



ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

THURSDAY, OCTOBER 20, 2022, 3 P.M.

PUBLIC COMMENT IN PERSON/TELEPHONE

ART PICK COUNCIL CHAMBER

3900 MAIN STREET

City of Arts & Innovation

PRESENT: Chair Fierro, Vice Chair Edwards, Member Hemenway

ABSENT: None

STAFF PRESENT: Carmen Soto, Brandon Mercer, Frank Assumma, Aaron Chandler, Donesia Gause, Mary Kopaskie-Brown, Mitchell Mason, Paloma Montes, Kristie Thomas, Kevin Townsend, Rafael Guzman, Brandon Mercer, Joyce Jong, Matthew Taylor, Judy Egue, Veronica Hernandez, Michelle Davis

ALSO PRESENT: David McPherson, Ajay Kolluri, and Richard Hamm

Chair Fierro convened the meeting at 3:01 p.m.

ORAL COMMUNICATIONS FROM THE PUBLIC

Jason Hunter spoke on land use and warehouse development.

NORTHSIDE AGRICULTURE INNOVATION CENTER UPDATE - CONSIDER MEMORANDUMS OF UNDERSTANDING WITH THE RIVERSIDE FOOD SYSTEMS ALLIANCE AND PARTNERSHIPS WITH THE UNIVERSITY OF CALIFORNIA, RIVERSIDE AND LAMPLIGHTER ENERGY, INC.

Following discussion, it was moved by Vice Chair Edwards and seconded by Hemenway to (1) receive an update on the Northside Agriculture Innovation Center; (2) direct staff to finalize a Master Lease Holder Agreement and Memorandum of Understanding with the Riverside Food Systems Alliance to serve as the master lease holder and overall site manager to work with local and regional sub-tenant partners to deliver a variety of community and workforce programs at the Northside Agriculture Innovation Center; and (a) recommend the City Council approve a Master Lease Holder Agreement and the Memorandum of Understanding with the Riverside Food Systems Alliance; (3) recommend to the City Council approval of a Memorandum of Understanding between the City of Riverside, University of California Riverside and Lamplighter Energy, Inc. to formalize a collaboration to develop and implement sustainable agriculture, controlled environment and high-tech agriculture workforce development programs and supportive facilities; (4) direct staff to finalize a Lease/Lease-Back Agreement with Lamplighter Energy to develop and construct solar facilities at the Northside Agriculture Innovation Center and recommend the City Council approve the agreement; (5) direct staff to research, explore, and pursue a variety of funding sources to support various community and workforce programs at



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the Northside Agriculture Innovation Center; and (6) direct staff to research, explore, and pursue a variety of funding sources to construct the project site and bring back to the Economic Development, Placemaking and Branding/Marketing Committee options to complete the project build out. The motion carried unanimously.

RIVERSIDE STREETCAR FEASIBILITY STUDY UPDATE

Following discussion, it was moved by Member Hemenway and seconded by Vice Chair Edwards to (1) receive update on the Riverside Streetcar Feasibility Study; and (2) direct staff to seek grant funding to integrate the findings of the TIG/m report into an expanded federally compliant zero-emission transportation feasibility study which includes bus rapid transit amongst other alternatives. The motion carried unanimously.

REVIEW AND PROVIDE DIRECTION FOR THE PROPOSED RIVERSIDE MUNICIPAL CODE AMENDMENTS RELATED TO LEGALIZING CANNABIS USES: TITLE 5 – BUSINESS TAXES, LICENSES AND REGULATIONS; TITLE 9 – PEACE, SAFETY AND MORALS; AND TITLE 19 – ZONING

Following discussion, it was moved by Chair Fierro and seconded by Vice Chair Edwards to direct staff to include the decision points in the Riverside Municipal Code (RMC) draft amendment listed on the staff report as follows: (1) Ownership Definition: Staff is directed to follow the State definition and include a percentage of 20% in the definition of “owner”; (2) Criminal Background Checks: Staff is directed to follow the Riverside Police Department’s current practice and conduct similar background checks for violent felony crimes for employees of other businesses requiring special operating permits; (3) Number of Various Uses Allowed and Storefront Delivery: Commercial Cannabis Businesses to include both storefront and non-storefront retail, we do not want delivery only (b) Should Manufacturing, Distribution, and Testing Laboratories not be limited? No (c) Should storefront retailers be allowed to deliver? Yes; (4) Labor Peace Agreement: Committee recommends 5 employees or more based on recent policy direction from the City Council; (5) Appeal Officer: Committee recommends Hearing Officer to hear appeals related to denial of permit applications and other appeals of citations and violations; (6) Distance from Sensitive Receptors – Committee recommends 600 feet per State requirement, 1000 feet for schools with (b) an option that extends to colleges and universities and (c) a map that shows the colleges and universities within the buffers; (7) Equity Application and License Standards: Staff is directed to pursue a Cannabis Equity Study; and (8) Public Outreach: Staff is directed to continue community outreach whenever requested and directs



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staff to develop outreach program for the ballot measure. The motion carried unanimously.

UPDATE FROM OVERLAND PELICAN RIVERSIDE FOR MIXED-USE STUDENT HOUSING PROJECT ON CITY-OWNED VACANT LAND

Following discussion, it was moved by Vice Chair Edwards and seconded by member Hemenway to (1) Receive and file an update on the City-owned land located at 3911 University Avenue and 3775 Fairmount Boulevard, identified as Assessor Parcel Numbers 214-252-016 & 213-261-027 (former downtown Terminal) for the development of a mixed-use student housing project; and (2) Recommend the City Council discuss the request from Overland Pelican Riverside.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

No items for future consideration were requested.

The meeting adjourned at 3:21 p.m.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk