



PROPOSED 5-YEAR PLAN TO ENHANCE AND BEAUTIFY VICTORIA AVENUE

Public Works Department

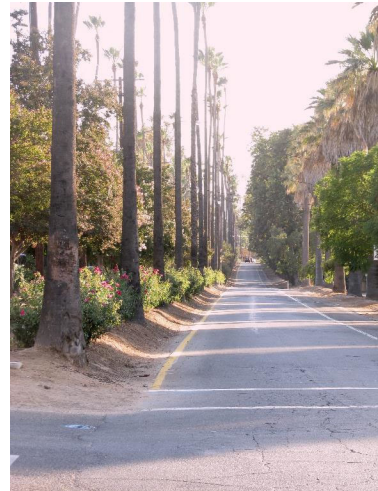
MOBILITY & INFRASTRUCTURE COMMITTEE MARCH 14, 2024

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HISTORY OF VICTORIA AVENUE

- Victoria Avenue exists thanks to Matthew Gage, a jeweler who moved to Riverside in 1881
- Gage engineered and developed the Gage Canal to bring irrigation water from artesian wells in San Bernardino County to the citrus groves in Arlington Heights
- He imagined a main boulevard in Arlington Heights with different types of trees and named it Victoria Avenue after the Queen of England
- Gage's vision introduced the many varieties of trees and plants along Victoria Avenue



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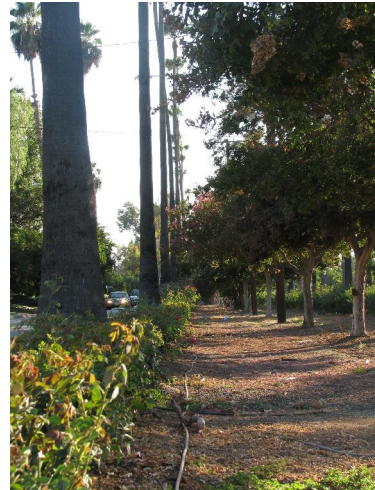


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HISTORY OF VICTORIA AVENUE

- In 1969, Victoria Avenue became Riverside Cultural Heritage Landmark #8 and in October of 2000 it was added to the National Park Service's Register of Historic Places
- Most of Victoria Avenue is a linear drive from Myrtle Avenue to La Sierra Avenue
- Features over 6,000 trees, including more than 1,000 orange trees, tens of thousands of 'Ragged Robin' roses, 9 miles of walking trails, the Rosanna Scott Memorial Bicycle Trail, and various shrubs and ground covers along its length
- Popular, year-round attraction for bicyclists, joggers and Sunday afternoon driving enthusiasts



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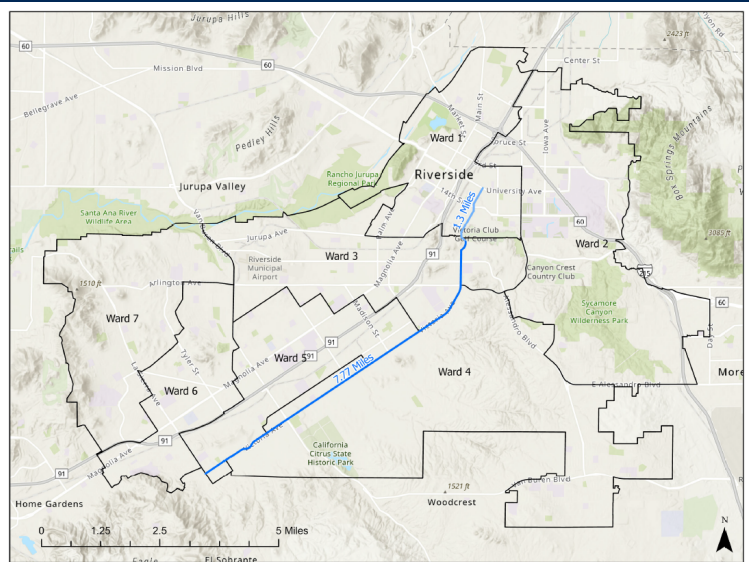
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VICTORIA AVENUE

Crosses Wards 1, 3, 4, 5

➤ Proposed project area is 7.77-mile section in Wards 3, 4, 5



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VICTORIA AVENUE FOREVER



Mission Statement

“To Preserve, Restore, and Beautify Historic Victoria Avenue through Community Volunteer Efforts, Education, and Advocacy”

- In 1990, several large Eucalyptus trees were slated for removal along Victoria Avenue
- Concerned residents, including Hal Snyder, Rosanna Scott, Mary Humbolt, Pati Weir, and Earl Shade, were fearful that the trees would not be replanted and founded Victoria Avenue Forever, a public benefit, non-profit 501(c)(3) corporation



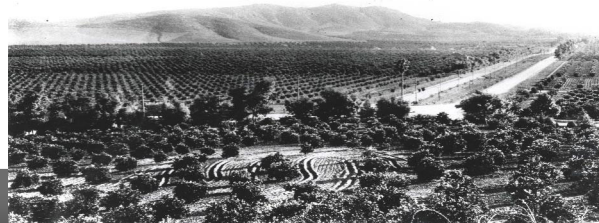
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VICTORIA AVENUE FOREVER

- Raises funds for planting trees and other ornamentals, organizes workdays devoted to tree planting, tree care, roses plantings, garden creation and maintenance
- Educates the public about the history and value of the plantings on Victoria Avenue through newsletters, brochures, educational panels in kiosks, and special events
- VAF volunteers care for Victoria Avenue through maintenance of existing plantings, weed and pest control, irrigation, signage, policy for development and traffic, and garden development and upkeep



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CARE OF VICTORIA AVENUE

November 19, 2019 - City Council approved the revised Victoria Avenue Policy for Preservation, Design, and Development as an amendment to the 2003 Victoria Avenue Ad Hoc Committee Policy related to tree species selection, landscaping, irrigation, trails, roadway maintenance, development standards, right of way dedications, and other improvements in conjunction with new development



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CARE OF VICTORIA AVENUE



- City and VAF aim to preserve the cultural heritage of Victoria Avenue
- January 25, 2022 – City Council approved Public Service Agreement with Victoria Avenue Forever for volunteer services along Victoria Avenue (La Sierra to Myrtle Avenues)
 - Planting trees, roses, ornamental plants, community cleanup, special events, and garden care



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CARE OF VICTORIA AVENUE

- Public Works budget includes \$650,000 for monthly landscape maintenance, citrus tree maintenance, "Ragged Robin" rose propagation, and water
- Measure Z – Citywide tree trimming
 - \$1 million for trimming citywide canopy trees
 - Reduced trim cycle from 8-10 years to 4-5 years
 - \$2 million to increase citywide palm tree trimming to biennial cycle



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RESTORING THE GLORY OF VICTORIA AVENUE

- Irrigation system repairs and upgrades
- 3-inch layer of mulch in all medians
- Increase propagation of Ragged Robin roses
- Repair chain link fence at City orange grove
- Artwork on utility cabinets
- Possible additional drinking fountains
- Benches
- Educational kiosks
- Repair of asphalt walking path



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5-YEAR PROJECT		
Year	Task	Cost
1	Irrigation repairs and bark mulch installation	\$775,000
2	Ragged Robin roses, appoint artist, repair chain link fence, plant trees, add kiosk, bench and drinking fountain near proposed new trailhead location	\$280,000
3	Fountains placed on walkway, benches & kiosks	\$76,000
4	Phase One walking trail renovations	\$812,000
5	Phase Two walking trail renovations	\$840,000




STRATEGIC PLAN ALIGNMENT




Strategic Priority 4 – Environmental Stewardship

Goal 4.5: Maintain and conserve 30% of Riverside's natural lands in green space including, but not limited to, agricultural lands and urban forests in order to protect and restore Riverside's rich biodiversity and accelerate the natural removal of carbon, furthering our community's climate resilience.


Cross-Cutting Threads




Community Trust




Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



RECOMMENDATIONS

That the Mobility & Infrastructure Committee:

1. Receive a report on the history of Victoria Avenue, Riverside Cultural Heritage Landmark #8 and National Park Service's Register of Historic Places, and the role of Victoria Avenue Forever as a partner in the protection and preservation of Victoria Avenue;
2. Provide feedback on the proposed 5-year plan to enhance and beautify Victoria Avenue; and
3. Recommend that City Council approve the proposed 5-year plan to enhance and beautify Victoria Avenue.



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