



GREATER RIVERSIDE CHAMBERS OF COMMERCE

The Chamber...building a stronger local economy

October 30, 2019

Chair Rossouw
Members of the City Planning Commission
3900 Main Street
Riverside, CA 92501

RE: Magnolia Crossings – SUPPORT

Dear Chair Rossouw and Members of the City Planning Commission:

On behalf of the Greater Riverside Chambers of Commerce, we respectfully request your SUPPORT of the proposal by Oscar Etemadian of Magnolia Crossings, LLC to develop an In-N-Out Burger drive-thru restaurant, ARCO vehicle fuel station, convenience store, quick service restaurant, automated car wash, and commercial building located on the northeast corner of State Route 91 and Van Buren Boulevard.

Due to the population influx in Riverside, including the Ward 5 area, the Chamber's Arlington Board met with Mr. Etemadian and voted to support the project for the needed amenities it will bring to the growing community. The 3.84-acre parcel has sat vacant for some time and the proposed development will generate sales tax revenue to the city and beautify the area. A total of 158 vehicle parking spaces will serve the shopping center and the 9,250 square foot multi-tenant commercial building will consist of seven suites bringing commercial space in the retail and personal services sector to serve local businesses and residents.

For these reasons, the Chamber encourages your SUPPORT for the Magnolia Crossings, LLC development of a drive-thru restaurant, vehicle fuel station, convenience store, quick service restaurant, automated car wash, and commercial building located at 3483, 3505, and 3519 Van Buren Boulevard.

Respectfully,

Cindy Roth
President/CEO

CR/bb

From: [Gary Shine](#)
To: [Equez, Judy](#)
Subject: [External] Fwd: Magnolia Crossings Development on Van Buren Blvd.
Date: Thursday, October 31, 2019 6:53:28 AM

Sent from my iPad

Begin forwarded message:

From: Gary Shine <garyshine53@gmail.com>
Date: October 30, 2019 at 11:25:09 AM PDT
To: jequez@riversideca.gov
Subject: Magnolia Crossings Development on Van Buren Blvd.

As I have stated in our telephone conversation, I live at 3687 Farnham Pl. and I'm not opposed to the lot being developed, I'm concerned with the added traffic that it will bring down Farnham Pl.. I noticed on the plans that the developments parking lot will be connected to the existing parking lot at the corner of Andrew and Van Buren, allowing people to enter and exit onto Andrew. This will most likely increase traffic on Farnham, because people that are planning on making a right turn onto Magnolia from Van Buren, after refueling, getting something to eat, etc., are most likely not going to wait at the light at the intersection of Andrew and Van Buren, then wait at the light at Magnolia and Van Buren to make their right turn. They will most likely make a right onto Andrew, stop at the four way stop at Farnham, turn left onto Farnham, then stop and turn right onto Magnolia, avoiding the traffic lights. They will also use Farnham as a shortcut to enter the new development, as well. I say this because I've lived on Farnham for 25 years and have seen an increase in traffic since Andrew has been realigned with Primrose, and a signal has gone in. People coming down Magnolia, needing to make a left turn onto Van Buren, will turn left onto Farnham instead, because they don't want to wait at the stoplight, or wait for the light to cycle through several times before they make it to the left turn lane, when traffic backs up on Magnolia. The same goes for people going down Van Buren towards Magnolia, planning on making a right turn. They turn on Andrew, then onto Farnham, instead of waiting at the light. Some of the traffic is coming from, or going to, the businesses at the end of Farnham at Magnolia, or at Andrew and Van Buren.

When I say increase I'm talking about anywhere from 60 to 80 cars in a two hour period. Usually between 7 and 9AM and 3 and 5PM. That's not counting the cars between those times. I would safely say 80% of those cars are traveling well above the speed limit. Our street is only 29 feet 10 inches wide, with no sidewalks for the children to walk to, or from school on. We have children that go to Liberty, Chemawa, and Arlington, that live on our street. They have to walk in the street next to cars that are speeding by them. Some people will slow down to 35-40 mph., still way above the speed limit for a residential neighborhood. When cars are parked in the street, or on trash day, the children have to walk further out into the street to get around those objects, putting them closer to the speeding

cars. As the street is so narrow, if two cars are coming down the street in opposite directions, one of them has to pull over to let the other pass because there's usually cars parked in the street, and two cars cannot safely pass with another car parked. One of my neighbors already had their car side swiped about 2 years ago. I'm surprised, and thankful, it hasn't happened more often.

In summary, I'm not opposed to the development, just the increased traffic and speeding cars that will be added to the increased traffic and speeding cars we already have. The increased traffic will create more hazard for the children, and more inconvenience for the residents backing out, or pulling into, their driveways.

Because of the increased traffic going well above the speed limit for a residential neighborhood, I would strongly recommend the city, or developer, consider installing speed bumps on Farnham. Farnham is not a long street, so I don't think it would take many. They would slow the traffic down and maybe be some deterrent for some motorists to use Farnham as a shortcut. It would also be safer for the pedestrians that have to walk in the street. They are cheaper than installing sidewalks.

Sent from my iPad