Marketplace District Vision Plan

Downtown Metrolink HQTA
Riverside, CA

HIGH QUALITY TRANSIT AREA PILOT PROJECT

Southern California Association of Governments
March 2019
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Riverside Marketplace District Vision Plan

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

High Quality Transit Area (HQTA) Analysis Pilot Program

Riverside Marketplace HQTA - 2048 Vision
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High Quality Transit Area (HQTA) Analysis Pilot Program

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

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

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

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

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

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

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

Part 2: Station Area Profile
The Station Area Profile describes the current planning, urban design, socioeconomic, and transportation context within the Marketplace HQTA Study Area. The Profile also includes a summary of previous planning efforts.

Part 3: Outreach
Outreach efforts included public meetings and reoccurring correspondence with City of Riverside staff members.

Part 4: Opportunities & Constraints Analysis
This analysis includes a summary of urban design, land use, and mobility constraints and identifies potential investments that will support walking, biking, and the use of transit.

Part 5: Vision
The Vision presents a 30-year vision for a transit-supportive Marketplace HQTA. It includes a redevelopment strategy, specific infrastructure investments, active transportation projects, and placemaking amenities that will help to make the area more livable, walkable, and accessible to transit.

Part 6: Implementation Plan
Policies, programs, initiatives, and partnerships will be key to the success of the plan. In addition, a customized financial strategy is included that targets funding streams to specific projects outlined in the Vision Plan. SCAG will partner with the City to help secure funding for the projects. A Metrics Worksheet establishes a baseline and long-term targets for growth in jobs, housing, the modal shift to non-motorized forms of transportation, and other key metrics that will be tracked by SCAG and the City over the next several years.

HQTA Toolkit (Appendix)
The development strategy and priority projects outlined in the Vision Plan are tied to the HQTA Toolkit, which will give the City a range of options for meeting the goals and objectives set forth in the Vision Plan. The Toolkit includes transportation investments with cost estimates, TOD precedent projects, open space typologies, and other components of an innovative HQTA.
Key Opportunities
- The Pilot Project Area’s proximity to the Downtown Riverside Metrolink Station and to Downtown Riverside make the area accessible to major job and activity centers.
- Vacant lots and surface parking lots along major roadways have the potential for redevelopment to TOD projects and a mobility hub adjacent to the Metrolink station.
- Abandoned rail spurs could be reimagined as a public promenade along Commerce Street.

Vision Plan Goals
#1: Preserve and reinforce the unique industrial character that has defined the Marketplace District
#2: Ensure access to affordable housing for residents of the Marketplace District and Eastside neighborhood
#3: Promote an environmentally-sustainable TOD district that can become a laboratory for new technologies and best practices
#4: Foster healthy and engaged residents through investments in active transportation infrastructure and programming
#5: Promote a complete streets approach that balances the needs of all users
#6: Establish a unique brand for the Marketplace District through placemaking improvements

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

- Mobility Hub
- North Park
- Lincoln Park
- University / Park
- North Commerce Creative Hub
- South Commerce

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

Bicycle Projects
B 1 Mission Inn / Vine Protected Bicycle Intersection
B 2 Mission Inn / Commerce Protected Bicycle Intersection

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

Corridor Projects
C 1 Vine Street
C 2 Mission Inn Avenue
C 3 Commerce Complete Street Reconstruction

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

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