

City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 18, 2025
FROM: PUBLIC WORKS DEPARTMENT WARD: 5
SUBJECT: BOURNS FAMILY YOUTH INNOVATION CENTER - PROPOSED GUIDE SIGNS

ISSUE:

Consideration of installation of guide signs for the Bourns Family Youth Innovation Center facility on Magnolia Avenue and Van Buren Boulevard to direct, inform, and reassure visitors of the correct travel path to facilitate access to the Bourns Family Youth Innovation Center.

RECOMMENDATION:

That the City Council approves the installation of guide signs for the Bourns Family Innovation Youth Center facility along Magnolia Avenue at Roosevelt Street and along Van Buren Boulevard at Hayes Street.

BOARD RECOMMENDATION:

On October 1, 2025, the Transportation Board (Board) reviewed this matter; six of seven members were present. The Board voted unanimously to recommend approval of the installation of guide signs for the Bourns Family Innovation Youth Center facility along Magnolia Avenue at Roosevelt Street and along Van Buren Boulevard at Hayes Street.

BACKGROUND:

Guide signs (also known as wayfinding signs) offer benefits such as improving user experience by reducing confusion and stress, enhancing safety by guiding motorists to correct routes, promoting accessibility, and boosting brand identity through visual design. The signs also increase efficiency by optimizing traffic flow, leading to improved productivity and revenue for businesses. Additionally, wayfinding signage can reduce stress and frustration by making it easier to navigate unfamiliar or complex environments, ensuring people reach their destinations quickly and easily, and strengthen a sense of place and community pride.

DISCUSSION:

The Bourns Family Youth Innovation Center (BFYIC), constructed in 2021, is one of the newest community centers in Riverside and was designed to provide Riverside's youth with innovative

technologies to inspire them to explore interests in science, technology, engineering, art, and math (STEAM). With state-of-the-art computer courses, music and film production, etc. Their mission is to provide opportunities to visitors by introducing them to professionals and services that will promote and enhance learning to increase the likelihood of life-long success and to prepare all Riverside residents for success by providing a safe environment that fosters collaboration, learning and creativity.

The facility includes 1,465 square foot multipurpose room with a laser cutter, 3-D printers, sewing and embroidery machines, sound recording booth, video recording studio, windows computers, enough workspace for the best crafting experience and schedules workshops or classes for the benefit the community.

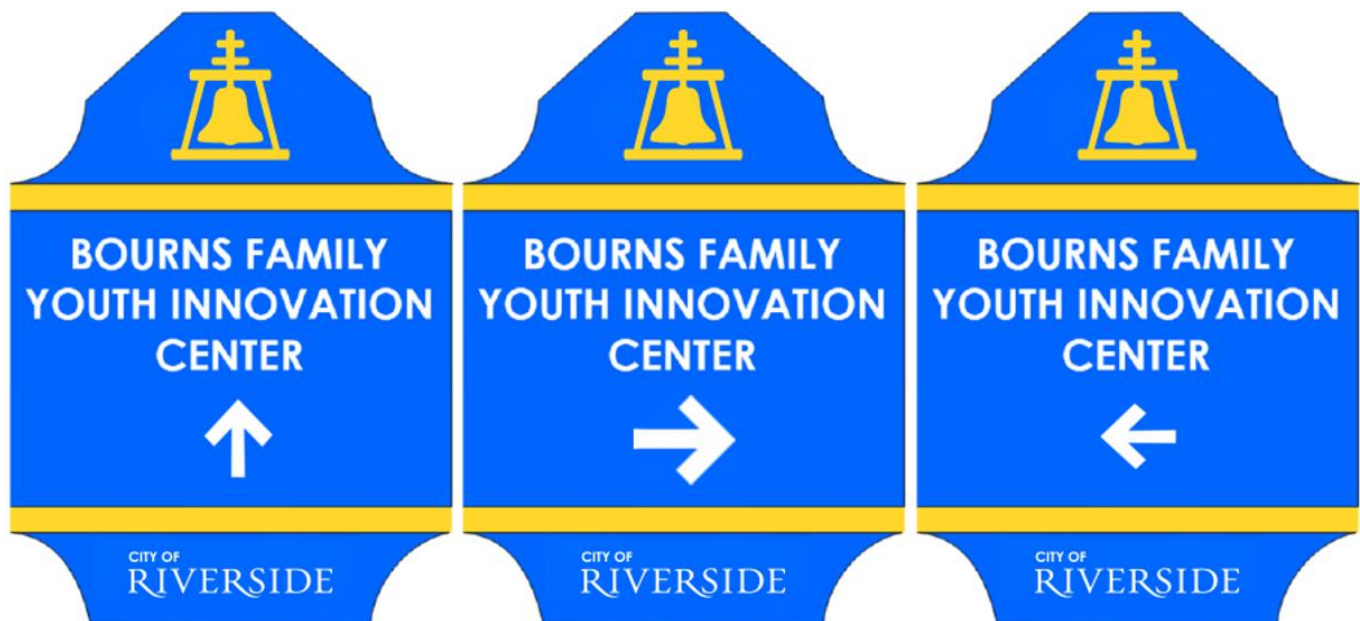


Exhibit 1 – Proposed Guide Sign

There are four (4) total proposed guide signs that will be installed approaching the intersections of Magnolia at Roosevelt Street and Van Buren Boulevard at Hayes Street. The proposed guide signs include directional arrows and are to be strategically installed on the same side of the roadway where motorists are directed to turn to reach their destination.

Within the Arlington neighborhood, the Bourns Family Youth Innovation Center is surrounded by many destinations such as Liberty Elementary School, Arlington Park, Arlington Library, Dutch Bros Coffee, and Scholarship Prep School Riverside. The proposed guide signs are recommended to assist motorists to navigate to their destination.

FISCAL IMPACT:

The total fiscal impact of sign fabrication and installation is estimated to be \$1,400. Funding is available in the existing General Fund, Streets Maintenance Division, Signing Supplies account number 4110100-424143, to cover this cost.

Prepared by: Philip Nitollama, City Traffic Engineer
Approved by: Gilbert Hernandez, Public Works Director
Certified as to
availability of funds: Kristie Thomas, Finance Director / Assistant Chief Financial Officer
Approved by: Kris Martinez, Assistant City Manager
Approved as to form: Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. Bourns Youth Family Center Site
2. Proposed Guide Signs
3. Proposed Guide Sign Locations Map
4. Presentation
5. Transportation Board Meeting Minutes – October 1, 2025