

Part 2

Station Area Profile

The Station Area Profile is a summary of some of the physical and regulatory conditions currently existing within the study area.

Overview

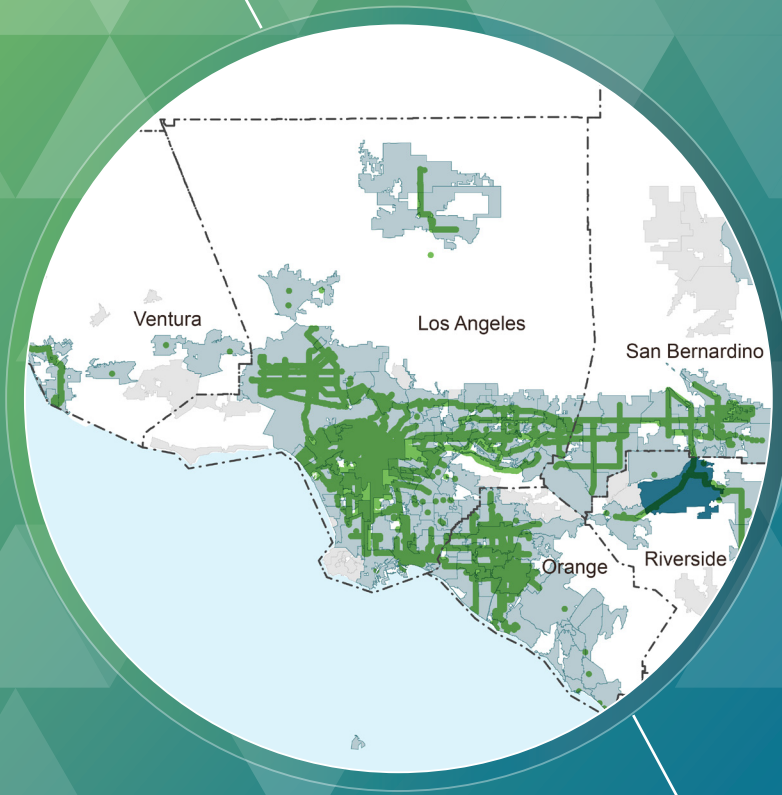
Riverside Marketplace High Quality Transit Area
Riverside - Downtown Metrolink Station

Socioeconomic Profile

Demographic Profile
Employment Profile
Employment Trends

Previous Planning Efforts

Marketplace Specific Plan (1991)
From Transit Station to Transit Village - Compass
Blueprint (2006)
Urban Land Institute Transit-Oriented Development
Marketplace (2010)
Eastside Neighborhood Plan (2009)
Downtown Specific Plan (2002)
University Avenue Specific Plan (1992)



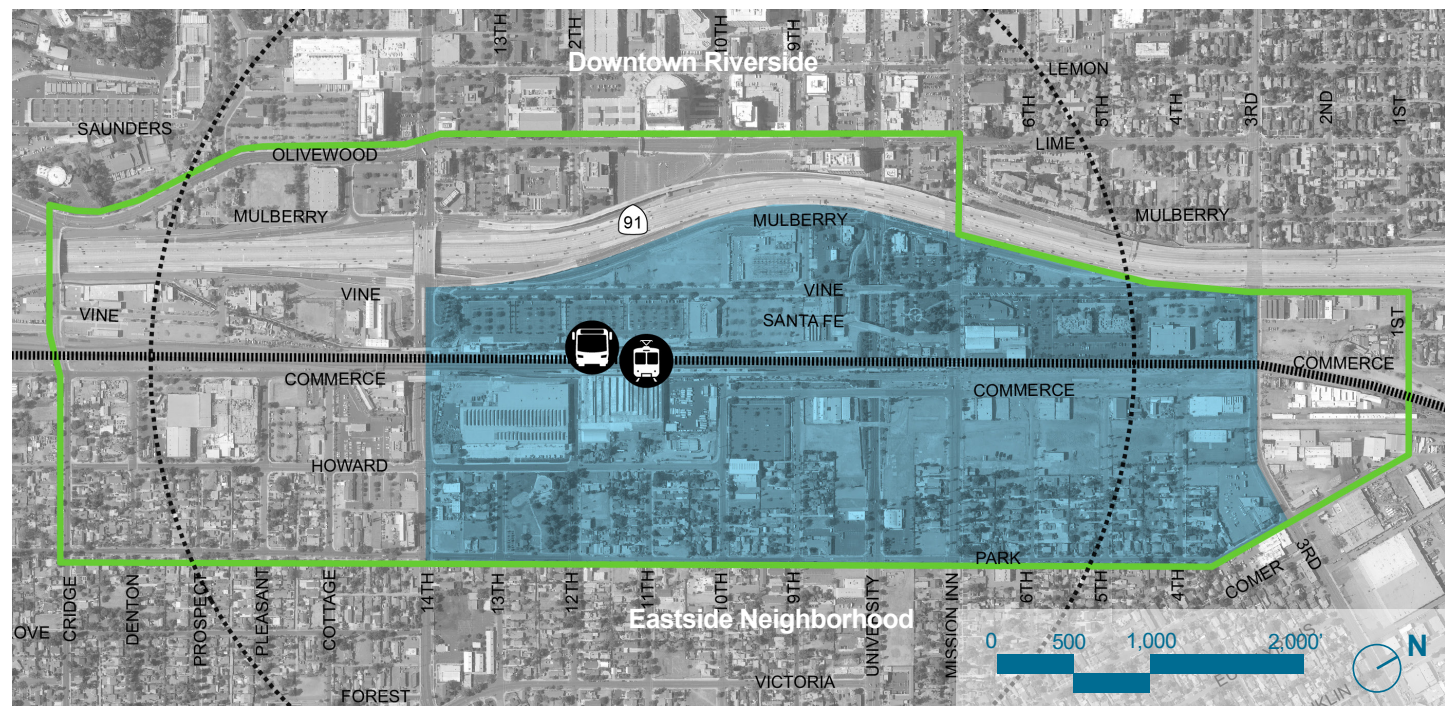
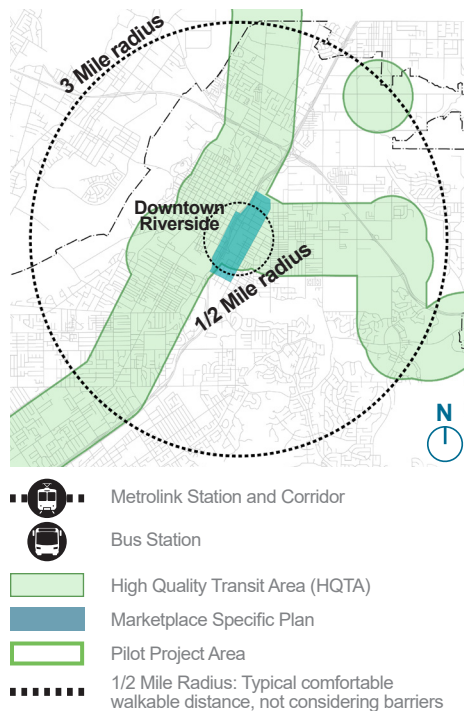
Riverside Marketplace High Quality Transit Area

OVERVIEW

The City of Riverside's High Quality Transit Area (HQTA) is located east of the I-91, adjacent to the freeway, and shares the same boundary as the Riverside Marketplace Specific Plan adopted in 1991. The HQTA includes the Downtown MetroLink station which is served by three commuter lines (Riverside, Inland Empire-OC, and 91/Perris Valley). The area is also served by several bus routes and is planned to be serviced by the future high-speed rail.

Although the HQTA is across the I-91 from Downtown Riverside, urban character of the latter is markedly different. Downtown Riverside predominantly consists of civic institutions such as Riverside City Hall, the County Superior Court, and the Court House whereas the HQTA contains a range of underutilized properties such as old abandoned industrial buildings, historic packing houses, and surface parking lots. The City's aim is to create a multi-modal transit center with high quality transit-oriented development (TOD) in the HQTA.

Since the I-91 will remain a barrier separating the Pilot Project Area from the downtown, it is likely that the HQTA will maintain an urban character that is unique from Downtown Riverside, which can be advantageously leveraged by the City to create a TOD pilot project.



Riverside - Downtown Metrolink Station

OVERVIEW

The Riverside - Downtown Station (Riverside Transportation Center) is serviced by Metrolink and Amtrak commuter rail lines. The three Metrolink lines that pass through the station are the 91/Perris Valley Line, the Riverside Line, and the Inland Empire-Orange County Line. The Station is a connection point for Riverside Transit Agency (RTA) buses and CommuterLink Express.

Metrolink: Riverside Line



Service Type



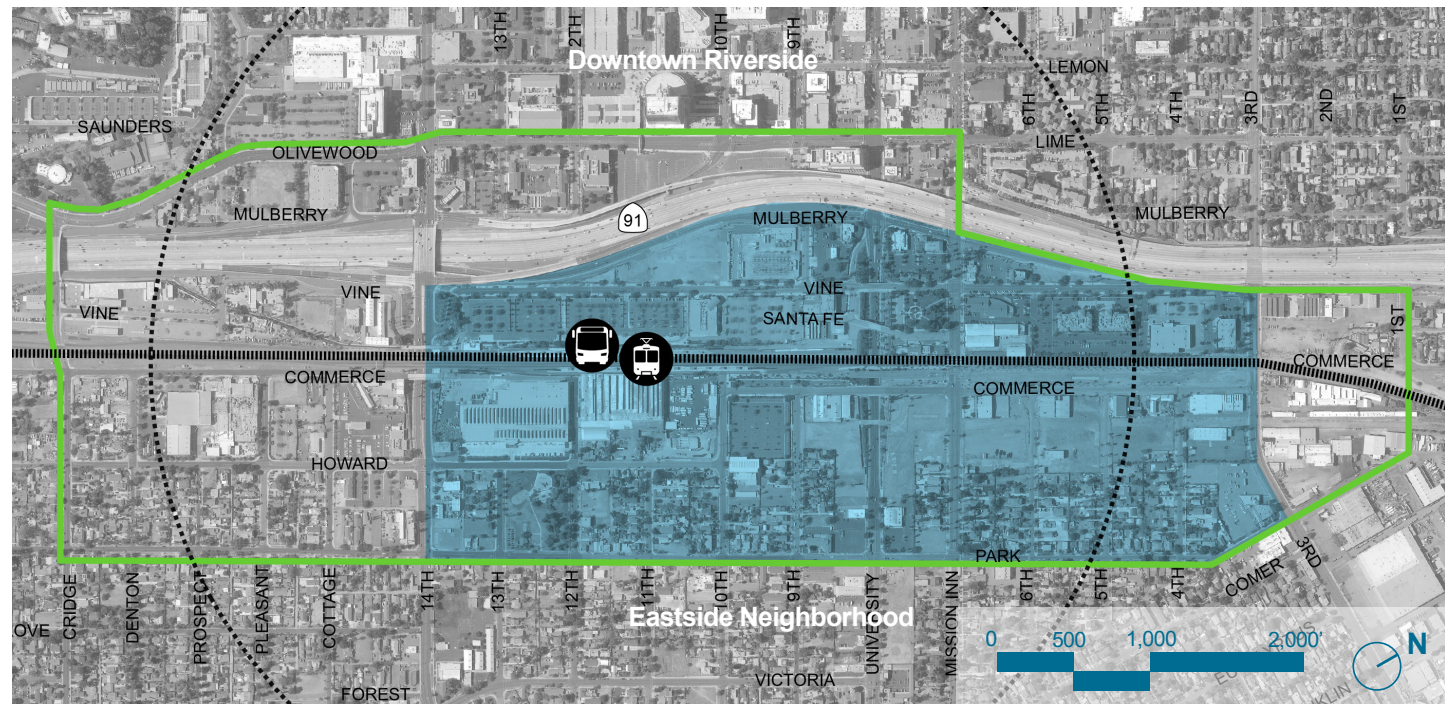
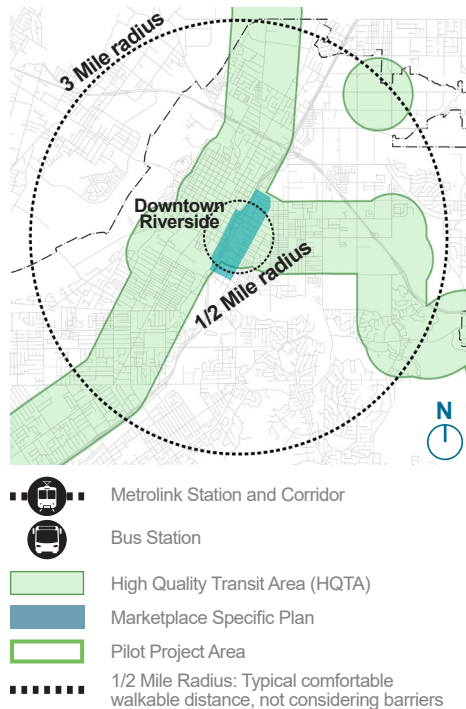
Average Peak Period Frequency (minutes)

> 25	15 - 25	10 - 15	5 - 10	< 5
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Transit Routes within 1/2 mile

0	1-2	3-4	5-6	6+
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The Metrolink Station has a 1,115 stall surface parking lot east of the platform. On weekdays between 4:00 a.m. and 9:00 a.m. there are 8 inbound trains from Riverside - Downtown Metrolink Station to Los Angeles Union Station (LAUS).



Demographic Profile

SOCIOECONOMIC PROFILE

The City of Riverside has approximately 13 percent of the Riverside County's population and is expected to outpace the County in terms of population growth in the next ten years. Unemployment rates in the City and the County are comparable, as is the median household income, which characterizes both communities as fairly middle income. The City of Riverside has a more equal split between owners and renters; the County has a higher ownership rate and almost half of renters occupy single-family units in the County.

The Study Area*** has high population density and accommodates about 4,700 people, with median household income substantially lower than both the City and County. The Study Area is also predominantly renter-occupied, most of whom stay in multifamily dwelling units. The Study Area is predominantly Hispanic and has a higher percentage of high school dropouts.

The Study Area also has a very high number of jobs to households, which indicates that employees commute to the Study Area for work, but residents in the Study Area have a higher unemployment rate than the City and the County.

DEMOGRAPHICS (2017)	Study Area	City of Riverside	County of Riverside
Total Population	4,727	319,466	2,388,710
Pop. Density (Per Sq. Mile)	5,984	3,928	323
Annual Growth Rate			
Historic (2010-2017)	0.12%	0.72%	1.25%
Projected (2017-2027)	1.34%	2.33%	2.17%
Total Households	987	96,275	741,071
Average HH Size	3.73	3.21	3.18
Annual Growth Rate			
Historic (2010-2017)	0.52%	0.66%	1.10%
Projected (2017-2027)	1.31%	2.33%	2.34%
Median Age	29.6	30.0	34.6
0-17 years	24%	25%	27%
18-64 Years	65%	65%	60%
64 Years and Over	11%	10%	13%
Jobs per Household*	16.9	1.5	0.9
Unemployment Rate**	10.5%	8.1%	8.3%
Median Household Income	\$34,780	\$55,966	\$60,180

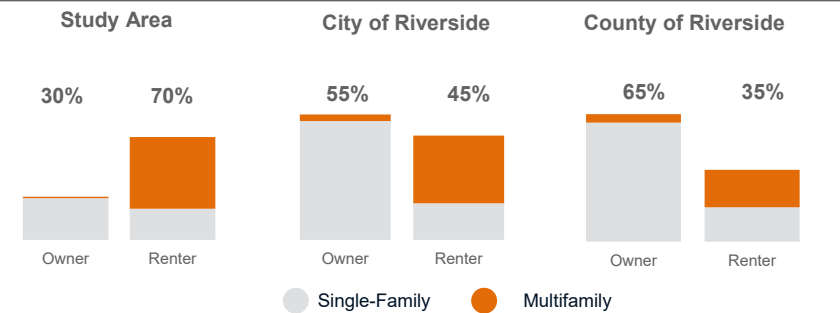
* HR&A Advisors, Inc.

**Percentage of population 16 years and over in the labor force.

*** Study Area is defined as a 5-minute drivetime from the Riverside Downtown Metrolink station and is not the typical half-mile radius around the station.

Sources: Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008, Dept. of Finance E5 2007.

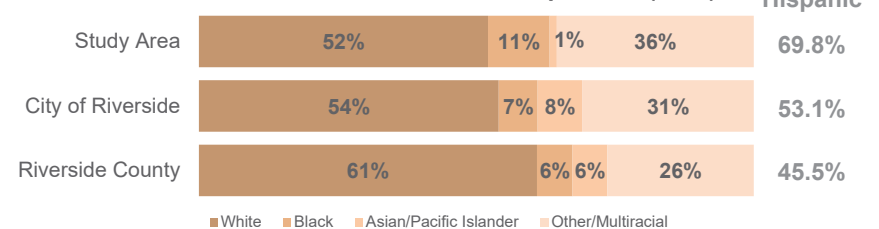
HOUSING TENURE (2015)



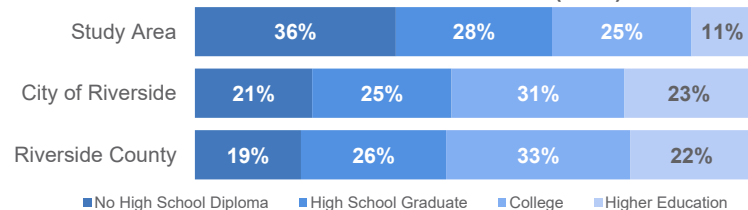
MOBILITY (2015)

	Study Area	City of Riverside	County of Riverside
Average Commute Time (in mins.)	26	29	32
Cars per Household*	NA	0.6	0.9
Public Transit Users			
Solo Drivers	4%	3%	1%
Others	71%	76%	77%
	25%	22%	22%

Racial and Ethnic Composition (2017)



Educational Attainment (2017)



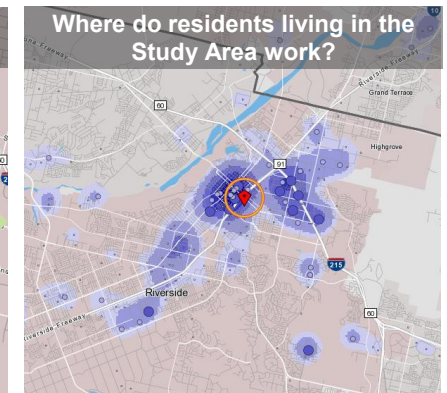
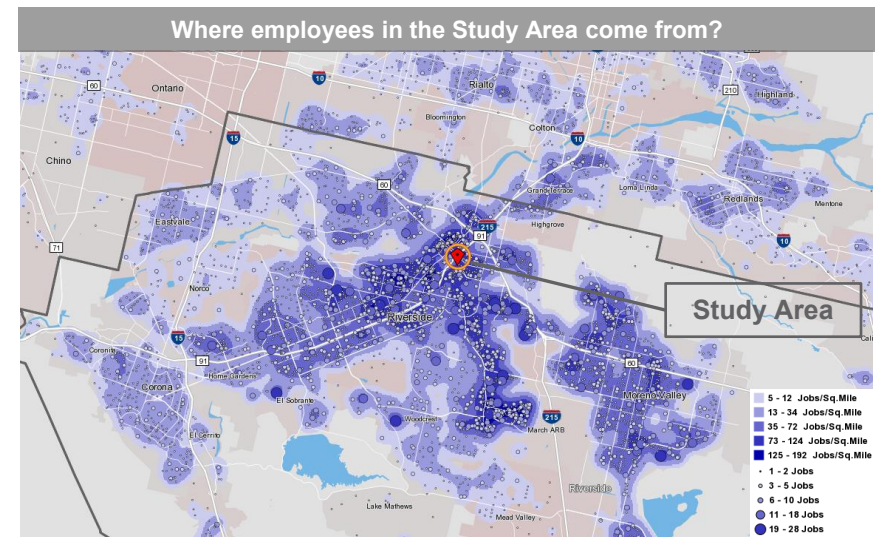
Employment Profile

SOCIOECONOMIC PROFILE

The Study Area is an important job center for the City of Riverside, with nearly 11 percent of jobs in the City. Almost 99 percent of the workers in the Study Area commute from other parts of the city and region. Average commute time for workers coming into the Study Area is about 26 minutes and only 4 percent of them are public transit users.

Although the employment density in the Study Area is high, overall employment has declined by nearly 6 percent between 2010 and 2015. However, SCAG forecasts anticipate an annual growth in jobs of nearly 1.5 percent over the next ten years. The City and County have both witnessed positive job growth between 2010 and 2015, and will continue to see growth in the next ten years.

Employment in the Study Area, the City, and the County is primarily driven by government jobs. Government jobs account for an overwhelming 76 percent of all jobs in the Study Area, followed by knowledge-based and entertainment related industry cluster which include hospitality and food services.



	Study Area	City of Riverside	County of Riverside
EMPLOYMENT (2015)			
Total Worker Population	16,632	144,686	649,800
Job Density (per sq. mile)	21,053	1,774	89
Annual Growth Rate			
Historic (2010-2015)	-5.9%	1.0%	2.8%
Projected (2017-2027)	1.5%	2.6%	2.8%
Average Earnings per Job*	\$50,857	\$52,566	\$52,332
Top Three Industry Clusters			
	Government 76.3%	Government 29.5%	Education & Medical 24.0%
	Knowledge-based 10.3%	Education & Medical 27.3%	Government 20.1%
	Entertainment 8.4%	PD&R 11.5%	PD&R 15.8%

* Includes wages, salaries, supplements (additional employee benefits), and proprietor income. Approximated by zip code.

Employment Industry Cluster Classification

The classification is based on Center for Transit-Oriented Development 2010 Report.

- **Natural Resources** includes agriculture and mining;
- **Production, Distribution, and Repair ("PD&R")** includes manufacturing, wholesale trade, transportation and warehousing;
- **Knowledge-based** includes information, finance and insurance, real estate, scientific, professional, and technical services, and management of companies;
- **Entertainment** includes arts, entertainment, and recreation, and accommodation and food services,
- **Government** includes utilities, administration and other services.

Sources: LEHD, Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008.

Employment Trends

Between 2010 and 2015, while the number of jobs in the City of Riverside increased by 5 percent, those in the County increased by 15 percent. Government sector jobs, in both the City and the County, have added the most number of jobs. Jobs in this sector have increased by 36 percent in the County and by 64 percent in the City. With the Inland Empire’s rise as a PD&R hub, the City has added nearly 10 percent new jobs in PR&R related sectors and the County has added an overwhelming 35 percent.

Shifting demographic trends within the Inland Empire have triggered several changes in the employment composition of both the City and County of Riverside. While the County has added jobs to the Education and Medical-related industry cluster, both the City and the Study Area have lost jobs in this cluster. The 6 percent decline in annual employment rate in the Study Area almost entirely constitutes jobs lost in this industry cluster.

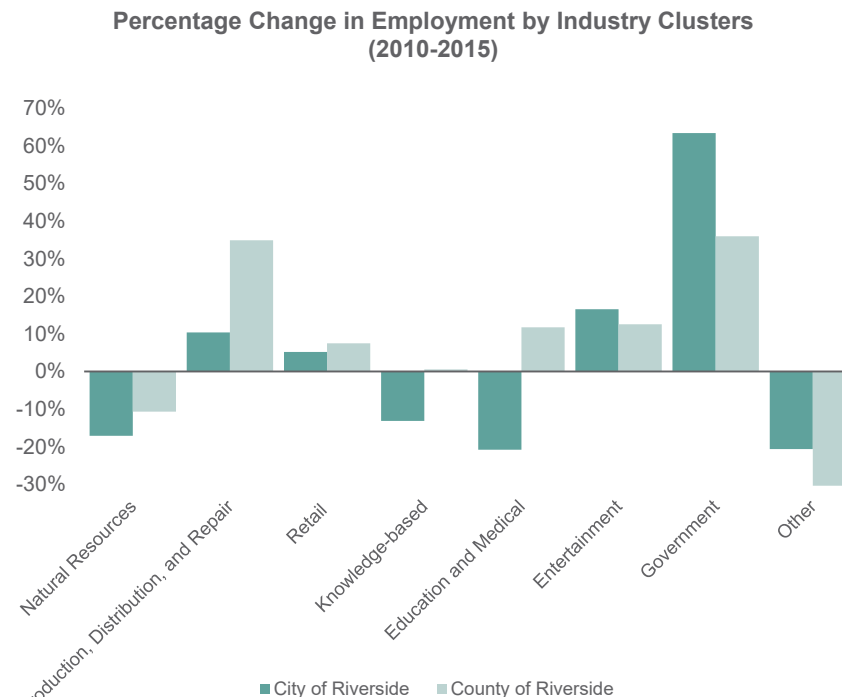
HQTA Opportunities

- The City of Riverside’s “Urban Mixed-use” zoning, which will be applicable to the Study Area, allows higher density, mixed-use development. The zoning code will enable the City to absorb more households and jobs near the HQTA. Higher density codes are also important to ensure that the high cost of infill, transit-enabled land is offset by increasing the number of income-generating units.
- The Study Area also has several large underutilized parcels. These parcels can leverage proximity to transit infrastructure and develop high-density, mixed-use neighborhoods to support the City’s effort in delivering a HQTA.
- The City is also developing a citywide Active Transportation Plan. Bike and pedestrian amenities are fundamental to the successful implementation of TOD principles in the Study Area. Combination of active transportation and high-quality public realm will be necessary to demonstrate the positive effects of TOD.
- The jobs to household ratio suggests that currently, most workers in the Study Area commute to work. Higher density development and access to transit could be critical in locating and retaining more workers in the area; and making more opportunities available to current residents.
- Although the University of Riverside is located farther east of the Study Area, connected only by the University Avenue, there is a potential for the TOD to leverage the existing innovation ecosystem created by the University.

SOCIOECONOMIC PROFILE

EMPLOYMENT TRENDS	Study Area	Riverside City	Riverside County
Employment Growth in Industry Clusters (2010-2015)			
Natural Resources	(2)	(158)	(1,625)
Production, Distribution, and Repair	6	1,562	26,627
Retail	(19)	760	5,592
Knowledge-based	(108)	(2,057)	286
Education and Medical	(12,734)	(10,357)	16,334
Entertainment	78	1,774	10,738
Government	6,791	16,532	34,558
Other	25	(988)	(8,265)

Negative numbers in parenthesis



Marketplace Specific Plan (1991)

The Marketplace Specific Plan was developed to revitalize the area bounded by SR-91 (west), 3rd Street (north), Park Avenue (east), and 14th Street (south). Completed in 1991, it aimed to revitalize an area left underutilized after the construction of the interstate highway, which created a district lacking the qualities necessary to attract investment. While the plan still presents a solid set of goals and a sound vision for the area, its overall strategy is now outdated and does not align with contemporary best practices for local land use, transportation planning, nor addressing regional issues and goals. Thus, in hindsight, the plan was emblematic of urban planning strategies of its time and provides minimal guidance for development of a vision today. Still, major elements from the plan include:

Key Elements

- **VISION:** Create incentive for redevelopment; preserve and enhance historic buildings and elements (especially along Mission Inn Avenue); beautify entrances to Downtown and University Avenue; provide commerce and employment opportunities for Eastside neighborhood; complement Downtown redevelopment
- **LAND USE:** Develop mixed land uses through eight sub-area each with individual standards and guidelines to reflect desired character (shown to right in Land Use Plan)
- **CIRCULATION:** Proposed reducing pedestrian and vehicle circulation network by establishing a few superblocks
- **URBAN DESIGN:** Urban character; pedestrian scale based on existing 400' block intervals; old and new architectural styles, "California Dream" landscape heritage
- **ZONING and DEVELOPMENT STANDARDS:** Permitted and conditional uses, minimum parcel size, maximum building height, maximum building coverage, minimum building and parking setbacks, landscape coverage / screen walls, parking standards
- **HISTORICAL/CULTURAL:** Adaptive reuse where possible, new structures designed to compliment context of older structures and historical period of the Central Marketplace

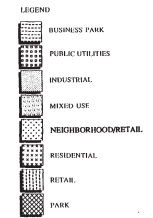
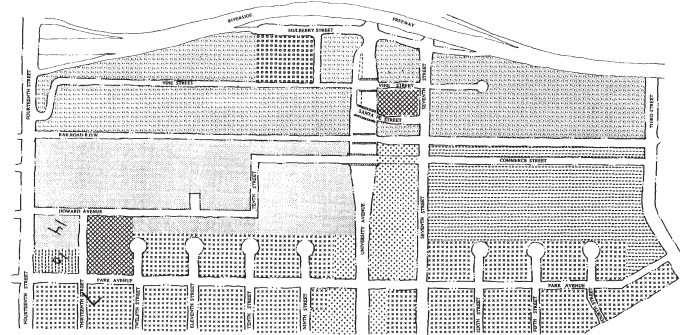
During the succeeding years, the following amendments were adopted:

- **Resolution No. 18837 (1996)** - Text amendment; moving a portion of land from sub-area 8 (Marketplace Industrial Park) to newly created sub-area 9 (Marketplace Urban Industrial); and changing land from Industrial Business Park land use designation to General Industrial.
- **Resolution No. 18887 (1996)** - Permitting an additional major street frontage pole sign adjacent to SR-91
- **Resolution No. 19033 (1997)** - Text amendments to establish sub-area development standards in order to require a conditional use permit to establish a bus terminal.
- **Resolution No. 20705 (2004)** - Text amendment to permit replacement of a freeway-oriented reader-board sign and to establish design standards.
- An update to the Marketplace Specific Plan was considered in 2010-2012 but was not adopted.

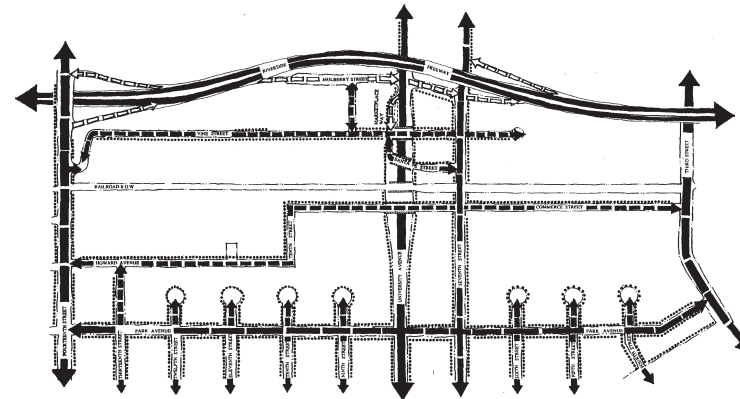
Riverside Marketplace District Vision Plan

PREVIOUS PLANNING EFFORTS

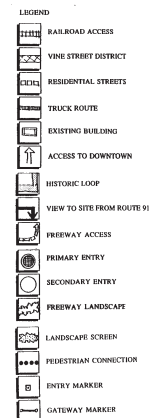
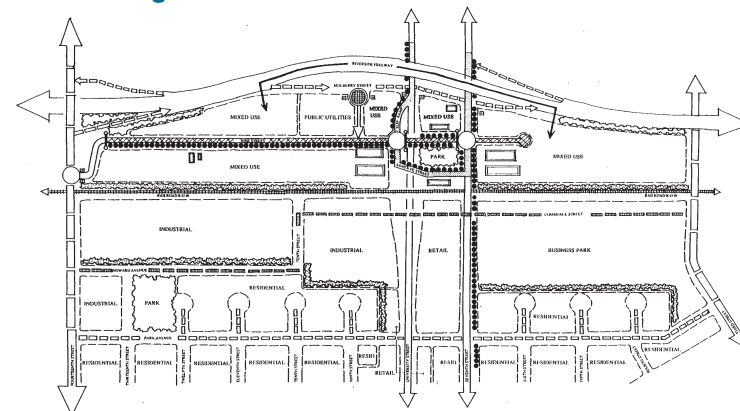
Land Use Plan



Circulation Plan



Urban Design



University Avenue Specific Plan (1992)

PREVIOUS PLANNING EFFORTS

The University Avenue Specific Plan was adopted in 1993. The Specific Plan divides its study area into four subdistricts: Small Business Opportunity Area, Community Shopping Center Area, Visitor Commercial and University-Related Use Area, and Mixed-Use Development Area. As this is one of the area's older plans, many of its envisioned changes have been implemented.

Issues

- **Focus of University Avenue as a Traffic Carrier**
- **Lack of Pedestrian Amenities and Consistent Design Quality**
- **Over-Concentration of Certain Land Uses**
- **Vacant Land**
- **Poor Private Property Maintenance**
- **Unattractive, Illegal and Non-Conforming Signs**
- **Small Parcel Sizes and Overabundance of Driveway Cuts**
- **Incentives Rather than Restrictions**
- **Investment Throughout the Corridor**
- **Future Planning**
- **Crime and Social Problems**

Visions by Subdistricts

- **Small Business Opportunity Area:** Community-serving uses, vacant lot redevelopment, and shared parking arrangements in the small business area between Park and Chicago Avenues are encouraged with incentives such as a facade improvement program and redevelopment programs. University Avenue, in this Subdistrict, is planned as an extensively landscaped corridor with pedestrian-friendly design.
- **Community Shopping Center Area:** The subdistrict includes the south side of University Avenue from Ottawa Avenue to approximately 600 feet east of Chicago Avenue and was envisioned to continue the shopping center uses as well as entertainment, office and restaurant uses in rehabilitated existing structures and completely new structures.
- **Visitor Commercial and University-Related Use Area:** The subdistrict was envisioned to continue the current trend of a mix of visitor-serving/retail commercial, restaurants, offices and University-related facilities and larger structures fronting on a tree-lined University Avenue. Streetscape improvements and design standards and guidelines will contribute to improving the architectural and landscaping environment.
- **Mixed-Use Development Area:** To attract students and the community, the University Village Center is planned to be a unique environment, with special uses, not a traditional shopping center typically found on a highway-oriented street. The proposed character is "village-like", with retail shops, restaurants, a theater and other entertainment facilities clustered around a series of outdoor courtyards

Downtown Specific Plan (2002)

The Downtown (DT) Specific Plan was first adopted in 2002 and was last amended in 2017. The plan divides the downtown into many districts, and provides development standard guidelines for each district.

Issues

- **VISION:** Lacking a clear vision for the downtown
- **ZONING and DEVELOPMENT STANDARDS:** Suited for suburban development
- **HISTORICAL/CULTURAL:** Incompatible existing zoning and development standards with historic preservation issues
- **PARKING:** Does not facilitate shared use, historic preservation and pedestrian friendly environments due to inconvenience and deterioration
- **CIRCULATION:** Lacking auto circulation in DT Mall due to confusing street closures and one-way streets
- **URBAN DESIGN:** Lacking well-defined and use districts, gateways and attractive streetscapes for pedestrian continuity
- **ECONOMIC PROFILE and STRATEGY:** Lacking a marketing approach to the potential of Downtown

Land Use Goals and Policies

- **RAINCROSS DISTRICT:** Pedestrian-oriented center of DT with a mix of uses focused on infill which is compatible with neighboring historic structures
- **JUSTICE CENTER DISTRICT:** High intensity district concentrated on civic, office and commercial uses compatible with neighboring historic structures
- **RESIDENTIAL DISTRICT:** Emphasis on single family residences mixed with multi-family uses compatible with neighboring historic structures (Heritage Square Historic Neighborhood)

PREVIOUS PLANNING EFFORTS

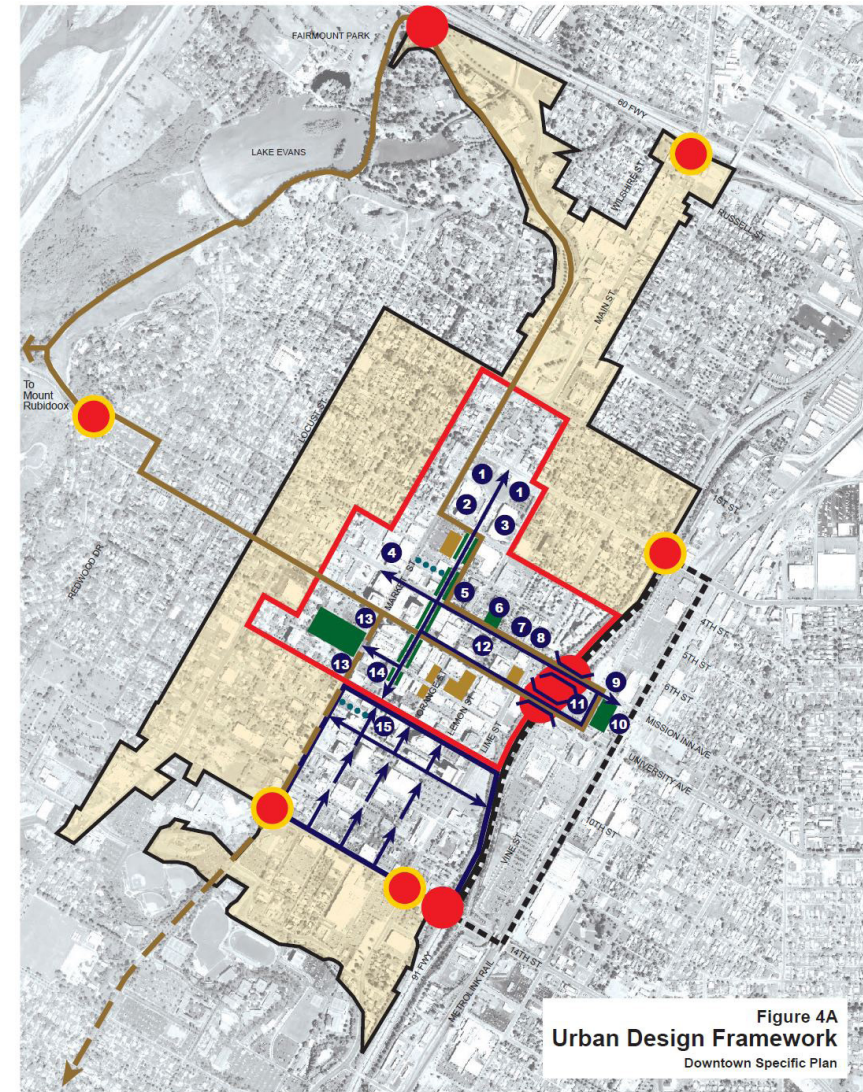
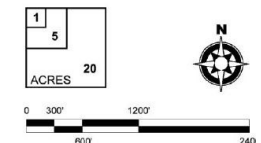


Figure 4A
Urban Design Framework
Downtown Specific Plan



From Transit Station to Transit Village - Compass Blueprint (2006)

The Compass Blueprint Grant Program was established as an innovative vehicle for promoting local jurisdictional efforts to test local planning tools and was the precursor to SCAG's current Sustainability Planning Grant Program. The community visioning process and resulting document for the Riverside Downtown Metrolink Station was completed in 2006 with the intent to help facilitate the development of a transit village surrounding the Metrolink Station. In developing a design vision, tasks completed by the project included: a community workshop to provide information on transit villages, land use opportunities and constraints analysis, a full-day design charrette to develop strategies for creating a transit village, creation of contextual urban design strategies to intensify land uses, and a community open house presenting vision concepts.

Major issues and opportunities developed during the full-day design charrette for three different alternatives include:

Alternative A

- **Issues:** Expand recreational services for existing residents; enhance importance of Park Avenue as pedestrian street; improve substandard structures; maintain and enhance affordable housing; preserve Eastside as multi-generational neighborhood; pedestrian-oriented activities near Metrolink Station
- **Opportunities:** Expand Lincoln Park with new uses; create linear park between Commerce Avenue and Santa Fe Railroad; Park Avenue improvements such as bulb-outs, wider sidewalks, street trees, mixed-uses, and support existing businesses; locate senior housing near University Avenue; promote workforce housing with densities above 20 du/ac; mixed-use development with parking structure on existing park-and-ride

Alternative B

- **Issues:** Building condition along Park Avenue; limited shopping and job opportunities for residents; affordable housing availability; convenient access to Metrolink Station; noise; make alleys safer
- **Opportunities:** Park Avenue building facade improvements; incorporate mercado oriented towards existing residents; integrate increased art program at continuation school with developments; affordable and senior housing; increase bus routes to Metrolink Station; pedestrian connection between Metrolink and bus transfers; parking structures as noise buffers; green alleys; allowing accessory dwelling units along alley; promoting "eyes on the alley"

Alternative C

- **Issues:** Improve function and safety of Lincoln Park; neighborhood access to transit; large blocks of development limiting pedestrian connections; foster community interaction

PREVIOUS PLANNING EFFORTS

Consolidated Design Concept



- **Opportunities:** Front porches on homes overlooking Lincoln Park; additional community services (daycare, preschool, police substation, teen center homework club, pool); community involvement with new development; bus line with stops along Park Avenue; future development of Solarmax site should include internal "street"; promote pedestrian movement with paths and trails connected by gathering spaces (outdoor rooms)

Consolidated Design Concept

- **Issues:** SR-91 as barrier; limited connection between bus and Metrolink service; new development should complement the existing neighborhood
- **Opportunities:** Pedestrian and bus access bridge from Metrolink Station to Downtown with frequent bus shuttle; development of new bus center should provide pedestrian plaza to connect to Metrolink Station; higher density near the Metrolink station and along major arterials

Eastside Neighborhood Plan (2009)

The City of Riverside General Plan 2025 Land Use and Urban Design Element includes an Neighborhood Plan for each of the 28 neighborhoods within the City of Riverside. The first Eastside Community Plan was completed in 1974, which was, “primarily intended as a means of improving and protecting the quality of life for Eastside residents.” In 2009, the Eastside Neighborhood Plan was completed in response to changing conditions and additional planning efforts since adoption of the original community plan to provide a blueprint to enhance and improve quality of life within the neighborhood.

Based on community participation and feedback in developing the Eastside Neighborhood Plan, it is organized into eight sections, which address a different element of the neighborhood (as well as background and community participation). For each section, objectives, policies, and implementation tools were developed. Prominent objectives and polices for each section are summarized below:

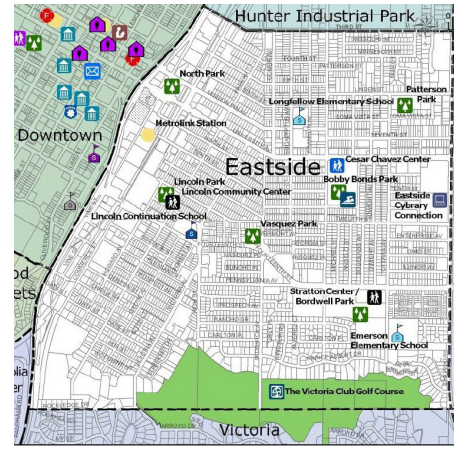
Objectives and Policies

- **Land Use / (Re)Development:** Protect and enhance existing residential areas; infill residential development; affordable housing; owner-occupied housing; new multi-family development of appropriate scale with street orientation for greater community interaction; reinvigorate commercial areas; attract mix of neighborhood-serving commercial (local to national); implement University Avenue Plan
- **Housing / Neighborhoods / Historic Preservation:** Increase home ownership through multiple programs and policies; identify historic preservation opportunities (new districts or expand existing); protect and preserve cultural resources
- **Parks / Recreation / Art / Culture:** Enhance quality of life through improvements to parks, recreation, arts and cultural facilities; increase organized sports; promote art and culture throughout neighborhood; after-school programs; life skill training fro residents; promote senior programs and organized activities
- **Traffic / Transit / Walkability / Parking:** Focus on all transportation modes; enhance walkability and bike routes; safe routes to school; improve parking and traffic problems; opportunities to enhance/expand transit routes, hours of operation, frequency, and station/stop locations to serve Eastside neighborhood; traffic calming in residential areas to reduce speeding; explore use and maintenance of alleys
- **Employment / Education / Job Training / Skill Development:** create employment opportunities for Eastside residents; expand and support programs for job training and skill building for residents to obtain high paying jobs; expand educational opportunities and access to educational facilities; work with RUSD to establish new schools or increase capacity of existing; financial assistance programs; support services
- **Health / Safety / Security:** Increase existing City-sponsored homeless programs in Eastside; proactive action towards keeping vacant properties safe; increase and enhance lighting at public areas; enhance or vacant alleys; increase healthy lifestyle programs

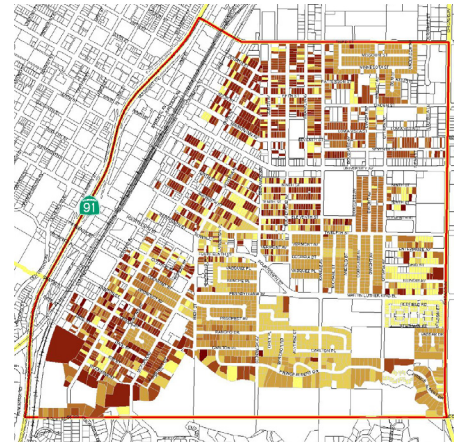
Riverside Marketplace District Vision Plan

PREVIOUS PLANNING EFFORTS

Eastside Neighborhood

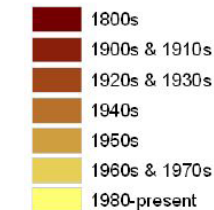


Year Built - Single-family Residential Units



Legend

Year Built



City of Riverside Parks



Legend



Urban Land Institute Transit-Oriented Development Marketplace (2010)

PREVIOUS PLANNING EFFORTS

The Urban Land Institute (ULI) Transit-Oriented Development (TOD) Marketplace initiative worked with teams of professionals from the private and nonprofit sectors (Technical Assistance Panel - TAP) to tour targeted TOD sites, evaluate the feasibility of existing city plans, and present recommendations for actions to increase private sector investment in TOD projects.

TOD Goals

- Established through interviews with public officials, city staff, transit agency staff, and community members
- **Goals:** Create vibrancy; integrate new and old development; create mix of uses, employment, and lifestyle opportunities; explore use of form-based codes; adaptive reuse of former Food Manufacturer's Complex (FMC); engage public by working with residents to develop long-term planning strategies; connection between Metrolink Station and Downtown; TOD supportive densities; think comprehensively

TAP Recommendations

- **Work with UCR to develop long-term Town and Gown Plan:** Town and Gown Plan would consider strategies for physical planning, economic growth, and cultural venues.
- **Use public realm to create sense of place:** Complete streets; visual elements such as signage, landscape, facade treatments, and light standards; human-scale design
- **Transportation framework connecting Metrolink to Downtown (bottom diagram):** Most direct connection via Vine Street or Commerce Street to Mission Inn Avenue; improve Vine and Commerce Streets to be focal points; improve University Avenue for all users; complete streets; design street hierarchy to promote traffic calming; trolley/shuttle with frequent service
- **Implement development strategies (top diagram):** Incremental density strategy with organic development; define a catalyst project; develop edges with strategic uses (softer on east side, denser edge on west side); mix of low-to-moderate rental and for-sale housing; shared parking opportunities; address vacant lots along park edges; designate area for urban agriculture or community gardens; sustainable design and green building
- **Secure funding and partnerships for TOD:** may need to subsidize development costs to jump-start development [2010 economic conditions stemming from great recession]; identify and apply for federal, state, and local funds; develop first-time home buyer program; establish special assessment districts to fund public infrastructure and maintenance; tax increment financing; revenue bonds
- **Identify and restore historical and cultural value of Riverside neighborhoods:** Lincoln Park and Park Avenue focal areas; use identifiable visual (Mission Inn bell) to create identify connection to Downtown; develop art program; punctuate Eastside with historical cultural art components; restore pieces of FMC structure; create recognizable visual cues; arcades and colonnades to support existing neighborhood

