

City of Riverside Innovation District Report Presentation

December 19, 2017

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CITY OF ARTS AND INNOVATION



November 27, 2007
Adoption of General
Plan 2025



June 23, 2009
Approval of Riverside as the
"City of Arts & Innovation"

At the June 3, 2009 CAP meeting, a concept to brand Riverside as the "City of Arts & Innovation" was presented. This concept arose from the process of developing the Riverside Arts Plan and embraces a broader scope of activities and a forward-looking approach. It was noted that the term innovation is inclusive and embraces the spirit of entrepreneurship and creativity that is found in the city's universities, businesses, technology and sciences sector, and the arts community. The CAP members conceptually approved the new brand and encouraged the city to aggressively implement the brand in all aspects of marketing and branding. Following this action, the Riverside Arts Plan was updated to include action items for "Innovation".

- Excerpt of June 23, 2009, Report from Mayor Ron Loveridge to City Council



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2016 MAYOR'S STATE OF THE CITY ADDRESS



Mayor Bailey proposes Innovation District

- **Notes City's many assets including:**



- Entrepreneurial ecosystem and history of innovation
- Intellectual capital at K-12 school systems and higher education institutions
- Innovative companies and start-ups



- **Desire for:**

- Diversity of housing options
- Transportation choices for 21st century demands
- Quality jobs

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CITY OF RIVERSIDE GENERAL PLAN 2025

"A general plan is the local government's long-term blueprint for the community's vision of future growth."

- State of California, Office of Planning & Research



General Plan 2025 does not mention the policy to advance "Innovation" in the City

"Even by 1888, when much of the Southern Californian region faced economic decline, Riversiders continued investing in the packing and manufacturing sectors and creating industry innovations, such as the modern refrigerated freight car and improved irrigation systems"

- Source: Page I-5, City of Riverside General Plan 2025

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WHAT IS OLD IS NEW

RIVERSIDE'S HISTORY OF INNOVATION

- **Citrus packing houses** were once located in close proximity to housing.
- **"Second Gold Rush"** from Washington Navel Orange gave birth to the Citrus Experimental Station and UC Riverside.
- More than 100 years ago, City of Riverside established **own electric and water utility**.
- **Camp Hahn** sparks entrepreneurship among WWII African-American veterans.
- **Bourns Inc.** was once a garage start-up.
- **"Seizing our Destiny"** launched Riverside's Renaissance.



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INNOVATION DISTRICTS DEFINED

"A geographic cluster consisting of **academic and research institutions, start-ups and enterprise companies (and businesses)** located in an **amenities and culturally rich mixed-use urban core**...it is the ultimate mashup of entrepreneurs and educational institutions, start-ups and schools, mixed-use developments and medical innovations, bike sharing and bankable investments – **all connected by transit, powered by clean energy, and wired for digital technology.**"

- Bruce Katz, *The Metropolitan Revolution*



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INNOVATION DISTRICT MODELS

- **Anchor-Plus:** Built around a large company, business or educational institution. (MIT Kendall Square)
- **Reimagined Urban Area:** Transforms an underutilized industrial area into a vibrant economic and lifestyle space (Boston Innovation District)
- **Urbanized Science Park:** Relies on organic growth around an isolated science and technology campus or cluster (Raleigh Durham Research Triangle)



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VIDEO OF KENDALL SQUARE INNOVATION DISTRICT

<https://youtu.be/LHCoRam4HQ8>



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MAYOR'S INNOVATION DISTRICT COMMITTEE

Co Chairs:
 Ted Weggeland Jack B. Clarke, Jr.

City Elected Officials:
 Mayor Rusty Bailey
 Council Member Gardner
 Council Member Melendrez

City Staff	Affiliation
Al Zelinka	City of Riverside, City Manager's Office
Lalit Acharya	City of Riverside, Office of the Mayor
Josh Maher	City of Riverside, Office of the Mayor
Philip Falcone	City of Riverside, Office of the Mayor
Rafael Guzman	City of Riverside, Community Economic Development
Ted White	City of Riverside, Community Economic Development
Joyce Jong	City of Riverside, Community Economic Development
Steve Massa	City of Riverside, Community Economic Development
Lea Deesing	City of Riverside, Innovation and Technology Department

Members	Affiliation
Marc Ang	Inland Empire Asian Business Association
Matt Barth	CE-CERT, University of California, Riverside
Kent Dacus	California Baptist University
Dina Esquivel	Greater Riverside Hispanic Chamber of Commerce
Angelov Farooq	Riverside Unified School District
Ronaldo Fierro	Local Business Owner, Salted Pig
Rebecca Goldware	University of California, Riverside
Eileen Hards	Art Pick Group
Pepi Jackson	Riverside County Black Chamber of Commerce
Richard Keeler	Riverside Community College District
Jeff Kraus	University of California, Riverside
Deborah Kristiano	Inland Empire Asian Business Association
Heidi Marshall	County of Riverside
Conrad "Radi" Miranda	Inland Empire Asian Business Association
Aaron Norris	Raincross Group
Drew Oberjuerge	Riverside Art Museum
Rosbel Ochoa	University of California, Riverside
Alexandra Orozco	Earthlogic Consulting
Cindy Roth	Monday Morning Group, Greater Riverside Chambers of Commerce
Bob Schwandt	Alvord Unified School District
Gene Sherman	Vocademy
John Thomas	La Sierra University
Maria Urena Esquivel	Greater Riverside Hispanic Chamber of Commerce
Seth Wilson	Riverside Food Systems Alliance



A UNIQUELY RIVERSIDE INNOVATION DISTRICT Guiding Objectives and Foundational Principles

Riverside's Innovation District aims at **building the future while honoring the past, respecting the present and preserving heritage and tradition.** It will be designed to:

- Offer an **innovative blueprint** for compact, sustainable, mixed use, walkable, transit oriented developments with the community as the center of focus.
- Create **marketing and branding focus** to attract diverse, clean, non-polluting, good quality jobs, especially smart blue and white collar jobs.
- Be a representation and best-of-practice of the Riverside motto of a **healthy fit, fresh and fun community.**
- Bring companies and workers, entrepreneurs and residents in close proximity so that ideas, jobs, workforce training, knowledge and opportunities can be **created and transferred speedily and seamlessly.**



A UNIQUELY RIVERSIDE INNOVATION DISTRICT

Guiding Objectives and Foundational Principles

Riverside’s Innovation District aims at **building the future while honoring the past, respecting the present and preserving heritage and tradition.** It will be designed to:

- Reward **collaboration and cooperation.**
- Integrate **innovation with convenience** in its planning by incorporating everyday amenities, ranging from medical offices and clinics to grocery stores and nail salons.
- Respect the **principles of diversity and inclusivity** contained in the “Riverside as an Inclusive Community” statement that is affirmed by City Council each year.
- Respect Riverside initiatives like “Grow Riverside,” and the City’s commitment to **clean, healthy eating and living.**



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GENERAL PLAN – VISION AND PHILOSOPHY

“The Riverside General Plan describes how residents will work to retain the **unique character of all of Riverside and the neighborhoods that make up the City**, but at the same time, responds to the **dynamics of development trends** and meets **changing community needs.**”

– City of Riverside General Plan 2025



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PROPOSED INNOVATION DISTRICT PILOT AREA



Approximately
3 Square Miles



Population:
22,971

Includes:

- Downtown Riverside
- Portions of North Main Street
- Underutilized Industrial Area North of 3rd St.
- Portions of UC Riverside
- Eastside & Northside Neighborhoods



Extensive community discussion
on size and location



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GENERAL PLAN VISION FOR PROPOSED INNOVATION DISTRICT AREA

1: OBJECTIVE LU-55

Make **Hunter Industrial Park** into a **major employment center** by creating a high quality business park environment that will attract private sector investment and encourage partnerships with regional educational institutions.

2: OBJECTIVE LU-56

Enhance **Hunter Business Park's competitive position** in the region.

3: OBJECTIVE LU-47

Make **Downtown Riverside** a **regional employment, governmental, arts and entertainment center** with unique and interrelated districts offering a wide range of opportunities for residential lifestyles, work environments, shopping, entertainment, learning, cultures and the arts.

4: OBJECTIVE ENP 1

Protect and enhance the **Eastside's existing residential areas** consistent with the General Plan 2025, the needs and desires of residents, and complementary to the growth and change of adjacent area.

5: OBJECTIVE ENP 2

Reinvigorate the **Eastside's commercial areas**, consistent with the General Plan 2025, the needs and desires of its residents, and complementary to the growth and change of adjacent neighborhoods.

6: OBJECTIVE UNP 1

Allow for the **growth and expansion** of the **University of California, Riverside** while ensuring preservation and enhancement of surrounding residential neighborhoods.



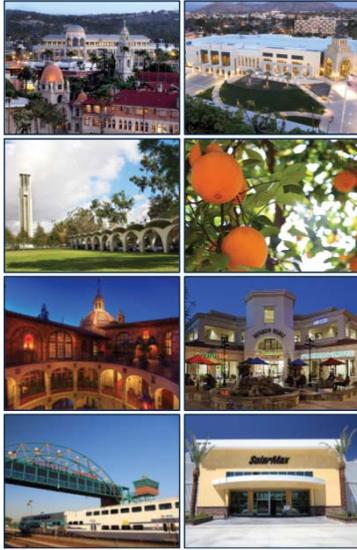
"Riverside did not happen by accident. The City has a long, rich history of looking forward."

- City of Riverside General Plan 2025

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RATIONALE FOR PILOT SELECTION

- Vibrant **Downtown Riverside**
- Regional connectivity from **two Metrolink stations**
- **Planned housing** in Downtown Riverside and near Metrolink
- Strong culture of entrepreneurship as represented by **1,700 businesses**
- **Established businesses** like SolarMax and Luxfer
- Underutilized industrial and business spaces ideal for **adaptive re-use**
- Planned **Air Resources Board facility** on UCR campus
- **Intellectual capital** from UCR, UCR STEM School, RCC, Encore High School for the Arts, and Riverside Arts Academy
- **UCR Medical School** and the **Eastside Community Health Center**
- Rich community heritage as **represented by Eastside and Northside neighborhoods**



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COMMUNITY AND BUSINESS OUTREACH

Community/ Neighborhood Groups

- Commission on Disabilities
- Downtown Riverside Partnership
- Downtown Area Neighborhood Alliance
- Eastside Community Forum
- Eastside Think Tank
- Eastside Reconciliation
- Homeowners of the Wood Streets Alliance
- Latino Network
- NAACP
- Neighbors of the Wood Streets
- Northside Improvement Association
- The Group
- University Neighborhood Group



Academic Institutions

- California Baptist University
- La Sierra University
- Riverside City College
- University of California, Riverside
- UCR Research & Technology Group



Business Organizations

- Art Pick Group
- East Hills Business Council
- Greater Riverside Chambers of Commerce
- Riverside Business Minority Chambers

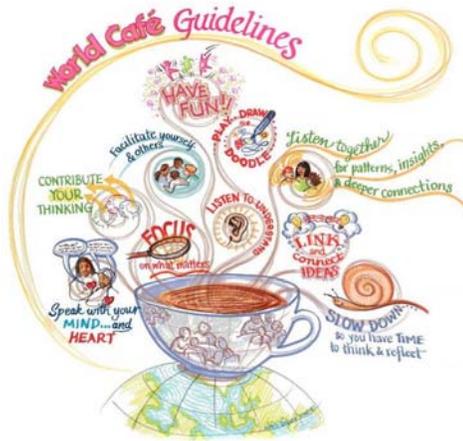


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COMMUNITY VISIONING SESSIONS



Community organizations

Business organizations and Chambers of Commerce

Millennials

Utilizing the World Café Model



COMMUNITY ASPIRATIONS

Creation of **quality high-wage and high value—preferably non-polluting—jobs** with an emphasis on small manufacturing for smart blue-collar jobs, and start-ups and high technology companies for smart white-collar jobs.

Creation of a strategy for **branding the Innovation District** to attract new businesses and new jobs, for example, in the high-tech, biotech, and logistics sectors.

Market the **proposed high-density housing** in Downtown Riverside and by the Downtown Metrolink Station as an Innovation District asset.

Market the **proposed CARB facility** to attract environmental companies and research entities to the Innovation District.

Develop and market **high-speed connectivity through expansion of the city's fiber optic network** into the Innovation District as a means of attracting high-technology companies and start-ups.

Help attract and establish neighborhood coffee shops, delis and restaurants **with Internet connectivity**.

Create and promote a **maker space ecosystem** with fabrication facilities, tool shops, and living spaces for the makers.



COMMUNITY ASPIRATIONS

Invest in **innovative transit options**, including electrified and non-polluting buses and streetcars.

Build **walkable and bike-accessible streets and lanes** connecting workers to jobs, and residents to entertainment venues and parks.

Develop **multigenerational parks** that pay **homage to the heritage of the residential community** of the Innovation District.

Invest in **workforce training and job centers** to connect jobs to the residents of the Innovation District and beyond.

Transform **food deserts into oases with healthy food shopping options** from supermarkets and neighborhood grocery stores, to indoor markets in repurposed packing houses.

Display **public art** and **create an artist's colony**.

Develop **community gardens, edible landscapes and urban farms** (including high-tech farms that can take advantage of UCR's agricultural heritage).

Create an iconic **Olvera Street type market** along Park Avenue.



COMMUNITY-SPECIFIC ASPIRATIONS

- Affordable Housing (North Main)
- Accessible grocery stores and markets (North Main)
- **Preservation of community, neighborhood, local history and heritage (Eastside and North Main)**
- Hang-Out spaces (Millennials)
- Outdoor concert spaces, open air markets, teacher's village (DANA, RDP)
- Sustainable mobility solutions (UCR, CE-CERT)



VIDEO OF RIVERSIDE INNOVATION DISTRICT



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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
- That Council direct staff to:
 - 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.



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