



SITE ANALYSIS REPORT

2731–2871 University Ave, Riverside

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TABLE OF CONTENTS

TOPIC	PAGE
Location and Legal Analysis	3-10
Temporal Research and Analysis	11-22
Cultural Research and Analysis	23-30
Demographics Analysis	31-42
Economic Analysis	43-47
Social Analysis	48-56
Density Analysis	57-62
Patterns and Fabric	63-71
Size and Form Analysis	72-76
Zoning Analysis	77-80
Environment and Landscape Analysis	81-84
Climate Analysis	85-89
Attributes and Resources Analysis	90-91
Infrastructure	92-96
Site Opportunities and Challenges	97-100
Point of View	101
Word Cited	102 - 115

LOCATION AND LEGAL ANALYSIS

Site: 2731–2871 University Ave, Riverside, CA (NE corner University Ave & Park Ave)

Key APNs (Assessor's Parcel Numbers) from City RFP / Successor Agency documents:

211-131-021, -022, -023, -024, -026, -031, -032 (plus nearby 2882 Mission Inn Ave / APN 211-311-001 referenced in city materials). [Riverside+1](#)

Why APNs are important in site analysis

1. Property Identification:

- Confirms which exact parcels are part of your project area.

2. Legal Boundaries:

- Defines the site limits you'll use for zoning, setbacks, and easements.

3. Ownership & Land Use:

- Tells you who owns the land and how it's currently designated (commercial, residential, industrial, etc.).

4. Access to Public Records:

- APNs are used to pull official documents such as deeds, zoning ordinances, and land surveys.

Cite:https://riversideca.gov/cedd/sites/riversideca.gov/cedd/files/Park%20and%20University%20RFP_July2021.pdf?utm_source=chatgpt.com



THE OPPORTUNITY

The Successor Agency and the Housing Authority are soliciting proposals for a mixed-use retail and multi-family project to include a minimum of 15% of the residential units restricted to "low income" affordable housing levels for the Successor Agency and Housing Authority-owned land of approximately 2.1 acres (combined). A potential project may be mixed income housing with a minimum 15% affordable set-aside, or entirely affordable in nature. The affordable housing set-aside would typically be at 80% of the County Median Income and below.

The Successor Agency property, as shown on the map above, is approximately 1.9 acres of vacant land zoned Commercial Retail (CR) and the General Plan land use designation is Mixed Use - Neighborhood (MU-N) through the University Avenue Specific Plan - Subdistrict 1. The Housing Authority property as also shown on the site map above, is approximately 0.22 acres of vacant land and is zoned R-17000-SP-CR, Single Family Residential - Specific Plan (Riverside Marketplace) - Cultural Resource Overlay Zone (Seventh Street East Historic District) and is located in the Riverside Marketplace Specific Plan - Residential Subarea. The Mixed Use - Neighborhood, provides opportunities for primarily neighborhood-serving commercial uses with limited, low-intensity residential uses in a mixed-use environment to preserve the existing housing stock and residential character of neighborhoods, while allowing for development of new housing opportunities and encouraging pedestrian-oriented retail and service uses. Additionally, the combined Project Site is located within Sub-District 1 of the University Avenue Specific Plan, which is intended to enhance small business uses such as neighborhood retail, restaurants, services and offices. Each proposer is encouraged to review Sub-District 1 of the University Avenue Specific Plan prior to submission of a proposal.



The development concept above anticipates a development that promotes University Avenue's key role in the City as a major thoroughfare. New development along University Avenue is expected to be revitalized in conjunction with streetscape and other improvements. University Avenue is envisioned to become an active, lively, visually attractive thoroughfare, a "destination", used by the community, the University and visitors. In order to unify the area, a bold urban design, landscaping and architectural concept based on the history of the region is envisioned. Developers should keep in mind the historic character and architecture of the Downtown and Eastside neighborhoods, and keep those design cues in mind with any potential submission.

This illustration represents an example of the type of development the Successor Agency and Housing Authority envision — a design that provides the following characteristics: buildings and entrances located close to the sidewalk in extensively landscaped areas, ample parking in the rear of the site in a tree-shaded parking lot screened from the view of adjacent residences, and pedestrian-friendly frontage along University Avenue.

Please note, other development projects may be proposed that differ from the noted preferred development. However, proposers should be aware that public support may or may not allow for alternative development projects to be approved by the Successor Agency and Housing Authority.



Purchase Price

The Project Site will be sold "as is" and at fair market value. Please note that the Housing Authority Board, State Department of Finance (DOF) will require a fair market appraisal to support the sales price. The proposer will have an opportunity to consider the appropriate value prior to entering into a Purchase, Sale and Development Agreement (Agreement) once a proposer has been selected by the Successor Agency and the Housing Authority. Please also note that the Agreement is subject to the approvals of the Successor Agency, the Oversight Board for the City of Riverside as Successor Agency (Oversight Board), the DOF and the Housing Authority Board.

Deposit Amount

Should the proposal be accepted by the Successor Agency, a deposit in the amount of 2% of the proposed purchase

price, or \$25,000, whichever is greater, will be required. The selected developer shall submit the required deposit amount upon execution of the Agreement. Please note that the deposit is non-refundable after 90 days from the effective date of an executed agreement.

Closing Costs

The Successor Agency and Housing Authority shall be responsible for one-half of the cost of escrow charges and CLTA standard form policy of title insurance. The selected developer shall be responsible for all recording fees, transfer taxes, and/or cost of documentary stamps and one-half of the cost of escrow charges.



The following conditions will be imposed on the selected developer in the form of a Covenant, Condition, and Restrictions agreement, which will be recorded on the Property:

PROPOSED USE

The proposed project must be compliant with all local, state and federal codes, laws and regulations.

RESTRICTED USES

The following uses are restricted for the Property:

- Adult-oriented business or adult entertainment establishments;
- Convenience Stores not strictly ancillary to the larger development;
- "Off-premises" sale of alcohol. The sale of "on-premises" alcohol may be permitted by the City via a Minor Conditional Use Permit (MCUP) and approval by the State of California - Department of Alcoholic Beverage Control (ABC);
- Personal services (i.e. tattoo parlor, vape store, etc.) subject to staff discretion;
- Sales of weapons

SITE MAINTENANCE

The selected developer will, at his or her sole cost and expense, maintain the appearance and safety of the Subject Property; remove all graffiti within 72 hours of its appearance; and promptly remove and replace all dead and diseased landscaping material.

SUBMITTAL REQUIREMENTS

A successful proposal is expected to clearly and thoroughly address all requirements outlined in this Request for Proposals (RFP). Responses must be sufficiently detailed, as defined at the Successor Agency and Housing Authority's sole discretion, to permit the Successor Agency and Housing Authority to assess the viability of the proposal. The proposal must include the single person who will be the primary contact. Résumés and company qualification brochure data may be included, provided this information is located in an Appendix at the back of the proposal. Should a proposer have concerns about meeting any of the requirements, the proposer shall include a clearly labeled subsection with individual statements specifically identifying any concerns and exceptions. Though the proposer may submit a proposal organized according to his or her preference, the proposal submitted must be clear and

STRUCTURE AND MANAGEMENT OF THE LEGAL ENTITY SUBMITTING THE PROPOSAL

The proposer shall Provide the legal name, address, and telephone/e-mail information of the entity submitting a response to this RFP. Describe the composition, organizational structure, and legal form of the entity. Identify the responsibilities and relevant experience of key individuals, both "in-house" staff and consultants for the entity.

CAPACITY AND ABILITY TO FINANCE THE PROJECT

- Provide a description and evidence of the financial capability of the entity submitting the response to this RFP including the ability to: (1) provide the necessary capital to fund predevelopment activities; (2) provide required equity either directly or with capital partners; and (3) provide funding for ongoing operations (including maintenance, reserves, etc.)
- Provide information on financial roles, responsibility, and strength of members of the legal entity.
- Provide a description of examples of financing sources (with no subsidies), structures or mechanisms for projects completed by the proposer similar to the type of financing envisioned for the proposed project. Provide a description of the current relationship with lending or financial institutions or equity sources that have demonstrated interest in providing financing for the proposed project.
- Ability to complete a proposed project within a 5-year timeframe.

SUBMITTAL REQUIREMENTS CONTINUED

DEVELOPMENT NARRATIVE

The proposer shall provide a preliminary development narrative, which shall include, but not be limited to, the type of uses or mix of uses for development; a proposed layout for the Project Site including a site plan and conceptual elevations; a pro-forma, project statistics with building square-footage and height, parking, phasing, an anticipated investment amount, community benefit including estimated annual sales tax revenue, property tax revenue and number of jobs to be generated, a detailed list of intended users and projected occupancy dates, a long-term investment strategy, and an anticipated duration of holding period. If no intended users have been identified, please identify the development as speculative.

PROJECT TIMELINE

The proposer shall indicate whether the following requirements are acceptable or propose a different timeline for due diligence/entitlements and construction period:

Due Diligence/Entitlements Period—It is anticipated that the selected developer will review the condition of the Property within ninety (90) days after opening of escrow. The proposer shall provide a timeline for project entitlements. It is preferred that the selected developer obtain entitlements and close escrow as soon as possible, but no later than eighteen (18) months from the execution of the Agreement.

Construction Period—The proposer shall provide a timeline for the construction phase of the proposed development from the close of escrow including construction start and completion dates. It is preferred that construction of the proposed development be completed as soon as possible, but no later than two (2) years from the close of escrow.

PREFERRED DEVELOPMENT

The proposer shall indicate whether the proposed development is compliant with the Preferred Development detailed on Page 6. If not, the developer shall indicate why the proposed concept is better suited for the site.

DEVELOPMENT EXPERIENCE

A successful proposal will include a summary of experience in mixed-use and affordable housing
The following information is required :

- Name(s), address(es), telephone number (s) and e-mail address(es) of the proposer. Identify the single person who will be the primary contact.
- Examples of relevant project experience. Information should include the following: (a) name, location, and dates of the project(s); (b) project(s) detailed descriptions and (c) references for the cited project(s) within the last 5-years.
- Provide a description of the proposer's experience developing, managing, and operating similar projects. Provide a description, if any, of the proposer's experience developing projects that are similar in nature to the proposed development
- Names and addresses of the key team members including architect and general contractor. For each project reference, include the development team member's role in the completed project and the time period of his or her involvement.
- A description of proposer and team experience, qualifications and capabilities specifically related to: (a) development; (b) design and planning; (c) financing (debt and equity) (d) construction and project management.
- Photographs showing completed projects that are similar in nature to the proposed development along with information including construction costs, completion dates, locations, land uses, scales, scope of services, and the role of the proposer in these projects.
- List any lawsuit or litigation and the result of that action resulting from (a) any public project undertaken by proposer or by its subcontractors where litigation is still pending or has occurred within the last 5 years or (b) any type of project where claims or settlements were paid by the proposer or its insurers within the last 5 years.
- Publicly accessible financial information for the proposing firm for the last two fiscal years.



THE SITE AT THREE SCALES

A — Global / National scale

- **Context:** The site sits in the **Inland Empire / Riverside–San Bernardino–Ontario (RSO) metropolitan area**, part of Southern California’s larger built region that is a major logistics, manufacturing and higher-education hub nationally. The Inland Empire is an important freight and warehousing node for U.S. supply chains (I-10, I-215, SR-91 corridors).
- **National significance (practical):** the site is not a nationally iconic site, but it sits within a nationally relevant logistics/industrial and higher-education region and is therefore attractive for regional redevelopment, workforce housing, and university-linked uses. (Contextual observation; regional role summarized from Riverside / Inland Empire reports). [riversideca.legistar.com](https://www.riversideca.legistar.com)

B — Statewide / Regional (California) scale

- **State position:** Riverside is one of California’s larger cities (and the Inland Empire is one of the state’s fastest-growing MSAs). Compared to coastal metro areas like Los Angeles or San Francisco, Riverside offers lower land costs, regional freeway access (91 freeway nearby) and proximity to University of California, Riverside (UCR), giving the area a younger workforce and research/education linkage.

C — Local: City & neighborhood scale (Riverside / University Ave corridor)

- **City scale:** The site is within the **City of Riverside** municipal boundary and appears in City planning documents as a priority development site (listed in the Successor Agency long range property list and explicitly in a 2021 RFP (Request for Proposals) for the Park & University site). The City’s General Plan designation for the site is **Mixed-Use Neighborhood** and the site falls under the **University Specific Plan** (subdistrict info visible in city marketing material). Zoning references in marketing/CoStar call the zoning

C-3 (commercial) for the property. [Riverside+2Riverside+2](#)

- **Neighborhood scale:** The site is on **University Avenue** near Park Avenue — a corridor that connects downtown Riverside and the University of California, Riverside (UCR) area. The City has promoted this as an opportunity for mixed-use redevelopment (housing, retail, and student/worker support uses) as part of broader downtown/university corridor revitalization. The City's RFP and marketing describe the site as 1.9 acres and 85,000 sq ft (gross) and intended for higher-value redevelopment. [Riverside+1](#)
-

CURRENT OWNERSHIP

- **Owner:** The property is listed in the City of Riverside's materials as **owned by the Successor Agency to the Redevelopment Agency of the City of Riverside** (i.e., the Successor Agency / City-controlled redevelopment asset). The City's RFP and the Long Range Property Management Plan explicitly list the project site (2731–2871 University Ave) and identify the APNs as Successor Agency-owned. The Long Range Plan and compensation/transfer language describe the Successor Agency transferring properties to the City for redevelopment oversight. [Riverside+1](#)
- **Additional corroboration:** City marketing and CoStar/for-sale PDFs prepared by the City list the parcels, acreage (~1.9 AC) and the APNs, and describe the site as City / Successor Agency-owned and available for disposition (RFP / for-sale packet). [Riverside+1](#)

Practical note / how to confirm ownership record-level:

- The Riverside County Assessor / Recorder online property search (RivCoView / public access) will show the current recorded owner and tax parcel details for each APN — use the APNs above to pull official ownership records. If you want, I can fetch a screenshot of the County's record page for one APN and include the direct property report.

GOVERNMENTAL JURISDICTIONS

Present governmental jurisdictions (all apply)

- **Federal:** United States — federal laws/regulations apply (environmental review thresholds, NEPA only if federal funding/permit; federal fair housing, etc.).
- **State:** State of California — state environmental laws (CEQA is state-level; CEQA is implemented by the City for projects requiring discretionary approval), state land-use law, AB-related successor agency rules (ABx1 26/1484 historically shaped successor agency asset handling). [Riverside](#)
- **County: Riverside County** — county property tax, assessor/recorder jurisdiction; local county departments (e.g., Flood Control, Public Health) may have authority in particular permits/utility matters. rivcoview.rivcoacr.org
- **City / local: City of Riverside** — primary land-use authority. The City implements the **General Plan**, the **University Specific Plan**, zoning ordinance (C-3 noted in marketing), design review, discretionary entitlements, and CEQA review. The property appears in the City's Successor Agency holdings and City redevelopment planning. [Riverside+1](#)
- **Special districts & utilities:** expect involvement of special districts (Riverside County Flood Control & Water Conservation District was a signatory in some successor agency agreements) and local utility providers (water, sewer, electricity) — specific connections and capacity need confirmation during site due diligence. [Riverside](#)

FUTURE PROJECTIONS

- **City disposition / redevelopment intent:** City documents (Long-Range Property Management Plan and the July 2021 RFP) show the City / Successor Agency intends to transfer or disposition these parcels for redevelopment as part of downtown/university corridor revitalization. The RFP solicited purchase/development proposals for the Park & University site (July 2021). That is the clearest near-term projection: **the City intends a redevelopment sale/selection process and has policy backing to assemble and develop the site.** [Riverside+1](#)
- **Planning designation:** General Plan = **Mixed-Use Neighborhood**; site also falls under **University Specific Plan** policies (subdistrict). Those plan designations suggest the City anticipates mixed-use / residential + commercial / support for university-linked uses. (See City marketing RFP and for-sale packet.) [Riverside+1](#)
- **Potential constraints / approvals:** any buyer/developer will need to comply with City entitlements (zoning/spec plan consistency), CEQA (environmental review), and possibly Successor Agency/oversight approvals tied to former redevelopment assets. The Long-Range Plan and Compensation Agreement language suggest transfer mechanics and inter-agency compensation were considered when the Successor Agency assets were handled under AB 1484. [Riverside](#)

COVENANTS, CONDITIONS AND RESTRICTIONS, RECORDED EASEMENTS, AND ENCUMBRANCES

- City documents (Long-Range Property Management Plan; RFP materials; for-sale packet) **refer to “restrictions” and the need to review covenants**, but they do **not** publish full CC&Rs or deed restrictions in those marketing PDFs. The Long-Range Plan explicitly acknowledges that some successor agency properties may have recorded restrictions and that transfer/transfer terms account for historic constraints. [Riverside+1](#)

What's missing (and why)

- **Recorded CC&Rs and easements are typically recorded at the County Recorder's office** and are tied to the parcel/APN. City marketing PDFs will not generally reproduce the recorded deed restrictions or private CC&Rs; they only note that restrictions may exist. I could not find a public copy of a recorded CC&R for these APNs in the City-level marketing materials or the RFP text. To locate all recorded covenants/restrictions you must query the Riverside County Recorder office or pull a title report.

ca-riverside-acr.publicaccessnow.com+1

A BRIEF REVIEW

- **Ownership:** Successor Agency to the Redevelopment Agency / City of Riverside (APNs 211-131-021, -022, -023, -024, -026, -031, -032). [Riverside+1](#)
- **Jurisdictions & planning designations:** City of Riverside (Mixed-Use Neighborhood; University Specific Plan), Riverside County, State of California, federal. City RFP signals intent to sell/develop for mixed-use. Zoning cited as **C-3** in marketing materials. [Riverside+1](#)
- **Covenants / Restrictions:** City references possible restrictions; no public CC&R text surfaced in the city PDF materials. **Action required:** search Riverside County Recorder or order a title report to find all recorded covenants, easements, liens, or deed restrictions. [Riverside+1](#)

TEMPORAL RESEARCH AND HISTORICAL ANALYSIS

University Avenue is one of Riverside's principal thoroughfares. The Avenue connects to major geographic regions of the City - the campus of the University of California and Riverside's historic Downtown. The Avenue also serves as an area-wide transportation link connecting Interstate 215 on the east with the Riverside Freeway (State Route 91) through central Riverside.

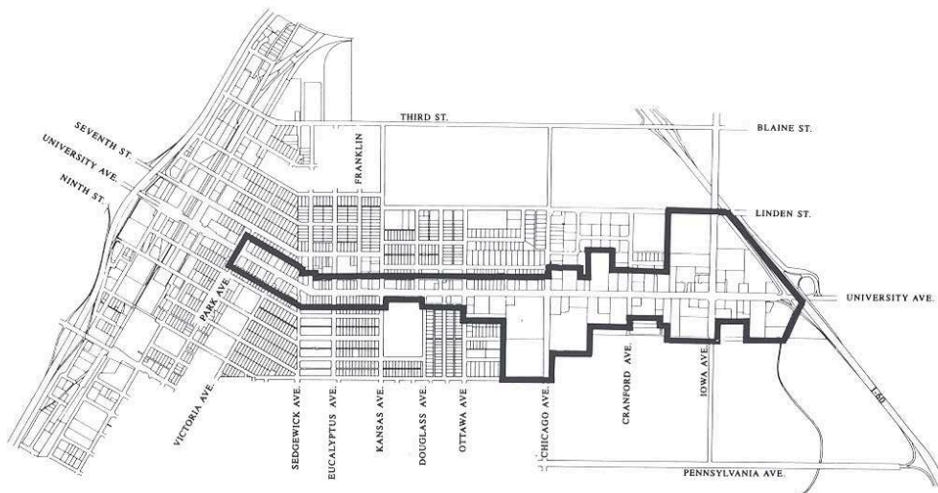


Figure 2
Specific Plan Boundaries

UNIVERSITY AVENUE SPECIFIC PLAN

Page P-4



HISTORY

Understanding who occupied or used the site over time helps designers honor the community's heritage. University Avenue is part of Riverside's historic commercial corridor, so its history reflects patterns of migration, commerce, and local identity. Acknowledging that history helps ensure new projects feel authentic and connected to place rather than imposed.

These social and cultural fabrics about the site helped shape the surrounding community. University Avenue has long served as a vital point for connecting downtown Riverside with the University of California Riverside (UCR). This spot makes a rich corridor in economic activity, cultural exchange, and social diversity.

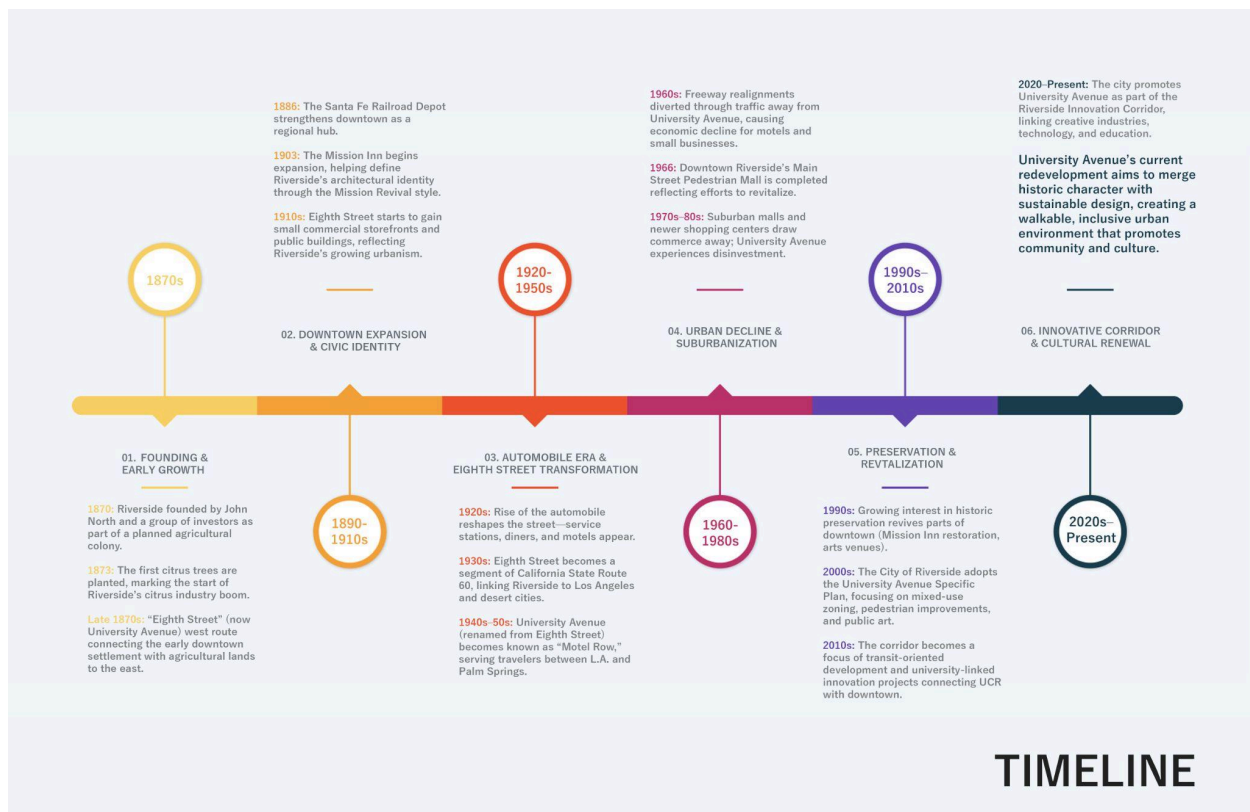
Historically, this stretch of road hosted small local businesses, family-owned shops, and community gathering places that reflected the neighborhood's evolving identity since Riverside's early days. By tracing these patterns of migration, ownership, and urban change, designers can uncover how the site contributed to the area's character and sense of place.

University Avenue originally began as "Eighth Street" in Riverside and by the late 1880s it was already a key link between the original Riverside town-site (today's downtown) and the expanding residential and citrus-grove areas to the east. The growth of the citrus industry in Riverside provided the dominant economic base in the late 19th and early 20th centuries, and the proximity of Eighth Street/University Avenue to groves and transport corridors meant the avenue grew in significance. During this era, the Eastside neighborhood (east of downtown Riverside) grew with many workers in the citrus industry, and University Avenue began to host mixed uses of residential and some small commercial.

In the mid-20th century the corridor changed substantially. Eighth Street/University Avenue became part of a state highway routing (State Route 60) that connected Los Angeles and areas east of Riverside. The highway function brought motels, service stations, restaurants, and roadside tourism uses along the avenue. University Avenue came to be known as Riverside's "motel row" because of the clustering of motels catering to auto travelers between LA, the desert, and the Inland Empire. However, when the freeway system evolved and bypassed the avenue, its

corridor character underwent decline because many motels became vacant or under-utilized.

The layered history from citrus economy → auto-tourism motels → highway decline → urban revitalization provides insight for any new design or redevelopment along the site and provides new information on social, urban, cultural, and economic context.



Planning efforts over the years

A number of other plans and studies have been undertaken directly affecting University Avenue. The chronology of evolution in these plans and studies is especially revealing in underscoring the great importance which has been attached to the role of University Avenue within the overall urban fabric of Riverside. The various efforts include the following:

University Community Plan This plan: adopted in 1968 as a subcomponent of the City's General Plan, focused land use and related issues on the unique character of the University environment. Eastside Community Plan Prepared in 1974, and a functional companion to the University Community Plan.

Eastside Community Plan: narrows the focus of the General Plan to the unique needs of this long established and historic residential community bordering University Avenue. The plan's boundaries underscore the importance of viewing revitalization of University Avenue in the context of its synergistic role with the adjoining, long-established Eastside community.

Central Industrial Area Redevelopment Plan: First adopted in 1977 and subsequently amended in 1984, the plan seeks to actively implement the University Community Plan through an active redevelopment program. Long-recognized as needing direct public involvement in economic and housing revitalization, the area's redevelopment plan targets resources and programs to help rejuvenate the project area. See Figure 4 for the boundaries of the Central Industrial Redevelopment area.

91/60 Committee: A committee of businessmen and property owners was formed to address improvement of University Avenue. In 1985, a streetscape plan was prepared to be financed by an assessment district, which proposed widening the street, a landscaped median and palm trees in easements on private property.

Riverside Downtown/Central Industrial Development and Implementation

Plan: As a strategic plan, this document sharpens the area's redevelopment focus by defining specific commercial, residential, design, and development objectives for the City's program efforts.

The University of California at Riverside Long Range Development Plan

(LRDP), July 1990: At the opposite end of the Avenue from the Riverside Marketplace development, growth of the UCR campus will introduce and catalyze dramatic new

university-oriented development. Guiding that growth in concert with community objectives is the focus of the LRDP.

University Avenue Strategic Development Plan, 1990: Commissioned by the City's Redevelopment Agency, the strategic plan's purpose was to outline an overall vision for University Avenue and prepare a strategic plan of action to guide the Agency in its revitalization efforts. The plan established key parameters for development along University Avenue allowing flexibility for the Agency to respond to changing market, economic, institutional, and other conditions.

The Riverside Marketplace Specific Plan, May, 1991: A cornerstone project, the Riverside Marketplace development represents a giant step forward in anchoring development along the University Avenue corridor at its Downtown end. The development will yield dramatic land use changes, as well as generating needed economic activity, business expansion, and jobs generation. The Marketplace development begins at Park Avenue, the westerly limit of this University Avenue Specific Plan.

University Avenue Streetscape Concept, April, 1991: Recognizing the need for physical improvement to the appearance and vitality of University Avenue, the Streetscape Concept defines a program for capturing the majesty of previous tree planting efforts while enhancing the Avenue's appearance recognizing contemporary economic goals. The concept is intended to be the means by which civic, business and property interests can work together for the physical renovation of the Avenue.

University Avenue Interim Zoning

Over the years several targeted efforts have been made through zoning-related changes to assist in the revitalization of University Avenue. The most recent actions of the City to reverse the direction of decline took place in March, 1991, when Interim RO-Zoning was applied to the Avenue as a precursor to undertaking a thorough design and development standards review of the Avenue. Preparation of this Specific Plan was initiated in direct response to the interim zoning. The interim zoning regulations generally applied to parcels fronting University Avenue between Park Avenue and I-215 and certain other immediately adjacent parcels (Urgency

Ordinance 5900, placing RO zoning on all projects, adopted March 5, 1991, and extended on April 9, 1991 for 10 months and 15 days).

Draft Riverside General Plan 2010 As an update to the existing general plan, the year 2010 plan will chart a course for change throughout the City, including University Avenue, for improvements in the overall quality of life, neighborhood preservation, and physical improvement in the City's urban fabric.

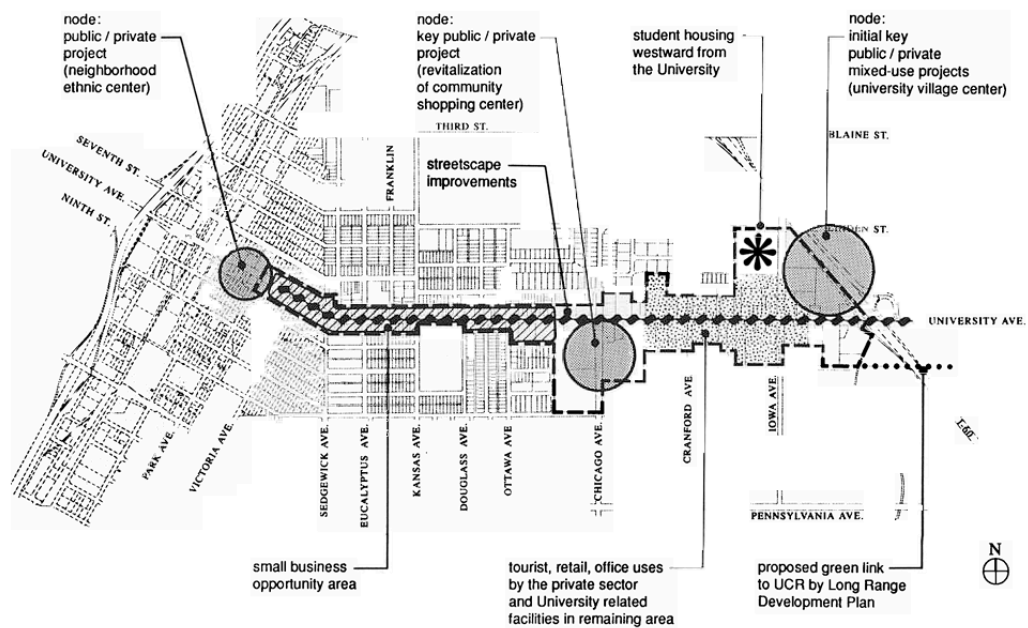


Figure 9
Overall Vision and Development Strategy

■ UNIVERSITY AVENUE SPECIFIC PLAN

Page 4-5 ■

Future efforts in 1991- Efforts at reversing declining conditions along University Avenue cannot stop with aggressive development standards. Strong support from the Eastside Neighborhood Advisory Committee (ENAC) exists for the need to follow the Specific Plan with an update to the Eastside and University Community plans. Without addressing conditions in surrounding community areas, the application of new standards to University Avenue alone will be inadequate.

Scenario	Drivers / Enablers	Constraints / Risks	Likely Outcomes
a) Redevelopment as part of Innovation / Clean Tech Hub	Proximity to UCR and its labs (CE-CERT etc.), city's Innovation Corridor initiatives, public & private funding for innovation and sustainability projects; OASIS Park as precedent; demand for lab / maker / incubator space.	Land use zoning (must allow research / industrial / mixed-use); infrastructure costs; environmental constraints; neighborhoods/community acceptance; potential cost of remediation if contaminated; competition from other sites.	Could become a research / lab facility, incubator / startup space, possibly mixed with light manufacturing / clean energy R&D; might be part of a larger campus extension; increased foot traffic; infrastructure improvements (roads, transit, utilities).
b) Mixed-use commercial / residential redevelopment	Demand for housing near UCR; push to revitalize University Ave corridor; city's Vision 2050 and housing goals; transit oriented development.	Cost of development; parking constraints; community resistance; cost of acquiring all contiguous parcels; zoning/permitting hurdles; market risks.	Likely apartments for students / faculty, with ground-floor retail or office; possibly affordable housing; pedestrian improvements; increase in property value.
c) Public / institutional use (extension of UCR, public facility)	UCR's expansion needs; public funding; strategic benefit of locating UCR-adjacent facilities here; desire for community oriented infrastructure.	Budget constraints; bureaucratic processes; securing land rights; phasing; possible pushback if replaced existing small businesses.	Possibly a university building (extension / outreach / training), public research center, or complement to OASIS Park.
d) Status quo or underutilized land	If redevelopment is delayed; if funding or demand lags; if	Missed opportunity cost; maintenance / vandalism; lower property tax income; possible blight.	Vacant lot remains, possibly occasional commercial use; less economic impact.

ownership is
fragmented or costly.

RELEVANT DATA:

Year / Period	What Happened / Known Use / Plan	Source / Notes & Context
Early 20th century	University Avenue (formerly 8th Street) evolved into a citrus-lined road, eventually becoming a motel / auto-tourism corridor.	The Mission Inn Museum notes that University Avenue was once 8th Street and became a “motel district” as automobile travel increased. MISSION INN MUSEUM
1950s onward	UCR’s campus development accelerates; the area around University Avenue becomes strategically important as the university expands.	UCR’s history page covers its origins as a citrus experiment station in 1907 and its later elevation to a full campus. University of California, Riverside
Pre-2024	The parcel 2731 is recorded in recent times as vacant land (i.e. currently no structure) with lot size ~0.43 acres, and parcel number 211131021 . Zillow	
Recent years	Riverside designates 2731–2871 <i>University Ave</i> as “available property” within its Innovation District listing	The City’s Innovation District map / listing shows “2731–2871 University Ave” in its “available” parcels. Riverside

Ongoing	The Riverside Innovation Corridor initiative runs along University Avenue (a ~6-mile stretch linking UCR and downtown), with upgraded signal infrastructure and the corridor treated as a testbed for smart mobility / sustainability technologies	CERT / UCR describes that the corridor's traffic signal controllers are being upgraded to support connected vehicles, SPaT messaging, etc. cert.ucr.edu
2025 (June)	Construction begins on SoCal OASIS Park , a research & economic development hub on ~3.44 acres along University Avenue near UCR's west entrance.	UCR announced the groundbreaking in June 2025. University of California, Riverside+3UCR News+3insideucr.ucr.edu+3
2027 (Projected)	Completion of OASIS Park is expected by Spring 2027	As per UCR statements. UCR News+1

Year / Period	What Happened / Known Use / Plan	Source / Notes & Context
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1950s onward	UCR's campus development accelerates; the area around University Avenue becomes strategically important as the university expands.	UCR's history page covers its origins as a citrus experiment station in 1907 and its later elevation to a full campus. University of California, Riverside
Pre-2024	The parcel is recorded in recent times as vacant land (i.e. currently no structure)	

Recent years	Riverside designates 2731–2871 <i>University Ave</i> as “available property” within its Innovation District listing	The City’s Innovation District map / listing shows “2731–2871 University Ave” in its “available” parcels. Riverside
Ongoing	The Riverside Innovation Corridor initiative runs along University Avenue (a ~6-mile stretch linking UCR and downtown), with upgraded signal infrastructure and the corridor treated as a testbed for smart mobility / sustainability technologies	CERT / UCR describes that the corridor’s traffic signal controllers are being upgraded to support connected vehicles, SPaT messaging, etc. cert.ucr.edu
2025 (June)	Construction begins on SoCal OASIS Park , a research & economic development hub on ~3.44 acres along University Avenue near UCR’s west entrance.	UCR announced the groundbreaking in June 2025. University of California, Riverside+3UCR News+3insideucr.ucr.edu+3
2027 (Projected)	Completion of OASIS Park is expected by Spring 2027	As per UCR statements. UCR News+1

PRESENT DATA:

- **Vacant land:** As of current public listings, 2731-2871 University is vacant land.
[Riverside+2University of California, Riverside+2](#)

It is part of an “available property” zone in Riverside’s Innovation District.

- **UCR is building / has begun the project called *SoCal OASIS Park***, a research & economic development park (~ 39,000 sq ft) on a ~3.44-acre site along University Avenue, near the west entrance of campus, at a former UCR Extension Center location.
[UCR News+2University of California, Riverside+2](#)

This development is intended to provide labs, incubator and startup space, maker spaces, event/training rooms, etc., emphasizing clean technologies, sustainability, and community inclusion. [UCR News+1](#)

- University Avenue segment is part of the **City of Riverside Innovation Corridor initiative**, which aims to integrate smart infrastructure (signal upgrades, connected

vehicle technologies, air quality sensors, etc.), and enhance multimodal transit. [UCR Certifications+1](#)

- Riverside is pushing forward its **“Vision 2050”** general plan, emphasizing safer, smarter, greener urban development, economic development, housing, etc. University Avenue and adjacent areas likely fall under this general plan’s scope.

FUTURE

POTENTIAL AND SCENARIOS

Scenario	Drivers / Enablers	Constraints / Risks	Likely Outcomes
a) Redevelopment as part of Innovation / Clean Tech Hub	Proximity to UCR and its labs (CE-CERT etc.), city’s Innovation Corridor initiatives, public & private funding for innovation and sustainability projects; OASIS Park as precedent; demand for lab / maker / incubator space.	Land use zoning (must allow research / industrial / mixed-use); infrastructure costs; environmental constraints; neighborhoods/community acceptance; potential cost of remediation if contaminated; competition from other sites.	Could become a research / lab facility, incubator / startup space, possibly mixed with light manufacturing / clean energy R&D; might be part of a larger campus extension; increased foot traffic; infrastructure improvements (roads, transit, utilities).
b) Mixed-use commercial / residential redevelopment	Demand for housing near UCR; push to revitalize University Ave corridor; city’s Vision 2050 and housing goals; transit oriented development.	Cost of development; parking constraints; community resistance; cost of acquiring all contiguous parcels; zoning/permitting hurdles; market risks.	Likely apartments for students / faculty, with ground-floor retail or office; possibly affordable housing; pedestrian improvements; increase in property value.

c) Public / institutional use (extension of UCR, public facility)	UCR's expansion needs; public funding; strategic benefit of locating UCR-adjacent facilities here; desire for community oriented infrastructure.	Budget constraints; bureaucratic processes; securing land rights; phasing; possible pushback if replaced existing small businesses.	Possibly a university building (extension / outreach / training), public research center, or complement to OASIS Park.
d) Status quo or underutilized land	If redevelopment is delayed; if funding or demand lags; if ownership is fragmented or costly.	Missed opportunity cost; maintenance / vandalism; lower property tax income; possible blight.	Vacant lot remains, possibly occasional commercial use; less economic impact.

CULTURAL RESEARCH AND ANALYSIS

PATTERNS OF BEHAVIOR - Routines and Habits

Pattern / Domain	Observed Behaviors & Evidence	Implications / Notes
Public arts / cultural access	The City's Strategic Plan explicitly calls for year-round diverse programming in libraries, parks, museums across wards to broaden cultural access. Riverside	The city is pushing for more distributed cultural activity, not just in downtown. So people may expect smaller local events (parks, neighborhood gatherings) rather than only big downtown ones.
Evening / month-night cultural walks	The " Riverside ArtsWalk " is held First Thursday every month , 6:00–9:00 PM, with free admission at Riverside Art Museum + The Cheech Center. Riverside Arts Council	Signals residents have routines of going out in the evening for art + socializing, especially midweek. For the site, evening activation (retail, food, lighting, façade transparency) will matter.
Jazz / music nights	Pierce Street Jazz is a free concert series (on La Sierra University campus) with Wednesday evening shows. Wikipedia	Cultivation of a jazz-listening crowd; potential for acoustic or live music activations near your site on midweek evenings.

Wellness & community fairs	“The Art of Wellness” fairs (for Mental Health Month) occur at parks (e.g. Fairmount Park in Riverside) from ~11:30 a.m. to 4 p.m. Riverside County	Daytime weekend / weekday cultural + social fairs are part of public life. Could align site programming with “wellness / health + arts” activations.
Local flavor / cultural festivals	City-hosted “ Local Vibes ” event series (e.g. Day of the Dead Color Run) features culture, music, food trucks in community parks. Riverside	Indicates that public events often include mixed elements (sport, arts, food). The site could host or sync with these.
Cultural competency / liaison involvement	The Riverside / RUHS Behavioral Health system maintains Cultural Community Liaisons and subcommittees for different cultural communities (Hispanic/Latinx, African American, AAPI, Native, etc.). ruhealth.org+1	Culture is actively recognized institutionally; there is ongoing dialog, especially around mental health, which suggests community engagement spaces will be valued.
Use of institutional & historic sites	The city is branding and reinforcing a Downtown Arts & Culture District with clustered museums, public art, exhibitions, and events year-round. visitriv.riversideca.gov	The site, being close to downtown and along a corridor, could benefit from adjacency to that district and its foot traffic of cultural visitors.

Cite: ChatGBT

BEHAVIORAL SYNOPSIS

- Weekday evenings: midweek arts walks, museum open hours, after-work cultural programming.
- Weekends / daytime: fairs, wellness events, festivals, family-oriented events.
- Monthly and seasonal: recurring events (monthly art walks, summer concert series, seasonal festivals).
- Institutional anchor-based flows: museum visits, campus events, programmed exhibitions.

VALUES AND PRIORITIES (Community Identity, Cultural Commitments)

From policy documents, city strategic plans, cultural program initiatives, and observed community institutions, these values / priorities emerge:

Value / Priority	Evidence / Manifestation	Possible Interpretation for Site
Cultural equity & access	The City's Strategic Plan explicitly includes "enhance equitable access to arts, culture, entertainment" across all wards. Riverside	Any development should prioritize inclusive access (multi-income, youth, seniors, diverse cultures) rather than elite-only programming.
Intercultural representation & inclusion	RUHS' Cultural Competency Program acknowledges multiple Indigenous peoples (Cahuilla, Cupeño, Luiseño, Serrano, Gabrieleño, Chemehuevi) in	Indicates local institutions are oriented toward recognizing and serving historically marginalized / Indigenous communities; development

	land acknowledgments and service commitments. ruhealth.org	should respect cultural heritage and not erase local memory.
Community health / wellness integration	The “Art of Wellness” fairs, behavioral health outreach, and liaison structures reflect a value on mental health, community resilience, and holistic well-being. Riverside County+2ruhealth.org+2	Site programming might be more welcomed if it includes health, wellness, community services integrated with arts & public gathering.
Civic pride & cultural branding	The push to formalize the Downtown Arts & Culture District and celebrate the “Year of Arts & Culture” shows that the city values cultural identity as part of its branding. visitriv.riversideca.gov	The site could leverage branding, wayfinding, public art, and cultural gateway design.
Public participation & local agency	The Cultural Competency efforts rely on community-driven subcommittees, liaisons, and engagement. ruhealth.org+1	For redevelopment you will want strong community engagement, trust building, and co-creation rather than top-down imposition.

Briefly, the community and city appear to strongly value **access, inclusivity, cultural visibility, health / well-being**, and **place-based identity**. Any project that neglects these is likely to face cultural resistance.

ANNUAL AND RECURRENT EVENTS

Event / Festival	Time of Year / Frequency	Location(s)	Cultural / Social Role & Relevance
Riverside Festival of Lights	Holiday season (winter)	Mission Inn Hotel & Spa / Downtown Riverside	Major draw for locals and tourists, light displays, food, performance – drives foot traffic downtown. riversidecvb.com
Riverside Dickens Festival	February	Downtown Riverside streets / district	Historic / literary celebration, costumed reenactment, holiday feel in winter. riversidecvb.com
Riverside Citrus Festival	April	Riverside / Citrus Heritage neighborhoods	Celebrates citrus heritage, local identity, agricultural roots. riversidecvb.com
“Local Vibes” Series / Day of the Dead Color Run	Fall / around Día de los Muertos (October / early November)	City parks & public spaces	Street runs, altars, face painting, food trucks, general community gathering. Riverside
Riv Art & Music Festival	Annually (often spring / early summer)	Downtown Riverside	Free, family-friendly arts & music celebration in the city core. Riverside Arts Council

Riverside ArtsWalk (First Thursday monthly)	Monthly	Riverside Art Museum + The Cheech Center + downtown venues	Nighttime arts stroll with exhibitions, open galleries, performance. Riverside Arts Council+1
Free Sundays at Riverside Art Museum / Cheech Center	Monthly	Riverside Art Museum / The Cheech	Noon–5 PM free access to art spaces for public engagement. Riverside Art Museum & The Cheech
Southern California Fair	Early October (around 9 days)	Perris (Riverside County)	Large county fair with rides, exhibitions, performances, draws regionally. Wikipedia
Riverside County Arts & Culture Month		Multiple venues across county, libraries, galleries, museums	Exploration passport program, cultural events in multiple cities. Riverside County Arts and Culture Month+1
The Art of Wellness fairs	May (Mental Health Month)	Parks (e.g. Fairmount Park, Riverside)	Community fairs combining wellness, art, health resources. Riverside County
Desert X (regional contemporary art)	Biennial / periodic	Palm Desert / regional sites	Large-scale outdoor art exhibition; though not local, contributes to the regional arts environment. Riverside

County Arts and Culture Month

FUNCTIONAL COMPONENTS

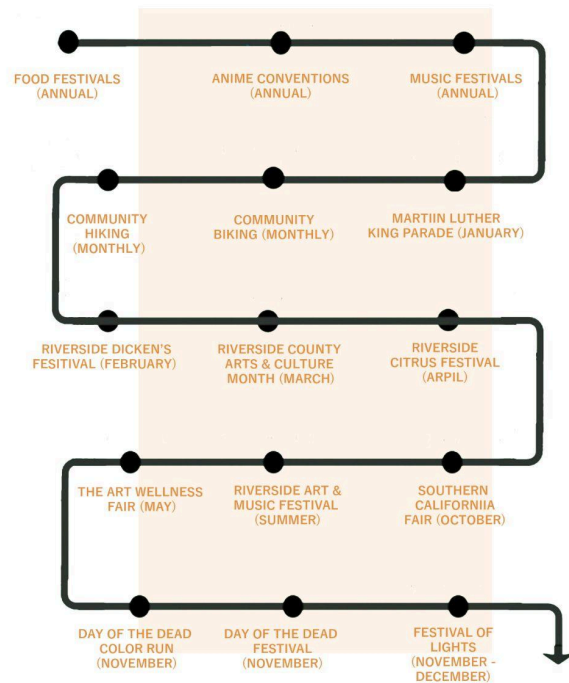
Urban activities, urban life.

Identifying urban life and activities is essential because it reveals how people truly live, move, and interact within a city. Understanding these everyday patterns helps designers create spaces that respond to the social and cultural rhythms of the community rather than imposing disconnected forms.

Urban life reflects the identity of a place, the diversity of its people, their habits, and their ways of gathering. By observing activities such as walking, dining, performing, or celebrating, designers can recognize the human central activity points of the city and design environments that support connection, inclusivity, and belonging.

In areas like University Avenue and Downtown Riverside, where history and culture converge, identifying urban life allows new projects to build upon the existing vibrant public energy and contribute to the city's sense of place. It ensures that design not only serves functional needs but also enhances the social and cultural vitality that defines a thriving urban environment.

COMMUNITY ACTIVITIES



OUR OBSERVATIONS

- Many events occur **downtown or in central civic parks**, with flows toward central cultural assets. Your site being in the corridor toward downtown gives you a chance to capture spillover foot traffic, especially during large festivals.
- Monthly rhythms (First Thursday, Free Sundays) suggest that even when large festivals aren't happening, residents are used to regular cultural activities — those become

anchor programming opportunities.

- Community / health fairs (Art of Wellness) suggest there's a tradition of combining arts / wellness / civic services — which might be a good model to integrate in your program.
- Seasonal / holiday events (Festival of Lights, Day of the Dead) are culturally resonant and community draw moments; your site might design for these special times (plazas, lighting, open fronts) to capitalize on high attendance.

DEMOGRAPHICS ANALYSIS

EXECUTIVE SUMMARY

- Male / Females: **~50.0% male / 50.0% female** (roughly even). shaperivco.org+1
- Median age: **~27 years** (very young population). California Demographics
- Median household income (92507): **~\$72,300 (2023 est.)**. Poverty: **~13–20%** depending on source/measure. California Demographics+1
- Ethnic mix (92507): **Hispanic / Latino ≈ 52%, White ≈ 21%, Asian ≈ 14%** (other groups and two-race remainder). California Demographics
- Average household: **~3.0 persons**; average family size **~3.5** (ZIP-level estimates). Simplemaps+1

Limitation: these figures are ZIP-level American Community Survey / compiled data (most commonly available). For design decisions you may want **census tract or block group** figures that exactly cover the 2731–2871 parcel cluster — I can geocode the parcels and pull ACS table DP05/DP02/DP03 for the exact tract(s) on request.

SPECIFICS BASED ON INDIVIDUALS AND FAMILY

Male / female

- Male ≈ **49.99–50.01%**, Female ≈ **49.99–50.01%** (essentially balanced). Sources report the split near 50/50 for ZIP 92507. shaperivco.org+1

Age groups & median age

- Median age **≈ 27 years** (ZIP 92507). Larger shares in young adult brackets (20–34), consistent with proximity to UCR and a younger population profile. [California Demographics+1](#)

Marital status in brief

- Estimates for the area indicate a **high share of “never married” / single adults** (simplemaps and ZIP-level tables list never-married as the plurality, married share lower than national average). Example compiled estimate: **~30–31% married; ~57% never married** (ZIP-level aggregated sources). Expect higher single / never-married rates near University / mixed-use corridors. [Simplemaps+1](#)

Divorced / separated

- Divorced / separated percentages are lower than married/never-married buckets typically (single-digit percentages to low teens depending on the subarea). For planning, treat divorced/separated as a modest segment; exact percent varies by tract. [Statistical Atlas](#)

AVERAGE HOUSEHOLD

- Average household size (ZIP 92507): **~3.0 persons**.
- Average family size: **~3.5 persons** (ZIP estimates). [Simplemaps+1](#)

ETHNIC MAKE UP - RIVERSIDE, CA 92507

- **Hispanic / Latino: ~52%**
- **White (Non-Hispanic): ~21%**

- **Asian**: ~14%
- **Remaining portion**: Black/African American, Native/PI, two+ races, other. [California Demographics](#)

PATTERNS OF BEHAVIOR

Local public school schedules

- Riverside Unified School District typical bell times: **Elementary schools commonly end ~2:30–2:40 PM, Middle schools ~2:25 PM, High schools ~3:20–3:30 PM** (varies by campus). This implies weekday **afternoon pick-up windows ~2:30–4:00 PM** and parents returning home in the **early evening** (after commute). [Riverside Unified School District+1](#)

Commuting and when parents are home

- Typical commute time in ZIP 92507 is reported around **~28 minutes** (median commute). That suggests many workers who leave 8–9 AM return **4:30–6:30 PM** on weekdays. [Simplemaps](#)

Weekend and main activities

- High-attendance local/weekend draws in Riverside include:
 - **Downtown Riverside Farmers Market** (Main St / Mission Inn area) — Saturday mornings (common community activity). [Riverside, California+1](#)
 - **UCR campus events and athletics / other university events** (UCR programming draws students & families for events). [UC Riverside Athletics+1](#)
 - Cultural events at Mission Inn / downtown festivals / small music and art festivals — these draw evening/weekend crowds seasonally. (City events calendar and

downtown CVB list regular weekend programming.) [Riverside Convention Center+1](#)

Implication for programming / retail / activation

- Weekday late afternoons and early evenings: families and commuters returning home (good window for quick-service food, convenient retail, after-school programming).
- Saturday mornings: farmers' market draws local foot traffic — good for pop-ups, activations, and family activities.

CONCENTRATIONS AND DEGREES OF WEALTH

Median household income & poverty

- Median household income (ZIP 92507): **~\$72,300 (2023 est.)**. Sources vary slightly; some compiled datasets show individual median income ~\$30k (per capita/individual) while household median is higher — differences arise from dataset methodology. Poverty estimates for the ZIP vary in sources between **~13.7%** (families in poverty) to **~20%** (broader measures). [California Demographics+1](#)

Geography of inequality

- The University Avenue / downtown corridor is mixed: parts nearer UCR and downtown show more renters, younger households, and pockets of lower incomes; other nearby neighborhoods have higher owner-occupied households and higher incomes. For an exact map of concentrations you'd use **block group poverty & median income maps**. [Riverside County GIS Open Data+1](#)

EDUCATION LEVELS

ZIP-level estimates (92507):

- **Adults with at least a bachelor's degree (approx.): ~32%** (varies by source). A significant portion has some college or associate's. Presence of UCR nearby increases higher-education enrollment, but local residents include many with high-school or some-college attainment as well. [Simplemaps+1](#)

WORK TYPES - Occupations and Industries

Labor force participation and common sectors (ZIP-level summary):

- Labor force participation in the ZIP is **~60–64%** with unemployment estimates variable (simplemaps lists ~8.3% unemployment). [Simplemaps](#)
- Common employment sectors for Riverside generally (city level / nearby): **health care and social assistance, educational services, retail trade, manufacturing, public administration, and accommodation/food services**. The University corridor will also show higher shares of education & research-related jobs and service/retail positions supporting downtown. [Data USA+1](#)

Commuting patterns

- Many area residents commute moderate distances (~28 min median), so some work outside the immediate neighborhood; others work locally in education, retail, healthcare, or service industries.

MEDIAN HOUSEHOLD INCOMES

- **Median household income (ZIP 92507): ~\$72,367 (2023 estimate)**. (Multiple compiled datasets agree on an MHI near \$70–75k for 92507; some micro-datasets report individual medians or different vintage estimates so small differences appear). [California Demographics+1](#)

Sources & key citations used:

- ZIP-level profile (92507) — California Demographics / Cubit (population, race, median income, median age). [California Demographics](#)
- ZIP-level compiled stats — SimpleMaps / ZipAtlas (avg family size, commute, labor stats). [Simplemaps+1](#)
- Shaperivco ZIP demographics (gender, age buckets). [shaperivco.org](#)
- Riverside Unified School District bell schedules (elementary/middle/high typical end times). [Riverside Unified School District+1](#)
- Downtown Riverside Farmers Market & city events calendar (weekend draw). [Riverside, California+1](#)
- City of Riverside parcel / RFP for 2731–2871 University Ave (project context; lists APNs). [Riverside, California+1](#)

<file:///C:/Users/rania/Downloads/2731-2871%20University%20Ave.pdf>

	1 mile	3 miles
Population:	24,836	122,651
Households:	6,596	38,742
Median Age:	31	32
Median Household Income:	\$37,528	\$59,822
Daytime Employees:	17,838	64,698
Population Growth:	'20 - '25	6.00% 5.49%
Household Growth:	'20 - '25	6.17% 5.59%

https://www.shaperivco.org/demographicdata?id=7025&utm_

Summary Data for Zip Code: 92507

Population

[See More Population Data](#)

Population
Zip Code: 92507
63,213 Persons

County: Riverside
2,478,161 Persons

State: California
38,870,482 Persons

Percent Population Change: 2020 to 2025
Zip Code: 92507
3.31%

County: Riverside
2.48%

State: California
-1.69%

Race

[See More Race Data](#)

Population by Race
Zip Code: 92507

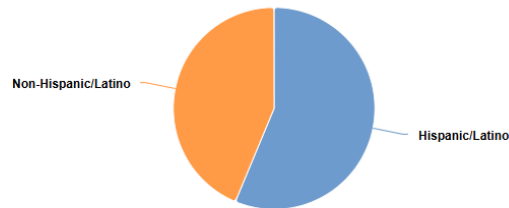
Population by Race	Zip Code: 92507		County: Riverside		State: California	
	Persons	% of Population	Persons	% of Population	Persons	% of Population
White	18,599	29.42%	920,163	37.13%	14,923,264	38.39%
Black/African American	5,919	9.36%	163,117	6.58%	2,167,174	5.58%
American Indian/Alaskan Native	1,459	2.31%	46,547	1.88%	639,765	1.65%
Asian	7,306	11.56%	192,011	7.75%	6,335,594	16.30%
Native Hawaiian/Pacific Islander	170	0.27%	8,381	0.34%	155,320	0.40%
Some Other Race	20,086	31.78%	703,772	28.40%	8,671,972	22.31%
2+ Races	9,674	15.30%	444,170	17.92%	5,977,393	15.38%

Ethnicity

[See More Ethnicity Data](#)

Population by Ethnicity

Zip Code: 92507



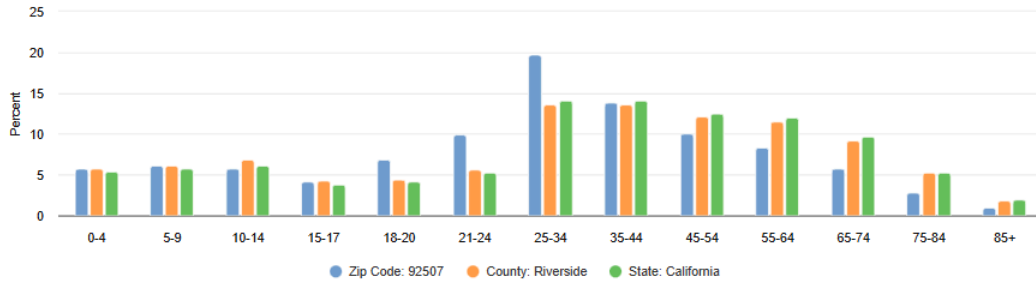
Population by Ethnicity	Zip Code: 92507		County: Riverside		State: California	
	Persons	% of Population	Persons	% of Population	Persons	% of Population
Hispanic/Latino	35,584	56.29%	1,331,814	53.74%	16,210,907	41.70%
Non-Hispanic/Latino	27,629	43.71%	1,146,347	46.26%	22,659,575	58.30%

Age

[See More Age Data](#)

Population by Age Group

Zip Code: 92507



Population by Age Group	Zip Code: 92507		County: Riverside		State: California	
	Persons	% of Population	Persons	% of Population	Persons	% of Population
0-4	3,660	5.79%	142,095	5.73%	2,093,815	5.39%
5-9	3,854	6.10%	152,236	6.14%	2,224,077	5.72%
10-14	3,644	5.76%	169,241	6.83%	2,393,042	6.16%
15-17	2,658	4.20%	105,018	4.24%	1,467,805	3.78%
18-20	4,312	6.82%	109,734	4.43%	1,628,036	4.19%
21-24	6,272	9.92%	139,124	5.61%	2,072,236	5.33%
25-34	12,453	19.70%	336,262	13.57%	5,476,161	14.09%
35-44	8,734	13.82%	335,964	13.56%	5,470,158	14.07%
45-54	6,342	10.03%	302,202	12.19%	4,850,608	12.48%
55-64	5,280	8.35%	283,955	11.46%	4,646,903	11.95%
65-74	3,612	5.71%	226,682	9.15%	3,744,000	9.63%
75-84	1,781	2.82%	130,271	5.26%	2,046,221	5.26%
85+	611	0.97%	45,377	1.83%	757,420	1.95%

Population by Sex

Population by Sex	Zip Code: 92507		County: Riverside		State: California	
	Persons	% of Population	Persons	% of Population	Persons	% of Population
Male	31,611	50.01%	1,244,695	50.23%	19,443,173	50.02%
Female	31,602	49.99%	1,233,466	49.77%	19,427,309	49.98%

Households/Income

[See More Households/Income Data](#)

Households

Zip Code: 92507

20,912 Households

County: Riverside
783,689 Households

State: California
13,285,620 Households

Families

Zip Code: 92507

13,022 Families

County: Riverside
586,426 Families

State: California
9,165,787 Families

Average Household Size

Zip Code: 92507

2.84 Persons

County: Riverside
3.12 Persons

State: California
2.86 Persons

Households With Own Children

Zip Code: 92507

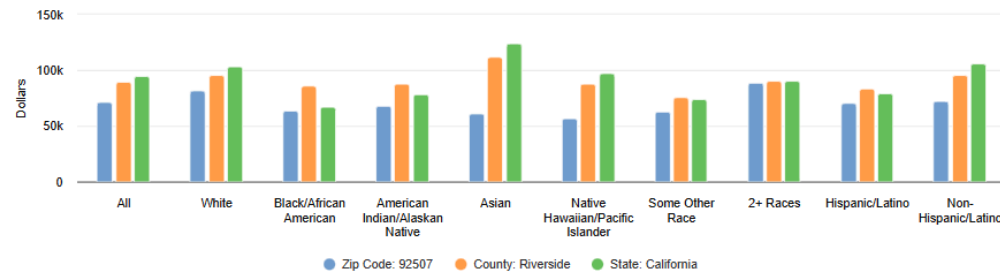
5,646 Households
(9.00% of Households)

County: Riverside
253,015 Households
(10.76% of Households)

State: California
3,788,047 Households
(9.50% of Households)

Median Household Income by Race/Ethnicity

Zip Code: 92507



Median Household Income by Race/Ethnicity	Zip Code: 92507	County: Riverside	State: California
	Value	Value	Value
All	\$71,818	\$90,047	\$95,065
White	\$81,803	\$95,334	\$103,136
Black/African American	\$63,922	\$86,090	\$67,424
American Indian/Alaskan Native	\$68,496	\$88,254	\$78,741
Asian	\$60,896	\$111,722	\$124,251
Native Hawaiian/Pacific Islander	\$56,818	\$87,863	\$97,166
Some Other Race	\$63,355	\$75,788	\$74,340
2+ Races	\$89,211	\$90,704	\$90,282
Hispanic/Latino	\$71,099	\$83,759	\$78,968
Non-Hispanic/Latino	\$72,675	\$95,909	\$105,845

Families Below Poverty

Zip Code: 92507

1,392 Families
(10.69% of Families)

County: Riverside

48,972 Families (8.35% of Families)

State: California

790,320 Families (8.62% of Families)

Families Below Poverty with Children

Zip Code: 92507

1,020 Families
(7.83% of Families)

County: Riverside

32,964 Families (5.62% of Families)

State: California

534,375 Families (5.83% of Families)

Housing

[See More Housing Data](#)

Housing Units

Zip Code: 92507

22,324 Housing units

County: Riverside

872,385 Housing units

State: California

14,388,015 Housing units

Owner-Occupied Housing Units Average Value

Zip Code: 92507

\$634,021

County: Riverside

\$661,664

State: California

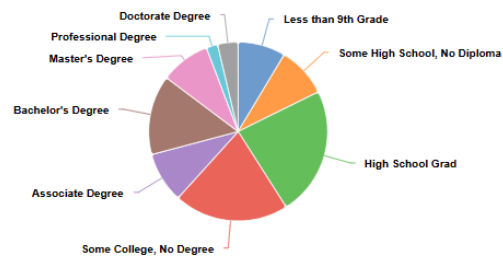
\$930,381

Education

[See More Education Data](#)

Population 25+ by Educational Attainment

Zip Code: 92507



Population 25+ by Educational Attainment	Zip Code: 92507		County: Riverside		State: California	
	Persons	% of Population Age 25+	Persons	% of Population Age 25+	Persons	% of Population Age 25+
Less than 9th Grade	3,338	8.60%	146,093	8.80%	2,380,935	8.82%
Some High School, No Diploma	3,529	9.09%	135,277	8.15%	1,792,482	6.64%
High School Grad	9,041	23.29%	437,271	26.33%	5,547,488	20.55%
Some College, No Degree	8,049	20.74%	388,526	23.40%	5,288,052	19.59%
Associate Degree	3,549	9.14%	144,829	8.72%	2,125,099	7.87%
Bachelor's Degree	5,583	14.38%	258,880	15.59%	6,035,976	22.36%
Master's Degree	3,494	9.00%	108,546	6.54%	2,601,894	9.64%
Professional Degree	800	2.06%	23,932	1.44%	709,554	2.63%
Doctorate Degree	1,430	3.68%	17,359	1.05%	509,991	1.89%

Employment

See More Employment Data

Population 16+: Unemployed

Zip Code: 92507

6.64%

County: Riverside
5.91%

State: California
5.76%

1/28/2021

CoStar

2731-2871 University Ave

NEC of University Ave. & Park Ave.
Land - Riverside Submarket
Riverside, CA 92507

1.96 AC Lot
85,378 SF Lot
C3 Zoning

Sale

Sold Price
Date Not Disclosed
Mar 2011

Land

Type 2 Star Commercial Land
Location Suburban
Zoning C3

Land AC - Gross 1.96 AC
Topography Level
Land SF - Gross 85,378 SF

On Sites Previously developed lot
Off Sites Cable, Curb/Gutter/Sidewalk, Electricity, Gas, Irrigation, Sewer, Streets, Telephone, Water
Current Use Vacant Lot
Proposed Use Commercial

Parcel 211-131-021, 211-131-022, 211-131-023, 211-131-024, 211-131-026, 211-131-031, 211-131-032

Taxes \$0.01/SF (2007)

Opportunity Zone Yes

Walk Score® Very Walkable (86)
Transit Score® Some Transit (46)

Public Transportation

Commuter Rail	Drive	Walk	Distance
Riverside-Downtown Commuter Rail (Ri...	3 min	11 min	0.5 mi
Pedley Commuter Rail (Riverside Line)	14 min		7.6 mi

Airport	Drive	Walk	Distance
Ontario International Airport	25 min		18.1 mi

About the Owner



City of Riverside
3900 Main St, Suite 5th Floor
Riverside, CA 92522
United States
(951) 826-5649 (p)
(951) 826-5403 (f)
www.riversideca.gov
Since Feb 20, 2014

The community of Riverside offers a vibrant lifestyle for both your personal and professional life. Between thriving education institutions for all ages, a variety of parks and spaces, and its commitment to culture and the arts. Experience the many wonderful restaurants, outdoor areas, and entertainment venues Riverside has to offer. Whether you're looking for a night out or a weekend trip, you'll never be without something to do. Riverside is truly an extraordinary place to live.



Property Contacts

True Owner City of Riverside
Recorded Owner City of Riverside
Owner Type Government

Demographics

	1 mile	3 miles
Population	24,836	122,651
Households	6,596	38,742
Median Age	31.80	32.20
Median HH Income	\$37,528	\$59,822
Daytime Employees	17,838	64,698

Population Growth '20 - '25 ⬆ 6.00% ⬆ 5.49%
Household Growth '20 - '25 ⬆ 6.17% ⬆ 5.59%

Traffic

Collection Street	Cross Street	Traffic Vol	Last Mea...	Distance
9th St	Park Ave NW	1,127	2018	0.10 mi
Eucalyptus Ave	University Ave S	4,784	2018	0.23 mi
Mission Inn Ave	Vine St W	5,247	2018	0.32 mi
University Ave	Jack B Clarke St NW	21,803	2018	0.39 mi
Eucalyptus Ave	11th St N	990	2018	0.40 mi
Mulberry St	University Ave SW	12,867	2018	0.40 mi
13th St	Park Ave NW	1,042	2018	0.40 mi
Mulberry St	9th St SW	13,002	2014	0.41 mi
Riverside Fwy	Mission Inn Ave SW	171,525	2020	0.42 mi
Riverside Freeway	-	189,205	2020	0.43 mi

Made with TrafficMetrix® Products

Documents

Last Sale



Location

Zip 92507
Submarket Riverside
Submarket Cluster Inland Empire East
Location Type Suburban
Market Inland Empire (California)
County Riverside
State California
CBSA Riverside-San Bernardino-Ontario, CA
DMA Palm Springs, CA
Country United States

Property ID: 7876835



Primary Photo



Building Photo



Plat Map

<file:///C:/Users/rania/Downloads/2731-2871%20University%20Ave.pdf>

ECONOMIC ANALYSIS

LOCAL MAJOR EMPLOYERS

Some of the prominent local employers:

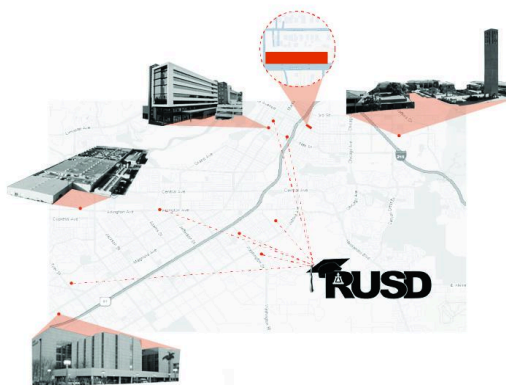
- **Kaiser Permanente** – ~5,846 employees (private) in Riverside. [Riverside, California](#)
- **Riverside Community Hospital** – ~2,200 employees. [Riverside, California](#)
- **University of California, Riverside (UCR)** – ~8,593 employees (public employer) [Riverside, California+1](#)
- **Riverside Unified School District** – ~5,003 employees [Riverside, California](#)
- **Collins Aerospace Systems** – in the aircraft components manufacturing sector, ~1,000 employees. [Riverside, California+1](#)

These reflect a mix of public, education, health, and high-tech / manufacturing employers forming the backbone of the local economy

LOCAL EMPLOYERS

SCHOOLS

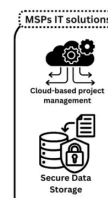
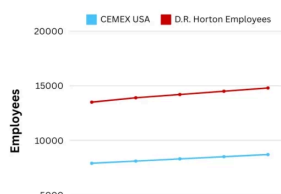
- Riverside College 1.11 mi
- UEI College .78 mi
- Longfellow Elementary .24 mi
- UCR 1.98 mi
- John W. North High School 1.03 mi
- University Heights Middle School 1.67 mi
- Emerson Elementary 0.98 mi
- Central Middle School 1.32 mi
- Alcott Elementary 1.58 mi
- Fremont Elementary 1.46 mi



Top 10 Tech Companies in Riverside, CA



115,800 people employed in Construction as of November 2024.



- Lincoln High 0.44 mi
- University of California, Riverside
- Riverside Community College
- California Baptist University
- La Sierra University

School	Grades	Approx Distance from 2731 University Ave
Longfellow Elementary School	K-6	~ 0.2 miles
University Heights Middle School	7-8	~ 1.7 miles
Polytechnic High School	9-12	~ 1.8 miles

Riverside's University Avenue is set for revitalization with strategic development including mixed-use projects, modern streetscape improvements, and an Innovation Corridor fostering sustainable and connected urban mobility.

1. University Avenue Specific Plan

The **University Avenue Specific Plan** serves as the guiding framework for land use and development along the corridor. It supersedes portions of the University Community and Eastside Community Plans and establishes standards for permitted land uses, design guidelines, and streetscape improvements. Key elements include:

- **Strategic partnership** between the City, business community, property owners, and developers to encourage investment and revitalization.
- **Streetscape enhancements** including roadway upgrades, landscaping, and pedestrian-friendly improvements.
- Ongoing updates to **zoning and development standards** to enable flexible mixed-use growth and support economic development

2. Riverside Alive Project

(cite: [Riverside Alive Project](#))

Current Projections: The Project proposes to include a combination of residential, office, retail, and hotel uses; a Convention Center expansion; and new parking facilities in place of the existing Lot 33 and Outdoor Plaza area.

- 168 residential units including a mix of for-sale and for-rent product.
- 376 hotel rooms.
- 220,000 square feet of Class A office space.
- 61,981 square feet of commercial retail space, including restaurant and personal service uses.
- 189,000 square feet of additional exhibition, reception, back-of-house and support facilities for the Riverside Convention Center.
- A subterranean parking facility with up to five levels.
- Outdoor pedestrian plaza and flexible outdoor gathering space.

3. Revitalization Efforts

The Specific Plan emphasizes targeted redevelopment, historic context preservation, and adaptive use of older buildings along University Avenue. Key features for 2025 development include:

- Focus on pedestrian connectivity and improving traffic circulation between I-215 and downtown Riverside.
- Guidelines for urban design, landscaping, signage, and building form to establish a cohesive corridor aesthetic.
- Collaboration with local business owners, property developers, and the UCR community for strategic investment and project alignment.

4. City of Riverside Innovation Corridor

(cite: [City of Riverside Innovation Corridor | Center for Environmental Research & Technology](#))

A six-mile stretch of University Avenue between the University of California, Riverside (UCR), and downtown is designated as the Riverside Innovation Corridor. This area is envisioned as a testbed for advanced technologies and sustainability, featuring:

- **Connected and Automated Vehicle applications** with Eco-Approach and Departure (EAD), smart intersection management, and in-vehicle digital interfaces for optimized traffic flow.
- **Environmental innovations** such as air quality sensors at bus stops and intersections, shared zero-emission mobility services, renewable energy integration, and vehicle-to-grid interactions.
- **Enhanced connectivity** through upgraded traffic signal controllers and dedicated roadside communication units to support real-time urban mobility.



5. Vision and Goals

The overarching goal of these initiatives is to:

- **Revitalize University Avenue** as a vibrant corridor connecting UCR to downtown Riverside.
- **Foster mixed-use urban development** combining housing, retail, offices, and hospitality.
- **Support sustainable transportation and smart city innovations** for improved mobility and environmental stewardship.
- **Encourage private investment** while improving public amenities and the visual character of the corridor.
- These coordinated plans collectively aim to transform University Avenue into an economically dynamic, technologically advanced, and pedestrian-friendly urban corridor over the coming years.

Major Projects: Riverside Alive & Downtown Revitalization

- **Riverside Alive Project:** A proposed mixed-use project in downtown Riverside that would include residential units, hotel rooms, office space, retail, expansion of the convention center, and a multi-level subterranean parking structure. [CEQAnet](#)
 - Proposed scale: ~168 housing units, ~376 hotel rooms, ~220,000 sq ft Class A office, ~62,000 sq ft retail, plus convention expansion and parking. [CEQAnet](#)
- Corridor and neighborhood reinvestment in commercial corridors (Magnolia, Brockton, Central) to stimulate redevelopment and improve urban fabric. [Riverside, California+1](#)
- Institutional expansions, including:
 - Riverside Community Hospital undertaking a **\$1B expansion** to add beds, expand ER, and improve infrastructure. [Riverside, California+1](#)
 - UCR is planning for a **new teaching hospital** (280 beds + outpatient / research / residency facilities) which would bring significant medical / research capacity to the region. [Riverside, California+1](#)

Infrastructure & Utilities Planning

- **Riverside Facilities Master Plan** (Water / Wastewater / Utilities): Western Municipal Water District is working on capital improvement projects and upgrades to support growth and correct system deficiencies through to 2030 and beyond. [CEQAnet](#)
- **Digital infrastructure:** A \$300 million private investment by SiFi is rolling out ~2,000 miles of fiber to improve broadband access to every home. [Riverside, California](#)

Other Strategic Elements

- The city's "**Bold Vision for 2050**" includes cultural, public safety, public facility upgrades, community centers, library expansions, and civic investments (e.g. a new police headquarters) to align with growth. [Riverside, California+1](#)
- Equity, sustainability, and resilience are cross-cutting themes in the planning updates. [Riverside, California+2](#)[Riverside, California+2](#)
- The planning process emphasizes community engagement (e.g. formation of General Plan Advisory Committee) to shape future growth with resident input. [Riverside, California](#)

SOCIAL ANALYSIS

Below is a focused social analysis for the University Avenue corridor / immediate site (2731–2871 University Ave) organized to match your items (a → e). I used city, county, and neighborhood data sources (crime dashboards, homeless-services maps, census/race maps, local cultural institutions and event calendars). I state the most important evidence up front and then give location-specific notes and design/engagement implications.

TOP-LINE, LOAD-BEARING FACTS

- Riverside Police maintains a public crime dashboard for up-to-date incidents and mapping around downtown/University corridors. [Riverside](#)
- Downtown and the University corridor show **higher property-crime and variable violent-crime pockets** compared with many suburban neighborhoods; public crime-map services and local summaries show elevated rates near downtown. [CrimeGrade.org+1](#)
- Riverside County publishes an updated **Homeless Services Map** and the city runs shelter/outreach programs that concentrate resources near central corridors. Homelessness has visible concentrations near transit/central corridors. [Riverside Housing Solutions+1](#)
- The city's population is majority Hispanic/Latino with spatial variation across tracts; census/race maps show ethnic clustering across neighborhoods (use tract/block maps for precise boundaries). [Census Dots+1](#)
- The Cheech / Riverside Art Museum and downtown cultural nodes are active public cultural anchors within walking/transit distance of the site. [Riverside Art Museum & The Cheech](#)

DEGREES AND LOCATIONS OF INCLUSIVITY AND EXCLUSIVITY

Inclusivity:

- **Public cultural anchors** (Riverside Art Museum, The Cheech) and monthly ArtsWalks are intentionally inclusive: free days, family programs, culturally specific exhibitions (e.g., Chicano art at The Cheech) make downtown cultural venues important inclusive nodes. These are strong inclusive places within ~5–15 min transit/walk of your site. [Riverside Art Museum & The Cheech](#)
- **Parks and civic spaces** (Fairmount Park, downtown plazas) offer free public programming and are used for wellness and family events; these function as low-barrier, inclusive gathering spaces. [Riverside Art Museum & The Cheech+1](#)

Exclusivity:

- **Private clubs, gated residential pockets, and commercial venues:** (higher-end event venues around Mission Inn / certain downtown restaurants) operate with cost/access barriers — these are spatially concentrated near the Mission Inn / core downtown and are less accessible to low-income residents. (Observation based on venue types & event pricing.) [Riverside Art Museum & The Cheech](#)
- **Economic barriers:** areas with higher median incomes (north/northeast neighborhoods) show lower public-space dependence and more privatized leisure (membership gyms, private events), while the University/central corridor has more mixed-income and rental populations using public/shared amenities. Census/ZIP/tract data show these income contrasts across short distances. [Census Data+1](#)

Implications given the context:

- Program public-facing, low-cost events (free Sundays / arts pop-ups / wellness fairs) to maximize inclusivity.
- If proposing higher-end programming, keep a mix of community offerings so the project doesn't feel exclusionary to nearby lower-income residents.

DEGREES AND LOCATIONS OF PUBLIC VS. PRIVATE SETTINGS

Public settings:

- **Downtown pedestrian corridors, Mission Inn area, Riverside Art Museum / The Cheech** — frequent public events (ArtsWalk, Festival of Lights) and civic programming. These are primary public settings within walking distance. [Riverside Art Museum & The Cheech+1](#)
- **Parks** (Fairmount Park) and civic centers — host community & wellness events; accessible and public. [Riverside Housing Solutions](#)
- **University open spaces** (UCR campus) — semi-public academic green spaces with events (varies by university scheduling; often open to the public for many events).

PRIVATE (SEMI-PRIVATE) SETTINGS:

- **Commercial businesses & private venues** — restaurants, theater rental halls, private event spaces around Mission Inn and certain downtown blocks function on a pay-to-access basis.
- **Residential properties** — gated or HOA neighborhoods (more northern residential pockets) have private outdoor amenities.

- **Institutional campus facilities** (some UCR venues) can be semi-public — open during events but restricted otherwise.

DESIGN NOTE

- The corridor is a mix: your site can be a **public-oriented plug** (plaza, community room, pop-up market) that connects the public downtown grid to more private campus and residential uses.

ACTIVITIES, FUNCTIONS AND TRENDS — MAPPING AND INVESTIGATION

CORE ACTIVITIES NEAR THE SITE:

- **Cultural arts activity** — regular ArtsWalk, museum programming, pop-up exhibits. These generate evening midweek and weekend foot traffic. [Riverside Art Museum & The Cheech](#)
- **Student life flows** — proximity to UCR creates daytime and evening student-focused activity (cafés, study spaces, low-cost retail). University events (sports, lectures) create periodic spikes. [Census Data](#)
- **Retail & quick-service commerce** — along University Ave and nearby mixed corridors, serving both student and neighborhood populations.
- **Wellness / outreach events** — county “Art of Wellness” fairs, behavioral health outreach, and shelter service activity point to daytime community service programming at parks and civic locations. [Riverside Housing Solutions+1](#)

TRENDS:

- **Event-driven footfall:** downtown cultural calendar drives spikes (monthly ArtsWalk, seasonal festivals).
- **Service-oriented presence:** concentrated social services and shelters mean outreach/ NGO activity near central corridors — be prepared for service provider presence during project programming. [Riverside Housing Solutions+1](#)

OPPORTUNITIES FOR ACTIVITIES ON OUR SITE:

- Place low-threshold, flexible spaces (small market stalls, pop-up stages, flexible plaza) fronting University Ave to capture ArtsWalk and festival spillover.
- Program indoor community rooms for daytime service partners (health outreaches, info kiosks) to align with county outreach patterns.

SEGREGATION AND INTEGRATION — degrees, locations, and evidence

Ethnic / socioeconomic patterns:

- Census and demographic maps show **a Hispanic/Latino majority with spatial variation**; higher concentrations of Hispanic residents occur in some central/west tracts while some northeast tracts are more non-Hispanic White. These patterns produce cultural neighborhoods with distinct identities. (Use tract/block maps for precise borders). [Census Dots+1](#)

Segregation / integration on the ground:

- The University corridor is relatively **mixed** (students, renters, long-term residents), producing pockets of integration especially near transit and cultural anchors. However, short distances often cross into different socioeconomic/ethnic neighborhoods —

indicating patchwork integration rather than homogenous mixing. [Census Dots](#)

Design implication:

- Design to celebrate cultural diversity (public art, bilingual signage, multi-cultural programming) and create physical thresholds/transitions that connect rather than isolate adjacent neighborhoods.

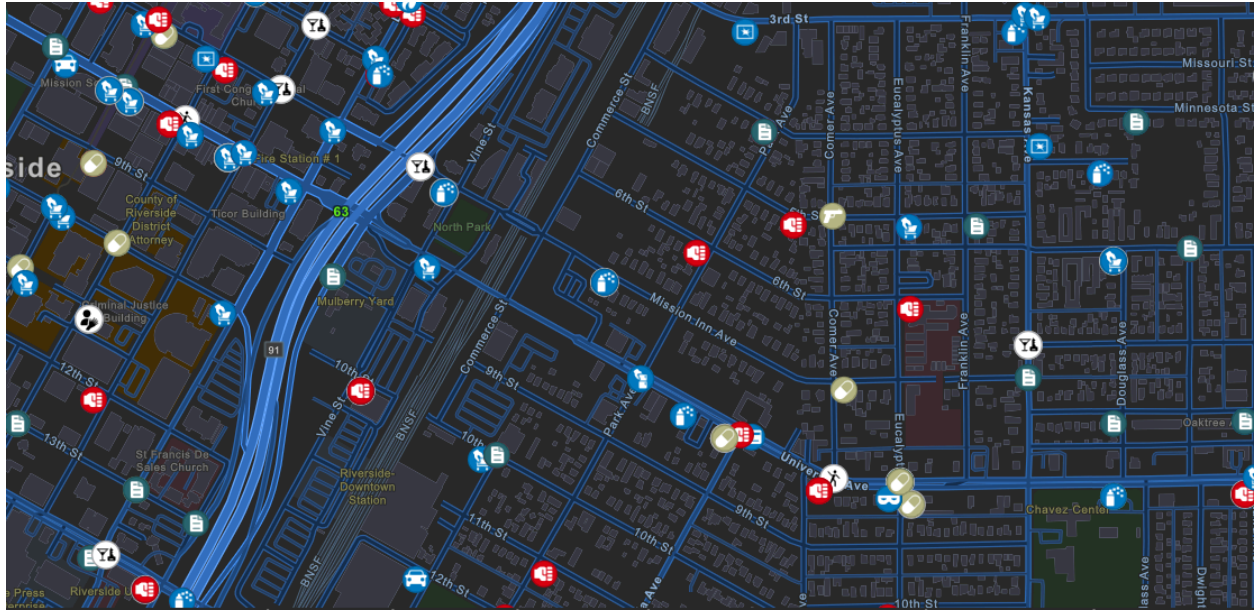
CRIME RATES AND LOCATIONS

LOCAL TRENDS OF CRIME

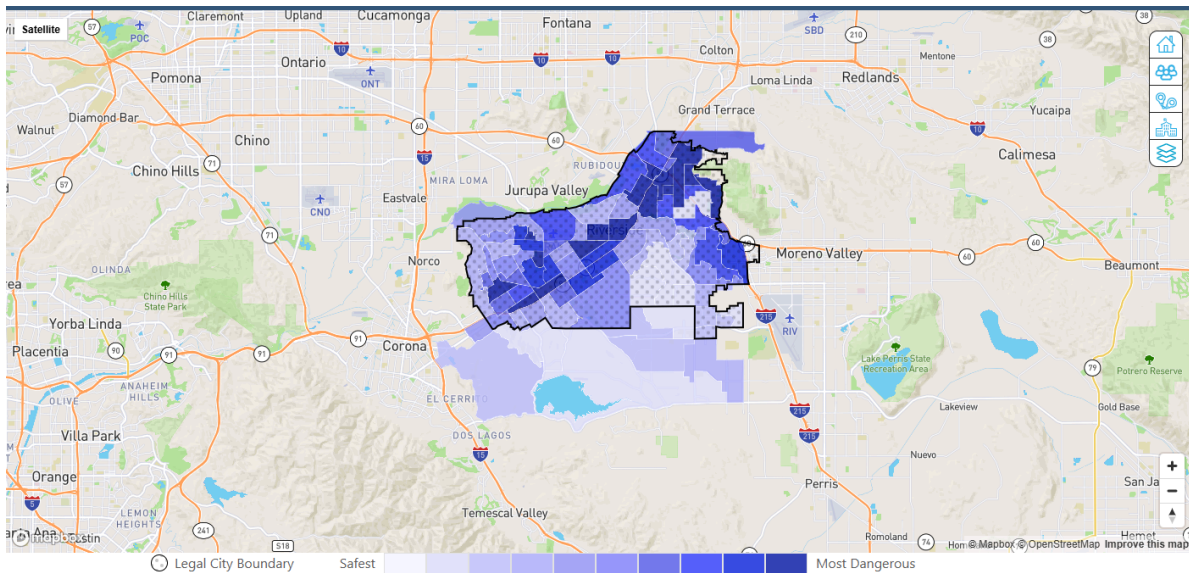
RIVERSIDE, CA 92507



- Petty Crime
- Drug Use
- Violent Crime

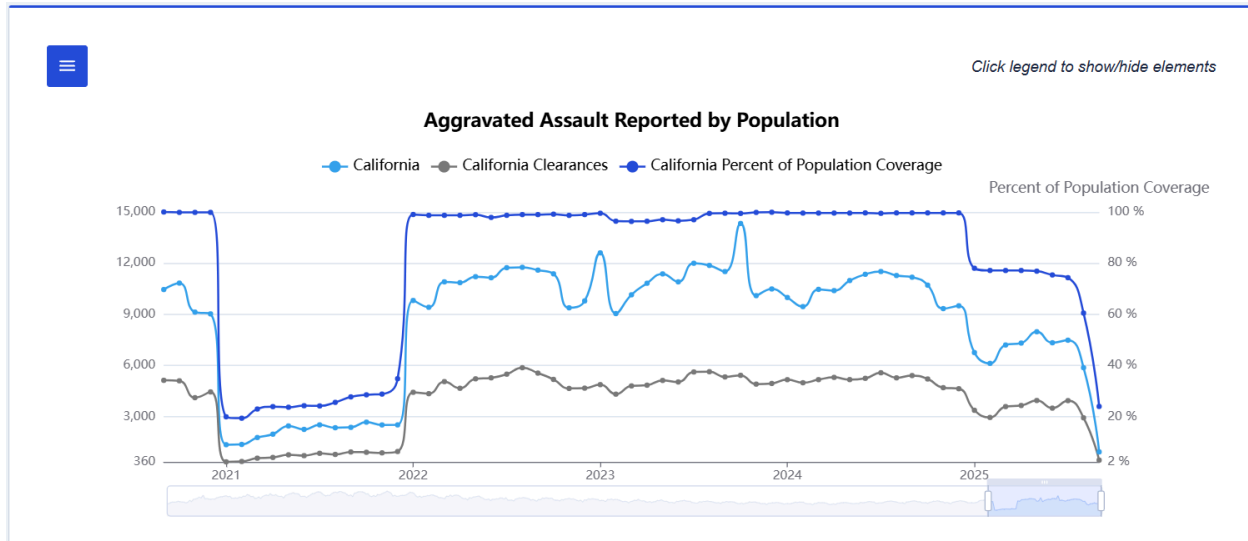


RPD CRIME DASHBOARD: <https://experience.arcgis.com/experience/c135c28e5189442b9a80ac6f0402be19/>



CRIME REPORT DATA SHEET: <https://www.riversideca.gov/transparency/data/dataset/show/27>

CRIME REPORT DATA: <https://cde.ucr.cjis.gov/LATEST/webapp/#/pages/explorer/crime/crime-trend>



SUMMARY OF THE DATA:

- **Higher incident density near downtown / central corridors** — public crime dashboards and neighborhood crime-index services indicate elevated property-crime rates and localized violent-crime hotspots in parts of downtown and some adjacent tracts. These are not uniformly distributed — some blocks are relatively low-incident while others show concentrated reports. [Riverside+1](#)
- **Crime types:** property crime (theft, vehicle burglary) is more prevalent than violent crime citywide, but downtown pockets report elevated violent-crime rates (per public summaries). [NeighborhoodScout+1](#)

Where to look for exact, up-to-date maps:

- **Riverside Police Department Crime Mapping Dashboard** — official, interactive, filterable by date and incident type (useful to map incidents immediately around 2731–2871 University Ave). [Riverside](#)
- **CrimeMapping.com** and county sheriff interactive maps — for adjacent jurisdictions or recorded incidents. [CrimeMapping+1](#)

- **Third-party aggregators** (CrimeGrade, NeighborhoodScout, AreaVibes) summarize trends and give comparative indices, but use them cautiously (they aggregate data differently). [CrimeGrade.org+1](#)

PRACTICAL RECOMMENDATIONS FOR DESIGN AND PROGRAMMING GIVEN THE DATA ABOVE

1. **Lighting & passive surveillance**: design well-lit, sightline-clear public spaces and active frontages (retail, cafés) to increase natural surveillance during event hours.
2. **Activation strategy**: schedule regular programming (ArtsWalk extensions, night markets) to increase legitimate presence and reduce nuisance behaviors.
3. **Transit & safety**: ensure pedestrian routes from bus stops and parking are safe, with clear wayfinding and lighting. Work with RPD on event safety plans for larger activations. [Riverside](#)
4. **Service integration**: partner with outreach organizations (the County and City have homeless/shelter programs) when programming in the daytime to coordinate safety and social support rather than displacing vulnerable populations. [Riverside Housing Solutions+1](#)

DENSITY ANALYSIS

POPULATION TRENDS

Past: Census Data for 2010 (Tract 452.09) population of 5,441 (.08 square mile)

Census Data for 2020 (Tract 452.09) population approx 5,840 (.08 square mile)

Current: 4.918 people per square mile

1. Reddit- **Location:** University Ave is a bustling area, especially around the University of California, Riverside (UCR). It's a central hub with many businesses and student activity.
2. chatgpt- This neighborhood is characterized by a blend of student housing, residential areas, and commercial developments, influenced by its proximity to the University of California, Riverside (UCR).

POPULATION OVERVIEW

Radiu s	Population (2024)	Households (2024)	Median Household Income	Average Age	Population Growth (2024–2029)
1 Mile	22,076	6,383	\$56,258	34	+5.73%
3 Miles	114,136	35,572	\$72,725	35	+5.04%
5 Miles	230,943	70,697	\$78,378	36	+5.09%

POPULATION DENSITY

- **1-Mile Radius:** ~22,076 residents / 3.14 sq mi $\approx$ 7,035 residents/sq mi
- **3-Mile Radius:** ~114,136 residents / 28.27 sq mi $\approx$ 4,035 residents/sq mi
- **5-Mile Radius:** ~230,943 residents / 78.54 sq mi $\approx$ 2,942 residents/sq mi

Types of People

DEMOGRAPHIC TRENDS

- **Median Age:** Approximately 27 years old
- **Median Household Income:** Around \$72,367
- **Ethnic Composition:** Predominantly Hispanic (46.06%), followed by White (33.09%), Asian (13.06%), and Black (6.46%)
- **Educational Attainment:** 31.9% hold at least a college degree
- **Poverty Rate:** Approximately 20.3%
- **Unemployment Rate:** Around 6.1%

Sector	Role / Examples	Notes / Trends
Healthcare & Social Assistance	One of the top employers — hospitals, clinics, health systems	Kaiser Permanente, Riverside Community Hospital, Riverside Medical Clinic are major players locally. (Riverside, California)

Education / Public Sector	Universities, colleges, school districts, government offices	UCR, California Baptist University, Riverside Unified School District, the County, and city agencies are among the top employers. (Riverside, California)
Manufacturing / Advanced Manufacturing	Aerospace components, medical instruments, precision fabrication, food & beverage, plastics, metal fabrication	Riverside's manufacturing sector employs a significant workforce (Riverside city cites ~16,500 manufacturing employees). (Riverside, California)
Retail, Trade & Services	Department stores, local retail chains, grocery, commercial services	Retail remains a foundation of local employment. (city-data.com)
Construction / Infrastructure	Residential, commercial, infrastructure projects, utilities	With growth, there's upward demand for construction. Also, the county's economic profile highlights construction as a fast-growing industry. (rivcoed.cld.bz)
Transportation, Warehousing & Logistics	Distribution centers, freight, warehousing	This sector is one of the fastest growth sectors in the county. (rivcoed.cld.bz)
Clean Tech / Green Technology /	Emerging sector focus: EV / battery / green transportation, biotech, R&D	The city is actively courting clean tech and green mobility investments. (Riverside, California)

**Research &
Innovation**

**Hospitality &
Leisure / Tourism**

Hotels, convention centers,
events, restaurants

The Riverside Convention Center
and expansions in downtown
mixed-use projects aim to support
this. ([Wikipedia](#))

cite:(Google earth)

Healthcare:

Neighborhood Healthcare - 400 ft

UCR Health - 0.6 miles

Riverside Community Hospital - 1.09 mi

Schools, refer to economic analysis (pg. 44):

Riverside College 1.11 mi

UEI College .78 mi

Longfellow Elementary .24 mi

UCR 1.98 mi

Et cetera...

Airport:

Flabob Airport 2.79 mi

Museums:

Riverside Art Museum 0.55 mi

Chinano Arts Center 0.64 mi

Mission Inn 0.65 mi

Parks:

North Park 1,300 ft

Cesar E. Chavez Community Center 2,000 ft

Dario Vasquez Park 3,688 ft

Patterson Park 4,500 ft

Bordwell Park 1.05 mi

Fairmount Park 1.6 mi

Courts:

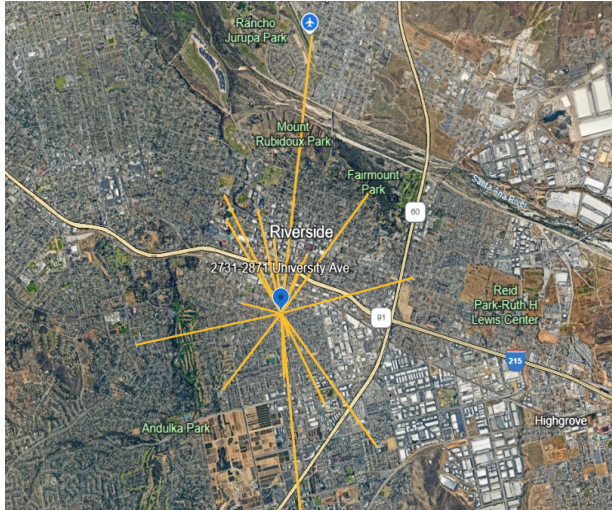
Superior Court 0.78 mi

Transit:

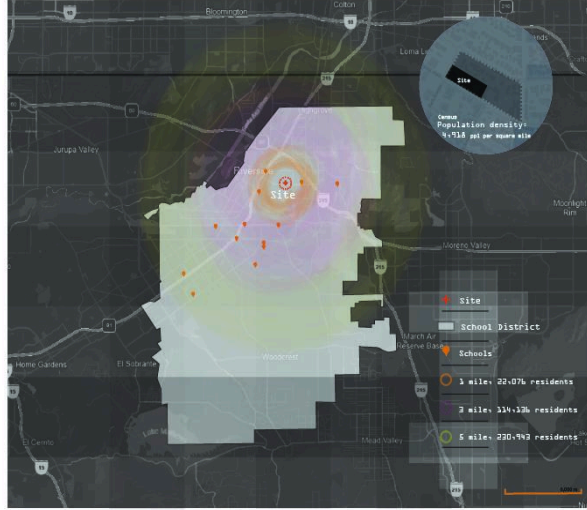
Riverside Amtrak 1 mi

Downtown:

Downtown 1 mi



created by google earth



Regulation information cite: Chatgpt

LOCAL FAR REGULATIONS

In Riverside County's Specific Plan No. 380, Planning Area 5, the FAR is capped at 3.0. This means that for every square foot of land, up to three square feet of building floor area is permissible. [Riverside County eLaws](#)

Implications for Development:

- **High FAR Areas:** In zones with a FAR of 3.0, developers can construct larger buildings relative to the land area, promoting higher-density developments.
- **Low FAR Areas:** In zones with a FAR of 0.5, only smaller buildings are allowed, maintaining a more open and less dense environment.

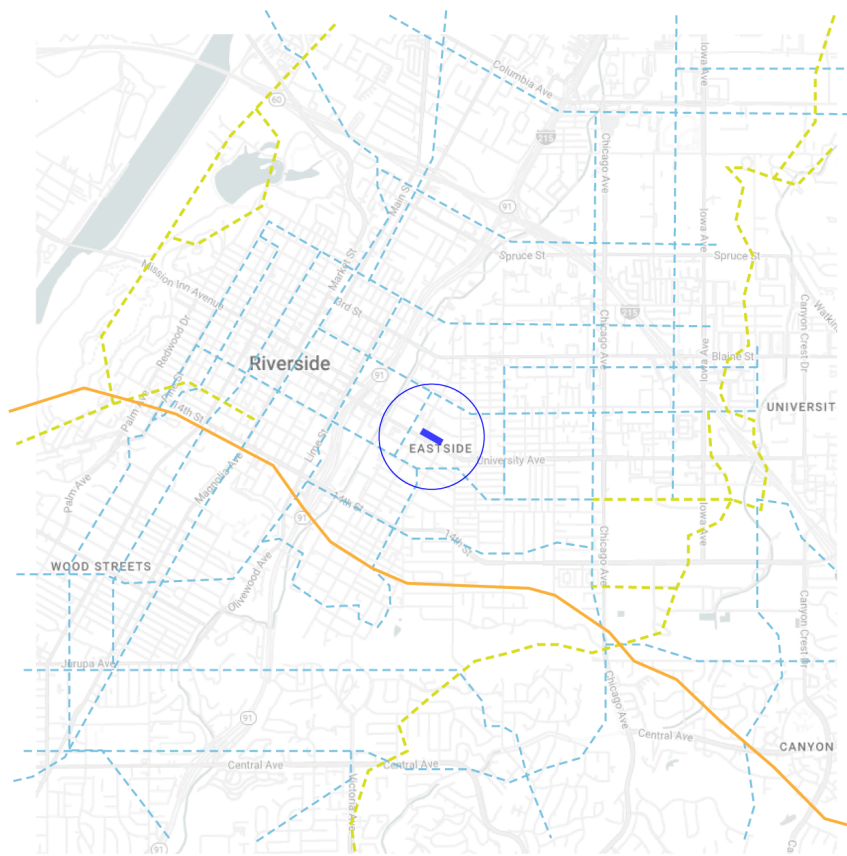
PATTERNS AND FABRIC

CIRCULATIONS AND MOVEMENT

CIRCULATION & MOVEMENT

Data from riversideca.gov

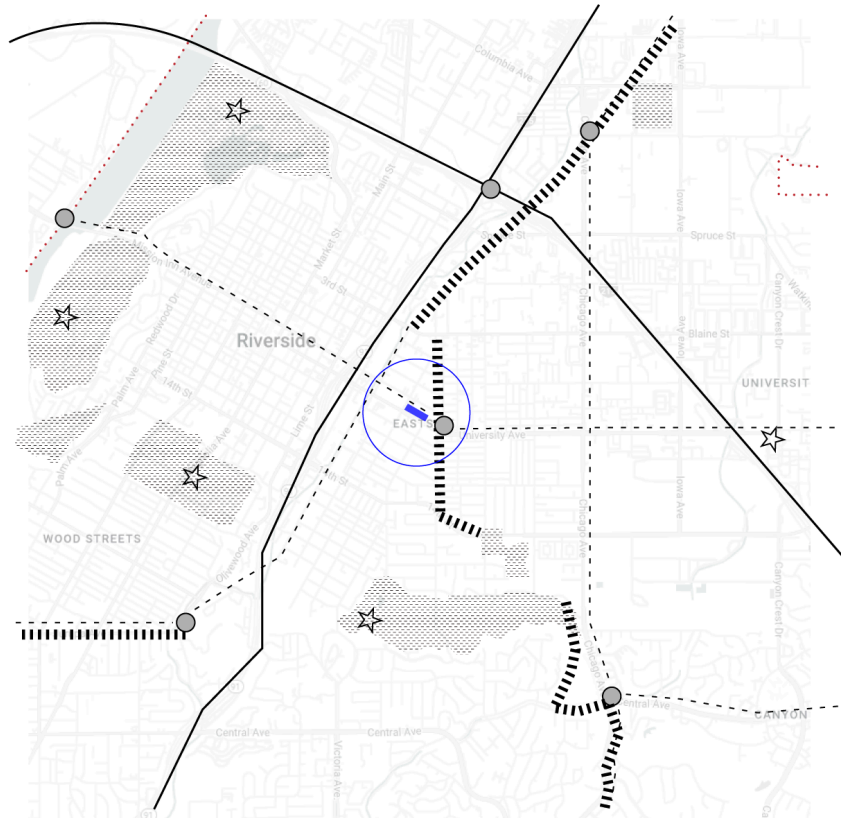
- Historic Trail
- City bike trails
- County bike trails



URBAN ANALYSIS

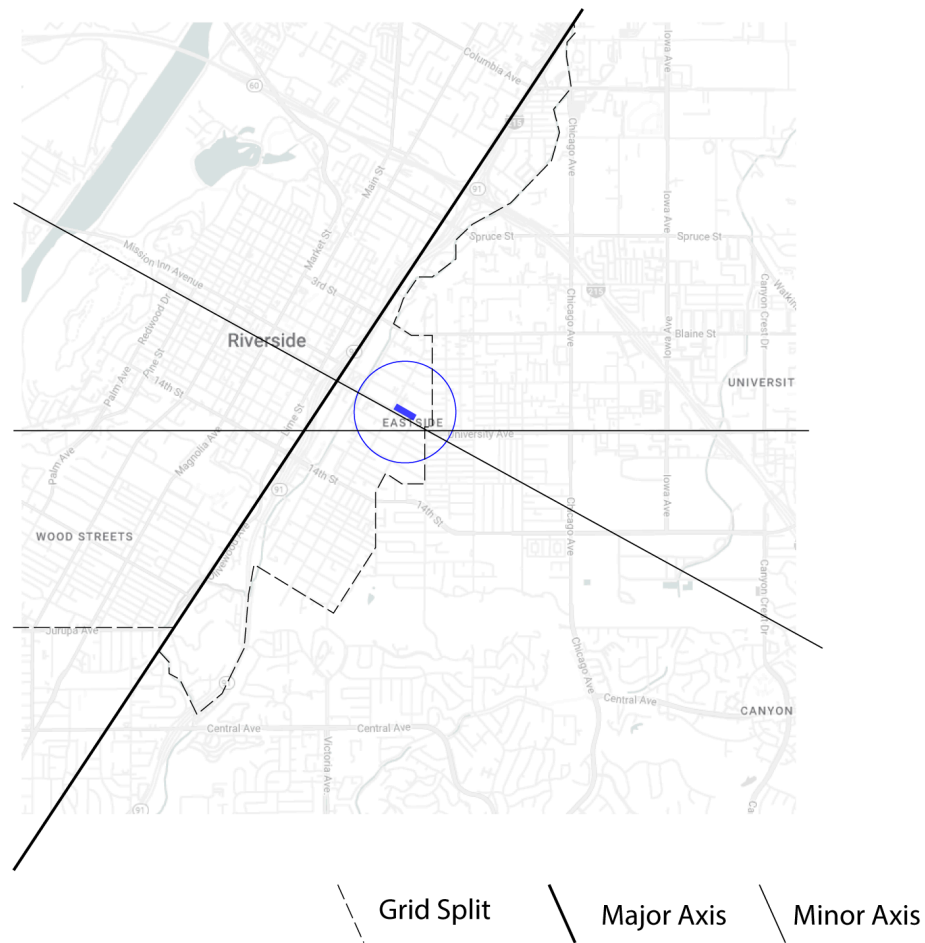
Kevin Lynch's legibility analysis applied to the region

- City Limit
- Node
- Landmark
- Path
- Edge
- District

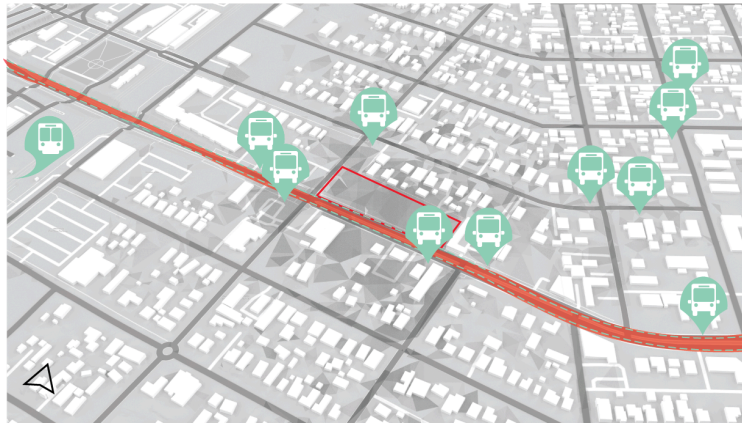


AXIAL ANALYSIS

Grids, major & minor axes



LOCAL TRANSIT



Types & Innovations:

- **Automobile / Roadway**

University Avenue is a major arterial carrying vehicle traffic. As part of the **City of Riverside Innovation Corridor**, all traffic signal controllers along the corridor are being upgraded to support **connected vehicle infrastructure** (SPaT messaging, DSRC units, etc.). [UCR Certificate Program+1](#)

- **Pedestrian / Bicycle**

There are sidewalks along many segments. Bicycle and shared modes are considered in corridor planning, and the innovation corridor concept includes multimodal enhancements. [UCR Certificate Program+1](#)

- **Transit / Other**

The corridor is intended to support “eco-transit operations” and shared mobility. [UCR Certificate Program+1](#)

Rates and Patterns:

- high and variable traffic volumes, with peak rush hours, and performance monitoring via sensors.
- The fact that signal controllers broadcast timing, and testbeds are run on this corridor, shows traffic is monitored, and dynamic adjustments are likely. [UCR Certificate Program+1](#)

Rhythm & Hierarchy:

- Hierarchy: University Avenue is the primary spine; cross streets are secondary.
- Rhythmic spacing of traffic signals / intersections, and repeating signal spacing, create regular cadence in movement.

- Because of the innovation corridor upgrades, there's a deliberate layering of digital rhythm (signal timing, connected signals) over physical spacing.

AXIS

- **University Avenue as the main axis:**
The entire corridor is treated as a **linear axis** connecting UCR to Downtown. It is a backbone for movement, planning, and development. [UCR Certificate Program+2University of California, Riverside+2](#)
- **Cross Axes:**
Streets such as Iowa, Kansas, Chicago, etc. intersect the axis, forming a grid and enabling branching movement. These cross axes are repeated at regular intervals, anchoring nodes.
- **Symbolic axis:**
The corridor acts as a symbolic urban spine — aligning planning, innovation, and urban identity along it (e.g. “Innovation Corridor” branding).

PATHS

- **Sidewalks & Pedestrian Paths:**
Continuous sidewalks in many developed segments, though gaps may exist in older or vacant parcels.
- **Bike / shared paths:**
Some segments use shared roadways; future planning proposes dedicated lanes or paths close to University Ave.
- **Internal / campus linkages:**
UCR has internal walkways, pedestrian corridors, and planned linkages to the urban edge.

Repetition & Rhythm:

- The pattern of sidewalk breaks, crosswalk spacing, and intersection spacing introduces rhythm.
- Paths parallel to the axis (sidewalks) and perpendicular crosswalks create repeated orthogonal movement patterns.

EDGES

- **Campus–Street Edge**
On one side of the corridor is the UCR campus, which forms a strong institutional edge boundary.

- **Commercial Strip Edge**
Along University Avenue, commercial buildings front the street, forming a built edge; behind them, residential or lesser density land forms the secondary edge.
- **Neighborhood / Natural Edges**
Residential neighborhoods and hills (towards Box Springs) create transitional edges.
- **Vacant lot / parcel edges**
Parcels like 2731 represent an interruption (a non-built edge) in the otherwise built fabric.

Hierarchy & Interruptions:

- Strong edges (campus boundary, commercial facades) dominate; weaker edges (vacant lots, back alleys) subserve lesser order.
- Interruptions (vacant parcels) create breaks in continuity and signal future opportunity.

DISTRICTS

- **University District / Campus-adjacent**
High density, student housing, mixed uses, more pedestrian character.
- **Innovation Corridor / District**
The Institutional / research / tech overlay along University Avenue, especially between campus and downtown. [Riverside, California+2University of California, Riverside+2](#)
- **Commercial / Retail Districts**
Pockets of retail nodes, strip centers (e.g. University Village) act as commercial districts.
- **Historic / Architectural Districts**
Sections of University Avenue have clusters of historic buildings (early 20th century commercial façades, Italianate, Spanish-Mission revival). [Visit Riverside+3Allard Real Estate+3Visit Riverside+3](#)

Repetition / Hierarchy:

- Districts are layered: the highest order is the corridor district (innovation), then within it retail/commercial nodes, then residential neighborhoods.
- Repetitions of styles and use types within districts (e.g. historic commercial façades) reinforce identity.

LANDMARKS

Some key landmarks that are part of the fabric:

- **Peter J. Weber House (1510 University Ave)** — Eclectic, Moorish / Craftsman / Art Deco mix. [Wikipedia+2Visit Riverside+2](#)

- **Roosevelt Building (3616 University Ave)** — Built 1904, Italianate commercial building, with decorative cornice, an architectural anchor on the corridor. [Visit Riverside+1](#)
- **Arcade Building (3602 University Ave)** — Spanish Renaissance arcade style building from ~1928 by Walker & Eisen. [Visit Riverside](#)
- **Buena Vista Bridge** (Mount Rubidoux Dr & University Ave) — stone bridge from 1930s serving as gateway landmark. [Visit Riverside](#)

These landmarks punctuate the axis and act as memorable nodes.

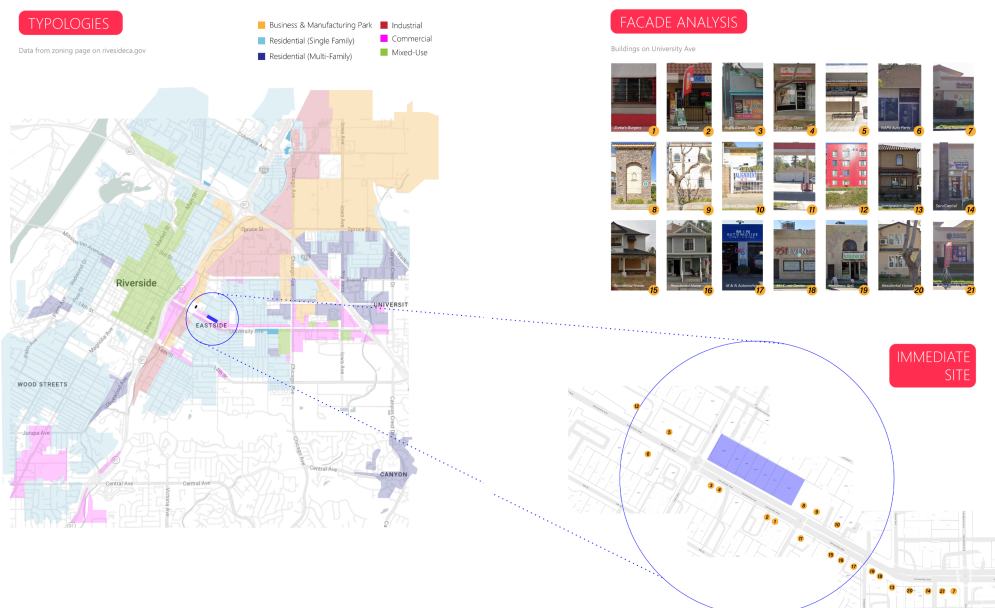
Hierarchy & Spacing:

- Landmark buildings are fewer and spaced apart, giving visual hierarchy.
- They serve as orientation points along the corridor.

NODES

- **Major intersections** (Iowa, Kansas, Chicago) act as nodes, often with retail / commercial clusters.
- **University Village** at University & Iowa is a focal node/retail hub. (Image above)
- **Campus entrances / gateways** act as nodes of concentration (pedestrians, transit).
- **Landmark buildings** also act as nodes (Roosevelt, Weber House, Arcade).

Nodes often coincide with changes in use intensity or design.



MATERIALITY

- Historic buildings along University Avenue utilize **brick, tile, stucco, ornamental masonry, carved wood, wrought iron**. [Allard Real Estate+2Visit Riverside+2](#)
- Newer commercial / strip malls use **stucco, metal, glass, concrete, and simpler detailing**.
- Streetscape: palm trees, shade trees, planters, concrete sidewalks, periodic decorative elements per corridor guidelines.

Rhythm & Consistency:

- Repetition of materials (stucco, tile, masonry) in older façades fosters rhythm along blocks.
- Variation arises when new buildings depart from traditional palettes.

FACADE TYPES

- **Historic commercial façade:** two stories, ground floor display windows, decorative cornices, parapets, tile roofing, ornamentation. (common on University Avenue historic blocks) [Allard Real Estate+2Visit Riverside+2](#)
- **Eclectic / residential landmark façade:** the Weber House combines asymmetry, decorative detailing, mixed materials. [Wikipedia+2Visit Riverside+2](#)
- **Arcade style façade:** the Arcade Building has arcades, colonnades, decorative elements. [Visit Riverside](#)
- **Modern utilitarian façade:** plain, flat, minimal ornament, large glass storefronts for contemporary commercial uses.

Repetition & Hierarchy:

- Blocks of similar storefront modules produce visual rhythm.
- Landmark façades interrupt uniform runs, asserting hierarchy.

COLORS

- Historic façades: warm earthy tones — terracotta roofs, cream / sand stucco, warm brick reds, darker trim.
- Accent colors (green, tile colors) occasionally used in decorative detailing (tile, trim) in historic buildings (e.g. Weber House). [PBS SoCal+1](#)
- Contemporary buildings: neutral palettes — whites, grays, muted tones, occasional bold accents.

BUILDING TYPOLOGY

- **Commercial strips / storefront lines** along the corridor.
- **Mixed use / small offices** above ground floors in historic blocks.
- **Single family / residential** behind corridor.
- **Institutional / campus** buildings near UCR.
- **Landmark residential** (Weber House) embedded within the urban fabric.

Typologies transition in intensity from residential to commercial to institutional along the corridor.

ARCHITECTURAL STYLES AND PERIODS

- **Late 19th / early 20th century commercial** (Italianate, Classical Revival) — e.g. Roosevelt Building (1904) [Visit Riverside+1](#)
- **Spanish Mission / Spanish Revival / Spanish-Moorish** — common style in many University Avenue buildings (e.g. the Button Building, Crescent Hotel) [Allard Real Estate](#)
- **Arcade / Spanish Renaissance** — Arcade Building (circa 1928) [Visit Riverside](#)
- **Eclectic / Moorish / Mediterranean / Craftsman blend** — Weber House (1932–1938) [Wikipedia+2Visit Riverside+2](#)
- **Mid century / postwar commercial** — many updated façades, utilitarian storefronts, flat roofs, modernization. [Allard Real Estate](#)

Rhythmic & Hierarchical Patterns:

- Repetition of Spanish/Mission elements across multiple buildings gives a district identity.
- Landmark or eclectic styles (Weber House) break that repetition, establishing focal hierarchy.
- More recent buildings tend to abandon ornament in favor of functional minimalism, forming a lower tier in the visual hierarchy.

Visual & Spatial Interpretation (for 2731 Context)

- In the block 2731–2871 University Avenue, the immediate built context features commercial strips, some historic façades, and vacant parcels.
- The rhythm of storefronts, trees, sidewalks, crosswalks, signal spacing, and property plots defines block scale.
- Vacant parcels like 2731 interrupt the built fabric but align with the innovation district's agenda to unify and redevelop, restoring continuity.
- Planned projects like **SoCal OASIS Park** (~4 acres, ~39,000 sq ft of research / office / lab space) act as a new anchor in the district, likely influencing materials, façade types, design rhythm in that block. [University of California, Riverside](#)

SIZE AND FORM ANALYSIS

1.96 AC Lot 85,378 SF Lot C3 Zoning (2021)

DIMENSIONS AND FORM OF THE SITE

- **Location:** 2731–2871

University Avenue,
Riverside, CA

- **Lot Area:** 7,988.55
m² (≈85,985 sq ft or
1.97 acres)

- **Perimeter:** 428.12
meters

- **Shape:** Rectangular
parcel with a long
east–west orientation

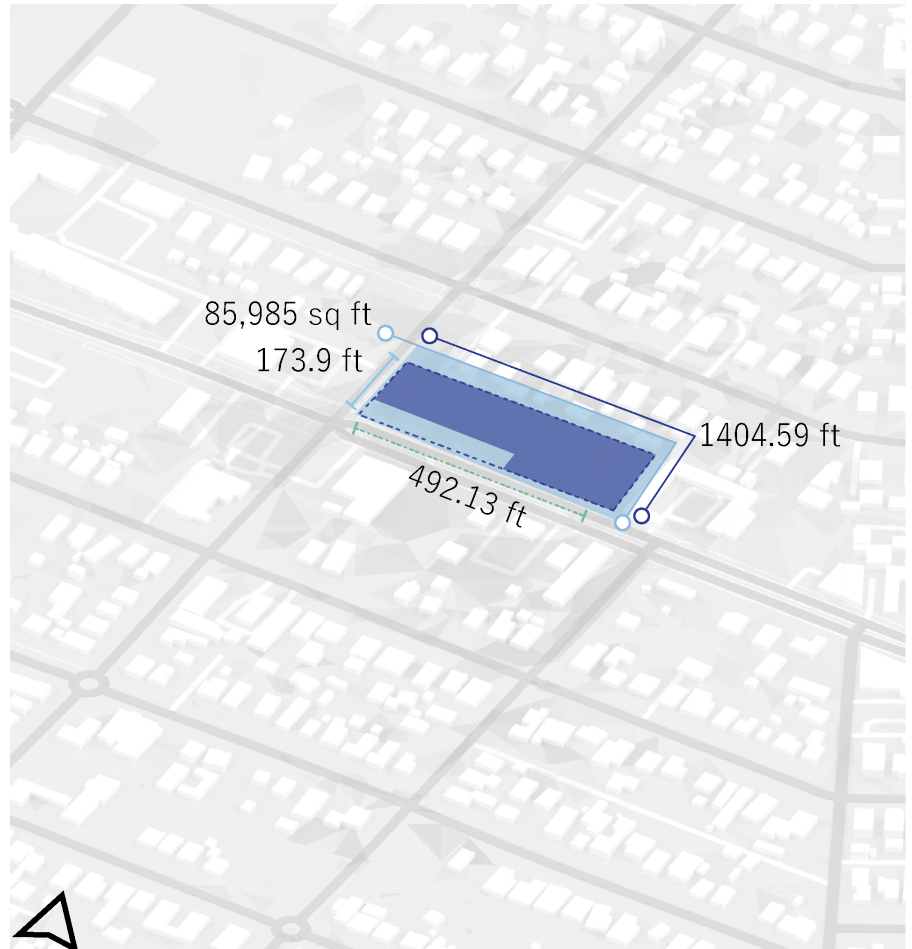
- **Frontage:**
Approximately 150
meters along
University Avenue
(south edge)

- **Depth:** Approximately
53 meters north–south

- **Topography:**
Relatively flat with a
mild slope from north
(residential edge) to south (University Ave).

- **Form Context:** The site is a clear, undeveloped lot within a mixed-use urban corridor, primarily surrounded by residential and commercial structures.

- **Zoning** C3



SPECIFIC MEASUREMENTS

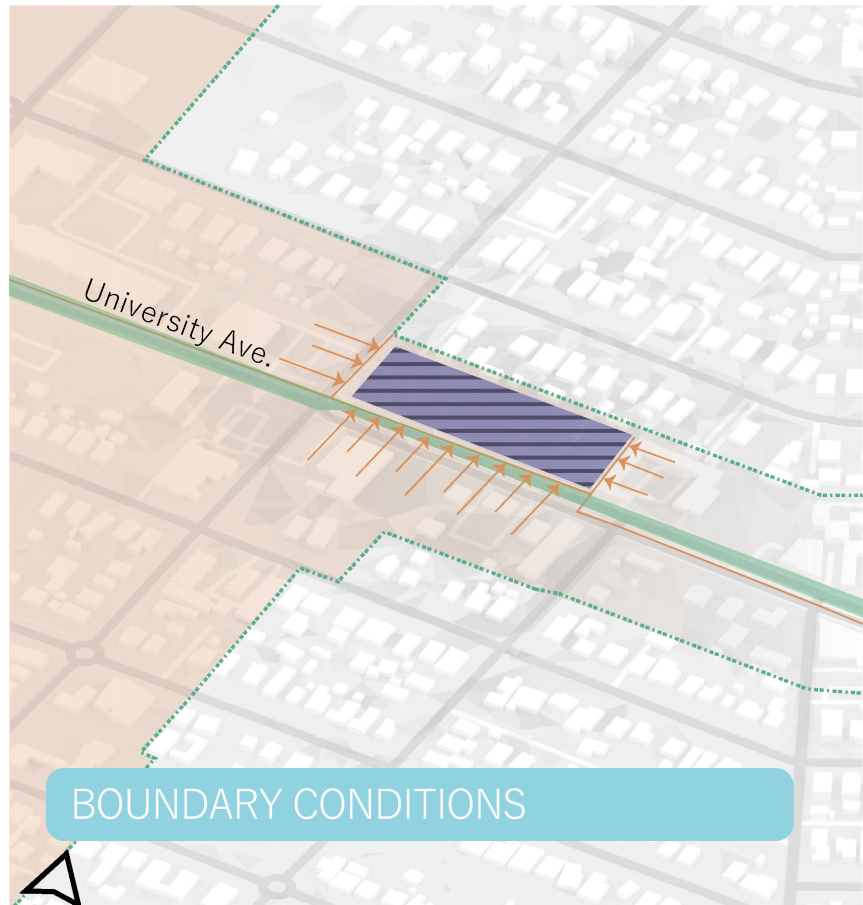
BOUNDARIES AND EDGE CONDITIONS

South Boundary (Frontage on University Avenue):

- Major arterial street with vehicular access and visible commercial frontage.
- Public sidewalk and planted street trees buffer between road and property line.

North Boundary (Residential Interface):

- Adjoins single-family residential lots with backyards facing the site.
- Transition zone where setback and height buffers will be necessary to reduce impact on adjacent homes.



- **East Boundary:**

- Shared with a small commercial parcel (parking and low-rise building).
- Potential for shared service or vehicular access.

- **West Boundary:**

- Faces a smaller commercial property with surface parking and potential for secondary vehicular ingress/egress.

- **Edge Condition Summary:**

- The site functions as a transitional buffer between residential (north) and commercial/public (south and east/west) zones.

- Setbacks and landscaping will play a key role in softening residential adjacency and defining the pedestrian experience along University Avenue.cite: chatgpt

LAND IS NOT FOR SALE, and there are no planned uses. Land was on sale in 2021, and a development proposal was proposed for mixed-use and multi-family development with a minimum 15% residential.

PLANNED FUTURE USES WITH THE CORRIDOR IN MIND

Expanding the “site” to include 2731–2871, here are relevant plans, proposals, and strategic designations that implicate this whole stretch:

Innovation District Inclusion

- a. The city’s Innovation District map explicitly flags “**2731–2871 University Ave**” as an available or targeted property in the Innovation District overlay. [Riverside California](#)
- b. This means the city likely anticipates this corridor being redeveloped for technology / innovation / mixed-use until higher density, rather than strictly retail or low-intensity uses.

Nearby Mixed-Use Project at 1775 & 1795 University

- c. Though farther along the corridor, the 1775/1795 mixed-use project (18 units + 1,447 SF commercial) provides a precedent for infill / densification along University Avenue. [CEQAnet](#)
- d. With that, the corridor is already seeing pressure for residential + commercial blending.

General Plan / Land Use / Zoning Updates

- e. The city is updating its General Plan toward 2050. That may adjust allowable densities, corridor design guidelines, height limits, form standards, etc. (as noted earlier)
- f. Within the Innovation District, design guidelines and policy incentives may be in place (or forthcoming) to encourage mixed-use redevelopment, tech / office uses, and pedestrian / transit activation along University Avenue.

Spillover Effects from UCR / Innovation / OASIS Park

- g. UCR is building the **OASIS Park** (research + economic development) along the University Avenue corridor. That will create demand for adjacent parcels in the corridor, possibly driving uses like labs, co-working, supporting commercial (cafes, services), housing.
- h. The corridor parcels like 2731–2871 are logically in the path of this “spillover growth.”

Redevelopment / Consolidation Likelihood

- i. Parcels in that stretch may be assembled (by developers) to form larger footprints for higher density uses.
- j. Because some parcels may be underutilized (small retail, low-rise or older buildings), there is likely latent capacity for redevelopment.
- k. Developers may propose: ground-level retail/restaurant, upper-level residential or office, shared parking, or vertical expansion (if zoning allows).

Infrastructure / “Smart Corridor” Enhancements

- l. Because University Avenue is part of the city’s innovation / mobility corridor strategy, improvements in signaling, sidewalks, utility upgrades, streetscape enhancements may accompany redevelopment.
- m. These improvements would support more pedestrian, bike, transit-friendly development, thereby raising the viability of denser, mixed-use forms.

Constraints / Conditions

- n. As with the 2731 lot, flood zone, setback, height limitations, parking requirements, stormwater / drainage rules, and interface with adjacent properties will all influence design.
- o. The need for vehicular access, ingress/egress on parcels, and transitions to lower-density adjacent zones will impose constraints on how large or tall structures can be.

1/28/2021

CoStar

2731-2871 University Ave

NEC of University Ave. & Park Ave.
Land - Riverside Submarket
Riverside, CA 92507

1.96 AC Lot
85,378 SF Lot
C3 Zoning

Sale

Sold Price Not Disclosed
Date Mar 2011

Land

Type 2 Star Commercial Land
Location Suburban
Zoning C3
Land AC - Gross 1.96 AC
Land SF - Gross 85,378 SF
Topography Level

On Sites Previously developed lot
Off Sites Cable, Curf/Gutter/Sidewalk, Electricity, Gas, Irrigation, Sewer,
Proposed Use Streets, Telephone, Water
Vacant Lot

Parcel 211-131-021, 211-131-022, 211-131-023, 211-131-024, 211-131-025, 211-131-031, 211-131-032

Taxes \$0.01/SF (2007)

Opportunity Zone Yes

Walk Score® Very Walkable (86)
Transit Score® Some Transit (46)

Public Transportation

Commuter Rail Drive Walk Distance
Riverside-Chanahan Commuter Rail (Rl...) 3 min 11 min 1.5 mi

Pedley Commuter Rail (Riverside Line) 14 min 7.6 mi

Airport Drive Walk Distance
Ontario International Airport 25 min 18.1 mi

About the Owner



City of Riverside
3900 Main St, Suite 5th Floor
Riverside, CA 92522
United States
(951) 826-5649 (p)
(951) 826-5403 (f)
www.riversideca.gov
Since Feb 20, 2014

The community of Riverside offers a vibrant lifestyle for both your personal and professional life. Between thriving education institutions for all ages, a variety of parks and spaces, and its commitment to culture and the arts, Riverside has to offer. Whether you're looking for a night out or a weekend trip, you'll never be without something to do. Riverside is truly an extraordinary place to live.

★★★★★

1/28/2021

Images

CoStar

Property Contacts

True Owner City of Riverside
Recorded Owner City of Riverside
Owner Type Government

Demographics

1 mile 3 miles
Population 24,836 122,651
Households 6,596 36,742
Median Age 31.80 32.20
Median HH Income \$37,538 \$59,822
Daytime Employees 17,838 64,698
Population Growth '20 - '25 ↑ 6.00% ↑ 5.49%
Household Growth '20 - '25 ↓ 6.17% ↓ 5.59%

Traffic

Collection Street	Cross Street	Traffic Vol	Last Mea...	Distance
9th St	Park Ave NW	1,127	2018	0.10 mi
Eucalyptus Ave	University Ave S	4,784	2018	0.23 mi
Mission Inn Ave	Vine St W	5,247	2018	0.32 mi
University Ave	Jack B Clarke St NW	21,803	2018	0.38 mi
Eucalyptus Ave	11th St N	990	2018	0.40 mi
Mulberry St	University Ave SW	12,867	2018	0.40 mi
13th St	Park Ave NW	1,042	2018	0.40 mi
Mulberry St	9th St SW	13,002	2014	0.41 mi
Riverside Freeway	Mission Inn Ave SW	171,525	2020	0.42 mi
		189,205	2020	0.43 mi

Map with TrafficData® Products

Documents

Last Sale

Deed

Location

Zip 92507
Submarket Riverside
Submarket Cluster Inland Empire East
Location Type Suburban
Market Inland Empire (California)
County Riverside
State California
CIBSA Riverside-San Bernardino-Ontario, CA
DMA Palm Springs, CA
Country United States



Primary Photo



Building Photo



Plat Map

Property ID: 7876835

<https://product.costar.com/detail/all-properties/7876835/summary>

1/2

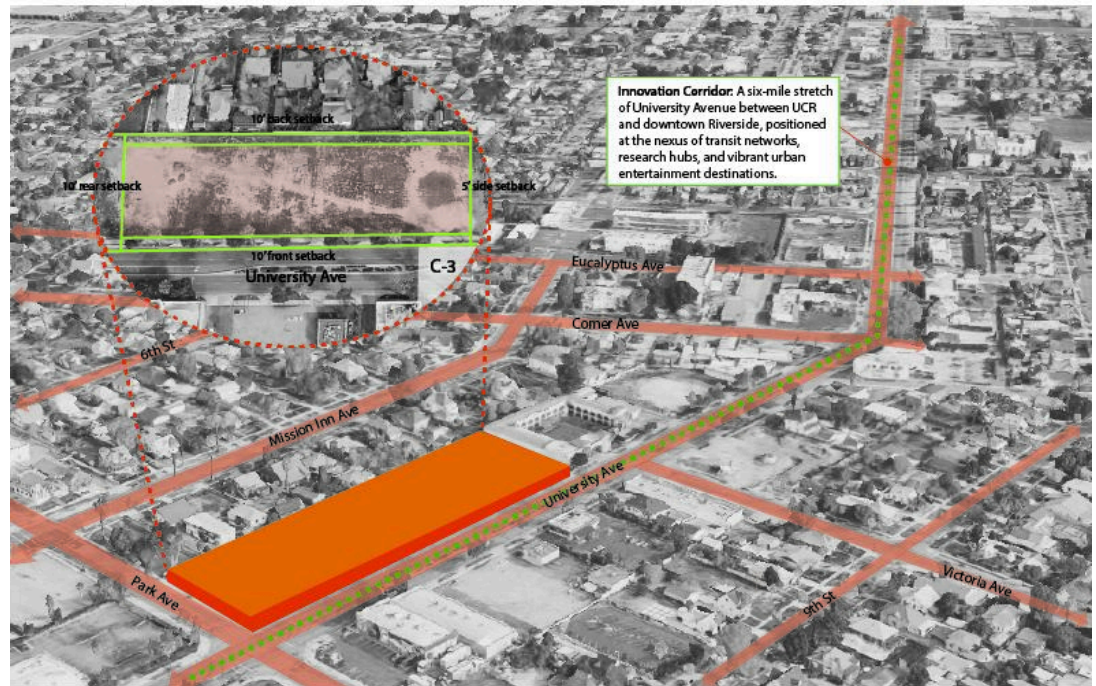
ZONING ANALYSIS

PROPERTY AND LOT LINES

- **Area:**
7,988.55 m²
(≈85,985 sq ft or 1.97 acres)
- **Perimeter:**
428.12 m

Shape:

Rectangular lot with direct frontage along University Ave and residential parcels along the north property line.



project site	
Perimeter	428.12 m
Area	7,988.55 m ²
Advanced measurements ⓘ	^
Elevation estimate	
Min: 271.62 m Median: 272.83 m Max: 276.56 m	▼

•

BOUNDARIES

- **South:** University Avenue (primary frontage, commercial corridor)

- **North**: Backs onto single-family residential lots
- **East & West**: Smaller commercial or mixed-use parcels

Metric	Value
Parcel Area	85,968.75 SF (7,988.55 m ²)
Parcel Perimeter	428.12 m (~1,404.5 ft)
Zoning	C3 – General Commercial
Innovation District	Yes (Eligible for overlay/incentives)
Max FAR	3.0
Max Total Floor Area	~257,906 SF
Setbacks (Est.)	Front ≥ 10 ft, Sides/Rear 0–10 ft

Side	Typical Setback (Est.)
Front	≥ 10 ft (confirmed in SP 380 Area 5)

Side **0–5 ft** (commercial zones often allow minimal or zero side setbacks, especially in urban corridors)

Rear **0–10 ft**, but may depend on adjacent land use (e.g. if bordering residential, buffer setback may be larger)

Allowed Uses and Variations (C3 Zone, University Ave Corridor)

In **C3 Zoning**, with Innovation Corridor designation:

Likely Allowed By Right (or CUP):

- Retail and personal services
- Restaurants, food & beverage
- Offices (medical, professional, coworking)
- Urban infill / mixed-use (residential above commercial, or fully commercial)
- Hospitality / hotel
- Creative studios, labs, light fabrication (if part of Innovation District intent)
- Transit-oriented or university-supportive uses

Variations (allowed via overlay or bonus):

- Increased height or density through TOD overlay or affordable housing incentives
- Reduced parking minimums or shared parking
- Minor reduction in setbacks via site plan approval
- FAR bonuses (within limits)

C. Floor Area Ratio (FAR)

From the city documents:

- **Max FAR = 3.0** (in SP 380 / commercial zones)

- With your parcel at **7,988.55 m² = 85,968.75 ft²**, that means:

Maximum Buildable Floor Area:

FAR & Buildable Potential

- **Zoning FAR:** Max = **3.0**
- **Max Buildable Floor Area:**
 $85,969 \text{ sf} \times 3.0 = \text{257,907 sf}$

From the “Generalized Requirements for Commercial and Mixed-Use Zones”
handout:

- There is a **Maximum FAR** (floor area ratio) for many commercial zones (more on that in the next section) Riverside California+1
- Minimum building setbacks: The table lists **front setback**, **side (street or interior)**, and **rear** setbacks for various commercial zone types. Riverside California
- In cases where a commercial zone abuts residential, extra setback may be required (e.g. 50 ft with 10 ft landscaping)

If building 3 stories, each level could be $\approx 85,969 \text{ sf}$; or adjust floorplates accordingly.

Actual usable FAR may be lower due to:

- Height restrictions
- Parking requirements
- Open space / landscaping
- Stepbacks
- Fire lane or easement access

ENVIRONMENTAL AND LANDSCAPE ANALYSIS

GREEN-SCAPE VS. HARD-SCAPE ANALYSIS

Riverside is a gridiron city, and the site is somewhere on the outskirts of that pattern. That being said, the amount of hardscape near the site decreases as the green space increases beyond Victoria St. There are concrete sidewalks, asphalt roads, wooden floorings, some dry dirt, and some fertile dirt.

LOCAL GREENERY



EXISTING VEGETATION

Existing vegetation includes sparse patches of grass (bermudagrass and st. augustine grass). Palm trees that line the streets occasionally, California Fan Palm trees and Mexican Fan Palm trees with Replant Maytenus boaria, Chionanthus retusus, Tabebuia, chrysotricha, Washingtonia filifera, Koelreuteria bipinnata, Washingtonia robusta, Pyrus betulifolia (accessed with mapsriverised) (and city of Riverside, master street tree planting list). All plant types can be found in the link provided below.

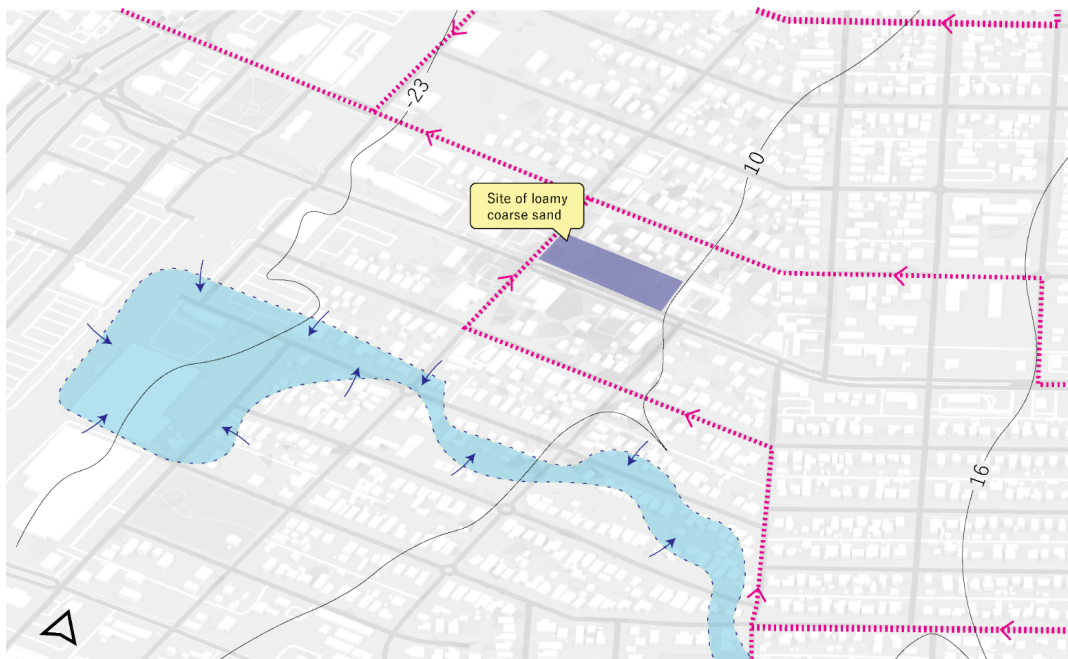
VEGETATION THAT WILL REMAIN

Street trees must remain, aside from that everything else is considered commercial on site; street trees specifically are seen above.

FLOOD PLAINS

There are two local flood plains that the site sits in between, both are a good 0.5 miles away; the site is not a flood plain (in regards to DWR and RCFC flood zones) and flooding is considered minimal according to FEMA

SOILS AND DRAINAGE



<https://content.rcflood.org/floodplainmap/>, the APN of the area is 211131026

SOIL TYPE AND BEARING CAPACITY

Slope of the area is roughly between 0-10% according to 5.6 Geology and soils report on the Riverside's governmental website; and there is a fault line off the 60 towards the intersection onto the 215, which is a good mile away from the site. The liquefaction is low for the soil, so the

soil, despite its type, should be good to build on. The soil type is Arlington. "0-24 Loam 24-36 Weakly cemented sandy loam Arlington AnC, AnD, AoA, AoC, AoD, ApB, ArB, ArD Slight to moderate Moderately slow Low to Moderate 36-60 Loamy coarse sand".

chrome-extension://efaidnbmnnnibpcajpcgclclefindmkaj/https://riversideca.gov/cedd/sites/riversideca.gov/cedd/files/pdf/planning/general-plan/vol2/5-6_Geology_and_Soils.pdf

TOPOGRAPHY

Topo provided by

chrome-extension://efaidnbmnnnibpcajpcgclclefindmkaj/file:///C:/Users/johnm/Downloads/CA_Riverside_East_20150310_TM_geo.pdf

The proposed site sits at 908.793 feet above sea level.

DRAINAGE PATTERNS

The Box Springs Storm drain line falls on the north west street on the site and flows adjacent until 9th street. There are other MDP lines nearby, look at map for more details

<https://content.rcflood.org/MDPADP/>

NEAREST BODY OF WATER AND ITS USES

The nearest body of water is Lake Evans, and its purposes are mainly for fishing, breeding more fish, and preventing flooding from occurring to the local area since 1938. Of which that area only extends to Orange street, which is across the freeway from the site.

chrome-extension://efaidnbmnnnibpcajpcgclclefindmkaj/<https://riversideca.gov/pworks/pdf/LandDev/Map-Receiveing-Waters.pdf>.

chrome-extension://efaidnbmnnnibpcajpcgclclefindmkaj/https://www.riversideca.gov/park_rec/sites/riversideca.gov/park_rec/files/pdf/Fairmount-2005-Riverside%20Treasure.Pat%20Stewart.29pgs.pdf

AUDITORY ATTRIBUTES

Sound attributes near the site include, local street traffic at 70-50 CNEL, highway traffic at 60 CNEL (Community Noise Equivalent Level), railroad noise at 60 CNEL, and no airport or airport impact noise levels.

AUXILLARY SENSES



chrome-extension://efaidnbmninnibpcajpcgclclefindmkaj/https://riversideca.gov/cedd/sites/riversideca.gov/cedd/files/pdf/planning/general-plan/10_Noise_Element_with%20maps.pdf.

OLFACTORY OBSERVATIONS

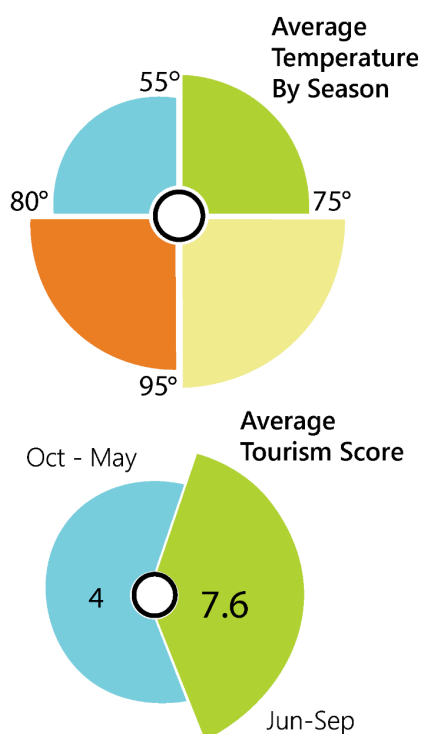
Citrus trees provide an orange scent, whilst cars and public transport often provide a more musty and smoky smell. The river can provide a good, more refreshing smell. The air quality is usually pretty good as the site is close to the fields off of Victoria.

CLIMATE ANALYSIS

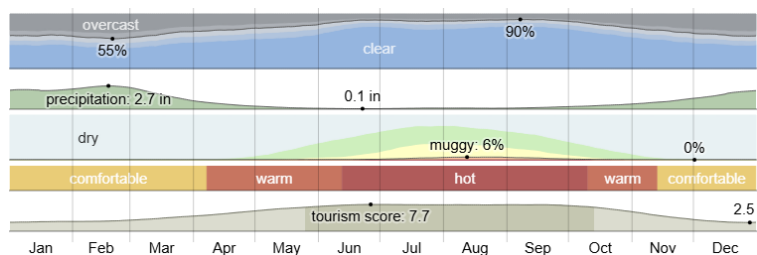
WEATHER AND SEASONS

In Riverside, the summers are hot, arid, and clear and the winters are long, cool, and partly cloudy. Over the course of the year, the temperature typically varies from 43°F to 94°F and is rarely below 36°F or above 103°F.

<https://weatherspark.com/y/1891/Average-Weather-in-Riverside-California-United-States-Year-Round>.



CLIMATE DETAILS



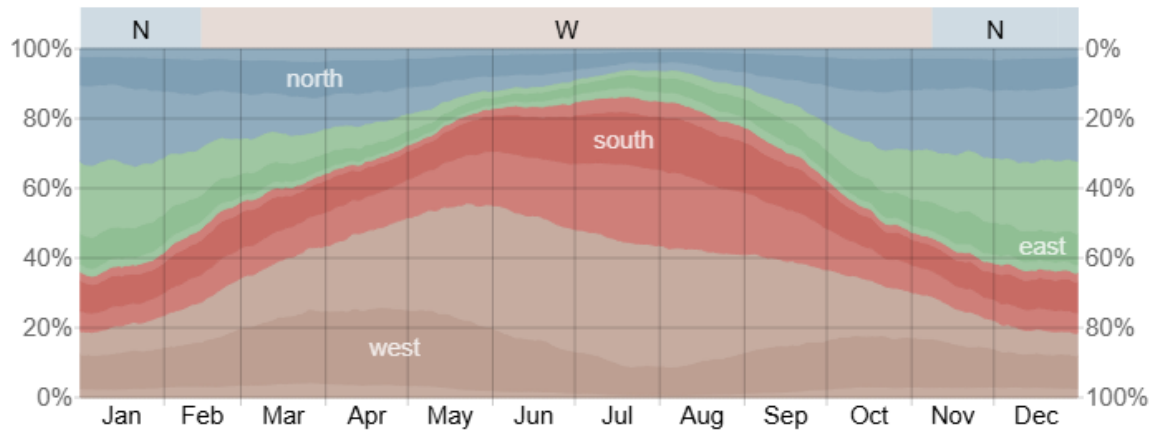
The climate in the Basin is typical of southern California's Mediterranean climate, which is characterized by dry, warm summers and mild winters

[chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://riversideca.gov/cedd/sites/riversideca.gov/cedd/files/pdf/planning/general-plan/vol2/5-3_Air_Quality.pdf](https://riversideca.gov/cedd/sites/riversideca.gov/cedd/files/pdf/planning/general-plan/vol2/5-3_Air_Quality.pdf).

PREVAILING WINDS

In Riverside, the wind speed remains relatively consistent throughout the year, with an average of 5 mph in the winter months (January, February, March, and December). In the summer months (June, July, and August), the average wind speed changes to 6 mph. Overall, the variation in wind speed ranges between 5 mph and 7 mph across the months.

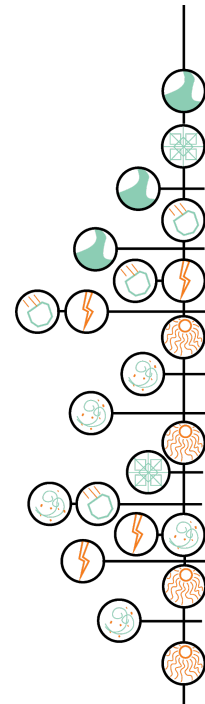
<https://myperfectweather.com/api/cityinfo/6065Riv/degF/Average-Weather-in-Riverside-California-United-States-Year-Round>.



https://weatherspark.com/y/1891/Average-Weather-in-Riverside-California-United-States-Year-Round#google_vignette

MAJOR STORMS AND NATURAL DISASTERS

1770, 1772, 1780, 1810, 1815, 1821, 1822, 1825, 1839, 1840, 1841, 1842 Various reports from missions indicate significant flooding along the Los Angeles, Santa Ana and San Diego Rivers, often changing the entire courses. 1850 "Moderate floods occurring in the Santa Ana River Basin." The Santa Ana was raging. Farm lands, orchards, vineyards and buildings were destroyed. 1891 San Bernardino and Riverside became isolated as all railroad and highway bridges were out for two to three weeks. 1956 Strong monsoon flow hit the region with thunderstorms each day, even west of the mountains. Heavy rain also hit Joshua Tree city. On 7.25 1.26" fell in Riverside. On 7.25 flash flooding hit San Bernardino, Riverside and Ontario. On 7.26 through 7.28 successive thunderstorms brought flash floods and mudslides to the Barton Flats area, damaging and closing roads. 1970 - 1.79", 1971 - 2.27". 1995 1.23". 2004 2.50". Hail in 1960 - 2.75". Storm and hail 1971 .12". 1971, 3.04". Lightning in 1972. 1994, thunderstorms and hail.

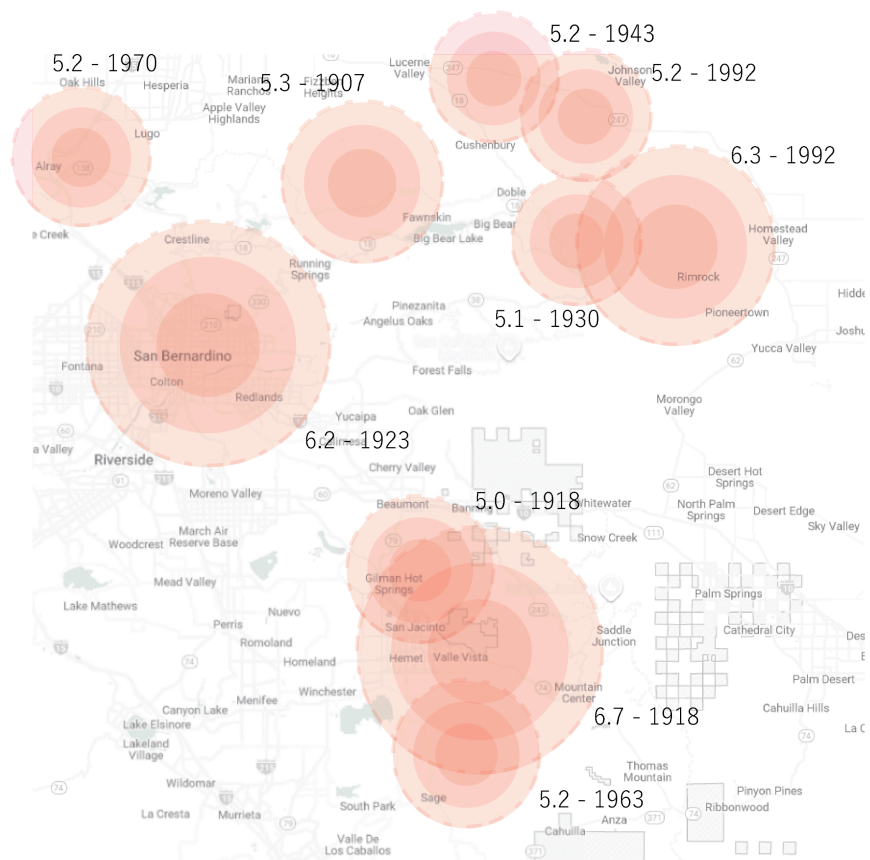


2010, lightning struck a house, 6 in. diameter hole in roof. Hail (1") and heavy wind (60mph) in 2013. Severe thunderstorms and 70mph winds in 2013 (trees uprooted). Lightning struck a building and some trees, 2014. Dust storm in 2022. 1999 Santa Ana winds knock down power lines and trees, commercial building destroyed. Santa Ana winds 87 mph, 2000. 70 mph 2003. 1998 Heatwave 110. 2000, 105. 2002, 112. 2018, 118. 2022, min temp in september 80. Fires usually in the river bed around the summer and winter. 1937, 21 deg. 2007, 86 million in damages due to a cold snap.

chrome-extension://efaidnbmninnibpcajpcglclefindmkaj/<https://www.weather.gov/media/sqx/documents/weatherhistory.pdf>.

Earthquakes:

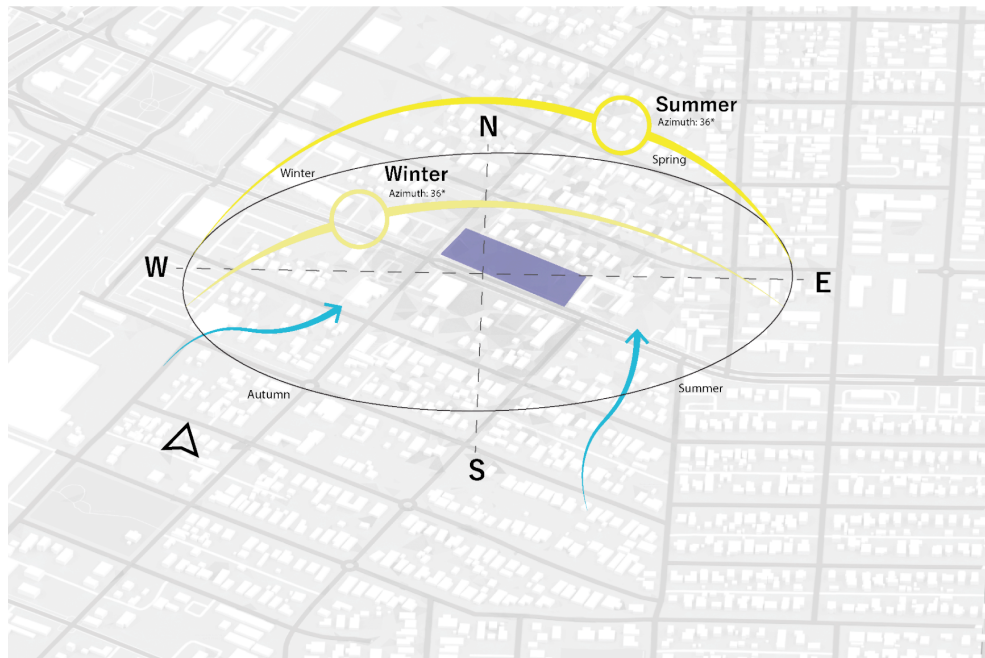
Local earthquakes within a range of 100 miles from Riverside are 5.2 in 2005, 5.0 in 2001, 6.1 in 1992, 5.0 in 1988, 6.0 in 1986, 5.3 in 1980, 5.2 in 1963, 6.0 in 1948, 6.2 in 1923. The visual on the right represents earthquakes near the fault line and patterns of earthquakes within the past 100 years, East of the site.



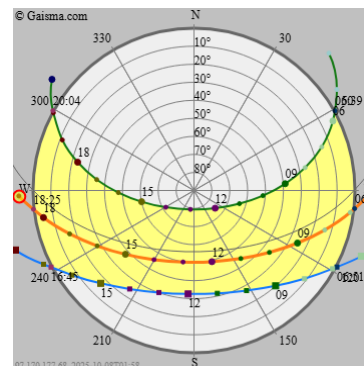
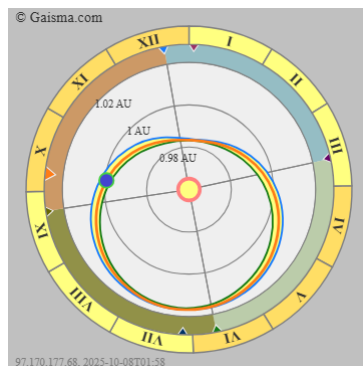
<https://www.volcanodiscovery.com/place/155670/earthquakes/riverside/largest.html>

SOLAR ANALYSIS

SUNPATH AND WIND

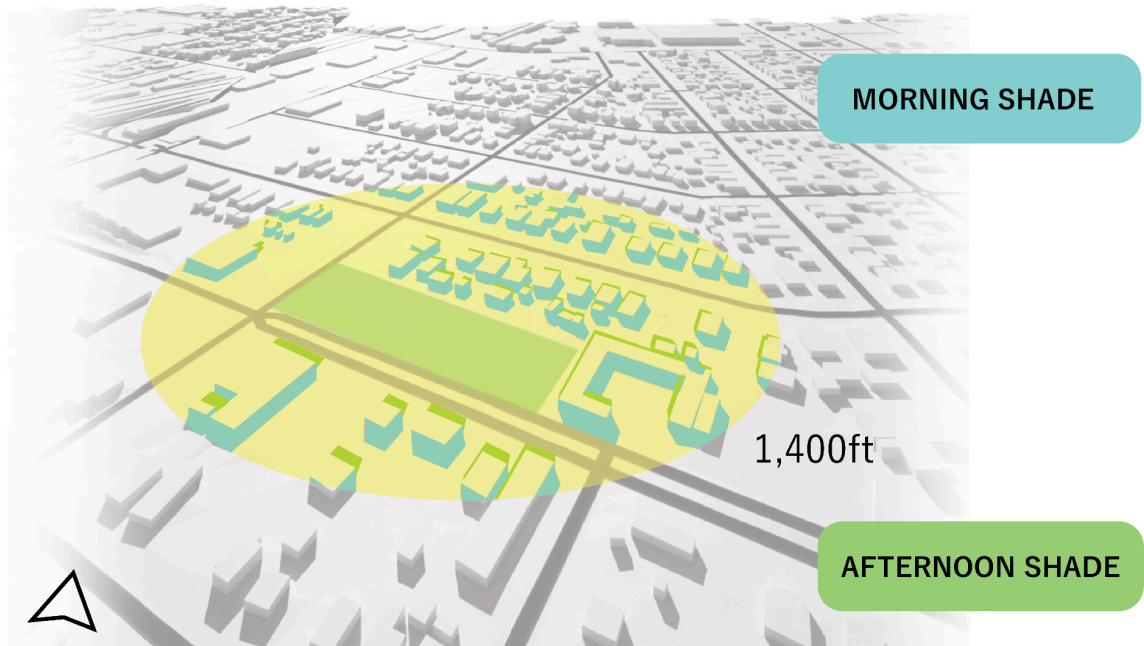


In Riverside, the month with the most daily hours of sunshine is July with an average of 12.36 hours of sunshine. In total there are 383.06 hours of sunshine throughout July. The month exhibiting the least number of daily sunshine hours in Riverside is January, presenting an average of only 7.44 hours per day. The total accumulation of sunlight during this period amounts to approximately 230.63.



<https://en.climate-data.org/north-america/united-states-of-america/california/riverside-1425/>. The best angle for solar panels is 30 degrees at the riverside. <https://www.gaisma.com/en/location/riverside-california.html>

SHADED AREAS PROVIDED BY PHYSICAL STRUCTURES/OBJECTS



One story houses on the north side of the site provide little shade. Trees from the street line provide moderate shade to the sidewalk and small parts of the site during direct sunlight hours; the Thunderbird Inn can provide shade from sunrise until midday. These restaurants across the street provide minimal shade in the late afternoon.

ATTRIBUTES AND RESOURCES ANALYSIS

WEALTH OPPORTUNITIES

- Off a main highway exit and relatively close to said exit; easy visibility from all street corners as two of the plots at the intersection are reserved for parking giving the site more of a chance to attract more people. It is at the end of Victoria and next to an established lodge, attracting people staying and coming from Victoria. The notoriety of University being a street that houses trendy places for younger crowds can also play into the outdoor mall dynamic of the area. Local shops populate the site specifically, maybe playing into that market for our commercial space will play into the locals view on our project. Churches nearby and the people that attend them.

ACCESSIBILITY THROUGH LOCAL TRANSIT

- Five bus stops exist within 400 feet of the site, general parking and thorough fare exist around the site at the small outdoor retail space, neighborhood health care building, and church nearby. Biking paths and walking paths exist in Victoria and continue through university. The Amtrak is about 2,287 feet from the site, buses come to and fro from that location.

VIEWS OF THE SITE

- See previous entries on pages

DOCUMENTED PHYSICAL FEATURES

- There are two churches north of the site, the Upperroom church and Iglesia Universal, with two churches south of the site, the second birth church and our lady of guadalupe shrine. There is a large multi-family housing building west of the site, the mission lofts apartments, an autoparts shop and neighborhood healthcare are also to the west. Many

one story residential houses are north and northeast of the site. Just east of the site is the thunderbird lodge, an empty lot and then a small inlet with local cuisine like Tina's Mexican Food. A small plaza exists south of the site with more local cuisine like Panaderia Francis.

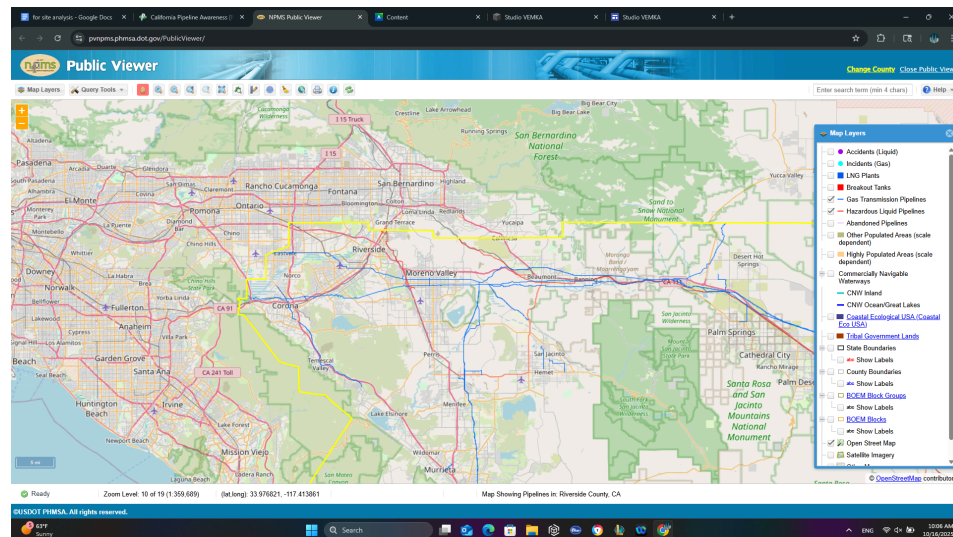
- Further down the site are many outlet spaces as university houses many outdoor malls, like the one off of Chicago Avenue, of which if you follow Chicago you'll see the vineyards or UCR. UEI is in Ottawa. The Cesar E. Chavez Community Center is in Kansas.
- Other major sites include North Park, Mission Career College and the Cheech Museum which are all west of the site. Riverside Faith Temple is south of the site, the general metro and bus station with many industrial sites are south west of the site. RCC is in the west. UCR is in the East. Santa Ana River, Fairmount Park, Ryan Bonaminio Park, and Rubidoux are northwest of the site. All of the north west is downtown. And there is the Victoria Country Club Golf south of the site. Andulka Park is in the south east. Finally, Box Springs Mountain is east of the site.

INFRASTRUCTURE

LOCAL GAS LINES

SoCal gas is the company behind the gas lines, of which they are also a natural gas company;
This is important because natural gas is usually pressurized when in use.

UTILITIES AND SERVICES

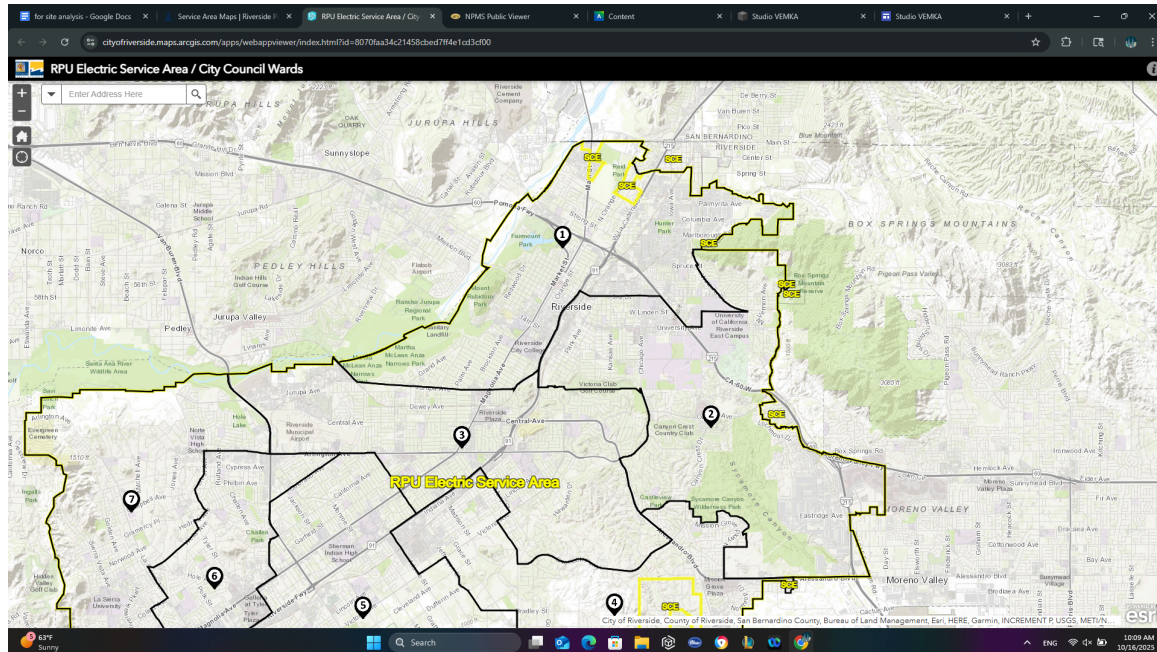


[s://socalgas.maps.arcgis.com/apps/webappviewer/index.html?id=aaebac8286ea4e4b8e425e47771b8138](https://socalgas.maps.arcgis.com/apps/webappviewer/index.html?id=aaebac8286ea4e4b8e425e47771b8138)

<https://pvnpm.phmsa.dot.gov/PublicViewer/>

ELECTRICAL FEEDS

The city of Riverside provides their own water and electricity to the metropolitan area of riverside:



<https://cityofriverside.maps.arcgis.com/apps/webappviewer/index.html?id=8070faa34c21458cbcd7ff4e1cd3cf00>

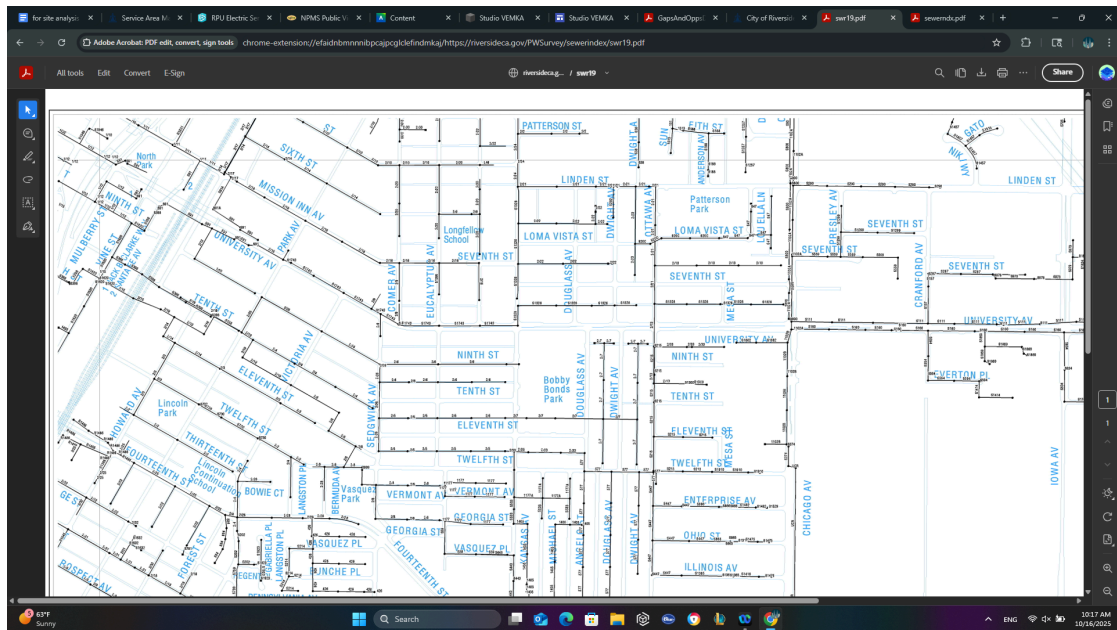
DATA CONNECTION TIE-IN LOCATIONS

There is a report on the availability of wifi and data within riverside, a reported 77% of households have fiber or direct connection with ethernet, while 23% do not.

[chrome-extension://efaidnbmninnbpcapjpcglclefindmkaj/https://rivco.org/sites/g/files/aldnop116/files/2023-08/GapsAndOppsDigital1pg.pdf](https://rivco.org/sites/g/files/aldnop116/files/2023-08/GapsAndOppsDigital1pg.pdf) the report speaks to potential gaps that the market could fill.

SEWER AND WATER PIPES

The sewer systems and water pipes are seen here:

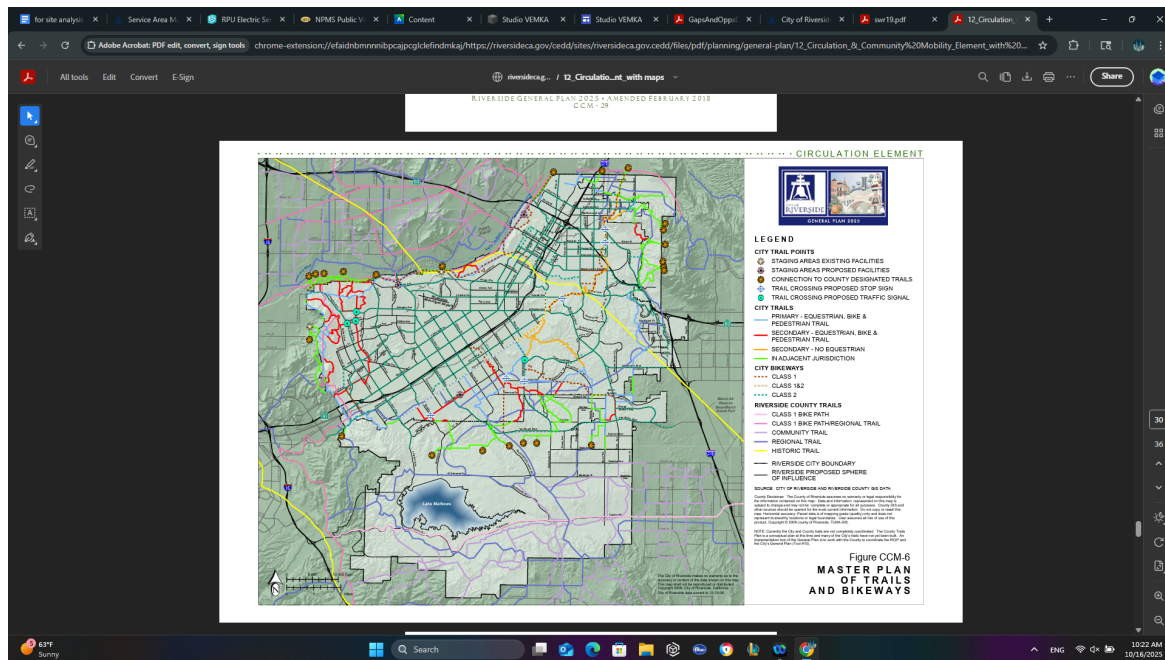


chrome-extension://efaidnbmnnnibpcapjpcgiclfndmkaj/<https://riversideca.gov/PWSurvey/sewerindex/swr19.pdf>

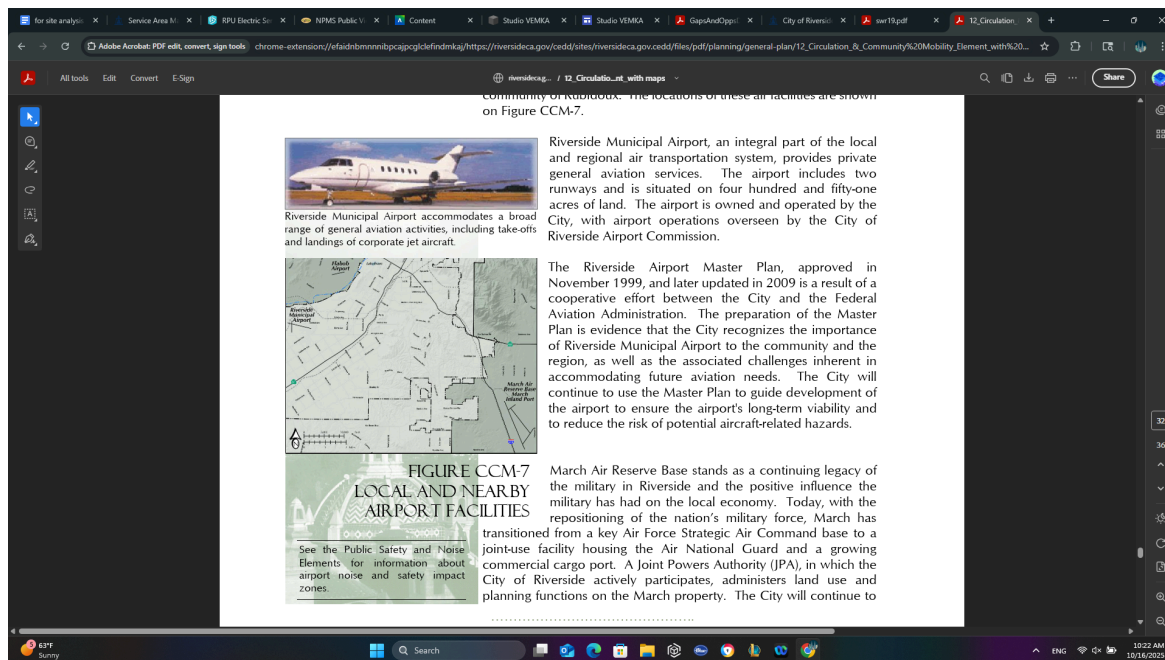
CIRCULATION PATHS AND TYPES

LOCAL CIRCULATION

Biking and walking paths:



Airports:



DIAGRAMS

a. Generate a plethora of diagrams to help thoroughly analyze the site and visualize the challenges and opportunities provided by the context. b. Recall previous discussion on diagramming and types of analysis in order to produce clear highly successful visual graphics that communicate the information gathered. Remember to utilize appropriate line weights and types, degrees of transparency, color, and hatching. Axis, zones, intersections, nodes, boundaries and edge conditions, rhythm and repetition, as well as patterns should all help to formulate your diagrams to some degree or another. c. Provide brief descriptions, discoveries, and/or inquiries that you made as you engaged in the process of performing the analysis and making the diagrams or realized after the task was complete. Provide a single description for each diagram.

SITE OPPORTUNITIES AND CHALLENGES

Opportunities

1. **Urban Revitalization Potential:**

The site's location along University Avenue positions it as a strong candidate for urban renewal and economic activation. Its proximity to downtown Riverside and local institutions such as UC Riverside creates opportunities for mixed-use development and cultural engagement.

2. **Connectivity and Transit Access:**

With nearby bus lines and accessibility to major corridors, the site has the potential to strengthen pedestrian and public transit connections, encouraging walkability and reducing car dependency.

3. **Cultural and Educational Synergy:**

The surrounding educational and cultural assets—such as museums, local art spaces, and the university—create opportunities for community-centered programming, art installations, and student-driven entrepreneurship.

4. **Sustainability Integration:**

The site provides a strong opportunity to implement green infrastructure strategies such as solar canopies, bioswales, and rooftop gardens. These can reduce heat gain, manage stormwater, and

enhance the area's ecological performance.

5. **Public Realm Enhancement:**

The open and underutilized parcels offer space to create inviting public plazas, shaded seating areas, or flexible outdoor gathering zones that foster community identity and social interaction.

Potential Threats to These Opportunities

1. **Crime and Safety Concerns:**

Existing crime data suggests potential safety threats that could discourage investment, pedestrian activity, and community engagement unless addressed through design, lighting, and active street presence.

2. **Economic Instability:**

Fluctuating market conditions and uneven local economic growth could threaten the long-term viability of mixed-use or community-based projects.

3. **Gentrification and Displacement:**

Revitalization efforts may unintentionally drive up property values, leading to the displacement of long-standing residents or small local businesses.

4. **Environmental Challenges:**

Heat island effects, limited tree coverage, and poor air quality could reduce comfort and sustainability benefits if not mitigated through thoughtful landscape and material strategies.

5. **Regulatory and Zoning Constraints:**

Existing zoning codes, parking requirements, or bureaucratic delays may hinder innovative or mixed-use design solutions that could otherwise enhance community livability.

Architectural Opportunities

1. **Adaptive Reuse and Urban Infill:**

The existing building stock and vacant lots along University Avenue present strong opportunities for adaptive reuse and infill development. Reimagining existing structures through sustainable retrofitting or hybrid programs can celebrate the site's urban fabric while reducing embodied

carbon.

2. **Public Interface and Activation:**

The linear frontage of the site provides the potential to design an engaging street edge—through transparent façades, shaded walkways, and active ground-floor programs—that strengthen pedestrian interaction and street vitality.

3. **Climate-Responsive Design:**

Riverside's hot, arid climate offers the opportunity to explore passive cooling strategies, such as deep overhangs, porous façades, courtyards, and vegetated shading systems that enhance comfort while reducing energy use.

4. **Social Connectivity and Placemaking:**

The site's proximity to educational, cultural, and residential zones allows the architecture to serve as a social connector. Shared outdoor spaces, flexible courtyards, and community pavilions can create a sense of belonging and collective identity.

5. **33:**

There is potential to experiment with locally sourced, low-carbon, or recycled materials that reflect Riverside's regional identity. Exposed structural systems and modular construction could emphasize honesty, adaptability, and environmental responsibility in design.

6. **Vertical and Horizontal Mixed-Use Integration:**

The scale of the site allows for vertical layering of programs—commercial at grade, public and social spaces on mid-levels, and residential or educational functions above—creating a dynamic, continuous flow of activity throughout the day.

Potential Threats to These Opportunities

1. **Safety and Perceived Insecurity:**

Persistent safety concerns may limit the success of open or transparent architectural interventions, deterring pedestrian activity and the intended activation of public spaces.

2. **Environmental Constraints:**

High summer temperatures and limited shade could challenge outdoor comfort, reducing the

effectiveness of courtyards or open plazas unless carefully mitigated through passive and material strategies.

3. **Budgetary and Development Pressures:**

Financial limitations may compromise sustainable or expressive architectural solutions, leading to simplified, low-cost construction that fails to fulfill design intent.

4. **Cultural and Social Displacement:**

Architectural revitalization may unintentionally erase existing cultural character or alienate current community members if not grounded in inclusive design practices and local input.

5. **Zoning and Density Restrictions:**

Existing zoning codes or height limitations may restrict the architectural potential for mixed-use density, spatial layering, and urban porosity that could otherwise enhance the site's architectural vitality.

POINT OF VIEW

FINAL THOUGHTS

We believe this site is advisable to build on because it hosts a variety of great opportunities to expand on the cultural and festive activities that transition from downtown Riverside to our site. Its location places it near vibrant community hubs such as the **Food Lab**, **The Farmhouse**, and **downtown Riverside**, all of which regularly host community gatherings and events. By situating our project within this cultural corridor, we can extend that energy and create a dynamic environment that celebrates local identity while inviting engagement from both residents and visitors.

OUR CURRENT AIM

We are advising our client in this manner because the site's context aligns strongly with goals of **community integration, urban revitalization, and sustainable placemaking**. Architecturally, it allows for the creation of open, flexible spaces that can adapt to public use—markets, performances, exhibitions, and seasonal events, enhancing the social fabric of the area. While there are concerns regarding safety and heat exposure, these challenges can be addressed through **environmental design strategies**, such as improved lighting, shaded walkways, and active façades that foster safety and comfort. With thoughtful planning and design, the site has the potential to become a **vibrant cultural node** that strengthens Riverside's sense of place and community continuity.

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AI ENGAGEMENT DOCUMENTATION AND USAGE:

1. ChatGPT was used to help provide a baseline understanding of Location and Legal Analysis

- a. Prompt: "Define the site's location, 2731–2871 University Ave, Riverside, at a minimum of three different scales. Consider the site's global or national presence, if any. Define it and compare it statewide and regionally. Finally, analyze and compare it at the local city and neighborhood scale. a. Research and document current ownership. b. Research and document present governmental jurisdictions and any future projections. c. Research and document all covenants and restrictions."
- b. I used 75% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it better helped me understand the context and questions provided. It further expanded my knowledge on the site legal analysis.

2. ChatGPT was used to help provide a baseline understanding of Location and Legal Analysis

- a. Prompt: "What are APNs"
- b. I used 15% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, ChatGPT was checked and verified before implementing it into the research document.
- c. The use of AI was successful, it better helped me understand what APNs are and why it is important. It further expanded my knowledge on the site legal analysis.

3. ChatGPT was used to help provide a baseline understanding of Cultural Research and Analysis

- a. Prompt: "a. Document and investigate patterns of behavior. b. Document and investigate values and priorities.c. Document and investigate annual events and their respective locations."
- b. I used 80% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.

- c. The use of AI was successful, it better helped me understand the context of the questions provided and helped me find a lot of good websites and sources to take data from.

4. ChatGPT was used to help provide a baseline understanding of History on the site

- a. Prompt: "History on the site and why it is important"
- b. I used 70% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it helped me find a lot of good websites and sources and helped me expand my knowledge on the site.

5. ChatGPT was used to help provide a baseline understanding of Demographics Analysis

- a. Prompt: "a. Document male to female ratios, various age groups, single, divorced, married, and average family sizes. b. Document the ethnic make-up of the context. c. Investigate patterns of behavior. This could include anything from when grade schools end for the day and when parents are typically home from work to major weekend activities and highest attended functions. This item is directly linked to Social Analysis item "c". d. Document concentrations and varying degrees of wealth and poverty. e. Document various education levels of the inhabitants. f. Investigate, document, locate, and compare the work types of the inhabitants. g. Document median house-hold incomes."
- b. I used 75% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it helped me find a lot of good websites and sources to take data from.

6. ChatGPT was used to help provide a baseline understanding of Social Analysis

- a. Prompt: "a. Document degrees and locations of inclusivity and exclusivity b. Document degrees and locations of public versus private settings. c.

Document, investigate, and locate activities, various functions, and trends.
d. Document and locate varying degrees of segregation and integration. e.
Document crime rates and locations.”

- b. I used 75% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it helped me find a lot of good websites and sources to take data from.

7. ChatGPT was used to help provide a baseline understanding of Site Challenges and Site Opportunities

- a. Prompt: “a. Provide a list of challenges, issues, threats and/or concerns that the information gathered has brought to your attention. b. Provide a list of opportunities that you believe the site provides based on your analysis, studio discussions, lectures, and any other research that you have conducted. c. Provide verbiage concerning potential “threats” to these opportunities. ”
- b. I used 45% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it gave me a second insight to rely on when finding information on what are some opportunities and challenges the site has.

8. ChatGPT was used to help provide a baseline understanding of Point of View

- a. Prompt: “a. Provide a description of your final thoughts and Point of View concerning the site. b. State whether or not it is advisable to utilize the site, with or without any particular conditions, and why or why not you are advising your client in the manner in which you are ”
- b. I used 30% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.

- c. The use of AI was successful, it gave me a second insight to rely on when finding information on what some of our final thoughts should be and what is most accurate.

9. ChatGPT was used to help provide a baseline understanding of Economic Analysis.

- a. Prompt: “Economic Analysis a. Document major industries in the area. b. Document number and types of educational facilities. c. Document and investigate future planning.”
- b. I used 50% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- c. The use of AI was successful, it helped me know what and where to look for the information needed.

10. ChatGPT was used to help provide a baseline understanding of Density Analysis.

- d. Prompt: “Size and Form Analysis a. Document the dimensions and form of the site. b. Document boundaries and edge conditions. c. Investigate and document all planned future uses and/or alterations.”
- e. I used 75% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- f. The use of AI was successful, it helped me create charts of the information and verified the implication for development as the cities web page was too difficult to understand.

11. ChatGPT was used to help provide a baseline understanding of Zoning Analysis.

- g. Prompt: “a. Document setbacks, lot lines, and property lines. b. Document uses and any variations. c. Document the FAR (Floor Area Ratio, also see item 7b, Density Analysis).”

- h. I used 80% of the information, some were not relevant and some were over - explained and not necessary to add into the research document, the websites ChatGPT provided were checked and verified before implementing it into the research document.
- i. The use of AI was successful, it helped me create charts of the information and verified the implication needed as there was not much information on the cities webpage. Additional research was made to verify AI's answers.