



Merrill Avenue Brownstones

P17-0467, P17-0466, P17-0468, P17-0469,
P17-0470, P17-0471 and P17-0472

Community & Economic
Development Department

Planning Commission

Agenda Item: 4

March 22, 2018

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MERRILL AVENUE BROWNSTONES



2

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LOCATION



3

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SITE AND CONTEXT PHOTOS



4

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SITE AND CONTEXT PHOTOS



5

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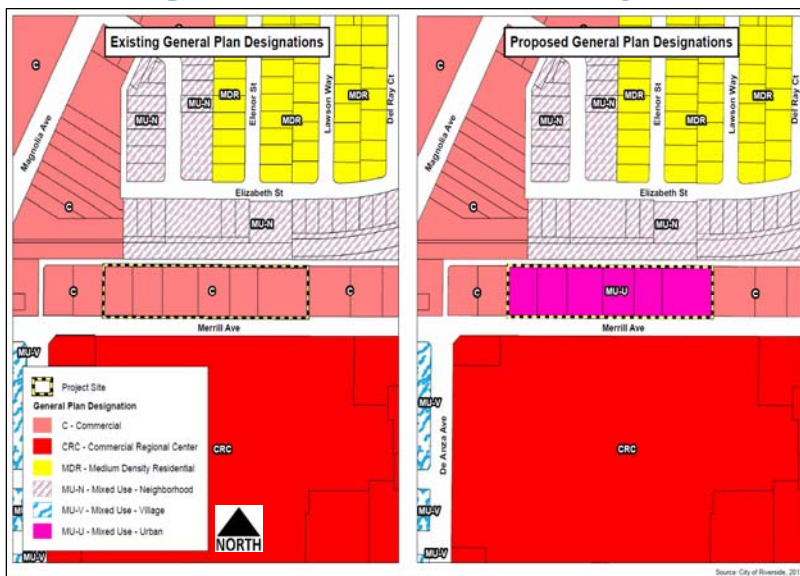
SITE AND CONTEXT PHOTOS



6

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GENERAL PLAN MAPS

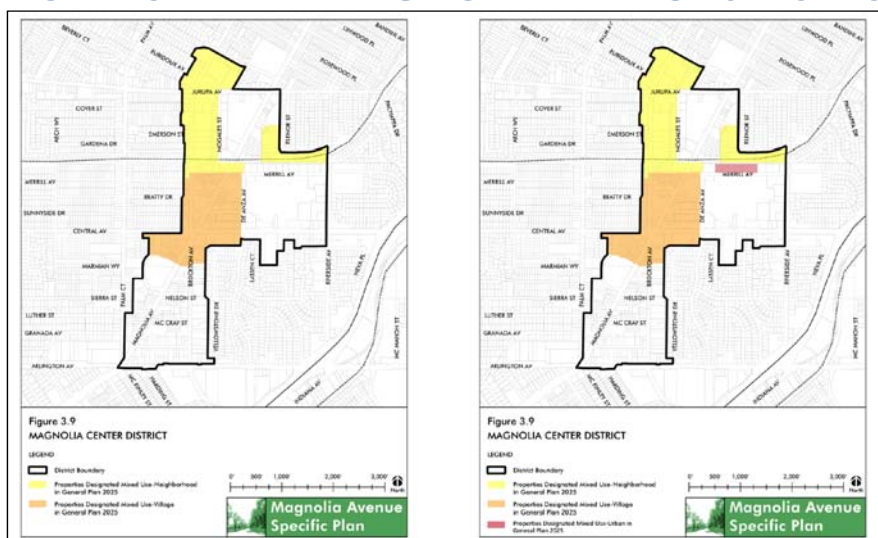


7



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MAGNOLIA CENTER – MAGNOLIA AVENUE SPECIFIC PLAN



Existing Figure 3.9

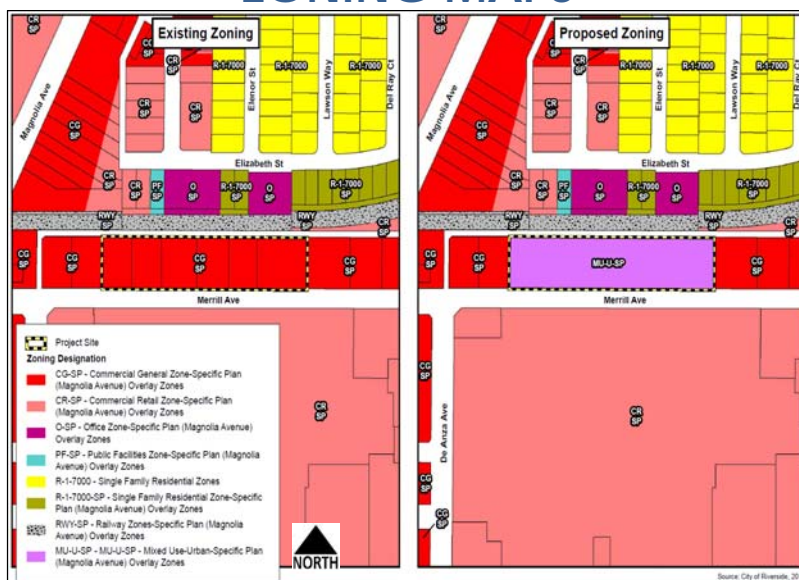
Proposed Figure 3.9

8



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ZONING MAPS



9



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SITE PLAN



10



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BUILDING ELEVATIONS



11

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BUILDING RENDERINGS



12

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BUILDING RENDERINGS



13

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COMMON OPEN SPACE



14

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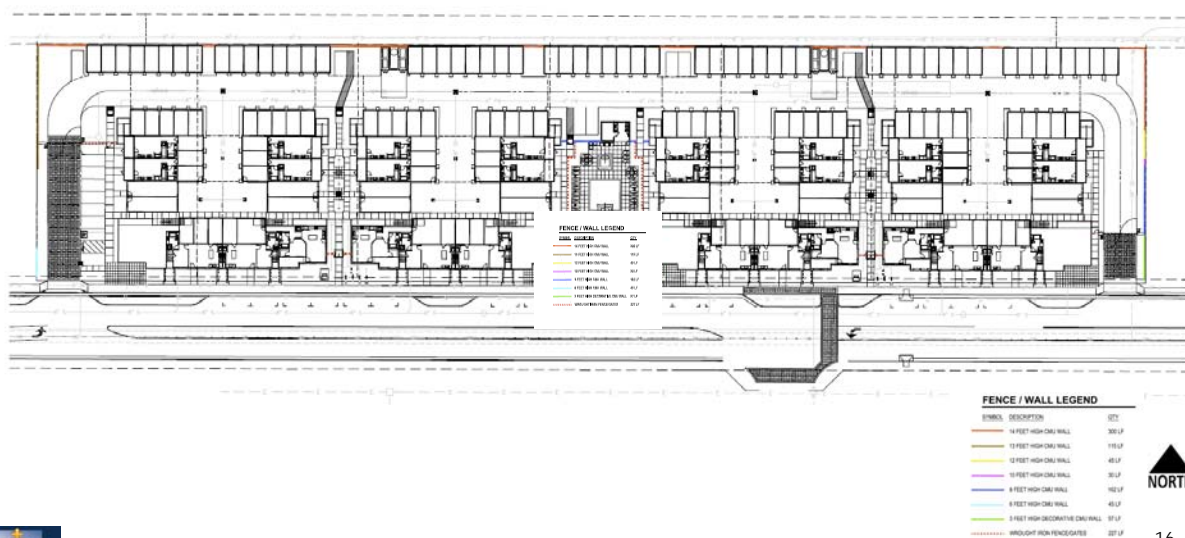
COMMON OPEN SPACE



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15

WALL AND FENCE PLAN



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16

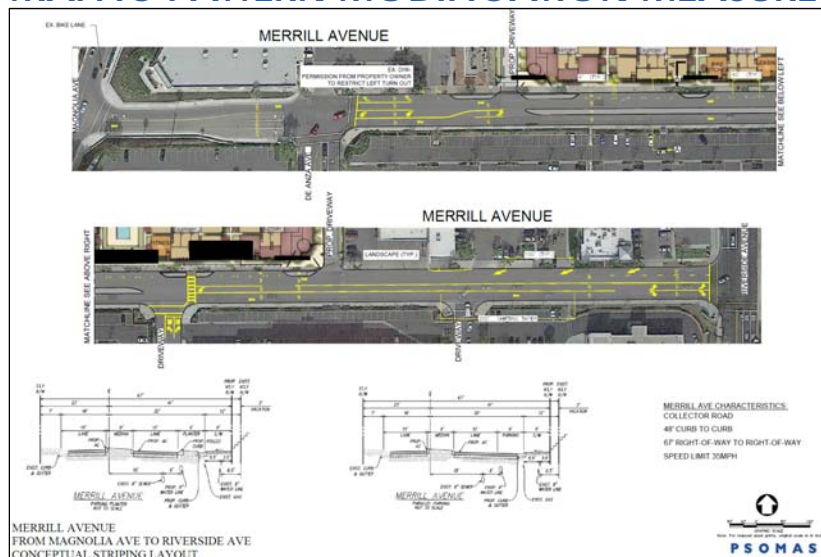
CONCEPTUAL LANDSCAPE PLAN



17

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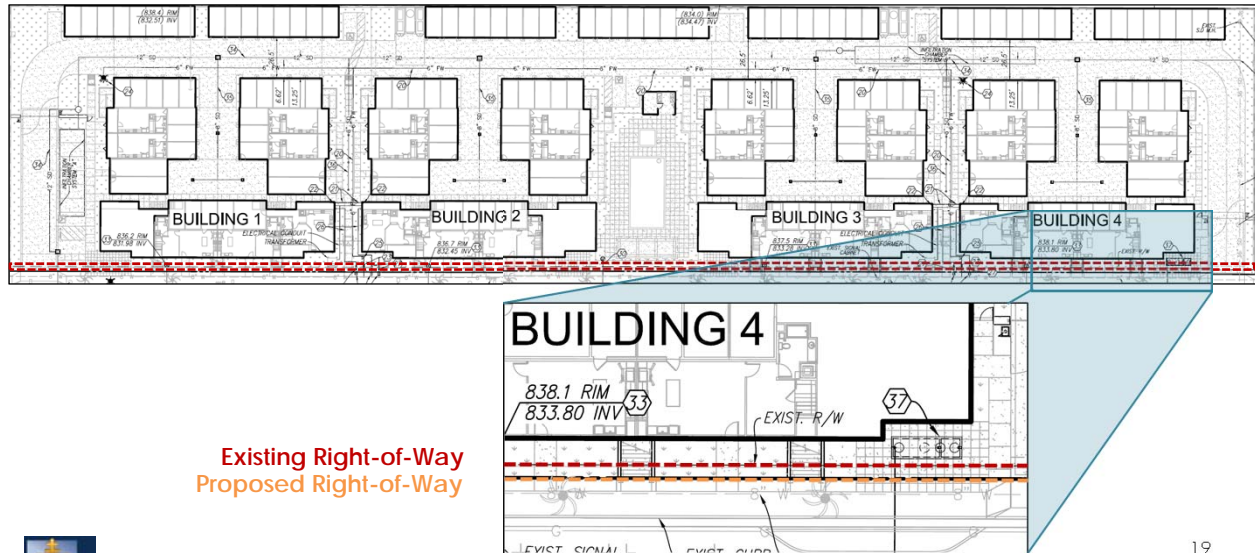
TRAFFIC PATTERN MODIFICATION MEASURES



18

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STREET VACATION



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19

RECOMMENDATIONS

That the Planning Commission:

- **RECOMMEND** that the **City Council DETERMINE** that the proposed project will not have a significant effect on the environment based on the findings set forth in the case record and recommend City Council adoption of a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program (MMRP) pursuant to CEQA Section 21081.6; and
- **RECOMMEND APPROVAL** of Planning Cases P17-0467 (General Plan Amendment), P17-0466 (Specific Plan Amendment), P17-0468 (Rezone), P17-0469 (Site Plan Review), P17-0470 (Traffic Pattern Modification Measures), P17-0471 (Street Vacation) and P17-0472 (Variance) based on the findings outlined in the staff report and summarized in the attached findings and subject to the recommended conditions.



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20

MERRILL AVENUE BROWNSTONES



21

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FLOOR PLANS



22

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FLOOR PLANS

REFERENCE



23

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FLOOR PLANS

REFERENCE



24

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FLOOR PLANS

REFERENCE

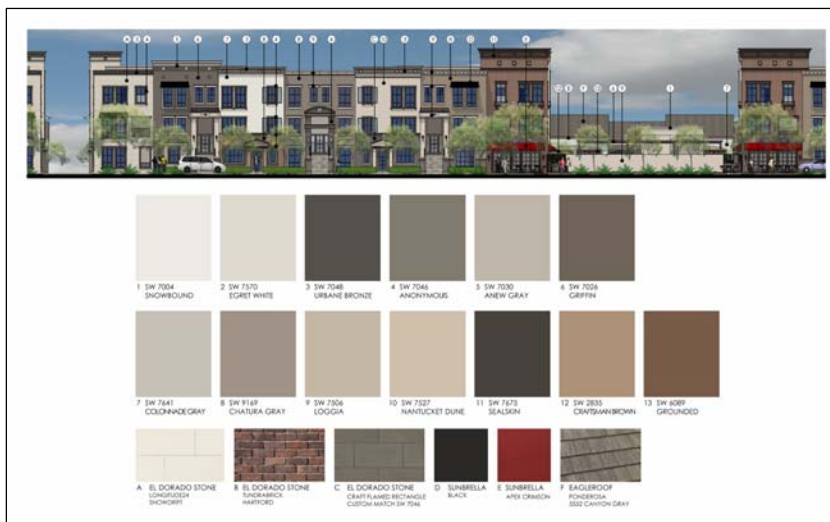


25

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MATERIAL SAMPLE BOARD

REFERENCE



26

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ROOF PLAN

REFERENCE



27

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MAGNOLIA CENTER – MAGNOLIA AVENUE SPECIFIC PLAN

CITY OF RIVERSIDE

Magnolia Avenue Specific Plan

Table 3-5: General Plan Land Use Designations in the Magnolia Center District

General Plan Land Use Designation	Location
Mixed Use - Neighborhood (MU-N)	• Northwestern and northwestern portions of the District
Mixed Use Village (MU-V)	• Central portion of the District between Brockton and De Anza Avenues, north of San Simen Way and Merrill Avenue
	• Southeastern portion of the District, fronting Magnolia Avenue between San Rafael Way and Arlington Avenue
Mixed Use - Village (MU-V)	• Corridor to the immediate north of Riverside Plaza
Medium Density Residential (MDR)	• Four properties south of Maplewood Place
Office (O)	• Southern portion of the District
Commercial (C)	• North-central portion of the District, at the Brockton Arcade
	• Parallels to the immediate north and south of Riverside Plaza
Commercial Regional Center (CRC)	• Riverside Plaza site between Central and Merrill Avenues and between De Anza and Riverside Avenues
Public Facilities/Institutional (PI)	• Riverside Adult School across the Brockton Arcade
Public Park (P)	• Low Park at the corner Magnolia and Arlington Avenues

The Mixed Use Land Use Designations occur at key nodes along Magnolia Avenue, where pedestrian-oriented activity centers are focused. The properties designated MU-N, MU-V and MU-V in the Magnolia Center District are illustrated in Figure 3-9 of this Chapter. Mixed use development will have the greatest impact in the Magnolia Center District, as it can include office, housing and service spaces in mixed use buildings with retail uses primarily at the street level. This will bring additional residences and employees to the area to support the retail expansion and re-energize the District.

Framing the Vision

Area generally between Merrill Avenue and the Brockton Arcade:

- It offers a prime opportunity for retail, office and residential uses in a mixed use development format per the City's Mixed Use-Village (MU-V) Zoning.

Riverside Plaza and Brockton Arcade:

- Nodes of shopping activity should be focused at Riverside Plaza and the Brockton Arcade to avoid the dispersal of retail uses throughout the District. This will help create a focus for the District and energize the retail area.
- With a new RapidRide station near Riverside Plaza, transit-oriented development that promotes pedestrian activity is strongly encouraged.

Example of project that illustrates Mixed Use Village (MU-V) Zoning

3-38 November 2009



28

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