<table>
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<tr>
<th>ITEM</th>
<th>RECOMMENDED PROGRAMS AND ACTIVITIES</th>
<th>ACTION STEPS</th>
<th>RESPONSIBLE PARTY</th>
<th>POTENTIAL FUNDING SOURCES</th>
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<tbody>
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<td><strong>A</strong></td>
<td><strong>Maximize utilization of available public and private parking supply</strong> &lt;br&gt; (Improve the availability of daytime parking for shoppers, workers, and visitors and facilitate parking supply for night-time retail/entertainment patrons)</td>
<td>• Initiate a downtown parking management plan.  &lt;br&gt; • Work with office building owners and parking operators to identify opportunities for shared parking arrangements.  &lt;br&gt; • Establish a parking district.</td>
<td>Redevelopment Agency  &lt;br&gt; City of Riverside  &lt;br&gt; Parking operators</td>
<td>Tax increment  &lt;br&gt; CDBG funds/Section 108 loans  &lt;br&gt; User fees  &lt;br&gt; Parking district in-lieu fees</td>
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<td><strong>B</strong></td>
<td><strong>Increase governmental office use in Downtown</strong> &lt;br&gt; (Expand and reinforce Downtown as a government office node)</td>
<td>• Complete study regarding development of California Tower II.  &lt;br&gt; • Identify any city, county, state or federal government agencies requiring expansion space and identify demand.  &lt;br&gt; • Identify preferred locations and formats for government agency office expansions.  &lt;br&gt; • Identify future needs and possible sites for Civic Center.</td>
<td>Redevelopment Agency  &lt;br&gt; City of Riverside  &lt;br&gt; Property owners  &lt;br&gt; Private developers</td>
<td>Tax increment  &lt;br&gt; CDBG funds/Section 108 loans</td>
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<td><strong>C</strong></td>
<td><strong>Enhance the Downtown experience by improving security, signage/wayfinding, lighting, and gateways into Downtown</strong> &lt;br&gt; (Create a clean and safe 24-hour environment for workers, local residents, conventioneers, and visitors)</td>
<td>• Expand the existing Host Program in Downtown.  &lt;br&gt; • Expand Neighborhood Watch programs in Downtown.  &lt;br&gt; • Prioritize, design, and implement needed programs such as lighting and streetscape improvements.  &lt;br&gt; • Evaluate expansion of existing BID and/or consider creation of a property-based Business Improvement District to overlay the existing BID and manage a “clean and safe” program.</td>
<td>Redevelopment Agency  &lt;br&gt; City of Riverside  &lt;br&gt; Downtown Partnership  &lt;br&gt; Local business and property owners</td>
<td>Business Improvement District fees  &lt;br&gt; Tax increment  &lt;br&gt; Parking Districts/ Landscape District funds</td>
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| D    | Identify City- or Agency-owned property as potential site of catalyst mixed-use project  (Fast-track redevelopment by maximizing City/Agency land resources) | • Prioritize development sites and uses.  
• Undertake market studies if needed.  
• Issue development solicitation(s):  
• Encourage residential-over-retail development to create residential opportunities and expand retail/restaurant patronage. | Redevelopment Agency  
City of Riverside | Tax increment  
Housing set-aside funds  
Tax-exempt bond financing  
HOME funds |
| E    | Promote arts and cultural special events  
(Capitalize on Riverside’s history and cultural diversity to create themed special events and attract Inland Empire residents and tourists to Downtown) | • Implement the Arts, Culture & Entertainment Element of the Downtown Specific Plan.  
• Continue City support for local arts organizations.  
• Monitor progress of Mission Inn Avenue underpass and consider University Avenue underpass as an “arts connections” linking Downtown to the Marketplace and UCR. | Redevelopment Agency  
City of Riverside  
Downtown Partnership  
Chamber of Commerce  
Local civic organizations | Business Improvement District fees  
Sponsorships  
Event revenues  
City contributions |
| F    | Encourage tenant recruitment activities for retail and restaurant tenants, as well as retention of existing desirable tenants  
(Attract unique lifestyle retailers and sit-down dining establishments to broaden the appeal of Downtown to diverse market segments) | • Prioritize recruitment targets.  
• Inventory available sites/buildings.  
• Engage broker/recruitment specialists. | Chamber of Commerce  
Downtown Partnership  
Redevelopment Agency | Business Improvement District fees  
CDBG funds  
Tax increment |
| G    | Create opportunities for in-fill residential development in a mixed-use format  
(Focus on residential-over-retail development to create housing opportunities in an urban setting and develop critical mass to support retail uses) | • Prioritize development sites.  
• Conduct market analysis to determine support for range of housing developments.  
• Assist with the assembly of sites.  
• Inventory existing structures for potential adaptive reuse for residential development. | Redevelopment Agency  
Private developers | Tax increment  
Housing set-aside funds  
Tax-exempt bonds  
HOME funds |
| H    | Link Downtown with the MarketPlace District and the UCR and RCC communities  
(Link and integrate each distinct district to maximize synergy and create a sense of place) | • Install urban design elements such as signage, banners, streetscape improvements.  
• Improve/establish public transportation, bike, and pedestrian linkages among the districts. | City of Riverside  
UC Riverside  
Downtown Partnership  
Chamber of Commerce  
RCC | Transportation Equity Act for the 21st Century (TEA 21) funds.  
Parking Districts/ Landscape Districts funds  
Private property owners/ developer exactions |
| I    | Encourage expansion of the convention center and development of a third hotel  
(Broaden the variety of special events and conventions that can be attracted to the Downtown area and provide supporting conventioneer/visitor amenities) | • Initiate market and financial feasibility study to determine support for, and viable scale of, expanded convention center and third hotel. | Redevelopment Agency  
City of Riverside  
Private developers  
Hotel operators  
Riverside Convention Bureau | Tax increment  
CDBG funds/Section 108 loans  
Transient Occupancy Tax (TOT) |