Magnolia Avenue Specific Plan

November, 2009

CITY OF RIVERSIDE

The Arroyo Group

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CHAPTER 1
Introduction

A. What is a Specific Plan?

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

B. Specific Plan Area

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

This plan is focusing on the portion of Magnolia Avenue from the western City limits to the north side of Riverside Community College (RCC), at the southern edge of Downtown. The Market Street portion of the corridor is not included in this Plan because it is within the boundaries of the Downtown Specific Plan and is addressed therein.

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

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

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

Table 1.1: Specific Plan Land Area (Gross Acres)

District	Acreage
La Sierra	457
Galleria	207
Arlington	106
Magnolia Heritage	461
Magnolia Center	147
Wood Streets	210
TOTAL	**1,588**

C. Background

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

Magnolia Avenue, Planning Approaches and Strategies

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

Magnolia/Market Corridor Study

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

Downtown Specific Plan

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

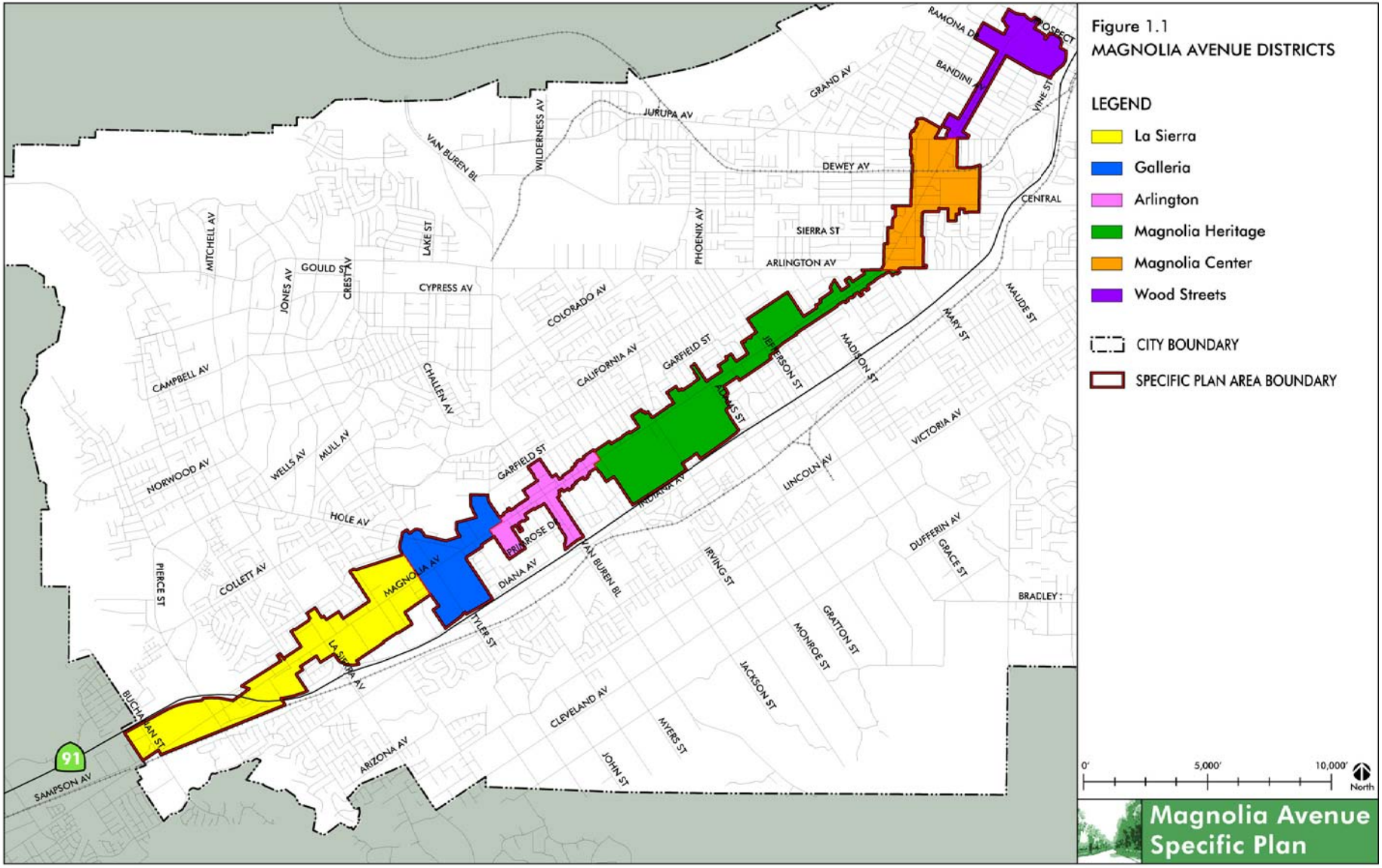


Figure 1.1
MAGNOLIA AVENUE DISTRICTS
LEGEND
La Sierra
Galleria
Arlington
Magnolia Heritage
Magnolia Center
Wood Streets
CITY BOUNDARY
SPECIFIC PLAN AREA BOUNDARY
0'
5,000'
10,000'
North
Magnolia Avenue Specific Plan
RAMONA DR
PROSPECT
BANDINI
VINE ST
GRAND AV
JURUPA AV
WILDERNESS AV
VAN BUREN BL
DEWEY AV
CENTRAL
SIERRA ST
ARLINGTON AV
PHOENIX AV
MITCHELL AV
LAKE ST
GOULD ST
CRESTA AV
JONES AV
CYPRESS AV
COLORADO AV
MAUDE ST
MARY ST
MADISON ST
JEFFERSON ST
GARFIELD ST
CALIFORNIA AV
CHALLEN AV
CAMPBELL AV
ADAMS ST
VICTORIA AV
LINCOLN AV
NORWOOD AV
WELLS AV
MULL AV
INDIANA AV
HOLE AV
PRIMROSE DR
DUFFERIN AV
GRACE ST
PIERCE ST
COLLETT AV
MAGNOLIA AV
DIANA AV
IRVING ST
BRADLEY
TYLER ST
GRATTON ST
MONROE ST
LA SIERRA AV
JACKSON ST
BUCHANAN ST
CLEVELAND AV
MYERS ST
91
ARIZONA AV
JOHN ST
SAMPSON AV

Arlington Community Plan

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

General Plan 2025

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

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

D. Purpose of the Specific Plan

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

E. Community Participation

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

F. Applicability and Conformity with the Specific Plan

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

The provisions of this Specific Plan shall not apply to development projects for which a complete application has been received by the Planning Division as of the effective date of this Specific Plan. However, applicants for such projects may elect to comply with

the provisions herein in lieu of the former provisions. Applications for projects whose entitlements and/or permits have expired or were denied are not entitled to the benefit of this section.

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

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

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

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

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

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

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

La Sierra/Arlanza Redevelopment Project Area

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

Arlington Redevelopment Project Area

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

Magnolia Center Redevelopment Project Area

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

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

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

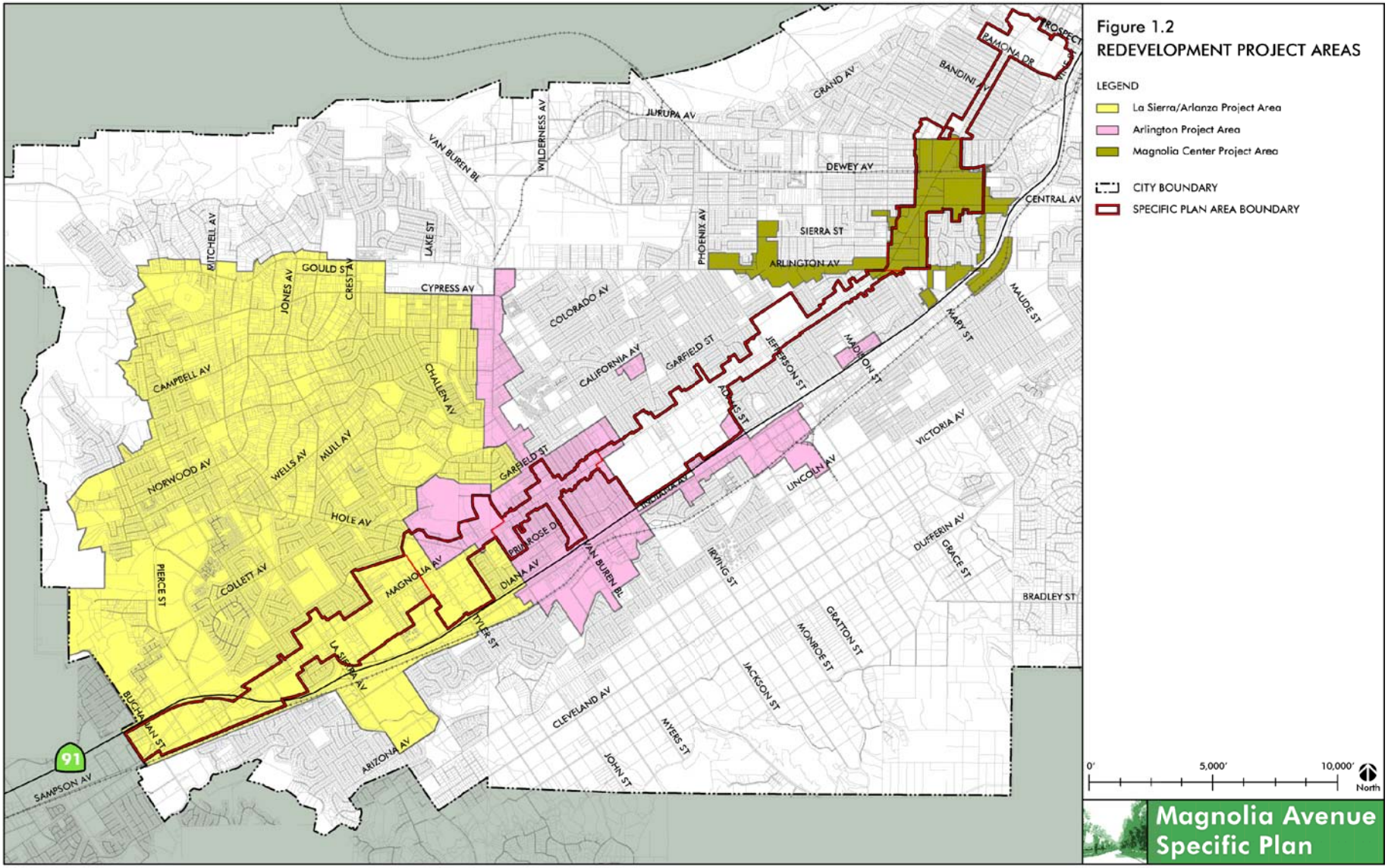


Figure 1.2
REDEVELOPMENT PROJECT AREAS
LEGEND
La Sierra/Arlanza Project Area
Arlington Project Area
Magnolia Center Project Area
CITY BOUNDARY
SPECIFIC PLAN AREA BOUNDARY
0'
5,000'
10,000'
North
Magnolia Avenue
Specific Plan
JURUPA AV
GRAND AV
BANDINI AV
RAMONA DR
PROSPECT
WILDERNESS AV
VAN BUREN BL
DEWEY AV
CENTRAL AV
SIERRA ST
ARLINGTON AV
PHOENIX AV
LAKE ST
MITCHELL AV
GOULD ST
JONES AV
CREST AV
CYPRESS AV
COLORADO AV
CALIFORNIA AV
GARFIELD ST
JEFFERSON ST
ADAMS ST
MADISON ST
MARY ST
MAUDE ST
CAMPBELL AV
CHALLEN AV
NORWOOD AV
WELLS AV
MULL AV
HOLE AV
PIERCE ST
COLLETT AV
MAGNOLIA AV
DIANA AV
PRIMROSE DR
TYLER ST
LA SIERRA AV
BUCHANAN ST
SAMPSON AV
91
ARIZONA AV
CLEVELAND AV
JOHN ST
MYERS ST
JACKSON ST
MONROE ST
GRATTON ST
IRVING ST
LINCOLN AV
VICTORIA AV
DUFFERIN AV
GRACE ST
BRADLEY ST

CHAPTER 2
Context

A. Historic Context

Magnolia Avenue was designed in the late 19th century by W.T. Sayward, principal architect and partner in the firm Sayward & Evans. It was created to be a showplace roadway to promote the sale of 8,500 acres of land southwest of Arlington Avenue purchased by the Riverside Land and Irrigating Company. Sayward's original concept was for Magnolia Avenue to extend beyond the City of Riverside, from the Santa Ana mountains on the southwest to the San Bernardino Mountains on the northeast.

In its early days, Magnolia Avenue extended from Arlington Avenue to Temescal Street in Home Gardens. Beautiful citrus farms and estates lined much of Magnolia Avenue with wide parkways on both sides and a landscaped median running the length of the corridor. The original landscaping consisted of Magnolia, Cypress, Eucalyptus, Pepper and Palm trees. The landscape design provided unity and identity to Magnolia Avenue as a grand boulevard that was a destination in itself…a place where residents and tourists alike could enjoy a scenic drive. In fact, over the years the Magnolia Avenue/Market Street corridor has sometimes been referred to as Riverside's scenic "17-mile drive."

In 1888, rails were laid along the median for horse drawn cars. In 1899, these cars were replaced by electric cars that ran all the way to Corona. However, by the 1950's these electric car lines were eliminated because of nightly freight trains that became a nuisance to the neighborhoods along the boulevard[1].

Magnolia Avenue, 1890's

[1] *Magnolia/Market Corridor Study, Moule & Polyzoides, 1999.*

B. Current Setting

Today, Magnolia Avenue is one of the primary east/west streets in the City, extending from Ontario Avenue in Corona to Fourteenth Street in Downtown Riverside where it meets Market Street. Market Street continues through Downtown to the Santa Ana River. The once exceptionally scenic corridor has experienced a great deal of change over the years. Most of the citrus groves and estates are gone, replaced by strip commercial centers, residential, institutional and business uses. In some locations the corridor now consists of incompatible land uses and inconsistent landscaped areas, which have contributed to a lack of continuity for the corridor.

Although Magnolia Avenue has been significantly altered from its original design and character, it still retains much of its historic charm in several portions and maintains its importance as not only a traffic carrier, but also a definable place in Riverside that links distinct neighborhoods, districts and shopping areas. As noted by the community in the Magnolia/Market Corridor Study, the corridor is like the concept of "Pearls on a String," and should be treated as "a linked chain of notable and interesting neighborhoods and districts which are all strengthened by their sequential relationship with each other." The goal of this Specific Plan is to develop the corridor as a system of spaces, structures and environments, rather than a linear strip of unrelated buildings and undefined streetscapes.

Land Use

Commercial development near Arlington Village.

Existing land uses along Magnolia Avenue are diverse, ranging from light industrial uses at the southwestern end near the City limits, to historic residential homes at the northeastern end in the Wood Streets District. Piecemeal development has occurred along Magnolia Avenue, weakening the role and function that each district and neighborhood plays in the City and region. While the framework still exists for identifiable districts along the corridor, the current land use pattern has blurred the distinction. In some locations, the corridor has been over-zoned for general commercial uses, resulting in under-utilized retail uses.

Circulation

Magnolia Avenue was designated in the 1994 General Plan as a 120-foot arterial over most of its length with smaller sections designated as a 100- or 110-foot arterial. It is generally built with four travel lanes, with the exception of the area around Tyler Street in the Galleria District and to the westerly City limits where six lanes are proposed or currently exist. A policy of General Plan 2025 is to limit Magnolia Avenue to four traffic lanes easterly of Harrison Street without reducing the right-of-way. The greater

right-of-way width will allow for increased parkways, bike lanes and sidewalks where they are currently lacking. In addition, it will allow the City the opportunity to explore the feasibility of other future transit options.

A median still runs from the western City limits to Arlington Avenue, however, its width and landscaping have been reduced considerably over time for left turn lanes and additional travel lanes at various locations.

Streetscape

The unity, identity and appearance of the streetscape has been significantly altered from its historic setting. The original design called for a wide thoroughfare with 20-foot wide strolling sidewalks and parkways on either side, a landscaped median and two traffic lanes. The landscaping consisted of Magnolia, Cypress, Eucalyptus, Pepper and Palm trees. Today the landscaping varies greatly along the corridor. There are a few areas where the landscape still reflects the original landscape of the street. In general, there is no discernable pattern to the street trees and landscaping is completely absent in some locations. In addition, most of the wide parkway is gone, with sidewalks abutting the street in many locations. Similarly, the reduction and removal of the median in many locations has greatly impacted the historic landscape.

Sporadic parkway landscaping and no median landscaping occur along portions of Magnolia Avenue.

Historic Resources

In addition to the heritage landscape, there are many important historic buildings and historic districts along the corridor. Magnolia Avenue began as a connection between downtown and the grand estates, citrus farms and countryside. It passes through historically significant districts, such as the Wood Streets neighborhood, which has a large concentration of Spanish Colonial Revival and Craftsman style houses that were primarily from the 1920's – 30's. In addition, the six Specific Plan Districts along the corridor contain a variety of historic buildings and elements dispersed among the newer development, including the Arlington Branch Library, the City's first branch library and oldest library building built in 1909; Heritage House, a Queen Anne style house built in 1891 for the widow of an early citrus pioneer; Magnolia United Presbyterian Church, a Gothic Revival church built in 1881 that is the oldest existing church building in the City; and the Parent Navel Orange Tree, from which all American West Coast navel orange trees are descended.

Historic Arlington Branch Library.

A particularly unique and interesting historic landmark is the Magnolia Avenue Parkway and Center Median between Arlington Avenue and San Rafael Way. This section of Magnolia Avenue maintains the spirit of the original plantings. Laid out in 1876, Magnolia Avenue set a historic national precedent in scenic urban

landscaping.

Figure 2.1 identifies the historic buildings, elements and districts along Magnolia Avenue. A description of each landmark can be found in the City's publication "Landmarks of the City of Riverside."

Community Facilities

Several community facilities are also located along Magnolia Avenue, including the Arlington Brach Library mentioned above, Sherman Indian School, Ramona High School, California Baptist University and the Riverside Unified School District's Community Education Program (housed in the historic Palm Elementary School building). In addition, Magnolia Avenue and University Avenue serve as links between the City's four higher education institutions (La Sierra University, California Baptist University, Riverside Community College and University of California at Riverside), as well as two major streets that link the community with Downtown.

Figure 2.2 identifies the community facilities in the City, with those located along Magnolia Avenue highlighted.

California Baptist University in the Magnolia Heritage District.

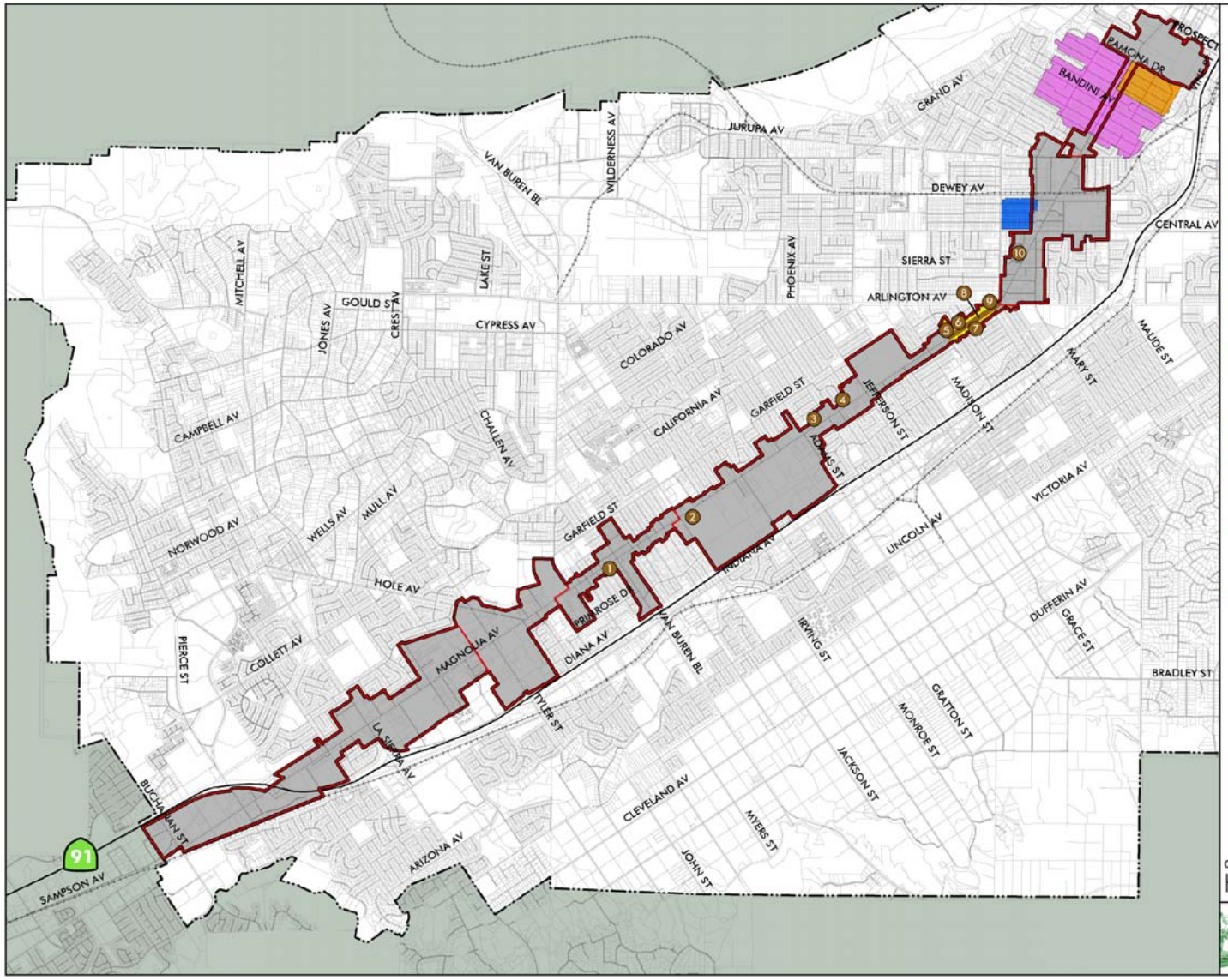


Figure 2.1
HISTORIC LANDMARKS & DISTRICTS

LEGEND

Historic Landmarks

1. Arlington Branch Library
2. Sherman Indian Museum
3. Heritage House
4. Robert Bettner House
5. Holden House
6. Moulton House
7. Magnolia United Presbyterian Church
8. Magnolia Avenue Parkways and Center Median
9. Parent Navel Orange Tree
10. Palm Elementary School

Historic Districts

- Old Magnolia Avenue (Neighborhood Conservation Area)
- Palm Heights (Proposed Historic District)
- Wood Streets (Neighborhood Conservation Area)
- Wood Streets (Historic District)

- CITY BOUNDARY
- SPECIFIC PLAN AREA BOUNDARY

0' 5,000' 10,000' North

Magnolia Avenue Specific Plan

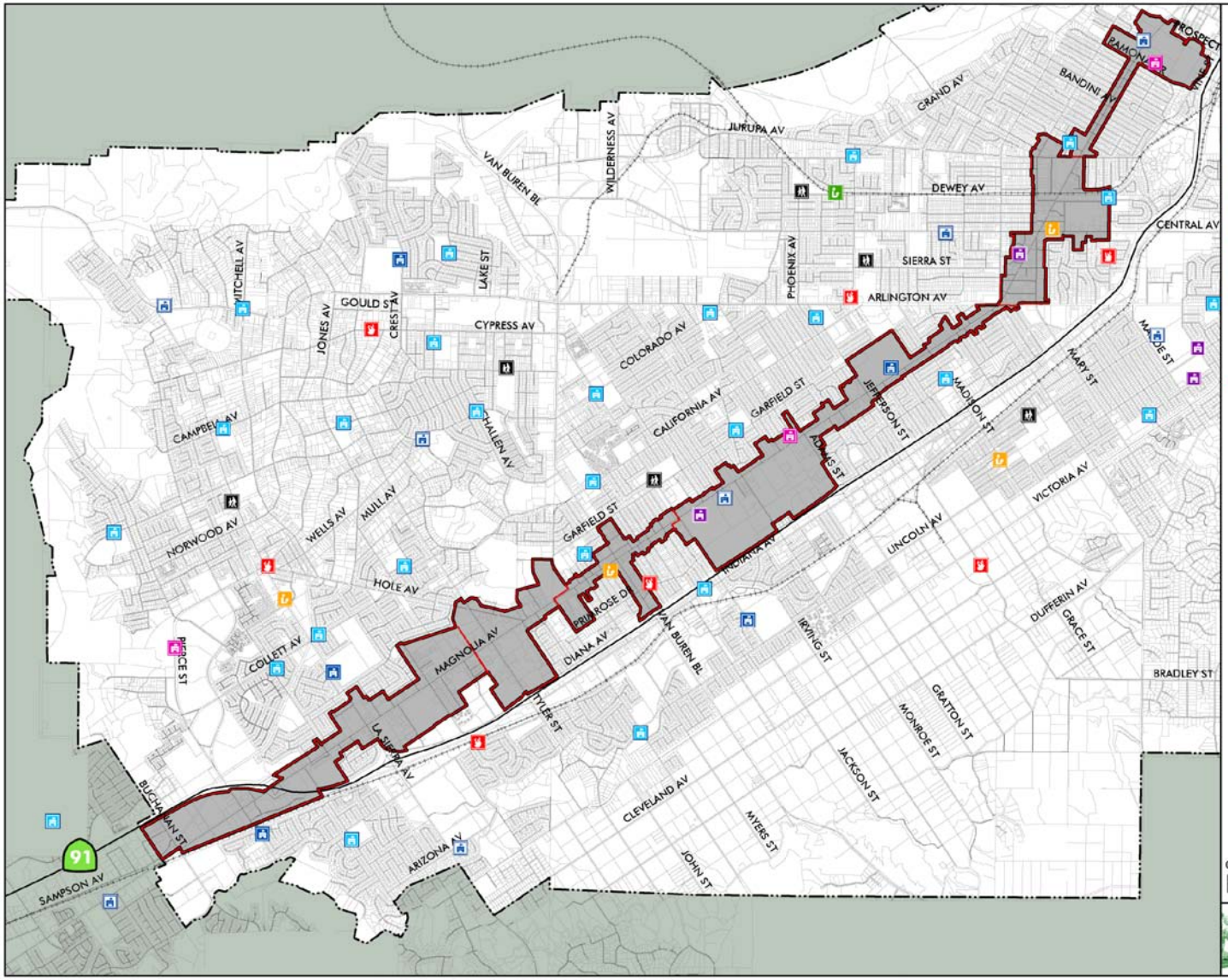


Figure 2.2
COMMUNITY FACILITIES

LEGEND

- Elementary School
- Middle School
- High School
- Other School
- College/University
- Libraries
- Cybraries
- Fire Stations
- Community Centers
- CITY BOUNDARY
- SPECIFIC PLAN AREA BOUNDARY

0' 5,000' 10,000' North

Magnolia Avenue Specific Plan

C. General Plan Designations

General Plan 2025 will have a significant positive impact on the future of Magnolia Avenue as it identifies the corridor as more than just a functional traffic carrier. In the General Plan, Magnolia Avenue is designated as follows:

- Parkway
- Scenic Boulevard
- Mixed-Use Corridor
- Bus Rapid Transit Corridor
- Arts Bus Corridor
- Four-lane Arterial

All of these designations recognize Magnolia Avenue's multi-faceted role as a definable place in Riverside that reflects its historical role as a scenic boulevard while updating its function as a key transit and mixed-use corridor to support future growth.

The General Plan land use designations along the corridor and their land area are as follows:

Table 2.1: General Plan Land Use Designation by Acreage

General Plan Land Use	Acreage
Business/Office Park (B/OP)	151
Commercial (C)	211
Commercial Regional Center (CRC)	101
High Density Residential (HDR)	59
Medium Density Residential (MDR)	37
Mixed-Use Neighborhood (MU-N)	47
Mixed-Use Village (MU-V)	125
Mixed-Use Urban (MU-U)	306
Office (O)	47
Public Park (P)	12
Public Facilities/Institutional (PF)	391
Very High Density Residential (VHDR)	102
TOTAL	**1,588**

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.

Policy 1.12: Incorporate public art reflecting Riverside's heritage along the entire Magnolia Corridor.

Policy 1.13 Seek ways to incorporate public art and enhanced lighting at the freeway underpass in the La Sierra District of a scale that relates to automobile drivers. This could be similar to public art at the Tyler Street freeway underpass or the University Avenue underpass at the entrance to the University of California, Riverside.

For more information related to Policies 1.12 and 1.13, refer to the discussion of Public Art on Page 6-13 within the Streetscape Improvements Chapter (Chapter 6) of this document.

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 easterly of Harrison Street. (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.

For more information related to pedestrian Policies 2.6 & 2.7, refer to the discussion of Pedestrian Circulation on Page 6-13 within the Circulation Chapter (Chapter 5) of this document.

Policy 2.7: Explore the feasibility of installing signalized mid-block crosswalks at heavily used pedestrian areas, meeting warrants, along portions of the corridor where long stretches of roadway exist between signalized intersections.

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

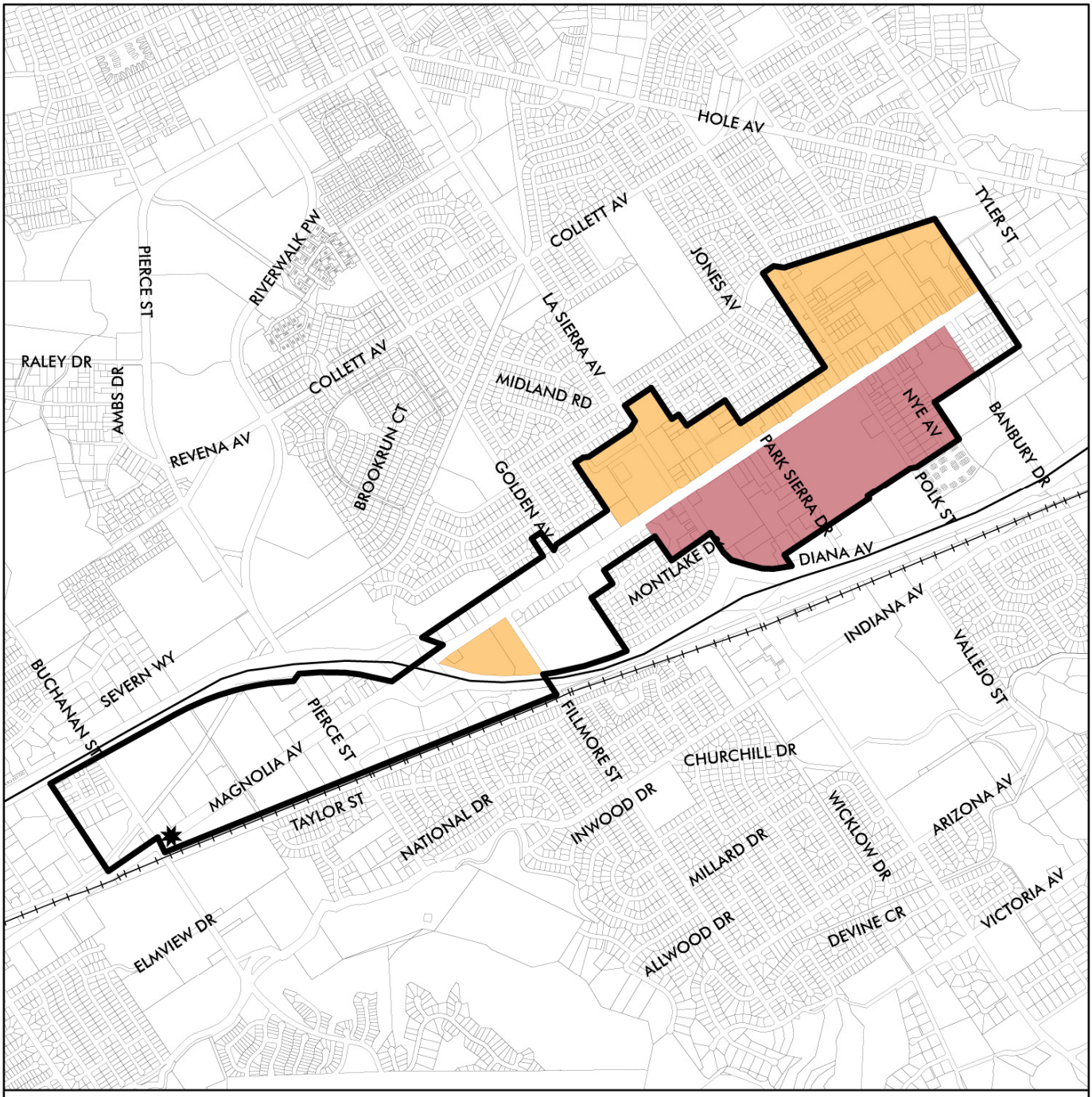


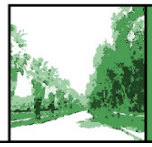
Figure 3.1
LA SIERRA DISTRICT

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. Furthermore, 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 Village (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

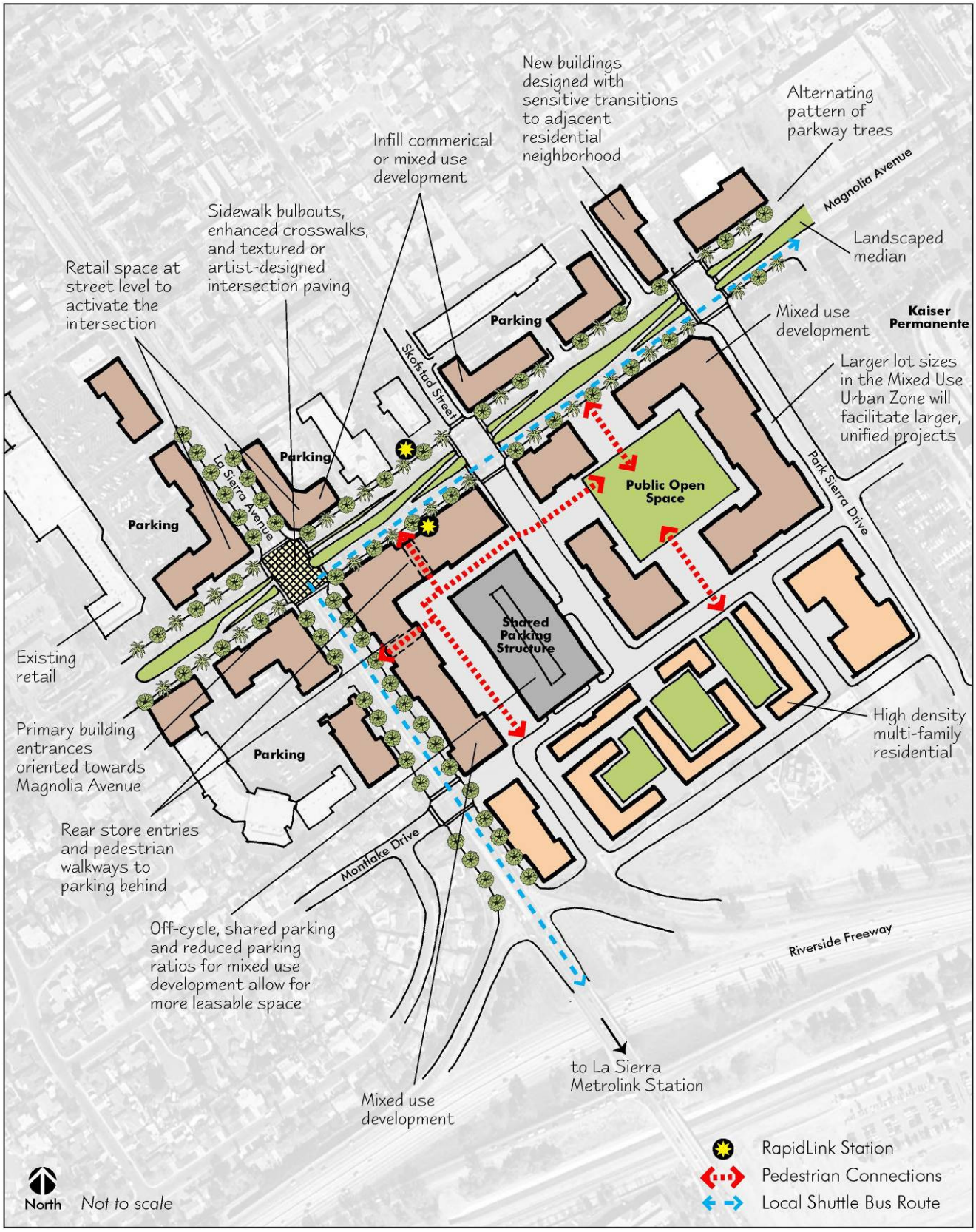
- Improvements to the La Sierra/Magnolia Avenue intersection will help create a pedestrian node. Enhanced crosswalks, and textured or artist-designed intersection paving will make pedestrian crossings more comfortable and enhance the identity of the La Sierra District.

- 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 nota 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.

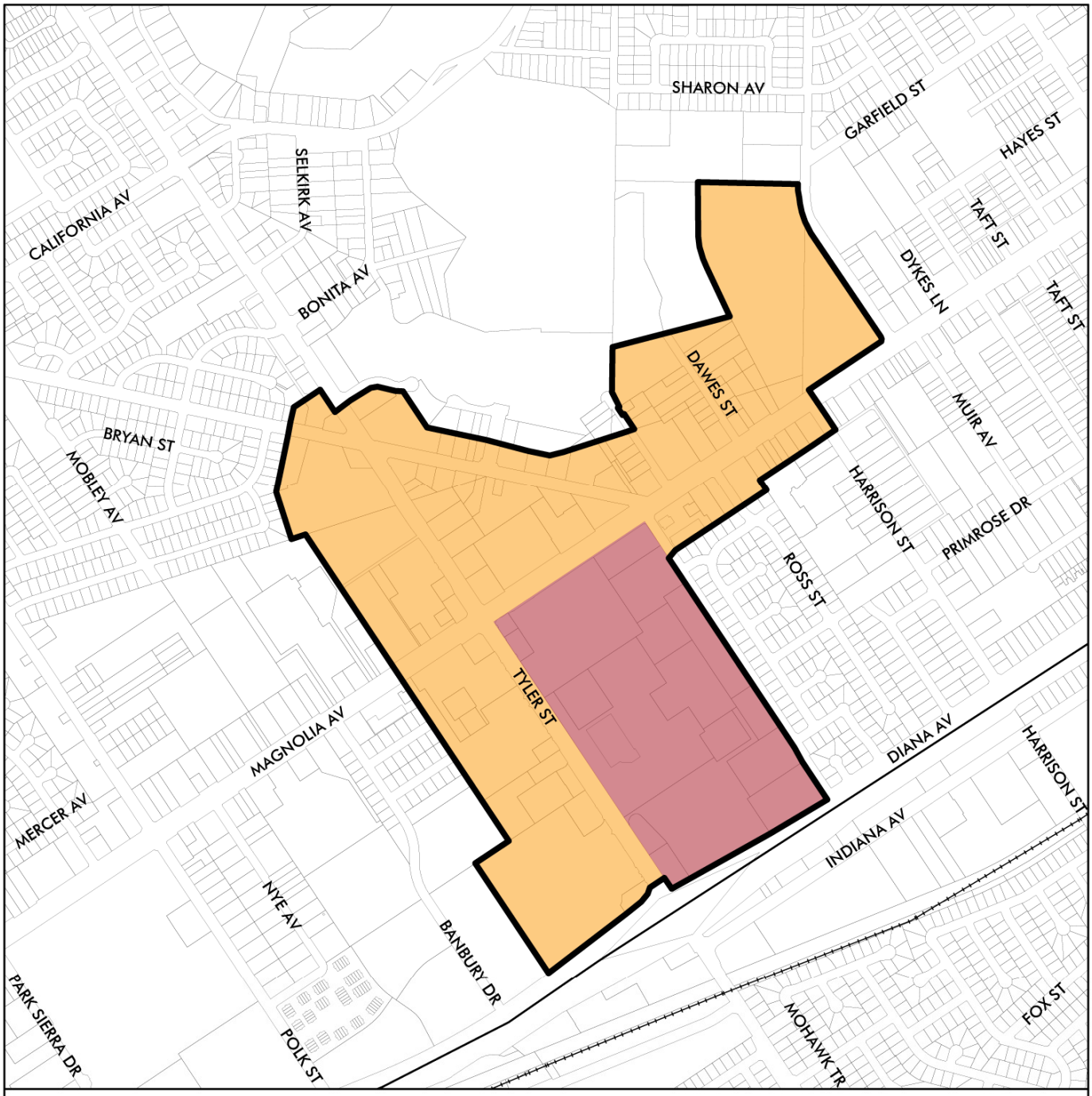


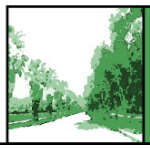
Figure 3.3
GALLERIA DISTRICT

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

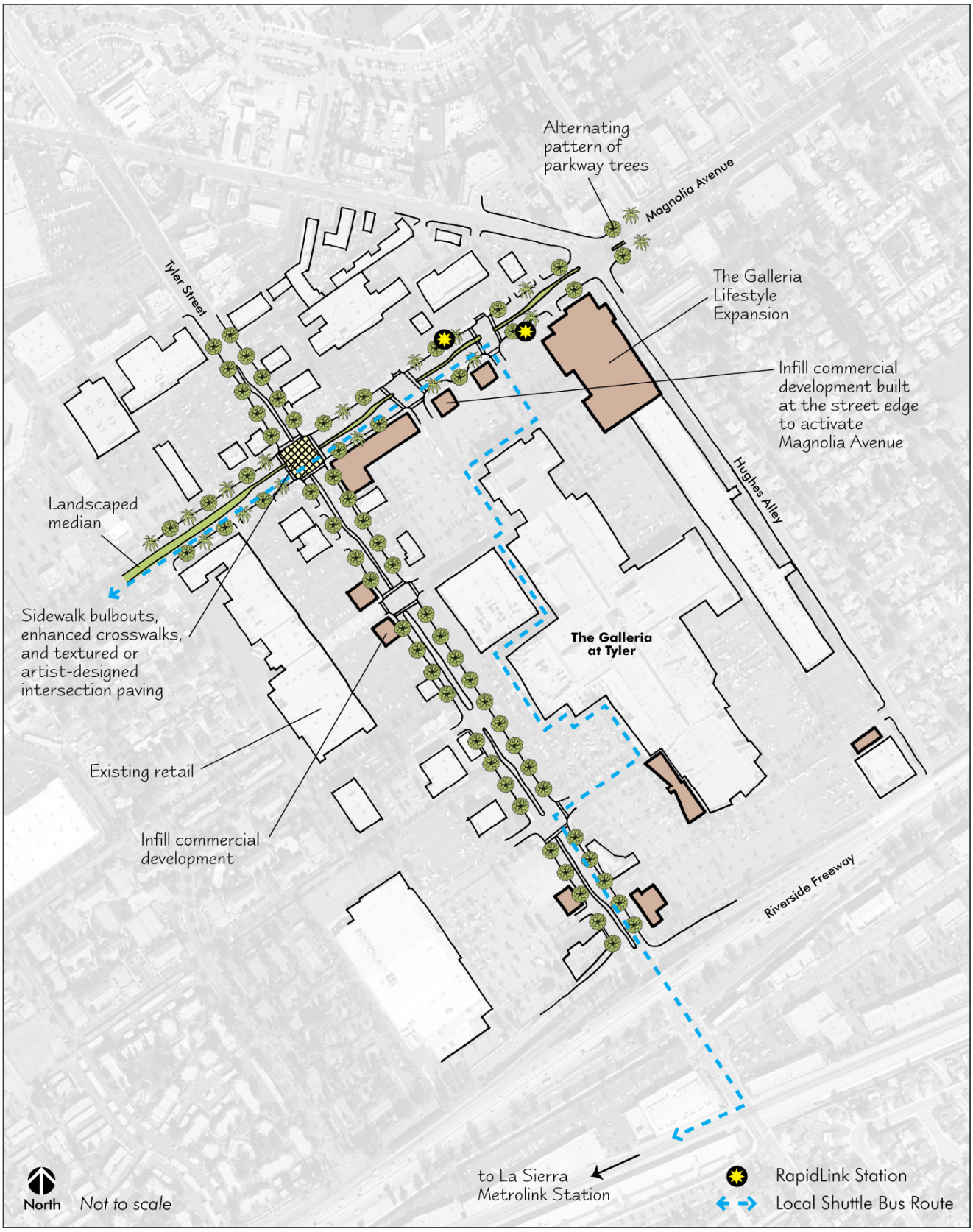
North Elevation

SOURCE: GENERAL GROWTH PROPERTIES, INC.

The Galleria at Tyler Lifestyle Expansion has a strong presence on Magnolia Avenue adding 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, whichoriginated 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.

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.

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

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)

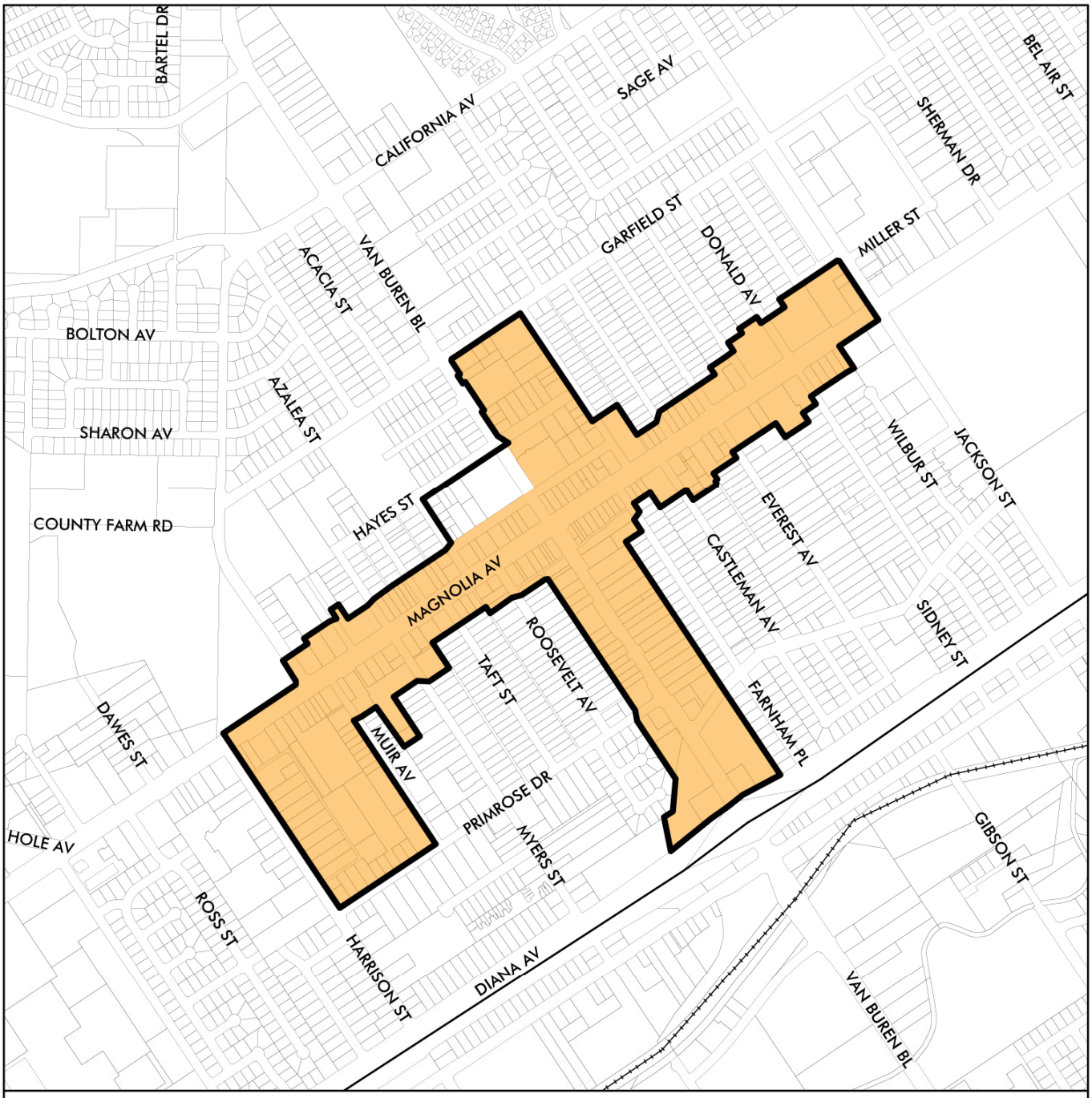


Figure 3.5
ARLINGTON DISTRICT

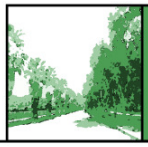
LEGEND

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 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.

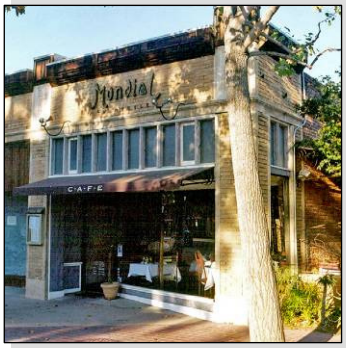
- The formation of a Parking District, possibly through the Arlington Business District, is strongly recommended to provide conveniently located shared parking while maintaining the walkable quality of the area.

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. 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.



Examples of projects that illustrate Mixed Use-Village densities.

- 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.

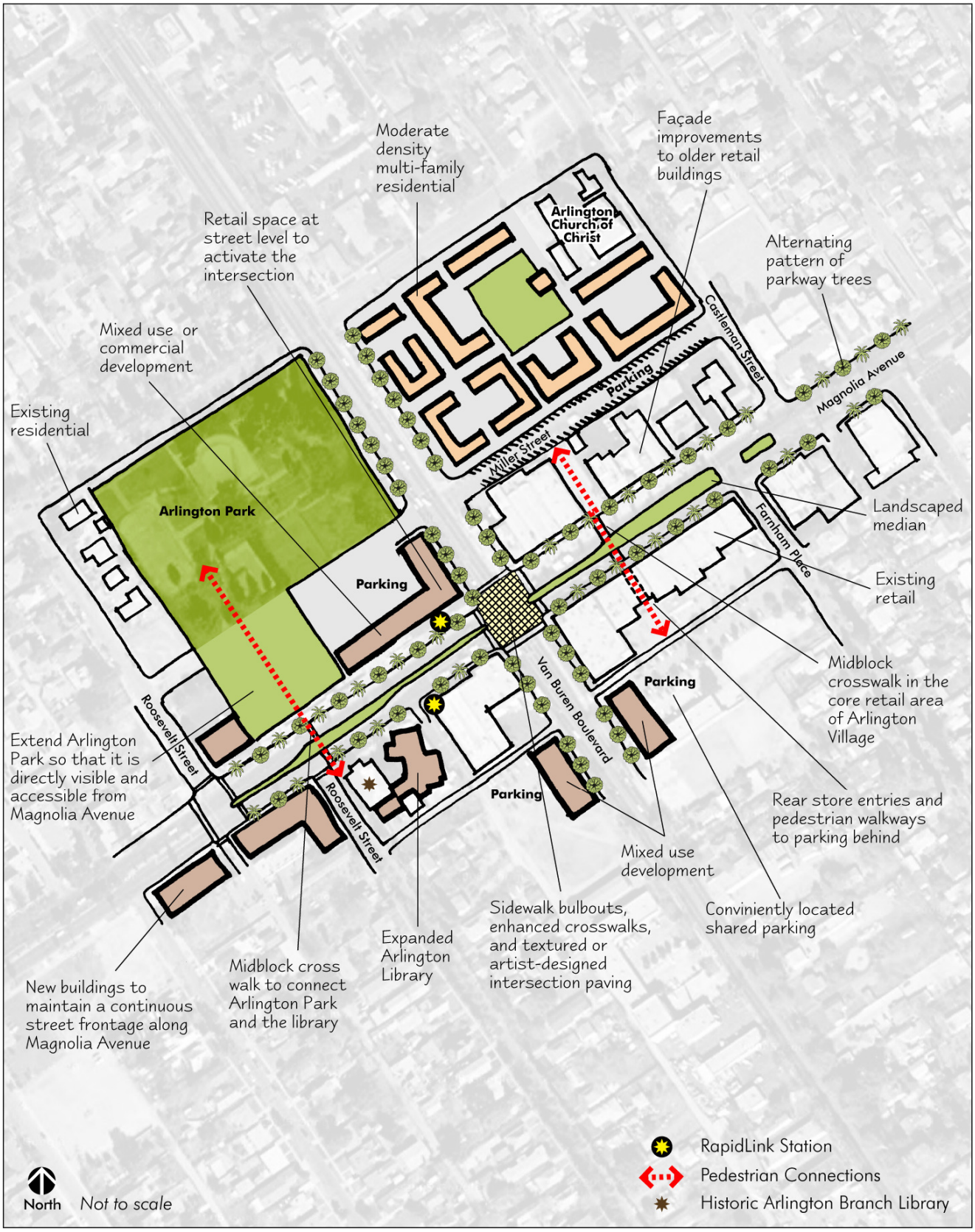
- In addition, midblock crosswalks may be considered in this District to improve pedestrian connections in the core retail area and to link Arlington Park with the Arlington Branch Public Library. The new library expansion will give this historic civic building more prominence in the heart of the District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

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.

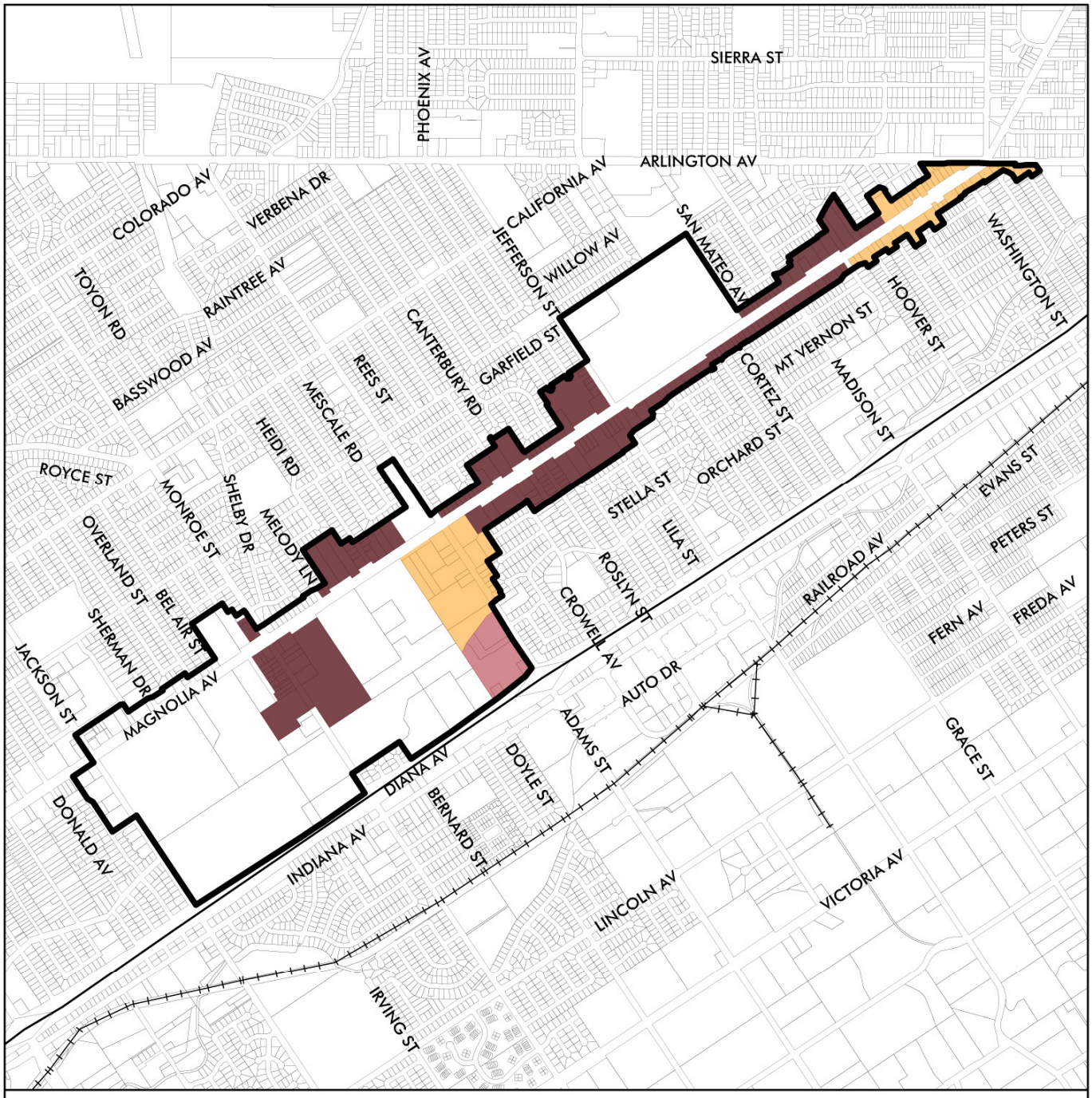


Figure 3.7
MAGNOLIA HERITAGE DISTRICT

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 to contribute to the historic “green” character of this portion of the

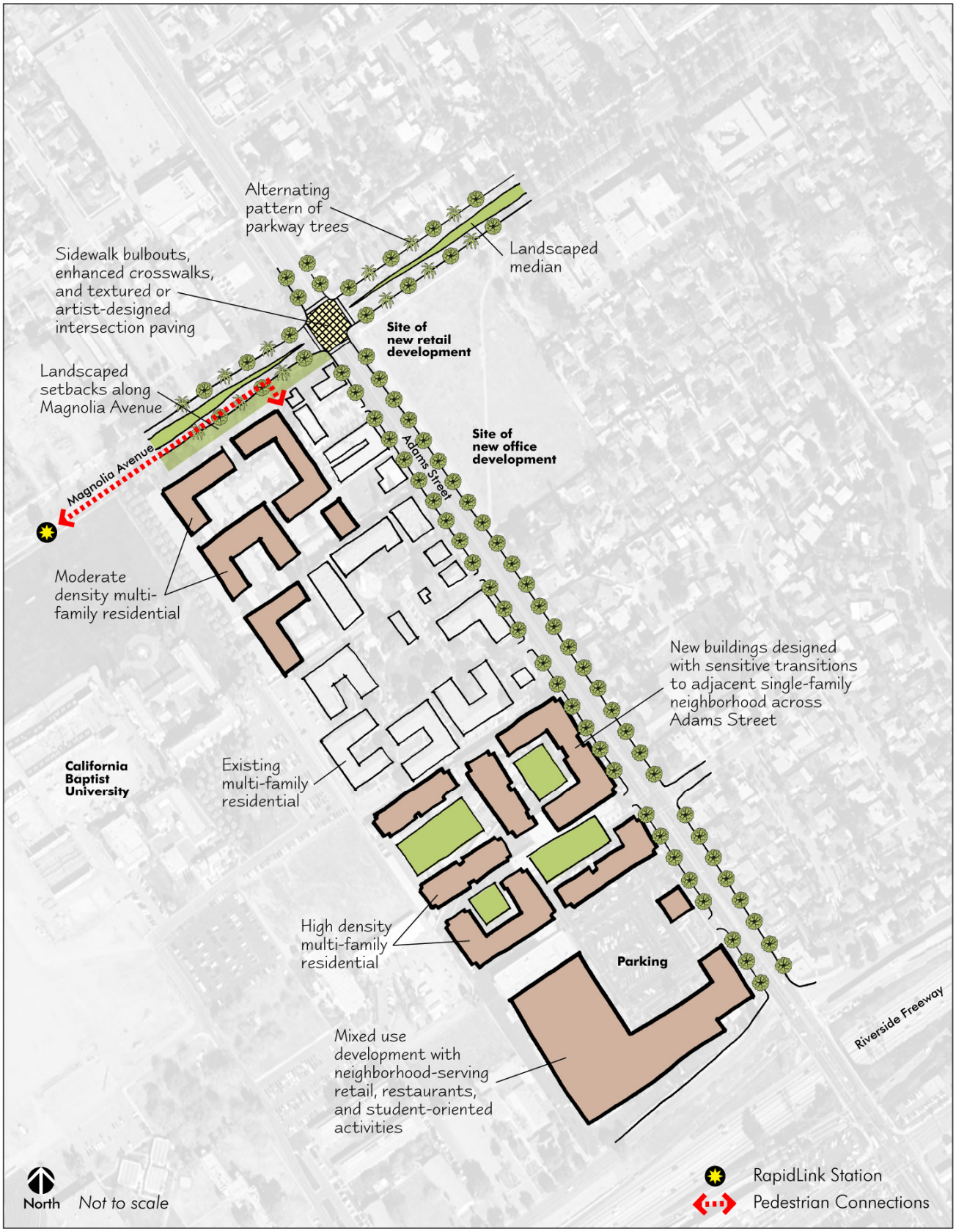
Examples of various multi-family housing types.

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.

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 shopping area between the Plaza and the corridor.

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

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.

As discussed in detail in the Circulation Chapter (Chapter 5) of this document, the proposed Magnolia Avenue underpass at the Union Pacific Railroad crossing will impact the current streetscape in the Magnolia Center area. By the same token, it will greatly improve traffic circulation and create new development opportunities consistent with the goals of this Specific Plan.

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)

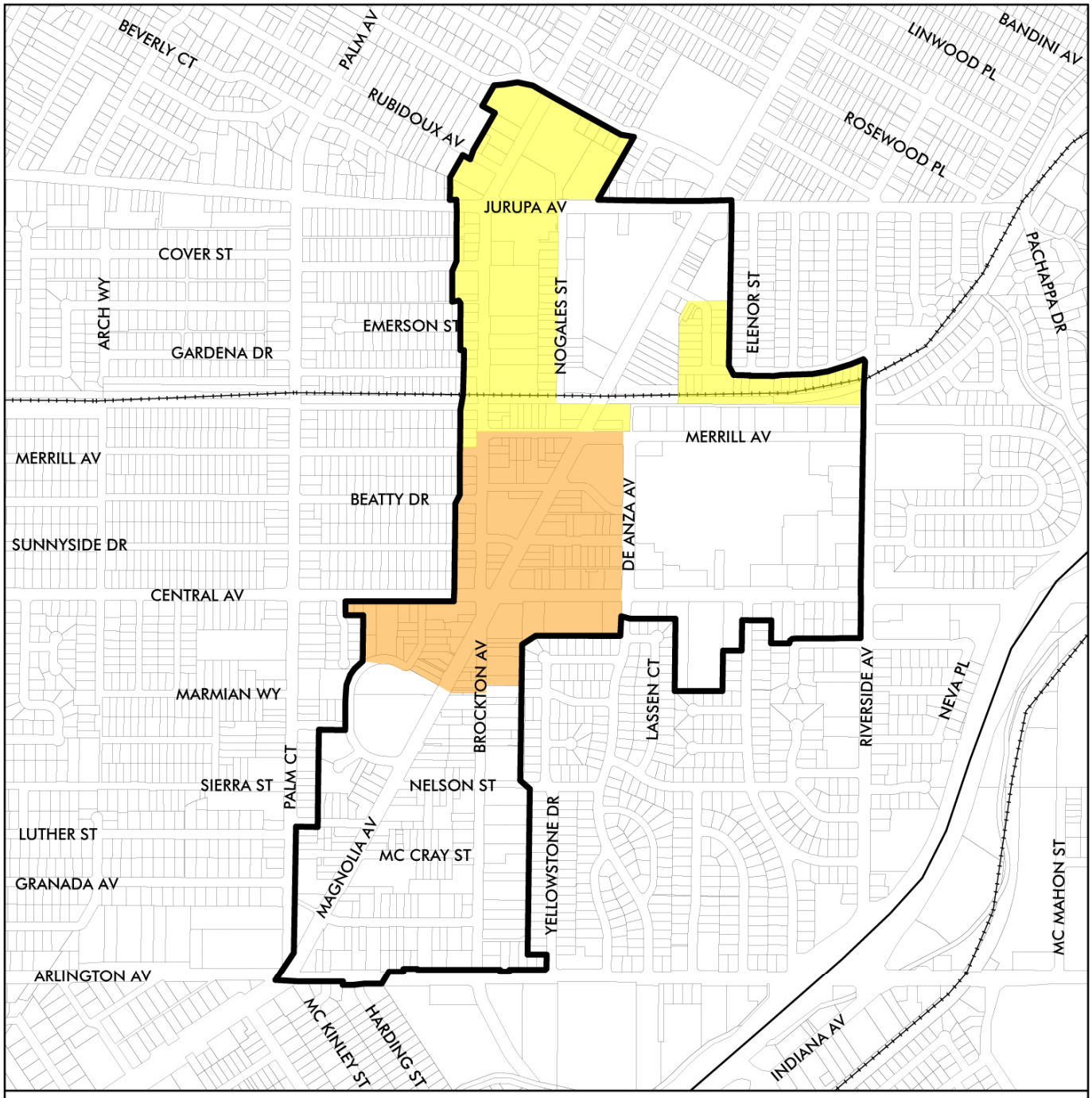


Figure 3.9
MAGNOLIA CENTER DISTRICT

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 1.2: 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)

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.

Policy 1.7: Develop a program to systematically improve pedestrian amenities in the Magnolia Center area.

Policy 1.8: Encourage infill development in a manner that is compatible with the prevailing Mid-Century architectural character of the area.

Policy 1.9: Promote adaptive re-use of existing historic buildings.

Policy 1.10: Encourage use of the existing façade improvement program and/or other incentives to further enhance the character of the Magnolia Center area.

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.

Examples of projects that illustrate Mixed Use-Village densities.

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 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.

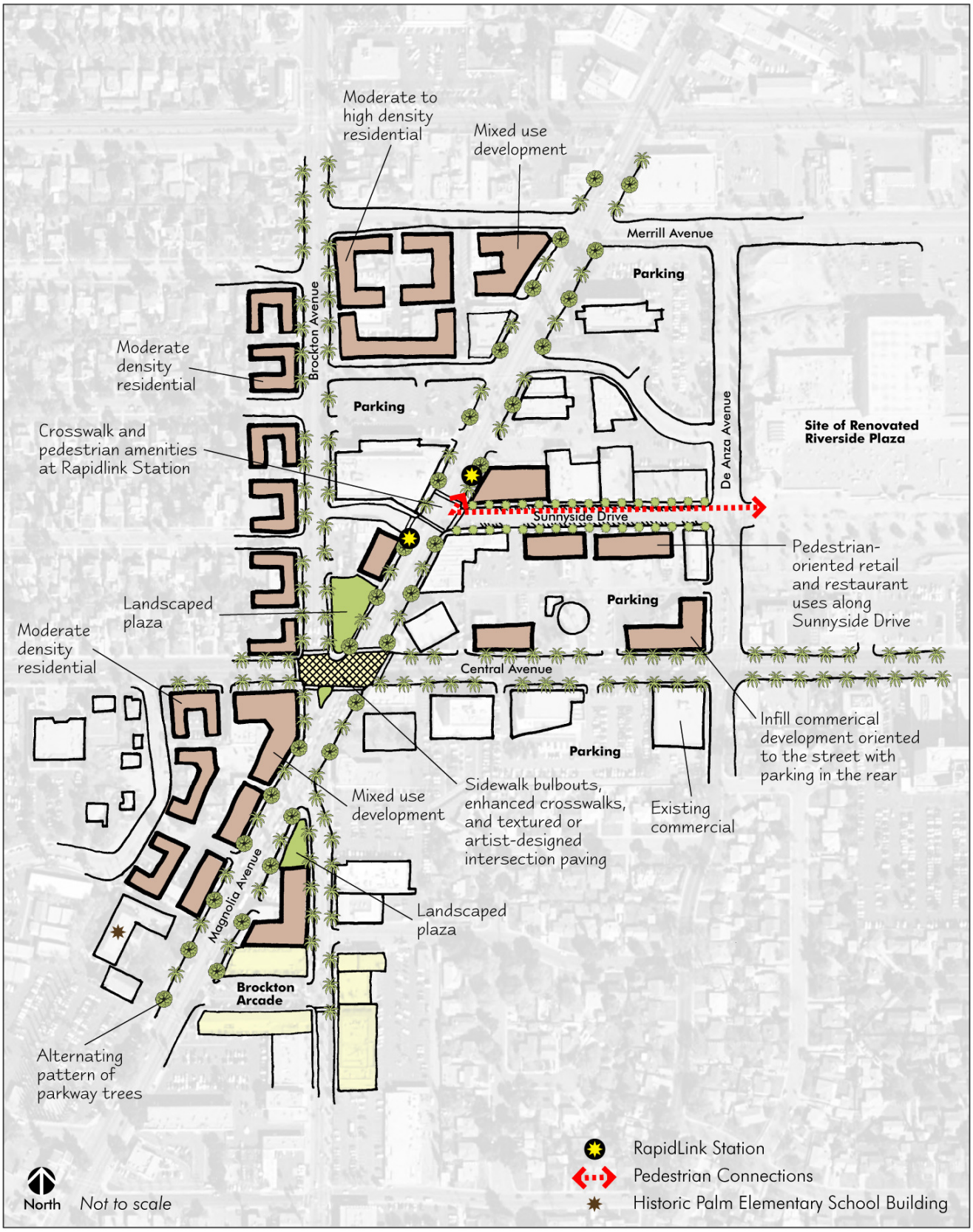
- The formation of a Parking District is strongly recommended to provide sufficient convenient parking for shoppers, employees and visitors, while also improving the pedestrian environment.

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 identify 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.

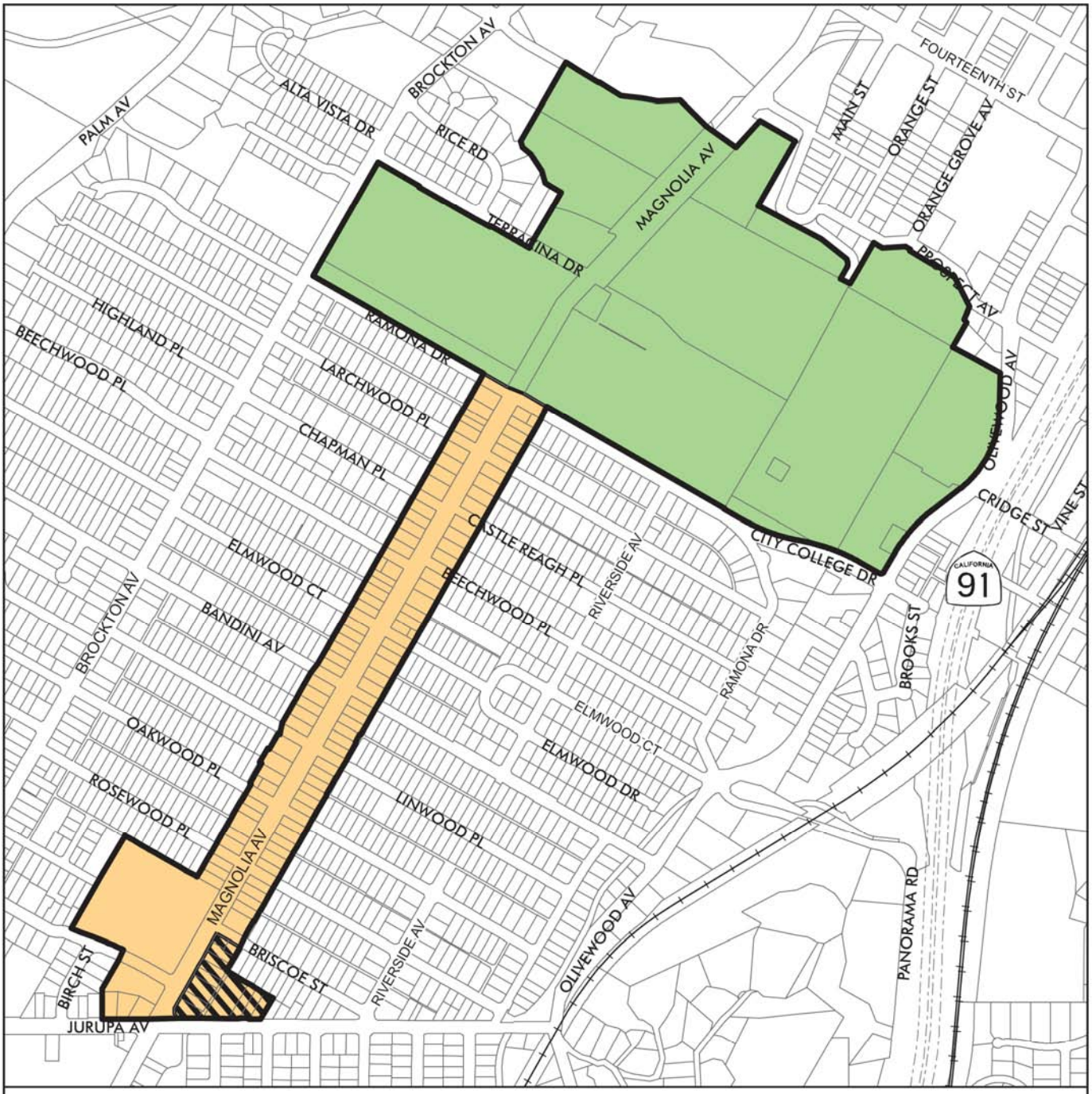


Figure 3.11
WOOD STREETS DISTRICT

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

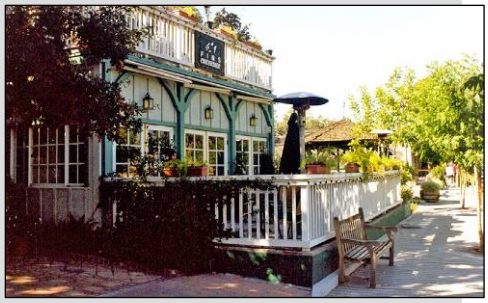
Magnolia Avenue Specific Plan

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 Avenue
Commercial (C)	- Northeast corner of Magnolia and Jurupa Avenue
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.

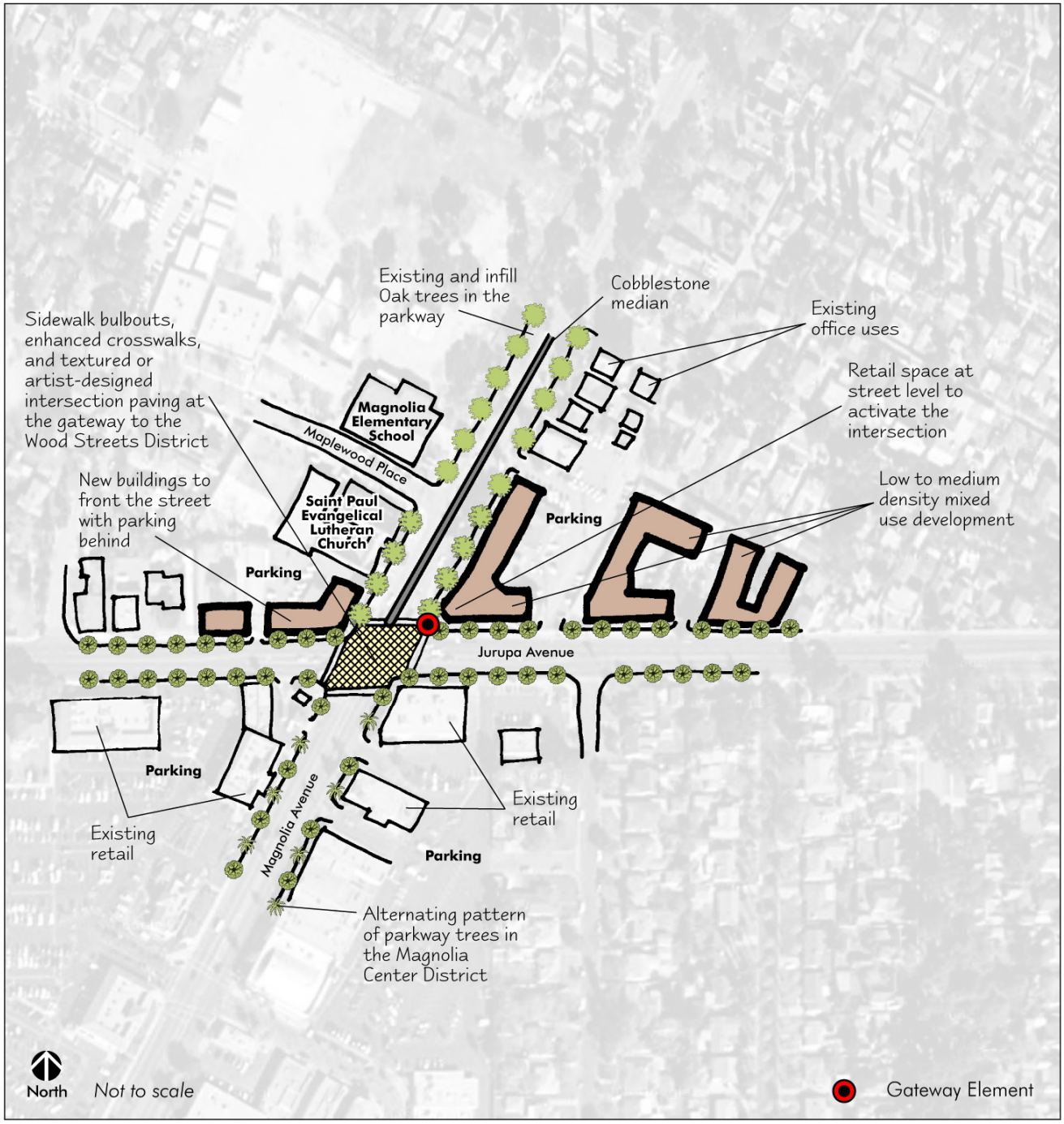
- It is important that the commercial uses at the southern end of the District be redeveloped over time with uses more complimentary to the neighborhood and with low- to medium-density, architecturally compatible structures.

- 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.



CHAPTER 4
Land Use Regulations, Development Standards and Design Guidelines

This Chapter seeks to provide direction to better define the desired land uses and development standards for the Corridor. It was prepared in concert with the City's Zoning Code and the overall objectives and policies established for this Corridor.

A. Permitted Uses

1. *Properties with Mixed Use or Very High Density Residential Designation*

Specific areas throughout the corridor have been designated by the General Plan 2025 for Mixed Use and Very High Density Residential land uses to stimulate opportunities for revitalization and intensification of the Specific Plan area. However, in order to develop properties by the standards of the applicable Mixed Use Zones or R-4 - Multiple Family Residential Zone, they will have to be rezoned for consistency with the land use designation. If Mixed Use Zone or R-4 Zone is adopted then the following applies:

a) If a Mixed Use Zone is adopted, then the uses permitted in the applicable Mixed Use Zone, Table 19.150.020(A) of the City's Zoning Code, shall apply, unless specifically prohibited by this Chapter.

b) If the R-4 Zone is adopted for consistency with the Very High Density land use designation, any use permitted in the R-4 Zone, per Table 19.150.020 (A) of the Zoning Code shall be permitted, unless specifically prohibited by this Chapter.

To encourage property owners to develop these properties with mixed use development or high density residential projects, it is recommended that the City initiate the necessary zone changes at such time a viable project is submitted to the Planning Division for Site Plan Review.

2. *Properties with Land Use Designations Other than Mixed Use or High Density Residential*

For properties with a land use designation other than mixed use or very high density residential the following applies:

a) The uses permitted in the base zone, Table 19.150.020 (A) of the City's Zoning Code shall apply, except that properties with a CG- Commercial General Zone shall be developed in accordance with the uses permitted in the CR - Commercial Retail Zone.

B. Prohibited Uses

1. For all properties along the Magnolia Corridor, the uses prohibited by the base zone, including those listed below shall apply:

   a) Home Improvement, Sales and Service (Hardware, Lumber and Building Material Stores) – Retail over 20,000 square feet in area except in the La Sierra and Galleria Districts, Home Improvement over 20,000 square feet in area may be allowed with a conditional use permit.

   b) Vehicle Related Uses – When fronting onto Magnolia Avenue or are readily visible from the corridor. Prohibited vehicle related uses include vehicle dismantling and wrecking, fuel stations, impound yards, vehicle repair, sales, rental and leasing, and wash facilities as defined in Article X of Title 19 (Zoning Code).

   c) Drive-thru Businesses – When fronting onto Magnolia Avenue or are readily visible from the corridor.

C. Development Standards

Properties within the Specific Plan area, except those specifically zoned Mixed Use and R-4, shall be developed under the development standards of the base zone with the modifications listed below.

If Mixed Use Zone or R-4 Zone is adopted then, the development standards of the applicable Mixed Use Zone or R-4 Zone found in Chapters 19.120 or 19.100 respectively of the City's Zoning Code shall apply with the modifications listed below.

1. La Sierra District

a) Between La Sierra Avenue and Park Sierra Drive, the minimum lot size for new development in the Mixed Use-Urban Zone shall be 40,000 square feet.

b) A large public open square, plaza or open space shall be incorporated into a project between La Sierra Avenue and Park Sierra Drive.

2. Arlington District

a) For properties fronting Magnolia Avenue between Roosevelt Street and Castleman Street:

i) Buildings shall be located at the front property line (0-foot setback), except that a portion of the front building elevation shall be set back to create space for streetside plazas, patios, outdoor dining or other urban amenities.

ii) Pedestrian-oriented retail, restaurant or service uses shall be located on the streetfront ground floor level to facilitate a pedestrian environment. Residential and office uses shall be located on floors above the ground level or located behind the retail use.

iii) The architectural style of new buildings or improvements to existing buildings should reflect the style of commercial/office buildings of the 1900s through 1930s. Restoration of buildings more than 50 years ago is strongly encouraged.

b) The design guidelines and standards contained in the Addendum at the end of this Chapter, formerly included in the rescinded Arlington Community Plan, shall apply.

3. Magnolia Heritage District

a) For projects with a commercial component fronting Adams Street, buildings shall be located at the front property line (0-foot setback). A portion of the building façade shall be set back to create space for streetside plazas, patios, outdoor dining or other urban amenities.

b) Residential buildings that front Adams must provide a 15-foot landscaped front yard setback.

c) Buildings fronting Magnolia Avenue must provide a minimum 15-foot landscaped front yard setback.

d) All new multi-family projects shall provide landscaped front yard setbacks, and where feasible, landscaped courtyards with views to Magnolia Avenue to contribute to the historic "green" character of this portion of the corridor.

4. Wood Streets District

North Subdistrict

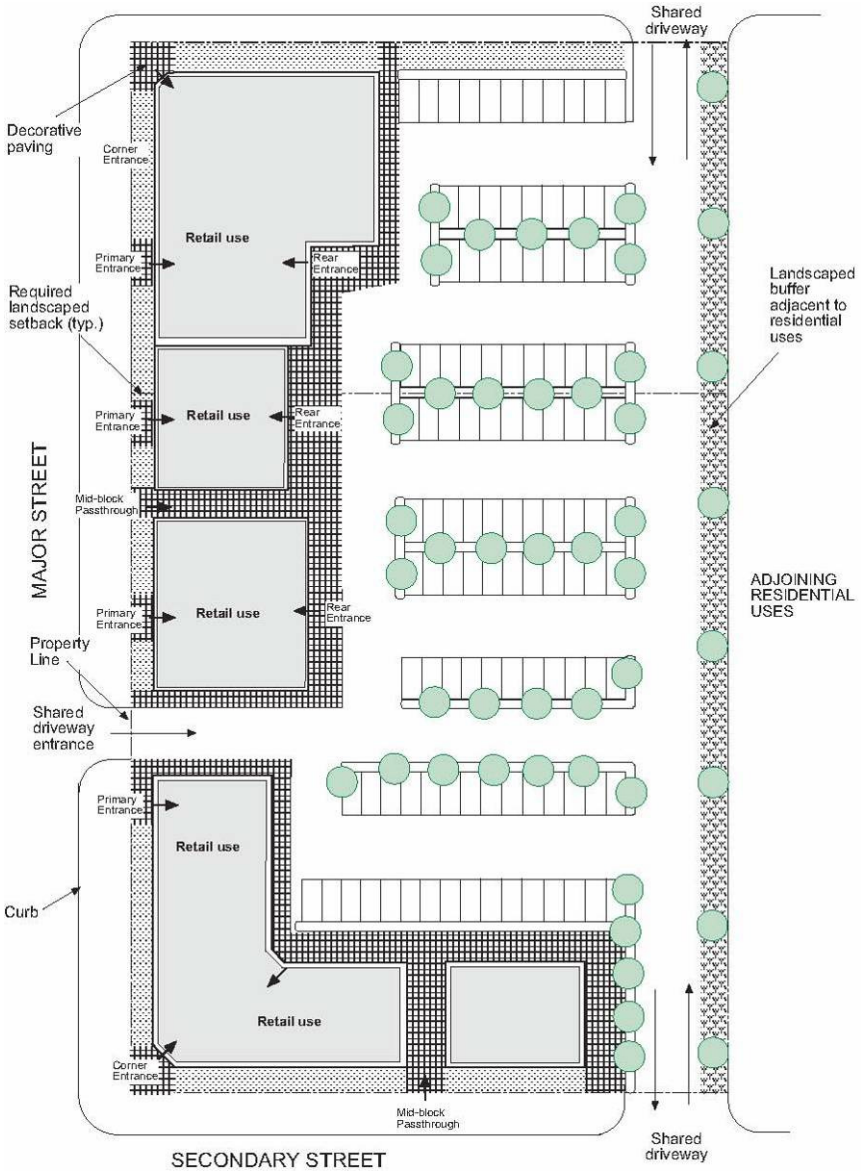
a) The architectural style of newbuildings or improvements to existing buildings should reflect the styles of residential structures that are found within this historic district.

b) Adaptive reuse of single-family structures is strongly encouraged.

South Subdistrict

a) Additions to existing institutional facilities in the north subdistrict should be architecturally compatible with existing institutional structures.

b) New institutional structures and additions to existing institutional structures should be designed with scale and massing sensitive to the adjacent residential areas.



Typical Pedestrian-Oriented Commercial Site Layout

D. Design Guidelines

1. Building Placement and Orientation

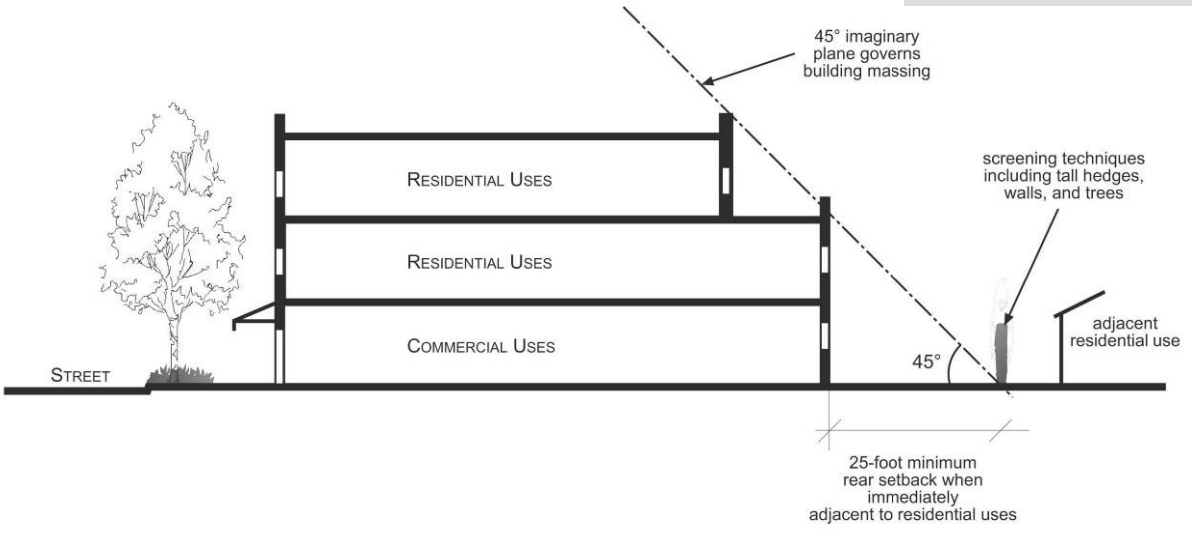
a) All buildings shall relate to Magnolia Avenue frontage as much as possible with parking generally located in the rear of buildings, particularly in pedestrian-oriented mixed use and commercial areas.

b) Entry treatments should be reflective and proportional to the size of the project.

c) Whenever feasible, a building's front facade should be aligned at the sidewalk edge to provide interest at the street level and enhance the pedestrian experience. Portions of the front building elevation should be set back to allow for outdoor uses, such as outdoor patio dining, display public art, entry forecourts, or other amenities appropriate to an urban setback.

d) Develop the ground floor level of a building to encourage pedestrian activity. The linear frontage of the building should incorporate pedestrian-oriented elements such as storefronts with transparent display windows or display cases, outdoor dining areas, public art, awnings, trellises, and other landscape elements, such as shade trees and benches.

e) Buildings should be clustered to create pedestrian areas, such as outdoor plazas and courtyards.



Setbacks and massing for buildings adjacent to residential uses.

2. Scale and mass

a) The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character. Buildings shall step down to lower-profile buildings on adjacent properties.

b) At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas. Taller elements of the building shall increasingly step back from adjacent single-family residential zones. No portion of the building, excluding parapets, shall be above an imaginary plane drawn at the rear property line, which is adjacent to a single family residential zone, and extended at an angle of 45 degrees towards the center of the property.

3. Building modulation and articulation

a) Building articulation and detailing should be used to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding development. Building design shall avoid large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment. All building elevations visible from a public right-of-way, including freeways, shall be highly articulated, and incorporate the chosen design theme in a consistent manner.

b) Use building form to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter (i.e. give a sense of invitation and enclosure) pedestrian walks and exterior spaces.

c) Commercial facades of mixed-use projects should be modulated at least every 50 feet and should be separated by changes in building mass or facade treatment, such as projected entrance windows, roof form or other architectural features.

d) The facades of the buildings shall be designed so as to give individual identity to each vertical module of residential units using techniques such as providing a deep notch (in plan) between the modules; varying architectural elements between units (e.g., window color, roof shape,

window shape, stoop detail, railing type); providing porches and balconies; varying color or materials of each individual module within a harmonious palette of colors and materials, etc.

4. Site Design

a) Where a property fronts Magnolia Avenue and the proposed project is 150,000 square feet or greater in size, the property owner shall install public improvements along their property frontage as described in Chapter 6, Streetscape Improvements (per the City's Streetscape Plan for Magnolia Avenue).

b) New development should incorporate plazas and courtyards into their design.

c) The number of site access points or driveway aprons shall be minimized for aesthetic purposes and to achieve efficient and productive use of paved access ways. Common driveways that provide vehicular access to more than one site are encouraged.

d) Shared parking arrangements between commercial uses are strongly encouraged.

e) Fences and walls are discouraged, unless needed for a specific screening or safety purpose. Where they are needed, color, material and variation of the vertical/horizontal plane are needed to blend with the site and building design.

f) All new utility lines that directly serve new project shall be installed underground. If underground service is not available, then provisions shall be made for future underground service.

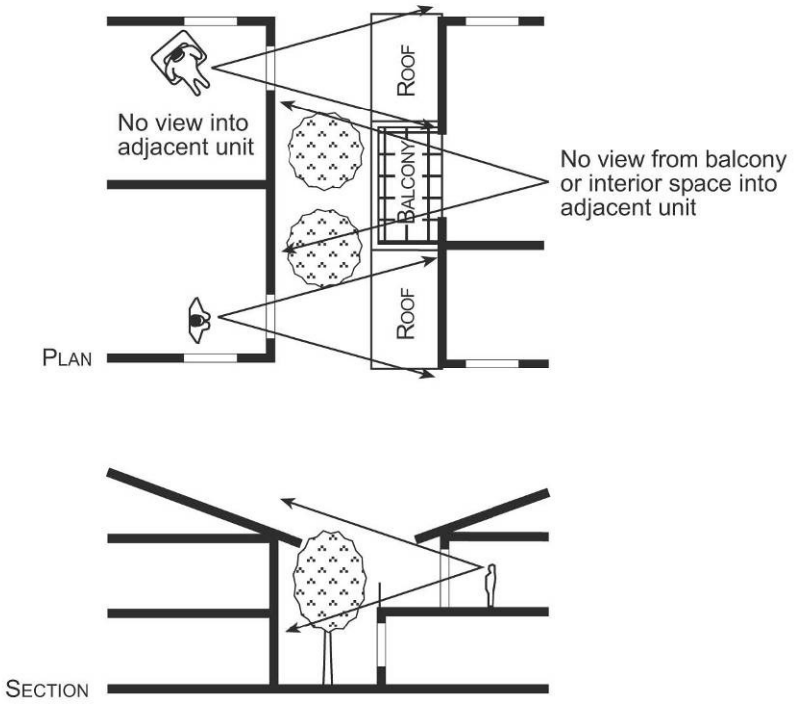
5. Pedestrian Space and Circulation

a) All new projects should be designed and oriented to enhance pedestrian movement to, and between, adjacent uses.

b) The building setback areas shall have enriched pedestrian zones with special hardscape materials, formal landscape arrangements and pedestrian level lighting. Other streetscape elements such as bollards and decorative crosswalks should be integrated to the project in terms of colors and materials.

c) For all new project within ¼ mile of a RapidLink Station (enhanced bus stop for Bus Rapid Transit), a clear pedestrian pathway shall be provided from within the project to the closest public walkway that connects to the RapidLink Station.

d) Transit shelters should be sited near major concentrations of residents and employees. It is encouraged to architecturally integrate freestanding shelters to the project with respect to color, materials and architectural style to the extent allowed by the transit provider.



Plant appropriate trees and offset windows and balconies (or patios) to maintain privacy between residential units.

6. Privacy for residential units

a) In multi-family residential projects, buildings should be oriented to promote privacy to the greatest extent possible. In mixed-use projects, residential windows shall face away from loading areas and docks. To the extent residential windows face the windows of an adjacent unit, the windows should be offset to maximize privacy.

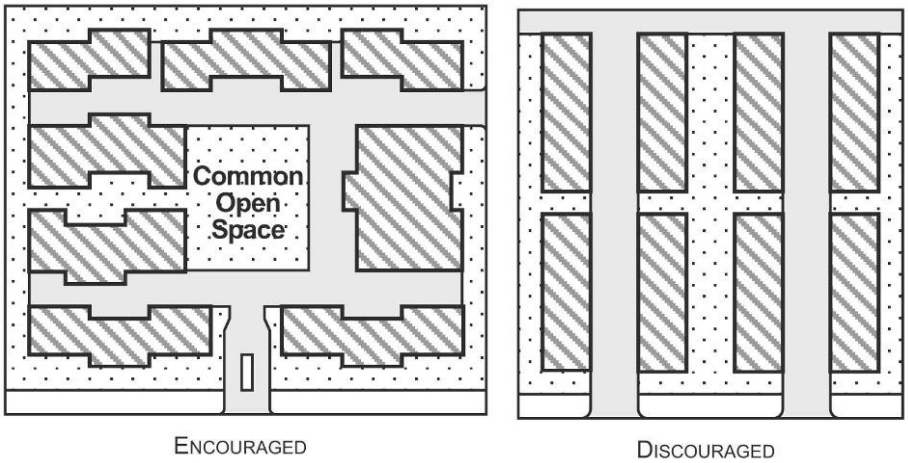
b) Windows, balconies or similar openings should be oriented so as not to have a direct line-of-sight into adjacent units within the development. In addition, units above the first

story should be designed so that they do not look directly onto private patios or backyards of adjoining residential property or units.

c) Landscaping should be used to aid in privacy screening and as a buffer from commercial development.

7. Open Space

a) In multi-family residential projects, common usable open space shall be provided in large, meaningful areas. Common open space areas shall be convenient to the majority of dwellings and shall contain amenities appropriate to the project's size.



Orient buildings to create useable open space in a convenient location.

b) Private usable open space shall be contiguous to the unit it serves and be screened from public view for privacy. All balconies and patios that front a public street shall be substantially enclosed to screen items being stored on the balcony or patio.

c) In the MU-V and MU-U Zones, rooftop open space may be used as common usable open space or private usable open space, when directly accessible to the unit(s) it serves.

8. Architectural style

a) There is no mandated architectural style required, however, each project should possess an identifiable architectural theme and be of high quality design and materials. High quality, innovative and imaginative architecture is encouraged. New buildings or building complexes should be stylistically consistent. Architectural style, materials, colors and forms should all work together

to express a single theme.

b) Each new building, addition or remodel should be stylistically consistent. For example, “Spanish” details are consistent with stucco buildings and Mission tile roofs and should not be used on a contemporary building. Historic detailing on otherwise contemporary style buildings is strongly discouraged, such as using oversized (too large or out of scale) crown moldings or cornices to make a 1950s building appear “Mission” Style.

9. Materials and finishes

a) A building and its elements should be unified by complementary variety of textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.

b) Buildings should be treated as a whole and finished appropriately on all sides to provide continuity. Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane. Material changes not accompanied by changes in plane appear “tacked-on” and are strongly discouraged.

10. Color and texture

a) For most architectural styles, the number of colors on the exterior should be limited to a maximum of three, with an additional contrasting color for accent. In general, the lighter colors should be used for the main body, with darker shades for trim and accent. The larger and simpler the building design, the more subtle the color should be to reduce the massiveness of large wall planes.

b) The colors chosen should accentuate the architectural details of the building and be consistent with the architectural style. Colors for graphics, such as signs, should be related to the colors used on the building.

c) The color palette shall be reviewed as part of Site Plan Review.

E. General Requirements

1. A site plan review permit in accordance with Chapter 19.770 of the City’s Zoning Code may be required at the discretion of the Planning Director for any new construction or

additions/modifications to existing buildings or structures.

2. The Citywide Guidelines shall apply.

3. The Citywide Historic District Design Guidelines shall apply to all structures within historic districts or to structures of historical significance.

4. Additional conditions may be required through the design review process or other discretionary review to achieve the vision for each District within the Magnolia Corridor.

5. If ambiguity arises concerning the meaning or applicability of any provision in this Specific Plan, the Zoning Administrator shall have the responsibility to review the pertinent facts, determine the intent of the provision, and to issue and administrative interpretation for the provision. Interpretations by the Zoning Administrator may be appealed pursuant to Chapter 19.680 of the City's Zoning Code.

6. Any use within the Specific Plan boundary that is nonconforming to the requirements and standards of this Specific Plan shall be subject to Chapter 19.080 of the City's Zoning Code.

7. Properties located within the Riverside Municipal Airport Influence Area shall comply with the Riverside County Airport Land Use Compatibility Plan.

8. In addition to the requirements outlined above, the following Chapters of the Zoning Code may apply:

    - Chapter 19.550 – Fences, Walls and Landscape Materials
    - Chapter 19.554 – Trash/Recyclable Materials Collection Area Enclosures
    - Chapter 19.555 – Outdoor Equipment Screening
    - Chapter 19.556 – Lighting
    - Chapter 19.560 – Building Height Measurement
    - Chapter 19.570 – Water Efficient Landscaping and Irrigation
    - Chapter 19.580 – Parking and Loading
    - Chapter 19.590 – Performance Standards
    - Chapter 19.620 – General Signs Provisions
    - Chapter 19.625 – Private Party Signs on City-Owned Property and Public Right-of-Way
    - Chapter 19.630 – Yard Requirements

ADDENDUM TO CHAPTER 4 – ARLINGTON DESIGN GUIDELINES

As part of the General Plan 2025 process, the Community Plans of the 1994 General Plan were replaced by Neighborhood Plans and are no longer applicable. However, the still-relevant objectives and policies from those Community Plans are included in the General Plan 2025, and are also included in Chapter 3 of this Specific Plan where applicable.

The Arlington Community Plan was prepared in 2001 by the Riverside Planning Division with significant community involvement. It was strongly embraced by the Arlington community. Although this Community Plan is no longer applicable, the intent, spirit and vision of this plan are still relevant and are, therefore, reflected in the district objective, vision and development standards for this District. In addition, the specific Design Guidelines from this Plan are incorporated herein to ensure the desired development of this community effort.

Design Guidelines from the Arlington Community Plan

Every neighborhood or district has a character that can be described. This "character" typically consists of a number of factors that make the district distinctive from other nearby areas. This section explores the "character defining elements" that make Arlington unique. It also establishes the "design guidelines" essential to maintaining that character. In keeping with the organization of the study area, character defining elements and design guidelines are divided between those that pertain to the Village of Arlington and those relating to the portal areas (Figure 4.1).

Generally, the challenge in the Village of Arlington is to preserve its original character. For the portal areas, the challenge is different. The portal areas lack the cohesiveness and well-defined character of the Village. For the portal areas, there are two basic design challenges. One challenge is to bring more of a sense of cohesiveness and character to these areas than they presently have; the second challenge is to make them more a part of Arlington's original fabric. If these design guidelines are successful, there will eventually be a sense of coordination between the Village of Arlington and its portal areas. In this regard, it is the intent of the design guidelines for the portal areas to provide a sense of entry to the Village, offering automobile oriented uses that compliment the Village's more pedestrian oriented uses. With regard to the Village area it is the intent of the guidelines to strengthen and reinforce Arlington's sense of identity and serve as a focal point for social interaction.

The design guidelines that follow build on the vision for the area and are meant to be used whenever new construction or remodel work is proposed in the Arlington District. The guidelines establish policies that should be applied consistently, but which may also be subject to alteration from time to time. These guidelines address items that are unique to Arlington and are not comprehensive.

1. Building Placement and Orientation

Village: Village buildings should be placed at the property line along all public streets (Figure 4.2).

Portal Areas: Except where the zoning code requires a greater setback, portal buildings should be placed no more than five to 15 feet from Van Buren Boulevard or Magnolia Avenue. The entire space between the building and the street should be landscaped or developed as a plaza (Figure 4.4).

2. Building Spacing

Village: Village buildings should be situated immediately adjacent to each other (Figure 4.2). Larger buildings should be broken into pedestrian scale storefronts (Figure 4.3).

Portal Areas: Portal buildings should be placed as close to each other as possible. Separations for the purpose of required side yards, driveways, parking, plazas, and the like are acceptable (Figure 4.4).

3. Parking

Village: Off-street parking in the Village of Arlington should be placed to the rear of the buildings it serves. There should be no off street parking to the fronts or sides of Village buildings (Figure 4.2).

Portal Areas: Parking in portal areas may occur to the sides or rears of the buildings it serves. There should be no off street parking to the front of buildings in the portal areas (Figure 4.4).

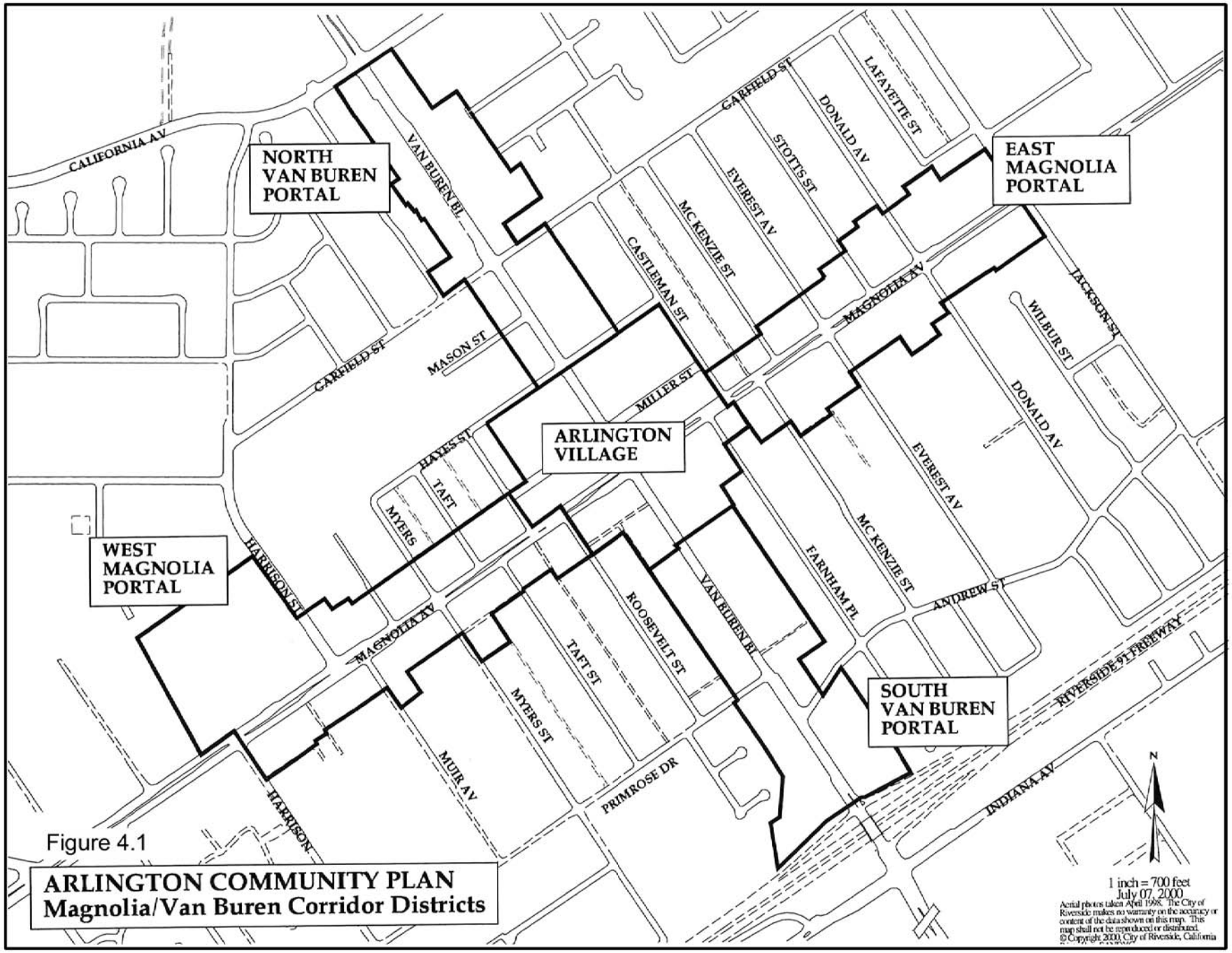


Figure 4.1

ARLINGTON COMMUNITY PLAN
Magnolia/Van Buren Corridor Districts

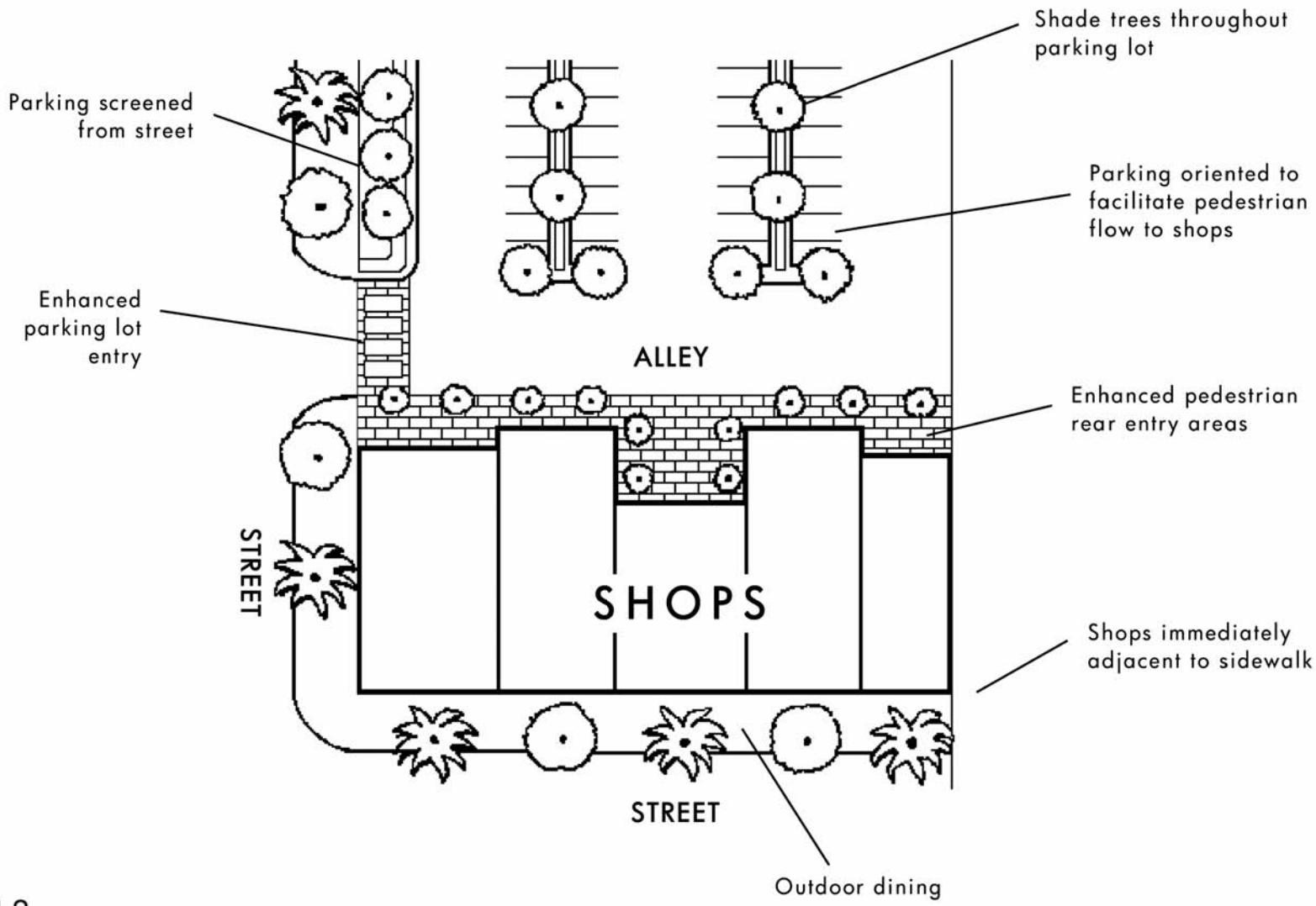


Figure 4.2

ARLINGTON COMMUNITY PLAN
Village Site Design Guidelines

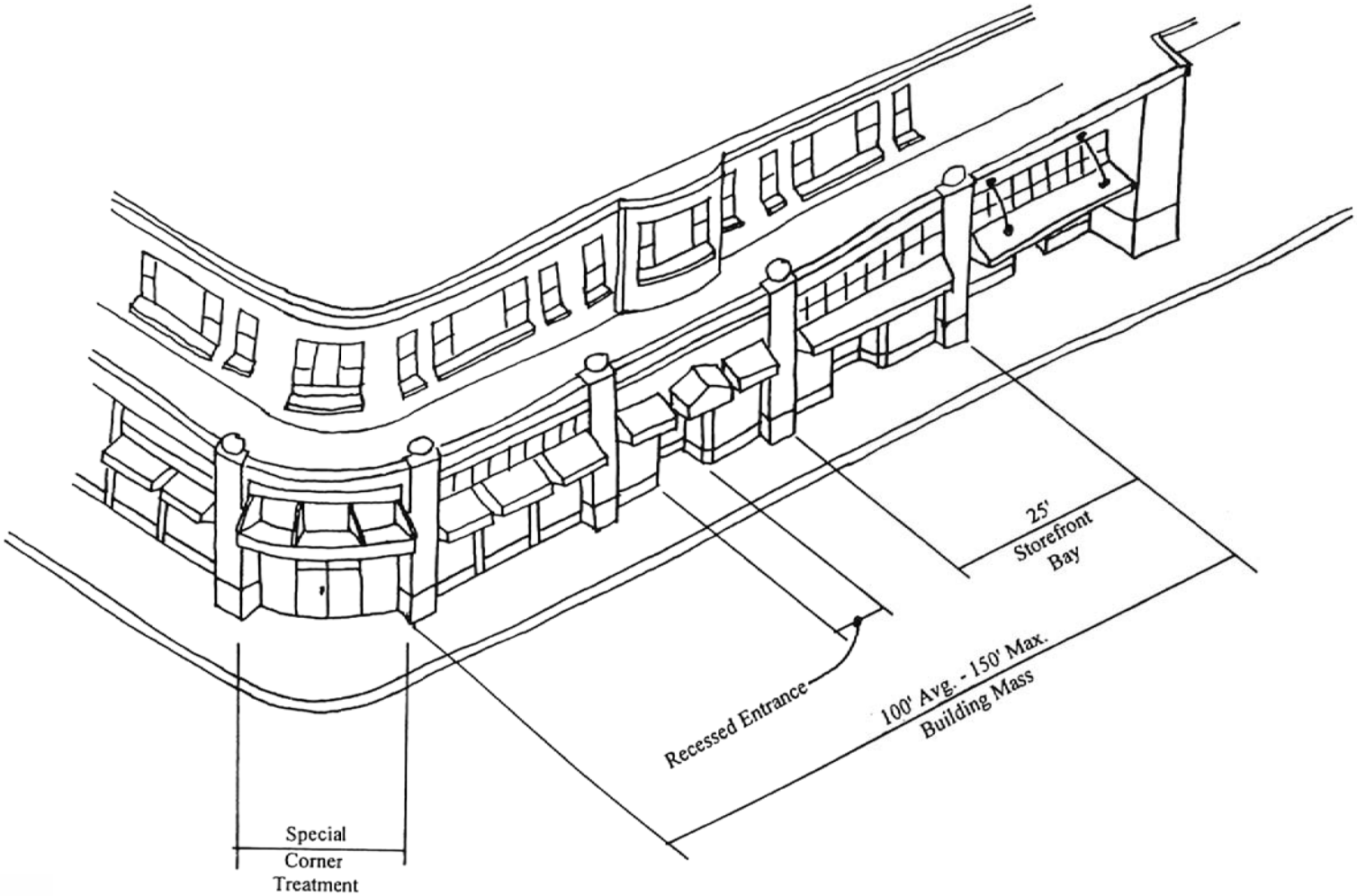


Figure 4.3

ARLINGTON COMMUNITY PLAN
Creating Pedestrian Scale for Larger Buildings

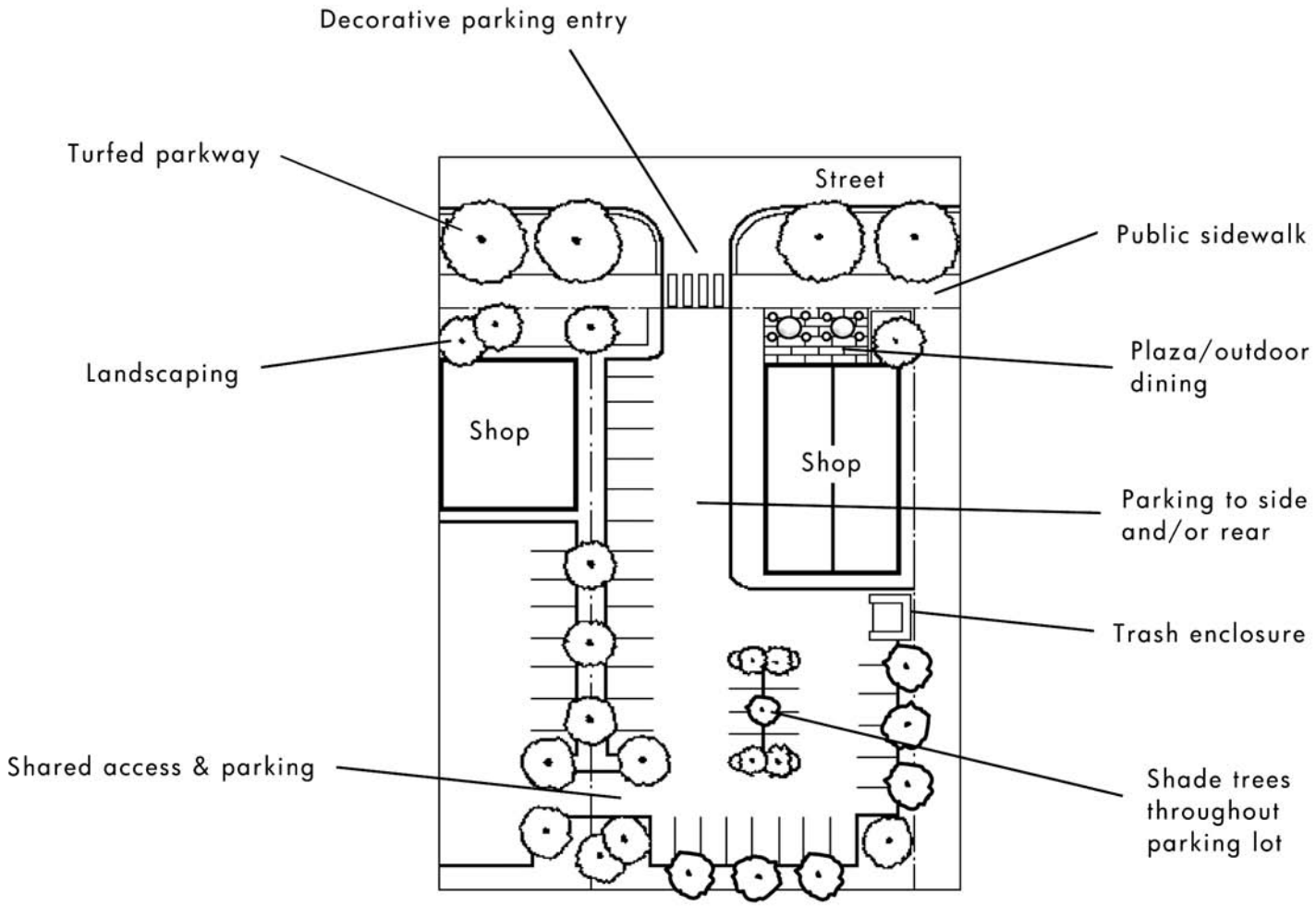


Figure 4.4

ARLINGTON COMMUNITY PLAN
Portal Area Site Design Guidelines

4. Building Design

Village: The general architecture of Village commercial/office buildings should reflect the styles of commercial/office buildings of the 1900s through 1930s (Figure 4.5). Historic photographs should be used as a guide to new construction and building renovations. Franchise architecture is not acceptable.

Portal Areas: A variety of architectural styles is acceptable in the portal areas. The main concern should be that buildings be designed to be compatible with existing buildings in the overall area (Figure 4.6). Franchise architecture is not acceptable.

5. Residential Conversions

Village and Portal Areas: Residences proposed to be converted to office or commercial uses, should retain the original residential character and style. Parking should always be placed in the rear yard and the front setback should be lawn-based landscaping. Signing should be low key and integrated into the architecture and/or landscaping. Handicapped access should be hidden from view or integrated into the site or architecture. Residences proposed to be replaced with new construction should be evaluated for historic/architectural significance and, if possible, relocated to vacant properties in the Arlington area.

6. Height

Village and Portal Areas: Village and portal buildings should be one or two stories (Figures 4.5 and 4.6).

7. Roofline/Cornice Area

Village: All Village buildings should have “flat” roofs with parapets extending a sufficient distance upward to screen mechanical equipment. The parapet shape should be a simple, angular design emphasizing a horizontal orientation. At the top of the parapet should be a cornice that provides a plane change. The design of Village cornices should simple (Figure 4.5).

Portal Areas: The guide for roof style in the portal areas should be the character of the surrounding area. Pitched roofs are acceptable in the portal areas and, for these types of buildings, a cornice is not appropriate (Figure 4.6). Buildings with flat roofs should have a simple cornice consistent with the guidelines for Village buildings.

8. Upper Building Facade

Village: The upper building facade of Village buildings should be a simple minimally decorated space to be used for signage (Figure 4.5).

Portal Buildings: To the extent that portal buildings have upper building facades, they should also be simple, uncluttered spaces for signage.

9. Storefront

Village: Figure 4.5 shows the essential elements of a Village Arlington building. Working from top to bottom, the storefront area of Village buildings should consist of a transom window area, storefront glass/entry area, and a bulkhead area. The transom should be made of glass, framed in wood or lead came. If a transom was not part of the original design of a building, it may be omitted. The storefront should be made of clear, untinted glass offering an unobstructed view into the space within. Window framing should be wood or the thinnest possible metal. Standard aluminum storefront framing is not appropriate. The bulkhead should be 24 to 30 inches high and made of glossy tile or glass in a rich, deep color, such as dark green, burgundy, dark blue, or black. Contrasting designs should be non-existent or minimal in these tile areas. The storefront entry should be set back from the front building line; the deeper the entry inset, the better. The entry door should consist of a large pane of clear glass, framed in wood. Hardware should be brass or chrome plated metal designed for a 1920s through 1940s look.

Portal Areas: The same guidelines as apply to Village building storefronts apply to portal area storefronts, except more modern materials, such as standard aluminum storefront mullions, may be used. Many portal buildings will also not have a transom area. Bulkheads will also sometimes be absent (see Figure 4.6).

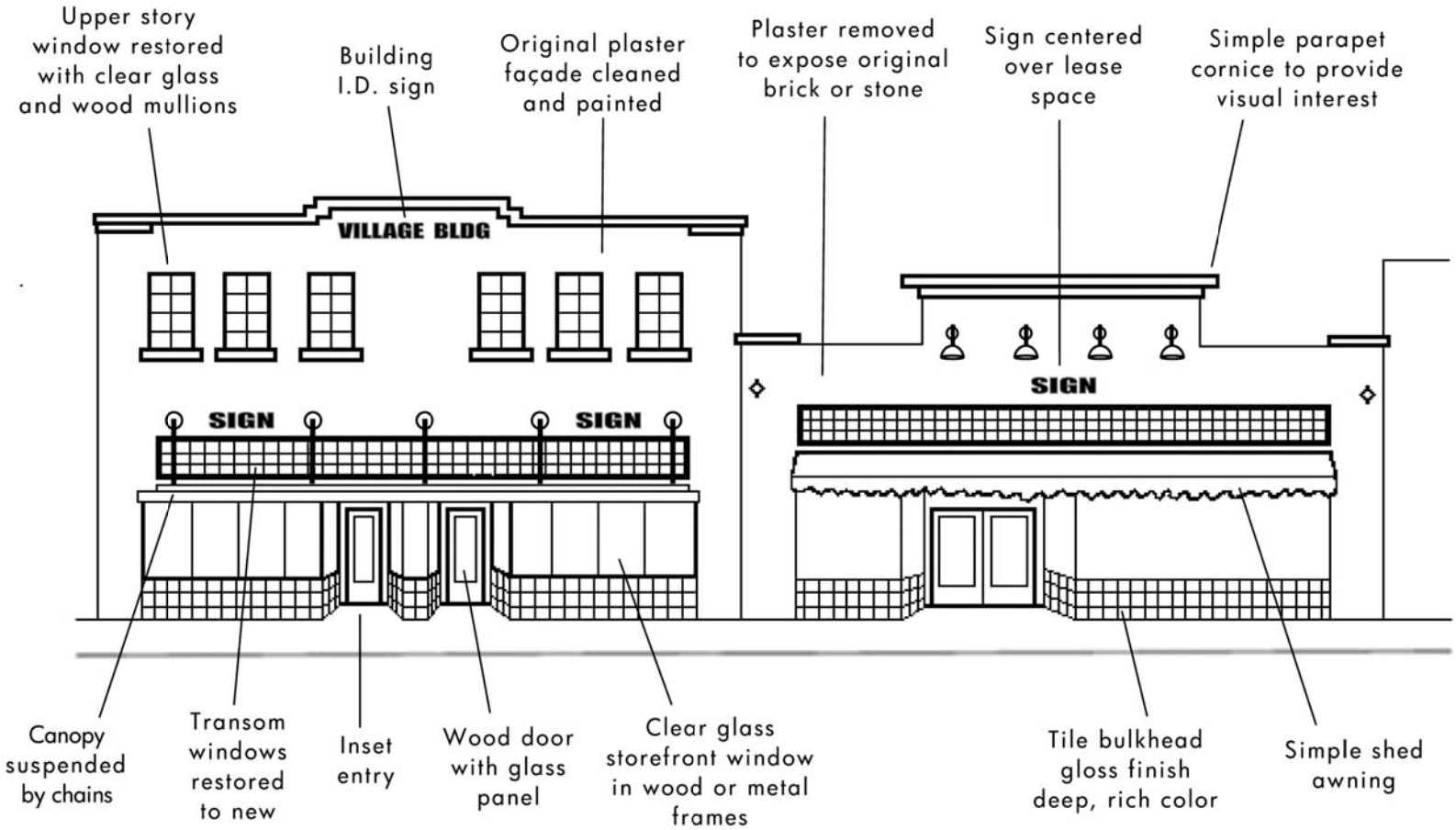


Figure 4.5

ARLINGTON COMMUNITY PLAN
Village Building Design Guidelines

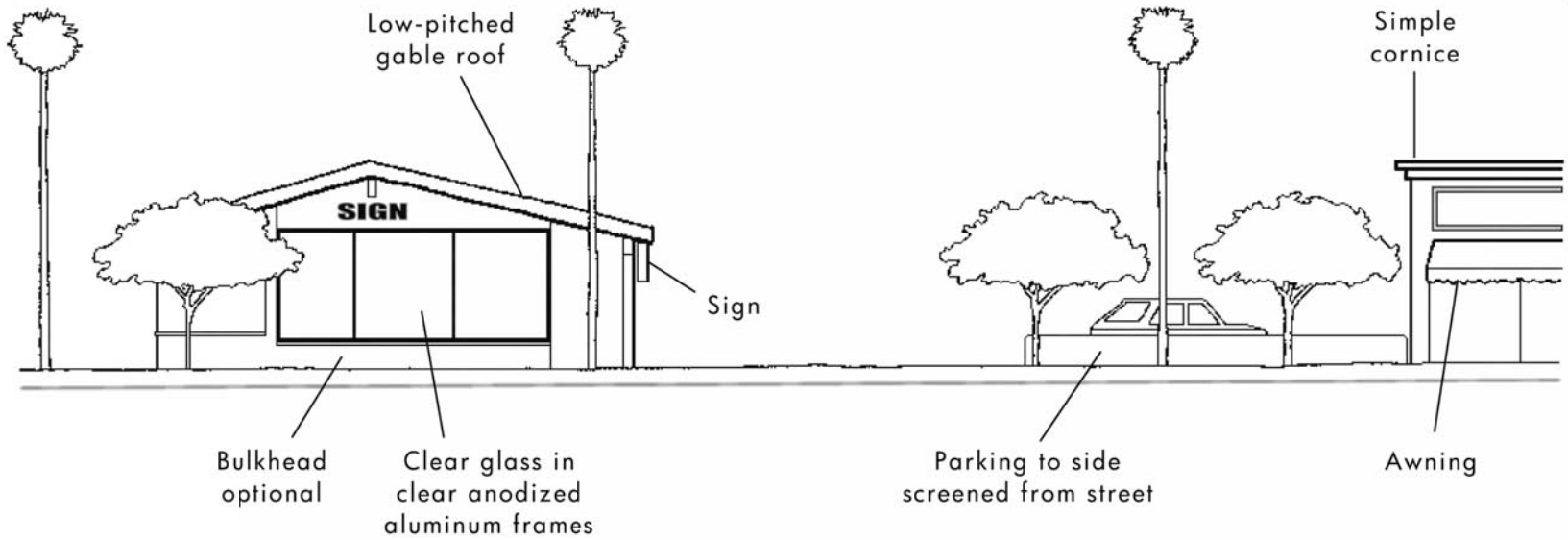


Figure 4.6

ARLINGTON COMMUNITY PLAN
Portal Area Building Design Guidelines

10. Backs of Buildings

Village: Most rear building rears will only need a "clean-up, fix-up" approach to improvement. This would consist of concealing mechanical equipment and wiring, cleaning brick, (no sandblasting), and installing signing, plantings and the like to project a welcoming appearance. To further enhance a welcoming appearance doors and windows should be made transparent through the use of clear glass (see Figure 4.7).
Portal Areas: To the extent that rear elevations are visible on portal buildings, the main approach should be to break large wall masses with architectural features appropriate to the main design of the building.

11. Awnings and Canopies

Village Awnings: Awnings can help enhance the architecture of a building, but they can also clash with a building. Village of Arlington awnings should:

- Be of a simple standard or "shed" design consistent with designs typically in use in early Arlington (see Figure 4.8).
- Be made of cotton duck fabric with a solid muted color or striped design complimentary to the building colors.
- Be used as a shading device, not a source of (no back lighting
- Be as unobtrusive as possible, maintaining the view to as much of the building's architecture as possible.
- Fit the size and shape of each window area to be shaded.

Portal Awnings: In portal areas the same guidelines apply except greater flexibility can be used regarding awning shapes (Figure 4.9). The main criterion should be that the awning compliment the architecture

Village and Portal Canopies: Unlike awnings, which are typically cloth, canopies are made of more durable materials, intended to last the life of the building. Canopies should:

- Be fixed immediately above the storefront glass.
- Be unobtrusive and sized in proportion to the building.
- Include detailing in the fascia area that compliments the detailing on the remainder of the building.

Downtown Arlington
Typical Rear Facade
Improvement Concept
After

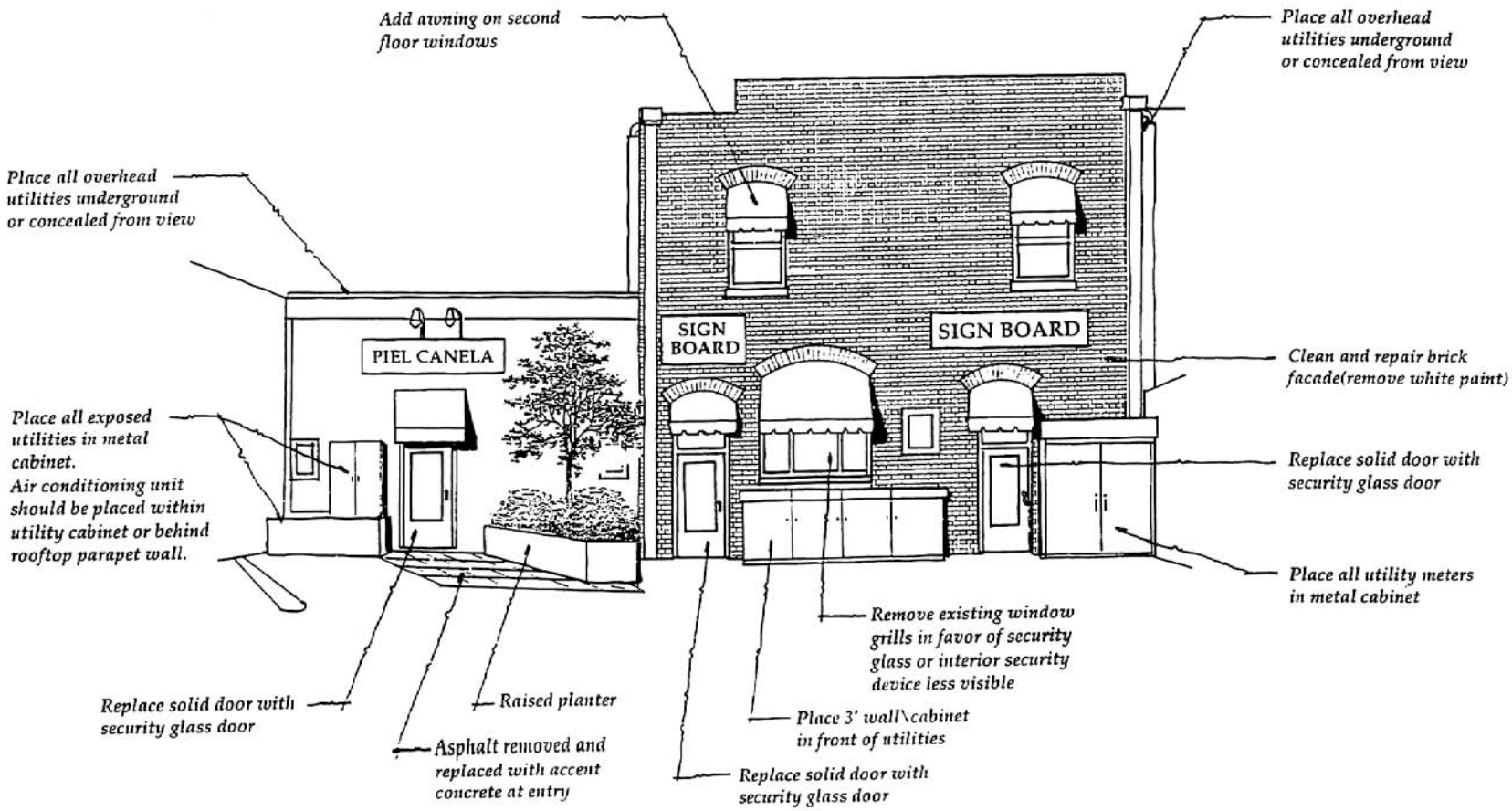
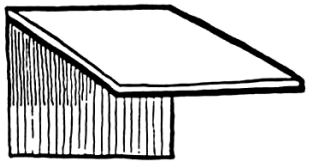
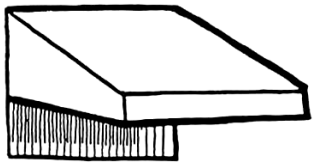


Figure 4.7

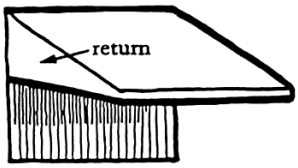
ARLINGTON COMMUNITY PLAN
Typical Improved Village Rear Facade



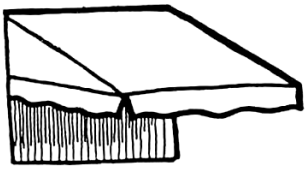
Open-sided



Fixed valance

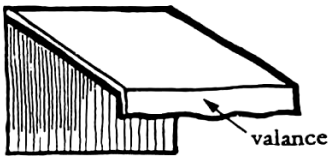


Closed with a return

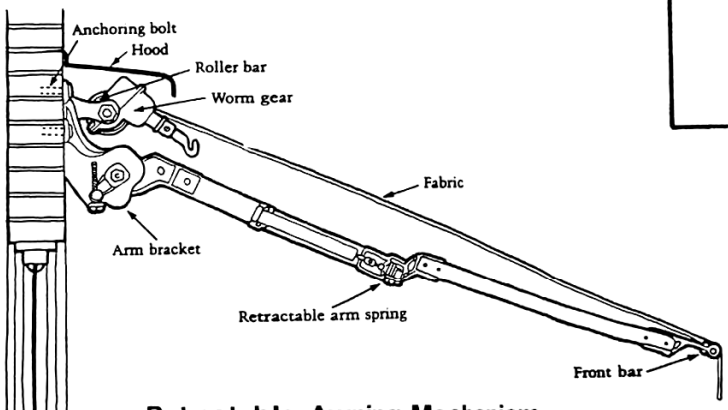


Free valance

Appropriate for Arlington Village



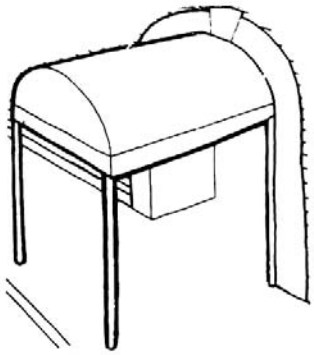
Open-sided with valance drop



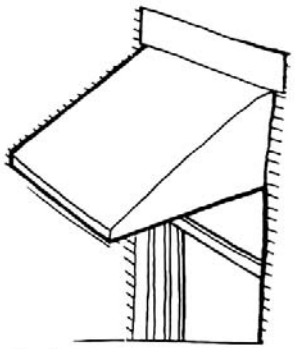
Retractable Awning Mechanism

Figure 4.8

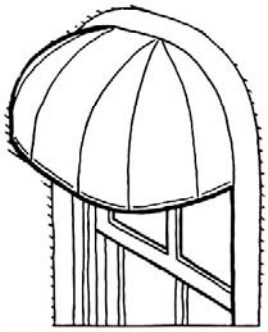
ARLINGTON COMMUNITY PLAN
Standard "Shed" Style Awning



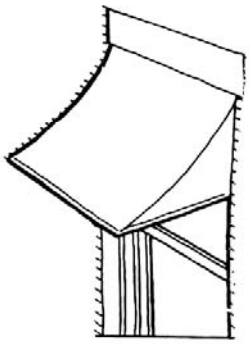
Marquee



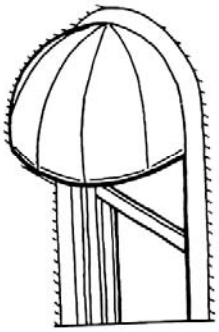
Standard



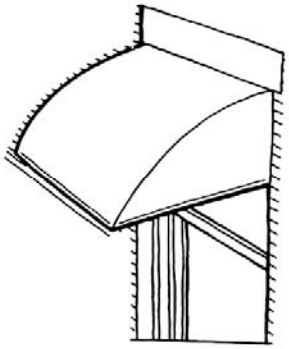
Bullnose



Concave



Dome



Convex

Figure 4.9

ARLINGTON COMMUNITY PLAN
Various Types of Awnings

12. Signs

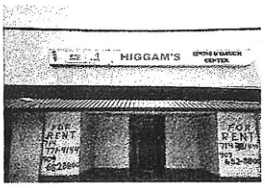
Downtown: Signs in the Downtown area should reflect the styles and technology of the 1900s through the 1940s. Figure 4.10 illustrates appropriate and inappropriate sign types for Downtown Arlington. The following criteria should be applied in the review of Downtown Arlington signs:

- Size: As allowed by the sign code.
- Placement: The primary ID sign should be placed on the upper facade. Secondary signing can be applied to the storefront window area and hung below a canopy or awning. A sign can also be painted or sewn onto an awning.
- Colors: Sign colors should be subtle and harmonious with the building. Bright colors should be limited to accents and detailing.
- Illumination: With the exception of neon signs, illumination should be from an exterior source. Acceptable sources of illumination would include up-lighting hidden by a canopy, gooseneck lamps with historic enameled shades, and general building facade lighting.
- Appropriate Types:
  - Signs painted directly on the building wall.
  - Individual letters made of metal, painted Styrofoam or wood.
  - Enameled or painted metal.
  - Painted wood.
  - Old style metal canister signs constructed entirely of sheet metal with painted or enameled copy highlighted in neon.
  - Gold leaf lettering, painted letters or die cut vinyl letters on windows.
  - Projecting signs, that are historic to the building.
- Inappropriate Types:
  - Canister signs with plastic facings.
  - Illuminated channel letters.
  - Cut-out plastic letters.
  - Freestanding signs.

Portal Areas: The design guidelines for signs in the portal areas are the same as apply to other areas of the City. These guidelines are found in the City of Riverside Design Review Guidelines.

EXAMPLES OF INAPPROPRIATE TYPES OF SIGNS

PLASTIC FACED LETERS



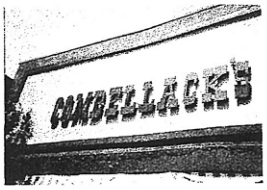
PLASTIC FACED CANS

FREESTANDING SIGNS

EXAMPLES OF APPROPRIATE TYPES OF SIGNS

PERIOD STYLE PROJECTING SIGNS

PAINTED AWNING SIGNS



WOOD/METAL LETTERS

PAINTED WOOD PANEL

PAINTED ON BUILDING

CARVED, PAINTED WOOD

NEON OVER PAINTED WALL SIGN

UNDER-CANOPY HANGING SIGNS

VINTAGE NEON CANISTER

Figure 4.10

ARLINGTON COMMUNITY PLAN
Appropriate & Inappropriate Signs for the Village of Arlington

13. Streetscape

a. Private Uses of Sidewalk Areas

Village: Figures 4.11 through 4.14 shows various views of a Village sidewalk scene as envisioned in this plan. Restaurants are encouraged to use eight to twelve feet of the sidewalk adjacent to the storefront for outdoor dining. A minimum six foot clear walking path needs to be maintained adjacent to the dining area.

Portal Areas: Because of the narrower sidewalk, it would not be appropriate to extend private uses onto the public sidewalk areas of the portal areas. Restaurants are encouraged, however, to have outdoor dining within the private setback area immediately adjacent to the sidewalk.

b. Street Lights

Village: Historically, the Village of Arlington was lighted with street lights having Corinthian style "Marbelite" concrete poles and acorn style globes (Figure 4.15). These have given way to standard "cobra" style lights which are taller and arch over the street. The existing cobra style lights all have relatively attractive Marbelite poles with decorative arms. In other areas of the City, where shorter historic street lights have been introduced, it has been City policy to retain the taller cobra style lights and intersperse historic lights so as to maintain adequate street lighting. Figure 4.13 shows this concept of interspersing street lights.

Portal Areas: In the portal areas, standard cobra style street lights should be used with Marbelite style poles.

c. Street Lights

Village and Portal Areas: As shown in Figure 4.16, vertical pole banners will be allowed, per city rules, between Jackson and Harrison Streets on Magnolia Avenue, and between the 91 Freeway and Hayes Street on Van Buren Boulevard.

d. Street Name Signs

Village and Portal Areas: A unique street name sign, as recommended in the Magnolia/Market Corridor Study should be designed and installed in Arlington.

e. Street Name and Traffic Regulation Sign Poles

Village and Portal Areas: Modern street name and traffic regulation signs are typically supported by universal "erector set" style poles with holes or blanks extending the full length of the pole. These would not be appropriate for Arlington. Historically, Arlington's sign poles were 4x4 wooden posts, with the exposed lower 12 to 18 inches painted black, and the remainder painted white. The City has begun using a black powder coated square metal posts for community entry signs and Victoria Avenue street signs. If this same type of post, with a 4" cross section, powder coated to match the historic posts, were used in Arlington, it would resemble the wooden poles once used in Arlington. Existing street name and traffic regulation posts should be replaced with this type of post.

f. Benches

Village and Portal Areas: Many reproduction vintage style benches are now available. Figure 4.16 shows an appropriate bench consisting of wood slats with cast iron or aluminum supports in a vintage style.

g. Tree Well Grates

Village: Cast iron tree well grates expand the walkable area of a public sidewalk and provide protection from soil compaction in the root area of a street tree. Cast iron tree well grates should be used for all pedestrian level canopy street trees. If feasible, similar cast iron grates should be used for palm trees. The palm tree well openings may need to be modified for this purpose (Figure 4.16).

Portal Areas: Street trees in the portal areas should be planted in turfed parkways and, therefore, tree well grates are not applicable

h. Tree Trunk Guards

Village: Black iron trunk guards, as depicted in Figure 4.16, would protect the trunks of Village street trees and eliminate the need for less attractive wooden supports. They would be appropriate for the pedestrian level canopy street trees, but not for the palm trees.

Portal Areas: Tree trunk guards are more of an "urban" improvement and would not be appropriate in the portal areas.

i. Trash Receptacles

Village: Figure 4.16 shows black iron receptacles complimentary to the street tree trunk guards. These should be placed every 100 to 200 feet in the Village.

Portal Areas: The same black iron style of trash receptacles as are used in the Village should be used at bus stops and at other appropriate locations in the portal areas.

j. Planter Pots

Village: Movable planters, as shown in Figure 4.16 should be placed at strategic locations to break up the mass of the sidewalk area and provide greenery and color near the ground plane. They should be equipped with automatic irrigation and maintained by an association of business owners.

Portal Areas: Planter pots are encouraged on private property, but are not appropriate for the rights-of-way in the portal areas.

14. Parking

The largest concentration of public parking presently exists in a large lot east of Van Buren , south of Magnolia. This parking area is conveniently located, but its landscaping is stunted, it is poorly laid out, and it lacks a sense of entry. A small public parking lot also exists behind the Arlington Branch Library. While attractively landscaped and well maintained, it is too small to serve much more than the library. Miller Street has the potential to be a significant source of angle parking, both east and west of Van Buren Boulevard. Unfortunately, it has a neglected “back-alley” look with faded striping, and the unattractive backs of commercial buildings facing its south edge.

If the Village of Arlington is to be successful, its parking must be convenient, attractive, and well identified from the street. Figure 4.18 shows how a more attractive parking entry might appear. Figure 4.19 shows what could be done with Miller Street to maximize its parking yield while giving it an attractive appearance. There is also a need for more public parking in the area west of Van Buren, south of Magnolia. This would be a good place for more public parking.

15. Gateways

The City presently has a community signing program consisting of three levels of signing. The first level consists of large City entry signs set in landscaping at prominent entries to the City. The second level consists of 30” x 30” community entry signs mounted on metal poles at the main entry points to identified communities in the City. The third level consists of 24” x 24” signs for historic districts. While Arlington is presently identified by a set of community entry signs, something more prominent is needed to denote entry into Arlington along the Magnolia and Van Buren corridors.

In the past, there were attractive community entry signs more in the scale of what is needed to announce entry into Arlington today. Hanging above Magnolia Avenue between Tyler Street and Polk Avenue was a large neon sign proclaiming:

WELCOME TO
RIVERSIDE
VIA ARLINGTON

It is unknown when this sign was installed or removed. At the southeast corner of Magnolia Avenue and Van Buren Boulevard was a sign supported by two poles with the inscription:

ORANGE BELT OF RIVERSIDE
ARLINGTON

This sign was installed in the 1920s and removed in 1967 in the course of some roadwork. To help set the stage for entry into a revitalized Arlington, entry signing, such as the signs described above, should be installed. The copy should reflect a theme appropriate to Arlington.

Figure 4.11

ARLINGTON COMMUNITY PLAN
Perspective of Village Streetscape

May 10, 1998

SUISMAN
urban design

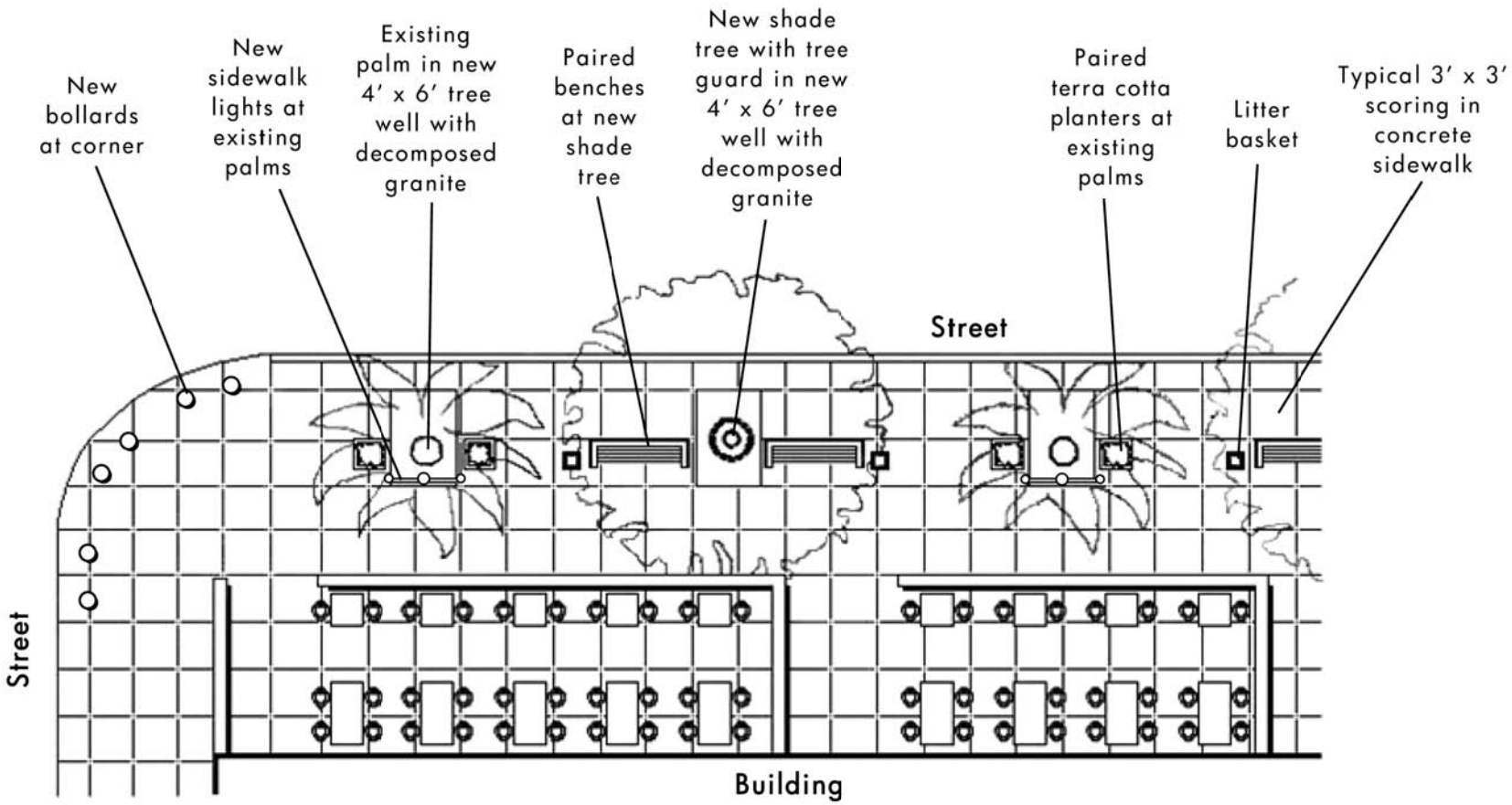


Figure 4.12

ARLINGTON COMMUNITY PLAN
Plan of Typical Sidewalk Layout in the Village

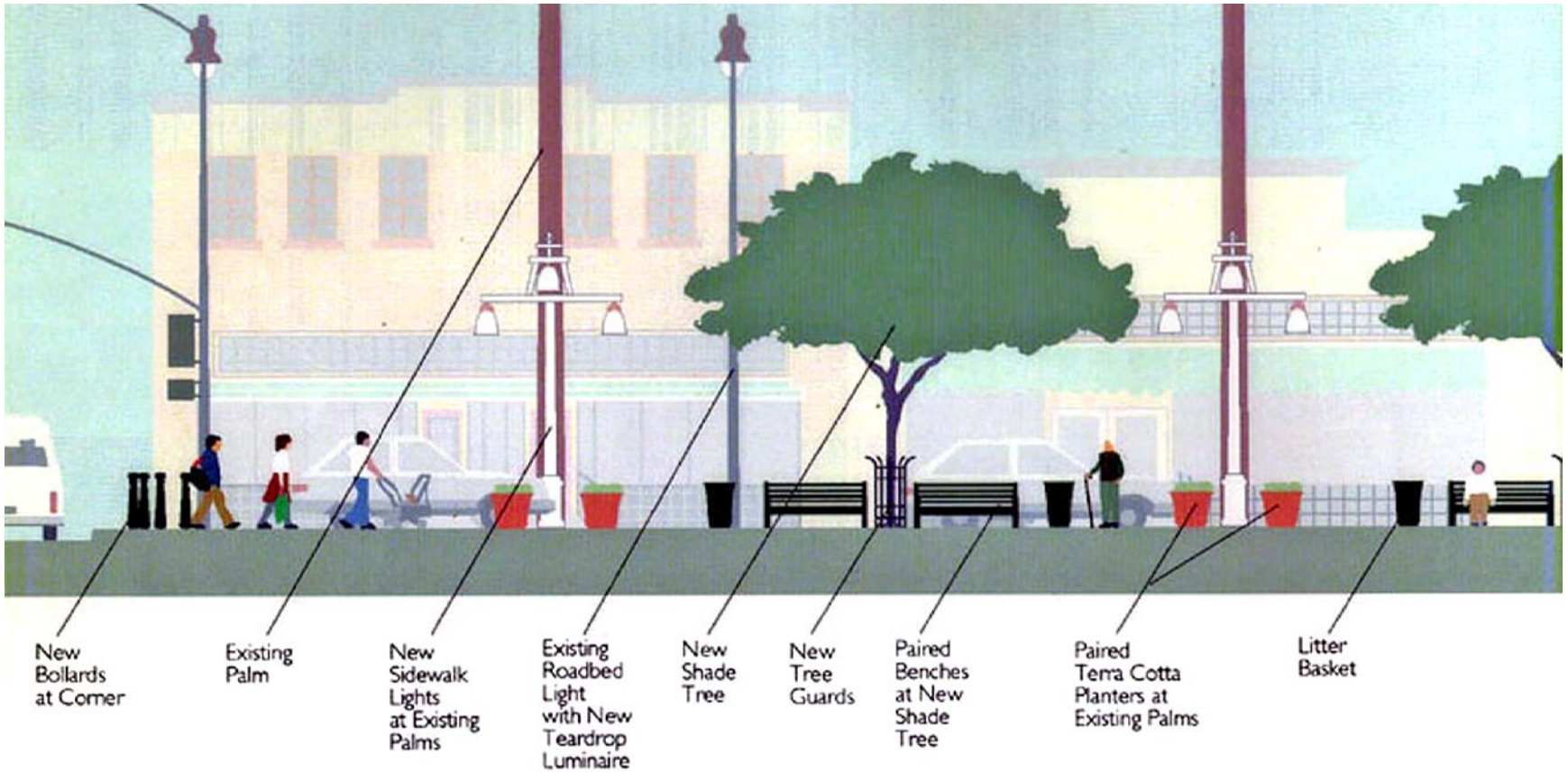


Figure 4.13

ARLINGTON COMMUNITY PLAN
Elevation of Typical Sidewalk Scene in the Village

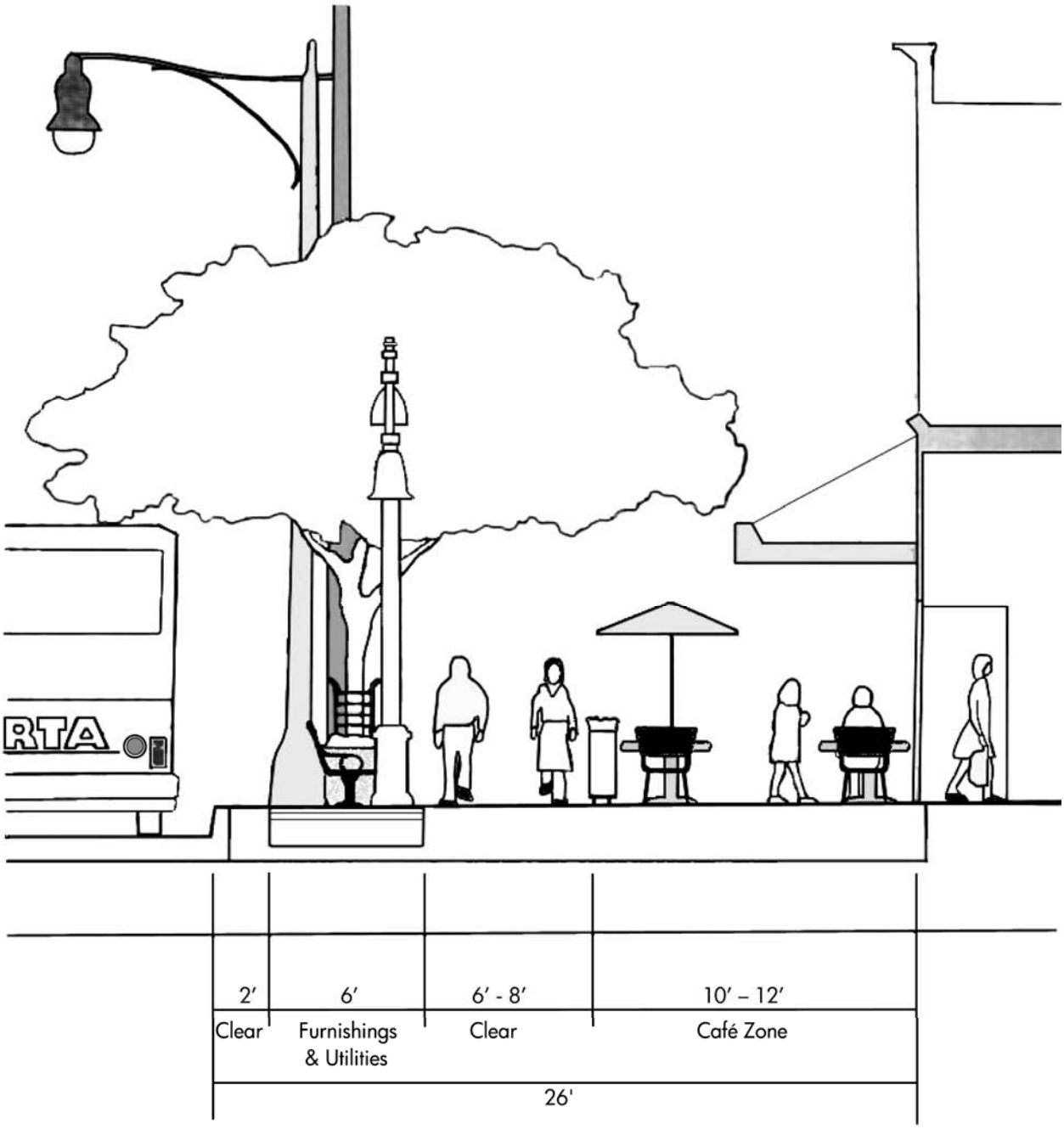


Figure 4.14

ARLINGTON COMMUNITY PLAN
Cross-Section of Sidewalk in the Village

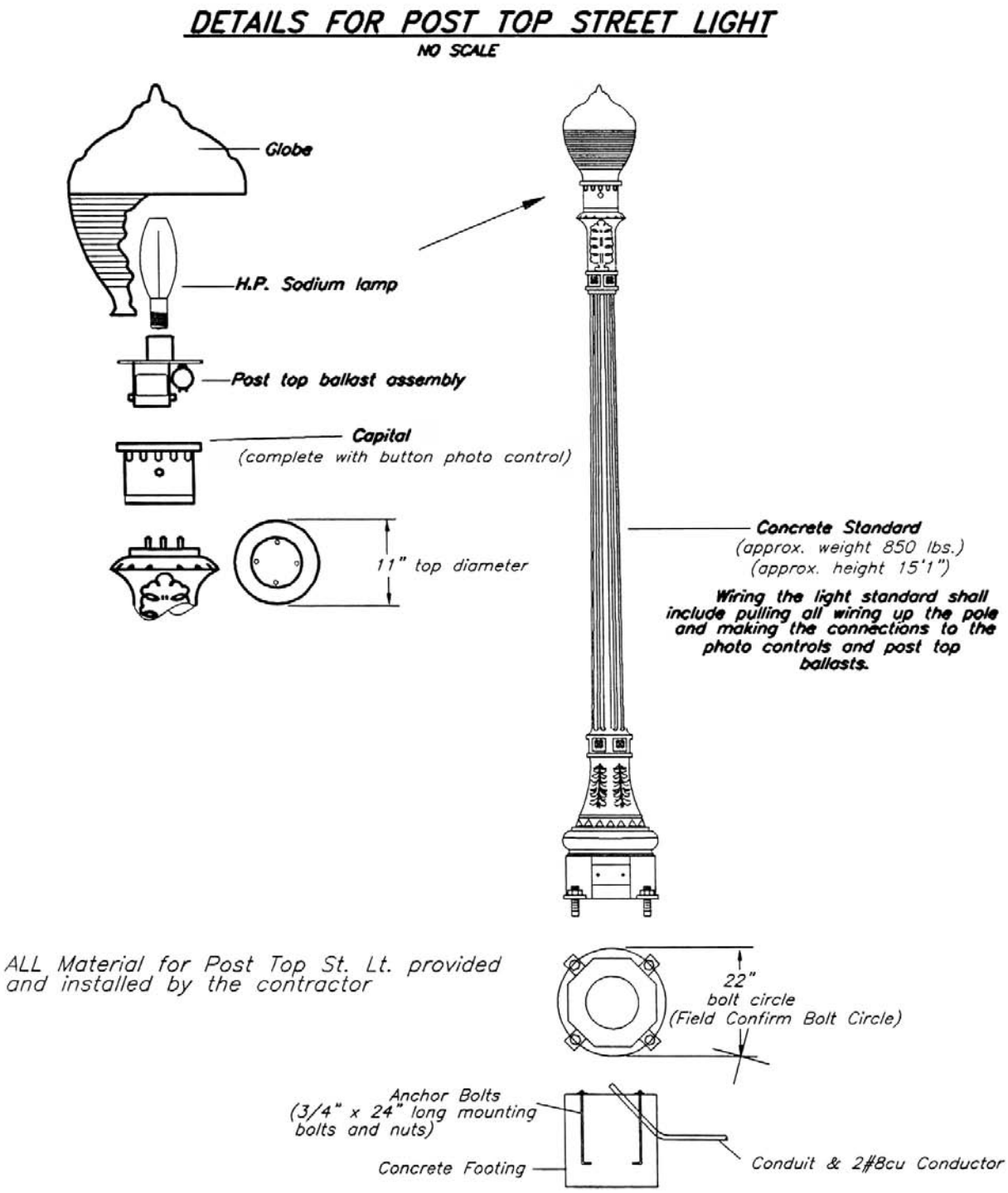
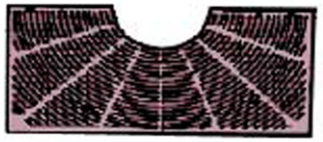
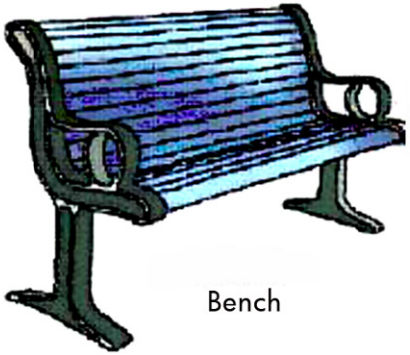


Figure 4.15

ARLINGTON COMMUNITY PLAN
Historic Street Light Design



Tree Grate



Bench

Planter Pot

Banner

Tree Guard

Trash Receptacle

Figure 4.16

ARLINGTON COMMUNITY PLAN
Street Furniture

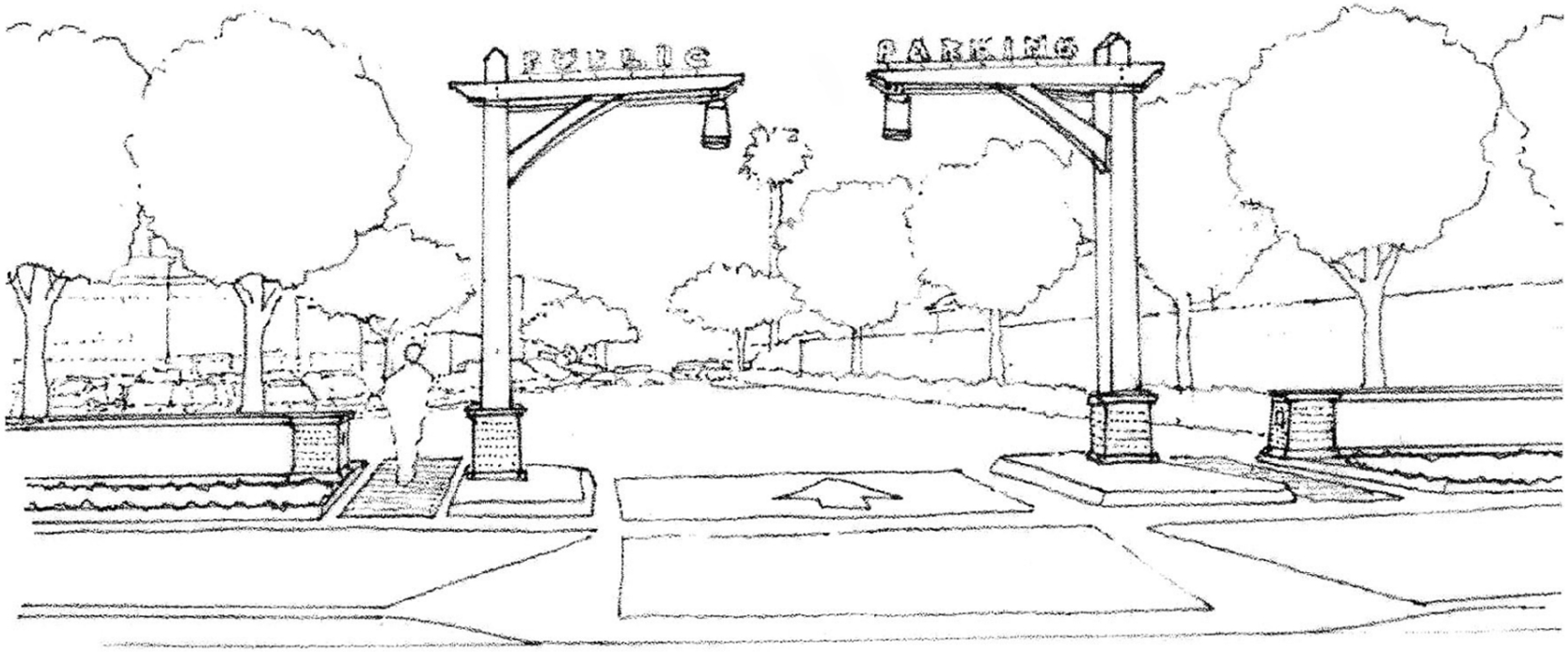


Figure 4.17

ARLINGTON COMMUNITY PLAN
Parking Lot Entry Concept in the Village

May 10, 1998

SUISMAN
urban design

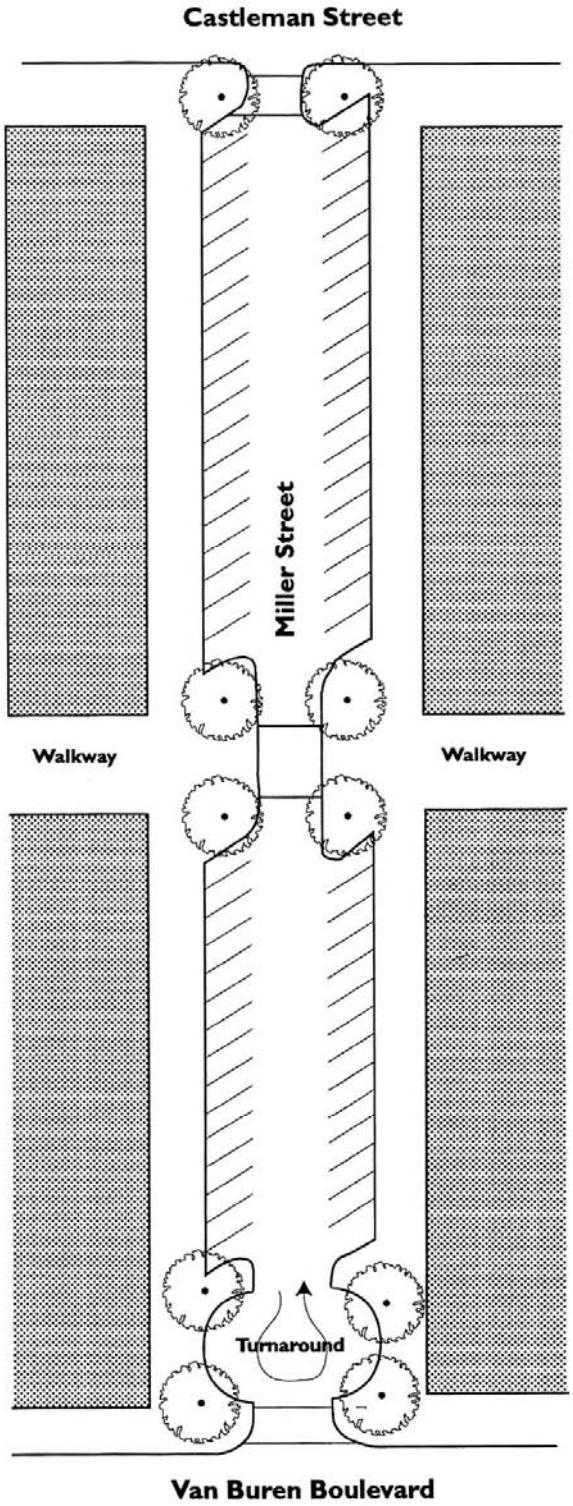


Figure 4.18

ARLINGTON COMMUNITY PLAN
Miller Street Parking Concept

SUISMAN
urban design

CHAPTER 5
Circulation

A. Current Transportation Setting

The circulation study area for the Magnolia Avenue Specific Plan has been generally defined as the area along the Magnolia Avenue corridor from Ramona Drive on the north to Buchanan Street on the south. The Magnolia Avenue corridor is divided into six Specific Plan Districts, illustrated in Figure 5.1 and described in Chapter 1 of this Specific Plan.

The City of Riverside has designated all roadways in the City as local, collector or arterial streets, within the context of the City's General Plan. The General Plan existing roadway classifications map is presented in Figure 5.2. Within the study area, Magnolia Avenue carries four lanes for moving traffic throughout most of its length, with the exception of a six-lane section between Banbury Drive and Harrison Street. In most areas of the corridor parking is allowed and a bike lane is provided. A landscaped or painted median is provided throughout the corridor, with breaks in the median for side streets and also at major driveway locations. The corridor includes the following roadway classifications, right-of-way (ROW) and existing number of through lanes.

- 120 foot arterial – Magnolia Avenue is classified in the General Plan as a 120 foot arterial roadway from Banbury Drive to Central Avenue. It is built as a 6 lane divided arterial from Banbury Drive to Harrison Street. Magnolia Avenue from Polk Street to just south of Banbury Street and Harrison Street to Arlington Avenue is built as a 4 lane divided arterial. Magnolia Avenue north of Arlington Avenue to Jurupa Avenue is built as a 4 lane undivided arterial.
- 110 foot arterial – Magnolia Avenue from Western City Limit to Banbury Drive is designated as 110 foot arterial, and it is built as a 4 lane divided roadway.
- 100 foot arterial – Magnolia Avenue from Central Avenue to Ramona Drive is designated as a 100 foot arterial and is built as a 4 lane divided roadway

In summary, Magnolia Avenue is designated as a 120 foot arterial over most of its length within the corridor with smaller sections designated as a 100 or 110 foot arterial. It is generally built with four travel lanes with the exception of the section near the mall where it operates as a six lane divided arterial from Tyler Street to Banbury Drive.

Figure 5.1: Study Area

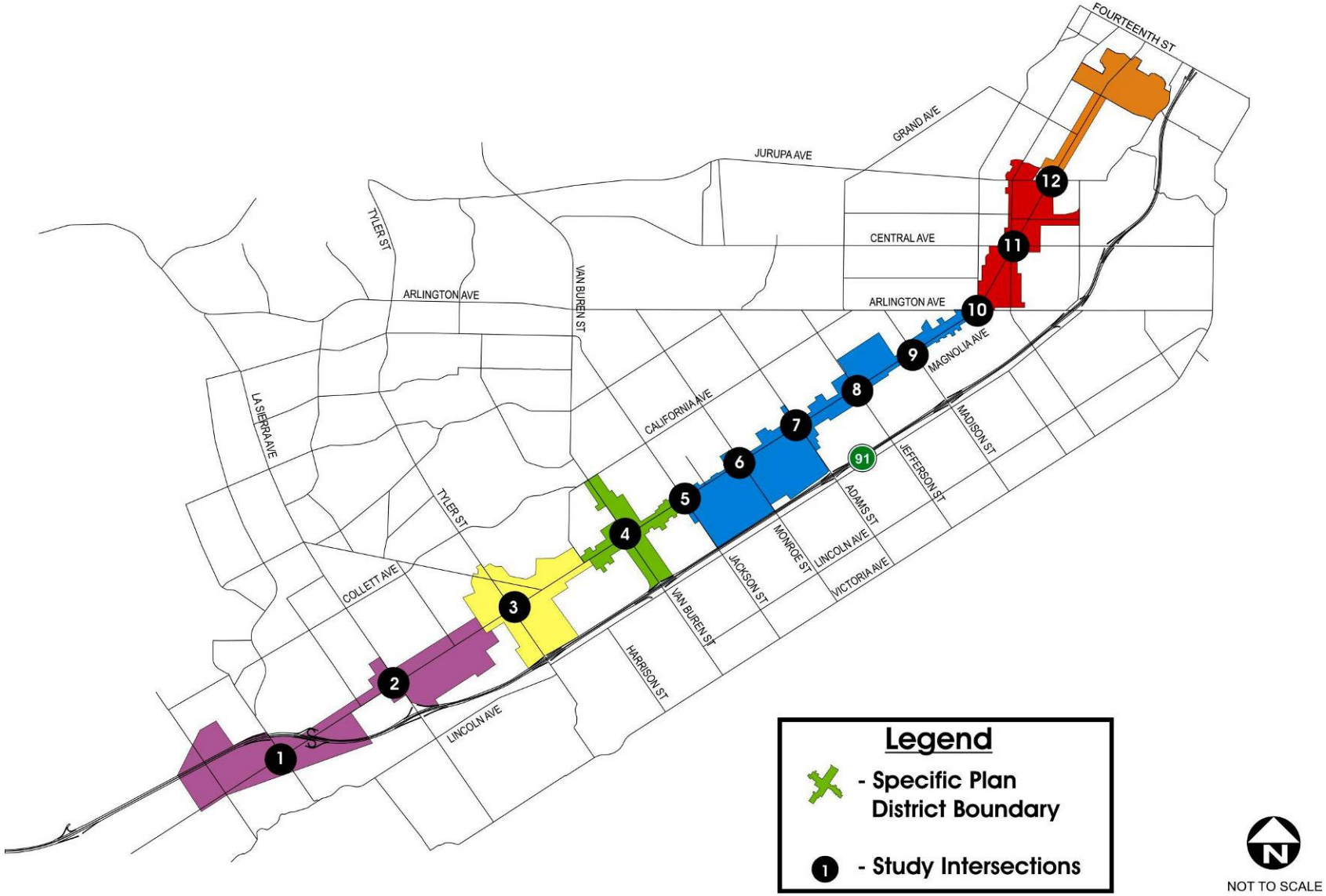
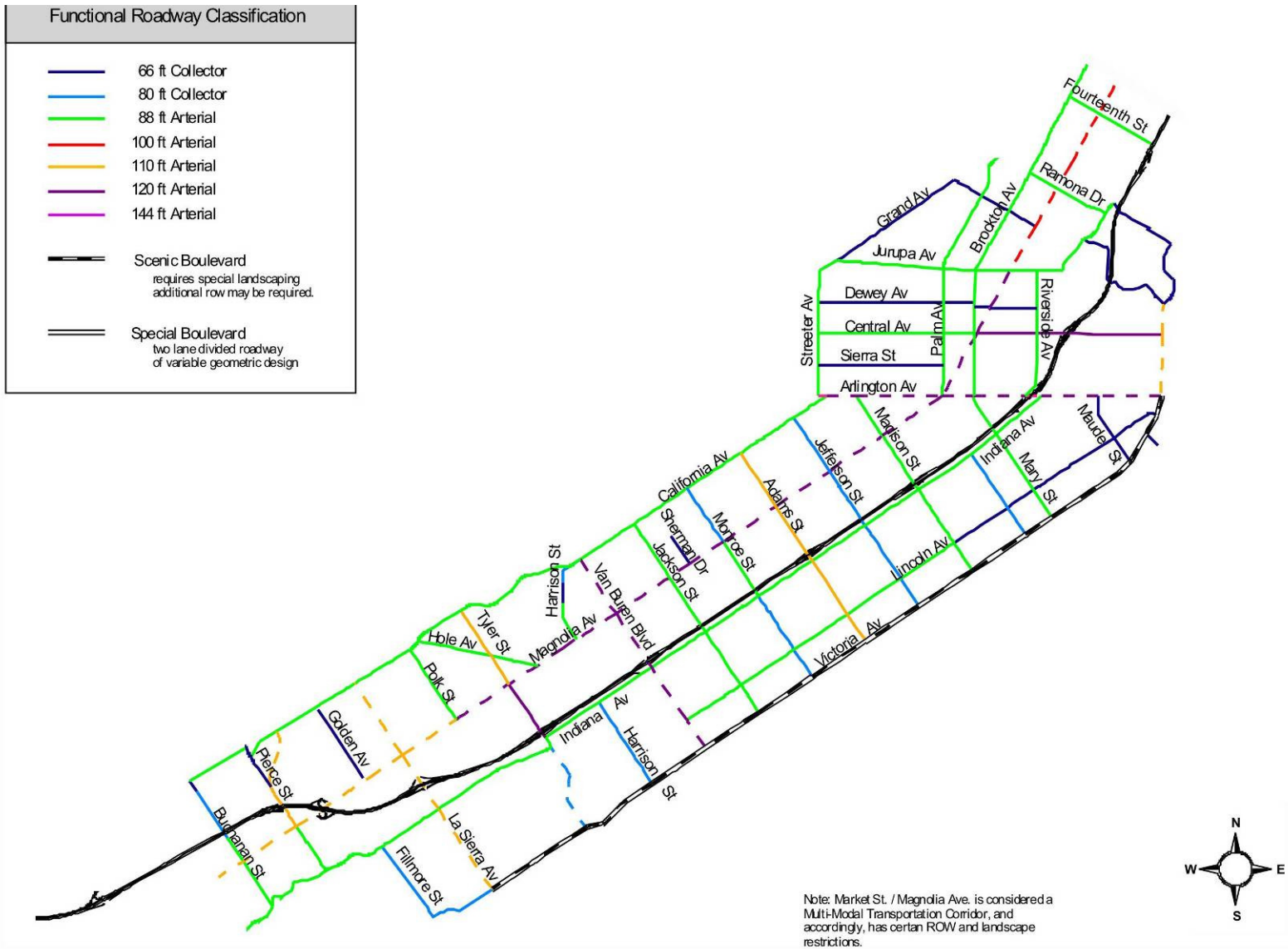


Figure 5.2: Existing Roadway Functional Classifications



Note: Market St. / Magnolia Ave. is considered a Multi-Modal Transportation Corridor, and accordingly, has certan ROW and landscape restrictions.

Cross Streets:
The intersecting streets along the study corridor are classified as follows within the City's General Plan:

- 120 foot arterial – Van Buren Boulevard, Arlington Avenue, Tyler Street and Central Avenue east of Magnolia Avenue are designated as 6 lane divided arterials with 120 foot right-of-way.
- 110 foot arterial – Pierce Street west of Magnolia Avenue, La Sierra Avenue, Tyler Street west of Magnolia Avenue and Adams Street on both sides are designated as 4 lane divided arterials with 110 foot right-of-way.
- 88 foot arterial – Buchanan Street, Pierce Street east of Magnolia Avenue, Polk Street, Harrison Street, Jackson Street, Monroe Street, Madison Street, Palm Avenue, Brockton Avenue, Central Avenue east of Magnolia Avenue and Jurupa Avenue are designated as 4 lane undivided arterials with 88 foot right-of-way.

A few other intersecting streets are designated as collector streets with 66 or 80 foot right-of-way.

B. Traffic Volumes

Figure 5.3 illustrates current Average Daily Traffic volumes along the corridor. In general, traffic volumes are highest in the middle portion of the corridor, at the six lane cross section, where the volumes approach 30,000 vehicles per day. At the southern end of the corridor, daily traffic volumes are over 26,000 vehicles per day, and the volume is nearly 23,000 vehicles at the north end, north of Central Avenue. Cross street volumes range widely from less than 10,000 on some streets to over 40,000 on Van Buren Boulevard. The highest volume intersection is Van Buren Boulevard / Magnolia Avenue. Existing volumes along Magnolia Avenue and the cross streets are the following:

Magnolia Avenue:
- 29,600 vehicles per day north of Tyler Street
- 26,700 vehicles per day north of La Sierra Avenue
- 22,800 vehicles per day north of Central Avenue
- 22,500 vehicles per day between Jackson Street and Monroe Street

Highest Volume Cross Streets:
- 40,900 vehicles per day at Tyler Street
- 37,100 vehicles per day at Van Buren Boulevard
- 30,800 vehicles per day at La Sierra Avenue
- 28,200 vehicles per day at Adams Street
- 23,800 vehicles per day at Arlington Avenue
- 21,200 vehicles per day at Madison Street

Lower Volume Cross Streets:
- 11,300 vehicles per day at Monroe Street
- 10,300 vehicles per day at Jackson Street
- 9,300 vehicles per day at Jefferson Street

Cross street volumes range widely from less than 10,000 on some streets to over 40,000 on Van Buren Boulevard.

Figure 5.3: 2003 Average Daily Traffic

C. Intersection Level-of-Service

Intersection level-of-service analysis has been conducted at 12 key intersection locations within the study area. These locations were chosen based on understanding of the most significant cross streets along the corridor, field review and discussions with the City Traffic Engineer. The intersections that have been studied are illustrated in Figure 5.1. Peak hour intersection turning movement traffic counts were conducted at the study intersections in March 2004. Figures 5.4 and 5.5 illustrate the AM and PM peak hour turning movement volumes for the 12 study intersections.

Each intersection was reviewed in the field to determine the current operating conditions including number of lanes by type, type of traffic control (stop sign, traffic signal, etc.) and other special conditions. Using the traffic counts and field data, intersection levels of service were estimated using the "Highway Capacity Manual" vehicle delay-based methodology, which is the City's preferred method of intersection analysis. This analysis yields an intersection "Level of Service" (LOS) for each location which grades the intersection operation in terms of a scale of "A" to "F" with A representing excellent operations and F representing significant congestion. Table 5.1 outlines the level-of-service concept.

Figure 5.4: Existing AM Turning Volumes

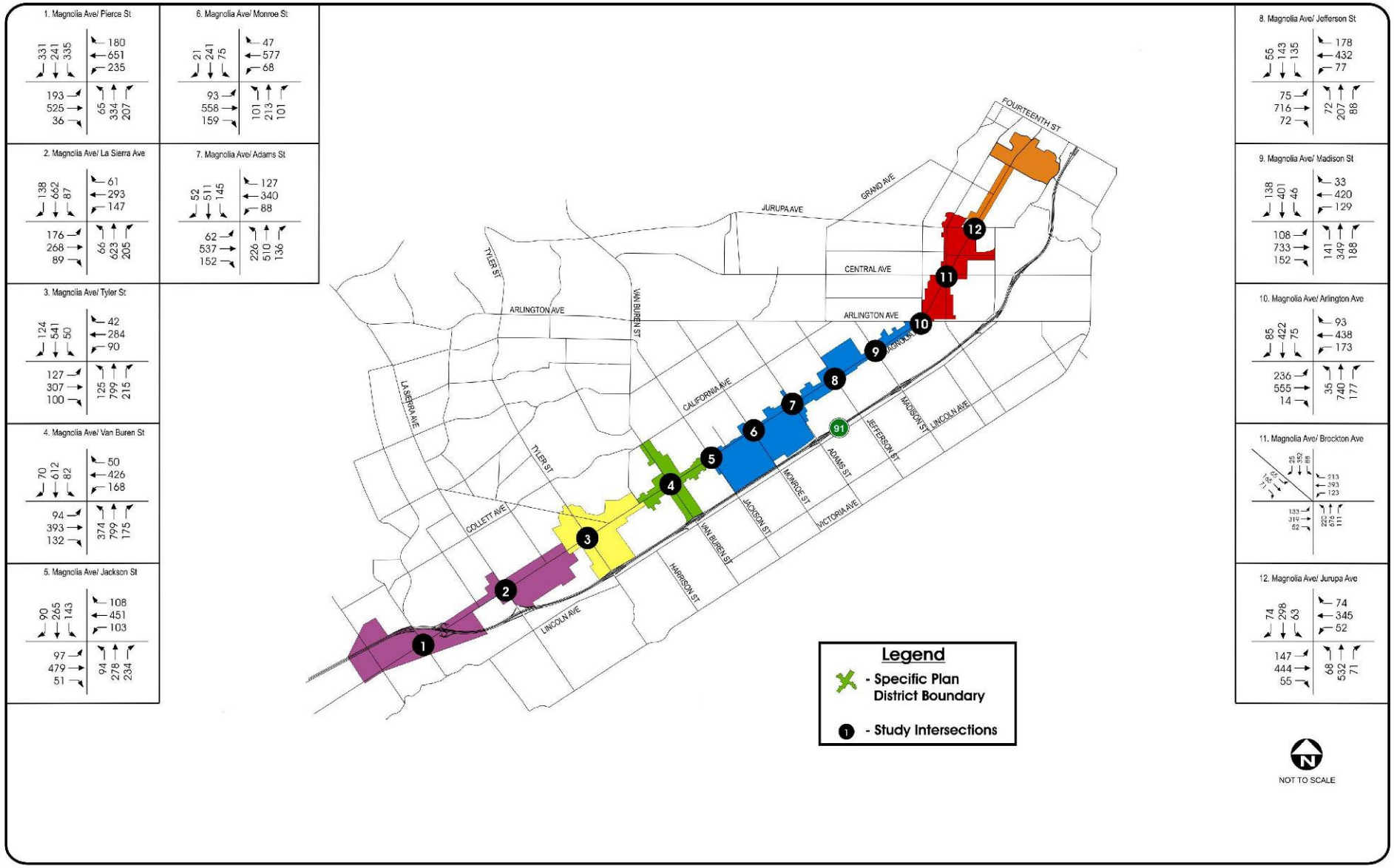


Figure 5.5: Existing PM Turning Volumes

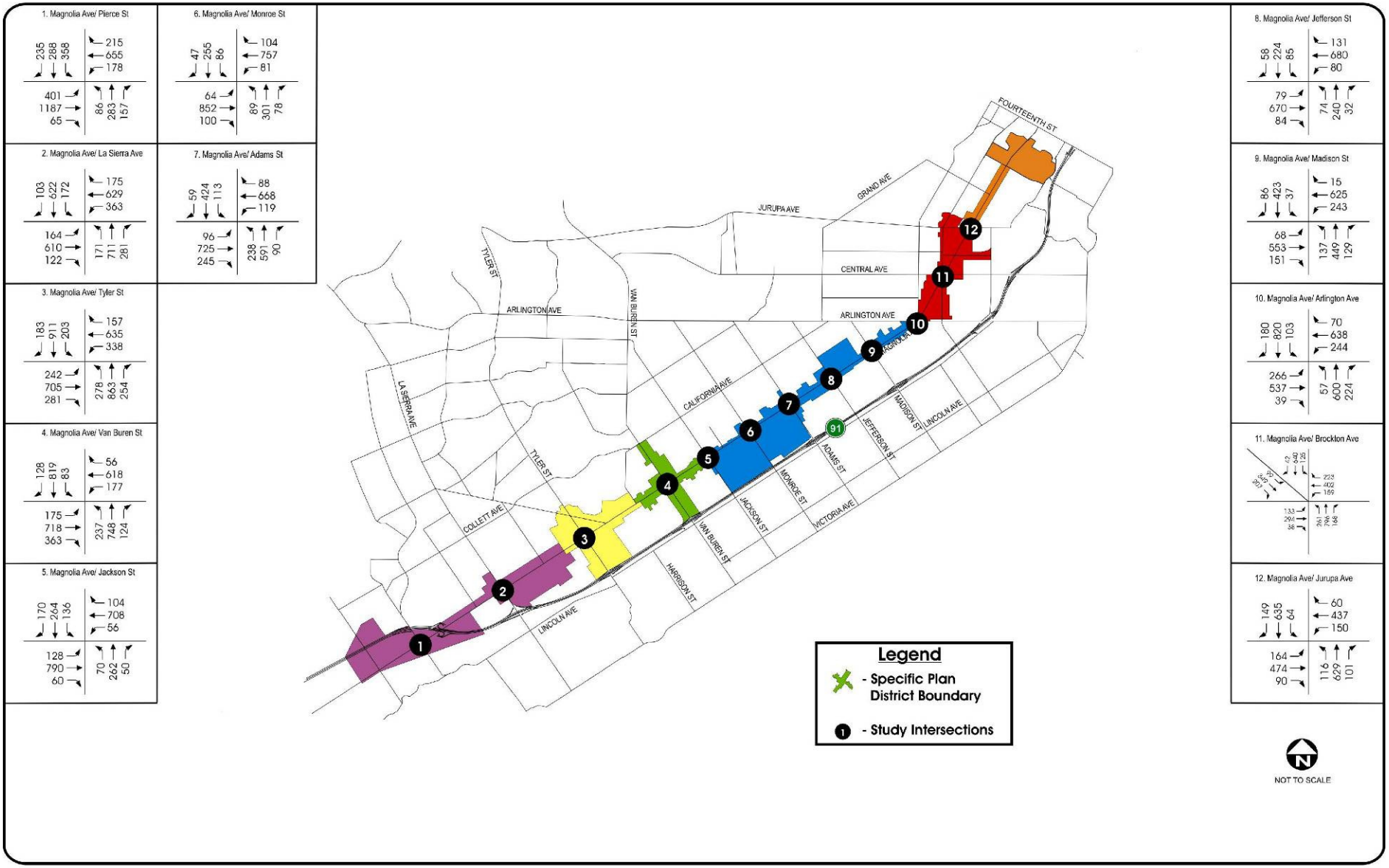


Table 5.1: Intersection Level of Service Definitions

LOS	Interpretation	Signalized Intersection Delay (seconds per vehicle)
A	Excellent operation. All approaches to the intersection appear quite open, turning movements are easily made, and nearly all drivers find freedom of operation.	≤ 10
B	Very good operation. Many drivers begin to feel somewhat restricted within platoons of vehicles. This represents stable flow. An approach to an intersection may occasionally be fully utilized and traffic queues start to form.	> 10 and ≤ 20
C	Good operation. Occasionally backups may develop behind turning vehicles. Most drivers feel somewhat restricted.	> 20 and ≤ 35
D	Fair operation. There are no long-standing traffic queues. This level is typically associated with design practice for peak periods.	> 35 and ≤ 55
E	Poor operation. Some long-standing traffic queues develop on critical approaches.	> 55 and ≤ 80
F	Forced flow. Represents jammed conditions. Backups from locations downstream or on the cross street may restrict or prevent movements of vehicles out of the intersection approach lanes; therefore, volumes carried are not predictable. Potential for stop-and-go-type traffic flow.	> 80

SOURCE: Highway Capacity Manual 2000, Exhibit 16-2 and Exhibit 17-2

LOS D is generally considered to be the minimum threshold for operating conditions while LOS E and F conditions are considered deficient and warrant improvement to reach LOS D or better. At some key locations, such as City arterial roadways which are used as a freeway bypass by regional thorough traffic and heavily traveled freeway interchanges, LOS E may be acceptable as determined on a case-by-case basis. The results of the existing conditions analysis, in addition to an analysis of the Magnolia/Central/Brockton intersection conducted by the City after intersection modifications were implemented, indicate that the 12 locations operate at LOS C during the AM and PM peak hours. Existing levels of service and vehicle delay are shown in Table 5.2.

Table 5.2: Level-of-Service / Delay Summary

LOCATION	AM Peak Hour		PM Peak Hour	
	LOS	Delay (sec)	LOS	Delay (sec)
Magnolia Avenue / Pierce Street	C	30.3	C	30.5
Magnolia Avenue / La Sierra Avenue	C	24.3	C	30.3
Magnolia Avenue / Tyler Street	C	20.1	C	27.1
Magnolia Avenue / Van Buren Blvd.	C	27.0	C	29.5
Magnolia Avenue / Jackson Street	C	28.0	C	23.5
Magnolia Avenue / Monroe Street	C	24.7	C	22.9
Magnolia Avenue / Adams Street	C	28.4	C	27.4
Magnolia Avenue / Jefferson Street	C	27.7	C	23.1
Magnolia Avenue / Madison Street	C	28.4	C	27.2
Magnolia Avenue Arlington Avenue	C	27.5	C	29.1
Magnolia Avenue Brockton Avenue / Central Avenue*	N/A	N/A	C	26.0
Magnolia Avenue / Jurupa Avenue	C	25.7	C	27.4

**The intersection level-of-service analysis was conducted by Meyer Mohaddes Associates in 2004 as part of an existing conditions report for this Specific Plan. The intersection level-of-service analysis for the Magnolia/Brockton/Central Avenue intersection was conducted in 2006 by the City of Riverside Public Works Department after intersection modifications were implemented, as described in detail in Section I of this Chapter.*

D. Future Traffic Operations along Magnolia Avenue

The recently adopted City of Riverside General Plan 2025 included an update of the Circulation Element. The General Plan was evaluated at three levels of development intensity. They range from the "typical" densities that the City expects to be built in the next 20 years to the absolute maximum allowable densities. The typical densities assume average residential densities for future areas of development with most existing built out areas generally staying the same as today. This is a likely scenario for how Riverside will grow in the future.

The General Plan 2025 included analysis of 15 intersections throughout the City as well as link (mid-block) analysis of roadway sections. Of the 15 study intersections, four are located in the Specific Plan study area. They include Tyler Street, Van Buren Boulevard, Arlington Avenue, and the Magnolia/Central/Brockton intersection. Where current mid-block link-level traffic volumes were available, they were compared to the roadway capacities based on the City's functional classification system. For the purpose of the Magnolia Avenue Specific Plan the typical densities were considered when estimating the LOS at the 4 key intersections and the link (mid-block) analysis of roadway sections. All roadway links showed a level of service D or better in all locations along Magnolia Avenue and cross streets.

A computer traffic model based on the regional model of the Southern California Association of Governments (SCAG) was used to estimate the future intersection and roadway segment levels of service in the City upon build out of the proposed General Plan. This analysis included the Magnolia Avenue corridor. The future traffic conditions in the City resulting from build out of the proposed General Plan were determined first by applying the trip generation rates for land uses based on data developed by the Institute of Transportation Engineers (ITE) and other sources. These trip generation rates were then used to estimate the number of future trips to and from various types of land uses in a day. Upon build out of the proposed General Plan, trips in the Planning Area (defined as the City plus the sphere of influence area) are expected to increase to 2.53 million per day. SCAG also projects that the City's population is expected to grow by approximately 39 %, reaching well over 380,000 people.

The future conditions level of service analysis done in 2004 by Meyer Mohaddes indicates that the four General Plan Study intersections along the Magnolia Avenue corridor are expected to continue to operate at LOS of D or better in the future with build out of the General Plan. The link level analysis of Magnolia Avenue traffic conditions upon build out of the General Plan was

conducted with the assumption that Magnolia Avenue would remain a four-lane facility, except where it is currently six-lanes. The traffic model results indicate that Magnolia Avenue, as a four-lane facility, would operate at a LOS of D or better throughout its entire length, with the exception of a short segment between Van Buren Boulevard and Harrison Street. The volume to capacity (v/c) ratio at that location is projected to be 0.91, where 0.90 or greater is LOS E, and 1.00 or greater is LOS F. It is likely that that the LOS E condition at that location can be mitigated by improvements to signal operations in the vicinity.

A subsequent traffic analysis of capacity, level of service and performance was conducted by the City's Traffic Engineering Division in October of 2008. This subsequent analysis found that while overall existing conditions may have an arterial LOS of C or D, there are additional segments operating at a LOS of E or F. The most significant eastbound segments are Pierce Street to La Sierra Avenue and Nye Avenue to Banbury Drive. The study concludes that that the current number of Average Daily Trips (ADT) is approximately 29,600 to 33,700 vehicles per weekday with a design capacity of 33,000 vehicles per day. With the existing design capacity, the volume to capacity ratio is at LOS E. It also projects that by 2025 there will be approximately 37,440 to 39,400 vehicles per weekday within the same segments. Based on the projected growth to 2025, the volume to capacity ratio will result in a LOS F with the current four lane configuration. An increase in number of lanes from 4 to 6 lanes as well as improvements to increase the capacity of turning lanes would result in a significant improvement to the Arterial LOS. The study shows that with such improvements, a year 2025 LOS C can be achieved.

In summary, the General Plan analysis along with the subsequent October 2008 analysis indicates that Magnolia Avenue corridor, with the exception of segments westerly of Tyler Street, is expected to operate at an acceptable LOS D or better in the future, while roadway widening from 4 to 6 lanes for identified segments westerly of Tyler Street will operate at an acceptable LOS C or better in the future. The existing right-of-way and median westerly of Tyler Street, both have substantial widths that could easily accommodate an increase in roadway width from 4 to 6 lanes. The widening can be accomplished by reducing the median width to accommodate two additional travel lanes. Even with such a reduction in median width, a wide median (approximately 28 feet in width) will still remain so as to accommodate landscaping consistent with the Specific Plan goals.

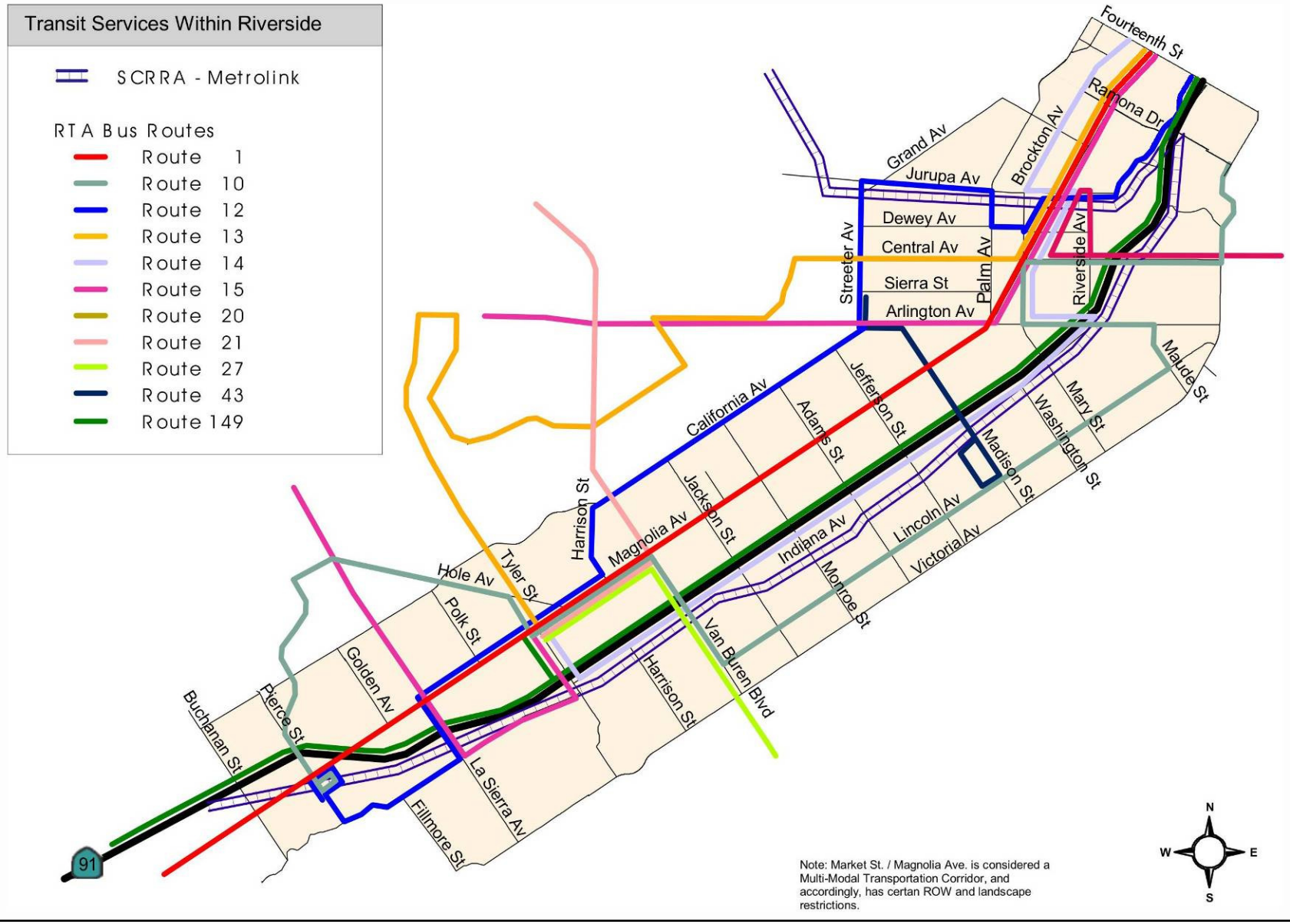
E. Transit Services

As an alternative to automobile travel, several transit routes serve the Magnolia Avenue Corridor. They include the bus transit provided by Riverside Transit Agency (RTA) and the Metrolink commuter rail line.

Riverside Transit Agency provides several bus routes that serve the Magnolia Avenue Corridor. The routes connect with the corridor at various points including the Riverside-Downtown Station on the Metrolink Commuter Rail system. Routes within the corridor are shown in Figure 5.6. A total of 11 RTA routes travel along the entire corridor or a portion of the corridor. Route 1 covers the entire corridor, while Routes 10, 12, 13, 14, 15, 20, 21, 27 and 149 travel along a portion of the corridor. Route 1 travels along Magnolia Avenue from the Western City Limit to Downtown, and it provides service every 20 minutes during peak hours and every 30 to 60 minutes during off peak hours. Headways during peak hours for most other routes range from 30 to 60 minutes.

Metrolink is a commuter rail service located south of the SR-91 freeway that parallels Magnolia Avenue. The program is operated by the Southern California Regional Rail Authority (SCRRA) and provides service from outlying suburban communities to employment centers such as Burbank, Irvine and downtown Los Angeles. The Metrolink stations near the Magnolia/Market Corridor are located in La Sierra and Downtown Riverside and are served by the Riverside Line and the Inland Empire/Orange County Line. The La Sierra Station is located on La Sierra Avenue south of SR-91. The Riverside-Downtown Station is located near 14th Street south of SR-91. Service is provided from 5:16 AM in the morning to 7:51 PM in the evening, with service every 15 minutes during the peak hour and 60 minutes throughout the day.

Figure 5.6: Transit Services within Riverside

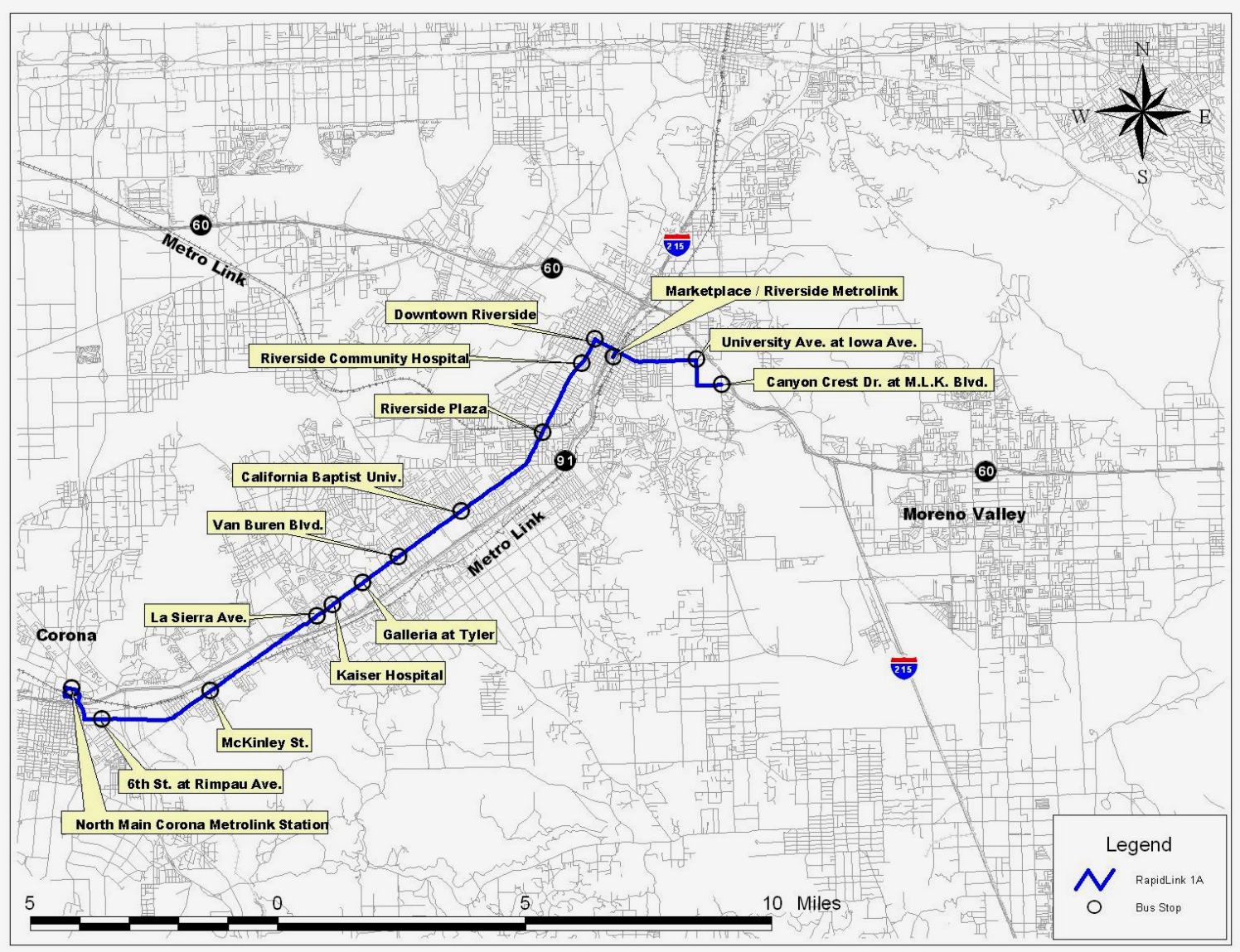


F. Bus Rapid Transit

The Riverside Transit Agency (RTA) is interested in implementing a Bus Rapid Transit (BRT) system in Western Riverside County and RTA contracted with the Institute of Transportation Studies (ITS) at the University of California at Berkeley to investigate the feasibility of BRT in Western Riverside. In consultation with RTA staff, between April 2002 and February 2004, the ITS team carried out an in-depth analysis of possibilities for deploying some form of BRT improvements in Western Riverside County. Subsequently, a report was issued by RTA entitled "Phase II, Task 7 Report on: Planning Analysis for Bus Rapid Transit Deployment Project; Task 7: Synthesis and Development of Strategic Plan." The resulting strategic plan summarizes a recommended transit improvement plan for Riverside County and combines several improvements in a cost efficient and effective combination designed to attract choice riders and to make transit more appealing to current patrons. The recommended transit improvement plan's main components include the introduction of two new Bus Transit (BRT) routes by the year 2010 and enhancements to several of RTA's existing bus services. RTA's new BRT services, named RapidLink, will be integrated into the region's transportation system by connecting with existing local bus, express bus, and rail transit services at key locations.

The plan recommends local route enhancements, which create RapidLink-feeder routes and RapidLink implementation in two major transportation corridors. Proposed RapidLink Route 1A traverses the Magnolia Corridor. Proposed RapidLink stop locations were determined using historic and current RTA ridership counts as well as RapidLink forecasted ridership based on existing and forecasted land-uses and land-use densities. Figure 5.7 illustrates the proposed BRT route along Magnolia Avenue and the proposed stop locations. The stops could be revised (e.g. moving stop locations or adding stop locations) as growth continues and additional data becomes available. One of RapidLink's main design criteria was that it must provide more "rapid" service than contemporary local bus services by having faster average bus travel speeds than comparable local bus routes, and reasonably short wait times at bus stations. These goals were obtained by operational features such as a skip stop configuration and transit priority merges at RapidLink stations and by technological features such as transit signal priority at signalized intersections. Fifteen minutes is the maximum acceptable RapidLink design headway for the Magnolia RapidLink routes. In addition to this frequent service, the Rapid Link routes and RapidLink feeder routes will be enhanced with vehicle, stop, and scheduling improvements including:

Figure 5.7: RapidLink Route 1-A with 14 Stations



- Advanced Traveler Information System (ATIS) and Automated Vehicle Locator (AVL) equipped buses on RapidLink and RapidLink feeder routes,
- A Skip-stop configuration for RapidLink routes,
- Full shelters on RapidLink routes, and multi-functional bus stops (safety lighting, benches, etc.) at the most heavily used RapidLink-feeder stops,
- Transit Centers at major transfer point between Rapid Link and RapidLink-feeder routes and at Metrolink Stations.
- Bus Priority Merges at RapidLink Stations and Local Bus Stops, and
- Attractive bus-scheme, logo and station names for all RapidLink Routes.

The recommended implementation plan is a seven year program that first upgrades several key local bus routes, in effect building a RapidLink feeder system of upgraded local routes. Next, the plan introduces RapidLink in the Magnolia corridor, then several more local bus routes are upgraded, expanding the Rapid Link feeder system.

G. Bicycle Lanes

Bicycling is a transportation mode that can play an increasingly significant role as an alternative to the single-occupant automobile. The City of Riverside has recognized this fact with its Bicycle Master Plan that designates a series of Class I and Class II bicycle facilities throughout the City. Class I facilities are those completely physically separated from other facilities (beach path, paths in parks, paths along rivers), while Class II routes are those striped along side of a roadway. For the Magnolia Avenue Corridor, Class II bike lanes exist on the street along the corridor except through the Arlington District due to the limited roadway width available for travel lanes and on-street parking. Bike lanes were removed from the center of the sidewalk in the Arlington District to avoid compromising the sidewalk pedestrian environment.

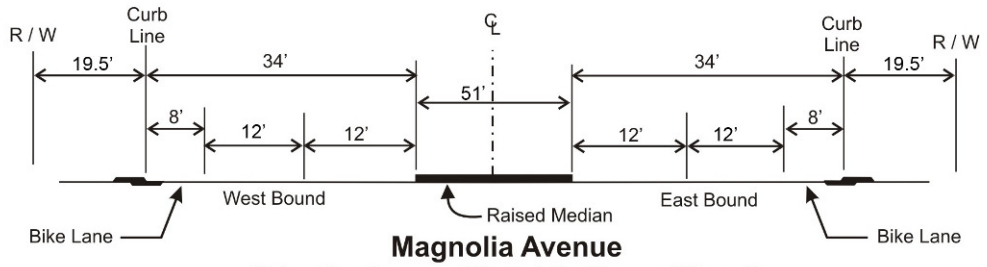
Figure 5.8 illustrates the existing cross sections for Magnolia Street at 11 locations. These locations were selected at various points throughout the corridor to represent typical conditions within each of the six districts. As shown, in some segments of the corridor, the bike lanes are very wide (up to 8 feet, which is wider than standards of the State of California Department of Transportation – Caltrans), while in other areas they are substandard in width and design. Based on Caltrans standards, on-street Class II bike lanes should be a minimum of five feet if adjacent to the curb, and four feet if adjacent to on-street parking.

The long term objective for bicycle facilities along Magnolia

Avenue is to provide a functional Class II bike facility through the length of the corridor that conforms to Caltrans standards. Figure 5.8 shows both an existing and also potential cross section for each study segment. In many of the locations, there is no difference between the existing and potential cross sections, due to the fact that the existing lane widths and bicycle lane widths meet or exceed Caltrans standards. In some sections, however, including the segments between Dawes Street and Harrison Street, and between Linwood Place and Bandini Avenue, the potential future cross section is revised to show a five foot bike lane. In the section between Dawes Street and Harrison Street, the extra two feet for the bike lanes is shown taken from outside the curb lane in the parkway, however it may be feasible to take it from the travel lanes since all lanes are 12 feet wide. In the other segment, however, the extra width for the bicycle lanes must come from the parkway since the travel lanes are only 11 feet wide, and further lane width reduction would not be feasible while maintaining proper traffic engineering standards on the roadway. In all other segments, the current bike lane meets or exceeds State standards. The exception is the segment in the Arlington District where the bike lanes are located on the sidewalk. It is unlikely that it would be feasible to provide standard Class II lanes in that District due to right-of-way constraints and adjacent properties and buildings.

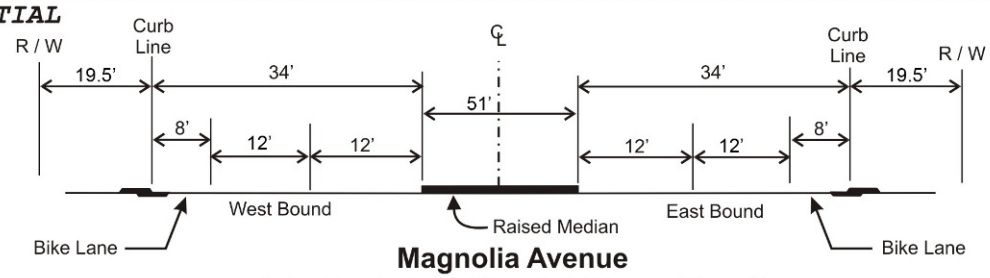
Figure 5.8A: Roadway Cross-Sections with Potential Build out

EXISTING



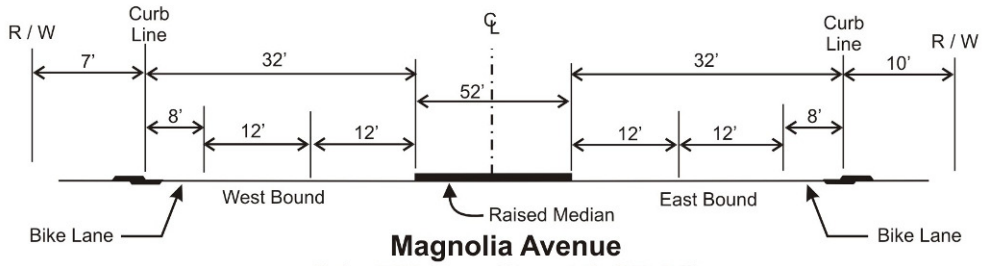
Magnolia Avenue
(b/w Buchanan Street & Pierce Street)
(Total Right of Way 154ft - varies depending on location)

POTENTIAL



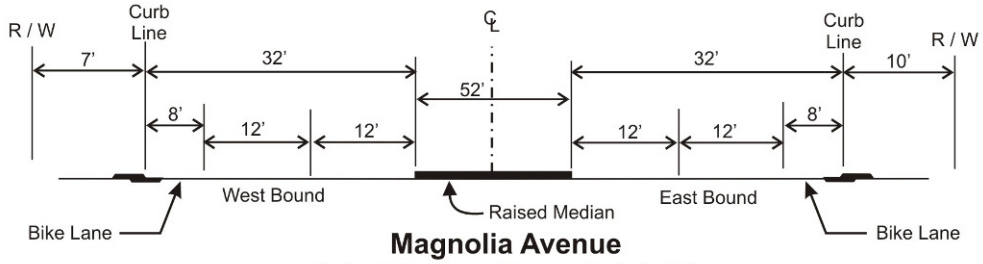
Magnolia Avenue
(b/w Buchanan Street & Pierce Street)
(Total Right of Way 154ft - varies depending on location)

EXISTING



Magnolia Avenue
(b/w Fillmore Street & SR 91)
(Total Right of Way 133ft - varies depending on location)

POTENTIAL

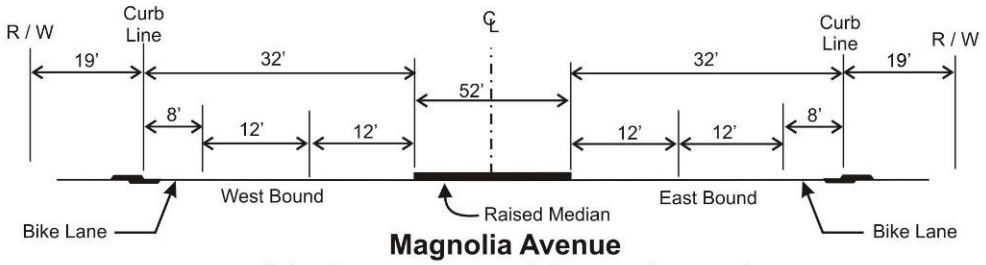


Magnolia Avenue
(b/w Fillmore Street & SR 91)
(Total Right of Way 133ft - varies depending on location)

(Not To Scale)

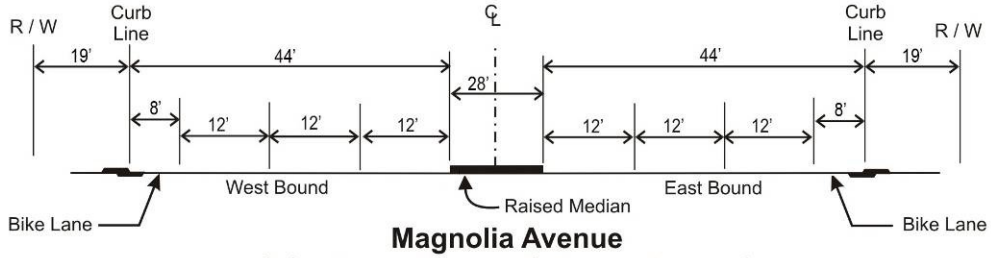
Figure 5.8B: Roadway Cross-Sections with Potential Build out

EXISTING



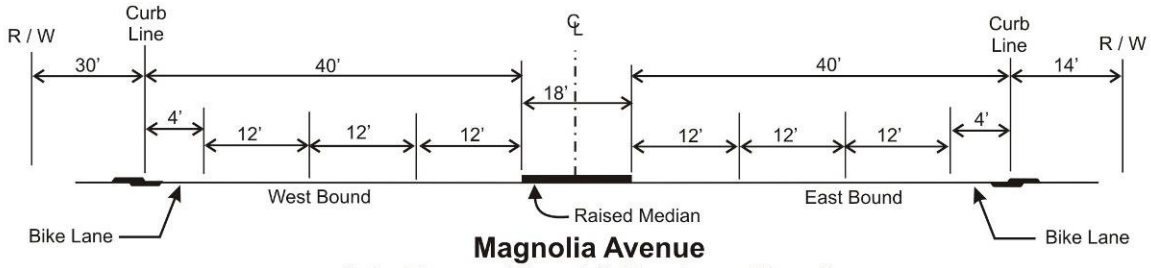
Magnolia Avenue
(b/w Jones Avenue & Burge Avenue)
(Total Right of Way 154ft - varies depending on location)

POTENTIAL



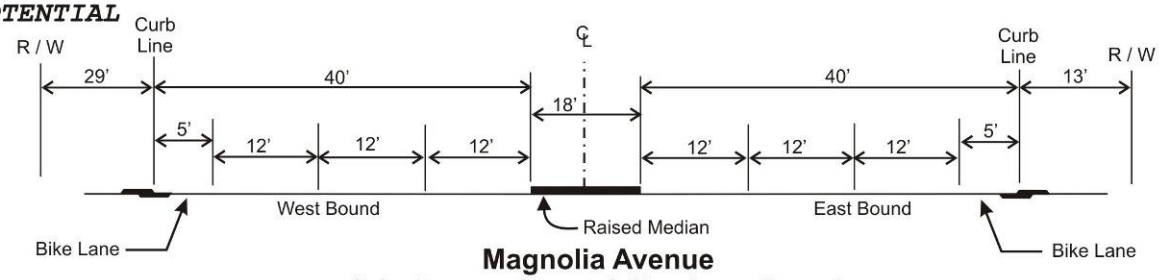
Magnolia Avenue
(b/w Jones Avenue & Burge Avenue)
(Total Right of Way 154ft - varies depending on location)

EXISTING



Magnolia Avenue
(b/w Dawes Street & Harrison Street)
(Total Right of Way 142ft - varies depending on location)

POTENTIAL

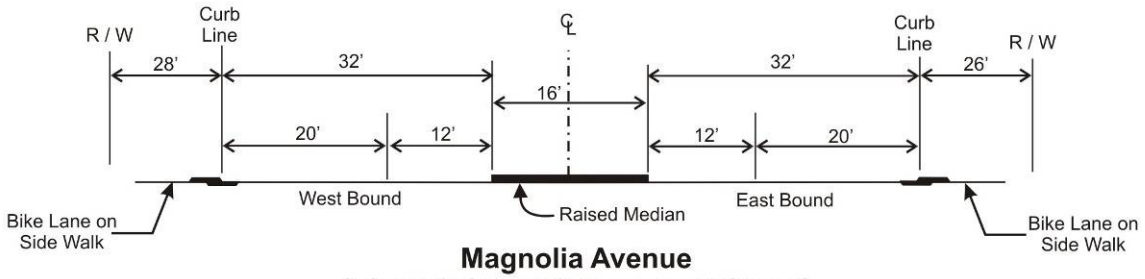


Magnolia Avenue
(b/w Dawes Street & Harrison Street)
(Total Right of Way 142ft - varies depending on location)

(Not To Scale)

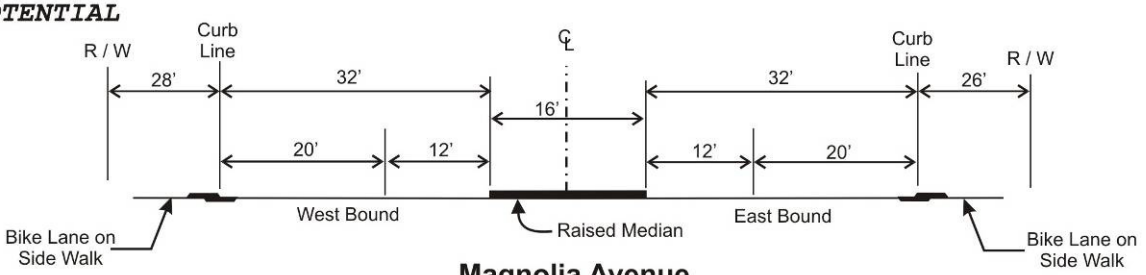
Figure 5.8C: Roadway Cross-Sections with Potential Build out

EXISTING



Magnolia Avenue
(b/w Taft Street & Roosevelt Street)
(Total Right of Way 134ft - varies depending on location)

POTENTIAL

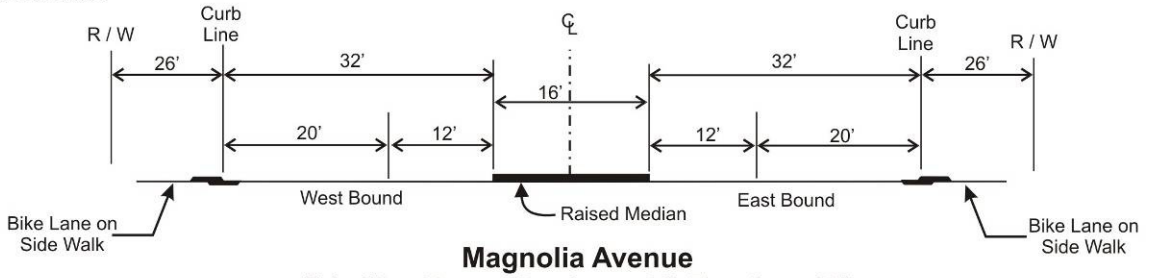


Options:
1. Add Standard Class II Bike Lane
2. Add Shared Parking / Bike Lane

Magnolia Avenue
(b/w Taft Street & Roosevelt Street)
(Total Right of Way 134ft - varies depending on location)

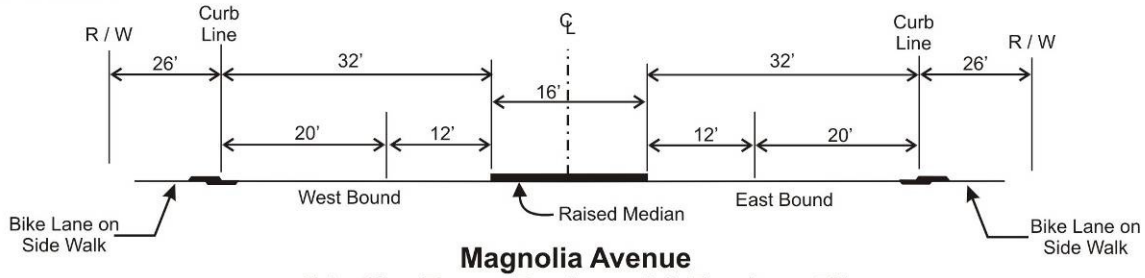
Options:
1. Add Standard Class II Bike Lane
2. Add Shared Parking / Bike Lane

EXISTING



Magnolia Avenue
(b/w Van Buren Boulevard & Farnham Pl)
(Total Right of Way 132ft - varies depending on location)

POTENTIAL

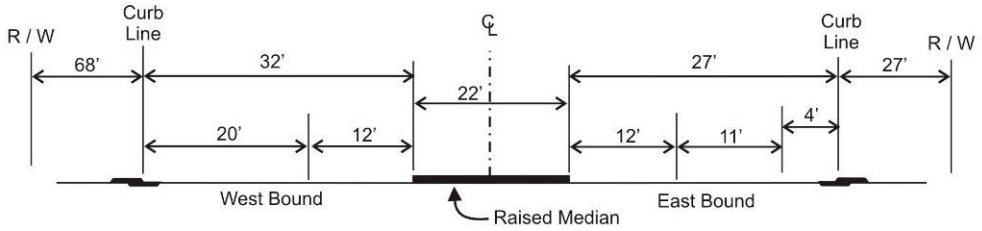


Magnolia Avenue
(b/w Van Buren Boulevard & Farnham Pl)
(Total Right of Way 132ft - varies depending on location)

(Not To Scale)

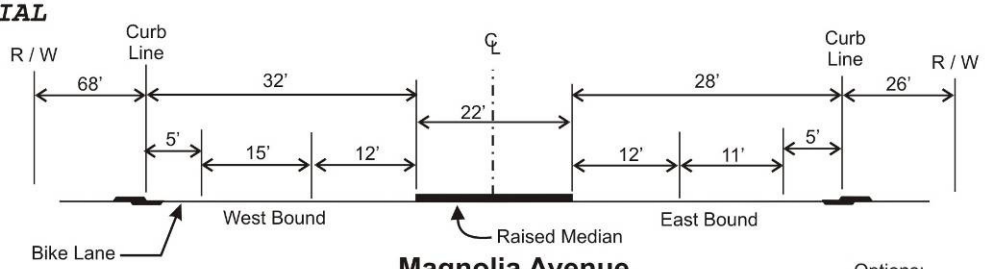
Figure 5.8D: Roadway Cross-Sections with Potential Build out

EXISTING



Magnolia Avenue
(b/w Canterbury Road & Jefferson Street)
(Total Right of Way 176ft - varies depending on location)

POTENTIAL

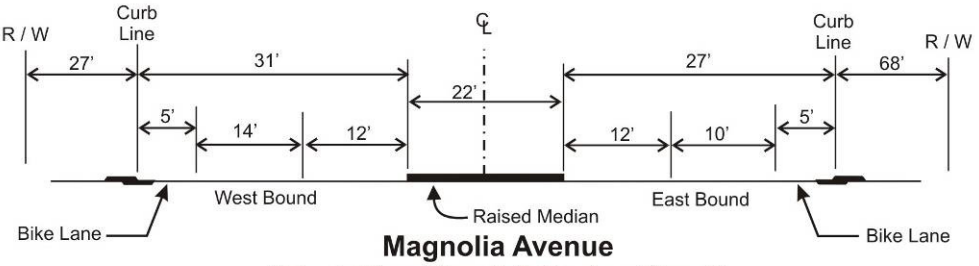


Options:
1. Add Class I Off-Street Bike Lane
2. Add Class II Bike Lane

Magnolia Avenue
(b/w Canterbury Road & Jefferson Street)
(Total Right of Way 176ft - varies depending on location)

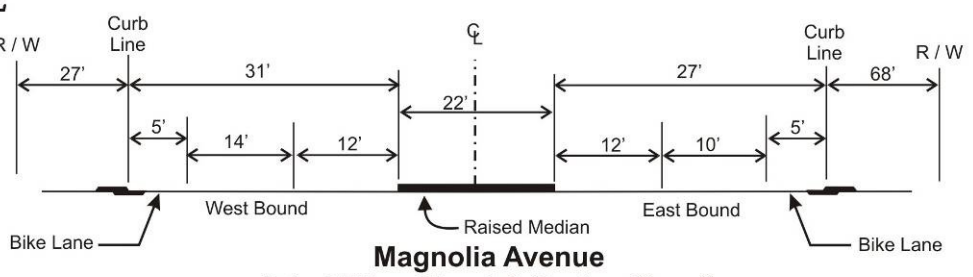
Options:
1. No Change
2. Add Class III Bike Lane

EXISTING



Magnolia Avenue
(b/w Lillian Street & Cortez Street)
(Total Right of Way 175ft - varies depending on location)

POTENTIAL

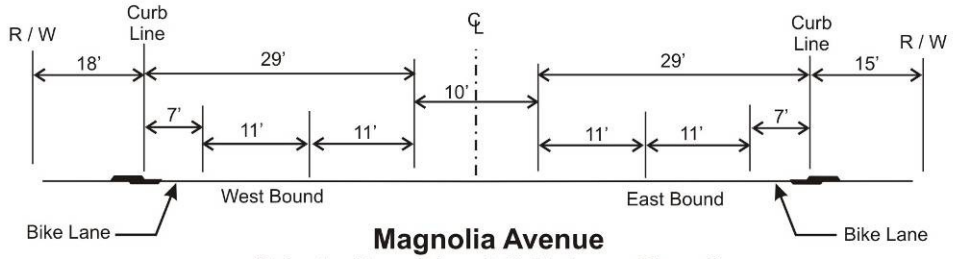


Magnolia Avenue
(b/w Lillian Street & Cortez Street)
(Total Right of Way 175ft - varies depending on location)

(Not To Scale)

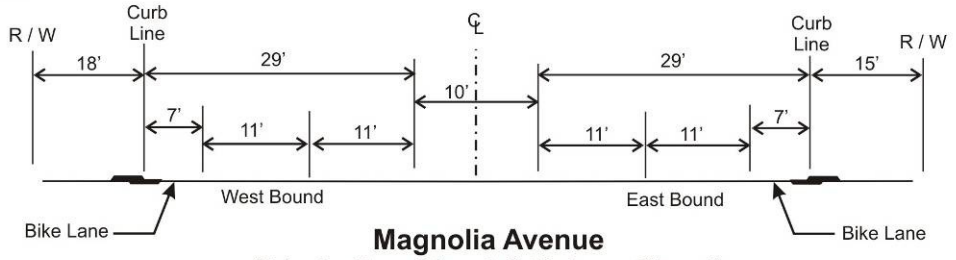
Figure 5.8E: Roadway Cross-Sections with Potential Buildout

EXISTING



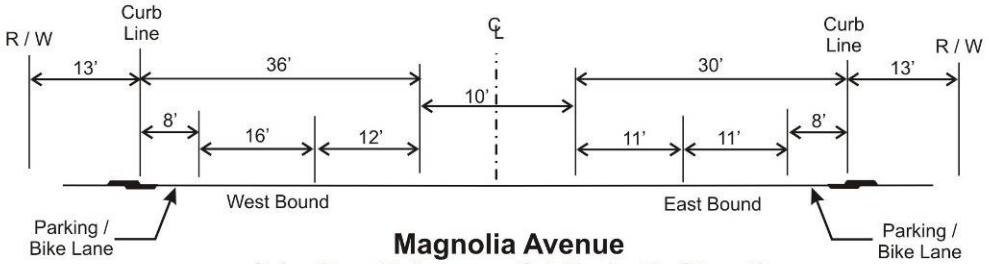
Magnolia Avenue
(b/w Luther Street & Nelson Street)
(Total Right of Way 101ft - varies depending on location)

POTENTIAL



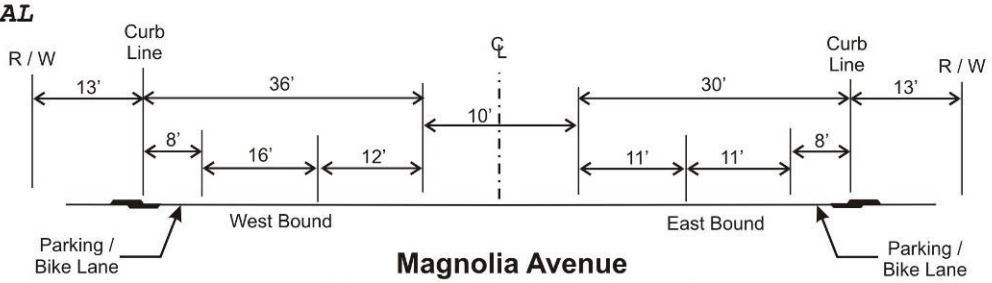
Magnolia Avenue
(b/w Luther Street & Nelson Street)
(Total Right of Way 101ft - varies depending on location)

EXISTING



Magnolia Avenue
(b/w Merrill Avenue & Elizabeth Street)
(Total Right of Way 102ft - varies depending on location)

POTENTIAL

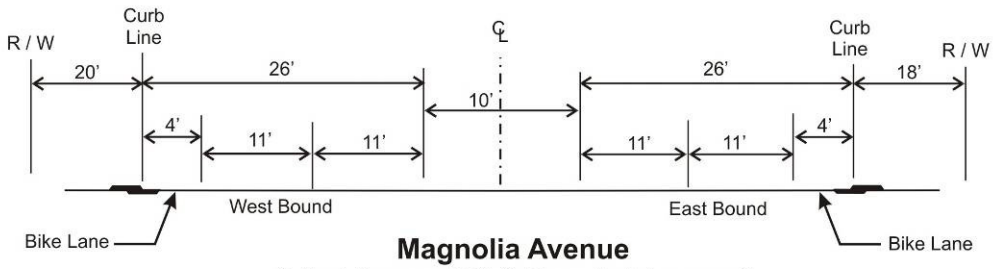


Magnolia Avenue
(b/w Merrill Avenue & Elizabeth Street)
(Total Right of Way 102ft - varies depending on location)

(Not To Scale)

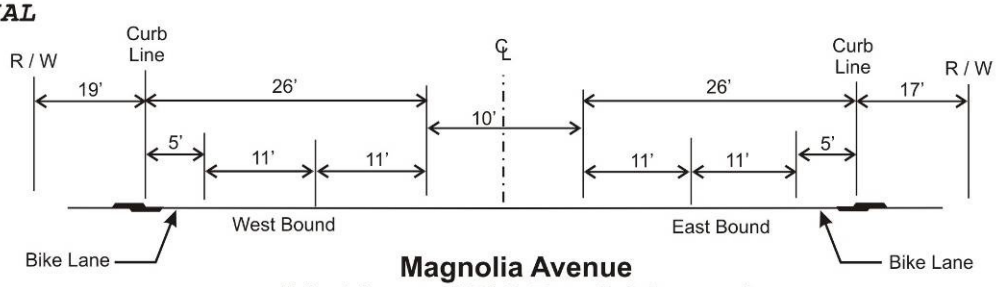
Figure 5.8F: Roadway Cross-Sections with Potential Buildout

EXISTING



Magnolia Avenue
(b/w Linwood Pl & Bandini Avenue)
(Total Right of Way 100ft - varies depending on location)

POTENTIAL



Magnolia Avenue
(b/w Linwood Pl & Bandini Avenue)
(Total Right of Way 100ft - varies depending on location)

H. Pedestrian Circulation

Sidewalks exist along all roadways on Magnolia Avenue for pedestrian use. The sidewalk widths vary between each district and roadway classification. Pedestrians gain a sense of security from the high traffic flow with large sidewalks. The lack of pedestrian amenities such as lighting, crosswalks, signage (especially near crosswalks), etc. prohibits the corridor from being pedestrian-friendly in some locations. One of objectives of the Specific Plan is to provide a more "pedestrian friendly" environment along the corridor via improved sidewalks, landscaping, street furniture and other pedestrian amenities.

I. Intersection at Magnolia/Brockton/Central Avenues

On January 17, 2006, the City Council approved a pilot project to convert Magnolia/Central/Brockton intersection from a five way to a conventional four way intersection. The intersection modification limited southbound Brockton Avenue to a right turn only onto Central Avenue. Access from Central Avenue onto Brockton Avenue remained the same. The intersection modification eliminated the need to provide a traffic signal phase for southbound Brockton and allowed the traffic signal cycle length to be reduced. It has also allowed the traffic signals on Magnolia Avenue to be coordinated from Van Buren Boulevard to Fourteenth Street. Likewise, the traffic signals on Central Avenue have been coordinated from Magnolia Avenue to State Route 91 and ultimately coordinated with the traffic signals on Alessandro Boulevard. The coordinated operation of signalized intersections has significantly reduced stops and delays. The intersection modification has also increased the LOS from F to C.

Since the conversion to a four way intersection, the City Council approved another modification to the intersection to reopen the 5th leg again. The intersection improvements were completed in June of 2009 and included the replacement of the pedestrian crosswalk on the westerly side of Central / Brockton Avenues, the addition of dual left turn lanes from south bound Magnolia and west bound Central and the extension of the north bound right only lane from Central to Brockton South. The combined effect of these changes allows the 5-legged intersection to operate at the same LOS as the previous 4-legged intersection operation while providing improved circulation. The recent completion of the intersection improvements will allow for the future detours needed for the Magnolia Undercrossing Project expected to start in early 2010.

J. Magnolia Undercrossing/Railroad Grade Separation Project

As part of the Riverside Renaissance program, the City Public Works Department is moving forward with a railroad grade separation project to lower Magnolia Avenue under the Union Pacific Railroad (UPR) tracks in Magnolia Center. This project will shift the alignment of Magnolia Avenue approximately 50 feet to the west, and construct a two-track railroad bridge. Beatty Drive will be widened between Brockton and De Anza Avenues, and traffic signals will be installed at the intersections of Beatty Drive with Brockton, Magnolia and De Anza Avenues. Additionally, Merrill Avenue on the east and west side of Magnolia will be converted to a right turn in/out at Magnolia Avenue to facilitate traffic flow. A temporary two-lane detour road on the east side of Magnolia Avenue will accommodate traffic while the railroad bridge is under construction. Construction is expected to start in early 2010 and take approximately 18 months to complete.

The illustration below reflects a decorative bridge design with added parkway landscaping and landscaped slopes in the right-of-way on each side of Magnolia Avenue. As depicted below, the open green areas will provide opportunity for new development to occur in the future.

View of Magnolia Avenue looking north from Merrill Avenue

K. Frontage Roads

The corridor currently includes residential frontage roads located (insert general location of frontage roads here). The frontage roads serve adjacent residential development, provide access to residential driveways and also provide on-street parking for adjacent multi-family dwelling units. In general, frontage roads allow access to abutting residential properties with minimal through traffic intrusion since they do not serve any trips other than those to and from the residential units. However, they are a somewhat outdated design and they have several disadvantages. First, the intersections where the frontage roads connect to the main arterial are not desirable from a traffic operations standpoint since they have many more vehicle conflict points than a standard intersection. With frontage roads, there are often two closely spaced intersections where they meet the arterial roadway and there are turning movements to and from both the arterial and the frontage road. Thus, there are additional points of conflict for the turning vehicles, and more opportunities for collisions. Also, the frontage roads use up valuable land that could otherwise be used for development or landscaping.

When the parcels of land adjacent to the frontage roads along Magnolia Avenue redevelop over time, the frontage roads will be removed and the land on which the frontage roads are located will be used for other purposes. The parking configurations for the new developments will be more efficient and better designed to provide parking needed for the development without needed the on-street parking that the frontage roads currently provide. The land can be used for wider sidewalks, improved bike lanes, improved landscaping, project setback from the street and other purposes rather than for the frontage road. The function that the frontage road serves to provide access to the residential properties without impacting the mainline of Magnolia Avenue will be provided through better site planning and consolidation of driveways to the property. Therefore, it is recommended that all of the frontage roads be removed over time as adjacent land undergoes redevelopment.

CHAPTER 6
Streetscape Improvements

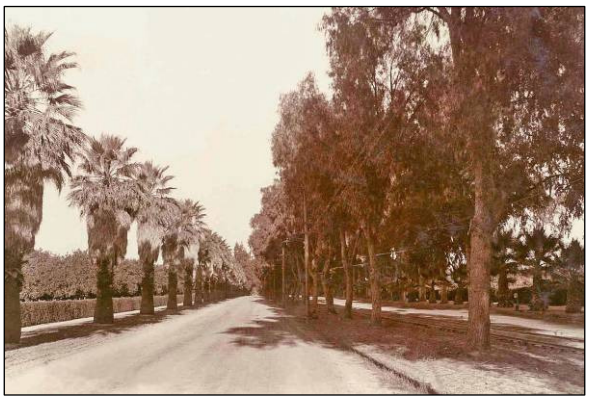
A. Current Streetscape Setting

The streetscape setting along Magnolia Avenue has changed significantly since the street's beginnings in 1876. The original streetscape design, which set a historic national precedent in scenic urban landscaping, provided unity and identity to Magnolia Avenue as a grand boulevard that was a destination in itself…a place where residents and tourists alike could enjoy a scenic drive. In fact, over the years the Magnolia Avenue/Market Street corridor has sometimes been referred to as Riverside's scenic "17-mile drive." In its early days, beautiful citrus farms and estates lined much of Magnolia Avenue with wide parkways on both sides and a landscaped median running the length of the corridor. The original landscaping consisted of Magnolia, Cypress, Eucalyptus, Pepper and Palm trees.

Today, the landscaping varies greatly along the corridor. The best preserved area of the street's original landscape design is in the Magnolia Heritage District between Arlington Avenue and San Rafael Way, where the Magnolia Avenue Parkway and Center Median has been designated as a historic landmark. This section of Magnolia Avenue maintains the spirit of the original plantings.

However, in general, there is now a much greater diversity in tree species and, therefore, no discernable pattern to the street trees along portions of Magnolia Avenue. In addition, while most of this landscape is mature, providing a fairly continual sense of "green" in some locations, it is completely absent in other locations where the parkway has been entirely removed and the sidewalk abuts the street.

Similarly, the reduction of the median in many locations has greatly impacted the historic landscape. The median runs from the western City limits to Arlington Avenue, however, its width and landscaping have been reduced considerably over time for left turn lanes and additional travel lanes at various locations.



Magnolia Avenue, 1890's.

In addition, the median has been completely removed from Arlington Avenue to Ramona Drive.

B. Streetscape Concept

The recommended streetscape concept for Magnolia Avenue is to maintain much of the existing mature heritage landscaping, infill landscaping as appropriate, and preserve the remainder of the median in order to return the corridor to a grand tree-lined parkway. In addition, the corridor's environment can be enhanced and District identity reinforced with other distinctive streetscape elements, such as street furnishings, lighting and distinct paving.

The overall streetscape concept is designed to meet the following objectives:

- Restore the historic grandeur of Magnolia Avenue.
- Implement the Parkway and Scenic Boulevard designations of the General Plan.
- Accommodate and balance varied modes of travel: autos, transit, bicycles and pedestrians.
- Enhance the setting of historic elements along the corridor.
- Unify the corridor as whole, while also reinforcing district identity.
- Create a prominent western gateway into the City.

C. Landscape Palette

The primary goals of the proposed landscape palette are to preserve the existing heritage landscaping, and to fill in landscaping as much as feasible in order to restore the historic "park-like" sense of the corridor. Another important goal is to provide unity and continuity for the corridor as a whole, while also establishing District identity. The proposed landscape palette:

1. Uses Southern Magnolia trees within each District to provide continuity and strengthen the namesake for the corridor.
2. Uses a sky-line tree that is visible from a distance in all directions and is also suitable for a long-distance view from an automobile to provide continuity and strengthen the "sense of boulevard" for Magnolia Avenue.
3. Uses an alternating pattern of Palm trees and canopy trees

along the street edges. The continued use of this alternating pattern along the corridor will help unify Magnolia Avenue. At the same time, the varied use of canopy trees within each District will help to provide a distinct identity for each District as well as provide a smaller-scaled shade tree appropriate for pedestrians and bicyclists.

To reduce the need for tree removal or relocation, the recommended canopy tree for each District is generally based on the predominant tree species currently in the District. In addition, the Palm species used in each District will alternate between Mexican Fan Palm and California Fan Palm, according to the predominant species currently present in that area. Because there is presently such a diverse mix of tree species throughout the corridor, some tree removal will need to occur over time. A long-term phasing plan will be required to address strategies for removal and possible relocation of these existing trees.

It is also important to note that, while it has been proposed to underground utilities along Magnolia Avenue as one of the corridor-wide policies, its implementation will occur on a case-by-case basis. Whenever undergrounding of utilities is not feasible, consideration shall be given to species that can coexist with the overhead utility lines that are currently in place. Dwarf varieties of the proposed tree species is one option. Consider Magnolia grandiflora 'Saint Mary', instead of Magnolia grandiflora. The Saint Mary variety only grows to 20', while retaining the same characteristics as the grandiflora species.

Table 6.1 identifies the recommended landscape palette for Magnolia Avenue by District. The landscape concept for each District is described in more detail following Table 6.1. The proposed landscape palette meets the design objectives described above and also considers maintenance, including those species that minimize pruning, have minimal litter, are dependable, and considered pest free.

Table 6.1: Magnolia Avenue Landscape Palette

District	Parkway Trees		Median Trees	Median Landscape
	Palm	Canopy		
La Sierra	Mexican Fan Palm (Washingtonia robusta)	Brisbane Box (Tristania conferta)	Citrus* Southern Magnolia (Magnolia grandiflora) Pink Tabebuia (Tabebuia ipe) At ends between La Sierra Avenue Tyler Street only	Bark Mulch, Decomposed Granite or Native Soil Mardi Gras Abelia Cottoneaster Flower Carpet Turf, double dwarf fescue (Drought tolerant)*** Daylilly
Galleria	California Fan Palm (Washingtonia filifera)	Southern Magnolia (Magnolia grandiflora)	Southern Magnolia (Magnolia grandiflora) Pink Tabebuia (at ends) (Tabebuia ipe)	Prostrate Myoporum Periwinkle / Dwarf Periwinkle Turf, double dwarf fescue (Drought tolerant)*** Daylily
Arlington	Mexican Fan Palm (Washingtonia robusta)	Pink Tabebuia (Tabebuia ipe)	Southern Magnolia (Magnolia grandiflora) Pink Tabebuia (at ends) (Tabebuia ipe)	Prostrate Myoporum Periwinkle / Dwarf Periwinkle Turf, double dwarf fescue (Drought tolerant)*** Daylily
Magnolia Heritage	California Fan Palm (Washingtonia filifera)	Chinese Pistache (Pistacia Chinensis) to replace existing Silk Oak Trees over time, as replacement becomes necessary.	Southern Magnolia (Magnolia grandiflora) to replace existing California Peppers (Schinus molle) over time, as replacement becomes necessary.	Prostrate Myoporum Periwinkle / Dwarf Periwinkle Turf, double dwarf fescue (Drought tolerant)***
Magnolia Center	Mexican Fan Palm (Washingtonia robusta)	Coast Live Oak (Quercus agrifolia) Southern Magnolia (Magnolia grandiflora)	(none)	(none)
Wood Streets	(none)	Coast Live Oak ** (Quercus agrifolia)	(none)	Cobble Stone patterned colored/stamped concrete

All landscaping shall comply with the requirements of Chapter 19.570 Water Efficient Landscaping and Irrigation, Title 19 (Zoning Code)

* irrigation shall consist of bubblers within soil berm ring at drip line of tree

** provide root barriers at all Coast Live Oak tree plantings

***where new landscaping is proposed, turf should be minimized and discouraged in favor of more drought tolerant forms of groundcover whenever possible. In instances when turf is necessary to achieve a specific median design concept, turf should be separated from the paved street by a 3-foot minimum buffer strip (hardscaped or landscaped with shrub/groundcover plant material) on both sides of the median. Medians should be at least 20 feet in width to accommodate two 3-foot-wide buffer strips and a minimum 14-foot-wide turf area. Turf should be limited to no more than 30 percent coverage of the total landscape area of the median.

La Sierra District

The La Sierra District Streetscape is illustrated in Figure 6.1. The existing landscape in the La Sierra District includes Mexican Fan Palms, California Fan Palms and Eucalyptus trees at the street edge, with a variety of plantings in the median in some locations and absence of median landscaping in other locations. The proposed landscape palette consists of alternating Mexican Fan Palms and Brisbane Box for the parkway trees, and Citrus and Southern Magnolia trees in the median.

Although Eucalyptus trees, which historically served as wind-rows for agricultural fields, are the dominant canopy trees in this District, the Brisbane Box is recommended as a replacement tree. The primary reason for the replacement is the City's policy to reduce the use of Eucalyptus trees citywide given their susceptibility to Lerp disease and the brittle nature of these trees. Brisbane Box is appropriate, given their size, adaptability to street environments in Southern California, and their relationship to the Eucalyptus family. They should be slowly introduced, and ultimately replace all Eucalyptus species.

An important feature of the La Sierra District is that it serves as a gateway, or entry point, to both the Magnolia Avenue corridor and the City of Riverside. With this in mind, a gateway treatment is proposed within the median that expands on the existing Citrus grove found at the western end of the District. Citrus trees would be planted at each end of the median in the stretch between Buchanan and Pierce Streets. The use of Citrus trees relates to the City's history as well as provides continuity for the entire Magnolia/Market Corridor, as a grove of Citrus trees is planted along Market Street at the gateway to Downtown. A natural material, such as bark mulch or decomposed granite, would cover the ground plane beneath the Citrus groves.

In between the Citrus groves, the median planting should be simplified by utilizing one tree type. Southern Magnolia is proposed based on its flowering character, historic value, and use within the median in other areas along the Magnolia Corridor. Like other median plantings where Magnolia trees are present, the ground plane would be planted with a combination of turf.

In addition to the landscape, an arbor is proposed at the western end of the District on both sides of the street adjacent to the parkway. The intent of the arbor is to strengthen the gateway concept as drivers enter the City. The proposed arbor should be similar to what has recently been designed at the eastern end of the corridor on Market Street. This would provide continuity for the entire Magnolia/Market Corridor, as well as overall City continuity. A similar arbor has also been developed along nearby Riverwalk Parkway, just north of the La Sierra District.

California Fan Palm and Southern Magnolia tree.

Galleria District

The Galleria District Streetscape is illustrated in Figure 6.2. The existing landscape in the Galleria District consists of Queen Palms and Southern Magnolias at the sidewalk, and Southern Magnolia trees in the median. The proposed landscape palette consists of alternating California Fan Palms and Southern Magnolia for the parkway trees. As described previously, this alternating pattern in the parkway will help provide continuity along the corridor.

It is recommended that the Southern Magnolia trees be retained in the median. However, in order to enhance the pedestrian environment in this regional shopping district, a smaller-scaled flowering accent tree, such as Pink Tabebuia, is also encouraged in the median at the major intersections, with an under-planting of an evergreen Pink Flowering Daylily. It is important to note that the Daylily species should be maintained at less than 30 inches in height and planted 50 feet from the nose of the median or length of the turning pocket to maintain automobile visibility at the intersections.

Pink Tabebuia.

Arlington District

The Arlington District Streetscape is illustrated in Figure 6.3. The existing landscape in the Arlington District is varied. The sidewalk is currently planted with an assortment of tree types, including Tabebuia, Chinese Pistache, and Silk Oak. There are also a variety of Palms, including Mexican Fan Palm, California Fan Palm, Date Palm, and Queen Palm. The median in this District is planted with Southern Magnolia and turf, with Crape Myrtle and Rosemary at the intersections.

Flowering Daylily

The proposed plantings for this District include a simplified palette of alternating Mexican Fan Palms and Pink Tabebuia along the sidewalk to maintain corridor continuity, with Southern Magnolias and groundcover in the medians. The Pink Tabebuia is also proposed in the median at the intersections as a flowering accent tree, with an under-planting of Daylily. Once again, the Daylily species should be maintained at less than 30 inches in height and planted 50 feet from the nose of the median or length of the turning pocket.

An additional recommendation for this District is to enhance Arlington Park, which is located just off Magnolia Avenue between Roosevelt Street and Van Buren Boulevard. There is a significant public open space in Arlington to strengthen the “green” parkway concept along the corridor. Some or nearly all of the buildings on the north side of Magnolia Avenue between Roosevelt Street and Van Buren Boulevard could be removed in order to extend Arlington Park out to Magnolia Avenue. This would provide a

major public space in the heart of the neighborhood-oriented Arlington, and create a new edge on the north side of Magnolia Avenue that would visually contribute to the continuous landscape that defines the corridor.

Magnolia Heritage District

The Magnolia Heritage District Streetscape is illustrated in Figure 6.4. The existing landscape in the Magnolia Heritage District is also varied. The best preserved area of the corridor's original landscape design is in this District between Arlington Avenue and San Rafael Way, where the "Magnolia Avenue Parkway and Center Median" has been designated as a historic landmark. This section of Magnolia Avenue contains a continuous stand of historic California Fan Palms in the sidewalk, and a densely landscaped median with California Pepper trees and Southern Magnolia trees. It maintains the original feel of the corridor as a scenic tree-lined parkway. The Magnolia Heritage District is also home to the Parent Navel Orange Tree, located on Magnolia and Arlington Avenues at the gateway to the district.

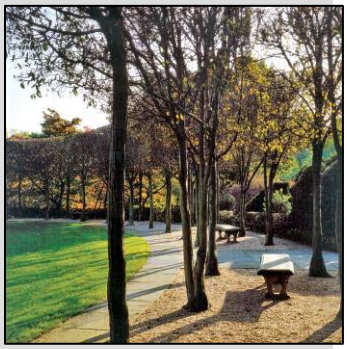
In the area between Adams Street and Madison Street, there are a few additional tree species along the sidewalk, most notably large Silk Oak Trees. Also in this area, several frontage roads have been added, primarily on the south side of the street. These frontage roads were introduced over 30 years ago as part of a plan to create a continuous frontage road along Magnolia Avenue, and were never fully completed. Where they have been added, parkway trees have been removed and the heritage landscape is especially fragmented.

Magnolia Avenue Parkway and Center Median.

Frontage roads along Magnolia Avenue have eroded the historic landscape.

California Fan Palm.

A major goal of the proposed landscape palette for the Magnolia Heritage District is to enhance and build upon the historic landscape. Therefore, California Fan Palms are proposed in the parkway along north side to complete the historic stand of California Fan Palms. An alternating pattern of California Fan Palms and Chinese Pistache trees is proposed on the south side of the street to maintain the alternating palm tree/canopy tree pattern along the corridor. Although the Silk Oak trees are the dominant canopy trees in this District, the Chinese Pistache is recommended as a replacement tree. The primary reason for the replacement is due to the brittle branches of the Silk Oak which snap off in stiff winds, and their messy dropping of leaves, flowers and seeds, making parkway maintenance difficult. The Chinese Pistache is appropriate since it is a hardy shade tree that is extremely pest resistant and extremely adaptability to street environments in Southern California. They should be slowly introduced, and ultimately replace all Silk Oak species.



The removal of frontage roads could allow for improvements such as wider bike lanes and parks.

As a long-term goal, it is recommended that the frontage roads be closed over time as new development occurs. This would allow for a continuous landscape parkway in this historic portion of Magnolia Avenue and contribute to the visual continuity along the corridor. As described in Chapter 5, Circulation, the function that the frontage road serves to provide access to the residential properties without impacting the traffic flow along Magnolia Avenue will be provided through better site planning and consolidation of driveways to the properties. 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 link the bike path and provide additional green space along the corridor.

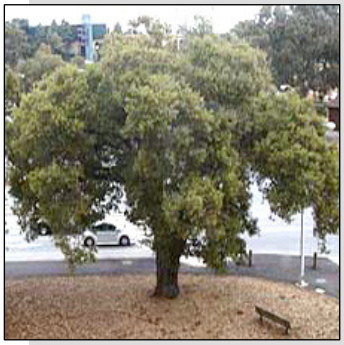
The recommendation for the median in this District is to retain the existing Southern Magnolia trees and slowly replace the California Pepper Trees with Southern Magnolias. Although the California Pepper trees are part of the original landscape design, they are slowly deteriorating and the City has significant concerns about maintaining them. Using Southern Magnolia as a replacement tree would help create consistency within the median planting in this District, as well generate continuity within the median throughout the corridor.

Southern Magnolia.

Magnolia Center District

The Magnolia Center District Streetscape is illustrated in Figure 6.5. The existing landscape in the Magnolia Center District consists of Coast Live Oak at the southwest end, with a transition to mixed species including Southern Magnolia, Queen Palm, and Chinese Flame Tree as one moves to the northeast. There is no median within this District. A small traffic island is present at the Magnolia/Central/Brockton intersection.

The proposed landscape palette for this District, consistent with the other Districts, is an alternating pattern of Palm and canopy tree along the sidewalk. The proposed palm is the Mexican Fan Palm, which would alternate with the existing Coast Live Oaks at the southwest end. Southern Magnolias would be introduced in an alternating pattern with the palms from Central Avenue to Jurupa Avenue. This would help strengthen the pattern of Magnolia plantings throughout the corridor. Daylily is the recommended landscape for the traffic island for overall corridor continuity.



Coast Live Oak.

Wood Streets District

The Wood Streets District Streetscape is illustrated in Figure 6.6. The existing landscape in the Wood Streets District is predominantly Coast Live Oak, with Eucalyptus species, Mexican Fan Palm, Camphor, and Incense Cedar trees found sporadically throughout the District. There is no median in this District.

The landscaping in this district is in good condition and communicates a cohesive identity for the neighborhood. The mature oak trees provide a dense canopy over the street, providing shade for pedestrians and bicycles. Therefore, the proposed landscape plan is to preserve the existing Oaks and infill with Coast Live Oak where the species is missing.

While there is no median present, there is an opportunity to continue the median concept that is found throughout most of the Magnolia corridor by utilizing the center turn lane. Because residences line the street, a landscape median would not be practical due to left turning traffic into the driveways. Therefore, the addition of stamped colored concrete within the turning lane at the center of the street is proposed to conceptually suggest "median", as well as contribute to the historic nature of the District. The stamped colored concrete pattern should appear like cobblestone, and be at the same level as the adjacent asphalt street pavement, allowing for left turns into driveways and approaches to the intersections.

A stamped concrete median would contribute to the historic identity of the Wood Streets District.

D. Street Furnishings

In addition to the landscape, the appearance of Magnolia Avenue can be improved and District identity reinforced with other distinctive streetscape elements, such as street furnishings, lighting and distinct paving. These elements will encourage pedestrian activity at appropriate nodes along the corridor, promote safety, and direct pedestrians, drivers and transit riders. Currently, street furniture and other pedestrian elements are limited along Magnolia Avenue, consisting of minimally enhanced crosswalk paving at just a few locations and bus stops with just a bench and trash receptacle.

A consistent Palette of street furniture would help unify Magnolia Avenue and contribute to the pedestrian environment.

In order to create and retain a unified sense of place along Magnolia Avenue, a consistent palette of street furnishings, including benches, trash receptacles, bike racks, and tree grates should be implemented. Pedestrian-scaled lighting is another key component that should be addressed, promoting safety and enhanced aesthetic, as well as creating district identity.

Benches should be placed wherever there is a high volume of pedestrian activity. This includes areas such as Arlington at Van Buren Boulevard. These benches will supplement the new furniture being introduced at the Bus Rapid Transit stops, and should compliment the selected style. Metal benches are preferred because they are more easily maintained than wood or concrete and are less susceptible to vandalism.

A complementary trash receptacle and bike rack should be selected and provided at the same locations. Additional trash receptacles can be placed where needed, generally at most intersections as well as mid-block in areas with high levels of pedestrian activity.

Another noted feature that will increase the safety and aesthetics of the corridor is lighting. Currently, there are vehicular scale high-mast poles that line the corridor that could be replaced with ones that are more decorative in nature. In addition, pedestrian-scaled lights should be provided along the corridor in areas of high pedestrian activity. They would supplement the vehicular-scaled lights to support nighttime pedestrian activity and, if varied from district to district, also provide for a unique district identity. For example, fluted concrete poles with an acorn globe could be used in the Woods Street District, while a larger, more contemporary double-headed fixture would be more appropriate for the regional scale of the Galleria District.

Other design elements worth considering include drinking fountains, tree grates, planters, flower pots, etc. All add to the aesthetic value of the streetscape and in some cases, provide

valuable amenity. It is important to consider the entire furniture palette when selecting each individual piece of furniture. This helps generate continuity, ease maintenance, and add to the overall aesthetic value.

Decorative vehicular and pedestrian-scaled lights.

E. Public Art

Another design element that can enhance the environment of the corridor is public art, which can take many forms and be introduced in many places. It can easily add value to a district, corridor, and community. It can speak to the history of a place, the story of an individual, or the identity of an object. For the Magnolia Corridor, there are great opportunities to introduce art within the public realm…to recall the days when citrus groves covered the area or tell the story of how Riverside got its name. One great opportunity exists at the freeway underpass in the La Sierra District, where enhanced lighting and public art at a scale that relates to automobile drivers should be considered. An example of successful public art in a similar environment is at the University Avenue underpass at the entrance to the University of California, Riverside.

Planters and pots in retail districts can contribute to an attractive streetscape environment.

Mural in the University Avenue freeway underpass.

Artist-designed intersection paving could enhance the identity of each District.

There is also an opportunity to enhance the identity of each District at prominent intersections by incorporating a paving "mural" in the intersections that relates to each district. The mural itself could be artist-designed, and should utilize the same materials in each district. Key intersections include La Sierra Avenue, Tyler Street, Van Buren Boulevard, Jackson Street, Arlington Avenue, and Jurupa Avenue.

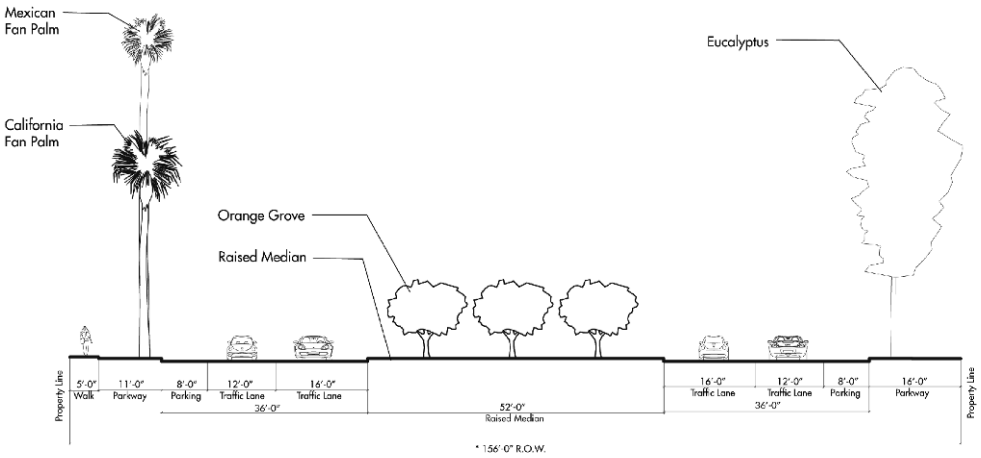
F. Utility Lines

Overhead utility lines currently extend through much of Magnolia particularly in the La Sierra District where overhead power lines are located in the median. Relocating overhead utility lines underground along Magnolia Avenue would contribute greatly to the desired effect of recreating an attractive, scenic parkway. Although the City has limited resources for this undertaking and it comes with significant cost, eliminating the overhead utility lines over the long term would significantly improve the appearance of Magnolia Avenue and further enhance the streetscape improvements proposed for the corridor. As noted earlier in the chapter, if the utility relocation does not occur, alternate tree species will need to be considered, with an emphasis on dwarf varieties that will not impact the overhead lines.

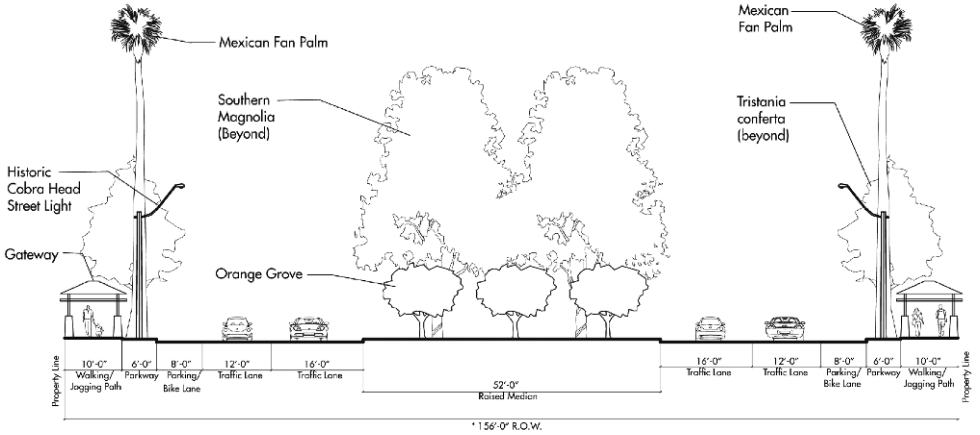
Figure 6.1A
LA SIERRA DISTRICT STREETSCAPE

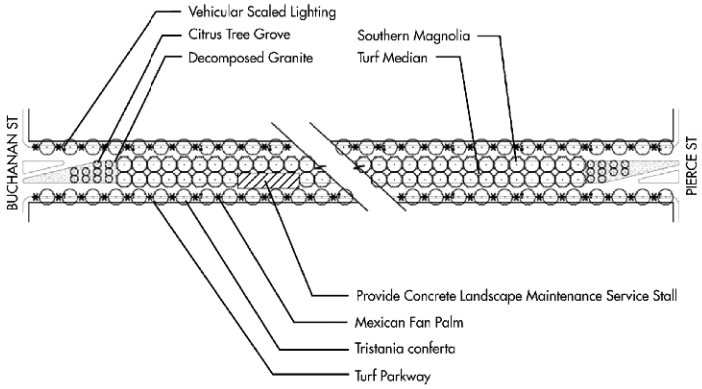
(Buchanan St. to Pierce St./SR-91 Fwy to Castle Oak Dr.)

Existing



Proposed





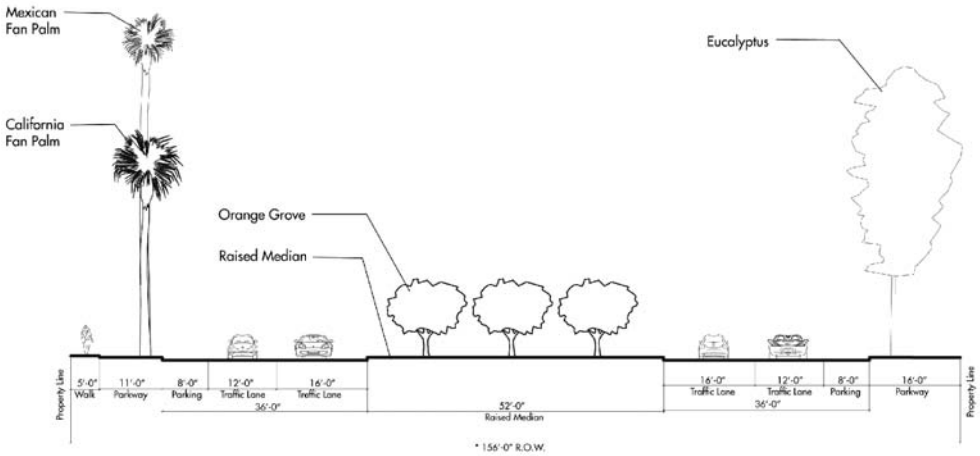
* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Magnolia Avenue Specific Plan

Figure 6.1B
LA SIERRA DISTRICT STREETSCAPE

(Castle Oak Dr. to Tyler St.)

Existing



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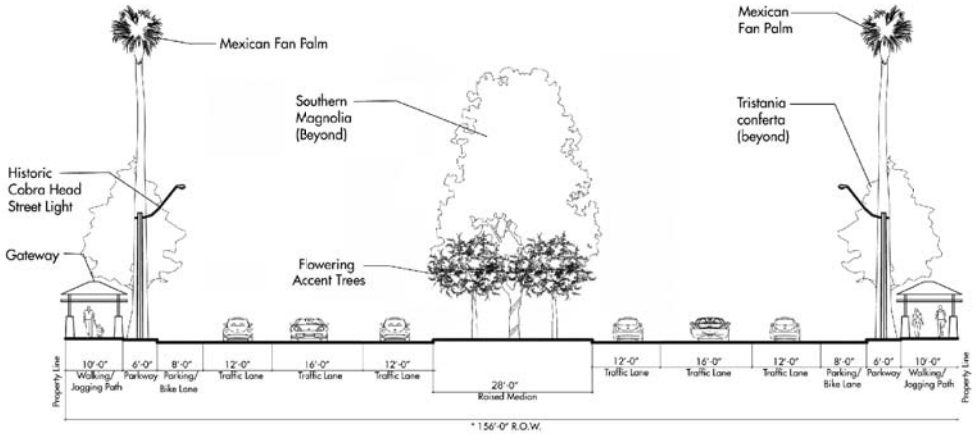
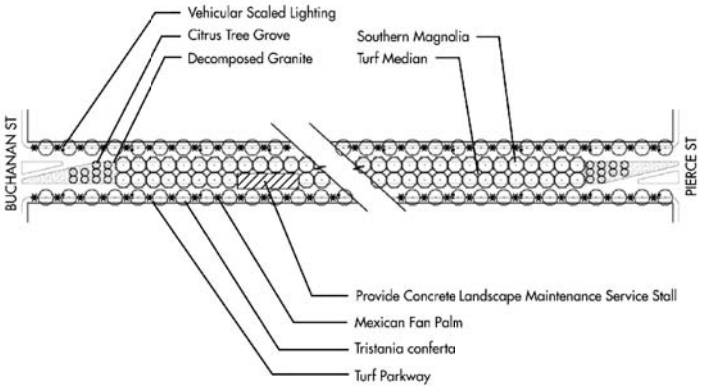


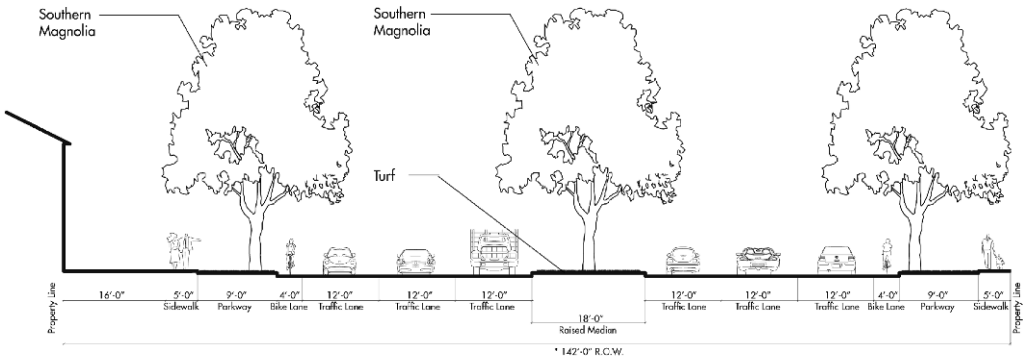


* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Figure 6.2
GALLERIA DISTRICT STREETSCAPE

(Dawes St. to Harrison St.)

Existing



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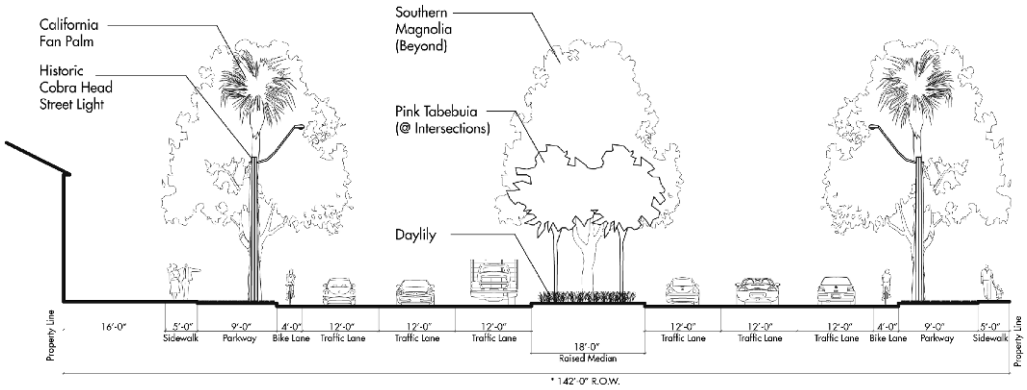
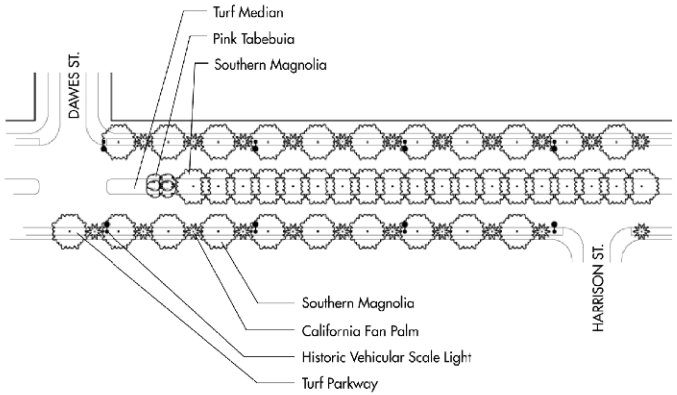




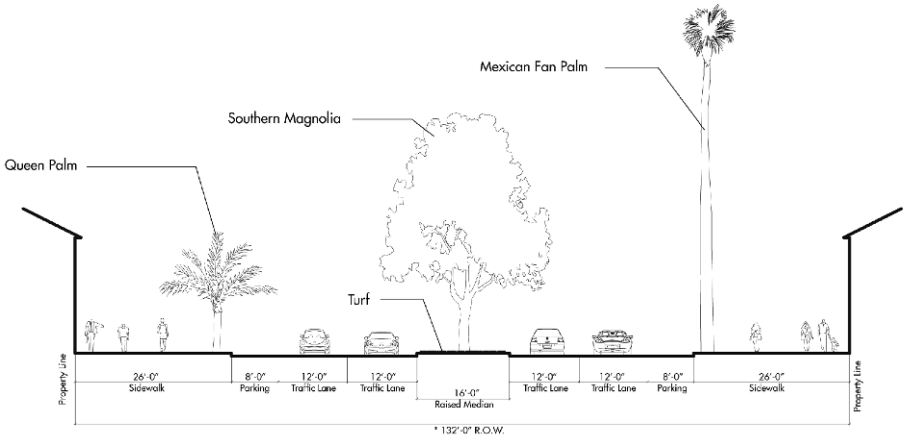
* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Magnolia Avenue Specific Plan

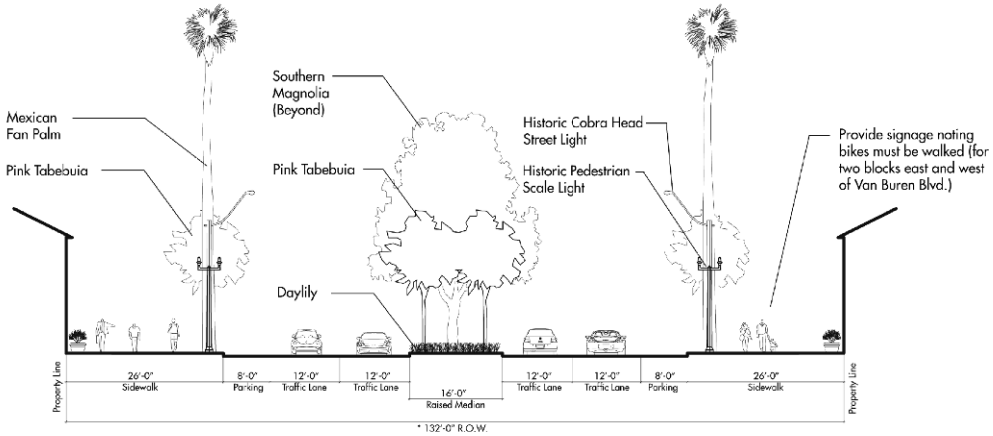
Figure 6.3
ARLINGTON DISTRICT STREETSCAPE

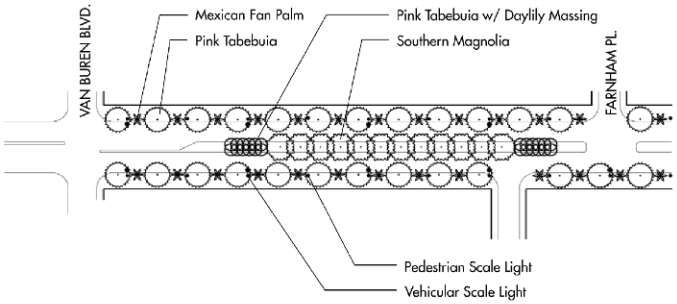
(Van Buren Blvd. to Farnhaml Pl.)

EXISTING



PROPOSED



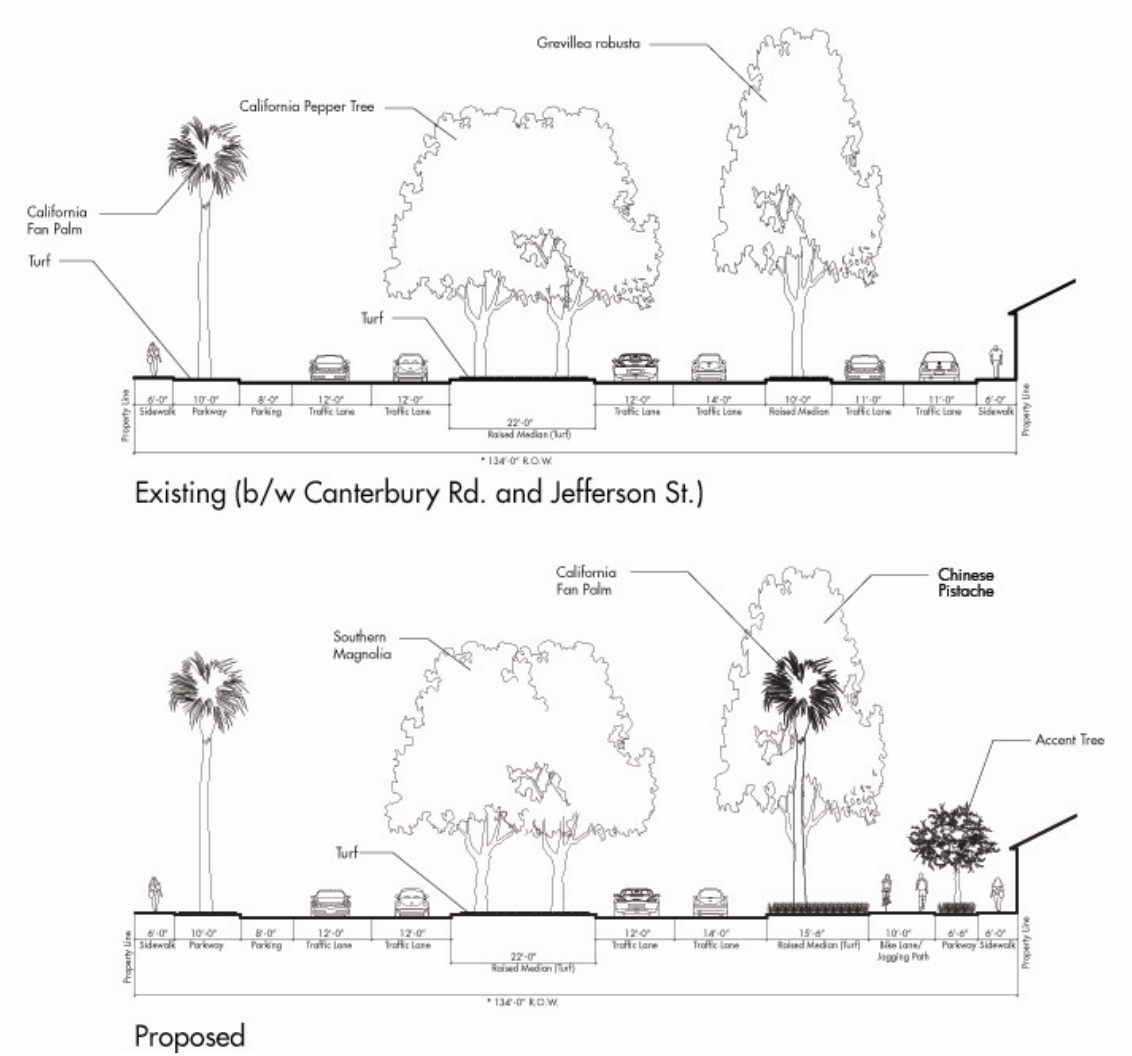


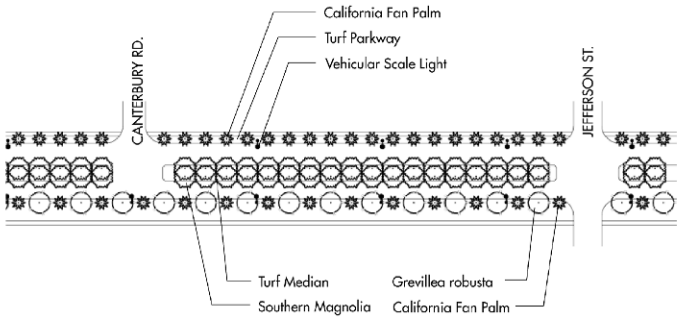
* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Magnolia Avenue Specific Plan

Figure 6.4
MAGNOLIA HERITAGE DISTRICT STREETSCAPE

(Canterbury Rd. to Jefferson St.)



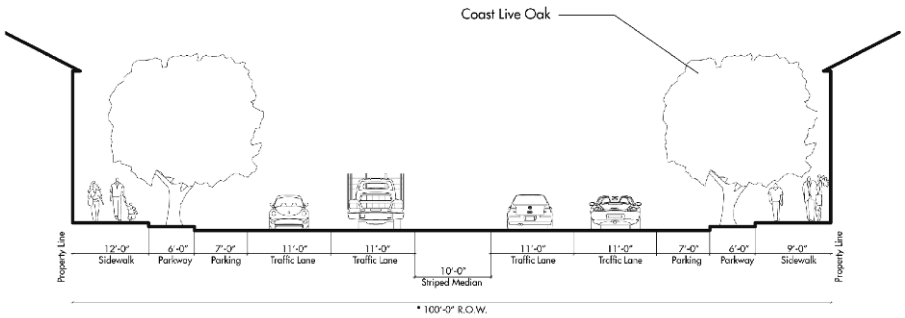


Magnolia Avenue Specific Plan

Figure 6.5
MAGNOLIA CENTER DISTRICT STREETSCAPE

(Luther St. to Nelson St.)

EXISTING



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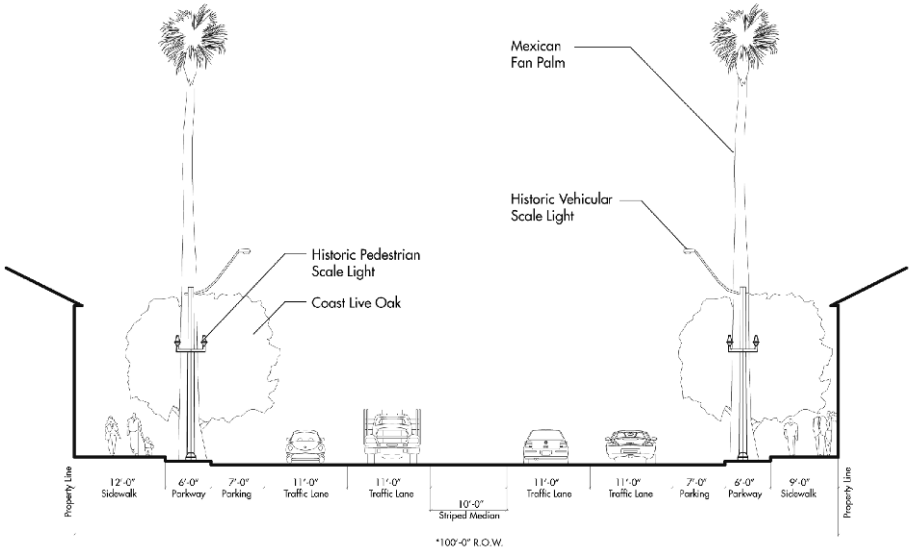
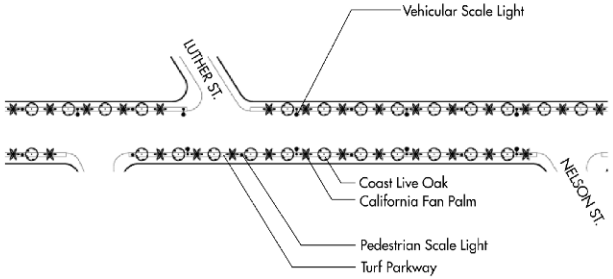




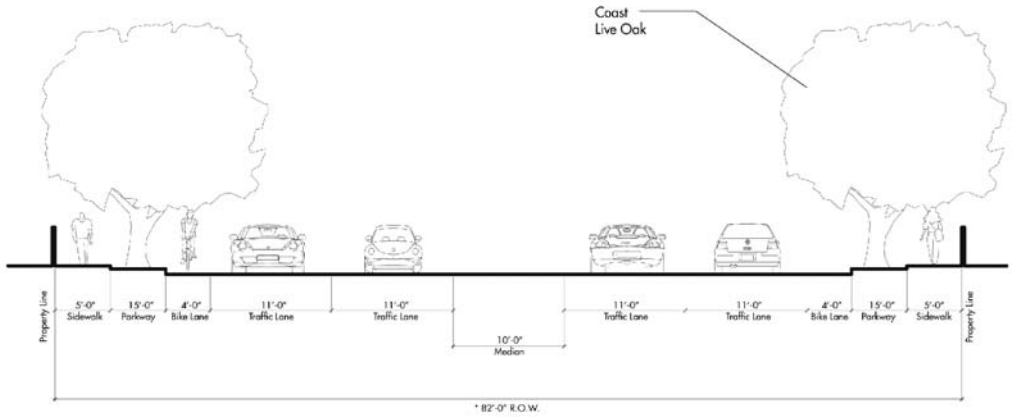
* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Magnolia Avenue Specific Plan

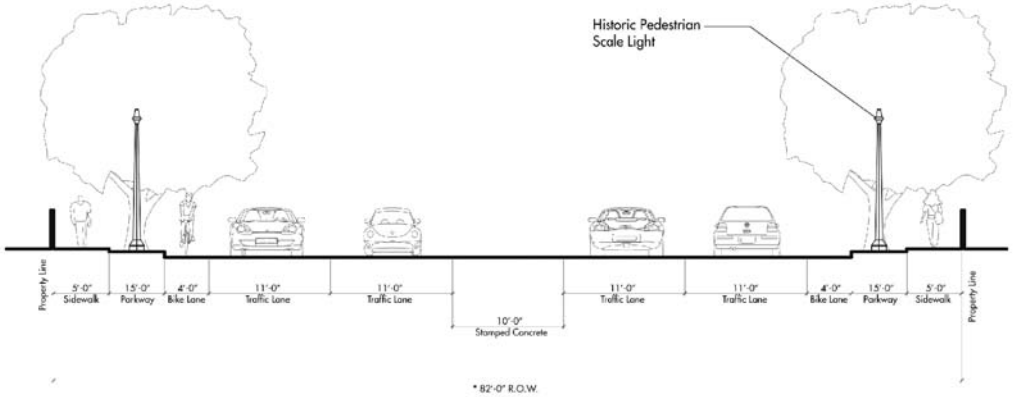
Figure 6.6
WOOD STREETS DISTRICT STREETSCAPE

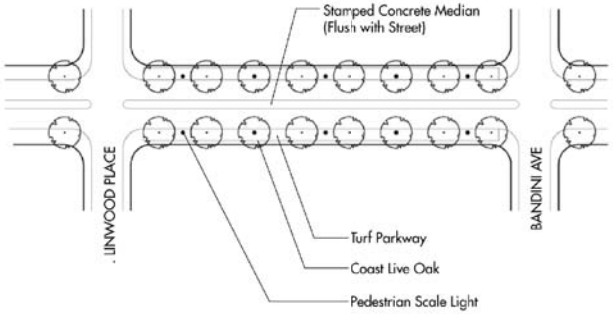
(Linwood Pl. to Bandini Ave.)

Existing



Proposed





* R.O.W. Information obtained from 1999 Magnolia/Market Corridor Study

Magnolia Avenue Specific Plan

CHAPTER 7
Implementation

A. How a Specific Plan Can Facilitate Private Economic Investment

A Specific Plan generally provides direction for future development and improvements for both the public and private sectors. The ultimate goal of such a planning effort is to attract desired private economic investment to a specific area. In this Specific Plan, Chapters 3 and 4 set forth a vision, policies and standards for private development, while Chapters 5 and 6 recommend various public improvements.

A city can facilitate private development by creating an environment conducive to development through the actions and policies of a Specific Plan. These include: creating zoning that is responsive to the market demand for various land uses; allowing increased density in appropriate areas; allowing parking reductions in higher density areas with transit and shared parking opportunities; streamlining the entitlements process for desired project types; providing area-wide public improvements, such as parking, infrastructure, landscaping, street furniture, etc.; marketing the area with a new or enhanced identity; and providing code enforcement to improve the visual appeal of the area. This Specific Plan accomplishes all of these items through adoption of the Plan itself, as well as through future implementation of the Plan by various City departments.

In addition to the above actions and policies, a city can also provide direct or indirect financial assistance to area businesses, property owners, and key development projects. This could include initiatives such as: waiving or reducing various local fees and taxes; assembling development sites; providing loans and/or grants for various business and property improvement purposes such as building facade improvements; and investing in site- or project-specific infrastructure.

B. Land Use Potential and Mixed Use Designated Areas

The Magnolia Avenue Specific Plan acts as an overlay zone to the base zoning established in the Riverside Zoning Code and Zoning Map. A significant portion of the plan area relies on the base zoning to bring about the desired changes without suggesting a change or modification to the zoning. This is due to the fact that the City has recently prepared the General Plan 2025, which includes an updated Zoning Code and Zoning Map, in which new land use designations based on current market studies and projections were established. The key demographic trends and market factors for the major land uses are summarized in Appendix 1. This Study was prepared in 2003 as part of the planning process for this Specific Plan.

The importance of land use changes in this Plan lie in the areas that have been designated Mixed Use in General Plan 2025, but have not yet been rezoned to Mixed Use on the Zoning Map. These areas, due to their location, urban quality, redevelopment potential, and proximity to transit, offer a prime opportunity for higher density residential and mixed use projects that will be required for financially viable development. By adopting the Mixed Use Zoning recommended in this Plan, a greater variety and mixture of land uses and structures will be permitted than what is allowed by the current base zoning, including a higher density for residential projects. Implementing catalytic projects at opportunity sites will help to "kick start" revitalization along deteriorating portions of the corridor.

In addition to the land use changes, a significant focus of Plan implementation should focus on streetscape improvements, particularly landscaping, and urban amenities in the public realm. This can be accomplished through both City-financed improvement projects and developer dedications and improvements per the recommendations of Chapter 6 (Streetscape Improvements) of this Plan. Also, a major direction of the Plan should be on revitalization of existing development, including adaptive reuse of existing structures. The flexibility in site planning offered by the Mixed Use Zones will help accomplish this goal.

C. Recommended Implementation Strategies

The following is a list of strategies that the City can initiate to implement the objectives and recommendations presented in the Magnolia Avenue Specific Plan. Section E of this Chapter identifies a general phasing approach for the key strategies.

- **Implement Mixed Use Zoning** – Implement mixed use zoning in the areas designated Mixed Use in General Plan 2025 to provide clear direction and regulations for new development. To incentivize mixed use development, it is recommended that the City initiate the required zone changes, per Article V of the Municipal Code, to the appropriate Mixed Use Zone (consistent with the General Plan), concurrent with the applicant's submittal for Site Plan Review.

- **Prepare a Streetscape Plan** – Prepare a Streetscape Plan for Magnolia Avenue based on the landscape concept in Chapter 6. The Streetscape Plan should identify exact street tree locations, establish minimum tree sizes, and set forth a plan for removal/relocation of existing trees that are not part of the landscape concept. The Streetscape Plan should also address vehicular and pedestrian-scaled lighting, street furniture, sidewalks and intersection improvements.

A Streetscape Plan is necessary in order to provide information to developers of large projects about where and how to install public improvements along their property frontage. It is also important for the City to begin implementing public improvements along Magnolia Avenue where the private sector is not expected to make the improvements. A Streetscape Plan is crucial component of Specific Plan implementation in order to view Magnolia Avenue as a cohesive, unified corridor.

The recommended improvements of the Streetscape Plan should be included in the City's Capital Improvement Program (CIP).

- **Assist in Land Assembly** – Assist private developers in land assembly and lot consolidation. Often development in a largely built-out Specific Plan area is facilitated by land assembly efforts of the public sector, where a city purchases small parcels of land and assembles them into market-ready development sites that are resold to private developers. The Magnolia Avenue Specific Plan area runs through three City of Riverside Redevelopment Project Areas: La Sierra/Arlanza, Arlington and Magnolia Center.

- **Increase Joint Planning Efforts with the Riverside Transit Agency (RTA)** – Increase joint planning efforts between the City and the RTA to ensure that Bus Rapid Transit (BRT) is implemented along Magnolia Avenue and to coordinate the location of BRT stations with supporting transit-oriented development projects and major pedestrian nodes. Keep RTA informed of new projects submittals in the Specific Plan area and allow for RTA review of larger projects for transit-friendly design elements early in the development process.

- **Incentivize Development** – Incentivize the development directions of Specific Plan. The City can create incentives for development of the corridor through public subsidies, public loans, the expediting of the City review processes or improving publicly-owned properties.

- **Consider Parking Districts** – Consider Parking Districts at appropriate locations along the corridor (La Sierra District, Arlington Village and Magnolia Center) to address future parking needs and encourage development in the Specific Plan area. There are a variety of ways to establish and implement Parking Districts, however, the process generally follows these steps:
  - Hire a traffic consultant who specializes in parking studies and parking management.

- Work with businesses, property owners and developers to define and target potential sites for parking areas.
- Purchase sites as they become available, and according to the priorities established with businesses, property owners and developers.
- Determine the amount for in-lieu fees based on land costs and estimated program costs. This differs considerably between communities depending on location, market value of land, and varying programs and facilities (i.e., surface parking or structured parking).
- Parallel to the above steps, work with City Attorney to set up the legal procedures for in-lieu fees.

- **Maintain Arlington Business Improvement District (BID) and Consider Additional BIDs** – Maintain the Arlington BID to continue improvements and maintenance in Arlington Village, and consider the establishment of BIDs in other areas of the Specific Plan, such as Magnolia Center.

D. Financing Mechanisms

In order to implement the Magnolia Avenue Specific Plan, a combination of public and private financing mechanisms will need to be used to fund the improvements identified in the plan – both public improvements as well as site development. This section identifies potential financing options, many of which are already being used, that are available to the City, its Development Department, and business and property owners to implement proposed improvements.

Capital Improvement Program
The Capital Improvement Program (CIP) is the City's multi-year planning instrument used to facilitate the timing and financing of capital improvements. The CIP identifies the funds available for capital improvement projects and the priority use of these funds, but does not have its own funding source. Planned infrastructure improvements along the Magnolia Avenue Corridor could be added to the City's CIP listing with funds available to the City from multiple sources.

Redevelopment/Tax Increment Financing
The Magnolia Avenue Specific Plan area runs through three City of Riverside Redevelopment Project Areas: La Sierra/Arlanza, Arlington and Magnolia Center. Tax increment revenues generated in these Project Areas could be used toward construction of public improvements such as infrastructure and parking; land assembly and disposition; direct property acquisition; payment of permits and fees; and rehabilitation loans and grants.

Community Development Block Grants (CDBG)
Community Development Block Grants are annual grants provided to cities and counties from the U.S. Department of Housing and Urban Development (HUD) for use towards economic development, public facilities, and housing rehabilitation. Communities receiving CDBG funds are eligible to apply for Section 108 loans to fund large development projects. The loans are repaid through a community's future CDBG funding. Loans may be used for property acquisition, rehabilitation of publicly owned real property, related relocation, demolition and site work, financing costs, and housing rehabilitation. Using this mechanism, the City could raise some of the improvement funds for the Specific Plan area on a one-time basis for economic development purposes.

Transportation Funding Sources
There are a variety of county, state and federal funding sources potentially available for transportation infrastructure. Measure A, passed by Riverside County voters in 1988, raised the County sales tax one-half cent for transportation projects that include carpool lane construction, Metrolink commuter rail service, improvements to intersections and congested roads, and specialized transportation services. The State Transportation Improvement Program (STIP)/Regional Improvement Program (RIP) provides funding toward the improvement of transportation systems including state highways, local roads, public transit, pedestrian and bicycle facilities, and intermodal facilities. Federal transportation funds, available through the Transportation Equity Act for the 21st Century (TEA-21), provides an annual allocation of Federal funds for highways and surface transportation, mass transit, and highway safety. Programs funded under TEA-21 include a transit enhancement program to improve the quality of life in or around transportation facilities. Transit enhancement activities include landscaping and scenic beautification, historic preservation, acquisition of scenic easement and scenic or historic sites, provision of pedestrian and bike facilities, and control and removal of outdoor advertising. Although it is recognized that transportation funding is extremely competitive and available funds are limited, the adoption of a Specific Plan with a strong transit component can improve the City's ability to obtain funding.

Business Improvement Districts
A Business Improvement District (BID) is a defined geographical area in which business owners and/or property owners agree to assess themselves annual fees as a means of funding activities and programs intended to enhance the business environment. The fees can be applied toward a wide range of activities including, but not limited to, marketing and promotion, security, streetscape improvements and

maintenance, parking improvements, public art, and special events. Once established, the annual BID fees are mandatory for businesses/properties located within the BID boundary. By pooling resources and coordinating efforts, the business community can invest in mutually beneficial improvements that they could not afford or manage individually.

The Arlington Business Improvement District, a business-based BID, was formed in 2002 to improve and enhance the Arlington business environment. Assessments and charges are being used for general business promotions, business activities, promotion of events, advertising to promote area businesses, landscaping, clean-up activities, and physical improvements.

Special Assessment Districts

Special Assessment Districts are used to fund capital facilities such as roads, water, sewer, and flood control, as well as streetscape improvements, landscape and other use-related improvements within a defined district. This could be especially beneficial along Magnolia Avenue where significant long-term landscape improvements are proposed. Special Assessment Districts are created to shift the financing of infrastructure from all taxpayers to only those who benefit specifically from the improvement. Typically, property owners petition a city to form a district to finance large-scale infrastructure improvements. Special Assessment Districts require assessments on property owners in proportion to benefit received.

Parking Districts/In Lieu Fee Program

Parking Districts provide funding for the acquisition, improvement, and operation of shared parking facilities. Funds are collected through an assessment on properties located within the district that will benefit from the parking. Parking Districts can be very effective tools to help create more parking and efficient use of existing parking spaces. Formation of one or more Parking Districts at key nodes along the corridor will allow owners of smaller buildings to avoid providing their own on-site parking and ensure that parking in the area is managed and operated in an efficient manner. Shared parking arrangements help to maximize the use of parking resources, both public and private, in the near-term and future.

City/Agency assistance toward the cost of parking provides an important incentive to new business (retail, restaurant) development. In other words, this removes the financial burden of parking from the developers or operators of retail/restaurant space, making their investments more

competitive. The City/Agency investment in parking can be somewhat offset by user fees.

Payment of in-lieu parking fees by private developers can also contribute toward the provision of public parking. Developers can be relieved of their on-site parking obligations through payment of a parking in-lieu fee. On this basis, then, the City/Agency would have in place a mechanism to recapture some portion of its investment in parking.

Private Property Owners/Developer Exactions
Many cities require that private developers contribute funds toward, or directly install, selected public improvements such as circulation and streetscape improvements. This option may be appropriate for certain types and scale of development along Magnolia Avenue, particularly where the private development will directly benefit from the proposed public improvements.

Historic Investment Tax Credits
There are several historic buildings along Magnolia Avenue in the project area. Federal investment tax credits for historic rehabilitation are available to all income-producing properties that are listed in, or eligible for listing in, the National Register of historic places either individually or as a contributor to a district. A project can qualify to recover 20% of its rehabilitation costs. Buildings that are not listed in, or eligible for, the National Register, but were put in use prior to 1936 can qualify for a tax deduction, which is 10% of the rehabilitation costs.

In addition to the programs listed above, the following financing mechanisms are potentially available to assist private developers with affordable and mixed-income housing developments:

Redevelopment Housing Set-aside
California Redevelopment Law requires that 20% of a redevelopment agency's annual tax increment be "set aside" for the purpose of increasing, improving, and preserving affordable housing. Housing set-aside funds, which benefit persons and families at or below 120% of the County of Riverside median income, are placed in a separate low- and moderate-income housing fund and may be used toward site acquisition; rehabilitation; new construction; site improvement costs directly related to an affordable housing project; payment of principal and interest on bonds used to fund an affordable housing project; direct assistance to qualified buyers of affordable housing.

Low Income Housing Tax Credits

Available to developers of affordable rental housing, the Low Income Housing Tax Credit (LIHTC) program allows developers of affordable housing projects to receive a tax credit against an investor's income tax liability. At least 20% of a project's units must be occupied by and affordable to households with incomes at 50% of Area Median Income (AMI); or at least 40% of the project's units must be occupied by households at 60% of AMI.

Tax-Exempt Multi-Family Housing Bonds
Tax-exempt multi-family housing bonds provide below-market financing for affordable rental projects. The bonds are allocated by the California Debt Limit Allocation Committee (CDLAC). For interest on bonds to be tax-exempt, the bonds must be issued by a city, county, housing authority, or redevelopment agency. Proceeds from the sale of the bonds can be used for new construction and permanent financing as well as the purchase and rehabilitation of an existing property.

Home Investment Partnership Program
The Home Investment Partnership Program (HOME) provides Federal funding to state and local jurisdictions for the purpose of expanding the supply of affordable housing for very low and low-income households and building the capacity of local non-profit developers and state and local governments. Jurisdictions receiving HOME funds are required to provide matching state, local, or private funds at a ratio of one dollar for every four HOME dollars expended. HOME funds can be used toward tenant-based rental assistance, relocation costs for persons displaced by HOME activities, rehabilitation of existing properties, the new construction of rental or for sale housing, and financing assistance for first-time homebuyers. HOME funds are allocated based on a formula reflecting a jurisdiction's housing need. Participating jurisdictions must set aside 15% of their allocations for housing owned, developed, or sponsored by Community Housing Development Organizations (CHDOs).

E. General Phasing Strategy

The purpose of the phasing strategy is to describe the general approach to achieving the most revitalization of Magnolia Avenue in the least amount of time. The phasing strategy for revitalization requires a public/private partnership with coordinated investments.

Step 1: Implement Mixed Use Zoning
Begin working with developers to implement mixed use zoning on catalytic sites.

Step 2: Prepare a Streetscape Plan

Prepare a Streetscape Plan for the entire corridor, as described in Section C. The Streetscape Plan should recommend cohesive, unified improvements for the streetscape based on the recommendations in Chapter 6 of this Specific Plan.

Step 3: Obtain Funding
Apply for available outside funding sources and/or utilize available City funding for all, or portions of, the Streetscape Plan. Applicable outside funding sources include County or State open space funds, gas tax funds, grants, etc.

Step 4: Create Marketing Materials/Target Developers
Create developer recruitment materials, such as brochures, presentation materials, for the corridor as a whole or for selected areas along the corridor. Conduct a targeted solicitation of desired developers based on research of past projects and types of development, consistent with the permitted uses and design standards of the Specific Plan.

Steps 1-4 should be conducted simultaneously to reduce the overall time for achieving results.

Step 5: Recruit Developers and Tenants
Enter into a developer recruitment process. This should be a coordinated effort by the City and its Redevelopment Agency to recruit the selected developers identified in Step 4. The City can also take an active role in identifying and recruiting desirable tenants. This should be closely coordinated with the developer recruitment.

Step 6: Schedule Implementation
Five-year implementation plans should be prepared that consider the timing of public improvements and public/private partnerships in order to maximize effectiveness.

Step 7: Revisit and Revise the Specific Plan
The Magnolia Avenue Specific Plan should be periodically revisited to ensure that new development and improvements are meeting the overall goals of the Corridor. If certain recommendations are not having the anticipated effects required along the Corridor, they should be modified as necessary.

APPENDIX 1

Demographic and Market Conditions for Magnolia Avenue

In 2003, as part of the General Plan 2025 process, Keyser Marston Associates (KMA) prepared an overview of demographic and market conditions for Magnolia Avenue to help determine land use designations for the corridor. KMA prepared demographic analyses for three- and five-mile radii around the two major retail nodes along the Magnolia/Market Corridor, Galleria at Tyler and Riverside Plaza. The demographic analyses provide insight on key factors affecting land uses, particularly retail uses, within the trade areas. The key findings of the demographic analysis and market factors for major land uses are summarized below.

Key Demographic Trends

- The Inland Empire (Riverside and San Bernardino counties) is the fastest growing region in the State of California. Population in this region increased approximately 26% from 1990 to 2000, as compared with the State benchmark of 14% over the same time span.

- Employment growth in the Inland Empire was robust between 1990 and 2000, adding an estimated 276,000 jobs according to the California Employment Development Department (EDD). The largest gains were achieved in the employment sectors of Services; Wholesale Trade; Transportation, Communication, and Utilities; Manufacturing; and Construction. Over 188,000 new jobs were forecasted for the region between 2000 and 2005.

- Riverside County's population has burgeoned since 1990. According to Claritas, Inc., the County's 2003 population is 1.7 million, representing a robust increase of 43%.

- Current estimates indicate that the five-mile trade area surrounding Galleria at Tyler is populated by approximately 220,000 residents and 67,000 households, as compared with the five-mile trade area population of 252,000 residents and 79,000 households surrounding Riverside Plaza.

- Median household incomes in the three- and five-mile trade areas surrounding both the Galleria at Tyler and Riverside Plaza are roughly commensurate with the medians for the City and County. The strongest measure of household income, $49,000 is found in Galleria's five-mile trade area as compared to $45,000 and $47,000 for the City and County, respectively.

Retail Market Factors

- Approximately 19 million square feet of retail development is scheduled for completion in the Inland Empire within the next two years.

- Many existing retail projects in the Inland Empire consist of large-format retailers and grocery- and drug store-anchored centers. The vast majority of new retail centers being developed/planned today are targeting the shopping preferences of the upscale residents arriving with the Inland Empire housing boom.

- Demand is increasing for open-air retail centers offering fashion, lifestyle, and entertainment retailers.

- Riverside is anchored by two large malls, Riverside Plaza, located in the Magnolia Center District, and Galleria at Tyler, located in the Galleria District.

- Galleria at Tyler has expanded its existing mall to include a 16-screen cinema and several national lifestyle retailers.

- Large- to medium-format and specialty retailers (e.g., Pier One Imports, Lamps Plus, Bed Bath and Beyond, Sport Chalet) are located adjacent to Galleria at Tyler. These retailers tend to locate in affluent neighborhoods.

- Galleria at Tyler's primary retail competition in the Inland Empire includes Victoria Gardens in Rancho Cucamonga, Promenade at Temecula, Ontario Mills and Moreno Valley Mall.

- The most recent new developments directly along the Magnolia Avenue corridor include (in addition to Riverside Plaza):
  - Lowe's Home Improvement Center located at the 9800 block of Magnolia
  - Sav-On located at Magnolia and Adams (stand-alone)
  - Walgreens located at Magnolia and Central (stand-alone)
  - Staples located at Magnolia and Merrill

- With the exception of Galleria at Tyler, the majority of retail located along Magnolia Avenue consists of strip retail and street retail in older/former central business districts.

Office Market Factors

- New office space development in the Inland Empire is attributable to strong transportation infrastructure, vast amounts of available land for future growth and new buildings with lower asking rental rates than surrounding Southern California markets.

- Downtown Riverside offers numerous amenities to office users, although it finds itself competing against the less expensive suburban-style office buildings in surrounding communities.

- Class A[1] office space is mainly located in Downtown. These office buildings are amongst the highest rents in the Inland Empire.

- The bulk of the Riverside's office inventory is comprised of Class B and C[1] buildings. In terms of office properties, 97% of the inventory falls within these classifications. In terms of total inventory square footage, 86% of the inventory is in Class B and C buildings.

- Approximately 10% of the City's office properties, 753,000 square feet of space, are situated along Magnolia Avenue.

- The majority of the Magnolia Avenue office properties consist of one- or two-story buildings built during the 1980s. Roughly 60% of the Magnolia Avenue office buildings contain less than 10,000 square feet of space.

- Brockton Avenue within Magnolia Center is a unique mixed-use district including older Class B and C office properties. This area is comprised of one- to two-story, local- serving tenants, e.g. architects, dentists, law offices.

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[1] *Class A office space can be characterized as buildings that have excellent location and access, attract high quality tenants, and are managed professionally. Building materials are high quality and rents are competitive with other new buildings. Class B buildings have good locations, management, and construction, and tenant standards are high. Buildings should have very little functional obsolescence and deterioration. Class C buildings are typically 15 to 25 years old but are maintaining steady occupancy. Tenants filter from Class B to Class A and from Class C to Class B. In a normal market, Class A rents are higher than Class B which are above Class C. This makes sense because Class A buildings offer higher quality to the tenants and cost more to provide. (Source: Urban Land Institute).*

Industrial Market Factors

- The Inland Empire has exhibited strong population and housing growth that has affected demand for all major land uses, especially employment. The Inland Empire continues to build on its strong economy and to develop its highly skilled labor force. The unemployment rate in the area continues to fall below national and statewide benchmarks.

- The Inland Empire is the second largest industrial market in Southern California following Los Angeles. The City of Riverside has the second largest space inventory in the market area known as East Valley - comprised of the cities of Colton, Corona, Rialto, Redlands, Riverside, Moreno Valley and San Bernardino. Corona, which borders Riverside to the west, has the largest inventory.

- The industrial land supply in Riverside is dwindling. Rough estimates indicate that fewer than 600 acres remain for development throughout the City. Very few large sites remain.

- Riverside operates its own power utility, providing an attractive incentive to potential tenants. On average, Riverside businesses can reduce power costs by 40%, as compared with Southern California Edison users.

- Though various industrial uses are scattered throughout Riverside, the City's three main industrial nodes are: (1) in the area surrounding Riverside Municipal Airport; (2) in Sycamore Canyon Business Park; and (3) in the 856-acre Riverside Regional Technology Park, which is known as Hunter Business Park. Hunter Business Park includes the 39-acre University Research Park, a business park focused on attraction of high-tech firms engaged in research and development of new products. The City estimates that the airport area has approximately 120 acres remaining for development on multiple sites under separate ownerships and Hunter Business Park has approximately 500 total remaining acres.

- Existing industrial/business park uses along the corridor provides an opportunity to expand and market the La Sierra District. This area has strong potential to achieve higher lease rates than other industrial areas of Riverside, given its westernmost location, freeway access, and proximity to Corona.

- Development of the planned 70-acre industrial park on property owned by La Sierra University could improve the district's identity as an employment center and stimulate opportunities to develop industrial uses on vacant sites within

the district as well as opportunities to redevelop existing industrial properties.

Residential Market Factors

- The Inland Empire housing market ranks as the 11th fastest growing nationally.

- The Inland Empire continued to dominate the California housing market during the first half of 2003, with one in four new homes statewide built in Riverside and San Bernardino counties according to the Construction Industry Research Board.

- Actively selling detached homes in the City of Riverside average from $372,000 to $435,000. On a per square foot basis, the homes ranged from $121 to $141 per square foot. The average size home ranges from 2,700 to 3,500 square feet.

- There are no new residential developments directly along the corridor. The most recent large-scale residential home product closest to the Magnolia corridor is located north of the La Sierra District on land formerly owned by La Sierra University.

- The La Sierra University Specific Plan estimates the area will yield 1,769 units at build-out. Of the total number of units, 382 units are proposed to be of multi-family residential product. This new housing development is also known as Riverwalk.

- The Riverwalk master plan currently has six developments that are actively selling homes. Homes in these developments range in price from $276,000 to $575,000, or $121 to $173 per square foot.

- Mission Village, a new small-lot single-family detached home development, is located in Downtown Riverside at First and Market Streets. The project has finished construction and is currently marketing the units for sale. The two- and three-bedroom homes range in size from approximately 1,400 to 1,800 square feet. Sales prices for the homes begin the low $200,000s.
- Fairfield Residential recently broke ground on a large-scale apartment complex. Located on a 14-acre site at the southwest corner of Highway 91 and Van Buren Boulevard, the Fairfield project will contain 256 units, for an average density of 18 units per acre. The Fairfield project averages monthly rents of $1,240, or $1.35 per square foot. The development will offer upper-end amenities, including some detached garages.

- According to rental data provided by Homestore.com and ForRent.com, average monthly rents in the City of Riverside range by type of unit, for example one-bedroom units, $796 or $1.12 per square foot, two-bedroom units, $962 or $1.02 per square foot, and three-bedroom units, $1,240 or $0.99 per square foot. The average complex was built in 1985.

- Of the 33 surveyed apartment complexes in the City of Riverside, 11 complexes were located along the Magnolia corridor.

- The average monthly rental rates of surveyed apartment complexes along the Magnolia corridor also range by unit type, for instance one-bedroom units are $752 or $0.99 per square foot, two- bedroom units, $870 or $0.92 per square foot, and three-bedroom units, $960 or $0.79 per square foot. The rents along the corridor are lower than that of the City and have an average year built of 1979.

- Opportunities along the corridor are present for in-fill residential with product types such as small-lot single-family homes and apartments/lofts.