

CHAPTER 2

EXISTING CONDITIONS

The purpose of this chapter is to present the existing conditions in Downtown Riverside. This chapter is organized as follows:

- 2.1 Regional and City Context
- 2.2 Historical Context
- 2.3 Existing Development and Land Use
- 2.4 General Plan Categories and Zoning Designations
- 2.5 Economic Context

2.1 REGIONAL AND CITY CONTEXT

Downtown Riverside has historically been the focal point of the Inland Empire. This focus has been primarily as a cultural and judicial center. The substantial judicial functions of Downtown extend to the provision of county, state and federal facilities serving the Inland Empire. Downtown is also the historic, cultural and artistic center for the region with many important cultural facilities located in the heart of the Downtown, primarily along Mission Inn Avenue and Main Street.

Downtown Riverside also has important context within the City itself. Immediately adjacent to Downtown, the Riverside Marketplace historically linked Downtown and the Mission Inn to the train depots and citrus industry. Today, the Metrolink station located in the Marketplace links Downtown with the region. University of California at Riverside (UCR) is located within bicycling distance of Downtown and has active educational ties with Downtown, such as the UCR California Museum of Photography on the Downtown Mall. Riverside Community College forms the southerly edge of Downtown and is also becoming an integral part of Downtown with the development of the Riverside School for the Arts adjacent to White Park. In addition, Downtown Riverside is located within a unique natural setting for an urban area, with Fairmount Park, Mt. Rubidoux and the Santa Ana River providing a natural edge to, and natural resource for, Downtown.

2.2 HISTORICAL CONTEXT

2.2.1 Riverside History

Previous to the arrival of Europeans and Americans to the Inland Empire, the land encompassing Riverside and its environs was largely inhabited by the Cahuilla Indians. The first Mexican settlers had arrived and occupied portions of the land around Riverside by the late 1830s. During the period of Mexican occupation of the area, this land was part of Don Juan Bandini's large holdings. Juan Bandini held more than 32,000 acres of property accounting for nearly seventeen square miles of the Santa Ana valley.

In 1870, Judge John W. North and his partners, Dr. James P. Greves and Captain John Brodhurst, purchased more than 8,600 acres from the former Rancho Jurupa and established the Southern California Colony, which would later be renamed Riverside. Although at the time of its purchase the land was owned by a silk-producing association, the area would later develop into an important citrus producing town. The first brick buildings, located at the intersection of Main and Eighth Streets, were constructed in the mid-1870s. By this time, there were already several structures, including a hotel, churches, a colony development office and a schoolhouse. The stagecoach arrived in 1872, and the California Southern (Santa Fe) railroad arrived in 1883. That same year, the town of Riverside was incorporated. This spurred new growth, as did the promise of available water through a system of canals. These canals (two in the early days of the settlement) diverted water from the nearby Santa Ana River. The water was not only necessary for the needs of the growing populous, but also for the budding citrus industry. The city is credited with cultivating California's first Washington navel orange trees. Because of the citrus industry, Riverside would emerge as the richest city per capita in the United States by the late nineteenth-century. Although hampered by the freeze of 1913, the citrus industry would dominate the local economy well into the 1930s, when post-war industries began to overshadow citrus production. The city was chartered in 1907, when the population stood at about 10,000.

The engineering firm of Goldsworthy & Higbie laid out the original grid pattern of downtown in 1870. The eastern line of the town would be along the eastern line of the Colony property (and Rancho Jurupa), that eventually was replaced by Olive Street, then the Upper Canal and finally the railroads, major portions of which are still in existence and use east of Vine Street. The western edge of the plat would become Pine Street. The northern boundary of the original plat was First Street and the southern boundary was Fourteenth Street. East-west streets were numbered and north-south streets named for types of fruit trees. This plat became what is now referred to as the "Mile Square" area of the City of Riverside. It includes several residential areas to the north, west and south of the central downtown core area.

There are at least two periods of growth for this area that are most often reflected in the residential architecture. The first took place between the creation of the town of Riverside, beginning in the mid-1880s, and 1907 when the city was chartered. As this coincides with the Victorian Era, much of the architecture includes variations on the Victorian style, categorized as Eastlake, Queen Anne, Stick or Shingle styles. Most of the homes of this period can be found in the Heritage Square and Prospect Park Historic Districts in the northeast and southeast regions of the Downtown or Mile Square area. Originally, the organizers of the town had intended for the lots on the new streets to be small, but in the early years of Riverside, many were sold as entire blocks. Soon these blocks would be planted with citrus trees, and with one main building (or residence) supported by several smaller structures on site. This accounted for the entire blocks occupied by large stately homes.

The second phase of growth coincided with post-1900 development of the emergent city through the pre-World War II period. Again, this is reflected in the residential architecture of that era. Many of the large estates were subdivided to accommodate smaller single family houses (as well as single-story duplexes). As these parcels developed, so did the neighborhoods. This can be seen in the

Heritage Square Historic District, as simple one-story, hipped-roof and Craftsman houses occupy the same block as two-story Shingle style residences. The area west of Market Street and north of Seventh Street or Mission Inn Avenue has a large concentration of homes representing this growth phase. The majority of these residences were constructed in the Craftsman bungalow style, while others were built in the Spanish Colonial Revival style or Colonial Revival style.

Commercial and civic structures, particularly those in the historic downtown core, also reflect changing moods and opinions about architecture in the city of Riverside. Photographs, postcards and Sanborn maps show that through the turn of the century, residential and commercial uses were mixed in the downtown area. Both the Mission Revival and Spanish Colonial Revival styles were heavily used for structures in the first decades of the twentieth century. The Mission Inn Historic District encompasses many fine examples of these styles, including the Mission Inn, the YMCA, the Federal Post Office, Sutherland Fruit Co., the Municipal Auditorium, the First Christ of Scientist Church, and the SP, LA & SL Railroad depot. Other nationally recognized styles can also be found in the downtown area, as exemplified by the Riverside County Courthouse that was built in a high Beaux-Arts style.

The appearance of downtown after the 1920s continued to change as some structures were demolished and replaced with modern architecture, or as owners remodeled their businesses to keep up with current trends in architecture. Modern styles were introduced, such as Art Deco and Streamline Moderne. Some of these structures are still extant, including the former De Anza Theater and the Goodyear Tire garage, both on Market Street.

As the neighborhoods to the north and west began to develop, residential use declined in downtown. Movement to the south of the Mile Square area in the post World War II period also caused a decrease in the number of people living within downtown. During this time, some residences were converted to office use or divided to serve as multiple-family housing. This can be seen today in the White Park area, just west of Brockton Avenue.

Additionally, many commercial buildings were remodeled during the 1950s and 1960s or demolished to make way for parking lots and garages. As a result of the remodeling, many facades were hidden behind aluminum or other metal siding, windows were covered over with plyboard and smooth surfaces were applied to storefronts. Often this gave the appearance that two or more structures were actually one larger building and architectural elements that identified the original style of the structure became obscured. Remnants of late-nineteenth century, modest brick (and sometimes wood frame) two-story structures can still be seen behind aluminum additions to the storefronts. Some important examples of the Mission Revival style were demolished during this time period, including the Carnegie Library in 1964.

The presence of the Pedestrian Mall (1967), which closed Main Street to vehicular traffic between Fifth and Tenth Streets, has continued to affect the character of the historic downtown core and the architecture in the area.

2.2.2 Downtown Historic Districts and Designated Properties

The Downtown Specific Plan area is rich in historic resources. They include both residential and commercial properties and represent a wide variety of architectural styles, historical themes, and development patterns. Many of these properties are listed in the National Register of Historic Places and have also been designated by the City in accordance with Title 20 of the Municipal Code (Cultural Resources Ordinance). City-designated properties include: four Historic Districts, one Neighborhood Conservation Area, forty-one Landmarks, and eight Structures of Merit. These are defined as follows:

- Historic District refers to ‘any delineated geographic area having historical significance, special character or aesthetic value which serves as an established neighborhood, community center, or distinct section of the city, possessing a significant concentration, linkage, or continuity of site, buildings, structures, or objects united historically or aesthetically by plan or by physical development; and which has been designated a historic district pursuant to this title or is listed in the National Register of Historic Places, the California Register of Historical Resources, or is a state historical landmark.’
- Landmark refers to ‘any site, including significant trees or other significant permanent landscaping located on a site, place, building, structure, street, improvement, street furniture, sign, work of art, natural feature or other object representative of the historical, archeological, cultural, architectural, community, aesthetic or artistic heritage of the city and which has been recommended for designation by the Cultural Heritage Board and designated a landmark by the City Council.’
- Structure of Merit refers to ‘any site, building, or structure which contributed to the broader understanding of the historical, archeological, cultural, architectural, community, aesthetic or artistic heritage of the city and which has been recommended for designation by the Cultural Heritage Board and designated a landmark by the City Council.’
- Neighborhood Conservation Area signifies ‘a geographic area of the city, whether commercial or residential, which has been designated a neighborhood conservation area pursuant to the provisions of this title and which is intended to assist in the implementation of the goals and objectives of the City’s General Plan by assuring appropriate development consistent with the design and cultural resources thereof by:
 - 1) deterring the demolition, destruction, alteration, misuse, and neglect of architecturally interesting and significant buildings which represent an important link to Riverside past;
 - 2) promoting the conservation, preservation, protection, and enhancement of the area; and
 - 3) stimulating the economic health of the community and stabilizing and enhancing the value of property.’

In addition, there is one potential Historic District identified in the 2001 Mile Square Historical Resources Survey conducted by Myra L. Frank & Associates, Inc. that encompasses the northwest residential neighborhood within the Specific Plan, as well as the adjacent residential neighborhood to the west of the Plan boundaries. This area is being considered for designation as a Historic District through a separate process.

The Historic Districts and Neighborhood Conservation Area in the Downtown, which are illustrated in Figure 2A, are described as follows:



The Waite House, City Landmark #36, Heritage Square Historic District.



Stalder Building, Seventh Street Historic District.



The Mission Inn, Mission Inn Historic District.

Heritage Square Historic District

This district's boundaries are roughly 1st and Mulberry Streets to 1st and Orange Streets on the north with 5th Street as its southern boundary. The period of significance is 1880 to the 1920's. Buildings in this residential neighborhood exemplify the high quality of typical late-nineteenth and early-twentieth century architecture found in the city. This includes high-style Victorian-era homes as well as Spanish Colonial Revival and Craftsman bungalows.

Seventh Street Historic District

This district's boundaries are along Mission Inn Avenue from Rubidoux Drive to Vine Street. The period of significance is 1889 to 1945. It includes a grouping of some of Riverside's finest commercial and residential architecture, as well as the citrus tree pergolas and Raincross streetlights. Also known as City Landmark #40, this district was named before Seventh Street was changed to Mission Inn Avenue.

Mission Inn Historic District

This commercial district is bounded roughly by 6th Street between Main Street and the Riverside Freeway (Route 91) on the north to 11th Street between Orange and Main Streets on the south. The period of significance is 1871 to 1946. The district encompasses part of the Seventh Street Historic District and is distinctive for its embodiment of the Mission Revival style, a regional architectural movement that drew from the precedent of the Franciscan Missions.

**Table 2A (see Figure 2A for corresponding site numbers)
Historic Sites in the Downtown Specific Plan Area**

National Register Sites

Site	Name	Location
A	All Souls Universalist-Unitarian Church*	3507-3525 Mission Inn Ave
B	Federal Post Office/Riverside Municipal Museum*	3720 Orange St
C	First Church of Christ Scientist*	3606 Lemon St
D	First Congregational Church*	3504 Mission Inn Ave
E	First Congregational Church Rectory*	3755 Lemon St
F	Harada House. Jukichi Harada House* **	3356 Lemon St
G	MH Simons Undertaking Chapel*	3610 11th St
H	Mission Court Bungalows	3354-62 1st St
I	Mission Inn* **	3649 Mission Inn Ave
J	Riverside Arlington Heights Fruit Exchange	3391-3397 Mission Inn Ave
K	Riverside Municipal Auditorium*	3485 Mission Inn Ave
L	San Pedro, Los Angeles & Salt Lake Railroad Depot (Union Pacific)*	3751 Vine St
M	Sutherland Fruit Growers, Mission Packinghouse	3191 Mission Inn Ave
N	Old YWCA Building/Riverside Art Museum*	3425 Mission Inn Ave

* Also a City landmark

** Also a National landmark

City Landmarks

Site	Name	Location
1	Arcade Building	3602 University Ave
2	Aurea Vista Hotel	3480-3498 University Ave
3	Bonnett Building	3800 Orange St
4	Casa De Anza Hotel	3421-3425 Market St
5	Cressman House	3390 Orange St
6	Collier House	3092 Lime St
7	De Anza Statue and Newman Park	Magnolia Ave & 14th St
8	Elmer A. Day House	3894 4Th St
9	Fairmount Park/Fairmount Park Bandshell	No site address
10	Former Rouse's Department Store Building	3834 Main St
11	Former YMCA Building	3485 University Ave
12	Fox Theater, Fox Riverside Theater	3801 Mission Inn Ave
13	Grant School/Grant School Fountain	No site address
14	Hammer-Wallihan House	3563 Prospect Ave
15	Irvine House	3115 Brockton Ave
16	John J. Hewitt House	3050 Orange St
17	John W. North Park	Mission Inn Ave at Vine St
18	J.R. Willis Building	4336 Market St
19	Lerner Building	3631 10th St
20	Loring Building	3673-3697 Main St
21	McIntyre House	4586 Olivewood
22	Mitchell House	3205-3209 Mulberry St
23	Old Riverside City Hall	3606 Mission Inn Ave
24	Riverside County Courthouse	4050 Main St
25	Roosevelt Building	3616-3638 University Ave
26	Santa Fe Depot	3750 Santa Fe St
27	Shiels House	3620 15Th St
28	Tetley Buildings	4344 Market St
29	Waite House	3121 Mulberry St
30	White Park	No site address
31	White Park Building	3900 Market St

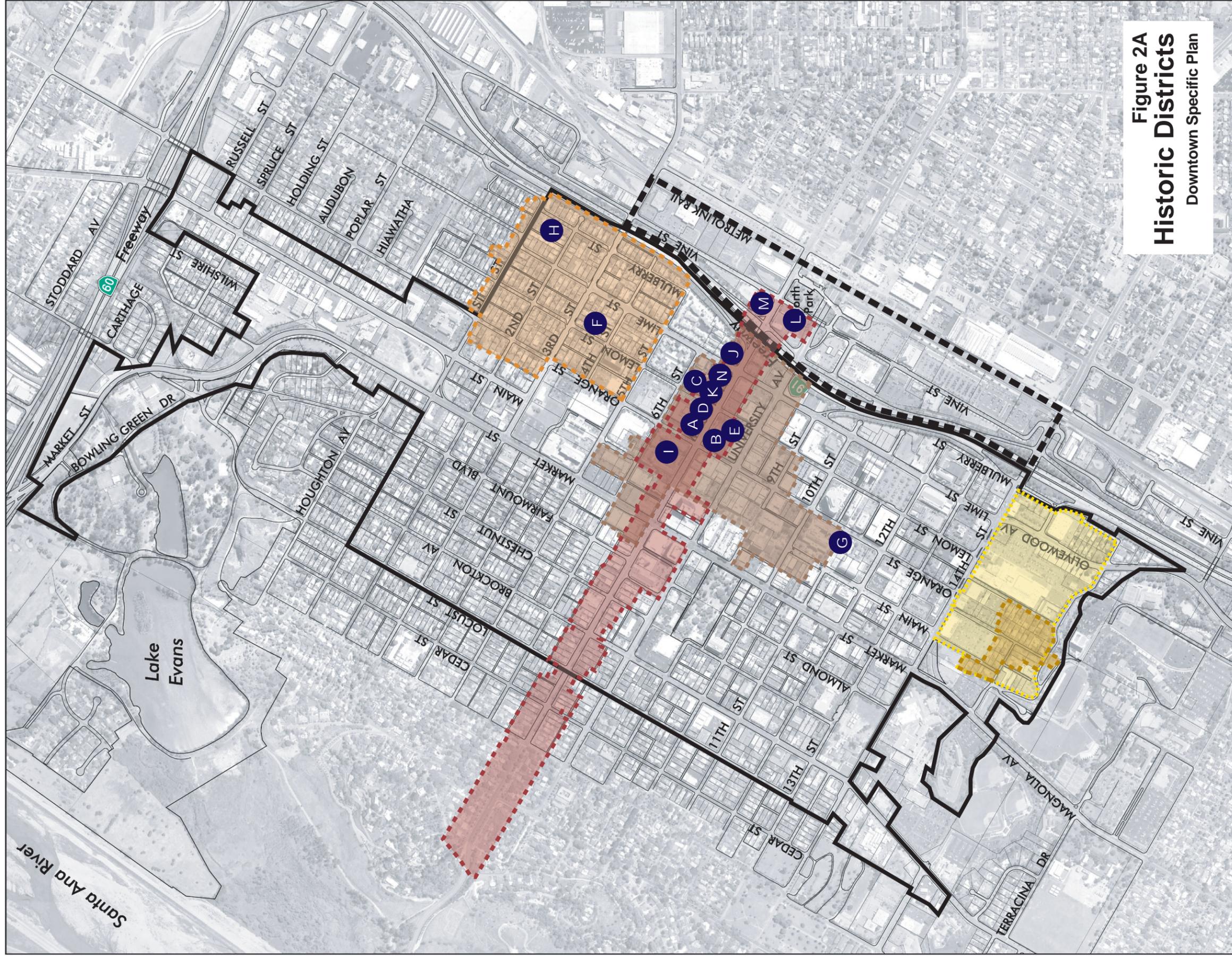
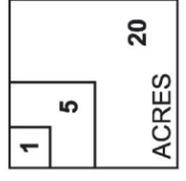


Figure 2A
Historic Districts
 Downtown Specific Plan

LEGEND

-  Mission Inn Historic District
-  Seventh Street Historic District
-  Heritage Square Historic District
-  Prospect Place Historic District
-  Twogood Neighborhood Conservation Area
-  Area where Mission Inn and Seventh Street Historic Districts Overlap
-  Downtown Specific Plan Boundary (Revised May 2014)
-  Riverside Marketplace
-  National Register Sites (See Table 2A)



Prospect Place Historic District

This area's boundaries are Prospect Avenue to the south and Orange Grove Avenue to the east (those properties along the west side of the street). The northern boundary, south of 14th Street, cut across Main and Orange Streets, between Orange Grove and Stadium Avenues. The western edge follows Stadium Avenue to 15th Street to Prospect Place. The period of significance is 1887-1945.

This district, like Heritage Square, is one of the oldest residential neighborhoods in the city, and has remained remarkably intact despite development in the downtown area. Typical architecture in this district ranges from magnificent Victorians to minimal bungalows.

Mile Square West - Potential Historic District

This area has been identified as a potential historic district in the 2001 Mile Square Historic Survey conducted by Myra L. Frank & Associates, Inc. The boundaries are roughly 1st Street on the north, Market Street to the east, Brockton Street on the west and 7th Street (Mission Inn Avenue) to the south. This potential district's boundaries may extend beyond the Specific Plan boundaries. The period of significance is 1900 to 1940. This area was originally developed before 1900 with a scattering of fine Queen Anne style residences surrounded by orange groves; some of these still exist in this area. However, the majority of the homes in this northwest section of the city were constructed in the early decades of the twentieth century, and are smaller, usually one or one-and-a-half story cottages or bungalows. This area contains some of the best-preserved examples of almost every pre-1940 architectural style in the City of Riverside, including numerous examples of Craftsman bungalows and Hipped Roof cottages, as well as Spanish Revival duplexes.



Prospect Place Historic District.



An example of an early Hipped-Roof Cottage, one of the notable architectural styles found in the Mile Square West, a potential Historic District neighborhood.

Twogood Neighborhood Conservation Area

This area is bounded by 14th Street to the north, Prospect Avenue to the south, Main Street to the west and Mulberry Street to the east. The period of significance is 1880-1910. It represents one of Riverside’s first residential neighborhoods and includes a high concentration of Victorian era architectural styles. This district was named for Daniel C. Twogood who built and lived in the Mission Revival Style residence at 3410 Prospect Avenue. The Prospect Place Historic District is included within the Twogood Neighborhood Conservation Area. Many of the homes that were originally located in the Twogood Neighborhood Conservation Area have been removed to accommodate the Press Enterprise expansion, therefore, this area is being reviewed to determine whether or the not the Neighborhood Conservation Area designation is still valid.

2.3 EXISTING DEVELOPMENT AND LAND USE

There is a wide diversity of land uses within the Specific Plan area including government and judicial offices, commercial and office uses, parking facilities, cultural and institutional facilities, visitor facilities, some older industrial uses, and single and multiple-family residences (Table 2B). Excluding roads and right-of-ways, which take up approximately 30% of the total land area, the wide range of land uses in the Specific Plan area are fairly evenly distributed, with no single use exceeding approximately 13% of the total land area. Commercial services are the greatest single land user (excluding roads and right-of-ways) in the Downtown, and residential uses also account for a large percentage. In general, residential uses ring the Specific Plan area, surrounding the Downtown’s commercial, office and civic core.

Table 2B
Existing Land Use in the Downtown Specific Plan Area

Land Use	Approximate Land Area (Acres)	Percentage of Total Land Area
Single Family Detached Residential	80.7	12%
Multiple family Residential	45.3	7%
Commercial Services	82.7	13%
Office	41.5	6%
Intensive Industry	20.7	5%
Institutional	23.0	4%
Parks/Recreation/Open Space	19.5	3%
Community Facilities	23.5	4%
Education Facilities	7.0	1%
Utilities	3.7	1%
Transportation	53.5	8%
Public Right-of-Way (non-road)	1.2	1%
Vacant	34.6	5%
Roads and Right-of-Ways	202.5	32%
Total	639.5	100%

Source: This information was obtained from the City’s Geographic Information Systems (GIS) database and field verified by City Staff in December 2000.

A significant amount of land is also being utilized for commercial services. Commercial uses spread out along the Market Street and Main Street Corridors, including along the Downtown Mall. Civic and public uses, which include government offices and community facilities, are also primarily concentrated in the core of Downtown. Approximately 3% of the land area in the Downtown is identified as open space. This includes White Park, Newman Park, and the pedestrian Downtown Mall, which is an important open space feature to Downtown. This concentration of civic uses, commercial services and open space provides a strong foundation for a walkable and vibrant urban environment.

The Downtown Specific Plan area is a relatively fixed built environment, with only approximately 35 of its 640 acres identified as vacant. The majority of these acres are located on the north end of the Specific Plan area along Market Street. The remaining vacant lots are smaller lots that are scattered throughout the Specific Plan area that could accommodate smaller, infill development such as retail, multi-family residential, or mixed-use projects. In addition, there are many publicly owned surface parking lots that represent a potential redevelopment resource.

The Riverside Marketplace, immediately to the east of the Downtown Specific Plan area, has begun to redevelop in recent years, but still remains largely undeveloped with 12 acres of larger vacant lots along both sides of Vine Street. There are also several vacant industrial buildings, as well as large, potentially underutilized surface parking lots, that provide opportunities for adaptive reuse in an area with significant historical character and linkages to the UCR campus.

2.4 GENERAL PLAN CATEGORIES AND ZONING DESIGNATIONS

The present General Plan categories and zoning designations in the Specific Plan area reflect the variety of uses in the Downtown. The City's GIS database identifies 10 General Plan categories and 12 zoning designations within the Specific Plan area. In addition to the diversity of zoning designations, most of the downtown core is presently zoned C-3, General Commercial, which is a broad zoning designation that permits offices, wholesale and a variety of outdoor retail uses, including warehousing, auto-related services, contractor's storage yards, and lumber yards. This Specific Plan provides new Land Use Districts to replace the existing zoning and General Plan categories for the Downtown area. The Downtown Land Use Districts are designed to provide a mix of retail, entertainment, cultural, residential, employment, and support service uses in appropriate locations in the Downtown to strengthen Downtown as the heart of the City and the Inland Empire, and create a more lively, 24-hour urban environment.

2.5 ECONOMIC CONTEXT

2.5.1 Key Assets and Constraints

Downtown Riverside possesses several key strengths and weaknesses that contribute to its market potential for a range of land uses. Downtown's assets with respect to market potential can be summarized as follows:

- **Sense of Place** - Downtown Riverside is the only location in the Inland Empire with a built environment that offers a true historic and urban experience, with its turn-of-the-century architecture, traditional grid street system, mature landscaping, and historic landmarks such as the Mission Inn, County Courthouse and Fox Theatre.
- **Concentration of Civic Uses** - As the only area within the Inland Empire to accommodate administrative centers representing the four levels of government (Federal, State, County, and City), downtown Riverside is the governmental center of the Inland Empire.
- **Public Facilities and Amenities** - Downtown offers numerous public improvements and amenities including the Downtown Pedestrian Mall, the Justice/Government Center, and City Hall.
- **Cultural and Institutional Uses** - A range of cultural and institutional uses are situated in downtown, including: the Riverside Convention Center; the planned development of the Riverside School for the Arts surrounding White Park; the Riverside Central Library; the Riverside Municipal Auditorium; the Mission Inn Museum; the Riverside Art Museum; the Riverside Municipal Museum; the UCR California Museum of Photography; the Community Players; and local programs such as Focus on Kidz. Downtown is also an established destination for special events such as festivals, farmers markets, and seasonal programs.
- **Supply of Parking** - A significant number of public parking spaces is currently available in downtown Riverside for use by daytime office users and potentially available to support future development in the area.
- **Excellent Freeway Access** - Downtown is easily accessible from both State Routes 60 and 91.
- **Access to Commuter Rail Service** - Downtown is serviced by two Metrolink commuter rail services; the Inland Empire-Orange County (IEOC) and Riverside Lines. The IEOC Line originates in downtown San Bernardino, with station stops in downtown Riverside, West Corona, and central Orange County, among others. The Riverside Line originates in downtown Riverside with a final destination of Los Angeles' Union Station.
- **Regional Draw and Population Growth** - The Inland Empire, the City of Riverside, and one-, three-, and five-mile trade rings around downtown Riverside are all projected to experience an increase in population over the next five years.

Downtown Riverside's constraints with respect to market potential can be summarized as follows:

- Competition from Established Nodes - Downtown land uses must compete against the Inland Empire's market preference for suburban-style, freeway-frontage development.
- Cost of Development - Development within an urban context requires the development of structured parking and/or the use of small constrained sites, adding significantly to the cost of construction.
- Site Assembly - Site assembly in downtown is difficult to achieve due to the number of small parcels and multiple ownerships.
- Community Image - Downtown lacks a full complement of restaurant, retail and entertainment uses to function as a strong tourist or retail destination.
- Household Incomes - Lower median household incomes are found closest to downtown with more affluent portions of the trade area situated further away from downtown.

2.5.2 Local and Regional Demographic Trends

Local Trends

Review of demographic trends within the one-, three-, and five-mile rings around downtown Riverside indicates population growth rates generally exceeding State and regional projections. The five-mile ring contained approximately 251,400 residents in 2000. Growth has been forecast at 1.49% per year through 2005, as compared to an anticipated growth rate of 1.24% for Southern California over the same period.

Per capita incomes in the one-, three-, and five-mile trade areas range between \$11,815 and \$16,620 (2000 estimates), with lower incomes found closest to downtown and more affluent trade areas situated further from downtown. By contrast, per capita income for Southern California as a whole was estimated at \$21,869 in 2000. Annual aggregate personal income for the five-mile ring was estimated at \$4.2 billion in 2000 (source: Claritas).

By regional and State standards, trade area residents were relatively young in 2000, with the median age ranging between 30.5 years and 32.3 years. Generally, lower median ages are found closest to downtown, reflecting the higher number of families with school-age children as well as young singles and couples. The median age for Southern California as a whole is 34.1 years.

The trade area population is ethnically and racially diverse. The largest ethnic/racial groups within the five-mile ring are White, at 48.7%, and Hispanic, at 36.5%. Closer in to downtown Riverside, the one-mile ring population is 55.2% Hispanic, 28.6% White, and 12.6% Black.

Regional Trends

Downtown Riverside has the potential to draw visitors, shoppers, and employees from a large catchment area within Southern California. Review of demographic trends within the 10-, 20-, and 30-mile rings around downtown Riverside indicates higher population growth rates than within the local (five-mile) trade area. In 2000, the 10-mile ring contained a population of over 820,000 persons, and was projected to grow at 1.52% per year through 2005. Within 30 miles of downtown Riverside, there was a total 2000 population of nearly 3.4 million people. This population was projected to increase at 1.61% annually over the next five years.

Per capita incomes within the regional trade area increase with distance from downtown, ranging from \$15,244 in the 10-mile ring to \$20,138 in the 30-mile ring (2000 figures; source: Claritas). Annual aggregate personal income increases from \$12.5 billion in the 10-mile ring to \$68.2 billion in the 30-mile ring. By contrast, the population of the five-mile trade area enjoyed aggregate personal income of \$4.2 billion in 2000 (noted above). The aggregate personal income in Southern California as a whole was estimated at \$339.1 billion.

As with the local trade area, the population of the regional trade area is also ethnically and racially diverse. Within the 10-mile ring, Whites and Hispanics represent nearly equal proportions of the population, 41.3% and 43.2%, respectively. These ratios change with distance from downtown Riverside, with the proportion of White increasing, and the proportion of Hispanics decreasing, in the 20- and 30-mile rings.

2.5.3 Market Supply and Demand Factors

The market potential for retail/entertainment, office, residential, and hotel uses was assessed for the Specific Plan area. This assessment was based on a review of economic trends, the demographic factors noted above, and information gathered from stakeholder interviews.

Retail/Entertainment

The resurgence of development interest in downtown retailing, coupled with downtown Riverside's daytime population and proximity to UCR can potentially stimulate retail/entertainment development in downtown.

Market support for retail/entertainment development is seen as moderate in the mid-term (five years); and moderate to strong support in the long-term (beyond five years). Key retail/entertainment opportunities for the downtown area include eating and drinking establishments, resident-serving uses, and entertainment venues such as nightclubs and performance space. Successful development of retail/entertainment uses in downtown will require a critical mass of tenants or anchor uses (at least 100,000 SF), parking, and security.

Office

Downtown Riverside offers numerous amenities to office users; however, downtown must compete against less expensive suburban-style office buildings providing users with lower occupancy costs.

In the mid-term, there appears to be weak to moderate market support for office uses. In the long-term, there is moderate support for office development. The expansion of government offices and private tenants related to government uses offer key opportunities for office development. The target amount of office space will be determined on an as-needed basis as the expansion of government tenancies occur.

Residential

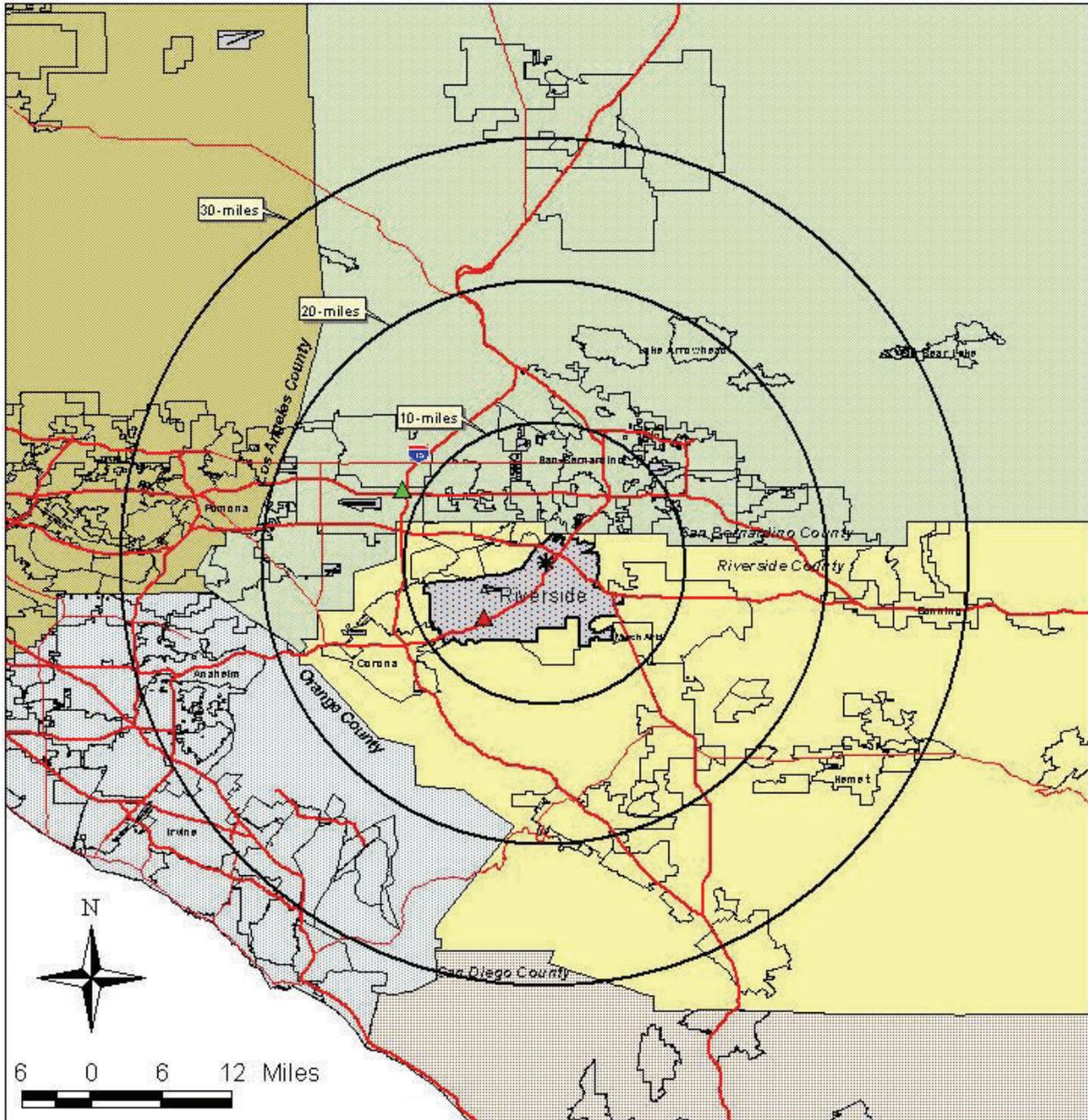
Growing populations and rising home prices may suggest a growing demand and acceptance for more diverse housing products. However, home sales trends in the Riverside area indicate the market preference for entry-level detached single-family homes.

Market support for residential development is seen as moderate in the mid-term, and moderate to strong in the long-term. Key opportunities for residential development include small-lot and rowhome for-sale single-family homes, stacked flat apartments over street-level retail, stacked flat condominiums, live/work loft space, and student housing. A key requirement for downtown residential development is the presence of supportive retail/service uses. Targeting development of up to 500 units in the mid-term, and up to 1,000 to 2,000 units in the long-term will provide support for new retail opportunities. Downtown could also provide a substantial number of housing units for students and faculty at UCR.

Hotel

Although the Mission Inn offers a unique historic landmark to the downtown area, downtown overall lacks a strong image as a visitor destination. In addition, the convention center, while attracting some statewide use, is limited by its inability to accommodate the larger functions. Therefore, it is generally the small private office market and local use of the Raincross Square that provide limited support for hotel room occupancy.

Market support for hotel development in downtown will be closely tied to the expansion of the Convention Center. Given downtown's excellent freeway access, limited-service business hotels oriented to the 91 Freeway also offer a key opportunity. The development of up to 120-150 rooms near the freeway should be considered by the City, with possible support for additional rooms if the Raincross Square is expanded. The availability of retail/restaurant/entertainment amenities is necessary for hotel development to occur.



Source: Claritas, Inc.
Prepared by: Keyser Marston Associates, Inc.

Figure 2B

**TEN-, TWENTY-, AND THIRTY-MILE RADIUS
DOWNTOWN RIVERSIDE, CALIFORNIA**