



RIVERSIDE  
COUNTY  
TRANSPORTATION  
COMMISSION

TRANSIT ORIENTED  
COMMUNITIES  
Strategic Plan

# TOC STRATEGIC PLAN STATION VISION PLAN RIVERSIDE - LA SIERRA

MARCH 2024

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1

# THE OPPORTUNITY

WHAT IS TOC?

REGIONAL CONTEXT

INTRODUCTION AND VISION PLAN OUTLINE

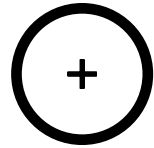
THE STATION AREA TODAY

STATION AREA OPPORTUNITIES AND BARRIERS

STATION AREA QUICK FACTS

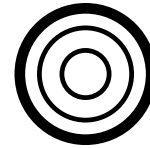
## WHAT IS A TRANSIT ORIENTED COMMUNITY (TOC)?

### TOC IS 3D



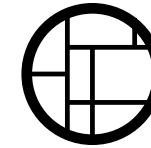
#### DENSITY

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

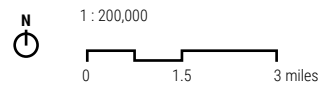
TOC is not about a single building or a single site

#### CREATE A SENSE OF PLACE

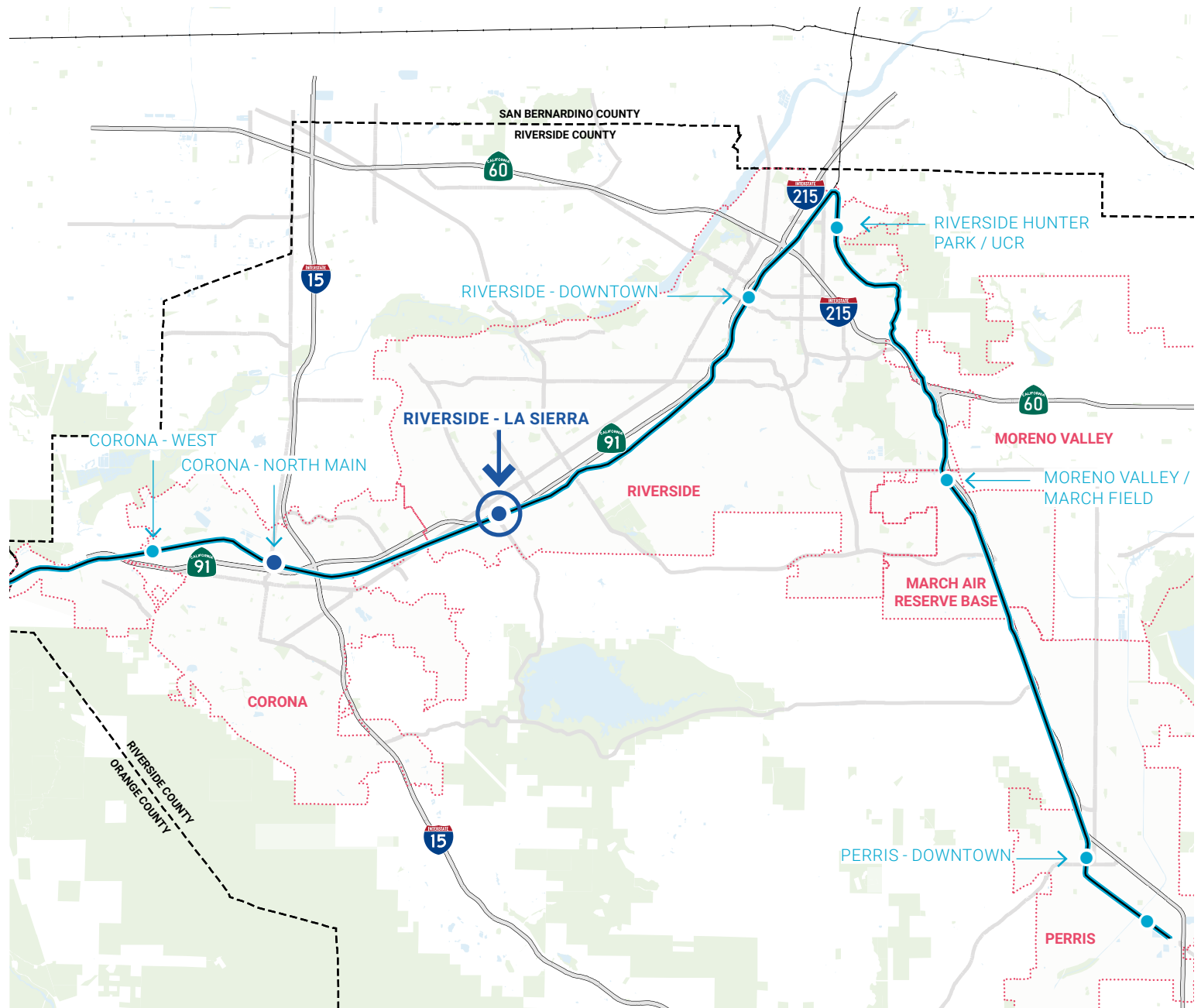
All elements of daily life need to work together to create a true community



# 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 **Riverside - La Sierra 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 Riverside - La

Sierra 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, 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, and funding sources.



## THE STATION AREA TODAY

### SOCIO-ECONOMIC PROFILE

The Riverside – La Sierra station area has displayed significant population growth over the last 10 years, growing 8.4% annually on average. Most residents are homeowners and the median household income exceeds that of both the Riverside submarket (\$71k) and county (\$65k), at just under \$75k. Over 77% of workers in the station area work in health care and social assistance jobs due to the presence of Kaiser Permanente, which may contribute to the high median household income in comparison to the Riverside submarket and Riverside County. The real estate market's inventory mostly consists of multifamily residential (58%) and retail (34%), both of which are in high demand and command higher rents in comparison to the Riverside submarket and Riverside County.

### URBAN DESIGN

The station area's existing urban form is characterized by varied and disparate development patterns and a range of building typologies. The station area includes a variety of subdivision layouts developed as relatively self-contained areas, often with little connection to one another, served by circuitous and disconnected roadways. Transit-oriented development patterns with higher density and more pedestrian-friendly design have begun to emerge adjacent to the station. This urban development contrasts with the adjacent development patterns along the highway and Magnolia Avenue; these areas prioritize automobile travel over transit and bike/pedestrian modes. La Sierra offers several points of interest, some of which are regional in scope such as Kaiser Permanente and The Galleria at Tyler. There are no public parks in the area; some developments include shared private amenities for the use of residents. However, the area does have a tree canopy, particularly in the residential areas.

### MOBILITY

The street system around the study area is characterized by the surrounding low-density, sprawling development patterns which create wide streetscapes with several lanes for major corridors. Within the more residential areas south of the station, narrow and spiraling roadways are present. The 91 Freeway runs parallel to the train tracks and acts as a significant barrier to accessing major activity centers north of the station. Riverside - La Sierra Station operates two train lines and provides several local bus connections to nearby destinations. Before the COVID-19 pandemic, average monthly parking utilization rates and annual average weekday boardings amounted to 67% and 8,612, respectively. There are several bike lanes adjacent to the station on Indiana and La Sierra Avenues, as well as bike parking at the station itself. There are few pedestrian amenities within the station's immediate vicinity yet reaching points of interest requires traveling under the 91 Freeway's overpass, where users would be directly adjacent to a large roadway with fast vehicle speeds.

### LAND USE

Land use is dictated by three city planning documents - the Riverside General Plan, the Riverwalk Vista Specific Plan, and the Magnolia Avenue Specific Plan. These plans provide localized land use designations, mobility recommendations, and urban design guidelines to the Riverside - La Sierra area. The neighborhood surrounding the transit station is mostly mixed-use, commercial, and medium density residential, with a higher concentration of mixed-use north of the station along Magnolia Avenue. The station area is divided by the 91 Freeway with La Sierra Avenue connecting the neighborhood. Residential uses in the neighborhood are mostly single family and are found south of the station off Indiana Avenue and in the north adjacent to Magnolia Avenue. Some apartments are located close to the station area, but density is primarily found outside of the station area with the exception of the Metro Gateway Apartments.

## RIVERSIDE - LA SIERRA STATION INTRODUCTION

### STATION AREA CONTEXT

The Riverside - La Sierra Metrolink Station is characterized by its surrounding residential units, including apartments and single-family housing, as well as mixed-use destinations along its major corridors. Although a substantial proportion of the station area consists of single-family detached housing, multi-family options include the Metro Gateway apartments located just south of the station parking lot as well as other multi-family residential buildings located north of the 91 Freeway along Diana Avenue and Banbury Drive. The station is served by the 91/Perris Valley and Inland Empire-Orange County commuter rail lines, sitting south of the eastbound 91 Freeway on-ramp. Access to the station is through Indiana Avenue to the south. Major destinations such as the Kaiser Permanente campus and the Galleria at Tyler are also located in or near the station area.

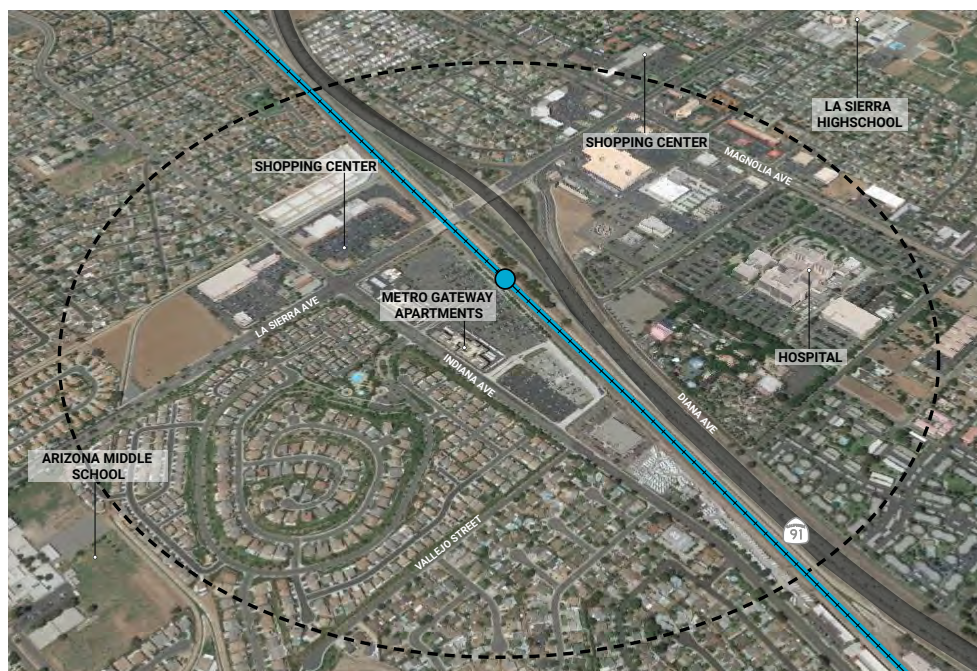


EXHIBIT 2.  
**POINTS OF INTEREST  
AND STATION  
CONTEXT**



TOC area (half-mile radius)



Main arterials



Metrolink rail line



Riverside - La Sierra Station

### + OPPORTUNITIES

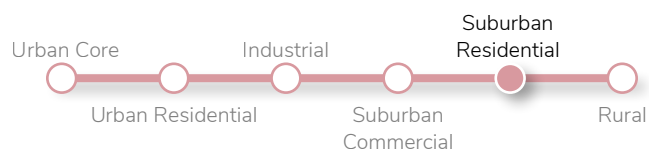
- › Optimize and redevelop underutilized parcels within the station area
- › Connect to planned mobility infrastructure improvements that enhance connections across the 91 Freeway and to the station area
- › Capitalize on the station's proximity to major employment centers, including Kaiser Permanente and Galleria at Tyler
- › Developing on underutilized commercial property and vacant land near focus area

### - BARRIERS

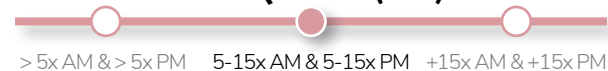
- › Inconsistent, auto-oriented roadway patterns impacting pedestrian and cyclist mobility
- › The 91 Freeway hinders connectivity between the station and major activity centers



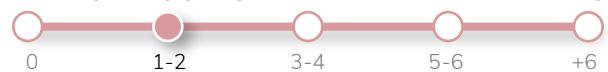
## STATION QUICK FACTS



### PEAK PERIOD FREQUENCY (MIN)



### TRANSIT ROUTES WITHIN HALF-MILE RADIUS



### STATION PARKING



### MONTHLY AVG. PARKING UTILIZATION (2019)



### AMENITIES



RIVERSIDE COUNTY TRANSPORTATION COMMISSION



UNDERUTILIZED PARCELS



KAISER PERMANENTE RIVERSIDE MEDICAL CENTER



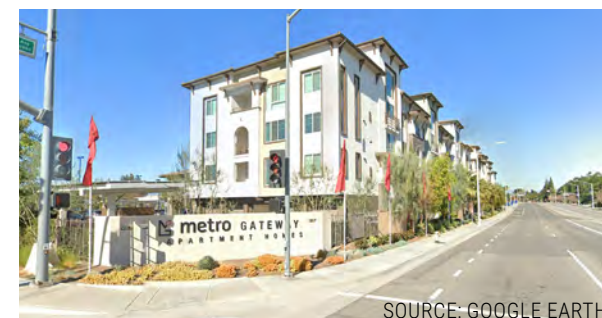
GALLERIA AT TYLER



AUTO-ORIENTED ROADWAY PATTERNS



HINDERED ACCESS DUE TO 91 FREEWAY



METRO GATEWAY APARTMENTS

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2

# 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 RIVERSIDE - LA SIERRA STATION AREA IS A VIBRANT HUB THAT IS STRATEGICALLY PLACED NEAR MAJOR DESTINATIONS, FOSTERING A SENSE OF COMMUNITY AND ACCESSIBILITY LEADING TO THOUGHTFUL DEVELOPMENT AND COMMUNITY FOCUSED PRACTICES.**

The Riverside – La Sierra station area is surrounded by strip malls and residential neighborhoods that comprise single-family homes and apartments. The Metro Gateway Apartments could be a potential catalyst for TOD (Transit Oriented Development) in Riverside and is the first project to display transit-oriented character near the station. With the number of employment centers within the station area - such as Kaiser Permanente campus, Galleria at Tyler, and County buildings - the Strategic Plan envisions additional housing, mobility improvements, and retail to support existing and future residents and commuters. Large parking lots, strip mall centers, and vacant lots could gradually transition into a mixed-use community with residential, office, and neighborhood-serving retail. These districts could serve as a major gateway into the La Sierra neighborhood. Galleria at Tyler could also explore the possibility of revitalization by converting underutilized retail and parking space into residential uses, communal spaces, and neighborhood-serving retail. Major corridors such as La Sierra Avenue, Magnolia Avenue, and Indiana Avenue could be improved via transit, bike, or on-foot to facilitate better connections between the station, employers, and major destinations. Micro-transit and shuttle services could also be explored through partnerships with surrounding employers to improve first-last mile connections and reduce automobile dependency.



SOURCE: GOOGLE EARTH



**BUILD ON EXISTING TOD AND ESTABLISH A MIXED-USE COMMUTER HUB**

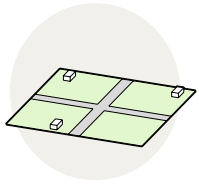


**RETROFIT UNDERUSED ACTIVITY CENTERS DOMINATED BY LARGE PARKING LOTS TO INCREMENTALLY REVITALIZE THE AREA**

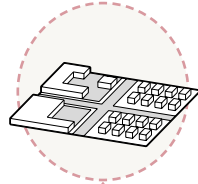
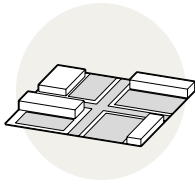


**PARTNER WITH NEIGHBORING EMPLOYERS TO CLOSE THE FIRST-LAST MILE GAP**

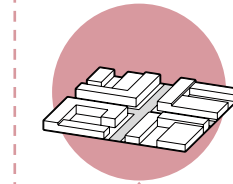




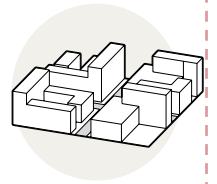
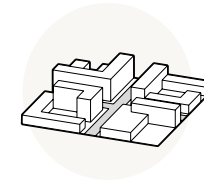
LOWER DENSITY



WHERE WE ARE



WHERE WE WANT TO GO



HIGHER DENSITY

TRANSIT-ORIENTED COMMUNITIES

## WHERE ARE WE NOW?

The station area is characterized as a Mid Intensity Activity Center neighborhood. These centers typically display a mix of moderate to intense densities of retail, office, and residential uses. They are often anchored by major retail centers or office parks. While they can contain a robust mix of uses, they are most often oriented within an auto-oriented and non-walkable street and land use pattern. Vehicle parking can be in a multi-level parking structure and/or a surface lot.



SOURCE: GOOGLE EARTH

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

### Town Mixed Use

Town Mixed Use areas are walkable neighborhoods, such as the core of a small city or transit-oriented development, with a variety of uses and building types - all entailing building mixed-uses. Typical buildings are between three and eight stories tall with ground-floor retail space and offices and/or residences on the floors above. Above or below ground parking structures are present in these communities.





- TOC area (half-mile radius)
- Metrolink rail line
- Riverside - La Sierra Station
- Station and RCTC Property
- Magnolia Mixed-Use District
- La Sierra Commuter District
- Pedestrian/greening projects
- Mobility corridor improvements
- Secondary street improvements
- New pedestrian/cyclist connections

## RIVERSIDE - LA SIERRA FRAMEWORK

The Framework includes two major districts and three key mobility corridors that could serve as the guiding vision for the Riverside – La Sierra station area. The districts establish future land use patterns and densities designed to promote pedestrian and cyclist activity while improving access to the station and other transit services. Major mobility corridors, including Indiana Avenue, La Sierra Avenue, Magnolia Avenue, and Tyler Street, are auto-oriented roadways that could include more bike and pedestrian infrastructure, such as protected bike lanes, trees, landscaping, and lighting. “Slow streets” could double as secondary roadways to break up large blocks and establish more direct connections to the station. Publicly accessible open spaces could be integrated throughout the districts to provide more access to parks. A pedestrian bridge could also be considered across the 91 Freeway to reduce pedestrian and vehicle conflict, improve access to key destinations, function as a catalyst project for major mixed-use redevelopment projects, and potentially become an iconic monument that enhances the identity of the City’s west side.

## PRIORITY PROJECTS

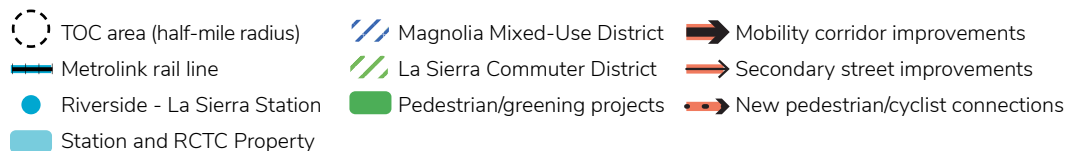
MOBILITY PROJECTS		LAND USE DISTRICTS		PLACEMAKING PROJECTS	
<b>M1</b>	Indiana Avenue		Magnolia Mixed-Use District	<b>P1</b>	La Sierra Gateway
<b>M2</b>	Magnolia District Greenways		La Sierra Commuter District	<b>P2</b>	La Sierra Commuter Hub
<b>M3</b>	Pedestrian Bridge		Galleria at Tyler Development District	<b>P3</b>	Magnolia Mixed-use District
<b>M4</b>	Tyler Street			<b>P4</b>	Magnolia Mixed-use District Greenways



# LAND USE



EXHIBIT 4.  
**RIVERSIDE - LA SIERRA  
LAND USE**



The neighborhood surrounding the Riverside - La Sierra Station is characterized by a mix of commercial, retail, and residential uses. Most residential density near the station area is single-family, with the exception of The Metro Gateway Apartments. Increasing density within the station area could foster more TOD.

Potential land use project objectives:

- Optimize and redevelop underutilized parcels (underutilized commercial property, vacant land, and surface parking) within the station area
- Provide opportunities for live-work units
- Build off of existing developments, such as The Metro Gateway Apartments, to foster more TOD
- Establish height transition zones to preserve and reinforce existing neighborhood character and scale
- Encourage redevelopment of commercial center within Magnolia Mixed-Use District through the implementation of an urban-scale mixed-use development



### POTENTIAL DEVELOPMENT SITES

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



### MIXED-USE RESIDENTIAL

## MAGNOLIA MIXED-USE DISTRICT

Located adjacent to the Kaiser Permanente campus on Park Sierra Drive, the Magnolia Mixed-Use District could complement existing administration and office space with additional residential, office, and retail uses. This blended mix of uses could serve existing and future office workers, residents, and commuters. Ground floor retail could be developed and have access points along major arterial roads such as La Sierra Avenue and Magnolia Avenue to aid accessibility to amenities. Most buildings could feature U-shaped or L-shaped structures to optimize green space, create a sense of enclosure, and facilitate more efficient circulation throughout the entire district. Due to the proximity to the Kaiser Permanente campus, the new district could also accommodate future expansion of medical office operations if needed.





### POTENTIAL DEVELOPMENT SITES

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



### MULTI-FAMILY RESIDENTIAL

## LA SIERRA COMMUTER DISTRICT

The La Sierra Commuter District is east and west of the station along Indiana Avenue. This district could mirror the existing Metro Gateway Apartments and add more multi-family housing to serve Metrolink commuters. Residential building typologies could range in density and scale and include townhomes, multiplexes, and courtyard style apartments. Neighborhood-serving retail and services, such as grocery stores, gyms, and restaurants, could also be integrated at the ground floor to meet residents' daily needs. Proposed buildings should be scaled to ensure that proportions and massing are compatible with surrounding low-density neighborhoods.



### POTENTIAL DEVELOPMENT SITE

- Density Areas
- Mobility corridor improvements



### MIXED-USE RESIDENTIAL AND RETAIL

## GALLERIA AT TYLER DEVELOPMENT DISTRICT

Located approximately a mile from the Riverside - La Sierra Station, the Galleria at Tyler is a key area destination. Exploring residential or additional retail development at the site's edges - similar to the existing outparcel development on the site's corners - could diversify housing options, introduce more pedestrian scale amenities, and reposition the larger mall superblock as a lifestyle center. Enhancing pedestrian and bicycle connectivity could be achieved by incorporating a multi-use path along Tyler Street. This pathway would seamlessly link with the mobility enhancements on Indiana Avenue, including the implementation of class II bike lanes, ultimately providing a well-connected route leading to the station.



# MOBILITY

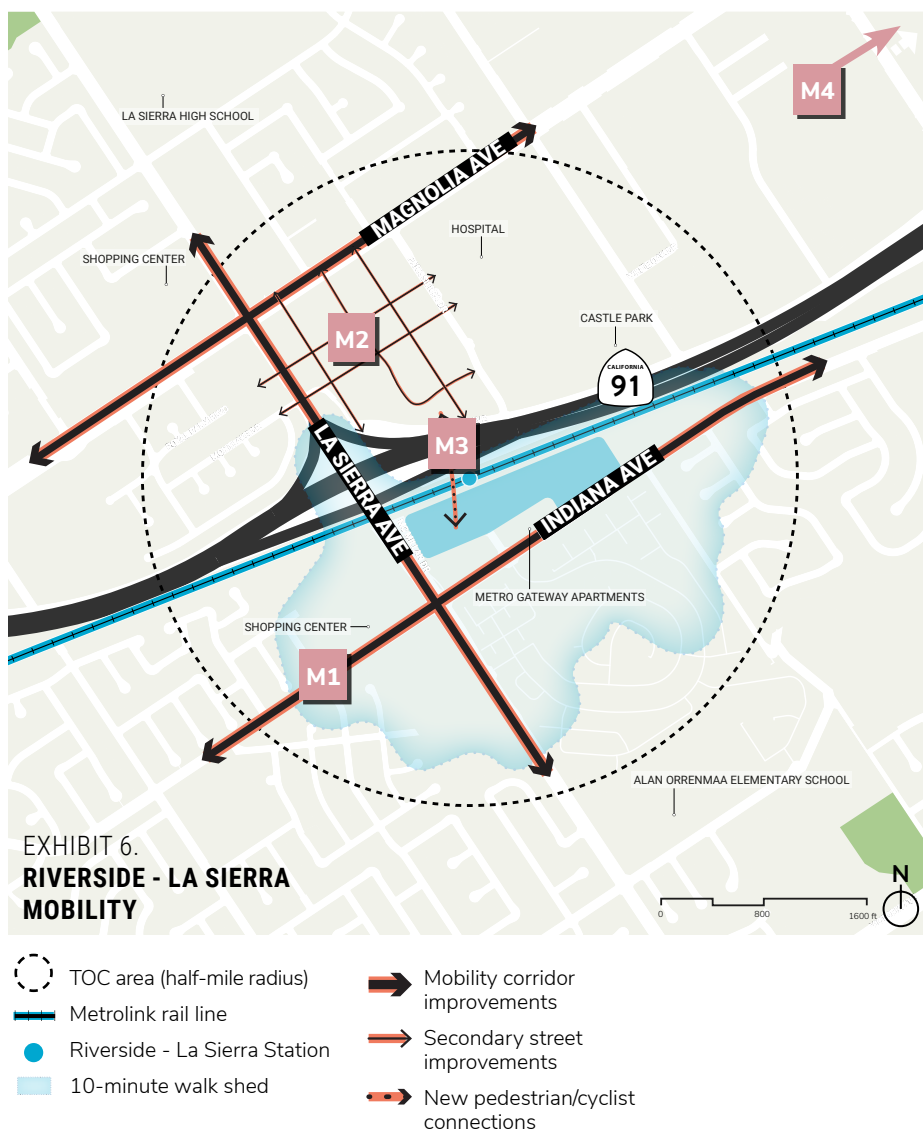


- Station area
- Metrolink rail line
- Riverside - La Sierra Station
- Existing parking
- Parking Garage
- Drought Tolerant Landscaping and Irrigation

## STATION IMPROVEMENTS

RCTC owns and operates all Metrolink stations in Riverside County, including the Riverside - La Sierra 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. Riverside - La Sierra 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
Medium	Addition of drought tolerant landscape and irrigation	5-10 years
Low	Addition of parking garage (1000 spaces)	> 10 years



## CORRIDOR IMPROVEMENTS

The station area is characterized by low-density, sprawling development patterns. The 91 Freeway, which bisects the station area east to west, is a major barrier that hinders access to and from the station area. This station is served by two train lines and provides several local bus connections. There is bike parking on site and several bike lanes adjacent to the station on Indiana Avenue and La Sierra Avenue. Few pedestrian amenities exist within the immediate vicinity and reaching points of interest requires an overpass crossing upon La Sierra Avenue - a large roadway with fast speeds.

Potential mobility project objectives:

- Provide safe connections across the 91 Freeway, including but not limited to addition of a pedestrian bridge
- Improve the pedestrian crossing experience through major corridors
- Establish La Sierra Avenue and Indiana Avenue as primary mobility corridors
- Provide connections to establish a sense of place and provide a higher level of accessibility surrounding the station area

## KEY MOBILITY PROJECTS

- M1** Indiana Avenue
- M2** Magnolia District Greenways
- M3** Pedestrian Bridge
- M4** Tyler Street





SOURCE: GOOGLE EARTH

## M1 INDIANA AVENUE

The Riverside PACT Plan (consisting of a Pedestrian Target Safeguarding Plan, an Active Transportation Plan, a Complete Streets Ordinance, and a Trails Master Plan) proposes the addition of Class II bike lanes on Indiana Avenue that would connect the west residential areas to La Sierra Avenue. Adding to these planned efforts, the Strategic Plan explores improving bicycle infrastructure and creating a direct and safe access point to the Riverside - La Sierra Station through the addition of bollards between the bike lane and the roadway to separate bicyclists from cars. For further bicyclist protection, the addition of on-street parking would provide separation between bicyclists and travel lanes.



INDIANA AVENUE CONCEPTUAL VIEW



ON-STREET PARKING AND PROTECTED BIKE LANE

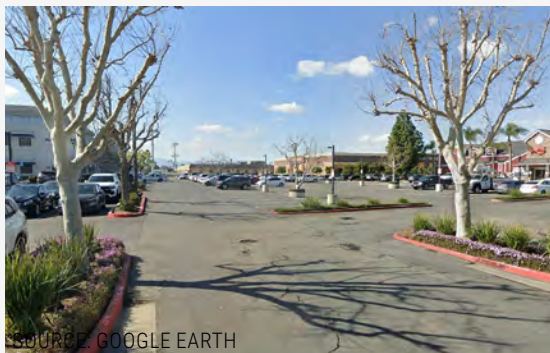
SOURCE: GOOGLE EARTH



PROTECTED BIKE LANES (WATKINS DRIVE)

SOURCE: GOOGLE EARTH





## M2 MAGNOLIA MIXED-USE DISTRICT GREENWAYS

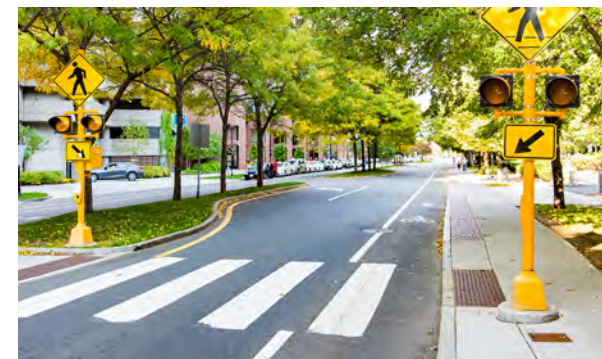
The Magnolia Mixed-use District could offer five safe and comfortable routes for pedestrians and cyclists to access the station. This district would have a series of greenways where the street right-of-way could be limited to 40 - 60 feet in width. These greenways could have parkways, large sidewalks, bike boulevards, and traffic calming strategies present throughout the district. A pedestrian bridge could connect the station area to the Magnolia District. Anticipated placemaking enhancements for the greenways are listed in the placemaking section of this plan.



**MAGNOLIA GREENWAY CONCEPTUAL VIEW**

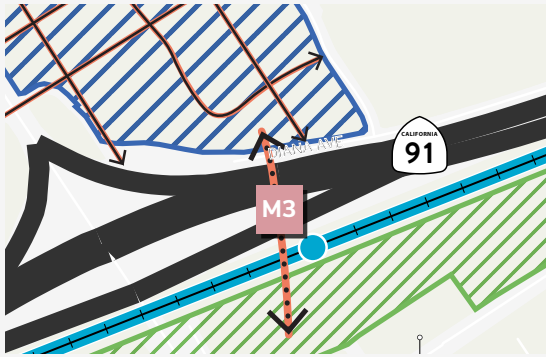


**TRAFFIC CALMING**



**NARROW CORRIDORS**





### M3 PEDESTRIAN BRIDGE

A pedestrian bridge could connect the station to major activity centers across the 91 Freeway. Starting from the station and extending towards the Magnolia Mixed-Use District, this new bridge could avoid pedestrian and vehicle conflict on La Sierra Avenue and provide a more direct connection to key destinations, such as Kaiser Permanente campus and Galleria at Tyler. The addition of a pedestrian bridge could also serve as an iconic gateway to the station area, providing community identity for the La Sierra neighborhood.



PEDESTRIAN BRIDGE



SOURCE: GOOGLE EARTH

#### M4 TYLER STREET

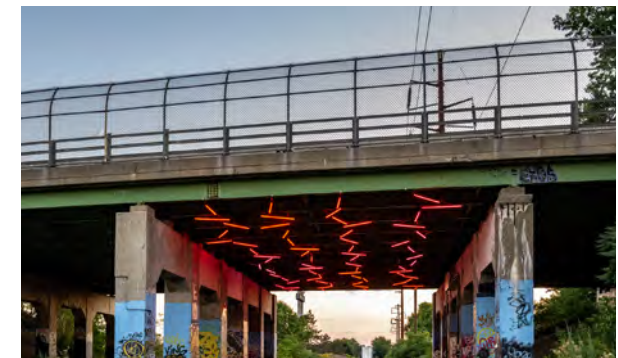
Tyler Street is a six- to eight-lane arterial with narrow sidewalks and few pedestrian amenities. The addition of a protected multi-use path would enhance the pedestrian and bicycle infrastructure around the Galleria at Tyler while also utilizing road diet techniques to slow traffic and create an overall safer and more enjoyable corridor for bikes and pedestrians. This street could also strengthen the connection from residential areas to various PACT Plan and Strategic Plan improvements, the most significant being Magnolia Avenue. This street continues through an underpass of the 91 Freeway. The underpass could include amenities that are welcoming to pedestrians such as the introduction of lighting and the enhancement of public art.



TYLER STREET CONCEPTUAL VIEW



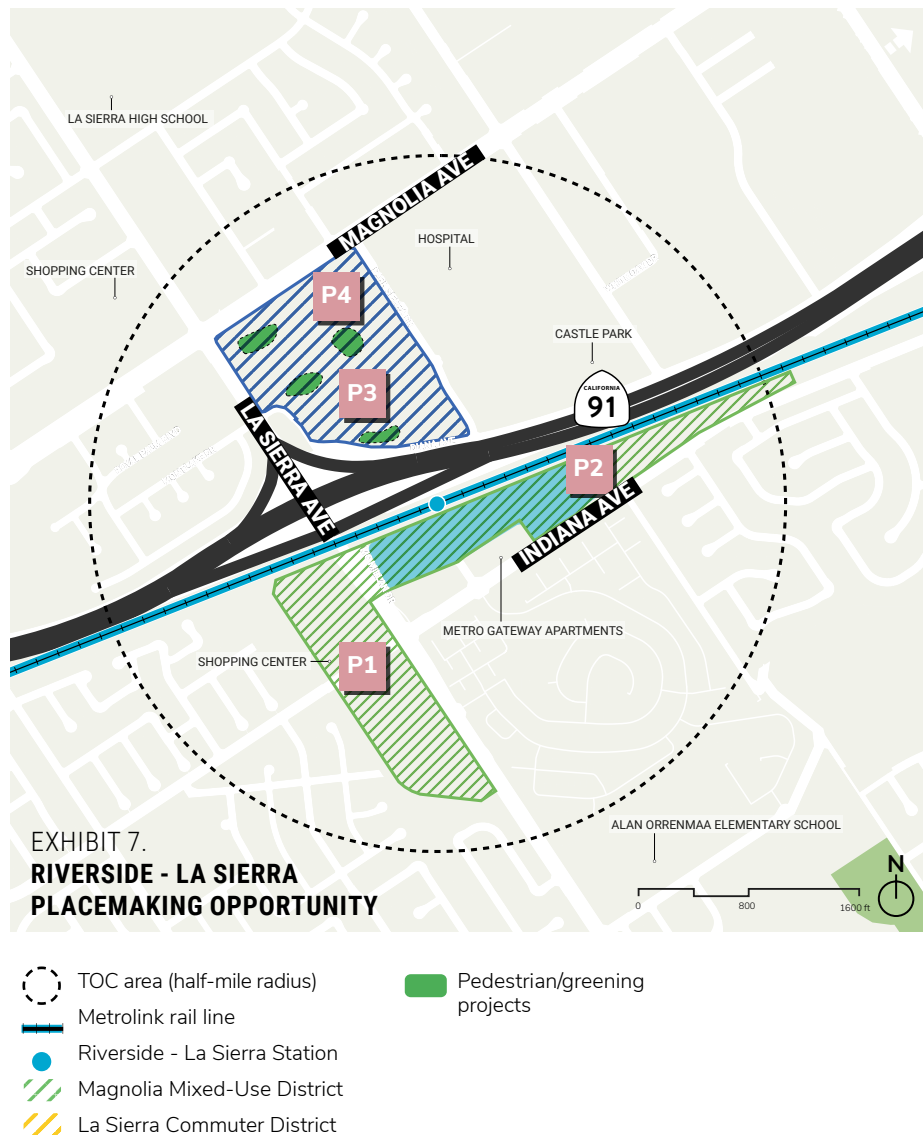
PROTECTED MULTI-USE PATH



UNDERPASS AMMENITIES



# PLACEMAKING



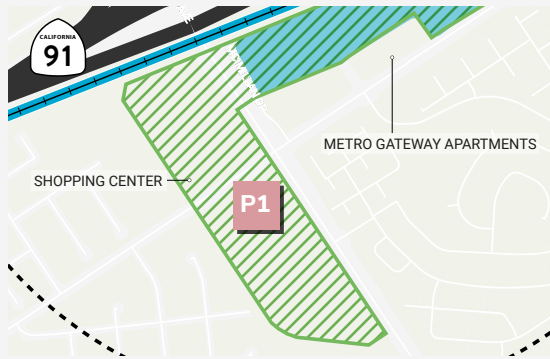
This station area has a complex urban character with a variety of land uses where its major corridors, such as Magnolia Avenue, La Sierra Avenue, and Indiana Avenue, have played historic roles in Riverside's urban development. Today, it is characterized by sprawling, dispersed developments that have vast surface parking, poor sidewalk continuity, and car-centric streets. The freeway and railway corridor create a physical barrier in the roadway patterns of the area as there is only one crossing point between the north and south. However, the area itself has high potential for transit-oriented urban transformation.

Potential placemaking project objectives:

- Create a sense of place and provide open space amenities along La Sierra Avenue, Magnolia Avenue, and Indiana Avenue
- Provide a non-motorized, grade-separated connection for bikes and pedestrians to mitigate the physical barriers of the railway and the 91 Freeway
- Develop key public spaces that build on the current attributes and opportunities that exist within the area

## PEDESTRIAN/GREENING PROJECTS

- P1** La Sierra Gateway
- P2** La Sierra Commuter Hub
- P3** Magnolia Mixed-use District
- P4** Magnolia Mixed-use District Greenways



## P1 LA SIERRA GATEWAY

Located just off the La Sierra Avenue main corridor, the La Sierra Gateway could serve as a transitional zone for new areas that have been identified for TOC investment. Using infill development strategies, such as developing additional buildings against the roadway, existing strip mall development could become a vibrant destination with distinct character and design elements to signify a clear gateway into the station area. Other enhancements could include transparent ground-floor facades, outdoor dining, and pedestrian amenities to activate the public realm.

Potential placemaking project components:

- Historical signage
- Redeveloping underutilized industrial buildings into new uses
- Pedestrian plaza/activity areas



GATEWAY SIGNAGE



DEVELOPMENT TRANSITION ZONE/ADAPTIVE REUSE



PEDESTRIAN PLAZA/ACTIVITY AREAS





## P2 LA SIERRA COMMUTER HUB

Located adjacent to the station platform, the La Sierra Commuter Hub could include residential, retail, and parking for commuters. The recommended parking structure could have active uses on the ground floor that would act to preserve human scale. Direct pedestrian connections to the station platform could be prioritized through wayfinding signs, maps, lighting, and other pedestrian amenities.

Potential placemaking project components:

- Retail-wrapped parking structures
- Streetscapes with attractive and enhanced amenities and aesthetics
- Pedestrian amenities and pathways
- Public art

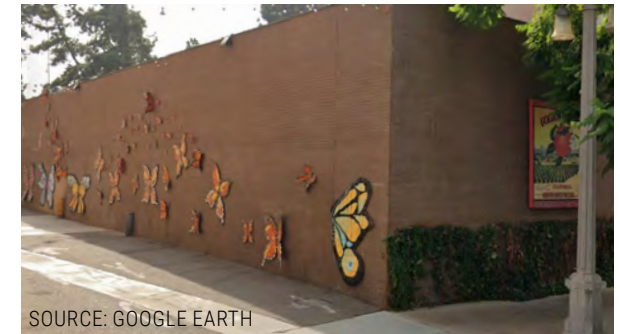


SOURCE: GOOGLE EARTH

### CONVENIENCE RETAIL

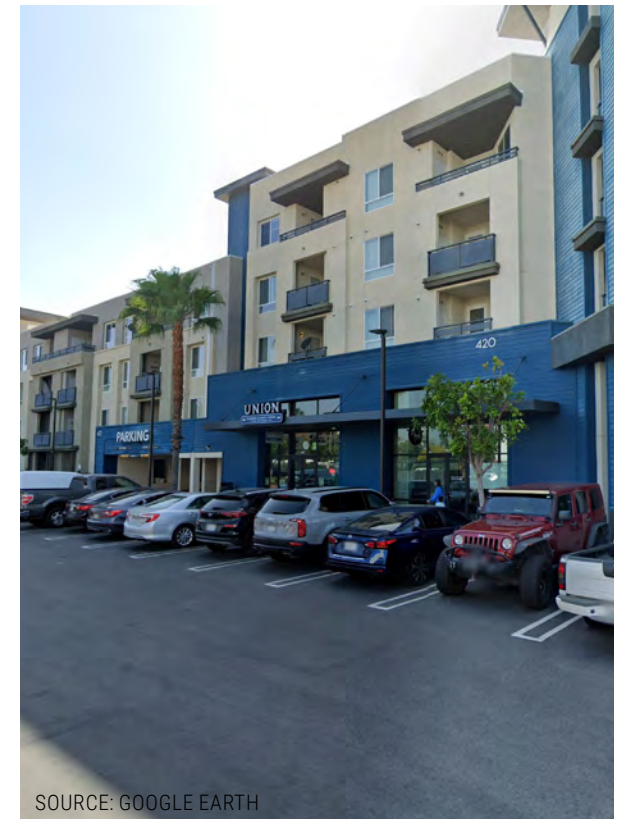


### INFILL DEVELOPMENT



SOURCE: GOOGLE EARTH

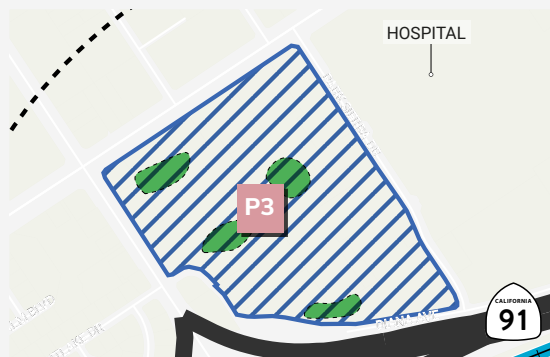
### PUBLIC ART



SOURCE: GOOGLE EARTH

### PARKING STRUCTURE WITH GROUND LEVEL RETAIL





### P3 MAGNOLIA MIXED-USE DISTRICT

The Magnolia Mixed-Use District could revitalize underutilized parking lots and strip mall retail into a mixed-use area through developing a mix of uses with focus along the major corridors of Magnolia Avenue and La Sierra Avenue. These corridors would include traffic calming strategies as well as amenities for pedestrians and bicyclists, including this plan's proposed pedestrian bridge and Magnolia District Greenways.

Potential placemaking project components:

- Pedestrian/bicycle amenities
- Town square/event space
- Curb 'bump-outs' at intersections to reduce pedestrian crossing distance



CYCLE TRACK



GREENWAYS



TOWN CENTER EVENT SPACE



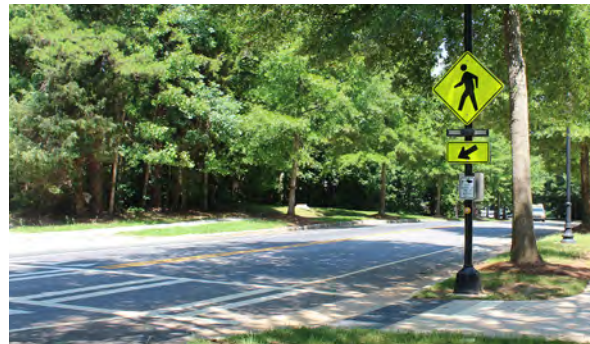


#### P4 MAGNOLIA MIXED-USE DISTRICT GREENWAYS

Building upon the proposed Magnolia Mixed-use District Greenways, placemaking enhancements could be implemented to better enhance pedestrian and cyclist connections throughout the new district and lead users to the station. Potential amenities within these greenways could include trees, landscaping, urban furniture, wayfinding signage, and public art.

Potential placemaking project components:

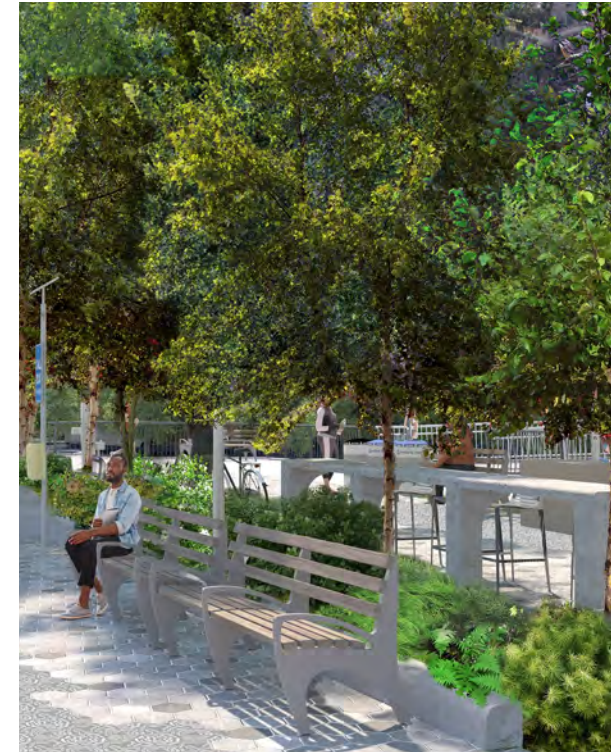
- Tree canopy
- Public art
- Wayfinding signage
- Urban furniture



TREE CANOPY



PUBLIC ART



PEDESTRIAN AMENITIES - URBAN FURNITURE



WAYFINDING SIGNAGE

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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. The following actions are intended to diversify land use mix and promote density in order to concentrate jobs, housing, and services around the station area.



#### **LU1: Build upon and update the Magnolia Avenue Specific Plan to better guide future development and design**

A specific plan would serve as a roadmap to develop a new mixed-use district intended to serve commuters, new residents, and employees at existing activity centers. The plan would facilitate the expansion of existing medical facilities, provide additional employment opportunities, add additional housing closer to transit, and establish development and design standards compatible with surrounding neighborhoods.

- **Analyze the district for opportunities** through current market trends and economic projections as well as existing land use, infrastructure, transportation networks, and economic activity areas
- **Engage with key stakeholders** to gather insight on desired development and design elements
- **Define a clear and comprehensive vision for the Magnolia Mixed-use District** considering its role as a commuter hub, residential area, and employment center
- **Develop zoning regulations** that align with the vision and goals of the area, allowing for a mix of uses and promoting TOC





**LU2: Identify parcels suitable for infill development and that could bring in more transit-oriented uses around the station area**

The Riverside - La Sierra station area is characterized by single-family residential homes and strip mall-style development. Since most of the station area is built out, infill development is a strategy that the City of Riverside could use to incrementally add density while ensuring that the scale and character transitions appropriately with adjoining properties.

- **Define the criteria for evaluating parcels**, such as proximity to the station, transit stops, activity centers, and compatibility with surrounding properties
- **Engage with key stakeholders** to gather insight on neighborhood priorities and concerns related to infill development
- **Conduct a feasibility assessment** of identified parcels to understand factors such as site conditions, utilities, environmental considerations, and development costs



**LU3: Rezone the Galleria at Tyler parcels to allow for more housing and other uses that better serve the La Sierra community**

Transforming aging shopping hubs, such as the Galleria at Tyler or underutilized shopping centers, could add a significant number of homes at different income levels, create new public spaces, and provide more community-oriented services and amenities. Constructed in the 1970s, the mall presents an opportunity to convert vacant uses and large parking lots into a vibrant community less than two miles away from the Metrolink Station. Rezoning the mall could be a first step to introducing additional uses into spaces that were once exclusively non-residential.

- **Conduct a thorough analysis of the existing site**, surrounding context, and the needs of the surrounding community, determining the optimal mix of land uses that align with community goals and needs
- **Introduce new zoning categories** that cater to mixed-use, transit-oriented development, and innovative community spaces
- **Collaborate and form partnerships** with current property owners and developers that are interested in participating in the redevelopment of the mall
- **Prioritize key areas** for development and identify infrastructure improvements needed

## 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 Riverside - La Sierra Station in order to establish a complete network that prioritizes pedestrians and cyclists over cars.



### **MO1: Conduct feasibility studies of high priority projects listed in the City of Riverside's PACT plan to evaluate their impact on residents and through traffic and consistency with the Strategic Plan**

The City of Riverside Active Transportation Plan, which is a component of the PACT plan, integrates walking, bicycling, and other transportation modes into a single plan that includes policies, infrastructure recommendations, and supporting programs. It identifies context specific funding sources, prioritized infrastructure projects, and implementation strategies. With key projects already identified, the City of Riverside could advance the implementation process by developing a phasing strategy, evaluating the feasibility of roadway reconfigurations, and coordinating with applicable local and regional agencies. The following roadways should be priorities for improvements:

- La Sierra Avenue
- Indiana Avenue





**MO2: Identify projects in the City of Riverside's Capital Improvement Plan that can incorporate proposed corridor improvements**

Capital Improvement Projects 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/projects should be considered priority for completion or further study:

- Indiana Avenue
- Tyler Street
- Magnolia Avenue
- Pedestrian Bridge connecting to key destinations



**MO3: Implement parking and transportation demand management (TDM) strategies around the station area to maximize TOC benefits and reduce the need to drive**

Given the blend of residential, office, and retail uses around the La Sierra neighborhood, TDM and parking solutions could be considered to maximize parking efficiency and close first-last mile gaps. Strategies could include consolidating parking into a structure, reducing parking requirements for residential and mixed-use buildings, implementing a shared parking system and paid parking program with local businesses, and coordinating with major employers to implement a shuttle service.

- District parking
- Bicycle hubs
- Transit passes for consistent commuters



**MO4: Establish public-private partnerships**

Coordination between public and private entities, including RCTC, City of Riverside, RTA (Riverside Transit Agency), and WRCOG (Western Riverside Council of Governments) will be critical in identifying gaps and deficiencies within the service area. Implementation of the proposed improvements will also require multiple funding sources. The City of Riverside should pursue both state or regional level grants to secure funding for the planning, design, and construction of proposed transit and mobility improvements.

## 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/Perris Valley Line should uplift existing assets and reflect cultural values engrained in the community, such as the region's agricultural legacy. The following strategies are designed to reinvigorate underutilized commercial property and vacant land within the station area to create safe, interesting, and accessible places for people to enjoy.



### **PM1: Develop design standards for the Magnolia Mixed-use District to establish a character compatible with the surrounding context**

The City of Riverside could provide design regulations as a part of the new specific plan to guide the development of the Magnolia Mixed-use District, create distinct character, and promote a high level of visual appeal. These standards could enhance and build on existing office and retail uses and might define specific architectural materials, building form, massing, lighting, signage, and streetscape design.

- **Engage with residents, businesses, and other stakeholders** in the design development process to identify preferred character
- **Allow flexibility in design standards** to allow developers to implement projects with more ease, creativity, and innovation



### **PM2: Prepare a station area gateway program with a distinct sequence of lighting, art, landscaping, and signage**

Gateway features are typically found 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 to consider include:

- La Sierra Avenue/Indiana Avenue intersection
- Station entrance
- Magnolia Avenue/La Sierra Avenue intersection





### **PM3: Expand the urban tree canopy**

In addition to providing aesthetic value to a community, trees help mitigate the urban heat island effect and improve carbon sequestration. Riverside County typically experiences moderate to extreme heat during the summer months. Average summertime temperatures can range between 85 degrees to 92 degrees Fahrenheit from June to September. Not only does extreme heat affect people's health, it can also take a toll on infrastructure. The following strategies should be considered for further study:

- **Preserve native trees and vegetation** to the furthest extent possible
- **Develop a permitting system** when considering removing mature trees to enforce conscious and regulated tree removal processes
- Amend the city-wide design guidelines to encourage new development to incorporate strategies that would reduce heat gain and **choose native or adaptive tree species** that are well-suited to the local climate
- **Identify and secure urban greening grants** to catalyze urban forestry projects that reduce greenhouse gas emissions



### **PM4: 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. Cities 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. The City of Riverside could also collaborate with local artists to display murals or installations that celebrate the city's historic heritage. Organizations that could be engaged include, but are not limited to:

- Riverside Community Arts Association (RCAA)
- Riverside Arts Council (RAC)
- Riverside Parks, Recreation and Community Services Department (PRCSD)

## RIVERSIDE - LA SIERRA 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 Riverside - La Sierra 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 projects L1 - L3</b>	-	17-20	Immediate	City: Planning Division	<ul style="list-style-type: none"> <li>• CDBG - Section 108 Loan Guarantee Program</li> <li>• Community Development Block Grant (CDBG)</li> <li>• Community Development Block Grant (CDBG) - State Administered</li> <li>• Development impact fees</li> <li>• Infill Infrastructure Grant Program (IIG)</li> </ul>
<b>Develop a specific plan for the Magnolia Mixed-use District to guide future development and design</b>	LU1	34	Near	City: Planning Division	
<b>Identify parcels suitable for infill development to bring in more transit-oriented uses around the station area</b>	LU2	35	Mid	City: Planning Division	
<b>Rezone the Galleria at Tyler parcels to allow for more housing and uses that better serve the La Sierra community</b>	LU3	35	Mid	City: Planning Division	



	KEY	PAGE	TIMEFRAME	CHAMPION	POTENTIAL FUNDING SOURCES
<b>MOBILITY</b>					
<b>Confirm, refine, and prioritize mobility projects M1-M3 identified in the vision chapter of this plan</b>	M1-M3	23-25	Immediate	City: Public Works Department	<ul style="list-style-type: none"> <li>• Active Transportation Program (ATP)</li> <li>• Bicycle and Pedestrian Facilities Program SB-821</li> <li>• California Infrastructure Economic Development Bank (I-Bank) State Revolving Loan Fund (SRF)</li> <li>• Congestions Mitigation and Air Quality Improvement Program (CMAQ)</li> <li>• Capital Investment Grant (Small Starts) - 5309</li> <li>• Enhanced Mobility of Seniors &amp; Individuals with Disabilities - 5310</li> <li>• ICARP Regional Resilience Planning and Implementation Grant Program</li> <li>• Innovative Coordinated Access and Mobility (ICAM) Grants</li> <li>• Joint Development or Public- Private Partnerships (P3)</li> <li>• Mobility, Access &amp; Transportation Insecurity: Creating Links to Opportunity Research and Demonstration Program</li> <li>• Office of Traffic Safety (OTS) Grants</li> <li>• Parking Fees / Congestion Pricing</li> <li>• Surface Transportation Block Grant</li> <li>• Sustainable Transportation Planning Grant Program</li> <li>• Urbanized Area Formula Grants (5307)</li> </ul>
<b>Conduct feasibility studies of high priority projects listed in the City's PACT plan to evaluate their impact on residents and through traffic and consistency with the Vision Plan</b>	M01	36	Near	City: Public Works Department	
<b>Identify projects in the City of Riverside CIP that can incorporate proposed corridor improvements</b>	M02	37	Near	City: Public Works Department	
<b>Implement parking and transportation demand management (TDM) strategies around the station area to maximize TOC benefits and reduce the need to drive</b>	M03	37	Near	City: Public Works Department	
<b>Establish public-private partnerships</b>	M04	37	Long	City: various departments	

	KEY	PAGE	TIMEFRAME	CHAMPION	POTENTIAL FUNDING SOURCES
<b>PLACEMAKING</b>					
<b>Confirm, refine and prioritize placemaking projects P1-P5 identified in the vision chapter of this plan</b>	P1-P5	26 - 31	Immediate	City: Planning Division	<ul style="list-style-type: none"> <li>• Assessment District</li> <li>• CalFIRE California Climate Investments (CCI) Grants - Urban and Community Forestry Program</li> <li>• California Urban Greening Grant Program</li> </ul>
<b>Develop design standards for the Magnolia Mixed-use District to establish a brand that's compatible with the surrounding context</b>	PM1	38	Near	City: Planning Division	
<b>Prepare a station area gateway program with a distinct sequence of lighting, art, landscaping, and signage</b>	PM2	38	Mid	City: Public Works Department	
<b>Expand the urban tree canopy</b>	PM3	39	Long	City: Public Works Department	
<b>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</b>	PM4	39	Mid	City: Public Works Department	