

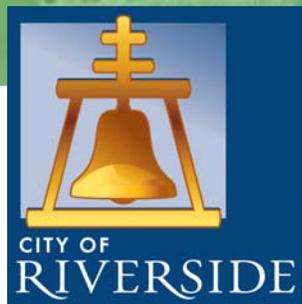


Magnolia Avenue Specific Plan
Workshop #3 – February 11, 2008
Public Review Final Draft Specific Plan

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Magnolia Avenue Specific Plan – Where it all started...



Local Government Commission, 1996 (LGC)

- Sponsored a two-day charrette workshop that discussed issues and identified opportunities for improvement along Magnolia Avenue
 - Met with neighborhood representatives to discuss issues and identify opportunities

City Council appointed a task force to expand on the recommendations presented by the LGC and prepare an action plan focused on both the immediate and long term goals for the improvement and restoration of Magnolia Avenue

- *Magnolia Avenue, Planning Approached and Strategies*
(September 1996, updated January 1998)

Magnolia Avenue Specific Plan – Where it all started...



The City Council commissioned the Magnolia/Market (M/M) Corridor Study, 1999

- A more detailed study of the entire corridor that would set a framework for identifying, prioritizing, and coordinating all planning work, both immediate and long range

The City Council appointed the Magnolia/Market Subcommittee to turn the M/M Corridor Study into a Specific Plan for Magnolia Avenue – including the Arlington Community Plan

- 10-Member Subcommittee
- The Subcommittee met on 3 separate occasions
- Presented ideas for discussion at the first Magnolia Avenue Specific Plan (MASP) Workshop

Magnolia Avenue Specific Plan (MASP) – Public Participation...



Workshop #1

- In 2004, over 120 residents and business owners participated in the first public workshop to share ideas on how to best revitalize the Magnolia Avenue corridor and recapture its grandeur.

Workshop #2

- In April 2007, residents and business owners met to discuss and review the Public Review Draft.

Workshop #3 - TODAY

- The Public Review Final Draft
 - Final Draft is reflective of all of the public comments submitted throughout the course of this entire process

Magnolia Avenue Specific Plan – *What it IS and what it IS NOT*



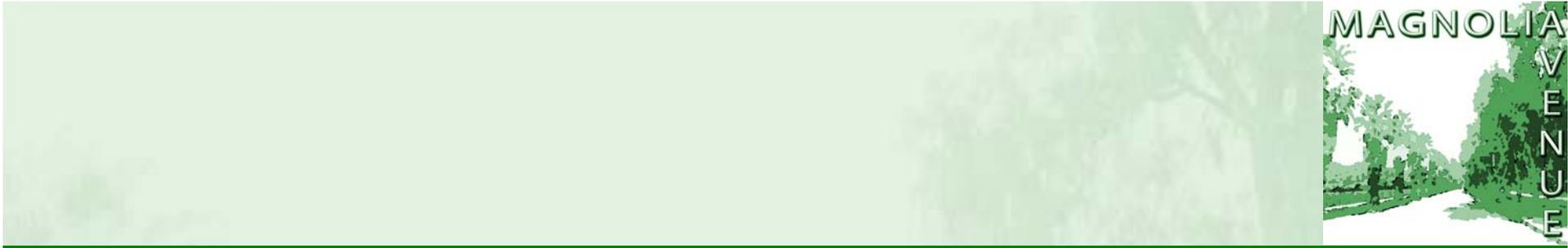
What it IS

- It's about *corridor* identity
- It's about *district* identity
- It's about *form* and *design*
- It's about *development standards*

What it IS NOT

- It's not about establishing land use designations (Zoning or General Plan)

MAGNOLIA
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Corridor Vision



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...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 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...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.

MASP – *“Pearls on a String”*
Arlington District



“Pearls on a String”
Arlington District
Current Setting



- One of the oldest portions of the corridor, originating in 1868. The Village was originally a distinct and geographically separate village center.
- Contains local-serving, “mom and pop” retail and office uses surrounded by stable single-family neighborhoods.



“Pearls on a String”

Arlington District

Current Setting



- This district has a history of a cohesive, pedestrian-oriented village environment. However, certain land uses, front yard parking and curb cuts have diminished the pedestrian quality.
- Van Buren Blvd. at Magnolia Avenue will be widened to accommodate six travel lanes.



“Pearls on a String”

Arlington District

Current Setting



- Contains Arlington Park and the currently expanding Arlington Branch Library.
- Bus Rapid Transit stop planned by RTA at Van Buren Blvd.



“Pearls on a String”

Arlington District

Context



“Pearls on a String”

Arlington District Objectives 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: 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.

Policy: Aggressively pursue economic revitalization, while preserving and restoring Arlington’s historic village-like character and pedestrian scale.

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

Policy: 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 the Magnolia Avenue Specific Plan document.

“Pearls on a String”

Arlington District

Framing the Vision



Some Examples (*Pages 3-23 – 3-24*) ...

- Area generally between Roosevelt Street and Castleman Street
 - This area is the heart of the Arlington District, where local-serving retail and services 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
- Magnolia Avenue/Van Buren Intersection
 - 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.
 - 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.

Mixed use or commercial development with retail at street level to activate intersection.

Moderate density multi-family residential

Façade improvements to older retail buildings.

Extend Arlington Park so that it is directly visible and accessible from Magnolia Avenue.

New buildings to maintain a continuous street frontage along Magnolia Avenue.



Mixed Use - Village development

Expanded Arlington Library

- RapidLink Station
- Pedestrian Connections
- Historic Arlington Branch Library

What's Next?



What's Next?



We want to hear from you to help refine the Specific Plan!

- The public comments received this evening will become a part of a City Staff Report that accompanies this Plan to hearings.
- We anticipate that the Planning Commission hearing(s) will be held this spring.
- Subsequently, the Specific Plan will be presented at City Council hearing(s) for adoption.

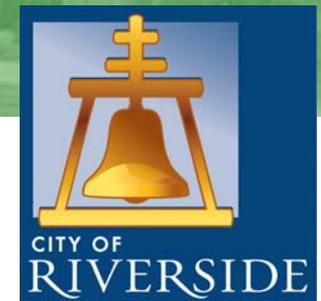


Magnolia Avenue Specific Plan

Workshop #3 – February 11, 2008

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Thank You !



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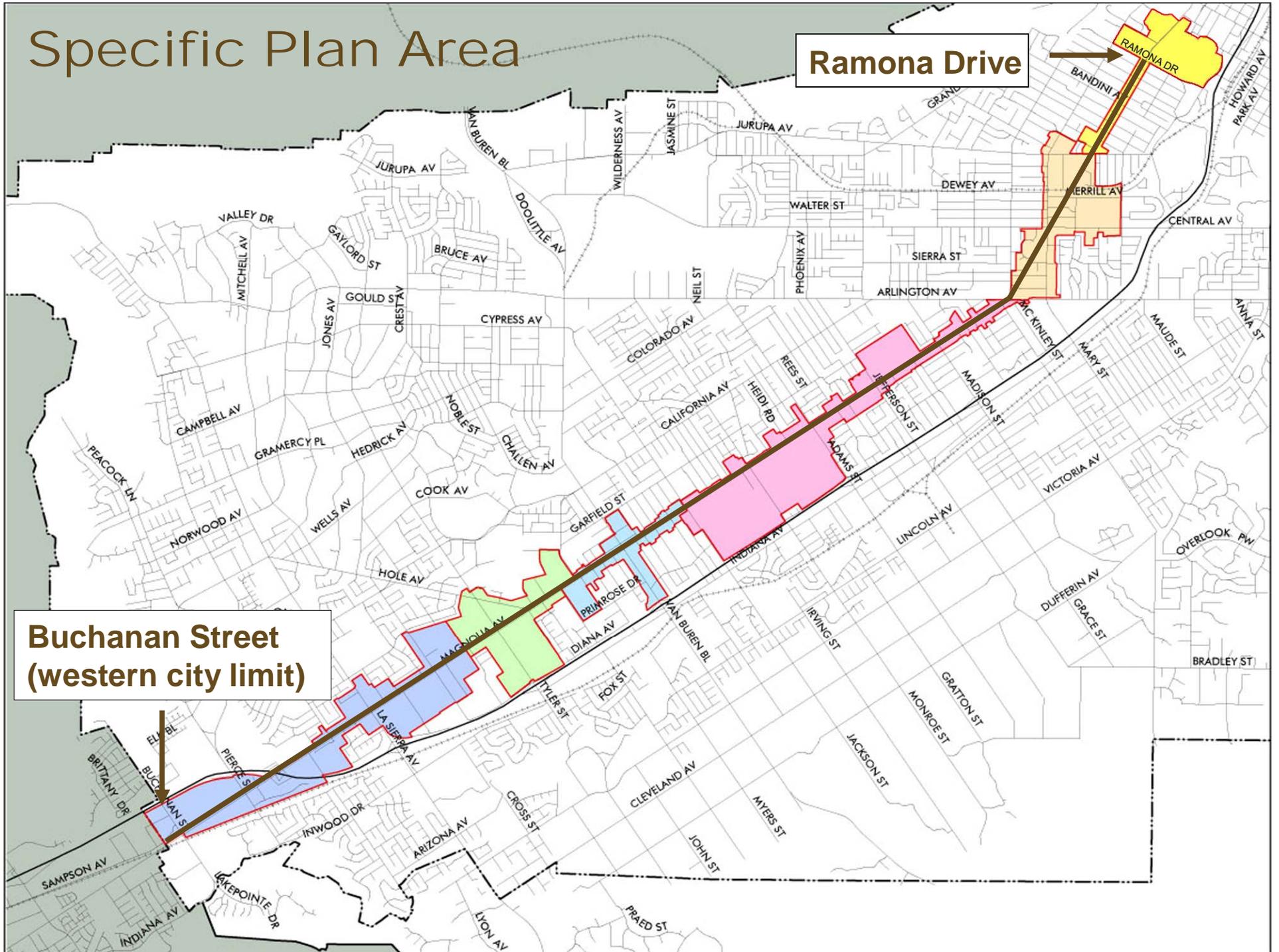
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Specific Plan Area

Ramona Drive

Buchanan Street
(western city limit)



Vision for the Magnolia Avenue Corridor



Land Use Designations for the Magnolia Avenue Corridor



The General Plan 2025 Land Use Designations

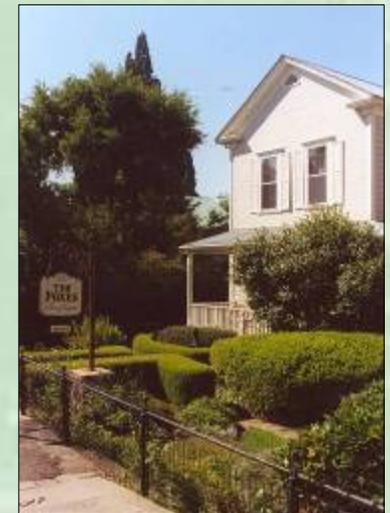
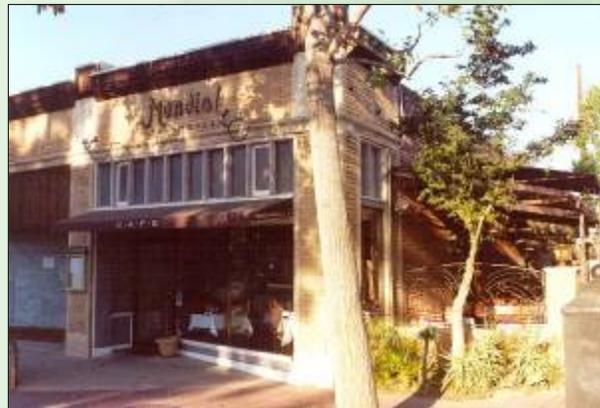


- One of the major changes in the **General Plan 2025** is the creation of Mixed-Use Designations, which apply to large segments of Magnolia Avenue and are reflected in the MASP.
- The application of a mixed-use designation will allow for projects to integrate residential uses with compatible commercial and office uses.
- There are three different Mixed-Use Categories in the **General Plan 2025**:
 - Mixed-Use Neighborhood (MU-N)
 - Mixed-Use Village (MU-V)
 - Mixed-Use Urban (MU-U)

The General Plan 2025 Land Use Designations



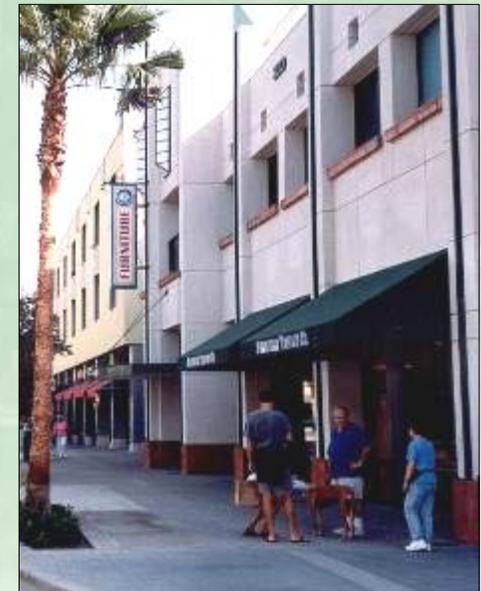
- **Mixed-Use Neighborhood (MU-N)** allows neighborhood-serving commercial uses with low-intensity residential uses.



The General Plan 2025 Land Use Designations



- **Mixed-Use Village (MU-V)** allows medium to high-density residential development with retail, office and service uses primarily at the street level to facilitate a pedestrian environment.



The General Plan 2025 Land Use Designations



- **Mixed-Use Urban (MU-U)** allows higher density residential development with compatible commercial uses; employment and entertainment uses are the focus; transit-oriented development.



The General Plan 2025 Land Use Designations



Much of Magnolia Avenue has been designated one of these Mixed-Use Categories by the **General Plan 2025**.

This Specific Plan builds upon these designations and provides additional recommendations for:

- Development standards and design guidelines for new development
- Corridor and district identity

Growth Is Coming . . .



Between 2000 and 2025, both the City of Riverside and Riverside County are expected to grow...

- **City of Riverside: 25% Increase**
- **Riverside County: 62% Increase**
- **Southern California Region: 34% Increase**

The Challenge . . .



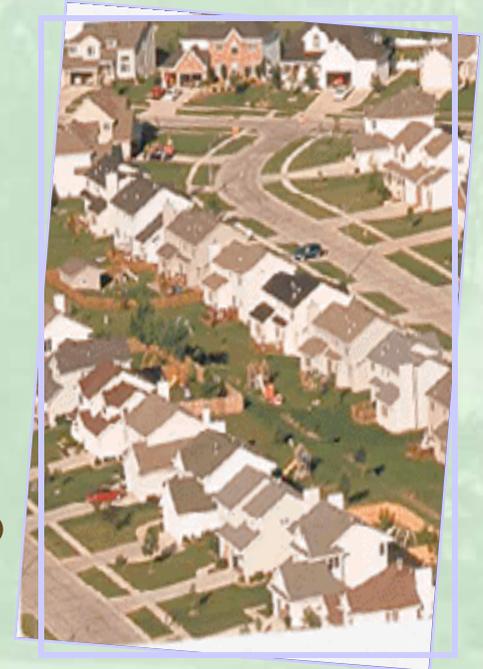
*We need to
manage growth
before it
manages us!*

What has changed?



The era of suburban development is over:

- **Land is limited and expensive**
- **Demographics – who people are and how they live together – are changing**
- **Traffic congestion is a reality and proximity is becoming more important**
- **The structure of our economy is changing**
- **Environmental protection laws seem to be getting stricter**



So, what does all this mean?



- We must re-use existing urban land more efficiently
- New development probably has to occur on a smaller footprint than in the past
- There is a more diverse market, especially for housing, than there used to be
- People probably either need to drive shorter distances or use alternative modes of transportation more often



Key Strategies For Managing Growth



- **Emphasis on in-fill development with flexible standards**
- **Promote mixed use projects with higher densities/ intensities along urban core and transit corridors**
- **Focus on moving people, not just cars**
- **Preserving Open Space and Trail Linkages**

Magnolia Avenue Districts



Magnolia Avenue Districts



There are six districts along Magnolia Avenue, from west to east:

- La Sierra
- Galleria
- Arlington Village
- Magnolia Heritage
- Magnolia Center
- Wood Streets

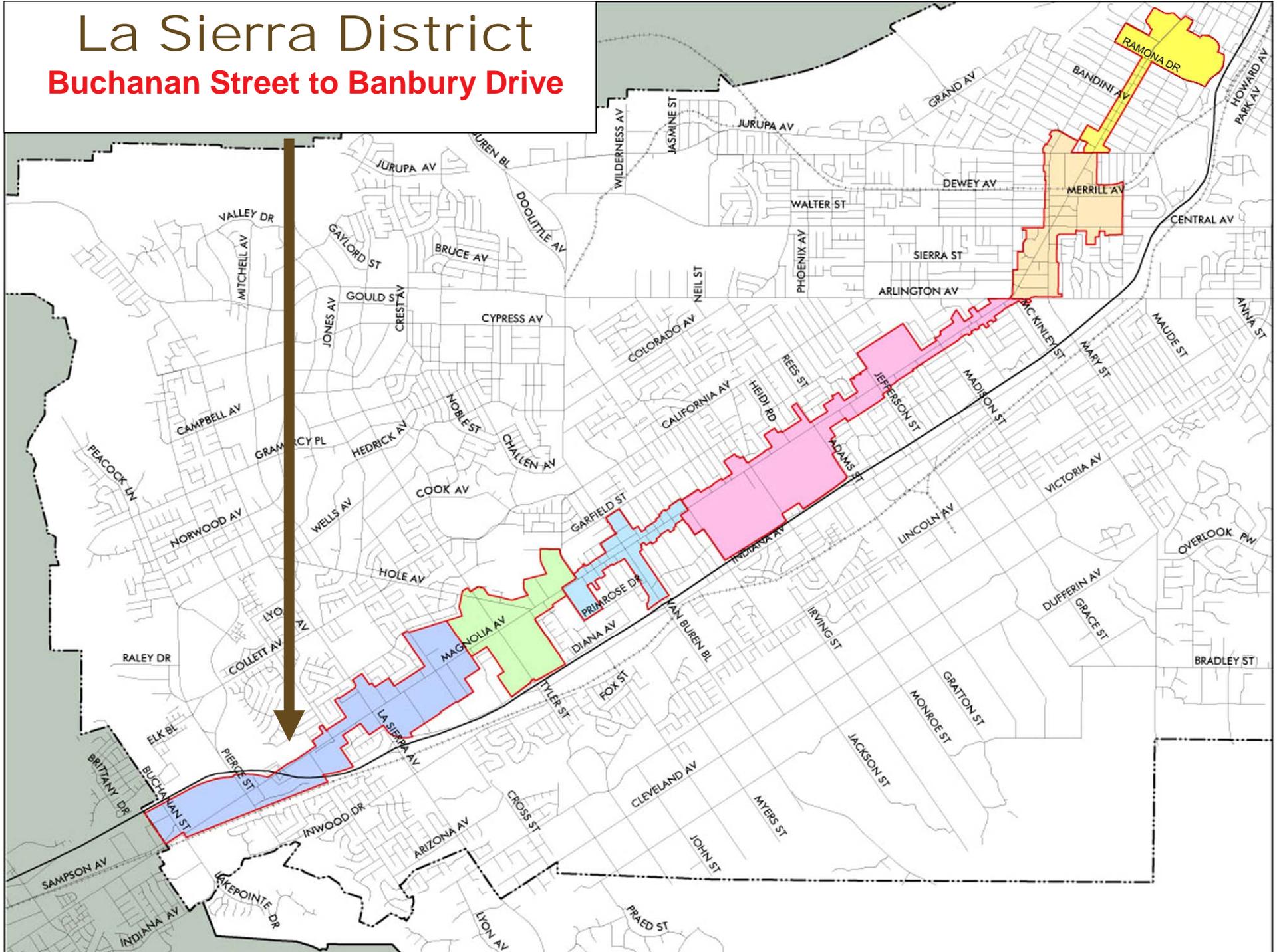
Following is a summary of each district's current conditions, objectives and policies, new Land Use Designations per the General Plan 2025, and types of development envisioned in each District per this Specific Plan.

La Sierra District



La Sierra District

Buchanan Street to Banbury Drive



La Sierra: Current Setting



- Most recent portion of the corridor to develop. Contains strip commercial development, multi-family residences, business park and light industrial uses, and large vacant parcels with the 91 Freeway frontage.
- Kaiser Permanente is a major employment center and destination in this District.



La Sierra: Current Setting



- Western end of district is gateway to City.
- Auto-oriented district, with wide curb-to-curb street width and dispersed land uses.
- Metrolink Station is located just south of the District (south side of the 91 Freeway) at La Sierra Avenue. Bus Rapid Transit stops are planned by RTA at Kaiser Permanente and La Sierra Avenue.



La Sierra: Objectives and Policies



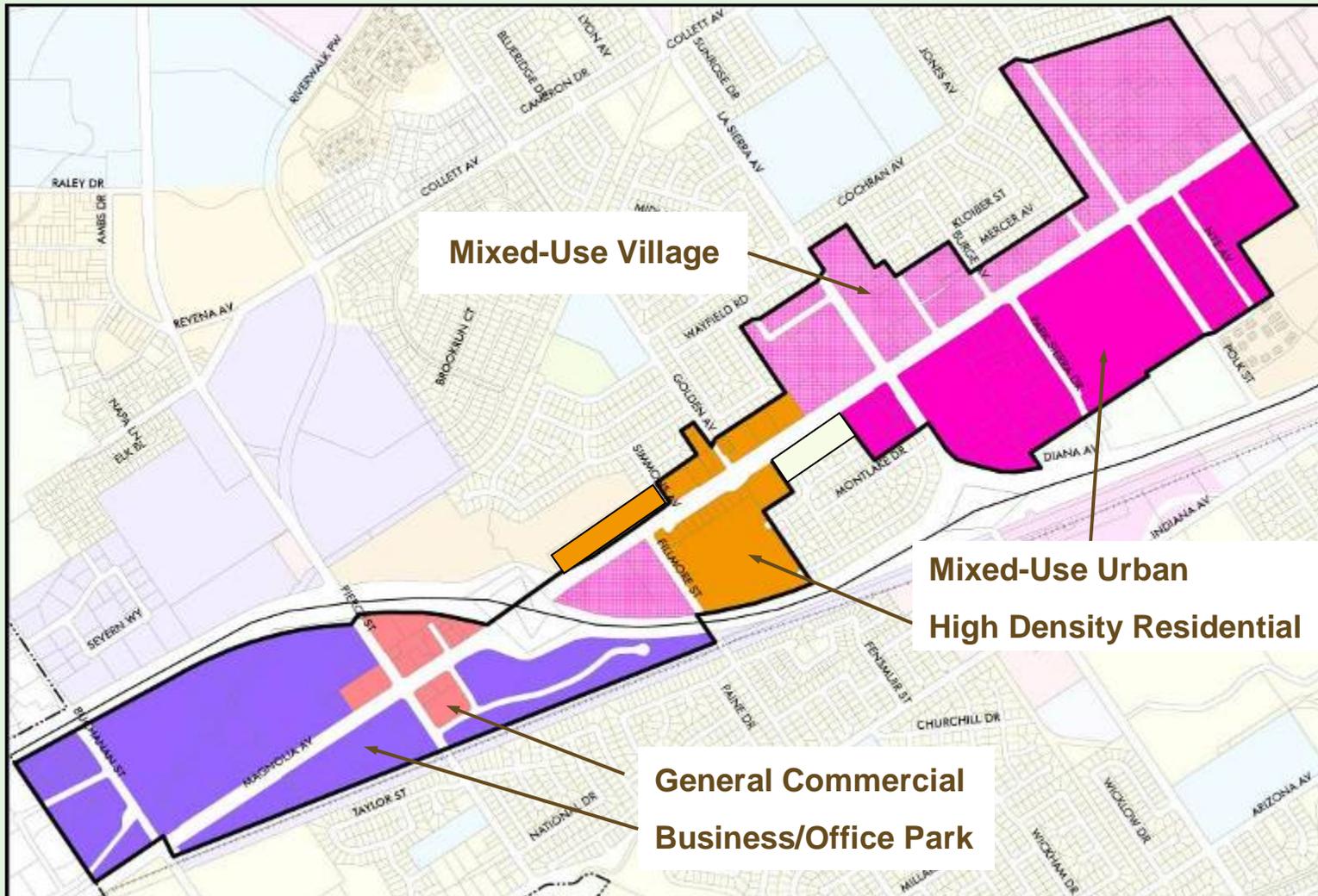
The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective: Enhance the role of the La Sierra District as a major employment center in the City with complementary retail, residential and mixed-use development.

Policy: Provide opportunities for transit-oriented, mixed use projects providing medical support office/employment, restaurants, and high-density residential near around Kaiser Permanente. Emphasize ownership housing, if feasible, in this area.

Policy: 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.

La Sierra: New Land Use Designations



Source: Draft General Plan

New infill buildings designed with sensitive transitions to adjacent residential neighborhood

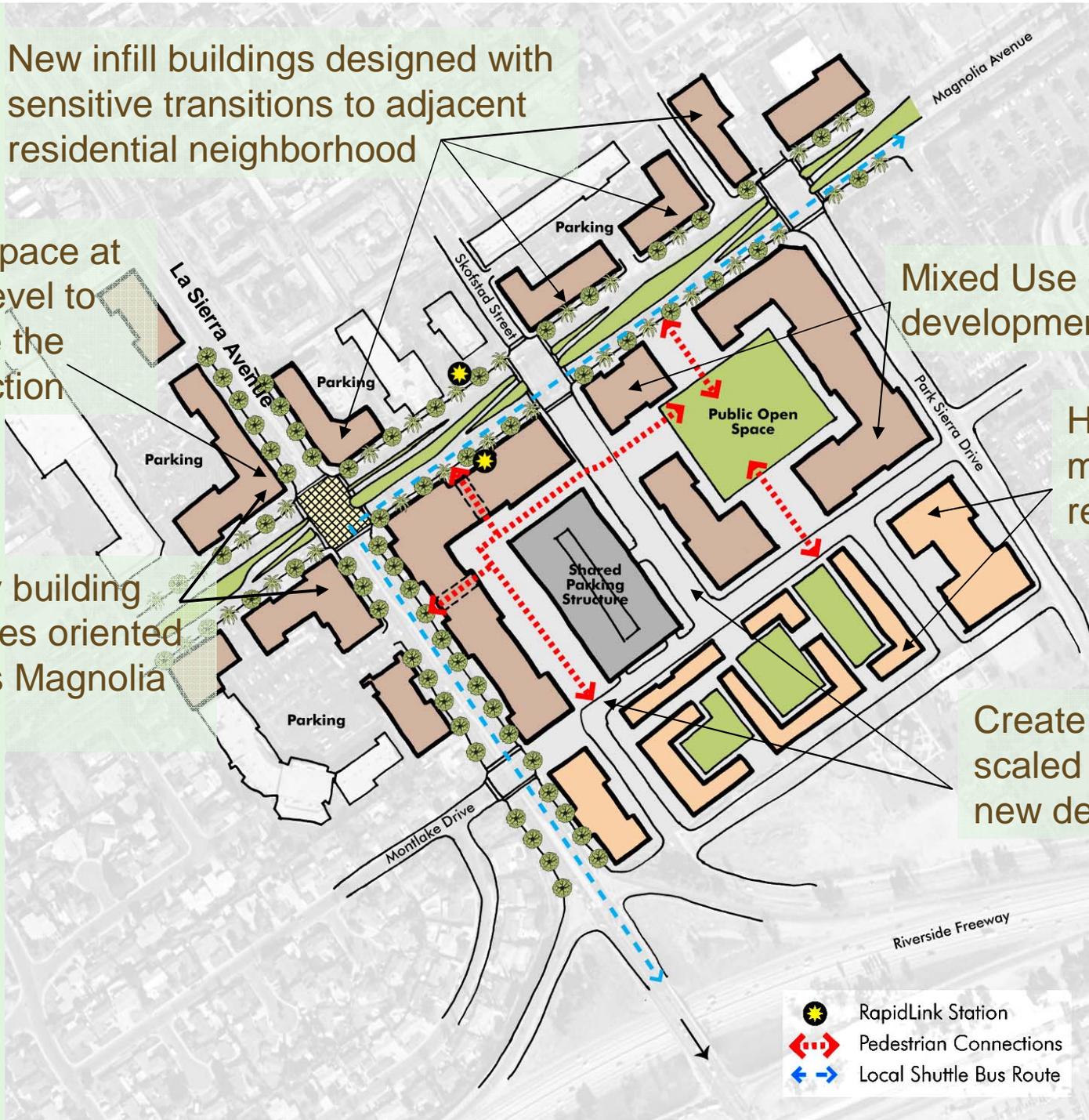
Retail space at street level to activate the intersection

Primary building entrances oriented towards Magnolia Avenue

Mixed Use - Urban development

High density multi-family residential

Create human-scaled blocks for new development



- RapidLink Station
- Pedestrian Connections
- Local Shuttle Bus Route

Examples of Projects at Mixed Use-Urban Densities

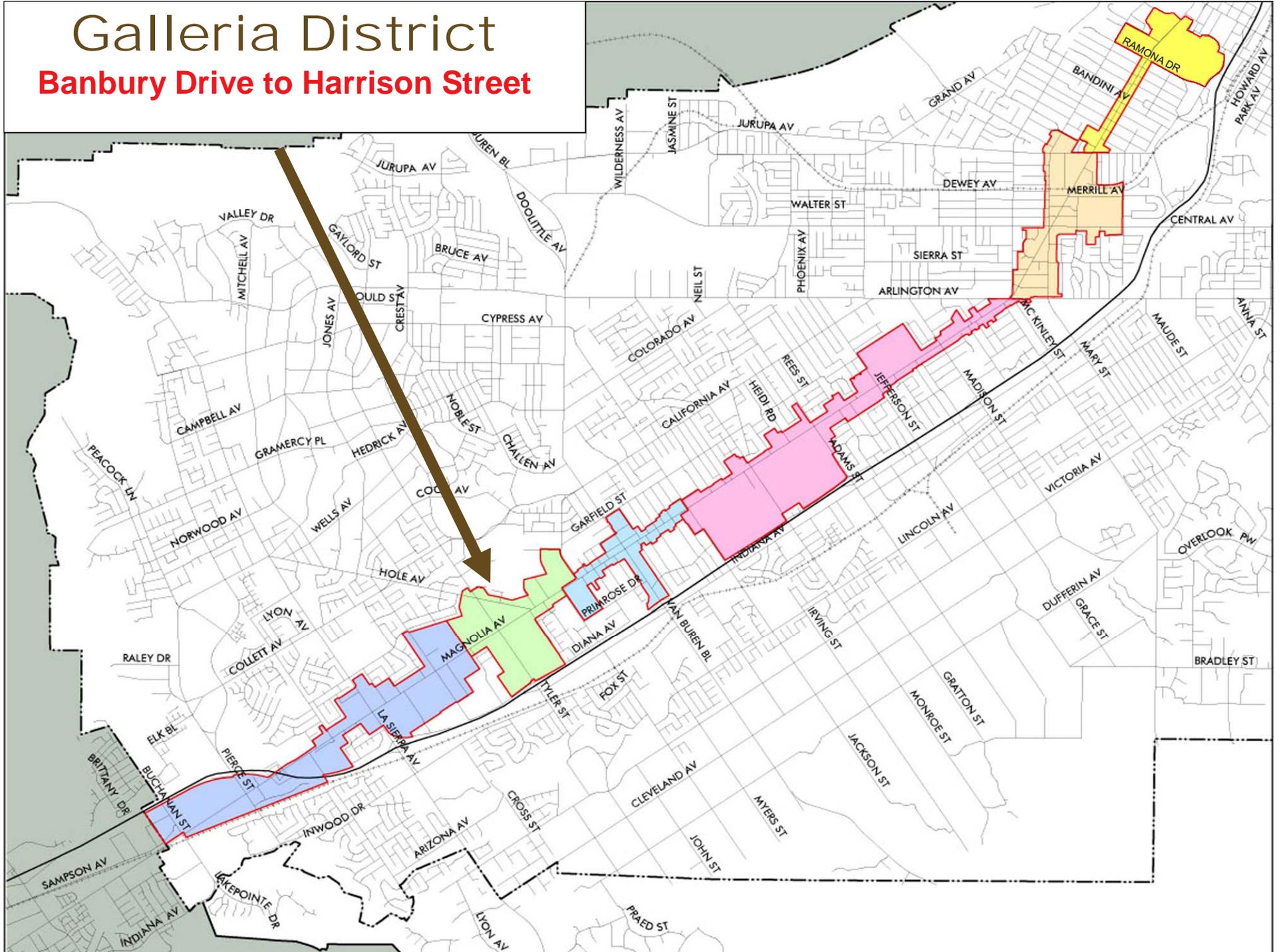


Galleria District



Galleria District

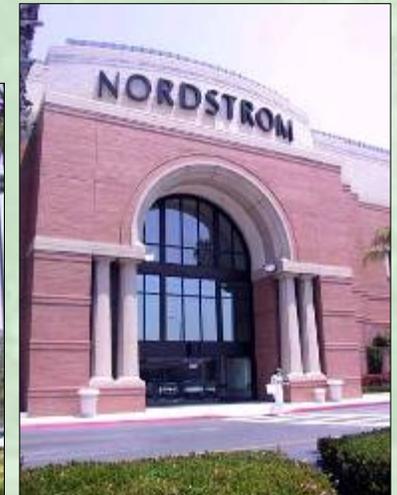
Banbury Drive to Harrison Street



Galleria: Current Setting



- Entirely commercial district with regional and general commercial uses. It is the premier upscale and fashion-retailing destination for City and region.



Galleria: Current Setting



- Galleria at Tyler contains supportive “big box” comparison shopping retailers and some underutilized properties.
- It is currently undergoing expansion to include “lifestyle” shopping and entertainment. The southern portion of the expansion, which contains a P.F. Chang’s Bistro and Cheesecake Factory, is complete.



Galleria: Current Setting



- Auto-oriented district and the only area of the corridor with six lanes.
- Superior freeway access and visibility.
- Bus Rapid Transit stop planned by RTA at Galleria at Tyler.



Galleria: Objectives and Policies



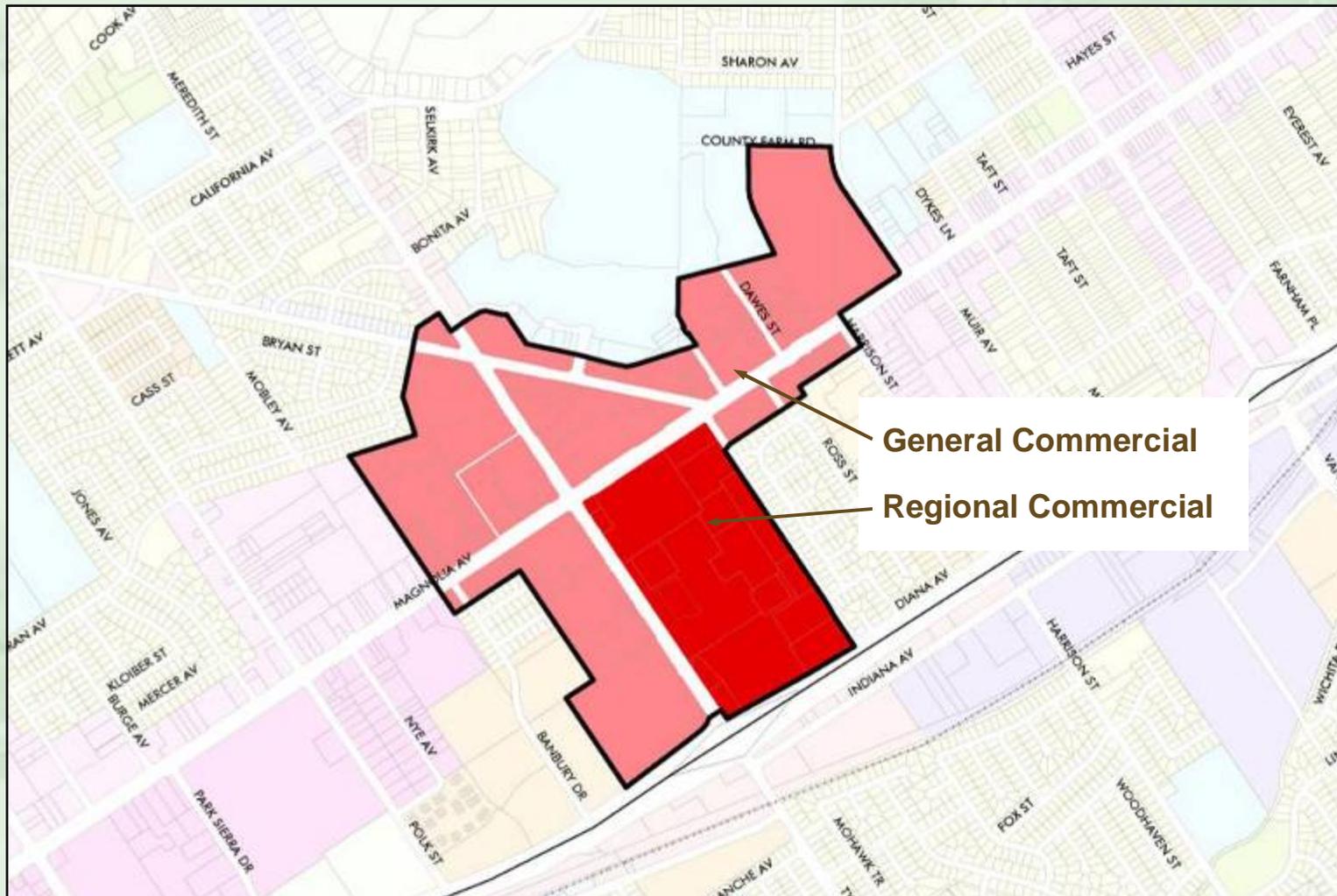
The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective: Reinforce the role of the Galleria at Tyler as the premier retailing destination for the City and the region.

Policy: 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.

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

Galleria: New Land Use Designations



Source: Draft General Plan

Infill commercial development built at the street edge to activate Magnolia Avenue.

Infill commercial development.

The Galleria Lifestyle Expansion



-  RapidLink Station
-  Local Shuttle Bus Route

Arlington Village District



Arlington Village: Current Setting



- One of the oldest portions of the corridor, originating in 1868. The Village was originally a distinct and geographically separate village center.
- Contains local-serving, “mom and pop” retail and office uses surrounded by stable single-family neighborhoods.



Arlington Village: Current Setting



- This district has a history of a cohesive, pedestrian-oriented village environment. However, certain land uses, front yard parking and curb cuts have diminished the pedestrian quality.
- Van Buren Blvd. at Magnolia Avenue will be widened to accommodate six travel lanes.



Arlington Village: Current Setting



- Contains Arlington Park and the currently expanding Arlington Branch Library.
- Bus Rapid Transit stop planned by RTA at Van Buren Blvd.



Arlington Village: Objectives 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.

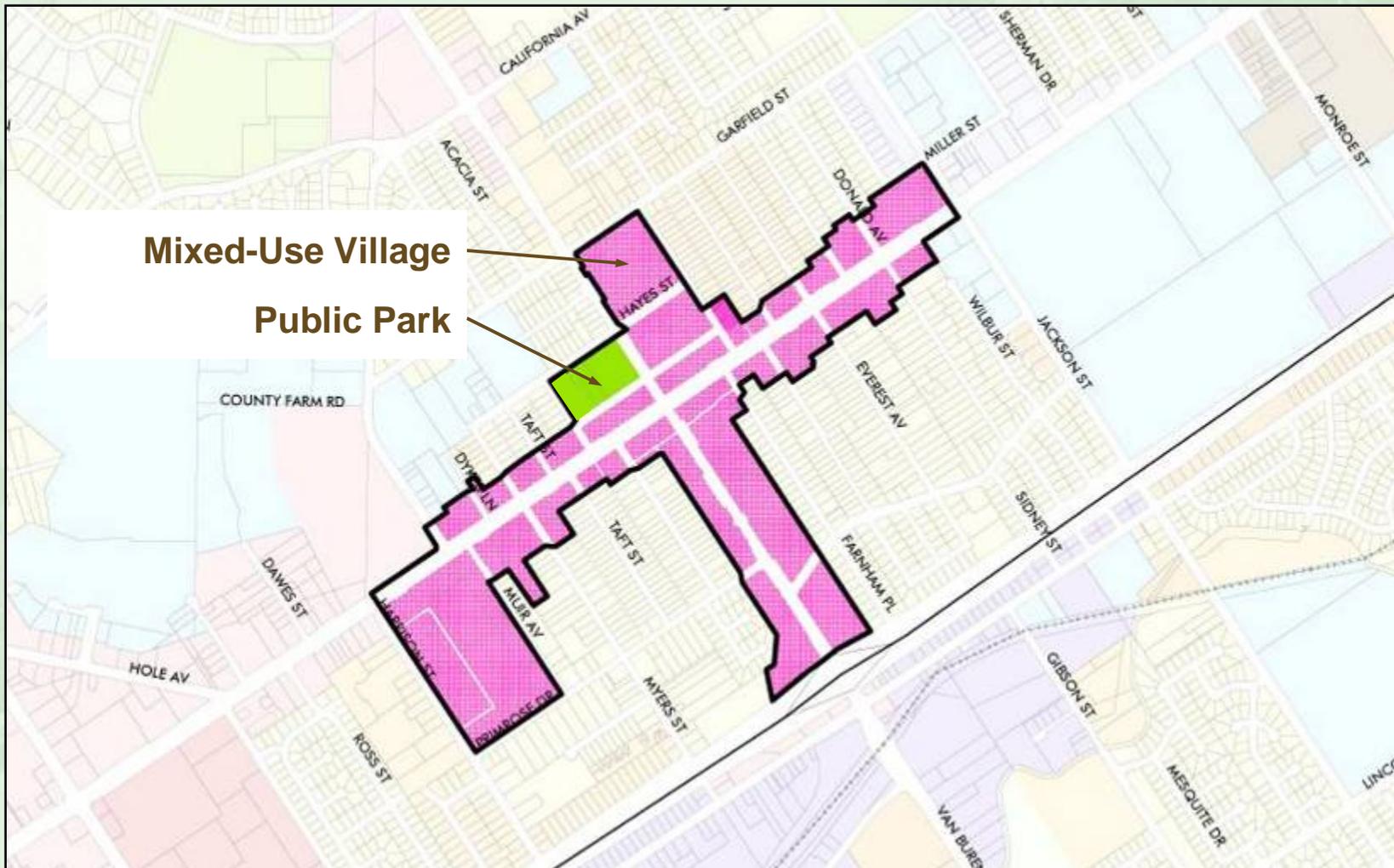
Objective: Maintain Arlington’s sense of community through careful and coordinated planning that builds upon the neighborhood’s key assets and reinforces its historic development patterns.

Policy: Aggressively pursue economic revitalization, while preserving and restoring Arlington’s historic village-like character and pedestrian scale.

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

Policy: 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 the Magnolia Avenue Specific Plan document.

Arlington Village: New Land Use Designations



Source: Draft General Plan

Mixed use or commercial development with retail at street level to activate intersection.

Moderate density multi-family residential

Façade improvements to older retail buildings.

Extend Arlington Park so that it is directly visible and accessible from Magnolia Avenue.

New buildings to maintain a continuous street frontage along Magnolia Avenue.

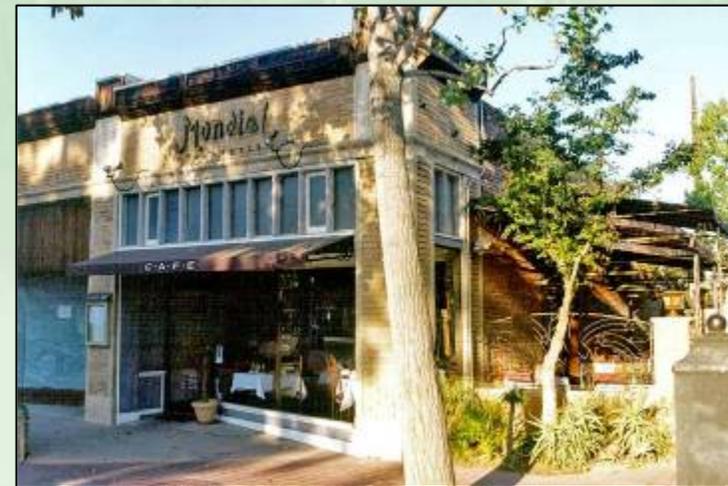


Mixed Use - Village development

Expanded Arlington Library

- RapidLink Station
- Pedestrian Connections
- Historic Arlington Branch Library

Examples of Projects at Mixed Use-Village Densities



Magnolia Heritage District



Magnolia Heritage: Current Setting



- Historically, this district consisted of citrus farms and estates. Today, this district is home to major educational institutions including California Baptist University (CBU).
- CBU recently underwent an expansion of its facilities and student housing. In addition, a Bus Rapid Transit stop planned by RTA at CBU.



Magnolia Heritage: Current Setting



- Other uses include medium and high density residential uses, some of which are older and deteriorating.



Magnolia Heritage: Current Setting



- Contains several historic landmarks, including the Heritage House and the Parent Navel Orange Tree.
- Much of the historic landscaping is intact in this District -- well landscaped parkways and medians. Frontage roads in some portions break up visual continuity.



Magnolia Heritage: Objectives 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.

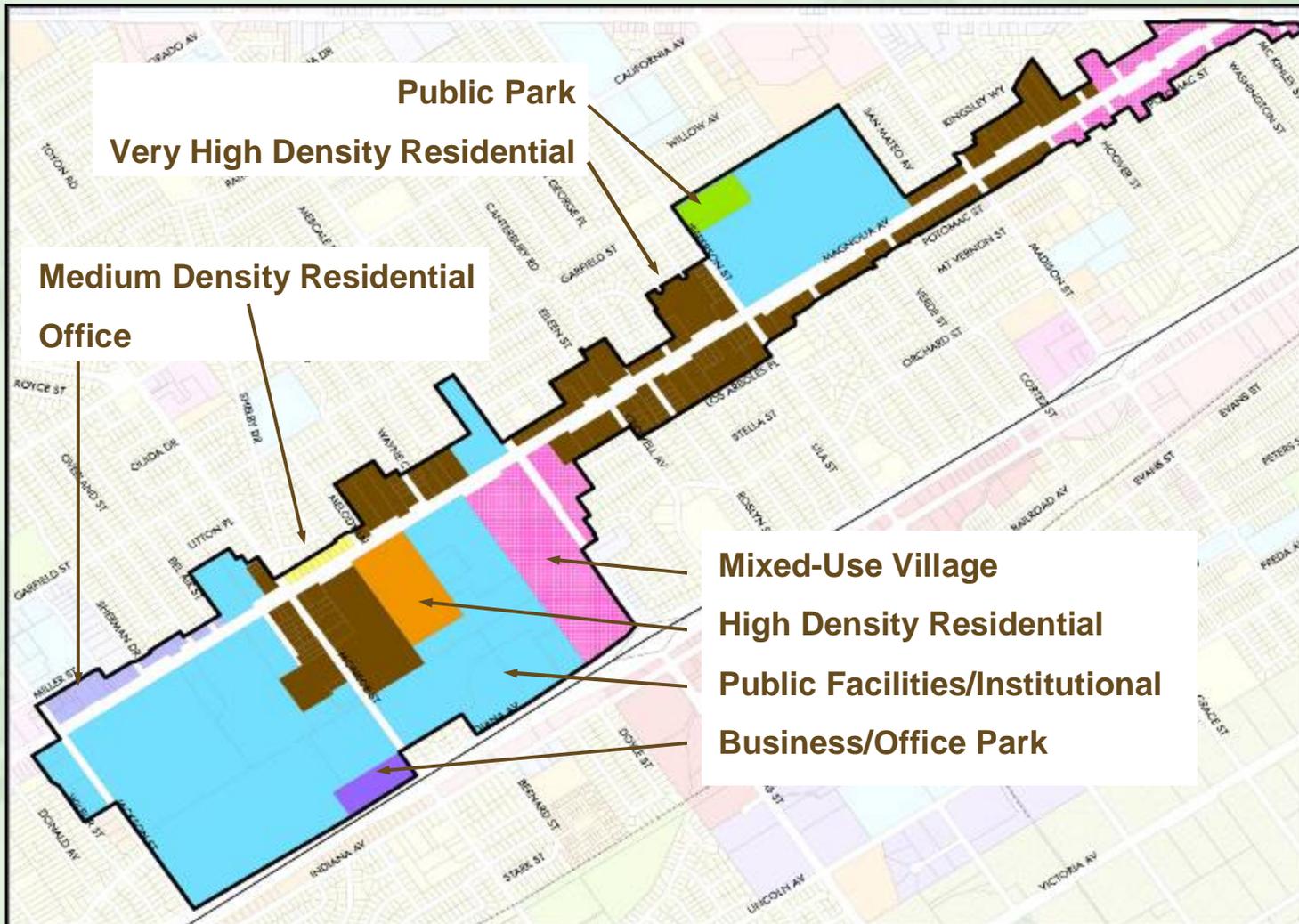
Objective: Maintain the established residential character of the Magnolia Heritage District while allowing for higher intensity transit oriented residential and mixed-use development on opportunity sites, particularly along Magnolia and California Avenues.

Policy: Improve and expand the housing stock to support and complement the major educational institutions and Bus Rapid Transit.

Policy: Encourage continued enhancement and growth of the significant educational institutions along the Magnolia Avenue corridor.

Policy: Require large-scale, meaningful development along block faces of Magnolia Avenue that are designated Very High Density Residential. Ensure that resulting development is sensitive to surrounding uses.

Magnolia Heritage: New Land Use Designations



Source: Draft General Plan

Landscaped setbacks along Magnolia Avenue

Moderate density multi-family residential

California Baptist University

High-density multi-family residential

Mixed use development with neighborhood-serving retail, restaurants, and student-oriented activities.

Site of new retail development

Site of new office development

New buildings designed with sensitive transitions to adjacent single-family neighborhood across Adams Street.

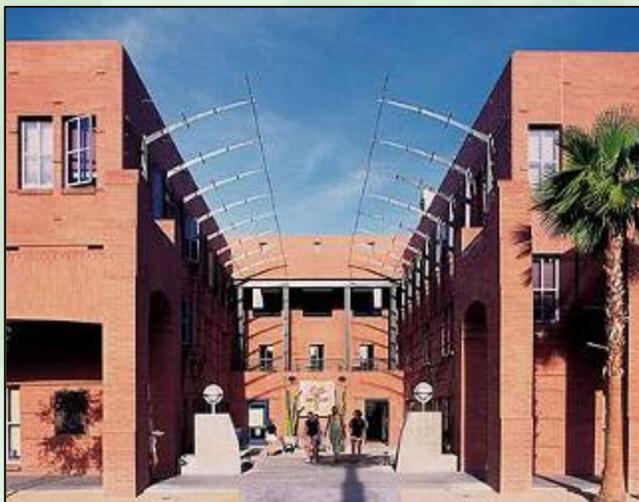
Parking

Riverside Freeway



RapidLink Station
Pedestrian Connections

Examples of Multi-Family Housing Projects



Magnolia Center District



Magnolia Center: Current Setting



- Contains a mix of uses including retail, office, institutional and residential.



Magnolia Center: Current Setting



- Riverside Plaza and Brockton Arcade are two of Riverside's historic retail centers in this district. Riverside Plaza has undergone major expansion to reposition itself as a sub-regional entertainment and shopping center.



Magnolia Center: Current Setting



- Many Class B and C office buildings and underutilized retail uses in the district are in need of revitalization.



Magnolia Center: Current Setting



- There is a lack of pedestrian amenities along Magnolia.
- Low Park is in southern end of district.
- A Bus Rapid Transit stop is planned by RTA at Riverside Plaza.



Magnolia Center: Objectives and Policies



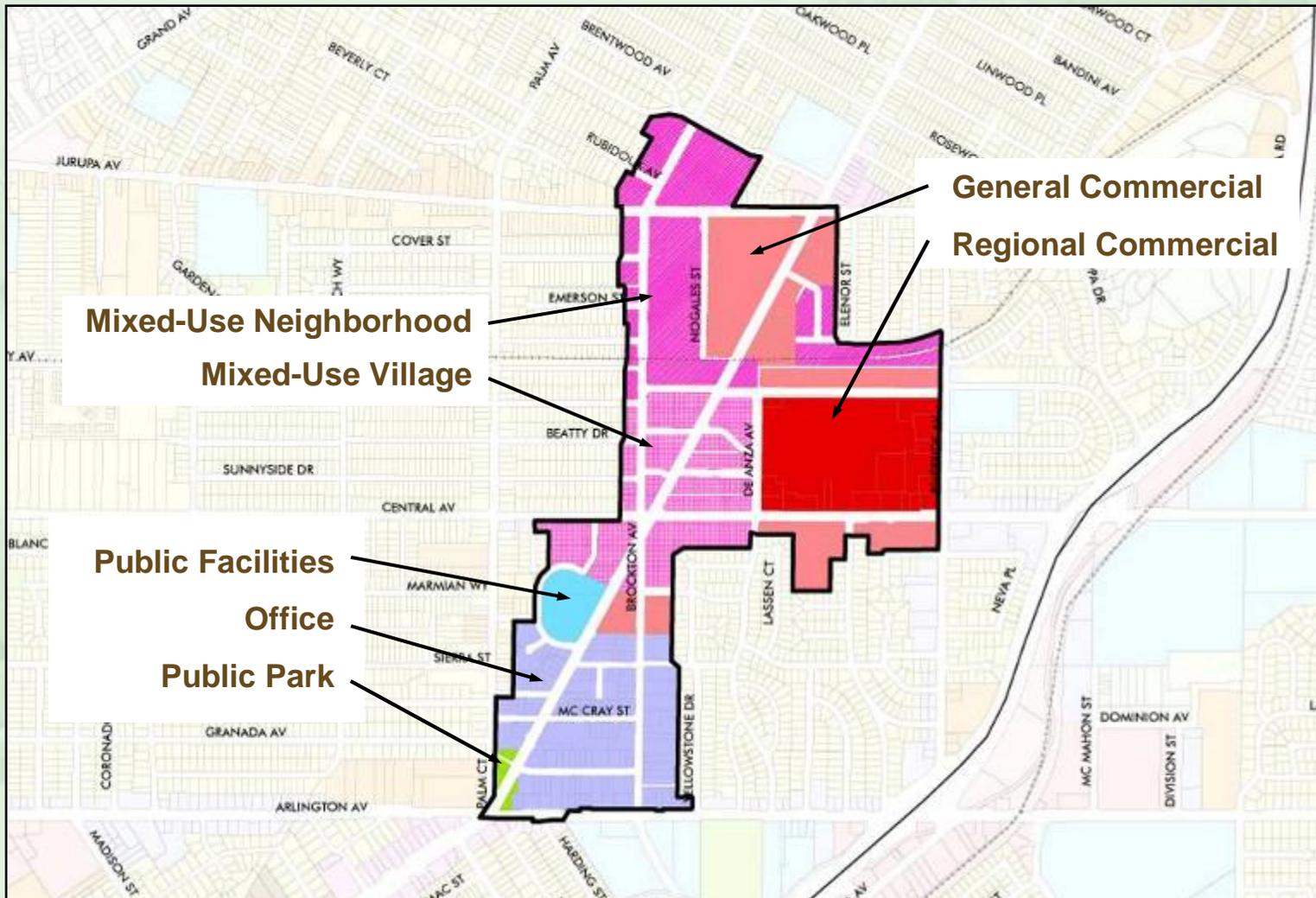
The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective: Revitalize Magnolia Center in its role as a sub-regional retail and business center, while maintaining and preserving the low scale character of surrounding residential areas.

Policy: 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.

Policy: Develop pedestrian-oriented mixed-use projects with supportive retail uses on underutilized sites along the Magnolia Avenue corridor near Riverside Plaza.

Magnolia Center: New Land Use Designations



Source: Draft General Plan

Moderate to high density residential

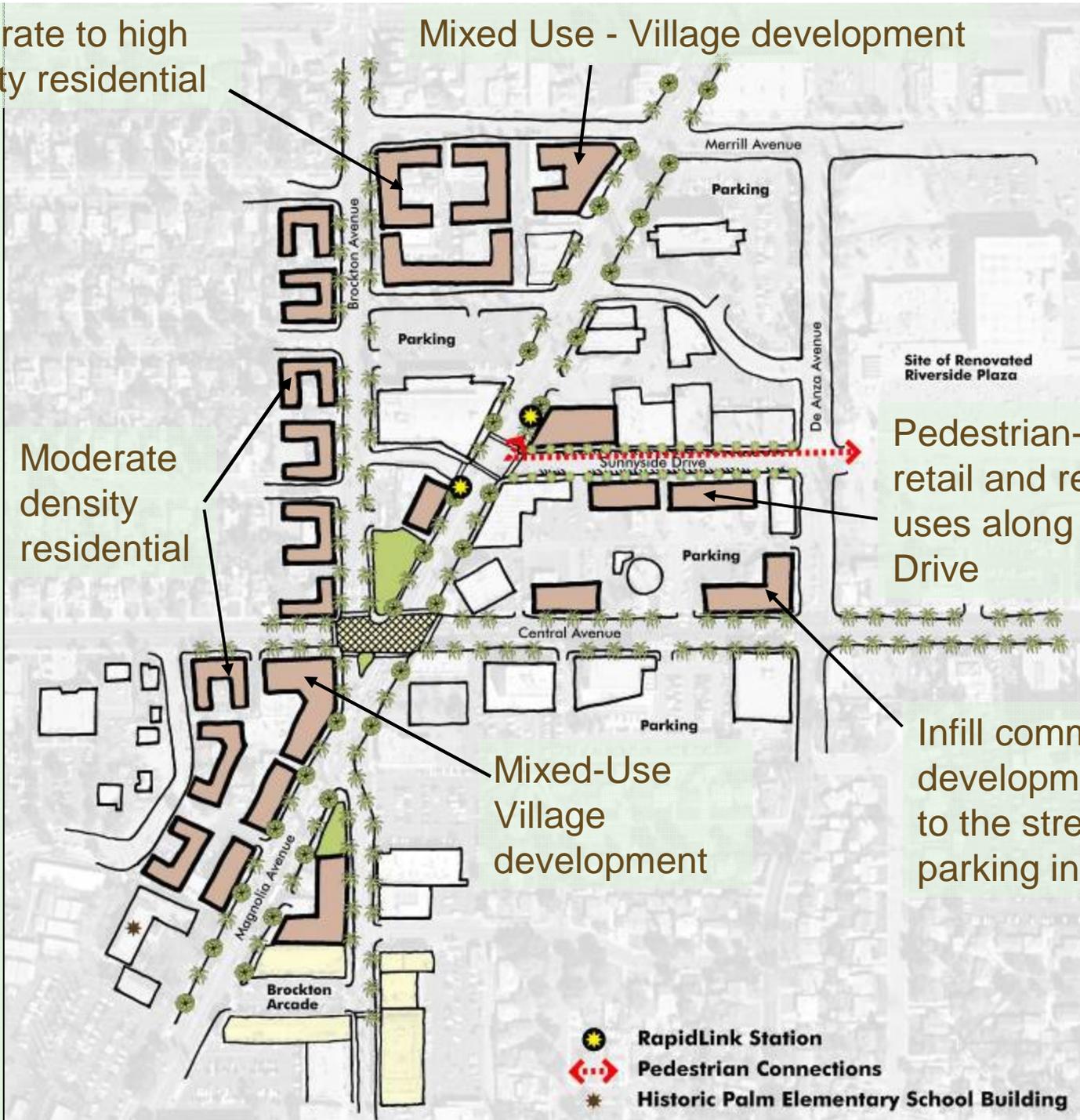
Mixed Use - Village development

Moderate density residential

Pedestrian-oriented retail and restaurant uses along Sunnyside Drive

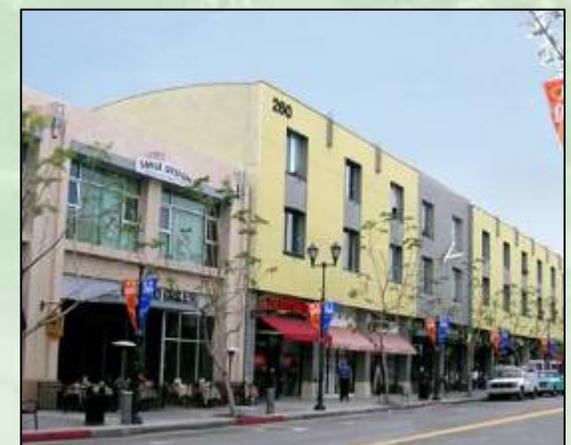
Infill commercial development oriented to the street with parking in the rear.

Mixed-Use Village development



-  RapidLink Station
-  Pedestrian Connections
-  Historic Palm Elementary School Building

Examples of Projects at Mixed-Use Village Densities



Wood Streets District



Wood Streets: Current Setting



- Wood Streets is a stable, historic single-family residential neighborhood. It also contains a school, office and retail uses at the southeast corner of Magnolia and Jurupa Avenues.



Wood Streets: Current Setting



- A historic landscape of mature Oak trees provides a dense canopy over the street and identity for the neighborhood. A prominent feature in this district are the unique entry markers to some of the residential cross streets.
- There is no longer a raised median in this district, but a striped median for turning.



Wood Streets: Objectives and Policies



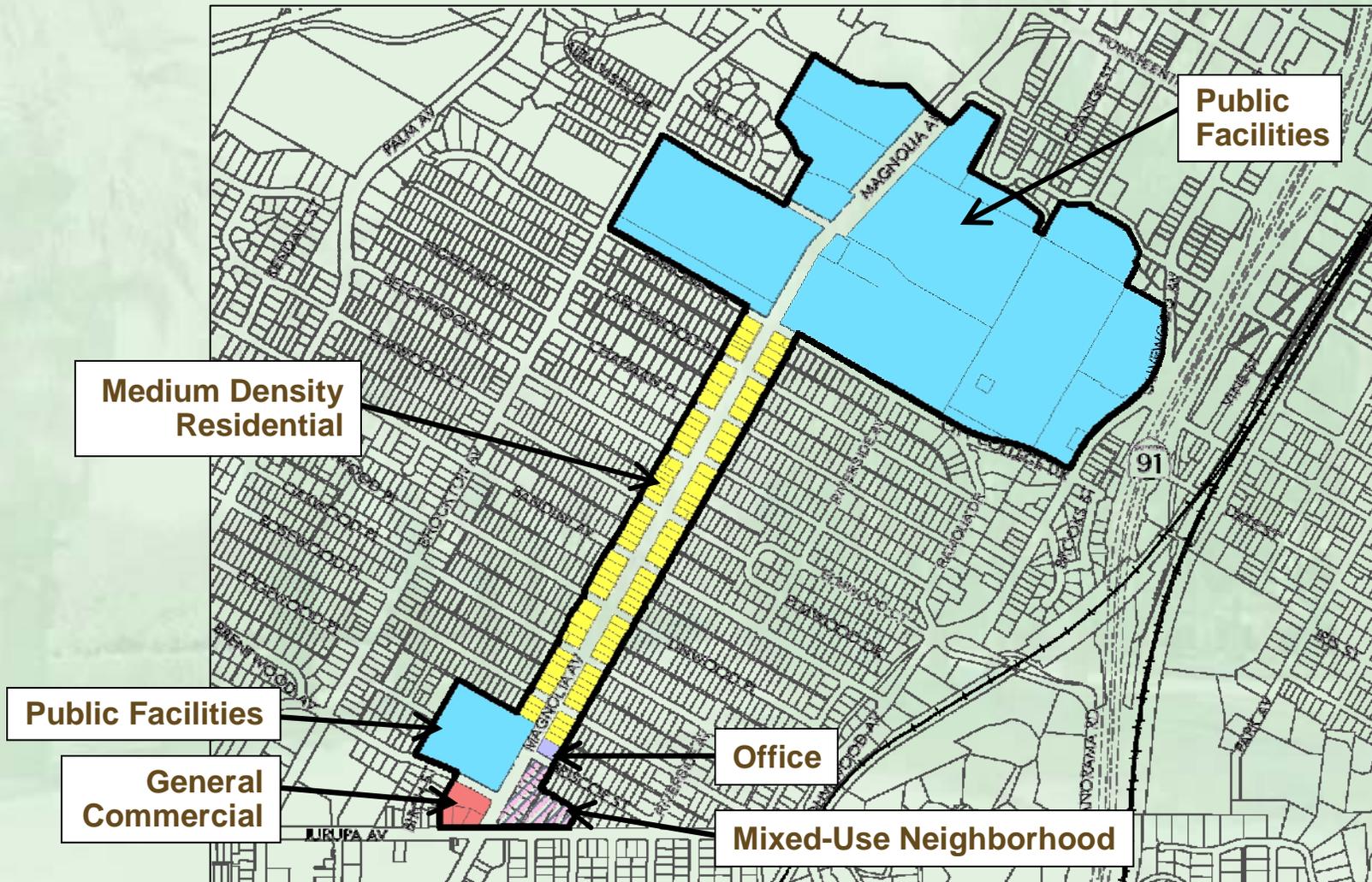
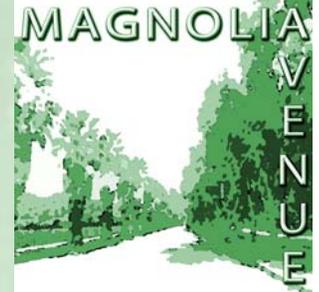
The objective and policies set forth the framework for realizing the vision for this District, while providing guidelines for decision making, and direction for future development.

Objective: Maintain and enhance the single-family residential character of Wood Streets and preserve the historic housing stock.

Policy: Continue to emphasize and encourage preservation of the historic homes within the Wood Streets District.

Policy: Implement strong tree preservation policies within the Wood Streets District.

Wood Streets: New Land Use Designations



Source: Draft General Plan

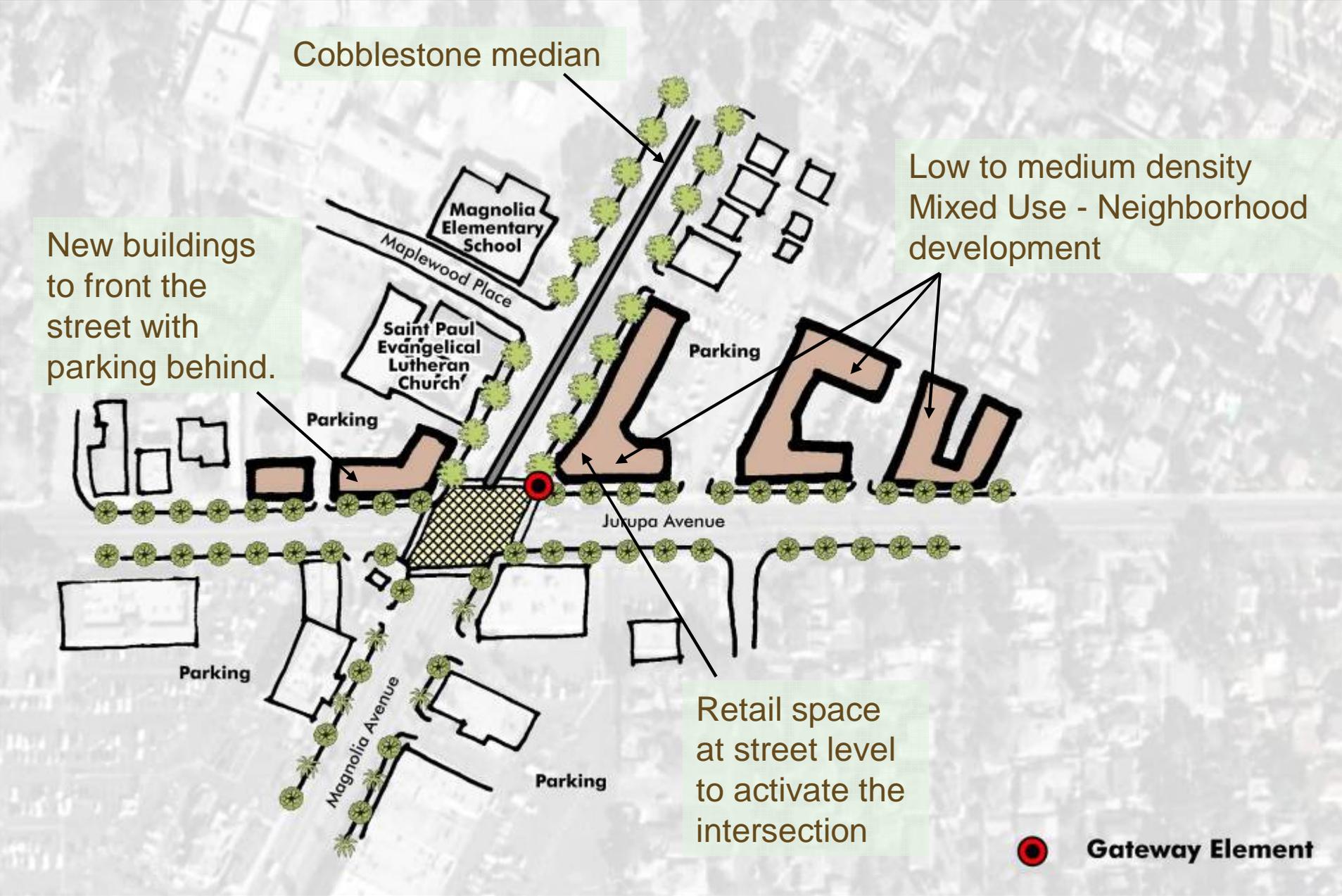
Cobblestone median

New buildings to front the street with parking behind.

Low to medium density Mixed Use - Neighborhood development

Retail space at street level to activate the intersection

 Gateway Element



Examples of Projects at Mixed-Use Neighborhood Densities

