

Questions or Comments

- Starbucks, In & Out, Boiling Crab, Apple Store
- Downtown desperately needs the presence of a few "big name" retailers to mix amongst the knick-knack shops along the central pedestrian areas. This will draw in more diverse/younger crowds. A farmer's market is also a must.
- Bookshops would also be great!
- Some of these things we already have downtown, was it just to confirm if we wanted to keep these things?
- we already have downtown: coffee/cafe, small theater (i think), farmers market - i hate to see more of the same, complimentary businesses are a much better idea than more of the same. also, one 'parklet' picture showed ugly orange stanchions - NOT acceptable, but the other one i recall was much nicer looking. fencing off dining space can be done nicely - see Elephant Thai on university.
- While these concepts are nice to look at, the real task is finding a way to get shoppers and customers to stay downtown after the workday ends, and how to lure others to come downtown for night time activities ie; dinner, drinks, music, movies, shopping, etc. For the most part downtown becomes a ghost town after 6pm. Unless there is a special event taking place that has been advertised. Good luck, I hope this survey helps guide the process and that City Hall just doesn't copy some city in Orange County.
- I don't like having to maneuver around closed-off streets. I don't like loud events and events promoting alcohol use. I would love more art museums and museums of any kind. I'd like access to the Mission Inn International Rotunda, which is currently blocked by a cafe. Large-scale events should be held at a park, in my opinion.
- Looking forward to changes to downtown riverside. Hopefully this are changes that will happen soon. My family always talk about moving to Pasadena or just a another city full of arts and music. We want to expose our daughters to a different world.
- I like downtown and walk to work daily. The City needs to do something about the homeless. I have seen the population of homeless increase in the downtown this year. Worse yet, I have had several negative confrontation with homeless on the street. There needs to be a increased police presence downtown and a greater effort to make it safe to enjoy the great things that downtown has to offer.
- I would mostly like to see a diverse small business presence, including food trucks and coffee shops (Emphasis on locally owned small businesses, not chains).
- Please include some options for people with small children. How about a carousel or children's activity museum?
- We need more upscale bars and restaurants. Specifically, a sports bar and some type of outdoor dining besides the Mission Inn.

- I think one of the problems disrupting the retail/restaurant/entertainment continuity of downtown is the continued practice of permitting bail bond shops and other service providers (reprographics) to occupy prime retail/restaurant spots. University Ave, one of our most prominent freeway exits, should be a corridor of restaurants and shops. There should not be one service business on that street in any of the retail locations. Also, the building. University Ave, Mission Inn Ave, and all of Main Street are potential great assets that are being under used or misused. Create a entertainment business incentive zone on those streets and surrounding arteries and I think you will see downtown thrive.
- More nightlife for Downtown Riverside pls! So yuppies can spend money on Riverside and not have to travel outside of the county.
- I really frequent Concert Venues and to have one right downtown would be a dream come true.
- I would be sad though, to see something so kitsch as a "pizzeria" or a "coffee cafe".
- Yes to concert venues!
- No to clubs and pizzerias!
- Excellent survey.
- Don't encourage "parklets" that will reduce the already insufficient supply of parking. Don't encourage businesses such as bars and nightclubs, which lead to drunk driving and fights. Our University Avenue "bar district" is bad enough; don't make it worse. We don't need large concert halls or theaters downtown; there's already too much congestion and no place to park.
- You need to allow hot food trucks!
- Have lots of these already, keep up the good work... :)
- Diversity of venues developed at the same time will create an excitement for our Downtown area. Would love to see us like a Pasadena or Santa Barbara area.
- I grew up in Riverside until college and now work in Beverly Hills in the music industry and I feel that Riverside could greatly benefit from a live venue. Could be used for everything from live comedy to hosting national touring bands in a safe environment. Look at the Slidebar in Fullerton, Showcase Theater (RIP) in Corona, The Glass House in Pomona, and House of Blues in Anaheim. Venue should be ALL ages and not 18 or 21+
- Having even a fraction of the things depicted come to fruition would be a great improvement!
- Riverside needs a all ages concert hall (black box would be great) and a big concert hall without seats like RMA. The fox is perfect already. + More outdoor festivals and something like the old Wednesday nights. After hour clubs would be great to cut down on fights and drunk drivers. Thanks for your time - Patrick Maloney Jr
- a nightclub with 60's music would be great

- While not exactly entertainment - none of that works unless there is housing downtown as well - lofts, condo's, etc...
- Yes, please make the Downtown area more inviting during evenings/nights, could be a very lively place!
- Vintage neon signs only. I wouldn't agree with flashing signs. Be accosted by beggars is the biggest deterrent to hanging out downtown seems to be my current issue.
- No meter parking on the streets. It is becoming such an issue for people. The paid parking structures are enough. The meter parking causes people to NOT want to go downtown.
- Small scale movie theater maybe re use the de Anza movie theater historic building. Another Starbucks and some national chains possibly Bjs restaurant and Brewhouse.
- A small multiplex cinema, maybe like a Laemmle or something similar that might show a few art house movies, would really enliven the downtown evening scene.
- We need more venues to support local art & music. Also, I've heard time and time again that it would be nice to have more restaurants that served vegan/ vegetarian/ organic options. It would love to see business that promoted a livelier and eclectic nightlife as well as businesses that attracted families during the day.
- I am most interested in providing space for local business and talent. I don't favor bringing in chains or big box stores or cinemas. We should capitalize on local expertise to serve local people. I would like to see more of an evening life in downtown.
- Let us make our downtown area an area full of diversity. If we embrace choice the people will come out and support the various venues. I especially encourage the daytime use of artists and street art.
- We should have a parking lot that is free all the time. If not, I prefer meters over smart park.
- Born and raised in Riverside. We must no longer be afraid of a little noise or clean-up. To get to the next level and be a city of consequence, our downtown must be allowed to have about of amenities, more diverse barsm brew pubs, night clubs, art movie houses, street performers, etc. I am convinced the tax base impact of keeping university student entertainment dollars in Riverside will offset any costs for police presence or clean-up. Cities with a high quality of life attract high-wage workers. High-wage workers attract good companies. This is a much-needed and completely overdue investment. I have watched 80% of my friends with talent grow up, leave Riverside, and never look back. That leaves....the rest. The rest, don't always make for a great city. Let's start to make change...now. No more naysayers. No more fear. Time to try new things. Thanks for listening....
- I would seek to rely on aesthetic direction from the likes of Mrs. Erin Gettis and business development ideas from Al Zelinka -- and political wrangling and "actually doing something for one" gumption of Councilman Paul Davis. Please leave the chamber of commerce out of the equation, as they hinder and obstruct anything vital in Riverside.

- Born and raised in Riverside. We must no longer be afraid of a little noise or clean-up. To get to the next level and be a city of consequence, our downtown must be allowed to have about of amenities, more diverse barsm brew pubs, night clubs, art movie houses, street performers, etc. I am convinced the tax base impact of keeping university student entertainment dollars in Riverside will offset any costs for police presence or clean-up. Cities with a high quality of life attract high-wage workers. High-wage workers attract good companies. This is a much-needed and completely overdue investment. I have watched 80% of my friends with talent grow up, leave Riverside, and never look back. That leaves....the rest. The rest, don't always make for a great city. Let's start to make change...now. No more naysayers. No more fear. Time to try new things. Thanks for listening....
- Wonderful survey....pictures help so much!
- I like the feeling of small quaint downtown look and activities. I would like to see more small business, family owned like Simple Simmons, and small craft brew pubs.
- We need an Italian Restaraunt. That is reasonably priced but good food and atmosphere. Like Buca de Pepo!!
- Downtown needs more parking
- More brewbups and/or restaurants with large beer and diverse food selection....similar to salted pig
- Quit taking away all the downtown parking!! You're killing the small businesses downtown!!
- 37 images is WAY too many. I would like to see our downtown similar to Berkeley (the nice area) or Claremont.
- Bring back the Orange Blossom Festival! Don't let fear take something that good away from this city.
- What REALLY needs to be part of this whole thing is actual Residential Units - "Owned" not rentals in the heart of downtown, maybe where the old Imperial Hardware Building is located - I had clients a long time ago who wanted to purchase the building a create some lofts above with a black box theatre in the basement and a retail presence on the main ground level, but Riverside did not allow residential in the downtown area - I told them they needed to change their policy.
- We need more businesses, entertainment & restaurants in the downtown area all within walking distance. We also need accessible parking lots. Music venues would really help where local musicians could perform. The city needs to support and encourage our local businesses.
- I miss the coffee house on the corner of the mission inn. I would like to see less shops controlled by the mission inn and more shops owned by individuals that give a creative feeling like miss tiggYWinkles (sp?). Also I would like to see more restaurants concerned with health and environment like Simple Simon's.

- I think change is good but feel it should be done with class & preserve our Classy-Citrus Flavor. Would call for MORE parking w/o
- PARKING METERS.
- All suggestions are great options that would keep the younger/early 20 adults from leaving Riverside to go to neighboring cities for evening entertainment, dining, etc. rather than contributing to their city of residency.
- Increasing activity downtown so far has made it more inviting than when I move to Riverside 13 years ago. Let's keep up the good work. More residential, grocery & intelligent activities.
- Very happy that Riverside is soliciting the input of residents! Rare, it seems, but should be practiced all the time. Thanks.
- Riverside is a beautiful city with lots of parks and open spaces. It would be nice to have more things to draw people downtown like movie theaters, small clubs etc. but I don't think there's a need for "parklets"
- Many of these we already have. But downtown is not safe. Business goes away. How will we keep these businesses.
- As a long time show promoter/organizer who brought major top of the line acts AND revenue in to this city, it was evident that The City of Riverside does NOT support independent shows/promoters but only supports itself and the officials that operate it. Lastly, venues such as Lake Alice that do not want hired security at their establishment during large events should not be in business due to the safety hazard . I am available to speak any time, Alex (909)-437-2068
- Attention should be given to the preservation of the city's heritage when deciding on visual styles for new developments or the re-use of old properties. Much of the charm of the city has already been lost because preference was given to 'tear down the old and replace with new'. Riverside is not ORANGE COUNTY and should NOT feel the need to be another terracotta wasteland.
- We already have coffee shops downtown so we don't need more and a large movie theater would significantly hurt the theater at Riverside Plaza but a small art theater would be nice!
- Some way to eliminate the fighting that is going on downtown at night and of course the ever present homeless problem.
- Riverside has a community college and two universities in close proximity to downtown. Let's make downtown riverside a place for those students to hang out. After the sun goes down, there is very little to do. Get some bars, dance clubs, eateries that stay open later. Don't make us have to travel to LA and Orange counties for a night life.
- most of the options are well worth having. I do not want to see any big box theater complexes downtown. The cost in land taken out of community use is not worth the trade off, especially when we're considering the options being presented here.

- If we're going to have signage, the more creative and distinctive they are (within an appropriate scale) are important. Commercial art is every bit as enjoyable as fine art.
- Reclaiming streets a bit at a time is a good way to transition to a healthy, walkable, bikeable city. Integrating trolleys and bike cabs as we reclaim streets, think University Avenue, we have to be careful how the new traffic patterns impact neighborhoods.
- More music venues for local bands, restaurants, shops/shopping that stay open to improve local entertainment options.
- Downtown shouldn't be afraid of quality casual restaurant chains. They are in the restored parts of old Pasadena, Redlands, and every other successfully rehabbed suburban downtown. I don't frequent them myself, but most people do. Downtown needs dining options other than daytime cafes and expensive special occasion restaurants.
- I would like to see Downtown have a busy schedule while keeping it safe for families and not making it appealing to the wrong crowd.
- No box and name brand stores.
- No new retail that competes with existing retail.
- Designate University as Entertainment District.
- Directional signs need to return.
- maps that the homeless steal & sell are not working.
- BATHROOMS !!!!!!!!
- Free parking for the month of Dec to entice more shopping & Dining.
- Take the special events away from the current department and give it to someone who knows how to run events. NO MORE Freeby
- Giveaway events.
- You won't get rid of the homeless until you make it embarrassing to beg. Put them in their OWN Busker Box. They may only be in the box. No waiting in lair from the parking lots & structures. No begging of food from the outside cafes. Help us Businesses make this a better town to visit.
- Hey ! you will get more taxes too.
- Put this survey information in the Press Enterprise for others to send in their opinion.
- We need nightlife, a "pub crawl" area. A Blues/Jazz club to go with Lake Alice. Think diversity in venues, many years ago you had Spanky's, clean it up, bring it back. We need a "quality" police presence, looking out for the welfare of the venue participants, not merely looking to make arrests. Have the Trolley, run free rides to and from as far as La Sierra, Mag. Center area, up to

UCR. or just make the trolley a Pub Crawl (dining out) from Riverside Plaza to Down Town. With the purchase of the Pub Crawl (dining out), you get free rides on the RTA as well for that night. Make it a destination, our downtown shops close to early for any walking nightlife. So "evening" stand alone kiosks would be great!

- All the outdoor options are a no-brainer, to me. We have wonderful weather 85% of the year and should take advantage of that.
- now don't say you already have this, because if you do you don't let enough people know! Also, open more residential for downtown.
- Right now, there is not much to do down town. If we want to attract people to the down town area, we need to provide something that is affordable to attract the people. We have some things that go on like the old theater but the prices for the various concerts are a little high for the average person to enjoy.
- I have been a long time resident and would love to see something like 3rd street promenade in downtown.
- The community wants to have different things available in downtown: entertainment, activities, restaurants, nightlife to help keep us in Riverside and avoid having to drive to Los Angeles or Orange County. Let's help keep sales in Riverside!
- There was no mention in this survey of retail vendors such as clothing or technology. Believe it or not, shopping is part of "night life" in California. Just take a look at the San Diego Gas Lamp District.
- No questions regarding the elimination of one way streets to make it less confusing? No questions about regulation preferences for outdoor activities? Seems to me you can't ask about one without the other.
- I would like to see more businesses downtown and offices. Small places to dine and coffee shops. Small stores to look around after you eat. I hate the over priced restaurants they need to go. No large stores & no save a minits markets to bring in the trash. Just remember Riverside is not New Orleans
- Children's science center would be great.
- Do it!
- I'm a 57 year young single female and I would like to see a community center that had different activities every evening and all day on Fri. Sat and Sun. This would include dancing, games, art/painting, knitting & crocheting, and other subjects so people could come together and meet others with the same interests. I'd be out of place if I went to Lake Alice or any of the other coffee shop type places. I really miss Coffee Depot! I love the Fox Theater but can rarely afford to go there since the County cut my income and everything else costs more. There needs to be activities for people 40 to 80 yrs. old. Thanks!

- Filling this out - I realize I fit my age demographic. I would spend more time downtown if I felt there was ample parking, it felt safe and there were things to do. I love going around Christmas time, we enjoy Ghostwalk and like listening to music.
- Its not SAFE or orderly. Parking is hard and parking towers are not safe either. Your attracting the wrong element.
- Nicely done survey. I am responsible for the newsletter for a neighbor alliance near downtown and would be very interested in the results of the survey. racewalkjudge@gmail.com
- Thanks for asking for our input!
- keep the historic heritage of riverside alive downtown is key to this rich history life time resident
- What is the timeline for responses and possibility of this new look for Riverside?
- A nice mix of modern, trendy, clean and affordable places, mixed with some traditional, classic, fine dining and entertainment venues would be the best to accommodate the wide spectrum of residents' interests. That's just my opinion.
- It would be Really Great if you could get rid of the homeless downtown!!
- entertainment, fine dining and affordable dining, seasonal happenings are welcome
- Great ideas
- I appreciate the renovation the city has been doing. The litter is mostly picked up on the streets. Keep up the good work! This city is awesome! The homeless issue is unfortunate and does keep us from spending more time in the downtown area. I know it is an old problem for cities and I don't have a solution. But, the bus station and the loitering homeless are definitely a negative to downtown. We look forward to many more improvements in the future! :)
- I would love to be "more" proud of downtown! It is good now but needs those extra touches that make people feel safe and, secure to be there. The often overlooked area is some of the area surrounding downtown, maybe a bit more focus on code enforcement on some of the more run down properties. Hard to bring my out of town guests downtown when passing through some of the run down areas and still be proud of the area as a whole.
- I would LOVE to have more for kids downtown as well! A children's science center would be a fantastic addition for the community!!
- Equestrian Cop - These are most effective for controlling large crowds of people that are accustomed to their presence, because the horses are imposing and intimidating, and the cop sits above the crowd level and can see what is going on. They are less effective in low density pedestrian areas, such as Riverside, and the horses would be at danger among our crazy, often distracted drivers. A greater bike cop presence would be much more effective, because they are more nimble, and can develop more rapport with Downtown's greatest problem: the homeless.

- Pedi-cabs - Riverside isn't so large that ambulatory people can't walk most anywhere they need to go Downtown, and we should encourage that.
- Retail Kiosks - Absolutely against these menaces that hock cheap junk no one needs and undercut the established brick and mortar businesses we need to build support for.
- Trolleys - We already have these, and they flopped because the routes were useless and wasted more time than they saved. Quaint atmosphere is nice, but it also has to be useful.
- Kids museum/science museum
- As a Riverside native who appreciates the wonderful diversity of this great city, first and foremost I would look forward to any and all of these activities occurring in the safest atmosphere. (Hence - the mounted police, extra security, etc.)
- We have a great mix of backgrounds that enhance our town. I'm happy that the Fox has been renovated to support this mix, however, I feel that the one element that has been overlooked is Riverside youth at that venue. I would hope that affordable performances could be presented (and I'm not naive, I know the overhead involved) that would be "family friendly" and not cost \$300 to enjoy.
- The new Bonaminio park will be welcomed for a majority of the families in the area and it would be nice to see maybe a Farrell's type venue or another Super Mex (yay for them) that has good affordable food with a broad appeal.
- I would love to see a kids science center, things for kids and families to do together. Additionally it would be nice to see some upscale clubs, wine bars, live music venues, more fine dining, not chain restaurants but family owned and ran original restaurants that use local and organic produce. Something like downtown Redlands, tons of restaurants, bars, entertainment, ice cream shops, bakeries...
- We need a kids science center. This is a family town and we need places for families to go, not just places to go on date night.
- Riverside is in desperate need of energy, being during the day or night. Anything that would facilitate that would greatly help. I wish there was more emphasis placed on the increasing problem of homeless people living, migrating, destroying, urinating, and pan handling downtown and have an end put to their presence. They are a detriment to the businesses and the growth of downtown.
- Need a good stage likes house of blues and stop charging us to park.
- Thank you for including the community. It would be amazing if residents of our community could stay (and spend) in Riverside instead of going someplace else. I think that
- it is very important to include and be appealing to the UCR, RCC, and Cal-Baptist communities, even if the populations are considered migratory.

- Love to see more stuff for people 30-50 downtown musically. The Fox seems to be geared toward a much older crowd.
- I'm a small business owner in riverside. My wife and I have owned a little coffee shop that has been in the family for 20 years this August. We are located in the Brockton Arcade. This area has recently been deemed a historical district but we have seen little, or no money allocated to this area. Thanks You,
- more affordable events at the FOX...more classic movies there
- Riverside is I DESPERATE need of a GOOD skateboard park such as those in most of our surrounding cities (even Fontana has FAR higher quality park than Riverside) ...we need a park that REAL skateboarders will want to skate and come to our beautiful city to skate....not a inadequate waste of money that only serves as a place for loitering of a bad "element" (ie...Hunt park)
- a GOOD park will attract skaters serious about the sport and attract professional and amature skaters who take pride in keeping areas for skating alive and clean.
- and it should be designed and built by a quality "skater based" contractor that knows HOW to build a GOOD park....NOT landscape contractors looking to venture into skateparks or "regular" concrete contractors...BIG difference.
- this is all the general view of people, not only skateboarders, in the Riverside communities.
- Thank You
- i lived in riverside for 21 years and was sad that downtown dining and entertainment was not supported by the city. with few exception, virtually void of any day or nightlife culture. hope this survey helps. good luck.
- I would love to see more things to come to downtown. Just think there is not enough and always find myself flocking to other areas. Would love to stay local.
- There are no pictures to give an opinion about physical activities. I think there should be things to get the public involved interactively or just for exercise. Downtown should be a nice place for fun, entertainment and activities. Something where people can go to exercise in the morning before work or on the weekend and outside. The city should also quit gouging it's citizens for extra money from services they have been paying for for years in their property taxes. Specifically, the street sweeping policy. The sweepers don't do a good job anyway.
- Look at old town Fullerton to see how down town riverside should look and feel. It is busy with people every night with no crime problems etc.
- Marketing Major @ USC here: Downtown needs a large scale music venue. Many other successful downtown areas in southern California have this trait in common (Fullerton, Pomona, Los Angeles).

- I love downtown! My wife and I meet at the Orange Blossom Festival in 1998. We got married at the Mission Inn in 1999. I now have a 5 year old son that I want to grow up here. I love taking him down to the museums and art gallery's. I real wish there were more restaurant options and things to do on Saturdays and Sundays. I notice that a lot of the Business close early. We need to spruce it up and make it a point of interest. It is sad when you walk around and see all the empty buildings. Thanks for reading Tim Preferred Windows & Doors.
- Do something instead of wondering about it. - grow it & they will come
- More entertainment and a variety of mixed restaurants are needed to revitalize the downtown area.
- Miss the downtown Wed. nights. Those were the fun times in in Riverside. Drew people into the area for dining etc. Keep the gangbangers out. They ruin everything for everyone.
- My husband and I love to walk the downtown area. Unfortunately the resturants and other eating places are usually not open in the evening or on Sundays. It would be nice to have places you could go to in the evening besides the Mission Inn.
- I realize this survey is to focus on the Downtown Specific Plan, however, it would be visionary if our city staff and elected's would think big and remember we have an entire city that needs to be addressed. While focusing on Downtown, don't forget the Galleria, LaSierra, Mag Center, Mission Grove/Orange Crest areas.
- In the 12 years we have lived here, Riv City has done a fantastic job of increasing the life and vitality of the downtown area, both during and after business hours. But we're not there yet. It needs to continue to evolve, grow and expand to include more variety. (Regulated) Gourmet Food trucks would be awesome! Long Night was FANTASTIC! Arts Walk is great! It would be advantageous to make it easier for food venues to open--I hear nothing but horror stories about how long, hard and expensive the process is--and our restaurant scene is semi-sad. No shortage of Marios/Sevilla/Duanes types. No shortage of fast food spots. But little in the middle...
- We MUST have more small-scale entertainment and dining venues downtown if its ever to be more than a nighttime ghost town after office hours and all the govt employees go home!!! The money spent on the "black box theater" was a travesty when our library STILL hasn't been given the attention it deserves!
- I would like to see something like a Barneys Beanery
- We who live downtown just want a safe enviroment that would enable people to feel comfortable to walk from their homes to the the diff. venues offered. Having more diverse places to eat and socialize would bring people from outside of Riverside to our downtown area. As an example see the downtown area of Clairmont.
- There is great opportunity with the presence of the pedestrian mall to create these survey options. A small, alternative movie theatre would be perfect in the empty storefronts across from the California building. A greater variety of restaurants and bars would be of great benefit to the downtown area. The addition of green spaces and parklets, and the combination of more

bicycle friendly areas (parking), with a local trolley system would cut down on parking and traffic issues. More events and festivals would encourage more residents to come and be a part of the nightlife of downtown Riverside, the night of Arts and Innovation illustrated that, as does the monthly artwalk. The framework is there, it just needs to be taken a step further. Thank you for your hard work, and thank you for allowing us to voice our opinion.

- Take a look at Claremont; they seem to do it right. Or Pasadena, but on a smaller scale. Avoid pushing too many things - keep it classy and lively.
- more art+music+talent+food/drink+ shops+entertainment = :) ppl, jobs, \$
- Interesting survey--you should tell people that it goes quickly, because initially the number of pages is scary. But it takes only a few minutes.
- How about a drugstore with retro lunch counter (a la Woolworths)?
- I think that along with these ideas we need much more retail instead of so many bars & restaurants.
- Many towns have a co-op of local artists. Would like to see that in Riverside
- I would like to see upscale coffee/lunch shops and dinner houses, with affordable prices for families; not just clubs for ages 21 & over, but different clubs for all age groups, even for teens that just serve soft drinks and snacks/fast food and have their age group of music, but no hard metal music, & the like. I would like to see nice movie theaters again, like we had when I grew up in Riverside during the 50's, 60's and early 70's. I would like to see the Fox Theater prices reduced so that more people could enjoy going there again. I would like to see more events that younger children could participate in, and parking rates that people can truly afford; the PEDI-CABS would be WONDERFUL. In fact, I brought them to this City for the first Asian Festival, and tried for many years before that when I worked in the City Council office, to get the City to invite a pedi-cab company to come to this city. I have the name of such a company and will be happy to share that info. More older aged people, and more people who have difficulty walking distances would come to the downtown IF they had a way to get from their car to the event or to shopping and then a way back to their car and assistance in carrying their purchases (if any) back to the car, etc. The Pedi-Cabs are perfect for this ! We need a few less bars serving alcoholic drinks, and more of those business locations geared to some of the ideas I suggested early on. We need soft jazz, soothing instrumental music to fill the air in the downtown, and some festival music and at times, carnival type music, but NO HARD ROCK and no Heavy Metal ! Make it family oriented. Riverside is NOT NEW YORK City, and it is not Long Beach, and it is NOT like hundreds of other cities....Riverside, IS RIVERSIDE! And it used to be a wonderful downtown area! When we had nice dinner clubs with floor shows like Diamond Lil's, and restaurants like Mario's but not quite so expensive....most families cannot afford Mario's (no offense meant). We used to have a Ruby's Drive-in with "car-hops on roller skates", the young people LOVED IT ! It used to sit where the Carls hamburger sits now on Market St. I've lived in Riverside since 1954, grew up here and went to elementary, Jr. High and High school, and college right here in this same city. We need to get back to our ROOTS ! Stop trying to make Riverside "like" any other city, just let it be Riverside and let it reflect the style of living that the people here reflect in their daily lives. We have a wonderful wealth of different people living here AND visiting

here....like draws like. That's what I was told when I had my own gift shop and I asked someone, "how will I know what kinds of items to sell in my store", and they told me, "just sell the kinds of things YOU like, and other people who like the same kinds of things will come and buy from your store". The same principle applies to our city. Let Riverside be a city that OTHER cities want to be like. Don't change our heritage and try to make it something it's not. Over the years, many different themes have been attempted, and most of them do not stay. Riverside has always had a historic, Mexican/Hispanic style of architect, along with a bit of Victorian and of course, the Wonderful Mission Inn with all its' diversity. Riverside used to have a lot of orange tree farmers, and other types of small farming; and now we have grown to have a wonderful school of medicine added to our university. We've always been a city that appreciated art and the classic music of the ages, and the great sounds of the 40's and 50's and 60's. WE need to reflect all these types of music for all the age groups we have living here and those who will come here to visit once they learn about what we have. Let's simply persue more of what we have, only make it better and those who are thirsty for this type of life style, will come. The pedi-cab company I am referring to is called Pedi-Cabs, at 1695 Logan Ave., San Diego, CA 92113. For more info on them contact mizzellie@att.net Thank you.

- Until we have successful Security in the evenings, the people who have money to spend....will not come!!!
- I like it, I like it! Energy, people, music, arts :)
- I think that was rather odd.... I have concerns that nothing could be gleaned from such survey...