



### 3. URBAN DESIGN

#### Urban Design Framework and the Neighborhood Vision

The Urban Design Framework for the University Neighborhood defines desirable relationships between the Public Realm of institutional districts, streetscapes, parks and natural spaces and the Private Realm of appropriately located and constituted land use districts for living, working and shopping.

#### Citywide Urban Design Framework

The Citywide Urban Design Framework for the University Neighborhood Plan is described in Figure 2 - Citywide Urban Design Framework.

The most relevant features of the Citywide Urban Design Framework for the University Neighborhood Plan include:

- The University of California, Riverside, which is a major district both within the City of Riverside and the University Neighborhood;
- Downtown Riverside, which is located only two miles west of the UCR campus and provides dining, entertainment, retail and office uses that can be accessed by bicycle or public transit, via the Downtown Metrolink Station;
- The University Avenue Corridor, which the General Plan designates generally as a mixed-used corridor that will accommodate a Bus Rapid Transit route connecting UCR with the west end of town including mid-town connections to La Sierra University, the Galleria at Tyler, and Riverside Plaza via the “L-Corridor” of University and Magnolia Avenues;
- The adjacent Eastside Neighborhood, which extends southward and northward from University Avenue to the west of the University Neighborhood;
- The adjacent Hunter Industrial Park Neighborhood, which includes employment resources for residents of the neighborhoods as well as technical/educational connections with UCR;
- The Riverside Marketplace District, which is located along University Avenue adjacent to the 91 Freeway;
- The Box Springs Mountain Reserve Park, which creates the natural edge to the University Neighborhood on the east.

The Citywide Urban Design Framework also illustrates the convenient public transit access that residents of the University Neighborhood will have to the City’s major educational, cultural and historic resources located along the “L-Corridor,” which extends through Downtown Riverside along





University Avenue and then south along Magnolia Avenue to Riverside Community College, California Baptist University and La Sierra University.

### **University Neighborhood Urban Design Framework**

The Citywide Urban Design Framework provides several of the key features of the Vision for the University Neighborhood, including the natural setting of the Box Springs Mountains and the University Avenue connection to Downtown and the Riverside Marketplace, as well as the University of California, Riverside District.

Figure 3 - University Neighborhood Urban Design Framework, identifies major existing and potential features of the Public and Private realms that interrelate to create the unique character of the University Neighborhood.

The Major Land Use Districts of the Private Realm include the:

- Single Family Residential Areas;
- Mixed Densities Residential Areas;
- University Avenue Mixed Use Urban Corridor encompassing University Village and a portion of the University Avenue Corridor; and
- Existing commercial centers, including the Big Springs Plaza, University Plaza and the area at the intersection of Iowa Avenue and Blaine Street.

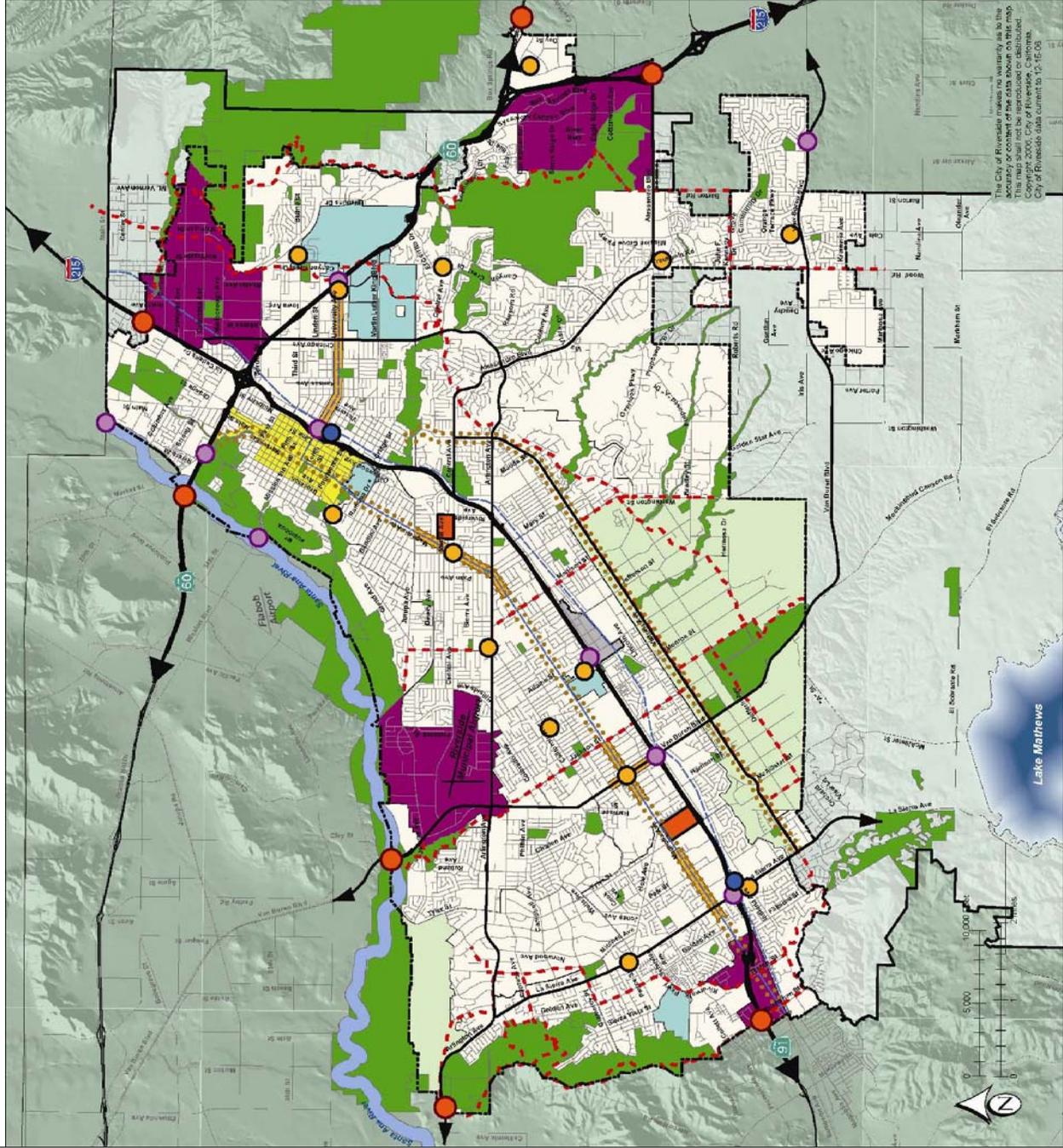
The Major Public Realm Components include the:

- University Avenue Streetscape, which provides the environment for the University Neighborhood's connection to Downtown and the Riverside Marketplace;
- Watkins Drive Parkway, which creates a new, linear open space for the University Neighborhood and connects the Box Springs Mountain Reserve Park with Sycamore Canyon Wilderness Park;
- Major Streetscape Enhancements to Spruce Street, Blaine Street, Martin Luther King Boulevard, Chicago Avenue, Iowa Avenue and Campus Drive, which create pleasant pathways and reinforce the unique identity of the University Neighborhood;
- Primary and Secondary Neighborhood/UCR Gateways, which provide public art, graphics, landscape and lighting elements to enhance the environment, and wayfinding information to reinforce the unique character of the Neighborhood; and
- Metrolink Railroad Corridor, which will continue to be utilized by freight and passenger trains.

The nature of the Land Use Districts is further described in the Land Use section that follows. The nature of the Public Realm Components is further described in the Public Realm section that follows.



# UNIVERSITY NEIGHBORHOOD PLAN



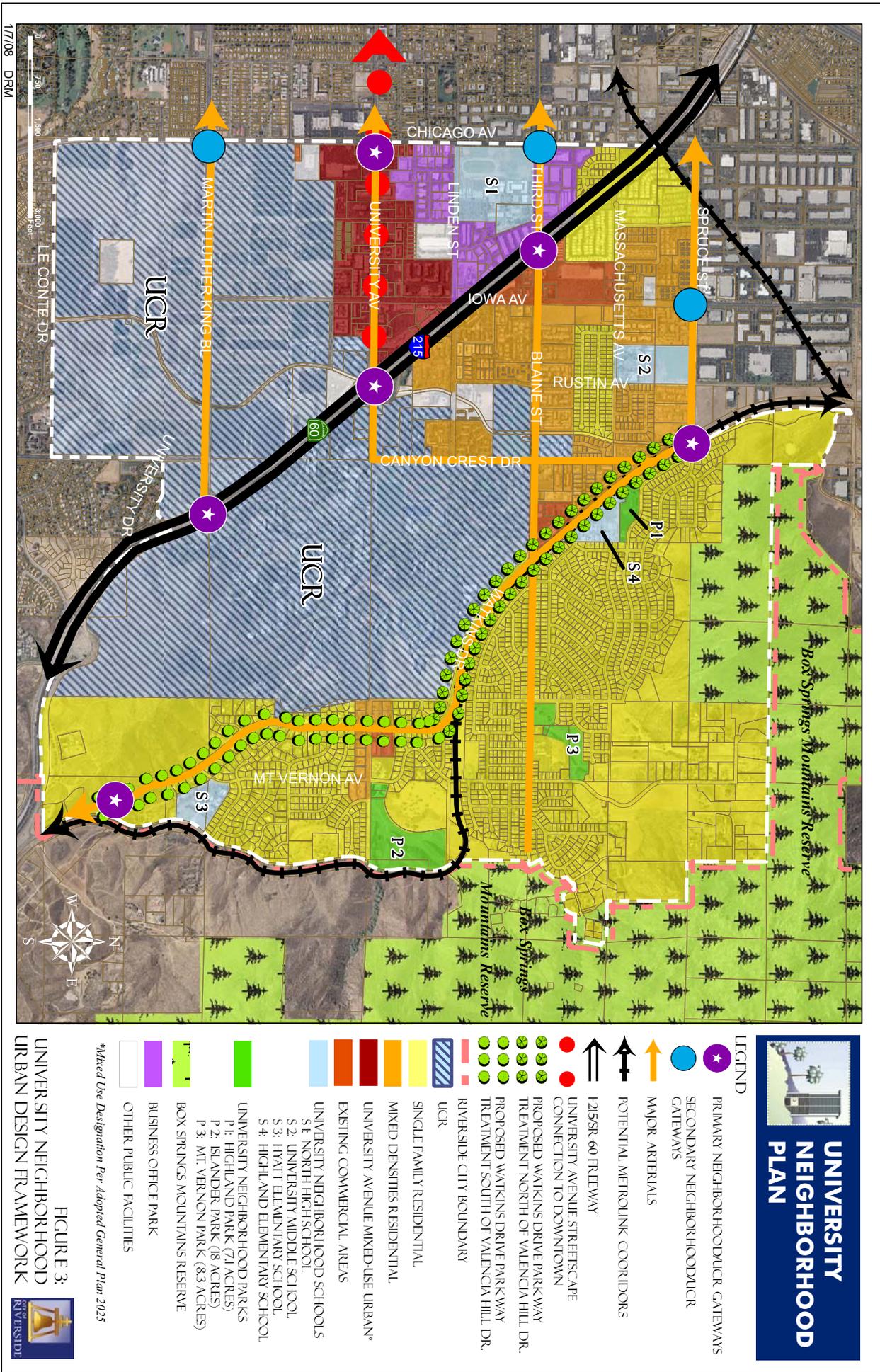
- DOWNTOWN RIVERSIDE
- REGIONAL ACTIVITY NODES
- EDUCATIONAL INSTITUTIONS
- MAJOR BUSINESS PARKS
- AUTO MALL
- MAJOR OPEN SPACE AND PARKS
- GREENBELT
- MIXED USE CORRIDORS
- NEIGHBORHOODS
- HISTORIC CORRIDORS
- LOCAL ACTIVITY NODES
- METROLINK STATION
- REGIONAL GATEWAYS
- LOCAL GATEWAYS
- TRANSIT
- TRAVEL CORRIDORS
- OPEN SPACE CONNECTIONS
- RIVERSIDE CITY BOUNDARY
- RIVERSIDE PROPOSED SPHERE OF INFLUENCE

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**FIGURE 2:**  
CITYWIDE DESIGN  
FRAMEWORK





**UNIVERSITY NEIGHBORHOOD PLAN**

**LEGEND**

- PRIMARY NEIGHBORHOOD/UCR GATEWAYS
- SECONDARY NEIGHBORHOOD/UCR GATEWAYS
- MAJOR ARTERIALS
- POTENTIAL METROLINK CORRIDORS
- I-215/SR-60 FREEWAY
- UNIVERSITY AVENUE STREETSCAPE CONNECTION TO DOWNTOWN
- PROPOSED WATKINS DRIVE PARKWAY
- TREATMENT NORTH OF VALENCIA HILL DR.
- PROPOSED WATKINS DRIVE PARKWAY
- TREATMENT SOUTH OF VALENCIA HILL DR.
- RIVERSIDE CITY BOUNDARY
- UCR
- SINGLE FAMILY RESIDENTIAL
- MIXED DENSITIES RESIDENTIAL
- UNIVERSITY AVENUE MIXED-USE URBAN\*
- EXISTING COMMERCIAL AREAS
- UNIVERSITY NEIGHBORHOOD SCHOOLS
- S 1: NORTH HIGH SCHOOL
- S 2: UNIVERSITY MIDDLE SCHOOL
- S 3: HWY11 ELEMENTARY SCHOOL
- S 4: HIGHLAND ELEMENTARY SCHOOL
- UNIVERSITY NEIGHBORHOOD PARKS
- P 1: HIGHLAND PARK (71 ACRES)
- P 2: ISLANDER PARK (18 ACRES)
- P 3: MT. VERNON PARK (83 ACRES)
- BOX SPRINGS MOUNTAINS RESERVE
- BUSINESS OFFICE PARK
- OTHER PUBLIC FACILITIES

\*Mixed Use Designation Per Adopted General Plan 2025

**FIGURE 3:**  
UNIVERSITY NEIGHBORHOOD  
URBAN DESIGN FRAMEWORK

