CHAPTER 3
Vision, Objectives and Policies

A. Corridor Wide Vision, Objectives and Policies

Vision for Magnolia Avenue

As described in Chapter 1, the Magnolia/Market Corridor Study, prepared in 1999 by Moule & Polyzoides, is a policy level document that contains comprehensive recommendations for the corridor. This study was prepared with extensive community involvement, and a vision for the corridor was developed out of this process. This vision is as follows:

> *Throughout its illustrious life, Magnolia Avenue has met the ideal definition of a corridor. It is both the connector and separator of urban neighborhoods and districts. Corridors are not haphazard residual spaces outside of communities, but are rather the urban elements that most often provide visible continuity of activity along important paths of travel…In an age of metropolitan growth, villages, towns, neighborhoods and districts aggregate in unprecedented quantity. The most universally used public space providing mobility and identity for urban dwellers are corridors. The importance of the corridor as a place central to the life and prosperity of the City of Riverside has guided the Magnolia Avenue project from its inception.*
>
> *The vision of the participants in the project has been to reinvigorate the original corridor and bring Magnolia Avenue back to the grand character intended by its original designers. This has to be achieved by capitalizing on urban design, landscape, transportation and land use opportunities.*

This vision embodies the ideas in the *Magnolia/Market Corridor Study* and is integral to this Specific Plan. Many of the ideas and recommendations in the *Magnolia/Market Corridor Study* have influenced both this Specific Plan and General Plan 2025, including designation of Magnolia Avenue as a four-lane arterial and a transit corridor; creating new zoning categories that promote mixed-use development; condensing retail uses into specific areas; developing clear boundaries for districts along the corridor and revising zoning provisions to be specific to each district.

Corridor Wide Objectives and Policies

The objectives and policies set forth the framework for realizing the vision for Magnolia Avenue, serving as guidelines for decision making, and providing direction for the future. In turn, the land use districts, development and design standards, and implementation strategies for Magnolia Avenue establish the

framework for the evaluation of development proposals, public and private improvements, and the implementation of action plans.

The majority of objectives and policies for this Specific Plan were developed in conjunction with the General Plan 2025 process and are cross-referenced herein where applicable. Please note that some of these policies have been edited to reflect only the area within the Magnolia Avenue Specific Plan boundary. The remaining objectives and policies were prepared after considerable community input at two public workshops held during the Specific Plan process where property owners, residents and interested parties identified issues, opportunities and goals for Magnolia Avenue.

The objectives and policies are consistent not only with General Plan 2025, but also with the Magnolia/Market Corridor Study prepared in 1999, as well as the Smart Growth Principles identified in the General Plan.

Objective 1: Restore the Magnolia/Market Corridor to its historical role as a scenic, "showcase roadway" that spans the City of Riverside while updating its function as a key transit corridor to support future growth. (General Plan Objective LU-12)

Policy 1.1: Through the Specific Plan process, further implement the earlier Polyzoides Plan for the corridor. Identify appropriate land uses, development opportunities and streetscape improvements along the Corridor that support the vision as a scenic roadway with distinct districts. Reinforce the desired land uses within the context of each district through development provisions and regulations. (General Plan Policy LU-12.1)

Policy 1.2: Maintain the existing mature heritage landscaping and infill landscaping as appropriate to return the Corridor to being a grand tree-lined parkway. (General Plan Policy LU-12.2)

Policy 1.3: Enhance the setting for key historic sites along the Corridor, including landmark buildings and landscape, such as the Arlington Library and Parent Navel Orange Tree; cultural landmarks, such as the Heritage House; and historic districts, such as Wood Streets. (General Plan Policy LU-12.3)

Policy 1.4: Expand and update the function of the Magnolia/ Market Corridor as a key transit corridor to accommodate growth. (General Plan Policy LU-12.4)

Policy 1.5: Focus commercial development at identified commercial nodes, avoiding disconnected commercial strips along the corridor. (General Plan Policy LU-12.5)

Policy 1.6: Support and encourage the redevelopment of the Magnolia Avenue corridor with mixed-use development. (General Plan Policy LU-58.7)

Policy 1.7: Preserve Magnolia Avenue's historic character. (General Plan Policy LU-36.2)

Policy 1.8: Recognize Magnolia Avenue as a fundamental element of the City's parkway network and component of Riverside Park. (General Plan Policy LU-11.2)

Policy 1.9: Over the long-term, relocate overhead utility lines underground along Magnolia Avenue to help create an attractive parkway along the corridor.

Policy 1.10: Pursue closure of the frontage roads as part of redevelopment to return to continuous landscaped parkways along the Corridor to provide uniformity and improved appearance.

Policy 1.11: Collaborate on strong joint use arrangements to create partnerships with the City, Riverside Unified School District, Alvord Unified School District, Sherman Indian School and California Baptist University to remove barriers to joint use of facilities.

Objective 2: Design the Magnolia Avenue Corridor as a transit- and pedestrian-oriented Mixed Use boulevard. (General Plan Objective CCM-3)

Policy 2.1: Limit Magnolia Avenue to four travel lanes south and west of Arlington Avenue while maintaining the six-lane right-of-way. (General Plan Policy CCM-3.1)

Policy 2.2: Consider the implementation of off-street shared parking with parking signage improvements, consolidation of driveways, installation of raised landscaped medians, bus turnouts, traffic signal enhancements, special pavement treatments at pedestrian crossings and intersections, curb extensions, signalized/enhanced crosswalks, wider sidewalks and other appropriate measures which enhance traffic flow, transit efficiency and pedestrian movements. (General Plan Policy CCM-3.2)

Policy 2.3: Consider signal priority treatment for Bus Rapid Transit along Magnolia Avenue.

Policy 2.4: Improve Magnolia Avenue to a standard Class II bike lane the length of the corridor.

Policy 2.5: Study the feasibility of left turn lane closures at minor intersections to allow for increased continuity of the landscaped median along the corridor.

Policy 2.6: Where feasible, expand the sidewalk along the south side of the street to 12 feet to be a multimodal pathway that can accommodate walkers, joggers and recreational bicyclists.

Objective 3: Promote the application of Mixed Use zoning for consistency with the General Plan mixed use land use designations.

Policy 3.1: To incentivize development, it is recommended that the City initiate the zone changes for consistency with the General Plan and in accordance with Article V of the Zoning Code concurrent with the applicant's submittal for Site Plan review.

B. La Sierra District

District Context

La Sierra District is the westernmost district of Magnolia Avenue. It consists of the area at the westernmost City limits to Banbury Drive (Figure 3.1). This district includes portions of the La Sierra and La Sierra South Neighborhoods.

This District is characterized by a mix of land uses, including older commercial centers, residential development including mobile home parks, business park and light industrial uses, medical uses, motels, and large vacant parcels with frontage onto the 91 Freeway. Many of the older retail centers are underutilized, especially around La Sierra Avenue. Much of the parcel configuration in La Sierra is irregular and there are some fragmented ownership patterns, making redevelopment a challenge. All of the La Sierra District falls within the La Sierra/ Arlanza Redevelopment Project Area, as illustrated in Figure 1.2 in Chapter 1 of this Specific Plan.

There are, however, some land use opportunities as well. The large vacant sites on the western end offer the opportunity for new business park and commercial development because of their size and freeway accessibility. Also, the La Sierra/ Magnolia Avenue intersection is vastly underutilized despite its proximity to the La Sierra Metrolink Station and the significant amount of developable land around it. This intersection is in proximity to successful new residential projects near La Sierra University; Riverwalk Vista, a new residential development near the Metrolink Station; and Kaiser Permanente, a major employment center and destination. This area could support new development opportunities, particularly for higher density mixed use projects, and become a community node with public spaces and pedestrian-oriented features.

The La Sierra Metrolink Station, located on the south side of the freeway at La Sierra Avenue, provides an opportunity to support the major commercial and institutional uses along Magnolia Avenue. While there is currently no pedestrian connection over the freeway to the Metrolink Station from Magnolia Avenue, nor is there any shuttle service (transit connection), the Station would be greatly complimented by mixed use development at the La Sierra/Magnolia intersection, as its design elements can help promote a pedestrian friendly environment and alleviate traffic congestion.

Kaiser Permanente is a major employment center in the La Sierra District.

The La Sierra District is the western gateway to the City.

A typical older commercial center in the La Sierra District.

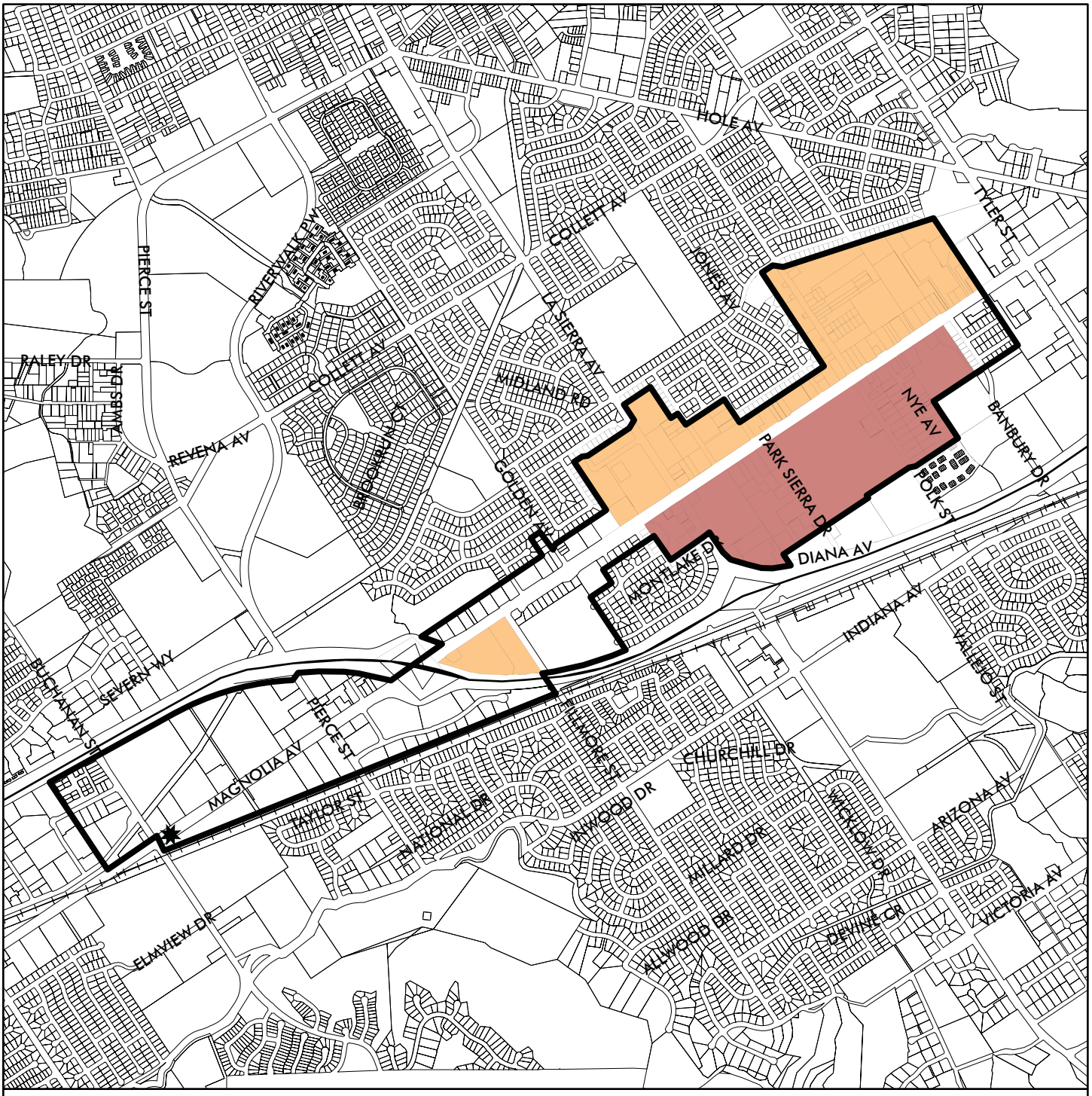


Figure 3.1
LA SIERRA DISTRICT

LEGEND

- District Boundary
- Properties Designated Mixed Use-Village in General Plan 2025
- Properties Designated Mixed Use-Urban in General Plan 2025
- City Gateway

0' 500' 1,000' 2,000' 3,000' 4,000' 5,000'

North

Magnolia Avenue Specific Plan

Development along this portion of the corridor is spread out and dispersed, with most of the parking lots fronting on Magnolia Avenue, and little continuity of sidewalks. Where sidewalks do exist, they are not sufficiently separated from the fast moving traffic. Futhermore, the curb-to-curb width in this district is 100 feet, the largest anywhere along the corridor, with the median up to 55 feet wide in some sections. The vast width of the street combined with the lack of streetscape amenities make it difficult for pedestrians to cross the street, even where a crosswalk exists. In locations where new land uses will attract pedestrians, such as in the mixed use zones, there will be opportunities to include design elements that will improve the pedestrian environment.

La Sierra District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective 1: Enhance the role of the La Sierra District as a major employment center in the City with complementary retail, residential and mixed-use development. (General Plan Objective LU-58)

Policy 1.1: Recognize the potential of La Sierra's industrial lands, located in the southwestern end of the District, to grow into a significant business park and promote and market it to create a signature gateway employment center.

Policy 1.2: Provide opportunities for transit-oriented, mixed use projects providing medical support office/ employment, restaurants, and high-density residential near Kaiser Permanente. Emphasize ownership housing, as feasible, in this area. (General Plan Policy LU-58.3)

Policy 1.3: Allow for increased residential and commercial densities to bring more people to the District, support transit, and complement the scale of the Kaiser facility. (General Plan Policy LU-58.6)

Policy 1.4: Provide enhanced vehicle, bicycle and pedestrian connections across the 91 Freeway to the La Sierra Metrolink Station. (General Plan Policy LU-58.4)

Policy 1.5: Recognize the potential of La Sierra's industrial lands to grow into a significant business park environment. (General Plan Policy LU-58.5)

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the La Sierra District are listed in Table 3.1 below.

Table 3.1: General Plan Land Use Designations in the La Sierra District

General Plan Land Use Designations	Location
Business/Office Park (B/OP)	- Western end of the District. - Area south of Magnolia Avenue between Pierce Street and the 91 Freeway.
Commercial (C)	- Street intersections at Magnolia Avenue and Pierce Street
High Density Residential (HDR)	- Near the center of the District (near Filmore Street and Golden Avenue). - Eastern end of the District, north of Diana Avenue between Banbury Drive and Polk Street.
Mixed Use Village (MU-V)	- North side of Magnolia Avenue between Golden Avenue and Tyler Street.
Mixed Use-Urban (MU-U)	- South side of Magnolia Avenue between La Sierra Avenue and Banbury Drive .

The Mixed Use Land Use Designations occur at key nodes along Magnolia Avenue, where pedestrian-oriented activity centers are focused. The properties designated MU-V and MU-U in the La Sierra District are illustrated in Figure 3.1 of this Chapter. Mixed Use development will have the greatest impact in the La Sierra District, as it can include residential development, entertainment activities, employment opportunities, and other transit-oriented uses near Kaiser Permanente and the La Sierra Metrolink Station.

Framing the Vision

Area between La Sierra Avenue and Park Sierra Drive:

- A new, high density, pedestrian-oriented, mixed use node should be developed around this area to create a focus for the District. This area provides opportunities for commercial and mixed use projects that include medical support, restaurants, and high-density residential developments. Increased residential and commercial densities will bring more people to the District, support transit, and complement the scale of the Kaiser facility.

- The north side of Magnolia Avenue should be developed according to Mixed Use-Village Zoning (MU-V), while the south side of the Avenue should be developed according to Mixed Use-Urban (MU-U) Zoning. With its proximity to the La Sierra Metrolink Station, the goal for this area is to encourage transit-oriented development that promotes pedestrian activity.

- New commercial development in this area should focus on medical support services and hotels that support Kaiser Hospital.

- Plazas, courtyards, pedestrian walkways, and areas for outdoor dining are strongly encouraged. Landscaping and buffering techniques should be applied to provide transitions from developed commercial areas to lower density residential neighborhoods.

Examples of successful projects at Mixed Use-Urban densities.

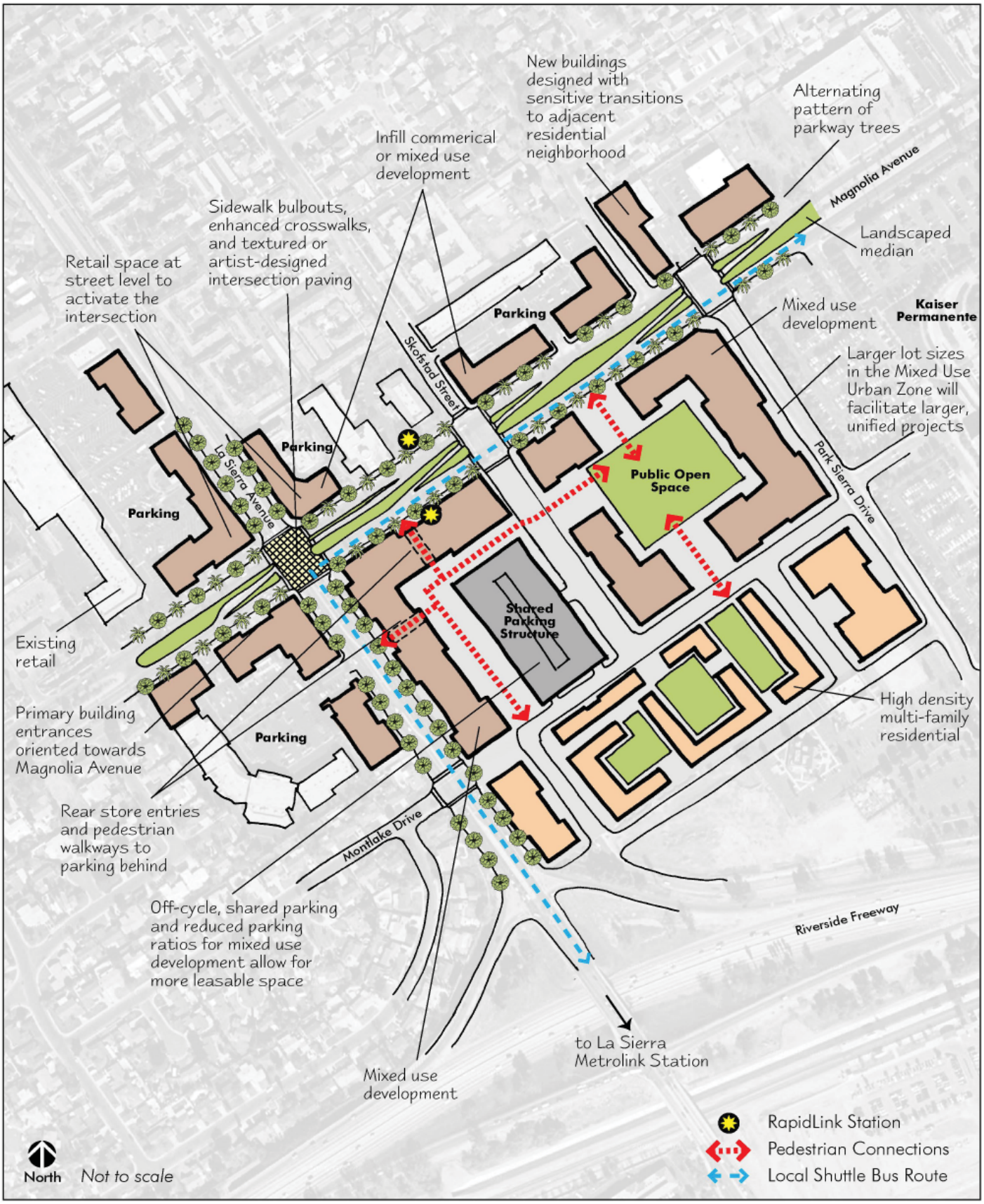
- Improvements to the La Sierra/Magnolia Avenue intersection will help create a pedestrian node. Sidewalk bulbouts where traffic patterns will allow, enhanced crosswalks, and textured or artist-designed intersection paving will make pedestrian crossings more comfortable and enhance the identity of the La Sierra District.

- The City, in partnership with RTA, should consider providing shuttle bus service that circulates between the Metrolink Station and destination points in the area such as the Galleria at Tyler, Kaiser Hospital, key employment centers, and the new mixed use development at La Sierra Avenue to encourage commuters and shoppers to use the Metrolink more effectively.

Figure 3.2 illustrates a conceptual site plan for the area generally between La Sierra Avenue and Park Sierra Drive if it is developed under Mixed Use Zoning. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

Figure 3.2: Conceptual Plan for the Magnolia Avenue/La Sierra Intersection Area

Note: This drawing is conceptual and shows one way this area could be developed per Mixed Use Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.



C. Galleria District

District Context

The Galleria District consists of the area immediately east of Banbury Drive to Harrison Street (Figure 3.3). This district includes portions of the La Sierra and Arlington Neighborhoods. It is primarily a commercial district with regional and general commercial uses, and is the premier upscale and fashion-retail destination for the City and region. The Galleria at Tyler is the primary anchor of the District.

The Galleria District also contains several supporting large chain comparison shopping retailers and national credit tenants, including the recently-built Lowe's Home Improvement Center at the eastern end of the District. The Galleria District falls within two redevelopment project areas – the La Sierra/Arlanza Redevelopment Project Area and the Arlington Redevelopment Project Area, as illustrated in Figure 1.2 in Chapter 1 of this Specific Plan.

The Galleria District is a regional shopping destination with freeway visibility and accessibility, but in need of a district identity as a regional shopping destination. It lacks a sense of a center or focus and buildings have very little relationship with Magnolia Avenue. This situation will improve with the expansion of the Galleria at Tyler, which will add "lifestyle" shopping and entertainment and a stronger presence on Magnolia Avenue.

The Galleria District is an auto-oriented district and is the only area along the corridor with six traffic lanes. While the District should continue to accommodate the automobile because of the nature of its land uses, improvements and amenities that support transit, pedestrians and bicyclists are needed.

Large chain retail stores are predominant in the Galleria District.

The intersection at Magnolia Avenue and Tyler Street could be improved for both pedestrians and drivers with improved signage, parkway landscaping, and enhanced crosswalk and intersection paving.

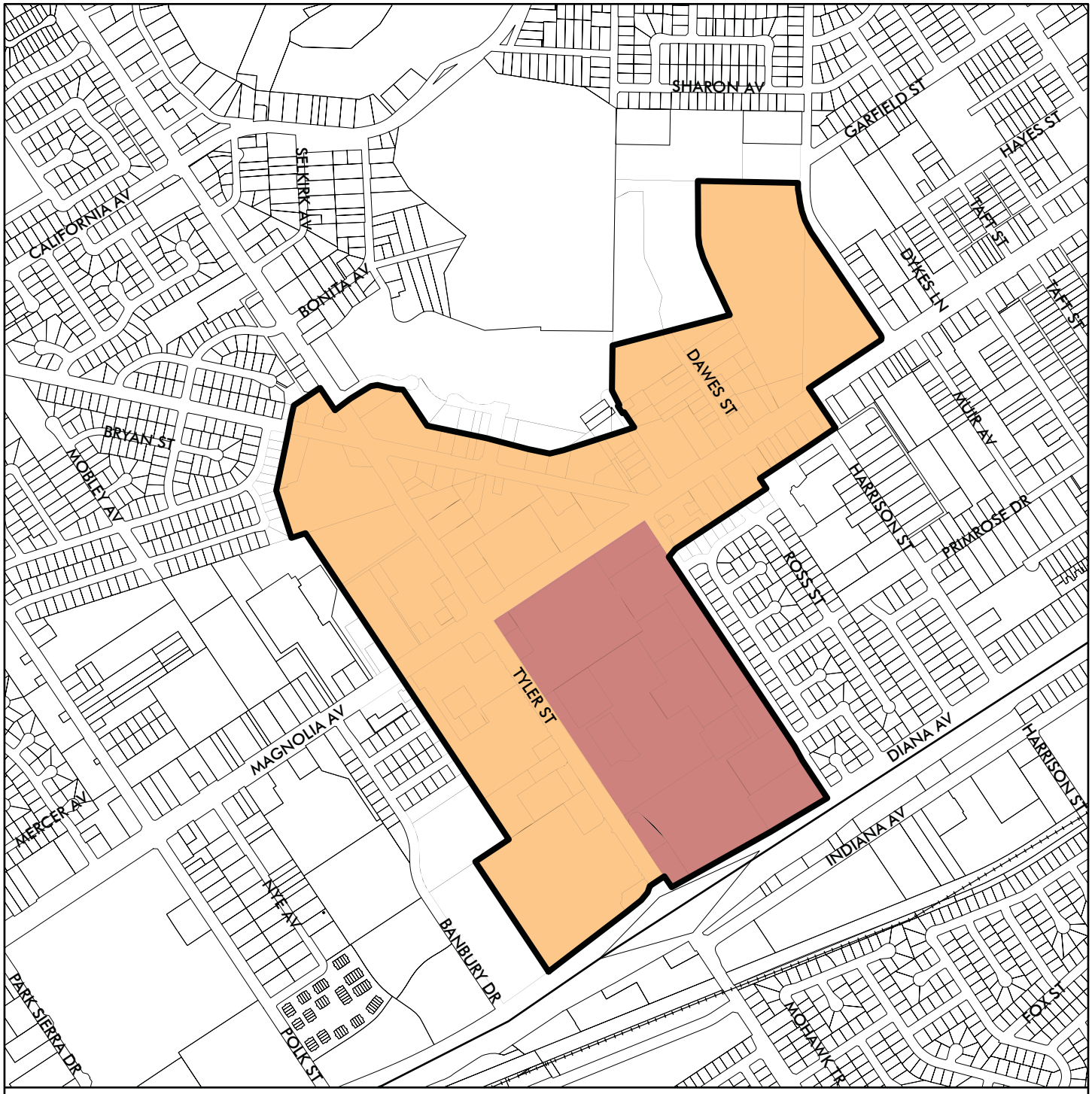


Figure 3.3
GALLERIA DISTRICT

LEGEND

- District Boundary
- Properties Designated Commercial in General Plan 2025
- Properties Designated Commercial Regional Center in General Plan 2025

0′ 500′ 1,000′ 2,000′ 3,000′

North

Magnolia Avenue Specific Plan

Galleria District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective 1: Reinforce the role of the Galleria at Tyler and its surrounding area as the premier retailing destination in the City and region. (General Plan Objective LU-60)

Policy 1.1: Maintain market strength of the Galleria at Tyler while expanding local and regional retail uses throughout the District through appropriate land use designations and zoning. (General Plan Policy LU-60.1)

Policy 1.2: Encourage and facilitate upgrading and rehabilitation of older retail centers in the District.

Policy 1.3: Improve pedestrian circulation in the Galleria District.

Policy 1.4: Through consistent landscaping, improved pedestrian amenities, quality infill development, and other urban design elements, create a sense of place for the Galleria District.

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the Galleria District are illustrated in Figure 3.3 of this Chapter and listed in Table 3.2 below:

Table 3.2: General Plan Land Use Designations in the Galleria District

General Plan Land Use Designations	Location
Commercial Regional Commercial (CRC)	Area developed with the Galleria at Tyler
Commercial (C)	The remainder areas of the District

Framing the Vision

The Galleria at Tyler, its new Life Style Expansion, and surrounding retailers:

- Business and property owners are encouraged to upgrade their commercial properties to incorporate a more pedestrian-friendly design and to promote retail and entertainment uses that will help maintain the District's competitive edge within the region.

- Establishment of larger scale and regional retail uses should be encouraged within this District particularly around the mall, as these uses will help create a thriving retail center.

- Older and under-utilized retail properties found in the District should be upgraded or recycled to stay competitive.

- New development should be built close to the street edge to help enliven Magnolia Avenue and Tyler Street and reduce the vast expanse of parking currently fronting these streets.

- In addition to new private development, improvements to the public realm will greatly improve the area as a local and regional shopping destination. Sidewalk bulbouts at major intersections, enhanced crosswalks, textured or artist-designed intersection paving, and amenities at the RapidLink Stations will help improve the environment for shoppers and compliment the pedestrian qualities of the Lifestyle Expansion at the Galleria.

- The City, in partnership with RTA, should consider providing a shuttle bus service that circulates between the Metrolink Station and destination points in the area such as the Galleria at Tyler, Kaiser Hospital, and the new mixed use development at La Sierra Avenue to encourage commuters and shoppers to use Metrolink more effectively.

Figure 3.4 illustrates a conceptual site plan for the area generally around the Magnolia Avenue/Tyler Street intersection. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

West Elevation

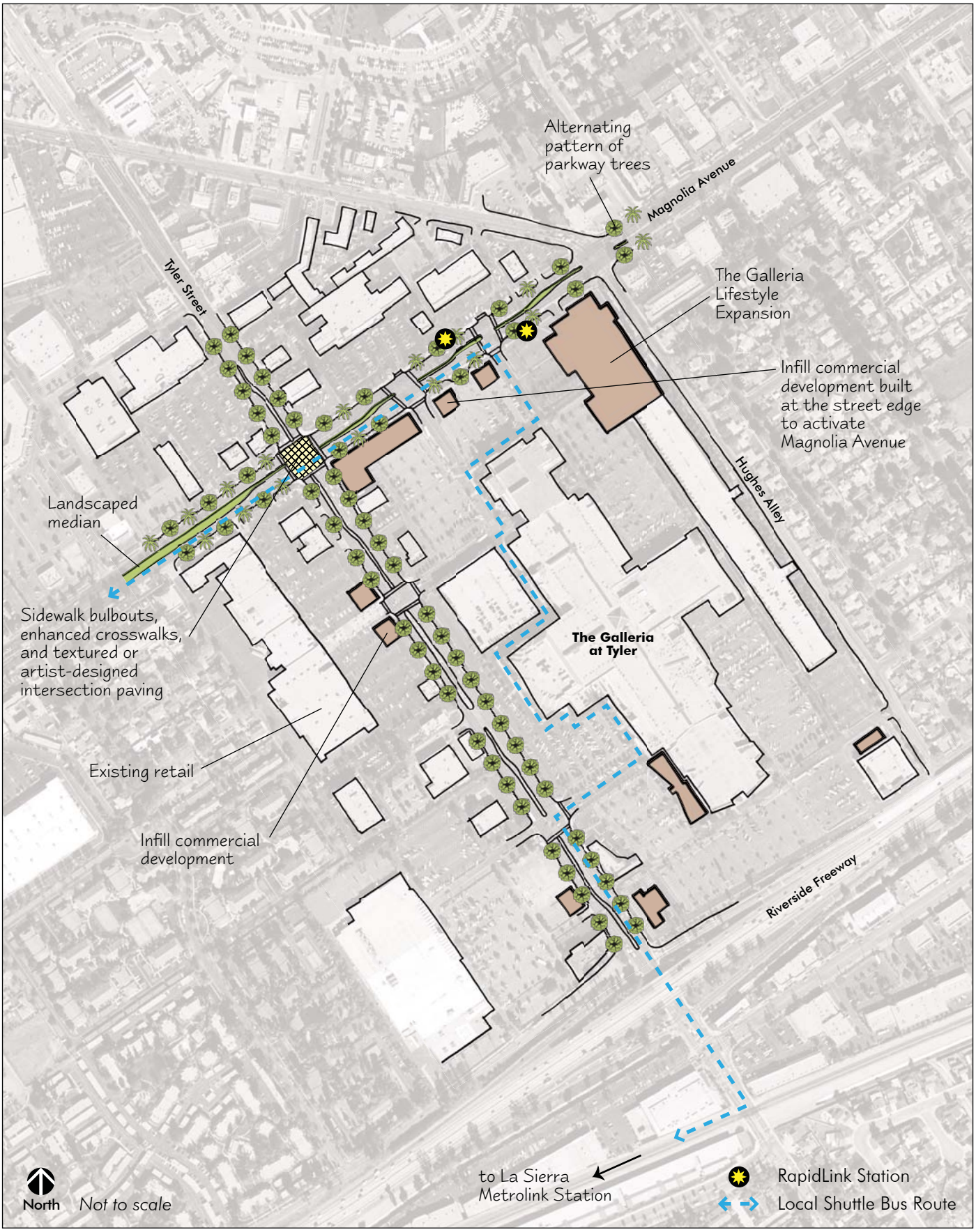
North Elevation

SOURCE: GENERAL GROWTH PROPERTIES, INC.

The Galleria at Tyler Lifestyle Expansion will have a strong presence on Magnolia Avenue and add entertainment uses to this regional shopping district.

Figure 3.4: Conceptual Plan for the Magnolia Avenue/Tyler Street Intersection Area

Note: This drawing is conceptual and shows one way this area could be developed per Commercial Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.



D. Arlington District

District Context

The Arlington District consists of the area easterly of Harrison Street to Jackson Street (Figure 3.5). This District includes a portion of the Arlington neighborhood, which originated in 1868. The Arlington District is one of the two oldest communities located on the original Magnolia corridor, the second one being Magnolia Heritage. At one time, the Arlington neighborhood was a distinct and geographically separate village, but has since been enveloped in the outward expansion of the surrounding City.

The Arlington District is characterized by a concentration of one- and two-story, pre-1950's retail buildings surrounded by a stable single-family neighborhood. The land use mix consists of retail commercial and office uses, the historic Arlington Branch Public Library and a small amount of multi-family housing. There are many outdated and marginalized uses, price-sensitive tenants on small parcels, and under-utilized retail buildings. All of the Arlington District falls within the Arlington's Redevelopment Project Area, as illustrated in Figure 1.2 in Chapter 1 of this Specific Plan.

Arlington Village consists of pedestrian-scaled buildings with storefronts that face the street, a wide sidewalk, and on-street parking.

The intersection of Magnolia Avenue and Van Buren Boulevard is the district's epicenter, referred to as Arlington Village, where local-serving "mom and pop" retail uses are concentrated. Arlington Village has the infrastructure and history of a cohesive, pedestrian-scaled, village environment with storefronts that face the street, with wide sidewalks and on-street parking. Several factors have diminished its pedestrian quality over time, including drive-through uses and vacant storefronts. The planned widening of Van Buren Boulevard at Magnolia Avenue will further weaken the pedestrian environment. Therefore, significant enhancements to this intersection should accompany the widening to reduce its impact on the area.

Recent streetscape improvements have been made to the Arlington District in accordance with the Arlington Village Street Improvement Plan. These improvements extend from Harrison Avenue to Castleman Street and include benches, trash receptacles, pedestrian lighting, new sidewalks, improved driveway approaches, wheelchair ramps, tree wells, and planter areas.

Arlington Park fronts on Van Buren Boulevard and is essentially hidden from Magnolia Avenue. Arlington Park could be greatly enhanced as a major community asset, as well as contribute to the aesthetics of the District if it extends out to Magnolia Avenue and has a significant presence along the corridor. This expansion

would not only significantly strengthen the heart of the Arlington District as a pedestrian-oriented neighborhood center with a meaningful community gathering space, but also contribute greatly to the parkway concept for Magnolia Avenue.

Throughout most of the Arlington District, small lot sizes hinder new development projects. Lot assembly, driveway consolidation and shared parking arrangements are all necessary for meaningful, coordinated, infill commercial and mixed use projects to occur. In addition, alley closures should be considered in some locations to expand site size for new projects. At the western end of the District, generally bounded by Magnolia Avenue, Harrison Street, Primrose Drive, and Muir Avenue, there is opportunity for lot consolidation to allow for residential or a viable mixed use project. Alley vacations could also help implement this concept.

Arlington District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective 1: Maintain Arlington's sense of community through careful and coordinated planning that builds upon the neighborhood's key assets and reinforces its historic development patterns. (General Plan Objective LU-35)

Policy 1.1: Restore, strengthen and maintain the unique community character and identity of the Arlington District. (General Plan Objective LU-36)

Policy 1.2: Focus commercial development in the Arlington Village, discouraging "strip" commercial development. (General Plan Policy LU-35.1)

Policy 1.3: Aggressively pursue economic revitalization, while preserving and restoring Arlington's historic village-like character and pedestrian scale. (General Plan Policy LU-37.1)

Policy 1.4: Encourage a strong, cooperative working relationship between the City and the Arlington business community. (General Plan Policy LU-37.2)

Policy 1.5: Take a leadership role in helping Arlington maintain a business improvement district. (General Plan Policy LU-37.3)

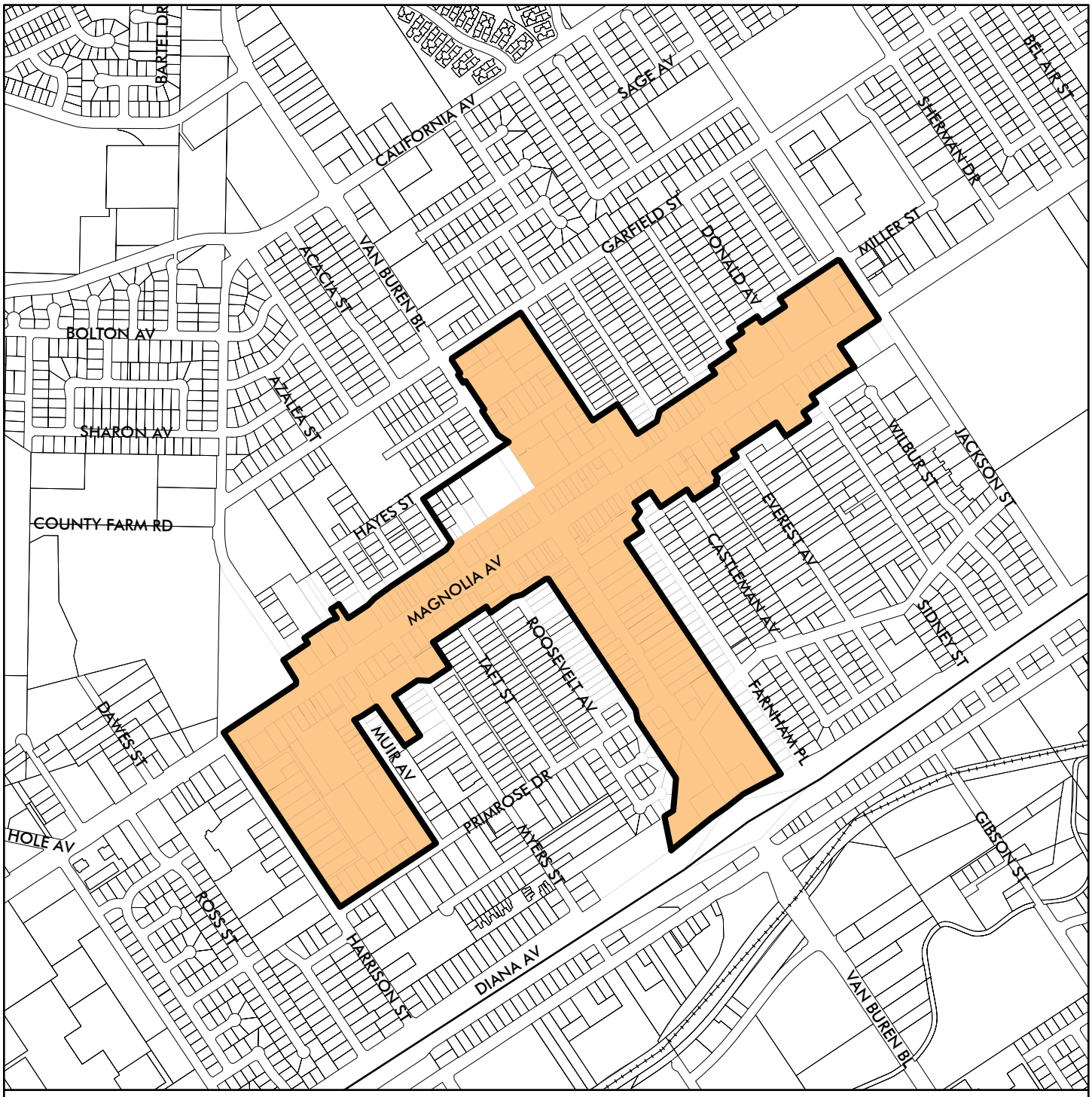


Figure 3.5
ARLINGTON DISTRICT

LEGEND

District Boundary

Properties Designated Mixed Use-Village in General Plan 2025

0′ 500′ 1,000′ 2,000′ 3,000′

North

Magnolia Avenue Specific Plan

Policy 1.6: Encourage lot consolidation, driveway consolidation, shared parking, and frontage on Magnolia Avenue for meaningful, coordinated mixed-use and commercial projects that contribute to an attractive streetscape. (General Plan Policy LU-36.3)

Policy 1.7: Enhance appearance of the Arlington District at the intersection of Van Buren Boulevard and the 91 Freeway. (General Plan Policy LU-36.4)

Policy 1.8: Balance the traffic carrying function of Van Buren Boulevard with goals to enhance neighborhood aesthetics, pedestrian/bicycle safety, and the historic environment of Arlington Village. (General Plan Policy LU-15.3)

Policy 1.9: Provide sufficient parking, while also maintaining the pedestrian environment. (General Plan Policy LU-36.5)

Policy 1.10: Expand and improve Arlington Park to create a major public space in the Arlington District. (General Plan Policy LU-36.6)

Policy 1.11: Except as superceded by the policies in General Plan 2025, the Zoning Code and this Specific Plan, the design guidelines in the 2001 Arlington Community Plan remain applicable and can now be found in Chapter 4 of this Specific Plan. (General Plan Policy LU-36.7)

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the Arlington District are listed in Table 3.3 below:

Table 3.3: General Plan Land Use Designations in the Arlington District

General Plan Land Use Designations	Location
Mixed Use Village (MU-V)	- Majority of the District
Public Park (P)	- Arlington Park bounded by Van Buren Boulevard, Miller, Hayes and Roosevelt Streets.

As illustrated in Figure 3.5 of this Chapter, the MU-V Land Use Designation occurs in the majority of the Arlington District along Magnolia Avenue, where pedestrian-oriented activity centers are focused. Mixed use development will have the greatest impact in the Arlington District, as it often includes moderate to high density residential uses and community serving retail and service uses at the street level to facilitate a pedestrian environment. The intent of the MU-V designation in the Arlington District is to preserve and strengthen Arlington's pedestrian-oriented urban village qualities.

Framing the Vision

Area generally between Roosevelt Street and Castleman Street:

- This area is the heart of the Arlington District, where local-serving retail and service uses should be focused at the street level to maintain a pedestrian-oriented environment.

- Neighborhood convenience shopping, specialty retail and restaurants/cafes with outdoor dining are strongly encouraged. Through Mixed Use-Village (MU-V) Zoning, second-story residential and office uses are permitted, which will also contribute to the village-like character of the area.

- Adaptive reuse of historic buildings is strongly encouraged to maintain the essential character of the Arlington District.

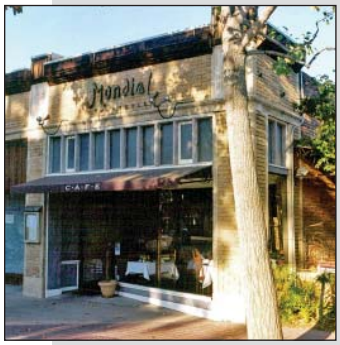
- The formation of a Parking District, possibly through the Arlington Business District, is strongly recommended to provide conveniently located shared parking while maintaining the walkable quality of the area.

Riverside County Lumber on Van Buren Boulevard:

- This site is of an appropriate size and location for new moderate density residential or mixed use development, especially if the development could be linked to the Magnolia Avenue frontage. Multi-family residential at this location would help bring activity to the village core, and compliment Arlington Park across the street.

Arlington Park – Van Buren Boulevard/Magnolia Avenue Intersection:

- There is a major opportunity to create more public open space in this District by extending the southeasterly side of Arlington Park along Miller Street to Magnolia Avenue.



Examples of projects that illustrate Mixed Use-Village densities.

The park extension would provide a monumental window onto the corridor. The park extension could be designed, as shown, so that the park fronts Magnolia Avenue across from the expanded and help engage park users with the Arlington Branch Public Library, located across the street.

- Another design alternative would be to extend the park to the Magnolia Avenue/Van Buren Boulevard intersection, where the gas station is currently located. Either design would greatly enhance Arlington Park as a major community asset, provide a meaningful public gathering space in the heart of the Arlington District, and compliment the parkway concept for Magnolia Avenue by providing more "green" along the corridor.

Magnolia Avenue/Van Buren Boulevard Intersection:

- Pedestrian improvements to this intersection are crucial to Arlington Village with the planned widening of Van Buren Boulevard. Sidewalks, bulbouts, enhanced crosswalks, pedestrian-scaled lighting, and textured or artist-designed intersection paving will help make pedestrian crossings more comfortable at this newly-widened intersection and enhance the identity of the Arlington District.

- In addition, midblock crosswalks may be considered in this District to improve pedestrian connections in the core retail area and to link Arlington Park with the Arlington Branch Public Library. The new library expansion will give this historic civic building more prominence in the heart of the District and compliment the pedestrian focus of the area.

- Pedestrian-oriented retail and service uses should be focused at the Magnolia Avenue/Van Buren Boulevard intersection, as this would help preserve the heart of Arlington as a walkable, local-serving village. Infill residential and mixed use projects will further contribute to the village-like character of the District.

Figure 3.6 illustrates a conceptual site plan for the area generally between Roosevelt Street and Castleman Street if it is developed under the MU-V Zone. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

Figure 3.6: Conceptual Plan for the Magnolia Avenue/Van Buren Boulevard Intersection Area

Note: This drawing is conceptual and shows one way this area could be developed per Mixed Use-Village Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.

E. Magnolia Heritage District

District Context

The Magnolia Heritage District consists of the area immediately westerly of Jackson Street to Arlington Avenue (Figure 3.7), and includes portions of the Arlington, Ramona, and Magnolia Center Neighborhoods. The Magnolia Heritage District is one of the two oldest communities located on the original Magnolia corridor, the second one being Arlington Village. It consists primarily of multi-family housing, and is home to several educational institutions, including California Baptist University (CBU), Sherman Indian School and Ramona High School. There are also some single-family houses and commercial uses in the District. The District is surrounded by stable single-family neighborhoods.

California Baptist University, one of the three universities in the City of Riverside, is located in the Magnolia Heritage District.

There is a large inventory of older apartment complexes along Magnolia Avenue and a few vacant sites. These older buildings and vacant sites offer the opportunity for upgraded and higher density housing to increase the stock available to university students. A few properties in this District fall within redevelopment project areas – Arlington Project Area and Magnolia Center Project Area, as illustrated in Figure 1.2 in Chapter 1 of this Specific Plan.

There are several vacant sites, as well as older apartment complexes, along Magnolia Avenue that offer opportunities for high quality multi-family housing.

The area bounded by Magnolia Avenue, Adams Street, the Riverside Freeway (CA-91) and the CBU campus contains a mixture of student housing, senior housing and offices for CBU in the northern portion, and commercial uses, including Adams Plaza, at the south end adjacent to the Riverside Freeway. Because this site is immediately adjacent to CBU, and many of the parcels are owned by the University, there is a major opportunity to redevelop this area with higher density, mixed use development that would complement the University.

There are several historic landmarks in the Magnolia Heritage District (see Chapter 2, Figure 2.1 for a map of historic landmarks). Most of these landmarks are the residences of the original farmers in the area: Heritage House (1891), now part of the City's Municipal Museum, Moulton House (early 1900's), and the house at 8955 Magnolia Avenue (1925). Other landmarks include the Sherman Indian Museum Building (1901) and the Magnolia United Presbyterian Church (1881), the oldest surviving church in Riverside.

Improved access, accent lighting and paving would help increase visibility of the historic Parent Navel Orange Tree.

The Parent Navel Orange Tree, also a historic landmark, is located at the intersection of Magnolia and Arlington Avenues at the gateway to the District. While an appropriate location for this important historical element, the site itself is surrounded by

pavement in a busy intersection, making it difficult for pedestrian access and driver recognition. The site would benefit greatly from improvements to the intersection, such as special paving, signage, landscaping, and lighting that present this area as a gateway into the Magnolia Heritage District and celebrate the Parent Navel Orange Tree.

This District also contains the best display of remaining heritage landscaping along the corridor. Stands of California Fan Palms in the parkway are still intact in certain locations, especially in front of the Heritage House. The median is well landscaped with Magnolias and California Pepper trees, although there is no discernable pattern to the trees. In addition, there are larger setbacks and a more consistent pattern of "green" in the parkway and median than elsewhere along the corridor.

In certain locations, however, parkway landscaping has been replaced with short segments of frontage roads adjacent to Magnolia Avenue. These frontage roads were introduced over 30 years ago as part of a plan to create a continuous frontage road along Magnolia Avenue, but were never fully completed. While these segments today provide access to multi-family residential properties, they also contribute to a lack of visual continuity along the corridor. As these apartment complexes redevelop over time, there is opportunity to provide more efficient access and on-site parking. When this occurs, as described in Chapter 6 (Streetscape Improvements), the frontage roads should be closed and the historic landscaped parkways re-established to provide uniformity and improved appearance. In addition, the land on which the frontage roads are located could be used for other purposes, including wider sidewalks, improved bike lanes, large landscaped setbacks or the addition of new small parks that would provide additional green space along the corridor.

Relatively intact historic landscaping lines Magnolia Avenue in the eastern portion of the District.

Frontage roads adjacent to Magnolia Avenue have disrupted the historic parkway landscaping in parts of the District.

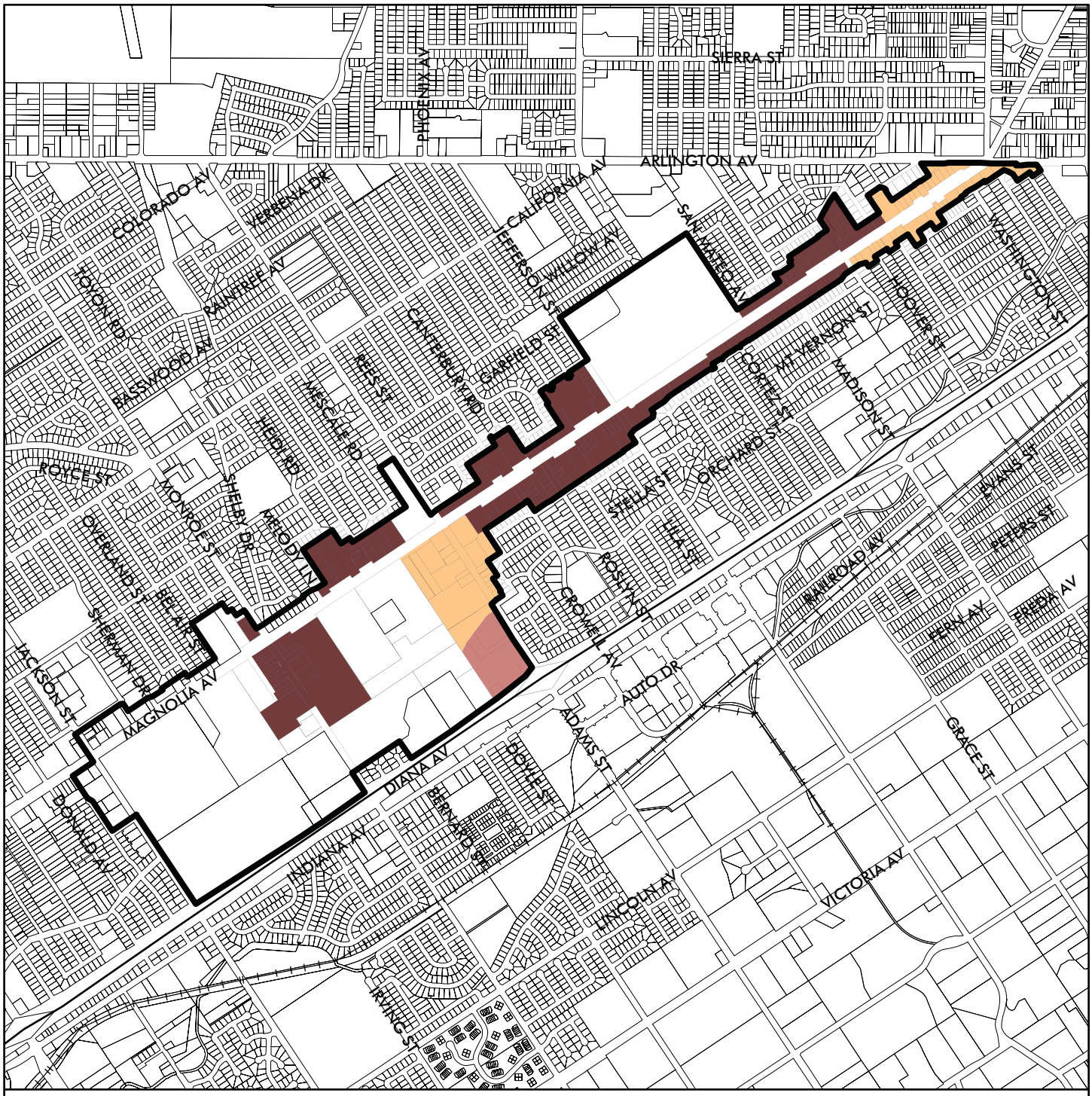


Figure 3.7
MAGNOLIA HERITAGE DISTRICT

LEGEND

- District Boundary
- Properties Designated Mixed Use-Village in General Plan 2025
- Properties Designated Mixed Use-Urban in General Plan 2025
- Very High Density Residential in General Plan 2025

0' 500' 1,000' 2,000' 3,000' 4,000' 5,000'

North

Magnolia Avenue Specific Plan

Magnolia Heritage District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective 1: Maintain the established residential character of the Magnolia Heritage District while allowing for higher intensity transit oriented residential and mixed-use development on opportunity sites, particularly along Magnolia and California Avenues. (General Plan Objective LU-78)

Policy 1.1: Improve and expand the housing stock to support and complement the major educational institutions and Bus Rapid Transit. (General Plan Policy LU-78.1)

Policy 1.2: Preserve historic landscaping and increase green space along the Magnolia corridor. (General Plan Policy LU-78.2)

Policy 1.3 Encourage continued enhancement and growth of the significant institutional uses along the Magnolia Avenue corridor. (General Plan Policy LU-78.3)

Policy 1.4: Enhance and celebrate Heritage House as a historic and cultural landmark. (General Plan Policy LU-78.4)

Policy 1.5: Enhance and celebrate the Parent Navel Orange Tree as an historic and cultural landmark. (General Plan Policy LU-68.2)

Policy 1.6: Require large-scale, development along block faces of Magnolia Avenue that are designated Very High Density Residential (VHDR). Ensure that resulting development is sensitive to surrounding uses. (General Plan Policy LU-78.6)

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the Magnolia Heritage District are listed in Table 3.4 below:

Table 3.4: General Plan Land Use Designations in the Magnolia Heritage District

General Plan Land Use Designation	Location
Public Facilities/Institutional (PF)	- Sherman Indian High School and Chemawa Middle School between Jackson and Monroe Streets. - California Baptist College between Monroe and Adams Streets. - Ramona High School between Jefferson and Madison Streets.
Very High Density Residential (VHDR)	- Surrounding the educational institutions and fronting Magnolia Avenue in the majority of the district.
High Density Residential (HDR)	- A portion of the CBU site
Mixed Use Village (MU-V)	- Northerly areas along Adams Street
Mixed Use-Urban (MU-U)	- Along the southern portion of Adams Street and adjacent to the 91 Freeway.
Office (O)	- Western end of the district along the northerly side of Magnolia Avenue.
Public Park (P)	- Parcel northwesterly of Ramona High School.
Business/Office Park (B/OP)	- Two properties fronting Monroe Street and the 91 Freeway.

The Mixed Use Land Use Designations occur at key nodes along Magnolia Avenue, where pedestrian-oriented activity centers are focused. The properties designated MU-V and MU-U in the Magnolia Heritage District are illustrated in Figure 3.7 of this Chapter. Mixed use and high density residential development will have the greatest impact in the Magnolia Heritage District, as these types of development can allow additional higher density residential development, student-oriented activities and neighborhood retail uses near California Baptist University. Due to the shallow depths of many of the lots fronting on Magnolia Avenue, careful attention needs to be given to buildings heights, setbacks and other buffering techniques to protect the quality of life of the existing residents.

Framing the Vision

Area bounded by Magnolia Avenue, Adams Street, the Riverside Freeway (SR-91) and California Baptist University (CBU):

- It provides an opportunity for mixed use node that would complement CBU and the Sherman Indian School, enhance town-gown relationships, and provide a focal point in the District. In addition, many of the parcels are under single ownership, making redevelopment more feasible.

- The north end of the site, which is designated Mixed Use-Village, should focus on providing moderate density housing or mixed-use projects designed to maintain the established residential character of the District.

- The southern portion of the site, adjacent to the Riverside Freeway, is designated Mixed Use-Urban and could accommodate a large, high density mixed use project that incorporates multi-family housing with neighborhood-serving retail, restaurants, and student-oriented activities. Pedestrian connections should be made from all projects to the adjacent CBU campus.

Figure 3.8 illustrates a conceptual site plan for the area between Magnolia Avenue, Adams Street, the 91 Freeway and CBU if it is developed under Mixed Use Zone. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

VHDR Designated Area:

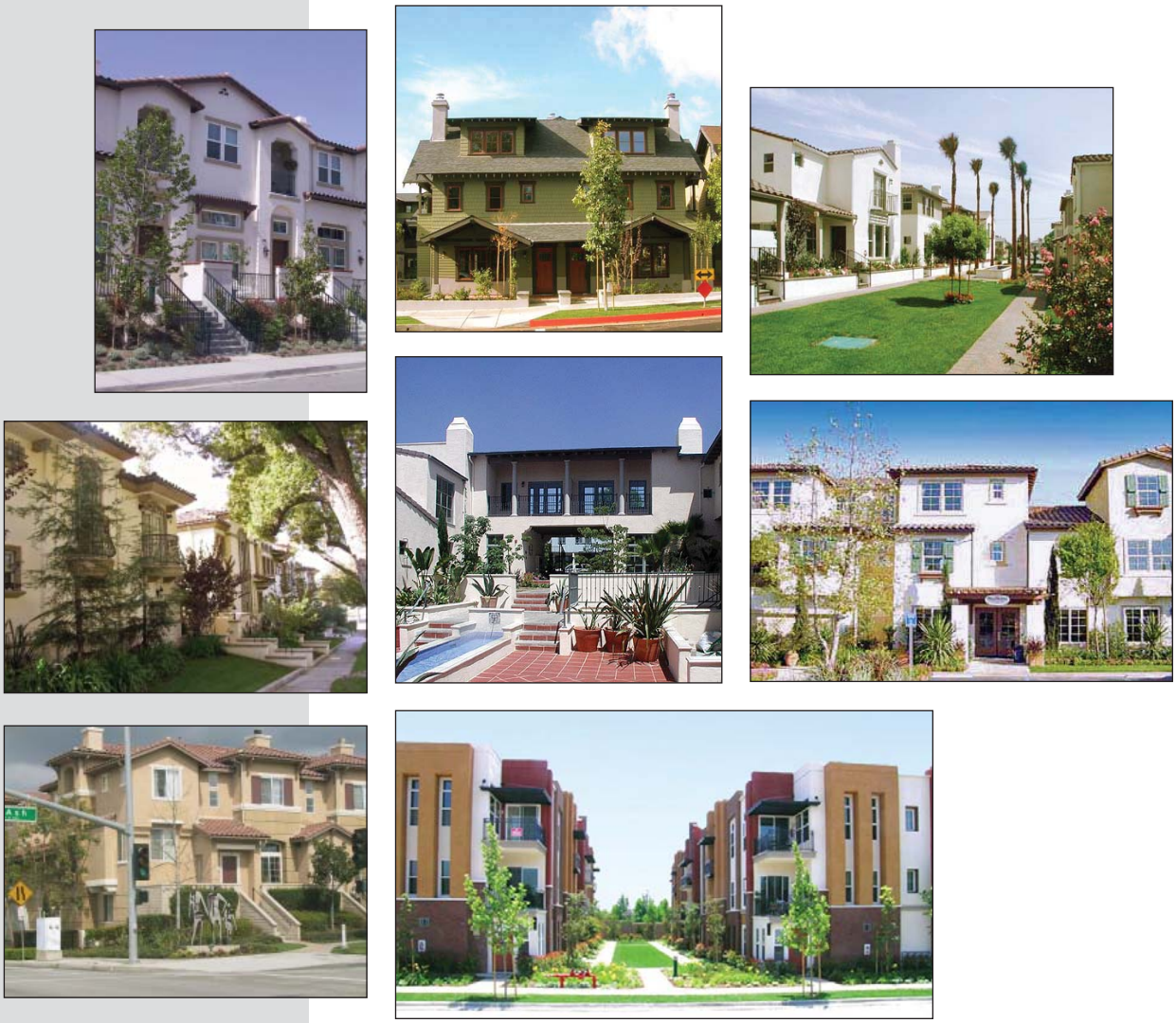
- The Very High Density Residential (VHDR) General Plan designation (illustrated in Figure 3.7) provides an opportunity to improve and expand the housing stock in the Magnolia Heritage District with higher density multi-family housing and transit-oriented housing. This will contribute to the housing stock for university faculty, staff and students, as well as the general public.

- This area is appropriate for a variety of high quality, well-designed multi-family housing types, including row houses, walk-up flats, apartments, courtyard housing and live/work units.

- Multi-family residential projects should provide well-landscaped front yard setbacks, and where feasible, landscaped courtyards with views onto Magnolia Avenue

Examples of various multi-family housing types.

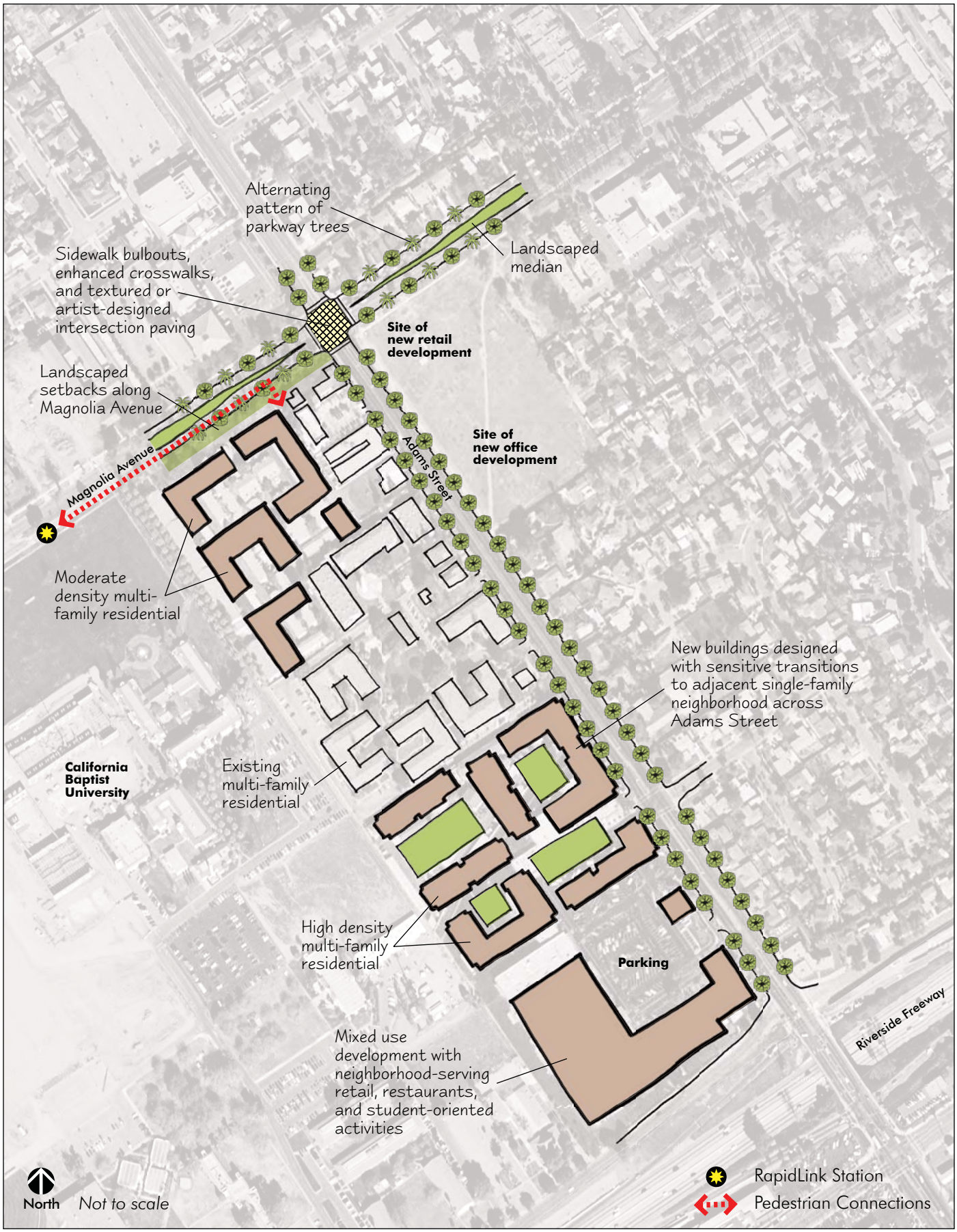
to contribute to the historic "green" character of this portion of the corridor. Landscaping and buffering techniques are necessary to provide sensitive transitions between higher density housing along Magnolia Avenue and the surrounding single-family neighborhoods.



Examples of various multi-family housing types.

Figure 3.8: Conceptual Plan for the Magnolia Avenue/Adams Street Intersection Area

Note: This drawing is conceptual and shows one way this area could be developed per Mixed Use Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.



F. Magnolia Center District

District Context

The Magnolia Center District consists of the area immediately north of Arlington Avenue to Jurupa Avenue (Figure 3.9), and includes portions of the Magnolia Center and Wood Streets neighborhoods. Land uses in this District include retail, office, institutional and residential. Although the Magnolia Center District is one of Riverside's oldest areas with a rich character of its own, it is in need of revitalization. There are many underutilized sites and numerous obsolescent retail and low profile office buildings. Nearly the entire District falls within the Magnolia Center Redevelopment Project Area, as illustrated in Figure 1.2 in Chapter 1 of this Specific Plan.

The 1950s-style Brockton Arcade is neighborhood-oriented for local businesses and residents.

The northern portion of the District (north of Merrill Avenue) contains a relatively new neighborhood shopping center and grocery store that fronts Magnolia Avenue, as well as a low density mix of residential, office and institutional uses, including a church and an Elks Club. The southern portion of the District (south of Nelson Street) contains residential and offices uses, many of which are medical offices, and Low Park fronting Magnolia Avenue. This park contains the historic Chicago White Sox Redwood Tree, a designated landmark tree, which was planted in 1914 by the visiting baseball team.

Redeveloping Sunnyside Drive, which has the infrastructure of a pedestrian-oriented street, as a specialty retail street with shops, cafés and outdoor dining would complement the newly renovated Riverside Plaza.

The central portion of the District is a mixture of office and commercial uses, and includes two major shopping centers: the Brockton Arcade and Riverside Plaza. The Brockton Arcade is a small, pedestrian-friendly commercial center of well-preserved 1950's-style architecture that fronts both Magnolia and Brockton Avenues. It primarily serves local businesses and the surrounding single-family neighborhoods. Riverside Plaza, which was recently renovated and expanded to include a cinema and restaurants, has become one of the City's major retail and entertainment centers. Riverside Plaza is relatively hidden from Magnolia Avenue. Improving and redeveloping Sunnyside Drive, which connects Riverside Plaza to Magnolia Avenue, would better tie the retail hub onto Magnolia Avenue by providing a pedestrian-friendly shopping area between the Plaza and the corridor.

The intersection of Magnolia, Central, and Brockton Avenues is in the center of the District. It is a visually unattractive, highly traveled intersection in transition of becoming a four-way intersection. While recent traffic pattern modifications have improved circulation in the area (Chapter 5 - Circulation), the intersection design should be further addressed. Because it is

such a highly visible intersection, other improvements, such as enhanced paving, crosswalks, landscaping, etc., could also occur to enhance its appearance and make it more pedestrian-friendly.

There are two triangular-shaped lots that abut the Magnolia/Central/Brockton intersection to the north and south which are currently developed with auto repair uses and have their parking lots fronting the intersection. Redeveloping these lots with more attractive, pedestrian-oriented land uses, or as landscaped plazas with special treatments such as a water feature and/or public art, would significantly improve the appearance of the intersection and help provide identity to the Magnolia Center District. Because there is no longer a landscaped median in this District, which historically ran the entire length of the corridor, adding pedestrian oriented land uses in this area would help bring back some landscaping and contribute to the parkway concept for Magnolia Avenue.

The Palm Elementary School building, built in 1927, is the one historic landmark in the Magnolia Center District. It contains elements of the Spanish Colonial Revival, Italian Gothic and Moorish styles. Since 1978, it became the home of the Riverside Unified School District's Community Education program. Another historically significant structure, although not designated as landmark or a structure of merit, is the Brockton Arcade, a fine example of the 1950's neighborhood shopping center design.

The Palm Elementary School building, which currently houses the Riverside Unified School District's Community Education program, is a designated historic landmark in the Magnolia Center District.

Magnolia Center District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective 1: Revitalize Magnolia Center in its role as a subregional retail and business center, while maintaining and preserving the low scale character of surrounding residential areas. (General Plan Objective LU-67)

Policy 1.1: Create nodes of shopping activity at Riverside Plaza and Brockton Arcade and avoid dispersal of retail uses along the balance of the Magnolia Avenue Corridor. (General Plan Policy LU-67.1)

Policy 1.2: Promote lot assemblage for additional medical office uses in the area generally bounded by Magnolia Avenue, Brockton Avenue and Arlington Avenue. (General Plan Policy LU-67.2)

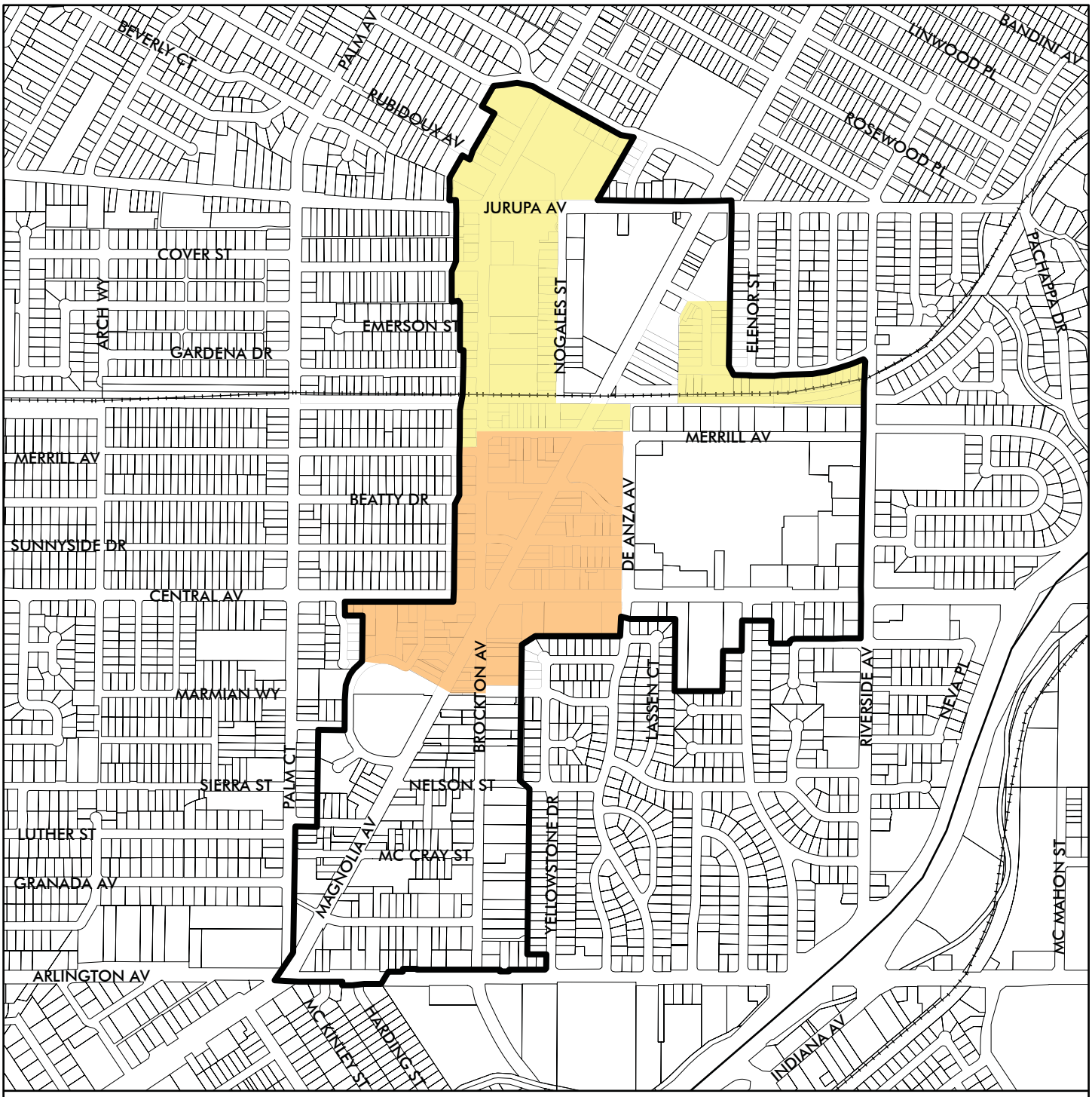


Figure 3.9
MAGNOLIA CENTER DISTRICT

LEGEND

- District Boundary
- Properties Designated Mixed Use-Neighborhood in General Plan 2025
- Properties Designated Mixed Use-Village in General Plan 2025

0′ 500′ 1,000′ 2,000′ 3,000′

North

Magnolia Avenue Specific Plan

Policy 1.3: Emphasize and encourage mixed-use development to re-energize the Magnolia Center District. (General Plan Policy LU-67.4)

Policy 1.4: Develop pedestrian-oriented mixed-use projects with supportive retail uses on underutilized sites along the Magnolia Avenue corridor near Riverside Plaza. (General Plan Policy LU-67.5)

Policy 1.5: Improve circulation and streetscape appearance in Magnolia Center.

Policy 1.6: Provide sufficient convenient parking for shoppers, employees and visitors, while also improving the pedestrian environment.

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the Magnolia Center District are listed in Table 3.5 below:

Table 3.5: General Plan Land Use Designations in the Magnolia Center District

General Plan Land Use Designation	Location
Mixed Use-Neighborhood (MU-N)	- Northwestern and northeastern portions of the District.
Mixed Use-Village (MU-V)	- Central portion of the District between Brockton and De Anza Avenues, north of San Simeon Way and Merrill Avenue - Southwestern portion of the District, fronting Magnolia Avenue between San Rafael Way and Arlington Avenue.
Medium Density Residential (MDR)	- Four properties south of Maplewood Place
Office (O)	- Southern portion of the District.
Commercial (C)	- North central portion of the district, at the Brockton Arcade. - Parcels to the immediate north and south of Riverside Plaza.
Commercial Regional Center (CRC)	- Riverside Plaza site between Central and Merrill Avenues and between De Anza and Riverside Avenues
Public Facilities/Institutional (PF)	- Riverside Adult School across the Brockton Arcade
Public Park (P)	- Low Park at the corner Magnolia and Arlington Avenues.

The Mixed Use Land Use Designations occur at key nodes along Magnolia Avenue, where pedestrian-oriented activity centers are focused. The properties designated MU-N and MU-V in the Magnolia Center District are illustrated in Figure 3.9 of this Chapter. Mixed use development will have the greatest impact in the Magnolia Center District, as it can include office, housing and live/work spaces in mixed use buildings with retail uses primarily at the street level. This will bring additional residences and employees to the area to support the retail expansion and re-energize the District.

Framing the Vision

Area generally between Merrill Avenue and the Brockton Arcade:

- It offers a prime opportunity for retail, office and residential uses in a mixed use development format per the City's Mixed Use-Village (MU-V) Zoning.

Riverside Plaza and Brockton Arcade:

- Nodes of shopping activity should be focused at Riverside Plaza and the Brockton Arcade to avoid the dispersal of retail uses throughout the District. This will help create a focus for the District and energize the retail area.

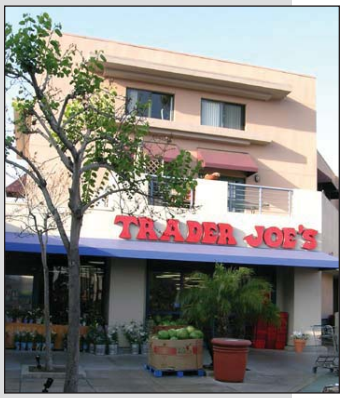
- With a new RapidLink Station near Riverside Plaza, transit-oriented development that promotes pedestrian activity is strongly encouraged.

- A moderate density, pedestrian-oriented, mixed use node should be developed between the Brockton Arcade and Riverside Plaza to create a focus for the District and help re-energize the retail area.

- Increased streetscape amenities between these two malls, particularly along Magnolia Avenue and Sunnyside Drive, would tie the retail portion of the District together and improve overall vehicle, transit and pedestrian circulation.

Sunnyside Drive:

- Sunnyside Drive, which connects Riverside Plaza to Magnolia Avenue, should be improved with streetscape amenities, such as pedestrian-scaled lighting, and developed with shops, cafes and restaurants with outdoor dining to provide a lively, pedestrian-friendly, shopping and entertainment area between the Plaza and the corridor. This will also help link



Examples of projects that illustrate Mixed Use-Village densities.

the newly renovated Riverside Plaza to Magnolia Avenue and improve pedestrian circulation.

Magnolia/Central/Brockton Avenue:

- Although the historic landscaped median has been previously removed from this District, there is a major opportunity to add more "green" space along the corridor by creating central landscaped plazas on the two triangular-shaped lots that abut the Magnolia/Central/Brockton Avenue intersection. These landscaped plazas could include special treatments, such as a water feature and public art. This would significantly improve the appearance of the intersection and help provide identity to the Magnolia Center District.

- In addition, sidewalks bulbouts, enhanced crosswalks, and textured or artist-designed intersection paving will make pedestrian crossings more comfortable and compliment the vehicular improvements to the Magnolia/Central/Brockton Avenue intersection.

- The formation of a Parking District is strongly recommended to provide sufficient convenient parking for shoppers, employees and visitors, while also improving the pedestrian environment.

Figure 3.10 illustrates a conceptual site plan for the area generally surrounding the Magnolia/Central/Brockton Avenue intersection if it is developed under Mixed Use-Village Zoning. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

Examples of projects that illustrate Mixed Use-Village densities.

Figure 3.10: Conceptual Plan for the Magnolia/Central/Brockton Avenue Area

Note: This drawing is conceptual and shows one way this area could be developed per Mixed Use-Village Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.

G. Wood Streets District

District Context

The Wood Streets consists of the area north of Jurupa Avenue to the northerly boundary of Riverside Community College and the southerly edge of the Downtown Specific Plan area (Figure 3.11). The Wood Streets District is further divided into two sub-districts (Wood Streets South and Wood Streets North).

Wood Streets South

The Wood Streets South sub-district consists of the area north of Jurupa Avenue to Ramona Drive and forms part of the Wood Streets neighborhood. It is a stable single-family residential neighborhood, the majority of which is in a historic district. It has tree-lined streets, historic pedestrian-scaled lighting, and well-preserved Spanish and California style bungalows, craftsman, and colonial houses. A unique feature in this District is the tile-roofed street entry markers along Magnolia Avenue at some of the residential cross streets. Historically, a median ran the entire length of the Magnolia Avenue corridor, however, there is no longer a median in this district. This District is not located within a redevelopment project area.

The land uses in the District are almost entirely single-family residential, with the exception of the southern end of the District. An elementary school, a church, and some office and commercial uses are found in this portion of the District. At the Magnolia Avenue and Jurupa Avenue intersection, there is an auto service shop and a convenience store with parking fronting the street. This prominent corner, which serves as a gateway to the Wood Streets District, should be redeveloped over time with low intensity uses that are more pedestrian-oriented and provide parking in the rear so that it is screened from the intersection.

The historic pedestrian-scaled lighting in the residential portion of this District should be continued along Magnolia Avenue to Jurupa Avenue.

The parkway landscaping in this District, which predominantly consists of mature oak trees, provides a dense canopy over the street and communicates an identity for the neighborhood.

A prominent feature in the Wood Streets District is the historic entry markers to some of the residential cross streets.

The Magnolia Avenue/Jurupa Avenue intersection is an ideal place for a landmark or gateway element to identify the transition from the Magnolia Center District to the historic Wood Streets District.

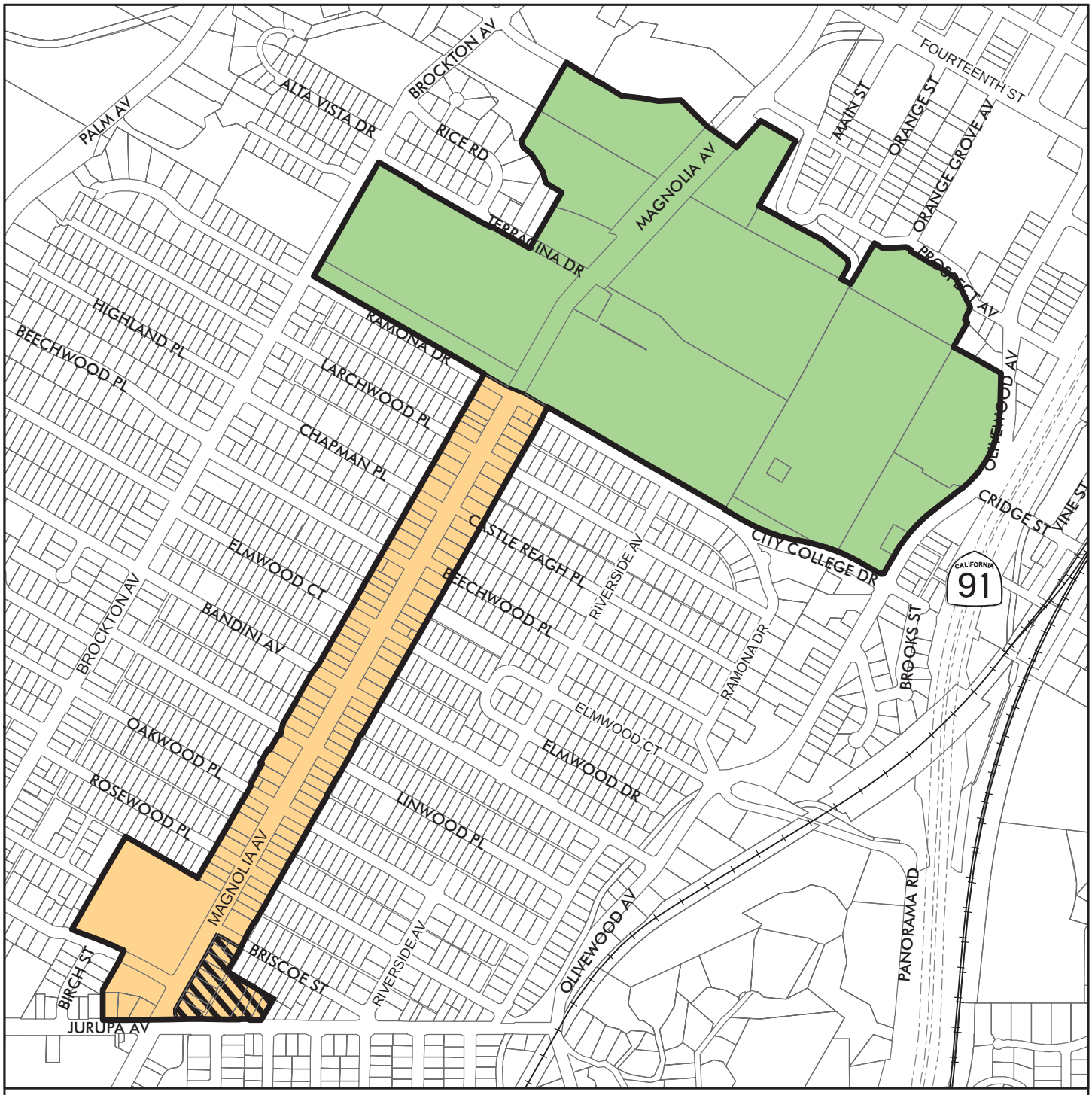


Figure 3.11
WOOD STREETS DISTRICT

LEGEND

District Boundary

SUB-DISTRICTS

Wood Streets North

Wood Streets South

Properties Designated Mixed Use-Neighborhood in General Plan 2025

0′ 400′ 800′ 1,600′ 2,400′

North

Magnolia Avenue Specific Plan

In addition, there are currently no public realm gateway treatments at the Magnolia/Jurupa intersection, such as special paving, signage, etc. Improvements are recommended to signify entry into this historic residential neighborhood and to improve the pedestrian environment. A new gateway element at this intersection could reference the historic street entry markers.

Wood Streets North

The Wood Streets North sub-district consists of the area north of Ramona Avenue to the northerly boundary of the Riverside Community College and the southerly edge of the Downtown Specific Plan area. This area is characterized by public facilities (educational and religious) uses connecting the historic single-family residential neighborhood in the Wood Streets south area to the more intensely developed urban downtown area. The uses westerly of Magnolia Avenue within the Wood Streets North area include the Central Middle School, All Saints Church, and Riverside Community College ball fields. The Riverside Community College campus comprises the entire portion of the Wood Streets North area easterly of Magnolia Avenue.

The middle school and the church are an integral part of the Woods Street residential area to the south serving the educational needs of the residents within the Wood Streets neighborhood. The Woods Streets North area retains elements characteristic of the historic residential area to the south such as tree lined parkways with large mature shade trees along both Magnolia and Ramona Avenues. The middle school's large turf setback area along Magnolia Avenue in combination with the large shade trees both on the school site and parkway create a park-like setting that fits well with and serves to buffer the residential area to the south from more intense uses north of Ramona Avenue. The Woods Streets North area provides an opportunity to preserve features that are consistent with the residential area to the south while ensuring that future improvements will retain the character and charm of the historic neighborhood to the south.

Examples of projects that illustrate Mixed Use-Neighborhood densities.

Wood Streets District Objective and Policies

The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Wood Streets South:

Objective 1: Maintain and enhance the single-family residential character of Wood Streets and preserve the historic housing stock. (General Plan Objective LU-86)

Policy 1.1: Continue to emphasize and encourage preservation of the historic homes within the Wood Streets District. (General Plan Policy LU-86.1)

Policy 1.2: Implement strong tree preservation policies within the Wood Streets District. (General Plan Policy LU-86.2)

Wood Streets North:

Objective 1: Maintain and enhance the single-family residential character of Wood Streets and preserve the historic housing stock. (General Plan Objective LU-86)

Policy 1.2: Implement strong tree preservation policies within the Wood Streets District. (General Plan Policy LU-86.2)

Objective 2: Strengthen the identity and character of Downtown using the exiting historic and architectural urban character of the community, while allowing for new structures that are architecturally compatible with and complementary to the existing architectural and historic fabric. (General Plan Objective LU-48)

Policy 2.1: Create a sense of arrival at key Downtown gateways, reinforcing the City's natural, cultural and historic characteristics. (General Plan Policy LU-48.3)

Policy 2.2: Encourage appropriate public art to further establish a sense of place, history and pride within the community. (General Plan Policy LU-48.4)

General Plan 2025 Land Use Designations

The District's objective and policies directly support the land use designations of the General Plan 2025. The General Plan land use designations in the Wood Streets District listed in Table 3.6 below:

Table 3.6: General Plan Land Use Designations in the Wood Streets District

General Plan Land Use Designation	Location
Medium Density Residential (MDR)	- Majority of the District, fronting Magnolia Avenue between Rosewood Place and Ramona Drive
Mixed Use-Neighborhood (MU-N)	- Northeast corner of Magnolia and Jurupa Avenues
Commercial (C)	- Northwest corner of Magnolia and Jurupa Avenues
Office (O)	- One parcel on Magnolia Avenue at Briscoe Street
Public Facilities/Institutional (PF)	- Magnolia Elementary School between Maplewood and Rosewood Place - Entire Wood Streets North Subdistrict

The Mixed Use Land Use Designation occurs at a key node along Magnolia Avenue, where pedestrian-oriented activity center is focused. The properties designated MU-N in the Wood Streets District are illustrated in Figure 3.11 of this Chapter. Mixed use development will have the greatest impact in the Wood Streets District as this type of development can include neighborhood-serving commercial uses with limited low-intensity residential uses in a mixed use environment. The Mixed Use Neighborhood designation is intended to preserve the existing housing stock and residential character of the neighborhood while allowing for the development of new housing opportunities and encouraging pedestrian-oriented retail and service uses at the southern end of the District where commercial uses are located.

Framing the Vision

Area around the Magnolia Avenue/Jurupa Avenue intersection:

- This is the gateway into the Wood Streets District.
- A gateway marker at this prominent intersection will help signify entry into the historic residential neighborhood.
- By maintaining the existing single-family residential zoning and enforcing the Citywide Historic District Design Guidelines

and Secretary of the Interior's Standards for Treatment of Historic Properties, the historic quality and residential nature of the District will be protected.

- It is important that the commercial uses at the southern end of the District be redeveloped over time with uses more complimentary to the neighborhood and with low- to medium-density, architecturally compatible structures.

- Adaptive reuse of existing single-family structures is also strongly encouraged.

Figure 3.12 illustrates a conceptual site plan for the area around the Magnolia Avenue/Jurupa Avenue intersection if it is developed under MU-N Zoning. This is not a recommendation but rather one idea of how this important corner can be developed with a mixed use project.

Figure 3.12: Conceptual Plan for the Magnolia Avenue/Jurupa Avenue Intersection Area

Note: This drawing is conceptual and shows one way this area could be developed per Mixed Use-Neighborhood Zoning. It is not intended to illustrate the exact layout nor the replacement of specific buildings.