



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: FEBRUARY 24, 2026**

FROM: PUBLIC WORKS DEPARTMENT **WARDS: 1 and 3**

SUBJECT: ADOPT AN ORDINANCE AMENDING TITLE 10, SECTION 10.76.010 OF THE RIVERSIDE MUNICIPAL CODE ESTABLISHING SPEED LIMIT ZONES ON FIRST STREET AND VICTORIA AVENUE FRONTAGE ROAD

ISSUES:

Adopt an Ordinance amending Title 10, Section 10.76.010 of the Riverside Municipal Code to establish posted speed limits in the Recommendation section of this report.

RECOMMENDATIONS:

That the City Council adopt an Ordinance, amending Title 10, Section 10.76.010 of the Riverside Municipal Code to:

1. Establish a 25 MPH speed limit zone on First Street from Orange Street to Main Street; and
2. Establish a 25 MPH speed limit zone on Victoria Avenue Frontage Road from Laramie Road to Arlington Avenue Frontage Road.

BOARD RECOMMENDATION:

The Transportation Board met on December 3, 2025, to consider the establishment of a 25 MPH speed limit zone on First Street from Orange Street to Main Street, and on Victoria Avenue Frontage Road from Laramie Road to Arlington Avenue Frontage Road. The Board unanimously recommended that the City Council approve the speed limit zone establishments.

INTRODUCTION OF ORDINANCE:

On February 3, 2026, the City Council introduced an ordinance amending Title 10, Section 10.76.010 of the Riverside Municipal Code to establish speed limit zones on First Street and Victoria Avenue frontage road. The motion carried unanimously.

BACKGROUND:

The Public Works Department performs speed surveys to establish appropriate speed limits on City streets including those classified as collector or arterial roadways and local roadways which do not meet the California Vehicle Code (CVC) definition of a "Residence District". These surveys include consideration of prevailing speeds as determined by traffic engineering measurements, accident data, unusual conditions not readily apparent to motorists, residential density, and pedestrian and bicyclist safety. These surveys are performed in accordance with

the CVC and California Manual on Uniform Traffic Control Devices (CA MUTCD) and enable both establishment and enforcement of the posted speed limit on City streets.

DISCUSSION:

First Street

First Street from Orange Street to Main Street is a two-lane local roadway with a mixture of single family and multi-unit residential properties and commercial properties situated along the street segment. There is currently no posted speed limit within this stretch of roadway, and the street segment does not have the residential density to meet the California Vehicle Code (CVC) definition of a residential district to qualify for prima facie 25 MPH zone thus requiring a speed survey to determine the appropriate speed limit. To establish an enforceable speed limit, the Public Works Department conducted a Traffic and Engineering Survey on First Street from Orange Street to Main Street which concluded the current 85th percentile speed to be 27 MPH. As a result of the survey findings, the Public Works Department is recommending establishment of a 25 MPH speed limit on First Street from Orange Street to Main Street.

Victoria Avenue Frontage Road

Victoria Avenue frontage road from Laramie Road to Arlington Avenue frontage road is a two-lane local roadway with residential properties situated along the west side of the street segment and a median along the east side of the street segment which separates the frontage road from Victoria Avenue primary street. There is currently no posted speed limit within this stretch of roadway, and the street segment does not have the residential density to meet the California Vehicle Code (CVC) definition of a residential district to qualify for prima facie 25 MPH zone thus requiring a speed survey to determine the appropriate speed limit. To establish an enforceable speed limit, the Public Works Department conducted a Traffic and Engineering Survey on Victoria Avenue Frontage Road from Laramie Road to Arlington Avenue frontage road which concluded the current 85th percentile speed to be 26 MPH. As a result of the survey findings, the Public Works Department is recommending establishment of a 25 MPH speed limit on Victoria Avenue frontage road from Laramie Road to Arlington Avenue frontage road.

FISCAL IMPACT:

The total fiscal impact of this action is the cost of sign removal, fabrication, and installation is estimated to be \$800. Funding is budgeted and available in the existing General Fund, Public Works-Street Maintenance, Signing Supplies account number 4110100-424143, to cover this cost.

Prepared by:	Phillip Mitollama, City Traffic Engineer
Approved by:	Nathan Mustafa, Interim Public Works Director
Certified as to availability of funds:	Julie Nemes, Interim Finance Director
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim City Attorney

Attachment: Revised Ordinance Amending Section 10.76.010 of the Riverside Municipal Code