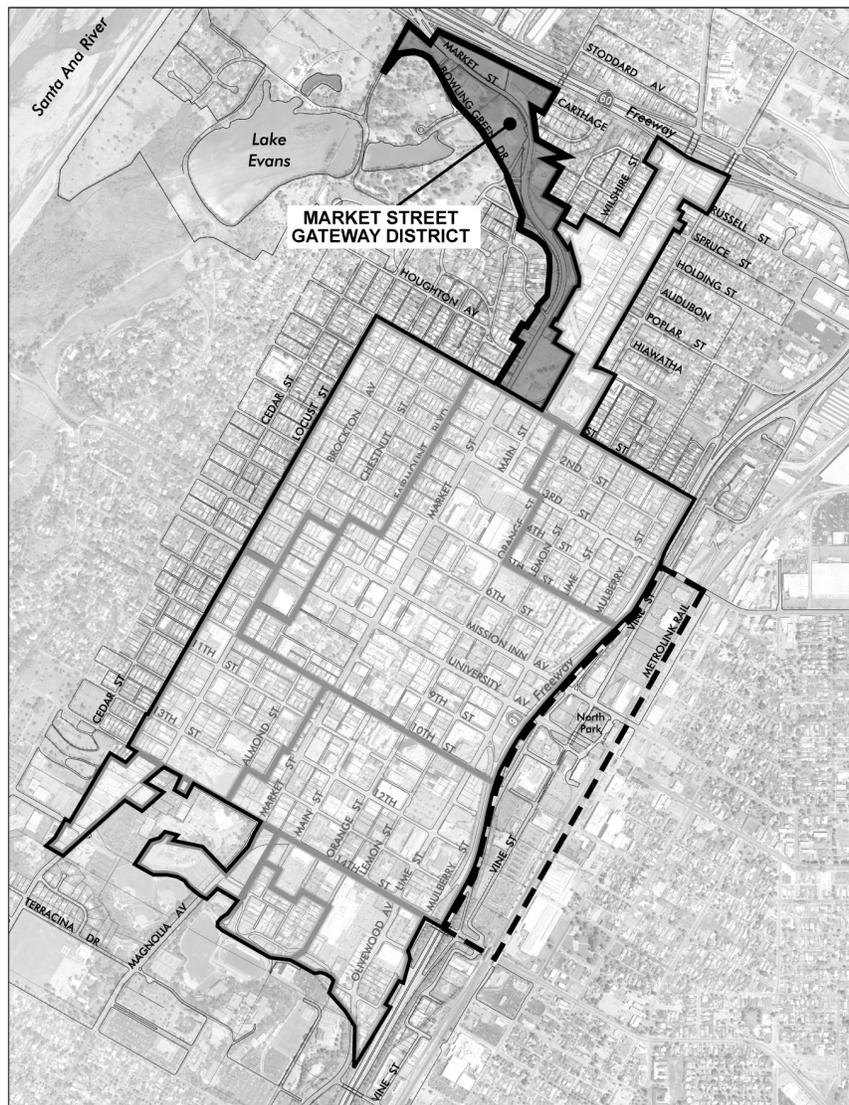


CHAPTER 12

MARKET STREET GATEWAY DISTRICT

This Chapter defines the land uses, development standards and design standards and guidelines for the Market Street Gateway District. This Chapter is organized as follows:

- 12.1 Purpose
- 12.2 Permitted Uses
- 12.3 Conditionally Permitted Uses
- 12.4 Prohibited Uses
- 12.5 Development Standards for the Market Street Gateway District
- 12.6 Design Standards and Guidelines for the Market Street Gateway District



12.1 PURPOSE

The intent of the Market Street Gateway District is to establish Market Street as the major regional gateway into Downtown through high quality development adjacent to the freeway, streetscape enhancements, and the preservation of open space along the corridor. This District allows office and residential uses that are compatible with the streetscape and open space concept along the corridor.

The Market Street corridor also serves as a portion of the urban hiking trail, or loop, that connects the historic Raincross District to Fairmount Park, Lake Evans and Mt. Rubidoux. As such, the preservation of green space along this corridor is important to both vehicle traffic using the corridor as a gateway into Downtown, as well as pedestrians and bicyclists using the urban trail that links Downtown to the nearby natural features.

12.2 Permitted Uses

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the following uses are permitted:

- a) Medical and dental offices and laboratories.
- b) Offices, general and professional.
- c) Parks and open spaces.
- d) Sit down restaurants, including outdoor dining, that are 2,500 square feet or less in size. Outdoor dining is subject to the standards established in the Zoning Code for outdoor dining. Drive-through lanes and play areas are prohibited.
- e) Retail that is 1,000 square feet or less in size, within a larger building
- f) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- g) Wireless communication facilities, pursuant to the Zoning Code.
- h) Accessory uses, incidental and subordinate to the principal permitted use.
- i) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

The following uses are permitted in the remainder of the Market Street Gateway District:

- a) Home occupations pursuant to the standards established in the Zoning Code.
- b) Offices, general and professional.
- c) Parks and open spaces.
- d) Single family dwelling units on existing parcels.
- e) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- f) Wireless communication facilities, pursuant to the Zoning Code.
- g) Accessory uses, incidental and subordinate to the principal permitted use.
- h) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

12.3 CONDITIONALLY PERMITTED USES

The following uses are permitted in the Market Street Gateway District with a Minor Conditional Use Permit:

- a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
- b) Vapor recovery systems, pursuant to the Zoning Code.
- c) Wireless communication facilities, pursuant to the Zoning Code.

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the following uses are permitted with a Conditional Use Permit:

- a) Expansion of nonconforming uses.
- b) Hotels.
- c) Public uses not permitted as a matter of right.
- d) Public utilities or installations.
- e) Schools.
- f) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the remainder of the Market Street Gateway District with a Conditional Use Permit:

- a) Child day care centers.
- b) Expansion of nonconforming uses.
- c) Multiple-family residential dwellings pursuant to the standards included in Section 12.7 of this chapter, and with a minimum unit size of 750 square feet and a minimum lot size of 20,000 square feet.
- d) Parking structures and facilities with ground floor commercial and/or retail uses.
- e) Public uses not permitted as a matter of right.
- f) Public utilities or installations.
- g) Recreational facilities.
- h) Single-family residential subdivisions.
- i) Schools.
- j) Senior housing pursuant to the standards established in the Zoning Code.
- k) Wireless communication facilities, pursuant to the Zoning Code.

12.4 PROHIBITED USES

The following uses are prohibited in the Market Street Gateway District:

- a) Car wash.
- b) Drive-thru establishments.
- c) Motels.
- d) Service stations (gas station and minor repairs).
- e) Vehicle repair shops and parts stores.
- f) Vehicle sales and rentals.
- g) Any use not specifically authorized.

12.5 DEVELOPMENT STANDARDS FOR THE MARKET STREET GATEWAY DISTRICT

All property in the Market Street Gateway District shall be developed in accordance with the following standards:

12.5.1 Maximum Floor Area Ratio

The maximum floor area ratio shall be 2.0, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the maximum FAR shall be 4.0.

12.5.2 Maximum Unit Density

The maximum unit density shall be 30 units per acre.

12.5.3 Maximum Height

The maximum building height shall be 40 feet, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, where a development includes the installation of public art, public open space, or other design element that substantially contributes to enhancing Market Street as the prominent regional gateway into Downtown, the maximum building height may be up to 85 feet with the approval of a Minor Conditional Use Permit.

12.5.4 Minimum Lot Size

The minimum lot size for new parcels shall be 20,000 square feet, except for the following:

- (1) For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, the minimum lot size for new parcels shall be 3.5 acres.
- (2) The minimum lot size for new parcels within single family residential subdivisions shall be 3,000 square feet.
- (3) Existing lots less than 7,000 square feet in size may only be developed with a single family residence, park, or open space.

12.5.5 Front Yard Setback

The minimum front yard set back shall be 20 feet, except for the following:

- (1) For single-family residential subdivisions, the minimum front yard setback shall be 10 feet to the front porch and 15 feet to the main building wall.

No parking is permitted in the front yard setback area, except that for single-family residential uses, parking is permitted in the front yard on an approved driveway. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan, with special consideration given to green spaces or other landscape amenities that contribute to the gateway features of this district. The front yard setback shall also apply to side and rear yards adjacent to a public street.

12.5.6 Rear Yard Setback

The minimum rear yard setback shall be 15 feet.

12.5.7 Interior Side Yard Setback

The minimum interior side yard setback shall be 10 feet, except for the following:

- (1) For single-family residential subdivisions, the minimum interior side yard setback shall be 5 feet.

12.5.8 Minimum Building Size

For parcels located between Market Street and the 60 Freeway and west of Fairmount Boulevard, new development shall have a minimum building size of 60,000 square feet, excluding parking structures.

12.5.9 Parking

Refer to Chapter 16 for off-street parking requirements and standards.

12.6 DESIGN STANDARDS AND GUIDELINES FOR THE MARKET STREET GATEWAY DISTRICT

12.6.1 District Character Defining Statement

The strongest expression of this area’s intended character is the Fairmount Park frontage. Grass and trees flanking a curvilinear roadway should be the predominant impression along this corridor. An important, but often overlooked natural landscape resource in this area is the historic Springbrook Wash. Through creative design, this waterway could become a strong focal point of this entry corridor. Buildings should form a backdrop to the planted parkways, setbacks, and medians of this corridor. There are no signature buildings in this area. This district has one very large developable site at the 60 freeway and several smaller sites that appear intermittently elsewhere along the corridor. Any future development at the 60 freeway site should provide signature, gateway architecture for this important entry point to the city. In general, it would be appropriate to apply the architectural guidelines for the Justice Center to the Market/60 site. Office buildings elsewhere along this corridor should be contemporary, but with a character that is at home in a green parkway setting. Residential buildings should reflect traditional residential architecture from the early 20th century.

For design standards and guidelines for multifamily residential development, please refer to Section 12.7 of this chapter and for design standards and guidelines for single-family housing, please refer to Chapter 13: Residential Districts.



Historic Springbrook Wash



Market Street Entry Monument



Fairmount Park Frontage

12.6.2 Site Planning

Building Orientation

- (1) Buildings at the Market/60 site should orient toward the parking areas that serve them. While primary building access may not be from Market Street, visibility toward main entries/building facades should be oriented toward Market Street. Because of the high visibility from the 60 freeway, buildings on this site shall have four-sided architecture with a strong positive statement in all directions.
- (2) Elsewhere along this corridor, buildings should have a residential front door orientation to Market Street.
- (3) New non-residential development or additions should be located away from the adjacent residential uses.
- (4) New structures should be sited on the property to maintain access to light and air circulation, and ensure privacy of existing private open spaces on adjoining properties.
- (5) Upper stories should be designed to avoid windows and balconies overlooking the adjacent residential properties.

Setbacks

- (1) Buildings on the Market/60 site should be set back significantly from the street with lushly landscaped setbacks and parking areas.
- (2) Elsewhere, buildings should have a typical residential setback, devoted to turf, trees, and foundation shrubs.

Vehicular Access and Parking

- (1) Parking for the Market/60 site may be within a parking structure or surface lot. Surface parking may surround or partially surround the buildings. Parking for this site should be accessed from a centrally located Market Street entry-exit point. Alignment with Fairmount Park entry points is recommended.
- (2) Elsewhere, buildings should have a residential-like driveway or alley system, leading to parking in surface lots and/or garages situated in rear and side yard areas.

Pedestrian Access

- (1) Pedestrian access at the Market/60 site should be from well-defined pedestrian walkways around the buildings and extending into the parking areas.
- (2) Elsewhere, buildings should be served with typical residential walkways and sidewalks.

Site Furniture

- (1) On the Market/60 site, pedestrian amenities should be concentrated in courtyards designed to serve the employees and visitors.
- (2) Elsewhere, pedestrian amenities should typically be limited to residential type seating in small courtyards, on front porches, and in rear yards.

Courtyards and Passages

- (1) On the Market/60 site, courtyards and passages should be incorporated into the site plan in relation to important building entry points.
- (2) Elsewhere, courtyards and pedestrian passages should be smaller and more private.

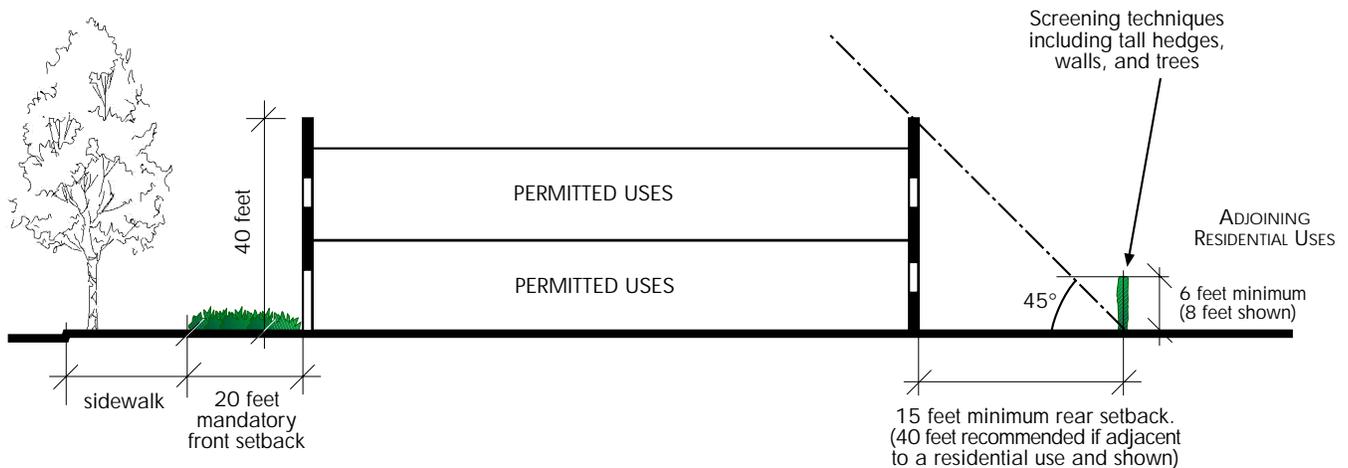
12.6.3 Architecture

Style

- (1) On the Market/60 site, it would be appropriate to draw upon the architectural guidelines for the Justice Center.
- (2) New office buildings elsewhere along the corridor should be contemporary, but with a character that is at home in a green parkway setting.
- (3) New residential buildings should reflect the character of Riverside's historic early 20th century neighborhoods.

Scale

- (1) Scale on the Market/60 site should be mid-rise, four to six stories.
- (2) Elsewhere, the scale should be in the one to two story range.
- (3) When possible, place the highest portions and largest mass of the buildings away from residential neighborhoods to ensure privacy protection.
- (4) If a property is adjoining a residential use, no portion of the building (including parapets) should be above an imaginary plane drawn at the rear property line and extended at an angle of 45 degrees towards the front of the property.



Recommended Setbacks for Buildings adjacent to Residential Uses

Detailing

- (1) On the Market/60 site, the detailing guidelines from the Justice Center should be applied.
- (2) Detailing of residential buildings should be traditional, early 20th century.

Roof Design

- (1) On the Market/60 site, roof styles may vary, depending upon the nature of the architecture. Roof styles on this site should, however, be designed to provide an attractive view from both the freeway and Market Street.
- (2) Elsewhere in this district, the typical roof style should be a pitched design with a residential reference.

Colors and Materials

- (1) On the Market/60 site and smaller office sites elsewhere, colors should be understated to complement the green entry concept.
- (2) In residential developments, materials that are appropriate to the architectural style should be used. For example, the predominant material for Craftsman and Victorian styles should be wood, with secondary materials consisting mainly of fieldstone, river rock, and concrete. Spanish Colonial Revival/Mediterranean and Mission Revival styles would use primarily stucco, plaster, and terra cotta tile and secondary materials would include wrought iron and brick.
- (3) Colors in this area should be appropriate to the style and period of the building. For example, Craftsman styles would use muted earth tones, while Victorian styles would use brighter contrasting colors.

12.6.4 Landscaping

Special Landscape Considerations

The Market Street entry offers a number of special landscape opportunities that should be considered in upgrading the appearance of this important gateway corridor. The Following are some of the more prominent opportunities:

- (1) Springbrook Wash: Market Street, in the area of Fairmount Park, is crossed by the Springbrook Wash, a perennial stream that flows into the park's lake system. Presently, this wash is little more than a muddy gully, often littered with debris and weedy plant materials. In Riverside's early history Springbrook was a major source of water and water-related recreation for the early settlers of the Colony. There is a potential to upgrade this historically important waterway with attractive boulders, plantings, and streambank improvements. Doing so would not only enhance the Market Street frontage, but would also provide a water-related window into Fairmount Park and celebrate an important part of Riverside's history. Any improvement of the Market Street entry corridor and the Market/60 development site should include this historic water feature as an important landscape component.
- (2) Fairmount Park Frontage: The turfed frontage of Fairmount Park is the Market Street gateway's most important existing asset. While some enhancements, such as additional colorful plantings and groupings of trees would add to the beauty of this frontage, for the most part, it only needs continued maintenance.
- (3) Trail Loop: The Market Street gateway could also be used as a part of a scenic Downtown trail loop. As proposed here, this loop would consist of the existing trail along the Santa Ana River, the roadways in Fairmount Park, the Market Street landscaped frontage, as well as striped bicycle lanes and enhanced sidewalks throughout the Raincross and Almond Street Districts.
- (4) National Guard Armory: The National Guard Armory site occupies a key part part of the Market Street frontage. While this site is somewhat buffered by a dense row of Eucalyptus trees, the Armory's vehicle storage yard is visible immediately adjacent to Market Street and presents an overall unattractive view. Ideally, the Armory should be relocated in its entirety so this land could be devoted to an extension of the park. At the very least, a landscaped setback should be established to provide a landscaped "cushion" between the street frontage and the Armory site.

- (5) Existing Tree Grove: There is an existing grove of trees along the west side of Market Street between Fairmount Park and Ridge Road. While the trees in this area offer some relief from the blandness of this stretch of the Market Street gateway, it needs to be enhanced with a greater density of plantings. One idea would be to plant a citrus grove at this location.



Potential Tree Grove Area

- (6) Vacant Parcels: There are a number of small, odd shaped vacant parcels along this frontage that might make good candidates for an expansion of the “green” entry. Consideration should be given to acquiring key parcels to add to the landscaping of the entry.

Plant Types

- (1) Throughout this corridor, plants should be selected that reflect a parklike quality. The plant mix should included significant use of native trees, such as Western Sycamores, Coast Live Oaks, and Cottonwoods.

Scale

- (1) This is an area for large-scale trees, shrubs, and expansive turf areas. The scale of plantings should be impressive at both the low-speeds of bicyclists and pedestrians as well as motor vehicles traveling at 40 miles per hour.

Relationship to Development

- (1) On developed properties, the emphasis should be on providing a carpet of green in front of all buildings and parking areas.
- (2) Hedges, fences or trees should be used to protect the privacy of any adjacent residential properties.

Hardscape

- (1) On the Market/60 site, paved areas should draw from a broad range of materials, designs, and finishes that are complementary to the building architecture.
- (2) Elsewhere, paving should typically be on a small scale limited to walkways, driveways, and rear parking areas.

12.6.5 Signs

Style

- (1) On the Market/60 site, contemporary designs that are low-key and complementary to the building's architecture are encouraged.
- (2) In the balance of the corridor, traditional designs that would complement residential building architecture are encouraged.

Scale

- (1) On the Market/60 site, signing should be an accent to the architecture. The overall effect should be low-key and proportional to the building. Signs at the first floor should be the smallest and most low-key. Signs at the top of the building need to be large enough to be seen from a distance.
- (2) Elsewhere in the corridor, signage should be proportional to its related building and setting, with strong attention given to the relationship between the sign and the building's architecture.

12.7 ADDITIONAL STANDARDS FOR MULTIPLE-FAMILY RESIDENTIAL DEVELOPMENT IN THE MARKET STREET GATEWAY DISTRICT

12.7.1 Applicability

The provisions of this section apply to multifamily residential development in the Market Street Gateway District, excluding the area between Market Street and the 60 Freeway.

12.7.2 Purpose

The purpose of this section is to provide standards for the development of multiple family residential projects in the Market Street Gateway District.

12.7.3 Multiple-Family Residential Structures Historic Architectural Styles

New multifamily residential structures may be developed in the Market Street Gateway District outside of the area located between Market Street and the 60 Freeway. These structures should be complimentary to surrounding structures and conform to the design guidelines laid out below. In addition, the nearby residential districts offer a wealth of historic multifamily housing styles, which may be used as models for multifamily infill development that respects and harmonizes with the historic architectural styles and development patterns of the Downtown Specific Plan area. The following is an overview of historic forms that can be used as models for developing new multifamily infill.

12.7.4 The Residential Duplex/Triplex/Fourplex

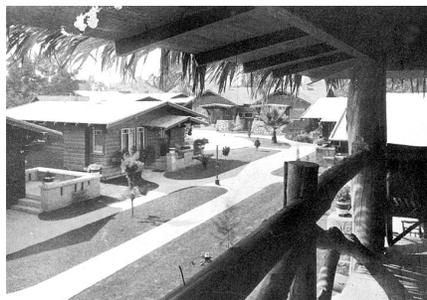
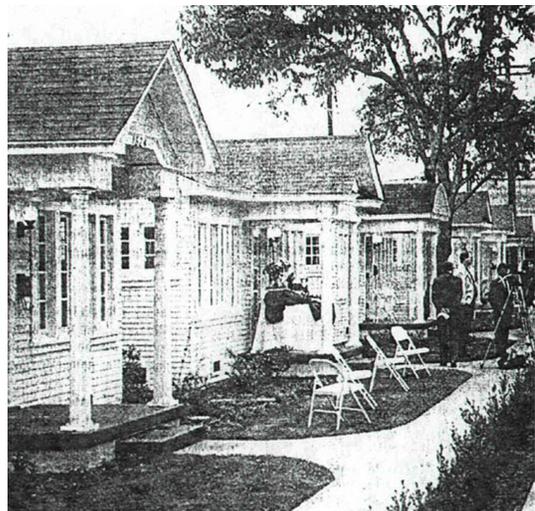
In the period when many of Riverside’s downtown historic districts were developed, low density multifamily structures in residential neighborhoods often were developed in the same architectural styles and with similar massing as nearby single-family residences. The Craftsman style, in particular, lent itself to the development of 2- to 4-unit structures, often with simple rectangular massing.



Usually, the only external indication that these structures were not single family dwellings was the multi-door entryways, which were typically designed with the same porch form as their single family neighbors. These structures were usually developed with the same setbacks, height, and often the same roof-forms as their neighbors. In some cases, individual entryways were concealed in a foyer or lobby beyond a common entry door, rendering these structures indistinguishable from single family residences in the same neighborhood. In historic residential neighborhoods composed primarily of two-story single family structures, this architectural style may be a useful model for low-density multifamily development.

12.5 The Bungalow Court

A low-scale multifamily housing solution popular in the pre-World War II era, bungalow courts were classically composed as a cluster of small one story residential structures of a common architectural style organized, usually in two parallel lines, around a central courtyard arranged perpendicular to the street. Important elements of this design style that ensure its compatibility with historic residential development patterns include the small scale of the bungalows, the quality of their architectural detailing, the choice of an architectural style compatible with surrounding residential development, and a treatment of the facades on the bungalows facing the primary street that includes details like porches, entryways, overhanging eaves and



other details which emphasize reliance on the traditional single-family residential design vocabulary. This type of development may be appropriate in historic areas composed predominantly of small single story cottages or duplexes where multifamily development is permitted by the zoning code.

12.7.6 Site Planning

Building Orientation

- (1) Buildings should have a traditional residential orientation to the street.
- (2) Privacy between units should be maintained by locating balconies, porches, windows, etc., away from similar existing spaces in the adjacent units.

Setbacks

- (1) Setbacks should be similar to the residential uses in the area.

Vehicular Access and Parking

- (1) Parking lots should not occupy more than 30% of any linear street frontage. Parking is not allowed in the setback areas.
- (2) If tuck-under parking is provided, the first floor of the residential units should not occur more than five feet above the finished grade level. Parking may need to be depressed or occur behind the living spaces and finished grades of the front yards may be raised by up to two feet to accommodate this arrangement. These parking areas should not be visible from the street.

Pedestrian Access

- (1) Pedestrian access to the units should be via traditional residential front doors.
- (2) Entry walks from the sidewalk to the front door should reflect the residential character of the project. The width of the entry walks should not exceed five feet.

Open Space

The following is required for private and common open space for multiple family development:

- (1) Private Usable Open Space: Each dwelling unit should have a minimum private usable open space as defined in the Zoning Code of 50 square feet. A rectangle inscribed within each private usable open space should have no dimension less than six feet. At least one exterior side should be open above the level of railing or fencing. Private open space features include: fenced yard/patio areas, balconies and roof gardens.
- (2) Common Usable Open Space: Inclusive of required setback yards, a minimum of 20 percent of the site area should be designated and permanently reserved as usable common open space in multiple family developments with greater than 10 dwelling units. All required common open space should be suitably improved for its intended purposes and all lawn and landscaped areas should be provided with a permanent irrigation system to maintain such areas. Common open space areas include courtyards, terraces, rooftops, landscaping, picnic/barbecue areas, pools/spas, tennis/sport courts, clubhouse, tot lots/playgrounds. Parking areas are not to be included in the calculation of open space.

Site Furniture

- (1) Outdoor pedestrian amenities should be provided in the 'Usable Open Space' areas required as noted in the section above.

Courtyards and Passages

- (1) 'Common Usable Open Space' areas should be provided as noted in the section on Open Space above.

12.7.7 Architecture**Scale**

- (1) Avoid designing buildings that are longer than 120 feet.
- (2) The mass and roof forms of buildings should be varied. In addition to porches, stoops and other entry elements such as bay windows, balconies and trellises are encouraged.
- (3) Multifamily projects that are immediately adjacent to single family homes should have a massing that resembles that of single family homes. To accomplish this, the building may be separated into smaller units.
- (4) Articulating individual units helps to diminish the massing of large structures and blend with the surrounding neighborhood.
- (5) Long facades of multifamily buildings should be divided into shorter modules a maximum of 30 feet in width, to reflect the volumes of individual units within the building. This objective can be achieved with varied setbacks, vertical modulation, texture changes on the facade, porches and balconies.

12.7.8 Landscaping**Plant Types**

- (1) Plant types should be typical of residential plantings, with an emphasis on lawn in the front yard, foundation shrubbery, and limited use of small-scale trees as accents.
- (2) Plantings of shrubs and flowering plants to add variety to the setback areas are encouraged.
- (3) Pathways and pergolas and trellises that are in character with the architectural style of development to add shade and interest are encouraged.

Scale

- (1) Pedestrian scale plantings should dominate with larger plantings used as accents.

Relationship to Development

- (1) Common areas provided for the residents should be landscaped with planted areas, potted plants, seating, outdoor barbecue areas, pools and spas, etc.

12.7.9 Signs**Style**

- (1) Traditional designs that reflect the building architecture are encouraged.
- (2) The signage for multi-family uses in this district should be discreet and subdued.
- (3) Monument signs are encouraged.