



RIVERSIDE  
COUNTY  
TRANSPORTATION  
COMMISSION

TRANSIT ORIENTED  
COMMUNITIES  
Strategic Plan

# TOC STRATEGIC PLAN

## STATION VISION PLAN

### **MORENO VALLEY - MARCH FIELD**

MARCH 2024

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## THE OPPORTUNITY

WHAT IS TOC?

REGIONAL CONTEXT

INTRODUCTION AND VISION PLAN OUTLINE

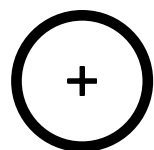
THE STATION AREA TODAY

STATION AREA OPPORTUNITIES AND BARRIERS

STATION AREA QUICK FACTS

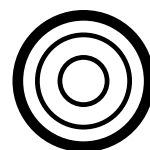
## WHAT IS A TRANSIT ORIENTED COMMUNITY (TOC)?

### TOC IS 3D



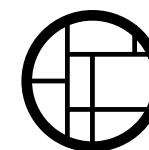
#### DENSITY

A selection of housing types that is customized to local needs



#### DIVERSITY

A variety of services, employment, mobility options and residents of different, ages/incomes/family composition



#### DESIGN

People-focused places that integrate private development, public spaces and transit

### WHAT DOES IT MEAN?

#### UNDERSTAND THE LOCAL MARKET

What works for large cities might not be best for smaller markets

#### COMMUNITY PLANNING MATTERS

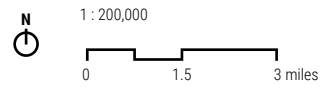
TOC is not about a single building or a single site

#### CREATE A SENSE OF PLACE

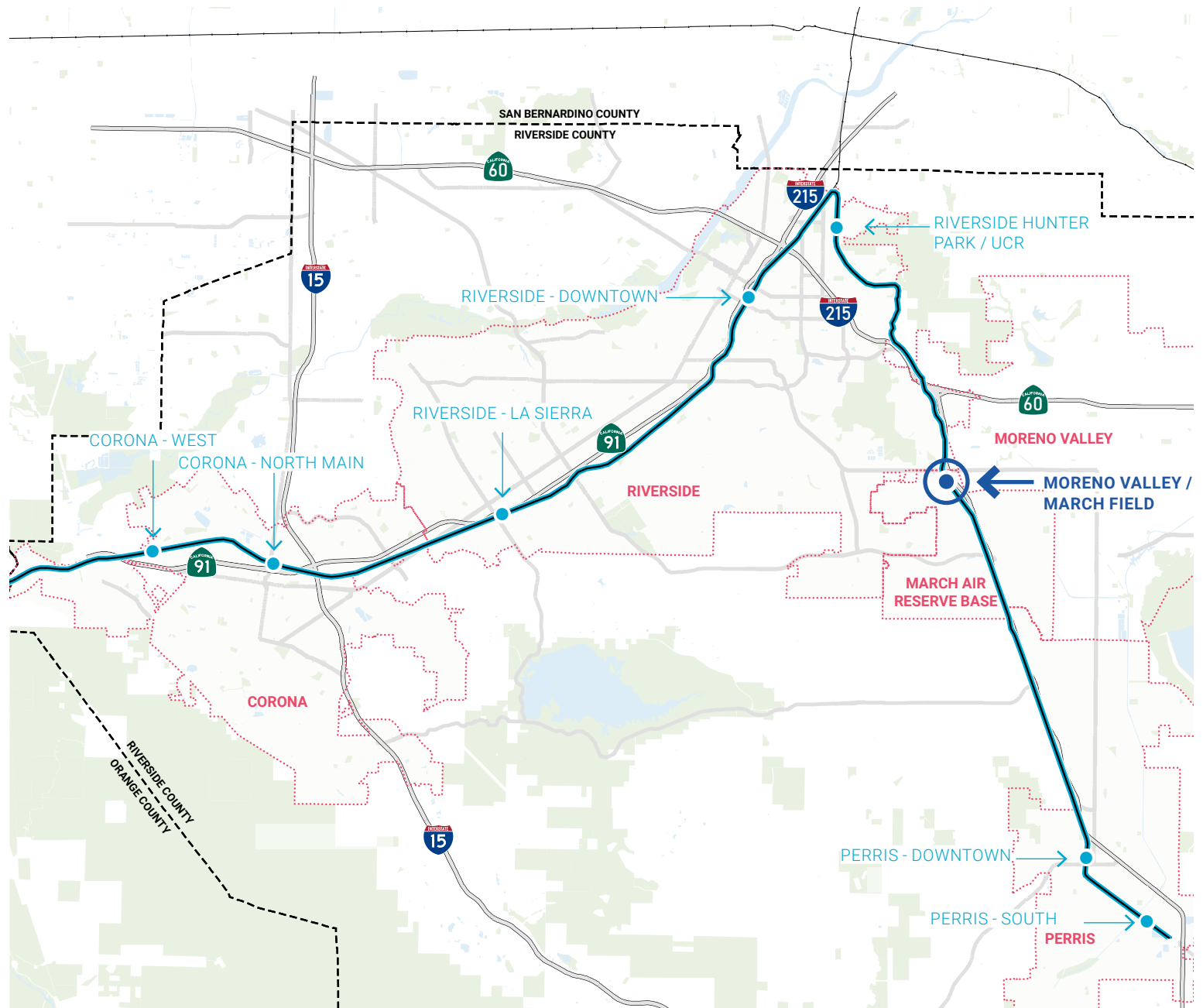
All elements of daily life need to work together to create a true community



# EXHIBIT 1. REGIONAL CONTEXT



- County limits
- City limits
- Main arterials
- Metrolink rail line
- Metrolink rail stations
- Intercity rail lines



## 1.

# THE OPPORTUNITY

## INTRODUCTION AND VISION PLAN OUTLINE

This planning framework includes an overarching Transit Oriented Communities Strategic Plan (Strategic Plan) and Vision Plans for each individual station area. The Strategic Plan provides a resource for communities at the eight Metrolink stations along the 91/Perris Valley corridor within Riverside County. Vision Plans are being developed for each of the eight stations to provide station-specific frameworks and implementation guidance to promote TOC throughout the corridor. This Vision Plan addresses the **Moreno Valley - March Field Station**.

### WHAT WE HOPE TO ACCOMPLISH

The goals of the Strategic Plan are to support local economic development, increase Metrolink ridership, and decrease overall auto trips; these latter two goals in particular focus on addressing local and regional traffic congestion. The Vision Plan builds on the corridor-wide Strategic Plan by refining station-specific goals, identifying key mobility and infrastructure projects, and outlining financial and phasing strategies to support cities and other stakeholders in realizing the station vision.

### RCTC ROLE

The Riverside County Transportation Commission (RCTC) delivers transportation solutions that

improve the quality of life and business climate in Riverside County, California. It oversees funding and coordination of all public transportation services within Riverside County. RCTC has secured funding from the Federal Transportation Administration's (FTA) Pilot Program for Transit-Oriented Development Planning and is leading the development of this plan in partnership with corridor communities.

### STAKEHOLDERS

A public engagement process supports the Strategic Plan effort. It is dedicated first and foremost to identifying the specific needs, desires and interests of the communities surrounding each of the eight station areas. The Vision Plans propose solutions that preserve the best elements of each of the communities and enhance their well-being, while allowing the benefits of TOC to take root and flourish.

### STATION VISION PLAN

The station Vision Plan is composed of three major sections:

#### 1. THE OPPORTUNITY

This section presents key opportunities for TOC around a half-mile radius of the Moreno

Valley - March Field Station. It evaluates existing conditions and provides an overview of opportunities and barriers specific to the station area. This section also includes a snapshot of the station typology, service frequency, parking, and other amenities currently available at the station.

#### 2. THE VISION

The Vision sets the stage for the future of the station. Based on existing conditions, opportunities, and constraints, the Vision lays out key mobility, land use, and placemaking projects that would catalyze TOC around the station area through a comprehensive framework plan. This section also looks at the existing conditions and development around the station, and describes it as a "station typology" and compares it to the more transit-oriented future state that the station area can pursue as a long-term goal.

#### 3. HOW WE GET THERE

This section provides implementation guidance by identifying key strategies, funding mechanisms, and policy recommendations to support TOC around the station area. This section also outlines estimated implementation timelines, key partnerships, funding sources, and cost estimates.



## THE STATION AREA TODAY

### SOCIO-ECONOMIC PROFILE

The Moreno Valley - March Field station area is largely industrial with a low employment density due to the nature of its mainly warehouse and distribution center uses. The station area also includes a modest cluster of medical office, administration, and general office uses immediately adjacent to the station. Most workers in the station area commute from Moreno Valley, Riverside, and Perris. The real estate market has a high inventory of industrial space, totaling more than 2.5 million square feet (SF). This space is in high demand with rents rising beyond the Riverside submarket and Riverside County.

### URBAN DESIGN

The Moreno Valley - March Field Station is located in an urban industrial area that was developed on the grounds of the former March Air Force Base in June 2016.

The area is characterized by large-footprint manufacturing and warehousing with some outdoor storage and parking areas.

This urban environment is challenged by a poorly connected road network, large and pedestrian-unfriendly block sizes, isolated large buildings, a lack of open spaces, extensive impervious areas, and a scarce tree canopy. These urban conditions do not encourage active transportation or the use of public transit.

### MOBILITY

Due to existing auto-oriented land uses surrounding the station, the roadway network around the study area is designed for heavy vehicular movement with minimal provisions for walking or cycling. Moreno Valley - March Field Station is served by one train line and one RTA bus route. Before the COVID-19 pandemic, average monthly parking utilization rate was 10% and average annual weekday boardings totaled 1,002. Bicycle facilities are limited to onsite parking and on-street class II bike lanes along roadways adjacent to the station. There are few pedestrian-oriented amenities around the study area creating an uncomfortable walking or rolling environment. The significant grade difference and location of the platform also results in long travel times for pedestrians, cyclists, and other patrons using strollers or mobility devices.

### LAND USE

Land use within a half-mile of the station area is dictated by the March Joint Powers Authority General Plan and the March Business Center Specific Plan. These plans provide localized land use designations, mobility recommendations, and urban design guidelines. This plan focuses on the redevelopment of the former March Air Force Base bunkers into new development and land for conservation. There are flight path restrictions that impact the land use and intensity that are allowed in the area as well, and this is dictated by The March Air Reserve Base / Inland Port Airport Land Use Compatibility Plan.

The neighborhood surrounding the station is characterized by a mix of commercial and industrial uses. Mostly zoned as business park along Meridian Parkway, some parcels are zoned commercial near the transit station with others in the north and south as mixed use. No industrial uses are permitted in those zones. Additionally, a small Open Space designation accommodates a flood drainage channel.

## STATION AREA OPPORTUNITIES & BARRIERS

The Moreno Valley - March Field Station is served by the Metrolink 91/Perris Valley Line. It is located in the March Air Reserve Base area, previously known as March Air Force Base. The station connects to Riverside Transit Agency (RTA) buses and features a large parking area with just over 300 spaces, including rideshare and ADA-accessible spaces. The station sits in the Meridian Business Park where many warehouses and distribution centers are located, along with extensive parking and loading areas. This station area features several underutilized and vacant parcels with potential for development, however due to development limitations the focus of this site may be better allocated to mobility and placemaking efforts. There are no residential developments within the station area itself, but there are large tracts approximately 3 miles east of the station.

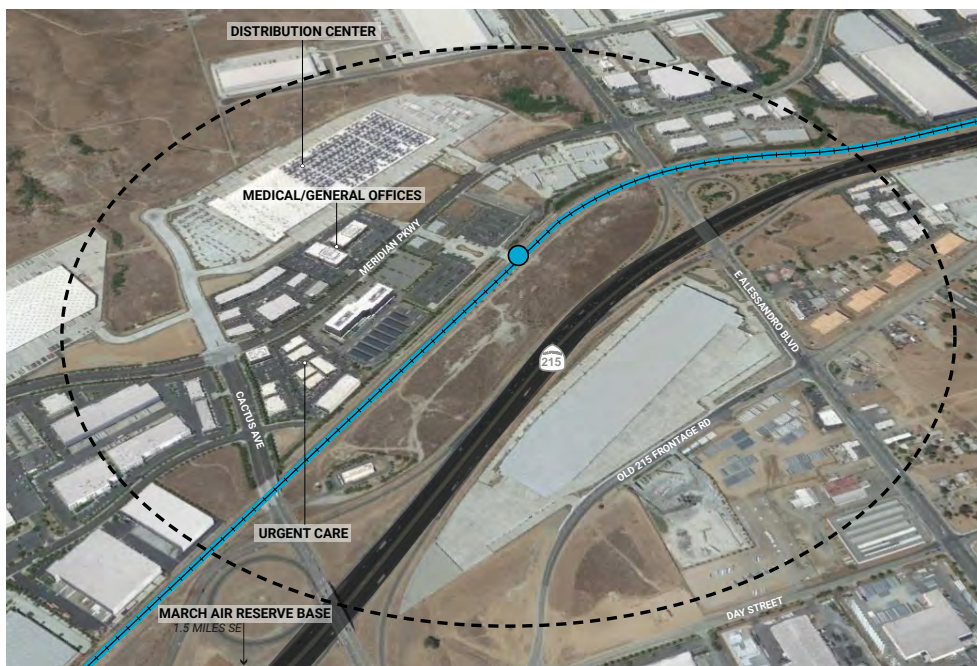


EXHIBIT 2.  
POINTS OF INTEREST  
AND STATION  
CONTEXT



TOC area (half-mile radius)



Main arterials



Metrolink rail line



Moreno Valley -  
March Field Station

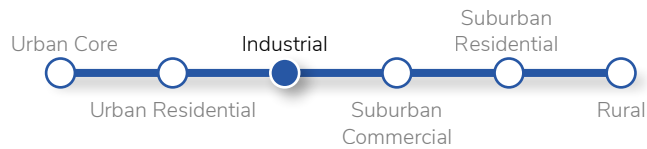
### + OPPORTUNITIES

- › Improve mobility infrastructure and bicycle facilities
- › Build connections to major community nodes and planned infrastructure (like bike lanes) to enhance mobility choices

### - BARRIERS

- › Lack of continuous and intentional bicycle and pedestrian infrastructure
- › Inconsistent, auto-oriented urban fabric negatively impacting pedestrian and cyclist mobility
- › Little connection between transit station and surrounding residential areas
- › The March Air Reserve Base dictates the uses of the area with constraints due to flight path restrictions and noise considerations

## STATION QUICK FACTS



### PEAK PERIOD FREQUENCY (MIN)



### TRANSIT ROUTES WITHIN HALF-MILE RADIUS



### STATION PARKING



### MONTHLY AVG. PARKING UTILIZATION (2019)



### AVG. ANNUAL WEEKDAY BOARDINGS (2019)



### AMENITIES



RIVERSIDE COUNTY TRANSPORTATION COMMISSION

## EXISTING CONDITIONS



SURFACE PARKING



VACANT LAND SURROUNDED BY LIGHT INDUSTRIAL



AT-GRADE PEDESTRIAN CROSSING



PASSENGER DROP-OFF



LIMITED BICYCLE INFRASTRUCTURE



EXISTING BICYCLE AMENITIES

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# THE VISION

THE VISION

WHERE ARE WE NOW & WHERE DO WE WANT TO GO

FRAMEWORK

PRIORITY PROJECTS

LAND USE

MOBILITY

PLACEMAKING



## 2. THE VISION

**THE MORENO VALLEY – MARCH FIELD STATION AREA IS A STATE-OF-THE-ART COMMERCE HUB THAT ADVANCES THE REGION'S INDUSTRIAL AND ECONOMIC DEVELOPMENT EFFORTS.**

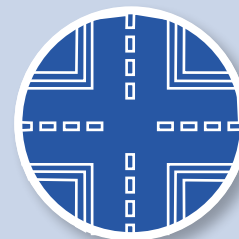
March Air Reserve Base, previously named March Field, operated military activities from 1917 to 1996. Throughout its history, March Air Reserve Base has played a role in many US military conflicts. Since 1996, a complete environmental cleanup and transfer of the property has been underway. The March Air Reserve Base has restructured and left several lots ready for reuse and redevelopment. The current Moreno Valley – March Field station area primarily consists of industrial uses and business parks, including manufacturing, distribution, and warehouses. Community pop-up events conducted as a part of the Strategic Plan revealed that many residents of Moreno Valley were unaware of a Metrolink station just outside city limits. As such, the vision for this station prioritizes station visibility, placemaking, and mobility connections to increase awareness and access to the station. The goal of this Vision Plan is to help advance the March Business Center Specific Plan goals, including providing more job opportunities, adding more park space and opportunities for recreation, and building out the planning area's roadway infrastructure, while providing better connections to the Metrolink station.



SOURCE: GOOGLE EARTH



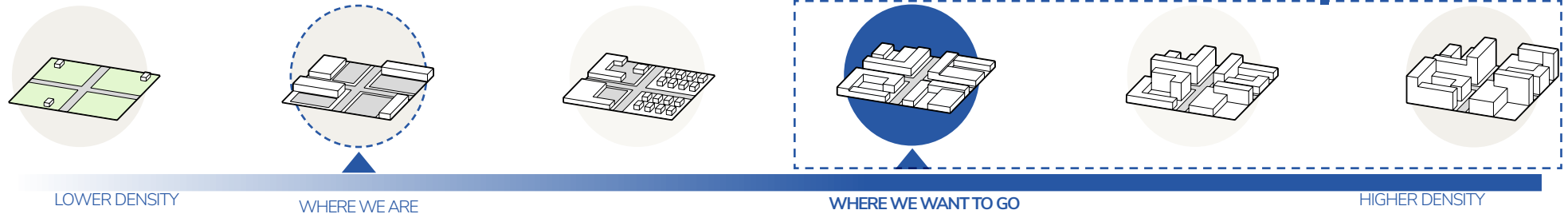
**PRESERVE  
INDUSTRIAL  
USES WHILE  
INTRODUCING  
HIGHER DENSITY  
MIXED-USE**



**BREAK UP LARGE  
BLOCKS TO  
IMPROVE ACCESS  
TO THE STATION**



**INTEGRATE  
MOBILITY AND  
PLACEMAKING  
STRATEGIES  
THAT ENHANCE  
CONNECTIONS  
BETWEEN THE  
STATION AND  
DOWNTOWN**



## WHERE ARE WE NOW?

According to place types defined by Southern California Association of Governments (SCAG), the Moreno Valley - March Field Station is characterized as a **Low-Density Office and Industrial Mixed area**, where suburban office and industrial areas could be present. Typical structures are one to five stories tall, surrounded by surface parking lots and truck loading bays.



## WHERE DO WE WANT TO GO? (LONG TERM VISION)

The station area offers potential to transition to a medium level of intensification, primarily focused on adding more employment and a small amount of office-supportive retail and restaurant uses. This type of Mixed Office and Research & Development is characterized by a mix of employment buildings. Structures could be one to four stories tall, surrounded by surface or structured parking, as appropriate to demand and market values.





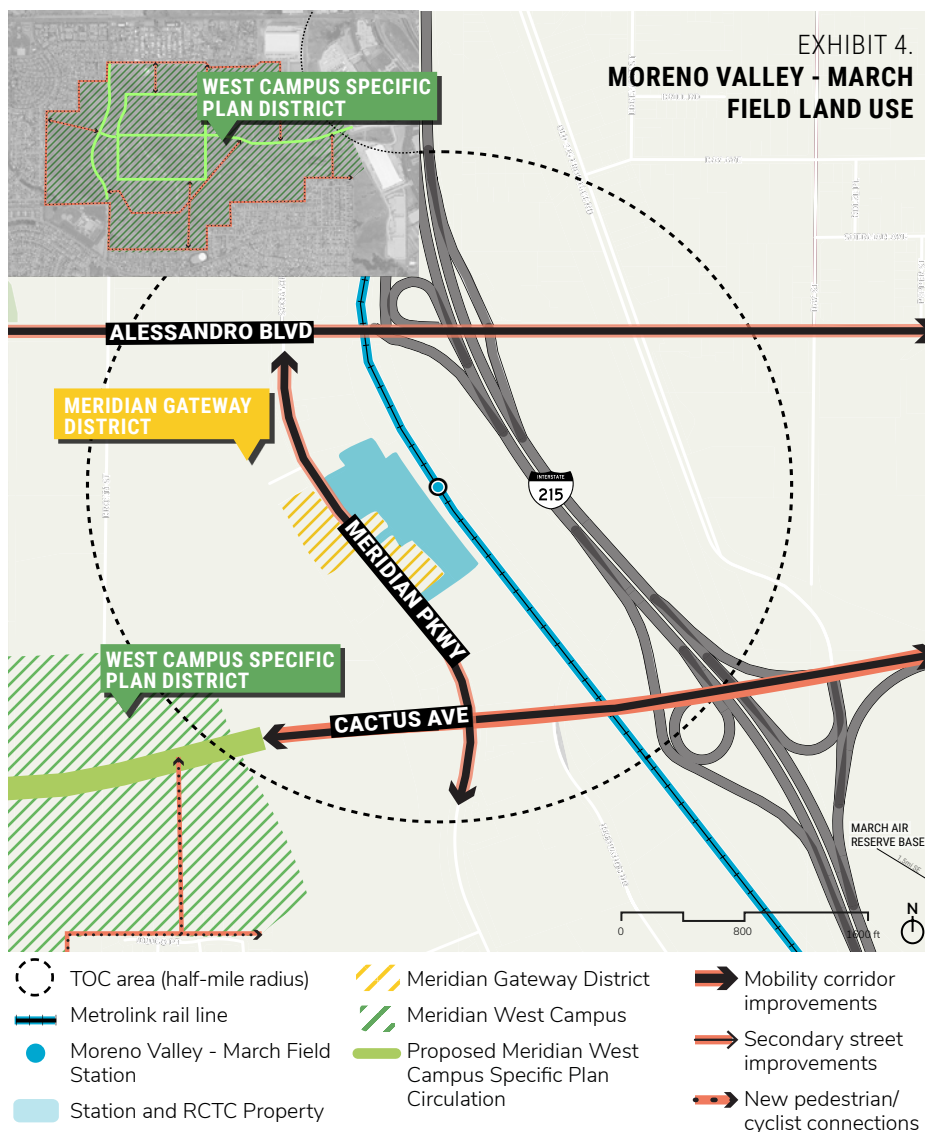
## MORENO VALLEY - MARCH FIELD FRAMEWORK

The Framework includes two major districts and three key mobility corridors that will serve as the guiding vision for the Moreno Valley – March Field station area. The districts reflect goals of planned development around the station area, including the proposed West Campus Upper Plateau project, to guide future land use patterns and improve access to the station and other transit services. Major mobility corridors, such as Alessandro Boulevard, Meridian Parkway, and the proposed mobility loop in the west campus plan, are envisioned to serve as key connections to residential neighborhoods east and west of the station. Placemaking strategies are also a priority in the Framework Plan to help improve visibility and increase station awareness for residents.

MOBILITY PROJECTS		LAND USE DISTRICTS	PLACEMAKING PROJECTS	
M1	Alessandro Boulevard	Meridian Gateway District	P1	Meridian Gateway
M2	Meridian Parkway	West Campus Specific Plan District	P2	Station Identity
M3	Mobility Loop - Ring Road			



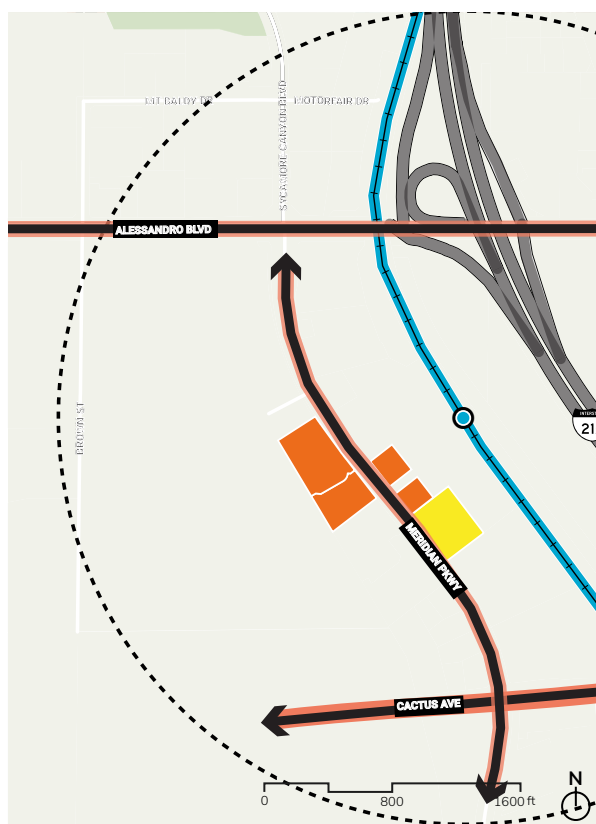
# LAND USE



The Moreno Valley – March Field Metrolink station area is characterized by a mix of commercial and industrial uses, mostly zoned as a Business Park, as well as some parcels by the station area zoned as commercial and mixed-use. There are three jurisdictions for the area - The March Joint Powers Authority, The March Air Reserve Base, and the City of Moreno Valley - all impacting land use decisions and overall updates to this station area. Many mixed-use opportunities are not permitted within Business Park development areas, allowing only manufacturing and warehouse-like uses. There are several limitations to development including habitable floor limits, intensity limits, and only specific uses allowed due to the flightpath and noise impact as mentioned in the March Air Reserve Base / Inland Port Airport Land Use Compatibility plan (2014) and the Air Installations Compatible Use Zones Study (2018). However, there are a few commercial zoned parcels adjacent to the station that allow retail establishments. Supported by active transportation improvements along Meridian Parkway, these potential sites could create accessible retail opportunities to accommodate surrounding employees and commuters.

Potential land use project objectives:

- Promote transit ridership by increasing the amount of density and employment opportunities on both the east and west sides of the station where allowed
- Diversify the station area land use mix to include ground-floor retail and dining, as well as opportunities for multi-tenant and campus/cluster commercial
- Strengthen partnerships with March Joint Powers Authority, March Air Reserve Base, and the City of Moreno Valley to consider land use and infrastructure changes that benefit all three jurisdictions



### POTENTIAL DEVELOPMENT SITES

- Primary development Sites
- Secondary development sites
- ➔ Mobility corridor improvements
- ➔ Secondary street improvements
- ➔ New pedestrian/cyclist connections



**MIXED-USE OFFICE AND RETAIL SPACE WITH GROUND-LEVEL DEVELOPMENT AT A PEDESTRIANIZED SCALE**

### MERIDIAN GATEWAY DISTRICT

Suggested enhancements in this area focus on increasing station visibility and introducing additional mixed-use office space along Meridian Parkway. Ground-floor retail and restaurants integrated into the ground level of this new development could serve employees and transit patrons alike. Buildings should have minimal setbacks to promote a pedestrian scale along Meridian Parkway, with parking to the rear, and with less than 3 aboveground habitable floors to stay in compliance with the March Air Reserve Base / Inland Port Airport Land Use Compatibility Plan. Developments above 35 feet are possible, but would need to go through airspace review and be sure to comply with Federal Aviation Administration (FAA) Part 77.





MIXED-USE OFFICE WITH GROUND-FLOOR RETAIL



EMBRACING NATURE IN DEVELOPMENT



SOURCE: MERIDIAN WEST CAMPUS UPPER PLATEAU SPECIFIC PLAN

## WEST CAMPUS SPECIFIC PLAN DISTRICT

The West Campus Upper Plateau Specific Plan was first proposed in 2022 by a private development corporation; the plan is currently being refined and is included above. It spans approximately 817.9 acres in the northwest area of the March JPA. The project proposes uses which include: industrial, business park, non-residential mixed-use, public facility, park, open space, and conservation land uses. A zoning update and general plan amendment would be required to reflect the changes to the existing land uses and roadway configuration. The vision aims to embrace the planned growth of this area and looks to future opportunities for further mobility connections and park access. This Vision Plan identifies additional potential points of non-vehicular access that could be considered to enhance the Upper Plateau's connectivity to the larger station area, but otherwise defers to recommendations of this already-in-progress planning process.

# MOBILITY

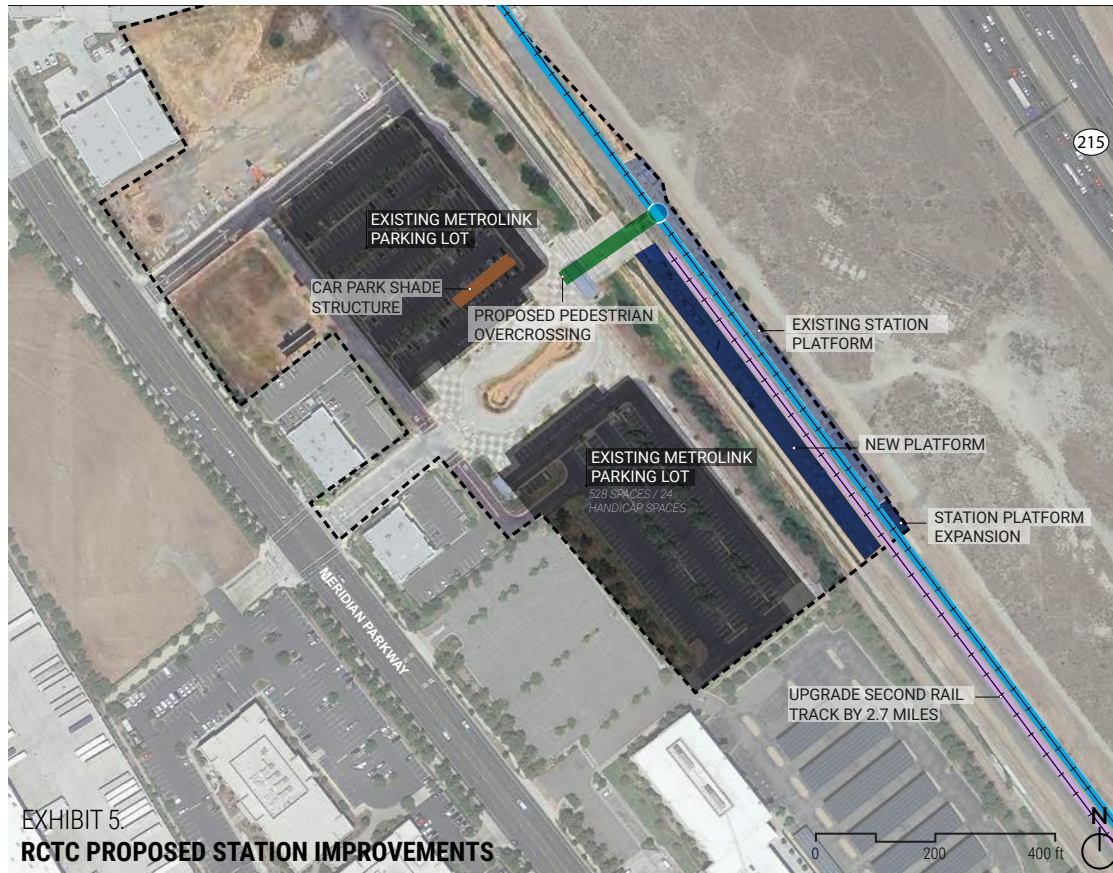
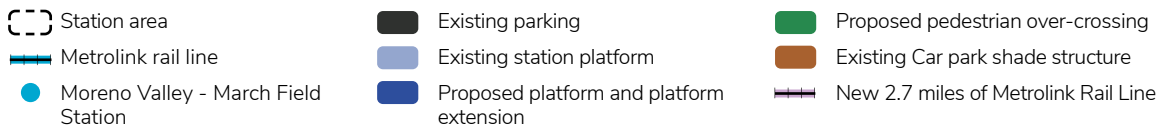


EXHIBIT 5.  
RCTC PROPOSED STATION IMPROVEMENTS

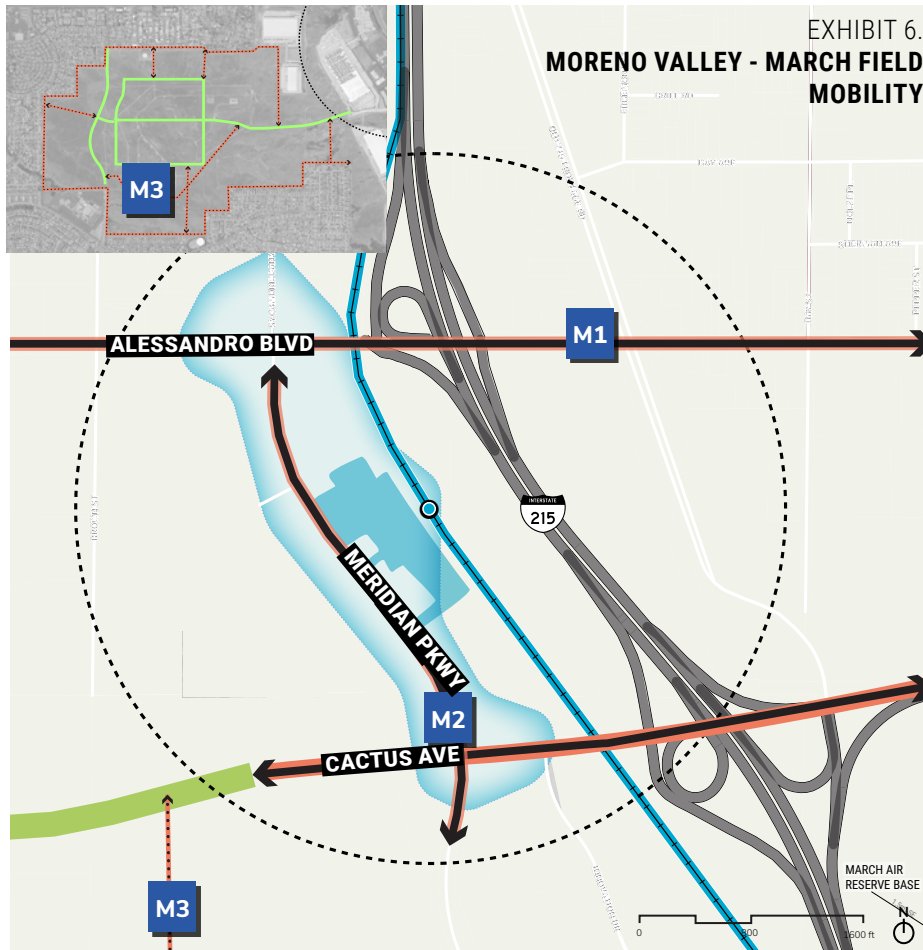


## STATION IMPROVEMENTS

RCTC owns and operates all Metrolink stations in Riverside County, including the Moreno Valley - March Field Station. Many short and long-range improvements at the stations have been identified by RCTC to meet the needs of commuters and ensure that passengers have a positive experience using public transportation. These include station rehabilitation projects, increasing parking capacity, and general service improvements. Regional improvements, such as adding tracks and expanding services, can be found in the corridor-wide Strategic Plan. Moreno Valley - March Field Station improvement projects identified by RCTC and their estimated time frames are listed in the table below. Exhibit 5 indicates approximate project locations at the station; however each project will require additional scoping prior to implementation.

PRIORITY	PROJECT DESCRIPTION	TIME FRAME
In-Progress	Expand Station add Passenger Loading Platform and 2.7 miles of upgraded rail	0 - 5 years
Medium	Add Pedestrian Overcrossing to the two passenger loading platforms	5 - 10 years
Completed	Car parking shade structures with solar	-





- TOC area (half-mile radius)
- Metrolink rail line
- Moreno Valley - March Field Station
- Station and RCTC Property
- 10-minute walk shed
- Mobility corridor improvements
- Secondary street improvements
- New pedestrian/cyclist connections
- Proposed Meridian West Campus Specific Plan Circulation

## CORRIDOR IMPROVEMENTS

The station area roadway network is designed primarily for vehicular movement. This station is served by one train and one RTA bus line. Bicycle facilities are limited to bike lanes (on arterial roadways only) and bike parking at the station. Pedestrian-oriented amenities around the station area are minimal. The significant grade difference and location of the platform also results in long travel times by foot or wheel. The Meridian West Campus Upper Plateau Specific Plan proposes to extend Cactus Avenue westward to accommodate future business park development and connect users from surrounding residential neighborhoods to the station. Mobility improvements identified in this Vision Plan are designed to support these efforts and to create a cohesive transportation network to better connect residents to major employment centers, including connections to the Moreno Valley Mall.

Potential mobility project objectives:

- Enhance Alessandro Boulevard to act as a Complete Street offering balanced bike, pedestrian, transit, and vehicular circulation
- Provide more direct multimodal connections between surrounding residential neighborhoods and the station
- Enhance mobility options by introducing Bus Rapid Transit (BRT) and protected bike lanes
- Improve ADA access to the station area
- Implement traffic calming strategies along major corridors to improve pedestrian and cyclist safety while also accommodating freight trucks

## KEY MOBILITY PROJECTS

- M1** Alessandro Boulevard
- M2** Meridian Parkway
- M3** Mobility Loop - Ring Road



SOURCE: GOOGLE EARTH

## M1 ALESSANDRO BOULEVARD

Alessandro Boulevard currently offers vehicular, transit (bus), pedestrian (sidewalk with some gaps), and bicycle connections (class II bike lanes). Enhancing current bicycle infrastructure to be buffered would better serve bicyclists and provide them with a higher level of protection. There are several destinations that users must use Alessandro Boulevard to access. Destinations such as City Hall, The Moreno Valley Mall, and other major employment centers could be connected through these improvements as well as within micro-transportation options. This includes options such as utilizing Riverside Transit Agency Buses, utilizing ride share programs, and introducing more programs for bicycle rental. The addition of landscaping along the existing median could also create benefits through traffic calming as well as aesthetics. Wayfinding throughout this corridor could also be considered as an amenity.



ALESSANDRO BOULEVARD (LOOKING WEST) - CONCEPTUAL VIEW



LANDSCAPED MEDIAN



PROTECTED BIKE LANES





SOURCE: GOOGLE EARTH

## M2 MERIDIAN PARKWAY

This corridor currently provides class II unprotected bike lanes and connects to major station area streets of Alessandro Boulevard and Cactus Avenue. The addition of a bike box where Meridian Parkway and Cactus Avenue meet would provide bicyclists with a safe and visible way to get ahead of the queuing traffic during the red signal phase. The addition of bollards protecting bike lanes would add an extra level of safety to bicyclists traveling to the station.



**MERIDIAN PARKWAY (LOOKING SOUTH) - CONCEPTUAL VIEW**



**BIKE BOX**



**PROTECTED BIKE LANES**  
SOURCE: DEVELOTECH





### M3 MOBILITY LOOP - RING ROAD

This Vision Plan envisions a potential centralized bicycle and pedestrian route that connects residents from the west to the station area. This mobility loop, named Ring Road, builds off of the connections proposed within the Meridian West Campus Upper Plateau Specific Plan. This includes seven connections and a loop that leads locals from the surrounding residential areas of Moreno Valley through the Meridian West Campus into Cactus Avenue and eventually to the entrance of the station. Not only could this mobility loop provide neighboring communities options for pedestrian and cyclist connections to the station, but it could also become an amenity and destination for recreational use. Pedestrian facilities such as seating, water stations, lighting, and mileage markers could be located along the loop.



PEDESTRIAN & BICYCLE ONLY CORRIDORS



PATH CONNECTIONS NEAR RESIDENTIAL AND OPEN SPACE



EXHIBIT 7.  
SPECIFIC PLAN CIRCULATION AND VISION PLAN PROPOSED MOBILITY LOOP

- TOC area (half-mile radius)
- Metrolink rail line
- Moreno Valley - March Field Station
- Mobility corridor improvements
- Secondary street improvements
- New pedestrian/cyclist connections
- Proposed Meridian West Campus Specific Plan Circulation

# PLACEMAKING

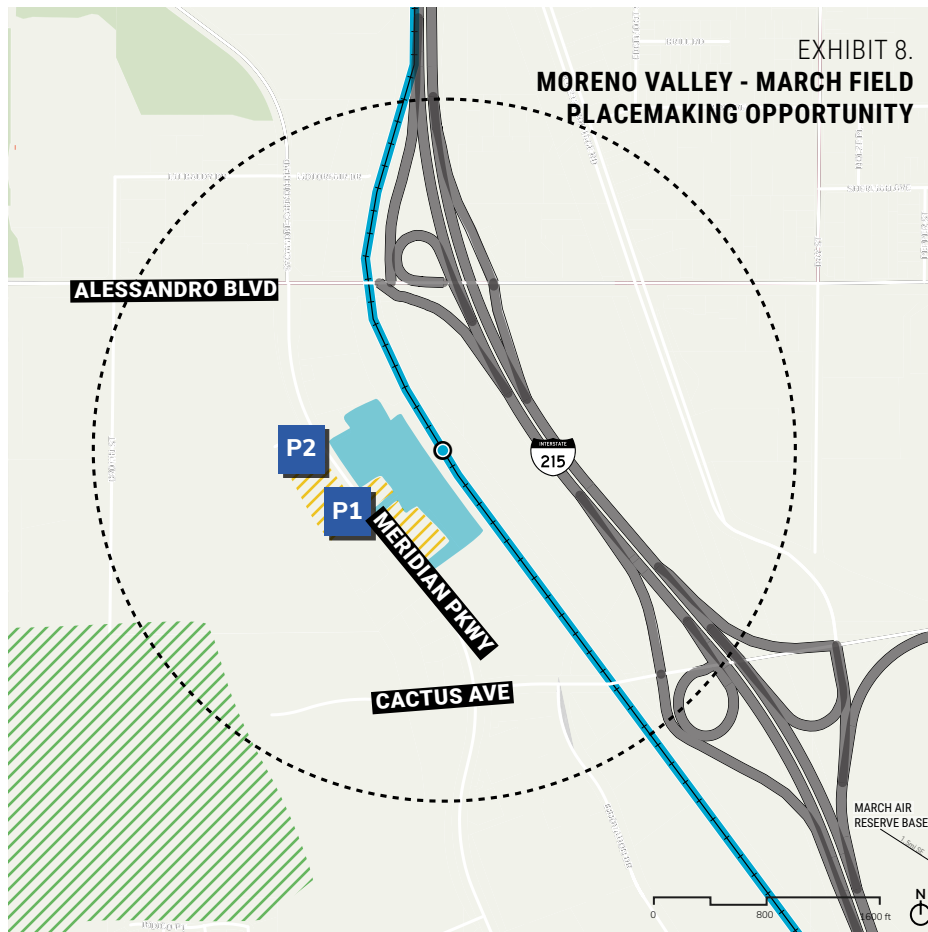


EXHIBIT 8.  
MORENO VALLEY - MARCH FIELD  
PLACEMAKING OPPORTUNITY

The station area is characterized by large-footprint manufacturing and warehousing, with some outdoor storage and parking areas. This area has been recently developed, transforming the former March Air Force Base into an urban industrial area.

Potential placemaking project objectives:

- Increase station awareness by creating a direct visual sight line between the adjacent freeway and station
- Use architecture and streetscape to support intuitive wayfinding and define a station area identity and character

## PEDESTRIAN/GREENING PROJECTS

**P1** Meridian Gateway

**P2** Station Identity

- TOC area (half-mile radius)
- Metrolink rail line
- Moreno Valley - March Field Station
- Station and RCTC property
- Meridian Gateway District
- West Campus Specific Plan District
- Proposed Meridian West Campus Specific Plan Roadway





## P1 MERIDIAN GATEWAY

The Meridian Gateway presents an opportunity for a vibrant and welcoming entryway into the station area. Immediately adjacent to a major arterial corridor, Meridian Parkway, this area represents a transition from the station area to the surrounding community. This area could include mixed-use office space with ground floor eateries, outdoor seating, boutique shops, and other day-to-day retail uses that could work as convenience shopping for commuters. Wayfinding signage and other gateway features could also be integrated to accentuate the station entrance.

Potential placemaking project components:

- Wayfinding
- Public Art
- Restaurants and outdoor dining space
- Monument signage



WAYFINDING



PUBLIC ART

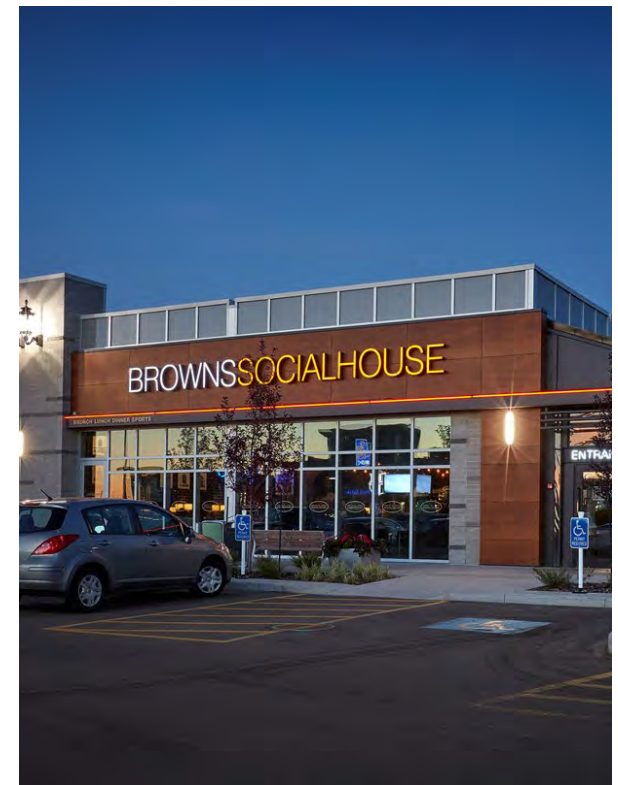


MONUMENT SIGNAGE



RESTAURANTS AND OUTDOOR DINING SPACE

SOURCE: RAD LAB



CONVENIENCE RETAIL

## P2 STATION IDENTITY

A significant grade difference between the development area and the rail corridor hides the actual station itself from public view. As a result, many local residents are entirely unaware of the station's existence or if they do know of it, don't know where to enter. This Vision Plan suggests a gateway program featuring monument signage off the 215 Freeway and at key intersections to increase station visibility, wayfinding, and provide more aesthetic value. Materials should complement existing building design and surrounding area and be durable enough to withstand harsh weather. The city could also conduct outreach to increase familiarity with Metrolink services.

Potential placemaking project components:

- Monument and wayfinding signage
- Metrolink branding
- Decorative lighting



**ARCHITECTURAL MONUMENTS**



**TRANSIT BRANDING AND SIGNAGE**



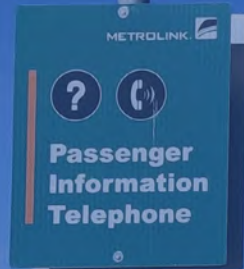
**DECORATIVE LIGHTING**



**STURDY MATERIAL AND SHADE STRUCTURES**

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# HOW WE GET THERE

KEY LAND USE ACTIONS

KEY MOBILITY ACTIONS

KEY PLACEMAKING ACTIONS

PRIORITY PROJECTS AND IMPLEMENTATION MATRIX

### 3.

## HOW WE GET THERE

### KEY LAND USE ACTIONS

Land use factors, such as density and land use mix, significantly impact the way people travel and get to their destinations. Transit-oriented communities are comprised of compact, mixed-use urban development. Optimizing land use is pivotal in providing affordable and safe access to employment, education, recreation, and other day-to-day needs. When destinations are walkable or accessible by transit there is a significant reduction in energy consumption, pollution emissions, and vehicle collisions. Although the immediate area surrounding the station is not conducive to residential development, other uses such as retail and office could be introduced to activate the station area. The following strategies are intended to diversify land use mix and promote density to concentrate jobs and services around the station area.



#### **LU1: Implement the West Campus Upper Plateau Specific Plan**

The Specific Plan allows the March JPA to facilitate the processing and approval of development plans and implementing permits to develop the project. Implementation of the Specific Plan could help catalyze development around the station area. The following steps should be prioritized to facilitate the implementation of the Specific Plan:

- Finalize tentative and parcel maps
- Finalize phasing plan
- Submit plans to begin Development Review Process



**LU2: Engage with stakeholders to amend the March Business Center Specific Plan and introduce more mixed and commercial use into the area.**

The Moreno Valley – March Field station falls within the March Business Center Specific Plan boundaries. The March Business Center Specific Plan was most recently amended and adopted in February 2021, providing direction for the community while aligning its goals with the March Joint Powers Authority General Plan. Parcels directly adjacent to the station area are classified as Business Park which permits administrative, financial, light manufacturing, and commercial services. In order to promote more activity adjacent to the station, the specific plan could be amended to **include more mixed-use or commercial use closer to the station, specifically the parcels that comprise of the Meridian Gateway District.**

## KEY MOBILITY ACTIONS

Investment in transportation infrastructure and services is critical in realizing successful TOC, particularly active transportation improvements. Active transportation improvements in station areas enable people to better access and use transit, foster more active lifestyles, and reduce greenhouse gas emissions. Building on previous planning efforts, the following strategies are intended to catalyze mobility improvements around the Moreno Valley - March Field Station in order to establish a complete network that prioritizes pedestrians and cyclists over cars.



### **MO1: Coordinate with community members as well as local and regional entities to discuss needs in improving the current transit system along Alessandro Boulevard**

Alessandro Boulevard currently connects the Metrolink station to major activity centers in Moreno Valley, including City Hall, county buildings, major hospitals, and shopping centers. Implementing strategies to improve the current transit system that existent along Alessandro Boulevard could be considered when discussing improvements with community, local, and regional entities. The following components could be explored when discussed:

- **Collect ridership data and coordinate with local transportation organizations to better understand improvement needs**, including RTA and Western Riverside Council of Governments (WRCOG)
- **Involve the community closely in the decision-making process** to understand their needs and concerns, ensuring the transit system along Alessandro aligns with the Community's needs and requirements
- **Consider improvements** such as Increasing frequency during peak hours to reduce waiting times for riders or implementing safety measure





**MO2: Identify projects in the City of Moreno Valley's and March Joint Powers Authority's Capital Improvement Plan that can incorporate proposed corridor improvements**

Capital Improvement Projects could include street reconfiguration of lanes, geometry, curbs, and utility systems upgrades. Proposed active transportation improvements, such as the addition of bike lanes, buffers, medians, and sidewalks, could be integrated into the Capital Improvement Projects to maximize cost savings and efficiency. The following corridors should be considered priority for completion or further study:

- Alessandro Boulevard
- Meridian Parkway



**MO3: Implement recommendations for first/last mile connections as mentioned in the RTA First & Last Mile Plan**

The First and Last Mile Mobility Plan was prepared in collaboration with RTA, SCAG, and California Department of Transportation (CalTrans). The plan aims to increase transit ridership by identifying strategies to address first and last mile gaps to transit use in Riverside County. The plan developed a set of station typologies to characterize RTA transit stops, identified various strategies to improve first and last mile access, and developed recommendations for each station typology. First/last mile connections between the station and the proposed West Campus Upper Plateau project should also be prioritized. Moreno Valley – March Field embodies an Industrial & Business Park typology. The following strategies associated with the Industrial & Business Park typology should be considered priority for completion or further study:

- Bicycle network improvements
- Ridesharing
- Bikesharing
- Bus stop enhancements
- Transportation Demand Management (TDM) options
- Transit Oriented Development (TOD)

## KEY PLACEMAKING ACTIONS

Successful TOC features lively, vibrant places that prioritize the pedestrian experience, promote better health, improve the economy, and foster more civic engagement. Great placemaking incorporates human-scaled design elements such as public plazas, art, signage, trees, landscaping, and ground-floor activation to enhance the quality of life and strengthen connections between people and places. Placemaking strategies along the 91/PVL should uplift existing assets and reflect cultural values ingrained in the community, such as the region's military legacy. The following strategies are designed to reinvigorate industrial parks and underutilized lots to create safe, interesting, and accessible places for people to enjoy.



### **PM1: Prepare a gateway program to accentuate the entrance of the Moreno Valley – March Field Station with a distinct sequence of lighting, art, landscaping, and signage**

Gateways are typically displayed at major intersections or highway interchanges, signaling to pedestrians and motorists that they are entering a distinct area of the city. Gateway design elements should reflect community values and architectural heritage to provide residents and businesses a renewed sense of place and pride. Key locations within the station area to consider in the gateway program include:

- Parcel east of the station, adjacent to the 215 Freeway
- Meridian Parkway entrance
- Intersection of Cactus Avenue and Meridian Parkway



**PM2: Collaborate with local business owners, residents, non-profits, Chamber of Commerce, local artists, and other community stakeholders to ensure that design elements, art, and programming are rooted in community needs**

Ongoing community engagement is critical at all stages of the planning process, including during and after implementation. The city could partner with community stakeholders to hold additional workshops, meetings, and events to develop a better understanding of community priorities as it relates to urban design, art, events, amenities, and programming. Organizations that could be engaged include, but are not limited to:

- Moreno Valley Cultural Arts Foundation
- Moreno Valley Arts Association
- Moreno Valley Historical Society



## MORENO VALLEY - MARCH JOINT POWERS AUTHORITY PRIORITY PROJECTS AND IMPLEMENTATION MATRIX

Based on the list of priority projects identified in this Vision Plan, **this section identifies projects being considered and their funding sources for the Moreno Valley - March Field station area.** The potential funding sources listed prioritizes the resources that would be most applicable to projects identified in this Vision Plan based on ease of access to the funding resources, level of potential competition for the resources, and restrictive covenants associated with the resources. Funding sources have also been identified for each phase of implementation. A number of value capture sources may also be used on a district-wide basis to support multiple projects within each phase or across implementation phases.

	KEY	PAGE	TIMEFRAME	CHAMPION	POTENTIAL FUNDING SOURCES
<b>LAND USE</b>					
<b>Confirm and/or refine land use districts identified in the vision chapter of this plan and integrate into actions L1 - L2</b>	-	17 - 19	Immediate	City of Moreno Valley: Planning Division	<ul style="list-style-type: none"> <li>• Assessment District</li> <li>• Community Development Block Grant (CDBG)</li> <li>• Community Development Block Grant (CDBG) - State Administered</li> <li>• Enhanced Infrastructure Financing District (EIFD)</li> <li>• Pilot Program for TOD Planning funded by CIG program (competitive)</li> </ul>
<b>Implement the West Campus Upper Plateau Specific Plan</b>	LU1	30	Mid	March JPA: Planning Division	
<b>Amend the March Business Center Plan to reduce restrictive land uses around the station area</b>	LU2	31	Mid	City of Moreno Valley: Planning Division	

	KEY	PAGE	TIMEFRAME	CHAMPION	POTENTIAL FUNDING SOURCES
<b>MOBILITY</b>					
<b>Confirm, refine and prioritize mobility projects M1-3 identified in the vision chapter of this plan</b>	M1-M3	21 - 24	Mid	n/a	<ul style="list-style-type: none"> <li>• Active Transportation Program (ATP)</li> <li>• Bicycle and Pedestrian Facilities Program SB-821</li> <li>• Climate Adaptation Planning</li> <li>• Congestions Mitigation and Air Quality Improvement Program (CMAQ)</li> <li>• Enhanced Infrastructure Financing District (EIFD)</li> <li>• Local Transit Funds (LTF) Transportation Development Act (TDA) SB 325</li> <li>• Office of Traffic Safety (OTS) Grants</li> <li>• RAISE Grant</li> <li>• State Transit Assistance (STA) - Transportation Development Act</li> <li>• Strategic Partnerships Transit - California Sustainable Planning Grant Program</li> <li>• Surface Transportation Block Grant</li> <li>• California Sustainable Planning Grant Program</li> <li>• Sustainable Transportation Planning Grant Program</li> <li>• Urbanized Area Formula Grants (5307)</li> </ul>
<b>Coordinate with local and regional entities to understand the interest and feasibility of implementing BRT Along Alessandro Boulevard</b>	M01	32	Immediate	RAISE funds (federal), complete streets funding (state)	
<b>Identify projects in the City of Moreno Valley's CIP that can incorporate proposed corridor improvements</b>	M02	33	Near	City of Moreno Valley: Planning Division	
<b>Implement first/last mile recommendations from RTA First and Last Mile Plan</b>	M03	33	Mid	City of Moreno Valley: Planning Division	

	KEY	PAGE	TIMEFRAME	CHAMPION	POTENTIAL FUNDING SOURCES
<b>PLACEMAKING</b>					
<b>Confirm, refine and prioritize place-making projects P1-P2 identified in the vision chapter of this plan</b>	P1-P2	25 - 27	Immediate	City of Moreno Valley and March JPA: Planning Division	<ul style="list-style-type: none"> <li>• Congestions Mitigation and Air Quality Improvement Program (CMAQ)</li> <li>• Community Development Block Grant (CDBG)</li> </ul>
<b>Collaborate with stakeholders on placemaking program</b>	PM1	34	Near	City of Moreno Valley and March JPA: Planning Division	
<b>Prepare a gateway program to accentuate the entrance of the Moreno Valley - March Field station area.</b>	PM2	35	Mid	City of Moreno Valley: Planning Division	