

TABLE 21A

**RECOMMENDED IMPLEMENTATION STRATEGY  
DOWNTOWN SPECIFIC PLAN  
CITY OF RIVERSIDE**

ITEM	RECOMMENDED PROGRAMS AND ACTIVITIES	ACTION STEPS	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCES
	<p><b>PRIORITY ACTION PLAN: Develop key sites and supporting infrastructure: (1) Fox Theater Block, (2) Stalder Building Block, (3) Mission Inn Gateway Block, (4) Convention Center/Hotel Expansion.</b> See Table 21A for a description of sites.</p> <p><i>(Facilitate the complete Culture, Art, Retail and Entertainment Experience along Mission Inn Avenue)</i></p> <p><i>(Improve the attractiveness of Downtown for residents, students and visitors)</i></p> <p><i>(Strengthen viability of the Convention Center)</i></p>	<ul style="list-style-type: none"> <li>Recruit developer(s) for the four key sites.</li> <li>Initiate public/private process to build two new parking structures and improve and manage existing parking structures.</li> <li>Establish a parking district with the provision for in-lieu fees.</li> <li>Initiate a Target Tenant Program.</li> <li>Develop streetscape plans for the linkage streets connecting the four key sites and the parking structures.</li> <li>Coordinate above action steps with enhancements being made to culture and arts programs in the Arts District.</li> </ul>	<ul style="list-style-type: none"> <li>Developers</li> <li>Redevelopment Agency</li> <li>City of Riverside</li> </ul>	<ul style="list-style-type: none"> <li>Private funding</li> <li>Tax increment</li> <li>Parking district in-lieu fees</li> <li>User fees</li> <li>CDBG funds/Section 108 loans</li> <li>Percent for the Arts program</li> </ul>
A	<p><b>Maximize utilization of available public and private parking supply</b></p> <p><i>(Improve the availability of daytime parking for shoppers, workers, and visitors and facilitate parking supply for night-time retail/entertainment patrons)</i></p>	<ul style="list-style-type: none"> <li>Initiate a downtown parking management plan.</li> <li>Work with office building owners and parking operators to identify opportunities for shared parking arrangements.</li> <li>Establish a parking district.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Property owners</li> <li>Parking operators</li> </ul>	<ul style="list-style-type: none"> <li>Tax increment</li> <li>CDBG funds/Section 108 loans</li> <li>User fees</li> <li>Parking district in-lieu fees</li> </ul>
B	<p><b>Increase governmental office use in Downtown</b></p> <p><i>(Expand and reinforce Downtown as a government office node)</i></p>	<ul style="list-style-type: none"> <li>Complete study regarding development of California Tower II.</li> <li>Identify any city, county, state or federal government agencies requiring expansion space and identify demand.</li> <li>Identify preferred locations and formats for government agency office expansions.</li> <li>Identify future needs and possible sites for Civic Center.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Property owners</li> <li>Private developers</li> </ul>	<ul style="list-style-type: none"> <li>Tax increment</li> <li>CDBG funds/Section 108 loans</li> </ul>
C	<p><b>Enhance the Downtown experience by improving security, signage/wayfinding, lighting, and gateways into Downtown</b></p> <p><i>(Create a clean and safe 24-hour environment for workers, local residents, conventioners, and visitors)</i></p>	<ul style="list-style-type: none"> <li>Expand the existing Host Program in Downtown.</li> <li>Expand Neighborhood Watch programs in Downtown.</li> <li>Prioritize, design, and implement needed programs such as lighting and streetscape improvements.</li> <li>Evaluate expansion of existing BID and/or consider creation of a property-based Business Improvement District to overlay the existing BID and manage a “clean and safe” program.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment Agency</li> <li>City of Riverside</li> <li>Downtown Partnership</li> <li>Local business and property owners</li> </ul>	<ul style="list-style-type: none"> <li>Business Improvement District fees</li> <li>Tax Increment</li> <li>Parking Districts/ Landscape District funds</li> </ul>

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D	<p><b>Identify City- or Agency-owned property as potential site of catalyst mixed-use project</b></p> <p><i>(Fast-track redevelopment by maximizing City/Agency land resources)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize development sites and uses.</li> <li>• Undertake market studies if needed.</li> <li>• Issue development solicitation(s).</li> <li>• Encourage residential-over- retail development to create residential opportunities and expand retail/restaurant patronage.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• Housing set-aside funds</li> <li>• Tax-exempt bond financing</li> <li>• HOME funds</li> </ul>
E	<p><b>Promote arts and cultural special events</b></p> <p><i>(Capitalize on Riverside’s history and cultural diversity to create themed special events and attract Inland Empire residents and tourists to Downtown)</i></p>	<ul style="list-style-type: none"> <li>• Implement the Arts, Culture &amp; Entertainment Element of the Downtown Specific Plan.</li> <li>• Continue City support for local arts organizations.</li> <li>• Monitor progress of Mission Inn Avenue underpass and consider University Avenue underpass as an “arts connections” linking Downtown to the Marketplace and UCR.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> <li>• Downtown Partnership</li> <li>• Chamber of Commerce</li> <li>• Local civic organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Business Improvement District fees</li> <li>• Sponsorships</li> <li>• Event revenues</li> <li>• City contributions</li> </ul>
F	<p><b>Encourage tenant recruitment activities for retail and restaurant tenants, as well as retention of existing desirable tenants</b></p> <p><i>(Attract unique lifestyle retailers and sit-down dining establishments to broaden the appeal of Downtown to diverse market segments)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize recruitment targets.</li> <li>• Inventory available sites/buildings.</li> <li>• Engage broker/recruitment specialists.</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Downtown Partnership</li> <li>• Redevelopment Agency</li> </ul>	<ul style="list-style-type: none"> <li>• Business Improvement District fees</li> <li>• CDBG funds</li> <li>• Tax increment</li> </ul>
G	<p><b>Create opportunities for in-fill residential development in a mixed-use format</b></p> <p><i>(Focus on residential-over-retail development to create housing opportunities in an urban setting and develop critical mass to support retail uses)</i></p>	<ul style="list-style-type: none"> <li>• Prioritize development sites.</li> <li>• Conduct market analysis to determine support for range of housing developments.</li> <li>• Assist with the assembly of sites.</li> <li>• Inventory existing structures for potential adaptive reuse for residential development.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• Private developers</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• Housing set-aside funds</li> <li>• Tax-exempt bonds</li> <li>• HOME funds</li> </ul>
H	<p><b>Link Downtown with the MarketPlace District and the UCR and RCC communities</b></p> <p><i>(Link and integrate each distinct district to maximize synergy and create a sense of place)</i></p>	<ul style="list-style-type: none"> <li>• Install urban design elements such as signage, banners, streetscape improvements.</li> <li>• Improve/establish public transportation, bike, and pedestrian linkages among the districts.</li> </ul>	<ul style="list-style-type: none"> <li>• City of Riverside</li> <li>• UC Riverside</li> <li>• Downtown Partnership</li> <li>• Chamber of Commerce</li> <li>• RCC</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation Equity Act for the 21<sup>st</sup> Century (TEA 21) funds.</li> <li>• Parking Districts/ Landscape Districts funds</li> <li>• Private property owners/ developer exactions</li> </ul>
I	<p><b>Encourage expansion of the convention center and development of a third hotel</b></p> <p><i>(Broaden the variety of special events and conventions that can be attracted to the Downtown area and provide supporting conventioneer/visitor amenities)</i></p>	<ul style="list-style-type: none"> <li>• Initiate market and financial feasibility study to determine support for, and viable scale of, expanded convention center and third hotel.</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Agency</li> <li>• City of Riverside</li> <li>• Private developers</li> <li>• Hotel operators</li> <li>• Riverside Convention Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Tax increment</li> <li>• CDBG funds/Section 108 loans</li> <li>• Transient Occupancy Tax (TOT)</li> </ul>