

California square improvements underway



The Phase I revitalization of the California Square shopping center, located at the corner of Monroe Street and California Avenue, continues to move forward with the recent construction of walls and a roof structure for the Pad "A" building, a 2,500-square foot addition to the northern end of the existing Maxi Foods market. Pad "A" will house Dairy Queen as well as other small retailers. It is estimated that Pad "A" construction will be complete and Dairy Queen will be open for business in its new store before Thanksgiving.

In addition to the construction of Pad "A", Phase I activities include exterior renovation of the Maxi Foods store and installation of parking lot improvements and perimeter landscaping along both Monroe Street and California Avenue.

The California Square shopping center project is a joint effort between the Redevelopment Agency of the City of Riverside and the California Square Partners (CSP), owners of the Maxi Food market. The goals of the revitalization project are to upgrade an aging retail center, beautify and provide improved services to the surrounding neighborhood, increase sales tax revenue, and provide new job opportunities for local residents.

Phase II of the center's revitalization will include the construction of a mixed-use building and related improvements on the southern portion of the site and is scheduled to commence no later than June 30, 2011.

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