Riverside Adventure Center and Mixed-Use Town Center Development Exclusive Negotiating Agreement (ENA)

Community & Economic Development Department

February 25, 2025

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OVERVIEW AND NORTHSIDE SPECIFIC PLAN (NSP) VISION

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NORTHSIDE SPECIFIC PLAN HISTORY

July 2015	City Council directed Staff to develop NSP and Program Environmental Impact Report (PEIR)
2017-2019	Community Engagement and Outreach, Draft NSP and PEIR
Nov. 2020	City Council Adoption of NSP and PEIR
Fall 2023	Master Developer RFP for Northside Neighborhood and Pellissier Ranch – no responses
Oct. 2024	City Issued Notice of Availability (NOA) to develop 126-acres of City-owned Property

126-ACRE SITE

Open Space/Recreation: Golf Course

- South of Garner Road &West of Reid Park
- Approximately 85 acres encompass the open space/recreation space

Mixed Use: Northside Village Center

- Bound by Main Street Columbia Avenue & Orange Street
- 41 acres are planned for the Northside Village Center

Reid Park Excluded

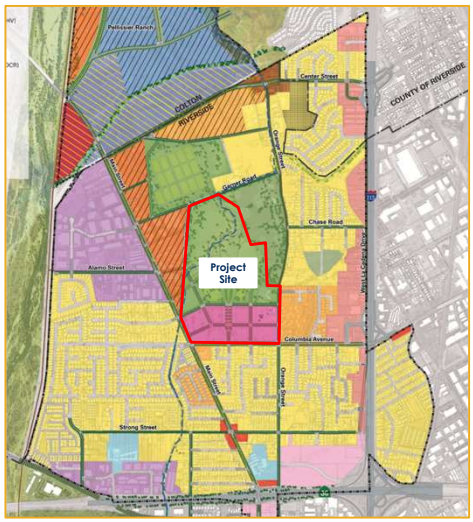
- Provide connectivity to Reid Park

COMMUNITY VISION

COMMUNITY VISION

- Sense of Place
- Sustainability
- Connectivity
- Community well-being
- Parks/Trails/Recreation
- Neighborhood Retail
- History/ Springbrook Arroyo
- Community Center

NORTHSIDE SPECIFIC PLAN



Open Space, Parks, and Trails

Northside Village Center

Vision Statement

"The Northside Specific Plan has been designed to accommodate a safe, healthy, and balanced community celebrating the history and culture of the greater Riverside area (NSP - 2.2)."

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SPECIFIC PLAN LAND USE

Parks

Recreation and Sports

Hotel and Conference

Main Street Retail

Full-Service Grocery

Residential

Restaurants

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NOTICE OF AVAILABILITY (NOA) AND SELECTION PROCESS

NOA HISTORY

- **Oct. 7, 2024** — NOA Released
- **Dec. 6, 2024** — 2 Proposals Received
- **Jan. 15, 2025** — Interviews/Review of Proposals
- **Jan. 28, 2025** — Recommendation to Council

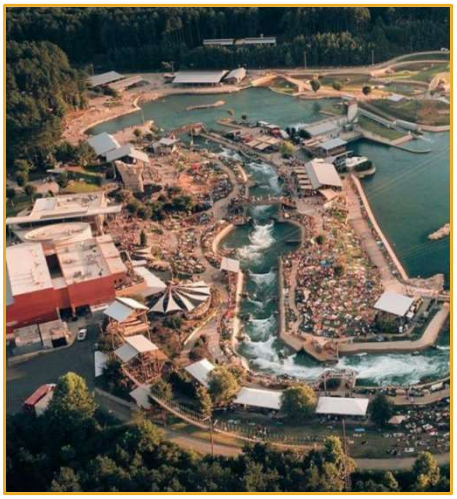
EXPECTATIONS FOR RESPONSES

Respondents were required to provide:

- Specifics for development of the former Riverside Golf Course – including passive and active spaces with community benefits
- Detailed development of the Northside Village – including connection to the existing community, hotel, commercial and residential
- Vision for Springbrook Wash and Drainage / Retention Improvements
- Phasing and timing
- Financing and ability to deliver
- Plans to address goals and vision of the Northside Specific Plan
- 25% affordable housing units

ASR COLLABORATIVE

- Team is led by Adrenaline Sports Resorts (ASR) with Overland Development Company as a partner
- Ambitious project presented in proposal that utilizes entire 126 acres
- Northside Specific Plan will serve as foundation of project programming
- Support Olympic Games and World Sports for Sport Climbing, BMX, Skateboarding, and Whitewater.



WHY ASR?

- ASR serve as Master Developer of entire site
- World-class aquatic recreation facilities (Whitewater & Surf Park)
- High quality commercial village including a 45,000 SF grocery store
- Open Space and Recreation, including biking, hiking, trails, climbing, kids play areas, open space, and connection to Reid Park
- Discounts for locals to pay facilities (white water rafting, surfing, zip lining)
- 722 housing units (25% affordable), 360,000 SF retail/commercial, 91,500 SF hotel
- No requests for financial assistance from the City
- Springbrook Arroyo winding through facility
- Established financial plan; $120M investment for outdoor center alone
- Financial success plan does not depend on the Olympics
- Est. 500,000 visits annually (local and regional);
- 2,800 jobs

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AN OPPORTUNITY FOR PLACEMAKING

Grocery Store
45,000 SF

Open Space/Recreation

Revitalizing a Community
(Estimated 500,000 Visits Annually – Local and Regional)

Shopping/Dining
360,000 SF

Housing
722 Units

Employment
2,800 jobs

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FULL-SERVICE GROCERY STORE

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COMMERCIAL VILLAGE

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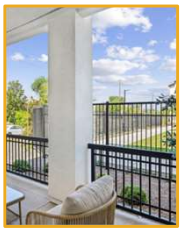
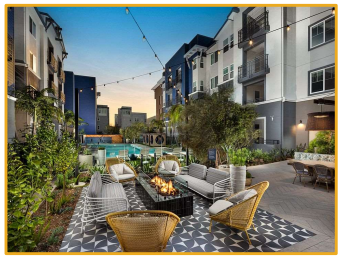
HOUSING





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ASR PROJECT OVERVIEW

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SITE PLAN

1. Retail
2. Market
3. Apartment
4. Affordable Housing
5. Restaurants
6. Parking Garage
7. 3 Story Walk-up Residential River Walk & Bike Trail
8. 4 Story Hotel & Conference Center
9. Vip
10. Surf Center
11. BMX Freestyle Park & Sport Climbing Walls
12. Wave Garden Lagoon
13. Bungalows
14. Lagoon Machine Room
15. Resort Entry, Sports Hub & Boathouse
16. Event Lawn
17. Kids Adventure Center
18. Amphitheater
19. White Water
20. Zip-line & Rope Course
21. Pump Track & Board Sports Training Center
22. Hostel/Athlete Housing
23. Main Entry
24. Entry
25. Fire Apparatus Access Roads
26. Existing Clubhouse
27. Existing Fire Station
28. Standing Wave
29. Passive Recreation & Off-leash Dog Park
30. Deep Solo Climbing

WHITEWATER CENTER VIDEO

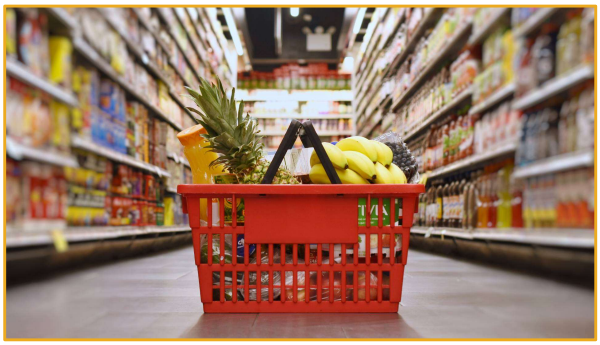
COMMUNITY BENEFITS

- Riverside Adventure Center open to the Public
- Youth and STEM/STEAM programs
- Passive and active recreation areas
  (Springbrook Arroyo trail, hiking, biking, off-leash dog park, skate park)
- Amphitheatre/Venue Space
- Water Conservation/Sustainability

COMMUNITY BENEFITS

- Discount program for local users
- Team Building
- Grocery Store
- Affordable Housing
- Pedestrian-oriented retail/restaurants

FULL-SERVICE GROCERY STORE



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SHOPPING/DINING EXPERIENCE

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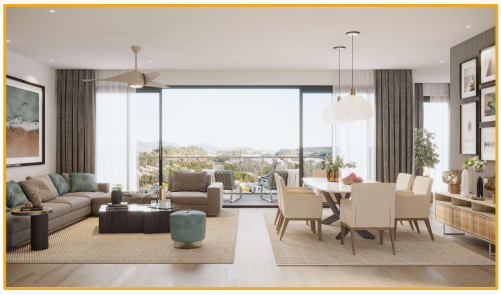
HOUSING



BONUS

ENA TIMELINE AND NEXT STEPS

- Initial 6-month term, with two 6-month extension options
- DDA Negotiations
  - Off-Ramps to be included
  - Community Benefits
  - Infrastructure
- Community Engagement

STRATEGIC PLAN ALIGNMENT

CROSS-CUTTING THREADS

Strategic Priority No. 2 – Community Well-Being
Goal 2.3
Strengthen neighborhood identities and improve community health and the physical environment through amenities and programs that foster an increased sense of community and enhanced feelings of pride and belonging citywide.

Strategic Priority No. 3 – Economic Opportunity
Goal 3.1
Facilitate partnerships and programs to develop, attract, and retain innovative business sectors.

Strategic Priority No. 3 – Environmental Stewardship
Goal 3.1
Sustainably manage local water resources to maximize reliability and advance water reuse to ensure safe, reliable and affordable water to our community.

STAFF RECOMMENDATIONS

That the City Council:

- **Approve** the Exclusive Negotiation Agreement with Adrenaline Sports Resorts Collaborative for the acquisition and development of 126-acres of City-owned property; and
- **Authorize** the City Manager, or his designee, to execute the Agreement with Adrenaline Sports Resorts Collaborative, including making minor and non-substantive changes.

REFERENCE SLIDES

ASR - OVERVIEW

- ASR serve as Master Developer of entire site
- World-class aquatic recreation facilities (Whitewater & Surf Park)
- High quality commercial village including a grocery store and hotel
- Free public access to many amenities/activities such as bike, hiking and running trails, open space, with open ties into Reid Park
- Discounts for locals to pay facilities (white water rafting, surfing, zip lining)
- Complete plan including 722 housing units with 25% affordable in keeping with the Specific Plan

ASR - OVERVIEW

- Committed to pay full fair market price for the land with no requests for financial assistance from the City
- Reimagined Springbrook Arroyo winding through facility
- Established financial plan; $120M investment for outdoor center alone
- Financial success plan does not depend on the Olympics
- Est. 500,000 visitors per year; 600 direct jobs; 2200 indirect jobs.

LEWIS - OVERVIEW

- Did not commit to paying full market value and stated some financial contribution from the City may be necessary for the parks portion
- Committed to maintaining General Plan and Zoning
- Did not provide minimum residential density detailed in the specific plan
  - 400 units proposed
- No detail on connectivity between Village and Open Space
- Lacked distinctive thematic elements or plans to reflect character of the Northside
- Stated would be "OK" with not being selected if they could still build a Stater Bros in partnership with the winner

LEWIS - OVERVIEW

- Experienced, well funded developer of mixed-use, retail and housing
- Expressed desire to be Master Developer although only directly developing the commercial and residential spaces
- Admitted no experience with outdoor activity venues
- Committed to finding an experienced recreation development partner to design 85-acre site, none identified to date
- No site plan, or conceptual plan provided; lacked placemaking

WHY ASR

Category	Possible Score	ASR
Development Narrative/Details	40	33
Development Experience	30	20
Financial Capacity/Audits	20	9
Project Timeline	10	7
Total Score	**100**	**69**

Staff Proposal Team: City Manager Mike Futrell; Assistant City Managers Edward Enriquez and Rafael Guzman; CEDD Director Jennifer Lilly; RPU General Manager David Garcia; Parks, Recreation and Community Services Director Pamela Galera; Deputy CEDD Director Miranda Evans; City Planner Maribeth Tinio; Interim City Attorney Jack Liu; Outside Legal Counsel Steve Mattas; Real Property Services Manager Ben Morales; Deputy Public Works Director Nathan Mustafa and CMO Principal Analyst Ruby Castillo.

TEAM SCORES EXPLAINED

Category	Possible Score	ASR
Development Narrative/Details	**40**	**33**

ASR presented a very detailed plan with specific site map and clear vision of the proposal, including expected job creation, visitor count, along with renderings of the concepts. Team included members with Olympic competition experience and expertise and provided detailed overview of adventure park elements.

TEAM SCORES EXPLAINED

Category	Possible Score	ASR
Development Experience	30	20

Both were found to have deep experience, although not in all aspects:

ASR has deep experience developing and operating outdoor adventure parks, with former Olympians and current international sports figures on the team to ensure top quality outdoor park is developed. They team with retail, housing, and hotel developers who are experienced but not as experienced as Lewis or the ASR sports team.

TEAM SCORES EXPLAINED

Category	Possible Score	ASR
Financial Capacity/Audits	20	9

ASR was found to have a large portfolio of interested investors including a letter of interest from an experienced developer for the Single-Family Market Residential development. Financing consists of traditional commercial lending. ASR presented a stronger revenue generating plan, necessary for long-term maintenance and upkeep of facilities without City contribution.

TEAM SCORES EXPLAINED

Category	Possible Score	ASR
Project Timeline	**10**	**7**

ASR has a solid timeline for development, particularly for the outdoor adventure center to meet Olympic timelines. ASR committed to moving forward with housing, retail and hotels at roughly the same time, although a month-by-month schedule was not provided.