

CHAPTER 3

VISION, GOALS, AND POLICIES

The purpose of this chapter is to describe the public involvement process, the issues identified for Downtown, the community's vision for Downtown, and to establish goals and policies for the Specific Plan based on this vision. This chapter is organized as follows:

- 3.1 Community Participation
- 3.2 Issues Summary
- 3.3 Vision for Downtown Riverside
- 3.4 Goals and Policies

3.1 COMMUNITY PARTICIPATION

The Downtown Specific Plan was prepared with input obtained through a series of public workshops, where citizens provided input to the project team through group discussion and feedback on the topics and direction of the Plan. Four public workshops were held over the course of the project with attendance ranging from approximately 40 to 100 people. The public workshops were advertised by press releases before each workshop and flyers inviting the public to the workshops, which were posted in many Downtown locations, as well as mailed out to over 400 interested groups and individuals.



The Land Use Committee of City Council visited revitalized downtown districts in several other communities.



The Citizen's Advisory Committee provided guidance and input during the development of the Specific Plan.



Public Workshops provided community inputs to the Specific Plan.



In addition, a Citizens Advisory Committee (CAC) was appointed by the City Council to serve as a recommending body during the development of the Specific Plan.

3.2 ISSUES SUMMARY

The role of the CAC, along with the general public at community workshops, was to identify concerns and issues for Downtown, define a future vision for Downtown, and provide guidance and input during the development of the plan. During the initial phases of the planning process, the following issues were identified:

- Vision - Downtown currently lacks a clear vision statement. Developing the vision statement was an important planning activity and was done through discussion with the Citizens Advisory Committee and the public-at-large.
- Zoning and Development Standards - Downtown's zoning categories and related development standards were inherited from citywide categories and standards more suited for suburban development. As such, they do not deal with important, contemporary downtown potential such as mixed used, live-work concepts and shared parking or parking districts.
- Historical/Cultural - Existing zoning and development standards do not adequately address historic preservation issues.
- Parking - Presently, parking is provided primarily on a building-by-building basis related to the standards of the zoning code. Existing parking garages are either inconvenient or deteriorating and therefore largely unused. This parking approach does not facilitate historic preservation or the creation of a pedestrian friendly environment.
- Circulation - Automobile circulation is currently confusing due to the combination of street closures and one-way streets. Cars generally dominate the environment. The lack of auto circulation on parts of the Downtown Mall may be inhibiting its revitalization.
- Urban Design - Downtown currently lacks well-defined land use districts, identifiable and attractive entry points and consistently attractive travel corridors. Pedestrian continuity is lacking along the key streets within the heart of downtown such as Mission Inn Avenue, Main Street and University Avenue. While some enhancements have been initiated near the 60 Freeway off-ramp, Market Street, the main gateway corridor from the north, is generally unattractive in terms of both public improvements and the character and quality of private development.
- Economic Profile and Strategy - Current plans do not identify the economic potential of downtown both locally and within the region. Consequently, Downtown lacks a marketing approach that takes advantage of these potentials.

3.3 VISION FOR DOWNTOWN RIVERSIDE

Downtown Riverside: The Cultural, Arts, Retailing and Entertainment Center for the City of Riverside and the Inland Empire

The Vision Statement was created and refined with the CAC and general public over the course of several meetings and workshops during the planning process. The essence of the Vision Statement is the definition of Downtown Riverside as the cultural, arts, retailing and entertainment center of the Inland Empire. The Downtown, anchored by the Historic Mission Inn and shaped by an eclectic and unique architecture, wonderfully aesthetic historic and new buildings, and a welcoming and inspiring landscape, is a cultural district filled with museums, a school for the arts and other arts programs, inviting performance spaces, traditional and cutting edge entertainment, a diverse mix of quality restaurants and sidewalk cafes, and unique shops. It is a place of daytime, evening and weekend activity where residents of Riverside and visitors can enjoy a compact, walkable environment. Diverse housing opportunities, including historic single-family residences, live-work spaces, apartments and condominiums will serve professionals working in the Justice Center, students at UCR and residents looking for a downtown lifestyle focused on culture, art and education.

To further support the Vision Statement, a set of vision points was established for Downtown.

In the Year 2020, Downtown Riverside will be:

- *A renowned urban center recognized for the quality of its cultural life, concentration of arts, and related educational programs;*
- *A vibrant mix of retail, residential, civic, employment, educational, cultural and arts resources in a walkable downtown environment that is part of a unique natural and historic setting;*
- *A place of daytime, evening and weekend activity;*
- *The economic, cultural, and entertainment center of the Inland Empire;*
- *A highly desirable living environment with diverse housing opportunities and historic neighborhoods;*
- *A place of increased employment opportunities with attractive locations for the growth of existing and emerging businesses and government uses;*
- *A citywide destination for residents of the City of Riverside where they can take pride in Riverside's history and achievements and enjoy entertainment opportunities;*
- *A regional destination for Southern California residents and tourists who come to experience Downtown Riverside's combination of architectural treasures, cultural and art activities, and entertainment opportunities.*

3.4 GOALS AND POLICIES

The goals and policies in this section set forth the framework for realizing the Specific Plan vision. In turn, the land use districts, development and design standards, and implementation strategies for Downtown establish the framework for evaluating development proposals, public improvements, and the implementation of action plans. Where the standards and regulations of the Specific Plan do not directly address an issue, the goals, policies, and vision established herein shall be used to determine an appropriate course of action.

3.4.1 Land Use Goals and Policies

Goal LU-1 To provide land use opportunities for Downtown to serve as the region’s cultural, governmental, arts, and entertainment center with unique and interrelated districts offering a wide range of opportunities for residential lifestyles, work environments, shopping, entertainment, learning, culture, and the arts.

Policy LU 1.1: Maintain the integrity of, and interrelationship between, each Downtown district as follows:

- **Raincross District:** The pedestrian-oriented center of Downtown, with an emphasis on an intense mixture of residential, specialty commercial, tourist, restaurant, cultural, arts, and civic uses. Design philosophy emphasizes new and infill construction that is compatible with the historic structures that give Downtown its unique identity.
- **Justice Center District:** A high intensity district primarily intended for civic, governmental, and judicial uses, interspersed with supporting offices and commercial businesses. Design philosophy is oriented toward large scale, contemporary architecture with interpretive ties to Riverside’s heritage architecture.
- **Almond Street District:** A mixed area of offices, residences, and live-work units primarily using existing single-family houses. Design philosophy emphasizes preservation of existing residential structures and the sense of a “traditional neighborhood” that is largely intact today.
- **Prospect Place Office District:** An office district providing a transition from the open, green character of Riverside Community College to the very urban character of the Judicial Center. Building intensity and design philosophy ranges from a residential scale in the vicinity of Prospect Place and Olivewood Avenue to intense urban development in character with the Justice Center toward Fourteenth Street.
- **Health Care District:** An area primarily composed of medical related uses, with designs having a contemporary, institutional appearance.

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- **North Main Street Specialty Services District:** A district of low intensity development emphasizing specialized products and services having a regional customer base, with opportunities for persons to live and work from the same unit. Design philosophy emphasizes a low profile, industrial look reminiscent of the early to mid twentieth century with preservation of existing buildings over 50 years old given strong consideration.
 - **Market Street Gateway District:** A heavily landscaped entry corridor to Downtown with an emphasis on open space, residential, and office uses. Design philosophy is centered on greenery at the forefront, with buildings forming a subtle background.
 - **Residential District:** Consists of three historic neighborhoods (Mile Square, Heritage Square, and Prospect Place) having an emphasis on single family residences intermixed with occasional multi-family uses. Design philosophy is centered on historic preservation, sensitivity, and compatibility.
 - **Neighborhood Commercial District:** Consists of a neighborhood oriented commercial center providing food, pharmaceutical, and convenience goods for surrounding residential areas. Design philosophy is centered on a residential scale.

Policy LU-2: Encourage pedestrian-oriented specialty retail shops offering quality goods and services in the Raincross District, and encourage balance between individually owned businesses and franchise or corporate entities.

Policy LU-3: Actively recruit a range of restaurants that includes fine dining, cafes, coffee houses, and sandwich shops, emphasizing a strong presence of outdoor dining and an emphasis on both daytime and evening hours.

Policy LU-4: Encourage mixed-use development with a strong residential presence in the Raincross District, including both new construction and the adaptation of upstairs spaces in existing buildings for residential purposes.

Policy LU-5: Provide incentives for infill development throughout Downtown, and with an emphasis on the key opportunity sites identified in this plan.

Policy LU-6: Place a strong emphasis on supporting, preserving, and expanding the Raincross District as a major center for culture, learning, and the arts.

Policy LU-7: Promote nightlife activity in the Raincross District with restaurants and a variety of entertainment opportunities.

Policy LU-8: Strengthen the interrelationship between the Marketplace and Downtown through attractive physical linkages, transit oriented linkages, and complimentary uses.

Policy LU-9: Encourage the public or private construction of centralized, secured trash compactors within the Raincross District, Neighborhood Commercial, and Justice Center Districts, situated in low visibility areas and with adequate provisions for cleaning and maintenance.

Policy LU-10: Encourage the establishment of a vibrant mix of uses that will serve the needs of both residents and visitors and will help create a vibrant daytime, evening, and weekend environment.

Policy LU-11: Promote the expansion of the convention center and related hotel uses to support increased convention and tourist activity.

Policy LU-12: Maintain a continuity of pedestrian activity through active retail and restaurant ground level uses along Mission Inn Avenue, Main Street and University Avenue.

3.4.2 Housing Goals and Policies

Goal H-1 To help Riverside’s Downtown succeed as an active daytime, evening, and weekend downtown, encourage housing beyond the traditional residential neighborhoods, to include the North Main Street Specialty Services, Market Street Gateway, Raincross, Almond Street, and Prospect Place Office Districts.

Policy H-1-1: Provide a variety of housing options, including medium and high density apartments and condominiums, live/work loft space, and mixed-use buildings with a residential component.

Policy H-1-2: Ensure the preservation and enhancement of the single-family residential neighborhoods in the Downtown.

Policy H-1-3: Provide incentives for ownership housing in the Downtown and continue to support the efforts of the Mission Village Homeownership Zone Initiative (1996).

Policy H-1-4: Encourage adaptive reuse of existing structures, or the development of new buildings, for the purpose of live/work space in the Raincross, North Main Street Specialty Services, Almond Street and Prospect Place Office Districts.

Policy H-1-5: Encourage and promote new high density residential projects and the use of upstairs spaces in existing buildings in the Raincross District for housing to increase housing options and help bring daytime, evening, and weekend activity to the Downtown.

Policy H-1-6: The City shall provide incentives for the conversion of single-family residential structures that have been divided into multiple dwelling units back into single-family residential uses.

Policy H-1-7: Promote housing affordability through diversification of housing for varied income groups.

3.4.3 Economic Development Goals and Policies

Goal ED-1 Strengthen Downtown as a local and regional destination for specialty shopping, dining, nightlife, employment, culture, and the arts.

Policy ED-1-1: Make Downtown attractive to a broad range of individuals to live, work, and recreate.

Policy ED-1-2: Encourage the expansion of law and other professional office related uses in the Justice Center.

Policy ED-1-3: Foster entrepreneurship, with an emphasis on entertainment, dining, and culture in the Raincross District, craftsman supplies and services in the North Main Specialty Services District, small businesses in the Almond Street and Prospect Place Office Districts, family goods and services in the Neighborhood Commercial District, and legal services in the Judicial District.

Policy ED-1-4: Pursue an aggressive program to recruit quality development and consider incentives to attract these uses.

Policy ED-1-5: Target specialty retail, eating, drinking, and entertainment establishments for the Raincross District.

Policy ED-1-6: Target key infill residential opportunities including small lot and row homes, apartments and condominiums and live/work loft space.

Policy ED-1-7: Develop a financing plan that determines the scope of public improvements to be funded, the responsibilities of the public and private sector participants, and the methods of financing the improvements.

3.4.4 Urban Design Goals and Policies

Goal UD-1 Strengthen the identity and character of Downtown using the existing historic and architectural urban character of the community, while allowing for new structures that are architecturally compatible with, and complementary to, the existing architectural and historic fabric.

Policy UD-1-1: Through design review, ensure that new development enhances the character of the Downtown Districts by requiring design qualities and elements that contribute to an active pedestrian environment, where appropriate, and ensuring that architectural elements are compatible and in scale with the existing historic structures in the Downtown.

Policy UD-1-2: Enhance the connection between the Downtown and the Riverside Marketplace by working with Caltrans to establish effective pedestrian and vehicular connections in conjunction with the widening of the 91 Freeway. These connections should include well-designed public art, lighting or landscaping as necessary to enhance the pedestrian environment.

Policy UD-1-3: Improve street design on key corridors in the Downtown and create a sense of arrival at key gateways, which reinforce the City’s natural, cultural and historic characteristics.

Policy UD-1-4: Consider the development of a public improvements plan to implement the streetscape and gateway design concepts for the Downtown.

Policy UD-1-5: Encourage appropriate public art to further establish a sense of history and pride in the community.

Policy UD-1-6: Establish development standards to preserve the view of historic buildings along Mission Inn Avenue from the vantage point of the Riverside 91 Freeway.

3.4.5 Historic Preservation Goals and Policies

Goal HP-1 Strengthen and enhance the historic character of Downtown Riverside, which is unique to the Inland Empire, through the preservation and maintenance of Downtown’s historically significant sites and structures.

Policy HP-1-1: Promote the preservation of the historic housing stock and existing character of the distinct single family residential neighborhoods.

Policy HP-1-2: Promote community appreciation for the history of Riverside.

Policy HP-1-3: Provide incentives to encourage the restoration, and, if necessary, relocation of private historic structures to conserve the integrity of the buildings in the best condition possible.

Policy HP-1-4: Through design review, encourage new development to be compatible with adjacent historical structures in scale, massing, building materials, and general architectural treatment.

Policy HP-1-5: Work with interested groups and individuals to further tailor the historic design guidelines to each of the designated historic districts within the specific plan boundaries.

3.4.6 Circulation Goals and Policies

Goal C-1 Improve the circulation system in Downtown by maintaining and improving the grid system, providing for convenient access to, and circulation within, Downtown for all modes of transportation, and enhancing walkability in Downtown.

Policy C-1-1: Define a multi-modal street hierarchy for Downtown.

Policy C-1-2: Provide enhanced transit amenities within the Downtown, including bus stops and a downtown transit center.

Policy C-1-3: Develop strong pedestrian connections between the Downtown and the Riverside Marketplace.

Policy C-1-4: Protect residential areas from traffic intrusion.

Policy C-1-5: Define principal transportation entry corridors into the Downtown.

Policy C-1-6: Focus traffic on key routes through or on the edge of Downtown, i.e. Market Street, University Avenue, Third Street, Fourteenth Street, Lime Street.

Policy C-1-7: Improve traffic circulation by re-establishing closed street connections wherever feasible.

Policy C-1-8: Do not permit any further street closures in the downtown area.

Policy C-1-9: Facilitate public transit opportunities in Downtown.

Policy C-1-10: Provide bike lanes on major streets approaching Downtown and within downtown where feasible.

Policy C-1-11: Provide for pedestrian circulation at ground level. Do not provide grade-separated pedestrian facilities (except freeway over crossing).

Policy C-1-12: Improve way-finding signage, including: directional (both on freeways approaching the downtown and on downtown streets), destination-related, and signage for parking facilities. In addition to signage, encourage the development and use of landmarks in the landscape for way-finding and place-making purposes.

3.4.7 Parking Goals and Policies

Goal P-1: Provide a sufficient overall supply of parking for Downtown land uses, while avoiding an oversupply of parking, and make better and more effective use of the existing parking supply resources.

Policy P-1-1: Retain as much on-street parking as possible to provide convenient short-term parking for visitors.

Policy P-1-2: Focus on providing convenient visitor parking in the central area of downtown as a priority.

Policy P-1-3: Develop employee parking strategies to avoid conflict with visitor parking.

Policy P-1-4: Develop a coordinated, area-wide approach to parking in the Downtown that is based on sharing parking resources and a “park-once” strategy.

Policy P-1-5: Develop a public-private partnership in providing and managing the supply of parking in the downtown area.

Policy P-1-6: Prepare an annual report regarding the availability and management of parking in the Downtown area.

