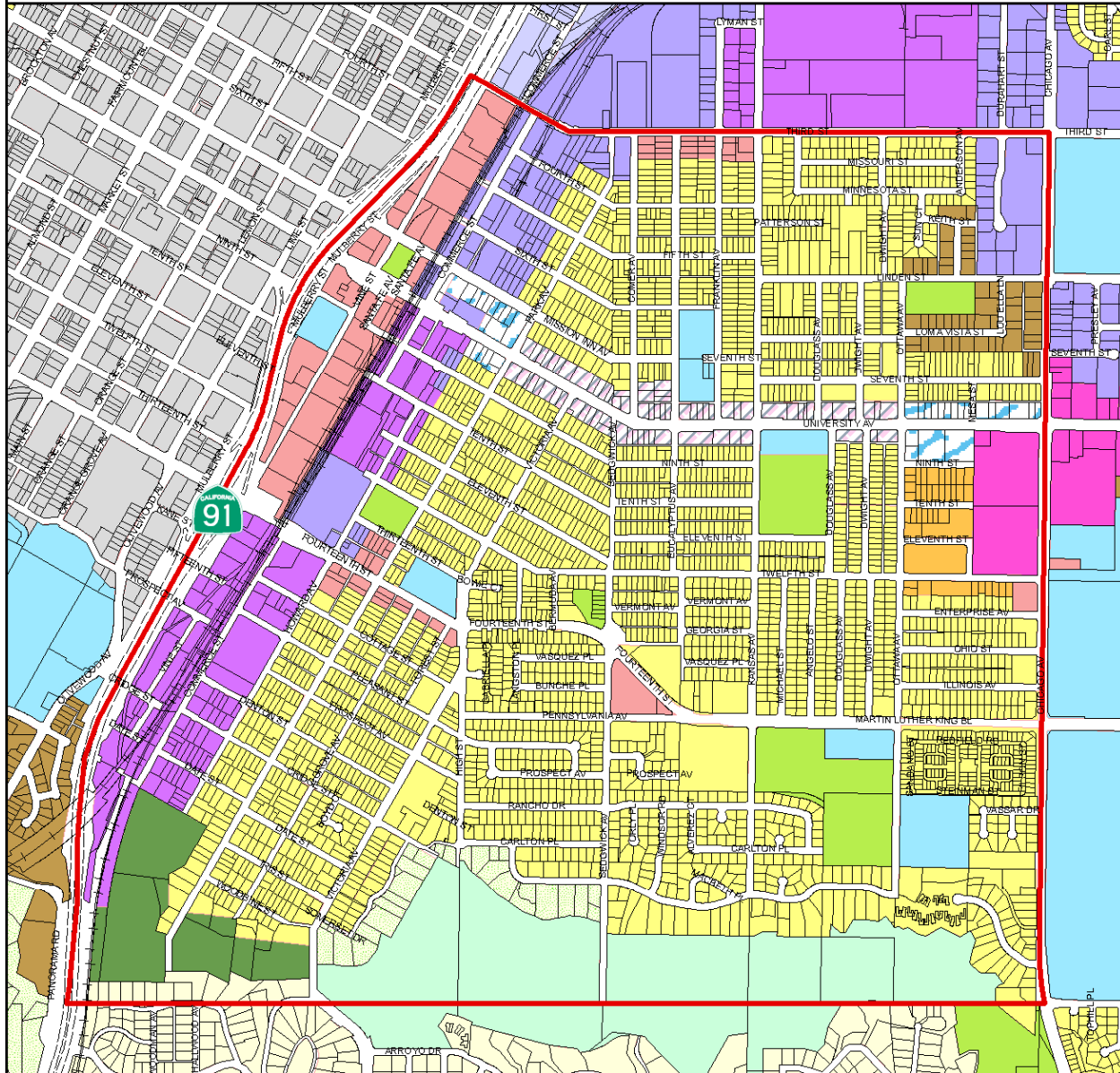
- | | | |
|-----------------------|-----------|----------|
| Eastside Neighborhood | DSP-NC | R-1-7000 |
| BMP | DSP-PPO | R-1-8500 |
| CG | DSP-RC | R-3-1500 |
| CR | DSP-RES | R-3-2500 |
| DSP-AS | I | RC |
| DSP-HC | PF | RWY |
| DSP-JC | R-1-13000 | |



Location of Eastside Neighborhood in the City of Riverside

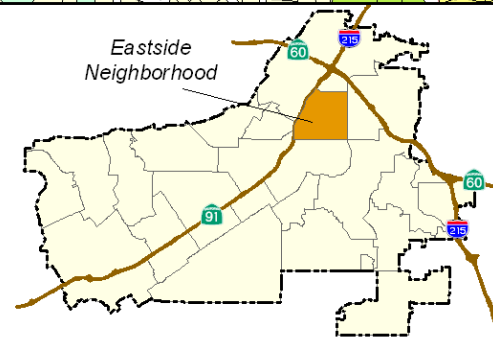
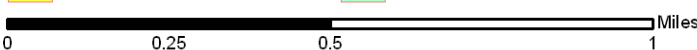


Figure 5
General Plan Land Use



Legend

- | | |
|----------------------------------|--|
| Eastside Neighborhood | MHDR - Medium High Density Residential |
| B/OP - Business/Office Park | MU-N - Mixed Use-Neighborhood |
| C - Commercial | MU-U - Mixed Use-Urban |
| DSP - Downtown Specific Plan | MU-V - Mixed Use-Village |
| HDR - High Density Residential | O - Office |
| HR - Hillside Residential | OS - Open Space/Natural Resources |
| I - Industrial | P - Public Park |
| LDR - Low Density Residential | PF - Public Facilities/Institutional |
| MDR - Medium Density Residential | PR - Private Recreation |



Location of Eastside Neighborhood in the City of Riverside

Residential Areas

As evidenced in Figure 4: Zoning Designations and Figure 5: General Plan 2025 Land Use Designations³, most of the Eastside Neighborhood is comprised of medium density residential areas which are largely built out with single-family homes. These homes represent a diverse cross section of architectural styles and sizes, with homes being built as early as the 1800's and as late as 2006.

Figure 6 illustrates the timeframes when each residential structure was built. Looking at this map it is clear that the earliest development occurred in the northwest portion of the neighborhood (the location of the White's Addition mentioned above) and then development spread to the east and south before development of the southeastern portion beginning in the 1940's. It is also visible on the map that there are a great number of infill properties, or newer homes that have been built on vacant sites in older, established neighborhoods. This indicates a large amount of positive investment and interest that is still prevalent throughout the Eastside Neighborhood.

Although many of the single-family homes throughout the Eastside are modest bungalows, shotgun houses, and tract homes, there are several pockets of prominent and historic homes that contribute to the diverse housing stock. Figure 7: Historic Districts and Neighborhood Conservation areas illustrates some of these areas.

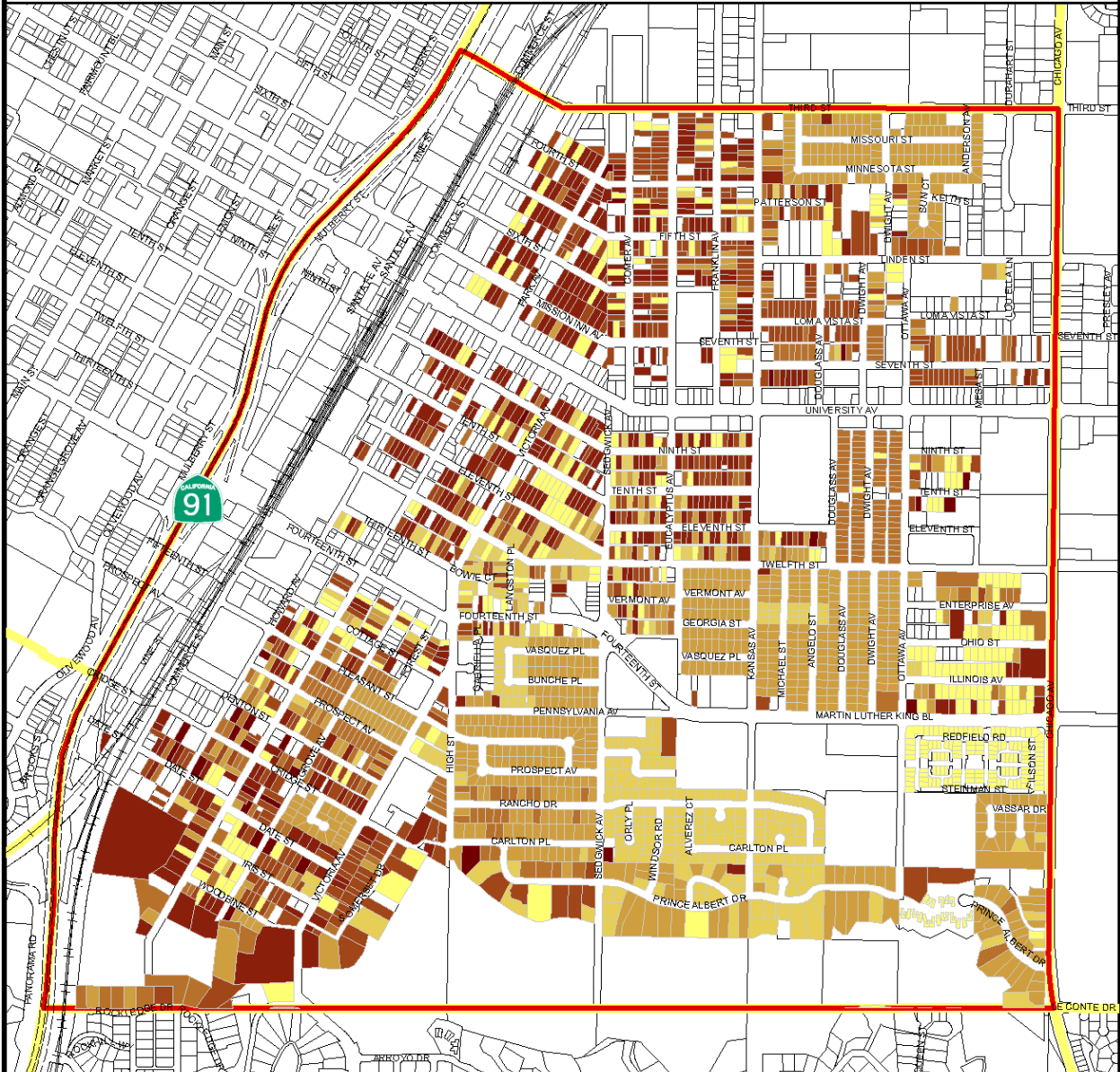
In particular, the homes along Seventh Street between Commerce Street and Kansas Street, which are part of the Seventh Street East Historic District, are characterized by architectural styles from the late nineteenth and early twentieth centuries. The Seventh Street East Historic District includes three City Landmarks, the Ward House, 2969 Seventh Street (built in 1887 by pioneer volunteer fire chief, city councilman, and civic leader George F. Ward), the Collins-Seaton House, 2374 Seventh Street (one of the finest Classical Revival style houses in the City), and the stone house at 2110 Seventh Street (built in 1926, and one of Riverside's best examples of this type of construction).

Somerset Drive is another distinct area in the southern portion of the neighborhood near the Tequesquite Arroyo that features approximately 20 distinct homes, largely built in the 1920s and 1930s. These homes feature a variety of architectural styles popular in Riverside, and Southern California generally, during that time. These include Craftsman, Moderne and various Period Revival styles such as Spanish Colonial, Mediterranean, Pueblo, Tudor, and Monterey.

³ Please note that the Zoning and General Plan land use designations are subject to change and that these maps may not reflect the most current information. These figures are for illustrative purposes only. Please refer to the City of Riverside Zoning Code and General Plan 2025 for detailed descriptions about the land use designations used on these maps.



Figure 6
Year Built - Single Family Residential Units



Legend

Year Built

- 1800s
- 1900s & 1910s
- 1920s & 1930s
- 1940s
- 1950s
- 1960s & 1970s
- 1980-present

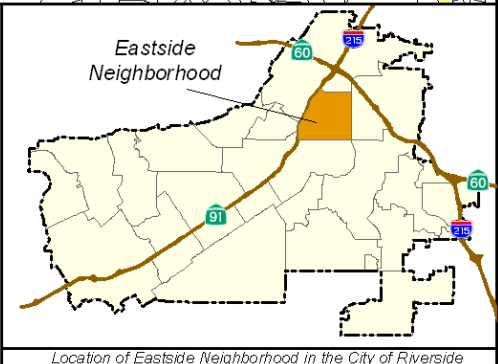
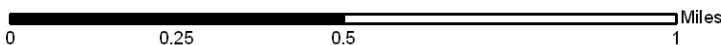
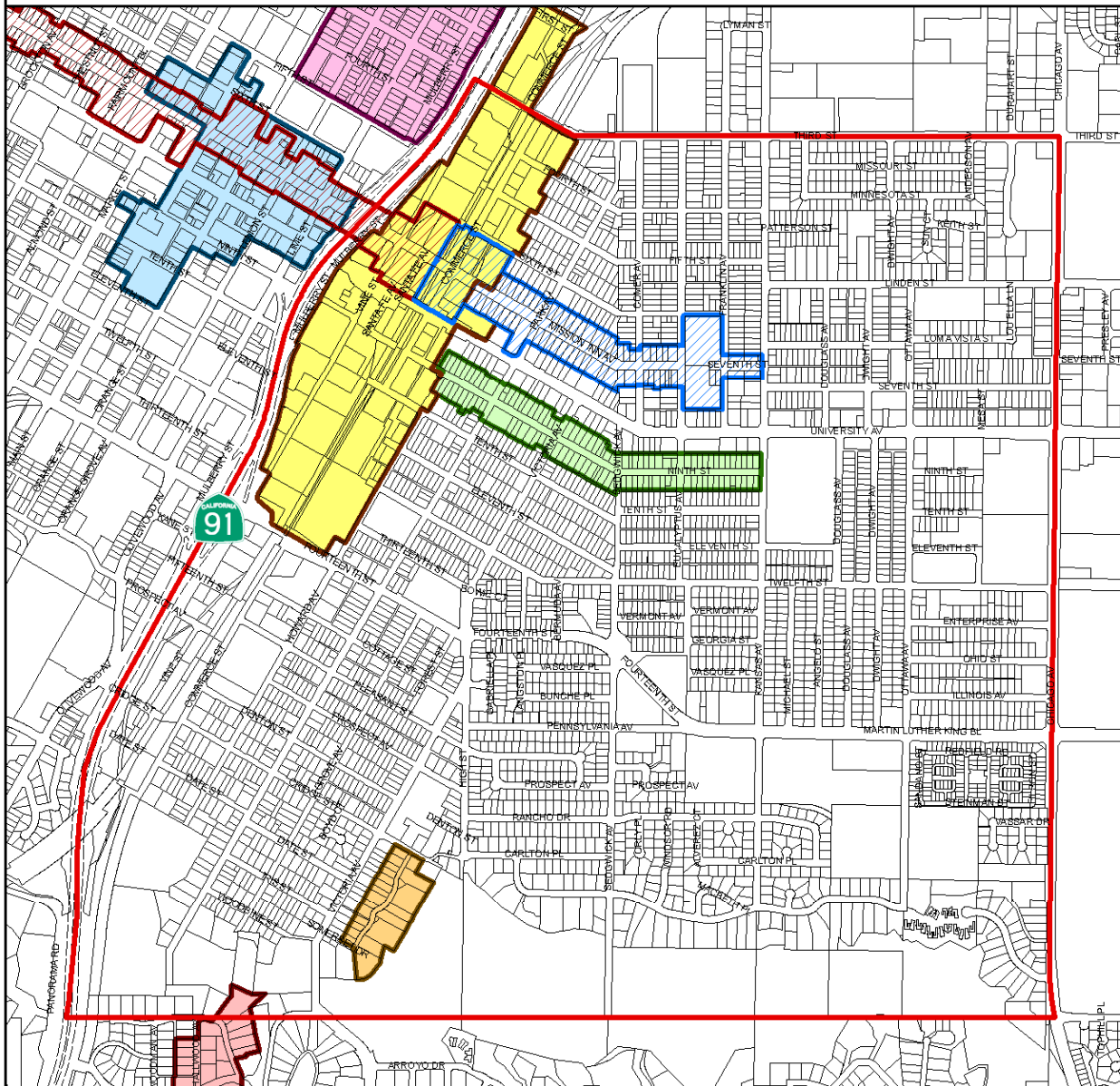


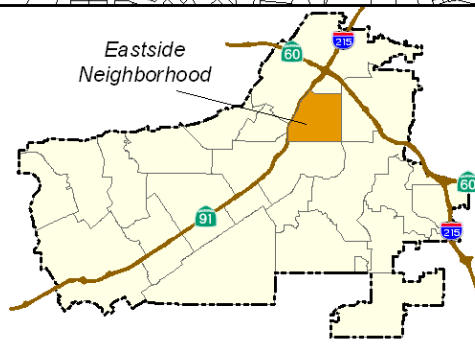
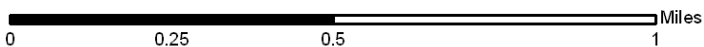


Figure 7 - Historic Districts and Neighborhood Conservation Areas



Legend

- Eastside Neighborhood
- Heritage Square HD
- Seventh Street East HD
- Seventh Street HD
- Somerset Drive HD
- Mission Inn HD
- Citrus Thematic Industrial Potential HD
- Rockledge NCA
- Ninth Street Potential NCA



Location of Eastside Neighborhood in the City of Riverside



In addition to the single-family homes, there are a number of multiple-family units throughout the Eastside Neighborhood. The largest multiple-family developments are located near the intersection of Chicago Avenue and Linden Street, near Patterson Park. There are also units near the intersection of Ottawa Avenue and Twelfth Street as well as a number of converted single-family homes throughout the neighborhood. These multiple-family units provide an affordable alternative to single-family homes.

Relationship of the Eastside Neighborhood Plan to Other Plans

In addition to the City of Riverside General Plan 2025, there are several other plans that have concepts or policies that will, or could potential affect the University Neighborhood. Figure 8 illustrates the project boundaries of the following plans in relationship to the Eastside Neighborhood.



View these plans online at:

www.riversideca.gov/planning/city-plans.asp

University Avenue Specific Plan

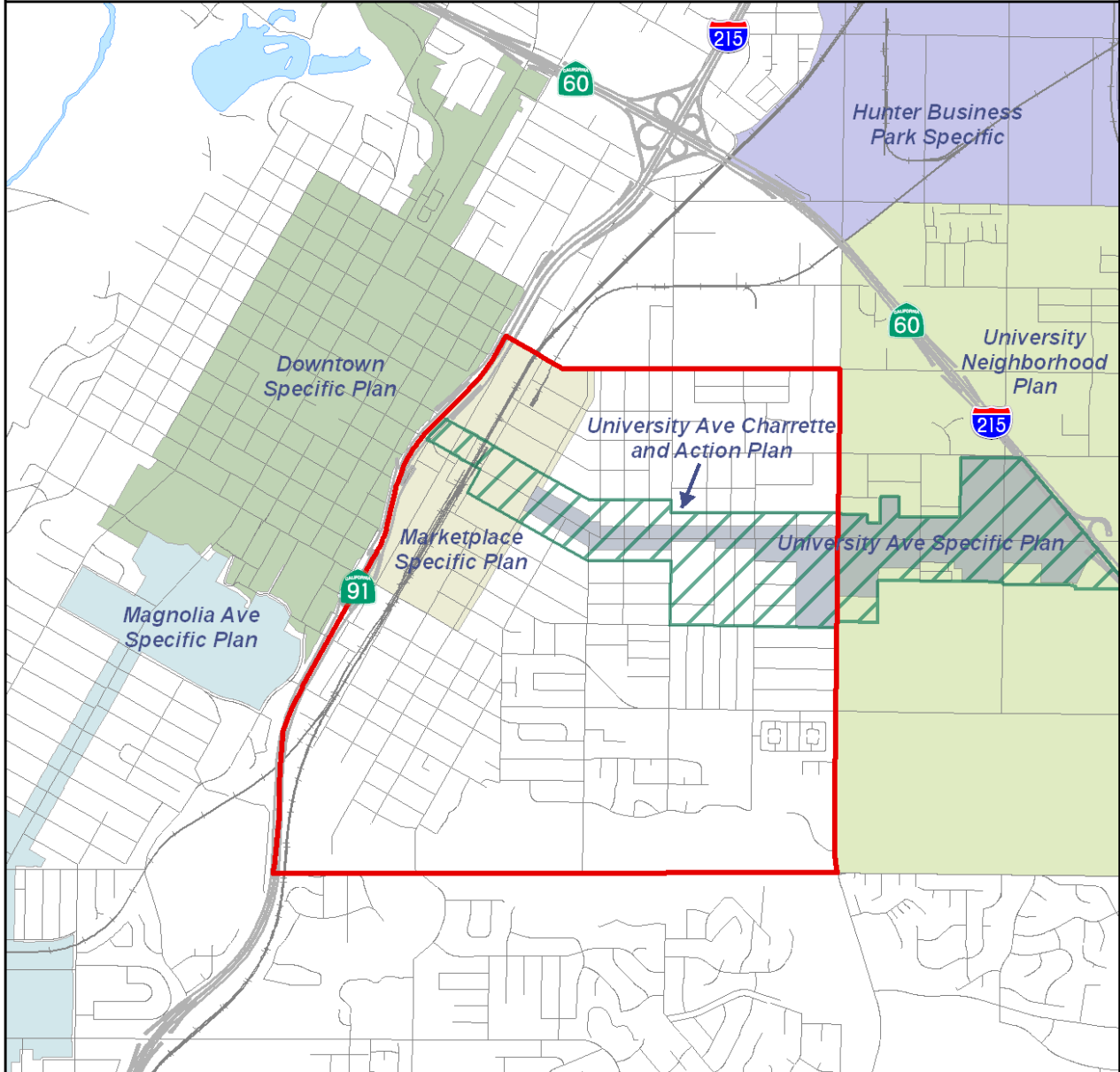
The University Avenue Specific Plan was prepared in 1993 to promote the rejuvenation of the environment along the University Avenue corridor, while establishing a more appropriate mix of land uses and encouraging high-quality development. This plan recognizes that University Avenue provides the primary link between downtown and the UCR campus. The plan proposes strengthening this connection by improving the visual quality of the street with landscaping, an improved pedestrian environment and the promotion of non-automotive transportation modes between UCR and Downtown. It is scheduled for an update to bring the plan into greater compatibility with the surrounding area and the General Plan 2025.

Riverside Marketplace Specific Plan

The original Riverside Marketplace Specific Plan, adopted in 1991, encouraged the redevelopment of the Riverside Marketplace area, while seeking to preserve and enhance historic buildings and elements such as the historic railroad depots and citrus packing plants. The Specific Plan also included goals to provide additional commerce and employment opportunities for the Eastside community. Aided by the City's success in obtaining a federal grant for over 6 million dollars, the blight has been removed, new infrastructure has been constructed and many of the historic structures have been restored and adaptively reused. City residents now enjoy the distinctive restaurants, coffee galleries and entertainment venues located in the historic structures of the Marketplace. The Marketplace Specific Plan is anticipated to be updated to ensure the land-use designations are compatible with the surrounding area and the General Plan 2025.

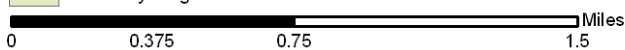


Figure 8 Plans Related to the Eastside Neighborhood



Legend

- Eastside Neighborhood
- University Avenue Charrette
- Downtown Specific Plan
- Hunter Business Park Specific
- Magnolia Ave Specific Plan
- Marketplace Specific Plan
- University Ave Specific Plan
- University Neighborhood Plan



Location of Eastside Neighborhood in the City of Riverside



University Avenue Charrette and Action Plan

Adopted in 2006, the University Avenue Charrette and Action Plan was a joint effort with the University of California, Riverside (UCR) that analyzed and prioritized key action items that could be accomplished on University Avenue that would make a significant difference in the Avenue's economic viability and quality of life.

The Action Plan was guided by recommendations from a team of expert consultants from various disciplines and presented before key stakeholder groups representing the business, education, and development communities as well as local residents. These stakeholders helped to further refine the action items.

As of June 2009, the City has implemented about 70% of the action items outlined in the Plan. These action items address a range of issues including safety, security, housing, business attraction and retention, employment, enhanced community facilities, development standards, education opportunities, greater coordination between the City and UCR, and enhanced transit opportunities.

Downtown Specific Plan

The Downtown Specific Plan was adopted in November of 2002. The purpose of the Downtown Specific Plan is to facilitate and encourage development and improvements that will help realize the community's vision for Downtown. The Specific Plan not only establishes development standards for the specific plan area but also sets the tone for the design of buildings within the context of the subarea in which the project may be located to preserve the historic fabric of the Downtown.

University Neighborhood Plan

Adopted in 2008, the University Neighborhood Plan was the first of twenty-eight neighborhood plans aimed at identifying neighborhood-specific objectives and policies through a collaborative process premised on neighborhood stakeholder involvement. Developed with extensive input from residents, property owners, and other relevant agencies including the University of California at Riverside, the Riverside Transportation Authority, and the Riverside County Transportation Commission, the University Neighborhood Plan reflected the vision of those with a vested stake in the neighborhood. Over one thousand comments were received over the course of four public meetings spanning eight months, making this neighborhood plan, truly a community effort.

2. COMMUNITY PARTICIPATION AND NEIGHBORHOOD VISION

Overview

Community participation was the key to the successful completion of the Eastside Neighborhood Plan. The Plan has been developed and refined directly by the community through the comments received at a series of four public meetings where the residents were asked to share their opinions.

The first two meetings were intended to be brainstorming sessions to obtain specific information about the neighborhood and the needs and desires of the residents. The third meeting was used to refine the Objectives within the Plan and the fourth meeting was used to refine the Implementation Tools.

Several methods were used to obtain feedback at the meetings including questionnaires and feedback forms, an electronic polling system, one-on-one interaction with City staff, and group participation exercises. One of the most effective means of soliciting relevant and specific feedback, however, proved to be the establishment of activity centers or “feedback stations” at the second community meeting. In addition, City staff shared contact information with the participants at the meeting and an Eastside Neighborhood Plan website was established to share information and documents with the residents.



Meeting 1: Defining the Vision

At the first community meeting on June 19, 2008, the residents were asked to answer three questions related to the Eastside Neighborhood. The answers to these questions gave staff a great deal of insight into the unique qualities of the neighborhood and aided in developing a Neighborhood Vision and later the neighborhood-specific Objectives and Policies.

The three questions posed to the residents were (1) What do you like about the Eastside Neighborhood? (2) What would you like to see changed in the Eastside Neighborhood? And (3) What do you feel are the biggest challenges facing the Eastside Neighborhood?



Please see Appendix A for a summary of the first Community Meeting.



In responding to what they liked about the Eastside Neighborhood, an overwhelming number of comments highlighted the diverse, friendly and family-oriented neighborhood whose residents have a strong sense of community and pride about their neighborhood. Residents also like the historic character of many of the homes, the proximity to neighborhood services, the variety of neighborhood park facilities, and the responsiveness of the Police Department.

Although the residents were eager to share the many positive characteristics they love about the Eastside Neighborhood, they still feel there is room for improvement. The responses to what they would like to see changed reflected their sense of community pride and desire to improve the neighborhood. The comments were largely focused on the enforcement of existing laws, regulations and codes, as well as the enhancement and expansion of park, recreation, arts and cultural programs and facilities.



Following the discussion of opportunities facing the Eastside Neighborhood, the residents shared what they felt were the biggest challenges facing the community. Issues related to safety, security and code enforcement rose to the top of the list, with comments related to community and social issues closely following.

Upon careful review of all of the comments received at the first meeting, six major themes began to emerge that illustrated the areas of importance for the residents. As a result, these themes have been carried throughout the process, including the structure of the second community meeting and the Plan itself. These themes are as follows:

1. *Land Use, Development and Redevelopment*
2. *Housing, Neighborhoods and Historic Preservation*
3. *Parks, Recreation, Arts and Culture*
4. *Traffic, Transit, Walkability and Parking*
5. *Education, Job Training and Skill Development*
6. *Health, Safety and Security*

Meeting 2: Refining the Vision – Identifying Opportunities



Please see Appendix B for a summary of the second Community Meeting.

The second meeting, held on July 17, 2008, included a brief presentation and group discussion to refine the Draft Neighborhood Vision and present the Eastside Neighborhood Plan Outline, followed by an interactive exercise designed to elicit specific comments with regard to improving the Eastside Neighborhood.

The Vision was developed based on comments received at the first community meeting and designed to address the most important issues expressed by the residents. The Vision was later used to develop the Objectives and Policies of the Eastside Neighborhood Plan.

While reviewing the feedback from the first community meeting, a list of common vision-related themes was compiled to assist in the formulation of the Vision Statement. The following themes are representative of the most commonly received comments:

- We want an Eastside that accepts diversity with regard to culture, businesses and education
- Expanded Recreation, arts, and cultural activities and events
- Diverse Educational opportunities for all
- Diverse retail and business opportunities
- Livable, walkable, affordable, beautiful and safe neighborhoods
- Increased public participation and involvement
- Respect for historic character
- Accountable leadership
- Maintain the Eastside's historic character, livability, and close knit community



Using these themes as a foundation, a Draft Neighborhood Vision was developed and presented to the participants at the second meeting. The participants were also provided with a copy of the Meeting 1 Summary Report to use as a guide to compare the comments received with the Draft Vision as developed by City staff. Following a brief discussion and a minor revision, the participants reached a consensus and agreed that the following Eastside Neighborhood Vision represented the desires expressed by the residents:



Eastside Neighborhood Vision

The Eastside Neighborhood possesses an unparalleled community spirit, and the residents wish to maintain their neighborhood as a diverse, family-friendly setting with a variety of housing opportunities featuring distinctive historic character, creating a livable and enjoyable environment. The residents strive to expand diversity with regard to culture, businesses, and education through continued accountable leadership and public participation and involvement. The future of the Eastside Neighborhood also includes diverse educational and business opportunities in a livable community with housing for all income levels, expanded recreation, education, arts, and cultural activities/events.

After reaching consensus on the Draft Neighborhood Vision and agreeing to a plan outline, the residents were invited to participate in the interactive exercise by exploring six stations set up around the room representing the six themes listed above. Participants were asked to



write specific comments, suggestions, or concerns on self-adhesive notes and place them on the maps and other display materials. Several City of Riverside staff members representing a variety of City departments were present at each station to answer questions, provide information, and assist participants with recording their comments on the variety of displays throughout the room.



Participants shared specific ideas on a variety of topics, including: the types of development they would like to see in the Eastside Neighborhood; aesthetics; ways to improve the housing stock; types of park amenities and activities they would like to see; traffic and transit issues; education and job training opportunities; and health safety and security issues.



The many comments received at the first two community meetings are directly reflected in the Objectives, Policies and Implementation Tools of the Plan. Some of the comments that could be addressed more immediately, such as specific reports of recent graffiti, Code Enforcement issues, and street and sidewalk repairs, were shared with the appropriate City departments and every attempt was made to address them prior to the third meeting.

Meeting 3: Reviewing the Objectives

The participants at the third meeting on November 13, 2008 were provided an opportunity to rate their satisfaction with the draft Objectives using an electronic polling system. This method allowed for anonymous responses to acquire quantitative data. Opportunities were also provided to further refine the Objectives through open discussions to ensure the language meets the needs and desires of the residents. Through the live electronic polling process a consensus was reached on each of the Objectives.

Meeting 4: Prioritization of Implementation Plan

The fourth meeting on January 8, 2009 was an opportunity for the residents to review the revised Objectives and the many related draft Implementation Tools. Stations were set up around the room once again for each of the six themes as they were for the second meeting. The Objectives and accompanying Implementation Tools were placed on large display boards and the participants were asked to individually prioritize their top three Implementation Tools under each Objective. This data provided valuable information for developing the Implementation section of this document.

3. LAND USE, DEVELOPMENT AND REDEVELOPMENT

As evidenced in the Eastside Neighborhood Vision, Eastside residents emphasized the importance of protecting their diverse, friendly and family-oriented neighborhood. They also expressed a desire for providing a variety of housing opportunities for all while preserving the character and historic fabric of the neighborhood. In addition, Eastside residents wish for continued opportunities to participate in the development of their neighborhood to ensure that development meets their needs and desires.

The following objectives, policies, and implementation tools strive to address the common issues related to land use, development, and redevelopment as raised by the Eastside residents. These objectives, policies and tools stress the importance of preserving, and remaining sensitive to, the existing residential areas, while allowing appropriate enhancements and improvements to the Eastside Neighborhood. Consistency with the General Plan 2025 is also paramount throughout this document.

There are two specific plan areas within the Eastside Neighborhood; the University Avenue Specific Plan and the Riverside Marketplace Specific Plan (see Figure 8); that include specific land use and design standards for the respective areas that go above and beyond what is typically required within the General Plan 2025, the Zoning Code, and this document. These specific plans are referenced throughout this document and should be referred to as needed.

Organization of Section

Following the development of the Objectives and Policies related to Land Use, Development and Redevelopment, it became clear that they fell into one of three categories; Residential Areas, Commercial Areas, and Mixed-Use Areas. This section is divided into these three categories for organizational purposes.



RESIDENTIAL AREAS:

Objective ENP 1: Protect and enhance the Eastside's existing residential areas consistent with the General Plan 2025, the needs and desires of residents, and complementary to the growth and change of adjacent areas.



Also see Goal H-3 within the Housing Element of the General Plan 2025 for policies related to affordable housing.

Policy ENP 1.1 Encourage development of residential housing units, including affordable units, throughout the Eastside Neighborhood that are sensitive to existing residential areas and the historic fabric of the neighborhood.

Policy ENP 1.2 Promote compatible residential development on vacant "infill" properties in single family residential areas, as required by 19.100.080 A of the Zoning Code.



Also see Policies LU-8.1 and LU-10.1 within the Land Use and Urban Design Element and Policy AQ-1.5 within the Air Quality Element of the General Plan 2025 for policies related to infill development.

Tool ENP 1.2.1 Establish an inventory of vacant properties with an opportunity for infill development.

It is important to establish a baseline of vacant properties to be able to track the progress and effectiveness of any related policies.

Tool ENP 1.2.2 Continue to implement and promote the Riverside Infill Development Incentives Program.

Although a great deal of infill development has occurred in recent years, it is increasingly important to continue to encourage investment in the Eastside Neighborhood through programs such as this. Infill development may also help maintain, or possibly increase, property values of adjacent properties.

Tool ENP 1.2.3 Encourage owners of vacant properties to build compatible residential development.

Tool ENP 1.2.4 Work with a local architect to prepare standardized house plans that can be pre-approved for use on infill lots to alleviate the costs associated with architecture and plan check fees.





A significant cost associated with building a home is in the design and engineering of the structure as well as the fees associated with the City’s plan check process. Considering that most of the vacant single-family properties in the Eastside are privately owned, and considering the high cost of building new structures, there may be an opportunity for the City to explore developing a number of pre-engineered and approved house plans that could be made available to property owners free of charge.

Policy ENP 1.3 Integrate new residential developments with existing neighboring residential areas.

Tool ENP 1.3.1 Review all new residential projects within the Eastside Neighborhood for compatibility and appropriate connectivity with surrounding existing residential areas, while ensuring consistency with the Citywide Design Guidelines.

The Historic Preservation Element of the General Plan 2025 also includes two Policies that call for The City to use the design and plot plan review processes to:

- ★ Encourage new construction to be compatible in scale and character with cultural resources and historic districts. (Policy HP-5.1)
- ★ Encourage the compatibility of street design, public improvements, and utility infrastructure with cultural resources and historic districts. (Policy HP-5.2)



Please see Section III-A – Single-Family Residential Design of the Citywide Design Guidelines for more information.



An example of street-oriented multi-family housing.

Policy ENP 1.4 Encourage new multiple-family residential projects to be of appropriate scale and density, with street orientation to facilitate greater community interaction.

Policy ENP 1.5 Protect and maintain the residential areas within the Eastside.



Please see Section III-B – Multi-Family Residential Design of the Citywide Design Guidelines for more information.



Tool ENP 1.5.1 Continue the Neighborhood Livability Program and proactive code enforcement efforts to upgrade residential areas as appropriate.

Tool ENP 1.5.2 Explore opportunities to encourage property owners to upgrade older or neglected properties and continue to implement and promote existing programs designed to stabilize and upgrade the Eastside's residential areas including:

- ★ Homeownership Assistance Program*
- ★ Homeownership Education Program*
- ★ Housing Rehabilitation Program*
- ★ Neighborhood Stabilization Program*
- ★ Foreclosure Prevention Programs*

These programs, administered by the Housing Division of the City of Riverside Development Department, are designed to stabilize neighborhoods and provide assistance and education to those who wish to purchase homes or avoid foreclosure.

The Neighborhood Stabilization Program in particular has identified the Eastside Neighborhood as one of the areas of highest priority for related efforts. This program is funded by a special appropriation of Federal and local money.

The Housing Rehabilitation Program provides assistance to low- to moderate-income people for the rehabilitation of their homes. The Program offers low-interest loans and special grants to those individuals that are eligible. These programs are funded by the U.S. Department of Housing and Urban Development (HUD), The City of Riverside Redevelopment Agency (RDA), HOME Investment Partnerships Program (HOME), and CalHome Program. Program funds are available for corrections of code violations and health and safety issues such as new roofs, exterior paint, and electrical and plumbing problems.

The Down Payment Assistance Program provides no interest loans to first-time homebuyer applicants that meet the income and credit score requirements. The Program is administered through the Neighborhood Housing Services of the Inland Empire, Inc. (NHSIE)



More information about the housing programs offered by the City of Riverside Development Department are available online at: <http://www.riversideca.gov/housing>



Also see Section 9: Health, Safety and Security of this document for more policies related to upgrading and enhancing properties.

and applicants must attend a HUD-approved homebuyer education class.

The foreclosure prevention programs are no-cost programs administered by agencies such as HUD and the Fair Housing Council of Riverside County intended to assist individuals with foreclosure prevention/intervention and financial management.

Policy ENP 1.6 Encourage Eastside residents to become part of the planning process to ensure their concerns and desires are being met.

Tool ENP 1.6.1 Encourage residents to become involved in existing neighborhood groups.

Tool ENP 1.6.2 Support and encourage new neighborhood groups that may form where such organizations are lacking.

As of the writing of this Plan there are approximately 13 active or semi-active neighborhood groups within the Eastside Neighborhood. These resident-based groups are organized around many of the various residential pockets throughout the neighborhood. Representatives from the City frequently attend the regular meetings held by these groups to share information about City activities and programs and to act as a liason for sharing community concerns with appropriate City departments. It is believed that participation in these groups greatly benefits the residents and the Eastside as a whole. Suffice it to say, efforts should be made to encourage greater participation in the existing groups and the creation of new groups where appropriate.

Tool ENP 1.6.3 Provide education to neighborhood groups on the planning process and how to get involved.

Tool ENP 1.6.4 Involve neighborhood groups in planning activities such as updates to the University Avenue Specific Plan, the Riverside Marketplace Specific Plan, or any significant or controversial projects within the Eastside Neighborhood.



It will be of utmost importance that any significant future development proposals within the Eastside include coordination with neighborhood residents to ensure that the development is consistent with the surrounding land uses and the neighborhood vision.

Rather than trying to schedule a special meeting, Planning Division staff could use the regularly-scheduled neighborhood meetings as a venue for providing training on the planning process or to share information on upcoming planning activities, such as specific plan updates or significant development proposals, with the residents.



Please see Section IV – Commercial and Mixed Use Design Guidelines of the Citywide Design Guidelines for more information regarding siting and orientation of mixed-use developments.

COMMERCIAL AREAS:

Objective ENP 2: Reinvalidate the Eastside's commercial areas, consistent with the General Plan 2025, the needs and desires of its residents, and complementary to the growth and change of adjacent neighborhoods.

Policy ENP 2.1 Attract and retain a mix of neighborhood-serving local and national retailers, restaurants, services and entertainment venues within the Eastside Neighborhood.

Tool ENP 2.1.1 Update and implement the MarketPlace and University Avenue Specific Plans to promote the attraction and retention of a mix of commercial uses consistent with the objectives of the General Plan 2025.

Tool ENP 2.1.2 Promote the Eastside Neighborhood as a location for retail development opportunities to potential developers and retailers.

Tool ENP 2.1.3 Work with the Inland Empire Small Business Development Center (SBDC) and the various Chambers of Commerce to provide training and assistance opportunities for new startup businesses within the Eastside.



*More information about the Inland Empire Small Business Development Center and the available consulting and training programs can be found online at:
<http://www.iesmallbusiness.com>*

Policy ENP 2.2 Explore opportunities to revitalize older shopping centers by increasing the level of neighborhood shopping and pedestrian amenities, upgrading the tenant mixes and encouraging private sector investment in the existing shopping centers throughout the Eastside.

Tool ENP 2.2.1 Encourage property owners to upgrade older or neglected facilities by continuing to implement and promote existing programs designed to stabilize and upgrade the Eastside's commercial areas including:

- ★ Commercial Improvement Program
- ★ Workforce Incentive Program
- ★ Fast Track Permitting Assistance

Tool ENP 2.2.2 Consider offering professional architecture and landscape architecture services to business and property owners interested in upgrading buildings and grounds, and investigate grants and other funding sources that can be used to support such efforts.

Policy ENP 2.3 Support existing small local business owners and explore other opportunities for new local businesses to ensure a diverse mix of restaurants, retailers, and other community services.

Tool ENP 2.3.1 Organize a business summit to discuss issues of interest for Eastside business owners.

Tool ENP 2.3.2 Work with Greater Riverside Chambers of Commerce, the Hispanic Chamber of Commerce, the Inland Cities Black Chamber of Commerce, and local businesses to explore establishing a business improvement district for the University Avenue Corridor.

Businesses along University Avenue can benefit from shared promotional programs, which endorse the benefits of shopping along the Avenue. Such efforts can emphasize the unique features of University Avenue such as the varied modes of access and convenient parking.



It is common for areas such as University Avenue to create a special district such as a Business Improvement District (BID) or a Property-Based Business Improvement District (PBID) for maintenance, promotion and security. Such districts are often funded by City and Agency funds in combination with local property owners within the district.

The concept of establishing a BID along University Avenue was first suggested during the development of the University Avenue Charrette and Action Plan. A feasibility analysis was performed shortly following the adoption of the Action Plan and it was determined to be infeasible at the time. This program should be reevaluated regularly to determine future feasibility.

Tool ENP 2.3.3

Coordinate with Workforce Development and the various Chambers of Commerce to determine what types of business owner training is available and determine how relevant information can be shared with Eastside business owners and residents.

It will be important to partner with Workforce Development and the Chambers of Commerce to determine what training programs already exist rather than recreating pre-established programs and causing unnecessary redundancy.

Additionally, even though small business training programs may already exist, there may be opportunities to reach more Eastside business owners through increased and focused promotion.

Tool ENP 2.3.4

Continue working with the EastHills Division of the Greater Riverside Chambers of Commerce to encourage continued promotion of businesses within the division boundaries and to encourage expansion of programs and training opportunities for small business owners.

One of the EastHills Division’s goals is to promote business development along University Avenue, including the area within the Eastside Neighborhood. This agency may be able to sponsor low-cost business education programs that would benefit the Eastside Neighborhood’s small business owners.

Tool ENP 2.3.5 Explore the feasibility of creating a Mercado/Farmer’s Market in the Eastside.

Around the globe, open air markets, often called mercados in Latin American countries, provide an invaluable source for fresh, locally grown produce, as well as meats, seafood, cheeses, breads and other food products while creating and contributing to a vibrant and active community. These markets allow local growers and producers to bring their fresh products to the community in a dynamic and friendly environment.

Although the City of Riverside hosts a Downtown Farmer’s Market on most weekends, a Mercado concept in the Eastside is envisioned as a permanent or semi-permanent facility offering expanded retail space and regular operating hours in a community with an established resident base, and in close proximity to a major freeway and a Metrolink commuter train station.



Typical examples of permanent open air markets

Policy ENP 2.4 Continue to implement the University Avenue Charrette Action Plan (2007) strategies.

As described in the Introduction, the University Avenue Charrette and Action Plan was a joint effort with the University of California, Riverside (UCR) that analyzed and prioritized key action items that could be accomplished on University Avenue that would make a significant difference in the Avenue’s economic viability and quality of life. The resulting action items, included as Appendix C, address a range of issues including safety, security, housing, business attraction and retention, employment, enhanced community facilities, development standards, education opportunities, greater coordination between the City and UCR, and enhanced transit opportunities.



The University Avenue Charrette and Action Plan, adopted in 2007 included many short-term implementation tools intended to make an immediate impact on the economic viability and quality of life along the Avenue. Many of these items were completed or considered ongoing in 2008.



Since adoption, the implementation of the Action Plan has been largely completed, and as of June 2009, 70% of the action items have been completed or are considered ongoing programs or activities. There continues to be a few outstanding activities that would have a positive effect on University Avenue. Efforts should be made to continue to implement these activities. Reception to the completed items has been overwhelmingly positive, and further improvements along the Avenue will continue to create a more attractive environment for businesses and residents.

MIXED USE AREAS:

Objective ENP 3: Enhance the University Avenue corridor by providing opportunities to revitalize commercial areas with an appropriate mix of home ownership opportunities, office, neighborhood-serving retail, and community-based businesses consistent with the General Plan 2025.



Also see Policy LU-8.3 within the Land Use and Urban Design Element of the General Plan 2025 for a policy related to mixed-use development.

Policy ENP 3.1

Encourage street-oriented mixed-use development (with adequate on-site parking) of an appropriate scale and intensity to catalyze and encourage further improvement to the entire Eastside neighborhood.



*The current University Avenue Specific Plan, as well as other Specific Plans, can be viewed online at:
<http://www.riversideca.gov/planning/cityplans.asp>*

Tool ENP 3.1.1

Update the University Avenue Specific Plan to allow for well designed and integrated mixed-use and residential development along the corridor that supports the land use designations of the General Plan 2025.

In an effort to better revitalize both the University Avenue Corridor, and the Eastside as a whole, the General Plan 2025 sets forth mixed-use land use designations for much of the University Avenue Corridor. It will be of utmost importance that any future mixed-use development proposals within the Eastside neighborhood include coordination with neighborhood residents to ensure that the development is consistent with the surrounding land uses and the neighborhood vision.

Tool ENP 3.1.2 Develop detailed concept drawings for City of Riverside Redevelopment Agency-owned properties to illustrate how they could be developed with pedestrian-friendly mixed-uses.

As a result of recent redevelopment efforts, many of the neglected properties and properties developed with undesirable uses along University Avenue have been acquired and razed to allow for future mixed use and pedestrian friendly developments. Because it can sometimes be difficult to visualize mixed-use development on raw land, a series of detailed concept drawings will help potential developers comprehend the intent of the mixed-use vision for the Avenue as defined in the General Plan 2025.



Policy ENP 3.2

Explore opportunities to further develop a streetscape enhancement plan as part of the University Avenue Specific Plan that encourages the extensive use of pedestrian friendly elements such as wide walkways, shade trees, benches, etc. and removes existing impediments to walkways, sidewalks and parkways.

In 2007, a major streetscape and median enhancement program was completed along University Avenue. The highlight of this project was the construction of a raised landscaped median along the entire corridor where a left turn lane had previously run the length of the Avenue. However, the University Avenue corridor within the Eastside Neighborhood has a high degree of pedestrian activity due to the presence of many families, children, and senior citizens. As such, the pedestrian network along the corridor should continue to be upgraded to eliminate any obstacles and provide increased pedestrian amenities.

The University Avenue Charrette and Action Plan also includes an implementation tool seeking to complete a study to determine what types of structures and other impediments are currently blocking the existing sidewalk. Such a study would also include an evaluation of the costs to move these items off the sidewalk to create an unobstructed path.



Also see Policy LU-14.1 within the Land Use and Urban Design Element as well as Implementation Tool 44 of the General Plan 2025 for items related to streetscape improvements along University Avenue.





Tool ENP 3.2.1 Update and implement the University Avenue Specific Plan consistent with the objectives of the General Plan 2025 and the Citywide Design Guidelines.



Objective ENP 4: Promote owner-occupied transit-oriented development of an appropriate scale and design in proximity to the existing Downtown Metrolink station while remaining sensitive to the surrounding residential areas.



The Riverside Marketplace Specific Plan, as well as other Specific Plans, can be viewed online at: <http://www.riversideca.gov/planning/cityplans.asp>

Policy ENP 4.1 Capitalize upon opportunity sites within the Riverside Marketplace to create a transit-oriented, mixed-use development.

Tool ENP 4.1.1 Update the Riverside Marketplace Specific Plan to permit transit-oriented development of an appropriate scale and design.



A transit-oriented development (TOD) is intended to be a place where people can live, shop and work within close proximity to a transit stop such as a Metrolink station. TODs are usually within 1/4 to 1/2 mile of a transit station and encourage activities that reduce automobile dependency and promote pedestrian-friendly access. TODs are compact in design and include a mix of residential, employment, entertainment, recreation and shopping opportunities, all in the same area. Transit villages are designed to give residents the option of walking, biking and using public transit in addition to using a car.



Tool ENP 4.1.2 Work with RCTC to pursue development opportunities on land owned by RCTC in the Marketplace area, including the Metrolink station site.



The area near the Downtown Metrolink station in the Riverside Marketplace may be an ideal location for a TOD, provided that the scale and design are compatible with the existing single-family areas adjacent to the development. The impacts of such a development should be analyzed as part of an update to the Riverside Marketplace Specific Plan.

4. HOUSING, NEIGHBORHOODS AND HISTORIC PRESERVATION

Through the development of the Neighborhood Vision, the Eastside residents made it clear that they wish to maintain their neighborhood as a diverse, family-friendly setting with a variety of housing opportunities featuring distinctive historic character. They strive to create a livable and enjoyable environment with homeownership opportunities for all income levels. The following Objectives, Policies and Tools seek to positively address these desires by promoting homeownership and preservation of historic resources.

Objective ENP 5: Increase homeownership throughout the Eastside Neighborhood.

Policy ENP 5.1 Promote homeownership through educational, down payment assistance, first time homebuyer and foreclosure assistance programs to those in need.

The Land Use, Development and Redevelopment section of this Plan includes Tool ENP 1.5.2 that addresses this Policy by seeking to explore opportunities to encourage property owners to upgrade older or neglected properties and continue to implement and promote existing programs designed to stabilize and upgrade the Eastside's residential areas including:

- ★ Homeownership Assistance Program
- ★ Homeownership Education Program
- ★ Housing Rehabilitation Program
- ★ Neighborhood Stabilization Program
- ★ Foreclosure Prevention Programs

Tool ENP 5.1.1 Continue to develop partnerships with the Riverside Housing Development Corporation, Habitat for Humanity and other housing agencies to expand programs and projects that work to provide housing to those in need.



Policy ENP 5.2

Encourage infill development consistent with the General Plan 2025 and relevant Specific Plans.

The Land Use, Development and Redevelopment section of this Plan includes Tool ENP 1.2.2 that strives to continue implementation and promotion of the Riverside Infill Development Incentives Program as well as Tool 1.2.4 that seeks to develop pre-approved standard house plans to make the design of infill development more affordable.



Tool ENP 5.2.1

Identify properties with infill potential and make contact with property owners to advise of available infill development programs.

Policy ENP 5.3

Expand homeownership opportunities in the Eastside by encouraging condominiums in the multi-family residential, mixed-use and transit-oriented development areas.

In an effort to encourage increased community investment by property owners, the Eastside residents would like to see more homeownership opportunities in any new multiple-family residential developments.



Objective ENP 6: Identify opportunities for Historic Preservation in the Eastside consistent with the Housing and Historic Preservation Elements of the General Plan 2025.



More information about the City of Riverside Historic Preservation Program are available online at: <http://www.riversideca.gov/historic>

Policy ENP 6.1

Promote historic preservation by identifying and establishing new potential historic preservation areas or expanding existing historic districts, if appropriate.

Figure 7 in Section 2 – Background illustrates some of the existing and potential historic districts and neighborhood conservation areas in, and around, the Eastside Neighborhood. Some residents feel there may be opportunities to expand these areas based on the age and character of some of the homes in the Eastside. Although a cultural resources survey of the Eastside Neighborhood was completed in 2001, further research is needed to determine if there are any opportunities for expanding or establishing new historic districts or neighborhood conservation areas.

Tool ENP 6.1.1 Seek Certified Local Government Grants (CLG) and other grants to support local cultural resource studies.

Tool ENP 6.1.2 Work with residents of potential historic districts to illustrate the benefits of being part of a historic district.

Policy ENP 6.2 Protect and preserve existing cultural resources in the Eastside.



Tool ENP 6.2.1 Implement the Cultural Resource Overlay Zone on all designated culturally significant resources.

Also see Title 20 - Cultural Resources of the City of Riverside Municipal Code for policies related to cultural resources. Title 20 can be viewed online at: <http://www.riversideca.gov/municode/title20.asp>

The CR Overlay Zone is for informational purposes only. The intent is that when property owners inquire about the zoning of a property, a designated cultural resource would have the CR Overlay Zone in addition to the base zone. For example, a landmark home might be zoned R-1-7000-Single Family Residential with a CR - Cultural Resources Overlay Zone. This would then make the owner aware of Title 20, and its separate requirements, including the Certificate of Appropriateness (COA) process as required by Title 20-Cultural Resources Code of the Municipal Code. The underlying zoning of cultural resource properties would not change.

Title 20 provides that a COA is required for any exterior alteration to a cultural resource, including those for which a building permit is or is not required. Examples include, but are not limited to, window replacement, siding, new construction of additions or alterations, landscaping, grading, site modifications etc.

Tool ENP 6.2.2 Work with the Office of Neighborhoods to promote greater participation in neighborhood groups, the establishment of neighborhood watch groups, and the hosting of neighborhood events to promote preservation and neighborhood pride.

5. PARKS, RECREATION, ARTS AND CULTURE



Bobby Bonds Par and Cesar Chavez Community Center from the air.



Please see the Parks and Recreation Element of the General Plan 2025 for descriptions of neighborhood and community parks.

Reflected in the Neighborhood Vision, the Eastside residents showed a great deal of interest in expanding and enhancing the programs and facilities available for recreation, arts, and cultural events within the Eastside Neighborhood. The following Objective and accompanying Policies and Implementation Tools are aimed at providing enhanced opportunities for such activities.

The Eastside Neighborhood is relatively well-served with parks and recreation facilities as illustrated in Figure 9: Parks. There are six parks totaling more than 46 acres within an area of just over two square miles; four neighborhood parks (Lincoln, North, Patterson, and Dario Vasquez Parks) and two community parks (Bobby Bonds and Bordwell Parks) as designated by the Parks, Recreation and Community Services Department. Table 2 below lists all of the parks within the Eastside Neighborhood and the amenities available at each location.

Table 2: Park and Recreation Facilities in the Eastside

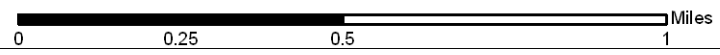
Park Site	Amenities	Total Acres
Bobby Bonds Park (Cesar Chavez Community Center)	Lighted softball fields, lighted basketball/tennis courts, sports field, soccer field, social service center, Olympic-size pool, picnic tables, and childcare.	13.67
Bordwell Park (Stratton Community Center)	Lighted softball field, lighted basketball court, community center, senior activity area, childcare center, playground, picnic tables, and barbeque.	22.76
Lincoln Park	Lighted basketball court, horseshoe courts, community center, playground, and picnic facilities.	3.25
North Park	Historic Site with arbor structure	1.23
Patterson Park	Lighted softball field and sports field, playground, picnic shelters, snack bar, restrooms and on-site parking.	4.27
Dario Vasquez Park	Lighted basketball court, playground, covered picnic area, picnic tables, barbeques and on-site parking.	1.36



Figure 9
City of Riverside Parks



- Legend**
- Eastside Neighborhood
 - City Parks
 - Private Parks



Location of Eastside Neighborhood in the City of Riverside



Objective ENP 7: Enhance the Eastside Neighborhood’s quality of life through improvements to parks, recreation, arts and cultural facilities.



Please see the Parks and Recreation Element of the General Plan 2025 for more information, as well as policies, related to parks and recreation facilities and programs.



Policy ENP 7.1 Promote organized sports within the Eastside.

The Eastside residents enjoy the variety of recreation activities available to them throughout the neighborhood. They would like to see expanded opportunities, including a variety of organized sports at multiple locations throughout the Eastside, as space permits.

Tool ENP 7.1.1 Work with Parks, Recreation and Community Services Department to encourage youth baseball leagues at Patterson Park.

Tool ENP 7.1.2 Host competitive tournaments for youth and adult sports leagues at one of the Eastside Neighborhood parks.

Tool ENP 7.1.3 Evaluate the need to expand or improve sports facilities to better serve Eastside Residents.

Policy ENP 7.2 Promote arts and culture throughout the Eastside Neighborhood.

Tool ENP 7.2.1 Support and promote arts and culture organizations and interest groups within the Eastside Neighborhood.

There are numerous active arts and cultural organizations throughout the City including the Riverside Children’s Theatre, the Riverside County Philharmonic and the California Riverside Ballet, as well as the related departments throughout the local high schools, RCC and UCR. Strategies for supporting and promoting these organizations should be explored.

Tool ENP 7.2.2 Work with Parks Recreation and Community Services Department and Library to expand City-sponsored classes, programs and cultural special events and provide instruction space for other arts and culture activities conducted by outside organizations.

Tool ENP 7.2.3 Create partnerships with area schools, including UCR and RCC, to co-host special events such as art fairs or cultural festivals.

These partnerships could also result in opportunities to establish rotating exhibit space for Eastside residents and could be an effective way of promoting arts and culture within the community.

Tool ENP 7.2.4 Continue to support and promote performing arts and other entertainment events in the Eastside Neighborhood throughout the year.

The City sponsored several performing arts events at the Cesar Chavez Community Center in 2008, including ballet and opera, which were very well received. The Eastside residents expressed an interest in continuing these opportunities to attend performing arts events on a regular basis.

Tool ENP 7.2.5 Continue to explore grants and other funding opportunities to support arts and cultural classes and events throughout the Eastside Neighborhood.

Policy ENP 7.3 Encourage safe after school programs.

Tool ENP 7.3.1 Identify funding sources and explore feasibility to expand existing City-sponsored after school programs.

The City of Riverside Parks, Recreation, and Community Services Department organizes and sponsors a variety of well-attended recreation and arts activities within the Eastside Neighborhood. The residents expressed an interest in expanding the types of activities offered and the frequency such activities are held. However, the residents also expressed a



desire to continue providing these services with little or no cost to the public.

Tool ENP 7.3.2 Encourage RUSD to expand after school programs.

Riverside Unified School District provides daily afterschool programs throughout the school year for elementary school-aged children at some facilities. These programs are primarily provided at Longfellow Elementary School within the Eastside Neighborhood, with some also held at Emerson Elementary School. These afterschool programs include a variety of arts, recreation and entertainment activities in a safe environment. However, there may be opportunities for RUSD to expand these activities to include activities for older children, including teens at other school locations in and around the Eastside Neighborhood.

Tool ENP 7.3.3 Continue to explore ways to integrate arts and cultural activities into the after school programs.

As stated in Policy ENP 7.2 and the subsequent Tools, the residents would like to support arts and culture within the Eastside Neighborhood. They also stated they would like to expand after school programs. As a result, there may be continued opportunities to integrate arts and cultural activities into the after school programs to meet both policies.

Policy ENP 7.4 Encourage personal enrichment and life skill training for Eastside residents.

Tool ENP 7.4.1 Coordinate with the Parks, Recreation and Community Services Department, the Library and the Museum, as well as RUSD, UCR and RCC to establish affordable personal enrichment classes and programs at City parks, museums or libraries in close proximity to the Eastside Neighborhood.

The residents expressed an interest in acquiring a variety of personal enrichment skills through adult education programs held at parks, schools and other public facilities in and near the

Eastside Neighborhood. Specific topics suggested include personal finance, English as a second language, arts and crafts, and computer training, particularly for seniors.

Policy ENP 7.5 Promote senior programs and organized activities throughout the Eastside Neighborhood

Tool ENP 7.5.1 Encourage and support Eastside residents that wish to develop and organize senior activities.

The Eastside residents expressed a desire to have more opportunities to participate in active recreation and training programs including computer classes, lawn bowling, walking clubs, etc. Although the City could provide some assistance with organizing these types of programs, the residents may be better suited to create and organize many of these activities. The City can provide limited assistance and offer use of some of the facilities while empowering the residents to create the programs that are important to them.



Bordwell Park, within the Eastside Neighborhood, includes the newly renovated Stratton Senior Center featuring the addition of approximately 3,000 square feet of new interior space to support senior activities and functions, including a multi-purpose room, senior lounge and library, arts and crafts room, exam room, and additional restrooms. This expanded center will provide valuable space for senior activities for the residents in and near the Eastside Neighborhood.

Additionally, local churches provide invaluable service to seniors by not only fostering senior activities and programs, but by also allowing the use of their facilities for senior programs.

Tool ENP 7.5.2 Promote existing special transportation programs and explore expanding or enhancing transportation opportunities provided for senior citizens if demand increases (trolley service to Downtown, shopping centers, senior programs/facilities, special events, etc).



The Parks, Recreation and community Services Department operates an on-demand bus service for seniors 60 years of age or older, or those with disabilities. Space is reserved on a first-come, first-served basis up to 1:00 p.m. the day before the ride (ADA riders may book until 6:00 p.m.). Scheduled reservations can be made for trips reoccurring at the same time throughout the month.

Eastside residents expressed a desire to expand these services, but it is likely that the details of the existing program are not widely known by the senior community. Efforts should be made to first promote the existing services and then explore expanding the services if demand increases beyond the current capacity.

There are also Policies and Tools related to public transit within the *Traffic, Transit, Walkability and Parking* section of this document. In particular, *Policy ENP 8.2* seeks to expand transit services at senior living centers, *Tool ENP 8.2.3* seeks to coordinate with RTA to explore the need to improve transit facilities to accommodate seniors, and *Tool 8.2.4* encourages senior living centers to provide in-house transportation services for the residents.

Policy ENP 7.6 Promote enhancement of the park facilities throughout the Eastside Neighborhood consistent with the Park System Master Plan.

Tool ENP 7.6.1 Enhance connections between the existing parks and surrounding residential areas.

Residents want to ensure they are able to safely access the parks in their neighborhood. They suggested safe walkways (paved sidewalks, lighting, free of obstructions etc.) to the parks and gates or openings in perimeter fences to provide easier access to the parks.

Tool ENP 7.6.2 Provide adequate staff members to supervise park operation, maintenance and activities and explore feasibility of expanding staff services to supervise activities throughout the parks in the Eastside.

Tool ENP 7.6.3 Work with Eastside residents to prepare a long-range strategy to systematically enhance or expand the amenities provided at the parks throughout the Eastside and explore funding options.

Some of the suggestions that were made by the residents include a designated dog park, drinking fountains, and restrooms at Bordwell Park and restrooms, barbeque areas, tables, benches, community center, sports field, and handball courts at Lincoln Park.





6. TRAFFIC, TRANSIT, WALKABILITY AND PARKING



As stated in the Neighborhood Vision, the residents of the Eastside desire a livable and enjoyable environment. Pedestrian safety, public transit, traffic calming and street maintenance all contribute to creating a livable community. At the first two community meetings residents discussed the need for enhanced pedestrian routes, enhanced and expanded bus service, affordable transit options, improved traffic calming measures, and enhanced street maintenance. These topics are addressed in the following Objectives, Policies and Implementation Tools.



Objective ENP 8: Enhance the Eastside Neighborhood’s quality of life by improving parking and traffic problems and all modes of transportation including sidewalks, bike routes, and public transportation.

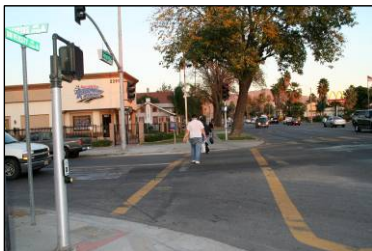
BICYCLING, WALKING AND OTHER PEDESTRIAN MODES:



Visit the National Center for Safe Routes to School website for more information.
www.saferoutesinfo.org

Policy ENP 8.1 Enhance walkability and bike routes throughout the Eastside Neighborhood.

It was suggested by the residents that enhanced pedestrian routes are needed along University Avenue, Fourteenth Street/Martin Luther King Boulevard, Mission Inn Avenue and Prince Albert Drive in particular.



Tool ENP 8.1.1 Promote “Safe Routes to School” through enhancement of sidewalks and crosswalks throughout the Eastside Neighborhood.

Safe Routes to School (SRTS) is a national effort to make walking and bicycling to school safer for children and to increase the number of children who choose to walk and bicycle. RUSD and the City of Riverside Police



Department coordinate SRTS programs and the Public Works Department regularly secures grant funding from the U.S. Department of Transportation Federal Highway Administration to improve sidewalks in support of SRTS efforts. It is recommended that these activities be continued and possibly enhanced or expanded to raise awareness.

Also see Objective CCM-8 from the Circulation and Community Mobility Element and Objective ED-4 of the Education Element of the General Plan 2025 for policies related to Safe Routes to School.

Tool ENP 8.1.2 Coordinate with RUSD and Eastside residents to conduct an audit of the existing conditions of the sidewalks and determine needed repairs and upgrades.

Tool ENP 8.1.3 Expedite regular maintenance of existing sidewalks and replace or construct new sidewalks where needed.

The Public Works Department currently provides maintenance of all public streets and sidewalks throughout the Eastside as well as the City. Residents are encouraged to notify the Public Works Department of any maintenance issues such as potholes, chipped and broken curbs, and heaving or broken sidewalks so they can be remediated in a timely manner.



There are also a number of small isolated areas throughout the Eastside Neighborhood that are lacking sidewalks. The need and public desire for sidewalks in these areas should be analyzed and potential funding options should be explored for any needed improvements.

Tool ENP 8.1.4 Encourage new development that promotes pedestrian access through design and orientation.

PUBLIC TRANSPORTATION:

Policy ENP 8.2 Support the efforts of RTA, RCTC and others to analyze opportunities for enhanced and expanded transit routes, hours of operation, and bus stop or rail station locations to better serve the Eastside residents.

Tool ENP 8.2.1 Encourage RTA to continually modify or expand bus routes and stops throughout the Eastside





Tool ENP 8.2.2

Neighborhood as needed to enhance access to education, training and job centers.

Encourage RTA to continue to implement smart transit technology at key bus stops within the Eastside Neighborhood.



Tool ENP 8.2.3

Encourage RTA to explore the need to improve transit facilities to accommodate seniors, particularly at existing senior living centers.

It was suggested by the Eastside residents that this could include expanded trolley services, new bus stops near senior living centers and covered shelters at such stops.

Tool ENP 8.2.4

Encourage senior living centers to provide free or affordable in-house transportation services for the residents.



Tool ENP 8.2.5

Work with RCTC and RTA to explore providing limited free or partially subsidized passes to those in need (ie seniors, low income).

Tool ENP 8.2.6

Work with RCTC to explore expansion of the number of Metrolink trips, particularly on weekends.

Some residents stated that, although they may or may not use Metrolink for daily commutes during the week, they would like more opportunities to use public transportation for evening and weekend roundtrips to Los Angeles and other cities. Expanded Metrolink opportunities would provide Eastside residents with enhanced access to other art and cultural events or centers, potentially facilitating the successful implementation of Policy ENP 7.2 which calls for the promotion of arts and culture activities throughout the Eastside. RCTC could also increase weekend ridership by promoting regularly scheduled “beach train” services.



Tool ENP 8.2.7

Encourage RCTC to explore developing reduced family rates.



Many residents stated that they would use Metrolink more if it were more affordable and specifically requested that RCTC explore developing reduced family rates to facilitate cultural and entertainment-related trips to nearby cities. The benefits of using public transportation do not outweigh the current cost associated with purchasing Metrolink tickets for a typical family.

TRAFFIC CONTROL AND CALMING:

Policy ENP 8.3 Continue to investigate reports of speeding and cut through traffic and explore traffic calming techniques at trouble areas within single family residential areas.



Residents are encouraged to call 311 to report parking and traffic problems as well as for other information. Reports can also be submitted online by clicking the "311 Call Center" link at the bottom of the City's homepage: <http://www.riversideca.gov>

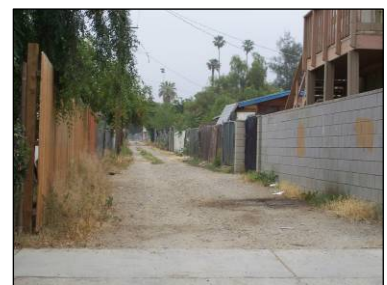
Residents indicated that there are frequently vehicles traveling at high rates of speed through the single-family residential areas of the Eastside. Some of this traffic is likely cut-through traffic, but much of it is local. Traffic calming solutions should be explored to eliminate these dangerous situations while ensuring that such solutions do not interfere with emergency vehicle access or other public services.

Tool ENP 8.3.1 Encourage residents to report speeding and cut-through traffic problems throughout the Eastside Neighborhood.

STREET MAINTENANCE AND UPKEEP:

Policy ENP 8.4 Explore vacating underutilized alleys throughout the Eastside Neighborhood and encourage maintenance of alleys that are actively used.

Residents reported that there are several alleyways within the Eastside Neighborhood that are unpaved and overgrown with weeds. These alleys have increasingly become locations of questionable and sometimes illegal activities that are a source of much concern for the Eastside residents. Because these alleys are underutilized and, in most cases, no longer provide rear access to the properties as initially intended, it is suggested that they be





vacated with the land being deeded over to adjacent property owners.

Some of the remaining paved alleyways may be in need of repairing or resurfacing. Improvements to these alleyways would improve safety and create a more livable environment for the residents.



Policy ENP 8.5

Explore modifying street sweeper routes, schedules, and/or policies to accommodate unique characteristics of the Eastside Neighborhood and the residents, allowing greater opportunity for the residents to adhere to policies.

The Public Works Department currently restricts parking on all streets throughout the Eastside Neighborhood on street sweeping days. However, some residents have more vehicles than can fit in their garages and driveways and typically park on the streets. Because of the limited amount of off-street parking, these residents regularly park in their yards to avoid a parking ticket on street sweeping days. Parking vehicles in the front yard is not permitted and, as a result, these residents are subject to citation by the Code Enforcement Division.

To alleviate this problem in recognition of the unique circumstance, it is recommended that alternatives to the current street sweeping policy and/or schedule be analyzed. Such a solution could include alternating between odd and even sides of the street on different days to allow some residents the ability to park on at least one side of the street on street sweeping days.

7. EMPLOYMENT, EDUCATION, JOB TRAINING AND SKILL DEVELOPMENT

Through the visioning process, the Eastside residents stressed the importance of diverse and high quality education and employment opportunities. They believe that these elements are crucial to creating a livable and family-friendly community, and they understand that education and employment are not mutually exclusive of each other. Residents not only strive for increased access to primary and secondary education for children, but also adult education opportunities for the development of practical job training and skill development.

The Eastside residents are also very proud of the many locally-owned small businesses throughout the neighborhood and wish to preserve, promote and support them by providing crucial business training and education opportunities.

As reflected in the following Objectives, Policies and Implementation Tools, the key to achieving the community vision is in developing partnerships with a number of specialized agencies for support and assistance. It will be crucial for the residents to establish and maintain these partnerships to ensure a marked improvement.

EMPLOYMENT:

Objective ENP 9: Create adequate employment opportunities for residents in the Eastside area.

Policy ENP 9.1 Support programs that help Eastside residents acquire skills needed to obtain high paying jobs.

Tool ENP 9.1.1 Work with RCC, RUSD and other education organizations to develop job-training and skill development programs for Eastside residents.

Policy ENP 9.2 Support programs that link Eastside residents with high quality jobs.



Tool ENP 9.2.1 Work with temporary employment agencies and job placement agencies to link employers with skilled workers within the Eastside neighborhood.

Tool ENP 9.2.2 Work with the City of Riverside Economic Development Department to establish a Workforce Development Center in the Eastside Neighborhood.

A Workforce Development Center not only links potential employees with high quality jobs, but also provides relevant training and skill development programs.

Tool ENP 9.2.3 Work with appropriate agencies to encourage industrial and commercial firms in Riverside (especially those in Hunter Business Park and Riverside Marketplaces areas) to hire Eastside residents.

Such agencies may include, but are not limited to:

- City of Riverside Economic Development Department
- Greater Riverside Chambers of Commerce
- Greater Riverside Hispanic Chamber of Commerce
- Inland Cities Black Chamber of Commerce
- Inland Empire Economic Partnership
- Inland Empire Small Business Development Center

Tool ENP 9.2.4 Establish centralized location for posting information about training and job opportunities.

Residents suggested that the parks throughout the Eastside would make suitable locations for maintaining local education and job listings. Special emphasis should be placed on those employers that are within close vicinity to the Eastside Neighborhood.

Tool ENP 9.2.5 Coordinate with the various Chambers of Commerce and other agencies to explore opportunities to host job fairs to help Eastside residents find employment.

Job fairs provide participants an opportunity to meet a large number of potential employers in a short amount of time, and vice-versa. Rather than spending days seeking out job opportunities and submitting application materials, job-seekers can make contact with many potential employers in a matter of hours. Partnering with the various Chamber organizations can ensure that these job fairs attract the largest number of potential employers.

Tool ENP 9.2.6 Identify and coordinate with appropriate agencies to assist Eastside parents in finding affordable or subsidized childcare to allow them to work.

EDUCATION:

Objective ENP 10: Expand educational opportunities and access to educational facilities for the residents of the Eastside Neighborhood.

Policy ENP 10.1 Collaborate with Riverside Unified School District (RUSD) to establish new schools or increase capacity of existing schools.

Throughout the public input process, the Eastside residents expressed a strong desire for an additional school in the Eastside Neighborhood, particularly an elementary school. There are currently two elementary schools in the Eastside, Longfellow and Emerson (See Figure 2 on page 16), yet the majority of the children from the Eastside Neighborhood must be bussed to one of five elementary schools outside the neighborhood.

The Eastside Neighborhood at one time had four elementary schools in addition to Longfellow Elementary School and Emerson Elementary School. Lowell Elementary School, located at the corner of Victoria Avenue and Cridge Street was closed and the land eventually sold following a fire in 1965. Irving Elementary School, located at the corner of Victoria Avenue and 14th Street, served as an elementary school until June of 1966. In 1967, the



site was renamed Lincoln High School, and to this day continues to house one of the district's continuation high school programs.

Following the closure of Irving and Lowell Elementary Schools, Riverside Unified School District began the country's first voluntary integration program. Many students in the Eastside Neighborhood were bussed to other district schools in furtherance of that goal.

In recent years, in recognition of the more diverse nature of Riverside's student population, and the many advantages of neighborhood schools, Riverside Unified School District has explored the possibility of opening a new elementary school in the Eastside Community. The lack of available acreage for a suitable school site has proved to be challenging for identifying a location for the school. However, the District continues to explore the possibility of an additional elementary school site in the Eastside.

Policy ENP 10.2 Explore opportunities to develop financial assistance programs to help those in need gain access to educational opportunities.

Tool ENP 10.2.1 Identify and coordinate with appropriate agencies that provide assistance to those who seek English as a Second Language (ESL) training.

Tool ENP 10.2.2 Explore avenues to ascertain financial assistance to cover school bus fees for Eastside parents.

Policy ENP 10.3 Assist in the promotion of education and support services for all residents in the Eastside Community, with particular emphasis on the needs of senior citizens, the disadvantaged, children and residents with English as a second language.

Tool ENP 7.4.1 within the Parks, Recreation, Arts and Culture section addresses this policy by encouraging coordination with RUSD, UCR and RCC to establish affordable personal enrichment classes and programs for Eastside residents.

JOB TRAINING AND SKILL DEVELOPMENT:

Objective ENP 11: Expand job training and skill development programs to better prepare Eastside residents for quality employment opportunities.

Policy ENP 11.1 Promote establishment of training opportunities to enhance a variety of job-related skills.

Tool ENP 7.4.1 above seeks to coordinate with the Parks, Recreation and Community Services Department, the Library and the Museum, as well as RUSD, UCR and RCC to establish affordable personal enrichment classes and programs at City parks, museums or libraries in close proximity to the Eastside Neighborhood. This type of training could also provide skills crucial to finding employment.

Tool ENP 11.1.1 Expand "soft skills" training opportunities for Eastside residents such as resume writing assistance, interview skills training, and "dressing for success."

This Tool was initially introduced as part of the University Avenue Charrette Action Plan as Action Item 12 under the Attractiveness and Accessibility section.

Policy ENP 11.2 Continue cooperation with residents to ensure available training opportunities remain relevant.

To see the success of any established training opportunities, it will be of utmost importance to continue an open dialog with the residents to determine the relevancy of any existing programs and to learn of opportunities for new programs.



8. HEALTH, SAFETY AND SECURITY

When asked about what they would like to see changed in the Eastside Neighborhood at the first community meeting, the residents emphasized the need to enhance the enforcement of existing laws, regulations and codes. Although they feel a great deal of community pride, the residents feel there are opportunities to improve the neighborhood while building upon their inherent pride.

The following Objectives, Policies and Tools are based on the recommendations of the residents to create a healthier, safer and more secure environment, lending to the livability goals of the Neighborhood Vision.

Objective ENP 12: Continue to improve safety and security throughout the Eastside Neighborhood through a variety of activities and programs.

Policy ENP 12.1 Place a larger emphasis on focusing the attention of existing City-sponsored homeless programs on the Eastside Neighborhood.

Homelessness is an issue throughout the City of Riverside and much like any other neighborhood, the Eastside Neighborhood is not immune from the impacts. Residents have expressed concern about the presence of homeless individuals throughout the neighborhood, particularly in the parks and some of the shopping centers. Creative solutions to loitering and other homeless activities need to be explored in an effort to provide an increased sense of security and to eliminate any related negative perceptions of the neighborhood.

Policy ENP 12.2 Proactively take action toward keeping vacant properties safe and clean throughout the Eastside Neighborhood.

Tool ENP 12.2.1 Continue regular Code Enforcement sweeps throughout the neighborhood.

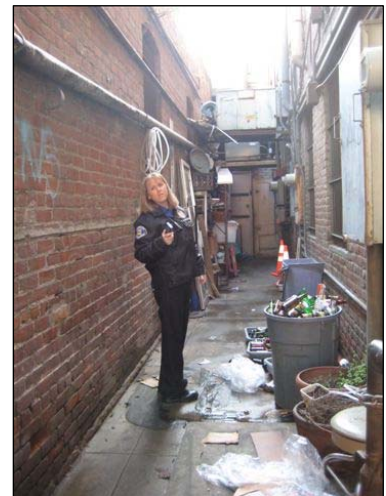
The single-family residential areas of the Eastside are some of the oldest in the City of Riverside, and as a result are showing signs of aging through lack of investment and general lack of upkeep. There are many properties with code violations throughout the neighborhood that, when taken individually, may not be significant, but when are taken cumulatively, result in a significant area of concentrated code violations. Some of the violations may be due to a lack of knowledge about the City's Codes and Ordinances, while others may actually be due to blatant disrespect for the Ordinances and Codes or due to lack of investment or oversight by absentee landlords.



The Code Enforcement Division's activities are typically complaint-based. That is, they follow up on complaints submitted by neighbors and other concerned residents for properties with potential code violations. However, the Code Enforcement Division has been proactively addressing code violations throughout the Eastside Neighborhood recently to try to educate the residents about adhering to the City's Codes and Ordinances. These efforts involve random sweeps of the neighborhood, going door-to-door to first notify the property owner or resident of their violation(s) and then a follow up inspection to ensure the issues are adequately addressed. Fines are then issued for any properties that are not brought into compliance in a reasonable amount of time.



Such efforts have been an effective way of addressing multiple code enforcement issues in a short amount of time and such efforts should be continued to maintain the Eastside Neighborhood as a livable and family-friendly community.



Tool ENP 12.2.2 Explore developing a community-based property maintenance assistance program for property owners with physical limitations such as seniors or those with disabilities to address code issues.



There is concern that there may be individuals throughout the Eastside Neighborhood that may need special consideration with regard to property maintenance. Residents suggested exploring a community-based effort to assist senior citizens and physically challenged individuals with property maintenance to avoid code violations.

Policy ENP 12.3 Explore ways to enhance lighting at key public areas throughout the Eastside Neighborhood, particularly in alleys, behind businesses, and along Mission Inn and Comer Avenues.

Residents expressed intent interest in installing and maintaining adequate lighting in all of the alleys throughout the Eastside Neighborhood, as well as behind some of the businesses and along Mission Inn and Comer Avenues. As of this writing, the Public Utilities Department is in the process of re-writing the Citywide Streetlight Policy that would specifically address all lighting, including alleys.



Policy ENP 12.4 Continue systematic and proactive approaches to eliminating crime within the Eastside Neighborhood.

Tool ENP 12.4.1 Identify crime hotspots and create action plans to address problems.

Tool ENP 12.4.2 Conduct regular, random police sweeps and stings to eliminate illegal activities such as prostitution, drug use/dealing, loitering, etc throughout the neighborhood.

Tool ENP 12.4.3 Explore the need and effectiveness of undercover officers throughout the neighborhood.

Tool ENP 12.4.4 Continue removal of uses with high calls for service along University Avenue.

Policy ENP 12.5 Promote increased safety by adhering to the Objectives, Policies, and Tools within the Traffic, Transit, Walkability and Parking Section of the Eastside Neighborhood Plan.

Objective ENP 8 and the accompanying Policies and Tools from *Section 6: Traffic, Transit, Walkability and Parking* include strategies to enhance the Eastside Neighborhood’s quality of life by improving parking and traffic problems and all modes of transportation including sidewalks, bike routes, and public transportation. Implementing these strategies would increase safety within the Eastside Neighborhood.

Policy ENP 12.6 Enhance or vacate alleys to enhance cleanliness and safety.

Policy ENP 8.5 seeks to enhance or vacate alleys throughout the Eastside Neighborhood, while Policy ENP 13.3 seeks to enhance the lighting in the alleys, both of which will contribute to cleanliness and safety. Other efforts could include general litter pick-up and cleanup efforts by the residents, implementing a consistent fence or wall treatment at the rear property lines of all properties that back up to the alleys, or community-based repair and paint efforts to fix existing fences and walls along the alleys.



Objective ENP 13: Foster programs, activities, and other neighborhood improvements intended to contribute to and expand healthy lifestyle choices for the residents of the Eastside Neighborhood.

Eastside residents expressed an interest in expanding, enhancing, and supporting programs and activities that promote and contribute to healthy lifestyles. As a result, there are a number of Objectives and Policies within this Plan that have the potential to contribute to a healthy lifestyle. Additionally, the General Plan 2025 includes further Objectives and Policies that promote and support a healthy community.



There are three primary factors that contribute to a healthy lifestyle as brought up by the Eastside residents: 1) a healthy, safe and clean environment; 2) programs, policies and physical improvements that encourage healthy activities and promote physical fitness; and 3) access to quality healthcare.



Tools ENP 1.5.1 and 13.2.1 seek to ensure a healthy, safe and clean environment by continuing the Neighborhood Livability Program and proactive Code Enforcement activities, including regular Code Enforcement sweeps, throughout the Eastside Neighborhood. The General Plan 2025 also includes a Public Safety Element, Noise Element and an Air Quality element that include many Objectives and Policies that contribute to a healthy community. There are also Objectives and Policies throughout the Land Use Element that seek to reduce negative health effects through logical land use and siting decisions as well as through the promotion of clean industries and technologies for new industrial development.



Both this Plan and the General Plan 2025 contain a wide variety of Policies that support healthy activities that include not only sports and recreation opportunities and enhancements but also promote walkability and alternative modes of transportation including bicycling. Objective ENP 7 within the Parks, Recreation, Arts and Culture section of this Plan seeks to enhance the Eastside Neighborhood's quality of life through improvements to parks, recreation, arts and cultural facilities within the neighborhood. Likewise the Parks and Recreation Element of the General Plan 2025 includes many more Citywide Objectives and Policies related to parks and recreation. Furthermore, there is a Citywide Bicycle Master Plan and a Parks Master Plan that further establish goals for improving the respective networks.

To further encourage healthy activities, the General Plan 2025 is largely built on smart growth principles that encourage compact development and a more walkable environment, particularly along the University Avenue corridor. The Eastside Neighborhood Plan further builds upon these goals by encouraging an update to the University Avenue Specific Plan to allow well designed mixed-use development (Tool ENP 3.1.1) as well as a streetscape enhancement plan that encourages the extensive use of pedestrian friendly elements such as wide walkways, shade trees, benches, etc. and removes existing impediments to walkways, sidewalks and parkways (Policy ENP 3.2).

Finally, the General Plan 2025 is unique in that it includes a section on healthcare, an issue that was of concern to some involved with the Eastside Neighborhood Plan development. Objective PF-9 in the General Plan 2025 strives to make Riverside the central location for quality and diverse healthcare services in the Inland Empire.



9. APPENDICES



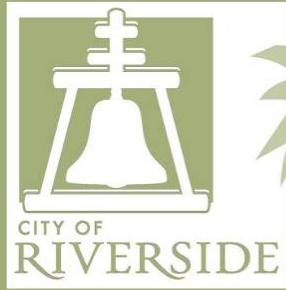
Eastside Neighborhood Plan

APPENDIX A:

COMMUNITY MEETING 1 SUMMARY



Eastside Neighborhood Plan



Eastside Neighborhood Plan

**Meeting 1 Summary
June 19, 2008**

Defining the Vision



Visioning the Eastside

The Eastside Neighborhood Plan officially kicked off on June 19, 2008 with a community meeting held in the auditorium at Longfellow Elementary School. Over thirty people braved summer temperatures exceeding 100 degrees to attend this important meeting and shared their thoughts about living, working, shopping, eating, learning, and playing in the Eastside Neighborhood.



Following a brief introduction describing the neighborhood planning process, the participants were asked to share their thoughts about important issues within the Eastside Neighborhood. The residents were asked to answer the following three questions intended to begin formulating a vision: (1) *What are the top three things you like about your neighborhood?*; (2) *What are the top three things you would like to see changed in your neighborhood?*; and (3) *What do you feel are the 3 biggest challenges facing your neighborhood?*



Individuals were given an opportunity to both provide written comments on provided feedback forms and to also share the comments verbally with the group. The comments were transcribed live onto a computer and projected at the front of the room to ensure that all comments were recorded correctly. The feedback forms were then collected at the close of the meeting and the results were transcribed verbatim and combined with the results obtained during the open discussion to produce this summary document.

The document is divided into three major headings, one for each of the three questions posed to the participants.



During the development of this report, a number of major themes began to surface within the comments. As such, the comments have been categorized into these themes to aid in the development of a neighborhood Vision Statement for the Eastside Neighborhood.



Question #1: What do you like about the Eastside Neighborhood?

Through the brainstorming session, the residents were eager to talk about their neighborhood. An overwhelming number of comments highlighted the diverse, friendly and family-oriented neighborhood whose residents have a strong sense of community and pride about their neighborhood. The comments have been categorized into eight community themes below, which are sorted by the number of comments received by theme. To alleviate repetition, multiple, identical comments are represented once, with the total number of identical comments indicated in parentheses.

HOUSING, NEIGHBORHOODS AND HISTORIC PRESERVATION

- ★ Historic Neighborhood along Mission Inn Avenue
- ★ Historic
- ★ Connectivity to the past
- ★ The history of my street and neighborhood preservation. Want to save historical background of street
- ★ Historic District
- ★ I moved here because of the old houses and historic district
- ★ Old historic houses
- ★ Historical homes
- ★ The beauty of the older homes
- ★ Diversity in the Neighborhoods
- ★ Comfortable neighborhood with front porches
- ★ Diversity (4 comments)
- ★ Different cultures
- ★ Openness of the community
- ★ Friendliness
- ★ Community of family
- ★ Everyone knows everyone
- ★ Spirit of Eastside everywhere you go
- ★ Good Leadership
- ★ Good Council Member
- ★ Community coming together
- ★ Sense of tight knit family
- ★ Partnership with Schools, City, and the Community
- ★ At least 20 old neighbors on 3 streets
- ★ All races with diverse staff
- ★ Family-hard-working oriented people of all backgrounds
- ★ The neighbors I have met!
- ★ Wonderfully diverse community
- ★ Community of family
- ★ It's a big city and a lot of community
- ★ It's a city [with] a lot of students
- ★ Love my neighbors
- ★ The neighbors are friendly and family oriented
- ★ Friendly neighbors
- ★ Good councilman Andy Melendrez
- ★ Diverse people from all over the country/world
- ★ My neighbors
- ★ Having my family and friends
- ★ The unity shared by all neighbors
- ★ 1 month living Riverside, I am re-born!
- ★ It's made for families
- ★ It's big
- ★ Pride of ownership and neighborhood
- ★ I live in my childhood home so I have a sense of belonging
- ★ Councilman - Andy Melendrez and police dept
- ★ The effort done by city to improve our neighborhood
- ★ I'm from Wisconsin but Riverside is my home!!
- ★ Friendliness
- ★ Beautiful neighborhood
- ★ Location-view

HEALTH, SAFETY AND SECURITY

- ★ RPD doing their job
- ★ Families walking along University Avenue and a good sense of safety
- ★ Calm and quiet
- ★ Good Police Department
- ★ Accomplishment with the cameras along the Victoria Avenue Bridge
- ★ Prompt removal of graffiti
- ★ Police need improvement but doing better
- ★ Police response
- ★ There is more security
- ★ Bridge camera and fences installed
- ★ It's quiet (3 comments)
- ★ Quietness of Street
- ★ It's clean
- ★ Quiet street (for the most time)
- ★ Clean community thanks to Code Enforcement
- ★ The removal of graffiti
- ★ Up keep
- ★ Prompt removal of graffiti

PARKS, RECREATION, ARTS AND CULTURE

- ★ Park and Recreation Program for kids and community
- ★ Culture Festivals at the park that bring the community together
- ★ Increased opportunities in park and recreation
- ★ New Senior Center at Bordwell Park
- ★ Recreation programs including. sports, technology, etc.
- ★ Parks (amount)
- ★ The youth summer programs
- ★ Bordwell Park; In New Community Center
- ★ Community center being completed at Bordwell
- ★ Some of our parks
- ★ City Wide Internet a plus for the community
- ★ Citywide internet
- ★ The landscaping around the cemetery





LAND USE, DEVELOPMENT AND REDEVELOPMENT

- ★ Removal of the Liquor stores along University Avenue
- ★ University Village
- ★ Demolishing and cleaning of old and neglected property
- ★ The rebuilding of University Ave.
- ★ The removing of the main liquor stores
- ★ The rebuilding of the University Ave
- ★ The removal of liquor stores
- ★ Elimination of the liquor stores and motels
- ★ Large lots for homes and they are uniquely built (no more tract homes!)
- ★ All homes are independently designed and built
- ★ The development department have more staff to help the neighborhoods

TRAFFIC, TRANSIT, WALKABILITY AND PARKING

- ★ Bus services from the RTA
- ★ Metrolink
- ★ Walkability to various locations
- ★ People not parking in the front of my house so no one else can park
- ★ Near bus stop
- ★ Location
- ★ We are in walking distance of downtown Close to Downtown
- ★ Close to necessary places (stores, church, etc.)
- ★ Close to needed shopping places
- ★ I get to live where I work!



Question #2: What would you like to see changed in the Eastside Neighborhood?

As demonstrated by the many positive comments received in response to Question #1, there is a great deal of community pride in the Eastside Neighborhood. Because of this pride, many residents feel that enhancements or changes could be made throughout the Eastside Neighborhood to create a more enjoyable environment for all. The comments were largely focused on the enforcement of existing laws, regulations and codes as well as the enhancement and expansion of park, recreation, arts and cultural programs and facilities.

The comments have been categorized into ten community themes below, which are sorted by the number of comments received by theme. To alleviate repetition, multiple, identical comments are represented once, with the total number of identical comments indicated in parentheses.

HEALTH, SAFETY AND SECURITY

- ★ People need to stop parking on the lawns, perhaps city can put the info in the city utility bill
- ★ Make others responsible for prostitution, someone other than the Police Department
- ★ Police Department more diligent and focus more on the neighborhood in detail
- ★ Traffic patrolling along 14th
- ★ Bus stops are dangerous for the children, cars driving around the buses putting the children at risk
- ★ Smoking restrictions in apt. dwellings
- ★ No parking on lawns
- ★ Trash cans on back
- ★ Prompt attention to bad properties and owners
- ★ More enforcement of code violations
- ★ Graffiti
- ★ Prostitution, drugs on Comer and Eucalyptus
- ★ More police patrol at bus benches
- ★ Encourage recycling
- ★ I would like for the police to be more diligent
- ★ Gang activity
- ★ Clean up drug trafficking and prostitution
- ★ More control on speeding traffic on Mission Inn Ave.
- ★ More lighting
- ★ More lighting on Mission Inn, between Park and Comer
- ★ More Police Patrol
- ★ Street lighting
- ★ More security
- ★ More bike patrol. Eastside Nac paid for the bikes to be used on the Eastside and now they are gone
- ★ Cops to enforce noise ordinance
- ★ More gang intervention programs
- ★ Prompt attention to derelict houses and code violations
- ★ Restriction of public smoking as it pertains to children More recycling requirements with businesses, schools, apt. complexes
- ★ Trees trimmed when needed



LAND USE, DEVELOPMENT AND REDEVELOPMENT

- ★ Housing assistance relief such as in utilities
- ★ High rents for housing and business
- ★ Lack of low income housing
- ★ More support for local residents to start a business in the Eastside. Encourage local business owners
- ★ Restaurants that actually have a place to sit and enjoy food
- ★ Dairy Queen or similar place
- ★ More diverse business of various cultures and ethnic background
- ★ Encourage the Latino community patronage other business in the area. It is important to embrace local business and are equal stakeholders
- ★ Concern with type of business along the University corridor. Community concern as to the type of business coming in. Viable businesses are needed. Input from redevelopment
- ★ More variety of ethnic food, barbeque, seafood, soul food
- ★ More support for local residents to own businesses
- ★ Create jobs in the community, so residents can feel proud
- ★ I would like to see more diverse business owners
- ★ More low cost homes in vacant lots
- ★ Halfway houses moved
- ★ Different city representatives to attend our meetings
- ★ More color and landscaping, East of RR tracks
- ★ More African American Businesses
- ★ Diversity of Food in the community

PARKS, RECREATION, ARTS AND CULTURE

- ★ Children programs and services at the library
- ★ New library in the Eastside, Cybrary not enough. The current library has waiting lines to access the computer
- ★ More creative artistic activities for the children. Increase in the Arts
- ★ Open a center for high school aged children to keep them off the street.
- ★ More recreational facilities for teenagers
- ★ Public art projects with children, representing and encouraging the diversity of the community
- ★ New park in the Eastside with baseball fields, soccer fields some sort of sport complex with various fields for different activities
- ★ More youth activities
- ★ Access for churches into youth program's
- ★ More outlets for Spanish community
- ★ A dog park – an area for small dogs and a separate park are for large dogs
- ★ A new library
- ★ Recreation Facilities (2 Comments)
- ★ More options for youth programs
- ★ More creative architect programs
- ★ Community services in the area
- ★ It seems as though Eastside Cybrary is losing funds for a lot of children's programs. They need more funds!!! This neighborhood cannot afford to lose anymore funds to help children. They are losing motivation!!
- ★ To have an activity to the neighborhood to stop gang and other activity



TRAFFIC, TRANSIT, WALKABILITY, AND PARKING

- ★ Lane striping along 14th between Chicago and Park, up to the freeway
- ★ Encourage integration in the community
- ★ Street well paved and striped for traffic
- ★ Integrate the University Ave. corridor to link UCR and Downtown
- ★ More walking paths or sidewalks – walkability
- ★ Amount of traffic and speed
- ★ Re-route RTA buses off of Mission Inn Ave over to University Ave
- ★ Sidewalks on Mission Inn, East of RR tracks
- ★ Traffic
- ★ More accessible side walks
- ★ Diesel trucks at times
- ★ More street maintenance (2 Comments)
- ★ Narrow streets
- ★ No view 14th and Victoria and Bordwell Park Intersection
- ★ The street fixed on Ottawa Ave
- ★ Expand the landscaping along Mission Inn beyond Vine into the Eastside to match that of Downtown
- ★ Clean streets
- ★ Street sweeping more than twice a month

HOUSING, NEIGHBORHOODS AND HISTORIC PRESERVATION

- ★ City should look at homeowners accountable for their homes in the Historic District.
- ★ Accessibility of historic homes to bring into the community
- ★ More emphasis on historic preservation
- ★ More historical facts to be known about Prince Albert Drive
- ★ Losing historic homes in the community. Would like to have the city support and relocate homes into the historic district. Keep the resources in the area. Students (UCR)
- ★ I would like to see more people get involved
- ★ We really need to grow up. There just ain't nothing in the world so bad that you have to put another group of people down and deliberately make them suffer physically, economically, or emotionally. This is the 21st Century by God its time to stop the craziness!!
- ★ Reasonable rent for business and housing
- ★ More community involvement and take ownership of their neighborhood
- ★ Increase low-income housing availability in the neighborhood
- ★ Separation of neighborhoods due to the new homes and older homes
- ★ Need more time in area Instill pride of ownership of property
- ★ Keep rental homes maintained to fit atmosphere of neighborhood
- ★ Would like to see it remembered and maintained as one of the nicest streets in the city. Historic
- ★ Landscaping on front yards
- ★ Curb appeal improvement

EDUCATION, JOB TRAINING AND SKILL DEVELOPMENT

- ★ Another Elementary School in the Eastside
- ★ Adult Spanish education
- ★ Encourage further education among the community
- ★ ROP programs that promote trade skills
- ★ Another community elementary school
- ★ Business: What? On University and Ottawa
- ★ Elementary schools
- ★ Promote online education, bigger selection of ROP programs for trade schools
- ★ Adult education (English classes for the Spanish speakers)
- ★ We need a junior high school in the East side

Question #3: What do you feel are the biggest challenges facing the Eastside Neighborhood?

Following the discussion of opportunities facing the Eastside Neighborhood, the residents shared what they felt were the biggest challenges facing the community. Issues related to safety, security and code enforcement rose to the top of the list, with comments related to community and social issues closely following.

The comments have been categorized into eight community themes below, which are sorted by the number of comments received by theme. To alleviate repetition, multiple, identical comments are represented once, with the total number of identical comments indicated in parentheses.

HEALTH, SAFETY AND SECURITY

- ★ More gang intervention programs for teenagers before they get into High School
- ★ Get information out about the Gang Injunction to junior high school
- ★ Slum lords and eyesore properties
- ★ Slum landlords
- ★ Continued help from city to improve properties
- ★ Owners/landlords renting out to problematic people: drugs, increased noise (multiple families in a 1-bdrm), and who don't care for properties
- ★ Code enforcement night shift
- ★ More code enforcement
- ★ More animal control
- ★ Gang conflict – stop arresting and help
- ★ Crime (2 Comments)
- ★ Crime – at night in the park; small parking lot across from park [Dario Vasquez Park]
- ★ Police response time
- ★ Get rid of the drug abusers
- ★ Prostitution (4 Comments)
- ★ Crime – drugs and prostitution
- ★ Crime and prostitutes (SP.) (Hookers)
- ★ Drugs
- ★ Music too loud on cars plus traffic violations
- ★ Gang conflict – stop arresting and help
- ★ Homeless
- ★ Groups of men hanging around on corners – eye soar
- ★ Overgrown tree and shrubs. (Keeping them trimmed)
- ★ Less or no halfway houses
- ★ Not having our issues better looked into





HOUSING, NEIGHBORHOODS AND HISTORIC PRESERVATION

- ★ More people to attending community meetings, to help inform the public
- ★ Getting information out in a timely manner.
- ★ Electronic marquee at Bobby Bonds to get the information out
- ★ Billboard in the community
- ★ Having community concerns heard and given a timely response from the City with some resolution
- ★ Dealing with the homeless
- ★ Services for those who are in danger of losing their home or at risk of becoming homeless
- ★ Information about meetings in the Downtown and University Neighborhoods that may have a direct impact with the Eastside
- ★ Uncooperative neighbors
- ★ I hate to say this but bigotry between African and Latino
- ★ Getting together for neighborhood events
- ★ Home ownership struggles
- ★ Lack of avenue for Victory Outreach to reach gangs (4 Comments)
- ★ Not enough help from the community for churches (4 Comments)
- ★ Everyone takes pride in the community
- ★ More show up for meetings which is very important
- ★ Just get involved
- ★ Alienation of Hispanic neighbors (Indifference)
- ★ Having people know our neighborhood is not as bad as people make it to be
- ★ Get the word out about community meetings

TRAFFIC, TRANSIT, WALKABILITY AND PARKING

- ★ Increase of traffic in the area as UCR expands
- ★ Increase of traffic due to the Metrolink
- ★ Traffic – particularly cut-through traffic
- ★ Lots of cars parked after certain hours
- ★ Parking so expensive
- ★ Pot holes on the corner of Eucalyptus and Georgia St.
- ★ 14th Street blind intersection Bordwell – 91 fwy



LAND USE, DEVELOPMENT AND REDEVELOPMENT

- ★ Expansion of downtown
- ★ Housing
- ★ Economic challenges to owning rather than renting
- ★ Vacant Lots/Buildings
- ★ Loss of old houses due to neglect and fire
- ★ Effects of UCR's growth plans
- ★ Being a complement to downtown and UCR

PARKS, RECREATION, ARTS AND CULTURE

- ★ Performing arts venue that is outdoors
- ★ Large community center for the whole neighborhood
- ★ A large Community Center to pursue all races with diverse staff
- ★ Need more places to have live drama's for gangs and drug addicts etc...like community centers (4 Comments)
- ★ Financial education programs for youth

EDUCATION, JOB TRAINING AND SKILL DEVELOPMENT

- ★ Elementary schools
- ★ Lack of educating the people
- ★ A good education for adults
- ★ Job opportunities. High cost of doing business
- ★ Creation of medium-high paying jobs



Thank You!

The City of Riverside would like to extend a “thank you” to everyone who participated in the first Eastside Neighborhood Plan community meeting. Your input will help define the vision and shape the future of the Eastside Neighborhood.

APPENDIX B:

COMMUNITY MEETING 2 SUMMARY



Eastside Neighborhood Plan



Eastside Neighborhood Plan

**Meeting 2 Summary
July 17, 2008**

*Refining the Vision-
Identifying Opportunities*



EASTSIDE NEIGHBORHOOD PLAN MEETING 2: REFINING THE VISION AND IDENTIFYING OPPORTUNITIES

The second Eastside Neighborhood Plan community meeting, held on July 17, 2008 at Longfellow Elementary School, attracted over 50 residents prepared to discuss their vision for the future of the Eastside Neighborhood and share their ideas for improving their community.

Following a brief recap of the results of the first community meeting, the goals for the evening were introduced as three individual tasks: 1) Review and Refine the Draft Vision; 2) Presentation of the Eastside Neighborhood Plan Outline; and 3) Provide detailed, specific comments in an interactive setting. The first two tasks were performed during a presentation segment, with revisions made to the Draft Vision on the spot. The third task was the core of the meeting, providing participants an opportunity to walk around and meet with representatives from various City departments to discuss specific topics including land use, safety, transportation, education, and housing in an interactive “open house” setting. A wide variety of large-scale maps and comment boards were provided to elicit discussions and facilitate specific written comments. These visual tools are included in this summary, along with any comments that were received. The comments are as they appeared on handwritten notes placed on the materials and have only been corrected for spelling errors and abbreviations.



The first community meeting revealed that a large number of residents chose to bring their children to the meeting, further illustrating the importance of family values in the Eastside Neighborhood. To allow the parents to participate fully in the discussions and interactive sessions, a children’s activity room was set up for this second meeting. The children used this opportunity to draw pictures and construct Lego buildings that reflect their vision for their neighborhood. Photos of the children and their artwork can be found throughout this document.

This summary is divided into the three tasks completed during the community meeting, with a brief introductory discussion. The purpose of this summary report is simply to package all of the comments received at the second community meeting into a clean presentation that will be used to shape the content of the University Neighborhood Plan.



TASK 1: REVIEW AND REFINE THE DRAFT EASTSIDE VISION

As the first task, participants were presented with a Draft Eastside Neighborhood Vision and invited to provide comments and make revisions. The Vision was developed based on comments received at the first community meeting and designed to address the most important issues expressed by the residents. The Vision will be used as the basis for the future development of the Policies and Objectives of the Eastside Neighborhood Plan.

The participants were provided with a copy of the Meeting 1 Summary Report to use as a guide to compare the comments received with the Draft Vision as developed by City staff. Following a brief discussion and a minor revision, the participants reached a consensus and agreed that the following Eastside Neighborhood Vision represented the desires expressed by the residents:

Eastside Neighborhood Vision

The Eastside Neighborhood possesses an unparalleled community spirit, and the residents wish to maintain their neighborhood as a diverse, family-friendly setting with a variety of housing opportunities featuring distinctive historic character, creating a livable and enjoyable environment. The residents strive to expand diversity with regard to culture, businesses, and education through continued accountable leadership and public participation and involvement. The future of the Eastside Neighborhood also includes diverse educational and business opportunities in a livable community with housing for all income levels, expanded recreation, education, arts, and cultural activities/events.



TASK 2:

PRESENTATION OF EASTSIDE NEIGHBORHOOD PLAN OUTLINE

The participants were presented with a preliminary outline for the Eastside Neighborhood Plan that reflects the major themes that emerged from all of the comments received at the first community meeting. The six themes identified throughout the Meeting 1 Summary Report are reflected under the Recommendations section of the Eastside Neighborhood Plan Outline. The following outline establishes the structure and organization of the forthcoming Eastside Neighborhood Plan, and will be used in conjunction with the Eastside Neighborhood Vision for developing specific Objectives and Policies that address issues within each theme.

Eastside Neighborhood Plan Outline

1. Executive Summary
2. Neighborhood Description
3. Community Participation and Neighborhood Vision
4. Recommendations
 1. *Land Use, Development and Redevelopment*
 2. *Housing, Neighborhoods and Historic Preservation*
 3. *Parks, Recreation, Arts and Culture*
 4. *Traffic, Transit, Walkability and Parking*
 5. *Education, Job Training and Skill Development*
 6. *Health, Safety and Security*
5. Implementation
6. Appendices
 1. *Meeting 1 Summary*
 2. *Meeting 2 Summary*



TASK 3: INTERACTIVE STATIONS

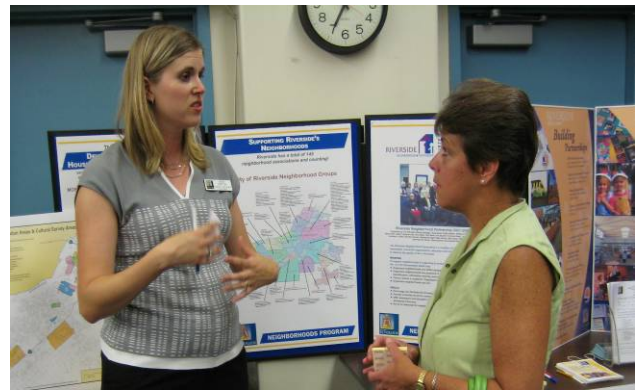
The final, and perhaps most important task for the second Eastside Neighborhood Plan community meeting was an interactive session designed to solicit feedback for neighborhood residents with regard to improving the Eastside Neighborhood. The feedback provided will form the basis for the Plan itself.

Interactive Stations	
Station 1:	Planning, Development and Redevelopment
Station 2:	Housing, Neighborhoods and Historic Preservation
Station 3:	Parks, Recreation, Arts and Culture
Station 4:	Traffic, Transit, Walkability and Parking
Station 5:	Education, Job Training and Skill Development
Station 6:	Health, Safety and Security

Eastside Residents were encouraged to explore six stations set up around the room representing the previously described themes related to resident comments. Several City of Riverside staff members were present at each station to answer questions, provide information, and assist participants with recording their comments on the variety of maps, displays boards and feedback forms on display throughout the room.

Participants were asked to write specific comments, suggestions, or concerns on self-adhesive notes and place them on the maps and other display materials. Many of the display materials presented at the meeting are contained within this document, however not every display item received comments. For those materials

with comments, the associated comments immediately follow the display item on which they were placed. Numbers have been placed on the maps that received comments to indicate the placement of each specific comment, which are also numbered accordingly within this document. The numbering is used only as an identifier and in no way implies any ranking. Comments received in Spanish have been translated with the English translation being placed in parentheses following the original comment.

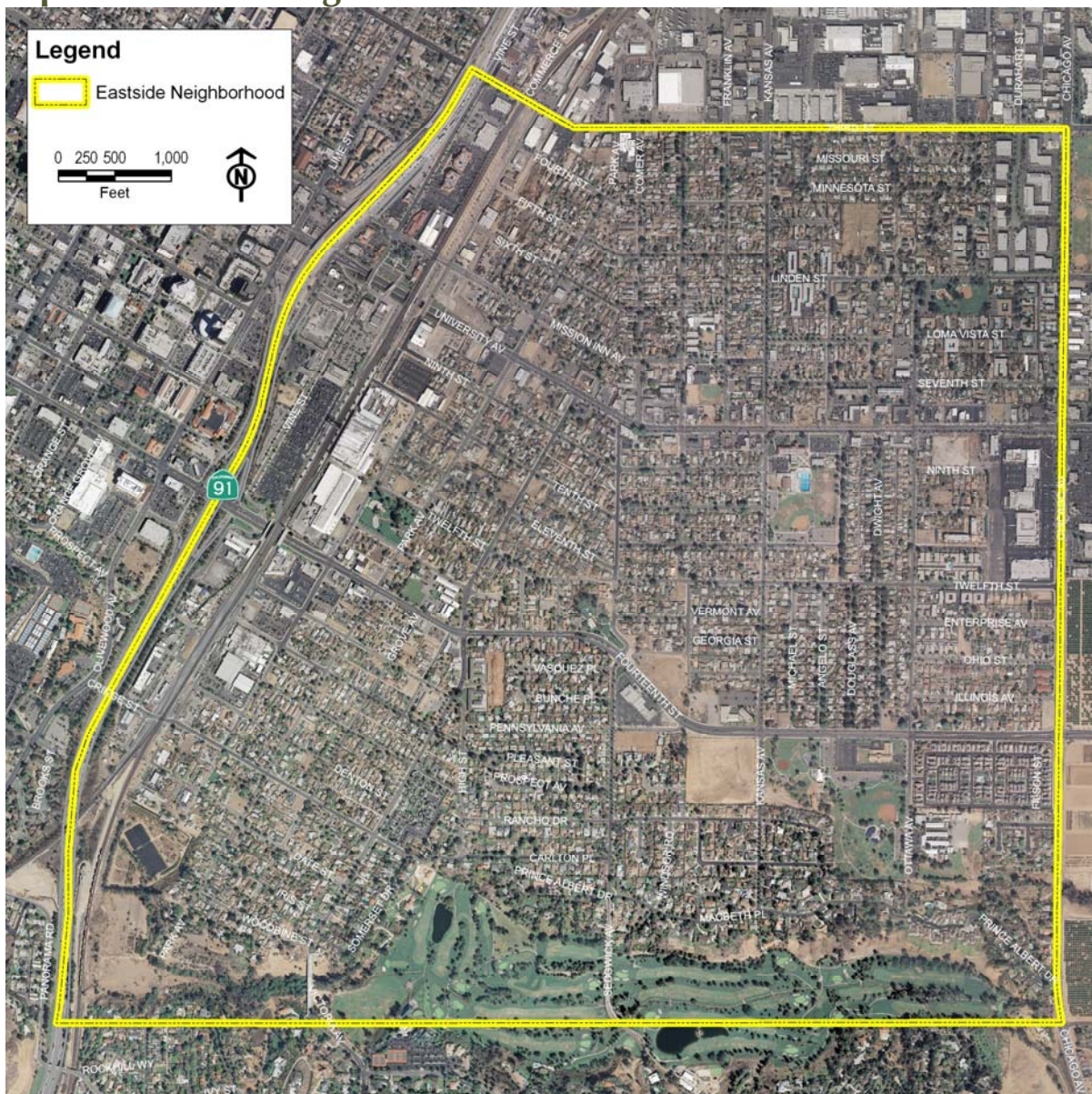


**Station
1**

***Interactive Station 1:
Planning, Development and Redevelopment***

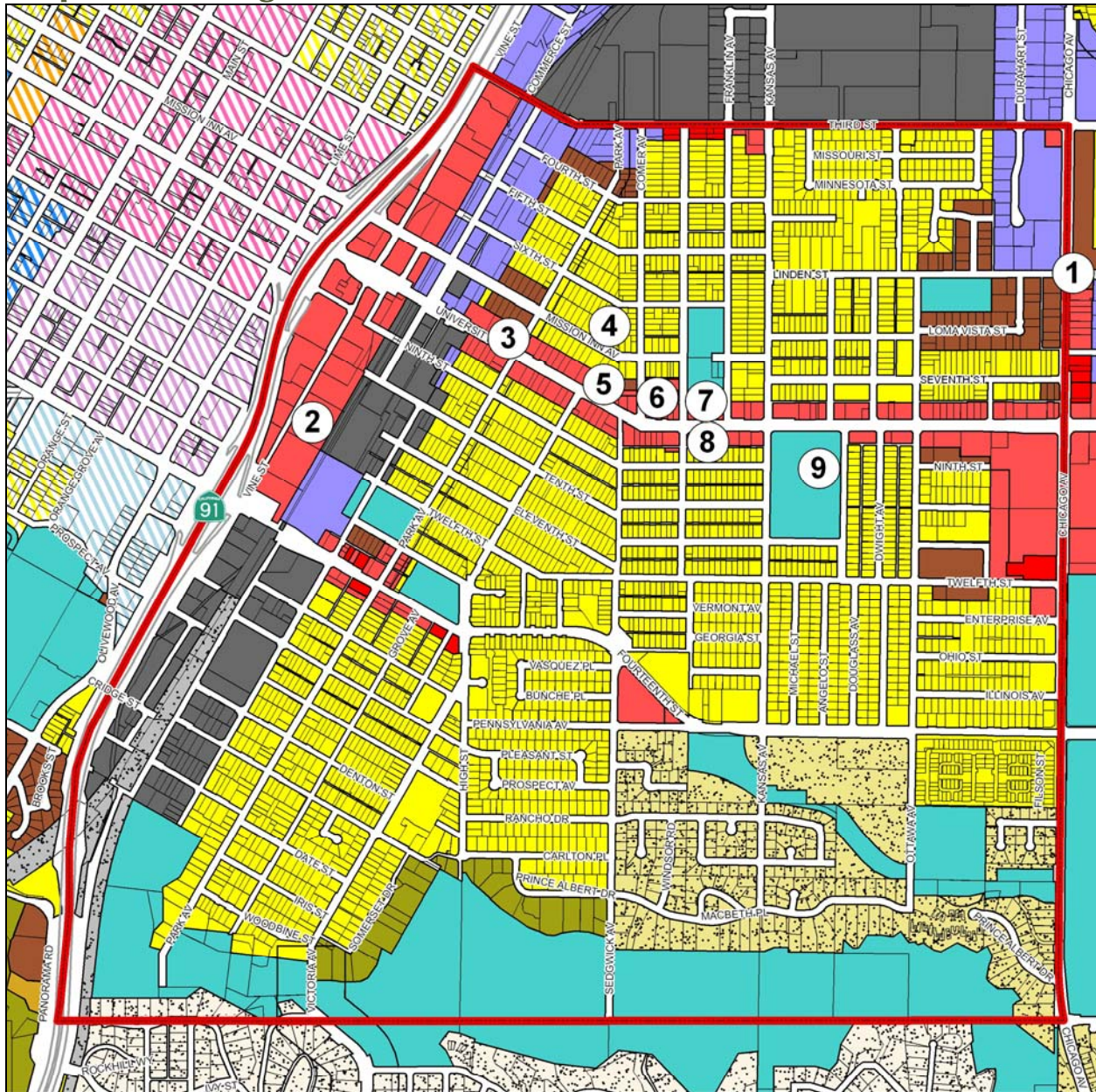
Residents were asked to indicate the types of development they would like to see in the Eastside Neighborhood by writing their suggestions on self-adhesive notes and placing them on one of the five maps available at Station 1. Comments are depicted on Pages 6 and 7.

Map 1.1: Aerial Image





Map 1.2: Zoning

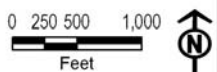


LEGEND

Eastside Neighborhood

ZONING

- AIR
- BMP
- CG
- CR
- DSP-AS
- DSP-HC
- DSP-JC
- DSP-MSG
- DSP-NC
- DSP-NMS
- DSP-PPO
- DSP-RC
- DSP-RES
- DSP-CID
- R-1-10500
- R-1-13000
- R-1-7000
- R-1-8500
- R-1-1/2 acre
- R-3-2000
- R-3-2500
- R-3-3000
- R-3-4000
- R-3-1500
- RA-5
- I
- O
- PF
- R-1-10500
- R-3-2000
- RC
- RE
- RR
- RWY



What type of development would you like to see in the Eastside Neighborhood?

Comments Received:

1. Affordable Housing. Lot has decent size and been vacant for 3 yrs. I have lived here.
2. Transit oriented development.
3. Need a small neighborhood grocery again.
4. More ice cream parlors & bakeries along University, West of Chicago -or- on Mission Inn & Vine.*
5. More independently owned businesses oriented toward community and not students/tourists.*
6. Movie theater.*
7. Wal-Mart on University.*
8. Or Target.*
9. Build soccer fields, soccer complex.

**Note: Although comments were placed at a specific location on the map, they may not be related to that particular location and/or may not be site-specific.*





Visual Preference Survey Results

A brief visual preference survey was used to better ascertain specific feedback related to land use and development. Residents were asked to look at seven pairs of photos and select their preference related to the listed topic and then provide a brief explanation of why they made the selection. Approximately half of the response cards included no written explanations for their selections, however those responses that were received are included below. The results of the survey not only provide valuable information for the Eastside Neighborhood Plan, but will also be valuable for establishing standards for future development within the Eastside Neighborhood.

Visual Preference #1: Multiple Family Residential



A



B

Preference: 14 Votes	Preference: 8 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ More density, efficient, more communication. ★ Different. ★ You don't see cars at first glance. ★ More pleasing to the eye. ★ Density/lower cost. ★ I think modern is better. ★ Looks better as city grows. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Children are at higher risk. ★ Have more space. ★ Seems that it would be safer for families with children.

Visual Preference #2: Single Family Residential



A



B

Preference: 7 Votes	Preference: 17 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ I think modern is better. ★ Convenient. ★ Each has its own character. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Each has its own character. ★ Old fashioned house. ★ For me, these types of homes are more suitable for the Eastside, and the others will remove the natural beauty of our neighborhood. ★ Good looking, plus more green. ★ Preservation of historic housing stock. ★ More character. ★ More old fashioned. ★ Retain historic feel. ★ Open front areas allow you to interact more with community. ★ Old school. ★ Has style, unique.



Visual Preference #3: Commercial Building Orientation



A



B

Preference: 11 Votes	Preference: 12 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ More spacious. ★ More “home town” atmosphere. ★ Parking is better. Easier access to front door. ★ I like the space. ★ For me, these types of businesses are more suitable for the Eastside, and the others will remove the natural beauty of our neighborhood. ★ Off street parking. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Structure. ★ Professional. ★ More pedestrian-friendly, less visual emphasis on parking. ★ Cars are hidden. ★ Because it is low maintenance and would keep the loitering to a minimum. ★ No setback.

Visual Preference #4: Pedestrian Sidewalk Development (Residential Areas)



A



B

Preference: 5 Votes	Preference: 19 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Less water, but not as nice – dry landscaping. ★ Low maintenance and saves water. ★ Curb appeal. ★ Like use of each according to housing. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Like use of each according to housing. ★ Parkway. ★ For me, these are more suitable for the Eastside, and the others will remove the natural beauty of our neighborhood. ★ Less risk of an accident. ★ I like the green. ★ Landscaped parkways. ★ More personable homier. ★ Pedestrian friendly, sense of peace. ★ Distance from street. ★ Welcome to the neighborhood.



Visual Preference #5: Pedestrian Sidewalk Development (Commercial/Arterial Areas)



A



B

Preference: 20 Votes	Preference: 2 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Walkable, nice streets! ★ More inviting. ★ Ample walking room and not so close to streets. ★ More friendly. ★ "Old towne." ★ Very nice. ★ Pedestrian-friendly. ★ Benches close to stores are great to rest. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ For me, these are more suitable for the Eastside, and the others will remove the natural beauty of our neighborhood. ★ Businesses are more noticeable.

Visual Preference #6: Commercial Building Massing



A



B

Preference: 7 Votes	Preference: 13 Votes
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Dense, more alive. ★ Again, to keep loitering to a minimum. ★ Doesn't look like a strip mall. ★ Transitional architectural vocabulary. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Like closer parking to stores. ★ For me, these types of businesses are more suitable for the Eastside, and the others will remove the natural beauty of our neighborhood. ★ Parking spaces. ★ Better looking for the city plus more space. ★ Better parking. Variety in business name. ★ Single story preferred (older). ★ More open.

Visual Preference #7: Commercial Building Placement



A



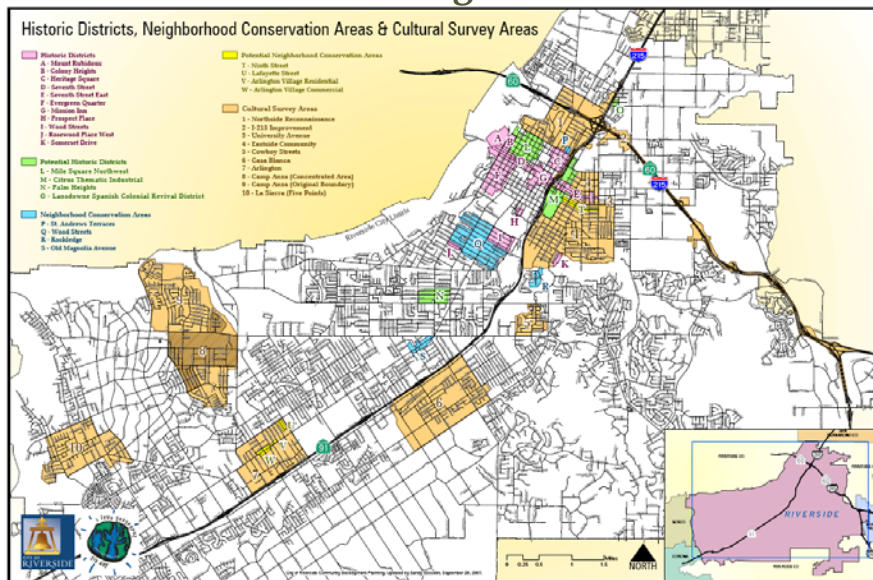
B

<p>Preference: 9 Votes</p>	<p>Preference: 12 Votes</p>
<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ No setback. ★ It brings change. ★ I want to see buildings – not cars. ★ Older stance. ★ Traditional architectural vocabulary. 	<p>Reasons for selection:</p> <ul style="list-style-type: none"> ★ Parking is more accessible. ★ Spanish and parking. ★ Parking. ★ For me, these types of businesses are more suitable for the Eastside, and the others will remove the natural beauty of the neighborhood. ★ Parking spaces. ★ Good looking. ★ Parking more accessible (names of business accessible). ★ Appears a safer and more attractive setting.

**Station
2**

**Interactive Station 2:
Housing, Neighborhoods and Historic Preservation**

Map 2.2: Historic Districts and Neighborhood Conservation Areas*



*No comments received on map.

Comment Board 2.1

How can the existing housing stock be improved?

Comments Received:

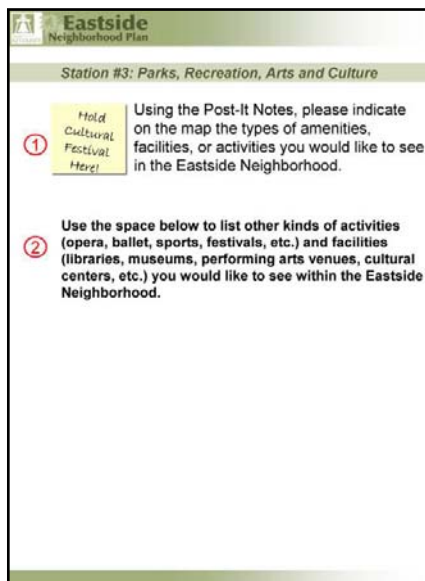
- ★ Mission Inn Avenue should be only the first of several Eastside Preservation Districts. Every effort needs to be made to make Historic Preservation a cultural value on the Eastside.
- ★ Low Income Housing multiple and single.
- ★ No tract homes.
- ★ Homes that are built through energy efficient way.
- ★ Green Home environmental friendly.
- ★ Put large and small single family homes in the same neighborhoods.
- ★ I agree. Spending/consumerism is not as important/vital as affordable housing!
- ★ Doctors Row.
- ★ Housing – Affordable. Empty lots on University. Businesses would be okay if the economy weren't so tight. If they were businesses that could poss. withstand the uncertain economy - then that would be okay.
- ★ Numerous City & County officials lived on Prince Albert Drive.
- ★ RPD Officer- history.
- ★ Prince Albert Dr Historical Preservation.
- ★ Is there a way NOW to start the CLEAN up of the Eastside rather than wait for the pie to bake?

What types of amenities, facilities, or activities you would like to see in the Eastside Neighborhood?

Comments Received:

1. Patterson Park Center (after school).
2. Organized Pee Wee Baseball at Patterson.
3. Mural re-touch. Alley Maintenance Dwight/University Ave.
4. More connection with Bobby Bonds Park.
5. Lincoln Park.
 - a. Restroom.
 - b. Cleanup of the homeless.
 - c. Bigger center for (studies, dance, exercise, art and craft).
 - d. More BBQs & benches.
 - e. More space for kids to have a (soccer, baseball, football) for parks & Rec sign ups.
6. Skating rink.
7. Expand trolley service between New Senior Ctr. @ Bordwell Pk. & Downtown.*
8. Lincoln Park we need art, movie, music, Cybrary, restroom's! Help with homeless. Want pool back. Handball.*
9. Drinking fountain too far from play area.
10. Dog park.
11. Lighting in back corner at Carlton.
12. Connectivity between areas. Walkability better walking path.
13. Dog park. 1 for small dogs. 1 for large dogs.
14. More affordable or free classes for children @ parks & auditoriums. More affordable cultural events for families. Etiquette classes @ no/low costs for all Riverside children.

**Note: Although comments were placed at a specific location on the map, they may not be related to that particular location.*



Comment Board 3.1

List other kinds of activities and facilities you would like to see in the Eastside Neighborhood.

Comments Received:

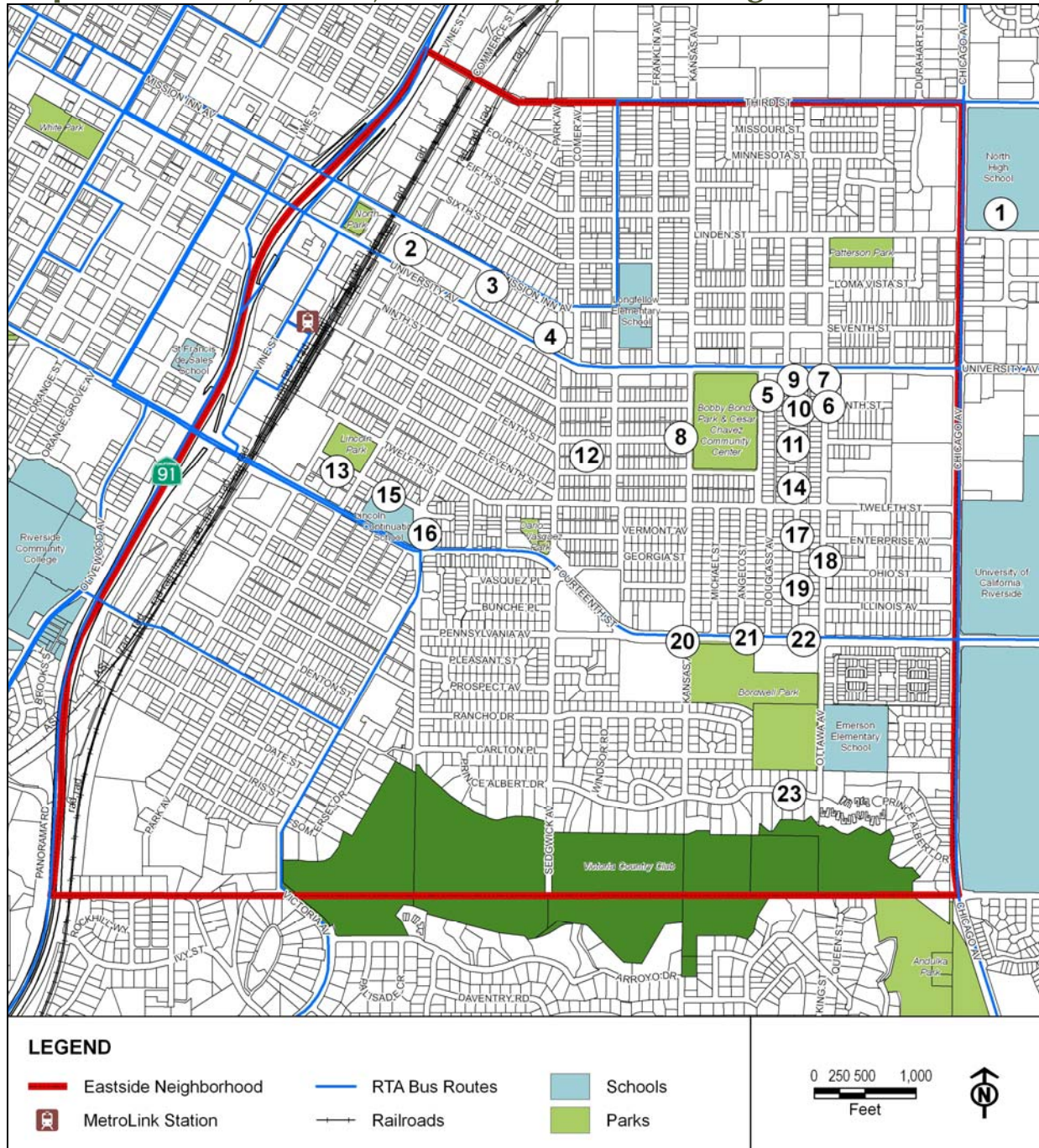
- ★ More performing arts plays, etc. at auditorium at Bobby Bonds.
- ★ Music after sunset - Concert at the Park - Bordwell/ (Movies).
- ★ We need a beautiful, historic-looking movie theater in one of the large, empty lots on University or other type of entertainment/activity (bowling, etc.).
- ★ Improvements to walkability and/or driving on Mission Inn Ave from Eastside to Down Arts/Culture could improve E/side sense of having existing venues in Neighborhood.
- ★ New Combination Cybrary and Music School.



**Station
4**

**Interactive Station 4:
Traffic, Transit, Walkability and Parking**

Map 4.1: Traffic, Transit, Walkability and Parking





What are the issues within the Eastside Neighborhood related to traffic, transit, walkability and parking?

Comments Received:

1. North High School on both 3rd/Blaine & Linden. When school starts back up, pedestrian & vehicle traffic is very dangerous. Consider restricting traffic to right turn only and possibly putting signals up.
2. Improved and attractive sidewalks on Mission Inn Ave, East of RR Tracks. Landscaping, too.
3. Speed board - feedback. Mission Inn Ave/b/w Park & Comer. School Zone.
4. Bike routes on Mission Inn & University Avenues.
5. Sidewalk on Douglas 12th St and University.
6. Need new Sidewalks on Ottawa between University & 12th.
7. Speed feedback Ottawa (University/12th) – bumps- requested school zone.
8. Add street humps. Parking restrictions on trash day 10th St.
9. Speed bumps Dwight Ave. (Lots of kids in the neighborhood, for which we have to watch for.)
10. Speed bumps on Dwight Ave. in between University & 12th Ave.
11. Speed bumps on Dwight Ave. between 12 St. and University.
12. Close or buy back alleys Sedgwick Ave. between 10 and 11th.
13. Arrangement with Street Sweeper. Permissible parking.
14. Speed bumps on Dwight Ave between University & 12th Ave. Too much traffic.
15. Speed bumps.
16. Stop or dips at corner of Sedgwick Av. and 14th between Vermont.
17. Speed bump Dwight Ave.
18. Speed bumps on Ottawa.
19. Place street sweeping signs on Dwight (4435) & dates for sweeping.
20. Sidewalks on Kansas at MLK.
21. Traffic on Martin Luther King
22. Pothole maintenance on corner of Dwight & MLK (Right turn).
23. Continue sidewalks on Prince Albert Dr. We have a lot of neighbors & cyclists.



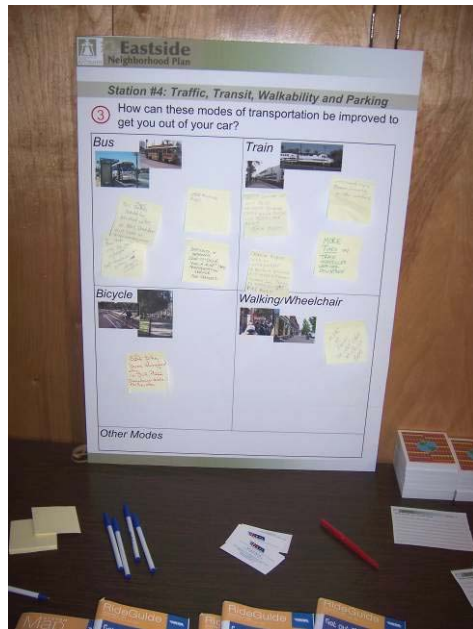
Comment Board 4.1

Responses Received:

How many miles do you travel to work/school?

	What is your primary mode of transportation?						In a perfect world, what other types of transportation would you like to use?							
	Car	Bus	Train	Bike	Walk	Wheelchair	Other	Car	Bus	Train	Bike	Walk	Wheelchair	Other
N/A		X					X							Door to door Dial-a-Ride for Seniors
0	X						Live at work			X	X	X		
2	X									X	X			
2	X													
11	X									X				
10	X									X				

Comment Board 4.2



How can these modes of transportation be improved to get you out of you car?

Comments Received:

Bus:

- ★ Access to tokens or day passes for the needy at RTA.
- ★ Trolley system for seniors.
- ★ Bus stops should be provided with a bus shelter or at least in senior housing areas.
- ★ Bus Stops are too far apart! Not convenient for elders, students, & children.
- ★ Shaded bus stops near senior housing.
- ★ No longer used railroad tracks on Mission Inn Ave near Commerce Remove them if you can!
- ★ Later running buses.
- ★ Difficulty in obtaining Door-to-Door "Dial-a-Ride" type transportation service for Seniors.
- ★ Tengo un nino invalido en silla de ruedas y quisiera

que me hicieran el favor de poner una mejor. Marco para que no se parqueen los carros y asi permitir que se parquee el Bus. *(I have a special needs child in a wheel chair and I would like to have a spot where cars cannot park on the street so that the bus could stop.)*

Comments received verbally related to bus transit (not placed on board):

- ★ Bus shelter requested at the senior housing on northbound Victoria at 4660 Victoria.
- ★ RTA requested to consider a limited number of free bus day passes for those in need, to be distributed through existing and established faith-based organizations.
- ★ Bus shelters requested for other existing and future bus stops along Victoria Ave. in its entirety in the Eastside.
- ★ More bus trips requested along RTA Route 25 to connect the Eastside with employment centers in the Hunter Business Park.

Train:

- ★ More late afternoon/evening Metrolink trains on the weekend.
- ★ We need more trains running on the weekend.
- ★ Longer hours on trains. Would like to go to ball game but be able to get back!
- ★ Metrolink needs to provide summertime family rates to go to the beach from Riverside Downtown.
- ★ More times on train schedules leaving Downtown.
- ★ Por favor queremos topes en la Dwight & La Alen por favor. *(We would like speed bumps on Dwight and the alley, please.)*
- ★ Yo quiero decirles que nesositamos muchos Topes en 4078 Dwight Y en Alen *(I would like to say that we really need speed bumps at 4078 Dwight and at the alley.)*

Bicycle:

- ★ Would love to bicycle to Main library. Would be easiest to go straight out 3rd St. but safety is an issue between Chicago and Lime St.
- ★ Safe bike lanes throughout city, i.e. UCR, Plaza, Downtown areas, Parks, etc.
- ★ Prince Albert Drive is a major thoroughfare for local bicyclists. A path would be wonderful!

Walking/Wheelchair:

- ★ MLK at Kansas no wheel chair or stroller room.
- ★ Finish sidewalk Kansas/MLK.

Other Modes:

- ★ **No comments**

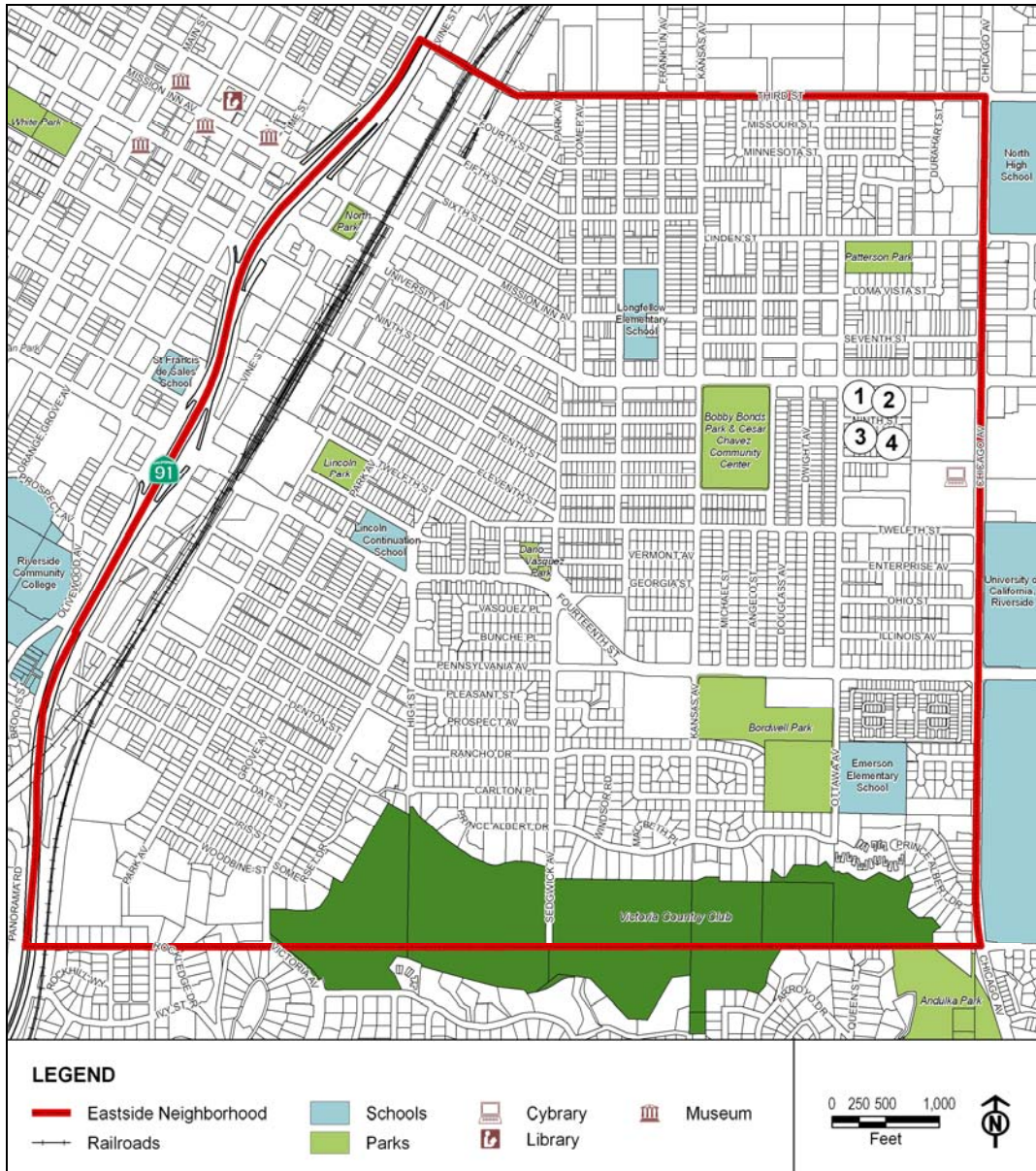




Station 5

Interactive Station 5: Education, Job Training and Skill Development

Map 5.1: Education Facilities



What education-related comments do you have regarding the Eastside Neighborhood?

Comments Received

- | | |
|---------------------|----------------|
| 1. No School. | 3. New school. |
| 2. New school here. | 4. New school. |

Comment Board 5.1

What types of education and job training facilities or activities are lacking in Riverside?

Comments Received:

- ★ Job Training: Industrial Uses (welding, automotive, fork lift training, etc.) for needed jobs.
- ★ The placement of an Educational Facility (elementary school) within E.N.: Foster greater community involvement.
- ★ Childcare Centers (Ages 0-6 years): Low Income Families.
- ★ Administrative Functions.
- ★ Adult Education (FREE) English/Spanish.
- ★ A junior high school & another elementary school so that less children are bused out because school districts are charging for school bus passes now.
- ★ Business retention/training.
- ★ Cultural Activities for families: no/low cost.

Eastside
Neighborhood Plan

Station #5: Education, Job Training and Skill Development

① What types of education and job training facilities or activities are lacking in Riverside?

② What ideas do you have for connecting existing education and job training facilities with your neighborhood? (ie: better promotion, transportation, funding, financial assistance, etc.)

What ideas do you have for connecting existing education and job training facilities with your neighborhood?

Comments Received:

- ★ Transportation: can't get to them, need access.
- ★ Training facility at Bordwell for all ages.
- ★ Advertising for Summer/All year around youth employment programs.
- ★ Senior activity programs/i.e. bowling, computer games, walking groups.
- ★ Communicate with neighborhood businesses to assess their needs and cater to their needs.

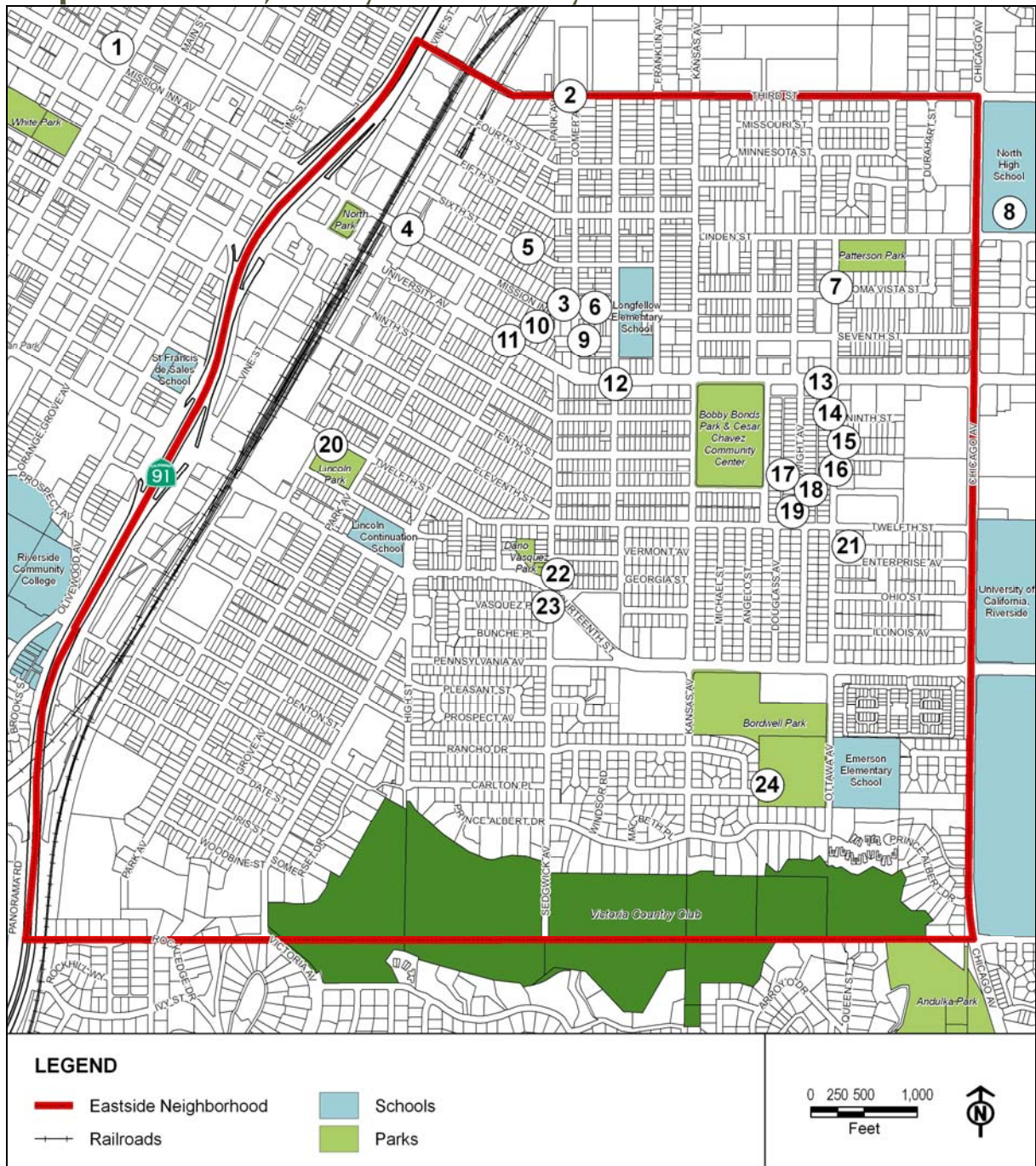




Station 6

Interactive Station 6: Health, Safety and Security

Map 6.1: Health, Safety and Security



What are areas of concern related to health, safety and security in the Eastside Neighborhood?

Comments Received*:

1. Huge pothole on private property in shopping center where Hollywood Video is @ Chicago at the stop light.*
2. 3rd Street between Chicago & Commerce St. Vacant buildings – homeless.
3. Better lighting & more patrolling on Mission Inn & Comer to University.
4. Mission Inn Ave. More police vigilance on vacant Historic Homes – haven to homeless & prostitutes.
5. Get prostitutes out of the street.
6. Currently low obedience to stop signs on Comer & Mission Inn corner. (School nearby) Request a signal light w/camera.
7. Necesitamos Topes por la seguridad de nuestros hijos y nosotros mismos entre Dwight Av y 12 St. (*We need speed bumps for our safety and the safety of our kids between Dwight Avenue and Twelfth Street.*)*
8. Drug dealing through apartment complexes at Iowa & Blaine Sts.*
9. More undercover cops & cameras to catch crime on Mission Inn & Comer.
10. 2351 Mission Inn Ave. “Please take away the hookers!”
11. Clean up the prostitution on University Avenue by aggressively arresting and prosecuting the Johns. The Johns are the root of this blight.
12. Please remove the Circle One Liquor Store on “Comer & Univ.” Too much crime!! Prostitutes, drinking on Comer, drugs, loud music & obscene language.
13. Increased patrol for homeless in front of restaurants along University Ave.
14. Speed bumps alley.
15. Extra patrol. Ottawa & University & 12th.
16. Extra Patrol. Ottawa & 4047 St.
17. Speed bumps for Dwight St. and alley between Dwight & Douglas. 4123 Dwight.
18. Speed bumps 3868 Dwight Av.
19. Speed bumps 3865 Dwight Ave.
20. Drugs/Alcohol. Homeless.
21. Police cars Ottawa Av. 4045 Ottawa.
22. Tire screeching. Need warning (yellow) light 14th & Sedgwick.
23. No sidewalk on either side of street. Kids must walk in street. Vasquez & Sedgwick.
24. Carlton Place at Bordwell Park. Parking on Carlton during holidays while people are at the park.

**Note: Although comments were placed at a specific location on the map, they may not be related to that particular location and/or may not be site-specific.*





Comment Board 6.1

Are there some common problems related to health, safety and security within the Eastside Neighborhood?

Comments Received:

- ★ Loud music and revved up motors down the street and alley of Dwight between 12th/University at 1-3 am.
- ★ 4425 Dwight.
 - ★ Broken windows
 - ★ Dilapidated house
 - ★ Eye soar
 - ★ Safety. Someone lives there.
- ★ Alley

What ideas do you have for solving these problems?

- ★ Keep interior sidewalks clean in shopping centers.
- ★ Solution: Added Police. Surveillance randomly Dwight Ave. between 10 pm - 5 am between 12th/University.
- ★ Mission Inn. Please fine landlords/owners who consistently lease out to drug people & who don't improve their properties (eye soars) "Slum-Lords."
- ★ Pave + Lights Alleys.

Eastside
Neighborhood Plan

Station #6: Health, Safety and Security

① Neighborhood Watch Here!

Using the Post-It Notes, indicate areas of concern related to health, safety and security on the map.

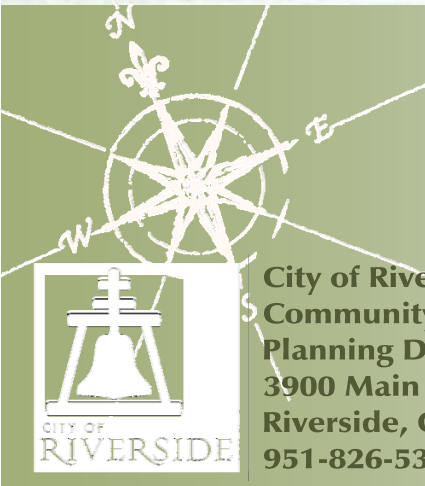
② Are there some common problems related to health, safety and security within the Eastside Neighborhood?

③ What ideas do you have for solving these problems?



Thank You!

The City of Riverside would like to extend a “thank you” to everyone who participated in the second Eastside Neighborhood Plan community meeting. Your input will help define the vision and shape the future of the Eastside Neighborhood.



City of Riverside
Community Development Department
Planning Division
3900 Main Street – Third Floor
Riverside, CA 92522
951-826-5371

APPENDIX C:

**UNIVERSITY AVENUE CHARRETTE
AND ACTION PLAN
IMPLEMENTATION TABLES**



UNIVERSITY AVENUE IMPLEMENTATION PLAN SAFETY AND SECURITY

No.		Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
1	1		06/29/2007 Complete & Ongoing	Assign a Police Officer to oversee University Avenue Activities	Police*	Problem Oriented Policing (POP) Officers have been assigned to work this specific area and to track statistics and efforts along the Avenue. An average of 3 officers per shift with a maximum of 5.
2	1		06/29/2007 Complete	Perform detailed crime analysis to assess the appropriate levels and deployment of Police Officers, including bicycle patrols, foot patrols, T3 patrols and volunteer patrols along University Avenue.	Police* UCR	Foot patrol around University Center and bike and T3 patrols along the Avenue currently in place. T3 is a personal mobility electronic vehicle that allows officers to be highly visible and mobile and is effective in hard to get to areas such as alleys and alcoves along University Avenue. There is a greater number of Officers currently assigned to the Avenue than any other sector. A Monthly Accountability Program (MAP) is used to analyze and assess effectiveness.
3	1		06/29/2007 Complete	Implement a Business Watch program (e.g. UNEI) along the Avenue and explore acquiring trespass authority for all uses along the Avenue.	Police* Community Residents and Business Owners Greater Riverside Chamber of Commerce	Town Center, University/Iowa Avenues and University/Ottawa Avenue Business Watch have been put into effect. Members include student housing and other businesses. Businesses meet monthly at the Eastside Cyber. Business Watch will target all new development. Trespass authority is in place for existing businesses and all new business would be included. A new subset of the Business Watch Program is proposed for restaurants with entertainment.
4	1		06/29/2007 Complete	Consider CPTED principles when reviewing new projects.	Police* CDD-Planning Development- Economic Development	A selected few Officers are currently trained in CPTED principles for reviewing new development. PD is training more Officers in CPTED principles and will set up training courses with other departments such as Community Development. Cameras have been determined to be the best tools for surveillance on the Avenue. Property owners are encouraged to install cameras where appropriate.
5	1		06/29/2007 Complete	Conduct feasibility study for installation and integration of a common security/traffic camera network backbone along University Avenue. Study could also include analysis of potential camera locations and coverages including the alleys and Bobby Bonds Park. Also coordinate with UCR for input and/or participation as appropriate.	City Manager, Office- Steve Reneker* Public Works Parks, Recreation and Community Services Police	RPU priced fiber along University at \$950K. Direction has been to wait for WiFi to be available along the Avenue which is anticipated to be sometime in 2008. At that time IT will work with Public Works on the placement of cameras at key intersections. P&R has done a walk through at Bobby Bonds and pricing is being provided. Camera locations have been presented to the Public Safety Committee for approval and public comment. 12 intersections have been approved with funding for 8 of the 12 locations in place. The intersections will only go as far east as Iowa Avenue. UCR's WiFi system makes providing cameras under the City's WiFi system between Iowa Avenue and the UCR campus infeasible. Other alternatives will need to be explored for this area.
6	2		04/30/2009	Explore opportunities for pedestrian-scale lighting along the alleys.	Public Utilities CDD-Planning Community Residents and Business Owners	The City is currently in the process of re-writing the citywide street light policy that would specifically address alley lighting. The final draft of the revised Street Lighting Policy is due December 1, 2008 for review by RPU management and the City. The Policy will address Alleyway Lighting and Pedestrian Lighting along rights of way.
7	2		04/30/2009	Explore pedestrian-scale lighting along the Avenue. Pedestrian lighting to be focused directly on sidewalks and pedestrian areas.	Public Utilities*	The City is currently in the process of re-writing the citywide street light policy that would specifically address alley lighting. The final draft of the revised Street Lighting Policy is due December 1, 2008 for review by RPU management and the City. The Policy will address Alleyway Lighting and Pedestrian Lighting along rights of way.

* Lead Agency

Light shading represents programs/projects deemed complete and ongoing

Dark shading represents programs/projects that have been completed



UNIVERSITY AVENUE IMPLEMENTATION PLAN ATTRACTIVENESS AND ACCESSIBILITY

No.	Imp. Priority	Comp. Date	Recommendations	Assigned To	Comments
1	1	06/29/2007 Complete Ongoing	Coordinate with Keep Riverside Clean and Beautiful to establish a regularly scheduled cleanup program along the Avenue to engage residents, business owners, and UCR.	Public Works* Community Residents and Business Owners	KRCB and the City have entered into an agreement for routine clean up programs of which University Avenue will be a focus. June 25, 26, and 27, 2007 cleaning with Crosspoint Church at Lincoln Park Center; 11/17/2007 Adopt A Street Cleanup Mujeres Unidas & 1450 University Avenue; 11/24/07 "Dare to Care" Grove Community & Path of Life Clean Up at University Avenue and Massachusetts Avenue/Chicago Avenue/Third Street; 12/4/07 Adopt A Street Clean Up University Avenue (Mujeres Unidas); 1/10/08 Adopt A Street Clean Up Cranford Avenue (University Avenue to Uden Street)
2	1	Complete Ongoing	Increase Code Enforcement along University Avenue Corridor through a systematic, proactive approach.	CDD-Code Enforcement* Community Residents and Business Owners	One Code Enforcement Officer has been assigned to proactively address Code related concerns in the area. This Officer is also assigned to UNET at UCR. An initial educational sweep has been completed, providing information to all property and business owners. An enforcement sweep and follow up was completed in 2007 resulting in most of the violations being resolved at that time and the process is ongoing. The assigned Officer is now conducting weekly proactive inspections to maintain compliance, and currently efforts are being focused on problem bars/nightclubs in the area.
3	1	Ongoing	Further enhance existing public facilities (i.e., Bobby Bonds Park, North Park, etc).	Parks, Recreation and Community Services* Community Residents and Business Owners	The Youth Opportunity Center was dedicated in September 2007 and is now in full service. The construction of the artificial turf soccer field will be underway in early Spring 2008, with completion slated for late Summer to early Fall 2008. The Sippy Woodhead Pool bulkhead was completed on schedule in October 2007 and has been used throughout the winter for competitive swim purposes. A skate park replacing the tennis courts is under consideration.
4	2	Ongoing Re-evaluate in one year October 2009	Work with Greater Riverside Chambers of Commerce, the Hispanic Chamber of Commerce, and local businesses to explore establishing a business improvement district for the University Avenue Corridor.	Development- Redevelopment Community Residents and Business Owners Greater Riverside Chamber of Commerce	After investigating costs, timing, and business support, it has been determined that implementing a BID is infeasible at this time, program to be reevaluated in one year.
5	2	12/28/2007 Complete	Reevaluate the Adopt-the-Street program for the University Avenue Corridor.	Public Works* Community Residents and Business Owners	City and KRCB to meet in September to develop reevaluation plan. Adopt-the-Street Program targeted for October 2007. Adopt A Street is active on University Avenue. Adopt A Street Sponsors (Advanced Commercial Companies from Breckton Avenue to 91 Freeway; Mujeres Unidas from 91 Freeway to Kansas Avenue; La Union Estudiantil de la Raza from Chicago Avenue to 215/60 Freeways)
6	2	06/30/2009	Develop a strategy for sustaining the arts such as a 1% for the Arts pilot program.	Development-Arts/Culture*	City is currently developing a relationship with the UCR Culture and Arts Division. A Draft Cultural Plan was created for managing and implementing programs and was presented in September 2008. The Draft is being revised with a completion date of January 2009. Other Arts Programs to be reviewed in 2009.

* Lead Agency

Light shading represents programs/projects deemed complete and ongoing
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Eastside Neighborhood Plan

No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
7	2	12/29/2009	Expand street banner program connecting UCR and the City along the Avenue.	Development-Arts/Culture* Public Works CDD-Planning RUSD JCR	The City's Banner Program is administered by the Development Department. The Riverside Art Museum's Art Alliance is creating an Art banner project for Spring 2009.
8	2	12/29/2009	Explore providing outdoor exhibitor space or a public art gallery for students and local residents along the Avenue.	Development-Arts/Culture* Community Residents and Business Owners JCR	Staff and representatives from Riverside Art Museum's Art Alliance met with staff from the City of Palm Desert's Arts in Public Places Program. This changeable art program may serve as the model for the City of Riverside's Arts in Public Places program.
10	2	TBD	Research feasibility of paving all alleys near University Avenue Corridor and explore vacating unnecessary alleyways.	Public Works* CDD-Planning Community Residents and Business Owners	Presentation was made to City Managers office to discuss Citywide alley revitalization. The City is currently exploring funding options and prioritizing the project Citywide. Funding will be considered in the Fiscal Year 2009/2010 budget. A completion date for the project will be determined when the project is funded.
11	2	Ongoing	Continue and explore additional funding sources/opportunities for private facade and landscape improvements along the Avenue.	Development- Redevelopment* Parks, Recreation and Community Services* Development- Redevelopment Community Residents and Business Owners Riverside County JCR	The ongoing, existing, commercial facade improvement program provides up to \$25,000 per storefront. Existing funding is sufficient to continue program based on budgeted funding source. Four businesses currently are utilizing program.
12	2	12/28/2007 Complete Ongoing	Expand "soft skills" training opportunities for Eastside residents such as resume writing assistance, interview skills training, dressing for success, etc. Ensure accessibility to training facilities.	Development- Arts/Culture* JCR	Programming at the Youth Opportunity Center has been initiated to provide assistance to youths with regard to school tutoring and "soft skills" training as per the recommendation. All staffing positions are filled at this time. Cesar Chavez Community Center is at full staff with no vacancies and includes such uses as Assistance League, Coalition for Common Ground, Youth Sports, Riverside County Office of Education Head Start and Volunteer Centers.
13	3	06/30/2009	Develop a plan, using art, with input from UCR to tie the campus with their Downtown Arts area by displaying art, banners, signage etc. along the Avenue. Also explore creating a position for a Arts and Culture Coordinator.	Development- Arts/Culture* JCR	The City's banner program, managed by the Development Department, is being evaluated for expansion. The City is currently developing a relationship with the UCR Culture and Arts Division. A Draft Cultural Plan was created for managing and implementing programs and was presented in September 2008. The Draft is being revised with a completion date of January 2009. Other Arts Programs to be reviewed in 2009.

* Lead Agency

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A&A Page 2-of-3



No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
14	3	Ongoing	Establish a marketing program to raise awareness about key regulations within the Municipal Code.	CDD-Planning/Code Enforcement* Development-Economic Development	This effort is ongoing. Materials do exist at this time. Several additional materials have been developed that include postcards and brochures for distribution to both commercial businesses and residents to further enhance educating businesses and residents along the Avenue.
15	3	Ongoing	Explore programs that will help with the "gentrification" of the area, improvement without displacement.	Development- Economic Development*	Ongoing efforts to remove undesirable uses, such as motels and liquor stores, is continuing. The facade improvement program is assisting existing businesses. A third phase of streetscape improvements was recently completed. The relocation and demolition of vacant buildings is continuing. At this time residential areas are not being targeted for redevelopment. The General Plan land use designations for the Avenue encourages neighborhood-serving mixed-use projects.

* Lead Agency

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 Dark shading represents programs/projects that have been complete.

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UNIVERSITY AVENUE IMPLEMENTATION PLAN TRANSPORTATION AND PARKING

No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
1	1	01/01/2010	Implement Bus Rapid Transit (BRT) along the Avenue.	RTA* CDD-Planning Mayor's Office Public Works	Several components of the BRT system are complete with the remainder to be installed in the near future. Public Works met with RTA in August 2007 to discuss the topic. At that time, a determination was made that the project is realistically 18 months away from being funded and installed. Public Works met with RTA in January 2008 and BRT by RTA is expected to begin in October 2008 but is pending funding approval with a tentative completion date estimated at January 2010.
2	1	03/01/2009	Evaluate the parking requirements along the Avenue. Amend the Specific Plan as necessary to reduce the parking requirements and to provide parking incentives to encourage the types of uses that we want to promote along the Avenue.	CDD-Planning* Development-Redevelopment Community Residents and Business Owners Greater Riverside Chamber of Commerce	Citywide parking requirements were evaluated as part of the General Plan 2025 Program (adopted November 2007). Parking requirements are currently zone-based, however the Specific Plan Amendment will explore form-based parking requirements. The University Avenue Specific Plan update is expected to begin in the Spring 2009.
3	1	TBD	Redesign the underpass at University Avenue and the 215 to provide a wider pedestrian/bicyclist area including a barrier between the pedestrian/bicyclist area and the vehicle area.	Public Works* CDD-Planning Development-Redevelopment Community Residents and Business Owners JCR	The concept plan (draft) has been shared with UCR for initial input. Caltrans work now appears to be complete. Staff will explore project funding in the Fiscal Year 2009/2010 budget. A completion date will be determined when the project is funded.
4	2	12/28/2007 Complete	Provide access to educational and employment opportunities for the neighborhood residents by expanding Route 14 to include Hunter-Business Park.	RTA* CDD-Planning JCR	Route 14 was extended to Hunter Business Park in Sep 2007, earlier than the December 2007 estimated date.

* Lead Agency

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No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
5	2	03/01/2009	Determine if there is a need for contingency parking. If so, examine ways to provide for this parking so it will provide the most benefit for the Avenue.	CDD-Planning* Development-Redevelopment Greater Riverside Chamber of Commerce UCR Public Works* Public Utilities Community Residents and Business Owners	Citywide parking requirements were evaluated as part of the General Plan 2025 Program (adopted November 2007). Parking requirements are currently zone-based, however the Specific Plan Amendment will explore form-based parking requirements. The University Avenue Specific Plan update is expected to begin in the Spring of 2009. The need for contingency parking will also be evaluated on a case by case basis as vacant land along the Avenue is developed.
6	2	04/30/2009	Do a study of what types of structures and other impediments are currently blocking the existing sidewalk. The study will determine what it would cost to move these items off the sidewalk to provide an unobstructed path.	Public Works* Public Utilities Community Residents and Business Owners	PW Engineering will identify staff to complete the study. The visual assessment is to be completed by April 30, 2009.
7	2	TBD	Explore the feasibility of installing traffic signal detectors along the Avenue that can determine changes in traffic volume and adjust the signal timing as appropriate.	Public Works* Public Utilities Community Residents and Business Owners	This project will be prioritized with other traffic congestion mitigation projects in conjunction with Traffic Management Center along University Avenue and upon funding availability. Funding will be considered in the Fiscal Year 2009/2010 budget and the completion date will be determined when the project is funded.
8	2	Installation 03/06/2009 Evolution Complete	Perform a traffic evaluation along the entire Avenue to determine if additional turn lanes etc. are needed.	Public Works*	Dual left turn lanes for eastbound University Avenue at Iona Avenue will be installed by March 2009. Otherwise, due to recent upgrades, the need for additional turn lanes was evaluated and no additional lanes needed at this time.
9	2	12/28/2007 Complete	Explore adding more bike rack space on buses	RTA* CDD-Planning Community Residents and Business Owners	Current buses have bike racks affixed on the front that can accommodate two bikes. The current configuration meets current demands and usage patterns. RTA has the ability to add a bike rack on the back that would hold an additional two bikes if the need is warranted.
10	2	Feasibility TBD Exploration Complete	Explore traffic circle concept at corner of University Avenue and Canyon Crest Drive and also discuss possibility/feasibility of vacating Canyon Crest between University and Linden.	Public Works* RTA Community Residents and Business Owners	The traffic circle concept to allow for a bus turn around is in place and was given to UCR for Board review and feasibility analysis. Feasibility of vacating Canyon Crest Drive between University and Linden Avenues is now being explored. Pending funding approval - temporary improvements include a restriping plan to better facilitate traffic, buses and bikes.
11	3	06/30/2008 Complete	Install red light photo enforcement at key intersections.	UCR Public Works*	Task Completed

*Lead Agency

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Dark shading represents programs/projects that have been complete

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UNIVERSITY AVENUE IMPLEMENTATION PLAN LAND USE AND COORDINATED PLANNING					
No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
1	1	06/29/2007 Completed	Establish a Planning Development Coordination Committee with regularly scheduled meetings to discuss development along the Avenue.	Development-Redevelopment Community Residents and Business Owners Greater Riverside Chambers of Commerce UCR	City/UCR Planning Development Coordination Committee was established and initiated meetings in February 2007. Committee meets monthly with City and UCR staff along with others to discuss various activities along the Avenue.
2	1	03/01/2009	Amend the University Avenue Specific Plan and the Marketplace Specific Plan to reflect short and long-term recommendations from University Avenue Charrette process, including amendments to setback, parking and FAR requirements, and explore combining the documents into one specific plan area.	CDD-Planning* Development-Redevelopment Public Works Community Residents and Business Owners Greater Riverside Chamber of Commerce UCR	The University Avenue Specific Plan update is expected to begin in the Spring of 2009.
3	1	11/27/2007 Completed	Adopt and begin implementation of the General Plan 2025, the new Zoning Code, and new Design Guidelines.	CDD-Planning* Development-Redevelopment Public Works Greater Riverside Chamber of Commerce UCR	The 2025 General Plan Program was adopted in November 2007. Implementation has begun and is ongoing.
4	1	06/29/2007 Complete Ongoing	Perform assessment of uses along University Avenue to identify appropriate and inappropriate uses.	Development-Redevelopment* CDD-Planning Community Residents and Business Owners Greater Riverside Chamber of Commerce UCR	The University Avenue Specific Plan identifies hotels, liquor stores and auto related uses as problem uses along the Avenue. Future efforts will continue based on the targeted uses with available funding.

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No.	Imp. Priority	Comp. Date	Recommendation	Assigned To	Comments
5	1	06/29/2007 Ongoing	Continue activities (i.e., land acquisition, lot consolidations, business attraction/retention, etc.) currently underway by the Redevelopment Agency.	Development-Redevelopment* Development-Economic Development	The acquisition of sixteen properties have been completed. Seven additional properties are being considered for acquisition.
6	1	06/29/2007 Ongoing	Explore opportunities to acquire and consolidate larger blocks of adjacent properties to increase development potential.	Development-Redevelopment* Development-Economic Development	Acquisition and consolidation efforts are continuing. The former Stardust Hotel site was acquired and consolidated with an adjacent residential site to provide for the pending 14,000 square feet University Horizons, mixed-use commercial development. Six properties between Park and Victoria Avenues were acquired to provide a 2 acre parcel for future development. The Rodeway Inn site was acquired for consolidation with the existing corner parcel to provide a 33,000 square foot site.
7	1	06/29/2007 Ongoing	Encourage public facilities along the Avenue, especially taking advantage of opportunities to lease under-utilized commercial and office space (i.e., Sterling Student Housing Project, etc.) to broaden economic viability along the avenue.	Development-Economic Development* Development-Redevelopment Library Parks, Recreation and Community Services Riverside County RUSD UCR	Discussions have been held with RUSD and the City Library Department in 2007 regarding utilizing property along the Avenue. Future efforts are to be made as opportunities become available.
8	1	12/28/2007 Complete	Explore establishing an amortization schedule for the elimination of incompatible/inappropriate uses while continuing to seek opportunities for commercial and public facilities that will serve the local residents. (i.e. Latino Market, Open Plaza, etc.)	Development-Redevelopment* CDD-Planning Community Residents and Business Owners Greater Riverside Chamber of Commerce UCR Library*	An amortization schedule was determined to be unnecessary at this time. Adequate funding exists to acquire and remove undesirable uses such as motels and liquor stores. The City will continue working with property owners to rehabilitate and acquire properties as they become available.
9	2	12/28/2007 Complete	Develop strategy to move the Cybrary onto the Avenue and to expand it to include books for children, youth, and young adults as well as an amphitheater facility for storytelling and presentations.	CDD-Planning Development-Redevelopment Community Residents and Business Owners RUSD	The Eastside facility located on Chicago Avenue also serves the University Avenue area customers and is in the third year of a 15 year lease. The facility has books and information available for all ages. When the lease expires staff will explore alternative locations which will include University Avenue.
10	2	12/28/2007 Complete	Explore ways to upgrade Longfellow Elementary School and to bring its presence onto the Avenue.	Development-Redevelopment* CDD-Planning Library RUSD	A classroom wing with 10 classrooms was added in 2006. Recent improvements include the removal of old portable buildings which were replaced by the addition of a garden area during Summer 2007, and the hydro seeding of the lawn in Sep 2007. No other expansion is planned at this time.

* Lead Agency

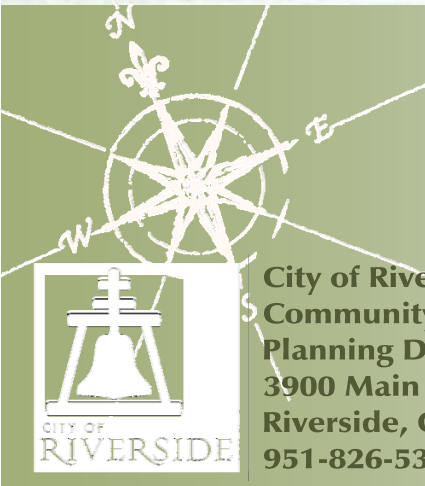
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No.	Imp. Priority	Comp. Date	Recommendation	Assigned To CDD/Planning*	Comments
11	2	Ongoing	Work with UCR and RUSD to discuss the concept of a charter or magnet school located somewhere near the University Avenue Corridor.	Development-Redevelopment Library Parks, Recreation and Community Services Community Residents and Business Owners RUSD UCR	As a long term goal, staff will continue to work with all agencies and departments in order to form a program to work toward the possibility of achieving this goal.
12	2	12/28/2007 Complete Ongoing	Explore opportunities to develop a performing and fine arts school along Avenue.	Development-Arts/Culture* Development-Economic Development Development-Redevelopment Library Museum RUSD UCR	City's Parks, Recreation and Community Services Department has refurbished the multi-purpose room at the César Chávez Community Center for a Youth Opportunity Center. Discussions have transpired with the Riverside Ballet and other performing arts groups to provide artistic opportunities. Efforts are ongoing with by Parks and the Arts & Cultural Affairs Manager to investigate forming a non-profit organization to provide graphic arts, music, dance, an other related artistic venues to provide opportunities for all ages.
13	3	Complete	Develop incentives for new development and redevelopment that uses solar energy, green roofs and other sustainable building programs (i.e., LEED, etc.).	Environmental Programs* CDD-Planning Development-Redevelopment Greater Riverside Chamber of Commerce UCR	The City implemented the Clean and Green Sustainable Riverside Action Plan. The Action Plan provides the framework for addressing the seven vital areas in promoting educational awareness of sustainable living and the first step in creating policy and incentive programs. Several incentive programs have been implemented to help facilitate green building. The Community Energy Efficiency Program (CEEP) provides incentives of up to \$50,000 for the first 100 new homes built in a development that meets the program criteria. Builders may also be eligible to defer the Transportation Uniform Mitigation Fees (TUMF) under this program. The Energy Efficiency Construction Incentives Program encourages owners and developers to invest in energy efficient designs in new construction, building expands on and many other major retrofit projects. Participants complete one application for all eligible incentives.
14	3	06/30/2008 Ongoing	Develop a strategy to establish the Avenue as a model for the employment of the latest, appropriate technologies (i.e., traffic controls, pedestrian cameras, wi fi, computerized bus shelters, etc.).	City Managers Office-Steve Reneker* Public Utilities RTA	RPU priced fiber along University at \$980K. Direction has been to wait for WiFi to be available along the Avenue which is anticipated to be sometime in 2008. At that time IT will work with Public Works on the placement of cameras at key intersections. Parks has done a walk through at Bobby Bonds for cameras and pricing is being provided. Camera locations have been presented to the Public Safety Committee for approval and public comment. 12 intersections have been approved with funding for 8 of the 12 locations in place. RTA gradually installing smart bus shelters with digital arrival and departure signs.

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