

Industry, Manufacturing, and Logistics

GOAL: PROVIDE JOBS AND IMPROVE THE APPEARANCE OF THE CITY'S WORKPLACES.

Existing industrial development in Riverside is largely outdated and unattractive. Many structures have neared the end of their natural lives and are in a state of deterioration. Unfortunately the degraded quality of some industrial businesses is hampering the rehabilitation opportunities of other neighboring districts and supporting the stereotype of the City as a harbor for dilapidated industrial buildings.

Riverside's industrial users run the gambit, from distribution facilities to heavy manufacturing. Newer users tend to be more aligned with light industrial uses and distribution or assembly facilities. Heavy manufacturing is not likely to

be a good fit for the highly visible sites available for development and is also not in line with the image Riverside's residents would like to cultivate. Recently the City adopted much more stringent design codes and the result is undeniably a significant improvement.

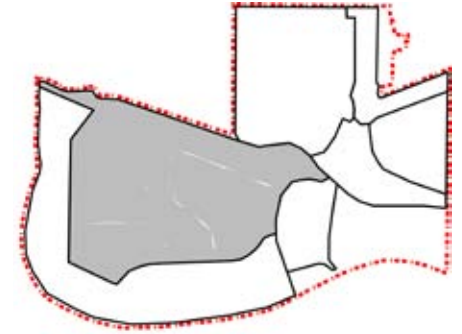
IMPROVE THE VIEW

It is recommended that beautification of the Highway 9 corridor accompany new development. Intensive planting schemes will soften new development and dramatically alter the character of the corridor. When making planting decisions, take into account the elevation of the Highway. It is recommended that a strategy for tree plantings be created and that a tall hardwood species be included in the plan.

QUALITY ENVIRONMENTS

Many new jobs and a variety of new structures will soon be created. These

sites will be an opportunity for the City to demonstrate its insistence on quality development. Creating a quality work environment should be as important to the City as creating quality living environments, and some short-term costs and headaches will likely pay long-term dividends. For example, a quality work environment for light-industrial users on the Horizons ground would include access to the levee trail, a quality streetscape, and a few commercial amenities. Improvements to industrial areas are critically important to improving the image and appearance of the City as a whole. By leading these developments down a path toward higher quality, the overall appearance and possibly even the resulting land values will be positively affected. High quality work environments are also more likely to hold their value.



An intensive planting scheme along Hwy 9 would improve the image of adjacent development.



This self-storage unit in Topeka is a beautiful addition to its neighborhood.



This warehouse in South Carolina is used by a trade school and a variety of local artists.



This strong planted buffer in E.H. Young Park is an excellent barrier to unsightly development.



Incorporating a variety of sustainable building and siting techniques with a higher design requirement dramatically improves the appearance of industrial development.

ECONOMIC IMPACT OF INDUSTRY

It is important to note that industry still plays an important role in the national and local economy and it would be a mistake to try and eliminate this crucial sector from the City's economic portfolio. Furthermore, as noted in Development Strategies findings, industrial demand is by far the most predictable use for Riverside's undeveloped properties. It is the job of the City of Riverside to set the rules for development and to assure that new construction fits in with the long-term plan for the City and with the context of the surrounding area.

Industrial businesses have evolved a good deal and there are many attractive light industrial and even manufacturing facilities all over the country. These facilities provide jobs to residents and, depending on the tax structure, contribute to the City's financial health. It is the opinion of the Master Planning Team that the development sites Riverside has to offer provide enough advantages that the City will be able to insist on quality in its new industrial developments. Given these advantages and the sizeable investment the City placed in Horizons, it is important that the area lives up to its potential. This means weighing quality and price for every offer on City owned ground. Because this is an investment, make sure the outcome is exactly what is desired.

MAKING INDUSTRY SUSTAINABLE

Flexibility is important to the long-term success of any industrial area. Markets change and the ability to maintain a high degree of flexibility keeps a site viable. This means that developers should be evaluated for their ability to adapt and for their interest in building the overall community.



This structure is the only industrial building built to meet Riverside's new design guidelines.



Current development in Horizons is not up to desirable design standards.



SQUARE FT. PER PERSON



This graphic shows the amount of industrial development per person in Riverside vs. the Kansas City metropolitan area. It will take much diligence to ensure development improves the quality of Riverside.