Ceazer Chavez Communitiy Center.
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View of downtown Riverside from Eastside
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Section 1
Introduction
Project Site Map

Sunset on commerce Street.
Purpose

The Citrus Village project is a development proposal for the underutilization of land in the Eastside neighborhood in Riverside, California.

Relevance to Planning

This project is relevant to the field of City Planning because it focuses on the growing trend of cities revisiting our city centers through the reuse and redevelopment of these sites. Instead of just expanding outward, cities are making better use of existing infrastructure and services by maintaining relatively small service areas. Projects such as Citrus Village should be increasingly important in places such as Southern California where once plentiful land has now become scarce.

The project which I have chosen is an area which has been looked at by Riverside as a potential area for development. The planning department has created a draft version of the Marketplace specific plan which will cover the southern part of the project area. The northern section of the site has not been looked at by the city but may be of equal significance.

Railroad and brownfield redevelopment has recently taken off in the United States as innovations in transportation have reduced the amount of railroad tracks utilized. There are several miles abandoned across the nation. Federal and state agencies have established guidelines and readings to give guidance to cities and developers which look to develop these sites. The project also incorporates sustainable practices such as the use of native vegetation and mass transportation to create more environmentally conscious communities.
The streets of Eastside, Riverside have unique characteristics not found in other Riverside neighborhoods.
Methodology

The Citrus Village project is shaped by the needs and desires of Riverside residents as well as current trends in the planning field.

The process which was used to collect this information was through a community survey. In total 133 residents participated in the survey over the course of a two week period. Many residents were surveyed in person throughout the Eastside neighborhood. This totaled 78 participants. Participants also had the opportunity to take the survey online. This portion of respondents totaled 55 respondents.

Residents were asked three main questions.

1. What they liked about Riverside?
2. What they would like to change about Riverside?
3. What they would like to see developed in Riverside?

In addition residents were also asked questions regarding alternative modes of transportation that included whether or not they had ever used mass transportation, and if so what where their preferred methods of alternative transportation.

Lastly respondents were asked if they lived in Eastside Riverside, how long they lived in Riverside and if they had any additional comments.

I synthesized this information and created charts and graphs, (available in greater detail in the appendix) to help me determine what were the best modes of transportation to plan for, if there was any support and where Riverside stood in terms of development based on the perspectives of its residents.
In addition to community input current trends in planning were researched. This included literature in:

- Industrial Site Redevelopment
- Urban Design
- Riverside History
- Railroad Site Development
- Landscaping
- The Eastside Neighborhood Plan
- The Marketplace Specific Plan draft
- The Riverside General Plan

To build upon this three case studies were also reviewed: available with more detail in the appendix section of the report. (Expanded on page )

- **The Albuquerque Rail Yards**
The Albuquerque Rail Yards is a project currently under development which looks to redevelop a former industrial site situated in close proximity to downtown Albuquerque. This parallels the Citrus Village project because it too, is a former industrial site located in close proximity to the city center.

- **The Sacramento Railyards**
The Sacramento Railyards is another urban planning project which looks to redevelop a former industrial site in close proximity to downtown. Though this project expands to approximately 500 acres it is relevant to my project because of its incorporation of city nodes, density, and mixed use.

- **The Highline**
The Highline is the American ideal of railroad redevelopment. This project was made possible by the efforts of community members and cooperation between the land owners and city officials. The site spans about 1 mile. This case study was fundamental to the development of Citrus Village because it demonstrates the potential effects of good redevelopment of railroads. Though effects such as gentrification should be taken into account in developments which lie along working class neighborhoods.
Several site visits occurred approximately in two week intervals. Photographs were taken and survey parcel forms were completed. Using information from the city and resources available online it was determined that the project site covered 42 parcels and approximately 50 acres.

Street and sidewalk widths were measured in person and then cross referenced with Google Earth.

Traffic counts were conducted for 40 minute intervals in person at the two main intersections of the project site. Once during the morning hours and another time during the afternoon.

Site Maps were created using a parcel map which was provided by the city and google maps. All photographs except those which are included in the History section and Case studies and have been given credit to where taken by me.

Additional Programs and Resources:

- Riverside City Hall Planning Department
- The City of Riverside Website (City Plans, Documents, and Property Viewer)
- The Riverside Main Library (Local History)
- Google Sketchup
- InDesign
- Photoshop
- Illustrator
- Microsoft Office: Word, Power Point, Excel
Citrus Village Project Case Study - Sacramento Railyards

Project Description
Location: Sacramento, California
Size: 244 Acres
Project Status: Not Complete
Cost: $5.3 Billion

Designer and Client: Thomas Enterprises The City of Sacramento

Figure 1.1 Potential structure of historical significance

Figure 1.2 Aerial view of the Sacramento Railyards
Analysis
The Sacramento Railyards project is located in close proximity to downtown. The decline of the site is also tied to the decline of the Riverside site because of the expansion of the trucking industry and personal automobiles. The project will provide 12,000 residential units and create 800,000 sq ft of commercial and retail space.

Though this case study is much larger in scale it reflects similar characteristics of the Citrus Village Project in reusing abandoned railroad tracks and industrial buildings in close proximity to downtown and converting them to mixed use structures and villages.

Figure 1.3 Rendering of the proposed Sacramento Railyards

Figure 1.4 Aerial view of the Sacramento Railyards with downtown Sacramento in the background

Lessons Learned
There is an abundance of historic resources which have slowed down the process. Residents when approached the right way are in support of mixed use development and higher densities as expressed by the community input.
There is an integration of what is present in the downtown and instead of working against it the site will serve to complement it.
A separate core for the site is also present for walkability and to create points of interest in the city.

Passive neighborhood parks, plazas, and open spaces will be linked through greenways. Bike lanes will be provided extensively throughout the site.
The site shall use the present railroad and use it as a form of transportation.
Citrus Village Project Case Study - Albuquerque Rail Yards

Project Description
Location: Albuquerque, New Mexico
Size: 27.3 Acres
Project Status: Not Complete

Designer and Client: The City of Albuquerque

Figure 1.5 View of the railroad tracks on site

Figure 1.6 View of the interior
Analysis
The Albuquerque Rail Yards is a mixed use proposal which seeks to revitalize an area of the Barelas neighborhood. The city is looking to create at least 30 units of workforce housing.

The project incorporates the existing conditions and the use of geography and turns them into landmark architecture. This includes examples such as the ampatheater in the eastern part of the site. The integration of geography will provide not only mixed use spaces but spaces which the community can use and bring life to the site.

Lessons Learned
The community members are interested in their neighborhood development when they are included in the planning process. Overall 200 residents took a tour of the site in addition to providing input. There are several other residents which have signed up for future tours.

Parking is hidden underneath the project site so there will be no visible parking present.

Paseos and U.S. Green Building Council Standards are expected to be used throughout the project site.

Water conservation is reflected in the project through plumbing improvements, green roofs, and drought tolerant landscaping.

The site should be easily accessible to the public.
Project Description
Location: New York, New York
Size: 6.7 Acres spans approximately 1 mile
Project Status: Complete
Cost: $152.3 Million

Designer and Client: Friends of the Highline, Joshua David and Robert Hammond

Figure 1.9 View of Chelsea the neighborhood which borders the highline

Figure 1.10 Residents enjoying the highline
Analysis
The highline was an underutilized space in New York City which was proposed to be demolished but was saved by neighborhood residents and reclaimed as a public space. It was preserved through the concept of railbanking.

The highline has been widely successful with many cities now looking to create their own linear parks. The park spans one mile and incorporates plants which came from secondary succession into its design.

![Figure 1.11 Concept plan of the highline](image1.png)

![Figure 1.12 What the highline looked like before development](image2.png)

![Figure 1.13 View of the highline](image3.png)

Lessons Learned
The space proved to be very successful because of the support which it received from community leaders, Community members, and the railroad companies.

Gentrification has become an issue because of the wide success of the highline demand for homes in the surrounding areas is increasing causing longtime residents to move out because they can no longer afford to live there. This may parallel the Eastside neighborhood as it too is a lower income area. Construction proposals for amenities such as museums has also increased.

Tourism along the neighborhoods bordering the highline has increased taking what was once the residents’ neighborhood and making it the worlds. Crime has decreased with only minor citations of park rules being violated.
Project Site Map

Map 1.1
Project Description

Location

The Citrus Village project area is located in the northwest section of the Eastside neighborhood and the southwest section of the Hunter Industrial Park neighborhood. Presently the proposed area along with the 91 freeway separate the Eastside neighborhood from downtown Riverside to the west creating circulation and connectivity issues.

The Citrus Village project area is a section of the city which was once thriving during the founding, and throughout most of the history of the city but has now been abandoned and forgotten.

In a regional context Citrus Village is very well located. It has immediate access to the 91 freeway which leads to Orange County to the south and transforms into the 215 to connect San Bernardino in the north. Citrus Village also is in close proximity to the 60 freeway which leads to Los Angeles to the West and the desert cities to the East.

Figure 1.14 Commerce Street in the project area.
The history of Riverside has been such that as citrus orchards were developed throughout the city, the citrus industry shrank and left behind underutilized land. Some of these structures are abandoned and others are in disrepair but still in use.

Citrus Village will accomplish the recreation of the urban fabric of Riverside through historical preservation and recreation, mixed use development, and landscaping policies. In addition to this the incorporation of old and new along with various architectural styles will help give Citrus Village a sense of identity.

New urbanism is the concept of returning to the core of traditional city planning and incorporating a mix of uses in close proximity to one another and letting them develop organically to create an engaging public realm.

These elements tied with the rich citrus legacy will serve to redefine Riverside as a leader in planning. The area will cater to local residents needs and serve as an extension of downtown.

Citrus Village will help address issues which currently faced by Southern California cities such as: air quality, sustainability, traffic, and sprawl through design.

Citrus Village looks to restore this area though a variety of ways that include:

The creation of Mixed- Use
- The creation of 500,000 sq. ft. of retail, commercial, public, and dinning space
- The creation of 268 new residential units

The creation of Open Space and community events
- A variety of open spaces which include plazas, gardens, and parks.
- Marketplaces and vending locations

Landscaping
- The use of native vegetation
- The incorporation of citrus trees throughout the project

Different modes of Circulation
- Reductions in the amount of parking required
• Encouraging the development of alternative modes of transportation
• Providing infrastructure to encourage pedestrians and cyclists to transit the project will provide class one bike lanes to encourage healthy transit

Promoting Safety though
• Design by integrating mixed use in the design this will create the presence of passive surveillance throughout the project area at all times
• Increased Lighting along streets and open spaces

Opportunities
• The site is severely underutilized taking into consideration its proximity to downtown.
• Several residents live adjacent to the project site, and thus this provides ideal conditions for development.
• Its location in between the University of California Riverside and downtown provide an opportunity to capture the attention of multiple facets of Riverside residents.
• The project area is in walking distance to the Riverside metrolink station.

Constraints
• The site currently is used by a recycling center and industrial uses which will have to look at the soil conditions and if any mitigation measures will be needed.
• A county facility and homeless shelter are located on site.
• A vast majority of the project areas’ streets are not paved and in poor condition.
• Three railroad track and the 91 freeway block the project area from increased connectivity.
• Negotiations will be needed with railroad companies to look at the feasibility of railroad banking.
• Currently the area is known for crime which may deter potential home buyers and renters.
• Parking policies will have to be redefined in order to recreate the fabric of new urbanism.
History

Riverside is one of the Inland Empire’s oldest cities. Founded in 1870 it was established as a temperance colony. (City of Riverside) As part of California, its legacy spans four cultures. The Native American, Spanish, Mexican, and American. There is little to no evidence of the first three of these cultures in the urban fabric of the city as the region was sparsely populated for most of its history. However, the influence of these cultures has perpetuated the modern fabric of Riverside through the revival of ideas and architecture from cities which had the fortune to have these characteristics.

The area of what is now Riverside was sparsely populated before the arrival of Europeans. Native American tribes from time to time would establish villages along the Santa Ana River. In 1774 and 1775 De Anza, a Spanish explorer passed through the area naming it ‘El Valle De Paraiso’. (National Park Service)

In 1810 Mexico broke away from Spain and declared independence. In 1838 Juan Bandini received a land grant known as Rancho Jurupa which covers what is now today the city of Jurupa Valley and Riverside. The area remained sparsely populated during Mexican control. (Wikipedia, Rancho Jurupa)
The attitude of manifest destiny which shaped America during the 19th century took hold. In 1848 the Mexican American war ended with Mexico having to cede a third of its territory to The United States in the treaty of Guadalupe Hidalgo.

In 1850 California was admitted to the Union. Any real settlement of what would become Riverside really began in the later part of the 19th century. In 1870 John W. North and a few colonist departed west for present day Riverside. The city was officially incorporated in 1883. (City of Riverside)

The Citrus Village project area is one of the oldest sections of Riverside. What is now Citrus Village was part of White's addition of 1887. (Eastside Neighborhood Plan) This was the first expansion outside of mile square which was set up in the founding of Riverside by John W. North. The citrus industry literally and figuratively blossomed in Southern California with the introduction of what we know as the Washington Navel Orange from Brazil by Eliza Tibbets. The arrival of the Navel Orange would forever change the landscape and culture of Southern California. (City of Riverside) The citrus industry was thus known as the second gold rush of California.

Citrus Village and the surrounding area have structures which date back to the citrus industry in Riverside. One such example is the San Pedro, Los Angeles and Salt Lake City Depot pictured below. In the present day it had been restored as a Coffee Depot but has since recently been abandoned. (Marketplace Specific Plan)
As Southern California grew after the world wars suburbia began to spread and Riverside was no exception. Orange groves where extensively developed and converted to housing and strip malls. Eventually as life gravitated away from the city center it fell in disrepair. New developments in the field of planning aim to change this and restore the city centers and the surrounding areas such as Citrus Village once again.

Figure 1.17 The Old Spaghetti Factory located a few feet from the project site uses mission revival style architecture.

Figure 1.18 The original parent Navel Orange tree located at the intersection of Magnolia and Arlington.
Section 2
Existing Conditions
Surrounding Neighborhoods Map

Map 2.1
Surroundings

Downtown

Downtown Riverside is located just west of the project area. It serves as one of the centers of commerce and government the inland empire. Downtown has several offices and restaurants. The characteristics of the Citrus Village project will help create a transition zone between downtown and Eastside Riverside. In addition, the creation of Citrus Village will create a new facet of Riverside to explore.

Figure 2.1 Sunset in downtown Riverside from Eastside.

Figure 2.2 Fox theater in downtown Riverside is one of the cities oldest structures and historic landmarks.
University
The University of California and the surrounding neighborhood is located approximately 2 miles east of Citrus Village. 3rd Street, which cuts through the project area serves as one of the three primary connection routes along with University and Fourteenth Street from the west. The University neighborhood will provide the Citrus Village project with several young residents and professionals in close proximity whom seek new development.

Eastside
Eastside Riverside is primarily a working class neighborhood with ties to the citrus industry in Riverside. It is located primarily south of the project area, the Southern portion of the project site is located within its borders. The Eastside neighborhood has been traditionally working class, and in the 1950’s and 60’s the area saw waves of Hispanic and African American immigrants move in. (Eastside Neighborhood Plan) The culture is reflected in the unique homes and yards and various places of worship. Many of these migrants have worked even to this day in the local Orange packing plants.

During the 80’s and early 90’s the neighborhood was characterized by waves of violence. Several marches and rallies occurred to try and put a stop to this. In the early 00’s the area began to redevelop slowly primarily along University Ave. The redevelopment projects have brought new life to the neighborhood and Riverside as a whole. This is one of the primary objectives of the Citrus Village Project which is to continue to the restoration and redevelopment of the Eastside neighborhood and create a sense of place through design.

Figure 2.3 Bobby Bonds park and the Ceazer Chavez community center is currently one of the few places of recreational opportunity available in the immediate area.
The project site has an abundance of historical resources which date back to the time of the citrus industry in Riverside. Unfortunately many of these structures are in severe disrepair and some may not be salvageable but instead will have to be recreated.

**A Packinghouse**

**Figure 2.4**

Year Built: Architectural Style:

Significance: Packing House
The Barley Mills Building

Year Built: Architectural Style: False Front
Significance: Packing House

The Riverside Soda Works

Year Built: Architectural Style: False Front
Significance: Soda Works
Sunkist Packing Plant Structures

Year Built:

Architectural Style: Mission Revival

Significance: Citrus Packing Site

Figure 2.7  Figure 2.8  Figure 2.9
A former National Packing house site

Year Built: Architectural Style: Spanish Colonial Revival

Significance: Packing House
Parcel Conditions

The area is characterized by the legacy of citrus industry at the turn of the 20th century. Abandoned packing plants and structures related to the orange industry can be found throughout the project area. Some of these structures have been reused or renovated as businesses.

![Figure 2.11 A newly refurbished building facing Fourth Street.](image)

There is a strong pedestrian presence despite the aesthetics of the site. This is a strong characteristic of the Eastside neighborhood as the development of the community allows for walkability and alternative modes of transportation. People have been observed walking along Third Street to downtown, the Smart and final, or to the recycling center.
Safety is a concern in the project area it is known to have suspicious activity, as reported by some residents which were surveyed. There is relatively little to no lighting in most parts of the project area along with little to no pedestrian presence this serves to create conditions which help create crime hotspots. Several areas in the site have graffiti.
Northern Section
The northern section of the site, which is the area north of Third Street consists of industrial uses which vary from active packing plants to warehouses. These uses are currently zoned Industrial. Some of the parcels are in poor condition while there were some parcels which bordered Third Street were well maintained as they have connections to the citrus industry.

Currently there is an abandoned railroad track which bisects the northern section of the site. The abandoned railroad track wraps around the two main parcels. Various wildlife can be found throughout this track as they have secondary succession has occurred. Homeless camps were also located along the railroad track because of the lack of surveillance, lighting, and ample brush covering provide the ideal conditions for settlements.

Southern Section
The southern section of the site is the area in between Third Street and Mission Inn. It is characterized by abandoned or severely dilapidated structures.

Currently along Third Street there is a homeless shelter which is located along Third Street next to a Riverside County Building. The Riverside County building spans across six parcels, five of which form a parking lot.

The largest parcels are owned and operated by a recycling center. The recycling center creates a lot of noise and generates a fair amount of traffic by pedestrians, cyclists, and motor vehicles. Most of the traffic which uses the small streets of 4th, 5th, and 6th do so because of the recycling center. Several historic structures are in this section of the project site which includes but is not limited to the Pachappa packing house and the Riverside soda works.
Figure 2.15 Wild flowers

Figure 2.16 Graffiti and makeshift walls of the recycling center.

Figure 2.17 A structure in disrepair lines Commerce Street.

Figure 2.18 A predominantly empty parking lot behind industrial uses creates opportunity for development.
Figure 2.19 Abandoned items in between shrub.

Figure 2.20 A california poppy, one of two found on site this will be one of the species used as part of native vegetation.

Figure 2.21 Industry along Third Street is defined by large warehouses and parcels of land sperated by parking lots from the sidewalk.

Figure 2.22 Vacant land and the Riverside Recycling center.
Documented Street Intersections Map
Street Conditions

The street conditions of the project area are in a wide range, in general are poor. Most of the streets are in need of repair, an issue which was raised by Riverside residents that were surveyed.

Commerce Street
Along Commerce Street pieces of former railroad line the street and potholes are present throughout. There are cracks in the road where paving remains. There is no sidewalk present along the west side of the street which borders the railroad.

Figure 2.23 View of Commerce Street looking South

Figure 2.24 Abandoned railroad tracks line Commerce street

Figure 2.25 Street conditions on Commerce
Third Street
Third Street has an unfriendly pedestrian ambiance. There are many vehicles which utilize Third Street and small sidewalks. There was a small section along the railroad tracks which is not paved. Two railroad tracks, one of which is abandoned divide the street. This has been observed to cause problems for traffic during morning commutes as many school buses use this route and must come to a stop before crossing train tracks.
**Fourth, Fifth, and Sixth Streets (Fourth Street)**

The three streets which connect Commerce in the center have poor conditions as well. There is no paving or sidewalk in the sections of the street which are in the project area. The only section of these streets which maintains a fair condition is on the corner of 4th and Commerce where a new business repaved the sidewalk to create a new parking lot.

Figure 2.30 View of the Fourth Street and Commerce intersection from the northeast corner.

Figure 2.31 View of the Fourth Street and Commerce intersection from the northwest corner.

Figure 2.32 View of the Fourth Street and Commerce intersection from the southeast corner.

Figure 2.33 View of the Fourth Street and Commerce intersection from the southwest corner.
Fourth, Fifth, and Sixth Streets (Fifth Street)

Figure 2.34 View of the Fifth Street and Commerce intersection from the northeast corner.

Figure 2.35 View of the Fifth Street and Commerce intersection from the northwest corner.

Figure 2.36 View of the Fifth Street and Commerce intersection from the southeast corner.

Figure 2.37 View of the Fifth Street and Commerce intersection from the southwest corner.
Fourth, Fifth, and Sixth Streets (Sixth Street)

Figure 2.38 View of the Sixth Street and Commerce intersection from the northeast corner.

Figure 2.39 View of the Sixth Street and Commerce intersection from the northwest corner.

Figure 2.40 View of the Sixth Street and Commerce intersection from the southeast corner.

Figure 2.41 View of the Sixth Street and Commerce intersection from the southwest corner.
**Park Street**
Conditions along Park Street are fair but can be improved. The road and sidewalk are extremely narrow along the section which turns. Combined these factors may lead to unsafe conditions which have the potential to cause an accident.

**Mission Inn Avenue**
Conditions in Mission Inn are perhaps the best in the project area. The Street is evenly paved and provides enough lanes in both directions for motorist to travel safely. However the street conditions on the Eastside of the railroad tracks are not as maintained as street conditions on the Westside of the tracks in downtown as shown in Figure 2.42.

![Figure 2.42 View of Mission Inn Ave in downtown](image)
Figure 2.43 View of the Mission Inn and Commerce intersection from the northeast corner.

Figure 2.44 View of the Fifth Street and Commerce intersection from the northwest corner.

Figure 2.45 View of the Fifth Street and Commerce intersection from the southeast corner.

Figure 2.46 View of the Fifth Street and Commerce intersection from the southwest corner.
Existing Circulation

Figure 2.47 Traffic counts at the Intersection of Third and Commerce AM

Figure 2.48 Traffic counts at the Intersection of Third and Commerce PM
Figure 2.49 Traffic counts at the intersection of Mission Inn and Commerce Street AM

Figure 2.50 Traffic counts at the intersection of Mission Inn and Commerce Street PM

Figure 2.51 An RTA bus crosses abandoned railroad tracks. Citrus village contains two railroad crossings on Third Street which creates an obstacle for buses and automobiles behind them.

Figure 2.52 A train crossing on Third Street creates traffic for motorist.
Figure 2.51 Flooding issues along Commerce Street.

Figure 2.52 Narrow sidewalks line Third street contrasted against speeding traffic.

Figure 2.53 Lack of paved sidewalk along Third Street

Figure 2.54 Neglected sidewalk conditions along Sixth Street

Figure 2.55 Railroad crossing at Mission Inn and Commerce.
Morning in Eastside, Riverside.
Section 3
Goals and Policies
Sprawl, empty streets, and car dependence in the Arlanza neighborhood were the product of Euclidian zoning laws.
Objective UF-1: Citrus Village should act as an extension of downtown.

- Policy UF.1.1: Enhance the existing linkages between downtown and Eastside through urban design.
- Policy UF.1.2: Landscaping will be incorporated to ease the transition from downtown to Eastside.

Objective UF-2: Develop mixed use neighborhoods to create dynamic places which provide both opportunities for live work environments and recreational opportunities in close proximity.

- Policy UF.2.1: Permit the development of mixed use structures
- Policy UF.2.2: Lift restrictions which will inhibit the amount of uses which are permitted within mixed use structures.
- Policy UF.2.3: Provide commercial, office, and public spaces in the bottom of structures when possible.

Goal-UF: Restore the Western Industrial sector of the Eastside neighborhood to a thriving piece of Riverside's urban fabric.
Objective UF-3: Provide easily accessible spaces which support a variety of activities for members of the community.

- Policy UF.3.1: Reclaim abandoned railroads and transform them to public space.
- Policy UF.3.2: Allow extended uses of these public spaces to other city residents by prohibiting the use of fencing along the public right of way.
- Policy UF.3.3: Open spaces should not be gated and remain accessible to the public at all times.
- Policy UF.3.4: Provide a range of recreational spaces not widely available in the rest of the city such as public gardens and plazas.

Figure 3.5 A plaza in Mission San Miguel which also contains drought resistant vegetation.

Figure 3.6 Gardens in Mission San Fernando.

Figure 3.7 California Citrus State Park is currently one of the few locations in the city which celebrates Riverside's citrus heritage.

Objective UF-4: Landscaping will serve to create sustainable gardens and green spaces which reflect the local and natural history of the area.

- UF Policy 4.1: Landscaping will incorporate citrus trees into the design to reflect Riverside's citrus heritage.
- UF Policy 4.2: Landscaping shall include drought resistant plants to reduce water consumption and to compliment existing plants that reflect Riverside's arid climate.
- UF Policy 4.3: Landscaping shall include native vegetation to reflect Riverside's arid character and reduce water consumption.
Goal-S: Improve safety and Mitigate existing noise issues

Objective S-1: To create safer neighborhoods through design

- Policy S.1.1: Utilize the concept of community surveillance by increasing the amount of residents which view the street by providing balconies and viewing areas along buildings.

- Policy S.1.2: Increase and improve lighting along the current area streets. Lighting should be provided wherever possible along new parks and paseos.

- Policy S.1.3: Sidewalks will be buffered by vegetation and street parking to slow traffic and increase the distance between cyclists and pedestrians and vehicles.

Figure 3.9 A paseo in Pomona, California is light and adjacent to mix-use development to maximize safety.

Objective S-2: Mitigate noise from the existing railroad tracks

- Policy S.2.1: Incorporate the use of terraces and landscaping along the railroad tracks

- Policy S.2.2: Create noise barriers along the railroad tracks to provide some mitigation which are caused by the railroad tracks.

Figure 3.8 Walls along new housing developments in Monterrey, Nuevo Leon provide some protection against noise.

Figure 3.10 Street trees and parking spaces in downtown Riverside provide a barrier between vehicular traffic and pedestrians.

Figure 3.11 Lighting improvements in downtown Paso Robles improve visibility and thus safety.
Objective SC-1: Promote the use of public and alternative transportation.

- Policy SC.1.1: Provide linkages to and from the site to promote the use of the metrolink.
- Policy SC.1.2: Create class one bike lanes shall be created wherever possible.
- Policy SC.1.3: Use landscaping as a barrier between automobiles and pedestrian and cycling amenities to promote a safer transit environment.
- Policy SC.1.4: Place bus stops along the main streets of the project area to integrate Citrus Village into the transportation network.

Objective SC-2: Reduce car dependence through design and policy.

- Policy SC.2.1: The reduction of parking spaces provided shall be decreased by 30%.
- Policy SC.2.2: Create parking structures in the project area to encourage walkability throughout the site.
- Policy SC.2.3: Public parking spaces which exist along the street shall be metered.
- Policy SC.2.4: Eliminate the differences between on street and off street parking by looking at the use of parking in the project area as a whole.

Goal-SC: Promote sustainability through circulation systems.

Figure 3.12 Linkages to Riverside's metrolink station provide room for opportunity for Citrus Village.

Figure 3.13 Bike lanes and pedestrian amenities are combined to provide flexibility in capacity in San Francisco, California.

Figure 3.14 Parking spaces line the street in San Luis Obispo, California.
Goal-SC: Promote sustainability through circulation systems.

Objective SC-3: Enhance on the walkable characteristics of the Eastside and downtown neighborhoods to emphasize walking as an important mode of transportation.

- Policy SC.3.1: Develop active building frontage along streets to enhance walking desirability in the public realm.

- Policy SC.3.2: Paseos should be developed to provide safe spaces for pedestrians away from any circulation.

- Policy SC.3.3: Create shaded streets through street decoration and structures to shield pedestrians from the summer heat.

- Policy SC.3.4: Sidewalks should increase in width to accommodate cyclist and pedestrians.

- Policy SC.3.5: Allow the encroachment of buildings upon the public realm to provide shading and an enhanced pedestrian environment.

Figure 3.15 Mixed-use development in San Diego California provides active store frontage for pedestrians.

Figure 3.16 Pegrolas at Mission San Luis Obispo provide shade and aesthetics.

Figure 3.17 Buildings encroach onto the public realm to provide shading in downtown Riverside.
Goal-CD: Promote community development through events and design

**Objective CD-1: Reflect and develop the characteristics of Riverside’s heritage**

Policy CD.1.1: Promote the use of Spanish revival styles, Mexican Style, Mission Revival styles, and New England styles to reflect Riverside’s and California’s diverse cultural heritage.

Policy CD.1.2: Preserve potential historical structures

Policy CD.1.3: Reuse existing historical structures and integrate them into modern times as history, is ever changing the urban fabric shall follow.

**Object CD-2: Promote a sense of community within mixed use structures through design**

Policy CD.2.1: Mixed use structures shall have courtyards and open space close when possible to provide opportunities for residents to come in contact with each other.

Policy CD.2.2: Balconies should be provided when possible to increase possibilities for residential interactions.

Policy CD.2.3: Provide opportunities for a range of housing types such as apartments, and studios to suit differing needs among residents.

Policy CD.2.4: Create landmark architecture to create a sense of community identity and character.

---

Figure 3.18 Architectural features of Mission San Gabriel, in San Gabriel, California.

Figure 3.19 A historic structure in downtown.

Figure 3.20 An example of mixed-use development in Pasadena, California.
Goal-CD: Promote community development through events and design

**Objective CD-3: Foster the development of community events**

Policy CD.3.1: Work in conjunction with the city to facilitate the permitting process which allows the use of community events such as farmers markets and artist markets to occur within property boundaries.

Policy CD.3.2: Create public spaces within structures such as museums and community centers to allow interaction between residents.

**Objective CD-4: Encourage the creation of public art to establish a sense of place.**

Policy CD.4.1: Provide spaces for sculptures within plazas

Policy CD.4.2: Spaces for banners should be present along street posts to reflect changing community characteristics

Policy CD.4.3: Public art shall be incorporated along long facades and walls to enhance existing urban characteristics

Figure 3.21 Art banner in Los Angeles, California.

Figure 3.22 A central plaza in Redwood City, California provides ample space for residents to host events.

Figure 3.23 A variety of uses line the street in Pasadena, California.

Figure 3.24 A mural in the art colony in Pomona, California.
Rendering of Commerce Street with mixed-use development.
Section 4
Project Proposal
Introduction and Vision Statement

Table 4.1

<table>
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<tr>
<th>Total Parking Needed</th>
<th>With 15% Reduction</th>
<th>% Covered</th>
<th>With 30% Reduction</th>
<th>% Covered</th>
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“Citrus Village will restore a former industrial sector of Eastside Riverside into a vibrant Mixed Use development. The Site will enhance and create amenities for alternative modes of transportation to promote healthy communities and increase the connectivity of Eastside to Downtown. The development of open space, art, and the cultural ties to the Citrus industry will also serve to create a sense of place.”

Citrus Village was designed with the consideration of current planning trends and practices. This includes returning to the urban center, building upon the existing infrastructure, and an emphasis in alternative transportation. The design has also been supplemented with community inputs and concerns from local residents.

It is understood that zoning and regulations though necessary may also hinder urban development. Negative effects from zoning policies include urban sprawl, and car dependence which results in swaths of parking lots which spate structures and the public realm. Communities become zones of transit instead of fabric. Other negative impacts which were the result of inadequate zoning laws were the diffusion of services and the loss of community.
Redefining zoning policies is crucial to the development of the site. One of the main issues which has been addressed in the design of Citrus Village was car dependence created by Euclidian zoning. (Elliott) By incorporating residential spaces and commercial spaces and creating communal open spaces, Citrus Village looks to reduce the amount of vehicular traffic created and instead promote opportunities for people to walk and bike to works and school. Providing safe and accessible infrastructure is an important facet of this which will be discussed in more detail in the circulation section.

**What Residents like about Riverside**

Riverside residents were asked what they liked about Riverside. Answers varied from resident to resident but when then compiled to form a chart of Riverside’s best qualities. Based upon this information it was discovered what residents like most about Riverside is the community feel as well as downtown. This meant that an urban fabric which did not have the density of New York and other large cities but still provided amenities to Riverside residents was favored.
Residents were also asked what they would like to see developed in Riverside. Most residents wanted to see commercial services and open spaces developed. In accordance to this Citrus Village will provide approximately 500,000 sq. ft. of retail space and seven spaces for outdoor public gatherings and uses. These are:

- Commerce Promenade
- El Paseo
- Linear Park
- Hacienda Plaza
- Hacienda Gardens (2)
- The Marketplace
Residents in Riverside were finally asked what they would like to change about Riverside. Overwhelmingly issues dealing with street conditions and crime/safety took over half of the responses. Citrus Village would directly address street conditions with aesthetic improvements in the project area and build upon some of the roads which are in worst condition in the area.

Traffic would be addressed by decreasing car dependence which at first may have reverse results but will in the long run promote sustainability and better traffic conditions. Crime and safety would be addressed by improving lighting along streets and parcels which currently where not in use will now be in use and in the view of the public. Linear Park will maintain open space to increase visibility towards the railroad tracks and the mixed use environment ensures that there will always be residential presence on the site.
After collecting information such as parcel conditions and street measurements an initial concept plan was developed. It called for the development of a few separate uses such as distinct retail and office spaces. The plan also proposed less green space than what is in the current proposal. Only one opening would connect the northern section of the site.

A second concept map was created which looked more closely at what the built environment was and let this influence some of the feasibility of the project site.

It was determined that it would not be a good idea to locate office businesses adjacent to the railroad tracks. The initial reason for this were concerns over safety however, creating office space there would cause unnecessary curb cuts and parking. Instead, its proposed use changed to open space. Linear Park would thus provide open space, visibility, lighting, and some distance in between landuses while still promoting safety. An additional road connection from Third street was added during this part of the project proposal. Additional parking lots and structures where introduced to the site.
Preliminary Sketched Site Map
Zoning Map
Block #1 between Mission Inn and Sixth Street

Places of Interest

- Renovated Sodaworks
- Recreated Pachappa Packinghouse

Figure 4.1 Ariel view of Block #1 from the West along Commerce Street
Block #1 is characterized by the development of small stores along the street level and residential uses on the top of some buildings. Buildings in block #1 as with the other parts of Citrus Village stay within 1 to 3 stories to preserve create a transition zone between downtown and Eastside.

Block #1 as with the rest of the promenade, will have a unique mix of retail and commercial spaces. One such example can be found in Court Street located in downtown San Luis Obispo (Figure 4.3). Court Street shown right, is a development which promotes mixed-use. Commercial spaces and restaurants are located on the ground levels of the site while residential uses are on the top stories of buildings.

Parking has been shared with the rest of downtown businesses and residences with metered on street parking and parking lots.
Block #2 between Sixth Street and Fifth Street

Places of Interest

- Clocktower Building
- Indoor Market Place
- Outdoor Market Place

The blank facades of the market place will provide an excellent location for public art and murals tied to Riverside’s culture and history.

The Clock Tower

Figure 4.4 Ariel view of block #2 from downtown
The Market Place

The market place is located on the intersection of Commerce Street and 5th. The Market place will provide an ideal space for a reoccurring farmers market as well as other markets such as arts and crafts events. In conjunction with the city the space will provide an economic means for small businesses to establish themselves by lowering the hurdle of upstart costs faced by many businesses.

Block #2 shares the characteristics of Block #1. However, Block #2 features an indoor and outdoor marketplace to provide Riverside residents an alternative breakfast location to fast food restaurants.

The marketplace would feature vendors and farmers markets. One such example would be Placita Olvera in Los Angeles, California. Placita Olvera is located at the core of Los Angeles' original settlement. Vendors sell cultural souvenirs and restaurants and vendors provide a range of food options.
Block #3 between Fifth Street and Fourth Street

**Places of Interest**

- Restored Packing House
- Outdoor dining space

![Figure 4.8 Ariel view of block #3 from downtown](image-url)

Tucked parking
Table 4.8

Block #3 features the same characteristics as Blocks #1 and 2. One feature of notice is the development of a small scale office structure inspired by the Pico House in Los Angeles, California.

The preservation of a packing house and the recreation of a metallic structure is also a key element in the historical preservation and reconstruction effort of citrus village.

Block #3 is unique in that it creates a food court type plaza which will be moderately shielded by pergolas such as those found in the example to the Right. A shielded plaza garden in Guanajuato, Mexico (Figure 4.10) creates a space for pedestrians to relax and enjoy the surroundings.

Figure 4.9 Pico House in Los Angeles

Figure 4.10 Plaza in Guanajuato, Mexico
Block #4 between Fourth Street and Third Street

Places of Interest

- Parking structure #1
- Landmark Building
- Widened Paseo

Figure 4.11 Ariel view of Block #4 from Third Street.
Block #4 is the last of the blocks located along El Paso stretch of Citrus Village. This block focuses on the connections of Citrus Village to the rest of Riverside. Besides having landmark architecture line Third street to attract attention to Citrus village, amenities such as bus stops in coordination with the Riverside Transit Authority may be provided along Third Street in the plaza segment of El Paso such as this bus stop Figure (4.11), with shading and benches located in Guanajuato, Guanajuato.

Figure 4.11 Bus stop in Guanajuato, Mexico

Pergolas will line Third Street in order to provide pedestrians shade during the spring and summer months of the year where temperatures can reach as high as 110F. (Figure 4.12)

The athletics of the blocks facing main streets such as Third and Mission Inn are important to the project site as they determine the associations which people have on whether choosing to revisit a particular location or not.

Figure 4.12 Pergolas along Iowa Street in the University neighborhood.
Citrus Museum block North of Third West of Park

**Places of Interest**

- Citrus Museum
- Citrus Square
- Renovated and protected citrus structures

![Ariel view of the Citrus museum block facing north.](image)

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Citrus Square

Citrus Square rests at the heart of the proposed Citrus museum. This innovative space serves as a cultural beacon to residents with ties to the citrus industry and allows residents to establish a sense of identity. In conjunction with Sunkist and public entities the surrounding structures would be preserved and serve as a working museum to educate residents and school children about the history of Riverside and the surrounding area.

The main characterizing feature of Citrus Square would be the monument to citrus. An arch shaped dome inspired by ‘El monument de revolution’ in Mexico City expresses the cultural and economic revolution which citrus has provided to the city. The monument also follows Citrus Village Policy CD.2.4 which is to create identity through the use of landmark architecture.

Figure 4.14 Ground level view of Citrus Square and the monument to citrus.

Figure 4.15 Citrus trees located at Founders square a few feet away from the current project site.

<table>
<thead>
<tr>
<th>Citrus Museum Block</th>
<th>Commercial Office Space</th>
<th>Residential</th>
<th>Zoning</th>
<th>Land use In Model</th>
<th>Number of Stories</th>
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Table 4.10
Block #6 North of Third East of Park

Places of Interest

- El domo
- Cultural Center
- Hacienda Plaza

Figure 4.16 View of Block #6 looking North from Third Street.
Hacienda Plaza

Hacienda Plaza situated between El Domo and Third Street. This Plaza is the largest of the paved open spaces. Hacienda Plaza also provides a space for farmer’s market and community events to occur such as art walks and craft sales. The space is used to transition between the residential neighborhoods of Eastside into Citrus Village.

<table>
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<tr>
<th>Block #6</th>
<th>Commercial Office Space</th>
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Table 4.11

The proposed cultural center currently looks to incorporate Spanish revival styles such as Fox Theater in the above right (Figure4.20). Though, it is a possibility that a more modern building can be incorporated into the design such the performing arts center above Left (Figure 4.19).
Garden Blocks between

**Places of Interest**

- Hacienda Gardens
- Parking structure #2
- Modern Office building

Figure 4.21 View of the Garden blocks facing West.
Hacienda Gardens are in between El Domo and the other Mixed Hacienda Gardens are in between El Domo and the other Mixed Use structures which exist on the Northside of the project area. Hacienda gardens feature a mix of drought tolerant and vegetation and native vegetation to help reduce water consumption, as demonstrated above right like the gardens of San Juan Capistrano. The second garden hosts citrus trees primarily orange to reflect Riverside’s citrus heritage.

Hacienda Gardens

The main feature of the garden blocks are the hacienda Gardens. But, two features unique to the project site is a three story office building which will provide the rest of the project site with consumers and provide the site with additional life during the lunch hours of the afternoon when there may not be as much residents active. Such as Figure 4.24.

A second parking structure is also located on the garden blocks. The larger of the two, the parking structure provides parking to the office building during hours and additional parking for the cultural center in the evenings and weekends.
Final Blocks North of Third along Park

Places of Interest

- Basketball court

Figure 4.25 View of the Final blocks looking West.
The final blocks of the project site are primarily characterized by office space located at the first floor of the building with residential on the top floors.

Residential townhome buildings line Linear Park to provide a sense of security through passive surveillance for pedestrians and cyclist who may want to transit the park at night. One such example would be the homes that border Fairmount Park.

Table 4.13

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Figure 4.27 A former hall located at Cal Poly San Luis Obispo provides an approximate size and perfect example of the type of development along Linear Park.

Figure 4.28 Modern offices with spanish revival elements in Cal Poly.
Project Site Map

Map 4.6
Open Space and Plazas

**Commerce Promenade (1)**

Commerce promenade was the initial reason for the development of Citrus Village. A former set of empty lots which lined the railroad tracks along Commerce Street, Commerce Plaza creates a space for residents to have a leisurely stroll and to walk among the native gardens and small plazas. The space will recreate open space plazas found through Latin America by providing the opportunity for vendors to stroll through the Promenade. Commerce Promenade will therefore provide a space to legalize and benefit the existing culture of Eastside Riverside.

Figure 4.29 Mixed-use development along Commerce Promenade.

Figure 4.30 A square in Irapuato, Mexico where vendors bring life to the city.

Figure 4.31 Pedestrians and families can enjoy leisurely strolls through Commerce promenade with ample lighting, citrus trees, squares and flowering shrub groundcover.
El Paseo (2)

El paseo is the primary binding element in the southern section of the project area. El Paseo not only creates pedestrian walking spaces away from circulation but also doubles the amount of commercial façade and therefore allows for the creation of smaller stores and more activities. El Paso will be lined with stores and business offices at the bottom with residential uses at the top. Some structures which date back to the citrus industry will be preserved or recreated.

Figure 4.32 Abandoned waste constantly fills the abandoned railroad tracks.

Figure 4.33 Existing conditions.

El Paseo and Commerce Promenade can be acquired by the public through Rail Act. This would allow development to occur on parcels which still may be owned by the railroad company but for public use under rail banking. (EPA)

Figure 4.34 Development of El Paseo.
Figure 4.35 A paseo in Santa Paula, California provides a welcoming and aesthetic atmosphere but no store frontage to sustain it.

Figure 4.36 Mission Gallery in downtown Riverside was once considered an urban failure. However, with new landscaping and the addition of a mixture of commercial, restaurant, public, and office uses along the three block stretch; instead of just antique businesses Mission Gallery has made a comeback as a center in Riverside life. It is busy with life during lunch hours and filled to capacity with people from all over Southern California during the festival of lights.

Figure 4.37 Currently abandoned railroad tracks line empty lots.

Figure 4.38 El paseo hopes to recreate the paseo in downtown Riverside at a smaller scale.
Linear Park (3)

Linear Park is the principal open space in the Citrus Village project as it binds the project site and has the potential to be extended far beyond the reaches of the project area.

The linear park preserves the historical ties and characteristics which railroads served in the development of Riverside by preserving them and redesigning them to serve as a pathway along the park.

The linear park’s use of native vegetation and drought resistant plants serve to help mitigate water used in other parts of the project site such as water features and citrus trees.

Figure 4.39 Hunter Industrial Park celebrates Riverside’s railroad history and may potentially be connected by Linear Park in the future.

Figure 4.40 The botanical gardens of UCR display a variety of drought resistant and native vegetation.

Right: Figure 4.41 Rendering of Linear Park with a playground. The open space area in Linear Park will resemble the characteristics of Hunter industrial Park, above (Figure 4.39).
Figure 4.42 Rendering of the abandoned railroad reused as a park.

Figure 4.43 Currently empty railroad tracks line the site.

Figure 4.44 Currently industrial uses line the railroad tracks.

Figure 4.45 Paved garden way at the UCR botanical gardens.

Figure 4.46 The project site at night lacks ample lighting creating perfect conditions for crime.
An RTA bus crossing abandoned railroad tracks.
Circulation

One major obstacles to the development of Citrus Village was Riverside’s generous parking requirements. For Mixed use development up to a 15% decrease maximum was possible considering projects meet certain requirements, that is. The parking standards called for 1 parking space per every 250sq ft. of office space and 1.5 parking space per every mutli-dwelling residential unit. Without the 15% reduction this would mean that the project site would require over 2000 parking spaces, effectively, destroying the urban fabric which Citrus Village sought to create and would displace open space and encourage the development of hidden urban sprawl and expansive parking structures.

In order for Riverside as a city to push forward it is necessary to remove the addiction to car dependence. Parking in our proposal will be reduced to a higher degree than in other parts of the city, but alternatives in public transportation and alternative transportation will be provided. This will be accomplished by the development of:

- off street bikelanes on the sidewalk to promote safety
- enhancing pedestrian amenities by providing wider sidewalks, barriers, and shading

Many cities such as Pasadena have parking requirements which equal one parking space per every 333 sq. ft. of commercial office space. (City of Pasadena) San Luis Obispo has one space for every 300-500sq ft. of Commercial and office space depending on the use (City of San Luis Obispo) but can apply a 20-30% reduction for mixed-use developments. Lead cities such as San Francisco had parking requirements which called for the development of one parking space per every 1,000 sq. ft. of office space in 1987. Recently there has been a significant push for the removal of minimum parking requirements and instead move to maximum parking requirements. As stated on their city website “The result is a city that is becoming more about cars and congestion and less about the character and human comfort” (City of San Francisco Planning Department)
Current planning practices indicate that investment in public mass transportation and biking systems is favored by residents. These modes of transportation help promote a healthier lifestyle through the benefits of exercise as well as promote sustainably and a more dynamic living experience as the personal bubbles which automobiles create would be minimized.

This being said, Citrus Village looks to build upon the walking culture of the Eastside neighborhood and the close proximity of downtown to help create an area in the city where alternative modes of transportation are favored. A 30% reduction in parking has been calculated to be just enough of what the Citrus Project area would require. The project area will provide 1600 parking spaces, with the 30% reduction this would lower the parking requirement to 1588 parking spaces, effectively preserving open spaces and minimizing the amount of parking structures that would have otherwise been needed.

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<th>With 30% Reduction</th>
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Table 4.14

% Of Residents who have used Public Transportation

Class two and three bike lanes promote bicycle infrastructure, yet are minimally used as many people feel uncomfortable using them.

Citrus Village also seeks to help develop a transportation node along Commerce and Vine street to build upon the existing metrolink station and attract visitors to Riverside. (Left Figure 4.47)
Residents were asked what their prefer modes of alternative transportation were. Residents were allowed to check multiple boxes to reflect the relative usage compared to the other modes of transportation. It was discovered that only approximately 1 in 5 residents have not used alternative modes of transportation.

Bicycle racks line apartment complexes and sidewalk as biking and related infrastructure is encouraged in Poly Canyon Village in Cal Poly San Luis Obispo.
Existing Circulation Map
Proposed Circulation Map

- Railroad tracks
- Traffic Circulation
- Bike lane
- Bus Stop
- Pedestrian Paseo
Section 5
Appendix
Statute in front of the Riverside County museum.
Community Input Survey Summary

When asked what residents liked about Riverside answers varied. There were a few paradoxes such as residents saying that they enjoyed the small town feel of Riverside but then also expressed that they would like more things to do and a large portion of the residents liked the downtown of Riverside the most which happens to be the most urban part of Riverside.

One of the things which I noted while collecting the results that although there were no questions mentioning the age, income level, or race of individuals to make the survey less confrontational it was apparent that different community members have different needs. Teens, college students, and young professionals noted that they would like to see more activities in Riverside particularly stores and nightlife. These individuals tended to leave the city for areas in Los Angeles and especially Orange County. Parents liked the tranquility of Riverside and the sense of community. Some residents addressed affordability as an issue while some stated that they wanted to see higher end development and some residents wanted to see no development.

Overall there were some issues which most community members could agree on such as the issues of street maintenance, crime and safety, as well as the homelessness issue in Riverside. Many residents also mentioned that they liked everything about Riverside and the sense of community and community events.
What do you like about Riverside?

Sense of Community and the small town feel

A significant portion of residents expressed that one of the things that they liked about Riverside was the sense of community and small town feel as compared to Los Angeles. They liked living in close proximity to Los Angeles and San Diego but not having to deal with significant issues such as longer commutes, traffic, and noise.

The answers of a sense of community and community events often times overlapped and can thus be categorized into one category. This would mean that approximately one in every four residents like the sense of community that Riverside has as well as its events. For our purposes however we shall separate these between the small town feel and community.

“It’s peaceful, the ambiance and yards”

“Everything the tranquil environment”

“The tranquility”

“Quiet, slow (things/life move slowly) great place to live and raise a family”

Community Events and the people

People in Riverside like each other. One of the highest categories respondents created was that they liked the people in Riverside. Many people have stated that one of the best thing that they liked about Riverside was the connections which they have made here as well as their friendships. They also liked the community events that the city has and would like to see more of them (see community events in things that residents would like to see developed) as well as become more informed about when and where they are held more easily. Diversity was mentioned in a few surveys as well as the friendliness of the people.

“The culture and diversity”
“The festival of lights, events”

“there is a great sense of community between Riverside residents.”

Downtown

Downtown Riverside is one of the few spaces in Riverside which has somewhat of an urban character to it. The streets are filled with small shops and modest office buildings. There are several activities which can be done in downtown mainly civic events such as the library and museums, bars and restaurants, as well as the cultural and historic amenities.

Some of the residents mentioned specific events and areas pertaining to downtown such as the festival of lights which was one thing that many residents enjoyed. Structures which were also mentioned by residents were the churches, the Mission Inn, and the Fox Theater. It was considered by some residents as one of the few truly developed areas in Riverside and many enjoy walking and exploring around.

“Downtown Riverside, there is a lot to do there”

“I really enjoy going to downtown and walking through the city”

“Riverside is a mix of old and new. The Mission Inn is wonderful to visit and downtown tries to cater to the arts”

“There is always something going on in downtown Riverside”

The parks, open space, and orange groves

If community events and the small town feel of Riverside were to be combined the third highest thing that residents of Riverside like is the open space and parks which the city offers. Many people mentioned the orange groves along Victoria Ave. and Arlington Heights. Residents also mentioned Mt. Rubidoux and Fairmount Park. The general landscape of Riverside was also mentioned a few times.

“The parks”
“Spring & Fall I like how many parks and open spaces there are in Riverside”

“The hills”

“Riverside is beautiful because of its remaining orange groves and it’s many trees. It is a historic town with wonderful smells, views, and things to do. The canals and surrounding mountains provide not only beautiful views but also escapes nearby.”

**Its large scale and size**

Some residents enjoyed the scale of Riverside and that it was a large city with a lot of things to do and explore. Some enjoyed the amount of people that were available to make connections with and others want to see the city grow and prosper even more.

“I like the urban character of the downtown and the large size of the city offers a lot of things to do”

“How it has a lot of population and people”

The location and proximity of amenities within the city and those in the region. A few residents thought of Riverside in context of the region. They liked Riverside and some moved to Riverside because it is in close proximity to everything. Los Angeles an urban area is in close proximity to the West of Riverside, to the East there are deserts, to the North there are mountains, and there are many beaches along the coast.

The relatively low cost of living in the city and region while still maintaining the amenities available in Southern California proved to be attractive to residents.

One of the other things which some residents liked was the close proximity of amenities within the city especially among residents of Eastside. However it can be noted that some residents which were not from central locations such as Orangecrest stated that things were too spread out.

“Everything is close & no need to travel far”

“It is an hour to the mountains and beach”

“I like that Riverside is still small enough to have a somewhat small-town feel,
without the insane traffic of LA or Orange County. While Riverside may not have all of the entertainment possibilities as LA or OC, there is a decent music scene here.”

“House prices and we’re not too far from beaches and casinos. But overall it’s a nice city.”

The History

The historical aspects of Riverside were appreciated by a range of responders about 7%. They mostly enjoyed the large old Victorian, Queen Anne, and Spanish revival style houses. Items like the Mission Inn and the Fox Theater also arose pointing out the uniqueness of the structures and the history associated with them cannot be found as much or in the scale in surrounding cities in the region.

“I like the history, and orange trees”

“I would have to say its beautiful art that is filled of culture and heritage dating back to the early 1900s. For example, mtn Rubidoux and the mission inn in downtown that serve as an emblem for the city of Riverside.”

“The city has a nostalgic feel to it, a historical magic about it”

“We always like to walk around and see the old houses we don’t have those in Moreno Valley”

Other

Other things were mentioned by respondents but not in a significant portion as they covered a wide range of topics and issues. Such items included the weather, the stores, the Mall, the plaza, the restaurants, and the educational amenities such as the schools, libraries, and museums. Residents also mentioned the tree lined streets and the changing of Riverside. A few amount of residents approximately 4 to 5% stated that they like nothing about Riverside, and that they would like to see more life and several changes occur to the city.

“The Tyler mall and little stores to browse around.”
“Winter weather”

“The streets, they are beautiful”

“How much better it’s getting now 2014 changing for the better”

**Everything**

Overall many residents expressed that they were satisfied with living in Riverside. Some respondents would simply answer everything. I believe this to be an appropriate response because why else would one live in a city which they do not like? Of course that is not to say that they left the ‘What would you like to change about Riverside’ section empty.

“Everything”

“Pues todo, the people are nice, has lots of things, malls, and stores”

“Orange Trees, Plaza shopping center, Canyon Crest Shopping center, UCR Botanical Gardens, Heritage House, State Citrus Park, other parks, Mission Inn, Downtown, Victoria Avenue, Mt. Rubidoux.”

“Everything from the orange groves to Mt. Rubidoux and even the Mission Inn has always been what I have defined Riverside to be all about. The city is just at its thriving point and I cannot wait until the city has brought in more people from all over So Cal so that they too can take in the city’s beauty.”
What would you like to change about Riverside?

Crime, Safety, and the issue with gangs

One of the two outstanding issues in Riverside was the safety and crime which is associated with the city. Many respondents mentioned that they would like to see less gangs and more police presence, this was especially true with respondents from the Eastside neighborhood. One of the community members stated to even observing crime in what is the project area as there is little lighting and few people around to see if anything occurs throughout the location.

“Safety in the community”

“The gangs less of them”

“All the violence”

“The reputation and crime rate”

Potholes and street maintenance / Construction time

The second highest concern amongst respondents on par with the concerns over safety was that of street maintenance. If we would combine the respondents that answered street beautification as something that they would like to see developed this issue would surpass that of crime and safety. Even more so if we were to add the issue of the time that construction takes.

“I would like to see streets that aren’t considered ‘main streets’ to be developed. We have too many potholes everywhere! More speedbumps too!”

“Better roads, every time construction is done the street is patched up and left uneven it is very uncomfortable driving on an uneven road. Smoother roads and highways.”

“Constant construction-finish it! Too much traffic (215N) around University.”

“The roads, potholes”
“We need some improvements on the roads. Some places have too many pot holes.”

**The homeless**

Concerns over the homeless population were high particularly among the residents of Eastside. Many just mentioned the homeless as an issue but a few respondents stated a strategy to achieve this. Some said that they would like to see more services developed for them.

Homelessness is an issue that is also pertinent to the site as several homeless camps were seen through the railroad tracks. Many homeless individuals were also seen using the recycling facility in the mornings and afternoons.

“Pick up the homeless”

“Clean up some of the areas where the homeless are”

“End homelessness in Riverside”

“I would like to change the homeless issues. I would like people to stop giving to people standing around with signs. Panhandling is an issue at the offramps.”

**Cleanliness and graffiti**

Many residents stated that they would like to have a cleaner Riverside. Most of the issues regarding cleanliness were connected to abandoned lots and areas which had abandoned buildings and industry, particularly the project area along Commerce and Third extending outside of the project site boundaries.

People said that they would like to see less graffiti on the streets. There was too many walls which have been painted and some residents mentioned walls in locations that were covered in grafitti. Presently the project area has multiple sites where graffiti is present.

“The dirty, trash, and graffiti clean it up”

“The trash and dirtiness in the University empty lots”
"To clean up the trash on the streets, graffiti, reduce the number of homeless on the streets, fix potholes, trim trees... generally tidy things up"

"Que las personas no tiren basura en la calle"

**Traffic**

Many survey participants expressed their dismay at the amount of traffic which Riverside has. Many simply placed the phrase traffic, no explanation was necessary. Others mentioned particular locations where traffic was bad which included areas such as: Van Buren, Magnolia, and the 215 and 91 freeways.

"Traffic"

"Traffic congestion"

**The Recycling Center**

One of the particular concerns of the residents of Eastside was the recycling center which is located in the boundaries of the project area. This was especially true when interviewing multiple residents if one would mention it this would start a dialogue among the community members. The residents said that there was too much noise and that the use was not compatible with the surrounding homes. They also said that the recycling center could have better uses as it was located near the center of the city.

Some residents noted health concerns especially with those who have children. One respondent said that her children had multiple breathing problems when living next to the recycling center but since moving they have been reduced. Residents agree that the recycling center is a necessity but would like to see it moved out of the neighborhood. This is a prime example of NIMBYism.

"Move the recycling center"

"The recycling center the past year a lot of theft and crime happened in those streets"

"The recycling center"
Other

As before in what residents liked about Riverside there was a lot of answers which varied and were unique in their own way.

Some of these responses included The smog, and other issues related to the car dependence of Riverside and the sprawl of it. Other respondents stated the removal of the old buildings and industrial uses. Affordability was a primary issue with some responders. The stigma of living in Riverside was brought up by 3% of the survey takers. They stated that the image of the city was not good as compared to other Southern California cities but that did not affect their opinion about their city and they would like to see it change for the better.

“If there were a way to lower the summer temperatures, I would! But obviously that’s not possible. More realistically, some better air quality would be nice, and I think that goes hand in hand with moving Riverside toward being less car-dependent.”

“The parking around certain areas.”

“The stigma associated with the word ‘riverside’ for those not from riverside”

“Improve air quality, decrease amount of traffic, improve water quality, increase education levels, increase local jobs that pay well, increase positive reputation, increase entertainment venues”
What would you like to see developed in Riverside?

Nothing

When asked ‘what would you like to see developed in Riverside’ 9% of the responses were ‘nothing’. It can be noted that this tended to be the case for older residents and individuals with families. Some of these residents stated that this is where they have grown up and that it is fine the way that it is. Of this 9% a few which could not think of anything were also included.

“Nothing”

“No more large developments whether business or residential!”

“It is fine the way that it is”

“Less development, less smog, more gardens and awareness.”

Parks, Playgrounds, and Pools

Approximately 10% of residents would like to see more parks and playgrounds developed in Riverside. Most of the respondents who would like to see playgrounds developed were not children but rather the parents of the children who would like to see them enjoy new and safe spaces. Green space overall is typically favored by residents as everyone has different taste some prefer playgrounds, some prefer parks, and other gardens and plazas.

“More neighborhood parks; youth centers in more areas. I’d like to see a downtown event each month”

“Open the pools sooner and close them later - we live in California for heaven’s sake!”

“More playgrounds and amusement parks”

“More parks”

“Just the continuation of parks and recreational centers”
Youth opportunities and programs

Youth programs were a priority among the residents of Riverside. Most residents would like to see some for free programs for their children and for the youth to stay out of trouble. This is particularly true for the residents of Eastside which a large percentage of the 6% of respondents came from.

“Mirar los adolescentes que crescan como estudiantes en Riverside”

“More youth programs like those in Babby bonds”

“More free events for children”

Commerce

People enjoy places to go and things to do in their city. Riverside residents are no different. Approximately 23% of respondents stated that they would like to see some form of commerce. This segment includes many categories (sometimes contradicting) such as restaurants, local stores, Department stores, shopping malls, college nightlife, Movie Theater, and high end development and boutiques.

This category was highly popular among college students and teens who would like to see more thing to do in Riverside. Restaurants were favored by all.

Related to the project site a few respondents from Eastside mentioned the project location as one where they would like to see more restaurants and stores located. Grocery stores were mentioned a few times, though a Smart and Final currently exist just off of site the location is hidden and out of the favor price range of residents compared to the other options one could go to driving.

“More opportunities -- the number of upscale restaurants and retail shops is lacking.”

“A mall closer up Third St”

“More stores too spread out. Big stores, Home Depot, and Ralphs nearby”

“Along Commerce, and more stores to choose from in Downtown area”
“I would like to see many more restaurants. We love to go out to eat, especially fine dining and Asian cuisine, but we always leave the city for those experiences. We need many more restaurants so we don’t leave town to spend our money.”

“More places that people want to slow down and enjoy- like nicer shopping/dining/entertainment areas.”

“More nightlife, more social gatherings”

“More street commerce, let people sell on the streets”

**Public transit/ Bike Lanes / Electric Trains**

Public transportation shared 5% of the responses of infrastructure that residents would like to be developed. This varied from creating electric trains, adding bike lanes, and improving the existing bus infrastructure.

“I really wish we had bike lanes on the Eastside of town”

“I know I mentioned this earlier, but: a viable public transit system. Getting around by car is frustrating, especially with a city as big area-wise as Riverside. A city-specific system (unlike RTA, which is the whole county) would help a lot of people, I think.”

“More bus stops with benches”

“more bike friendly lanes like Portland”

**Orange groves and trees**

Residents expressed the idea of wanting more trees in Riverside a few even stated that they would like to see more citrus trees and orange groves.

“I would like to see Riverside stay true to its agricultural roots”

“More orange trees and other citrus trees!”
Cultural and Educational activities

Approximately 4% of responses acknowledged the need for more cultural and art centers and activities. 3% of respondents wanted the construction of more schools and educational centers that included a science center, and an observatory.

“Another university”

“More charity and art events”

“Childrens museum and a community center in each neighborhood”

“Maybe have the fox theater with more famous artist. I usually go to LA for that but if we had it in riverside (great concerts) I won’t be driving far and stay local.”

“A science center”

Amusement Parks /Water Parks major stadium

Some residents thought big and proposed that Riverside develop amusement parks and major league stadiums. Some residents stated that if these were present in Riverside they would not have to visit surrounding cities. These concepts were popular amongst younger crowds and new families.

“A sports team/facility amusement park- something big and fun places to hang out”

“Some form of major attraction (sporting, theme park, etc.)”

“A water park”

“Maybe a bigger theatre or stadium.”
Other

As in the previous sections there were responses of a wide variety which were mentioned but did not have a lot of multiple respondents, this was especially true for the question of development because the answers residents could imagine was limitless. This included but is not limited to underpasses and overpasses along streets. Job creation, rehab centers, homeless centers, parking structures, mixed use development, Local markets, and prisons.

“Construir un puente donde estan las villas del tren”

“Job development programs for youth and unemployed”

“I would like to see develop the opportunities there is for the homeless in need”

“Observation areas? I enjoy Griffith observatory, palm springs tram, Getty center because of the observation areas.”

How often do you explore Riverside?

Most Riverside residents explored Riverside frequently, a large portion stating that they would go out every weekend or explore every few weeks. The commuters of course, explored Riverside daily or a few times a week. There was a fair amount of people that only explored Riverside when there were big events or festivals such as the festival of lights or Chinese New Year. Then there were a few residents which do not or no longer explore Riverside. Some of these residents said that they went to other cities in Southern California which had things that Riverside did not have such as beaches and stadiums.

Affordability and safety were some of the issues which kept Riverside residents from exploring the city. Some residents felt like there was not enough activities and restaurants which they could go to at an affordable rate. Some respondents worked and had others to take care of which prevented them from easily exploring their city.
What Residents like about Riverside

Table 5.1

Table 5.2
What Residents would like to see developed Riverside

Table 5.3

![Pie chart showing resident preferences]

Table 5.4

![Bar chart showing average length of time residents have lived in Riverside]
What Residents Would like to see Developed in Riverside

Table 5.5

% Of Residents who have used Public Transportation

Table 5.6

% Of Residents who live in Eastside

Table 5.7
Citrus Village Community Outreach Survey

What do you like about Riverside?

What would you like to change about Riverside?

How often do you explore Riverside __________________________

Is there anything that you would like to see developed?

Do you ever utilize public transportation or alternative modes of transportation? Y___ N___ (If so what modes, how often)

How long have you lived in Riverside? __________________________

Are you from Eastside? Y___ N___

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Figure 5.16
Figure 5.17 Side rendering

Figure 5.18 Original concept of The Hacienda
Section 3
Works Consulted
Works Consulted


Albuquerque


New York Highline


Sacramento


