



CHAPTER 1
Introduction

A. What is a Specific Plan?

A Specific Plan is a regulatory tool that local governments use to implement the General Plan and to guide development in a localized area. While the General Plan is the overall guide for growth and development in a community, a Specific Plan is able to focus on the unique characteristics of a special area by customizing the planning process and land use regulations to that area. A Specific Plan is enacted pursuant to Section 65450 *et seq.* of the California Government Code.

B. Specific Plan Area

Magnolia Avenue is one of the primary east/west streets in the City of Riverside. It extends from Downtown at Market Street to the east, to the western City boundary at Buchanan Street to the west. It continues into the City of Corona and ends at Ontario Avenue.

This plan is focusing on the portion of Magnolia Avenue from the western City limits to Ramona Drive at the southern edge of Downtown. The Market Street portion of the corridor is not included in this Plan because it is within the boundaries of the Downtown Specific Plan and is addressed therein.

The project area consists of six Specific Plan Districts, which were created in 1999 as part of the Magnolia/Market Corridor Study (described on page 1-4). These districts, from southwest to northeast along the corridor, are:

- La Sierra (Buchanan Street to just east of Banbury Drive)
- Galleria (just east of Banbury Drive to Harrison Street)
- Arlington (Harrison Street to Jackson Street)
- Magnolia Heritage (Jackson Street to Arlington Avenue)
- Magnolia Center (Arlington Avenue to Jurupa Avenue)
- Wood Streets (Jurupa Avenue to Ramona Drive)

Figures 1.1 identifies the project and district boundaries. Table 1.1 identifies the size of the Specific Plan area and each district.

Table 1.1: Specific Plan Land Area (Gross Acres)

District	Acreage
La Sierra	457
Galleria	207
Arlington	106
Magnolia Heritage	461
Magnolia Center	210
Wood Streets	32
TOTAL	1,473

C. Background

The Magnolia Avenue/Market Street corridor has been the subject of several past planning efforts, the most recent and relevant of which are discussed here:

Magnolia Avenue, Planning Approaches and Strategies

In 1996, a two-day “charrette”-type workshop was sponsored by the Local Government Commission on the revitalization of Magnolia Avenue. Meeting with representatives of all neighborhoods along the Magnolia/Market corridor, the group discussed issues and opportunities for improvement of the corridor. Following that meeting, a task force was appointed by the City Council to expand on the recommendations of the workshop. The task force prepared an action plan that focused on both immediate and long term goals for the improvement and restoration of Magnolia Avenue. The results were summarized in the report *Magnolia Avenue, Planning Approached and Strategies* (September 1996, updated January 1998). The next step of the process was to commission a more detailed study of the entire corridor that would set a framework for identifying, prioritizing, and coordinating all Magnolia Corridor planning work, both immediate and long range. The *Magnolia/Market Corridor Study*, described below, is the result of this further study under the criteria set up by the 1996 task force.

Magnolia/Market Corridor Study

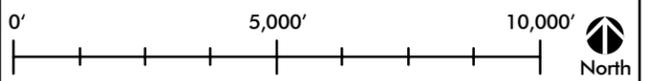
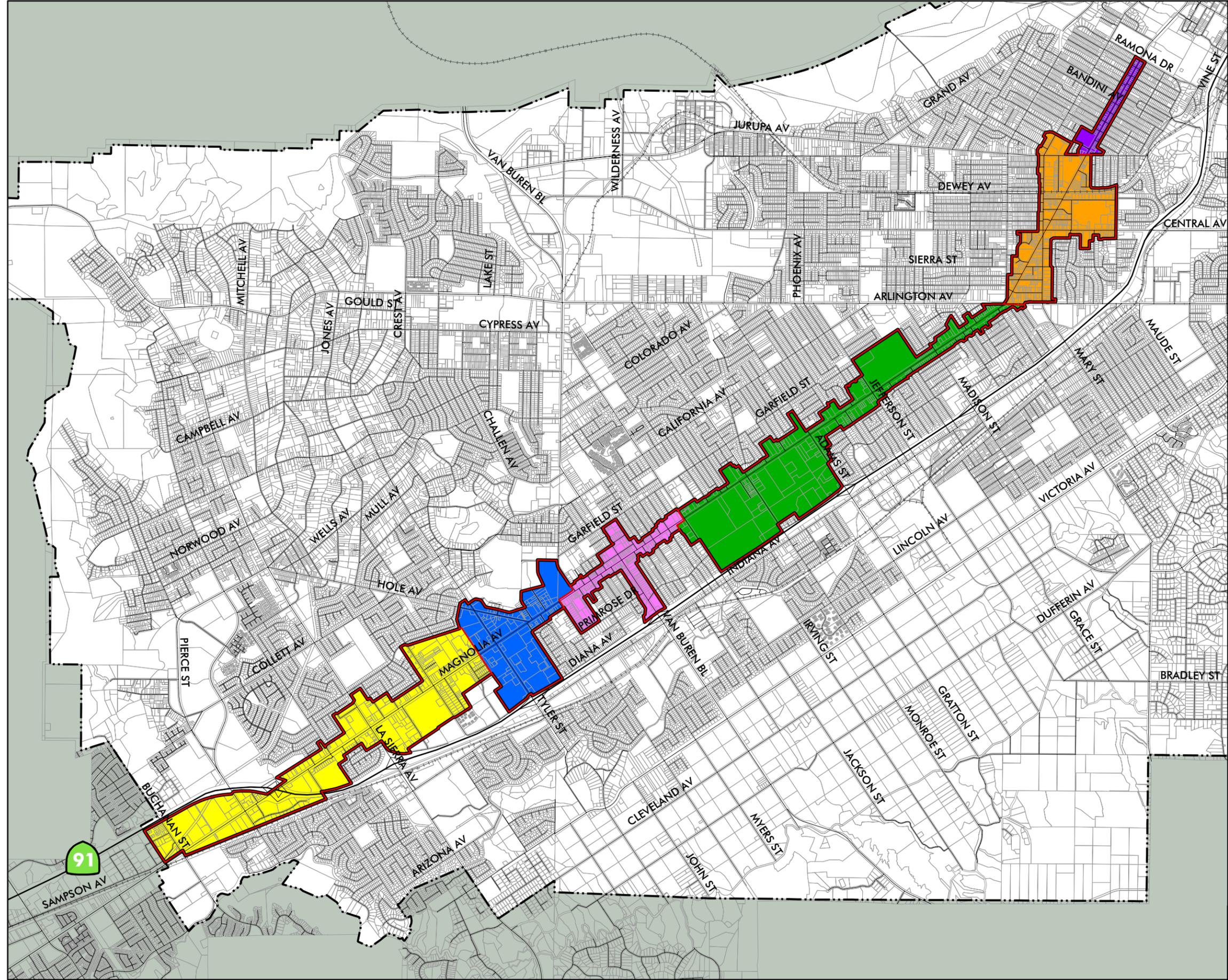
In 1999, the architecture and design firm Moule & Polyzoides prepared the Magnolia/Market Corridor Study, a comprehensive report which presents recommendations about land use, economic development, traffic, parking, transit, building types, open space, landscape, historic preservation, building codes and catalytic projects for the corridor. This study was prepared with extensive public input and a Citizen’s Advisory Committee. While never formally adopted and not a regulatory document, this study contains many recommendations that are still valid for the corridor, which are therefore incorporated into this Specific Plan.

Downtown Specific Plan

From 2000-2002, the Downtown Specific Plan was developed. This specific plan includes the Market Street segment of the Magnolia/Market corridor. It was also developed with an extensive public input process and was adopted in November 2002. It regulates private development along Market Street through Downtown to the 60 Freeway and makes recommendations for public improvements. Therefore, because Market Street has been addressed in the Downtown Specific Plan, this Specific Plan focuses only on the Magnolia Avenue portion of the corridor within the City.

**Figure 1.1
MAGNOLIA AVENUE DISTRICTS**

- LEGEND**
- La Sierra
 - Galleria
 - Arlington
 - Magnolia Heritage
 - Magnolia Center
 - Wood Streets
 - CITY BOUNDARY
 - SPECIFIC PLAN AREA BOUNDARY



Arlington Community Plan

In 2001, the Arlington Community Plan was prepared with significant community involvement. This plan established a vision for the community of Arlington and provided a framework and implementation program to realize that vision. With the adoption of the General Plan 2025, the City's Community Plans no longer exist in that form and will be replaced over time with Neighborhood Plans. Therefore, the policies of the Arlington Community Plan have been incorporated into General Plan 2025, as well as into this Specific Plan. In addition, this Specific Plan reflects the design direction of the Arlington Community Plan and includes many of its recommendations.

General Plan 2025

As part of the General Plan 2025 process, Magnolia Avenue was again studied in detail to determine new land use designations appropriate for the corridor. These updated General Plan land use designations govern this Specific Plan. Also as part of General Plan 2025, objectives, policies and tools specific to Magnolia Avenue were developed. These are also incorporated into this Specific Plan.

During the General Plan 2025 process, a Council-appointed subcommittee, which consisted of representatives of each district along the Magnolia Avenue corridor, focused specifically on issues related to Magnolia Avenue. For continuity, this committee consisted of many of the same members who participated in the 1999 Magnolia/Market Corridor Study process. In addition, this same committee continued to be involved as part of the public participation effort for this process to develop the Magnolia Avenue Specific Plan. For all three of these planning processes, the primary responsibility of the Magnolia Avenue Subcommittee was to provide direction and develop consensus on relevant issues relating to the analysis of conditions and recommended future actions.

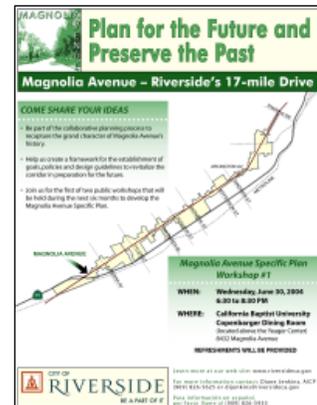
D. Purpose of the Specific Plan

The purpose of this Specific Plan is to build upon previous planning efforts to establish a development framework for the Magnolia Avenue corridor. This Specific Plan is intended to facilitate and encourage development and improvements along Magnolia Avenue to help realize the community's vision for the corridor. It is a tool for developers, property owners, City staff and decision makers. New construction or rehabilitation on private property will be regulated through the land use policies, regulations, development standards and design guidelines in this Specific Plan. The Specific Plan also sets forth a strategy

for public investment and improvements along the corridor, including circulation, parking and streetscape improvements.

E. Community Participation

The Magnolia Avenue Specific Plan was prepared with input obtained through a series of public workshops, where residents, property owners and interested parties provided input to the project team through group discussion and feedback on the topics and direction of the Plan. Two public workshops were held over the course of the project, as well as two meetings with the Magnolia Avenue Subcommittee. The public workshops were held at California Baptist University on Magnolia Avenue. They were advertised through a combination of press releases, flyers, and letters to property owners within the Specific Plan area.



F. Applicability and Conformity with the Specific Plan

The provisions of this Specific Plan shall apply to all properties included in the Magnolia Avenue Specific Plan area. No construction, modification, addition, placement or installation of any building structure shall occur, nor shall any new use commence on any lot, on or after the effective date of this Specific Plan, except in conformity with the provisions of this Specific Plan. If the Planning Director determines that an existing use or structure in the Specific Plan area is an existing nonconforming use that does not have to be brought into conformance with the Specific Plan, the regulations and standards of the City of Riverside Zoning Code shall apply.

The provisions of this Specific Plan shall not apply to development projects for which a complete application has been received by the Planning Division as of the effective date

of this Specific Plan. However, applicants for such projects may elect to comply with the provisions herein in lieu of the former provisions. Applications for projects whose entitlements and/or permits have expired or were denied are not entitled to the benefit of this section.

G. Relationship of the Specific Plan to the City's General Plan

The vision, goals, and implementation measures of the Specific Plan are based on the direction given in the City of Riverside's General Plan 2025, adopted in 2007. The General Plan 2025 belongs to the community and has been designed by the community.

H. Relationship of the Specific Plan to the City's Zoning Code

Adoption of this Specific Plan establishes the Magnolia Avenue Specific Plan Overlay Zone, which incorporates all of the standards for land use and development set forth in this Plan. The regulations of this Specific Plan are in addition to those set forth in the planning and zoning provisions of the Riverside Zoning Code, and any other applicable ordinances. The Specific Plan does not convey any rights not otherwise granted under the provisions and procedures contained in the Zoning Code and other applicable ordinances, except as specifically provided herein.

Wherever this Specific Plan contains provisions which require different or additional development standards, more restrictive uses or other greater restrictions or limitations on development than would be required by the provisions contained in the Zoning Code, the Specific Plan shall prevail and supercede the applicable provisions of the Zoning Code. Any issue not specifically covered in the Specific Plan shall be subject to the Zoning Code and/or Municipal Code, or to interpretation by the Planning Director if not specifically covered in the City's existing regulations.

I. Relationship of the Specific Plan to the Redevelopment Project Areas

The Magnolia Avenue Specific Plan area runs through three City of Riverside Redevelopment Project Areas: La Sierra/Arlanza, Arlington and Magnolia Center (Figure 1.2).

La Sierra/Arlanza Redevelopment Project Area

The Redevelopment Plan for the La Sierra/Arlanza Redevelopment Project Area, adopted on July 13, 2004, is one of the City's newest and largest project areas. The overall purpose of formulating this Plan is to provide for the elimination or alleviation of physical and economic blighting conditions that affect an approximately 6,424 acre area. The entire La Sierra District and a portion of the Galleria District in this Specific Plan fall within the boundaries of the La Sierra/Arlanza Redevelopment Project Area.

Arlington Redevelopment Project Area

The Arlington Redevelopment Project Area was first formed in 1978 as a small 40-acre "pocket" project area at the intersection of Van Buren Boulevard and Magnolia Avenue. Since its establishment, it was amended in 1994 to conform with State law changes, and again in both 1999 and 2003 to add territory. The current Arlington Project Area encompasses approximately 1,235 acres in one large contiguous main area and three small non-contiguous sub-areas. The entire Arlington District and a small portion of the Galleria District in this Specific Plan fall within the Arlington Redevelopment Project Area.

Magnolia Center Redevelopment Project Area

The Magnolia Center Redevelopment Project Area was formed in 1998 and encompasses approximately 475 acres generally centered around the intersection of Magnolia and Central Avenues. Nearly all of Magnolia Center District in this Specific Plan falls within the Magnolia Center Redevelopment Project Area.

The goal of the redevelopment program is to stimulate economic investment by participating in real estate-based development projects and public improvements. These projects increase economic vitality and improve physical conditions in target redevelopment project areas for the benefit of the entire City and its residents in order to eliminate physical and economic blight as defined by the California Community Redevelopment Law (CRL), which provides the framework for carrying out redevelopment activities.

The Redevelopment Project Areas, used in conjunction with this Specific Plan will be a major tool for implementation of projects and revitalization along Magnolia Avenue.

**Figure 1.2
REDEVELOPMENT PROJECT AREAS**

- LEGEND**
- La Sierra/Arlanza Project Area
 - Arlington Project Area
 - Magnolia Center Project Area
 - CITY BOUNDARY
 - SPECIFIC PLAN AREA BOUNDARY

