



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 19, 2017
FROM: OFFICE OF THE MAYOR WARDS: ALL
SUBJECT: INNOVATION DISTRICT FOR THE CITY OF RIVERSIDE

ISSUE:

Council approval for the concept of an Innovation District in the City of Riverside to spark innovation, spur economic development, inspire investment, provide quality jobs, and enhance the quality of life.

RECOMMENDATIONS:

That Council establish as policy the utilization of Innovation Districts in the City of Riverside, and approve the delineation of an Innovation District for the designated area (see attached Innovation District report).

That Council direct staff to take the following actions:

- Develop and implement a business attraction and targeted business/industry recruitment plan that leverages the unique cultural, business and educational assets, and potential, of the Innovation District, including an incentives package tailored towards attracting investment to unique areas within the District.
- Develop and implement a brand and marketing campaign to promote the Innovation District.
- Develop and implement a land use plan and zoning which integrates mobility, fiber optics, high-speed connectivity and heritage preservation, as well as facilitates the potential of the Innovation District through private investment and public/private partnerships.

BACKGROUND:

Cities are continually competing for investment to ensure a stable and prosperous future for all of their residents. Many look to leveraging geographic, organizational, intellectual, human, cultural, and other local assets for advancing innovation through entrepreneurship, business attraction and expansion, and investment in the community. As successful cities grow and mature, they turn to new strategies and tools to intelligently plan and reinvent their futures.

According to Bruce Katz of the Brookings Institution, applied research shows that innovation

takes many forms in American smart cities. One strategy to encourage investment and spur planned growth is the Innovation District. Cities are using this platform to focus attention and encourage investment in areas that have the potential to become economic engines because of their proximity to established neighborhoods, schools and colleges, business districts, and other local community assets and features.

The end goal of proposing an Innovation District in Riverside is to create an authentic future that provides residents with quality jobs that support/enhance quality of life and offer increased opportunities to live, work, play, shop, learn and create within close proximity of one another.

Mayor Bailey first proposed the idea of the Innovation District as a blueprint for prosperity and enhanced quality of life in his January 2016 State-of-the City address. He noted that Riverside, *The City of Arts & Innovation*, had the right ingredients and formula for successful implementation of an Innovation District.

Shortly thereafter, Mayor Bailey convened an Innovation District Committee (IDC) to study and develop the concept, and identify an area and path forward for consideration and approval by City Council. The IDC was composed of business and community leaders, educators and entrepreneurs, and chaired by BB&K Partner Jack Clarke Jr. and Raincross Hospitality Group CEO Ted Weggeland.

The IDC identified a three square-mile area that included Downtown Riverside, portions of North Main Street, an underutilized industrial area north of Third Street by the intersection of the 91 and 60 freeways, the Packing House area just south of Downtown Riverside, the Eastside Community, and UCR. The IDC took into consideration the promise of adaptive reuse of areas such as the Packing House District, the vibrancy of Downtown Riverside, the intellectual and research capital of UCR, burgeoning entrepreneurship in the Eastside and North Main communities, and the potential impact of the planned Air Resources Board facility located within walking distance of the University Avenue corridor.

The IDC relied on extensive community and business outreach and engagement (listed in report). It also held three visioning sessions, one for leaders and members of the area's community organizations, one for the Greater Riverside, Asian, Black and Hispanic Chambers of Commerce, and one for millennials.

The IDC and the community/business groups reached an aspirational consensus that the Innovation District had the potential to attract quality jobs for local residents. It would connect students and residents to educational institutions and employment centers, entertainment venues and recreational facilities through diverse transportation options. It would create ethnic markets, and develop community gardens, multi-generational parks, and public art and performance spaces.

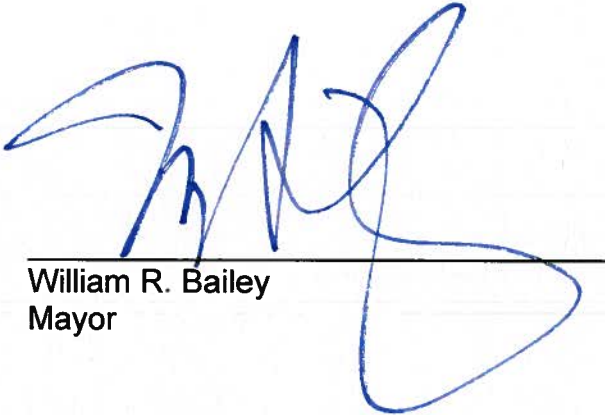
Community representatives expressed concerns about gentrification but agreed that rising property values, quality jobs, and enhanced quality of life were compelling reasons to support the Innovation District. They also advocated for an Innovation District that would value, preserve and enhance the rich heritage of the community, especially in the Eastside and North Main neighborhoods.

This Innovation District could serve as a model for other innovation districts in the City. There is the potential to take lessons learned from the Innovation District to other areas of the City, thereby creating transformative change and prosperity across Riverside.

FISCAL IMPACT:

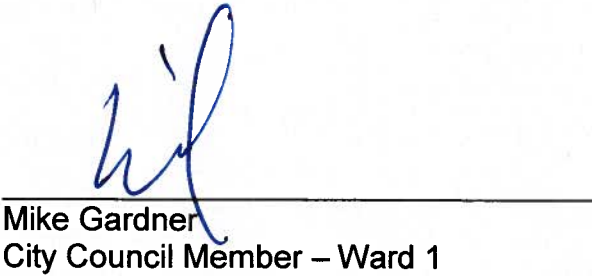
There is no fiscal impact associated with this report

Prepared by:



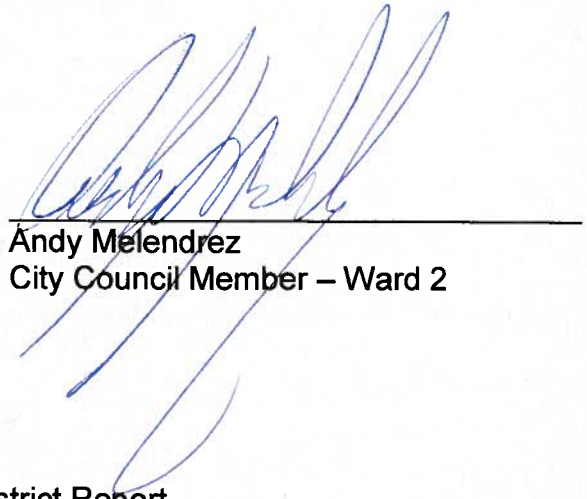
William R. Bailey
Mayor

Concurred by:



Mike Gardner
City Council Member – Ward 1

Concurred by:



Andy Melendrez
City Council Member – Ward 2

Approved as to form: Gary G. Geuss, City Attorney

Attachments: City of Riverside Innovation District Report
Innovation District Power point