



**Community & Economic Development Department**

**Planning Division**

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

## **NOTICE OF AVAILABILITY OF A DRAFT ENVIRONMENTAL IMPACT REPORT**

### **Riverside Alive Project State Clearinghouse No. 2024100396**

Pursuant to Title 14 of the California Code of Regulations, Chapter 3, Section 15087, this notice is to advise that the City of Riverside, as lead agency, has completed and is issuing notification of the availability of a Draft Environmental Impact Report (DEIR), State Clearinghouse No. 2024100396, for the project as described below.

**PROJECT TITLE:** Riverside Alive Project

**CASE NUMBER:** PR-2024-001675

**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) 213-111-011, 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 Section 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 DESCRIPTION:** The Project proposes to include a combination of new 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 by the City. The Project is proposing “development envelopes” based on the maximum areas or densities that could be accommodated on the Project site; there are no specific project details being proposed at this time. **Table A – Proposed Project Uses** provides a breakdown of the maximum densities which could occur on the Project site, and for which will be analyzed in the Environmental Impact Report as part of the Project.

**Table A – Proposed Project Uses**

	<b>Land Use Type</b>	<b>Maximum Dwelling Units/Rooms</b>	<b>Maximum Square Footage</b>
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 infrastructure (i.e. electrical, water, sewer) on-site may be removed, replaced or relocated as part of the Project 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 Draft EIR determined that even with feasible mitigation measures Air Quality, and Greenhouse Gas Emissions, would result in significant and unavoidable environmental impacts.

**PUBLIC REVIEW PERIOD:** As mandated by State Law, the minimum public review period for this document is 45 days. As a result, the Draft EIR is available for public review and comment beginning Friday, May 23, 2025 and ending Monday, July 7, 2025. The City of Riverside as the Lead Agency, will provide an electronic copy of the Draft EIR, and it will be made available on the City's website: <https://riversideca.gov/cedd/planning/development-projects-and-ceqa-documents>.

Copies of the Draft EIR will be made available for public viewing at the following City facilities: (1) Riverside City Hall, Community & Economic Development Department, Planning Division, 3900 Main Street, Riverside, CA 92522; (2) Riverside Main Public Library, 3911 University Avenue, Riverside, CA 92501; and (3) Marcy Public Library, 6927 Magnolia Avenue, Riverside, CA 92506.

Responses to this Draft EIR should be sent to Paige Montojo, Senior Planner, no later than July 7, 2025, at the following address:

**LEAD AGENCY:**

City of Riverside  
Community & Economic Development  
Department, Planning Division  
3900 Main Street, 3rd Floor  
Riverside, California 92522

Attn: Paige Montojo, Senior Planner  
(951) 826-5773  
[PMontojo@riversideca.gov](mailto:PMontojo@riversideca.gov)

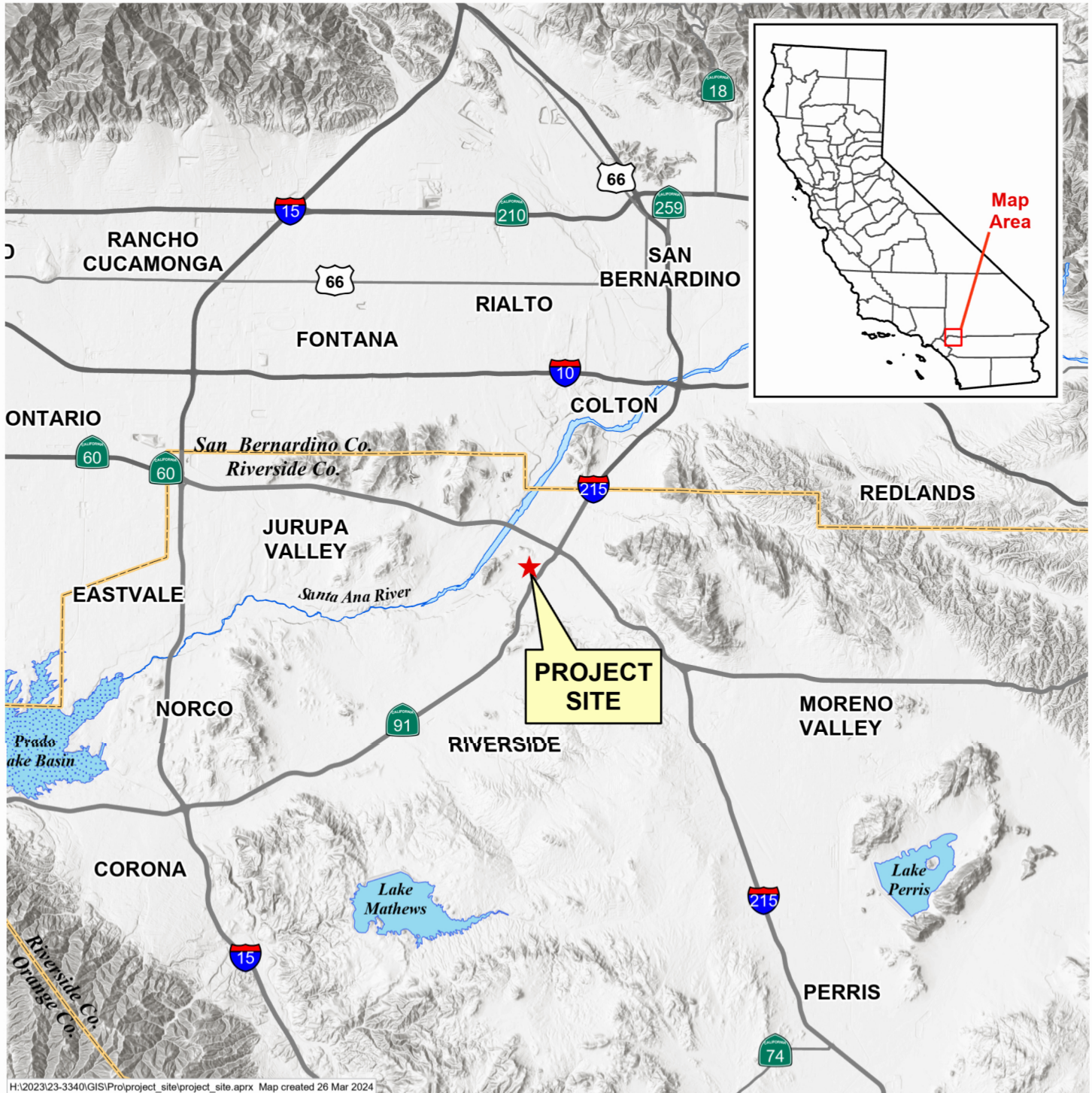
**PUBLIC HEARING:** Notification of the date, time, and place of future public hearings will be provided in compliance with the City's requirements.

**HAZARDOUS MATERIALS STATEMENT:** The applicant has certified that the project site is not a listed toxic site pursuant to Government Code Section 65962.5.

**NOTES:** *It should be noted that Tribal Consultations have been conducted.*

FIGURE 1

# Vicinity Map



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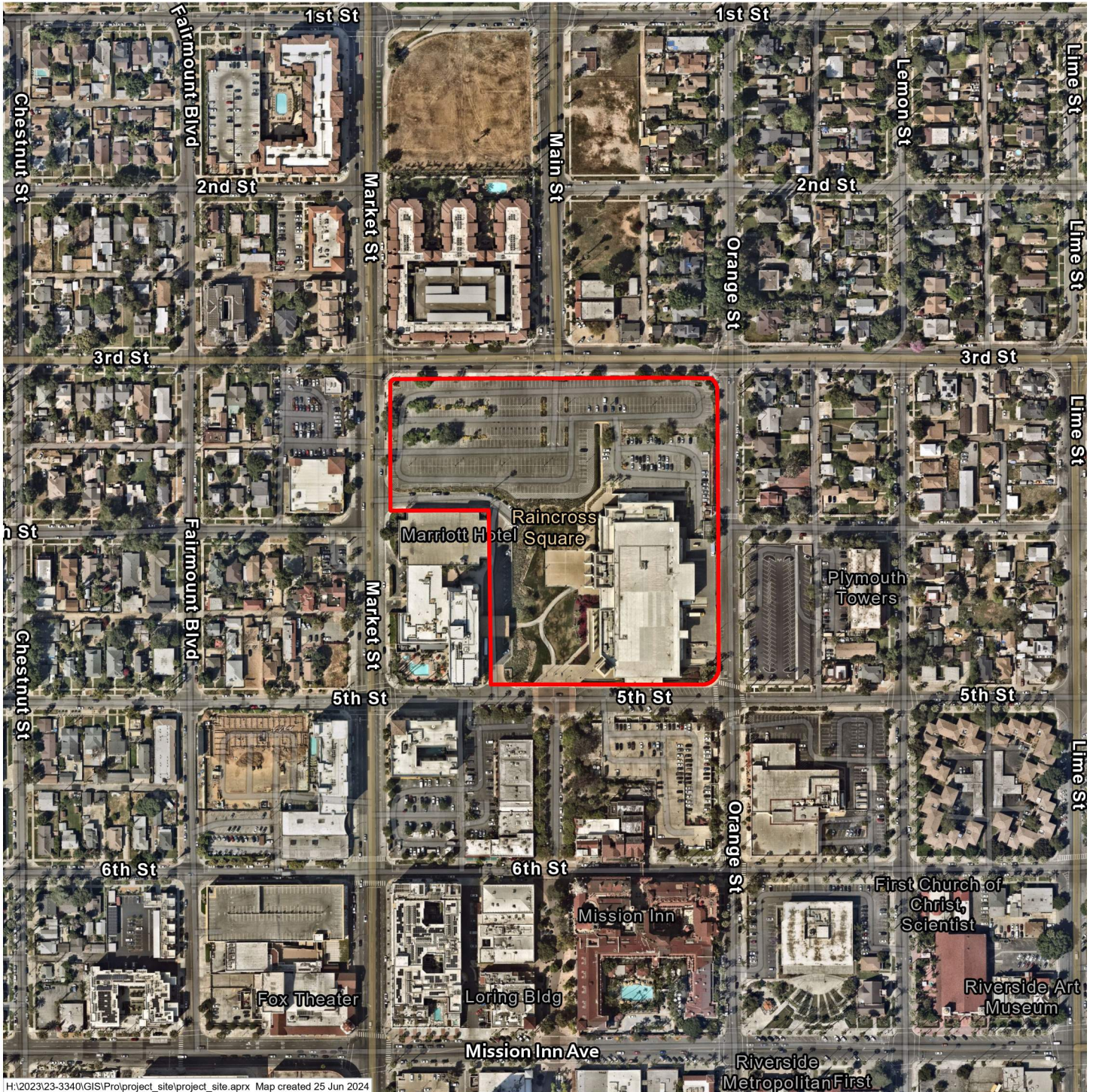
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Sources: Riverside County GIS, 2020.



FIGURE 2

# Onsite Project Boundary



## LEGEND

Project Boundary



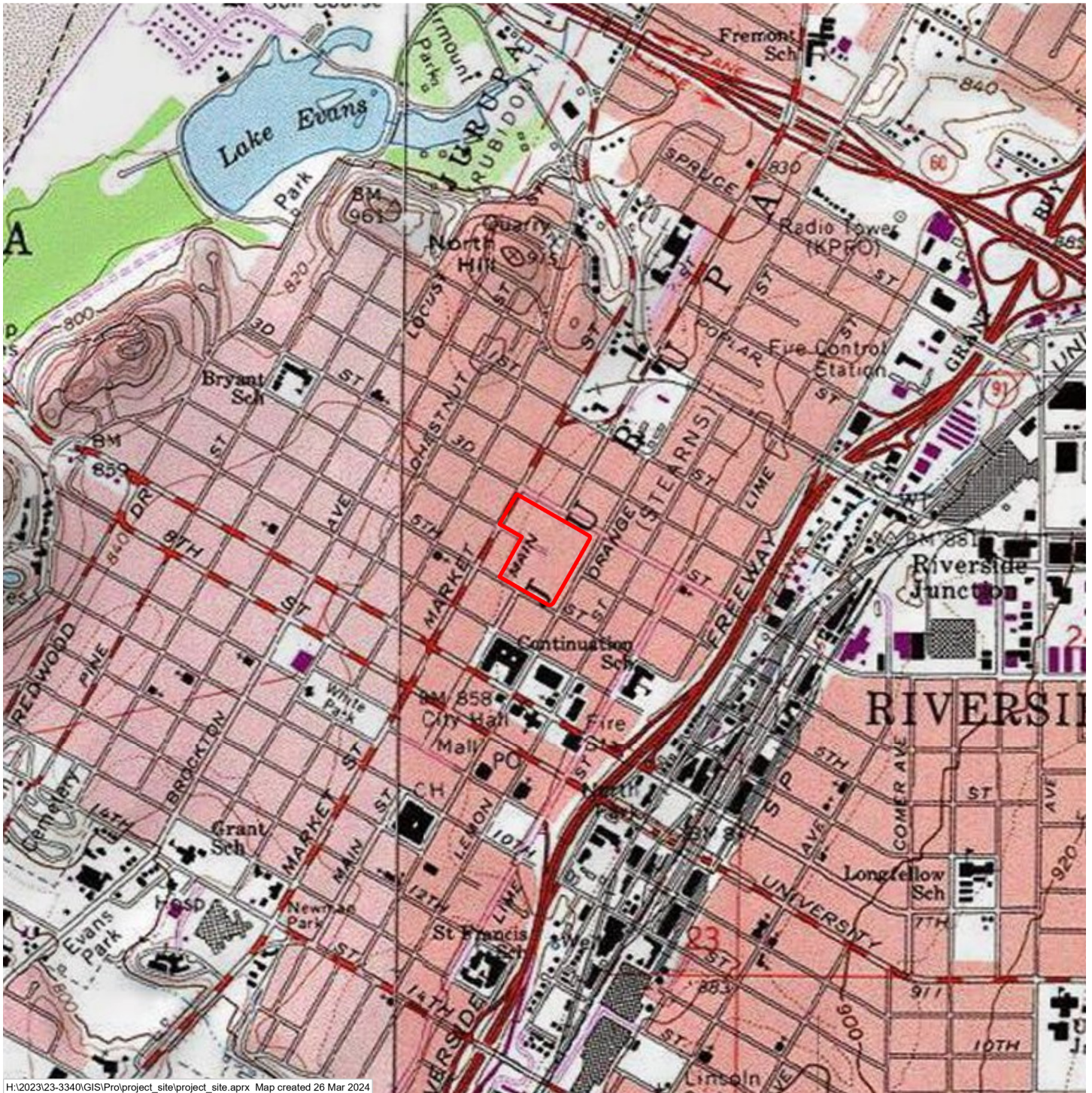
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Sources: Esri Hybrid Reference Layer, 2024;  
Nearmap, 2024.



FIGURE 3

# USGS Topographic Map



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## LEGEND

Project Boundary



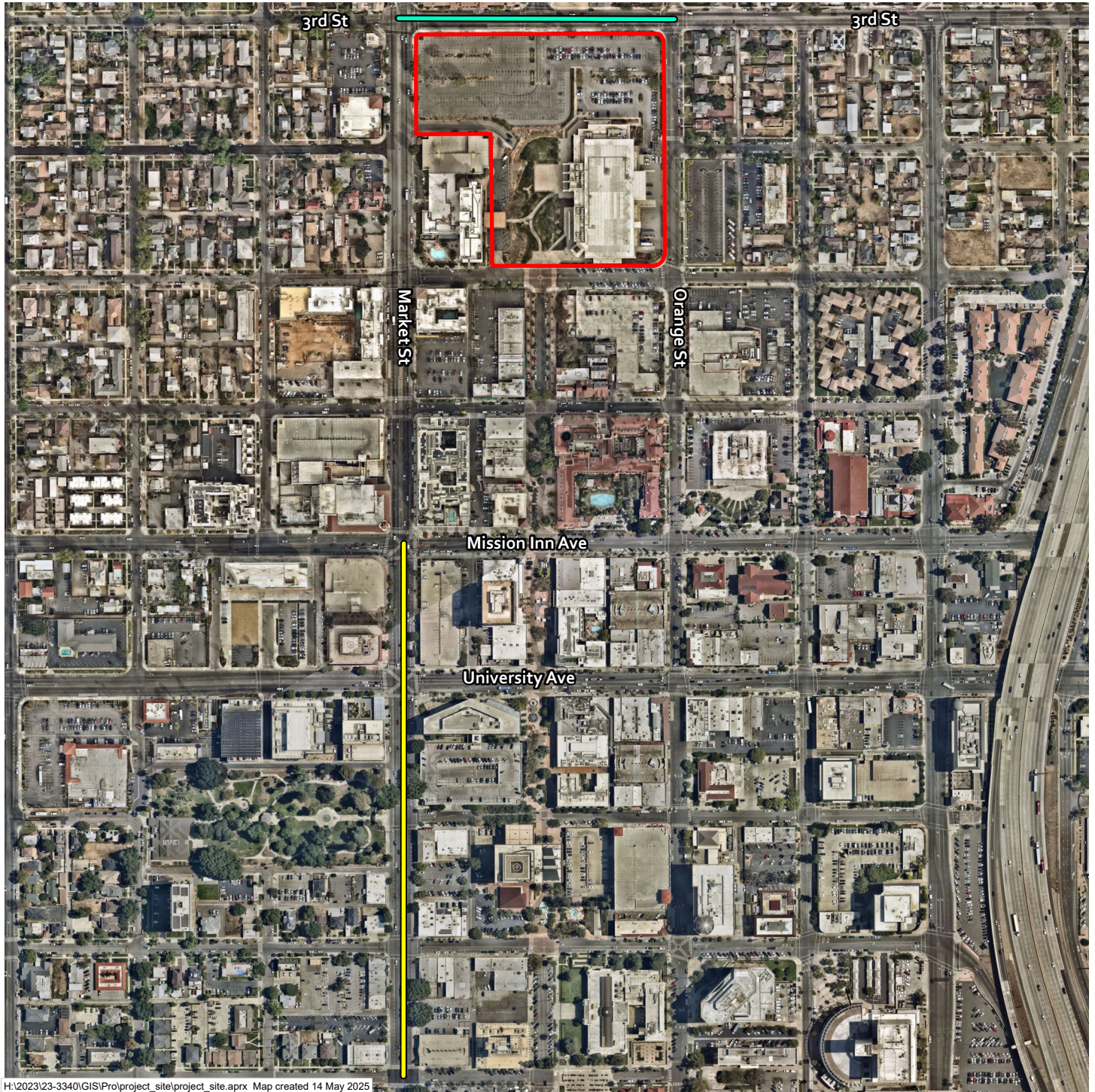
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Sources: USGS Topographic map, Esri, 2024.



FIGURE 4

# Offsite Improvements Boundary



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## LEGEND

- Project Boundary
- Offsite Boundary Sewer
- Offsite Boundary Water



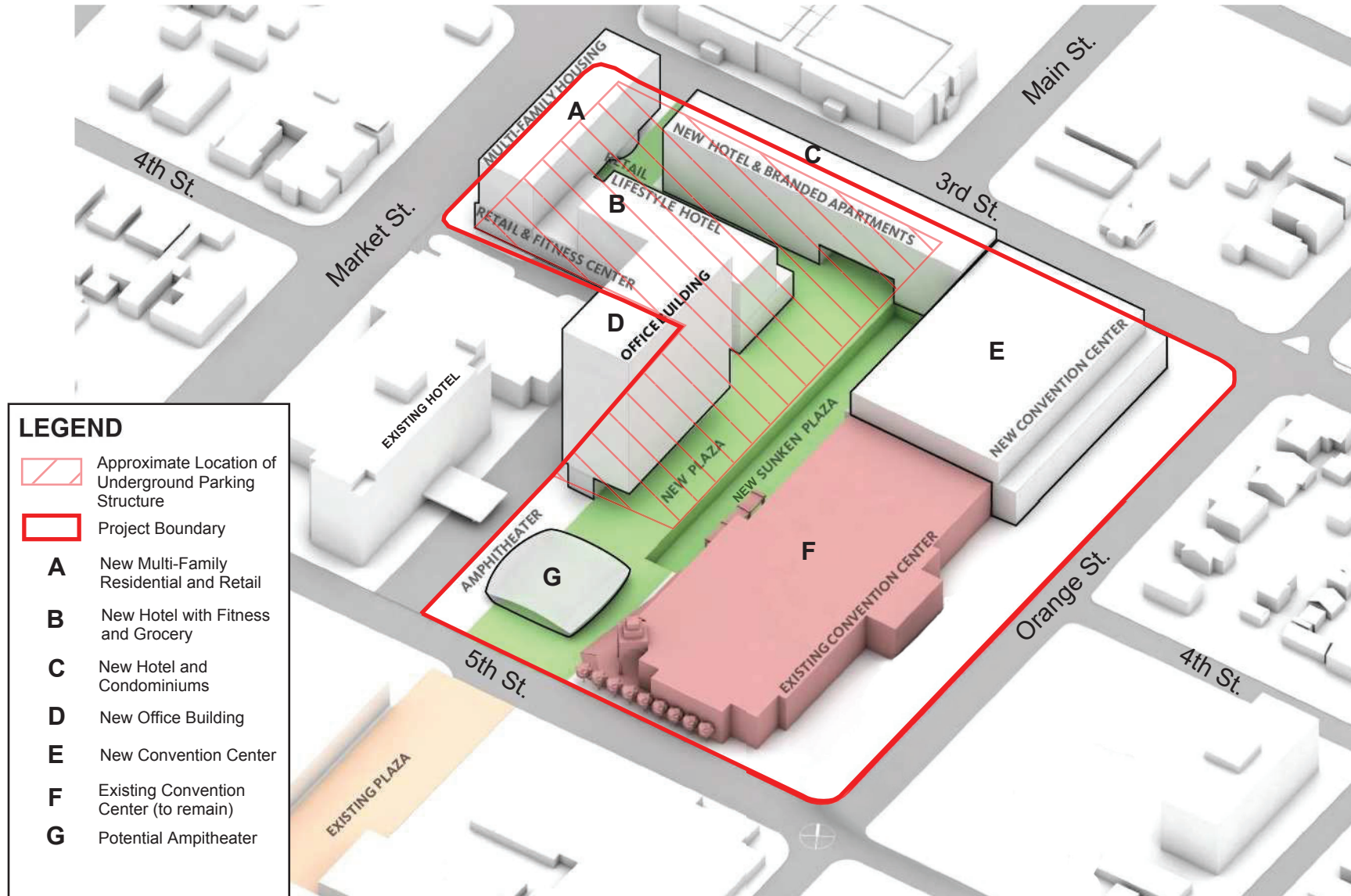
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Sources: Esri Hybrid Reference Layer, 2024;  
Nearmap, 2024.



FIGURE 5

## Proposed Project Layout



H:\2023\23-3340\GIS\Proj\project\_site\project\_site.aprx Map created 16 Oct 2024

Sources: City