



Community & Economic Development Department

Planning Division

3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5371 | RiversideCA.gov

NOTICE OF PREPARATION

FROM LEAD AGENCY: Paige Montojo, Senior Planner
City of Riverside
Community & Economic Development Department
Planning Division
3900 Main Street, 3rd Floor
Riverside, CA 92522

DATE: October 09, 2024

SUBJECT: NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT (EIR) AND SCOPING MEETING FOR THE RIVERSIDE ALIVE PROJECT

The City of Riverside will be the Lead Agency and will prepare an Environmental Impact Report (EIR) for the Riverside Alive Project (Project). The City is requesting input from you or your agency or organization as to the scope and content of the environmental information that is relevant to your agency or organization's statutory responsibilities or interests in connection with the proposed Project.

This Notice of Preparation (NOP) contains the proposed Project description including Project setting and location, and identifies the potential environmental effects of the proposed Project. A regional and vicinity map is included in this NOP (**Figure1**).

The environmental determination in this Notice of Preparation is subject to a 30-day public review period per Public Resources Code Section 21080.4(a) and State CEQA Guidelines Section 15082. Due to time limits mandated by State law, your response must be received at the earliest possible date, **but not later than 30 days** after receipt of this NOP. The public comment period for this NOP begins on: **Wednesday October 09, 2024 and is set to close at 5:00 pm on Friday November 8, 2024.**

Please send written responses to Paige Montojo at the address shown above or via e-mail PMontojo@riversideca.gov. Please include the name and contact person in your agency.

DOCUMENT AVAILABILITY: The Initial Study is available on the City's website at <https://riversideca.gov/cedd/planning/development-projects-and-ceqa-documents> or contact Paige Montojo at 951-826-2308 or via e-mail at to obtain a PDF of the Initial Study.

PROJECT TITLE: Riverside Alive Project – Planning Case PR-2024-001675 (EIR)

PROJECT SPONSOR: City of Riverside, Community & Economic Development Department

PROJECT LOCATION: The Project site includes the Parking Lot (Lot 33), the Riverside Convention Center, and Outdoor Plaza in front of the Riverside Convention Center. The Riverside Convention Center is located at 3637 Fifth Street and Lot 33 is the adjoining boundary on Third Street to the north. The Project site consists of the following Assessor Parcel Numbers (APNs) 213-11-011, 213-111-012, 213-111-014, 213-111-015, 213-111-016 and entails an approximately 10-gross acres in the City of Riverside, Riverside County, CA. (Refer to **Figure 1 – Vicinity Map** and **Figure 2 – Onsite Project Boundary Map** and **Figure 3 – USGS Topographic Map**.) The Project site is located within Riverside East USGS 7.5-minute quad in Sections 23, Township 2 South, Range 5 West, of the San Bernardino Baseline Meridian. The Project also includes potential off-site impacts located within roadway right-of-way along Third Street and Market Street (Refer to **Figure 4 – Offsite Improvement Boundary Map**).

PROJECT SETTING: The Project site is located in Downtown Riverside and is developed with the City-owned Lot 33, the Riverside Convention Center, and Outdoor Plaza in front of the Riverside Convention Center. The area surrounding the Project site is highly developed and urbanized with a variety of land uses, including Hotels, commercial, and residential. Surrounding areas are composed of Hotel and commercial uses to the east and south and residential uses to the north and west of the Project site.

PROJECT GENERAL PLAN AND ZONING DESIGNATIONS: The Project site has a General Plan land use and zoning designation of Downtown Specific Plan.

PROJECT DESCRIPTION: The City of Riverside is considering the development of a new mixed-use entertainment and hospitality Project, referred to as the Riverside Alive Project (Project). 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 as shown on **Figure 5 – Proposed Project Layout**. No specific development application is currently under consideration. The Project is proposing “development envelopes” based on the maximum areas or densities that could be accommodated on the Project site instead of on specific project details. **Table A – Proposed Project Uses** provides a breakdown of the maximum densities that will be analyzed as part of the Project.

Table A – Proposed Project Uses

	Land Use Type	Maximum Dwelling Units/Rooms	Maximum Square Footage
Residential Units (168 total)	Condominiums	55	
	Multi-Family Residential	113	
Non-Residential	Hotel	376	
	Office		220,000
	Commercial Retail Uses		
	<i>Restaurant-Focused Retail</i>		12,875
	<i>Grocery Store</i>		20,690
	<i>Fitness Center</i>		28,416
	Parking Facilities	Up to 5 levels	
	Convention Center Expansion		189,000

Existing utility facilities on-site may be removed, replaced or relocated to provide connection to the new buildings proposed by the Project. No new services are expected; rather moving around utility connections are expected and would be determined as specific buildings and facilities undergo specific entitlement and engineering processing in the future. The potential off-site improvements anticipated for this Project include upsizing approximately 1,700 linear feet of sewer line in Market Street from 11th Street to Mission Inn Avenue and upsizing the potable water main in Third Street between Orange Street and Market Street.

The following environmental review and entitlements are requested for implementation of the Project:

- Environmental Impact Report (EIR)

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: The City of Riverside, as the Lead Agency, has determined based on the analysis in the Initial Study that the Project could have a potentially significant impact in the following topic areas, which will be addressed in the forthcoming EIR:

- | | | |
|--------------------------------------|----------------------------|--------------------------------------|
| ▪ Aesthetics | ▪ Greenhouse Gas Emissions | ▪ Tribal Cultural Resources |
| ▪ Air Quality | ▪ Noise | ▪ Utilities / Service Systems |
| ▪ Cultural/Paleontological Resources | ▪ Public Services | ▪ Mandatory Findings of Significance |
| ▪ Energy | ▪ Transportation | |

The EIR will address the short- and long-term effects of the Project on the environment and will evaluate the potential for the project to cause direct and indirect impacts, as well as cumulative impacts in these topic areas. Alternatives to the proposed Project will be addressed as part of the EIR. Analysis of a “No Project” alternative is required by law. In addition to the “No Project” Alternative, at least one additional alternative will be evaluated. The evaluation of alternatives will provide a comparative analysis to the proposed development.

For those impacts determined to be significant, feasible mitigation measures will be proposed. A Mitigation Monitoring and Reporting Program (MMRP) will be developed as required by State CEQA Guidelines Section 15126.4.

Cumulative Impact Analysis: The EIR will include a discussion of the potentially significant cumulative impacts associated with Aesthetics, Air Quality, Cultural/Paleontological Resources, Energy, Greenhouse Gas Emissions, Noise, Public Services, Transportation, Tribal Cultural Resources, and Utilities/Services Systems of the Riverside Alive Project when considered with other past, present, and reasonably foreseeable future projects in the area. Cumulative impacts of other environmental topics have been addressed in the Initial Study.

Other Required Sections: The EIR will also address other information typically required for an EIR, including the following: Introduction; Project Description; Effects Found Not to Be Significant; Environmental Impact Analysis; Growth-Inducing Impacts; Significant Unavoidable Environmental Effects; Significant Irreversible Changes; Consistency with Regional Plans; Mitigation Measures; References; and List of Preparers.

Based on the analysis in the Initial Study and its supporting technical appendices, the following topics have been determined to have no impacts, a less than significant impact, or a less than significant impact with mitigation incorporated (which mitigation measures would be imposed as conditions of approval on the Project) and will not be addressed in detail in the forthcoming EIR: agriculture and forest resources, biological resources, geology and soils (except paleontological resources), hazards and hazardous materials, hydrology/water quality, land use planning, mineral resources, population/housing, recreation and wildfire.

In addition, an electronic copy of the Notice of Preparation will be made available on the City of Riverside website: <https://riversideca.gov/cedd/planning/development-projects-and-ceqa-documents>

Please send your response to Paige Montojo, Senior Planner, at the physical or email address shown above. We will need the name of a contact person in your agency or organization, if applicable.

SCOPING MEETING: A virtual scoping meeting will be held about this project in order to hear from interested parties about issues that might need to be addressed in the forthcoming Environmental Impact Report.

Meeting Information: Wednesday October 23, 2024
6:00 – 7:00 pm (Pacific Standard Time)
Attend the virtual meeting live webcast:

Zoom Webinar Information

Webinar Link:

<https://us02web.zoom.us/j/84472203044>

Webinar ID: 844 7220 3044

Phone: +1(669)444-9171

Note: No pre-registration is required. Entering the web address above will directly take you to the broadcast room sign-in. First name and email address are required to enter the broadcast room to keep track of attendees.

At this meeting, agencies, organizations, and members of the public will be provided a brief presentation on the project and will be able to review the proposed project and provide comments on the scope of the environmental review process for the proposed Riverside Alive Project.

During the Notice of Preparation public review period, public agencies, interested organizations and individuals have the opportunity to identify those environmental issues that have the potential to be affected by the project and that they request be addressed in the EIR. For this project, the public review period is **Wednesday October 9, 2024**, through **Friday November 8, 2024**.

SIGNATURE: 

TITLE; Paige Montojo, Senior Planner – City of Riverside

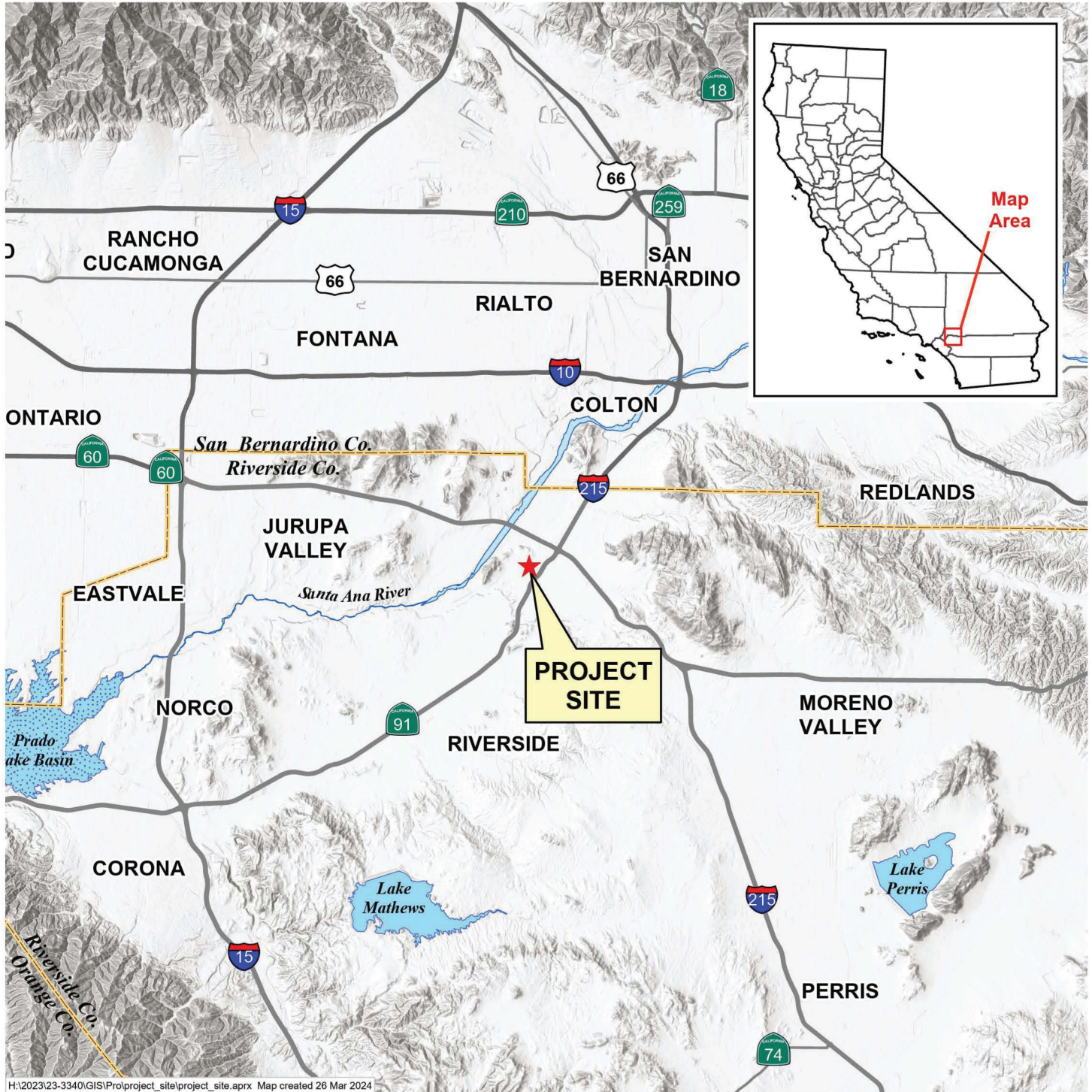
EMAIL: PMontojo@riversideca.gov

TELEPHONE: 951-826-5773

DATE: October 9, 2024

FIGURE 1

Vicinity Map



H:\2023\23-3340\GIS\Pro\project_site\project_site.aprx Map created 26 Mar 2024

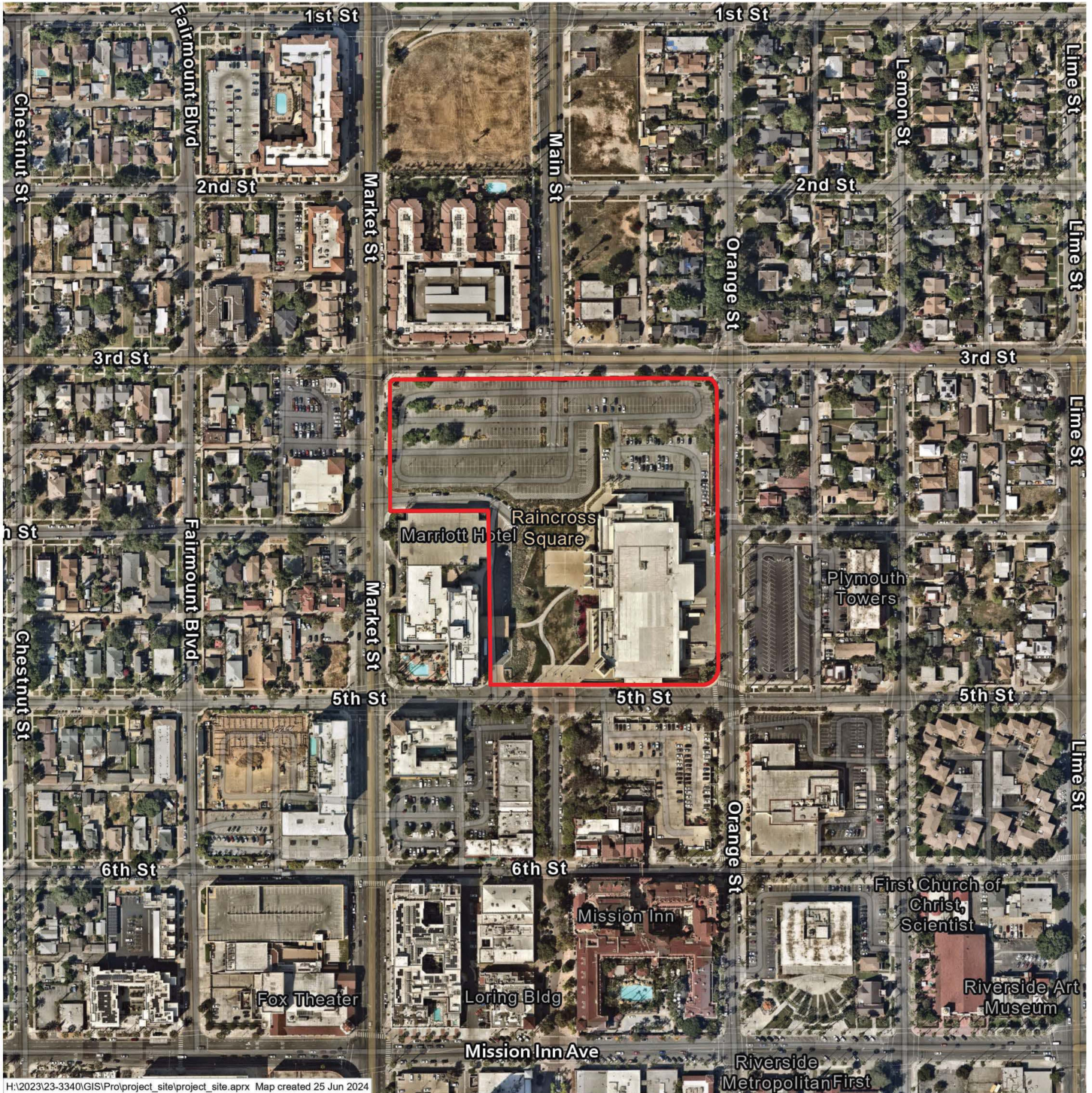


0 10,000 20,000 Feet

Sources: Riverside County GIS, 2020.

FIGURE 2

Onsite Project Boundary



LEGEND

Project Boundary

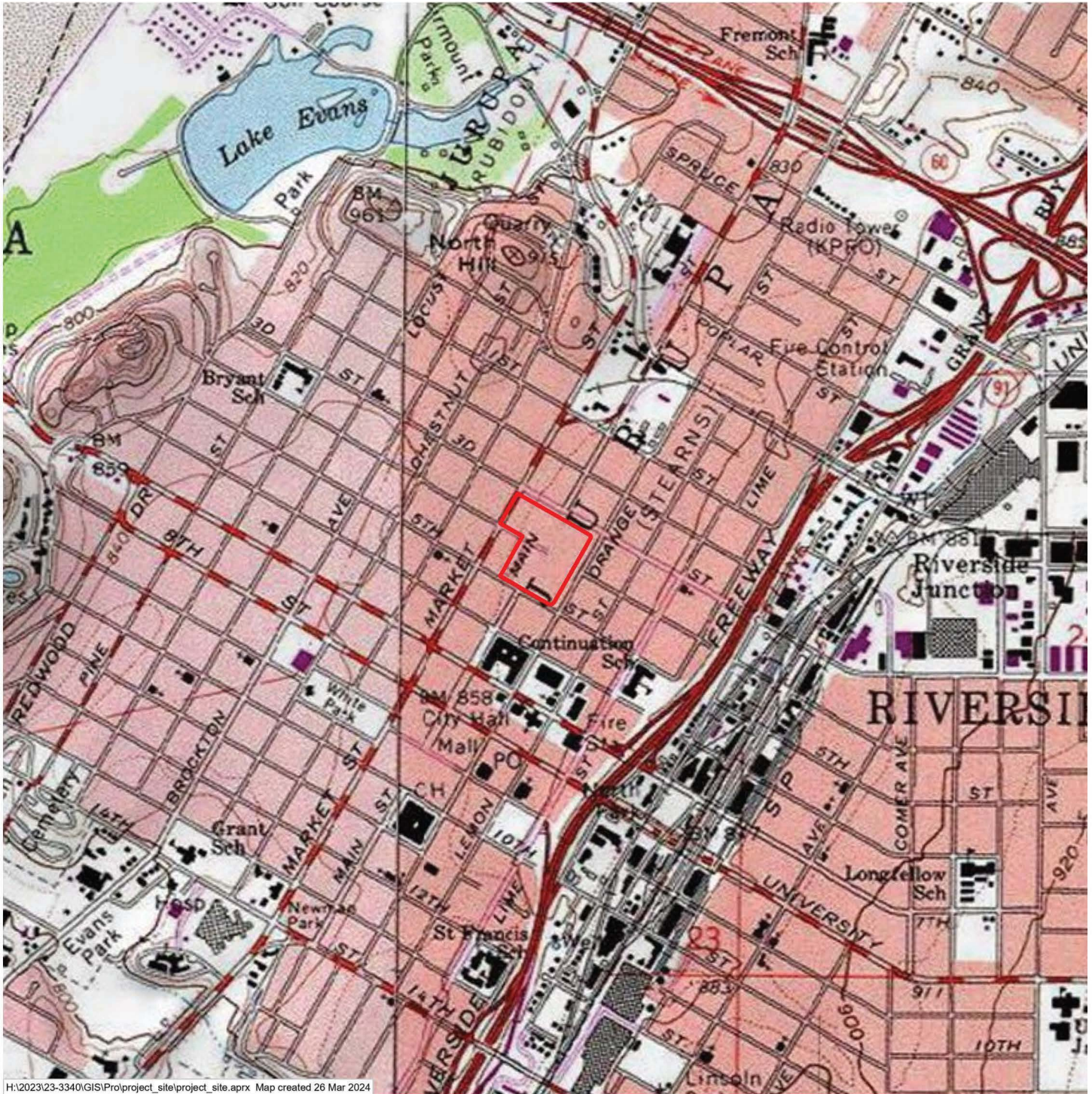


0 175 350 Feet

Sources: Esri Hybrid Reference Layer, 2024;
Nearmap, 2024.

FIGURE 3

USGS Topographic Map



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LEGEND

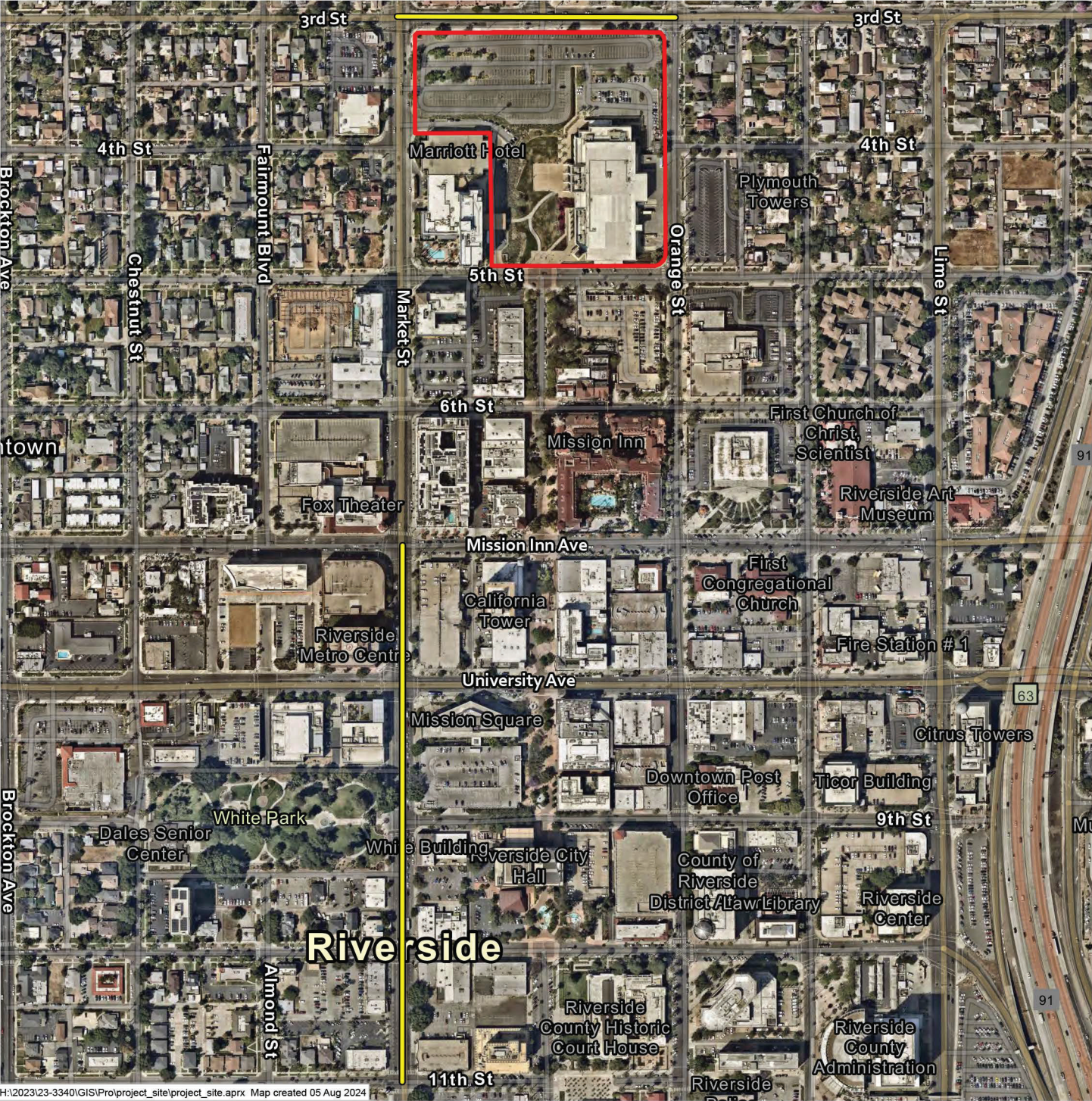
 Project Boundary



0 500 1,000
Feet

Sources: USGS Topographic map, Esri,
2024.

FIGURE 4 Offsite Improvements Boundary



H:\2023\23-3340\GIS\Pro\project_site\project_site.aprx Map created 05 Aug 2024

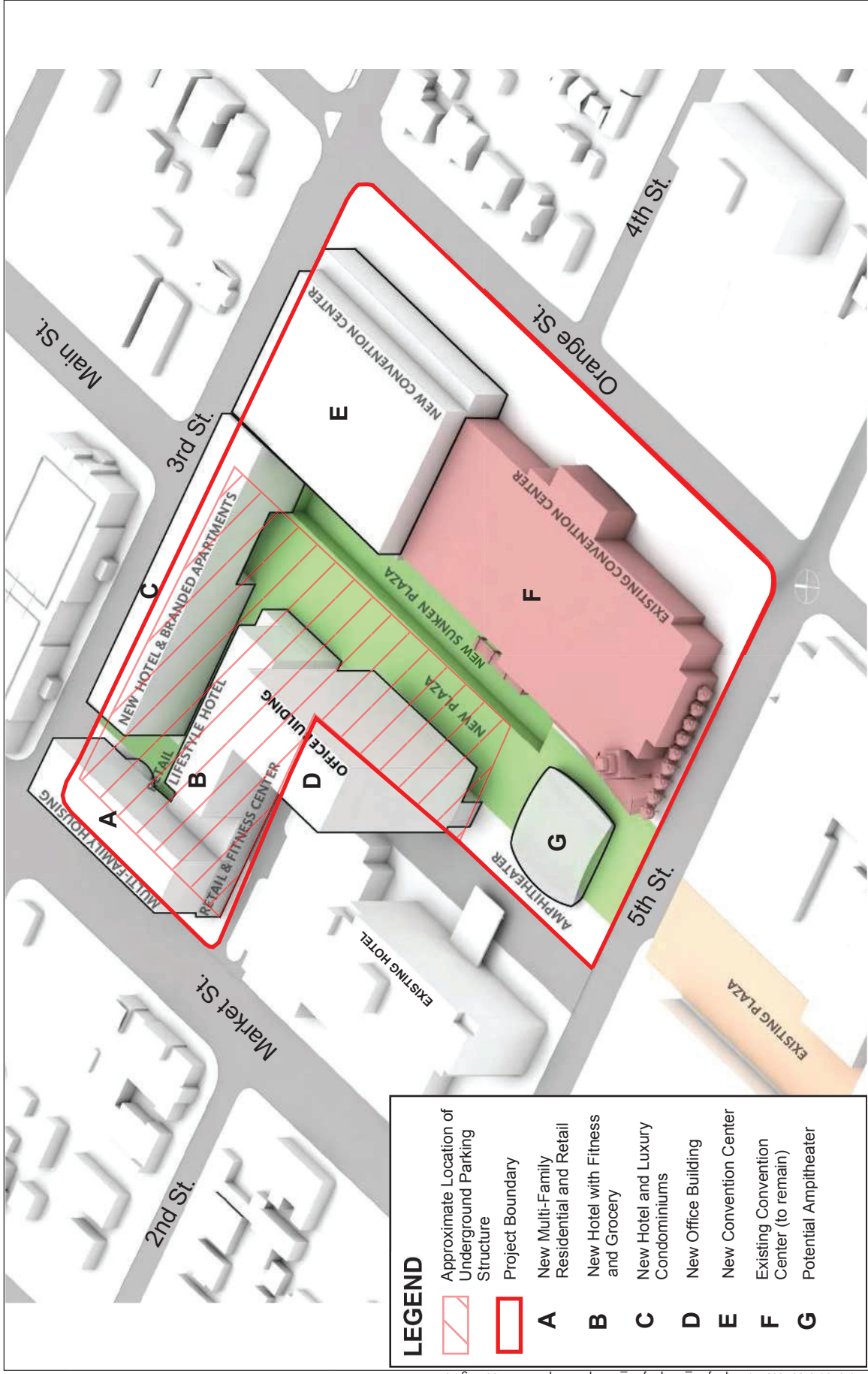
LEGEND

- Project Boundary
- Offsite Boundary



0 235 470 Feet

Sources: Esri Hybrid Reference Layer, 2024;
Nearmap, 2024.



H:\2023\123-3340\GIS\Project_site\aprx Map created 06 Aug 2024

Source: City



NTS

Figure 5 – Proposed Project Layout
Riverside Alive