

City of Corona

*400 S. Vicentia Ave.
Corona, CA 92882*

Committee of the Whole Meeting Final Agenda

Wednesday, January 12, 2022

Council Board Room 4:00 PM



**CITY COUNCIL/SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF
CORONA/CORONA PUBLIC FINANCING AUTHORITY/CORONA UTILITY
AUTHORITY/CORONA HOUSING AUTHORITY MEETING**

**Wes Speake, Mayor
Tony Daddario, Vice Mayor
Jacque Casillas, Council Member
Tom Richins, Council Member
Jim Steiner, Council Member**

PLEDGE OF ALLEGIANCE**CONVENE OPEN SESSION****COMMUNICATIONS FROM THE PUBLIC****AGENDA ITEMS**

1. **REPORT** - [Update of Sales Tax Information by HdL Companies.](#)

That the Committee of the Whole receive and file the update.

2. **REPORT** - [Community Wildland Protection Plan \(CWPP\) Completion.](#)

That the Committee of the Whole will receive and file.

3. **REPORT** - [Utility Box Art Program.](#)

That the Committee of the Whole provide direction on the development of a Utility Box Art Program for the City of Corona.

4. **REPORT** - [City Street Lighting.](#)

That the Committee of the Whole provide direction and feedback on the the city's Street Lighting Request process and an update on the Historical Lights on 11th Street.

5. **REPORT** - [Consideration of Civic Center Fountain and Sign Renovation.](#)

That the Committee of the Whole provide feedback on the renovation of the Historic Civic Center fountain and sign.

ADJOURNMENT

Agendas for all regular City meetings are posted at least 72 hours prior to the meeting in the entryway at City Hall. Written communications from the public for agendas must be submitted to the City Clerk's Office prior to the respective meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the ADA Coordinator at (951) 736-2235. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Sales Tax Update

3rd Quarter 2021

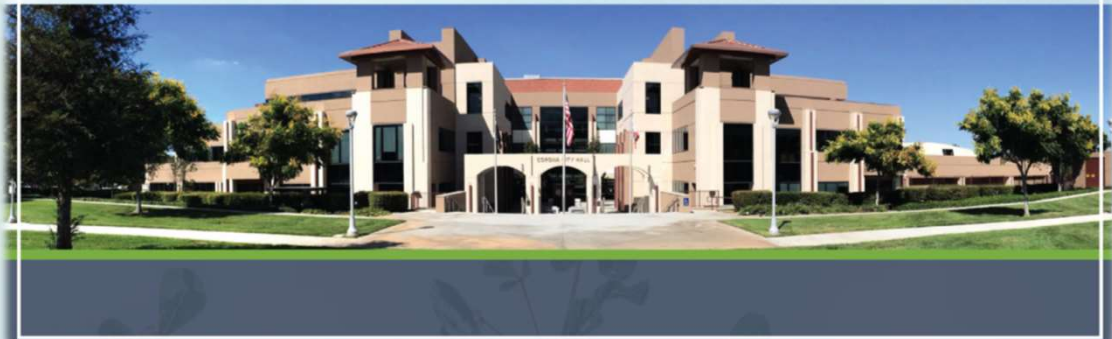
(July-September 2021 Results)

City of Corona
Committee of the Whole Meeting
January 12, 2022

HdL[®] Companies



City of Corona, CA

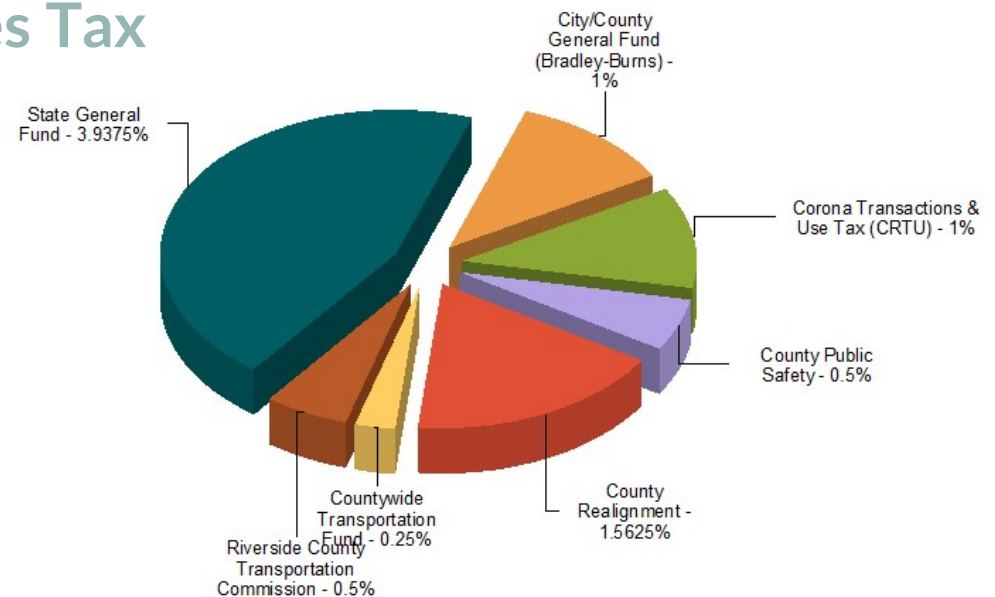




Corona Measure X

Voter-Approved 1% Add-on Sales Tax

- Also known as: “District Tax, or Transactions and Use Tax”
- Went into effect July 1, 2021 (first quarter with results!)
- In addition to the City’s 1% Bradley-Burns (local share) sales tax (total Corona tax rate is 8.75%)





Corona Measure X

Major Difference between Bradley-Burns and Add-on Sales Tax

Bradley-Burns 1% sales tax

Generally allocated to the jurisdiction where the sale is negotiated, or the order is taken

(or a California fulfillment center location from where the goods ship, if the order is taken outside of the State, but then shipped from within California)

Measure X

Allocated to the district where the goods are delivered or placed into use



District (*Transaction*) Tax vs. Sales Tax

District Taxes follow the merchandise. Generally...

- Distributed to the district (city) where the goods are delivered (and presumably used)
- Local merchants shipping products out of district do not generate transaction tax

EXAMPLE:

SALES TAX

Allocated to city
where the dealership
is located.



DISTRICT TAX

Allocated to
city where the
vehicle is registered.



Measure X vs. Bradley-Burns Results

3rd Quarter 2021 Adjusted

Major Industry Group	Bradley-		Measure X	Ratio
	Burns			
General Consumer Goods	\$ 1,873,883	\$	2,451,748	130.8%
Autos and Transportation	1,523,968		1,882,384	123.5%
Business and Industry	1,548,083		1,511,755	97.7%
Building and Construction	3,291,969		989,364	30.1%
Restaurants and Hotels	995,120		944,399	94.9%
Fuel and Service Stations	1,144,575		712,589	62.3%
Food and Drugs	328,591		327,943	99.8%
Transfers & Unidentified	538		60,286	11205.6%
State and County Pools	1,939,112		-	
TOTAL	\$ 12,645,839	\$	8,880,468	70.2%

versus September 2019 estimate of 70.0%



Measure X vs. Bradley-Burns

25 Largest Taxpayers in Alphabetical Order (3Q21 Adjusted)

Bradley-Burns Sales Tax

Agile Sourcing Partners	Ganahl Lumber Company
All American Asphalt	Home Depot
American Electric Supply	Larry H Miller Toyota Corona
Arco Am PM	Robertsons Ready Mix-Contractors
CardinaleWay Hyundai	Robertsons Ready Mix-Heavy Industrial
Chevron	Ross
Circle K	Sam's Club w/Fuel
Corona Nissan	Spren Honda Corona
Costco	Target
Culver Newlin	Vulcan Materials
Downs Energy	Walmart Supercenter
Duralum Products	West Coast Copper Supply
Elite Roofing Supply	

Measure X District Tax

Amazon Com Services	Ganahl Lumber
Amazon MFA	Home Depot
Anixter Bros	Kohls
Best Buy	Larry H Miller Toyota Corona
CardinaleWay Hyundai	Lowes
Carmax	McDonald's
Chevron	Ross
Circle K	Sam's Club w/ Fuel
Costco	Stater Brothers
Dept of Motor Vehicles Allocation	Target
Downs Energy	Tesla Motors
Duralum Products	Vons Fuel
	Walmart Supercenter



Bradley-Burns Regional Report

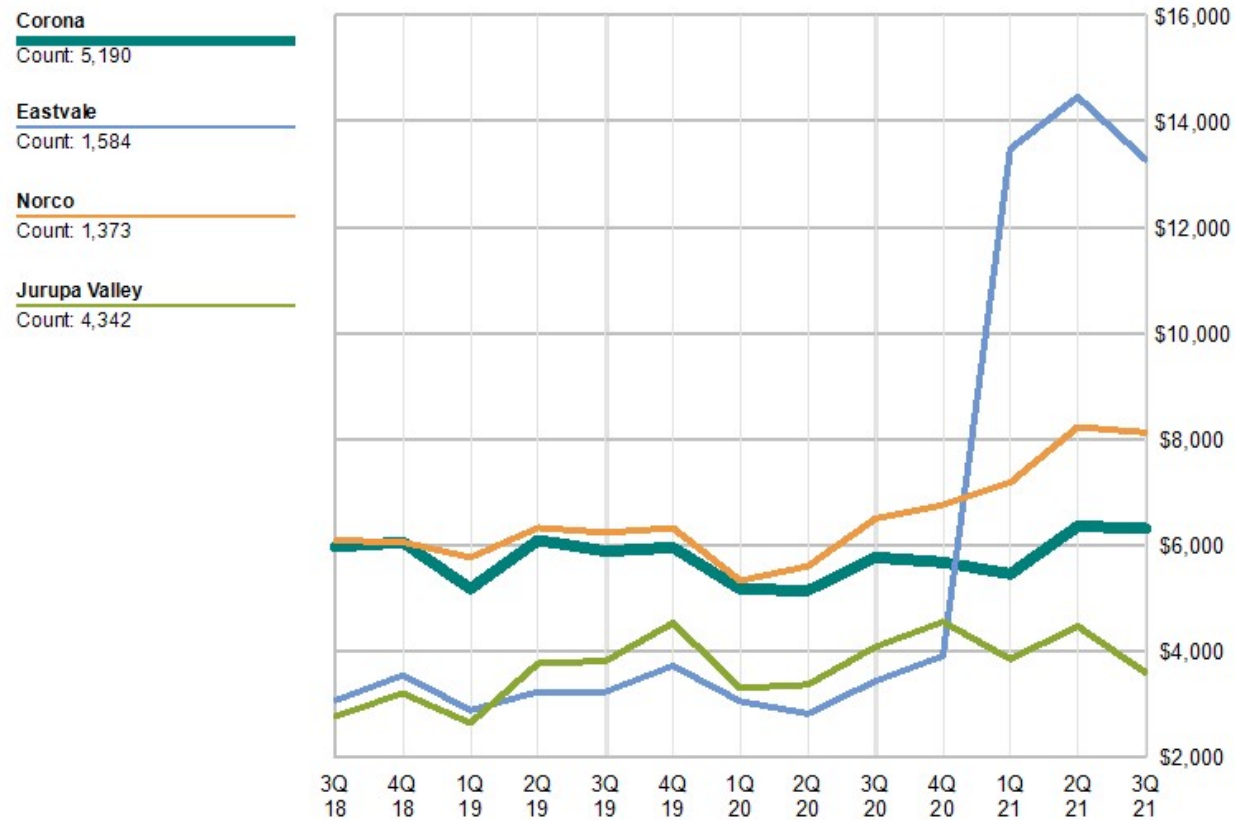
3Q21 Adjusted Sales Tax Growth

Region	3Q21 vs 3Q20 % Change
Corona	+6.6%
Riverside County	+24.6%
Southern California	+19.8%
California	+18.2%



City Comparison

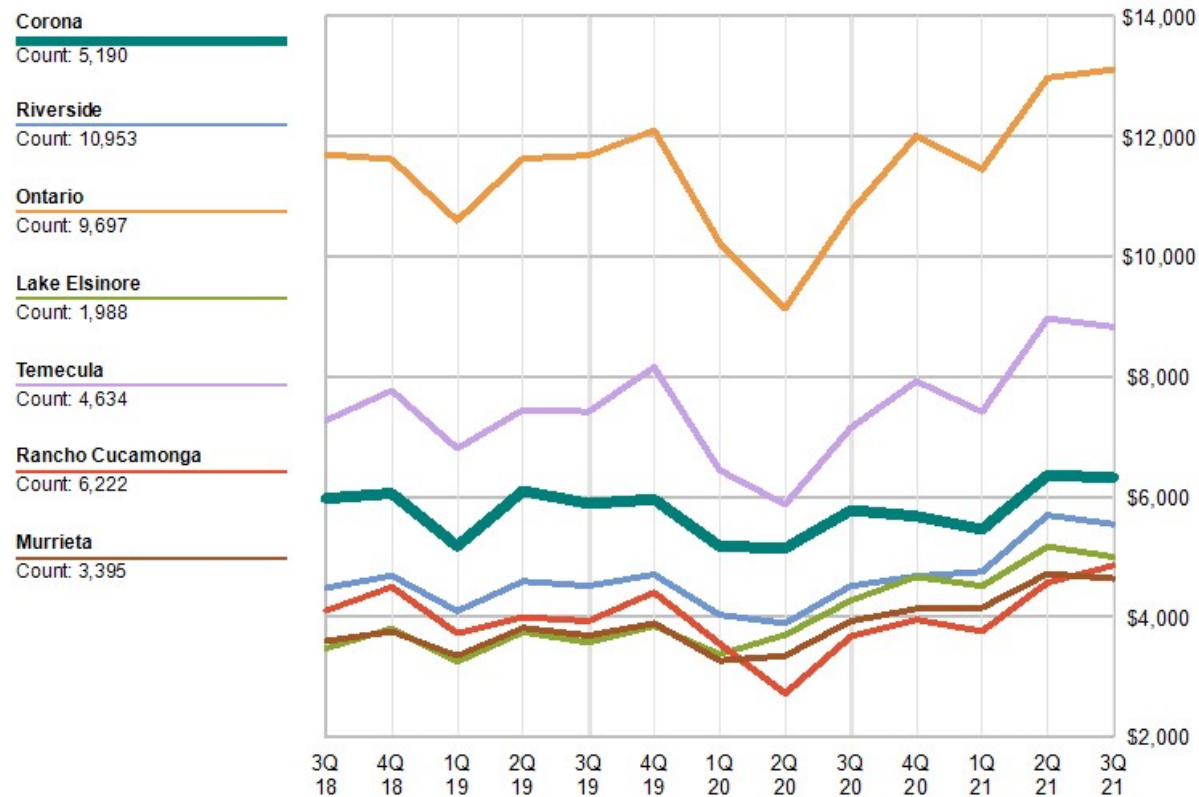
Per Capita Adjusted Sales Tax Graph





City Comparison

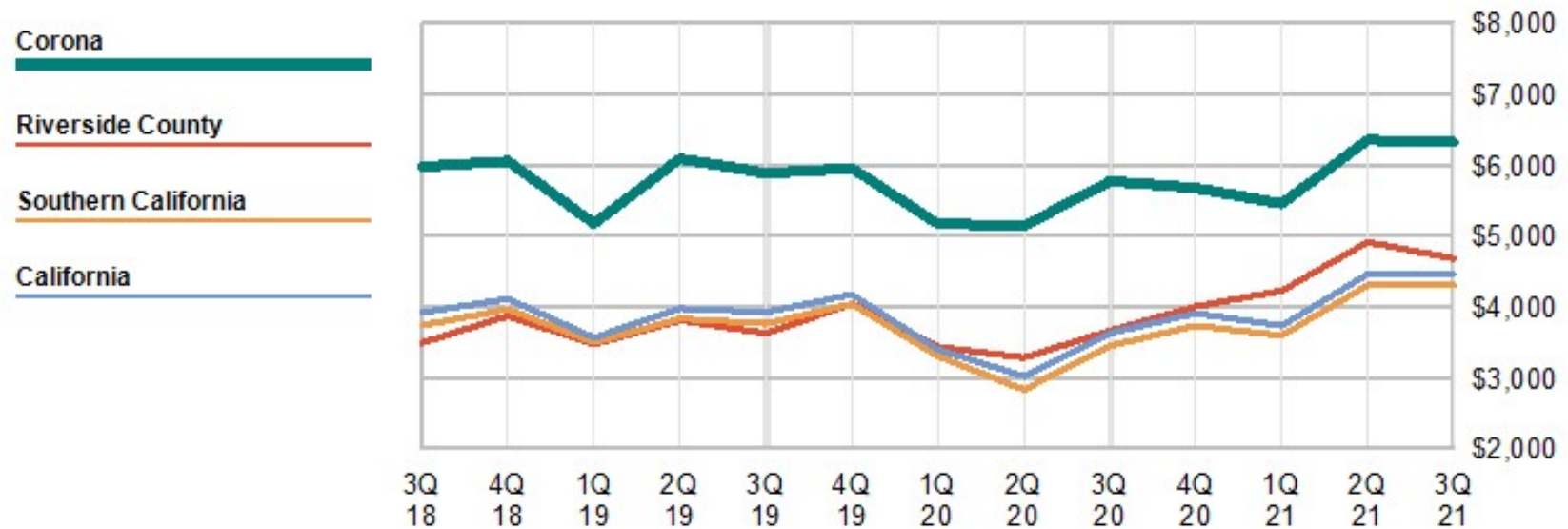
Per Capita Adjusted Sales Tax Graph





Regional Comparison

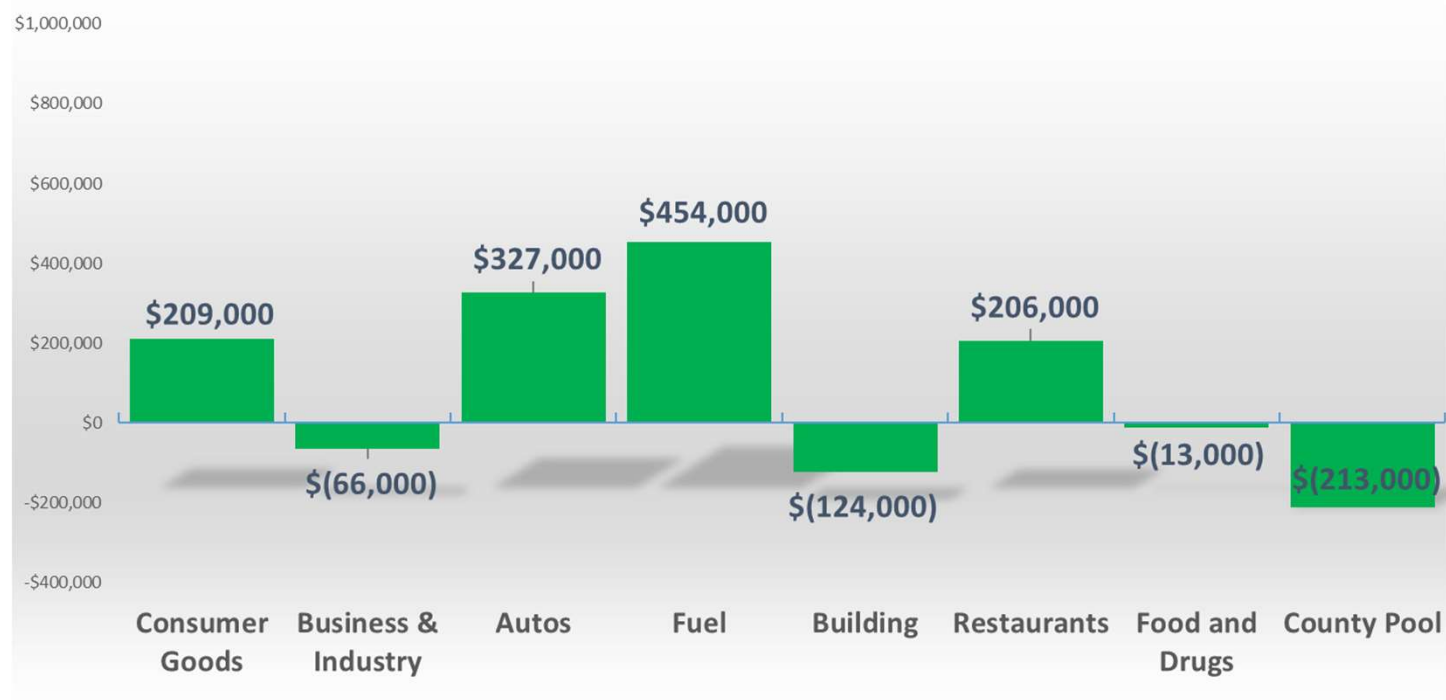
Per Capita Adjusted Sales Tax Graph





Corona Major Industry Group Performance

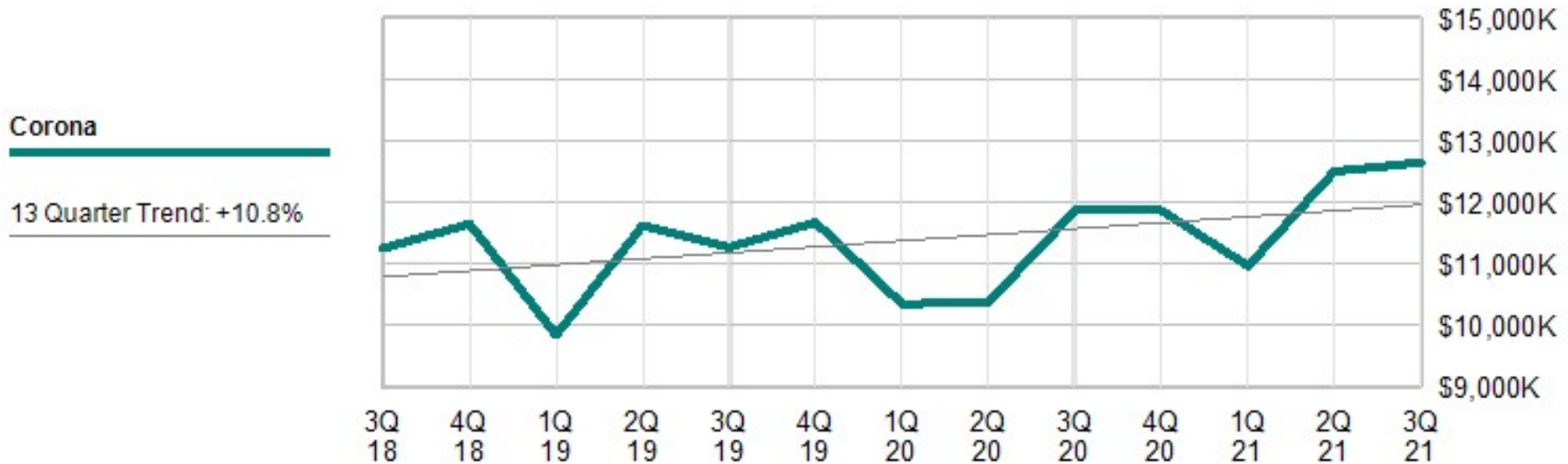
3Q21 Change in Adjusted Sales Tax by Category (vs 3Q20)





Corona Long-Term Sales Tax Trend

Adjusted Point-of-Sale Receipts: 13-quarter trend: +10.8%



CITY OF CORONA

SALES TAX UPDATE

3Q 2021 (JULY - SEPTEMBER)



CORONA

TOTAL: \$ 12,645,839

6.6%
3Q2021



24.6%
COUNTY

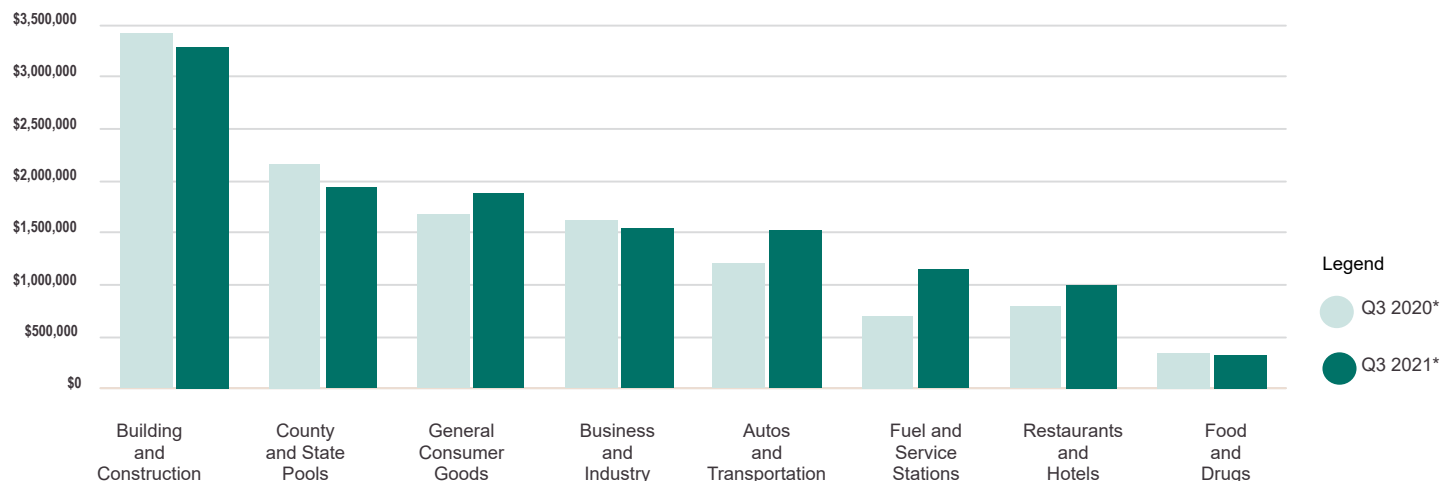


18.2%
STATE



**Allocation aberrations have been adjusted to reflect sales activity*

SALES TAX BY MAJOR BUSINESS GROUP



Measure X

TOTAL: \$8,880,468



CITY OF CORONA HIGHLIGHTS

Corona's receipts from July through September were 5.2% above the third sales period in 2020. Excluding reporting aberrations, actual sales were up 6.6%.

The largest factor in this improvement was a 60% surge in receipts remitted from fuel and service station outlets as the price of gasoline spiked above \$4.50 per gallon. This also boosted the local discount department stores that sell fuel.

Proceeds from new car sales jumped \$233,000 as the average transaction price for a new vehicle hit a record high nationally, boosted by strong demand from the recovering economy coupled with low inventory caused

by supply chain disruptions. Casual dining restaurants also increased 63% as consumers were eager to leave the house and dine-out again.

Corona's voter-approved add-on sales tax, Measure X, generated \$8.9 million in additional revenue in its first quarter of implementation, or 70.2% of the City's local sales tax share amounts previously discussed.

Net of aberrations, taxable sales for all of Riverside County grew 24.6% over the comparable time period; the Southern California region was up 19.8%.



TOP 25 PRODUCERS

Agile Sourcing Partners	Larry H Miller Toyota Corona
All American Asphalt	Robertsons Ready Mix
American Electric Supply	Robertsons Ready Mix
Arco AM PM	Ross
CardinaleWay Hyundai	Sams Club w/ Fuel
Chevron	Spren Honda Corona
Circle K	Target
Corona Nissan	Vulcan Materials
Costco	Walmart Supercenter
Culver Newlin	West Coast Copper Supply
Downs Energy	
Duralum Products	
Elite Roofing Supply	
Ganahl Lumber	
Home Depot	



STATEWIDE RESULTS

Local one cent sales and use tax receipts for sales occurring July through September were 18% higher than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous quarters. These aberrations had been much greater than normal in the last two years as the Governor's Executive Orders allowed businesses to defer some sales tax payments as a supportive measure during the pandemic. This program has now expired, and merchant remittances are more consistent, making cash receipts more reflective of underlying economic activity.

The prior year comparison quarter was the start of the pandemic recovery, and the strong growth enjoyed since continued with the recent results.

Surprisingly, one of the stronger sectors has been restaurants and hotels. Originally forecasted to take an extended amount of time to recover, statewide sales tax generated during the summer months exceeded amounts from pre-pandemic 2019. Even with the availability of indoor and outdoor dining, pent up demand resulted in long wait times to enjoy local culinary experiences. When combined with increasing restaurant tabs as the cost of food and staff wages surge, sales tax remittances are expected to continue growing. Additionally, while the industry awaits the return of foreign tourism in metropolitan areas, strong domestic travel has helped varied regions around the state especially Southern California and the Central Coast.

Receipts from general consumer goods marked a steady recovery, led by apparel retailers, jewelry, electronic/appliance and specialty outlets. Discount department stores, especially those selling gas, helped exemplify the strength of brick-and-mortar

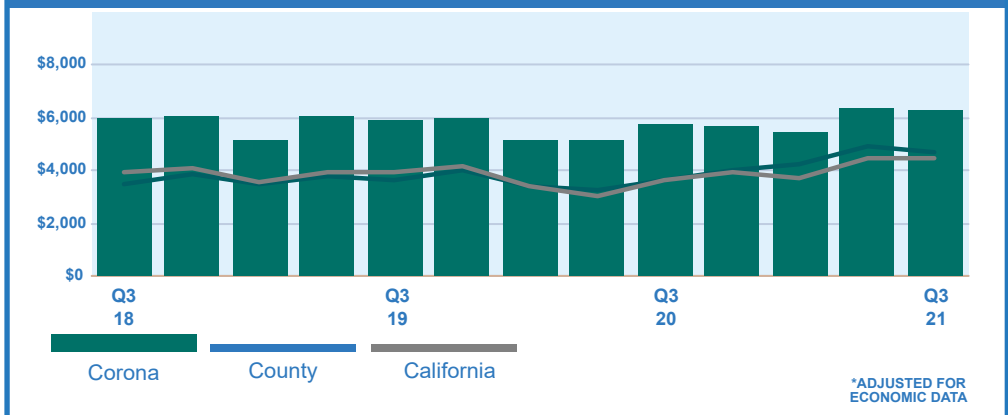
merchants. Gains from the countywide use tax pools however, slowed to 2% compared to the high-water mark last year, which had been boosted by new tax collecting requirements imposed under AB 147 for online retailers. All things considered, when combined with positive economic trends, these are a welcome sign leading up to the holiday shopping period.

Although car dealers had expressed concerns about inventory shortages due to supply chain disruptions and computer chip shortages earlier in the year, the sale of new and used vehicles posted solid gains regardless. Higher property values and good weather contributed to strong building

materials and contractor returns. As commuting workers and travelers returned to the road with increased gas prices, fuel and service stations also experienced a dramatic recovery.

Overall growth is expected to continue through the end of the 2021 calendar year. Possible headwinds into 2022 include: pent up demand for travel and experiences shifting spending away from taxable goods; higher prices for fuel, merchandise and services displacing more of consumer's disposable income; and expected interest rate hikes resulting in more costly financing for automobiles, homes, and consumer loans.

SALES PER CAPITA*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Corona Business Type	Q3 '21*	Change	County Change	HdL State Change
Contractors	2,026.8	-5.2% ↓	6.1% ↑	12.0% ↑
Discount Dept Stores	952.7	13.9% ↑	12.7% ↑	12.7% ↑
New Motor Vehicle Dealers	842.6	38.2% ↑	19.4% ↑	18.7% ↑
Service Stations	813.7	68.1% ↑	54.2% ↑	53.3% ↑
Building Materials	721.4	5.8% ↑	10.5% ↑	5.2% ↑
Plumbing/Electrical Supplies	522.8	-9.1% ↓	10.2% ↑	13.8% ↑
Casual Dining	447.9	63.0% ↑	77.1% ↑	69.1% ↑
Quick-Service Restaurants	430.4	4.2% ↑	9.2% ↑	14.3% ↑
Heavy Industrial	340.1	-1.6% ↓	-11.9% ↓	10.9% ↑
Grocery Stores	217.8	-6.2% ↓	2.4% ↑	-0.2% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars



HdL[®] Companies

CALIFORNIA FORECAST

SALES TAX TRENDS & ECONOMIC DRIVERS

DECEMBER 2021

Delivering Revenue, Insight and Efficiency to Local Government Since 1983

HdL provides relevant information and analyses on the economic forces affecting California's local government agencies. In addition, HdL's Revenue Enhancement and Economic Development Services help clients to maximize revenues.



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Overview: Common economic influences across the following tax generating groups include ongoing COVID pandemic impacts such as supply chain disruptions, manufacturing slowdowns and employment shortages. Further, our forecast incorporates higher labor and raw material costs along with inflationary pressures that drive taxable goods prices upward now and through the next fiscal year.



Autos/Transportation

2021/22 | 2022/23

7.7% | 4.1%

A strong demand dynamic boosted the cost of new cars by 10% and used cars by 26%. Consumers with money traded up, buying more expensive luxury brands. The higher per vehicle amounts more than offset the reported 13% third quarter drop in U.S. manufacturer new vehicle volumes. It is quite a contrast to a 15.6% jump in overall taxable receipts. Available inventory, while still expected to be constrained through 2022, is loosening slightly. Tax revenue from this category should exceed its long-term trend rate of growth in the year ahead.



Building/Construction

5.4% | 0.5%

Lumber prices slumped between late May and August but shot up again in September due to commodity availability issues. Retailers are trying to absorb these costs as contractors are already passing along these surges to project owners. Prices should remain high through mid-2022. Third quarter construction values reported a 14% drop. Fourth quarter permit activity shows office development is picking up while Bay Area construction starts are growing. Prior wildfire damage is being addressed by short-term repairs and recent heavy rains should intensify demand for needed materials. This forecast retains a 2022 flattening of tax generation followed by moderate growth thereafter.



Business/Industry

10.9% | 3.5%

Fulfillment centers heavily influenced third quarter growth through online sales and the continued shift of taxes from countywide pools to agencies with these in-state facilities. Medical/biotech increased by purchases of medical equipment, pharmaceuticals and investment in research and development. Business-to-business witnessed big gains as companies adapted to new ways of doing work. The state still struggles with pandemic-related challenges such as raw material and qualified worker shortages, but new orders and increased production pushed industrial-related receipts higher by 12%. In totality, this group is hitting pre-pandemic tax levels.



Food/Drugs

1.7% | 2.0%

Results from the third quarter noted a modest 1% improvement. Cannabis firms declined slightly. Consumers are increasingly savvy about how to shop for groceries and medicine as many turned to app-based solutions. This trend should continue for the foreseeable future. Investment in digitized solutions, low-cost delivery options and inventory optimization could help merchants try to hold the bottom line, offsetting price pressures brought about by greater employee compensation outlays and markedly greater cost of goods.



Fuel/Service Stations

2021/22 | 2022/23

30.3% | 2.0%

Demand for all fuels is much higher than one year ago. The average price of a gallon of gas reached a record level of \$4.75 per gallon as of November 2021. Diesel and jet fuel rates are reaching peak levels. More people are hitting the road to work, shop and take vacations. HdL is not anticipating a significant negative impact on the future consumption of fuel. As a result of these positive factors, strong, short-term gains are projected over the next three quarters, specifically, 50% in 4Q21, 20% in 1Q22, and 7% in 2Q22 followed by long-term annual escalations of 2%.



General Consumer Goods

11.5% | 1.8%

Retailers throughout California are reporting strong sales figures into the second half of 2021. Concerns related to COVID case rates do not seem to be impacting consumer's ability and willingness to spend at retail establishments. Short-term expectations remain elevated, driven by higher customer charges and solid household fundamentals. The outlook for place-of-sale transactions should be subdued as behavior and technology shift more to e-commerce. Merchandise price points begin to affect demand in 2022. The cost of taxable goods is expected to rise faster than sales. Tax receipts could revert to the conventional growth rates of 1-2%.



Restaurants/Hotels

32.9% | 5.2%

When measured against 2019's same period, 2021 third quarter overall collections rose 0.5%. Increased menu prices, the resumption of inbound international tourists and an uptick in business travel will keep the growth rate high for 2021/22. Recent results from hotels and entertainment venues demonstrate consumer desire to travel and spend more. Quick-service and casual dining establishments are the dominant tax-producing segments, and this won't change anytime soon. Looking ahead, rates of growth will likely vary significantly by region.



State and County Pools

4.6% | 6.5%

2021 year-to-date collections reflected that 42% came from marketplace facilitators and general retailers, another third from business-industry companies and 11% from vehicle acquisitions (primarily private-party sales processed through the DMV). These ratios should not alter much going forward and are inclusive of taxes reallocated to fulfillment centers. Aligned with recent national trends, the rate of e-commerce growth has slowed. Sellers of all kinds have boosted prices to address economic challenges. Forecasts going forward will capture percentage gains that pattern historical trends.

Proposition 172 projections vary from statewide Bradley-Burns calculations due to the state's utilization of differing collection periods in its allocations to counties. HdL forecasts a statewide increase of 12.3% for Fiscal Year 2021/22 and 3.1% for 2022/2023.



2021/22 | 2022/23



U.S. Real GDP Growth

3.0% | 2.0%

The real U.S. GDP growth rate in the 3rd quarter came in at 2.1% (seasonally adjusted annualized). In a normal year, this would be applauded as a solid growth trend. In the wake of the pandemic recession, these metrics have disappointed some economists and analysts – and set off calls to continue, or at least slow the reduction of, various Federal government stimulus programs. These reactions are based on a simplistic vision of what an economic “recovery” is. When considered more fully, it’s clear that not only has the U.S. economy recovered from the effects of the pandemic but looks like it’s becoming dangerously overheated. Beacon believes it is time to withdraw public stimulative efforts to prevent more harm than good to the next economic expansion. After the snap back from the depths of the recession, GDP growth will normalize over the next two years.



CA Residential Building Permits

120,665 | 125,170

As of October 2021, there was 1.8 months’ worth of housing inventory available on the market in California. Inventory refers to the number of months it would take for all the current homes for sale on the market to sell. A healthy housing market usually has approximately six months of inventory. In the year prior to the pandemic, there was more than 3.5 months of housing inventory in the state. The pandemic has exposed and accelerated pre-existing housing supply constraints which can only be solved by more supply or a weaker consumer.



CA Median Existing Home Price

\$662,170 | \$680,881

In the third quarter of 2021, the median home price in California was up 17% compared to one year earlier. With mortgage rates at historic lows, coupled with healthy consumers, limited housing inventories have led to a surge in prices. In the short-term, the only relief from higher home prices could come from higher interest rates. In the longer-term, more supply is the key to relieving upward pressure on prices in the state.



U.S. Unemployment Rate

4.3% | 3.9%

The nation added 210,000 jobs in November as the unemployment rate fell to 4.2%. This figure is elevated compared to pre-pandemic levels but is low by historical standards. The real problem in today’s labor market is the 3-million-person decrease in the U.S. labor force, which has occurred over the last eighteen months. While unemployment typically rises in a downturn, the labor force does not typically decline. The current contraction has been driven primarily by retiring baby boomers. Record job openings indicate that there are ample opportunities for workers, and that labor shortages are the fundamental constraint on employment expansion.



CA Unemployment Rate

6.0% | 5.2%

The elevated unemployment rate is one of the most striking features of California’s recovery. In October 2021, the state’s unemployment rate stood at 7.3%, compared to 4.6% nationally. Prior to the pandemic, the state’s unemployment rate was 4.1%. The difference between the state and the nation is chiefly due to the jobs recovery that has occurred since the depths of the pandemic fallout. Early in the pandemic, some speculated that California’s safeguards against the pandemic, such as constraints on business activity, which were stricter than in other states, accounted for the state’s relatively severe job losses. However, capacity limits and distancing requirements have been removed for months. Currently, labor supply issues are the biggest constraint on employment expansion.



CA Total Nonfarm Employment Growth

-2.1% | -0.5%

While California added jobs at a healthy rate in 2021, as of November 2021, there were 825,800 fewer people employed in the state than in pre-pandemic February 2020. Total nonfarm employment in California has contracted 4.7% since that time compared to a 2.6% drop nationally. The state’s labor force, defined as the population of workers who hold a job plus those looking for work, is still 414,700 workers lower than the pre-pandemic peak. While rising wages should draw workers back into the labor force, challenges including slow housing supply growth and recent constraints on international migration, pose difficulties to labor force expansion in the state.



Scan to view the HdL Consensus Forecast 3Q21 webinar recording.



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California's allocation data trails actual sales activity by three to six months. HdL compensates for the lack of current information by reviewing the latest reports, statistics and perspectives from fifty or more economists, analysts and trade associations to reach a consensus on probable trends for coming quarters. The forecast is used to help project revenues based on statewide formulas and for reference in tailoring sales tax estimates appropriate to each client's specific demographics, tax base and regional trends.

Beacon Economics LLC

310.571.3399 | BeaconEcon.com

Beacon Economics has proven to be one of the most thorough and accurate economic research/analytical forecasting firms in the country. Their evaluation of the key drivers impacting local economies and tax revenues provides additional perspective to HdL's quarterly consensus updates. The collaboration and sharing of information between Beacon and HdL helps both companies enhance the accuracy of the work that they perform for their respective clients.



Community Wildland Protection Plan (CWPP)



Brian Young, Fire Chief

January 12, 2022

15,000 Corona homes in the WUI

Thousands of wildfires strike California every year. It's not a matter of if your home is at risk, but when.



Informational Update: How Corona is handling the Wildland Fire Risk

PHASE 1

Conduct a
Wildland Risk
Assessment



PHASE 2

Complete a
Community
Wildland
Protection
Plan



PHASE 3

Establish a
FireSafe
Council



Wildland Risk Assessment

Started: October 2019

Completed: December 2020



CITY OF CORONA

WILDLAND RISK/HAZARD ASSESSMENT



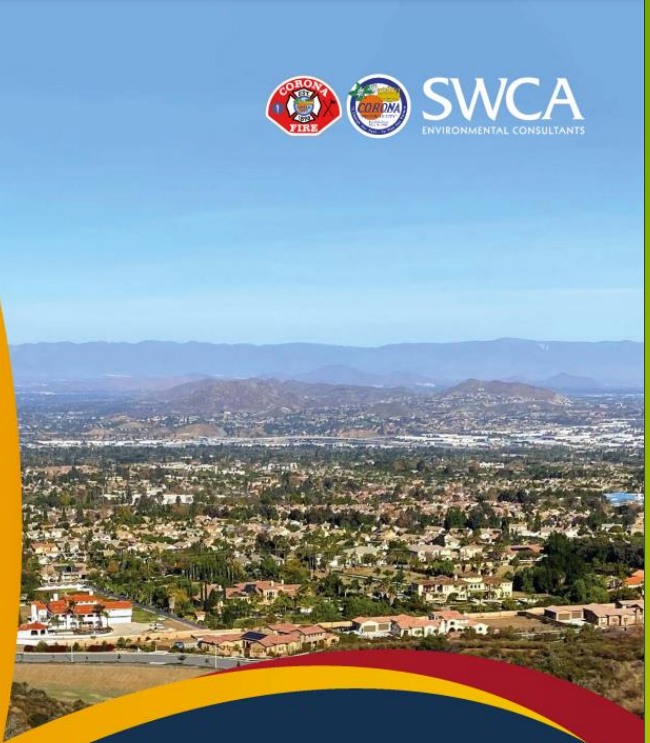
FIRE SAFE CORONA



Community Wildland Protection Plan

Started April 2021

Completed January 2022



2021

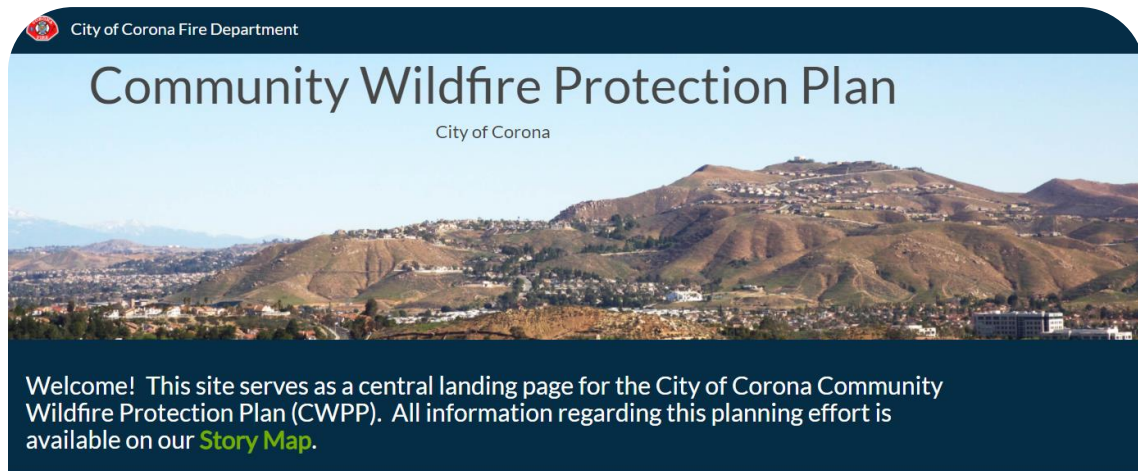
CITY OF CORONA

**Community Wildfire
Protection Plan**



Story Map

The publicly facing story map for the City of Corona CWPP allows you to explore the plan through interactive maps, graphics, and other visual resources.



The story map for the City of Corona CWPP allows you to explore the plan through interactive maps, graphics, and other visual resources.

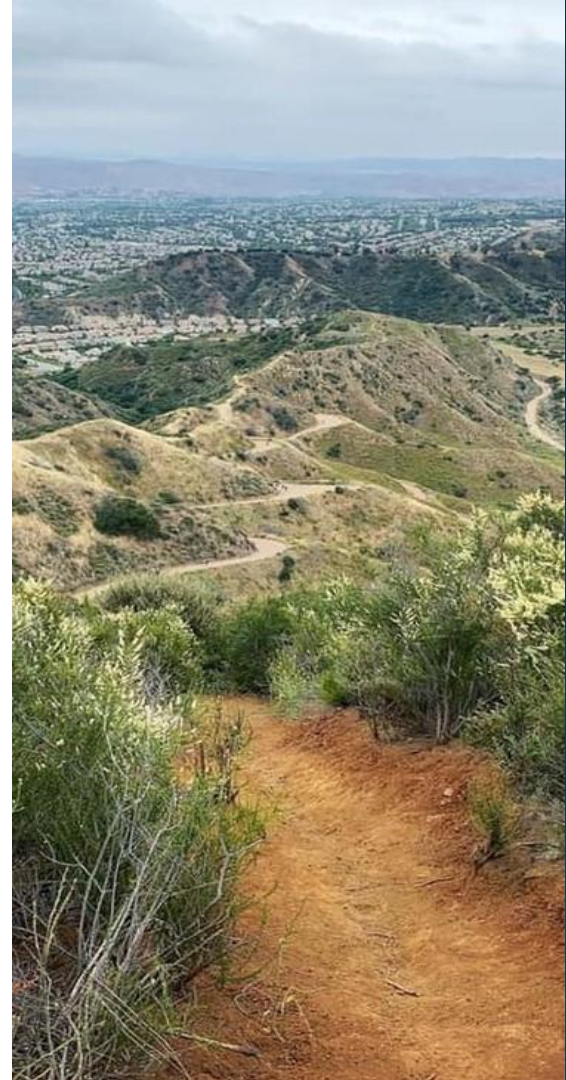
<https://corgis.coronaca.gov/cwpp>



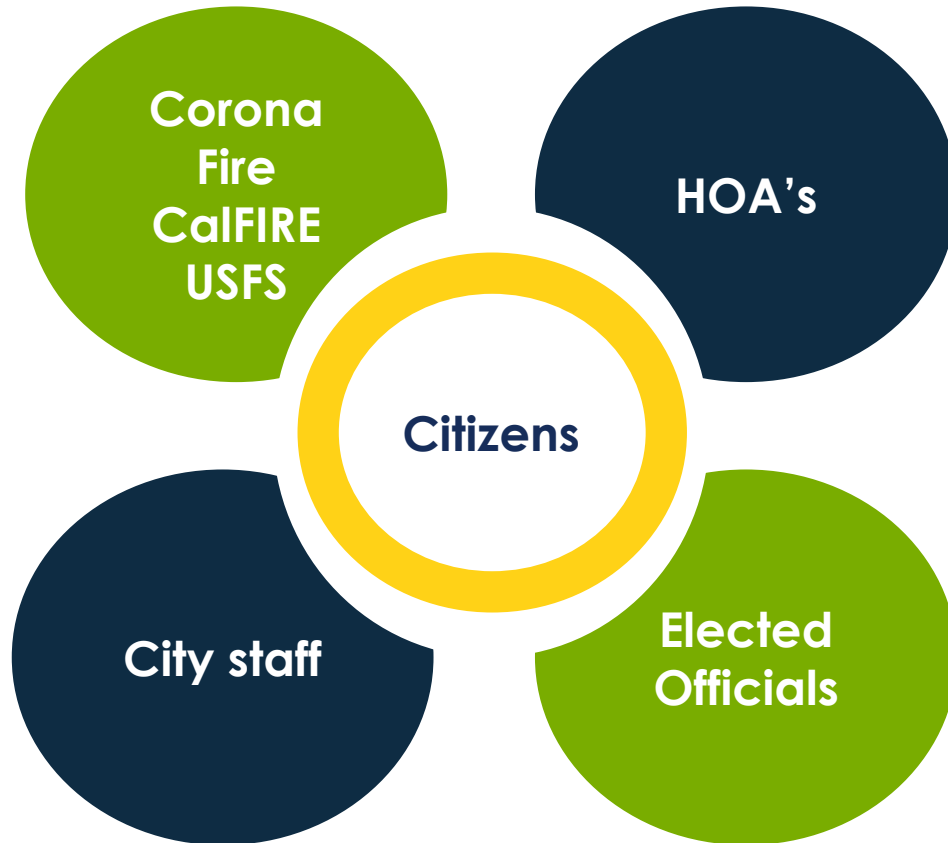
FireSafe Corona

Kick off: Early 2022

Community-based wildfire risk
reduction and resiliency.



FireSafe Corona Stakeholders



Key components and next steps...



Community Risk Assessment

Identifies risks, prioritizes risks and develops strategies and tactics to mitigate risks.



Community Wildfire Protection Plan (CWPP)

Identifies wildfire response, hazard mitigation, community preparedness, and structure protection.



Begin the establishment of FireSafe Corona

Help build the Council's capacity to become a self-sufficient organization

Mitigation Project Priorities

Creation of a list of prioritized initiatives, both structural and nonstructural, to reduce vulnerability to various hazards.

Community Communications Plan

The plan empowers stakeholders to communicate about the spectrum of prevention and mitigation activities.

Grant Programs

FireSafe Corona will learn to seek out, apply for and manage their own grants to fund mitigation and prevention programs.

QUESTIONS?



951-736-2220



firesafecorona@CoronaCA.gov



www.CoronaCA.gov





Utility Box Art Program



Tracy Martin, Project Manager
Public Works Department
Committee of the Whole
January 12, 2022

Ask:

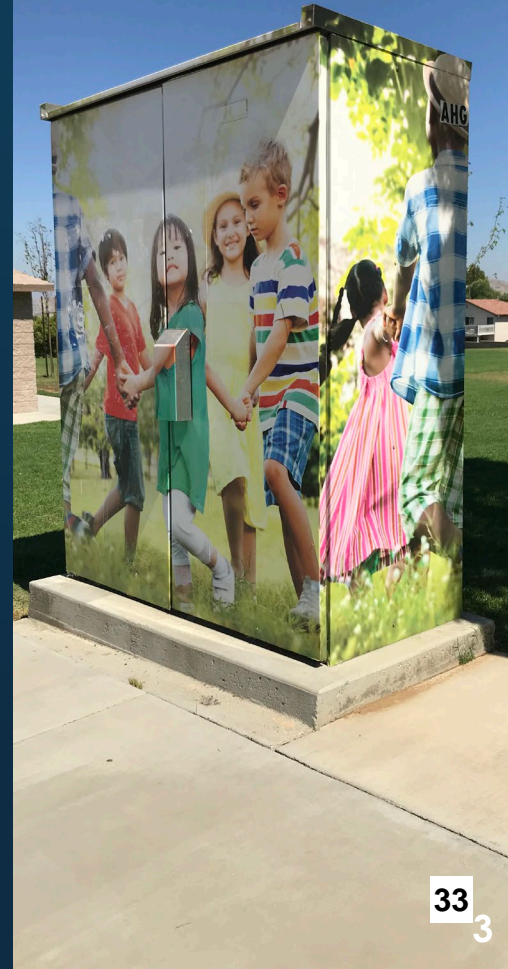


Does the City of Corona want to create a Utility Box Art Program?



Today's Presentation

- Existing wrapped boxes in Corona
- Research on existing programs at other agencies
- Review potential next steps



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

Existing Wrapped Boxes in Corona

Existing Locations

Lincoln/Citron



Rimpau/Sixth

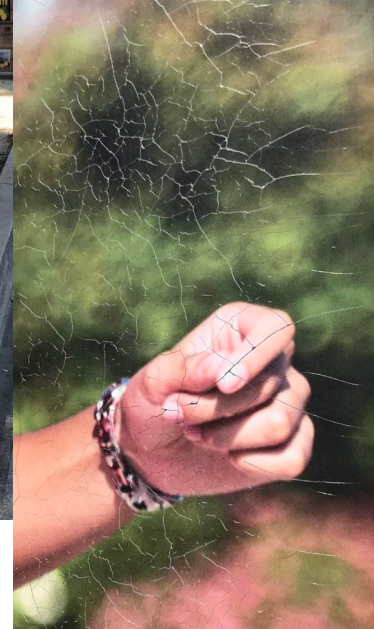


Jameson Park



Existing Locations

- Installed in 2016
- Cost: \$800 - \$3,600, depending on size
- Themes: Corona's citrus history & sports / children
- Some fading, but overall good condition



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

Research on Existing Programs at Other Agencies

Agencies Researched



Types of Media *(All Anti-Graffiti Coated)*

Paint



PROS

- Professional & amateur artists
- Less expensive

CONS

- Liability / insurance
- Safety concerns
- Vandalism/ damage (not easily replaced)
- Longer time to implement

Vinyl Wrap



PROS

- Professional contractors
- Use digitized art
- Quick to implement
- Easily re-installed
- Most common approach

CONS

- More expensive
- Less "hands-on" by the artist

Program Offerings

“Call for Projects”

- Grants or stipends offered to local artists to design artwork
- Funded by:
 - Philanthropic organizations
 - Business sponsorships or donation programs

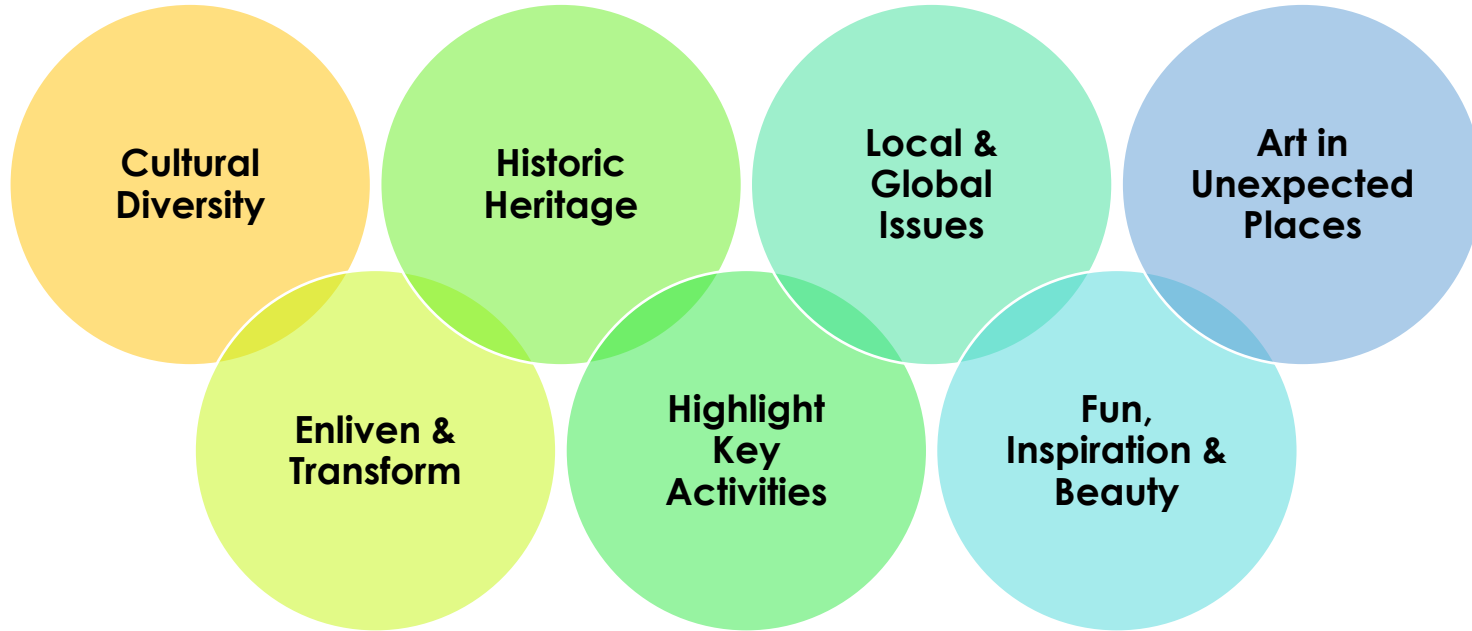
Adopt-A-Box Program

- Businesses can pay for the decoration of a utility box, with their name included (*no advertising allowed*)



Sponsored by Orange Coast College

Variety of Program Content & Purpose



Limitations:

- Appropriate for all ages
- No political or religious themes
- No advertising
- No negative imagery

Locations

Traffic Signal Cabinets

- Main thoroughfares
- Downtown / business
- Intersections
- Pre-approved sites
- Artists scope sites - subject to approval



Summary of Research

Topic	Survey Information
Types of Media	Anti-graffiti coated Paint or vinyl wrap
Program Offerings	Agencies offer grants to artists or an Adopt-A-Box program. Program funding comes from a variety of private sponsorships and donations.
Content & Purpose	Cultural diversity, local history or culture, global & local issue awareness, local flavor & activities
Locations	Traffic signal boxes, main intersections and downtown, limited vs. unlimited locations

Discussion & Potential Next Steps

Ask:



Does the City of Corona want to create a Utility Box Art Program?

PROS

- Beautify the City
- Deter graffiti
- Showcase aspects of the community

Yes

Provide direction on what Corona's program would look like.

CONS

- Potential expense
- Additional staff time/resources

No

No further action needed.



How to Fund the Program?



OPTIONS	PROS	CONS
1. CITY FUNDED	<ul style="list-style-type: none">• Program guaranteed to be implemented as funding is provided	<ul style="list-style-type: none">• City funds may be needed in other areas• No direct opportunity for businesses to participate
2. SPONSORSHIPS	<ul style="list-style-type: none">• No City funds allocated	<ul style="list-style-type: none">• Program depends on generosity of sponsors• No sponsors = no activity
3. SPONSORS + CITY SUBSIDIZED	<ul style="list-style-type: none">• Lessens burden on City funds	<ul style="list-style-type: none">• Program still depends on generosity of sponsors but may encourage more participation

Which option is the preferred PROGRAM FUNDING?



What Media Types are Allowed?



OPTIONS	PROS	CONS
1. PAINT	<ul style="list-style-type: none">• One-of-a-kind piece of art• Opportunity to showcase local artists• Less expensive	<ul style="list-style-type: none">• Cannot be replicated• Safety concerns for artist• Equipment ventilation• Insurance requirements• Time to implement• Increased staff time
2. VINYL WRAP <input checked="" type="checkbox"/> PREFERRED	<ul style="list-style-type: none">• Durable• Professional installation• Can be re-created• Quick implementation• Supports local businesses• Variety – photos or artwork can be digitized	<ul style="list-style-type: none">• More expensive

Which option is the preferred MEDIA?



Who Designs the Artwork?



OPTIONS	PROS	CONS
1. CITY PRE-APPROVES SEVERAL DESIGNS TO BE USED	<ul style="list-style-type: none">• Faster process• Consistency throughout City	<ul style="list-style-type: none">• Limited variety• Potential for duplicate images
2. APPLICANT SUBMITS A DESIGN FOR APPROVAL	<ul style="list-style-type: none">• Allows for community creativity• Program can evolve over time• Allows businesses more incentive to participate	<ul style="list-style-type: none">• Increased staff time for application processing• Must develop program guidelines• Longer implementation period

Which option is preferred for ARTWORK DESIGN?



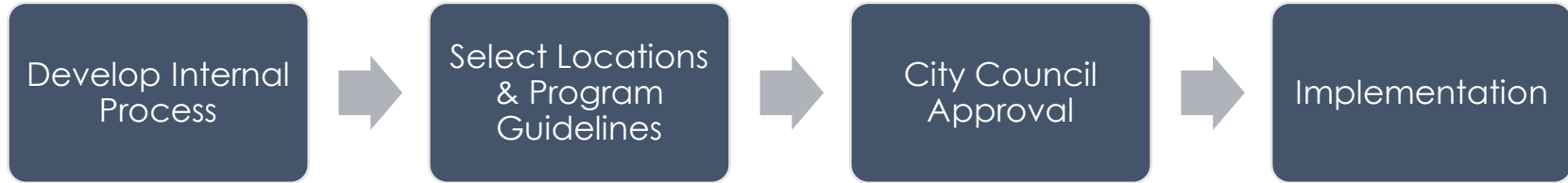
How Many Locations?



OPTIONS	PROS	CONS
1. CITYWIDE – 170 CABINET LOCATIONS	<ul style="list-style-type: none">• All areas of Corona can participate• Consistency throughout the city• May encourage more organizations to participate, i.e. schools, HOAs, etc.	<ul style="list-style-type: none">• More expensive• Costs to fully fund 170 sites:<ul style="list-style-type: none">• \$100,000 for paint• \$700,000 for vinyl wrapping• Long time to fully implement• Some areas may want them, some may not
2. SELECT AREAS – ex., 5 to 10 PER YEAR	<ul style="list-style-type: none">• High impact to smaller area• Fit with specific area's look and feel• Lower cost, depending on funding source• Can restrict to business districts	<ul style="list-style-type: none">• Limited sites may deter potential sponsors if a preferred location is not available• Some areas may want them, some may not

How many LOCATIONS to be included in the program?

Potential Next Steps



QUESTIONS?



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Public Works Department

City Street Lighting

Savat Khamphou, Public Works Director

Ask

City Council Feedback or Direction on the Process of Requesting Street Lights

Agenda

- Street Lighting Systems
- Street Light Types
- Street Light Requests
- Street Light Request Process
- Direction and Feedback
- Update on Decorative Street Lights on 11th Street



Street Lighting Systems



LS-1

No. of Lights: 130 (1%)
Owned by: SCE
Maintained by: SCE
Funded by: Applicant
Type: Wood Pole

LS-2

No. of Lights: 800 (6%)
Owned by: Others
Maintained by: City/Others
Funded by: Applicant
Type: Concrete Pole

LS-3

No. of Lights: 12,000 (93%)
Owned by: City
Maintained by: City
Funded by: City
Type: Concrete/Decorative





Street Lighting Types

- Concrete pole with mast arm and cobra head lights
 - Concrete light pole with cobra head and mast arm.
 - Height is 26' or 32', mast arm length is 6' or 8'.
 - Installed on local, secondary, collector, major, and cul-de-sac streets.
 - Light patterns are directed downward onto the roadway.



Street Lighting Types

➤ Decorative Light Pole

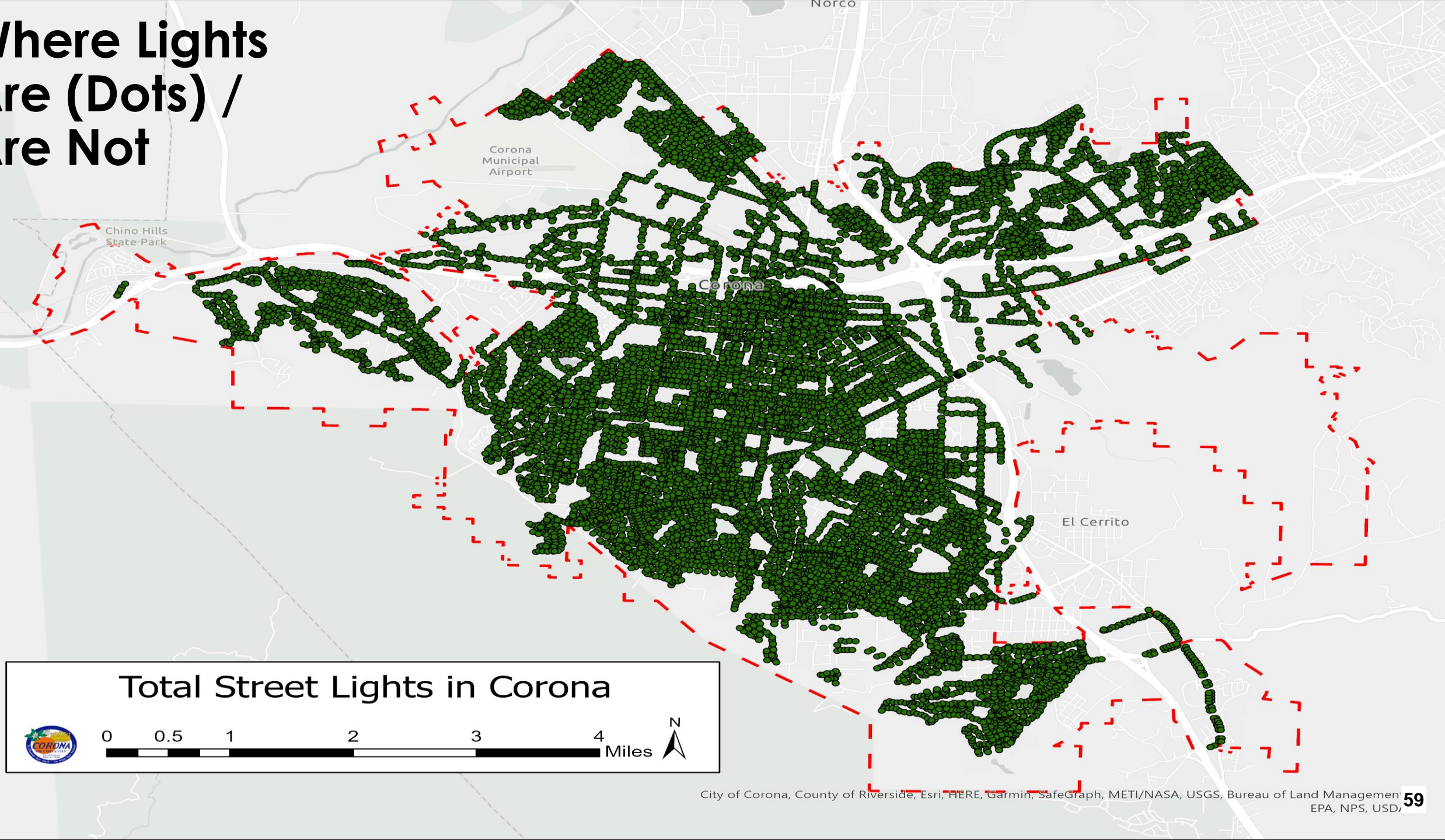
- These decorative post top light poles are typically installed in the historical districts or residential neighborhoods.
- Usually made of concrete, cast iron, or steel.
- Light patterns are cast out and upwards.



Street Lighting Types

- Safety lights at traffic signal intersection
 - Mounted at the top of each traffic signal pole.
 - Light patterns illuminates traffic signal intersections.
 - There are 625 safety lights for 170 traffic signal intersections in Corona

Where Lights Are (Dots) / Are Not



Total Street Lights in Corona



0 0.5 1 2 3 4 Miles



Street Light Requests

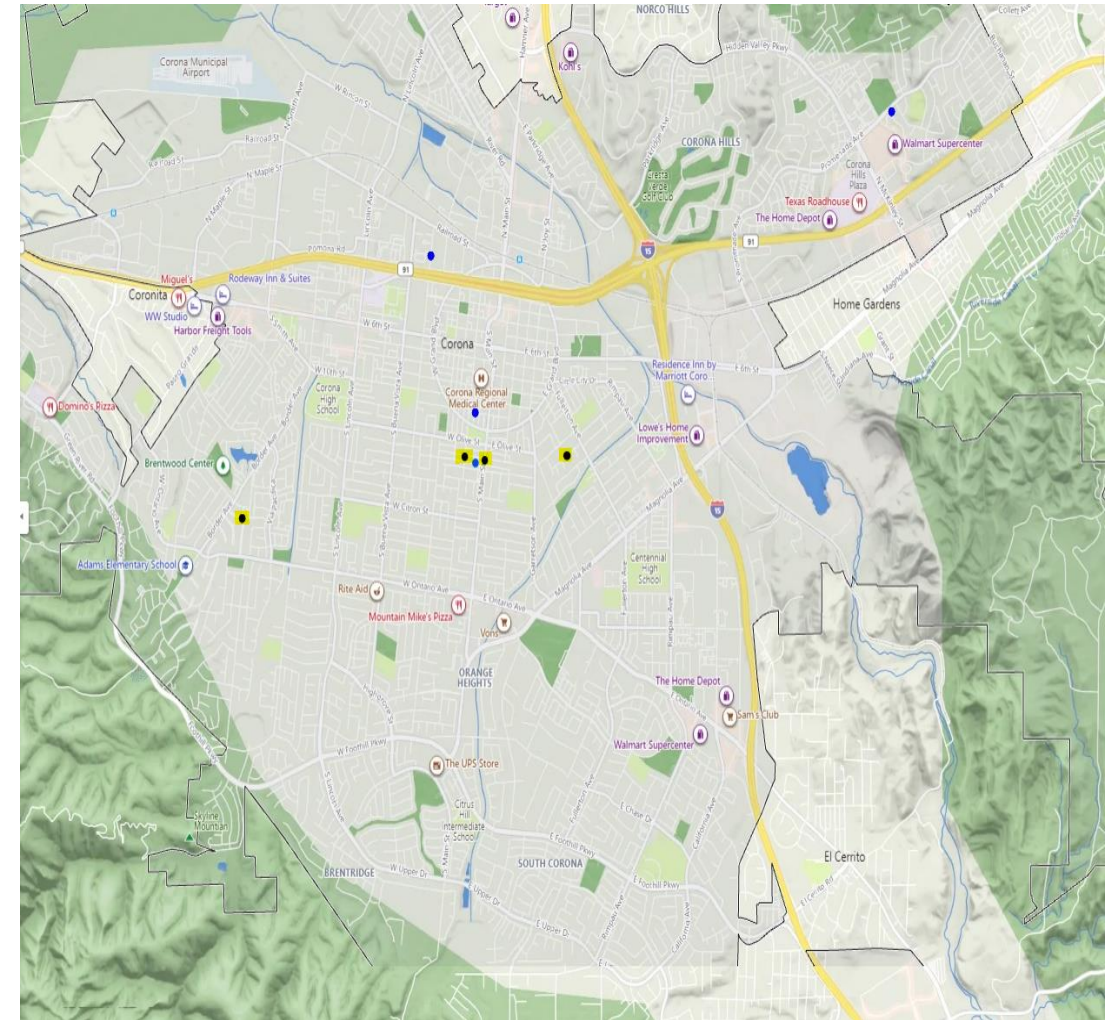
Maintenance Requests

- Missing Street Lights
- Damaged Street Lights
- Lights Out

New Street Light Requests

- Blocks of Lemon, Lime, Orange and E. Francis Street
 - Cost Estimate \$110,000
- Block of W. Kendall Street
 - Cost Estimate \$50,000
- Block of W. Francis Street
 - Cost Estimate \$50,000

There is sufficient funding in gas tax funds for these projects in the next 1-2 fiscal years.



Street Light Request Process

Step 1: A resident or business contacts the City Public Works Department.

Step 2: Public Work (Traffic and Street Maintenance) will review and investigate the request and provide a recommendation to the Public Works Director.

Step 3:

a. Request has been evaluated and there is a safety need. The Public Works Director approves the installation of new streetlight.

b. Request has been evaluated and there is no immediate safety need. A petition will be given to the requesting party to collect signatures from all affected property owners. If 67% of the property owners are in favor of a lighting project, the Public Works Director can initiate a new streetlight project.

Step 4. If the street light request is approved, the Public Works Director will include it in the CIP program using gas tax funding.

Street Light Projects

- **Capital Improvement Project:** Public Works staff can develop engineering plan and specifications for a proposed streetlight in-fill project. The plans and specs will include a detailed streetlight layout, new or existing SCE electrical service point, type and size of the streetlight poles, lights, pull boxes, linear feet of electrical wire, and conduit runs.
- **Maintenance Project:** If the project is only 1 or 2 lights, it could be assigned to the City's Street Maintenance Division for installation.
- **Development Project:** Development projects are required to install streetlights per City Standards.

Direction and Feedback

Street Light Request Process

Pros

- Consistent Process
- Complete or Infilling of Lights
- More lighting to deter vandalism
- Consensus from residences in the neighborhood

Cons

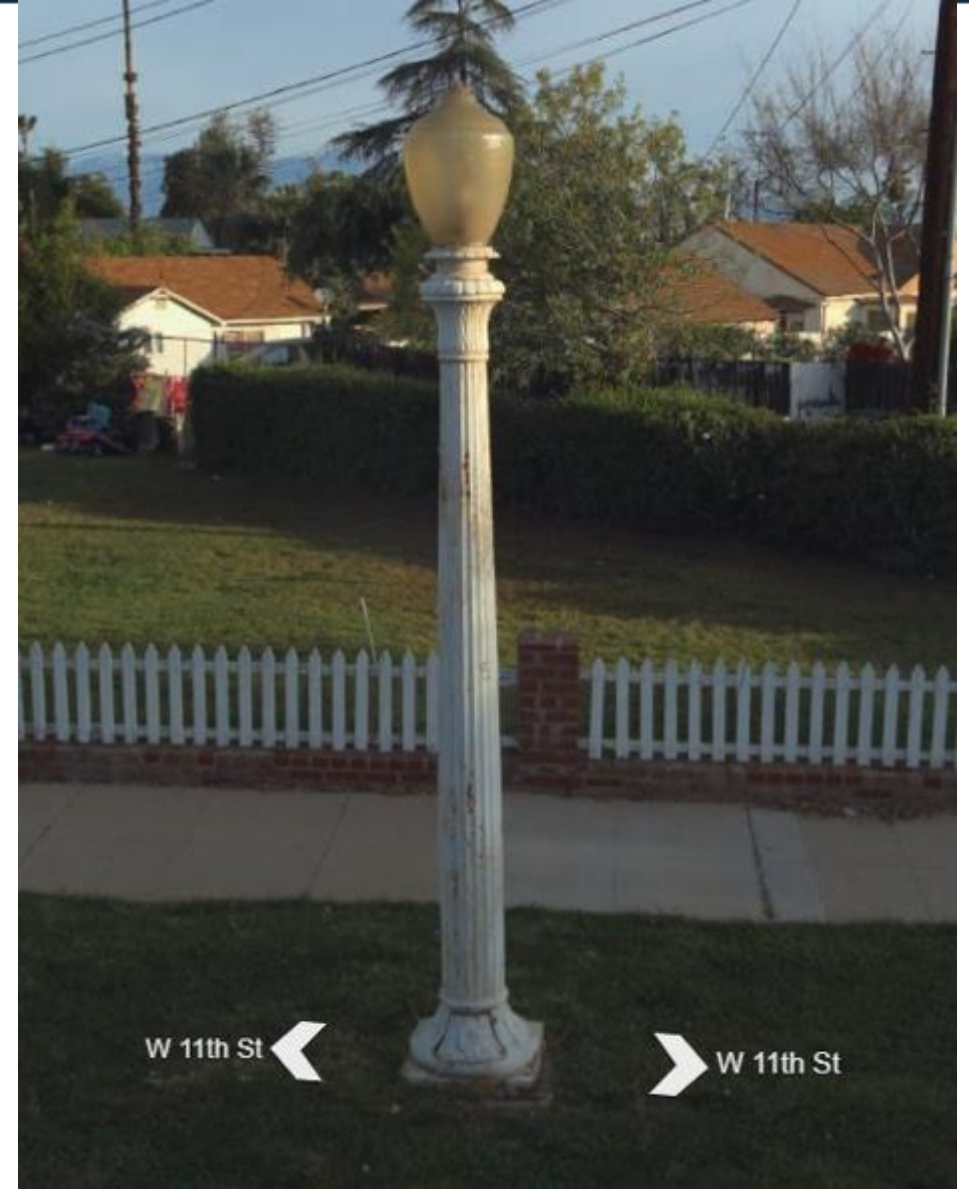
- Funding and staff resources
- Maintenance Costs



Update on Historical Decorative Street Lights on 11th Street

West 11th Street Historical Post Top Street Lights

Mayor Wes Speake brought to the Public Works Department's attention the need to refurbish the historical lights on 11th Street.



W 11th St <

> W 11th St

West 11th Street Historical Post Top Street Lights

FRIDAY, JUNE 10, 1922 THE CORONA INDEPENDENT

Opening of—
'CORONA SPEEDWAY TRACT'—

The Highest Class Sub-division ever placed on the market is now ready, and whether you are looking for a lot on which to build you a nice home, or property for speculation, you should not fail to see this tract now as it is your opportunity

The improvements in the SPEEDWAY TRACT are of the Highest Standard and consist of Cement Sidewalks, Cement Curbs, Cement Gutters, Macadamized Streets, Ornamental Electroliers and City Water already piped All Improvements in and Paid for

THE SPEEDWAY TRACT

is Located on Grand Boulevard and West 11th Street and is Only Three Blocks From the High School; is High and Sightly and Commands a Beautiful View of the Mountains. We Have Established

Protective Building Restrictions on all lots in this Tract

This Property is Free and Clear of all Incumbrance and has Perfect Title

All Real Estate Dealers in Corona are Authorized to Submit Prices and Sell Lots in This Tract. Call or Phone for Appointment and one of Our Salesman Will Call With his Automobile and show you this High Class Residence Property.

SAM SCHENCK, Mgr. Corona Speedway Tract
Office: CIRCLE CITY REALTY CO., 121 East 6th St. Phone 172

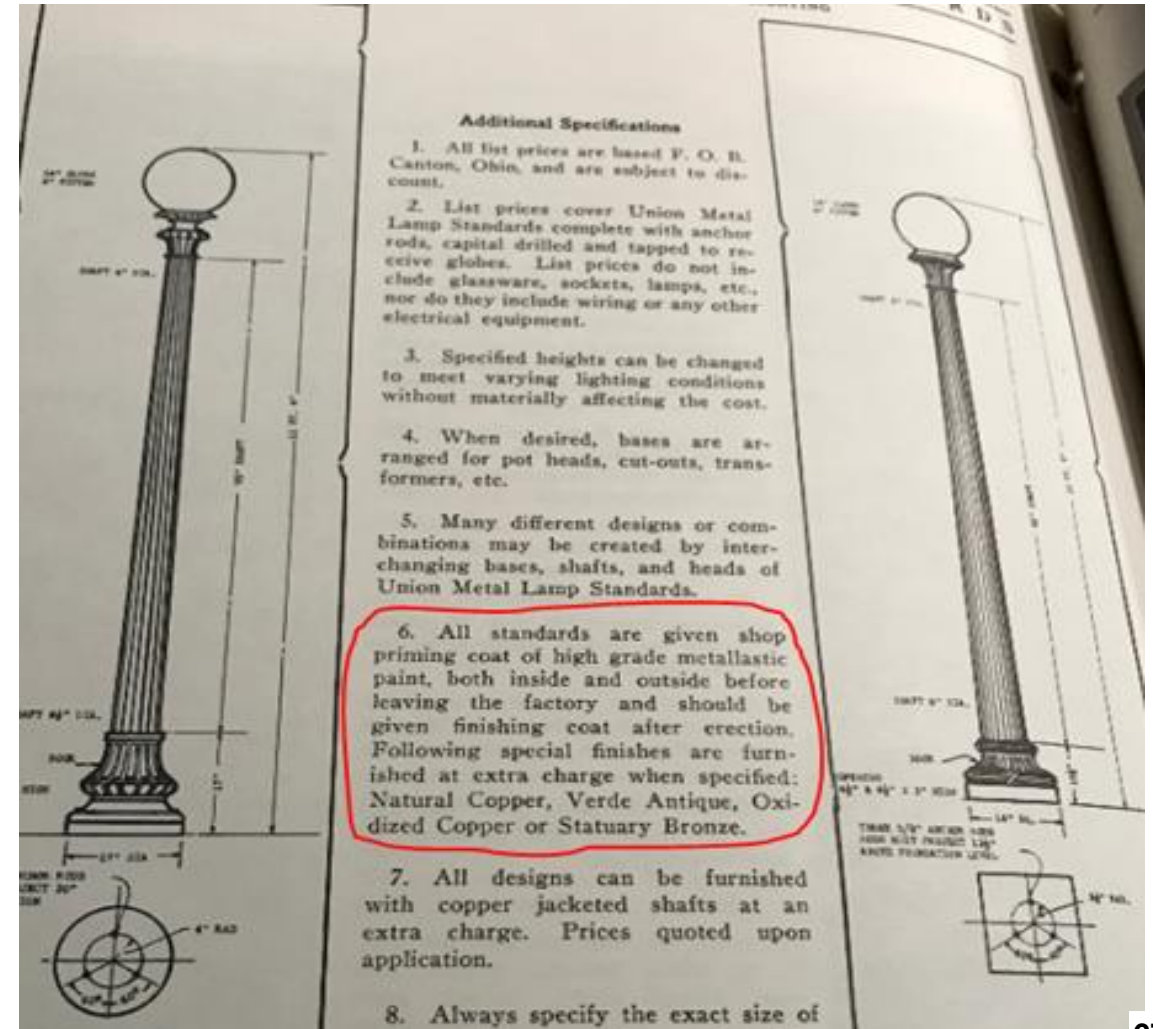
NEW SUBDIVISION

Corona Speedway Tract is Now Opened to the Public; Magnificent Electroliers Turned on for the First Time This Evening; These Choice Lots Will Not Last Long.

Did you see the bright lights this evening in the southwestern part of the city? Well if you did not tomorrow evening take a walk over in the vicinity of West Eleventh street and the Boulevard and you will see the new Speedway Subdivision illuminated just like Broadway in Los Angeles. Sam Schenck, the manager of the new subdivision has been working on this tract for months and now has it all ready to turn over to the public with every portion of the improvement work done and paid for.

West 11th Street Historical Post Top Street Lights

- Staff is working with the Corona Historic Preservation Society on refurbishing of the Street Lights
- Staff have obtain quotes from qualified vendors estimate the work to be approximately \$20,000



QUESTIONS?



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Civic Center Fountain and Sign Renovation



Denzel Maxwell
Assistant to the City Manager

January 12, 2022

Overview

- Background
- HCC Fountain Renovation Options
- HCC Sign Renovation Options
- Council Discussion & Direction



Council Direction

- Does Council wish to proceed with a renovation project for the following?
1. HCC Fountain
 2. HCC Sign





Background

Historic Civic Center

- The third Corona High School
 - Dedicated October 1923
 - In the late 1950s, a fourth Corona High School was built.
- Corona City Hall and Civic Center
 - Purchased by the City in the early 1960s
 - Officially opened in October 1962
 - With the growth of Corona, a larger city hall was needed, with the current building opening in 2005.



Historic Civic Center Fountain

→ Fountain

- Installation of the Civic Center fountain was completed in 1968
- Periodically shut off due to drought mandates
- Non-operational for at least 7 years
- Current issues:
 - Water leaks
 - Broken tiles and pavement
 - Worn nozzles and lines
 - Old pumps and timers
 - Lighting



Historic Civic Center Sign

→ Sign

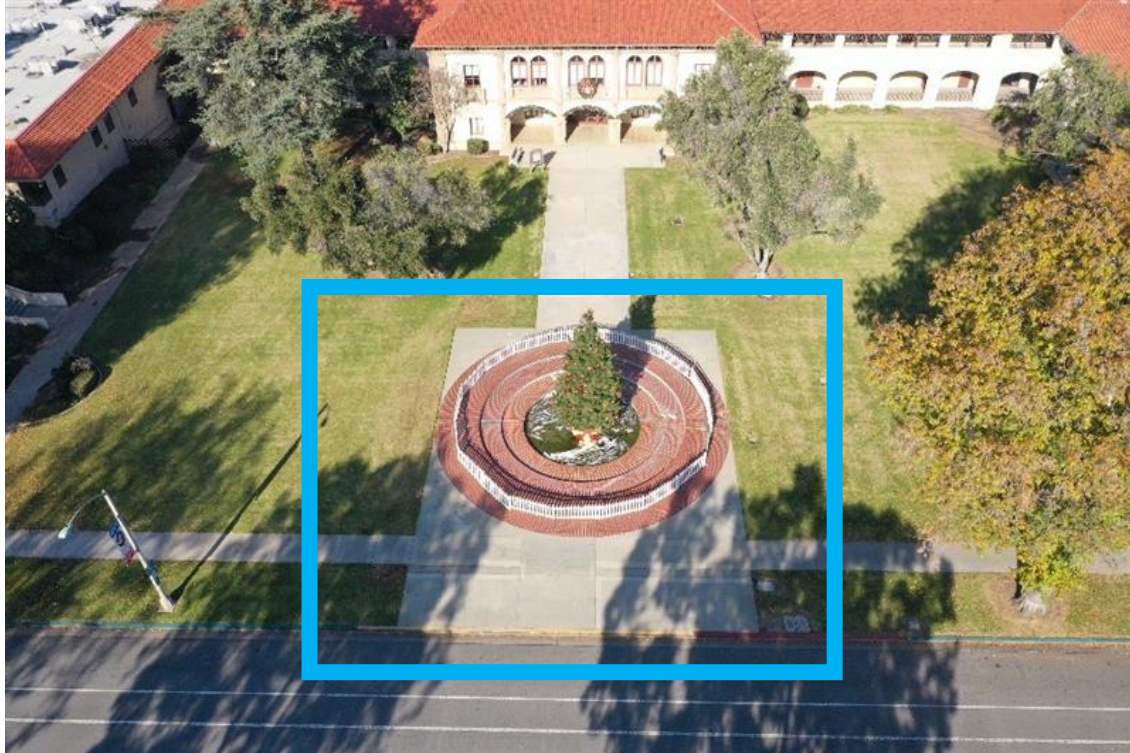
- Erected with the opening of the Corona City Hall and Civic Center
- Current issues:
 - Discoloration
 - Cracks
 - Lighting
 - Rust
 - Chipped paint





Civic Center Fountain Area Options

Fountain Area





Restore Fountain

- Restore Fountain to its original condition
 - Cost estimate: \$325,000 - \$360,000
 - Ongoing annual maintenance cost for Fountain : \$24,000

Pros

- Beautification
- Possible opportunity to team up with a nonprofit to add a public art feature
- Historic Value

Cons

- Costs
- Water consumption issues
- Past issues with undesired activities
- High maintenance





Concrete Surface

- Remove the fountain and fill in space with concrete
 - Cost estimate: \$225,000 - \$260,000

Pros

- A space available for community programming
- Gathering space
- Low maintenance
- Possible opportunity to team up with a nonprofit to add a public art feature

Cons

- Costs
- Potential lost opportunity to use the area for building occupants
- Does not enhance the area in a historic way





- Remove the fountain and construct a driveway
 - Cost estimate: \$475,000 - \$625,000

Pros

- Creates another drop off area for nonprofits and clients
- Removal of fountain that has deteriorated

Cons

- Costs
- Traffic and safety concerns



Past Concept



Past Concept



Parking

- Remove the fountain and construct a parking lot
- Cost estimate: \$375,000 - \$475,000

Pros

- Creates another drop off area for nonprofits and residents using the Civic Center facilities
- Increased safety - closer parking spaces

Cons

- Costs
- Reduction of green space



Past Concept





Green Area

- Remove the fountain and replace with trees and landscaping
 - Cost estimate: \$150,000 - \$225,000

Pros

- A space available for community programming
- Gathering space
- Conserves natural area
- Possible opportunity to team up with a nonprofit to add a public art feature
- Lowest renovation cost option

Cons

- Costs





No Action

→ Cost: \$0

Pros

- Cost savings

Cons

- Some residents may want to see the area updated and see it as a way to revitalize the City's image





Wait until the finalization of the Downtown Revitalization Plan

- After the completion of the plan, design an area that is congruent with the Downtown's design
- Search for potential grant opportunities and possibly expand scope

Pros

- Potential continuity with Downtown area
- Potential for identification of new grants during the wait time

Cons

- Would delay any updates to the Civic Center fountain





Discussion and Direction: Fountain

Council Direction

- Does Council wish to proceed with updates to the fountain located at the Corona Civic Center?
- Does the Council wish to allocate funds to the project in the FY23 Budget and CIP?



Council Direction: Fountain Options



Restore Fountain

- \$325,000 - \$360,000
- Ongoing Cost \$24,000



Green Area

- \$ 150,000 - \$225,000



Parking

- \$ 375,000 - \$475,000



Concrete Surface

- \$225,000 - \$260,000



Driveway

- \$ 475,000 - \$625,000



No Action

- \$0



**Wait until the finalization of the
Downtown Revitalization Plan and
consider scope expansion**



Civic Center Sign Options



Clean and Paint

- Clean and paint the current sign inserts
- Cost estimate: \$2,000 - \$3,000

Pros

- Beautification
- Lowest renovation cost option

Cons

- Costs
- No modern features
 - Time sensitive advertising
 - Digital engagement





Replace Inserts

- Remove the current inserts and replace.
- Cost estimate: \$10,000 - \$15,000

Pros

- Beautification
- Update some elements while preserving most of the original sign features

Cons

- Costs
- No modern features
 - Time sensitive advertising
 - Digital engagement





Digital Sign

- Remove and replace with a digital sign
- Cost estimate: \$95,000 - \$130,000

Pros

- Increases exposure and brand awareness
- Boosts engagement
- Time-sensitive advertising
- Can move to a more visible location

Cons

- Costs
- Incongruent with Civic Center's historic features





No Action

→ Cost : \$0

Pros

- No additional costs

Cons

- Some residents may want to see the area updated and see it as a way to revitalize the City's image





Wait until the finalization of the Downtown Revitalization Plan

- After the completion of the plan, design an area that is congruent with the Downtown's design
- Search for potential grant opportunities and possibly expand scope

Pros

- Potential continuity with Downtown area
- Potential for identification of new grants during the wait time

Cons

- Would delay any updates to the Civic Center sign





Discussion and Direction: Sign

Council Direction

- Does Council wish to proceed with updates to the sign located at the Corona Civic Center?
 - Does the Council wish to allocate funds to the project in the FY23 Budget and CIP?



Council Direction: **Sign Options**



Clean and Paint

- \$2,000 – \$3,000



Replace Inserts

- \$ 10,000 – \$15,000



Digital Sign

- \$ 95,000 - \$130,000



No Action

- \$0



**Wait until the finalization of the
Downtown Revitalization Plan and
consider scope expansion**

Next Steps

- If directed by Council to proceed:
 - Develop a budget.
 - Scope out CIP project.



QUESTIONS?



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