

1 RESOLUTION NO.

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 RIVERSIDE, CALIFORNIA, AMENDING THE DOWNTOWN SPECIFIC
4 PLAN TO REMOVE THE MAIN STREET SPECIALTY SERVICES
5 DISTRICT AND INCORPORATE IT INTO THE NORTHSIDE SPECIFIC
6 PLAN BOUNDARIES.

7 WHEREAS, an application was submitted to the City of Riverside designated as Planning
8 Case No. P19-0065, to remove the Main Street Specialty Services District and incorporate it into the
9 Northside Specific Plan boundaries; and

10 WHEREAS, on September 3, 2020, the Planning Commission of the City of Riverside held a
11 public hearing to consider the proposed amendments to the Downtown Specific Plan and
12 recommended that the City Council adopt the proposed amendment; and

13 WHEREAS, on November 17, 2020, the City Council advertised and held a public
14 hearing to consider Planning Case No. P19-0065; and

15 WHEREAS, the City Council received and considered the staff report and recommendation
16 of the Planning Commission and all other testimony, both written and oral, present at the public
17 hearing.

18 NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside,
19 California, as follows:

20 Section 1: The above recitals are hereby incorporated as if set forth herein in full.

21 Section 2: The Downtown Specific Plan is hereby amended by removing the Main Street
22 Specialty Services District, as set forth in Exhibit "A" attached hereto and incorporated herein by
23 reference, since it is being incorporated into the Northside Specific Plan.

24 Section 3: An Environmental Impact Report was prepared in connection with this action
25 and has been certified concurrently with this action.

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1 ADOPTED by the City Council this _____ day of _____, 2020.

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Attest:

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COLLEEN J. NICOL
City Clerk of the City of Riverside

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I, Colleen J. Nicol, City Clerk of the City of Riverside, California, hereby certify that the foregoing resolution was duly and regularly adopted at a meeting of the City Council of said City at its meeting held on the _____ day of _____, 2020, by the following vote, to wit:

10

11

Ayes:

12

13

Noes:

14

Absent:

15

Abstain:

16

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Riverside, California, this _____ day of _____, 2020.

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COLLEEN J. NICOL
City Clerk of the City of Riverside

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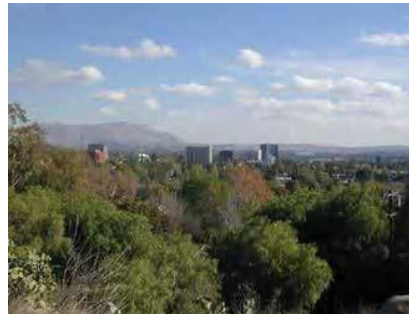
20-0923 KJS 10/20/20

City of Riverside, California

DOWNTOWN SPECIFIC PLAN

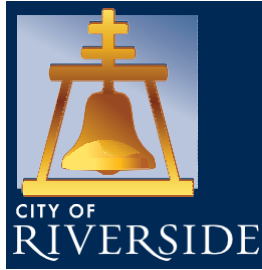
Adopted November 2002

Last Amended May 2017



DOWNTOWN SPECIFIC PLAN

City of Riverside, California



November, 2002

GP-004-012

Adopted by Ordinance No. 6638 11-12-02

Ordinance No. 6641 11-19-02

Resolution No. 20323 12-10-02

Revised to Include Amendments

1st Amendment P05-0123 Resolution 21034 Adopted 9-6-05

Off-Sales at Gas Stations in DSP-JC

2nd Amendment P05-0973 Resolution 21145 Adopted 3-28-06

Multi-Family Residences Above Ground Floor in DSP-RC

3rd Amendment P05-1050 Resolution 21146 Adopted 3-28-06

Restaurant Size in DSP-MSD

4th Amendment P13-0211 Resolution 22692 Adopted 5-20-14

*Remove 22.5 acres from Health Care District concurrent with Adoption of
Riverside Community Hospital Specific Plan*

5th Amendment P16-0124 Resolution 23090 Adopted 9-27-16

*Revised definition of Floor Area Ratio, maximum heights in DSP-RC, DSP-JC, and DSP-PPO,
and additional amenities with CUP in DSP-RC and DSP-JC*

6th Amendment P16-0854 Resolution 23175 Adopted 5-16-17

*Revised uses in DSP-RC and DSP-JC which included Assemblies of People-Entertainment
and Non-Entertainment, Brewery Uses, Mixed Use, and Retail Sales*

~~7th Amendment P19-0065 Resolution XXXXX Adopted XX-XX-XX
Implementation of the Northside Specific Plan by removing the North Main Street
Specialty Services District~~

Original Draft Prepared by:
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The Mobility Group
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ACKNOWLEDGEMENTS

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Kathy Walling, California Museum of
Photography
Joe Zivnak, Owner of the Fox Theater

CHAPTER 2

EXISTING CONDITIONS

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Figure 2A – Historic Districts

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

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Twogood Neighborhood Conservation Area

This area is bounded by 14th Street to the north, Prospect Avenue to the south, Main Street to the west and Mulberry Street to the east. The period of significance is 1880-1910. It represents one of Riverside's first residential neighborhoods and includes a high concentration of Victorian era architectural styles. This district was named for Daniel C. Twogood who built and lived in the Mission Revival Style residence at 3410 Prospect Avenue. The Prospect Place Historic District is included within the Twogood Neighborhood Conservation Area. Many of the homes that were originally located in the Twogood Neighborhood Conservation Area have been removed to accommodate the Press Enterprise expansion, therefore, this area is being reviewed to determine whether or not the Neighborhood Conservation Area designation is still valid.

2.3 EXISTING DEVELOPMENT AND LAND USE DELETED.

There is a wide diversity of land uses within the Specific Plan area including government and judicial offices, commercial and office uses, parking facilities, cultural and institutional facilities, visitor facilities, some older industrial uses, and single and multiple family residences (Table 2B). Excluding roads and right-of-ways, which take up approximately 30% of the total land area, the wide range of land uses in the Specific Plan area are fairly evenly distributed, with no single use exceeding approximately 13% of the total land area. Commercial services are the greatest single land user (excluding roads and right-of-ways) in the Downtown, and residential uses also account for a large percentage. In general, residential uses ring the Specific Plan area, surrounding the Downtown's commercial, office and civic core.

Table 2B
Existing Land Use in the Downtown Specific Plan Area

Land Use	Approximate Land Area (Acres)	Percentage of Total Land Area
Single Family Detached Residential	80.7	12%
Multiple family Residential	45.3	7%
Commercial Services	82.7	13%
Office	41.5	6%
Intensive Industry	20.7	5%
Institutional	23.0	4%
Parks/Recreation/Open Space	19.5	3%
Community Facilities	23.5	4%
Education Facilities	7.0	1%
Utilities	3.7	1%
Transportation	53.5	8%
Public Right-of-Way (non-road)	1.2	1%
Vacant	34.6	5%
Roads and Right-of-Ways	202.5	32%
Total	639.5	100%

Source: This information was obtained from the City's Geographic Information Systems (GIS) database and field verified by City Staff in December 2000.

A significant amount of land is also being utilized for commercial services. Commercial uses spread out along the Market Street and Main Street Corridors, including along the Downtown Mall. Civic and public uses, which include government offices and community facilities, are also primarily concentrated in the core of Downtown. Approximately 3% of the land area in the Downtown is identified as open space. This includes White Park, Newman Park, and the pedestrian Downtown Mall, which is an important open space feature to Downtown. This concentration of civic uses, commercial services and open space provides a strong foundation for a walkable and vibrant urban environment.

The Downtown Specific Plan area is a relatively fixed built environment, with only approximately 35 of its 640 acres identified as vacant. The majority of these acres are located on the north end of the Specific Plan area along Market Street. The remaining vacant lots are smaller lots that are scattered throughout the Specific Plan area that could accommodate smaller, infill development such as retail, multi-family residential, or mixed-use projects. In addition, there are many publicly owned surface parking lots that represent a potential redevelopment resource.

The Riverside Marketplace, immediately to the east of the Downtown Specific Plan area, has begun to redevelop in recent years, but still remains largely undeveloped with 12 acres of larger vacant lots along both sides of Vine Street. There are also several vacant industrial buildings, as well as large, potentially underutilized surface parking lots, that provide opportunities for adaptive reuse in an area with significant historical character and linkages to the UCR campus.

2.42.3 GENERAL PLAN CATEGORIES AND ZONING DESIGNATIONS

The present General Plan categories and zoning designations in the Specific Plan area reflect the variety of uses in the Downtown. The City's GIS database identifies 10 General Plan categories and 12 zoning designations within the Specific Plan area. In addition to the diversity of zoning designations, most of the downtown core is presently zoned C-3, General Commercial, which is a broad zoning designation that permits offices, wholesale and a variety of outdoor retail uses, including warehousing, auto-related services, contractor's storage yards, and lumber yards. This Specific Plan provides new Land Use Districts to replace the existing zoning and General Plan categories for the Downtown area. The Downtown Land Use Districts are designed to provide a mix of retail, entertainment, cultural, residential, employment, and support service uses in appropriate locations in the Downtown to strengthen Downtown as the heart of the City and the Inland Empire, and create a more lively, 24-hour urban environment.

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CHAPTER 3

VISION, GOALS, AND POLICIES

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3.4 GOALS AND POLICIES

The goals and policies in this section set forth the framework for realizing the Specific Plan vision. In turn, the land use districts, development and design standards, and implementation strategies for Downtown establish the framework for evaluating development proposals, public improvements, and the implementation of action plans. Where the standards and regulations of the Specific Plan do not directly address an issue, the goals, policies, and vision established herein shall be used to determine an appropriate course of action.

3.4.1 Land Use Goals and Policies

Goal LU-1 To provide land use opportunities for Downtown to serve as the region's cultural, governmental, arts, and entertainment center with unique and interrelated districts offering a wide range of opportunities for residential lifestyles, work environments, shopping, entertainment, learning, culture, and the arts.

Policy LU 1.1: Maintain the integrity of, and interrelationship between, each Downtown district as follows:

- **Raincross District:** The pedestrian-oriented center of Downtown, with an emphasis on an intense mixture of residential, specialty commercial, tourist, restaurant, cultural, arts, and civic uses. Design philosophy emphasizes new and infill construction that is compatible with the historic structures that give Downtown its unique identity.
- **Justice Center District:** A high intensity district primarily intended for civic, governmental, and judicial uses, interspersed with supporting offices and commercial businesses. Design philosophy is oriented toward large scale, contemporary architecture with interpretive ties to Riverside's heritage architecture.
- **Almond Street District:** A mixed area of offices, residences, and live-work units primarily using existing single-family houses. Design philosophy emphasizes preservation of existing residential structures and the sense of a "traditional neighborhood" that is largely intact today.
- **Prospect Place Office District:** An office district providing a transition from the open, green character of Riverside Community College to the very urban character of the Judicial Center. Building intensity and design philosophy ranges from a residential scale in the vicinity of Prospect Place and Olivewood Avenue to intense urban development in character with the Justice Center toward Fourteenth Street.
- **Health Care District:** An area primarily composed of medical related uses, with designs having a contemporary, institutional appearance.

~~• **North Main Street Specialty Services District:** A district of low intensity development emphasizing specialized products and services having a regional customer base, with opportunities for persons to live and work from the same unit. Design philosophy emphasizes a low profile, industrial look reminiscent of the early to mid twentieth century with preservation of existing buildings over 50 years old given strong consideration.~~

- **Market Street Gateway District:** A heavily landscaped entry corridor to Downtown with an emphasis on open space, residential, and office uses. Design philosophy is centered on greenery at the forefront, with buildings forming a subtle background.
- **Residential District:** Consists of three historic neighborhoods (Mile Square, Heritage Square, and Prospect Place) having an emphasis on single family residences intermixed with occasional multi-family uses. Design philosophy is centered on historic preservation, sensitivity, and compatibility.
- **Neighborhood Commercial District:** Consists of a neighborhood oriented commercial center providing food, pharmaceutical, and convenience goods for surrounding residential areas. Design philosophy is centered on a residential scale.

Policy LU-2: Encourage pedestrian-oriented specialty retail shops offering quality goods and services in the Raincross District, and encourage balance between individually owned businesses and franchise or corporate entities.

Policy LU-3: Actively recruit a range of restaurants that includes fine dining, cafes, coffee houses, and sandwich shops, emphasizing a strong presence of outdoor dining and an emphasis on both daytime and evening hours.

Policy LU-4: Encourage mixed-use development with a strong residential presence in the Raincross District, including both new construction and the adaptation of upstairs spaces in existing buildings for residential purposes.

Policy LU-5: Provide incentives for infill development throughout Downtown, and with an emphasis on the key opportunity sites identified in this plan.

Policy LU-6: Place a strong emphasis on supporting, preserving, and expanding the Raincross District as a major center for culture, learning, and the arts.

Policy LU-7: Promote nightlife activity in the Raincross District with restaurants and a variety of entertainment opportunities.

Policy LU-8: Strengthen the interrelationship between the Marketplace and Downtown through attractive physical linkages, transit oriented linkages, and complimentary uses.

Policy LU-9: Encourage the public or private construction of centralized, secured trash compactors within the Raincross District, Neighborhood Commercial, and Justice Center Districts, situated in low visibility areas and with adequate provisions for cleaning and maintenance.

Policy LU-10: Encourage the establishment of a vibrant mix of uses that will serve the needs of both residents and visitors and will help create a vibrant daytime, evening, and weekend environment.

Policy LU-11: Promote the expansion of the convention center and related hotel uses to support increased convention and tourist activity.

Policy LU-12: Maintain a continuity of pedestrian activity through active retail and restaurant ground level uses along Mission Inn Avenue, Main Street and University Avenue.

3.4.2 Housing Goals and Policies

Goal H-1 To help Riverside's Downtown succeed as an active daytime, evening, and weekend downtown, encourage housing beyond the traditional residential neighborhoods, to include the [North Main Street Specialty Services](#), Market Street Gateway, Raincross, Almond Street, and Prospect Place Office Districts.

Policy H-1-1: Provide a variety of housing options, including medium and high density apartments and condominiums, live/work loft space, and mixed-use buildings with a residential component.

Policy H-1-2: Ensure the preservation and enhancement of the single-family residential neighborhoods in the Downtown.

Policy H-1-3: Provide incentives for ownership housing in the Downtown and continue to support the efforts of the Mission Village Homeownership Zone Initiative (1996).

Policy H-1-4: Encourage adaptive reuse of existing structures, or the development of new buildings, for the purpose of live/work space in the Raincross, [North Main Street Specialty Services](#), Almond Street and Prospect Place Office Districts.

Policy H-1-5: Encourage and promote new high density residential projects and the use of upstairs spaces in existing buildings in the Raincross District for housing to increase housing options and help bring daytime, evening, and weekend activity to the Downtown.

Policy H-1-6: The City shall provide incentives for the conversion of single-family residential structures that have been divided into multiple dwelling units back into single-family residential uses.

Policy H-1-7: Promote housing affordability through diversification of housing for varied income groups.

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CHAPTER 4

URBAN DESIGN CONCEPT

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Figure 4A – Urban Design Framework

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

Figure 4B – Cultural and public Art Resources

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

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4.2.7 Automobile Entry Points

To support the vision of Downtown as both a city and regional destination, it is important to enhance Downtown's major automobile entry points, or gateways to Downtown. Regional entry points are located at Market Street and the 60 Freeway from the north, 14th Street and the 91 Freeway from the south, and Mission Inn Avenue and University Avenue from the east. Citywide, or local, entry points are located at Main Street ~~and the 60 Freeway~~ from the north, 14th Street and Market and at Olivewood Streets from the south, Mission Inn Avenue from the west and 3rd Street from the east. These entry points should receive special treatments including lighting, signage, paving and public art, and are described in more detail in Chapter 17.



The historic, western Entry Point to Downtown along Mission Inn Avenue.

Existing and proposed Entry Points will continue to introduce residents and visitors to a unique Downtown environment.



The historic, southern Entry Point to Downtown along Market Street.

The Statue of Juan Batista DeAnza in Newman Park creates a sense of entry to Downtown at 14th and Market Streets.

CHAPTER 5

INTRODUCTION TO DOWNTOWN LAND USE DISTRICTS

This Chapter establishes the Land Use Districts for the Downtown Specific Plan area and provides general provisions applicable to this Section. This Chapter is organized as follows:

- 3.1 Downtown Land Use Districts
- 3.2 Purpose and Applicability
- 3.3 General Provisions

5.1 DOWNTOWN LAND USE DISTRICTS

A community goal is to strengthen Riverside's Downtown as the cultural, historic, civic, entertainment, and employment center for the City of Riverside and the Inland Empire, while also maintaining and enhancing diverse Downtown housing opportunities and preserving Downtown's historic residential neighborhoods. The Land Use Districts in the Downtown Specific Plan are intended to support this goal by providing for an appropriate mix of uses in Downtown and applying development and design standards that preserve and enhance the character of Downtown.

Figure 5A illustrates the ~~eight~~ nine Land Use Districts for the Downtown Specific Plan area. These Districts are as follows:

- Raincross District
- Justice Center District
- Almond Street District
- Prospect Place Office District
- Health Care District
- ~~North Main Street Specialty Services District~~
- Market Street Gateway District
- Residential District (Prospect Place, Heritage Square and Mile Square)
- Neighborhood Commercial District

The Land Use Districts, allowed uses, and development and design standards and guidelines for each District are described in subsequent chapters. Figure 5B illustrates the development intensities for each District, including floor area ratio, height requirements and unit density, where applicable.

5.2 PURPOSE AND APPLICABILITY

The development and design standards and guidelines for Downtown Riverside are intended to provide property owners, merchants, and their designers with basic development and design criteria that are intended to reinforce the desired building and district character.

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Figure 5A – Land Use Districts

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

Figure 5B – Development Intensities

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

5.3.4 Nonconforming Uses

Any use within the Specific Plan boundary which is nonconforming to the requirements and standards of this Plan shall be subject to ~~Chapter 19.66 of~~ the Zoning Code.

5.3.5 Design Review

All new construction, new additions to existing buildings, and any other exterior improvements shall be subject to the design standards and guidelines set forth in Chapter 15 of this Specific Plan and require design review pursuant to the provisions ~~of Chapter 19.62~~ of the Zoning Code, or the provisions of Title 20, Cultural Resources Ordinance, if applicable.

5.3.6 Variances

Variances may be granted from the development standards contained in the Downtown Specific Plan pursuant to the procedures set forth in ~~Chapter 19.64~~ of the Zoning Code, unless otherwise specified.

CHAPTER 6

RAINCROSS DISTRICT

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- 6.1 Purpose
- 6.2 Permitted Uses
- 6.3 Conditionally Permitted Uses
- 6.4 Prohibited Uses
- 6.5 Development Standards for the Raincross District
- 6.6 Design Standards and Guidelines for the Raincross District
- 6.7 Additional Standards for Live/Work Units in the Raincross District
- 6.8 Additional Standards for Mixed-Use Development in the Raincross District
- 6.9 Additional Standards for Multiple Family Residential Development in the Raincross District



6.2 PERMITTED USES

The following uses are permitted in the Raincross District within 165 feet of Fairmount Boulevard between First and Sixth Streets:

- a) Home occupations pursuant to the standards established in the Zoning Code.
- b) Live/work units pursuant to the standards set forth in Section 6.7 of this Chapter.
- c) Mixed-use developments consisting of office and residential uses only and pursuant to the standards set forth in 6.8 of this Chapter.
- d) Multiple-family residential projects having frontage on Main Street (between Third and Tenth Streets) Mission Inn Avenue, or University Avenue are permitted above the first floor only.
- e) Offices, including but not limited to administrative, general, government and professional.

The following uses are permitted in the remainder of the Raincross District:

- a) Art galleries.
- b) Banking establishments.
- c) Catering businesses.
- d) Education facilities, including vocational schools, with 30,000 square feet or less of floor area.
- e) Exercise facilities.
- f) Home occupations pursuant to the standards established in the Zoning Code.
- g) Libraries.
- h) Live/work units pursuant to the standards set forth in Section 6.7 of this Chapter.
- i) Medical and dental offices and laboratories.
- j) Mixed-use development pursuant to the standards set forth in 6.8 of this Chapter.
- k) Multiple-family residential dwellings pursuant to the standards set forth in Section 6.9 of this Chapter. Multiple-family residential projects having frontage on Main Street (between Tjord and Tenth Streets), Mission Inn Avenue, or University Avenue are permitted above the first floor only.
- l) Museums.
- m) Offices, including but not limited to administrative, general, government and professional, except on Main Street where they may only be located off-street or behind retail or restaurant uses.
- n) Parks and open spaces.
- o) Personal service establishments, such as, but not limited to, barber or beauty shops, tailors, shoe repair, etc.
- p) Pharmacies.
- q) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoor dining.
- r) Retail sales
- s) Temporary uses, pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
- t) Wireless communication facilities, pursuant to the Zoning Code.
- u) Accessory uses, incidental and subordinate to the principal permitted use.

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CHAPTER 11

NORTH MAIN STREET SPECIALTY SERVICES DISTRICT

This Chapter defines the land uses, development standards and design standards and guidelines for the North Main Street Specialty Services District. This Chapter is organized as follows:

11.1 Purpose

11.2 Permitted Uses

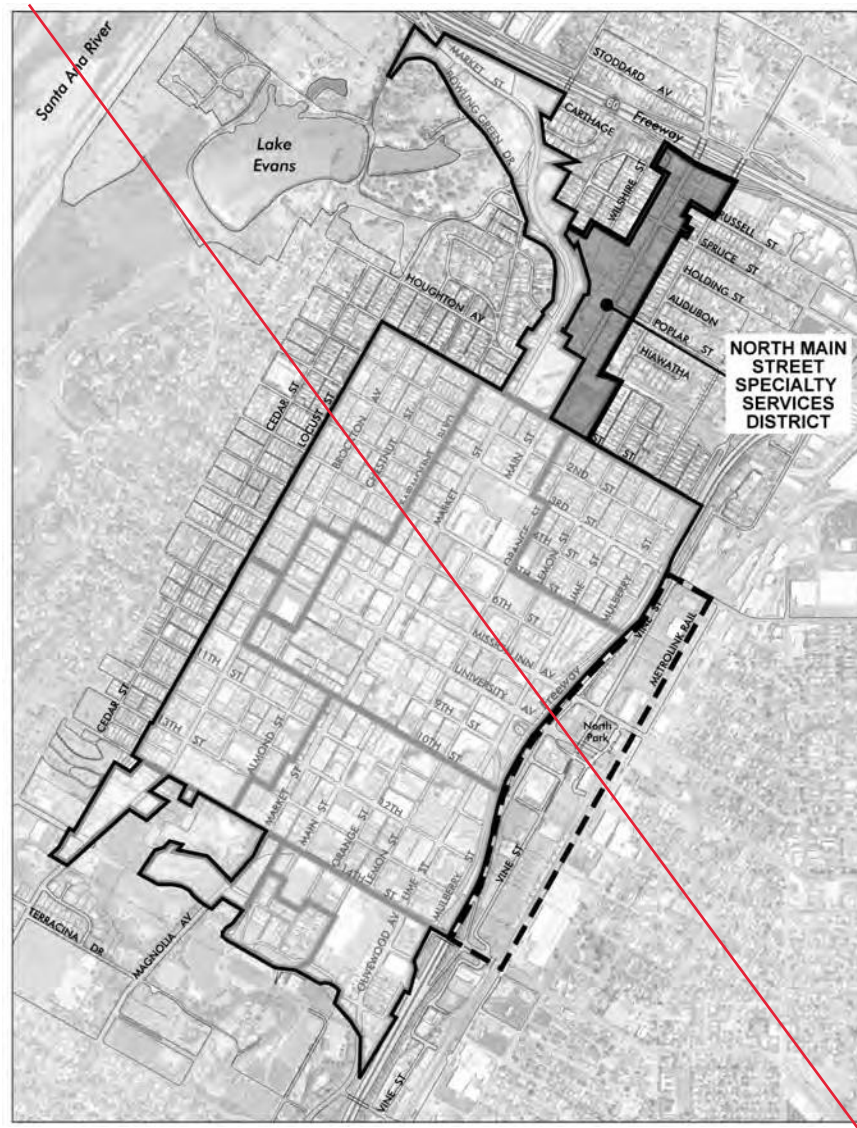
11.3 Conditionally Permitted Uses

11.4 Prohibited Uses

11.5 Development Standards for the North Main Street Specialty Services District

11.6 Design Standards and Guidelines for the North Main Street Specialty Services District

11.7 Additional Standards for Live/Work Units in the North Main Street Specialty Services District



~~11.1 PURPOSE~~

~~The intent of the North Main Street Specialty Services District is to provide for small-scale manufacturing and specialty commercial services, as well as opportunities for live/work units and adaptive reuse of industrial buildings in order to maintain the historic character of the area. North Main Street has historically served an important economic role in Downtown Riverside by accommodating manufacturing and commercial specialty services for the region. Development intensity in this District is intended to be lower than other commercial districts in the Downtown, and building mass and size are intended to be smaller than that of larger-scaled industrial parks. Live/work opportunities in this District are generally oriented towards artisans, craftspeople and owners of small, light manufacturing businesses.~~

~~11.2 PERMITTED USES~~

~~The following uses are permitted in the North Main Street Specialty Services District:~~

- ~~a) Building supplies and sales, conducted indoors, including but not limited to, hardware, lighting, fixtures, paint, glass, electric supplies, lumber, incidental outdoor storage up to a maximum of 10% of the size of the building footprint, and other similar uses as determined by the Planning Director.~~
- ~~b) Custom-made furniture.~~
- ~~c) Home occupations pursuant to the standards established in the Zoning Code.~~
- ~~d) Indoor vehicle restoration and incidental sales.~~
- ~~e) Light manufacturing uses not obnoxious by reason of sound, fumes, repulsive odors and the like, whether the same constitutes an actual nuisance or not, and conducted entirely within an enclosed building.~~
- ~~f) Live/work units pursuant to the standards set forth in Section 11.7 of this Chapter.~~
- ~~g) Parks and open space.~~
- ~~h) Public parking lots~~
- ~~i) Publishing.~~
- ~~j) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoor dining.~~
- ~~k) Repair, service and incidental sales of small appliances, motors and tools (i.e., lawn mowers, electric motors, etc.)~~
- ~~l) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.~~
- ~~m) Vehicle parts sales.~~
- ~~n) Vehicle sales and rentals, provided the vehicles are kept with an enclosed building.~~
- ~~o) Veterinary clinics.~~
- ~~p) Warehouses and storage incidental to permitted uses.~~
- ~~q) Wireless communication facilities, pursuant to the Zoning Code.~~
- ~~r) Accessory uses, incidental and subordinate to the principal permitted use.~~
- ~~s) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.~~

~~11.3 CONDITIONALLY PERMITTED USES~~

The following uses are permitted in the North Main Street Specialty Services District with a Minor Conditional Use Permit:

- ~~a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.~~
- ~~b) On-sale of alcoholic beverages (drinking establishments, such as bars, nightclubs, pubs or taverns, whose primary business is the sale of alcoholic beverages), pursuant to the standards established in the Zoning Code.~~
- ~~c) Outdoor food preparation.~~
- ~~d) Private fueling systems, pursuant to the Zoning Code.~~
- ~~e) Vapor recovery systems, pursuant to the Zoning Code.~~
- ~~f) Wireless communication facilities, pursuant to the Zoning Code.~~

The following uses are permitted in the North Main Street Specialty Services District with a Conditional Use Permit:

- ~~a) Drive thru restaurants, pursuant to the standards established in the Zoning Code.~~
- ~~b) Expansion of nonconforming uses.~~
- ~~c) Off-sale of alcoholic beverages (liquor stores, markets, etc.), pursuant to the standards established in the Zoning Code.~~
- ~~d) Public uses not permitted as a matter of right.~~
- ~~e) Public utilities or installations.~~
- ~~f) Service stations (gas station and minor repair), including incidental car washes, enclosed and automated.~~
- ~~g) Vehicle repair, minor and major, conducted entirely within an enclosed building.~~
- ~~h) Wireless communication facilities, pursuant to the Zoning Code.~~

~~11.4 PROHIBITED USES~~

The following uses are prohibited in the North Main Street Specialty Services District:

- ~~a) Hotels.~~
- ~~b) Motels.~~
- ~~c) Any use not specifically authorized.~~

~~11.5 DEVELOPMENT STANDARDS FOR THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT~~

All property in the North Main Street Specialty Services District shall be developed in accordance with the following standards:

11.5.1—Maximum Floor Area Ratio

The maximum floor area ratio shall be 1.5.

11.5.2—Maximum Height

The maximum building height shall be 50 feet.

11.5.3—Minimum Lot Size

The minimum lot size for new parcels shall be 10,000 square feet.

11.5.4—Front Yard Setback

The maximum front yard setback shall be 10 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan.

11.5.5—Rear Yard Setback

The minimum rear yard setback shall be 10 feet, except where the rear parcel line abuts a residential district or zone, the minimum rear yard setback shall be 30 feet.

11.5.6—Side Yard Setback

The minimum interior side yard setback shall be 5 feet, except for the following:

- (1) Where the side parcel line abuts a residential district or zone, the minimum interior side yard setback shall be 30 feet.
- (2) Where the side parcel line is adjacent to a public street, the minimum setback shall be 10 feet.

11.5.7—Maximum Building Footprint

The maximum building footprint for new structures shall be 20,000 square feet.

11.5.8—Outdoor Storage

Incidental outdoor storage is allowed in conjunction with permitted uses provided that it is screened by a masonry wall that has a minimum height of six feet and a maximum height of eight feet.

11.5.9—Parking

Refer to Chapter 16 for off-street parking requirements and standards.

11.6 DESIGN STANDARDS AND GUIDELINES FOR THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT

11.6.1 District Character Defining Statement

North Main Street has traditionally served as a place for specialized goods and services attracting customers from a broad segment of the region. Here, one can find car customizers, metal supplies, blacksmithing, electronics components, specialty doors and windows, and a host of other unique goods and services. The Downtown Specific Plan sees the North Main Street Specialty Services area continuing in its role as a loose assemblage of artisans, cottage industries, and specialty businesses. While the appearance of the area would benefit from landscape and streetscape improvements, it should not be seen as a candidate for wholesale remodeling. The character of the area is defined by its simple, industrial-like buildings that include utilitarian materials such as corrugated iron, smooth stucco, and plain concrete block. Some of the signature buildings in this area could benefit from an attractive paint job, including walls and trim. The Troncin Door and Window building is an excellent example of a well-executed building restoration that can serve as a model for other buildings in this area. All of the signature buildings, however, express the small-scale industrial/commercial simplicity that gives this area its essential character. Other signature buildings in this area include the Tri-County Fire Equipment building, Automotive Paints building, Hartman Spring and Iron Works building, Shaws Body Shop, R-J Seaquist & Co. building, Video Metro building, and the Boston Garage.



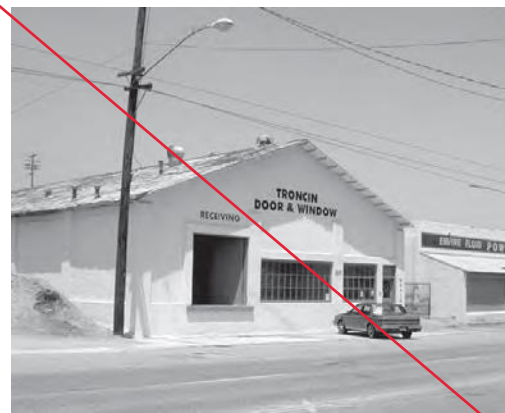
Hartman Spring & Iron Works, 2804 N. Main Street



Tri-County Fire Equipment, 2878 N. Main Street



R.J. Seaquist & Co., 2758 N. Main Street



Troncin Door & Window, 2879 N. Main Street

11.6.2 Site Planning

Building Orientation

- (1) Buildings should have the main entry facing North Main Street. Secondary entries should be provided from the parking areas.
- (2) Upper stories should be designed to avoid windows and balconies overlooking the adjacent residential properties.

Setbacks

- (1) Buildings should have either no setback or a small setback with small amounts of softening landscaping.

Vehicular Access and Parking

- (1) On-site parking should occur to the rear and sides of buildings in this area. Where possible, vehicle access should be from side streets.
- (2) Driveway cuts should be kept to a minimum. Much of the parking closest to the main entries of these buildings should be from angled or parallel parking on the street.

Pedestrian Access

- (1) Pedestrian access should primarily be from the main entry facing the street.

Site Furniture

- (1) The primary role of site furniture should be in the employee break areas or customer waiting areas created by individual businesses.

Courtyards and Passages

- (1) Similar to site furnishings above, individual businesses may provide courtyards and passages as appropriate.

11.6.3 Architecture

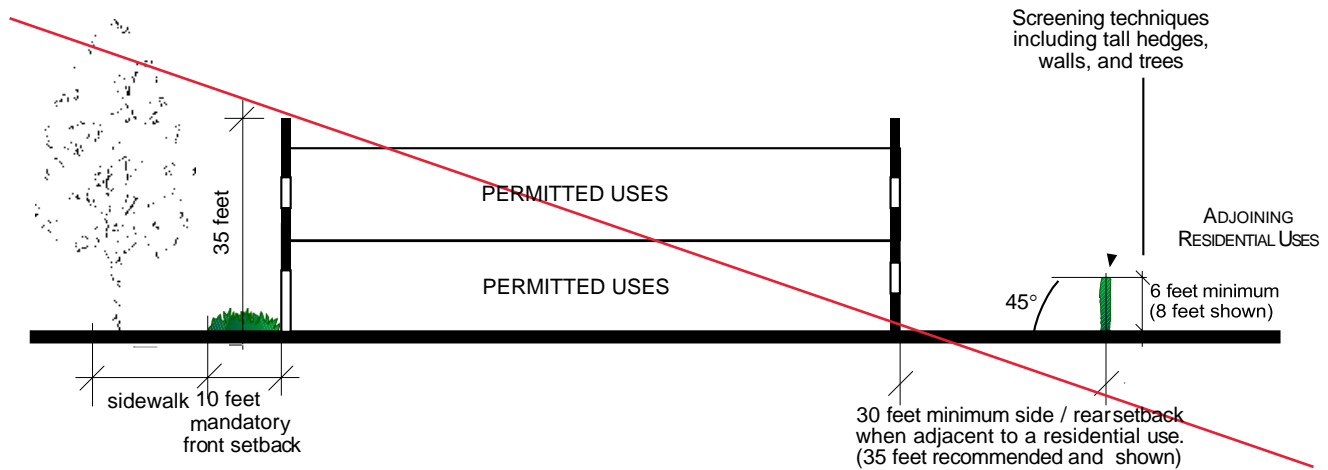
Style

- (1) The architecture in this area is characterized by simple buildings. To the extent that there are decorative elements, they are understated and unpretentious. Western storefront styles, where a simple pitched roof building is fronted by a square shaped false front is one style that would be appropriate in this area.
- (2) More expressive styles that are present and can be emulated are Art Deco (Video Metro and L&L Market) and Mediterranean (R J Seaquist and Boston Garage). Any use of decorative style should, however, be low key and understated.

Scale

- (1) Scale should be village like with one to four story buildings.
- (2) To further maintain a sense of pedestrian scale, all new building frontages should not exceed 100 feet.

- (3) When possible, place the highest portions and largest mass of the structure away from residential neighborhoods to protect privacy.
- (4) If a property is adjoining a residential use, no portion of the building (including parapets) should be above an imaginary plane drawn at the (rear or side) property line and extended at an angle of 45 degrees towards the center of the property.



Recommended Setbacks for Buildings adjacent to Residential Uses

Detailing

- (1) Detailing should be simple and include such things as stepped parapets, traditional canvas awnings, simple window and door framing.

Roof Design

- (1) Typically, facades should present the look of a flat-roofed building. It is perfectly acceptable, however, for functional pitched, bow truss, or other types of roofs to be visible from the sides and back.

Loading Areas

- (1) Loading areas should be designed with attractive and durable materials and appropriately screened.
- (2) The fixed hardware for rolling doors should be located on the inside to minimize visual clutter.
- (3) Avoid outdoor storage areas exceeding a height of eight feet.
- (4) The grade of loading docks, where feasible, should be lowered to minimize views from the street.
- (5) If located next to residential areas, the design of the overhead doors should minimize noise through devices such as rubber seals and/or other dampening features.

Colors and Materials

- (1) Wall colors should be light and neutral, with richer accents in the form of parapet detailing, awnings, and door and window framing.
- (2) Accent colors may be brighter colors that reflect the unique service/artisan character of the District.

11.6.4 Landscaping

Plant Types

- (1) ~~Other than scale (noted below), any plant materials suitable for this climate would be acceptable. Evergreen plants with a soft, lacy appearance should be used.~~

Scale

- (1) ~~Generally, plants should include small shrubs and trees, designed to breakup the street frontage.~~

Relationship to Development

- (1) ~~The objective should be to offer a green contrast to the relatively plain buildings. Landscaping would also be appropriate as a screening material.~~
- (2) ~~Property lines should be screened with hedges, fences or trees to protect the privacy of adjacent residential properties.~~

Hardscape

- (1) ~~Hardscape should be simple and purpose-oriented. Concrete scored into simple rectangular shapes is appropriate for walking surfaces. Asphalt is acceptable as the dominant material in parking lots.~~

11.6.5 Signs

Style

- (1) ~~Signage in this District may make use of a variety of materials, applications, and colors that are complimentary to the structure, as well as reflective of the unique artisan-related types of businesses.~~

Scale

- (1) ~~Signs should be low key, designed to be read at low vehicle speeds.~~

Type

- (1) ~~Typical acceptable signs include painted metal, painted wood, and signs painted directly on the building wall. Neon is also acceptable in this district, when used to identify more active uses with a broad appeal, such as markets and restaurants.~~
- (2) ~~Contemporary commercial signs, such as plastic faced canister signs and channel letters should be avoided.~~

11.6.6 Additional Design Standards and Guidelines

~~Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown-Specific Plan area.~~

~~11.7 ADDITIONAL STANDARDS FOR LIVE/WORK UNITS IN THE NORTH MAIN STREET SPECIALTY SERVICES DISTRICT~~

~~11.7.1 Applicability~~

~~The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 11.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the North Main Street Specialty Services District, as defined in Section 11.2.~~

~~11.7.2 Purpose~~

~~The intent of this section is to provide for and make feasible the reuse of existing commercial and industrial structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units for artisans, craftspeople and cottage industries.~~

~~11.7.3 Floor area requirements~~

~~The minimum floor area of a live/work unit shall be 750 square feet. The first 50 feet of floor area depth at the street level frontage shall be limited to the permitted non-residential use. Live/work units on the upper levels of a structure shall not be subject to this requirement.~~

~~11.7.4 Access to units~~

~~When more than one live/work unit is proposed within a single building, each live/work unit shall be separated from other live/work units and other uses in the building. Access to individual units shall be from common access areas, corridors, or hallways.~~

~~11.7.5 Internal layout~~

~~All living space within the live/work unit shall be contiguous with and an integral part of the working space with direct internal access between the two areas.~~

~~11.7.6 Street frontage treatment~~

~~Each live/work quarters fronting a public street shall have a pedestrian-oriented frontage that publicly displays the interior of the non-residential areas of the structure. Live/work units on the upper levels of a structure shall not be subject to this requirement.~~

~~11.7.7 Occupancy and employees~~

~~At least one of the full-time workers of the live/work unit shall reside in the unit. The residential area shall not be rented separately from the working space. The business activity occupying the live/work unit may utilize employees in addition to residents as necessary.~~

~~11.7.8 Retail sales~~

~~Retail space may be integrated with working space.~~

~~11.7.9 Business License~~

~~A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.~~

CHAPTER 13

RESIDENTIAL DISTRICT

PROSPECT PLACE NEIGHBORHOOD

HERITAGE SQUARE NEIGHBORHOOD

MILE SQUARE NEIGHBORHOOD

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13.5.4 Front Yard Setback

The minimum front yard setback shall be 20 feet, except for the following:

- (1) Where lots comprising fifty percent or more of the frontage on one side of a street between intersecting streets are developed with front yards of a greater depth, the average of such front yards shall establish the front yard depth for the entire frontage on that side of the street within that block.

No parking is permitted in the front yard setback area, except on an approved driveway.

13.5.5 Rear Yard Setback

The minimum rear yard setback shall be 25 feet.

13.5.6 Interior Side Yard Setback

The minimum interior side yard setback shall be 10 feet on one side and 7.5 feet on the other side, except for the following:

- (1) Additions to existing structures must meet the required interior yard setbacks unless the parcel is less than 65 feet in width and was of record prior to November 23, 1956, in which case setbacks may be reduced to a minimum of 5 feet.

13.5.7 Conversion of Multi-Unit Residences to Single-Unit Residences

Existing single-family residential structures that have been legally converted or divided into multiple dwelling units are nonconforming uses and are subject to the standards established in the Zoning Code for nonconforming uses. Conversion of these structures back to single-family uses is strongly encouraged. The City Council may want to consider developing incentives, such as fee waivers, to more actively promote this.

13.5.8 Accessory Structures

Accessory structures shall be subject to the standards set forth in ~~Chapter 19.73~~ of the Zoning Code.

13.5.9 Parking

Refer to Chapter 16 for off-street parking requirements and standards.

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CHAPTER 15

GENERAL DESIGN STANDARDS AND GUIDELINES

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15.3 SITE DESIGN STANDARDS

New development in the Downtown Specific Plan area should be compatible with surrounding development and historic structures as well as pedestrian-friendly. The street environment should also respond to the needs of the pedestrians. A sensitive application of street furnishings such as benches, enriched paving, and lighting will strengthen the historic character while simultaneously providing a functional environment. Particular attention should be paid to creating shade in the Raincross District as well as all the other districts.

15.3.1 Additions, rehabilitation and new structures

- (1) New structures should be sited to in a manner compatible with surrounding development and with the facade facing the public street in a manner that enhances pedestrian connections.
- (2) Additions should be compatible with the existing building in scale, materials, and design.
- (3) Wherever possible, mature trees should be preserved or relocated on site.
- (4) New structures and parking areas should enhance existing pedestrian connections to existing outdoor pedestrian spaces such as courtyards, plazas and porticos and create new connections where none exist.

15.3.2 Building Access

- (1) Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian corridors. Secondary entries may be from parking areas. Entries should not occupy more than a third of the ground floor facade.
- (2) Retail entrances should not be recessed more than five feet and should be located no more than 50 feet apart.
- (3) Corner entrances are encouraged in corner buildings.

15.3.3 Parking and Site Access

All parking and service/loading areas should be developed per the requirements of Chapter 16 of this Specific Plan and ~~Chapter 19.74 of~~ the Zoning Code, with requirements of the Specific Plan superseding those of the Zoning Code where the two conflict. In addition:

- (1) On-site parking should be provided to the rear of the parcel whenever possible and should be consolidated in one area rather than wrapping around the building, except if the parcel has frontage on Fairmount Blvd. between 1st and 6th Streets. Please refer to section 6.6.2, *Interface between Non-residential & Residential Uses*, for guidelines addressing that condition.
- (2) Driveways should be kept to a minimum and shared site access is encouraged.
- (3) All service/loading areas should be screened from view from public streets and walkways and removed from pedestrian oriented areas. These screens should be located at the setback line to maintain continuity of setback patterns within the district.
- (4) All parking areas should be landscaped per the requirements ~~of Chapter 19.74 of~~ the Zoning Code.

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CHAPTER 16

PARKING STANDARDS

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16.3 STANDARDS FOR OFF-STREET PARKING AND LOADING

Refer to ~~Chapter 19.74 of~~ the Zoning Code and the Riverside Downtown Design Guidelines for standards for off-street parking and loading. In addition, refer to the recommendations of the Comprehensive Downtown Parking Study by Wilbur Smith Associates.

16.4 PARKING STRATEGIES

In order to meet future parking needs and to achieve the parking goals and policies in Chapter 3: Vision, Goals and Policies, a comprehensive parking management strategy is needed. In addition to recommendations contained in the CDP Study by Wilbur Smith, a coordinated, comprehensive parking strategy should include the following:

1. Rehabilitation of the existing public parking structures to enhance their appearance, visual appeal and ease of use.
2. Improvement of “wayfinding” signage that identifies public parking lots/structures and provides directions to them.
3. In public garages, placement of reserved parking areas for long-stay users on the upper levels and retention of lower levels for short-stay visitor parking.

These recommendations are intended to address previously identified problems of poor visibility and access and poor aesthetics/convenience of existing parking garages, particularly for visitor parking.

4. Periodical review of the parking requirements of the Specific Plan.

As stated earlier, parking requirements are based on the opportunities for shared parking to support the “park once” concept and to avoid the oversupply of parking in the downtown. It is important to periodically review parking requirements to ensure that they continue to be balanced and equitable.

5. Provision of “in-lieu” parking fees for new development as an alternative to providing some or all of the required parking. These fees can be used by the City to finance off-street public parking facilities.

This will provide for greater flexibility for both developers and the City. Rather than requiring new developments to build their own parking on-site, this provides an option of paying an in-lieu fee to the City instead. Funds collected from in-lieu fees would be placed in a parking fund to finance the construction of strategically located parking facilities, which support shared parking and the “park once” concept. Typically, fees are set below the likely cost of constructing all the required parking on-site, but are sufficient to pay the appropriate share of construction. This

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CHAPTER 17

SIGNAGE DESIGN STANDARDS

The purpose of this Chapter is to define sign standards for permitted and prohibited signs for the Downtown Specific Plan area per the newly created Downtown Land Use Districts. It is the intent of this chapter to preserve and enhance the aesthetic, traffic safety and environmental values of Downtown Riverside, while providing channels of communication to the public. It is also the City's intent to regulate on the basis of characteristics and proportion of signage. This chapter is organized as follows:

- 17.1 Applicability
- 17.2 Use of Sign Design Standards
- 17.3 Prohibited Signs
- 17.4 Signs Permitted in all Districts
- 17.5 District Specific Sign Standards

17.1 APPLICABILITY

This chapter is intended to supplement the existing Zoning Code regulations for signs. ~~These are contained in Chapter 19.76 of the Zoning Code.~~ Exceptions to the existing regulations are noted where they occur below and will supersede the conflicting section in the Zoning Code.

17.2 USE OF SIGN DESIGN STANDARDS

For design guidelines for Signs, please refer to Section 3 in the City of Riverside's Design Review Guidelines available at the Planning Department.

17.3 PROHIBITED SIGNS

In addition to signs specifically prohibited by the Zoning Code, the following signs are prohibited within the Downtown Specific Plan area:

- (1) Billboards
- (2) Pole signs (except in conjunction with service stations adjacent to a freeway off-ramp)
- (3) Signs painted directly on building surfaces (except on historic buildings when appropriate)
- (4) Information about goods and services not available onsite.
- (5) Electronic message center signs (except in conjunction with the convention center)

17.4 SIGNS PERMITTED IN ALL DISTRICTS

The following signs are permitted in all districts. Unless otherwise noted, the Zoning Code standards shall apply.

17.4.1 Permitted for All Uses

- (1) Construction period signs
- (2) Directional signs
- (3) Flags
- (4) For sale, rental or lease signs
- (5) Noncommercial signs
- (6) Signs for nonconforming uses

17.4.2 Residential Uses

- (1) Multiple-Family Dwelling Signs:
For multiple-family dwellings, one on-premises building or monument sign, not exceeding twelve square feet in area per display face, is permitted for each public street frontage. Monument signs may not exceed six feet in overall height.
- (2) One and Two Family Dwelling Signs:
One building mounted on-premises sign for each separate address, not exceeding four square feet in area, is permitted. On parcels with more than one such dwelling, on-premise signs shall not be combined.
- (3) Subdivision Signs

17.4.3 Non-Residential Uses

- (1) Awning Valance Sign:
One sign per street level business per building facade not to exceed 50% of the vertical height of the awning valance and centered on the awning valance. No additional lighting for the valance graphics is permitted.
- (2) Building Signs, except in the White Park, Market Street Gateway, and Neighborhood Commercial Districts:
One sign per ~~street level~~ business per building facade affixed to the building wall or mansard roof directly abutting the use and or occupancy being identified and directly facing a street, mall, parking lot, or alley. A maximum of one square foot of sign per front foot of use or occupancy, not to exceed one hundred square feet per sign. The color of the signage should be compatible with the building color. Building signs may be internally or externally lit. Neon lighting may be used where appropriate for the historic period of the building and the type of use in the Raincross District ~~and North Main Street Specialty Commercial Districts.~~

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- (2) Building or Monument Sign for residence converted to a nonresidential use.

One maximum six square-foot, four foot high monument sign to be located no more than five feet from the front building wall and facing the street or one six square-foot building sign to be mounted on a street facing building wall. Colors must be compatible with the main building color. Signs must be in scale and architecturally compatible with the building.

17.5.5 Health Care District

Refer to signs permitted in all districts.

17.5.6 North Main Street Specialty District

- ~~(1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:~~

~~Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square feet where one use is identified or twenty square feet where two uses are identified. No internal lighting is permitted.~~

- ~~(2) Neon Signs~~

~~Use of neon is acceptable in this district in conjunction with appropriate commercial uses and where compatible with the period and architecture of the building.~~

- ~~(3) Service Station Signs~~

17.5.7 17.5.6 Market Street Gateway District

For parcels located between Market Street and the 60 Freeway:

- (1) Building Signs

For each use or occupancy, one on-premises building sign per frontage, maximum one square foot of sign per front foot of use or occupancy, but not to exceed one hundred fifty square feet per sign.

- (2) Monument Signs

Office Complexes. One on-premises monument sign for each office complex as follows:

- a. For office complexes of less than two acres (net site area), one maximum thirty-square-foot, six-foot-high on-premises monument sign.
- b. For office complexes of at least two acres (net site area), one maximum forty-square-foot, eight-foot-high on-premises monument sign.

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CHAPTER 19

CIRCULATION

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Figure 19A – Traffic Circulation Network

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

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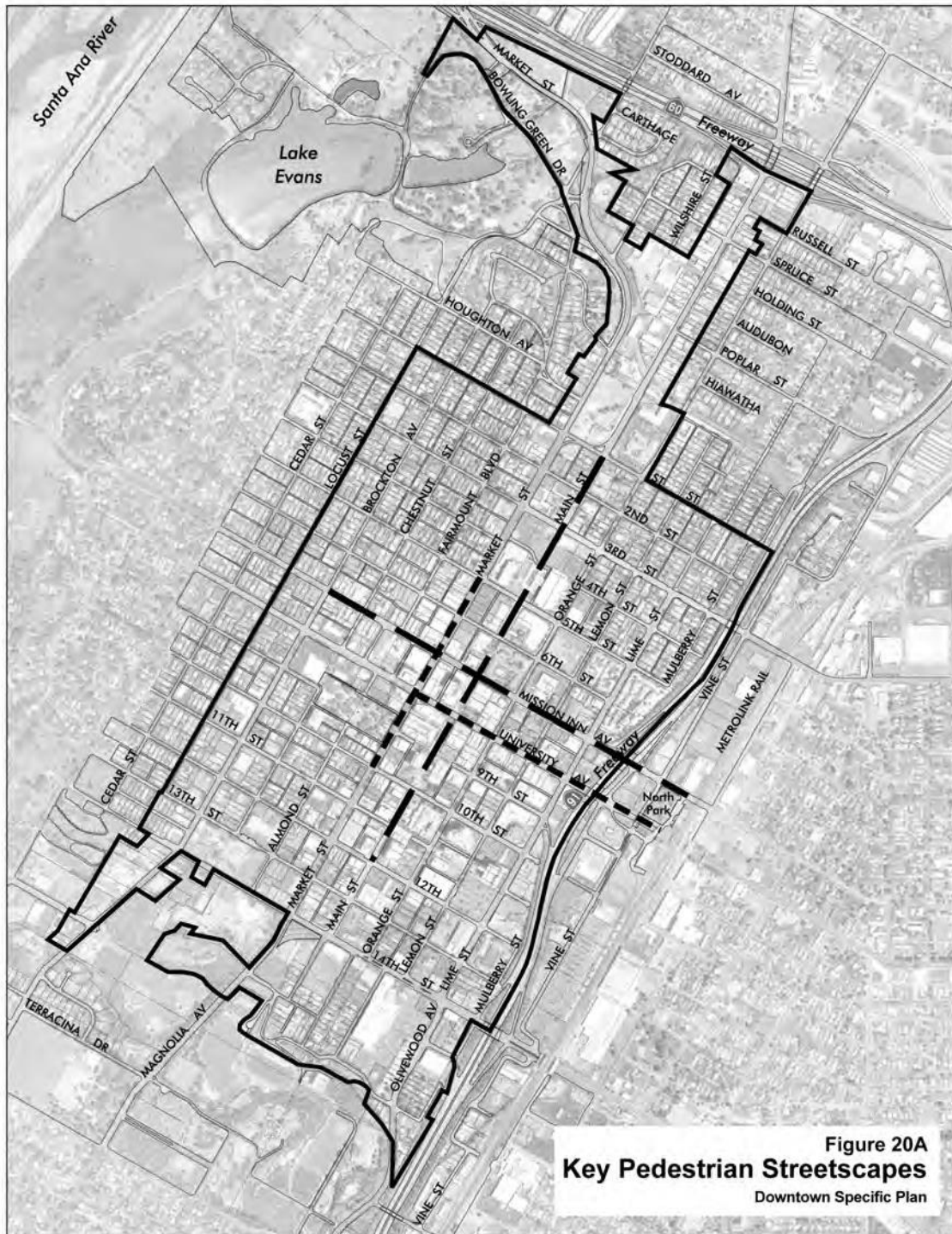
Figure 19B – Non-Auto Circulation Network

ALL FIGURES WILL BE UPDATED TO REFLECT REMOVAL OF THE NMSSSD

CHAPTER 20

STREETSCAPE IMPROVEMENTS

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Cobra Style Street Light



Raincross Style Street Light



Acorn Style Street Light

20.3 PAVING CONCEPTS FOR THE RAINCROSS DISTRICT

The paving material along Mission Inn Avenue should be upgraded to identify it as a significant street within the Raincross District. Due to the walking nature of the street, an added layer of detail should be incorporated at street intersections and crossings in consideration of pedestrians. Materials should include scored concrete with subtle hints of color that reflect the historic character of the area. Existing granite curbs and gutters should be restored and maintained and considered in selection of paving materials. Accessibility guidelines should be followed in all design details.

20.4 LIGHTING CONCEPTS FOR DOWNTOWN

The City is currently installing three types of street lights Downtown:

Cobra Style Street Lights: These are the standard overhead lights commonly installed during the past 30 to 50 years. Various styles of these lights can be found Downtown, including those with plain galvanized steel poles and those with more decorative and historic looking Marbelite (aggregate stone/concrete) poles.

Raincross Street Lights: On Mission Inn Avenue and Main Street, reproductions of historic Raincross street lights (originally designed in the 1930's) have been installed. Where cobra style street lights previously existed, the Raincross lights have been installed between the cobra lights. Elsewhere, the Raincross lights are the only type of light used, except at intersections, which are generally illuminated by cobra style lights.

Acorn Style Street Lights: In residential areas Downtown, older street lights with concrete, steel, and fiberglass poles are being replaced with vintage acorn style street lights with Corsican style Marbelite poles.

It is recommended that Raincross Street lights be added to University Avenue ~~and that an appropriate lighting program that reflects the historic character of the District be implemented on North Main Street.~~ It is also recommended that a uniform, vintage design of cobra street light be used as a replacement light for existing modern styles of cobra street lights downtown.

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20.6.5—North Main Street

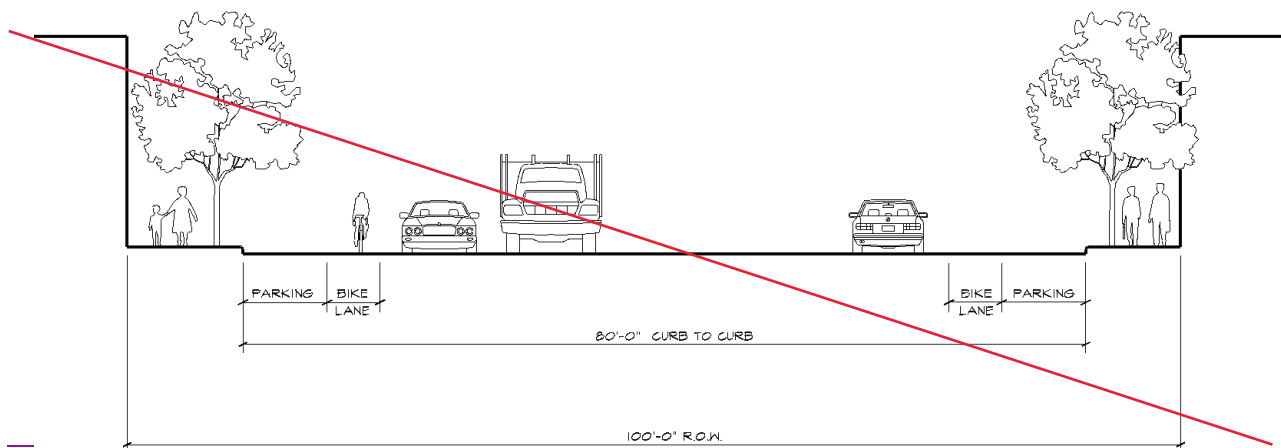
~~North Main Street currently lacks both street trees and lighting. The addition of trees and lighting to provide a street character suggestive of the unique service/artisan functions of this District is recommended. Utilities should be underground in North Main as they are throughout the rest of downtown. Selected poles might be incorporated within a public art piece recalling the history of the area.~~

~~On-street, angled parking is occurring on North Main Street on an informal basis generally between 1st and Poplar Streets. It is intended that this parking be maintained and eventually formalized in conjunction with other street improvements such as installation of sidewalks, street trees, traffic calming devices, etc. This angled parking could be accommodated by eliminating the proposed bike lane in this area and reducing the width of the sidewalk to 6 feet; having angled parking only on one side of the street; or reducing the traffic lanes from four to two with two travel lanes and a center turn lane.~~

~~The Street Tree Master Plan suggests *Tabebuia ipe* (Pink Tabebuia) for North Main Street, which is in character and scale with the street. An alternative deciduous selection would be *Ginkgo biloba* (Maidenhair Tree). In addition, the use of oak trees may be considered since they were a predominant tree along North Main for many years.~~



North Main Street



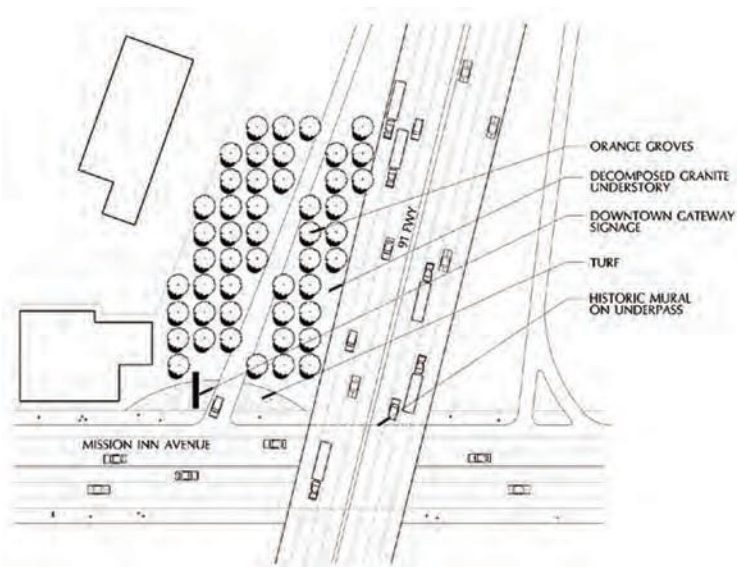
Proposed Street Section for North Main Street

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20.7 GATEWAY / ENTRY TREATMENTS

The streetscape should create a sense of arrival at key intersections entering Downtown. This goal is accomplished by establishing entry points, or gateways, at key intersections along the main circulation route. These entry points are highlighted by special landscaping treatments, entry markers, signage, special lighting, public art, or other special enhancements that signify changes in location or direction, thereby creating "gateways" into Downtown. Gateways are an important part of the Vision for Downtown because they give a first impression of the area and suggest the overall character for the Downtown. Following are concepts for gateway treatments for key automobile entry points into Downtown:

20.7.1 Mission Inn Avenue and University Avenue at the 91 Freeway



Orange Grove Plan

These are key auto entry points from the 91 Freeway and pedestrian gateways between the Raincross District and Marketplace area. Enhanced signage and special lighting are recommended relating to automobile drivers. A major linkage treatment, including interrelated public art, lighting, landscaping and signage, is recommended for these vital pedestrian underpasses. References to the historic arbor and events in Riverside's history should be considered.

20.7.2 Market Street at the 60 Freeway



Public Art at UCR Underpass

Market Street is an Entry Corridor characterized by Fairmount Park and other landscape setbacks. A gateway sign is already in place on the west side of the street, but it needs upgrading. Reinforcement of the "green corridor" through added trees and landscaping of the ground plane is suggested. Orange tree groves, related to Riverside's history, are recommended within the corridor.

20.7.3 14th Street and 3rd Street at the 91 Freeway

Enhanced signage and special lighting are recommended relating to automobile drivers.

~~20.7.4 North Main Street at the 60 Freeway~~

~~Enhanced signage and special lighting are recommended relating to automobile drivers.~~

~~20.7.5~~ 20.7.4 Mission Inn Avenue and University Avenue from the West

This is an attractive existing historic Entry Point featuring curved stone walls and an elegant bridge. This Entry Point should be preserved as is.

20.8.6 Market Street at 14th Street

This entry point has substantial potential for enhancement including:

- Opening the view to the De Anza memorial statue and park, which is currently obscured by trees.
- Creating a new mixed use project at the northeast and northwest corners that incorporates lighting and historic structures and complements the De Anza memorial/park to create a major Downtown entry point. This new mixed use project should incorporate the historic architecture of the existing structures on the northeast corner of this intersection.

- Installing special gateway lighting, enhanced crosswalks, and special paving.

20.7.7 Market Street at 1st Street

This intersection marks a secondary Entry Point to Downtown. Here the driver's experience changes from the curving Market Street to the Downtown Grid. Special street lights, paving and public art should be used to create this Entry Point.



Mission Inn Avenue Historic Bridge

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