

## **Alessandro Boulevard Corridor Implementation Project**

– City of Moreno Valley

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### ***Proposal Summary***

The City of Moreno Valley is proposing to use grant funds to begin implementation of the Alessandro Boulevard Corridor Demonstration Project that was completed by Raimi and Associates for the City of Moreno Valley through a grant from Southern California Association of Governments' Compass Blueprint program. The Alessandro Boulevard Corridor Demonstration Project explored opportunities for mixed use transit-oriented development along Alessandro Boulevard. Alessandro Boulevard is an important regional transportation link for Moreno Valley, tying the Riverside County Regional Medical Center via a rapid bus transit line to the future Moreno Valley/ March Field Metrolink Station, as well as the Civic Center, City of Riverside, Meridian Business Park and future March Life Care.

To assist the City in developing the Alessandro Boulevard area into a vibrant transit corridor, staff is proposing to use grant funds to:

- Create an overlay district for the Alessandro Boulevard corridors to identify areas suited for Mixed Use Districts (MUD1 and MUD2);
- Create requirements for selecting Mixed Use Districts (MUD1 and MUD2) sites;
- Create urban design strategies to intensify land uses;
- Rezone areas along Alessandro Boulevard to Residential 30 (R30) as identified in the draft General Plan Housing Element to broaden the community's housing options and affordability;
- Develop a set of specialized street section standards for the Alessandro Boulevard corridor to enhance transit, pedestrian and biking opportunities (Complete Streets);
- Identify nodes along the Alessandro Boulevard corridor suited for specialized street section standards;
- Create a prototype design for covered bus stops along the Alessandro Boulevard corridor;
- Amend the General Plan as needed to include new standards; and
- Identify next steps for guiding future implementation along the corridor.

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### ***Compass Blueprint Strategy***

In 2001, the Southern California Association of Governments (SCAG) started a regional visioning process that culminated in a strategy for regional growth that would accommodate the coming growth while providing for livability, mobility, prosperity, and sustainability. This strategy, called “Compass Blueprint” promotes a stronger link between region wide transportation and land use planning and encourages creative, forward-thinking and sustainable development solutions that fit local needs and support shared regional values. The strategy is broadly based on the following four key principles, which can be referred to as the “Compass Principles.”

- **Mobility - *Getting where we want to go***
- **Livability - *Creating positive communities***
- **Prosperity - *Long-term health for the region***
- **Sustainability - *Promoting efficient use of natural resources***

The proposed “Alessandro Boulevard Corridor Implementation Project” promotes the Compass Principles by encouraging strategies to integrate transportation and community. This Project will explore opportunities for mixed use transit-oriented development along Alessandro Boulevard, an important regional transportation link for Moreno Valley. The City of Moreno Valley would like to promote the multi-modal use of Alessandro Boulevard as a way to reduce the impacts of transportation on the environment and to provide efficient access to jobs and services.

### ***Alessandro Boulevard Corridor***

The proposed study area includes Alessandro Boulevard from Meridian Parkway east to Nason Street and then south to Cactus Avenue. This route ties the Riverside County Hospital with the future Moreno Valley/ March Field Metrolink Station.

The proposed study area includes the land uses within a half-mile of the Alessandro Boulevard Corridor as well as the boulevard itself. The half-mile measurement was used as it is reasonable distance to expect pedestrians to walk to connect with mass transit. The spatial limits of the half-mile study area end at Cottonwood Avenue in the north and Cactus Avenue in the south.

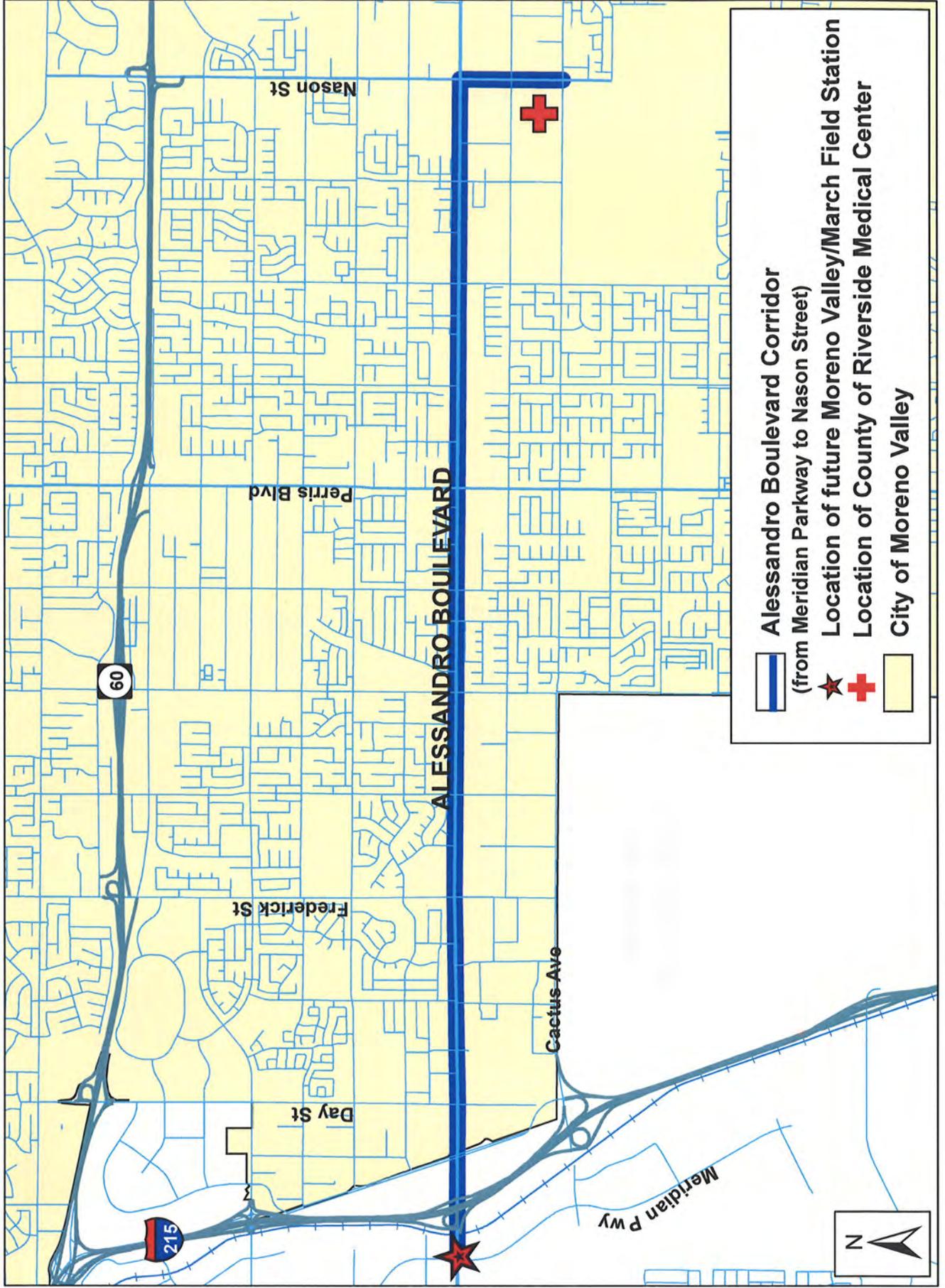
Included with the proposal are three maps:

- 1) Location of Proposed Project - Alessandro Boulevard Corridor
- 2) Land Use within a Half Mile of the Alessandro Boulevard Corridor
- 3) Redevelopment Areas of Moreno Valley - Alessandro Boulevard Corridor

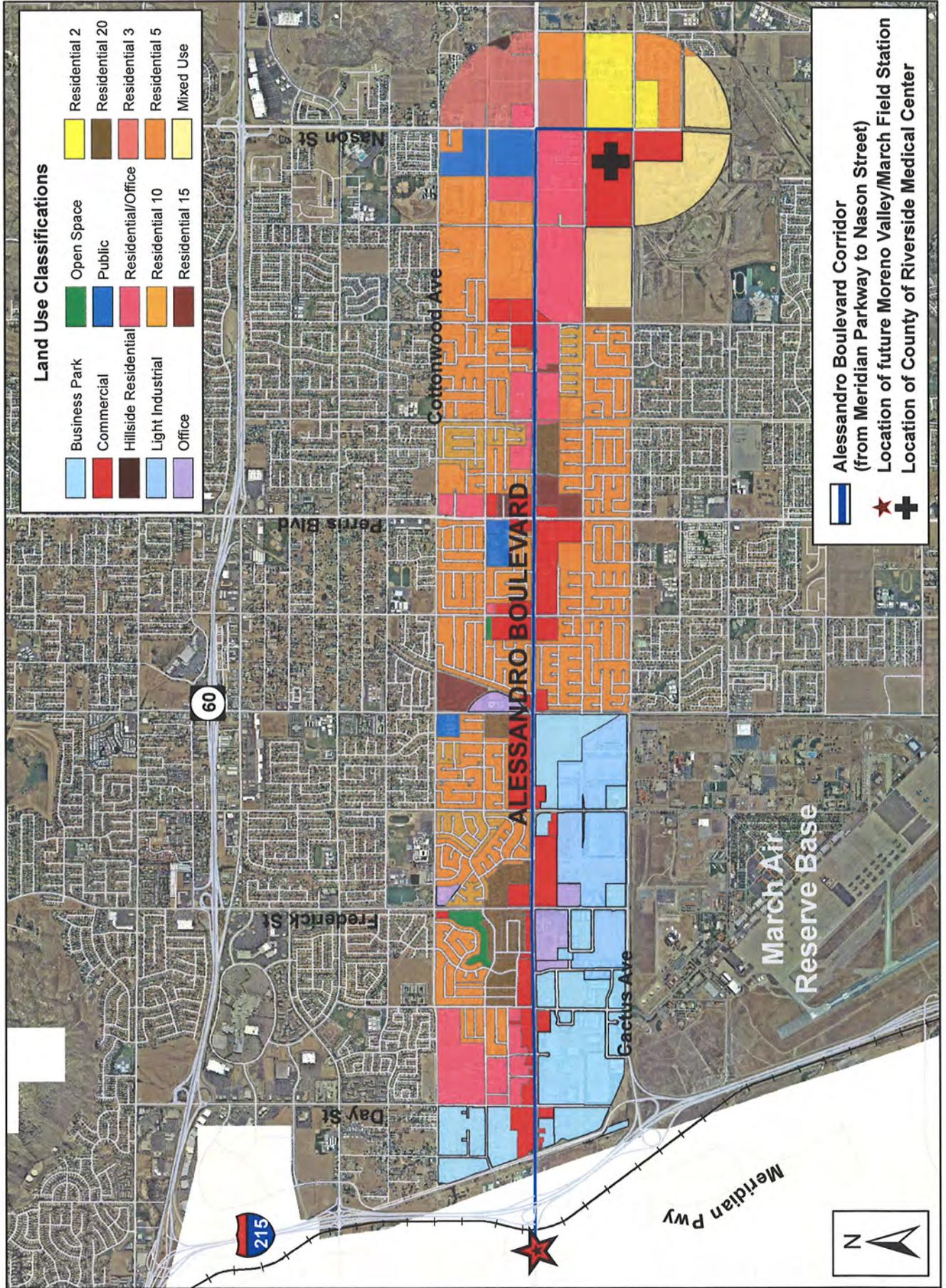
**Project Timeline  
 "Alessandro Boulevard Corridor Implementation Project" – City of Moreno Valley**

<b>High Level Activities/Milestones</b>	<b>Responsible Party</b>	<b>Proposed Start/End Dates</b>
<b>Project Start Up</b>		
Award/Kick-off Meeting	Planning sets up meeting with Transportation and Redevelopment to review approved application and discuss expectations.	Late January 2011 – February 2011
Hire consultants	Transportation Planning/Redevelopment Transportation/Planning Planning	February 2011
a) Traffic Study for R30		
b) Environmental (EIR) for R30		
c) Street Design (cross-section)		
d) Mixed Use Overlay		
Consultant completing reports	Consultants	June 2011
a) Traffic Study for R30		
b) Environmental (EIR) for R30		
c) Street Design (cross-section)		
d) Mixed Use Overlay		
Reviewing Street Design - Staff	Transportation	June 2011
Reviewing Environmental (EIR) - Staff	Planning	July 2011
<b>Land Use Change Elements</b>		
Picking specific sites for R30	Planning	March 2011
Preparing staff report for R30		November 2011
Drafting of the Mixed Use Overlay	Planning	February 2011 – July 2011
<b>Public Meetings/Hearings</b>		
Planning Commission Hearing – R30	Planning	December 2011
Planning Commission Hearing – Mixed Use Overlay		
City Council Hearing – R30	Planning	February 2012
City Council Hearing – Mixed Use Overlay	Planning/Transportation	September 2011
Public Forum – Street Design	Planning	December 2011
Planning Commission Hearing – Street Design	Planning	February 2012
City Council Hearing – Street Design		

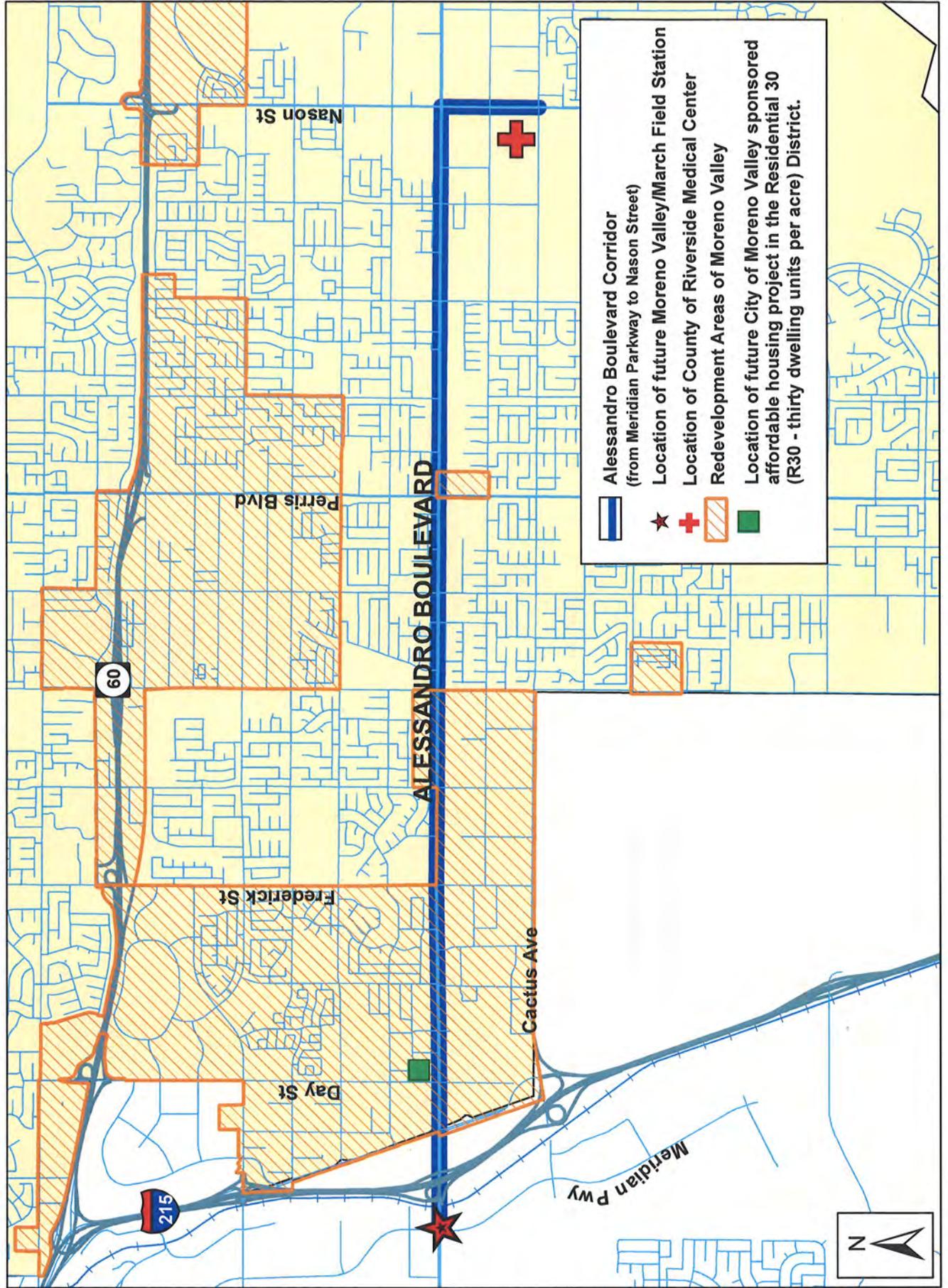
# Location of Proposed Project - Alessandro Boulevard Corridor



# Land Use within a Half Mile of the Alessandro Boulevard Corridor



# Redevelopment Areas of Moreno Valley - Alessandro Boulevard Corridor



-  Alessandro Boulevard Corridor (from Meridian Parkway to Nason Street)
-  Location of future Moreno Valley/March Field Station
-  Location of County of Riverside Medical Center
-  Redevelopment Areas of Moreno Valley
-  Location of future City of Moreno Valley sponsored affordable housing project in the Residential 30 (R30 - thirty dwelling units per acre) District.



## Western Riverside Council of Governments

County of Riverside • City of Banning • City of Beaumont • City of Calimesa • City of Canyon Lake • City of Corona • City of Hemet • City of Lake Elsinore  
City of Menifee • City of Moreno Valley • City of Murrieta • City of Norco • City of Perris • City of Riverside • City of San Jacinto • City of Temecula  
City of Wildomar • Eastern Municipal Water District • Western Municipal Water District

October 13, 2010

Peter Brandenburg  
Southern California Association of Governments (SCAG)  
818 West 7<sup>th</sup> Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017

**RECEIVED**  
OCT 18 2010  
CITY OF MORENO VALLEY

**Subject: Letter in Support of the Demonstration Project Application for Compass  
Blueprint Planning Services for the City of Moreno Valley**

Dear Mr. Brandenburg:

The Western Riverside Council of Governments is pleased to support the City of Moreno Valley in their submittal of a grant proposal to use grant funds to begin implementation of the Alessandro Boulevard Corridor Demonstration Project that was completed through a grant from Southern California Association of Governments' Compass Blueprint Program. The Alessandro Boulevard Corridor Demonstration Project explored opportunities for mixed use transit-oriented development along Alessandro Boulevard.

The proposed Alessandro Boulevard Corridor Implementation Project would direct the City of Moreno Valley in adopting land use plans and integrating strategies in order to transform the corridor into a sustainable and prosperous urban center. The project will include the creation of an overlay district for the Alessandro Boulevard corridors to identify areas suited for Multiple Use Districts (MUD1 and MUD2) and rezoning of areas suitable for high density residential use. It will also identify nodes along the Alessandro Boulevard corridor suited for specialized street section standards and the development of these standards. Lastly, it would amend the General Plan to include new land use and circulation standards.

Again, I am pleased to support the submission of this proposal of the Alessandro Boulevard Corridor Implementation Project application.

If you have any questions, please feel free to contact me at (951) 955-8303 or by e-mail at [bishop@wrcog.ca.us](mailto:bishop@wrcog.ca.us).

Sincerely,

Rick Bishop  
Executive Director

Riverside County Transportation Commission

**RECEIVED**  
OCT 18 2010

CITY OF MORENO VALLEY

October 12, 2010

John Terell  
City of Moreno Valley  
Planning Department  
14177 Frederick Street  
Moreno Valley, CA 92552

Subject: Letter in Support of the Demonstration Project Application for Compass Blueprint Planning Services for the City of Moreno Valley

Dear Mr. Terell:

The Riverside County Transportation Commission (Commission) supports the city of Moreno Valley's submittal of a grant proposal to begin implementation of the Alessandro Boulevard Corridor Demonstration Project as part of the Southern California Association of Governments' Compass Blueprint program.

The proposed Alessandro Boulevard Corridor Demonstration Project will enable the city of Moreno Valley to adopt land use plans and integrate strategies in order to transform the corridor into a sustainable and prosperous urban center. The Commission looks forward to working with the city on this effort to ensure its compatibility and effectiveness with the Commission's plans to extend Metrolink service along the Perris Valley Line and develop a train station at the March Air Reserve Base. The development of new transit service can provide an excellent opportunity for the city to consider General Plan amendments to include new land use and circulation standards that will further the city's efforts to comply with Senate Bill 375 requirements and offer additional housing and employment choices for local residents..

Again, the Commission supports the submission of this proposal, and wishes the city the best of success with the Alessandro Boulevard Corridor Demonstration Project application. Please contact me at (951) 787-7141 if you have any questions.

Sincerely,

Anne Mayer  
Executive Director

# MARCH JOINT POWERS AUTHORITY



October 21, 2010

Mr. Peter Brandenburg  
Southern California Association of Governments  
818 West Seventh Street, 12th Floor  
Los Angeles, CA 90017-3435

**Subject: Letter in Support of the Demonstration Project Application for Compass  
Blueprint Planning Services for the City of Moreno Valley**

Dear Mr. Brandenburg:

The March JPA is pleased to support the City of Moreno Valley in their submittal of a grant application to obtain grant funds to begin the implementation of the Alessandro Boulevard Corridor Demonstration Project that was completed through a previous grant from Southern California Association of Governments' Compass Blueprint program. The Alessandro Boulevard Corridor Demonstration Project explored opportunities for mixed use transit-oriented development along Alessandro Boulevard.

The proposed Alessandro Boulevard Corridor Implementation Project would direct the City of Moreno Valley to adopt land use plans and integrate strategies that will transform the corridor into a sustainable and prosperous urban center. The project will include the creation of an overlay district for the Alessandro Boulevard corridors to identify areas suited for Multiple Use Districts (MUD1 and MUD2) and rezoning of areas suitable for high density residential use. The project will also identify nodes along the Alessandro Boulevard corridor suited for specialized street section standards and the development of these standards. Lastly, the General Plan will be amended to include new land use and circulation standards.

Again, I am pleased to support the submission of this proposal, and I urge your consideration of the Alessandro Boulevard Corridor Implementation Project application.

Sincerely,

Lori M. Stone  
Executive Director