



Marketplace District Vision Plan

Downtown Metrolink HQTA
Riverside, CA

HIGH QUALITY TRANSIT AREA
PILOT PROJECT

Southern California
Association of Governments

March 2019



Acknowledgments

City of Riverside

Al Zelinka, Assistant City Manager
 Jay Eastman, AICP, Principal Planner
 Dave Murray, Senior Planner
 Nathan Mustafa

RCTC

Sheldon Peterson, Rail Manager

RTA

Rohan Kuruppu, Director of Planning

Western Riverside Council of Governments

Andrea Howard

Southern California Association of Governments (SCAG)

Grieg Asher, AICP, Project Manager
 Jason Greenspan, AICP, LEED-GA, PP,
 Manager of Regional Sustainability
 Steve Fox, Senior Regional Planner

Gruen Associates (Prime Consultant)

Adam Maleitzke, AICP, Project Manager,
 Director of Planning
 Orlando Gonzalez, Senior Urban Designer
 Elaine Carbrey, AIA, AICP, Associate Partner
 Kamille Parks, Urban Designer/Planner

HR&A (Economics)

Amitabh Barthakur, Principal
 Judith Taylor, Principal
 Riddhi Chakraborty, Analyst

Iteris (Transportation)

Viggen Davidian, PE, Vice President
 Deepak Kaushik, PE, Senior Transportation
 Engineer

Marketplace District Vision Plan

Downtown Metrolink HQTA
Riverside, CA

HIGH QUALITY TRANSIT AREA
PILOT PROJECT

Southern California
Association of Governments

March 2019

The preparation of this report was financed in part through grants from the Federal Transit Administration, U.S. Department of Transportation. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

Additionally, the contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of SCAG or DOT. This report does not constitute a standard, specification, or regulation.

Table of Contents

Part 1: Executive Summary	5	Part 5: Vision	37
High Quality Transit Area (HQTA) Analysis Pilot Program	6	A - Overview	39
Riverside Marketplace HQTA - 2048 Vision	7	Vision Plan Goals	40
		Framework Plan	41
Part 2: Station Area Profile	9	Pilot Project Area - 2018	42
Overview	10	Pilot Project Area - 2048 Potential Buildout	43
Riverside Marketplace High Quality Transit Area	10	Priority Projects	44
Riverside - Downtown Metrolink Station	11	B - Land Use Strategy	45
Socioeconomic Profile		Development Opportunity Sites	46
Demographic Profile	12	Regulating Concept Plan	47
Employment Profile	13	Major Development Areas	48
Employment Trends	14	District Profiles	51
Previous Planning Efforts		C - Infrastructure and Public Realm Strategy	63
Marketplace Specific Plan	15	Priority Projects	65
University Avenue Specific Plan	16	Bicycle Network	66
Downtown Specific Plan	17	Pedestrian / Greening Network	67
From Transit Station to Transit Village - Compass Blueprint	18	Parking and Transportation Network	68
Eastside Neighborhood Plan	19	Key Improvements	71
Urban Land Institute TOD Marketplace	20	Corridor Improvements	74
Part 3: Outreach	21	Part 6: Implementation Plan	79
Community Workshop	22	Phasing and Financial Strategy	
Stakeholder Interviews		Overview	80
City of Riverside	23	Prioritization of Major Development Areas and Associated Priority Projects	81
Riverside County Transportation Commission (RCTC) / Riverside Transit Agency	24	Priority Riverside Funding Sources	82
REALM / IronWorks Building	25	Priority Projects by Major Development Area	83
		Priority Projects in multiple Major Development Areas	89
Part 4: Opportunities and Constraints Analysis	27	Metrics	
Mobility		Metrics Overview	90
Constraints	28	SCAG Model Output Data	91
Opportunities	29		
Land Use		Appendix	95
Constraints	31	Existing Conditions Inventory	97
Opportunities	32	HQTA Toolkit	119
Urban Design			
Constraints	34		
Opportunities	35		

THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

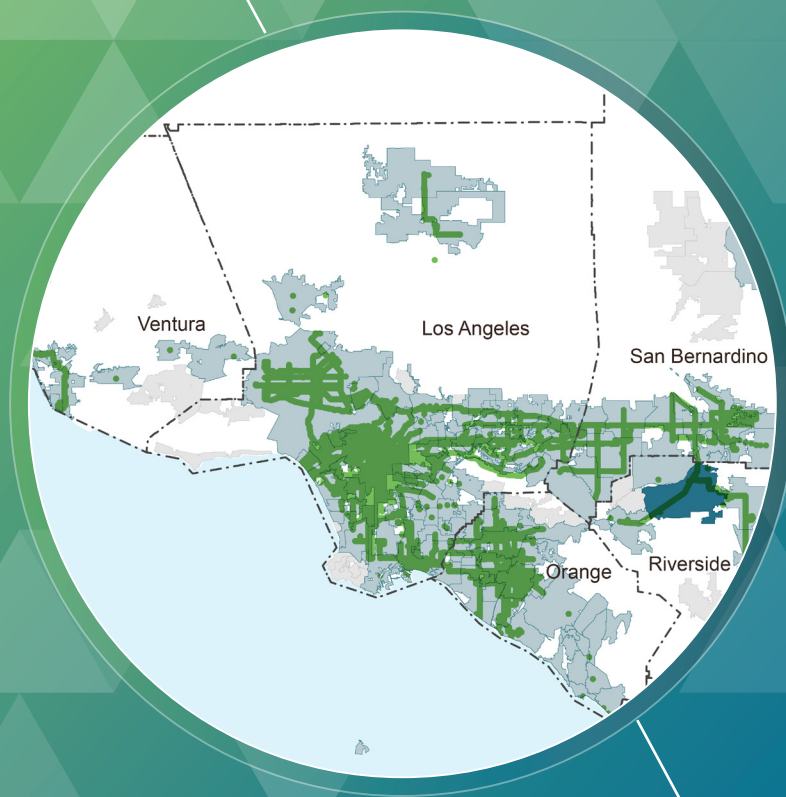
Part 1

Executive Summary

The Executive Summary provides background on the HQTA Pilot Program, the structure of the Vision Plan, and a brief summary of the project goals and proposed developments.

High Quality Transit Area (HQTA) Analysis Pilot Program

Riverside Marketplace HQTA - 2048 Vision



High Quality Transit Area (HQTA) Analysis Pilot Program

EXECUTIVE SUMMARY

Pilot Program Overview

The High Quality Transit Area (HQTA) Analysis program was created by SCAG in 2017 to help implement the goals and objectives of the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). The 2016 RTP/SCS, the 30-year plan for the Southern California Region, forecasts that 46% of future household growth will be located in HQTAs, which comprise just 3% of land area. HQTAs are areas within easy walking distance to current or anticipated transit service with 15-minute or better service. The three main goals of the HQTA Analysis program are as follows:

- Implement the RTP/SCS for future job and housing growth near high quality transit through actionable transit-oriented development (TOD) projects
- Promote higher-density development and active transportation within HQTAs
- Reduce Greenhouse Gases (GHG) and Vehicle Miles Traveled (VMT) by 21% over 2005 levels

Benefits of Transit-Oriented Development

Transit-Oriented Development (TOD) is a vibrant, mixed-use form of urban development that clusters a variety of housing types, employment opportunities, and community amenities at or near major transit stations. Integrated clusters of TODs establish a multi-modal network of public and private realm improvements that allow residents to walk, bike, or take transit to major attractions, which results in several environmental, economic, and social benefits:

Environment

- Increased transit ridership
- Reduced VMT
- Improved air quality through reduced GHG emissions
- Conservation of land and open space

Social

- Increased housing and employment choices
- Greater mobility choices
- Health benefits
- Enhanced sense of community
- Enhanced public safety
- Increased quality of life

Economic

- Catalyst for economic development
- Redevelopment of vacant and underutilized properties
- Increased property value
- Decreased infrastructure costs
- Revenue for transit systems
- Reduced household spending on transportation
- Increase in affordable housing

What is a Vision Plan?

The Vision Plan for each HQTA Pilot Project is an illustrative tool that provides city staff, elected officials, and community stakeholders with a high-level analysis of the HQTA's existing conditions, TOD opportunity sites, and potential public realm improvements that could catalyze future development activity. The plans include a long-term buildout scenario and a phasing and financial strategy for identified priority projects. HQTA Vision Plans are not regulatory documents and do not need to be adopted. Pilot Project Cities will use the Vision Plans to start discussions with SCAG and community stakeholders in future efforts to update adopted general and specific plans. The main sections of this Vision Plan are as follows:

Part 2: Station Area Profile

The Station Area Profile describes the current planning, urban design, socioeconomic, and transportation context within the Marketplace HQTA Study Area. The Profile also includes a summary of previous planning efforts.

Part 3: Outreach

Outreach efforts included public meetings and reoccurring correspondence with City of Riverside staff members.

Part 4: Opportunities & Constraints Analysis

This analysis includes a summary of urban design, land use, and mobility constraints and identifies potential investments that will support walking, biking, and the use of transit.

Part 5: Vision

The Vision presents a 30-year vision for a transit-supportive Marketplace HQTA. It includes a redevelopment strategy, specific infrastructure investments, active transportation projects, and placemaking amenities that will help to make the area more livable, walkable, and accessible to transit.

Part 6: Implementation Plan

Policies, programs, initiatives, and partnerships will be key to the success of the plan. In addition, a customized financial strategy is included that targets funding streams to specific projects outlined in the Vision Plan. SCAG will partner with the City to help secure funding for the projects. A Metrics Worksheet establishes a baseline and long-term targets for growth in jobs, housing, the modal shift to non-motorized forms of transportation, and other key metrics that will be tracked by SCAG and the City over the next several years.

HQTA Toolkit (Appendix)

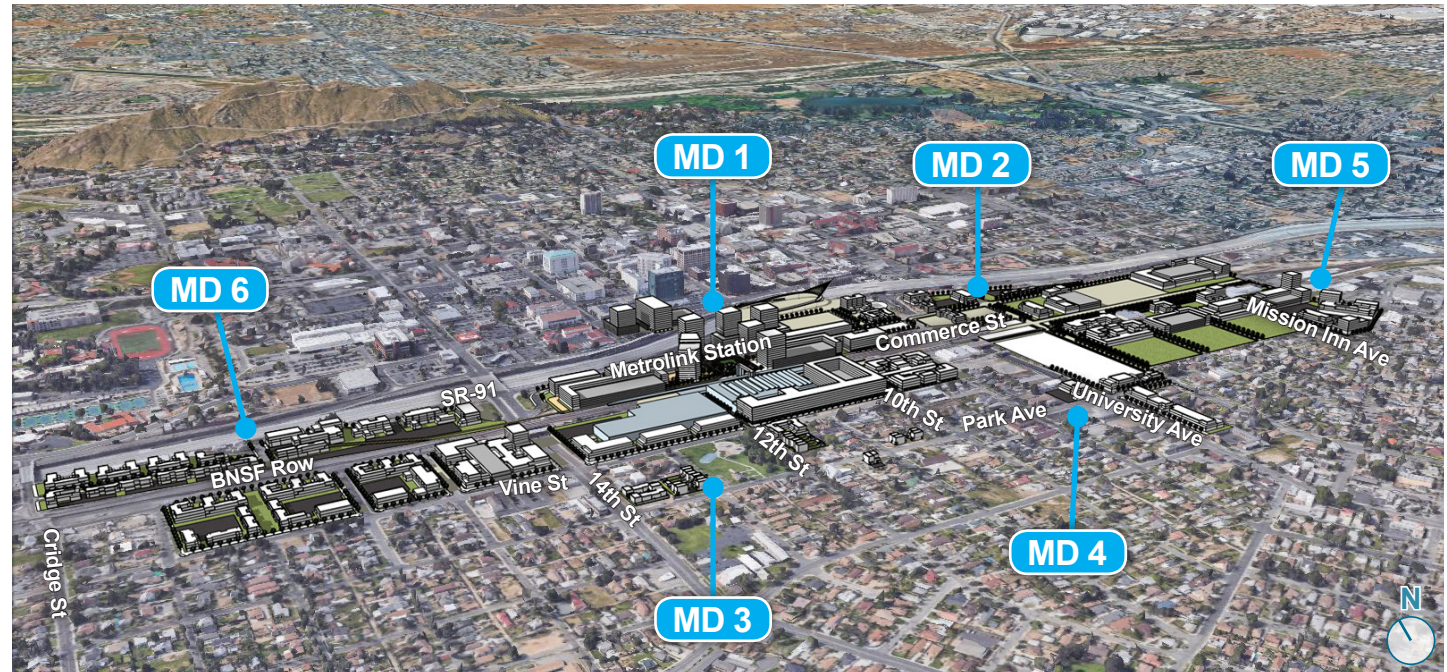
The development strategy and priority projects outlined in the Vision Plan are tied to the HQTA Toolkit, which will give the City a range of options for meeting the goals and objectives set forth in the Vision Plan. The Toolkit includes transportation investments with cost estimates, TOD precedent projects, open space typologies, and other components of an innovative HQTA.

Riverside Marketplace HQTAs - 2048 Vision

EXECUTIVE SUMMARY

Key Opportunities

- The Pilot Project Area's proximity to the Downtown Riverside Metrolink Station and to Downtown Riverside make the area accessible to major job and activity centers.
- Vacant lots and surface parking lots along major roadways have the potential for redevelopment to TOD projects and a mobility hub adjacent to the Metrolink station.
- Abandoned rail spurs could be re-imagined as a public promenade along Commerce Street.



For illustrative and visioning purposes only; the ultimate buildout will be determined through a specific plan update, further discussions with property owners, and interested developers.

Vision Plan Goals

#1: Preserve and reinforce the unique industrial character that has defined the Marketplace District

#2: Ensure access to affordable housing for residents of the Marketplace District and Eastside neighborhood

#3: Promote an environmentally-sustainable TOD district that can become a laboratory for new technologies and best practices

#4: Foster healthy and engaged residents through investments in active transportation infrastructure and programming

#5: Promote a complete streets approach that balances the needs of all users

#6: Establish a unique brand for the Marketplace District through placemaking improvements

Major Development Areas (MDA)

Major Development Areas contain clusters of complementary priority projects. An MDA phasing strategy is provided in Part 6 (Implementation).

- MD 1** Mobility Hub
- MD 2** North Park
- MD 3** Lincoln Park
- MD 4** University / Park
- MD 5** North Commerce Creative Hub
- MD 6** South Commerce

Priority Projects

Priority projects are targeted infrastructure or public realm improvements that could catalyze development and private investment in the Pilot Project Area. Funding sources for each priority project type and a priority project phasing strategy are provided in Part 6 (Implementation).

Bicycle Projects

- B 1** Mission Inn / Vine Protected Bicycle Intersection
- B 2** Mission Inn / Commerce Protected Bicycle Intersection

Pedestrian/Greening Projects

- PG 1** Transit Core Paseo
- PG 2** SR-91 Bicycle and Pedestrian Bridge
- PG 3** North Commerce Linear Park
- PG 4** North Commerce Complete Street Improvements
- PG 5** North Park Redesign
- PG 6** Riverside Canal Stormwater Management and Multi-use Path
- PG 7** 12th Street Pedestrian Tunnel

Corridor Projects

- C 1** Vine Street
- C 2** Mission Inn Avenue
- C 3** Commerce Complete Street Reconstruction

Parking and Transit Projects

- PT 1** Mobility Hub and Plaza
- PT 2** Layover Facility
- PT 3** New Shared Public Parking Structures
- PT 4** Parking Management District

THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK