RIVERSIDE MARKETPLACE

SPECIFIC PLAN &
ENVIRONMENTAL IMPACT REPORT

April, 1991

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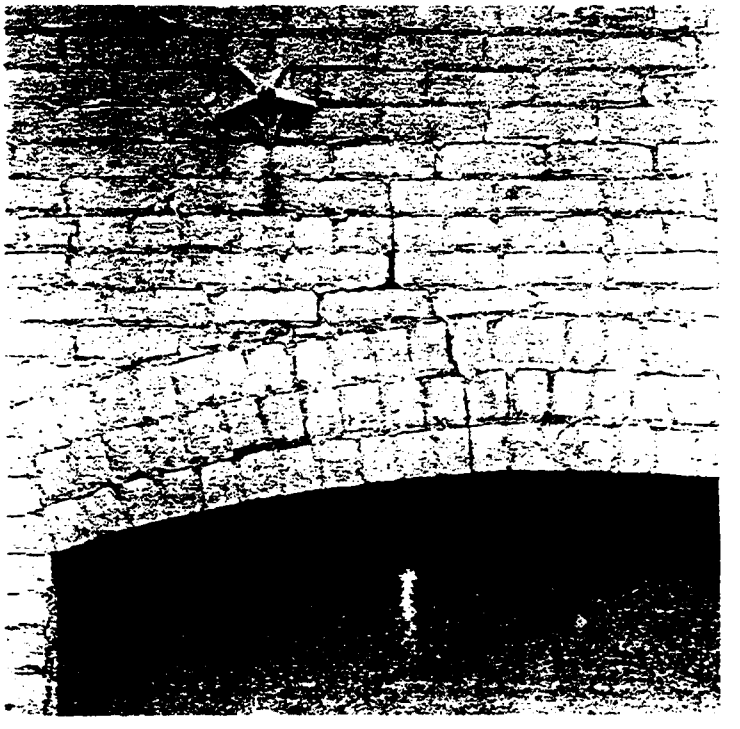


Introduction

INTRODUCTION 1.0

1.1 Purpose of the Specific Plan

The Riverside Marketplace Specific Plan establishes standards and guidelines for development within the 200 acre Specific Plan area. Representatives from City Staff, the development industry, and a Citizen's Advisory Committee appointed by the City Council consulted over a several year period to create the development concept for the Plan area. The following five statements express the purpose for the creation of the Riverside Marketplace Specific Plan document. The standards and guidelines provided within the plan are intended to:

i. Create incentive to redevelop the Riverside Marketplace area.

ii. Preserve and enhance historic buildings and elements, especially along Seventh Street.

iii. Beautify the entrances to the Downtown and University Avenue.

iv. Provide additional commerce and employment opportunities for the Eastside community.

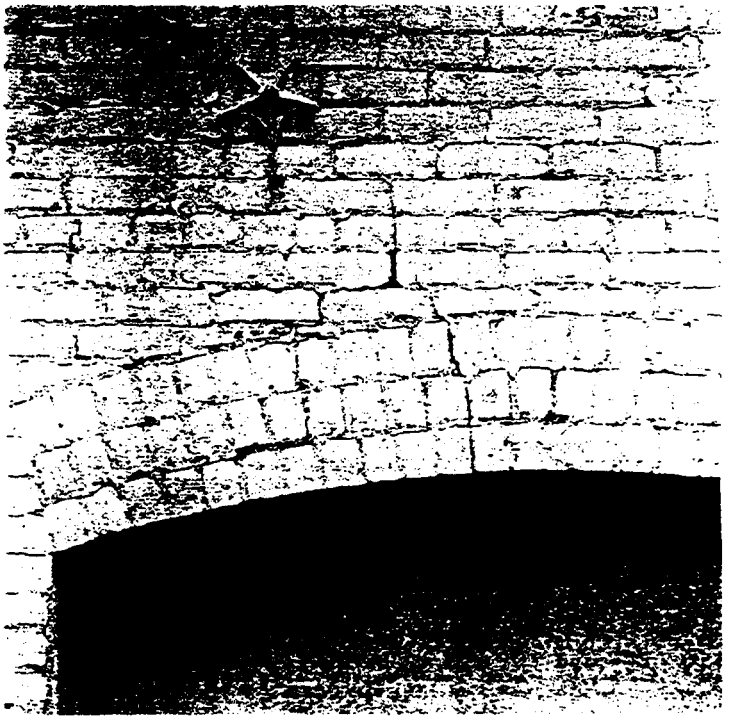
v. Complement the redevelopment efforts occurring within the Downtown area.

1.2 Authority

The Riverside Marketplace Specific Plan has been prepared in accordance with the California Government Code Section 65450 et.al., City of Riverside Municipal Code Section 19.55 et.al, and all other applicable ordinances of the City of Riverside. The Riverside Marketplace Specific Plan will constitute the zoning for the project site, and land use standards and regulations contained within this document shall govern all areas within the project area.

1.3 Validity

If any section, subsection, sentence, clause, phrase or portion of the Riverside Marketplace Specific Plan is for any reason held to be invalid by decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portion of this Plan.



Project Summary

PROJECT SUMMARY 2.0

2.1 Project Location

The project is located within the City of Riverside, California, which is situated approximately 60 miles east of Los Angeles and 70 miles north of San Diego. The site is situated within the north-central portion of Riverside and is bisected from the Riverside Downtown by State Route 91 (Figure 1).

Boundaries for the project area are as follows:

North:	Third Street
West:	State Route 91
South:	Fourteenth Street
East:	Boundary runs approximately 100 feet east of Park Avenue

The interchange of SR 91 and the SR 60/I-215 junction freeway is located approximately one-half mile north of the site.

2.2 Site Description

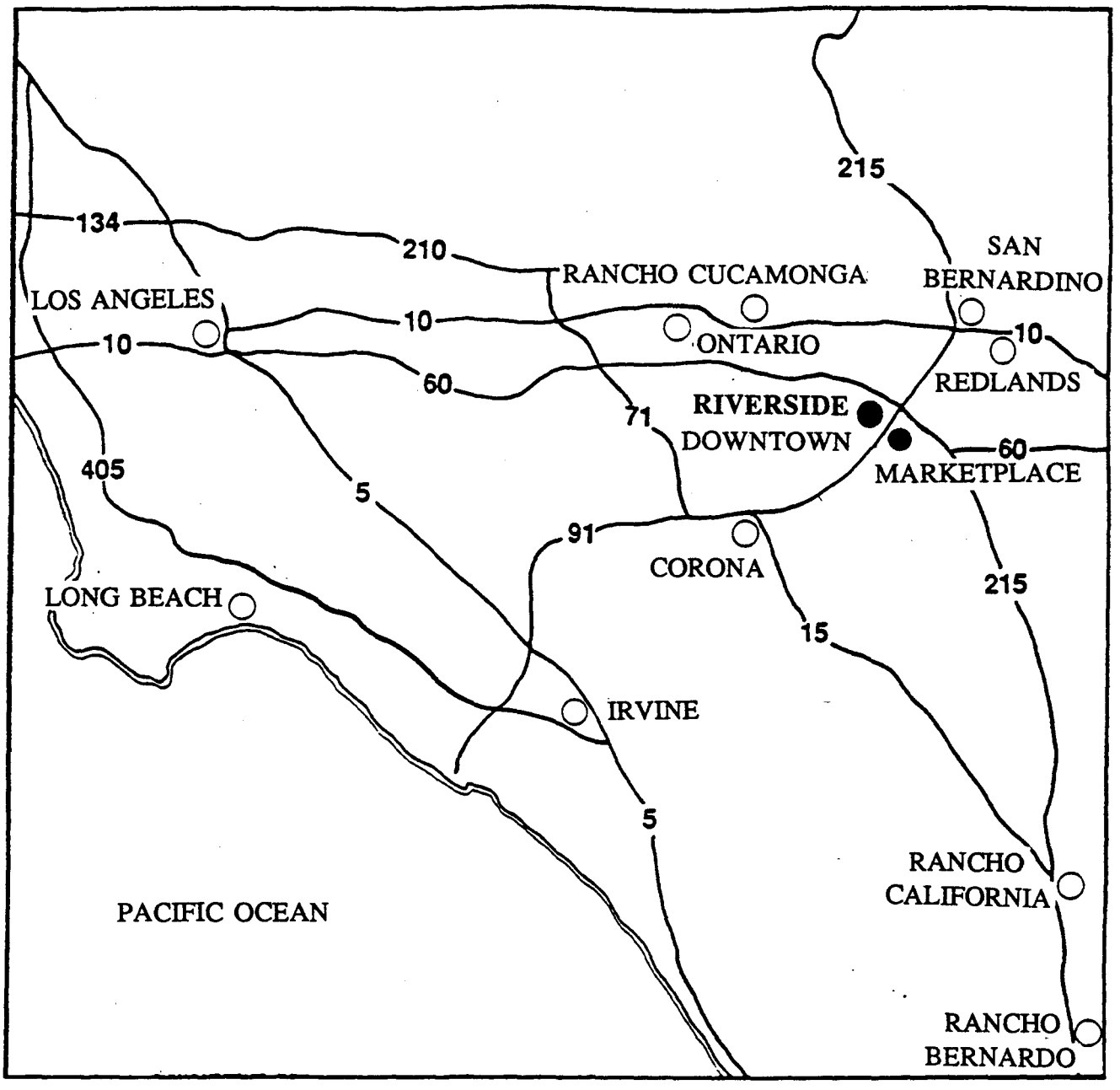
This subsection discusses the land uses currently found on-site, as well as the site's relationship with surrounding land uses.

2.2.1 Site Situation

The project area is situated on approximately 200 acres in north-central Riverside, southeast of the Riverside Downtown and northwest of the University of California at Riverside (University of California at Riverside). The site has a roughly rectangular shape of approximately 4,400' X 1,400'. The Riverside Freeway (SR 91) separates the site from the Downtown, except for overpass bridges at Fourteenth and Third Streets, and underpass connections at Seventh Street and University Avenue. University Avenue is the primary connection between the Riverside Downtown, the project site, and the University of Riverside because of its central alignment through these three areas (Figure 2).

The site is surrounded by the following land uses:

North: The site is bordered to the north by Third Street, which is followed by manufacturing/warehousing and rail uses. Some residential is also located within this area.



Regional Context
Figure 1

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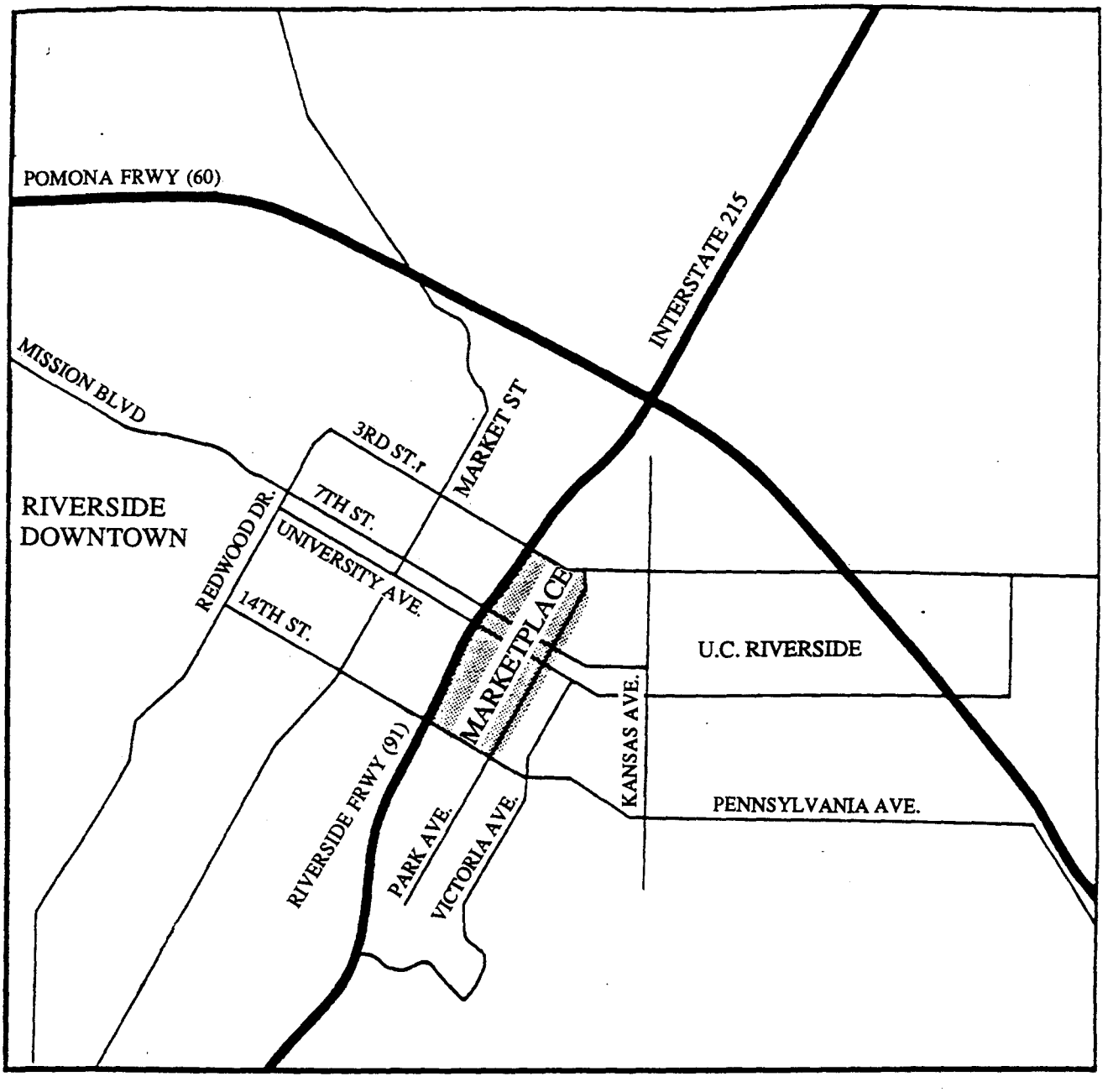

Area Context
Figure 2

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East: To the east of the site is a traditional single family residential community. The majority of this community is comprised of homes which appear to have been built in the early to mid 1900's. Associated mature landscaping is heavily planted throughout this neighborhood. Approximately one mile east of the project area, on the other side of the neighborhood, is the University of California at Riverside campus.

South: Bordering the project area to the south is Fourteenth Street. This street is followed by a mix of land uses which reflect the character found within the project area. Residential uses near to the south give way to non-residential uses nearer to the railroad tracks and freeway.

West: State Route 91, the Riverside Freeway contains the site to the west. As mentioned, four vehicular/pedestrian streets cross the freeway which are located within the project area. The Riverside Downtown is located adjacent to the freeway on the opposite side.

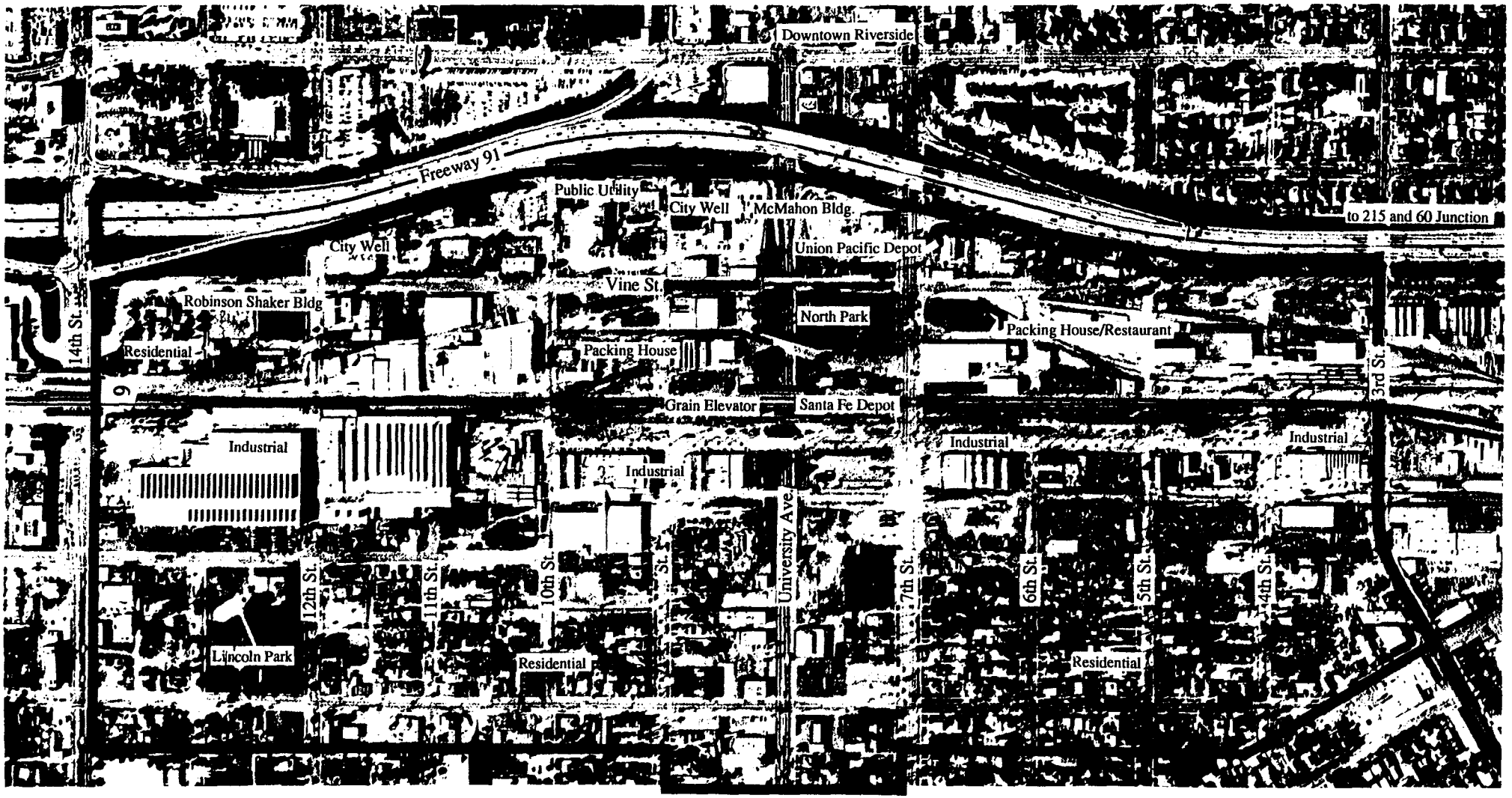
2.2.2 Land Uses

The overall Specific Plan area currently contains a mix of uses, including restaurants, fruit packing houses, parks, manufacturing/warehousing and residential uses. These land uses transition from primarily non-residential uses nearest the 91 Freeway, to a single-family residential community towards Park Avenue. A significant element of the Specific Plan area is vacant and underutilized land, which intersperses the entire area.

Uses which are present within the area between the Riverside Freeway (91) and the Santa Fe railroad tracks are the restaurant, park, fruit packing houses, and manufacturing/warehousing. Also included within this area is the city's electrical substation, the city storage yard and the rail uses associated with the packing houses and the manufacturing and warehouse uses. A water channel's location is relatively near to the railroad tracks, and traverses the project site from north to south.

The area from the Santa Fe railroad tracks to the easterly project boundary, just east of Park Avenue, is an area where a transition of uses occur. Evidence of this transition is the presence of mostly non-residential uses such as citrus packing houses and manufacturing/warehouse uses nearest the railroad tracks, which transition into residential uses along Park Avenue.

Along Park Avenue is Lincoln Park, and the northerly component of the traditional grid residential community which extends to the south. The character of this residential community is of homes typically constructed in the early to mid 1900's, mature street trees and period architecture acorn style street lamps (Figure 3).



EXISTING CONDITIONS
Figure 3

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2.3 Historical Background

Within the Specific Plan area is a number of buildings, parks and other elements which once formed the urban pattern of Riverside. A component of this urban pattern is a traditional grid of streets based upon 400 foot intervals. These streets run northwest to southeast, and northeast to southwest, crossing at formal 90 degree angles. This pattern begins approximately one block south of Park Avenue, along Victoria Avenue, and proceeds northwesterly to Redwood Drive.

The Riverside Marketplace Specific Plan area encompasses the entire southeastern portion of the grid. It was within this area that people would arrive to Riverside by train from all points. During the citrus heyday, Riverside was larger than the cities of Los Angeles and San Diego. Riverside's historical importance is translated architecturally in that the City is home to two ornate train stations, that of the Union Pacific and the Santa Fe. Positioned between the two stations, North Park anchors the neighborhood physically, aesthetically, and at one time, socially.

Also within 400' of North Park are the Blue Banner, American Fruit Growers, and Latimer citrus packing houses, as well as the Riverside Soda Works building, the Iron Works building, and the house which is one of Riverside's oldest, the John Brodhurst home. Much early development in Riverside occurred around the water channel which was developed by Frank Miller near the turn of the century. The water channel still traverses the project area, and is planted on each side with mature California Fan palms. Generally, the channel is also accompanied by a decomposed granite service drive adjacent to the feature.

Another park, Lincoln Park, is located within the south-eastern portion of the Specific Plan area along Park Avenue. This park services the Eastside residential community which is bisected by the boundary line of the Specific Plan project area. Early California bungalow and craftsman style homes comprise a large component of the residential neighborhood. Mature trees line the narrow streets, and architectural period acorn style lighting elements combine to further the pedestrian tone.

The town grid progresses northwesterly through the Riverside Downtown, and then further on to Riverside's northerly residential area. This traditional grid town design was bisected by the introduction of the 91 Freeway over what was Mulberry Street.

2.4 Goals and Objectives

Development within the Riverside Marketplace will revitalize, complement and enhance the project area, incorporating key elements of its historic context and its present development potential.

This Specific Plan Area represents a period of California history in which Riverside was a centerpiece. Many of the structures and elements which

physically represent this period are present and in good repair. These historical components shall be the underlying foundation of the economic and aesthetic revitalization within the area.

2.4.1 Land Use Goals

- To permit a mixture of land uses which will economically and functionally revitalize the Plan area.
- To provide land uses which will benefit the surrounding neighborhoods economically, aesthetically and socially.
- To ensure the range of land uses will respect and complement the historic components within the plan area.

2.4.2 Land Use Objectives

- Create sub-areas within the overall Specific Plan Area. Each sub-area will provide custom development standards and criteria to encourage the preservation and enhancement of the sub-areas.
- Encourage the creation of shopping opportunities to service the surrounding neighborhoods.
- Stabilize and enhance the residential areas by permitting compatible adjacent land uses as well as guiding improvements throughout the Specific Plan area.
- Create a sub-area to preserve and enhance the area's historic components.

2.4.3 Circulation Goal

- To create and enhance pedestrian, auto and other alternative connections to the surrounding neighborhoods, including the Riverside Downtown and the Eastside community.

2.4.4 Circulation Objectives

- Develop pedestrian connections between the Downtown, the Marketplace and adjacent neighborhoods with pedestrian oriented features and landscape.
- Encourage a public transportation system between the Specific Plan Area, the University, and the Downtown.
- Reduce truck traffic within the residential neighborhoods.
- Plan for the eventual widening of the Riverside Freeway.

- Determine the desirability of grade separating the Third Street rail crossing.

2.4.5 Urban Design Goal

- To utilize the underlying historic urban character of the community, while allowing for the addition of complementary new structures and urban design elements.

2.4.6 Urban Design Objectives

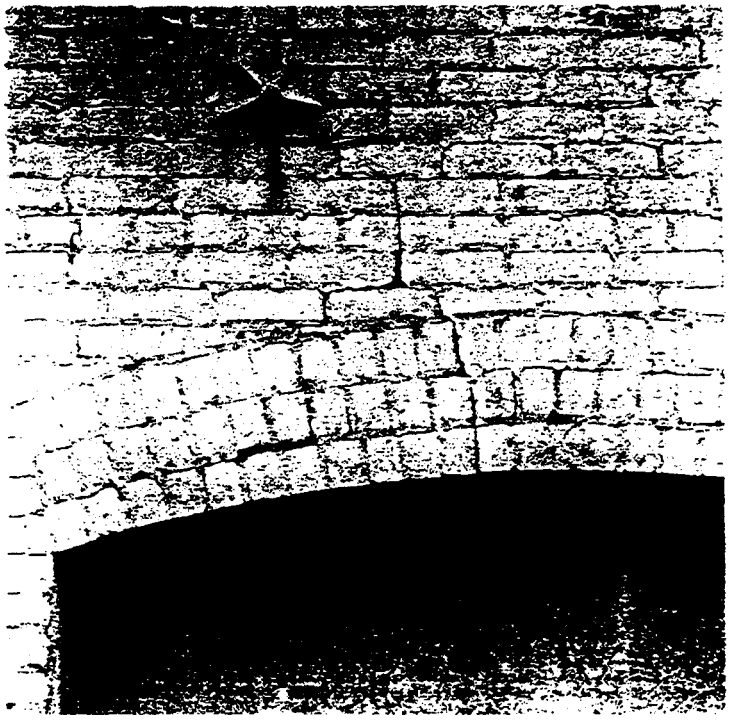
- Preserve and highlight the existing historic elements within the Specific Plan area.
- Establish North Park as the central element of the Central Marketplace.
- Incorporate the existing fruit packing and railroad operations into the overall character for the area.
- Buffer the residential areas from adjacent non-residential land uses.
- Develop new structures with urban design features which will reinforce the area's historic character.

2.4.7 Infrastructure Goals

- To provide adequate water, power, electrical and other services within the project area.
- To minimize the negative visual impact of infrastructure components

2.4.8 Infrastructure Objectives

- Provide new infrastructure in a system which is logical, incremental and coordinated with new land use developments.
- Underground new electrical cables and utilities, and where feasible, underground existing electrical cables and utilities.
- Locate electrical boxes, signal boxes, gas and water regulators and the like in low visibility areas.



Component Plans

COMPONENT PLANS 3.0

3.1 Land Use Plan

The concept behind the land use selection within the Riverside Market Plan is to promote mixed, rather than individual, land uses. Mixed land uses are a blend of land uses brought together in a single area for convenience to the pedestrian. Individual land use patterns promote dependence upon the automobile, as they are usually separated by greater distances.

The overall Specific Plan area has eight sub-areas to ensure that the unique characteristics of each area may be preserved or complemented with new development. To accomplish this objective, the sub-areas each contain development standards and guidelines which reflect the desired character of area. A range of permitted and conditional land uses is within each sub-area text (Section 4.0). Figure 4 depicts the location of the eight land uses.

3.1.1 Relationship to the General Plan Land Use Element

Specific Plan land use designations shown on Figure 4 essentially function as references to the specific sets of standards for each planning area set forth in the Specific Plan. The City's General Plan Land Use Element; however, contains more general land use designations that are applied to all properties Citywide. In order for the Specific Plan to be consistant with the General Plan, Land Use Element designations must be assigned to the Planning Areas of the Specific Plan. Figure 4A translates the Specific Plan land use designations into General Plan Land Use Element designations. Adoption of the Marketplace Specific Plan will amend the General Plan Land Use Element accordingly.

The specific designations translate as follows:

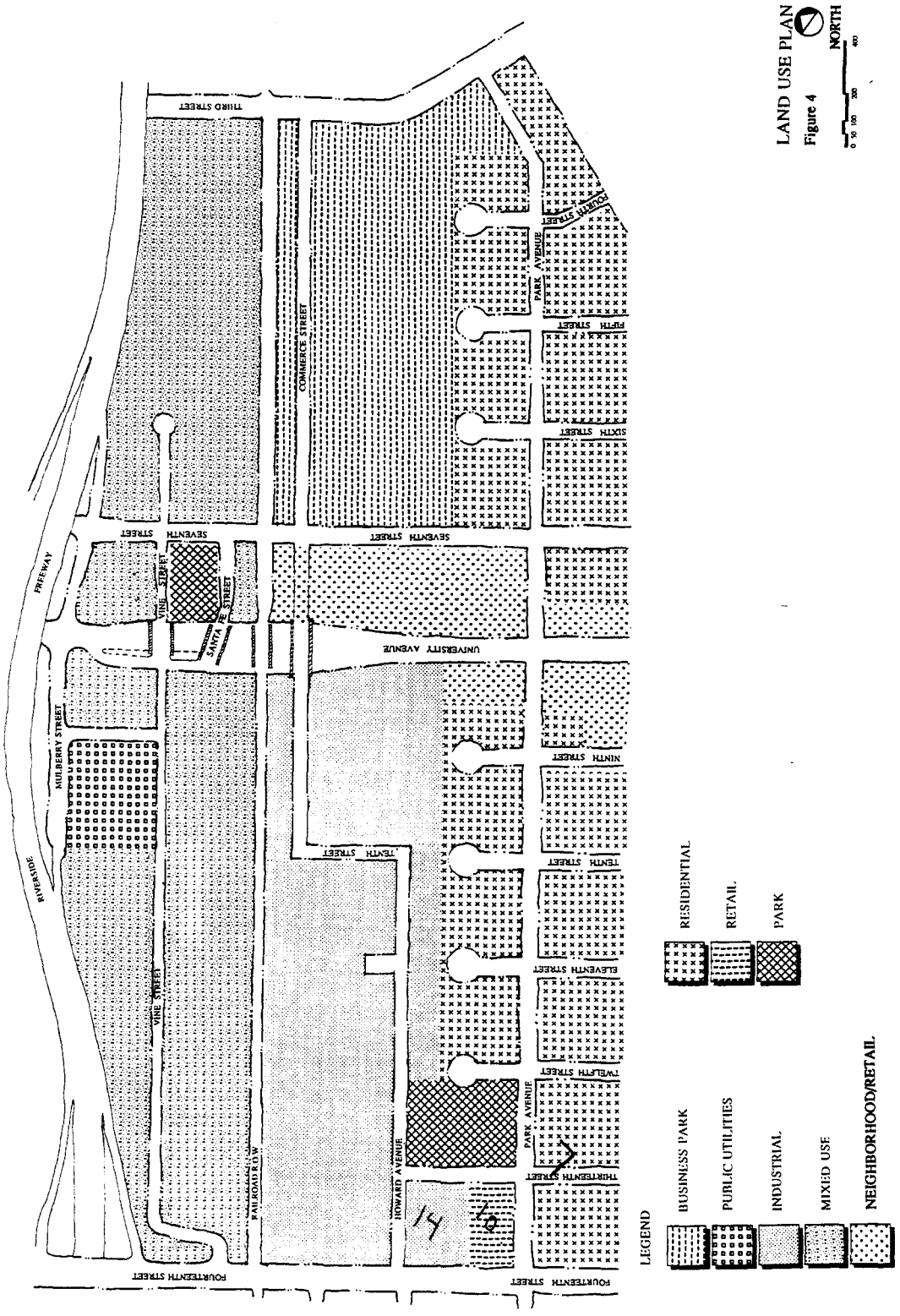
Specific Plan	General Plan
Business Park	Industrial Park
Public Utilities	Public and Institutional
Industrial	High Density Industry
Mixed Use	Retail Business and Offices
Neighborhood\Retail	Retail Business and Offices
Residential	Medium Low Density Residential (Average 4 dwelling units per acre)
Retail	Retail Business and Offices
Park	Neighborhood or Local Park

3.2 Land Use Phasing

Phasing of the land use areas within the Specific Plan Area will be based upon market conditions. However, the plan has been broken into two areas of emphasis. Phase I is the area adjacent to the 91 Freeway, extending back to the Santa Fe railroad tracks. Due to the marketability of and access to this area, it will become the first area to be developed. In addition, this area includes the high concentration of older structures which, with revitalization, will create the impetus for future redevelopment efforts within the remainder of the Specific Plan area. Coordination of the land use phasing will be in a logical, incremental and coherent manner. Development will not be permitted in areas which are lacking sufficient infrastructure available to support the proposed use (Figure 5).

3.3 Transportation/Circulation

The circulation component of the Specific Plan is divided into four sections; regional, local, internal and alternative. These sections are described in the following paragraphs. A detailed analysis of traffic impacts and their recommended mitigation is included within Appendix A of this report.



LAND USE PLAN
Figure 4
NORTH
0 50 100 200 400

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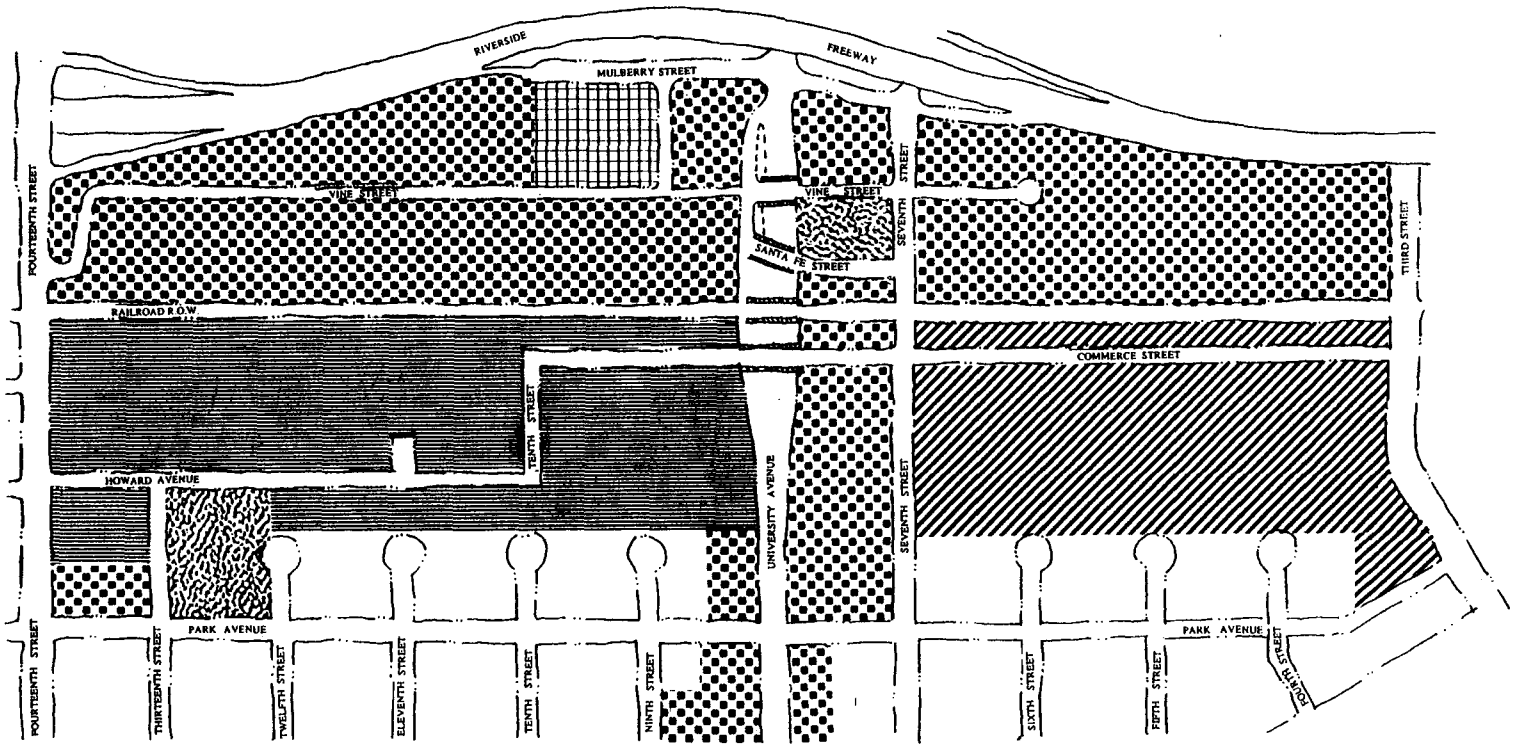
14- Ind Business Park
7 - Med. Density Res.
10 - RBO



LEGEND

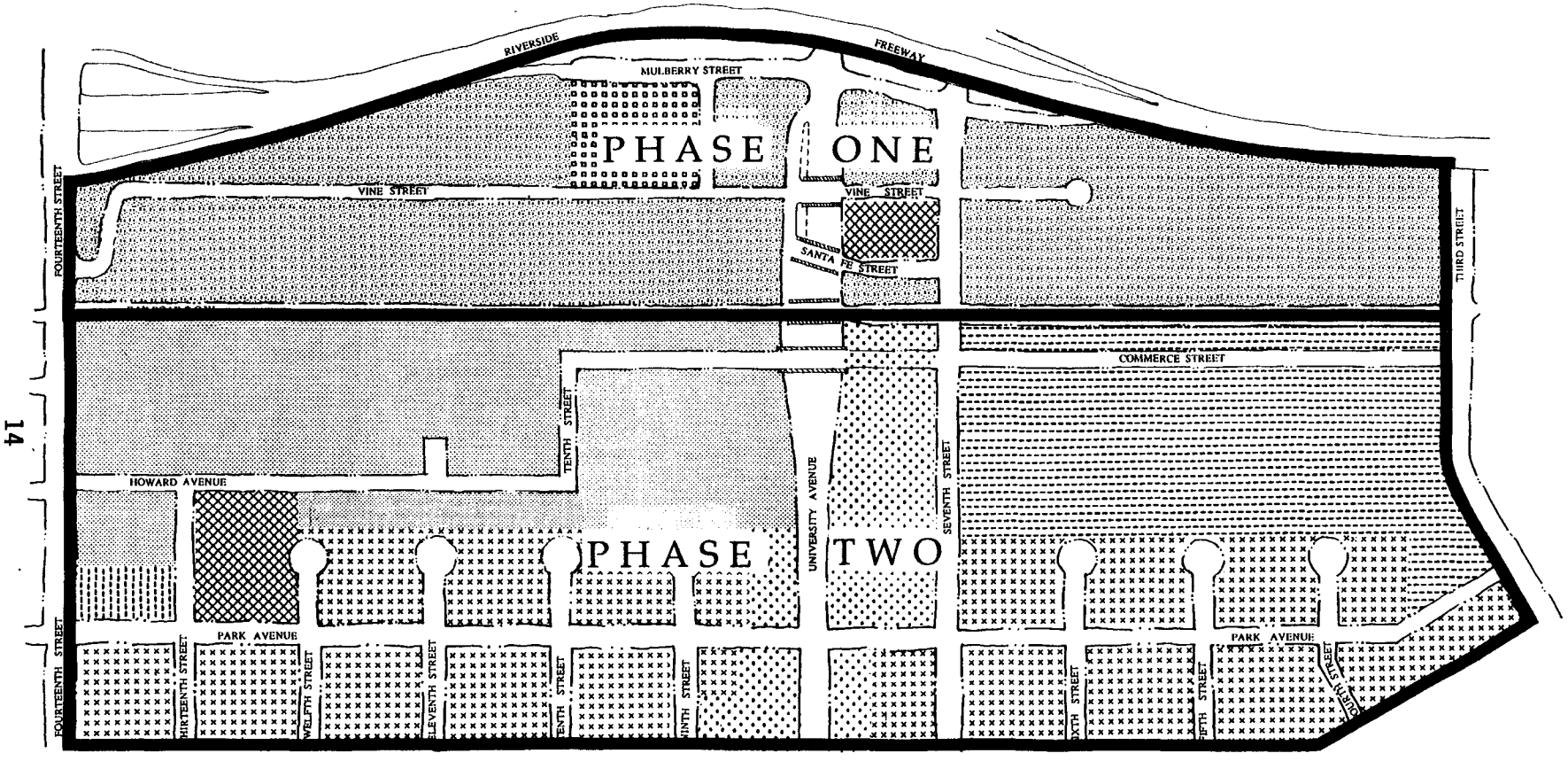
- INDUSTRIAL PARK
- PUBLIC AND INSTITUTIONAL
- HIGH DENSITY INDUSTRY
- MEDIUM LOW DENSITY RESIDENTIAL
- RETAIL BUSINESS AND OFFICE
- NEIGHBORHOOD OR LOCAL PARK

GENERAL PLAN DESIGNATIONS

Figure 4A

NORTH

0 50 100 200 400



LEGEND

- BUSINESS PARK
- PUBLIC UTILITIES
- INDUSTRIAL
- MIXED USE
- NEIGHBORHOOD/RETAIL
- RESIDENTIAL
- RETAIL
- PARK

PHASING PLAN

Figure 5

NORTH

0 50 100 200 400

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3.3.1 Regional

State Route 91, Riverside Freeway - This freeway forms the western boundary of the site. It is the primary connection between Orange County to the south, and the Inland Empire of which Riverside is a part.

Interstate 215/State Route 60 Junction, San Diego/Riverside Freeways - North of the site approximately one/half mile is the junction of the I-215 and the SR-60 Freeways. The I-215 connects San Diego to the south with Barstow, Las Vegas and beyond to the north. The SR-60 connects the Los Angeles basin with the Inland Empire.

3.3.2 Local

Existing

East/west aligned connector streets within the project area are Third, Seventh, University, and Fourteenth Streets. Of these, Third, Seventh and University have underpasses crossing the 91 Freeway, while Fourteenth passes over the Freeway. The following streets have connection with the 91 Freeway:

Fourteenth Street:	On and off ramps for north & south bound traffic.
Seventh Street:	Off ramp for southerly traffic, on ramp for northerly traffic.
University Street:	Off-ramp for north bound traffic, on ramp for south bound traffic.

The grid street layout is a traditional Spanish urban design based upon one mile squares. These streets with east to west and north to south alignments are spaced every 400 feet on center, with Commerce Street being the edge of the mile square.

Major streets aligned north/south are Vine and Park. The streets are based upon a 400 foot grid, however Howard Street centered between Vine and Park does not extend through the project area, and therefore several blocks at the central and northern end of the site are 400' X 800, instead of square. Howard and Vine Streets are project area connector streets because their purpose is mainly internal within the project area. Park Avenue is a neighborhood connector because it runs through the project area, connecting neighborhoods beyond the project boundaries (Figure 6).

Proposed

Howard Street:	This street will progress northerly from Fourteenth Street to Tenth Street.

Commerce Street: Commerce Street will be located one-block north of Howard Street, and will progress from Tenth Street to Third Street. Commerce, together with Howard Street, will traverse the project area in a north/south alignment.

Vine Street: Vine Street currently traverses the project area in a north/south alignment. Vine Street is proposed to be terminated in a cul-de-sac approximately 400' north of Seventh Street. This Street will be predominantly two lane, however will increase to three and four lanes in areas where traffic volumes and turn patterns dictate. The width of the Vine Street right-of-way has been reduced from the City standard of 66' to right-of-way ranging from 38 to 66 feet, however, the infrastructure objectives of the City standards have been met through the creation of utility and landscape easements. The reasons for reduction of right-of-way are as follows:

1. To complement the established historic scale and design of the area.

2. To allow a context of pedestrian scale to be created along Vine Street. This character will be established by allowing buildings to front the street and sidewalks directly, instead of from a setback distance.

3. To allow the street to be rebuilt to a functional curb-to-curb width, yet not detract from the unique pedestrian character that the project is attempting to establish.

4. To enable public and private revenue from the excess land, which has been reinvested back into the project.

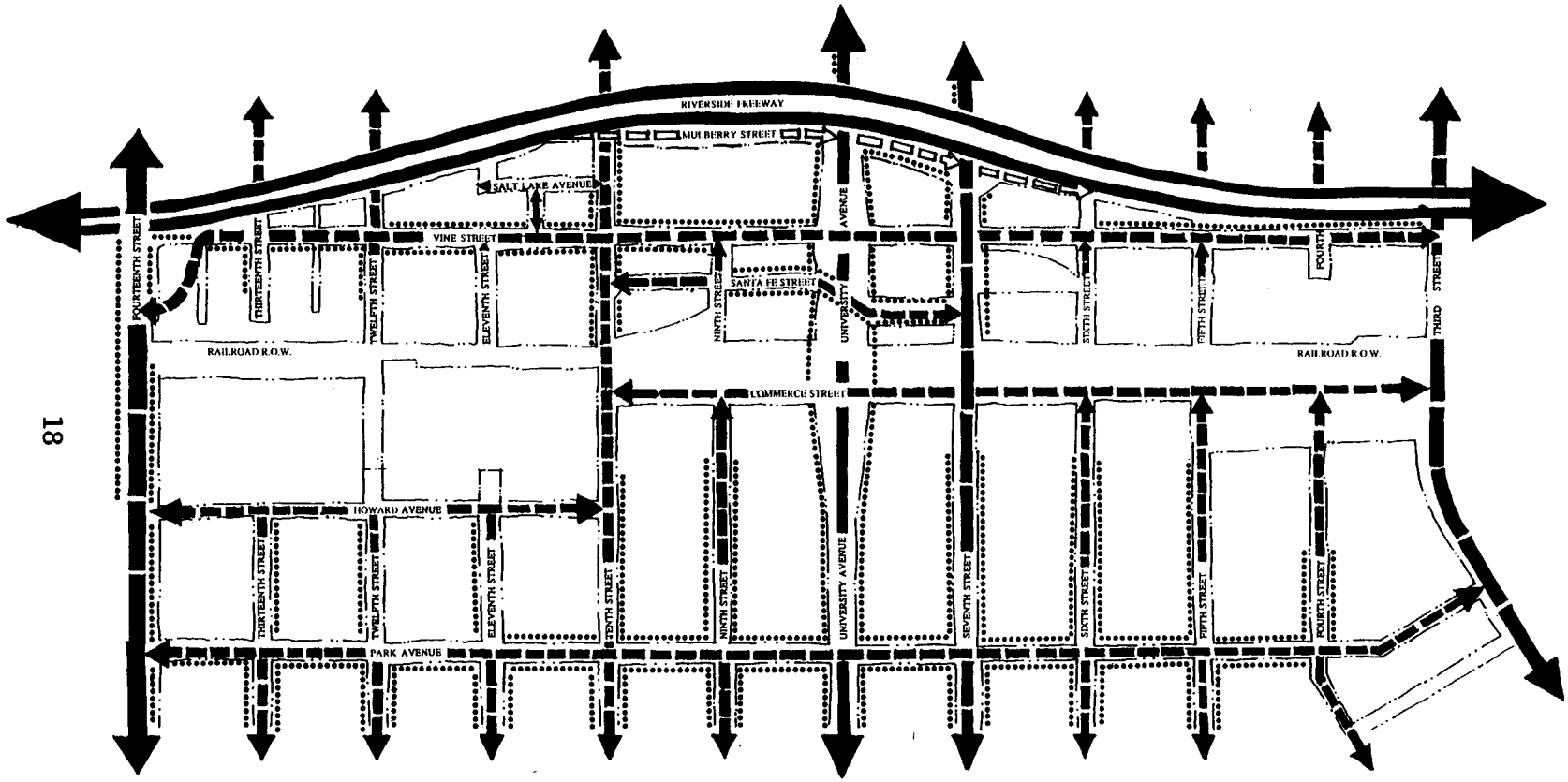
9th Street: Ninth Street's is aligned from Vine Street to the west, and proceeds easterly through the project area. As proposed, a cul-de-sac will be created west of Park Street, and the westerly remainder will be vacated. The remainder of Ninth Street will be aligned further north and will be improved from Mulberry Street to Vine Street to create an important entry to the Marketplace project area.

4th, 5th, 6th, 11th, 12th Streets: These streets connect the Marketplace and the residential neighborhoods. These streets are planned for cul-de-sacs east of Park Avenue, with the non-utilized portions of the streets to be vacated.

Marketplace Way (Slip Ramp): This ramp will allow easterly University Avenue traffic to connect to Vine Street.

Salt Lake Avenue: This Avenue is currently located between Mulberry and Vine Streets. Salt Lake Avenue will be vacated (Figure 7).

Phase II: Streets within the Phase II portion of this Specific Plan may be modified pursuant to City administrative review to accomplish future development objectives.



LEGEND

AUTOMOBILE - ONE WAY

AUTOMOBILE - TWO WAY

PEDESTRIAN

EXISTING AUTOMOBILE AND PEDESTRIAN CIRCULATION PLAN

Figure 6

NORTH

0 50 100 200 400

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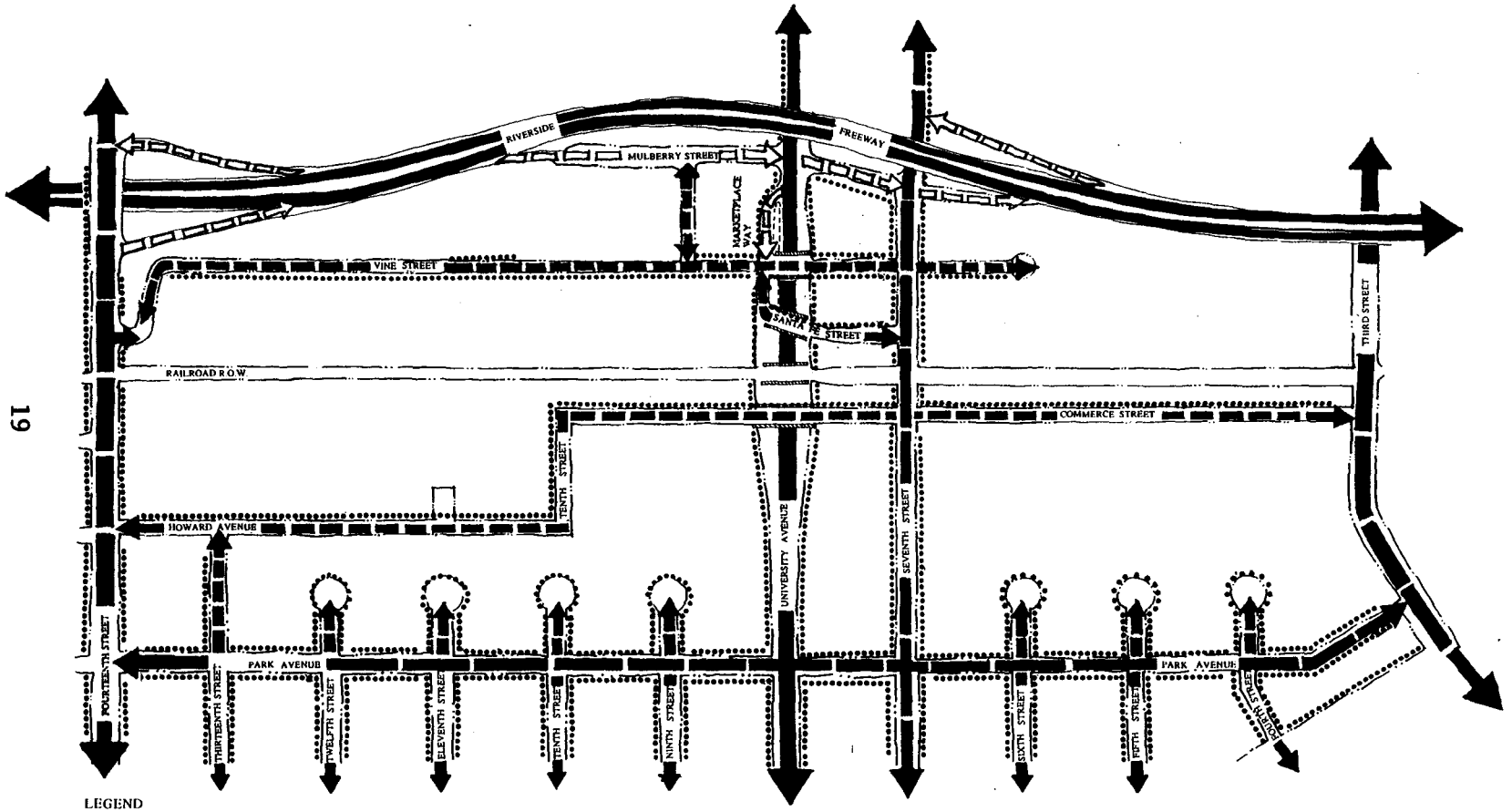

LEGEND

AUTOMOBILE - ONE WAY

AUTOMOBILE - TWO WAY

PEDESTRIAN

PROPOSED AUTOMOBILE AND PEDESTRIAN CIRCULATION PLAN

Figure 7

NORTH

0 50 100 200 400

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3.3.3 Alternative

The project area is currently accessible by pedestrians from the Riverside Downtown, the Eastside Community and University of California, Riverside. University and Seventh Streets are the primary pedestrian routes to access these areas. These connections should be strengthened to encourage additional pedestrian traffic to utilize the new uses. North-south walkways will traverse the Phase I area along Vine and Commerce Streets to connect the Marketplaces North and South with the Central Marketplace. Park Street is within the easterly project area, and is in use as a pedestrian corridor.

A Riverside Transit shuttle connection between the Downtown, Marketplace and University is encouraged.

National and regional rail access is also a potential method of alternative transportation if the Santa Fe railroad line is utilized for such a purpose. This method of transportation is an encouraged land use for the project area.

3.4 Parking District

3.4.1 Goal of Parking District

Parking districts may be utilized throughout the Marketplace to facilitate the adaptive re-use of historic buildings, address shared parking between contemporary uses, enhance pedestrian linkages, and reduce trip generations.

3.4.2 Parking Considerations within the Project Area

There are several issues present within the project area which require creative consideration for providing adequate, useful parking. They are:

1. Many of the historic structures have building configurations which nearly cover their parcels. This high percentage of coverage leaves little, if any, room for parking on-site.

2. Many of the existing and contemplated cultural, civic and park land uses have minimal, if any, area for on-site parking.

3. Irregular lot configurations and underground utility locations constrain the widespread use of parking structures.

4. Emplacement of multiple parking areas over a project area tends to lessen the success of the pedestrian attraction elements.

3.4.3 Phase I Parking District

A parking district which encompasses the entirety of Phase I may be utilized to accommodate the parking needs of existing and planned uses, utilizing a shared parking methodology for determining the number of

required spaces. The following criteria shall be used to implement the Phase I Parking District:

- Reduced parking ratios shall be determined by the City on a case-by-case basis, utilizing empirical data provided by the applicant's consultants and/or users as required by the Planning Department.

- The location and distance of parking stalls relative to the proposed use shall be determined by the City on a case-by-case basis .

- A sensitive use of parking structures is encouraged only where they would mitigate specific infrastructure constraints and provide convenient parking to surrounding uses.

3.4.4 Phase II Parking District

Parking district plans within Phase II which are to be submitted to the Planning Department shall contain the following information on a scale map of the area:

1. Boundaries of proposed parking district.
2. Location of proposed parking areas.
3. Designation of buildings to be serviced by individual parking areas.
4. Summary of shared parking methodology justifying parking allocation.

The format and contents of the Parking district plan may be modified as necessary by the City Planning Department if additional information is necessary to ascertain the adequacy of parking within the district.

3.5 Infrastructure

Infrastructure consists of:

- Upgrading of peripheral access by improvements to Third Street, Fourteenth Street and Park Avenue. These improvements may include resurfacing, addition of landscaping and lighting and creation of Entry Points by means of special paving patterns which will define key intersections;

- New interior project area access by realigning or reconstructing Vine Street and Howard Avenue as depicted within Figure 7, Proposed Circulation;

- The provision of a slip-ramp, a short ramp providing easy access from University Avenue and Mulberry Street, which are at a lower elevation, up to Vine Street, which is at a higher elevation;

- Revitalization of North Park and Lincoln Park;

- Elimination of through traffic in the residential areas by adding cul-de-sacs (with the exception of 10th Street which is to remain open between Howard and Park);

- Upgrading the railroad crossing at Seventh Street, Third Street and Tenth Street to create smooth crossings;

- Consideration of a future Grade Separation of Third Street from railroad tracks;

- Enhancements to the railroad corridor which consist of replacing missing palm trees and addition of landscape feature lighting;

- Landscaped screen wall of the electrical substation;

- Voluntary reconstruction of segments of the pedestrian pergolas near North Park;

- Maintaining or replacing existing wells and pumping stations through further cost and design evaluation to be done in conjunction with land acquisition or preparation of construction documents;

- Modification of Mulberry booster Pumping Station if necessary to provide adequate fire flows;

- Maintenance of access to the Riverside Canal for City construction and maintenance vehicles;

- Upgrading of water system to provide adequate fire flow the of projected uses;

3.6 Infrastructure Phasing

Infrastructure phasing relates to the land use phasing section of this plan, in that first priority emphasis is to be placed upon the Phase I area between the Freeway and the railroad tracks. Infrastructure phasing throughout the project area shall be done in a logical and incremental pattern. All planned infrastructure improvements shall be reviewed for approval by the City of Riverside prior to installation.

3.7 Flood Plain Planning

Portions of the second phase of the Riverside Marketplace area are located in a potential hundred year flood plain. The Flood Plain (FP) overlay zone has been assigned to this area. The FP zone does not alter the uses permitted by the base zones. the FP zone does require that structures be elevated 18 inches above the level of the potential hundred year flood.

Precise maps illustrating the location of the potential hundred year flood plain are available from the Riverside Public Works Department. All plans

must be reviewed with Public Works prior to issuance of a grading or building permit.

3.8 Site Reclamation Plan

Due to the previous uses of major portions of the Marketplace area for industrial purposes, these may be areas with toxic hazards such as underground tanks and surface soil pollution.

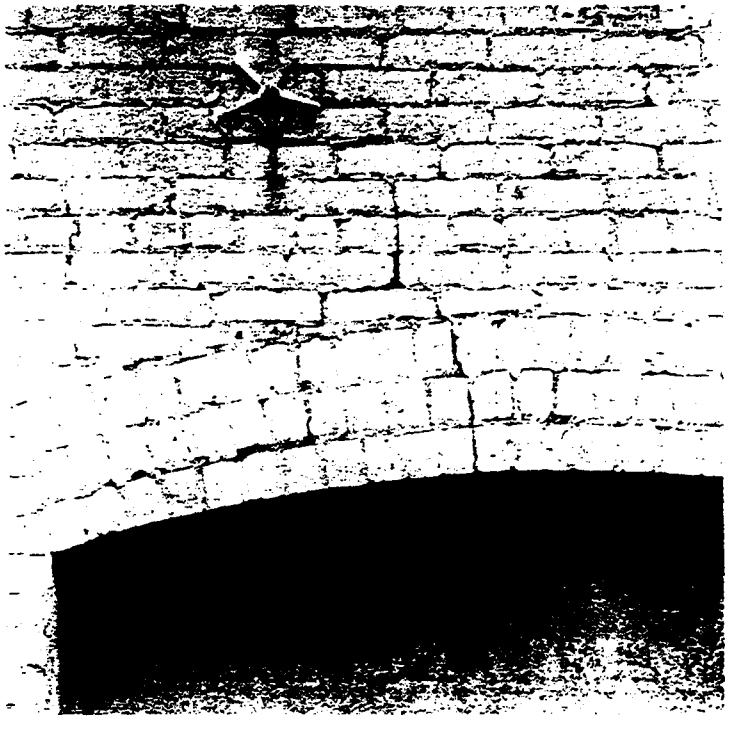
To mitigate potential problems, the Riverside Marketplace Specific Plan requires the following process to be undertaken. This process will take place prior to the issuance of either a grading permit or a building permit, whichever is required first.

Anyone within the Flood Plain overlay zone requiring a grading permit shall meet with a staff member of the Riverside Public Works Department. If a Building Permit is required, the applicant shall meet with a staff member of the Building Division of the Planning Department. Based on the location of the proposed project, the Public Works Department or the Building Division will determine whether or not a Phase I environmental audit is required. This recommendation will be based upon existing data available to the city and/or a field survey.

If a Phase I Study is required, such study shall be performed at the applicant's expense by an environmental firm with toxic analysis experience and which is approved by Public Works Department or by the Building Division of the Planning Department. The Phase I Study will be based on field inspection and survey of existing records dealing with history of the use of the subject site. The Phase I Study will be reviewed by the Hazardous Materials Management Division whether or not toxic problem may exist and whether or not a Phase II Study should be undertaken.

If a Phase II Study is required, such study shall be performed at the applicant's expense by an environment firm with toxic experience and which is approved by the Public Works Department or the Building Division of the Planning Department and the Riverside County Health Department. The Phase II Study will involve soil borings and surface soils evaluation for toxic substances. The Phase II Study will also contain recommendations for correcting any identified toxic problems.

If Phase II Study identifies any hazardous materials, the report and recommended mitigation measures will be reviewed by the Hazardous Materials Management Division of Riverside County Health Department which will consult with the State Water Quality Control Board. The Hazardous Materials Department or the Building Division will then decide whether or not to issue the requisite grading or building permits and what conditions if any are to be imposed.



Development Standards

DEVELOPMENT STANDARDS 4.0

4.1 General Development Standards

There are certain development standards which are applicable to the overall Specific Plan area. The following section describes these standards, which will be implemented in addition to the more detailed criteria found within the Sub-Area Development Standards and Criteria which begin in subsection 4.2.

4.1.1 Exterior Building Materials and Colors

The purpose of this subsection of the plan is to convey that the choice of materials and colors applied to a structure is an integral aspect of the building's aesthetic contribution to the neighborhood. Whereas appropriate architectural styles are discussed within the Design Guidelines section of this plan, discussion of the appropriate materials for those styles is herein.

Materials

Exterior building materials will reflect and/or complement the character of the building and the area in which the structure is a part. The Specific Plan area is interspersed with historic structures which utilize brick, lathe/plaster, wood and tile exterior materials which were dominant in the early 1900's. Many new structures within the plan area may incorporate design features derived from the local historical buildings. Certain materials however, such as rough surface blown on stucco and T-111 plywood should not be utilized as the dominant exterior material of a building unless it can be shown that the material is appropriate to convey a relevant architectural expression. Metal or prefabricated buildings are also not allowed.

New structures, such as multi-story office buildings, may better physically and aesthetically accommodate more modern materials such as stone, glass and metal panels. The resulting area will have two overlapping urban patterns, one being that of larger interrelated masses, and the other that of a pedestrian/streetscape experience created at ground level. Care should be taken in designing the street level portions of these structures to relate to the pedestrian perspective.

Colors

The exterior colors of the structures should be appropriate for the architecture of the building and the surrounding structures. Bold, strong (and compatible) colors were historically utilized during the representative time period, primarily for trim and architectural detailing. Color combinations reflecting this architectural era are encouraged on appropriate structures. A structure's color should not, however, represent signage or an aesthetic anomaly.

Larger new structures generally have less detail or articulation than the more historic buildings, and tend to rely upon their overall architectural integrity to define their character. Colors for the larger new structures will be subtle, unless it can be shown that the use of more dramatic colors will contribute to the overall character of the community.

4.1.2 Roof-Top Equipment

All rooftop equipment or devices including vents, louvers, hoods, and mechanical equipment will be screened by architecturally compatible hats or parapets of at least as high as the equipment being screened. In situations where site lines to the equipment will not include any public or populated areas, painting of the rooftop equipment may be considered, however preference will be given to screening.

4.1.3 Loading Areas

Non-pedestrian loading areas of structures will be located away from public view where possible. In addition, these loading areas will ideally be shared among more than one structure and/or use to limit the number of loading areas and routes for delivery vehicles. Loading areas will be screened with architectural and/or landscape materials, as appropriate.

4.1.4 Fire Access

All cul-de-sacs within the Specific Plan area will be a minimum 36 feet in radius to provide for the turnaround of Fire Department equipment. Road access for Fire Department equipment will be provided within 150 feet of all buildings. Access widths will be 20 feet minimum.

Fire hydrants will be located within a 350 foot travel distance from the furthest point of any building. Removal or installation of fire hydrants will be reviewed during City review of individual site plans.

4.1.5 Parking

Parking allocation standards shall be in accordance with §19.74 of the Municipal Code except within Phase I, where the Parking District applies. Physical development standards for parking within the Specific Plan area shall be as defined in § 19.74 of Title 19.

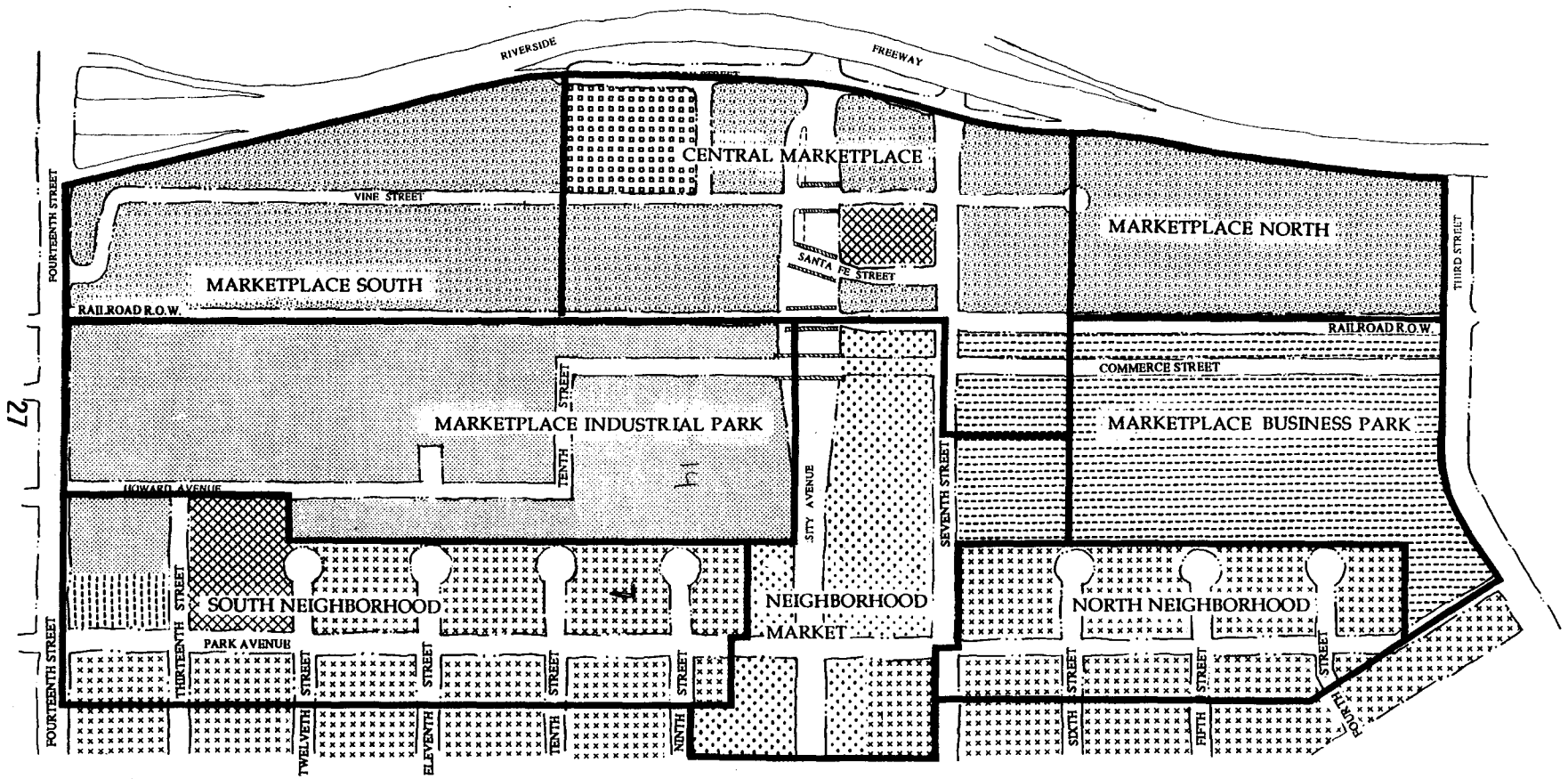
4.1.6 Building Orientation

Buildings within the project area should have attractive orientation or screening to all publicly visible areas, including the 91 Freeway.

4.2. Sub-Area Development Standards

The following sections describe in more detail the specific development standards for each of the eight development sub-areas within the Specific Plan area. The City of Riverside Municipal Code (Title 19) should be referenced for any development provisions not included within the

Specific Plan document. If a conflict arises between the two documents, the provision within the Specific Plan document shall be the controlling standard. Figure 8 indicates the location of the sub-areas relative to the overall project area.



SUB AREAS PLAN
Figure 8

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Central Marketplace Sub-area

4.2.1 Central Marketplace Sub-Area

The Central Marketplace portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Restricted Commercial (C-2) design review (Title 19, § 19.34.025 et. seq.).

All development within this area designated as Central Marketplace shall conform to the C-2 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.1.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Central Marketplace sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area:

Retail
- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail (indoor)

Office
- Administrative and professional offices
- Research and development offices

Lodging
- Hotels

Services
- Automotive rental
- Business support services
- Eating and drinking
- Health club
- Medical and health care services
- Movie theater
- Passenger train/bus terminal
- Personal services
- Parking lots & structures

Civic/Cultural Facilities
- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance with § 19.64, Conditional Use Permit/Variance.

- Automotive service station
- Day care center
- Recreational facilities
- Repair services

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with other enumerated uses may be permitted in the Central Marketplace area.

4.2.1.2 Development Standards

The following section identifies development standards which are applicable to development within the Central Marketplace sub-area. Design standards for the Central Marketplace overlay district correspond with those listed within the Restricted Commercial (C-2) zone found within the City of Riverside Municipal Code § 19.34.025 et. seq., Design Review. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan provision shall govern.

Minimum Parcel Size	One/half acre
Maximum Building Height	Seventy-five feet (75')
Maximum Building Coverage	60% maximum.

Area occupied by a parking structure shall not be included within the building coverage amount.

Existing structures identified in Section 2.3 which will be classified as "non-conforming" due to the maximum building coverage limitation defined herewith shall be allowed to rebuild to their existing building coverage if rebuilt to their historic appearance.

Minimum Building Setbacks

Vine Street	43' from centerline
Seventh Street	8' from right-of-way
University Avenue	21' from right-of-way
Ninth Street	30' from right-of-way

Santa Fe Street and Slip Ramp	21' from right-of-way
Railroad Right-of-way	6' from r.o.w.
Sides & Rear	No limitation
Frontage Side	Same as frontage setback for the street which the side is facing.

Building setbacks along Ninth, Santa Fe, and the Slip Ramp may be reduced up to ten (10') feet if an architecturally articulated, pedestrian oriented structure is planned. Applicability of this allowance shall be determined by the Design Review Board.

Minimum Parking Setbacks

Vine Street	43' from centerline
Seventh Street	13' from right-of-way
Ninth Street	30' from right-of-way
Santa Fe Street, Slip Ramp	21' from right-of-way
Vine Street between Ninth & Slip Ramp	8' from back-of-curb (west side)
Sides & Rear	No limitation
Frontage Side	Same as parking setback for street which the side is upon

Parking setbacks along Ninth, Santa Fe, and the Slip Ramp may be reduced up to five (5') feet. Applicability of this allowance shall be determined by the Design Review Board.

Minimum Landscape Coverage

All areas on-site which are not occupied by the structure, accessory use, sidewalk or parking area shall be landscaped/hardscaped.

4.2.2 Marketplace North Sub-Area

The Marketplace North portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Restricted Commercial (C-2) design review (Title 19, § 19.34.025 et. seq.).

All development within this area designated as Marketplace North shall conform to the C-2 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.2.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Marketplace North sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area:

Retail
- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail (indoor)
- Highway commercial/showroom

Office
- Administrative and professional offices
- Research and development offices

Lodging
- Hotels

Services
- Automotive rental
- Business support services
- Eating and drinking
- Health club
- Medical and health care services
- Movie theater
- Passenger train/bus terminal
- Parking lots & structures
- Personal services

Industrial/Manufacturing

- Research and development laboratory
- Publishing and Printing

Civic/Cultural Facilities

- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance with § 19.64, Conditional Use Permit/Variance.

- Automotive service station
- Day care center
- Manufacturing
- Recreational facilities
- Repair services
- Wholesale distribution
- Warehousing/storage

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with, other uses enumerated may be permitted in the Marketplace North area.

4.2.2.2 Development Standards

The following section identifies development standards which are applicable to development within the Marketplace North sub-area. Design standards for the Marketplace North sub-area correspond with those listed within the Restricted Commercial (C-2) zone found within the City of Riverside Municipal Code§ 19.34.025 et. seq., Design Review. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan shall govern.

Minimum Parcel Size	One/half acre
Maximum Building Height	Seventy-five feet (75')
Maximum Building Coverage	Not greater than 60% Parking lots and structures are not included within building coverage

Minimum Building and Parking Setbacks

Third Street	15' from right-of-way
Rail right-of-way	6' from rail-right-of-way

Minimum Landscape Coverage

All areas on-site which are not occupied by the structure, accessory use, sidewalk or parking area shall be landscaped.

Screen Walls/Landscaping

Special fencing and/or landscaping may be utilized along the Santa Fe Railroad line for screening purposes.

Marketplace South Sub-area

4.2.3 Marketplace South Sub-Area

The Marketplace South portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Restricted Commercial (C-2) design review (Title 19, § 19.34.025).

All development within this area designated as Marketplace South shall conform to the C-2 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.3.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Marketplace South sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area.

Retail
- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail (indoor)
- Highway commercial/showroom

Office
- Administrative and professional offices
- Research and development offices

Lodging
- Hotels

Services
- Automotive rental
- Business support services
- Eating and drinking
- Health club
- Medical and health care services
- Movie theater
- Passenger train/bus terminal
- Parking lots & structures
- Personal services

Industrial/Manufacturing

- Research and development laboratory
- Publishing and Printing

Civic/Cultural Facilities

- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance with § 19.64, Conditional Use Permit/Variance.

- Automotive service station
- Day care center
- Manufacturing
- Recreational facilities
- Repair services
- Wholesale distribution
- Warehousing/storage

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with other uses enumerated may be permitted in the Marketplace South area.

4.2.3.2 Development Standards

The following section identifies development standards which are applicable to development within the Marketplace South sub-area. Design standards for the Marketplace South sub-area correspond with those listed within the Restricted Commercial (C-2) zone found within the City of Riverside Municipal Code§ 19.34.025 et. seq., Design Review. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan shall govern.

Minimum Parcel Size	One-half acre
Maximum Building Height	Seventy-five feet (75')
Maximum Building Coverage	Not greater than 60% Parking lots and structures are not included within in coverage.

Minimum Building and Parking Setbacks

Vine Street	43' from centerline
Rail right-of-way	6' from rail right-of-way
Sides & Rear	No limitation

Minimum Landscape Coverage

All areas on-site which are not occupied by the structure, accessory use, sidewalk or parking area shall be landscaped.

Screen Walls/landscaping

Special fencing and/or landscaping will be utilized along the Santa Fe Railroad line and electrical substation for screening purposes.

Neighborhood Marketplace Sub-area

4.2.4 Neighborhood Marketplace Sub-Area

The Neighborhood Marketplace portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Restricted Commercial (C-2) land uses (Title 19, § 19.34.025).

All development within this area designated as Neighborhood Marketplace shall conform to the C-2 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.4.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Neighborhood Marketplace sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area:

Retail
- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail (indoor)

Office
- Administrative and professional offices
- Research and development offices

Lodging
- Hotels

Services
- Automotive rental
- Business support services
- Eating and drinking
- Health club
- Medical and health care services
- Movie theater
- Passenger train/bus terminal w/ CUP
- Parking lots & structures
- Personal services

Civic/Cultural Facilities

- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance with § 19.64, Conditional Use Permit/Variance.

- Automotive service station
- Day care center
- Recreational facilities
- Repair services

Prohibited Uses

Uses not listed as permitted or conditional within this document considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible to, other uses enumerated may be permitted in the Neighborhood Marketplace area.

4.2.4.2 Development Standards

The following section identifies development standards which are applicable to development within the Neighborhood Marketplace sub-area. Design standards for the Neighborhood Marketplace sub-area correspond with those listed within the Restricted Commercial (C-2) zone found within the City of Riverside Municipal Code§ 19.34.025 et. seq., Design Review. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan shall govern.

Minimum Parcel Size	One-half acre
Maximum Building Height	Seventy-five feet (75')
Maximum Building Coverage	Not greater than 60% Parking lots and structures are not included within this coverage

Minimum Building and Parking Setbacks

Seventh, University, Howard, Commerce Streets & Park Avenue	15' from right-of-way
Side and Rear setbacks	Per Title 19

Any building on the north side of Seventh Street between the railroad tracks and Park Avenue (Phase II) shall maintain a setback of at least 30' from right-of-way.

Any building on the south side of Seventh Street between the railroad tracks and Park Avenue (Phase II) shall maintain a setback of a least 20' from right-of-way.

These dimensions may be reduced subject to demonstration of a superior design approach which is sensitive to the historic residential area along Seventh Street.

No building will be located closer than 50' from any property line abutting a residential zone.

Minimum Landscape Coverage

All areas on-site which are not occupied by the structure, accessory use, sidewalk or parking area shall be landscaped.

Screen Walls/Landscaping

A six foot landscaped masonry wall will be constructed on all properties which abut a residential zone. Landscaping may be utilized in place of the screen wall if it can be demonstrated that the screening purpose of the fence will not be compromised.

Marketplace Business Park Sub-area

4.2.5 Marketplace Business Park Sub-Area

The Marketplace Business Park portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Manufacturing Park with a Business Park overlay (MP-BP) design review (Title 19, § 19.46.030 et. seq. and § 19.44.040). The uses permitted in this sub-area are listed in Section 4.2.5.1 below.

All development within this area designated as Marketplace Business Park shall conform to the MP-BP provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.5.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Marketplace Business Park sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area:

Retail
- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail

Office
- Administrative and professional offices
- Research and development offices

Services
- Business support services
- Eating and drinking
- Medical and health care services
- Parking lots & structures
- Personal services

Industrial/Manufacturing
- Manufacturing
- Publishing and printing
- Research and development laboratory
- Warehousing/storage
- Wholesale distribution

Civic/Cultural Facilities

- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance the § 19.64, Conditional Use Permit/Variance.

- Automobile service station
- Day care center
- Recreational facilities
- Repair services

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with, other uses enumerated may be permitted in the Marketplace Business Park area.

4.3.5.2 Development Standards

The following section identifies development standards which are applicable to development within the Marketplace Business Park sub-area of the Specific Plan. Design standards for the Marketplace Business Park correspond with those listed within the Manufacturing Park with a Business Park overlay (MP-BP) design review section (Title 19, § 19.46.030 et. seq. and § 19.44.040).

Minimum Parcel Size	One acre
Maximum Building Height	Forty-five feet (45')
Maximum Building Coverage	Not greater than 60% Parking lots and structures are not included within the coverage

Minimum Building and Parking Setbacks

Per Title 19 of the Riverside Municipal Code

Minimum Landscape Coverage	No Limitation

Screen Walls/Landscaping

A landscaped six foot masonry wall will be constructed on all properties which abut a residential zone. Landscaping may be utilized in place of the

masonry wall if it can be demonstrated that the screening purpose of the wall would not be compromised.

A minimum six foot, maximum eight foot masonry screen wall shall be constructed to screen all outdoor storage, when said storage is conditionally permitted. Landscape screening may be substituted for this storage screening in accordance with § 19.46.100 of Title 19.

Marketplace Industrial Park Sub-area

4.2.6 Marketplace Industrial Park Sub-Area

The Marketplace Industrial Park portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Manufacturing Park with a Business Park overlay (MP-BP) land uses (Title 19, § 19.46.030 and § 19.44.040). Uses permitted in this sub-area are listed in Section 4.2.6.1 below.

All development within this area designated as Marketplace Industrial Park shall conform to the MP-BP provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.6.1 Land Uses

The following sections discuss land uses which are permitted, conditional and prohibited within the Marketplace Industrial Park sub-area of the Specific Plan.

Permitted Uses

The following uses are permitted within this land use area.

Retail

- Building supplies and sales
- Business supply retail
- Convenience sales
- General retail (indoor)
- Highway commercial/showroom

Office

- Administrative and professional offices
- Research and development offices

Services

- Business support services
- Eating and drinking
- Medical and health care services
- Passenger train/bus terminal
- Parking lots & structures
- Personal services

Industrial/Manufacturing

- Manufacturing
- Publishing and printing
- Research and development laboratory
- Warehousing/storage
- Wholesale distribution

Civic/Cultural Facilities

- Civic services
- Cultural facilities

Conditional Uses

The following uses may be located within this land use area if a Conditional Use Permit is granted by the City of Riverside in accordance the § 19.64, Conditional Use Permit/Variance.

- Ancillary to a permitted industrial use
- Automobile service station
- Day care center
- Recreational facilities
- Repair services

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with, other uses enumerated may be permitted in the Marketplace Industrial Park area.

4.2.6.2 Development Standards

The following section identifies development standards which are applicable to development within the Marketplace Industrial Park sub-area of the Specific Plan. Design standards for the Marketplace Industrial Park correspond with those listed within the Manufacturing Park with a Business Park overlay (MP-BP) design review section (Title 19, § 19.46.030 et. seq. and § 19.44.040).

Minimum Parcel Size	One acre (Existing industrial uses in this sub-area on parcels of 1/2/ acre or less may be permitted to expand at the discretion of the Planning Commission)
Maximum Building Height	Forty-five feet (45')
Maximum Building Coverage	Not greater than 60% Parking lots and structures are not included within this coverage

Minimum Building and Parking Setbacks

Per Title 19 of the Riverside Municipal Code

Minimum Landscape Coverage	No Limitation

Screen Walls/Landscaping

A landscaped six foot masonry wall will be constructed on all properties which abut a residential zone.

A minimum six foot, maximum eight foot masonry screen wall shall be constructed to screen all outdoor storage, when said storage is conditionally permitted. Landscape screening may be substituted for this storage screening in accordance with § 19.46.100 of Title 19.

Neighborhood North Sub-area

4.2.7 Neighborhood North Sub-Area

The Neighborhood North portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Single Family Residential (R-1-65) land uses (Title 19, § 19.10.030 et. seq.).

All development within this area designated as Neighborhood North shall conform to the R-1-65 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.7.1 Land Uses

The following sections discuss land uses which are permitted and prohibited within the Neighborhood North sub-area of the Specific Plan.

Permitted Uses

Per Section 19.10.020 of Title 19 of the Municipal Code

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and compatible with other use enumerated may be permitted in the Neighborhood North area.

4.2.7.2 Development Standards

The following section identifies design standards which are applicable to development within the Neighborhood North sub-area. Design standards for the Neighborhood North sub area correspond with those listed within the Residential Neighborhood (R-1-65) zone found within the City of Riverside Municipal Code § 19.10.030 et. seq.. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan provision shall govern.

Minimum Parcel Size	Per Title 19
Maximum Building Height	Two stories, not to exceed thirty-five feet (35').
Maximum Building Coverage	Per Title 19

Minimum Building Setbacks

The following setbacks are derived from § 19.10.080 (Yards) within the Municipal Code. The Municipal Code should be referenced for further clarification of setback information.

Front yard setback	20 feet from property line.
Side yard setbacks	10 feet on one side, 7 1/2 feet on the other
Rear yard setback	25 feet from property line

Parking

Parking standards for the Neighborhood North sub-area are found within § 19.74 (Parking and Loading) within the Municipal Code.

Neighborhood South Sub-area

4.2.8 Neighborhood South Sub-Area

The Neighborhood South portion of the Specific Plan area generally utilizes the design standards established within the City of Riverside's Municipal Code section pertaining to Single Family Residential (R-1-65) design standards (Title 19, § 19.10.030 et. seq.).

All development within this area designated as Neighborhood South shall conform to the R-1-65 provisions establishing design standards, unless noted otherwise within this Specific Plan document.

4.2.8.1 Land Uses

The following sections discuss land uses which are permitted and prohibited within the Neighborhood South sub-area of the Specific Plan.

Permitted Uses

Per Section 19.10.020 of Title 19 of the Municipal Code

Prohibited Uses

Uses not listed as permitted or conditional within this document shall be considered prohibited. The Planning Commission may judge that other uses which are similar to, and no more objectionable than other uses enumerated may be permitted in the Neighborhood South area.

4.2.8.2 Development Standards

The following section identifies design standards which are applicable to development within the Neighborhood South sub-area. Design standards for the Neighborhood South sub-area correspond with those listed within the Residential Neighborhood (R-1-65) zone found within the City of Riverside Municipal Code § 19.10.030 et. seq.. If a conflict arises between the provisions of the Specific Plan and Title 19, the Specific Plan provision shall govern.

Minimum Parcel Size	Per Title 19
Maximum Building Height	Two stories, not to exceed thirty-five feet (35').
Maximum Building Coverage	Per Title 19

Minimum Building Setbacks

The following setbacks are derived from § 19.10.080 (Yards) within the Municipal Code. The Municipal Code should be referenced for further clarification of setback information.

Front yard setback	20 feet from property line.
Side yard setbacks	10 feet on one side, 7 1/2 feet on the other
Rear yard setback	25 feet from property line

Parking

Parking standards for the Neighborhood South area are found within § 19.74 (Parking and Loading) within the Municipal Code.

4.3 Land-Use Definitions

Uses listed as permitted and conditional within the preceding subsections are defined herein.

4.3.1 Retail

Building Supplies and Sales - Activities typically include, but are not limited to, the retail sale or rental from the premises of goods and equipment including paint, glass, hardware, fixtures, electrical supplies, nurseries and lumber, and hardware stores.

Business Supply Retail - Activities typically include, but are not limited to, retail sales, rental, or repair from the premises, of office equipment, office supplies and similar office goods, primarily to firms and other organizations utilizing the goods, rather than to individuals. They exclude the sale or rental of motor vehicles and the sale of materials used in construction of buildings or other structures.

Convenience Sales - Activities typically include, but are not limited to, the retail sales from the establishments or places of business primarily engaged in the provision of frequently or recurrently needed small personal convenience items. These include various general retail sales and personal services of an appropriate size and scale to meet the above criteria. Uses typically include, but are not limited to, beauty and barber shops, apparel laundering and dry cleaning establishments, and neighborhood grocery stores.

General Retail (indoor) - Activities typically include, but are not limited to, the retail sales from the establishments or places of business primarily engaged in the provision of durable general retail items. These include various indoor general retail sales of items such as apparel, antique shops and jewelry stores.

Highway Commercial/Retail Showroom - Activities typically include, but are not limited to, the retail sales of major purchase consumer items such as furniture, electronics, clothing, home furnishing or major discount or off-price centers which require arterial or freeway access and/or visibility. The size of a highway commercial/retail showroom structure is typically larger than that of a general retail establishment.

4.3.2 Office

Administrative and Professional Offices - Activities typically include, but are not limited to, professional, executive, management, or administrative uses of private, profit-oriented firms other than public utility firms. Uses typically include, but are not limited to, administrative, legal, medical, financial and insurance offices, sales representatives, and architectural firms.

Research and Development Offices - Activities typically include, but are not limited to, scientific research and theoretical studies and investigations.

4.3.3 Hotel

Hotel - Activities typically include, but are not limited to the provision of lodging and associated restaurants, meeting, retail and personal care services. Hotels typically have interior halls for access to rooms, in addition to lobbies, food/banquet service and accessory personal services.

4.3.4 Services

Automotive Rental - Activities typically include, but are not limited to , the rental, from the premise, of motor vehicles. Uses typically include, but are not limited to, car rental agencies.

Automotive Service Station - Activities typically include, but are not limited to, the sale from the premises of goods and the provision of services normally required in the day-to-day operation of motor vehicles, including the principal sale of petroleum products, the incidental sale of tires, batteries, replacement items, lubricating services, and the performance of minor repairs, such as tune-ups, tire changes and brake work.

Business Support Services - Activities typically include, but are not limited to, firms rather than individuals engaged in the provision of services of clerical, employment, protective, or of processing nature, including multi-copy and blue-print services. They exclude the printing of books, other than pamphlets and small reports for another firm, and the storage of goods other than samples is prohibited. Typical uses include secretarial services, telephone answering services, and blueprint services.

Eating and Drinking Establishments - Activities typically include, but are not limited to, establishments or places of business primarily engaged in the sale of prepared foods and beverages for on-premise consumption. Typical uses include restaurants and short-order eating places or bars, excluding free standing fast food type services. Outdoor dining is permitted for eating and drinking establishments, with fencing or comparable separation from public areas being required for establishments serving alcohol within the outdoor area.

Day Care Center - Activities typically include, but are not limited to, establishments for daytime care of individuals. This term includes nursery schools, pre-schools, adolescent and adult day care facilities, and similar activities.

Health Club - Activities typically include, but are not limited to, establishments primarily engaged in the provision of physical improvement

equipment and services such as aerobics, weights, swimming facilities, racquetball courts, diet counseling and similar.

Medical/Health Care Services - Activities typically include, but are not limited to, establishments primarily engaged in the provision of personal health services including prevention, diagnosis and treatment or rehabilitation services provided by the physicians, dentists, nurses and other health personnel as well as the provision of medical testing and analysis services, but excludes those classified as any public use type. Typical uses include medical offices, dental laboratories and fitness or wellness clinics.

Movie Theater - Activities typically include, but are not limited to, establishments engaged in the indoor showing of motion pictures. Adult movie theaters shall be considered prohibited within the Riverside Marketplace.

Parking Lots and Structures - Activities typically include, but are not limited to, an area on a lot or within a building, or both, including one or more parking spaces together with driveways, aisles, turning and maneuvering areas, clearances, and similar features.

Passenger Train/Bus Stations - Activities typically include, but are not limited to, a terminal to ticket, embark and disembark passengers and incidental parcels from passenger rail/bus carriers. Also permitted as incidental to this use and encompassed within the terminal is the provision of personal services and convenience goods, as defined within this document, as well as eating and drinking establishments.

Personal Service - Activities typically include, but are not limited to, information, instruction and similar services of personal nature. Uses typically include, but are not limited to, driving schools, beauty shops, travel bureaus, and photography studios.

Recreational Facilities - Activities typically include, but are not limited to, sports performed either indoor or outdoor, which require a facility for conducting the recreational activity. Uses typically include but are not limited to tennis courts, sports fields and golf courses.

Repair Services - Activities typically include, but are not limited to repair services involving articles such as upholstery, furniture, and large electrical appliances.

4.3.5 Industrial/Manufacturing/Wholesale

Ancillary Industrial Uses - Activities include, but are not limited to, uses which are ancillary to permitted industrial uses, such as truck refueling stations and rail spur lines.

Wholesale Distribution - Activities include, but are not limited to, the distribution of goods in large quantities for resale.

Warehousing/Storage - Activities include the storage of goods in a space specifically intended for this purpose.

Manufacturing - Activities typically include, but are not limited to, fruit packing houses, the assembly, fabrication or manufacturing of furniture, food product, garments, signage, electrical appliances and toys. (The processing of fish, meat, sauerkraut, vinegar and yeast products and the rendering or refining of fats and oils is prohibited.)

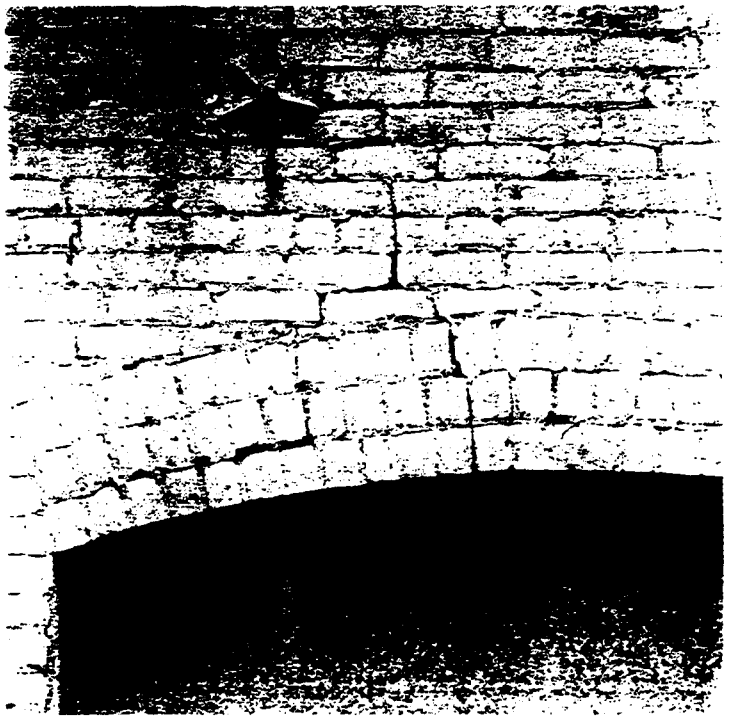
Research and Development Laboratory- Activities typically include, but are not limited to, scientific research and theoretical studies and investigations, including the fabrication and testing of prototypes, and the performance of environmental tests and the related activities, by or under the supervision of professional scientists and highly trained specialists in the field of physical economic or social research.

4.3.6 Civic/Cultural Facilities

Civic/Cultural use types include the performance of utility, educational, recreational, cultural, medical protective, governmental, and other uses which are strongly vested with public or social importance.

Civic Services - Activities typically include, but are not limited to, management or administrative services performed by public, quasi-public, and governmental or utility administrative offices. Uses typically include, but are not limited to, public parks and open space areas of an active or passive character, playgrounds, playing fields, visitor facilities and community halls.

Cultural Facilities - Activities typically include, but are not limited to, art galleries, performing arts/theaters, museums, and other uses which are strongly vested with cultural importance or contribution.



Design Standards and Guidelines

DESIGN STANDARDS AND GUIDELINES 5.0

The City of Riverside has Design Review Guidelines which are authorized by Chapter 19.62 of the Riverside Municipal Code. These guidelines define the general expectations of the City of Riverside, and the required design review process, as well as the required submission of drawings.

The Design Standards and Guidelines contained in this Marketplace Specific Plan are intended to augment the development standards and to define and emphasize the uniqueness of the project area as well as the expectation for quality development.

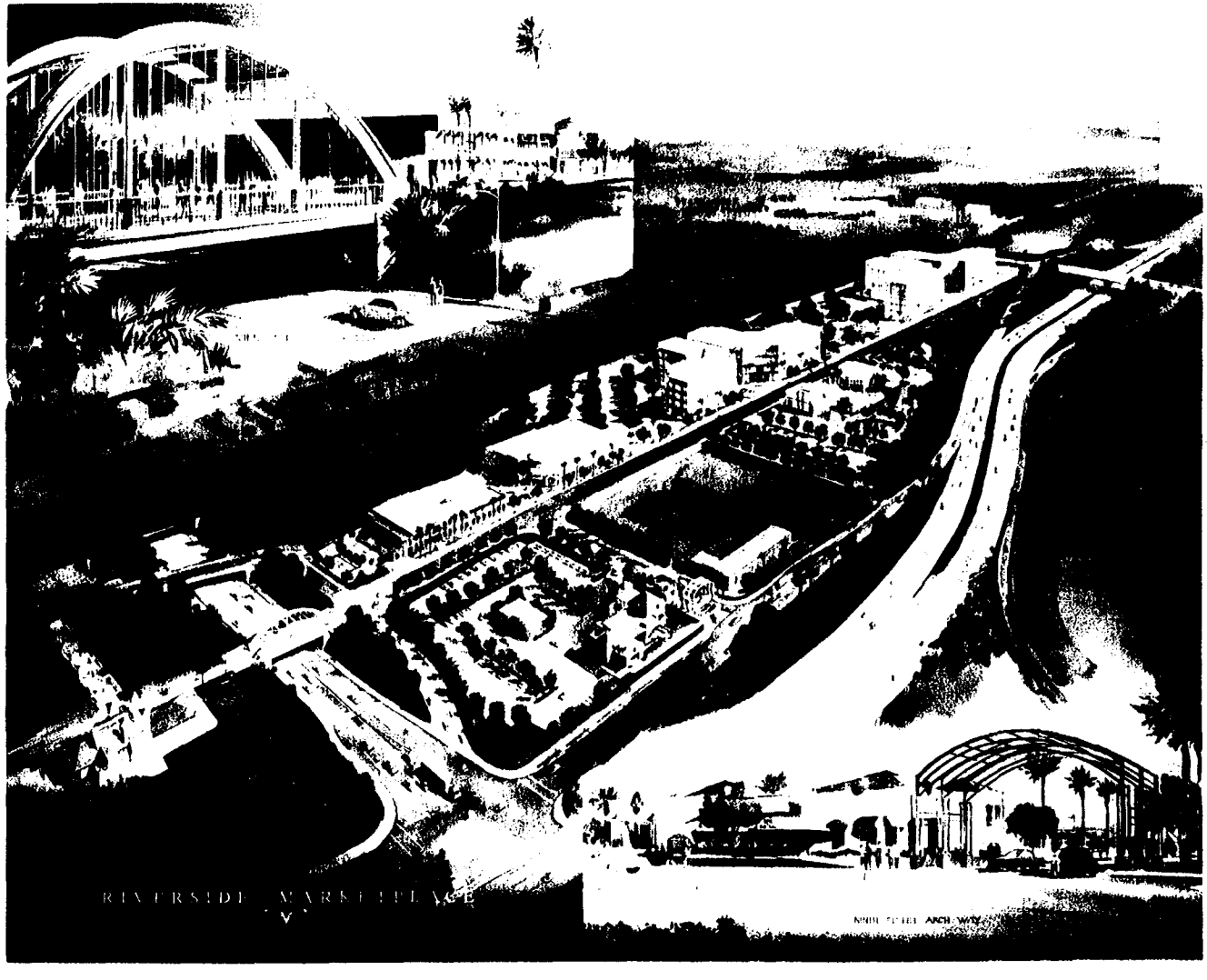
5.1 Urban Design Concept

In Section 2.4.5, the Urban Design Goal was stated to be:

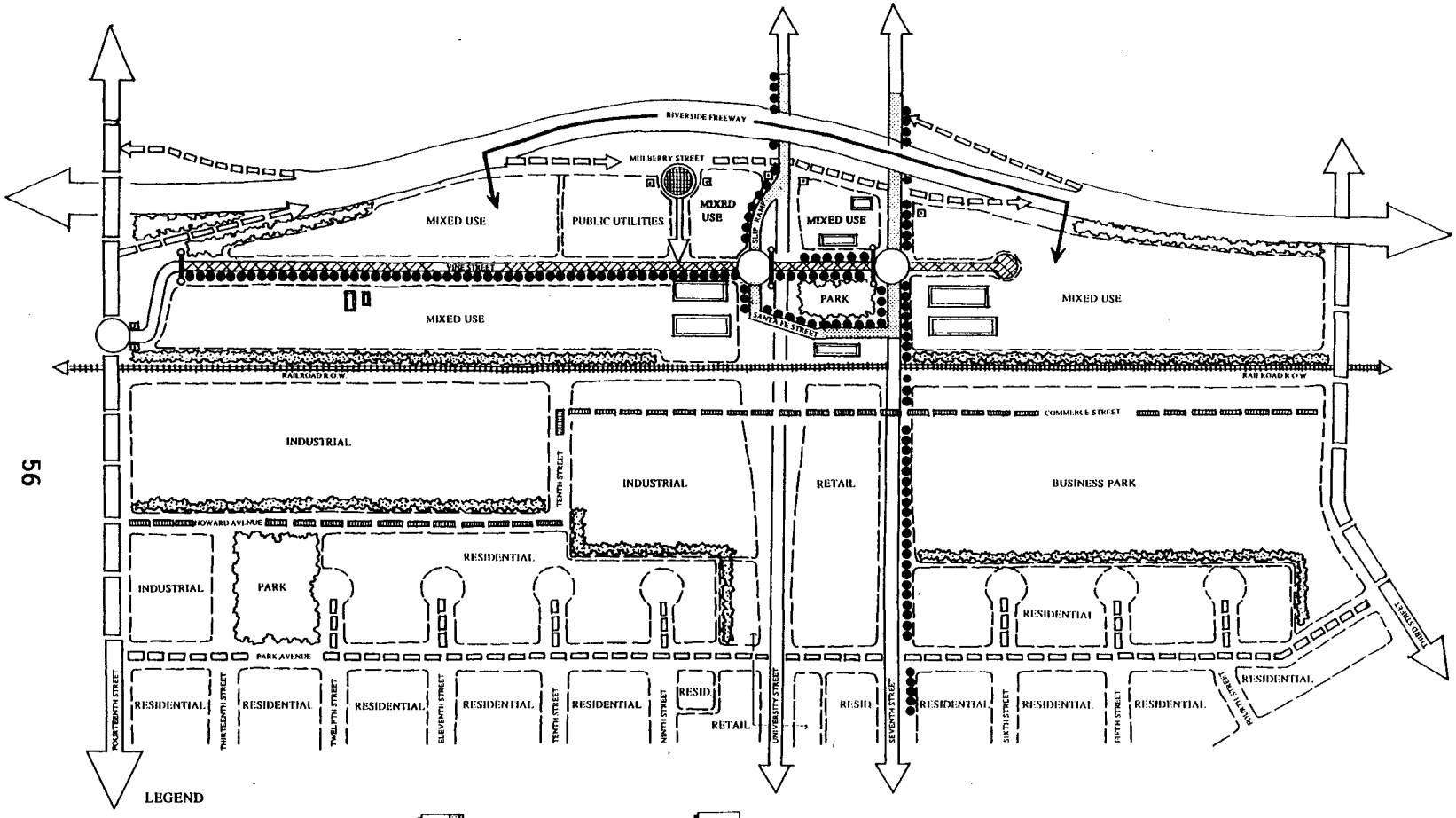
- To utilize the underlying historic urban character of the community, while allowing for the addition of complementary new structures and urban design elements.

The "underlying historical urban character" is reflected in the existing spatial and architectural layout of the Riverside Marketplace. The spatial arrangement is an example of a non-automobile based design. Blocks are laid out in 400' intervals, and the overall scale is pedestrian. These pre-automobile land use characteristics of the turn-of-the-century are equally applicable today in an era where people are encouraged to lessen their dependence on autos.

The new urban pattern within the Marketplace Specific Plan area should be similar to that found within older communities with lesser dependence on autos. The uses will be mixed to provide employment, services and entertainment for the adjacent areas including the Eastside Community and the Riverside Downtown. The visual characteristic of the Marketplace will be a blend of old and new. Old structures and elements will be revitalized and reused where possible. New structures such as office buildings and shopping markets will be introduced. This synergy of architectural styles and periods will act to establish the Riverside Marketplace as an area with an equal amount of heritage and vision (Figures 9 and 10).



Urban Design Context
Figure 9



URBAN DESIGN PLAN
Figure 10

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5.2 Architectural Design Concept

Architecturally, the Marketplace area is mostly undeveloped, with the exception of the Central Marketplace and some residential areas. Older structures are interspersed throughout the project area, along with many dilapidated and undesirable structures. A large amount of land is also under utilized or vacant.

The Central Marketplace will set a strong image for Phase I development. The Central Marketplace is an area which has strong marketing and revitalization potential due to the concentration of architecturally significant older structures. Although the Central Marketplace is anticipated to be the component which initiates the revitalization of the area, it should not be interpreted that the new structures must attempt a replication of these older structures. In fact, the replication of period design utilizing modern building techniques and materials may detract from integrity and mystique of the historical structures.

Instead, new structures should be designed to compliment the context of the older structures and the historical period of the Central Marketplace. The historic setbacks within the Central Marketplace promote an urban character, with buildings adjacent to the sidewalks. This character should be carried throughout the Phase I area to create a sense of continuity and strong imagery

5.3 Landscape Architecture Design Criteria

The concept for the landscape within the Riverside Marketplace draws from the landscape character which is established within the adjacent neighborhoods and the overall City of Riverside. The intent of the landscaping is to create a clear identity for the Riverside Marketplace, which is harmonious and contextual with the area's "California Dream" landscape heritage.

5.3.1 Master Landscape Plan

The following are descriptions of the landscape characters of the major streets within Phase I. Phase II landscaping should reflect the imagery and character of Phase I.

- Vine Street - A pedestrian promenade will be constructed along Vine Street, and will become the primary north-south aligned pedestrian connection within the Riverside Marketplace. The purpose for this promenade is to encourage pedestrian access through the linear commercial and Central Marketplace. Both sides of the Street will be planted with the California Dream landscape treatment, which will include palms which create rhythm of strong vertical elements, and canopy trees which provide pedestrian shade and spacial containment. Historic pergolas with flowering vines may be located within the Central Marketplace area (Figure 11).

- Ninth Street- A landscaped screen wall is planned to encircle the Electrical Substation. The parking planned for the north side of the street will be screened with a shrub hedge and canopy trees. These canopy trees will be planted on both sides of the street (Figure 12).

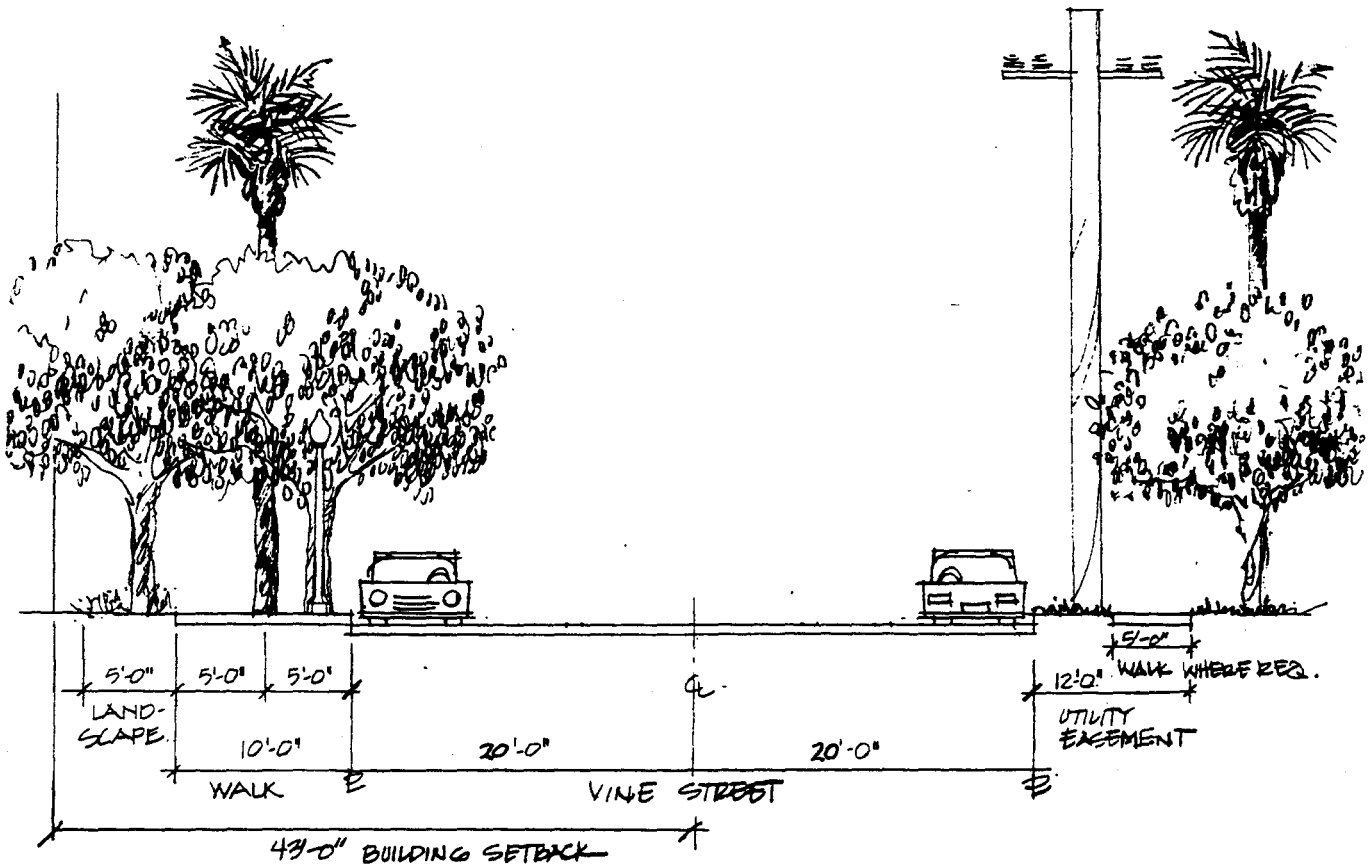
- Santa Fe Street - Canopy trees are planned to be installed on both sides of this street. Historic style pergolas may be installed along the south side of this street.

- Marketplace Way (Slip Ramp) - The slip ramp is the connection from University to Vine. Sections of the historic pergola may be introduced, as well as the planting of canopy trees to match Santa Fe (Figure 12).

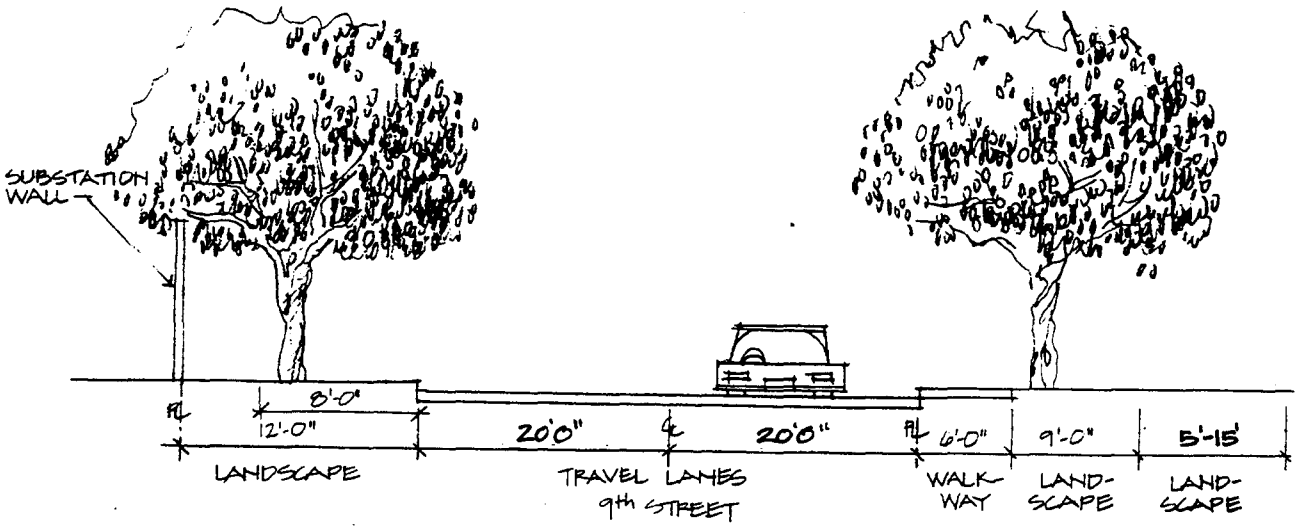
The boundary between the Phase I and Phase II may be landscaped with a hedge row of canopy trees. These trees will be planted westerly of the existing double row of mature palms, and will compliment and reinforce the existing palms (Figure 13). Parking lots within the Riverside Marketplace will utilize the typical parking landscape aisle as also shown in Figure 13.

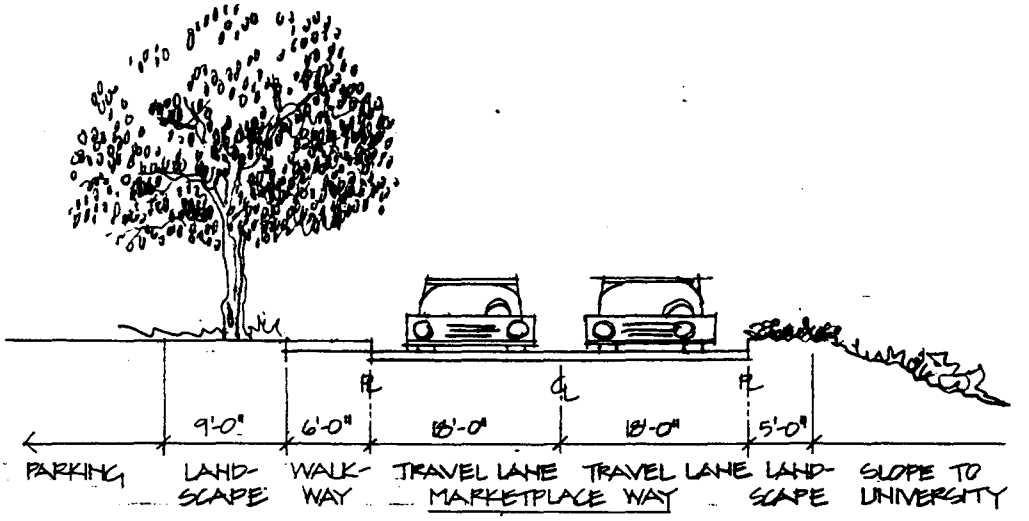
The minimum tree size within the Riverside Marketplace shall be 15 gallon. Minimum shrub size shall be 5 gallon. Smaller container size plant material must be approved by the approving agent of the owner's association, if applicable, and the City of Riverside Planning Division prior to installation.

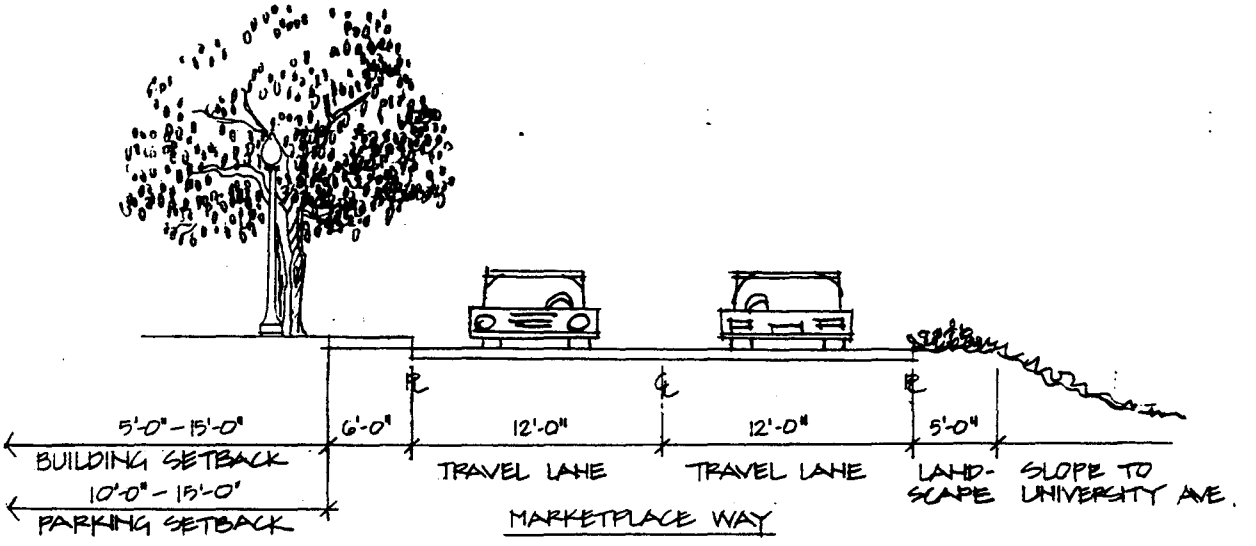
Water utilized for landscape maintenance is a significant component of overall water consumption within a development. Care should be taken to select plant materials which utilize relatively little water. Turf or lawn shall comprise a maximum of 50% of total permeable ground surface in order to further minimize the use of water. In addition, plant materials located within close proximity should be selected on their similarity for water consumption. Irrigation systems which regulate dispersion of water based upon the moisture of the soil are encouraged. Design for the retention and percolation of rainwater on-site should be considered within individual development submittals.



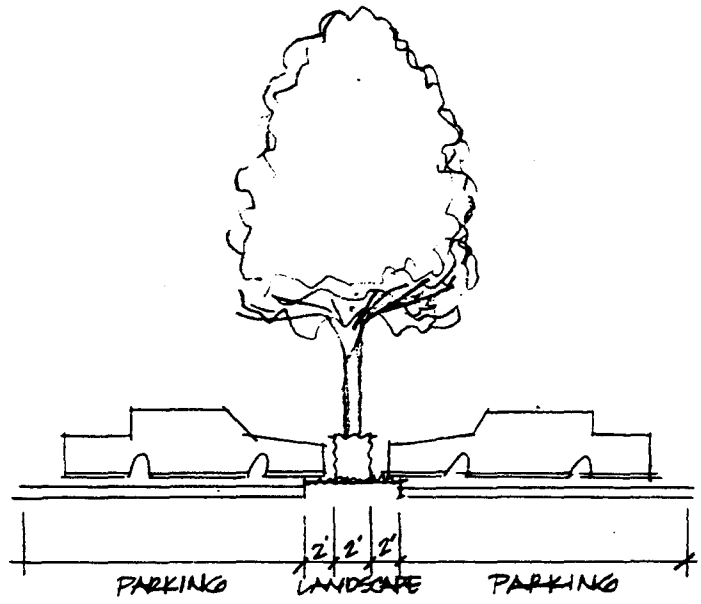
Street Sections
Figure 11



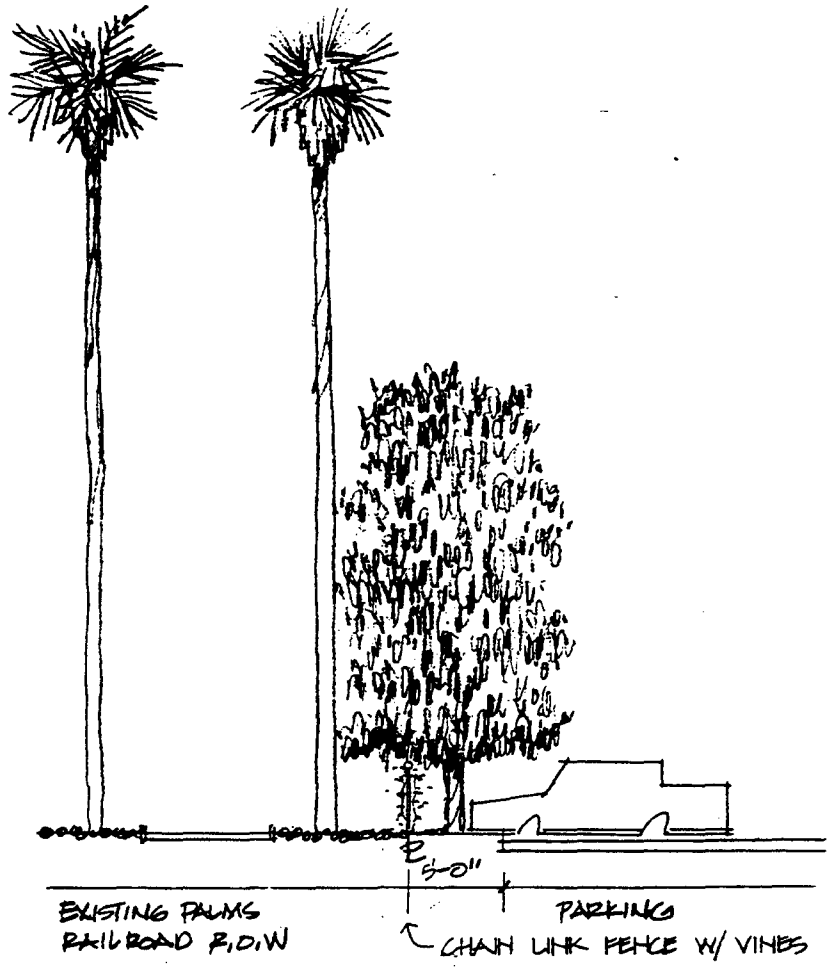




Street Sections
Figure 12



Typical Landscape Aisle



Phase I Hedgerow

Figure 13

5.4 Signage Criteria

5.4.1 Design Standards and Guidelines

All signs at Riverside Marketplace shall be controlled by this signage criteria. Signage in the environment will provide character, organization, and to the Riverside Marketplace. The design objective is to use a mix of historically derived characterological treatments combined with contemporary elements expressed in materials and styles reflective of the established Riverside Marketplace architectural era.

Signage criteria can go only so far in providing the guidelines for implementation of such a program. To be truly effective, this program should be used as an educational tool for inspiring the designs of signs and other graphic elements. A strict, to-the-letter ordinance can usually not legislate good signing and graphics, especially in a mixed use environment with objectives defined as they are for the Riverside Marketplace Redevelopment Area.

The City of Riverside, Ordinance Number 5607 is the basis for the Riverside Marketplace Signage Criteria. The Signage Criteria provides for the necessary design flexibility to adapt the ordinance to the unique characteristics and potential of Riverside Marketplace.

Note: All sign designs within the Marketplace Specific Plan area will be subject to review and approval of the City's Design Review Board. In addition, all renderings of signs bridges, other identification facilities and structural improvements shown on the exhibits in this document are conceptual only. Ultimate designs shall be reviewed by the Planning Department and will be approved by the Design Review Board.

5.4.2 Signage Design Guidelines

The desired intent for signs in Riverside Marketplace is to capture the warm, bright, optimistic commercial spirit of the earlier era without lapsing into cuteness or rigid historical recreation. The tone should reflect the sunny playfulness of the orange crate labels of the past without directly imitating them. Signs can display a contemporary treatment of these historically developed colors, forms, materials and typographic styles. Signs should utilize bold, strong, compatible colors for architectural trim and detailing. The common materials of the Marketplace era can be effectively used to sign both new and old structures: dimensional metalwork (fabricated and cast), porcelain enamel, tile and terra cotta, metal leaf, dimensional letterforms, and wood. Appropriate illumination methods include neon, Tivoli lights, and wash lighting from enameled fixtures (while avoiding excessive glare or brightness contrast). Where possible, avoid the use of sign cabinets with fully translucent plastic faces, as these have no precedent in the Marketplace period. In form, freestanding signs should relate to the character of the adjacent building architecture and reflect the spirit of the Riverside Marketplace special graphic. Wall-mounted signs on

historical structures should derive their materials and forms from the detailing of the building. Signs on new structures should relate to the guidelines set forth in Section 4.1.1 to achieve architectural integration and pedestrian scale.

5.4.3 Design Criteria

All signs, regardless of type or permanency, are affected by nine criteria for design and execution. The criteria listed below review the variables for each sign type used in the Riverside Marketplace environment.

Sign Type:	Name reference
Function:	The purpose of the sign
Form:	Shape, massing, etc.
Placement:	The position of the sign relative to the roadways and other features
Materials:	The range of materials and colors from which the sign can be constructed
Landscape Interface:	The landscaping treatment
Illumination:	The method of lighting and mounting
Typography:	Readability requirements, if applicable
Size:	The area of sign copy, if applicable
Quantity:	The number of elements allowable

5.4.4 Sign Type: Major Street Frontage Sign (Figure 14)

Function:	To display the project identity, two major tenants and current theater features to freeway traffic.
Form:	Double face monolith; structural frame/columns with articulated sign panels.
Placement:	Perpendicular to freeway on freeway frontage.
Materials:	Painted steel structural frame with painted aluminum sign panels and acrylic marquee letter tile; painted metal and polished metal decorative elements; precast concrete column bases.
Landscape Interface:	Ground cover to match adjacent freeway frontage

Illumination:	Internally illuminated sign panel copy; exposed decorative lighting.
Typography:	10 1/2" copy for major tenants (only two tenants shall be identified in addition to the theater and the Marketplace name); 6" copy for theater features.
Size:	Total sign panel area is 150 square feet per face.
Quantity:	One

5.4.5 Sign Type: Primary Entry Archway (Shown conceptually on Figure 9)

Function:	To identify the project and create a formal entry portal at the principal cross street.
Form:	Column-supported archway lattice with attached letterforms.
Placement:	Spanning the street; inset from the intersection.
Materials:	Painted steel arch and columns; painted aluminum letterforms; painted metal and polished metal decorative elements; precast concrete column bases.
Landscape Interface:	Integrated into hardscape.
Illumination:	Exposed lighting in pan channel letterforms; exposed decorative lighting.
Typography:	24" letter height for legibility to oncoming motorists.
Size:	"Riverside Marketplace" copy is approximately 60 square feet.
Quantity:	One

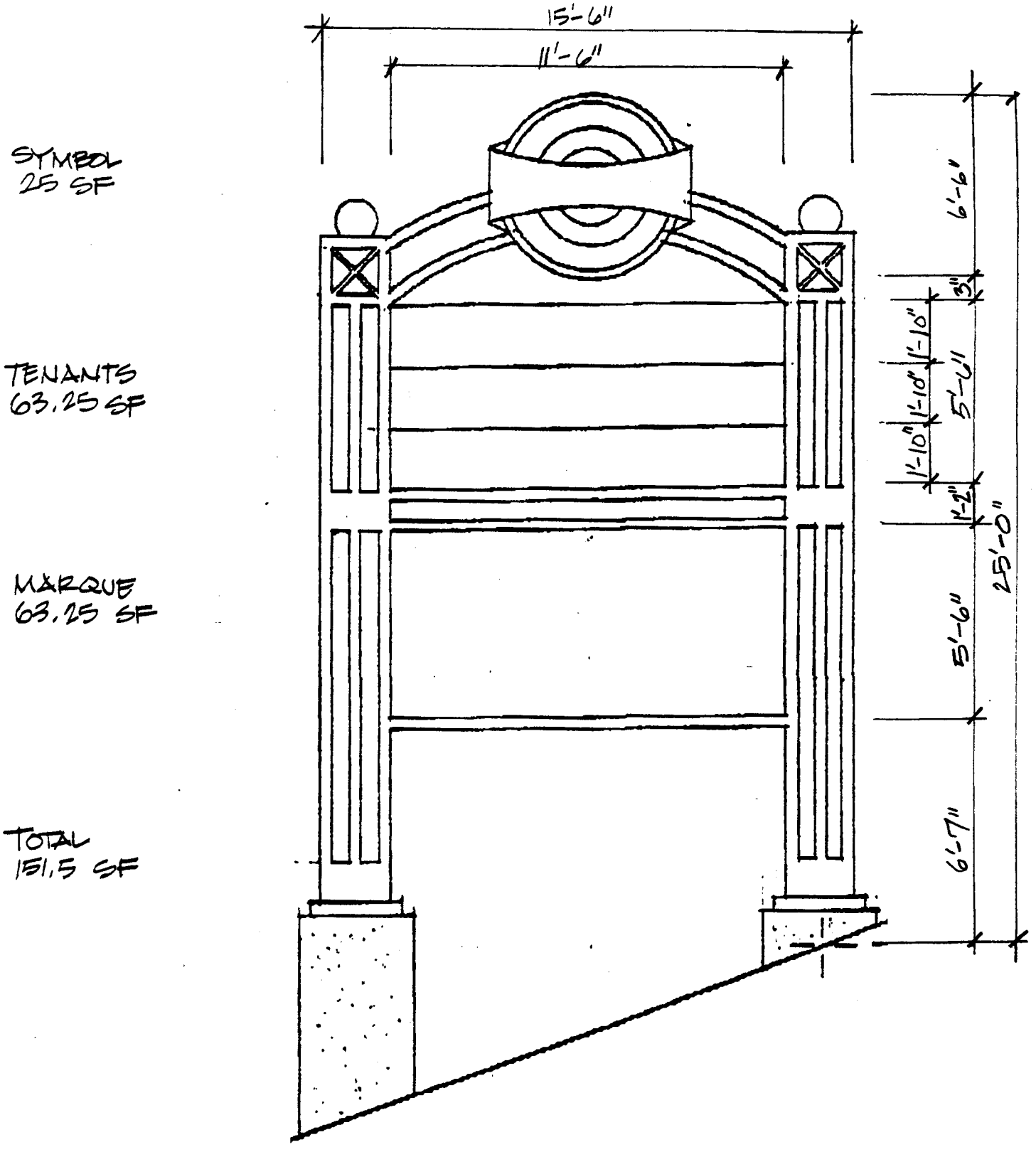
5.4.6 Sign Type: Secondary Street Frontage Sign (Figure 15)

Function:	To identify the project at secondary entries.
Form:	Lattice structure
Placement:	Angled toward secondary entry street at project boundary

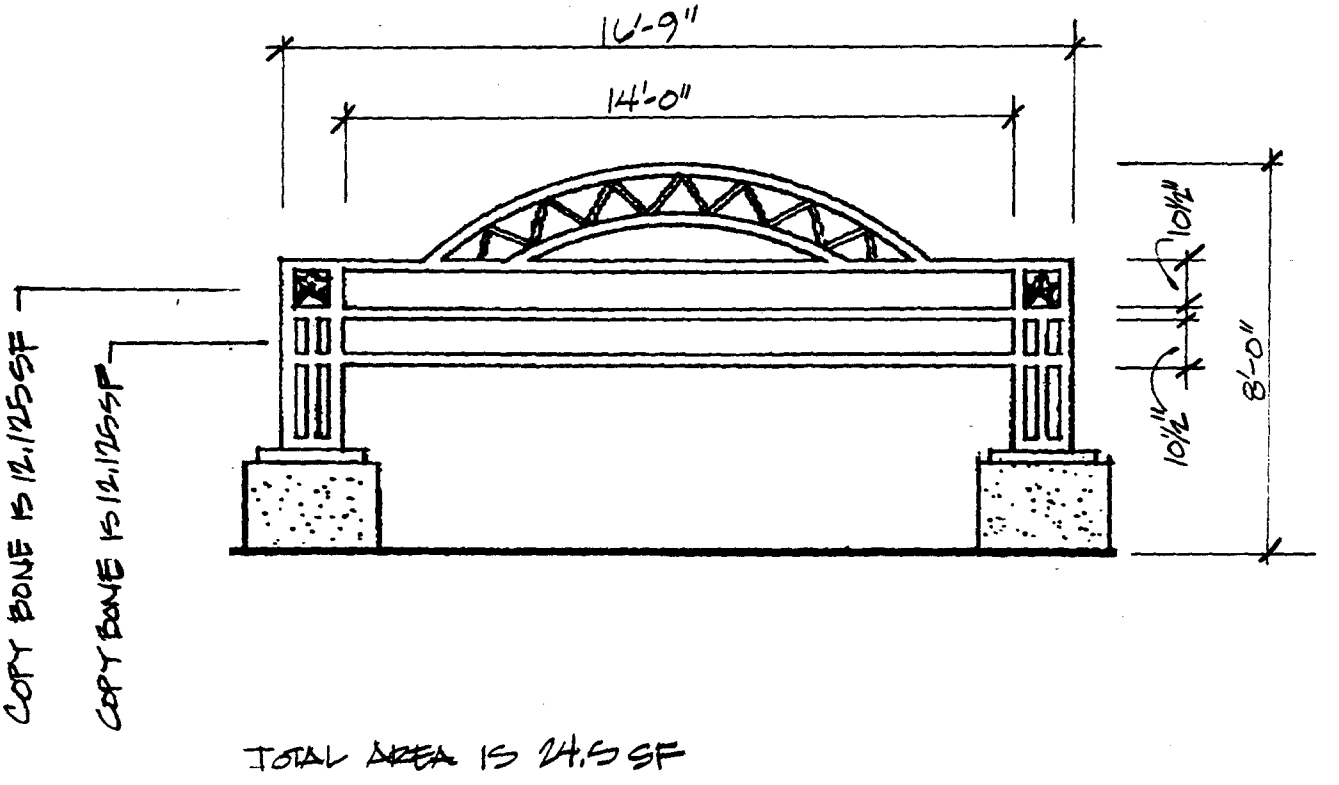
Materials:	Painted steel lattice with painted aluminum letterforms; polished metal decorative elements; precast concrete bases.
Landscape Interface:	Accent planting around sign base.
Illumination:	Ground lights
Typography:	10 1/2" letter height
Size:	"Riverside Marketplace" copy zone is 25 square feet
Quantity:	Three

5.4.7 Sign Type: Pedestrian Kiosk (Figure 15 A)

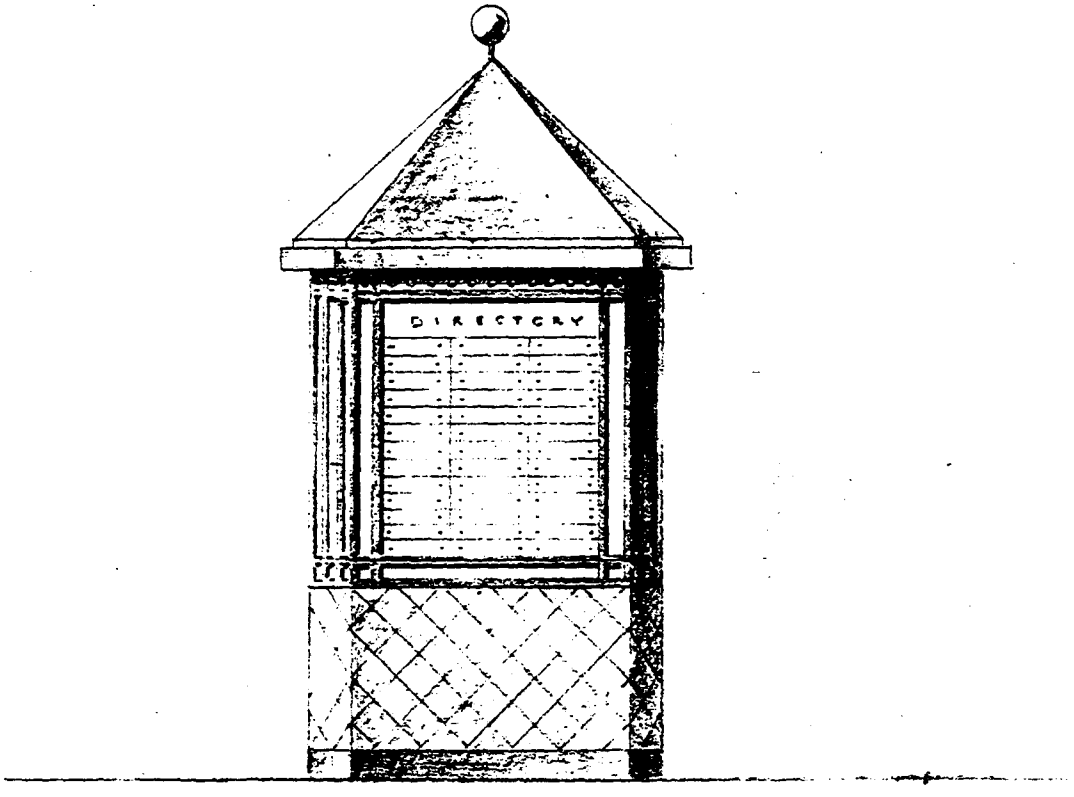
Function:	Displays area map and listing of activities and places within the Riverside Marketplace
Form:	Multi-faced kiosk structure of up to 12 feet high
Placement:	Oriented towards pedestrian areas, should be located sufficient distance from roadways so as not to be readable from automobiles
Materials:	To be determined on case by case basis
Landscape Interface:	Integrated into hardscape
Illumination:	Low wattage back lighting of sign copy only
Typography:	To be determined on case by case basis
Size:	20 square feet of copy area per face
Quantity:	To be determined



Major Street Frontage Sign
Figure 14



Secondary Street Frontage Signage
Figure 15



Pedestrian Kiosk

Figure 15A

5.5 Lighting Criteria

The Marketplace should only have two types of decorative street lights, supplemented by standard "cobra' street lights where necessary.

- Raincross street lights shall be used on Seventh Street
- "Station 1" street lights with a plain acorn globe, as manufactured by Western Lighting Standards or its equivalent shall be used in the balance of the Plan area.

The following standards and guidelines shall be applicable throughout the development area.

- The lighting of the existing palm tree rows along the Rail lines is encouraged for nighttime visual character.
- The lighting of palm trees to be located along the perimeter of the project area is encouraged for nighttime visual character.
- Lighting shall be used to provide illumination for security and safety of parking, loading, and access areas.
- All lighting shall be shielded to keep light spread within the site boundaries.
- Pole light fixtures in parking areas associated with new construction shall not exceed thirty (30') feet in height.
- Exterior building lighting shall be used to reinforce the architectural design. Emphasis shall be placed on entries, landscaping elements, architectural features, and similar.
- Lighting shall be directed toward the building or feature (wash lighting), not adjacent properties.
- Service area lighting, if applicable, shall be contained within the service area and shall be of a 90 degree cutoff type fixture.
- Security light fixtures shall not project above the fascia or roofline of the structure.
- Neon lighting may be incorporated into a sign or as an independent visual element. Neon lighting may be constituted as signage for review purposes.

Implementation

IMPLEMENTATION 6.0

6.1 Financial Mechanisms

The Specific Plan will be implemented by developers and property owners within the context of the Riverside Redevelopment process. The Marketplace area is part of the Central Industrial Redevelopment Project. Financial mechanisms which may be utilized by the Redevelopment Agency and/or City of Riverside include:

Tax increment financing - in which property taxes from increased assessed values are transmitted in whole or part to the Redevelopment Agency;

- Loans or grants;
- Developer land payments;
- Other tax revenues including sales tax, bed tax, gas tax and others;
- Bonding for capital improvements through bond acts such as Mello-Roos;
- Payments of various facility fees and/or hookup charges by developers.

6.2 Approval Process

This section outlines the process necessary to obtain approvals for development within the Riverside Marketplace Specific Plan area.

Section 3.1.1 of the Riverside Marketplace Specific Plan contains recommendations that amend the General Plan Land Use Element to achieve consistency between the project and the General Plan. The area of Phase I of the project has already been rezoned to C-2 in order to achieve consistency between the General Plan and zoning categories. Rezonings will be necessary for portions of Phase II of the Specific Plan as development occurs in that area in the future.

6.2.1 Submittal to Riverside Marketplace

Any proposed resubdivision of any parcel or the construction of any improvement within the Riverside Marketplace must be approved by the Approving Agent of the Association of which the parcel is a part, if any. The Approving Agent shall not unreasonably withhold its approval of any such submittal. Subject to the provisions the applicable Covenants Codes and Restrictions, the Approving Agent shall be conclusively deemed to have given approval unless express written notice, specifying in reasonable detail the items that are disapproved, is given within

forty-five days after receiving submittal. The Approving Agent shall endorse documents and return same to the applicant.

6.2.2 Development Site Plans

Site development plans shall be subject to review and approval by the City of Riverside Design Review Board. Applicants for development should consult with the City of Riverside Planning Department for Design Review Board submittal requirements (§ 19.62 of Title 19) and scheduling.

6.2.3 Environmental Evaluation

All proposed development applications must be accompanied with the environmental information as required within the provisions of the Article 5 of the California Environmental Quality Act and all applicable ordinances of the City of Riverside.

6.3 Administration and Amendments

6.3.1 Minor Revisions

Minor revisions or variances to the Specific Plan can be reviewed subject to the regulations and procedures set forth in Title 19.

6.3.2 Specific Plan Amendments

A major amendment to the Specific Plan will require review and approval by Approving Agent(s) of affected Associations, the City of Riverside Design Review Board, the Planning Commission, and the City Council. Such major amendments are governed by the California Government Code, §65500 which requires an application and fee submitted to the Riverside Planning Department stating in detail the reasons for the proposed amendment.

6.3.3 Appeals

An appeal from any determination, decision, or requirement of staff, Design Review Board or the Planning Commission shall be made to the City Council in conformance to the appeal procedures established by § 19.62.100 and § 19.64.160 of Title 19.

6.4 Maintenance Responsibilities

Maintenance responsibilities within Riverside Marketplace Specific Plan will be divided between the City of Riverside, the property owner association(s), individual property owner(s), and utility companies. The maintenance responsibilities of these organizations are outlined in Figure 16.

6.4.1 Streets

Public streets within the project area will be owned and maintained by the City of Riverside.

6.4.2 Landscape Rights-of-way and Easements

The maintenance of the landscaped rights-of-way and easements shall be the responsibility of the Property Owner Association(s) and individual property owner(s). In addition, pedestrian facilities, buffer landscaping, and project entry monumentation (if any) will also be maintained by the applicable Property Owner Association(s). The formation of a landscape maintenance district or association shall occur prior to the approval of any final maps for the project.

6.4.3 Signage

Signage which identifies the Riverside Marketplace project or general elements of the project will be maintained by the Property Owner Association(s). Individual tenant signs will be maintained by the individual property owner's. If an individual property owner fails to maintain subject signage, then the Property Owner Association(s) shall be held responsible. Penalty for individual property owners lack of sign maintenance should be addressed within the CC&R's. All signs or other private facilities within the public right-of-way shall be required to obtain encroachment permits from the Public Works Department.

6.4.4 Lighting

Public street lighting within the Riverside Marketplace will be owned and maintained by the City of Riverside. Interior on-site lighting shall be owned and maintained by the Individual Property Owner(s).

6.4.5 Water, Sewage and Drainage Facilities

Water, sewer and drainage improvements located within public rights-of-way are to be owned and maintained by the City of Riverside.

Where located in easements, the City will assume responsibility for maintenance of the underground facilities only; maintenance responsibility for surface improvements within the easements will not be transferred.

The City will not be responsible for maintenance of any individual service lines serving private development.

Water, sewer and drainage facilities on private property in the absence of an easement will be considered to be private facilities. Maintenance of such private facilities will be the responsibility of the individual property owner or the agent of the property owner charged with the general maintenance of the landscaping and other common improvement of the area in question.

6.4.6 Utilities

The utility companies associated with the respective services are responsible for the maintenance of the natural gas, electricity, and telephone services throughout the site.

	Property Owners Association	Individual Property Owners	City of Riverside	Utility Company
Landscape Rights-of-Way/ Easements	●	●		
Landscape Entryways/ I.D. Statements	●			
Project Signage	●			
Individual Signage		●		
Street Lighting			●	
On-Site Lighting		●		
Public Streets			●	
Public Storm Drains			●	
Water/Sewer Facilities			●	
Utilities				●

Summary of Maintenance Responsibilities
Figure 16

Environmental Report

ENVIRONMENTAL IMPACT REPORT 7.0

7.1 Summary

The major environment effects of development under the Riverside Marketplace Specific Plan are as follows:

- Increased traffic due to intensification of land use;
- Increased air emissions as a result of increased traffic;
- Increased ambient noise due to the increased traffic and reduced noise in residential areas due to elimination of thru traffic;
- Improved land use compatibility;
- Preservation and enhancement of qualified historic structures;
- An increase in the demand for police and fire services due to the intensification of land-use;
- A possible increase in light and glare due to the intensification of land use.

7.2 Description of the Project

The Project is described in the Specific Plan. In summary, the Project converts an unplanned area of approximately 200 acres of industrial storage, vacant and deteriorating residential areas into a planned mixed-use area.

A series of new districts are established in the new mixed use area as depicted within Figure 4 of the Specific Plan. These districts include Business Park, Public Utilities, Industrial, Mixed Use, Neighborhood Retail, Residential, Retail and Park.

7 . 3 Environmental Setting

The Riverside Marketplace Specific Plan area is a flat site of approximately 200 acres. As can be observed on the Aerial Photograph (Figure 3), there are no significant natural features in the Specific Plan area.

Figure 1, Regional Context, notes the prominence of the site in the region. Figure 2, Area Context, notes the location of the site adjacent to downtown.

As indicated in Figure 3, the Specific Plan area does contain a number of significant man-made resources including two train stations, three packing house structures, one of the oldest homes in Riverside, several

significant industrial buildings and several concentrations of architecturally or historically significant residences.

7.4 Plan Consistency

The Riverside Marketplace Specific Plan contains recommendations in Section 3.1.1 which amend the City's General Plan Land Use Element so that the Specific Plan and General Plan will be consistent.

7.5 Environmental Effect of the Proposed Project and Mitigation Measures

7.5.1 Traffic

Environmental Setting

The Specific Plan Area is currently not a major generator of trips due to the low intensity of use in the majority of the Plan area.

Environmental Impacts

The intensification of land uses as proposed will significantly increase trip generation as described in detail within Appendix A.

Mitigation Measures

To mitigate the increased traffic resulting from current conditions and the implementation of the plan, the following mitigation elements have been planned including:

General Circulation Improvements

- Provide setbacks for widening of the Riverside Freeway to ten lanes;
- Provide setbacks for reconstruction of SR 91 ramps at Fourteenth Street and University Avenue.
- Provide setbacks for widening of Third Street and construction of a Third Street railroad underpass;
- Operate Mulberry Street as a northbound one-way; requires restriping, new signage, and revamped signals.
- Protect north/south corridor; ie Howard/Commerce, in Phase II.

Specific Circulation Improvements

- Construct University slip-ramp access to Vine Street.
- Close Tenth Street and the Tenth Street railroad crossing.

- Restripe Seventh Street to five (5) lanes (two through each way and one (1) two-way left turn lane) from Mulberry to railroad crossing.
- Install signal at Seventh and Vine.
- Install signal at Seventh and SR 91 ramp
- Reconstruct Vine Street from Third to Thirteenth (approximately).
- Extend Santa Fe to connect with slip-ramp at Vine Street.
- Construct pedestrian bridge for Vine overcrossing University.
- Reconstruct Santa Fe between Seventh and University overpass.
- Construct Ninth Street between Mulberry and Vine Street.
- Provide sheltered right-turn lane on Mulberry at Ninth.

Other Mitigation Suggestions

- Establish public transit connections to downtown and adjacent neighborhoods.
- Establish traffic management devices to control vehicle mix on streets within project.

7.5.2 Air Emissions

Environmental Setting

The Specific Plan area is part of the South Coast Air Quality Management District (SCAQMD) which has set standards to protect the public health and welfare.

Environmental Impacts

Appendix B contains detailed projections of air quality impacts resulting from the increased traffic which will be generated by the intensification of uses within the Specific Plan area. Because of improving emission controls it is projected that peak hour carbon monoxide concentrations will be within California and National Standards. Further, the eight hour levels are projected to be acceptable under average meteorological conditions. Under "worst case" weather conditions the standards would be exceeded.

Mitigation Measures

The Plan includes provisions for reducing the vehicle miles travelled which will reduce the amount of emissions generated. These include public transit connections to downtown and adjacent neighborhoods, extensive pedestrian walkways to the Central Marketplace's restaurants and shops

from adjacent office and business park districts and a mixed use plan which includes residential uses in close proximity to office, manufacturing and business park employment sites.

7.5.3 Noise and Glare

Environmental Setting

Existing noise sensitive sites were field monitored as described in Appendix C and found to have currently high noise levels approaching the level at which noise abatement is required.

Glare is not currently a problem in most of the Specific Plan area due to the low intensity and type of uses. Some glare problems exist where existing circulation patterns allow truck traffic to move through residential areas.

Environmental Impacts

Increase noise associated with increased levels of traffic were projected at the noise sensitive sites described in Appendix C. The noise level at each site is projected to approach or exceed the level at which noise abatement is required.

Glare will be eliminated in the residential areas within the Specific Plan area by the proposed cul de sacs which eliminate truck traffic and the buffers.

Mitigation Measures

Noise mitigation measures include traffic management measures as discussed in Appendix C and noise insulation of impacted structures.

7.5.4 Land Use Alteration and Intensity of Development

Environmental Setting

The existing land use patterns as described in Section 2 of the Plan consist primarily of low intensity storage, recycling uses or vacant land.

Environmental Impacts

The proposed patterns of land use described in Section 3 of the Plan consist of retail, business park, office and manufacturing uses. The extent and intensity of residential development will remain the same.

Mitigation Measures

No mitigation measures are required.

7.5.5 Neighborhood Affect Residential Displacement

Environmental Setting

As described in Section 2 of the Plan, the Specific Plan area contains several deteriorating residential areas.

Environmental Impacts

The proposed modifications to the street system within the Specific Plan area will eliminate the through truck traffic which is contributing to residential deterioration. Several structures will be acquired to accommodate construction of the residential cul de sacs.

Mitigation Measures

Structures to be acquired for construction of the residential cul-de-sacs will be relocated to nearby, vacant sites if they are of architectural/historical merit. Alternatively, structures of architectural/historical merit which are compatible with the neighborhoods will be moved in to existing, vacant sites. The overall result will be no residential displacement due to a balance between structures acquired and those moved to vacant sites.

7.5.6 Parking

Environmental Setting

Parking is not currently a problem in most of the Specific Plan area due to the low intensity of uses. Truck parking on residential streets is a problem within the residential portions of the area south of 7th Street.

Environmental Impacts

The Specific Plan proposes self-contained parking within most portions of the Specific Plan area as described in Section 5 - Design Guidelines. In Phase I a Parking District has been recommended because parking for the historic structures cannot be accommodated on a building by building basis. The proposed residential cul de sacs eliminate the problem of truck parking on residential streets.

Mitigation Measures

No mitigation measures are required.

7.5.7 Housing Density

Environmental Setting

The existing residential uses in the Specific Plan area consist primarily of single family structures.

Environmental Impacts

The proposed Plan will create new jobs which may increase housing demand.

Mitigation Measures

To preserve the historic houses and to maintain the single family nature of the residential areas, single family zoning is proposed in the Specific Plan. This will require that any housing demand created by the new employment generating uses be met in residential units constructed outside the Specific Plan area.

7.5.8 Light Levels and Water Absorption

Environmental Setting

The existing levels of light in the Specific Plan area are low and often inadequate for public security or enjoyment reflecting the low intensity of use and deteriorating conditions. Water absorption is nominal because most areas are paved.

Environmental Impacts

The higher intensity and types of uses proposed in the Specific Plan will require improved lighting for private uses and public right-of-ways. The Specific Plan provides for upgrading of private lighting through the Development Standards and in public right-of-ways through proposed infrastructure improvements.

Water runoff should be lessened due to the conversion of some areas which are currently paved to landscaped areas with porous surfaces.

Mitigation Measures

No mitigation measures are required.

7.5.9 Historic Structures

Environmental Setting

As described in Section 2 of the Plan, there are a number of architecturally and/or historically significant structures within the Specific Plan area.

Environmental Impacts

Redevelopment or use intensification may be perceived as a threat to the architectural heritage and integrity of an established areas or individual structures.

Mitigation Measures

- Development of a rating criteria in order to determine degree of architectural or historical merit of any structure or area;
- Identify potential candidate structures or areas via an area-wide survey;
- Determine the feasibility of preserving, relocating or reusing any potential candidate structure through structural integrity assessments or other types of tests;
- Retention or adaptive reuse of all qualified packing houses and significant industrial structures;
- Relocation of what was thought to be the John Brodhurst Home (the oldest remaining house in Riverside) and the Riverside Soda Works to a proposed Visitors Center adjacent to North Park;
- Neighborhood Enhancement Program to rehabilitate the architecturally and historically significant residential structures north of Seventh Street and along Ninth Street.
- A program to relocate endangered historic residential structures with the proposed Local Residential Historic Districts which will be part of the Neighborhood Enhancement areas.

7.5.10 Toxic Waste

Environmental Setting

The California Regional Water Control Board has noted in its response to the Notice of Preparation (See Appendix F) that they are investigating the Specific Plan Area to determine sources of contamination for the standby and agricultural supply wells.

The Environmental Audits done for all non-residential portions of the Specific Plan area (See Appendix E) identify possible sources of contamination.

Environmental Impacts

Leakages from the potential problem tanks noted in the Environmental Audit may have been polluting the groundwater. Unrestricted construction could disrupt underground tanks or increase pollution due to existing surface contamination.

Mitigation Measures

The Specific Plan requires Phase I reports to identify any potential toxic problems relating to underground tanks and surface contamination. If

potential problems are identified, a Phase II Study is required to evaluate possible toxic problems and recommend mitigation measures. The Phase I and II studies are done for the Riverside Public Works and/or Planning Departments who will consult with the Hazardous Materials Management Division of the Riverside County Health Department.

7.6 Alternatives to the Proposed Project

Status Quo

An alternative to the proposed Marketplace Specific Plan would be for the City to take no actions to improve the area. This could lead to a continuation of the problems noted in Section 2 of the Specific Plan such as economic underutilization of the land, continuing residential deterioration, etc.

Greater Intensity of Land Use

Given the proximity to downtown and the freeway frontage of much of the Specific Plan area, it would be reasonable to consider a higher intensity of land use.

The approach of creating a series of high rise office structures along the freeway was rejected due to the Specific Plan's policies of relating the Riverside Marketplace to the Downtown area. This policy, developed with inputs from the Downtown Riverside Association, intended to avoid intensity or types of land use that would possibly conflict with Downtown revitalization efforts.

Instead, a strong symbiotic relationship should be developed between the two areas which would be mutually beneficial. Each area should grow in proportion with the other.

Likewise, lower intensity uses were adopted for the Central Marketplace area in order to preserve the integrity of the older structures identified in section 2 of the Plan.

Alternative Street Configurations

Within the framework of a relatively low intensity land use pattern, although substantially increased from the Status Quo, a number of circulation pattern alternatives were evaluated by means of a computerized traffic model. The results of this analysis, which is included in Appendix A, led to the specific traffic mitigation measures noted in Section 7.5 above.

Reasons for Rejection of Alternatives

The Status Quo Alternative was rejected because it did not meet the objectives of the City of Riverside in establishing the Central Industrial Redevelopment Project area to upgrade the area. Likewise, the Status Quo did not meet the objectives of the City Council and Citizen's Advisory

Committee to achieve the improvements associated with attaining the Goals and Objectives outlined in Section 2 of the Specific Plan. In particular, it does not meet the City's objectives of eliminating blight within the Central Industrial Project of which the Marketplace a part.

The Higher Intensity Alternative is not preferred at this time because it could be construed as being in conflict with the Downtown Redevelopment Program and the inputs received from community groups such as the Downtown Riverside Association and Keep Riverside Ahead. Pursuit of higher intensification in the future would warrant the necessary assessments and impact studies.

The selected configuration of street improvements was determined from Evaluation Alternatives in Appendix A because it did the best job of achieving acceptable levels of service while meeting the circulation requirements of the various land use districts.

7.7 Relationship Between Local Short-term uses of Man's Environment and the Maintenance and Enhancement of Long-term Productivity

The Riverside Marketplace Specific Plan enhances the use of man's environment by creating a plan which:

- Increases intensity and utilization of land uses to provide employment, services, and cultural and recreation improvements to the region, city, Eastside neighborhoods, and other nearby neighborhoods;
- Preserves and enhances significant citrus, railroad and residential historical resources of the area which are an important element of the City's historic fabric;
- Is developed in phases to enhance the environment in both the short and long term; and
- Eliminates conflicts between industrial and residential uses which contributes to residential deterioration.

7.8 Growth Inducing Impact of the Proposed Action

The Plan intensifies the use of the area to achieve the Goals and Objectives previously discussed. However, there would continue to be significant intensification of land use without any City actions through a gradual extension of the industrial uses allowed under current zoning.

By planning for change, the Marketplace Specific Plan achieves the positive benefits of improved economics, a halt to residential deterioration, and maintenance and enhancement of historic structures which would not occur without the Plan. Furthermore, the potentially negative impacts of increased traffic are mitigated by the circulation enhancements previously described.

7.9 Significant Cumulative Impacts

The major cumulative impacts of the Plan will be the increase in traffic association with higher, intensity land uses which have been discussed above; and the improvement of the economic and social environment as noted in Sections 7.10 and 7.11 that follow.

7.10 Economic Effect

The Riverside Marketplace Specific Plan area is vastly underutilized in terms of its freeway frontage, proximity to downtown and low intensity of uses. Further, the area is severely blighted having a negative impact on the adjacent Eastside community and the overall Riverside community.

The Marketplace Specific Plan is located within the Riverside Central Redevelopment Area and the various mechanisms of the Riverside Redevelopment Agency are available for implementing the plan.

Extensive economic analyses have been conducted in conjunction with preparation of the Specific Plan. These analyses identified the need to develop the plan in phases beginning with a Phase I that is both economically viable and of sufficient scale to have the required change of environment necessary for successful marketing of space to prospective tenants.

7.11 Social Effect

The project is projected to add approximately 3,500 jobs in the new specialty retail, restaurant, office, hotel, business park and industrial areas previously described.

The project will save the area's historic structures including the railroad stations, packing houses, architecturally significant industrial buildings and historically significant residential structures through the proposed continuation of uses or adaptive reuses defined in the plan. The project will add new shopping and entertainment facilities to serve the region, city, Eastside and Downtown neighborhoods.

The project will add new shopping and entertainment facilities to serve the region, city, Eastside and Downtown neighborhoods.

The project will add new cultural facilities for the visual and performing arts and a Visitors Center - both serving the entire Riverside community and visitors.

The project will reverse the deterioration of neighborhood areas now unprotected from truck traffic and land use incompatibility.

The project will provide new streetscapes, attractive structures, preserve historic structures and enhance parks to turn a visually blighted area into an attractive one.

The combination of these project impacts will be an improvement in the economic and social well-being of the Riverside community.

7.12 Significant Adverse Impacts

Traffic generated by the proposed change in land uses could have an adverse effect on the level of service of key intersections in and adjacent to the Marketplace area. Likewise traffic impacts on adjacent residential neighborhoods could be increased. However, the mitigation measures noted in Section 7.5.1 and in Appendix A mitigate both the potential intersection problems and the potential traffic impacts on residential areas.

Flooding from a hundred-year flood could be a potential adverse impact within the Marketplace Industrial Park and Neighborhood Enhancement South subareas. This potential adverse impact is mitigated by the requirements of the Flood Plain (FP) overlay zone which has been designated for this area

Toxic materials released by proposed construction could disrupts existing underground tanks or increase problems associated with existing surface contamination which could create an adverse impact by contaminating the ground water supply. This potential adverse impact is mitigated by the required studies and procedures spelled out in section 7.5.10 of the Environmental Impact Report.

7.13 Reasons Other Impacts Determined Not Significant

An Assessment of Environmental Impact was prepared and submitted to the Environmental Protection Commission. The issues addressed herein were those determined to be significant by the Environmental Protection Commission. Other issues were determined to be not significant.

7.14 List of Preparers of the Environmental Impact Report

Consultants to the City for Preparation of the EIR

The Arroyo Group Team

The Arroyo Group
Planners, Architects and Associated Disciplines
142 West Colorado Boulevard
Pasadena, California 91105
(818) 795-9771
Project Planner/Manager: Larry B. Morrison, Principal
Project Planner: Alejandro Zurita, Associate

Parsons Brinkerhoff Inc. Transportation Planners and Traffic Planners
Robert Braman, Vice-President
James G. Douglas, Senior Transportation Planner

7.15 Persons and Agencies Consulted in Preparing the Environmental Impact Report

The following is a list of agencies and groups who were consulted in preparing the Plan and Environmental Impact Report.

Department/Agencies

City Manager's Office

John E. Holmes, City Manager
Robert C. Wales, Assistant City Manager

Public Utilities Department

Bill D. Carnahan, Public Utilities Director
John Sevey, Principal Engineer, Electrical Division
Donald J. Colgan, Principal Engineer, Electrical Division
Dave Redding, Electric Systems Manager, Electrical Division
Bill Whitten, Associate Engineer, Electrical Division
C. B. Anderson, Senior Engineer, Electrical Division
David V. Garcia, Water Engineering Manager, Water Division

Public Works Department

Barry Beck, Public Works Director
Rick McGrath, Deputy Public Works Director
Fran Dunajski, City Traffic Engineering, Traffic Division

George H. Kamrath, Principal Engineer, Engineering Division - Sewer

Development Agency

Margueretta Gulati, Director of Development
Ralph Megna, Deputy Director of Development
Conrad Guzkowski, Senior Project Manager
Marion Mitchell-Wilson, Historic Preservation Manager

Planning Department

Merle G. Gardner, Planning Director
Steve Whyld, Deputy Planning Director
Craig Aaron, Principal Planner
Bill Wilkman, Principal Planner
Dirk Jenkins, Senior Planner

Parks and Recreation Department

Robert L. Johnson, Parks Projects Coordinator

Historic Resources Department

Bill Dougall, Director
Alan Curl, Administrative Curator, Museum

Cultural Heritage Board

Kathy Maddox, Chairman
Robert Vietri
Knox Mellon
Bill Gardner
Sandy Sanderson
Philippa Jones
Richard Frick
Norman Powell

Fire Department

Ed Couchman, Assistant Fire Marshal

Police Department

Ernie Hautala, Information Systems Coordinator

Other

California Regional Water Quality Control Board
Anne Knight, Environmental Specialist

Riverside County Health Department
Jon Mohoroski, Hazardous Materials Specialist

Riverside County Flood Control and Water Conservation District
Ralph Stone, Senior Engineer

State Office of Historic Preservation
Hans Kreutzberg, Deputy State Historic Preservation Officer

Riverside County Planning Department
Pattick Clarke, Associate Planner

MITIGATION MONITORING AND REPORTING PROGRAM FOR THE RIVERSIDE MARKETPLACE SPECIFIC PLAN

The following mitigation measures are required to reduce the environmental impacts associated with development of the Riverside Marketplace Specific Plan. A copy of this monitoring program shall be transmitted to the project developer and all City departments that are responsible for verifying that all applicable conditions and mitigation measures have been met or completed. The City Planning Department shall maintain a record of mitigation measure compliance through the life of the Marketplace project.

MITIGATION MEASURE	METHOD OF TIMING AND VERIFICATION	RESPONSIBLE DEPARTMENT	DATE COMPLETED
Traffic			
1. Setbacks for widening of the Riverside Freeway (SR 91) to ten lanes	Building permit/plan check process	Planning/Public Works	
2. Setbacks for reconstruction of SR 91 ramps at 14th Street and University Avenue	Building permit/plan check process	Planning/Public Works	
3. Setbacks for the widening of Third Street and construction of a Third Street railroad underpass	Building permit/plan check process	Planning/Public Works	
4. Restripe Mulberry Street as a one-way street northbound (includes new signage and revamped signals)	Field inspection (Phase I initial improvements)	Public Works	
5. Protect Howard/Commerce north/south corridor in Phase II	Map process for Phase II	Planning/Public Works	
6. Construct University slip-ramp access to Vine Street	Field inspection after construction (Phase I initial improvements)	Public Works	
7. Closure of Tenth Street and the Tenth Street railroad crossing	Field inspection after construction (Phase I initial improvements)	Public Works	
8. Restripe Seventh Street to five lanes (two through each way and one two-way left turn lane	Field inspection after construction (Phase I initial improvements)	Public Works	
9. Install signal at Seventh and Vine Streets	Field inspection after construction (Phase I initial improvements)	Public Works	

10. Install signal at Seventh Street and SR91 ramp	Field inspection after construction (Phase I initial improvements)	Public Works
11. Reconstruct Vine Street from Third to Thirteenth Streets (approx)	Field inspection after construction (Phase I initial improvements)	Public Works
12. Extend Santa Fe to connect with slip-ramp at Vine Street	Field inspection after construction (Phase I initial improvements)	Public Works
13. Construct pedestrian bridge for Vine Street crossing over University Avenue	Field inspection after construction (Phase I initial improvements)	Public Works
14. Reconstruct Santa Fe between Seventh Street and University Overpass	Field inspection after construction (Phase I initial improvements)	Public Works
15. Construct Ninth Street between Mulberry and Vine Streets	Field inspection after construction (Phase I initial improvements)	Public Works
16. Provide sheltered right turn lane on Mulberry Street at Ninth Street	Field inspection after construction (Phase I initial improvements)	Public Works
17. Establish transit connections to downtown and adjacent neighborhoods	Riverside Transit Authority to establish transit routes upon completion of transit stops (Phase I)	Planning/RTA
18. Establish traffic management devices to control vehicle mix on streets within project (truck delivery scheduling to avoid peak travel times)	The project developer shall prepare truck delivery regulations prior to completion of any use requiring truck deliveries	Planning
Air Quality		
1. Establish a TMA (Transit Management Association) to assist area businesses in implementing ridesharing and transit services.	When employment threshold of 100 persons is reached utilizing the formula of 1 employee/250 sf. of office and 1 employee/500 sf. of industrial.	Planning/Redevelopment
Noise		
1. Establish traffic management measures (e.g. traffic control devises and signing for prohibition of certain vehicle types, time use restrictions for certain vehicle types, modified speed limits and exclusive land use designations)	Prior to occupancy of any Phase I developments	Planning
2. Noise insulation of impacted structures. Any new construction will comply with the City's Noise Ordinance	Building permit/plan check process	Planning/Public Works
Historic Structures		

1. Develop a rating system in order to determine degree of architectural or historical merit of any structure or area within the project	Prior to issuance of any demolition permits in the project area	Planning/Historic Resources
2. Identify potential candidate structures or areas by surveying the project area	Prior to issuance of any demolition permits in the project area	Planning/Historic Resources
3. Determine the feasibility of preserving, relocating or reusing any potential candidate structures through structural integrity assessments or other types of tests	Prior to issuance of any demolition permits in the project area	Planning/Historic Resources
4. Retention or adaptive reuse of all qualified packing houses and significant industrial structures	Building permit/plan check and map approval processes	Planning/Historic Resources
5. Relocation of the structure previously thought to be the Broadhurst House and the Riverside Soda Works structure to a proposed Visitors Center adjacent to North Park	Building permit/plan check and map approval processes	Planning/Historic Resources
6. Establish a neighborhood enhancement program to rehabilitate the architecturally and historically significant structures north of Seventh Street and along Ninth Street	Prior to issuance of any demolition permits in the project area	Development/Planning/Historic Resources
7. Establish a program to relocate endangered historic residential structures with the proposed local residential historic districts which will be part of the neighborhood enhancement areas	Prior to issuance of any demolition permits in the project area	Development/Planning/Historic Resources
<u>Toxic Waste</u>		
1. Prepare a Phase I toxic studies in accordance with all applicable laws and implement all recommendations of the studies	Prior to issuance of grading permits	Development/Fire

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