



# 2

## Land Use & Community Character

How land is used underlies our experience of a community. Providing a balance of residential, commercial, and industrial land uses together with open space ensures opportunities for people to live, work and enjoy leisure time without having to travel outside the city. Mixing different land uses in certain areas creates focal points with activities and amenities that bring people together throughout the day and contributes to a greater sense of place. Separating incompatible land uses minimizes potential conflicts and promotes public health and safety.

Moreno Valley is projected to see significant growth in the coming years, and with careful planning, new development can enhance the local quality of life, improve the public realm, and bring economic opportunities. This chapter provides a flexible framework to guide development and conservation in Moreno Valley over time, establishing land use designations, density and intensity standards, and a range of goals, policies, and actions that will guide decision-making for the next 10 to 20 years. This chapter satisfies the statutory requirements for the General Plan Land Use Element and also addresses community character and placemaking, topics of importance to residents of Moreno Valley.

## Existing Land Use and City Structure

The urban structure of Moreno Valley is defined by the surrounding natural topography and by the existing residential neighborhoods, commercial centers, and industrial districts in the city, as well as the transportation infrastructure that links them. Moreno Valley was originally laid out on a one-square mile gridiron plan common throughout the American West. Much of the original layout remains today, with large “superblocks” defined by major arterial roads that generally organize the city into half-mile squares. This grid pattern is broken up to follow the natural topography at the foot of the Bernasconi Hills in the southeast and along the northern hills and mountains. The western edge of the city is formed by the March Air Reserve Base and Interstate 215.

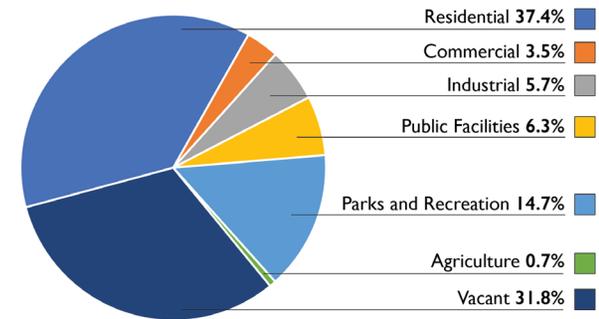
As shown on Map LCC-1, existing development is predominantly located in the western part of the city. Residential land uses account for more than 37 percent of the existing land use within the City limit,

while commercial and retail uses occupy 3.5 percent of the land within the City limit and are concentrated adjacent to Highway 60 and along key corridors, including Alessandro, Sunnymead, and Perris Boulevards. Light industrial uses, including large scale distribution centers, occupy about 6 percent of land within the city and are located along the southern boundaries near the March Air Reserve Base and south of State Route 60 on the east side. Overall, the city features a decentralized structure with residential, commercial, public and institutional uses generally separated from one another and distributed across the community.

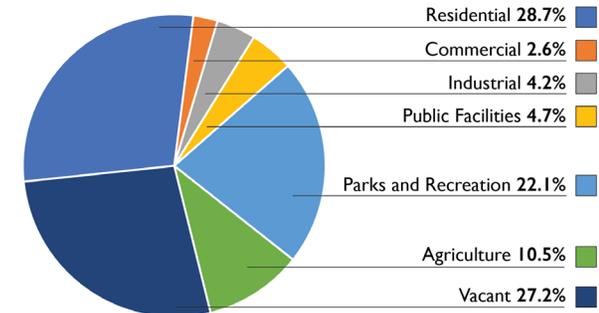
Notably, a full 32 percent of the land within the City limit is vacant, including large undeveloped tracts of land at the interior of the city near the hospital complexes and other existing urban development. With ready connections to the local and regional transportation network, these infill areas present important opportunities for new employment, housing, and recreational uses that will help bring economic prosperity and enhanced quality of life.



**Figure LCC-1: Existing Land Use, City of Moreno Valley**



**Figure LCC-2: Existing Land Use, Total Planning Area**





## Development Potential

In addition to vacant land, there are also areas of the city with underutilized properties that present opportunities for infill development. Underutilized properties are those where the value of the land is worth more than the buildings and structures on it, giving the owner an incentive to redevelop with new uses that command higher rents or sale prices. For example, a large surface parking lot with more spaces than are needed to serve the businesses at a shopping center could be considered underutilized and could be redeveloped with other uses to serve community needs, such as housing that in turn would provide more customers for the stores and restaurants on the site. City-owned properties may also present opportunities, particularly when located adjacent to vacant and underutilized land.

Areas where vacant, underutilized, and City-owned properties are clustered present the best opportunities for redevelopment, as they are locations that can accommodate significant physical change. Within Moreno Valley, areas with the most potential to accommodate new development over the next 20 years are shown in Map LCC-2. Some of these areas have specific plans that have already been approved by the City Council to guide their evolution. In areas where existing specific plans have been newly adopted or where unbuilt capacity remains and circumstances have not changed, including industrial areas in the east and southwest of the city, the Plan envisions continued implementation of the adopted specific plans. For the other areas shown on Map LCC-2 – labeled concept areas – the existing specific plan may have achieved its useful life or may require a future update. If there is no specific plan in place, the Plan presents a vision and a set of policies and actions to implement

it based on community input. Additionally, outside of the concept areas and specific plan area, the Plan envisions new development on vacant parcels in a manner consistent with the existing land use pattern and character of the surrounding area.



32 percent of land within the City limit was vacant as of 2018.



The Moreno Valley Mall is an opportunity site for redevelopment.

**Table LCC-1: Development Potential and Jobs-Housing Balance**

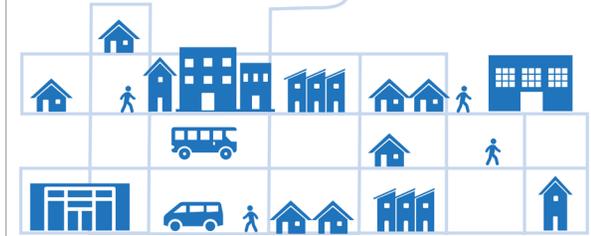
	HOMES	JOBS	JOBS / HOUSING RATIO
2018	55,328	44,331	0.80
2040	77,380	83,453	1.08
Increment	22,052	39,122	

Overall, buildout of the Plan is projected to result in approximately 22,000 new homes and 39,000 new jobs by 2040. This translates to a ratio of 1.08 jobs per home in Moreno Valley in 2040, which represents an even balance of jobs and housing in the community which will mean that more Moreno Valley residents will be able to work locally, cutting down commute times and allowing people to spend more time with family and friends in the community.

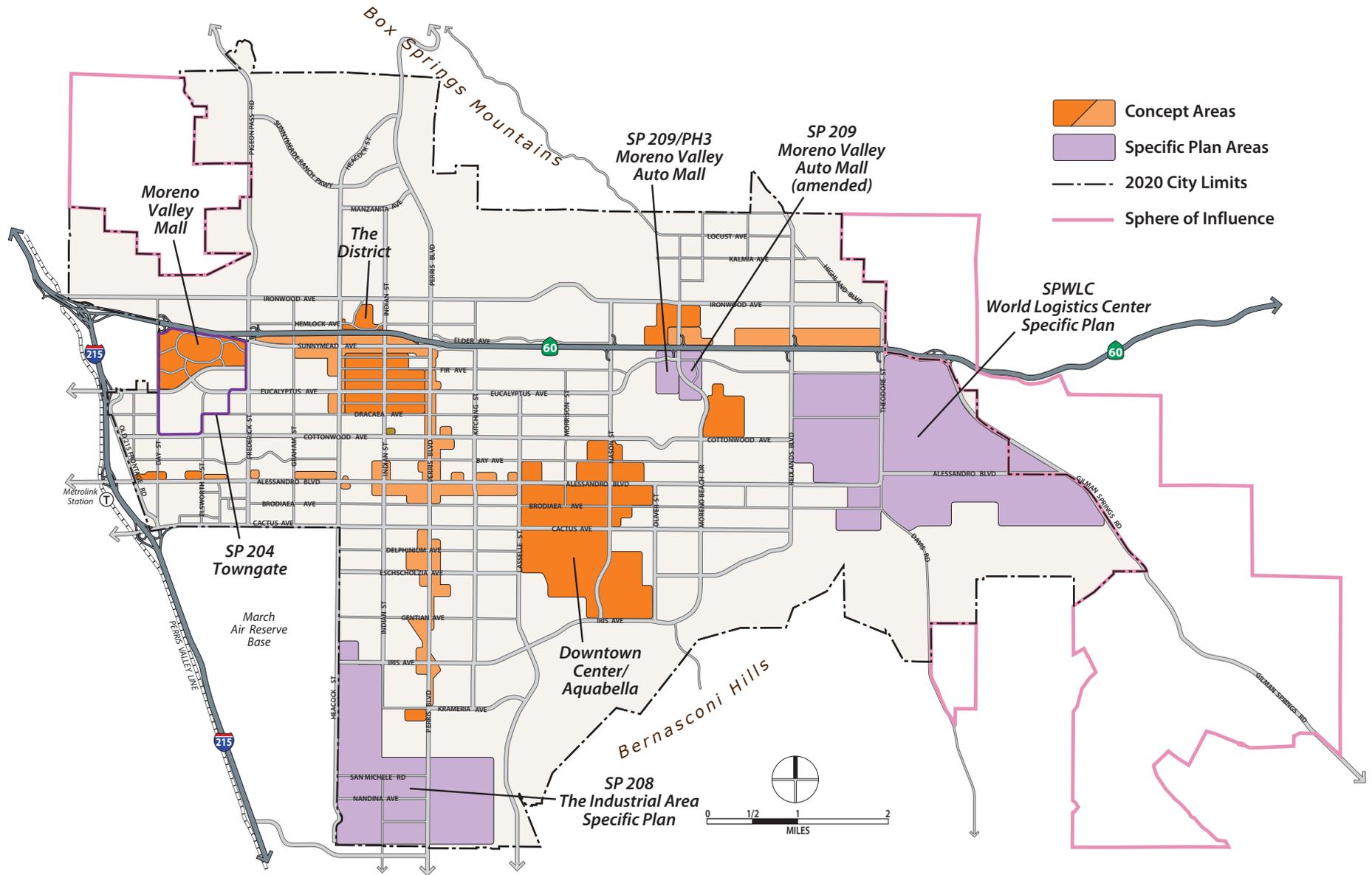
**86%** of Moreno Valley's working population is employed outside the city, and almost **half** of employed residents travel **25 miles or more** to work.



Creating jobs locally would cut down commute times and allow people to spend more time with family and friends in Moreno Valley.



# Map LCC-2: Concept Areas and Major Specific Plans



## Land Use Framework and Vision

This Plan presents a framework to further the city's evolution from suburban community to complete city with an integrated mix of housing, employment, educational, cultural, and recreational options and to create good job to housing balance. The concept of mixed use is central to the vision for the future of Moreno Valley. Fostering a mix of complementary land uses within a proscribed area has helped to generate vibrant, successful districts in communities throughout California and across the nation. Mixed use can involve multiple uses in the same building – for example, retail shops at ground level with apartments above – or it can involve two or more compatible uses in separate buildings on the same property. Mixed use can also be achieved with a mix of uses located within site distance of one another along a corridor. The key is that a range of options for living, working, doing business, and enjoying leisure time are located in proximity to one another in a way that reduces the need for parking and driving while increasing opportunities for people to interact.

The Plan outlines strategies for greater integration of uses in different parts of the city and a better balance between employment and residential uses, with more areas designated for mixed-use development rather than single use. It recognizes the physical elements that help define the character of Moreno Valley, including Residential Neighborhoods, Centers, Corridors, Business Districts, and Gateways. Together, these elements represent the future urban structure of the city and the relationship between them is shown in Map LCC-3.

Figure LCC-3: Mixed Use

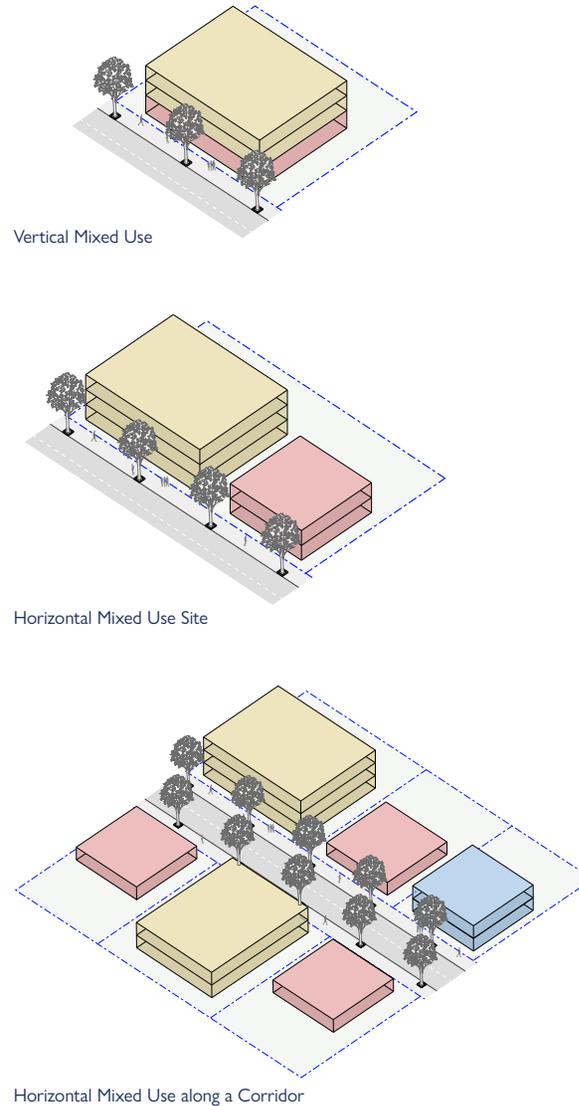
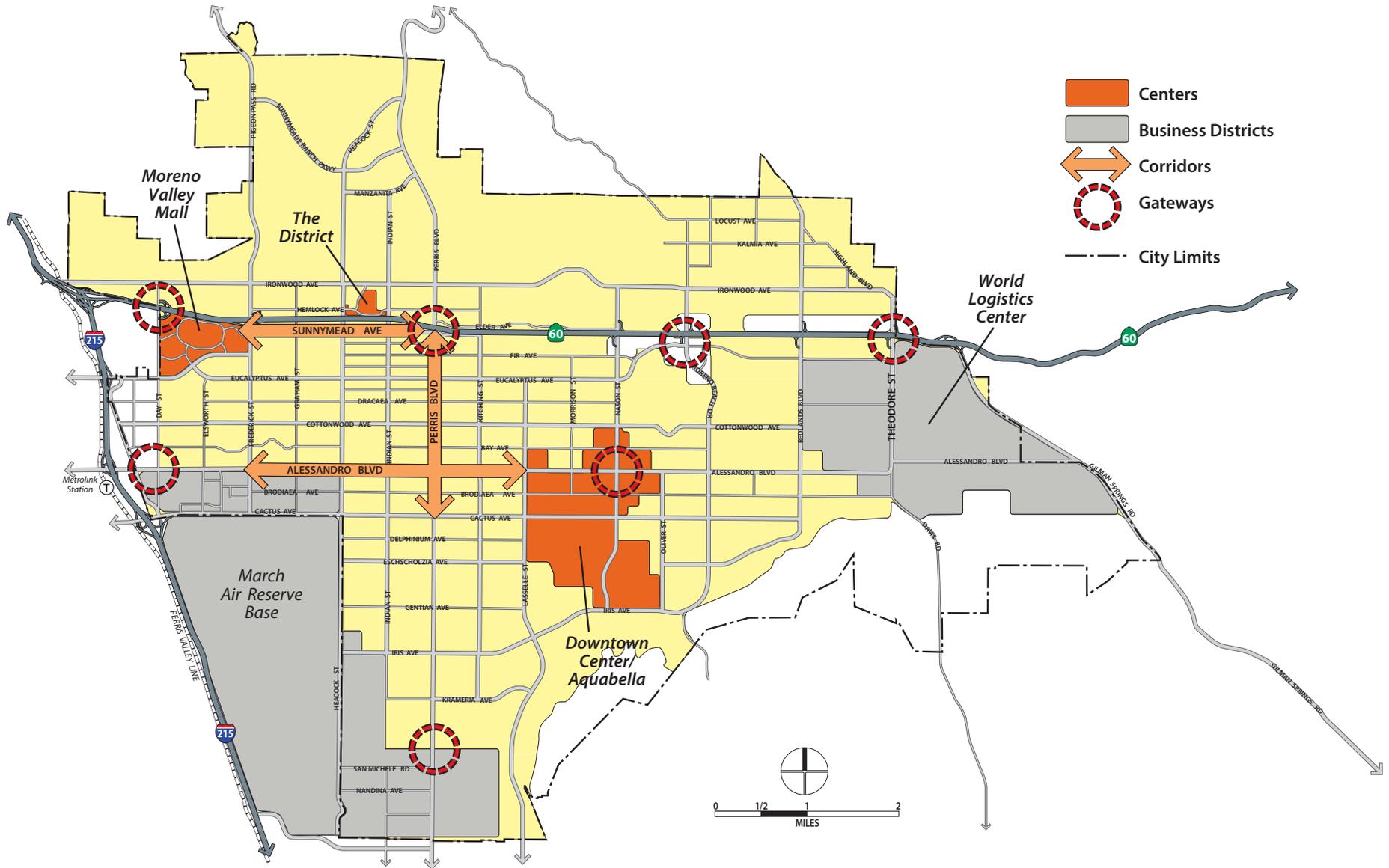


Photo credit: The Grove, Austin

# Map LCC-3: Land Use Framework



- ◆ *Residential neighborhoods* form the basic fabric of the community. These are areas of the city characterized primarily by housing, parks, and community facilities. Neighborhood boundaries are based on the historic development pattern, subdivision boundaries, and local tradition. Each neighborhood has its own distinct character, defined by the buildings, streets, and public places, as well as by the people who live there.

- ◆ *Centers* are vibrant mixed use areas that act as major focal points in the community, offering an array of choices for living, working, shopping and enjoying free time. They are dynamic destinations with amenities that draw local residents from Moreno Valley and visitors from the wider region. A new Downtown Center in the heart of the community is envisioned as the city’s premier activity center, with additional centers at the Moreno Valley Mall and the District.

- ◆ *Corridors* are major thoroughfares that connect the city’s neighborhoods and centers, tying the community together. They link residents to key destinations around town with safe, convenient connections for transit, bicycling, and walking, and provide opportunities for higher density housing. Alessandro, Sunnymead, and Perris are Moreno Valley’s primary transit routes and all have significant capacity for infill development, which will help transform these areas into attractive corridors lined with housing and focused nodes of mixed used commercial activity concentrated at key intersections.

- ◆ *Business Districts* are areas of the city with significant concentrations of businesses and easy access to the regional transportation network. Concentrated primarily along the eastern and western edges of the city, these areas are home to nationally and internationally renowned companies and make a vital contribution to the local economy. Design of these areas provides buffering from adjacent uses and adds to the character of the city.

- ◆ *Gateways* are entry points into Moreno Valley located along major regional and local thoroughfares. They heighten sense of place and announce arrival into the community through building design and placement and site features such as landscaping, plazas, art, and signage.

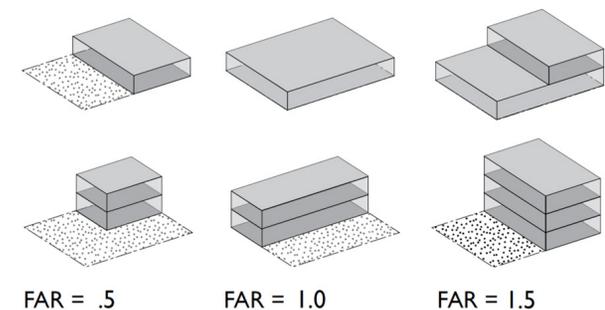
The land use framework articulated in this Plan enhances livability and quality of life for current and future residents with strategically located walkable activity centers, new parks and open spaces, and a variety of amenities to support urban lifestyles.



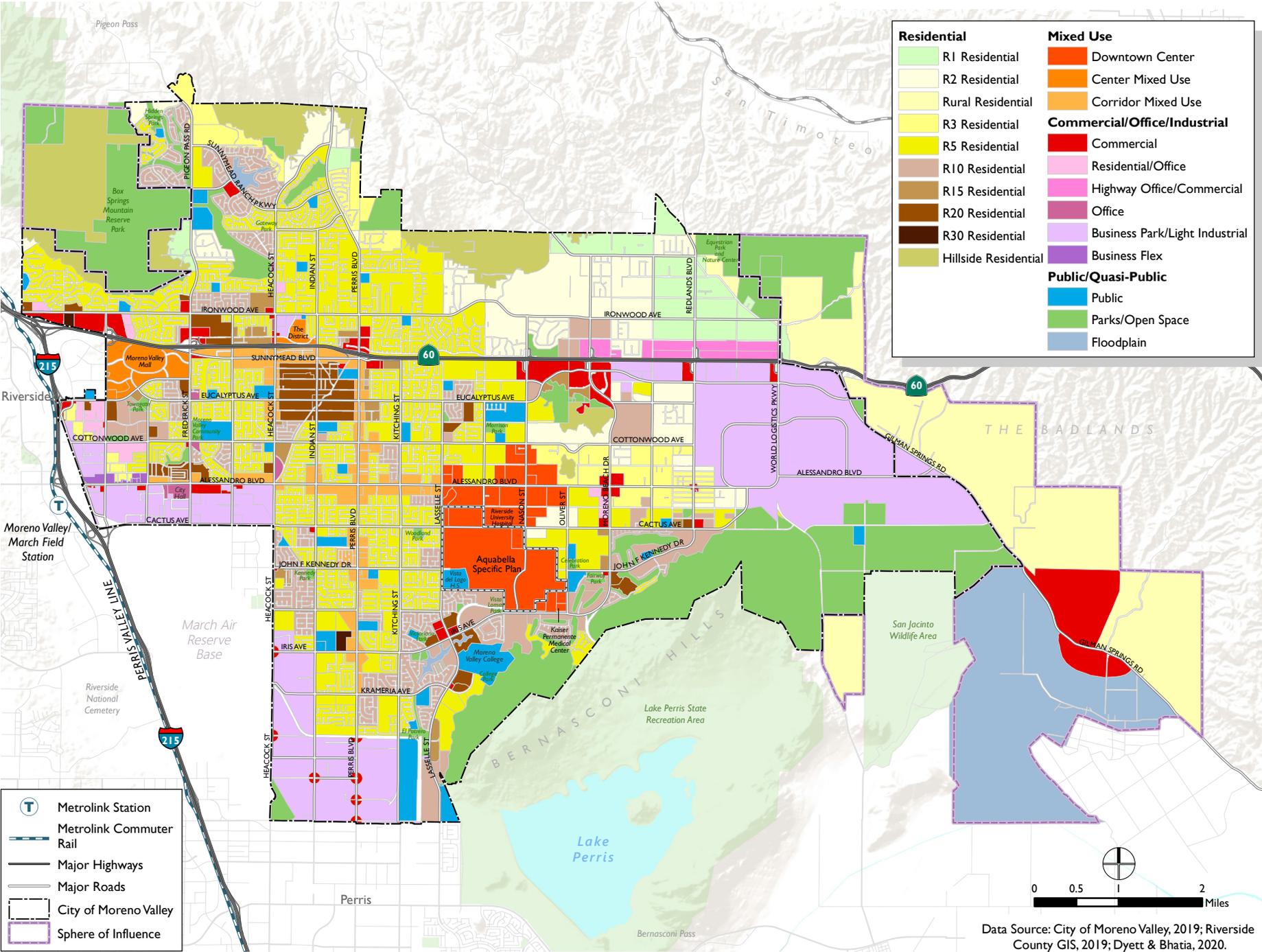
## LAND USE DESIGNATIONS

The General Plan Land Use Map (Map LCC-4) illustrates the long-term vision for development and conservation in the planning area, translating the elements of city structure with land use designations that describe the character envisioned for each neighborhood and district. Each designation includes standards for density or intensity of use. Residential densities are expressed in terms of dwelling units per acre. Building intensities for non-residential uses are expressed in terms of floor area ratio (FAR), which is the ratio of gross building area (excluding surface parking areas) to net lot area, both expressed in square feet (see Figure LCC-5 ). FAR does not regulate building placement or form; it defines the total amount of development allowed on a given lot. In the designations below, FAR represents an expectation of the overall intensity of future development. The maximums assigned to the land use designations below do not constitute entitlements, nor are property owners or developers guaranteed that an individual project, when tested against the Plan’s policies, will be able or permitted to achieve these maximums.

Figure LCC-4: FAR



# Map LCC-4: General Plan Land Use



## Mixed Use Designations

### DOWNTOWN CENTER

Plan policy provides for development of a vibrant new Downtown Center at the heart of the city to serve as a focal point of the community and destination for people from around the region. It allows for a vibrant mix of business, entertainment, residential, cultural, and civic uses to activate the Downtown Center throughout the day and into the evening. It integrates existing uses and layers compatible new land uses and public amenities together at various scales and intensities to foster a mix of uses that encourages people to live, work, play, and shop within the Downtown Center.



Photo credit: Transit Village Associates

### CENTER MIXED USE (CEMU)

This designation provides for the redevelopment of existing commercial centers and adjacent properties with a range of commercial and residential uses to complement existing development at prominent entry points into the community. The Centers are envisioned as integrated, pedestrian-oriented places with a mix of uses including retail, dining, entertainment, offices, lodging, recreational and cultural facilities that cater to both motorists passing through and residents of surrounding neighborhoods. The Centers may also incorporate higher-density housing on-site to support the vitality of commercial uses and activate the area. The maximum permitted FAR in the CEMU designation is 1.25, with a residential density range of 20 to 35 dwelling units per acre. On smaller parcels, additional FAR may be permitted to achieve the desired vision for the area.



### CORRIDOR MIXED USE (COMU)

This designation provides for a mix of housing with supporting retail and services that cater to the daily needs of local residents. Permitted uses include housing, retail, restaurants, personal services, public uses, and professional business offices. Retail uses should be concentrated at intersections and limited to no more than 25 percent of the maximum permitted FAR, excluding parking. A mix of uses is not required on every site but is desired on sites at intersections in order to foster nodes of commercial mixed use development along the corridor. Mixed use may be in either a vertical format (multiple uses in the same building) or horizontal format (multiple single-use buildings on the same parcel). The allowable residential density is 15-25 dwelling units per acre, with densities on the lower end of that range where proposed development abuts existing low density residential development. Maximum permitted FAR for commercial uses is 1.0. On smaller parcels, additional FAR may be permitted to achieve the desired vision for the area.



## Commercial/Office/Industrial

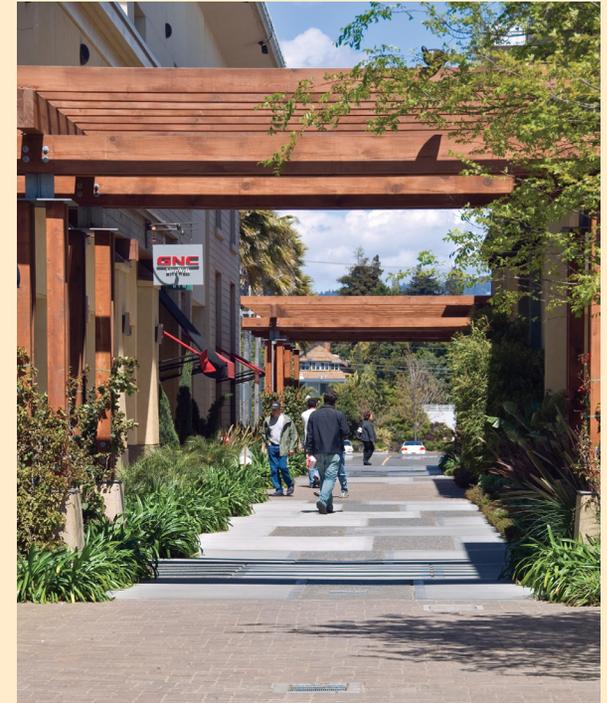
### BUSINESS FLEX (B-F)

This designation provides for a range of business activities involving production, distribution, or repair with supporting office and commercial space. Permitted uses include light manufacturing, research and development, warehousing and distribution, automobile services and repair, and other uses consistent with applicable airport land use compatibility regulations. Corresponding zoning will be performance-based in order to promote flexibility and minimize non-conformance issues with existing uses. The maximum permitted FAR in the B-F designation is 0.5.



### HIGHWAY OFFICE/COMMERCIAL (HO/C)

This designation provides for a distinctive employment or educational campus at the eastern gateway to the city. Primary permitted uses include office, educational, and/or research and development facilities organized in a clustered development pattern with intervening areas of landscaped open space. Auxiliary commercial uses, including restaurant, retail, and service uses are also permitted. The architectural style of development should reinforce the rural character intended for the surrounding area. The maximum permitted FAR in the HO/C designation is 0.4. On smaller parcels, additional FAR may be permitted to achieve the desired vision for the area.



## Residential Designations

### HILLSIDE RESIDENTIAL

The primary purpose of areas designated Hillside Residential is to balance the preservation of hillside areas with the development of view-oriented residential uses.

- a. Within the Hillside Residential category, appropriate residential uses would include large lot residential uses. Lots smaller than one acre may only be permitted as clustered units to minimize grading, and other impacts on the environment, inclusive of the Multi-Species Habitat Conservation Plan.
- b. The maximum residential density within Hillside Residential areas shall be determined by the steepness of slopes within the project. The maximum allowable density shall not exceed one dwelling unit per acre on sloping hillside property and shall decrease with increasing slope gradient.
- c. Future development within Hillside Residential areas shall occur in such a manner as to maximize preservation of natural hillside contours, vegetation, and other characteristics. Hillside area developments should minimize grading by following the natural contours as much as possible.
- d. Development within Hillside Residential areas shall be evaluated to determine the precise boundaries of the area. If the Community Development Director determines that adequate slope information is not available, applicants requesting to develop within these areas shall complete a slope analysis for the proposed development site. Portions of the development that exceed an average slope of 10 percent shall adhere to the policies within the Hillside Residential category. Portions of the development where the slopes are less than

10 percent on average shall adhere to policies within the adjacent land use category.

### RURAL RESIDENTIAL

The primary purpose of areas designated Rural Residential is to provide for and protect rural lifestyles, as well as to protect natural resources and hillsides in the rural portions of the City.

- a. The maximum residential density within Rural Residential and areas shall be determined by the steepness of slopes within the individual project area. The maximum allowable density shall be 0.4 dwelling units per acre (an average lot size of 2.5 acres) on flat terrain and shall decrease with increasing slope gradient.
- b. Within the Rural Residential category, appropriate residential uses include large lot residential uses. Lots smaller than 2.5 acres may only be permitted as clustered units to minimize grading and other impacts on the environment, inclusive of the Multi-Species Habitat Conservation Plan.



### R1 RESIDENTIAL

The primary purpose of areas designated R1 Residential is to provide for and protect rural lifestyles. The maximum allowable density for projects within the Residential 1 areas shall be 1.0 dwelling unit per acre.

### R2 RESIDENTIAL

The primary purpose of areas designated R2 Residential is to provide for suburban lifestyles on residential lots larger than commonly available in suburban subdivisions and to provide a rural atmosphere. The maximum allowable density shall be 2.0 dwelling units per acre.

### R3 RESIDENTIAL

The primary purpose of areas designated R3 Residential is to provide a transition between rural and urban density development areas, and to provide for a suburban lifestyle on residential lots larger than those commonly found in suburban subdivisions. The maximum allowable density shall be 3.0 dwelling units per acre.



### R5 RESIDENTIAL

The primary purpose of areas designated R5 Residential is to provide for single-family detached housing on standard sized suburban lots. The maximum allowable density shall be 5.0 dwelling units per acre.

### R10 RESIDENTIAL

The primary purpose of areas designated R10 Residential is to provide for a variety of residential products and to encourage innovation in housing types. Developments within Residential 10 areas are typically expected to provide amenities not generally found in suburban subdivisions, such as common open space and recreational areas. The maximum allowable density shall be 10.0 dwelling units per acre.

### R15 RESIDENTIAL

The primary purpose of areas designated R15 Residential is to provide a range of multi-family housing types for those not desiring dwellings on individual lots that include amenities such as common open space and recreational facilities. The maximum allowable density shall be 15.0 dwelling units per acre.

### R20 RESIDENTIAL

The primary purpose of areas designated R20 Residential is to provide a range of high density multi-family housing types. Developments within R20 Residential areas shall also provide amenities, such as common open spaces and recreational facilities. The maximum density shall be 20 dwelling units per acre.

### R30 RESIDENTIAL

The primary purpose of the R30 Residential district is to provide higher housing than is typically found within other areas of the city. This designation is intended as an area for development of multi-family residential dwelling units at a maximum allowable density of 30 dwelling units per net acre in accordance with the provisions outlined herein.



## Non-Residential Designations

### COMMERCIAL ■

The primary purpose of areas designated Commercial is to provide property for business purposes, including, but not limited to, retail stores, restaurants, banks, hotels, professional offices, personal services and repair services. The zoning regulations shall identify the particular uses permitted on each parcel of land, which could include compatible noncommercial uses. Commercial development intensity should not exceed a FAR of 1.00 and the average floor area ratio should be significantly less.

### OFFICE ■

The primary purpose of areas designated Office is to provide for office uses, including administrative, professional, legal, medical, and financial offices. The zoning regulations shall identify the particular uses permitted on each parcel of land, which could include limited non-office uses that support and are compatible with office uses. Development intensity should not exceed a FAR of 2.00 and the average intensity should be significantly less.

### RESIDENTIAL/OFFICE ■

The primary purpose of areas designated as Residential/Office is for the establishment of areas for office-based working establishments or residential developments of up to 15 dwelling units per acre. The zoning regulations shall identify the particular uses and type of residential developed allowed on each parcel of land. Overall development intensity shall not exceed a Floor Area Ratio of 1.0.

### BUSINESS PARK/LIGHT INDUSTRIAL ■

The primary purpose of areas designated Business Park/Light Industrial is to provide for manufacturing, research and development, warehousing and distribution, as well as office and support commercial activities. The zoning regulations shall identify the particular uses permitted on each parcel of land. Development intensity should not exceed a FAR of 1.00 and the average FAR should be significantly less.

### PUBLIC ■

The primary purpose of areas designated Public/Quasi-Public is to provide property for civic, cultural and public utility uses, including, but not limited to schools, libraries, fire stations, museums, and government offices. The zoning regulations shall identify the particular uses permitted on each parcel of land. Development intensity should not exceed a FAR of 1.00 and the average FAR should be significantly less.

### PARKS/OPEN SPACE ■

The primary purpose of areas designated Parks/Open Space is to provide areas that are substantially unimproved, including, but not limited to, areas for outdoor recreation, the preservation of natural resources, the grazing of livestock, and the production of crops. Development intensity should not exceed a FAR of 0.10 and the average FAR should be significantly less.

### FLOODPLAIN ■

The primary purpose of areas designated Floodplain is to designate floodplain areas where permanent structures for human occupancy are prohibited to protect the public health and safety. Development intensity should not exceed a FAR of 0.05.



**Goal LCC-1: Establish an identifiable city structure and a flexible land use framework that accommodates growth and development over the planning horizon.**

## Identifiable Structure

### POLICIES

- LCC.1-1:** Foster a balanced mix of employment, housing, educational, entertainment, and recreational uses throughout the city to support a complete community.
- LCC.1-2:** Expand employment opportunities locally and provide sufficient lands for commercial, industrial, residential and public/quasi-public uses while ensuring that a high quality of life is maintained in Moreno Valley.
- LCC.1-3:** Locate manufacturing, logistics and industrial uses in areas with good access to the regional transportation network near the periphery of the city.
- LCC.1-4:** Focus new development in centers and corridors so as to support the vitality of existing businesses, optimize the use of utility infrastructure, and reduce vehicle trip frequency, length, and associated emissions.

**LCC.1-5:** Encourage mixed use development in either a vertical or horizontal configuration in the Downtown Center, the Moreno Valley Mall/Towngate Center area, and at key intersections along major transit routes.

**LCC.1-6:** Promote infill development along Alessandro, Sunnymead, and Perris to create mixed use corridors with a range of housing types at mid-to-high densities along their lengths and activity nodes at key intersections with retail/commercial uses to serve the daily needs of local residents.

**LCC.1-7:** Support the continued buildout of residential areas as needed to meet the community's housing needs.

### ACTIONS

**LCC.1-A:** Use development agreements, impact fees, benefit districts and other mechanisms to ensure the provision of adequate infrastructure to serve new development

## Growth Management

### POLICIES

**LCC.1-8:** Promote a land and resource efficient development pattern in order to support efficient delivery of public services and infrastructure, conserve open space lands surrounding the city, reduce vehicle trip lengths and improve air quality.

**LCC.1-9:** Maintain City boundaries that are logical in terms of City service capabilities, economic development needs, social and economic interdependencies, citizen desires, and City costs and revenues.

**LCC.1-10:** Plan comprehensively for the annexation of any new areas and approve annexation only after City approval of an appropriate area-wide plan (e.g., master plan, specific plan) that addresses land use, circulation, housing, infrastructure, and public facilities and services. Exceptions to this requirement for area-wide plans include annexations of:

- ◆ Existing developed areas;
- ◆ Areas of less than five acres; and
- ◆ Housing developments for very-low and low-income households.

**LCC.1-11:** Require that new development be compatible with the standards for land uses, density and intensity specified in the March Air Reserve Base/Inland Port Airport Land Use Compatibility Plan (March ALUC Plan).

**LCC.1-12:** Balance levels of employment and housing within the community to provide more opportunities for Moreno Valley residents to work locally, cut commute times, and improve air quality.

## ACTIONS

**LCC.1-B:** Map all planning actions, such as rezonings on a large display map, keyed to the year action was taken. Use this map to pinpoint areas which require special studies and possible amendment on the General Plan land use map.



## Vibrant Gathering Places

### DOWNTOWN CENTER

Fostering a downtown destination with a full range of choices for shopping, dining, doing business, and having fun is an important objective for Moreno Valley, strongly supported in the community. Although activity centers are distributed throughout the city today, there is no distinct downtown core. However, a large area around the prominent crossroads of Nason and Alessandro presents a prime opportunity to foster a Downtown Center for the city and the region. Encompassing approximately 1,200 acres near the geographic center of the community, the Downtown Center area features two regional medical facilities – the Riverside University Health System and the Kaiser Permanente Medical Center – direct access to SR-60 and I-215, and the impressive backdrop of the Bernasconi Hills to the southeast. Moreno Valley College is located a short distance to the south. Approximately 80 percent of the land is vacant and undeveloped today, including the 730-acre Aquabella Specific Plan area and a 56-acre parcel at the northwest corner of Nason and Alessandro where the Town Center Project is proposed.

The Downtown Center is envisioned as the primary hub and focal point of Moreno Valley and an economic and cultural engine in the region. With a range of activities day and night, this thriving area will draw people and businesses to Moreno Valley and will showcase the highest quality architecture/design to rival anything in the region. The Downtown Center will integrate the existing hospital complexes and provide visual and physical connections to Moreno Valley College, Lake Perris, and other key destinations within the community. Nason Street is

envisioned as a grand boulevard and central spine of the Downtown Center, with the highest intensity of development focused along it. A walkable new “main street” is envisioned at the core, lined with shops, restaurants, workplaces, and cultural venues. Density and intensity will reduce gradually outward from the core to transition to the surrounding neighborhoods. New development will be organized around an interconnected grid of streets within the Downtown Center to break up the superblocks and provide convenient, safe bicycle and pedestrian linkages within the area. A prominent feature of the Downtown Center will be a new Central Park, providing pedestrian and bicycle connectivity to the hospitals and residential areas and designed with family-friendly amenities and programmed with regular festivals and events. Recognizing recreation and entertainment as key contributors to the vitality of the Downtown Center, the area is envisioned to host a performing arts venue and sports and recreation facilities.



Visibility is a critical design consideration for the Downtown Center. Design guidelines for development at the core of the Downtown Center seek to take advantage of the relatively flat terrain and promote higher building heights to help build visual connections from other locations within the community and enhance the prominence of the Downtown Center as an important destination. A marquee building, like a clock tower, is envisioned to serve as an identifiable downtown landmark visible from anywhere in the city. Additionally, public plazas and other vantage points within the Downtown Center should be designed to allow for view of the scenic hills surrounding the city, enhancing sense of place.



Full realization of the Downtown Center will take many years. The Plan lays out a flexible framework to guide the evolution of the area, including principles for land use and urban design, circulation, and parks and open space. As individual projects are proposed in the area, proponents will be required to develop an area plan demonstrating consistency with these principles and the buildout projections for the area analyzed in the 2040 General Plan Environmental Impact Report. The Plan envisions the integration of the Aquabella Specific Plan area into the Downtown Center, allowing for development of supportive medical facilities, a hotel, and shops and services oriented to patients and their families adjacent to the hospitals, while also permitting development of the low-to-mid density development consistent with the underlying zoning for the Specific Plan Area.



**Goal LCC-2: Foster vibrant gathering places for Moreno Valley residents and visitors.**

**POLICIES**

**LCC.2-1:** Create a Downtown Center with a vibrant mix of uses that will serve as the primary hub and focal point of Moreno Valley economic and cultural engine in the region.

**LCC.2-2:** Require that proposed projects in the Downtown Center prepare an area plan demonstrating consistency with the principles outlined in Table LCC-2 and the illustrative development program shown in Table LCC-3 prior to approval. Development on smaller parcels may satisfy this requirement with a site plan.

**LCC.2-3:** Within the Downtown Center, ensure the high intensity of development is concentrated so as to create a central core with a mix of uses to activate it throughout the day and evening and to promote strong connectivity between new uses and RUMC, Aquabella, and the Kaiser hospital campus.

**LCC.2-4:** Leverage the presence of the hospitals and large tracts of vacant land to attract new higher-wage employers to the Downtown Center.

**LCC.2-5:** Integrate new employment-oriented uses into the fabric of the Downtown Center as employment, educational, corporate, and

research campuses and/or as part of mixed use developments.

**LCC.2-6:** Create a Central Park facility to serve as a defining feature of the Downtown Center.

**LCC.2-7:** Recognize recreation and entertainment as key contributors to the vitality of the Downtown Center and accommodate a world class sports/recreational facility to provide activities and entertainment for Moreno Valley residents.

**LCC.2-8:** Transform Nason Street and Alessandro Boulevard into grand boulevards with a distinctive, inviting character that announces arrival in Downtown Moreno Valley.

**LCC.2-9:** Support the vitality of commercial and retail development downtown with significant new housing in and adjacent to the Downtown Center.

**LCC.2-10:** Create an attractive, safe environment for bicycles and pedestrians that promotes “micro-mobility” and connectivity within the Downtown Center as well as encourage electric and autonomous vehicles.

**LCC.2-11:** Allow for the evolution of the Downtown Center and encourage site planning that facilitates redevelopment of sites within the core of the area in the future as land values increase and higher development intensities become more financially feasible.

**ACTIONS**

**LCC.2-A:** Establish flexible zoning regulations to guide development in the Downtown Center.

**LCC.2-B:** Prioritize the completion of catalyst projects for the Downtown Center, including the Town Center development at Nason and Alessandro and the Aquabella Specific Plan.



## Table LCC-2: Downtown Center Development Principles: Land Use and Urban Design

- ◆ Focus the highest intensity of development along Nason with a mix of **employment, residential, civic, cultural, restaurant, hotel, and entertainment uses** to serve Moreno Valley residents and visitors.
- ◆ Build the visual presence of the Downtown Center with **taller building heights, landmarks, trees, and distinctive branding and signage**.
- ◆ Orient new buildings to the street, minimize setbacks along street frontage, and ensure a consistent street wall to promote a **walkable, pedestrian-friendly** environment.



Photo credit: CallisonRTKL



- ◆ Provide common, resident-serving uses such as **lobbies, fitness centers, and common areas in visible**, ground-floor locations within multi-family developments and mixed use buildings to activate the street level.
- ◆ Locate **higher density residential uses** along major arterials (Alessandro, Cactus, and Nason) and transition to lower intensity residential and employment-oriented uses in other parts of the Downtown Center.
- ◆ Locate low and medium density housing (up to 20 du/ac) and neighborhood-serving shops and services on the periphery of the Downtown Center and on streets adjacent to the **Central Park** feature in order to integrate the park into the rhythm of daily activity in the area.



Photo credit: Jaime Green

- ◆ Preserve **views of the hills** to the southeast from within the Downtown Center and incorporate the natural topography into site development plans to help create a distinctive sense of place.
- ◆ Use a variety of **architectural styles** throughout the area, varying rooflines, building materials, colors, and façade articulation to heighten visual interest.
- ◆ Emphasize **human-scaled design** within large-scale commercial and mixed use development and employ measures such as articulated massing, awnings, and landscape elements to break down the scale of development.



## Table LCC-2: Downtown Center Development Principles: **Circulation**

- ◆ Extend Brodiaea through the Cactus/ Alessandro superblock to serve as the “**Main Street**” with two central traffic circles and a walkable, pedestrian-oriented streetscape.
- ◆ Create a layered network of roadways with segments assigned for different travel modes in order to provide for both roadway safety and efficient traffic flow.
- ◆ Create smaller urban blocks to promote walkability. Block sizes should range between 330 and 660 linear feet. Blocks over 500 feet should feature mid-block connections such as **pedestrian pathways or alleys**.
- ◆ Provide a transit center to serve as a hub connecting destinations within Moreno Valley and the surrounding region with modern transit options such as on-demand service or micro-transit that are appropriate for the Moreno Valley context.
- ◆ Provide a grid of interconnecting streets with designated bicycle and pedestrian routes lined with sidewalks and furnished with pedestrian amenities throughout the area. Grade separated connections across arterial roadways should also be considered. Mid-block connections created as new developments are built will provide additional pedestrian and bicycle paths.
- ◆ Accommodate and encourage **electric and autonomous vehicles** with appropriate design and infrastructure.
- ◆ Provide distinctive connections between destinations within the Downtown Center (ex: RUMC, Aquabella, and the Kaiser hospital campus), using curvilinear roads, generous pedestrian paseos, **branded wayfinding, signage** and other design techniques that contribute to a unique sense of place.
- ◆ Design the interconnecting streets that break up the superblocks with reduced street widths, street parking, consistent trees and landscaping to control traffic speed and create a more intimate feel and comfort through shading.
- ◆ Connect the Downtown Center to the city, state, and regional trail network with connections via Cactus, John F. Kennedy, and Iris.



## Table LCC-2: Downtown Center Development Principles: Parks and Open Space

- ◆ Provide a **linear Central Park** feature that serves as both a focal point and gathering place for surrounding neighborhoods and the city as a whole.
- ◆ Connect the RUMC and the Nason/Alessandro Town Center development with a **pedestrian paseo**, lined with ground floor uses and featuring seating, landscaping, trees, and public art to create an active public space. Provide pedestrian paseos to connect new developments with each other and with the Kaiser hospital campus.
- ◆ Create a **network of public outdoor spaces** including neighborhood and community parks, so that all residents of the Downtown Center are within a half-mile walk of outdoor recreational space.
- ◆ Promote a variety of **plazas, pocket parks**, and other common outdoor spaces in commercial and employment areas. These are envisioned as privately-owned, publicly accessible spaces.
- ◆ Locate neighborhood parks and open spaces along designated **bicycle and pedestrian routes**.

**Table LCC-3: Downtown Center Illustrative Development Program (Net New Development 2020-2040)**

<b>Residential</b>	Low Density Residential (less than 10 du/ac)	1,320	units
	Medium/High Density Residential (more than 10 du/ac)	5,524	units
<b>Employment</b>	Retail/Service	400,000	square feet
	Office/R&D	1,450,000	square feet
	Other/Commercial	1,500,000	square feet



## Rendering of Brodiaea Avenue

Brodiaea could be extended from Lasselle to Nason, creating a new mixed use Main Street within the Downtown Center.



*Full buildout of the Downtown Center will take many years and it will be important to plan for the evolution of the area over time. Providing surface parking to the rear of buildings will help activate the streets in the near term. In the longer term, as the area gets built out and property values rise, these surface lots can be redeveloped with denser more intense uses.*



## MORENO VALLEY MALL AND TOWNGATE CENTER

Located at the prominent western gateway to the city, the Moreno Valley Mall and adjacent Towngate Center occupy 270 acres immediately south of SR-60. The Mall site was originally home to the Riverside Raceway, a popular racetrack that hosted NASCAR, IMSA, Formula One, and IndyCar races from the 1950s until its closure in 1989. Subsequently, the site was reborn as a regional shopping center featuring over 140 specialty stores when it opened in 1992. As the retail landscape continues to evolve with the rise of internet shopping and home delivery, the Mall has seen store closures in recent years and there are opportunities to re-imagine uses for the site and the adjacent Towngate Center once again. In particular, several large parcels on the eastern portion of the site contain large surface parking lots that could be developed with new uses to serve the needs of the community.

As the nationwide retail consolidation trend continues, malls across the country are re-thinking their operating models. Many are adding housing onsite to bring potential shoppers close to existing retail business, while others are moving to an “experiential” retail model that offers music, culture and interactive experiences alongside shopping, or incorporating sports venues, hotels, and offices onsite. The Plan envisions the addition of higher density housing suited for students, seniors, singles and young couples on the site, as well as restaurant and entertainment uses to enhance its role as an activity center in the community. Medical clinics, a grocery store, and other essential services could also help to ensure the vitality of the site over time, as uses of this type are resilient in the face of economic downturns. Family-friendly amenities and activities for youth and teens will also help keep the area active throughout the day and week. Site design should incorporate transit to facilitate easy access from other parts of the community and it should integrate with existing residential uses to the south.

### POLICIES

**LCC.2-12:** Introduce medium to high density housing to the site and provide townhomes, apartments, and condominiums that cater to the needs of residents of all ages and stages of life.

**LCC.2-13:** Allow the maximum permitted FAR to be calculated across multiple parcels in a single proposed development at the Moreno Valley Mall in order to incentivize signature development that makes a positive contribution to community character at this prominent gateway site.

**LCC.2-14:** Focus on attracting essential services to the site, such as medical clinics, a grocery store, banks, and dry cleaners to the site to provide for the needs of area residents and ensure the vitality of the site over time.

**LCC.2-15:** Encourage mixed use development and the co-location of residential and commercial uses within sight distance of one another on the site to promote day and evening vitality.

**LCC.2-16:** Design residential buildings adjacent to the freeway with adequate ventilation and sound proofing to minimize air and noise impacts.

**LCC.2-17:** Provide restaurants, cafes and bars with terraces, as well as public plazas, parks, public art, and family-friendly amenities that activate public spaces and build sense of place.



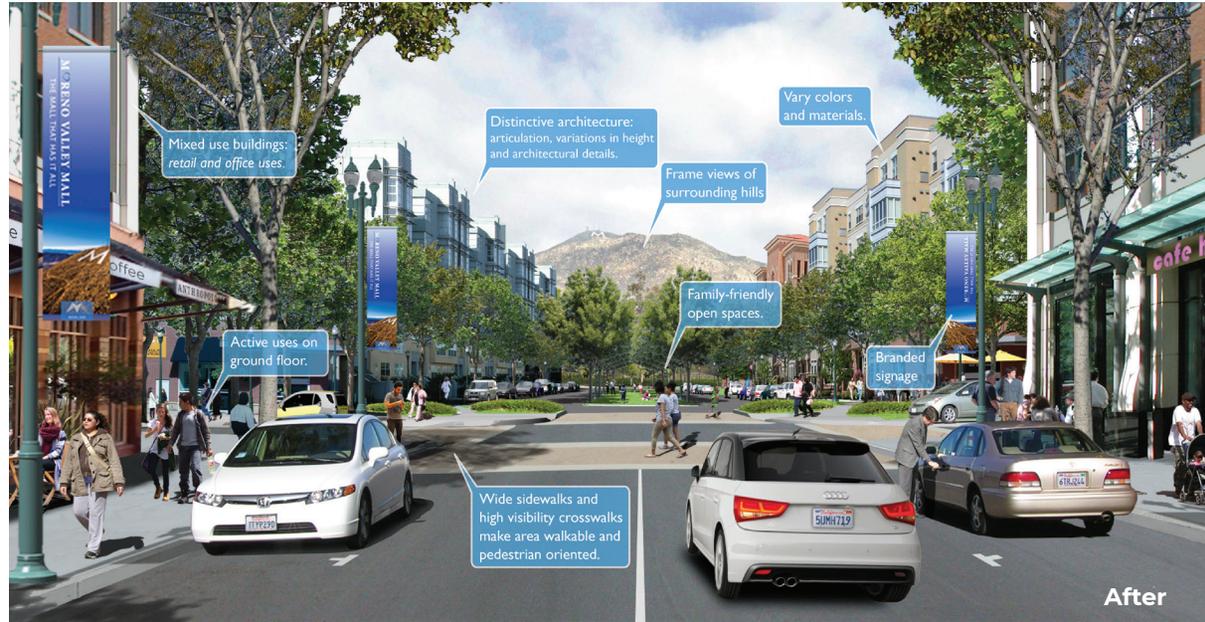
**LCC.2-18:** Design and build new internal roadways with narrower widths, ample sidewalks, and street parking to help create a more intimate walkable feel in the areas.

**LCC.2-19:** Provide a network of interconnected streets, paseos, pathways, and bicycle routes onsite that facilitates travel through the site for pedestrians, cyclists and other non-motorized modes of transportation.

**ACTIONS**

**LCC.2-C:** Work with property owners at the Moreno Valley Mall and Towngate Center to facilitate redevelopment of underutilized parcels.

**Rendering of Potential Redevelopment on surface parking lots at the Moreno Valley Mall - View looking north**



## Rendering of view looking northeast from Indian/Sunnymead



## THE PUBLIC REALM

### Streetscapes

Streets are a foundational aspect of community life, providing spaces for community members to encounter not only the various locations and features of their city, but also one another. Pleasant streetscapes—which include site-specific building frontages, sidewalks, street furniture, and landscaping—create safe, attractive, and active streets. Streetscapes are also central to the flow of people through an area, and that area’s connection to the city at large, as discussed further in Chapter 4, Circulation.

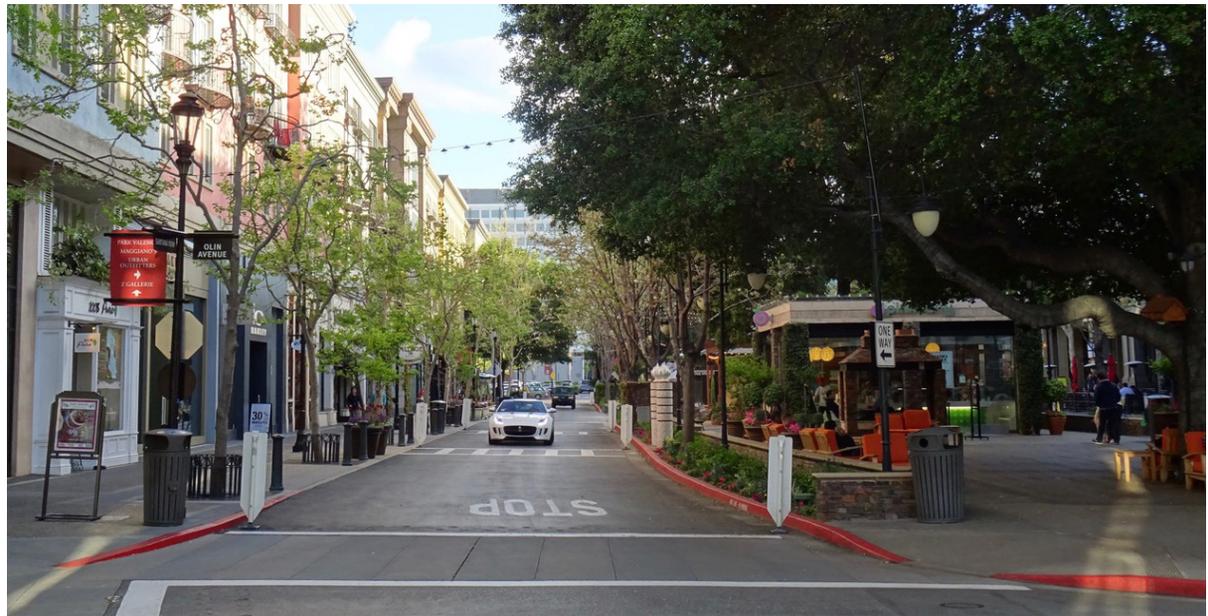
As of 2021, streets within the City are generally auto-oriented in their design and function. As new development occurs throughout the city, there are several challenges and opportunities for improved street design. As discussed in the Circulation Chapter, there are opportunities to design streets that allow for safer transportation for all modes, including walking and bicycling. Particularly along the Alessandro and Perris corridors where significant new housing is envisioned, a major challenge in terms of streetscapes is that the character of the streets and sidewalks that delineate the public realm is often diminished by a weak building-to-street relationship with buildings oriented away from the street or set back from roadways, or the presence of walls blocking views of buildings from the sidewalk. The Plan envisions that new housing along the mixed use corridors will be oriented to the street in order to activate streetscapes and the public realm along these mixed use residential corridors. The Plan calls for the use of a variety of techniques to buffer pedestrians and housing from traffic and noise, including setbacks, landscaping, stoops, and raised entries.

*The public realm includes a wide variety of spaces in the city that are open to and accessible by everyone. These include streets, laneways, squares, plazas, sidewalks, trails, parks, open spaces, and civic buildings. Memorable and lively places have an inviting and enjoyable public realm, composed of streets and open spaces that are central to community character, movement, and pedestrian comfort.*



The Plan also includes a new Mixed Use Boulevard street typology, applicable along Perris Boulevard between Alessandro and Sunnymead. This roadway is a major arterial, a designated truck route, and a principal transit corridor. The Mixed Use Boulevard typology features a raised center median with landscaped sidewalks to help buffer new housing envisioned along the corridor. The typology, described more fully in Chapter 4, Circulation, also accommodates transit stops near key intersections.

Looking forward, streetscape improvements that seek to create a more active, enjoyable public realm will be particularly influential along the corridors. As streetscape improvements are implemented, the street network will support increased public activity and pedestrian movement with amenities such as improved sidewalk treatments, distinctive lighting, and public art, as well as bicycle facilities in appropriate locations.



## Corridor Streetscapes

### POLICIES

- LCC.2-20:** Encourage site designs that create an active street frontage and screen parking from the frontages of Alessandro, Sunnymead and Perris.
- 
- LCC.2-21:** Orient residential uses to the street and discourage the use of walls and fences. Employ a variety of techniques to buffer residential uses on the corridors from traffic and noise, including setbacks, landscaping, stoops, and raised entries.
- 
- LCC.2-22:** Encourage new mixed-use and commercial development to incorporate visual quality and interest in architectural design on all visible sides of buildings through the following approaches:
- ◆ Utilizing varied massing and roof types, floor plans, detailed planting design, or color and materials;
  - ◆ Maintaining overall harmony while providing smaller-scale variety; and
  - ◆ Articulating building facades with distinctive architectural features like awnings, windows, doors, and other such elements.
- 
- LCC.2-23:** Ensure that commercial uses are designed to incorporate ground floor transparency and pedestrian activity.
- 

**LCC.2-24:** At intersections on the mixed use corridors, prioritize retail and other uses that promote pedestrian activity on the ground floor of buildings.

**LCC.2-25:** Encourage the development of bicycle, pedestrian, and transit access that reduces the need for on-site parking. Improve the pedestrian experience within these corridors through street trees and landscaping.

**LCC.2-26:** Provide streetscape improvements along the mixed use corridors of Alessandro, Sunnymead, and Perris to enhance livability, vitality, and safety for all modes of travel.

**LCC.2-27:** Where possible, require that adjacent uses share driveways in order to limit the number of curb cuts along Alessandro, Sunnymead, Nason, and Perris.

*Setbacks, landscaping, stoops and raised entries are examples of design techniques that can be used to buffer homes along the corridors from traffic and noise. Entrances to homes can also be oriented to courtyards that front the street.*



## Public Open Spaces

Plazas, paseos, and public open spaces are also key components of the public realm, offering locations for people to congregate and enjoy leisure time among other members of the community. As discussed in Chapter 5, Parks and Public Services, Moreno Valley offers a range of well-used parks, greenways, multi-use trails and open spaces. Incorporating new public spaces into new development in a manner that encourages regular use will contribute to livability on the neighborhood scale by ensuring community recreation and gathering spaces close to new homes. This section provides a framework for designing public plazas, paseos, and urban open spaces that are accessible and well-integrated into surrounding development. Further discussion regarding parks in Chapter 5, Parks and Public Services.

### POLICIES

**LCC.2-28:** Encourage landscaped common public spaces to be incorporated into new mixed-use development.

**LCC.2-29:** Design of public spaces should ensure they are:

- ◆ Lined with active uses at-grade and located near building entrances, windows, outdoor seating, patios, or balconies that overlook park spaces, and other areas with strong pedestrian activity.
- ◆ Be completely visible from at least one street frontage and as feasible, be at least 50% visible from a secondary street frontage.

- ◆ Primarily defined by adjacent buildings, which will contribute to the unity and environmental quality of the space.
- ◆ Be located at the same grade level as the public sidewalk when possible. Where changes in grade are an important element of the overall design and programming, clear and direct access from the public sidewalk should be accommodated, and universal accessibility provided.
- ◆ Reflect the design and placemaking elements of the surrounding area through the use of architectural styles, signage, colors, textures, materials and other elements.
- ◆ Be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area's heat island effect.
- ◆ Connect to bike and pedestrian facilities and be a part of an interconnected pathway or parkway system where feasible.

**LCC.2-30:** Establish parks and plazas to serve as meeting areas in new neighborhoods and ensure a safe and secure environment through the development review and approval process.

**LCC.2-31:** Support development of the Moreno Valley College campus in ways that both strengthen its ties to the community and enhance its status as a major activity center for the neighborhood.

## Community Character

The relatively flat terrain in much of Moreno Valley affords stunning views of the surrounding hills from many vantage points in the community. Taking advantage of this, a letter “M” was embedded in Box Springs Mountain in the 1960s and has become a symbol of the community and point of local pride. From dusk to midnight, the iconic “M” is lighted and special colors are used to highlight holidays, local causes, and special events. Building on this successful placemaking effort, there are many elements of local heritage and character that can be referenced to enhance Moreno Valley’s unique sense of place – from the citrus groves that once grew in the area, to the Riverside Raceway, or the history of the original founding communities. This section provides strategies that can be employed to strengthen community character and sense of place, considering gateways, public art, and building and site design.

### GATEWAYS

Gateways are urban design elements that mark the arrival or transition from one place to another. Gateways add to an area’s identity and sense of place, while also serving as wayfinding elements that help people orient themselves, facilitating access to key destinations. Key features of effective gateways include visual and directional cues, such as:

- ◆ Signage and wayfinding;
- ◆ Unified landscaping, including street trees and plantings as well as planted medians;
- ◆ Streetscape treatments such as enhanced paving, street furniture, and accent lighting;

- ◆ Prominent architecture at gateways and key intersections; and
- ◆ Integration of private signage into the gateway palette.

Moreno Valley has several gateway features, both natural and human-made. The rocky outcropping known as Moreno Peak along Moreno Beach Drive is a distinctive feature and a landmark in the eastern part of the city. The gateway arch on Sunnymead Boulevard is another example, harkening back to the role of that corridor as the entertainment district and main street of the Town of Sunnymead prior to incorporation into the City. In addition to the gateways announcing arrival into Moreno Valley shown in Figure LCC-4, additional gateway treatments at entrances to new mixed-use centers and corridors can help build sense of place and aid with wayfinding.



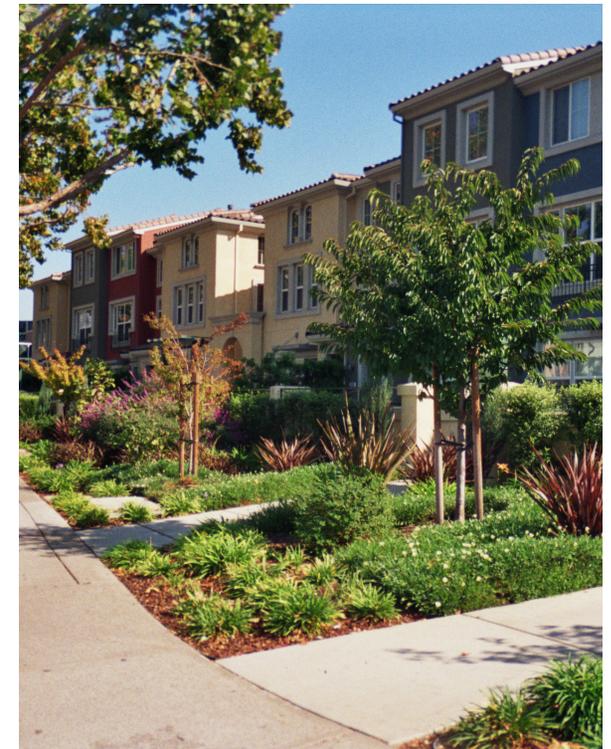
## PUBLIC ART

Public art plays an important role in relating the story and identity of a city and it provides an opportunity for local residents to share in defining community character. Moreno Valley residents have expressed a strong desire for arts, culture and programming that recognizes the cultural diversity of the community. Public art within major activity nodes and regional destinations and along major pedestrian corridors will play a key role in showcasing the city's character. Additional actions from the City may include the provision of spaces, programs and facilities that provide opportunities for artistic and cultural engagement.



## LANDSCAPING

Landscaping can contribute greatly to placemaking and city identity, while also playing a role in environmental sustainability and stewardship through measures such as stormwater management, carbon sequestration, and the provision of habitats for wildlife. The establishment of a landscaping palette and corresponding strategies can serve these myriad purposes. Important factors to be considered in the establishment of a citywide landscaping palette include the incorporation of native, drought-tolerant plants, the incorporation of colorful, flowering plants, and stormwater management opportunities.



## HISTORIC RESOURCES

Although newly incorporated as a city, Moreno Valley has historic resources that date back to the founding communities of Edgemont, Sunnymead, and Moreno. These include Old Moreno School and First Congregational Church, which are markers of community heritage that contribute to local character and sense of place.

## BUILDING AND SITE DESIGN

Building and site design within new development plays a significant role in neighborhood and city identity. These design elements influence our experiences of places and establish a relationship with existing surrounding uses. Building design and site planning occurs through the project approval process and implementation of the Planning and Zoning Code standards. The Policies below are intended to complement existing regulations, and design guidance will be reflected as needed in an update of the Code to embody the urban design objectives set forth in this chapter.

**Table LCC-4: Historic Resources**

RESOURCE	ADDRESS	NOTES
Educational building: Moreno School	28780 Alessandro Blvd	Listed as point of historical interest; Under Criterion 3 (oldest local structure; excellent example of Mission Revival architecture)
First Congregational Church of Moreno	24215 Fir Avenue	Significant, under Criterion 3 as an example of the oldest surviving structures in Moreno

## Site Planning and Parking

Appropriate site planning and parking requirements are important elements of well-designed new development in mixed use areas. Site planning that encourages fine-grained development (i.e., small blocks and building footprints) helps to achieve a more pedestrian friendly environment and provides opportunities for access and connectivity to surrounding streets and neighborhoods. Orienting buildings and active uses to public spaces and public streets further contributes to pedestrian friendliness by providing visual interest for those on foot. This fine-grained, pedestrian-friendly development is what is envisioned to occur in the new mixed-use corridors and centers. In addition, site-planning approaches such as right-sized parking requirements and parking design strategies, including locating parking to the rear or side of parcels, can help to create more walkable, memorable places.



## Building Massing and Design

Building massing refers to the visual dominance of buildings, while building design refers to a building's architectural features. Building massing and design controls are crucial for ensuring appropriate, sensitive development, particularly when it is adjacent to existing residential neighborhoods. Building massing and design measures to be considered include providing for sensitive transitions between new and existing development so as to reduce impacts to existing neighborhoods, incorporating human and pedestrian-scaled design for new commercial and mixed-use development, and building design that incorporates visual quality and interest to contribute to placemaking.



**Goal LCC-3: Build a distinctive sense of place and pride in Moreno Valley.**

**General**

**POLICIES**

- LCC.3-1:** Insist on high-quality development that is sensitive to surrounding context throughout the city and particularly in centers and corridors.

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- LCC.3-2:** Use development standards to ensure smooth transitions for areas that border one another so that neighborhoods and districts maintain their unique qualities while being compatible with one another.

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- LCC.3-3:** Promote the Moreno Valley College as a community asset that contributes to local identity and seek to better integrate the College with the rest of the city, including the Downtown Center and adjacent neighborhoods through urban design, transportation linkages, and promotion of College events.



**Gateways**

**POLICIES**

- LCC.3-4:** Strengthen the sense of arrival into Moreno Valley and the Downtown Center with gateway design at the locations shown on Map LCC-3. Gateway design elements shall include streetscape design, signage, building massing, and similarly-themed design elements.

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- LCC.3-5:** Incorporate prominent corner architectural features, such as prominent entries or corner towers, on new development at key intersections or gateways.

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- LCC.3-6:** Maintain continuity in streetscape design along major streets and avenues that traverse the city north to south and east to west.

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- LCC.3-7:** Continue to support community identity with streetscape improvement and beautification projects in both existing residential areas and commercial centers, as well as new mixed-use areas that incorporate unified landscaping and pedestrian amenities. Amenities should include bus shelters, pedestrian safety treatments such as sidewalk bulb-outs and widening and improved crosswalks, and city-branded decorative elements such as street lighting, concrete pavers, tree grates, and theme rails.

**ACTIONS**

- LCC.3-A:** Establish a unified gateway design palette and guidelines that address streetscape design, signage, lighting, and building massing and setbacks to heighten sense of place.

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- LCC.3-B:** Develop a program of branding, signage, and wayfinding to promote connections with Lake Perris. The program should apply on key access routes to Lake Perris, including Moreno Beach Drive, Alessandro and Cactus and should seek to build visual connections and foster land uses and businesses that encourage recreational activities.

**Arts and Culture**

**POLICIES**

- LCC.3-8:** Encourage development and display of public art to promote the history, heritage, culture and contemporary identity of Moreno Valley.

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- LCC.3-9:** Promote cooperative arrangements with other public or private agencies that facilitate the temporary or permanent display of works of art for display within or upon public or private facilities and land.

## ACTIONS

**LCC.3-C:** Consider establishing a public art ordinance that would require large projects to install public art or contribute an in lieu fee that can be put toward the cost of public art installations.

**LCC.3-D:** Continue to support and fund local artists and students to create public art.

**LCC.3-E:** Explore a range of public and private funding sources to support the visual and performing arts and cultural development goals and activities.



## Historic Resources

### POLICIES

**LCC.3-10:** Balance the preservation of historic resources with the desire of property owners of historic structures to adopt energy efficient strategies.

**LCC.3-11:** Require any application that would alter or demolish an undesignated and unsurveyed resource over 50-years-old to be assessed on the merits of the structure.

## Residential Areas

### POLICIES

**LCC.3-12:** Promote the preservation, maintenance, and improvement of property through code enforcement to mitigate or eliminate deterioration and blight conditions, and to help encourage new development and reinvestment.

**LCC.3-13:** New and retrofitted fences and walls should incorporate landscape elements and changes in materials or texture to deter graffiti and add visual interest.

**LCC.3-14:** Within individual residential projects, a variety of floor plans and elevations should be offered.

**LCC.3-15:** Encourage building placement variations, roofline variations, architectural projections, and other embellishments to enhance the visual interest along residential streets.

**LCC.3-16:** Design large-scale small lot single family and multiple family residential projects to group dwellings around individual open space and/or recreational features.

**LCC.3-17:** Screen and buffer nonresidential projects to protect adjacent residential property and other sensitive land uses when necessary to mitigate noise, glare and other adverse effects on adjacent uses.

**LCC.3-18:** Design internal roadways so that direct access is available to all structures visible from a particular parking area entrance in order to eliminate unnecessary vehicle travel, and to improve emergency response.

## ACTIONS

**LCC.3-F:** Establish residential design guidelines for single-family and multi-family development that address site design, building materials, roof lines, and landscaping.



## Commercial Areas

### POLICIES

**LCC.3-19:** Ensure that neighborhood shopping centers are designed in a manner compatible with adjacent residential areas.

**LCC.3-20:** Rely on strong landscape treatments, setbacks, sign controls, and, where feasible, underground utilities and street improvements to prevent visual chaos where businesses are competing for attention.

**LCC.3-21:** Ensure that neighborhood shopping centers conform to regulations limiting the size, location, and general character of signage and facades so as not to disrupt the residential character of the neighborhood.

**LCC.3-22:** Preserve and encourage neighborhood stores that enable shoppers to walk or bike for everyday needs, provide access to healthy foods, and promote a sense of community.



**LCC.3-23:** Require reciprocal parking and access agreements between individual parcels where practical.

### ACTIONS

**LCC.3-G:** Work with existing business owners to promote the improvement and maintenance of facades of commercial uses.

**LCC.3-H:** Pursue funding and programs to underground utilities and overhead wires.



## Range of Housing Types

Residential development in Moreno Valley has largely been the result of master planned subdivision projects and today the housing stock is overwhelmingly single-family detached homes. A full 83 percent of the homes in the city are single-family residences in 2018, while multi-family homes accounted for 15 percent of the existing stock and mobile homes made up the balance. By way of comparison, the share of single-family homes is 76 percent in Riverside County and 60 percent on average throughout California. While housing prices in Moreno Valley remain more affordable than in coastal communities in Los Angeles and Orange Counties, the average homes sales price in the city has nearly doubled since 2010 and market indicators suggest there is strong demand in the short term for smaller rental units.

These factors point to a growing need to diversify the range of housing types in the community. Facilitating the construction of new town homes, apartments, condominiums, and small lot single-family attached and detached product will help ensure that a variety of options is available to suit the needs of people of all ages and income levels in the future. Significant capacity to accommodate these new housing types exists in the Downtown Center, Moreno Valley Mall/Towngate Center, and the Alessandro, Sunnymead, and Perris corridors. These areas are all well-served by transit and close to shops and services. At the same time, single-family homes will still be an important part of the local housing mix and continued buildout of single-family neighborhoods is envisioned, including north of SR-60 and in the eastern portion of the city generally between Cottonwood, Redlands, Cactus, and Moreno Beach.

**Goal LCC-4: Expand the range of housing types in Moreno Valley and ensure a variety of options to suit the needs of people of all ages and income levels.**

**POLICIES**

**LCC.4-1:** Promote a range of residential densities throughout the community to encourage a mix of housing types in varying price ranges and rental rates.

**LCC.4-2:** Promote the development of a greater variety of housing types, including single-family homes on small lots, accessory dwelling units, townhomes, lofts, live-work spaces, and senior and student housing to meet the needs of future demographics and changing family sizes.

**LCC.4-3:** Encourage a mix of for sale and rental housing units in centers and corridors.

**LCC.4-4:** Encourage multi-family developments and live-work units in residential mixed use areas to provide housing options that are affordable for artists, creative entrepreneurs, emerging industries, and home-based business operators.

**LCC.4-5:** Encourage the use of innovative and cost-effective building materials, site design practices and energy and water conservation measures to conserve resources and reduce the cost of residential development.

**LCC.4-6:** Cater to the needs of larger, multi-generational families by both promoting the development of 3 and 4-bedroom homes and by facilitating construction of accessory dwelling units.

**LCC.4-7:** Promote availability of senior and independent assisted living facilities distributed equitably throughout the community to meet the needs of the community's aging population.

**LCC.4-8:** Facilitate opportunities to incorporate innovative design and program features into affordable housing developments, such as on-site health and human services, community gardens, car-sharing, and bike facilities. Support the development of projects that serve homeless and special needs populations.

**LCC.4-9:** Densities in excess of the maximum allowable density for residential projects may be permitted pursuant to California density bonus law.

