

# Magnolia Reinvestment, Resilience, Revitalization Toolkit

## IMMEDIATE

- ☐ Clean up and Compliance
- ☐ Activating street frontage
  - Work with property owners to activate street frontage and improve storefronts.
- ☐ Temporary Sign Policy Review
- ☐ Property owner engagement
  - Assist w/connections for catalytic development
- ☐ Property Owner Technical Assistance
  - Lease Structure
  - Permitting Assistance
  - CPTED Training
  - Others?
- ☐ Pilot Projects
  - Art, banners, tactical urbanism, events
- ☐ Evaluate cost estimates for various strategies
- ☐ Safe Streets For All Grant

## SHORT TERM 1-3 YEARS

- ☐ Economic Development Incentive Programs
  - Façade improvements and signs – Support Program
  - Incubator model - Short-term leasing opportunities for small businesses (e.g. City of Ontario)
- ☐ Explore Streamlining
  - Code updates
  - Process Streamlining
  - Fee reductions and Waivers
- ☐ Place Making
  - Parklet/Outdoor Dining Program, Storefront Design Guidelines, Wayfinding, gateway signage
- ☐ Streetscape, hardscape landscape improvements along Magnolia (potential CIP)
- ☐ Adaptive Reuse Ordinance

## MID TERM 3 -4 YEARS

- ☐ Micro-mobility options
  - Bike improvements such as cycle tracks, bike lockers, bike share programs, etc.
- ☐ Infrastructure & Intersection Improvements
  - Midblock crossings, curb bump out, sidewalk widening, etc.
- ☐ Study potential for EIFD within district
- ☐ Evaluate transit service and amenities along the corridor to identify mid & long-term service improvements
- ☐ Modernization of Specific Plan

## LONG TERM

- ☐ Partner with surrounding institutions (CBU, UCR, Kaiser, etc.) for potential satellite projects
- ☐ Larger catalytic development opportunities for intersection of Van Buren and Magnolia; Muir and Magnolia
- ☐ Land Assembly
  - Land acquisition
  - Lot consolidations
  - Alley closures

# Immediate Strategies

Strategy	Level of Effort	Cost	Key Role	Time Frame
Clean Up & Compliance <ul style="list-style-type: none"><li>Graffiti</li><li>Maintenance and repair of private property</li></ul>	Low	\$	Code Enforcement, PW	Immediate
Activating Frontage – working with property owners to improve store fronts to activate street frontage	Low	\$	EDev	Immediate
Temporary Sign Policy Review with Committee <ul style="list-style-type: none"><li>Cooperative compliance effort</li></ul>	Low	\$	Code Enforcement	Immediate
Property Owner Engagement <ul style="list-style-type: none"><li>Assist with connections for catalytic development</li></ul>	Low	\$	EDev	Immediate
Property Owner Technical Assistance <ul style="list-style-type: none"><li>Lease Structure</li><li>Permitting Assistance</li></ul>	Low	\$	EDev	Immediate
Pilot Projects <ul style="list-style-type: none"><li>Art, banners, tactical urbanism, events</li></ul>	Medium	\$\$	PRCSD, CEDD	Immediate
Evaluate cost and assign funding sources for various strategies	Low	\$	PW, EDev, Planning	Immediate
Safe Streets For All Grant <ul style="list-style-type: none"><li>Safety Action Plan Development</li></ul>	Low	\$	PW	Immediate

# Short Term Strategies

Strategy	Level of Effort	Cost	Key Role	Time Frame
Explore Streamlining <ul style="list-style-type: none"><li>• Code updates</li><li>• Process streamlining</li><li>• Fee reductions or waivers</li></ul>	Medium	\$	CEDD	Short Term
Place Making <ul style="list-style-type: none"><li>• Parklet/outdoor dining program</li><li>• Storefront Design Guidelines</li><li>• Wayfinding and gateway signage</li></ul>	Medium	\$\$	Planning	Short Term
New streetscape, hardscape, and landscape improvements along Magnolia	Medium	\$\$\$	PW	Short Term
Economic Development Incentive Programs <ul style="list-style-type: none"><li>• Façade improvements and signs – support program</li><li>• Incubator model - Short-term leasing opportunities for small businesses (e.g. City of Ontario)</li></ul>	High	\$\$\$	EDev	Short Term
Adaptive Reuse Ordinance	Medium	\$\$	Planning	Short Term
Public Realm Maintenance <ul style="list-style-type: none"><li>• Sidewalks, curb, cross walks, street lights, landscaping, trash receptacles etc)</li></ul>	Medium	\$	PW	Short Term

# Mid and Long Term Strategies

Strategy	Level of Effort	Cost	Key Role	Time Frame
Micro-mobility options <ul style="list-style-type: none"><li>Bike improvements such as cycle tracks, bike lockers, bike share program, etc.</li></ul>	High	\$\$\$	PW	Mid Term
Infrastructure & intersection improvements <ul style="list-style-type: none"><li>Midblock crossings, curb bump out, sidewalk widening, etc, PACT implementation</li></ul>	High	\$\$\$	PW	Mid Term
Study potential for EIFD within district	High	\$\$	EDev	Mid Term
Evaluate transit service along corridor to identify mid and long-term service improvements	High	\$\$	PW, Planning	Mid Term
Magnolia Avenue Specific Plan Modernization	High	\$\$	Planning	Mid Term
Partner with surrounding institutions (CBU, UCR, Kaiser, etc) for potential satellite projects	High	\$	EDev	Long Term
Larger catalytic development opportunities for intersection of Van Buren and Magnolia; Muir and Magnolia	High	\$\$\$	CEDD	Long Term
Land Assembly <ul style="list-style-type: none"><li>Acquisition</li><li>Lot consolidation</li><li>Alley closures</li></ul>	High	\$\$\$	CEDD	Long Term