



City of Arts & Innovation

Development Committee

TO: DEVELOPMENT COMMITTEE MEMBERS DATE: JULY 23, 2015

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 2
DEPARTMENT

**SUBJECT: APPROVAL TO ISSUE A REQUEST FOR PROPOSALS FOR FIVE
SUCCESSOR AGENCY-OWNED PROPERTIES WITHIN THE UNIVERSITY
AVENUE SPECIFIC PLAN AREA - DIRECT SUBMITTAL**

ISSUE

The issue for Development Committee consideration is whether to direct staff to issue a Request for Proposals for the Successor Agency-owned properties located at 1910 University Avenue, 2015-2039 University Avenue, 2227 and 2243 University Avenue, 2585 and 2617 University Avenue, and 2731-2871 University Avenue within the University Avenue Specific Plan (UASP) area.

RECOMMENDATIONS

That the Development Committee:

1. Receive this update regarding the community outreach efforts for the Successor Agency-owned properties within the UASP area; and
2. Direct staff to issue a Request for Proposals seeking either retail, office or a combination of both in a one or two-story development for the properties along University Avenue.

BACKGROUND

In order to determine the preferred development supported by the local community for each site, during the months of May and June 2015, staff conducted community outreach meetings to solicit ideas on the potential development of the following five Successor Agency-owned properties within the UASP area:

- 1) 1910 University Avenue (University Property 1)
- 2) 2015-2039 University Avenue (University Property 2)
- 3) 2227 and 2243 University Avenue (University Property 3)
- 4) 2585 and 2617 University Avenue (University Property 4)
- 5) 2731-2871 University Avenue (University Property 5)

In efforts to reach a broad audience of community members, stakeholders, business owners, and residents on how these properties should be developed, meeting notices for the design workshops of the properties within the UASP area were distributed by mail or electronically via the Community Calendar; Mind Mixer web site; E-Blast; electronic signs; nearby businesses, residents, and schools; different neighborhood groups; public facilities including libraries, parks, community centers and police stations; various City departments; the Press Enterprise; and the Greater Riverside Chambers of Commerce.

Staff conducted two design workshop meetings to seek input on how the properties located along University Avenue should be developed on May 14, and June 4, at the Stratton Community Center. Numerous conceptual renderings were presented and supported by the community (Attachment 1). Uses that the community would support include retail, sit-down restaurants and office. The community prefers up to two-story commercial retail or office development, no drive-thru establishments, parking in the rear and no residential development along University Avenue.

With the exception of the University Property 5, which is zoned Commercial General with the General Plan designation of Mixed Use – Village, University Avenue Properties 1 through 4 are zoned Commercial General with the General Plan designation of Mixed Use – Neighborhood. The University Properties 1 through 5 are also located within Sub-District 1 of the UASP, which is intended to enhance the small business area uses to serve the local adjacent community such as neighborhood retail, restaurants, services and offices in small scale, red-tiled structures fronting on a landscaped University Avenue corridor between Park Avenue and Chicago Avenue. Development such as pawn shops; multiple-family residences; mixed-use; planned commercial and residential; liquor stores; hotels; and auto repair shops are not allowed in this sub-district. Permitted uses within Sub-District 1 include retail, business and office. The community supported retail and office uses are compliant with the current zoning and specific plan.

Since the properties along University Avenue are within the same sub-district, with identical development standard requirements, staff recommends that one RFP be issued for all the properties seeking potential development that include either retail, office or a combination of both in a one or two-story development on any property at the proposer's choice.

FISCAL IMPACT

There is no immediate General Fund impact associated with this report.

Submitted by:	Emilio Ramirez, Interim Community & Economic Development Director
Certified as to	
availability of funds:	Brent A. Mason, Finance Director/Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment:	Conceptual renderings for University Avenue properties
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