



DOWNTOWN CORONA REVITALIZATION PLAN ADOPTION

September 21, 2022

Agenda

01

**Process & Plan
Overview**

02

**Action Plan &
Implementation**

03

**Design
Guidelines**

04

**Immediate
Next Steps**

01

Process & Plan Overview



Our Journey



Informational
Website & Digital
Outreach



2,400+ Survey
Responses



Market Research



Community
Workshops with
residents and
businesses



Small Focus Group
Discussions



Updates to City
Council

Goals & Strategies

1

Enhanced Safety

- PD Business District Enhancement Team
- Homeless Solutions Programs
- Business Liaison program
- Environmental design improvements
- Technological infrastructure (e.g., security cameras)

2

Catalyst Projects

- Corona Mall
- Wellness District
- City Park Revitalization
- Historic Civic Center Revitalization
- Property assemblage
- Public/Private Partnership projects

3

Public Infrastructure Improvements

- 6th Street Beautification
- Streets Renewal
- Landscape enhancements
- Replanting trees
- Sidewalk, lighting, & parking improvements
- Façade improvement program

4

Creating a Sense of Place

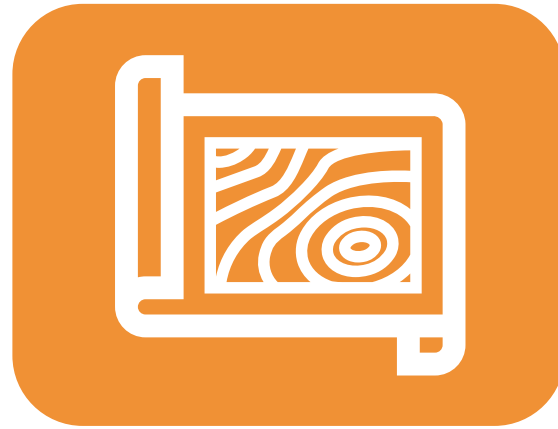
- Signage & wayfinding
- Streetlights
- Thematic sidewalk & street enhancements
- Public art
- Branding
- Public seating areas
- Gathering spaces
- Revised design standards

5

Community Events & Programming

- Night markets
- Festivals/cultural Events
- Outdoor athletic Events
- Live music/ concerts
- Performing arts
- Destination events
- Signature annual events

Economic Tools & Funding Mechanisms



Strategic
Land Use
Policies



Special
Districts



Real Estate
Strategies



Government
Funding &
Financing



Grant Funding
& Other Public
Money

Alignment of Tools & Downtown Goals/Strategies

Economic Development Tools & Financing Mechanisms		Goals & Strategies				
		<i>Enhanced Safety</i>	<i>Catalyst Projects</i>	<i>Public Infrastructure</i>	<i>Sense of Place</i>	<i>Community Events</i>
Strategic Land Use Policies	Development Agreement, Form Based Code	◆	◆		◆	
Special Districts	EIFD, CRIA, CFD, BID, Parking Authority		◆	◆		
Real Estate Strategies	Acquisition, Sale, Performance-based leases, Monetizing Assets		◆	◆	◆	
Government Funding & Financing	Revenue bonds, P3 Structures, Cash Flow Management	◆	◆	◆		◆
Grant Funding & Other Public Money	ARPA, INVEST Act, AHSC [Federal & State Programs]	◆	◆	◆		◆

02

Action Plan & Implementation



Recommendations & Implementation

General Implementation



Catalyst Projects



Enhanced Safety



Sense of Place



Public Infrastructure



Community Events & Programming



Recommendations & Implementation

General Implementation



Tasks	Timeframe
Codify Design Guidelines and amend Downtown Specific Plan	Short -Term
Create interdepartmental team to implement goals	Short -Term
Develop annual report to monitor KPIs	Short -Term
Conduct a General Fund cash flow model analysis to determine if City can generate additional revenues to fund Downtown community revitalization projects	Short -Term
Track and monitor Downtown real estate market opportunities	Ongoing
Actively promote Downtown opportunities to private sector	Ongoing
Utilize project website (thecoronacircle.com) to engage/inform on DRP progress	Ongoing



Recommendations & Implementation

Catalyst Projects



Catalyst Projects

Timeframe

Identify Downtown infrastructure needs & support catalyst projects that advance vision and goals for the Downtown:

- Corona Mall
- Sixth & Main Streets
- Medical Center
- City Park
- Historic Civic Center

Short-term

Support and guide catalyst projects through evaluation of feasibility of financing tools/mechanisms (EIFD, BID, CFD, grants, others) that can fund public infrastructure

Medium-Term

Engage with small business owners to establish a hub in Downtown for local entrepreneurship (e.g., food/culinary experiences)

Ongoing



Recommendations & Implementation

Enhanced Safety



Enhanced Safety	Timeframe
Identify public infrastructure improvements to address safety concerns	Short-Term
Identify and install streetscape and mobility improvements as part of the DRP Design Guidelines to encourage increased pedestrian activity and address pedestrian safety issues	Medium-Term
Continue the PD Business District Enhancement Team	Ongoing
Promote and utilize the City’s Business Liaison Program	Ongoing
Coordinate with the Homeless Solutions Team to address homelessness in Downtown	Ongoing



Recommendations & Implementation

Sense of Place



Sense of Place

Timeframe

Develop a brand identity for the Downtown & create a brand leadership team [community engagement/strategic partnerships will be important elements for success]

Medium-Term

Identify and implement comprehensive and cohesive improvements/enhancements that reinforce brand identity

Long-Term

Encourage and establish Downtown as a cultural/art hub by promoting its history, culture, and historic preservation

Long-Term

Grow social media engagement channels as well as marketing/trade publications to promote the Downtown

Long-Term

Establish partnerships and leverage cross promotional opportunities between City and local stakeholders to promote and reinforce Downtown brand/identity

Long-Term



Recommendations & Implementation

Public Infrastructure

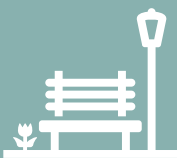


Public Infrastructure	Timeframe
Consider strategic partnerships with RCTC, CalTrans, SCAG and/or others to improve transportation related infrastructure	Medium-Term
Develop matrix of key catalytic public infrastructure improvements & enhancements needs (utilities, parking, lighting, sidewalks and streets upgrades, etc.) in Downtown	Medium-Term
Perform parking demand analysis to evaluate future parking & infrastructure needs	Medium-Term
Implement 6th Street Beautification Project in conjunction with catalyst projects	Medium-Term
Explore/evaluate tools that would help monitor utilization/impacts from streetscape/connectivity changes/improvements (e.g., dedicated bus lanes, bike lanes, etc.)	Medium-Term



Recommendations & Implementation

Public Infrastructure – cont’d.



Public Infrastructure

Timeframe

Evaluate opportunities for micro-transit and other transit improvements to enhance connectivity

Long-Term

Identify opportunities for expanded/enhanced internet access that may utilize technological public infrastructure/ right-of-way (fiber networks, public Wi-Fi, etc.)

Long-Term

Explore/evaluate additional local, state, federal incentives/programs/funding to assist existing and future businesses in Downtown (e.g., business grants, building grants, façade improvement grants/programs, etc.)

Ongoing

Review/evaluate public infrastructure needs in context of primary catalytic projects to better prioritized identified financing mechanisms/tools and process/sequencing of implementation and instalment of specific improvements

Ongoing



Recommendations & Implementation

Community Events & Programming



Community Events & Programming

Timeframe

Prioritize community events that can better activate Downtown core and adjacent areas

Medium-Term

Support investment to facilitate entertainment uses within catalytic projects and determine appropriate financing mechanisms

Medium-Term

Invest in public amenities (programmed public open space/gathering areas) as anchors to drive economic activity

Ongoing



03

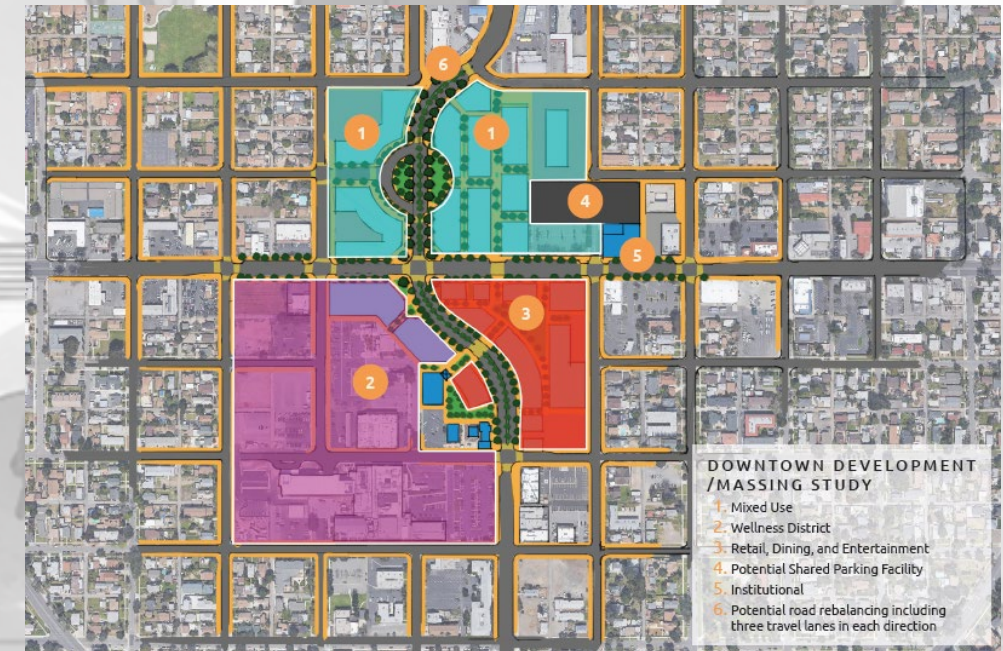
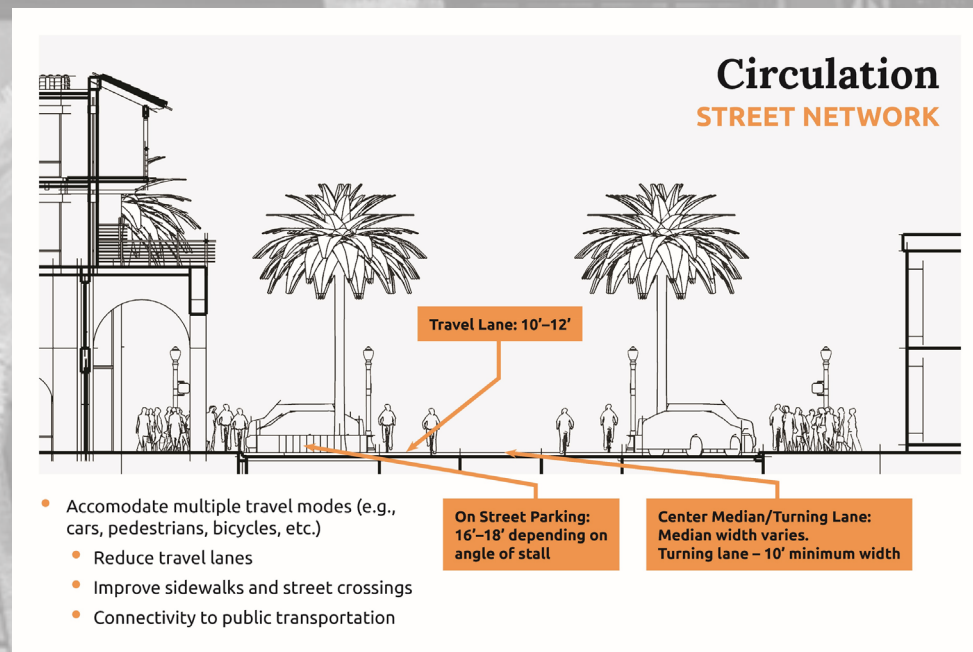
Design Guidelines

A Guide to Placemaking in Downtown
Corona

Design Guidelines



Design Guidelines



Introduction

Circulation

Design
Guidelines

Built
Environment

Public Space

Design Guidelines Codification

Identification of proposed changes to Specific Plan and General Plan



Presentation of Specific Plan and General Plan Amendments to Planning Commission for Approval



Presentation of Specific Plan and General Plan Amendments to City Council for Adoption

04 Immediate Next Steps



Immediate Next Steps

Advance Corona Mall Revitalization

- South Mall parking lot reconstruction
- Coordination with LAB on new tenants

**Summer 2022 -
Summer 2023**

Codify Design Guidelines

- Coordinate with Planning
- Secure Planning consultant
- Amend Downtown Specific Plan

**Fall 2022 -
Summer 2023**

Advance Infrastructure Enhancements

- Sixth Street beautification
- Utility upgrades
- Secure additional grants for infrastructure/transit
- Commercial façade improvement program

**Winter 2023 -
Fall 2024**

Questions?

Contact Us



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