



## Perris News

Contact: Joe Vargo, Perris Public Information Officer  
Phone: 951-956-2120  
[jvargo@cityofperris.org](mailto:jvargo@cityofperris.org)

### D Street Promenade Kick-off



City elected officials and other dignitaries at the ceremonial ground-breaking.

The goal is in sight.

The final phase of the D Street Promenade Improvement Program kicks off August 6 with a ground-breaking ceremony at City Hall.

Perris municipal officials and staff will join with CalTrans, the Riverside County Transportation Commission, Economic Development Agency and Burlington Northern and Santa Fe Railway representatives as work gets under way to widen the intersection of D Street and San Jacinto Avenue, bringing it up to Perris General Plan guidelines.

The ceremony took place at 10 a.m. in front of the City Hall campus at 101 North D Street.

Officially known as the "Perris Gateway Project," the \$1.5 million final installment of the D Street Promenade Improvement Program includes decorative painting, lighting, landscaping and monument signs. The Gateway Project also includes the construction of a streetscape between San Jacinto and First Street, traffic signals at that intersection and new railway crossing arms on San Jacinto.



Mayor Pro-Tem Mark Yarbrough, Councilman Al Landers and Perris Valley Chamber of Commerce CEO Shelly Yarbrough salute during the Pledge of Allegiance at the ground-breaking ceremony for the Perris Gateway Project.



Mayor Pro-Tem Yarbrough addresses the crowd: "Our strength lies in our ability to make partnerships."

Construction on the project is expected to take about six months.

With the completion of the Perris Gateway, the City will have completed improvements to 3,200-feet of D Street from the Interstate 215 off-ramp south to Fourth Street, a project that began five years ago and cost about \$4.15 million. Those improvements include landscaping, pavers, roadway paving, benches, decorative street signs and new traffic signals.

All the upgrades support a myriad of small businesses home to historic D Street, including mom-and-pop markets, restaurants, a hair salon and candy store.

Mayor Daryl Busch said the City is proud to continue renovating D Street, even in the face of a deep recession.

The renovations come just after the City's historic Depot building reopened to the public and while renovations are under way at the Bank of Perris Building. Future plans call for a Metrolink station on C Street. The City has begun a façade improvement program to further restore the appearance of D Street as it looked a century ago.

Work will begin later this year on the renovations of the Fourth Street interchange with Interstate 215, which will make for easier access to Downtown Perris. Longer-range plans call for improvement and further building renovations on D Street south of Fourth Street.

"This is not the ending, it is another step in our efforts to make our City a better place to live," Busch said. "This project will enhance the image of our City as a place that is proud of its heritage but that continues to grow. We are doing what we need to do to make our City better. This is one more step in our journey forward."

Longtime City Councilman Al Landers said Perris leaders recognized the importance of redeveloping the D Street corridor a decade ago and have steadfastly stayed the course through good and bad times. He said the City Council followed a simple plan: make it safe, make it presentable, make Perris proud.

"We have continually maintained our commitment to revitalizing the entire Downtown Area and I think it has shown."

Landers said. "When we began this project, the area definitely needed some tender loving care. And as I drive through it today, it is clear that the City has delivered a lot of that care. I am proud to drive down D Street today." Mayor Pro-Tem Mark Yarbrough said he can't wait for the latest project to get finished.

"It is critical for our commercial and industrial development," Yarbrough said. "It is a gateway to our City and probably the closest thing we have to a Main Street. I am very excited for work to get under way." Yarbrough said that the improvements will reflect positively on the City Hall campus.

"We have preserved our historic buildings—buildings other cities would pay almost any price to have—while we are developing our future," he said. "Truly, the best is yet to come for Perris."

Funds to pay for D Street improvements have come from federal, state and county funds. About 42 percent of the money came from federal Community Development Block Grants and 45 percent from Riverside County's Measure A, a one-half cent county sales tax measure. The City's Redevelopment Agency contributed 3 percent of the construction costs and the remainder came from a federal Transportation Enhancement grant administered through Caltrans.

"The success of this project is due to the dedication and commitment of the City Council...and the City's ability to form effective partnerships over the years," Morales said. "I would like to ask everyone here to please join man and give yourselves a hand, because the success of this project truly rests with each one of you."



City Manager Richard Belmudez, Riverside County Sheriff Stan Sniff, Mayor Pro-Tem Yarbrough and Councilman Landers discuss the ceremonies at the Perris City Hall Campus.