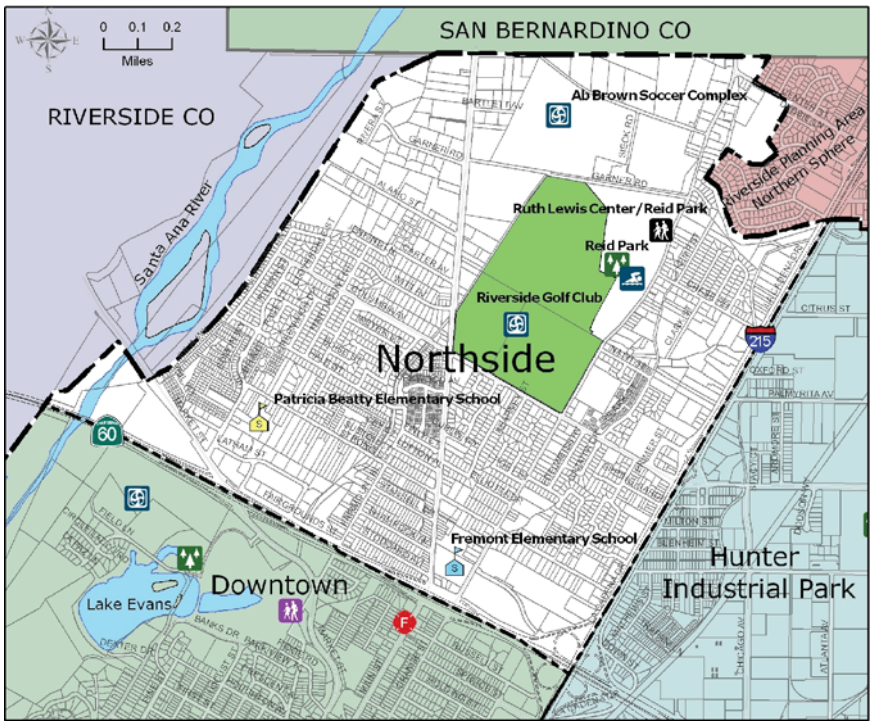
Policy LU-69.3: Work cooperatively with the March Joint Powers Authority to ensure compatibility of land uses.

NORTHSIDE



Northside

Separated from the rest of the City by two freeways and bounded on the west by the Santa Ana River, the Northside neighborhood is marked by strong edges and supports a wide mixture of uses.

Although geographically close to Downtown and Hunter Industrial Park, the Northside's boundaries lend the neighborhood a character distinct from its neighbors, with residential uses that include semi-rural homesites, traditional suburban subdivisions and apartments. The neighborhood has significant park and recreation areas and commercial and office development as well. Local residents have ready access to Reid Park, featuring a gymnasium, swimming pool, community center and several outdoor playing fields, as well as the publicly operated Riverside Golf Club. The neighborhood once included the White Sulphur Springs pool located at 3723 Strong Street, a major regional attraction, known for its sparkling clean water and its use in several early Hollywood films. The Northside's complex character is made more intricate by the presence of two large

unincorporated areas along the west and east sides of Reid Park and the Riverside Golf Club.

The Northside neighborhood is home to a long-standing homeowners' group, the Northside Improvement Association. This group has been instrumental in providing an effective forum for addressing community concerns. To address both the complexity and importance of this neighborhood, the City adopted a community plan for the Northside in 1991. The Plan proposes a framework for a distinct, upgraded community identity with improved design and maintenance and an emphasis on the residential nature of the community. The Plan prescribes improved development standards, encourages higher quality land uses and the upgrade and maintenance of existing uses. It also identifies future development needs and seeks to preserve the old charm of the City of Riverside. The planning area encompasses not only the unincorporated islands within Riverside County, but also stretches north over the San Bernardino County line to include what was unincorporated land that has since been annexed by the City of Colton. Goals and policies from the 1991 Community Plan are reflected in the objectives and policies below, in Citywide land use and circulation objectives and policies, and in the Implementation Program for the General Plan.

For additional information and Objectives and Polices affecting the Northside Neighborhood see the following:

"Santa Ana River" – Introduction, LU-1, LU-2 and OS-7.

"Magnolia Avenue/Market Street" – LU-12 and CCM-3.

"Preservation of Industrial Land" – LU-24 and LU-25.

Consistent with neighborhood goals set forth in prior planning documents, this General Plan focuses on the maintenance and improvement of these major park and recreational facilities, preservation of long-established residential densities and enhancement of the small yet economically successful commercial and industrial sites.

The objectives and policies listed below are specific to the Northside Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

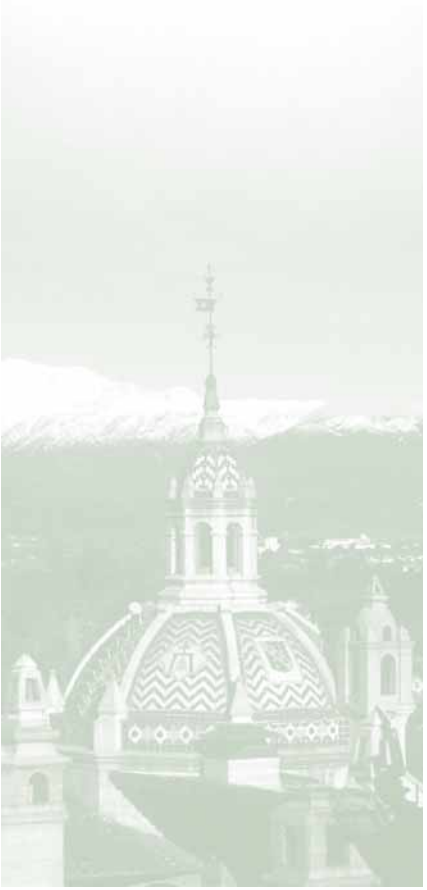
Objective LU-70: Provide a balanced community with sufficient office, commercial and industrial uses while preserving the single family residential preeminence of the community.

Policy LU-70.1: Commercial uses along West La Cadena Drive should be focused at the Columbia Avenue and West Center Street intersections.

Objective LU-71: Establish the Northside Community as a balanced community in which it is pleasant to live, work and play.

Policy LU-71.1: Prepare a Specific Plan for the Northside which:

- Emphasizes the retention of open space and recreational resources;
- Includes the input of the residents and property owners of the Northside Community;
- Includes the retention of Reid Park;
- Assumes the retention of a public golf course within the Northside Study Area with generous visual access to this feature or comparable open space from the surrounding community. Basic open space relationships should be retained;
- Considers alternative land uses for properties surrounding the golf course and Reid Park to optimize compatibility with these recreation facilities;
- Retains or relocates the soccer fields to an optimum location;
- Provides a detailed evaluation of alternative uses for the Public Utilities Department properties in the City of Colton (i.e., former Pellissier Ranch). The evaluation shall include, but not be limited to, recreational and industrial opportunities; and
- Retains the Northside Community Plan Citizens Advisory Committee, or a modified committee



of local citizens, as the review committee for the specific plan.

Policy LU-71.2: Retain Fremont Elementary School as the primary focus for elementary education in the Northside. Encourage modest expansion of the site as properties become available, particularly the properties immediately adjacent to the existing parking lots on Orange Street and Main Street. Expansion should allow for site amenities such as parking lot landscaping, improved pedestrian circulation and added parking.

Policy LU-71-3: Retain Reid Park and the golf course to serve neighborhood, community and regional park needs.

Policy LU-71-4: Coordinate trail alignments within the Springbrook Wash and Santa Ana River with the work prepared by the Springbrook Wash Trails Alignment Subcommittee of the Riverside Land Conservancy.

Objective LU-72: Provide for steady change and improvement to an upgraded model community with a distinct identity.

Policy LU-72.1: Engage the City of Riverside and the Counties of Riverside and San Bernardino in cooperation with Northside Citizen groups to launch an aggressive campaign to reinforce building and property maintenance conditions. The campaign should:

- ❖ Emphasize the removal of inoperative vehicles;
- ❖ Encourage property owners to remove junk from yards and replace weeds with more aesthetically pleasing landscaping; and
- ❖ Emphasize the repair of deteriorated structures and the upgrade of structures needing maintenance.

Policy LU-72.2: Site new development to emphasize views out of the Northside area and not block existing views. Lay out subdivisions so that streets emphasize the views. In many cases this means streets should be perpendicular to the view. This visual corridor can

also be protected by an open space easement across a portion of the lot.

Policy LU-72.3: Consider establishing SR-60 and Interstate 215 as City of Riverside Scenic Highways.

Policy LU-72.4: Line Main Street with canopy type trees both at the curb edge and in the center median island. These canopy trees will soften the width of the street and reinforce the low density residential goal of the Northside. This will also be in contrast to the palms to be used in a formal pattern to the south of the freeway.

Policy LU-72.5: Encourage appropriate retail opportunities to better serve the Northside Neighborhood.

Policy LU-72.6: Complete roadway improvements needed to ensure adequate access to the Northside Neighborhood to meet the needs of residential, commercial and other users.

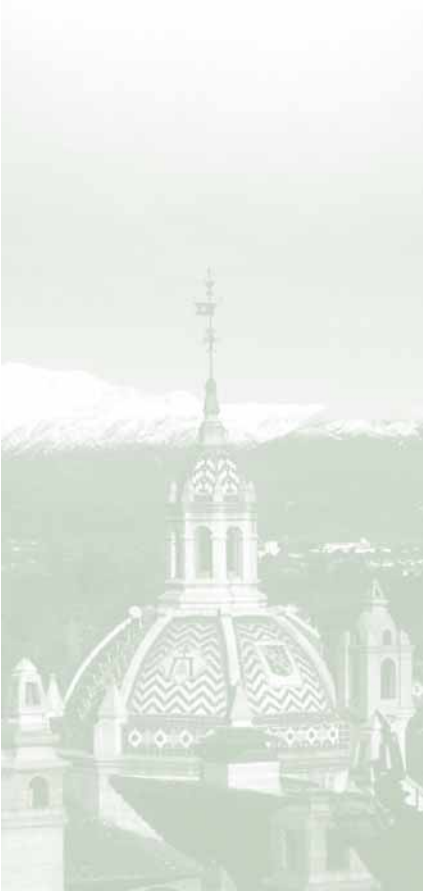
Policy LU-72.7: Continue to move all Northside neighborhood utilities underground; seek funding to complete undergrounding from all available sources, including the City of Riverside, Riverside County, assessment districts and CalTrans.

Policy LU-72.8: Encourage appropriate industrial development opportunities.

Objective LU-73: Provide for comprehensive development and management of the Northside Community irrespective of political jurisdiction.

Policy LU-73.1: Encourage the City of Riverside, Riverside County and San Bernardino County to study the Northside Community Plan area for possible redevelopment designation(s).

Policy LU-72.2: Seek to annex all unincorporated portions of the study area within Riverside County to the City of Riverside. The possibility of a boundary line shift between Riverside and San Bernardino Counties to follow logical geographic limits should continue to be explored as well as other means of cooperation



such as a Joint Powers Agreement to unify development opportunities.

Objective LU-74: Preserve and promote the lower density charm of the Northside Community.

Policy LU-74.1: Use tree varieties that provide substantial shade and a canopy effect over the street in new developments and redevelopment projects.

Policy LU-74.2: Encourage the installation of parking lot landscaping on those commercial and industrial properties currently without such amenities. As an incentive for landscaping, the City in co-operation with the County should develop a property rehabilitation program. One source of funds for such a program could be Block Grants.

Policy LU-74.3: Use natural appearing drainage channels of innovative design in the Northside area. Development projects should be required to develop their drainage in natural or semi-natural appearing channels.

Policy LU-74.4: Preserve large groupings of existing trees that add visual interest to the area. Such tree groupings should be preserved as part of development projects or road widenings whenever possible.

Policy LU-74.5: Land use interfaces between residential and commercial or industrial properties should receive special design consideration to protect the scenic integrity of the residential neighborhood.