



### Rubidoux Village

The Rubidoux Village Policy Area is a significant and identifiable component of the Jurupa Area Plan area and has been targeted to receive specific assistance in terms of redevelopment and public improvements plans. In order to implement the Jurupa Valley Redevelopment Plan (JVRP), the land use policies listed below are established. To further implement the policies, the Rubidoux Village Commercial Zone, a Rubidoux Village Sign Program, and specialized shared parking provisions have been established. In addition, the "Rubidoux Village Design Workbook" has been produced to provide a set of guidelines intended to improve the architectural aesthetics of the downtown Rubidoux area in support of the economic development strategy as outlined in the JVRP.

**Policies:**

JUR 4.1 The Rubidoux Village Policy Area is intended to be redeveloped with a variety of intense compact commercial and service uses appropriate for a community center.



JUR 4.2 The entire Rubidoux Village Policy Area shall be subject to an architectural theme as illustrated in the Rubidoux Village Design Workbook.

JUR 4.3 In an attempt to revitalize the commercial area, infill development of vacant and deteriorated properties and the expansion and improvement of existing businesses shall receive the highest priority.

The concept of the Rubidoux Village Policy Area as a downtown center has been further developed by dividing the area into three distinct planning sub-areas (East Village, Village Center and West Village). Each planning sub-area has been determined to be suitable for specific uses given the intent of the Jurupa Valley Redevelopment Plan. The types of community characteristics that have been used to define the sub-areas are as follows:

- The intensity of development in adjoining areas;
- The nature of the Mission Boulevard landscaping;
- The nature and intensity of traffic flows;
- The availability of alley; and
- The uses and facilities existing in the area.



Refer to the County Land Use Ordinance and the Rubidoux Village Design Workbook for further specific design requirements.



JUR 4.4 All signage within the Rubidoux Village Policy Area shall be subject to the Rubidoux Village Sign Program prepared specifically for the area. The sign program shall be implemented through the County Land Use Ordinance.



- JUR 4.5 Provide special consideration for parking through the establishment of a shared parking program designed specifically for the Rubidoux Village Policy Area as outlined in the County Land Use Ordinance.
- JUR 4.6 Require projects adjacent to residential lots to provide mitigation measures so as to buffer the impacts of the commercial development from the residential uses. These mitigation measures shall include, but not be limited to, landscaping, noise berms, and operation hours.
- JUR 4.7 Permit modification of development standards stated in the design workbook for architectural features when a project applicant can demonstrate that, due to the design of the existing building(s) and/or structure(s), it would be infeasible architecturally or in engineering to incorporate the specific architectural design(s). Modifications shall be subject to the approval of the Director of the County Economic Development Agency, with the concurrence of the Planning Director.

**Mission Boulevard**

Vacant and/or aging buildings along with numerous vacant lots are scattered throughout many of the commercially designated commercial corridors in Jurupa, including those along Mission Boulevard in Glen Avon. This policy area is intended to facilitate optimum development of these infill properties and stimulate economic development of the communities served by Mission Boulevard.

**Policies:**



- JUR 5.1 Adhere to policies found in the Redevelopment Plan for the Jurupa Valley Project Area.
- JUR 5.2 Consider allowing the development of housing on vacant and underutilized nonresidential parcels along the Mission Boulevard corridor.
- JUR 5.3 Provide incentives for lot consolidation and other strategies to promote cohesive, unified planning of development.

**Santa Ana River Corridor**

The Santa Ana River is an integral part of the County’s multipurpose open space system. It includes the Santa Ana River Trail, a national recreation trail designated within this corridor that, if completed, will incorporate 110 miles of trail system from San Bernardino County in the north to Orange County in the south. Beyond that, it is the centerpiece of a massive, 2,650-square mile watershed that involves major portions of three counties. The river drains southwest toward Prado Dam, and serves as a prominent natural buffer between Jurupa and the Cities of Riverside and Norco. Several natural and channelized