



CITY OF CORONA

DOWNTOWN REVITALIZATION SPECIFIC PLAN



JANUARY 2025





CITY OF CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

PREPARED FOR THE CITY OF CORONA

PREPARED BY INTERWEST GROUP



JANUARY 2025

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1.1 ORGANIZATION

The Downtown Revitalization Specific Plan contains eight (8) chapters with appendices as follows:

1. **Introduction** provides a broad overview of the Specific Plan, including a description of the planning area and its context, and the purpose and authority for the plan.
2. **Vision & Framework** establishes the Vision for Downtown to be implemented by the Specific Plan, encompassing the direction set forth by the General Plan 2020 - 2040 and the Downtown Corona Revitalization Plan (2022).
3. **Land Use Regulations & Development Standards** translate the vision into a land use plan with associated land use districts and development standards, addressing permissible uses, site development, parking, open space, signage, and other applicable standards.
4. **Design Guidelines** promote compatibility with existing surroundings and the desired vision for Downtown; included are site planning, building design, landscape design, signage and lighting design, and other applicable guidelines.
5. **Circulation** describes regional and local transportation networks, roadway designs and bike routes throughout the Downtown.
6. **Infrastructure** describes existing infrastructure and identifies proposed improvements to implement Downtown revitalization.
7. **Streetscapes & Public Space** present design concepts and recommendations for streetscape and public outdoor spaces and downtown branding to reinforce the identity of the Downtown.
8. **Plan Administration & Implementation** reviews the Specific Plan's consistency with pertinent policies and regulations, outlines the development review process and other administrative processes for implementing the Specific Plan, and references the implementation action plan in the DRP.

9. **Appendices** provide supplementary material and data that further describe and explain the context of the Specific Plan.

1.2 OVERVIEW

The Downtown Revitalization Specific Plan was initially adopted in 1999 as an important step in the on-going effort to revive and rejuvenate Downtown Corona which had begun to decline as early as the 1960s as businesses started to migrate outside the Downtown Core and urban renewal disrupted the local economy. However, much of Downtown has continued to languish, especially its core surrounding the intersection of Sixth Street and Main Street, which marks the highly prominent center of the Grand Boulevard Circle. Moreover, Corona and its Downtown face new challenges as the digital economy transforms lifestyles and social patterns.

Recent planning endeavors, most notably the 2020 General Plan update, and the 2022 Downtown Revitalization Plan (DRP) and Downtown Design Guidelines have brought the vision for Downtown up to date, while confirming the role of Downtown as the essential heart of the community. To that end, the General Plan recognizes Downtown as “the symbolic, functional, and historic core” of Corona and the focus of redevelopment. The DRP presents implementable strategies and actions that account for economic shifts to build a stronger and more diverse Downtown economy and sustain long-term economic growth. As a complement to the DRP, the Downtown Design Guidelines offer strategies and recommendations to reestablish the area's identity and facilitate placemaking.

Despite a series of amendments throughout the years, the Specific Plan has not kept pace with changing socio-economic conditions, recent planning direction, as well as renewed interest in Downtown. The 2024 amendment to the Downtown Specific Plan aligns with the DRP and Downtown Design

Guidelines, with an emphasis on bringing its regulatory components into conformance with the vision for a more diverse and compact, pedestrian friendly environment in the Downtown core.

1.3 CONTEXT

This section discusses the context for updating the Downtown Revitalization Specific Plan. It describes Downtown's place within the region and the broader Corona community from both a geographical and historical perspective. It also reviews recent planning efforts and the socio-economic background and trends that frame the opportunities and challenges to revitalizing the area. Finally, this section establishes the boundaries of the planning area and provides a summary description of Downtown's character and setting.

1.3.1 REGIONAL & LOCAL CONTEXT

Regional Context: The City of Corona is advantageously located in northwestern Riverside County, at the western border with Orange County. Having grown from an agricultural center to become a significant commercial and industrial hub and thriving residential community, Corona ranks as Riverside County's third most populous city with approximately 157,000 residents.

Strategically positioned and integrated within the North Orange County and West Riverside County region via freeways, regional transit, and airport connections, Corona benefits from convenient access to the broader Southern California region and functions as a gateway to the greater Inland Empire. It is especially well served by three freeways, Interstate 15 (I-15), the Riverside Freeway (State Route 91), and the Corona Freeway (State Route 71), as well as the Corona-North Main Metrolink Station. Downtown Corona is approximately three (3) miles distance from the Corona Municipal Airport, 16 miles from Ontario International Airport, and 29 miles from John Wayne international Airport.

Other attributes include proximity to prominent universities, most notably U.C. Riverside and California Baptist University, as well as various attractions and regional open space amenities such as South Bay and Orange County beaches and the Cleveland National Forest.

Local Context: Corona is a vibrant, diverse, and charming community, known for its quality of life, including successful schools, abundant recreational opportunities, and various historic and cultural amenities. Although generally suburban in character, Corona maintains a balance of commercial, industrial, residential, parks and open space land uses. The physical layout of its historic core is especially distinctive, defined by Grand Boulevard, a three-mile diameter circular street overlaid by a street grid and centered on the intersection of Sixth and Main Streets. In 2011, the circular roadway of Grand Boulevard was listed on the National Register of Historic Places.

Most of the southern half of Corona is residential, whereas industrial uses are located north of the Grand Boulevard Circle, paralleling SR-91 and Temescal Creek. Commercial uses are primarily located along arterial corridors, with distinct centers of mixed-use activity located on North Main Street close to the Corona - North Main Metrolink Station, and along I-15.

Limited vacant land remains within Corona's boundaries, and reinvestment is needed in certain areas. As the City approaches buildout, opportunities for growth and new development are moving toward redevelopment of underutilized properties in the Downtown and areas of the community served by transit.

Figure 1-1: Regional Context

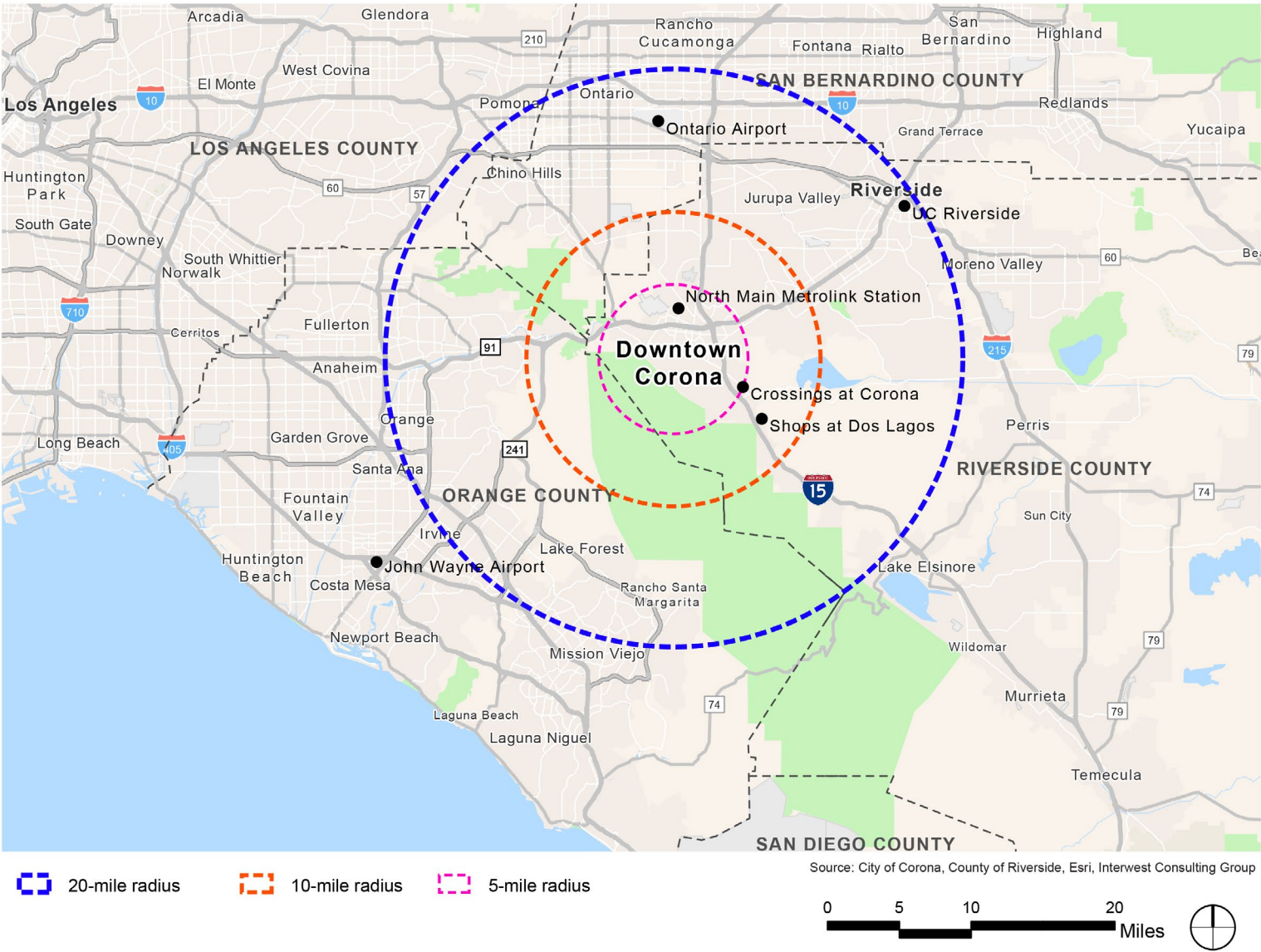


Figure 1-2: Local Context



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Corona History: Corona's history dates back more than a century to its founding in 1886, with the first in-town building located at the northwest corner of Sixth and Main Streets. Officially incorporated in 1896, Corona established itself as a center of citrus production during the first half of the 20th Century. By 1940, the population had grown to over 8,700; Sixth and Main Streets continued to attract commercial activity, while residences came to occupy the southern half of the Grand Boulevard Circle. Homes along Grand Boulevard were among the most expensive in the area.

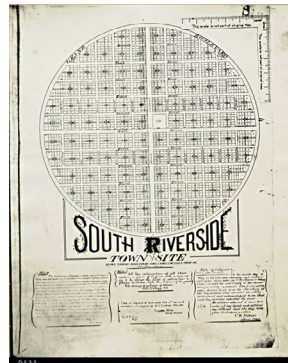
The 1960s were an eventful time for Corona. The City's population doubled from 13,300 to 27,500, the Riverside Freeway was extended through Corona from the coastal communities to the City of Riverside, and urban renewal came to Downtown. Unfortunately, with these events Downtown lost many businesses and deteriorated as a center of commercial activity, and Sixth Street, formerly the main east-west corridor for the area, lost much of its significance.

The Inland Empire became one of the fastest growing regions of the country throughout the 1980s and 1990s, and recent decades have seen considerable housing development and extraordinary population growth in Corona. With completion of the I-15 Freeway, the community also experienced growth in its commercial and manufacturing sectors, developing a strong local

economy while featuring a wide range of housing opportunities in quality neighborhoods. By the 2000 Census, Corona's population had reached approximately 125,000 and over 157,000 according to the 2020 Census.

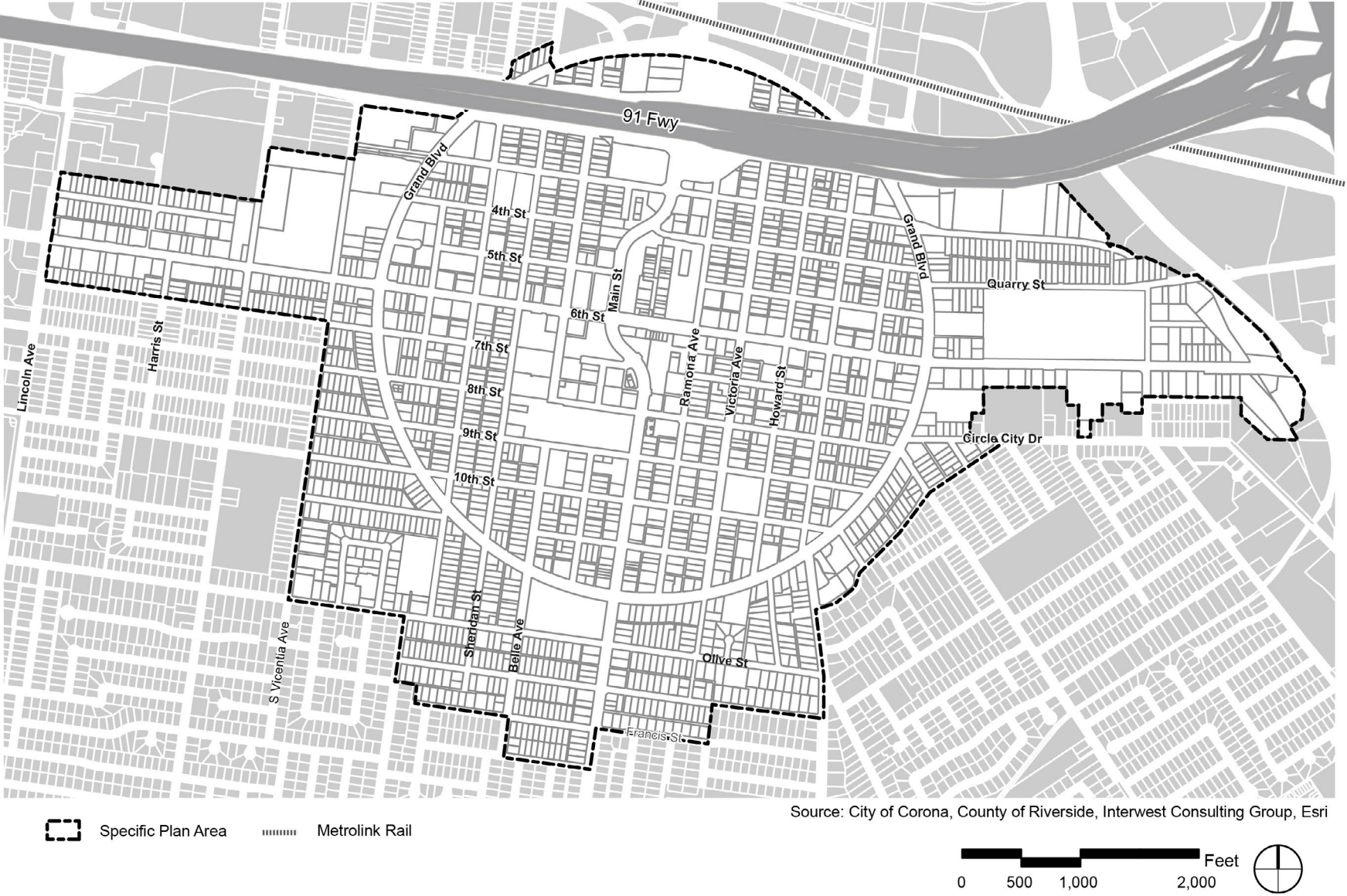
Downtown History: Various factors have shaped the development of Downtown in the late 20th Century, including changing demographics, freeway construction and altered travel patterns, auto-oriented land use policies, and increasing competition from regional shopping centers. As economic activity migrated toward the expanding outskirts of Corona, urban renewal proceeded with the establishment of a Redevelopment Agency in 1964.

The attempt to redevelop Downtown through construction of the Corona Mall and realignment of Main Street resulted in demolition of much of Downtown's traditional building stock and displacement of numerous businesses. Consequently, these early revitalization efforts replaced the compact and diverse land use pattern of the traditional town center of the early 20th Century with one largely dominated by auto-oriented uses. Moreover, Downtown lost its primacy as Corona's commercial and business hub.



Historic Downtown residence

Figure 1-3: Specific Plan Area



CHAPTER 1: INTRODUCTION

Throughout the 1980s and 90s, Corona undertook renewed efforts to revive the Downtown, preparing various studies and plans. The “Vision Plan for Downtown Corona” (1995), was the outcome of a community charette based on a consensus of ideas and desires for Downtown revitalization. These efforts culminated in the adoption of the Downtown Revitalization Specific Plan in 1999, which served to refine and implement the earlier Vision Plan.

1.3.2 PLANNING CONTEXT

Downtown Revitalization Specific Plan (SP 98-01) & Amendments: The Downtown Revitalization Specific Plan was adopted in February 1999 and amended several times since its adoption. The Specific Plan as originally adopted encompassed 621 acres, covering the area within the Grand Boulevard Circle and the commercial corridor along Sixth Street. Its aim was to create a vibrant downtown experience that capitalizes on the area’s historic character and local amenities. A significant amendment in January 2011 incorporated comprehensive text amendments, mixed-use development standards, and concepts for multi-modal mobility based on the Conceptual Mobility Strategies Plan that resulted from a 2009 Caltrans Community-Based Transportation Planning Grant.

City of Corona 2020-2040 General Plan: The current General Plan was adopted in 2020; it provides an updated and comprehensive, longrange guide for the City’s physical, economic, social, and environmental development, including Downtown. Its vision is to restore the Downtown “as the symbolic, functional, and historic core of Corona.” Moreover, Downtown is identified as an opportunity for redevelopment of underutilized property for housing, commercial activity, and other uses.

Downtown Corona Revitalization Plan & Design Guidelines (2022): The Downtown Corona Revitalization Plan (DRP) and accompanying Design Guidelines build off the General Plan and Downtown Revitalization Specific Plan land use goals, policies, and objectives. The DRP presents targeted strategies and recommendations to strengthen the local economy, enhance

the business and residential climate of Corona, and support growth and development in the Downtown that is aligned with the needs and desires of a diverse community. The Design Guidelines offer inspirational guidance for the design of buildings, public space, and streetscapes, with the intent to integrate individual development projects with the overall image and character of the Downtown environment.

1.3.3 SOCIO-ECONOMIC CONTEXT

Demographic & Market Summary: In preparing the DRP, extensive data collection and analysis were conducted for the Downtown, the City, and Riverside County to better understand market dynamics and trends. Key findings are as follows:

Corona has a slightly younger population as compared to Riverside County, and residents of Downtown tend to be younger with lower income levels than the City overall. At the same time, housing stock in the Downtown consists of



Aerial view of Main Street

predominantly older construction where housing values tend to be less, and the percentage of renters is higher than the City overall. In short, there is a tight supply of housing in the Downtown with a need for more attainable, entry level housing opportunities that can attract young professionals and young families. Commercial space in the Downtown is generally older and smaller, typically found in community and neighborhood strip centers and freestanding buildings. Office activity is focused on medical and local professional offices. A more competitive commercial environment requires private sector investment to refurbish and upgrade existing commercial buildings to provide modern conveniences that meet the needs of prospective tenants.

Land Use & Market Trends Summary: Today's economy is undergoing a variety of changes, driven by digital innovation, and shifting consumer preferences. Trends include the emerging popularity of remote work and entrepreneurial activity; the growth of e-commerce to the detriment of traditional storefront retail activity; and a shift toward experiential retail found in mixed-use destinations, especially dining and entertainment. Although Downtown is poised to attract talent and foster entrepreneurial activity, it struggles to provide an urban setting and the urban format housing that is in demand by young professionals and young families.

Revitalization Challenges & Opportunities: The DRP identifies a series of challenges to revitalization, as well as strengths and opportunities that support Downtown revitalization.

Challenges include the lack of a downtown brand, aging infrastructure, limited amenities, inadequate supply of entry level housing, and the digital economy's impact on "brick and mortar" retail. Local demographics pose a further constraint, with significantly lower median income, home values, and educational attainment for Downtown as compared to the City overall. Struggling shopping centers and retail vacancies provide direct evidence of Downtown's difficulties.

Opportunity is in Corona's location, which includes convenient freeway and transit (Metrolink) access, making it well-positioned to take advantage of regional growth and attract talent from throughout the region. Key institutions, namely the Civic Center, the library, City Park, and the cluster of healthcare institutions provide critical services and help foster economic activity that can anchor downtown growth and development. Moreover, various City owned properties in the Downtown can be leveraged as a catalyst to revitalization. Altogether, there is an opportunity to reimagine Downtown's retail areas and underutilized properties as mixed-use destinations.

1.3.4 SPECIFIC PLAN BOUNDARIES & DESCRIPTION

Planning Area Boundary: The Specific Plan boundary ("planning area") encompasses approximately 700 acres (just over 1.1 square miles), generally centered on the intersection of Sixth Street and Main Street at the heart of the Grand Boulevard Circle. Largely situated within a three-quarter (3/4) mile radius of this intersection, which approximately represents a 15 to



Corona Library a Downtown asset

CHAPTER 1: INTRODUCTION

20-minute walking radius. The planning area also takes in an area that may be described as the “Greater Downtown” which runs along the Sixth Street commercial corridor from Lincoln Avenue on the west to the Temescal Wash on the east and extends along Main Street from the Grand Boulevard Circle, slightly north of the Riverside Freeway, to West Burr Street to the south.

Boundary Expansion: The Specific Plan boundaries as described, represent an expansion of the boundaries established in the Downtown Revitalization Specific Plan as initially adopted. This expansion is based on community input received during the DRP planning process, and its analysis of existing conditions which evaluated strengths and weaknesses of the Downtown, its area of influence and properties in need of improvement. The expanded boundaries primarily take in residential properties south of the Grand Boulevard Circle. These properties represent traditional neighborhoods associated with Corona’s history which is similar to other residential neighborhoods within Grand Boulevard.



Main Street existing condition

Site Setting & Character: Downtown is comprised of an eclectic mix of single and multi-family residential, retail, professional office, medical facilities and civic uses, with a limited amount of industrial and hospitality uses. As the conceptual heart of Corona, it is home to some of Corona’s most significant public and private institutions, including the Historic Civic Center, City Park, and the public library, as well as the Corona Regional Medical Center.

Much of the area retains a small-town character, a mix of old and new buildings that feature a variety of architectural styles; within the Grand Boulevard Circle are some of Corona’s oldest residential neighborhoods, highlighted by several historic homes. Traditionally the main thoroughfares before completion of the I-15 and Riverside Freeways, Sixth Street and Main Street accommodate mostly auto-oriented commercial uses.

As previously noted, the Downtown Core’s physical environment was much altered during the mid to late 20th Century. The presence of underutilized and vacant commercial structures and units, and expansive surface parking lots, detract from the visual quality, public amenity, and perceived safety of the area. Only a few commercial and civic buildings of historic value remain in the Downtown Core, most notably the Corona Theater and the former Corona High School Building (Historic Civic Center).

1.4 PURPOSE

The intent of the updated Downtown Revitalization Specific Plan is to implement the vision for Downtown as refined and established by the General Plan 2020 -2040 and the Downtown Revitalization Plan, addressing changing conditions and evolving opportunities. More specifically, the Specific Plan formulates policies, designates and regulates land uses, establishes development standards and design guidelines, presents a framework for the design of streets and public space, and describes strategies and actions to revitalize the area. The overall major objectives of the Specific Plan are as follows:

1. Promote Downtown as the compelling heart of the community, the governmental, cultural, commercial, social, and recreational hub of the community.
2. Provide an environment for local history, arts, and culture to flourish and become an integral and cherished feature of Downtown.
3. Stimulate economic development and reinvestment in the Downtown.
4. Support economic activity compatible with the character and scale of the traditional downtown environment.
5. Encourage high-quality development that will achieve the vision of the General Plan 2020 - 2040 and the Downtown Corona Revitalization Plan.
6. Establish place-based zoning regulations and design guidelines that promote development and design compatible with their surroundings.
7. Create a pedestrian friendly environment, encompassing enhanced streetscapes and engaging public outdoor spaces.
8. Preserve and enhance Downtown's residential neighborhoods, including the preservation and restoration of historic homes, while accommodating new housing that is in keeping with the traditional character of the neighborhood.
9. Identify and provide needed public facilities and community amenities.

1.5 AUTHORITY

The Downtown Revitalization Specific Plan is established through the authority granted to the City of Corona by the California Government Code, Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457 (Specific Plans).

The Specific Plan will serve as the regulatory document governing zoning, development standards, and permitted land uses. Where the specific plan is silent, the provisions of the Zoning Code in Title 17 of the Corona Municipal Code shall prevail.

The Downtown Revitalization Specific Plan will also align with other master plans of the city, including but not limited to the General Plan, storm drain master plan, water master plan, sewer master plan and bicycle master plan.

The Specific Plan may be amended to further systematic implementation of the Corona General Plan.



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2.1 OVERVIEW: THE VISION FOR DOWNTOWN

Collectively, the General Plan 2020 - 2040, the Downtown Revitalization Plan (DRP) and the Downtown Corona Design Guidelines present a coherent and compelling vision for the Downtown. The Vision for Downtown is summarized as follows:



Conceptual rendering for proposed Downtown public space

- Function as the heart of the community, possessing a unique identity and sense of place derived from its traditional character and preservation of its historic resources and neighborhoods.
- Be a vibrant, walkable place featuring a complementary mix of uses that include various services and amenities, restaurants, and entertainment venues that will attract residents and visitors.
- Feature quality public space, memorable streetscapes, and outdoor gathering spaces for public celebrations, festivals, and events.
- Have new development be respectful of the traditional town center character and use quality materials that add visual appeal and interest along the Downtown streets and public spaces.

The 2024 amendment to the Downtown Revitalization Specific Plan primarily focuses on design changes to the public and private realm development standards and revised design guidelines that will facilitate the vision for Downtown. This Chapter summarizes the city's community engagement that helped define the vision for Downtown. It also presents the goals, policies, and objectives of the General Plan, the DRP, and Downtown Corona Design Guidelines documents that inform and provide a framework for the update.

2.2 COMMUNITY OUTREACH

Since the initial adoption of the Downtown Revitalization Specific Plan in 1999, and most recently before the 2024 amendment to the Specific Plan, there has been a heightened interest in Downtown by elected officials and community residents and businesses. Various planning activities have involved extensive community engagement, validating the longstanding vision for a successful and active core, and establishing and strengthening supporting principles, policies, and strategies for revitalization of the area. A summary of this community engagement and its outcomes is as follows:



Community workshop for the 2022 Downtown Revitalization Plan

2.2.1 GENERAL PLAN UPDATE

The General Plan 2020 - 2040 update was a technical update to the 2004 General Plan. The overall city vision did not change nor did the distribution of land uses. The planning process involved research and updated technical studies supporting the Land Use, Circulation, Infrastructure, Public Safety, Parks and Recreation, Noise, Healthy Community and Environmental Resources Elements. The General Plan Update involved input of decision-makers, regulatory agencies, and individuals. Outreach methods included a dedicated website, a community survey, a community meeting, City Council study sessions, and public hearings. The General Plan Update also carried forward opportunity districts identified for redevelopment that were not completed under the previous General Plan. Downtown is identified as an opportunity district in the General Plan Update which includes specific goals and policies related to the redevelopment of the Downtown.

2.2.2 DOWNTOWN REVITALIZATION PLAN & DESIGN GUIDELINES (2022)

The DRP planning process included robust stakeholder outreach and community engagement, including multiple public meetings and workshops, targeted stakeholder meetings, and on-line surveys and feedback. Outreach meetings afforded input from a range of stakeholders that live, work, and invest in Downtown. Engagement meetings focused on the topics of economic trends, revitalization challenges and opportunities, local assets, public improvement needs and priorities, and the vision for Downtown. Stakeholders identified numerous shortcomings relative to identity, walkability, infrastructure, safety, and amenities, while citing Downtown's strategic location, regional access via freeways and Metrolink, and the presence of significant institutional anchors as advantages. Their aspirations for Downtown may be summarized as a dynamic and engaging place offering a variety of commercial and public amenities.

2.2.3 SPECIFIC PLAN AMENDMENT (2024)

The outreach conducted for the Specific Plan Amendment was more focused with the following objectives:

- Ensure stakeholders remain engaged in Downtown planning, including the Specific Plan Amendment.
- Confirm that stakeholders remain in alignment with prior visioning and its recommendations.
- Focus on identifying topics of concern and opportunities to improve the document's regulatory requirements.

Outreach activities included interviews with key stakeholders, City Council study session, and public hearings leading to the adoption of the amended Specific Plan. These engagement activities confirm broad support for updates to the Specific Plans' regulatory requirements that reinforce the vision for a more active, walkable, and visually appealing Downtown environment that features a consistent quality of development.

2.2.4 MAJOR THEMES

Several issues and opportunities emerged during the process of community engagement for the Specific Plan Amendment, generally consistent with input received during prior visioning.

- **Downtown Image & Character:** Stakeholders desire a more consistent and identifiable visual character for Downtown; however, consistency does not imply sameness or imitation of a single historical style, but rather a consistently high quality of development.
- **Downtown Activity & Walkability:** Stakeholders want to experience a lively and more walkable Downtown core, and welcome businesses and services that will attract Corona residents and visitors, including quality restaurants, shopping, and entertainment venues.
- **Downtown Building Standards & Guidelines:** Stakeholders generally support building practices that contribute to a more active and pedestrian-friendly Downtown core, including mixed use, reduced setbacks and increased building height, architectural variation, and street level interest.
- **Downtown Mobility & Parking:** Some stakeholders are concerned that development will cause vehicular congestion and limit access to parking but acknowledge the advantages of walkability and suggest structured parking in the Downtown core.
- **Downtown Safety & Security:** Stakeholders are highly concerned about safety. They feel that Corona residents and visitors will avoid Downtown, and business will not thrive without a sufficiently safe and secure environment.
- **Downtown Precedents:** Because of the City's proximity to Orange County, stakeholders commonly cite active downtowns in Orange, Brea, and Fullerton. Outside of Orange County, the downtowns of Redlands and Pasadena are most often mentioned.

2.2.5 CITY PARK MASTER PLAN

City Park is the city's oldest community park located in the Downtown covering 20 acres. The City Council adopted the City Park Master Plan on July 19, 2023, which provides a conceptual design and specifications for a new aquatic center, two community buildings, splash pad, playground, sports amenities, public event space, and other related improvements. Outreach included online surveys, door knocking, social media and video posts, and pop-up events at City Park. Visual marketing was done in both English and Spanish to reach a larger demographic. As a result of these efforts, over 2,100 survey responses were collected, representing a wide range of respondents citywide. The data collected through the outreach process revealed the community desires an experience within the park and not just a stagnant collection of amenities.

2.3 GENERAL PLAN 2020 - 2040: GOALS & POLICIES FOR DOWNTOWN

The General Plan establishes an overall vision of Corona as a “vibrant and diverse community with a small-town charm” with the intent to manage change and growth to “sustain livability, economic vitality, social well-being, and environmental quality.” Nine (9) guiding principles were established that build upon this vision and identifies opportunity areas for reuse and renovation of underutilized parcels and obsolete development, including Downtown Corona.

2.3.1 DOWNTOWN GUIDING PRINCIPLE

The guiding principle for Downtown states that “Downtown will be restored as the symbolic, functional, and historic core of Corona.”

The General Plan further describes and explains this guiding principle as follows:

“Downtown Corona continues to be the focus for redevelopment to encourage the establishment of mixed land uses consisting of retail and entertainment

land uses, with its historic housing and commercial buildings as cornerstones. Cumulatively, these features will create a vibrant downtown offering a quality pedestrian-oriented urban village. Traditional character, appearance, and functions of the Downtown's historic resources will be blended with new development as part of its revitalization."

2.3.2 DOWNTOWN OPPORTUNITY DISTRICT GOALS & POLICIES

Opportunity Districts defined by the General Plan have distinct goals and policies, and may be supplemented by a specific plan. The land use goal and policies for Downtown Corona are as follows:

Goal LU-17: A revitalized Downtown Corona that is the centerpiece of community identity, history and culture, and governance – known for its diverse and eclectic physical development and form, vibrant economy, historic character, and pedestrian activity.

Land Use Policies

LU-17.1: Accommodate a mix of commercial, office, entertainment, civic, cultural, housing, and similar uses in accordance with the land use plan's designations and applicable density standards and design and development policies, as may be precisely defined by specific plan.

LU-17.2: Allow for the development of a mix of housing types as well as senior housing to enhance the customer base and promote walking to Downtown uses and activities.

LU-17.3: Promote innovative redevelopment activities as feasible and supporting programs for business retention and proactive recruitment of new businesses to stimulate the revitalization of the Downtown.

LU-17.4: Promote the development of community-oriented, cultural, and live/ theatrical performance uses, building on the Civic Center's current role as the centerpiece of arts and culture.

LU-17.5 Accommodate public gatherings, festivals, and other special events in public places, such as parks and the community center

LU-17.6 Promote and support the redevelopment of the Corona Mall and adjacent properties into a central attraction within the Downtown Core, with a mix of supporting land uses.

Design & Development Policies

LU-17.7 Ensure that new Downtown development is attractive and creates an image conducive to economic revitalization consistent with the adopted specific plan.

LU-17.8 Maintain the generally small scale, "village-like" character of Downtown's buildings, avoiding large "box-like" structures or developments and renovations of buildings that are inconsistent with the character of adjacent land uses.

LU-17.9 Promote the consolidation of individual lots for the development of cohesive and well-designed commercial and mixed-use projects that maintain the area's character of low-rise and pedestrian-oriented buildings with distinctive storefronts.

LU-17.10 Locate and design commercial and civic structures and sites to achieve a pedestrian-oriented environment that serves as a centerpiece of community activity.

LU-17.11 Require that commercial uses be designed to exhibit a high level of architectural and site quality in accordance with the principles defined by Policies LU-11.11 through LU-11.13.

LU-17.12 Require that mixed-use projects that integrate commercial uses with housing be designed to exhibit a high level of quality in accordance with the principles defined by Policy LU-13.6.

LU-17.13 Ensure that multi-family housing conveys high quality visual character, exemplified by modulated building masses, articulated facades, separate or well-defined entries for each unit, extensive landscape, and on-site amenities in accordance with principles defined by Policy LU-7.8.

LU-17.14 Promote the development of more cohesive and uniform patterns of housing types and densities in the Downtown, avoiding the “hodge-podge” appearance that currently exists on some streets.

LU-17.15 Enhance the historic character of the Downtown by requiring new construction to implement architectural features reminiscent of the era.

LU-17.16 Identify and promote Downtown’s historic housing and support the rehabilitation and preservation of existing homes of historic significance.

LU-17.17 Promote the heritage of historic structures and sites by encouraging the placement of markers and supporting financial incentives.

Circulation and Streetscape

LU-17.18 Promote the development of centralized parking facilities that can be shared by multiple businesses to allow for a more pedestrian and social environment in Downtown.

LU-17.19 Consider limiting the vehicle right-of-way along key corridors within the Downtown, substituting right-of-way formerly dedicated to vehicles to routes for pedestrians and bicyclists.

LU-17.20 Retrofit and improve existing streetscapes with pedestrian improvements, sidewalks, specialty pavements, benches, and other features to encourage walkability.

LU-17.21 Enhance the visual character, pedestrian activity, and distinct identity for Downtown streets with elements such as trees, plantings, benches, trash receptacles, sidewalk and crosswalk paving, signage, pedestrian-scaled lighting, entry identification, public art, and comparable improvements.

LU-17.22 Incorporate extensive landscaping treatments to Downtown street corridors with elements such as tree planting with mature trees, planters, landscaped gateways, and other similar techniques to beautify and create a downtown ambiance.

Maintenance

LU-17.23 Support the ongoing improvement of commercial and residential properties in the Downtown through programs of education, financial assistance, and partnerships with local businesses, organizations, and nonprofits.

LU-17.24 Maintain proactive code enforcement and nuisance abatement programs to sustain the quality of development and character of the Downtown.

LU-17.25 Repair, upgrade, and maintain the quality of public streets and sidewalks in the Downtown to encourage pedestrian activity, improve roadway safety, and beautify streets.

Programming

LU-17.26 Promote and work with local business organizations to establish an annual calendar of events that attracts residents and visitors Downtown.

LU-17.27 Work with law enforcement officials to maintain a visible presence to enhance and maintain the safety of Downtown for residents, visitors, and business.

2.3.3 REVITALIZATION OF TARGET AREAS

The Economic Development Element goals and policies are long-term to provide an organizational framework and process that can guide ongoing development efforts. The Element covers the revitalization of target areas, which includes the Downtown. The goal and policies for the revitalization of target areas are as follows:

Goal ED-3: Promote the revitalization of targeted growth areas including the Downtown, North Main Street, southeast corner of the SR-91 and I-15 interchanges, the Sixth Street corridor, the North-West Quadrant, and the City's Sphere areas.

ED-3.1 Analyze economic development opportunities in targeted growth areas that could meet the City's economic needs, while following guidelines that ensure compatibility with the City's economic strategy.

ED-3.2 Undertake targeted economic studies to examine highest and best use of the designated land uses for these areas.

ED-3.3 Encourage diversity of housing opportunities of varying densities to reinforce the Village character.

ED-3.4 Promote the consolidation of auto sales, service, and related uses on Sixth Street between Lincoln Avenue and the SR-91 freeway.



Conceptual rendering showing a paseo

2.4 DOWNTOWN REVITALIZATION PLAN (2022): GOALS & STRATEGIES

The DRP presents the following vision statement: “To shape Downtown into a Thriving, Vibrant Destination that offers a unique sense of place for residents, businesses, and visitors.”

The DRP further states that its key purposes are to achieve a better blend of land uses, improve connectivity within the Downtown Core and to the North Main Metrolink Station, better activate key civic spaces, including City Park, and the Historic Civic Center, and complement, expand, and retain businesses along major commercial corridors such as Sixth Street and Main Street. In addition, the DRP seeks to promote preservation and improvement of older residential neighborhood, and to expand health and wellness, and medical oriented businesses around the Corona Regional Medical Center, which provide critical services and jobs in the local economy.



Conceptual rendering showing public space



Conceptual rendering showing Downtown redevelopment

To support implementation, the DRP establishes five (5) goals with accompanying strategies for the Downtown, taking into consideration economic trends and the feedback received during stakeholder and community outreach. These strategies are summarized as follows:

1. **Enhanced Safety.** Increase safety in Downtown, taking a targeted approach that utilizes a dedicated police enforcement team and coordinates with the City's Homeless Solutions team. Improve public infrastructure and use environmental design measures that will activate public space and promote safety and security, such as security cameras, lighting, and on-going maintenance.
2. **Catalyst Projects.** Prioritize key catalytic projects and engage in strategic public-private partnerships and programs to help revitalize Downtown. Key projects include restoration of City Park and the historic Civic Center as active places accommodating community activities and events, renewal of the Corona Mall, and development of the Medical Center area and other opportunity sites.
3. **Public Infrastructure Projects.** Improve the quality of Downtown's public realm. Street improvements should involve landscape enhancements, tree replanting, and sidewalk and lighting improvements that will support pedestrian activity, especially along Sixth Street.
4. **Sense of Place.** Establish a sense of place and stronger identity for the Downtown, using public signage, wayfinding, and public art, including gateway signage. Implement unique branding, new and upgraded outdoor gathering spaces at public spaces, and revised design standards for Downtown.
5. **Community Events & Programing.** Promote community festivals and events to draw residents to Downtown year-round and activate its outdoor spaces, encompassing a range of activities such as cultural events, seasonal events, live music and performing arts, outdoor markets, etc.

2.5 DOWNTOWN DESIGN GUIDELINES (2022): KEY PLACEMAKING STRATEGIES

The Downtown Design Guidelines emphasize key placemaking strategies that will facilitate the vision for a restored and vibrant "heart" for the community.

1. Blending historically inspired buildings typologies, scale, and form with contemporary uses, technology, and flexibility.
2. Emphasizing placemaking elements to create a regional destination, including "outdoor rooms", pedestrian safety, and environmental art / identity graphics.
3. Prioritizing Downtown as a destination for citizens and visitors while still meeting and anticipating current and future needs for pedestrian, transit, cyclist, and vehicular circulation / parking.
4. Avoiding the "sameness" of auto-oriented suburbia by facilitating the surprise, delight, diversity, and discovery found when walking through historic "urbane" downtowns, created over many decades by many stakeholders.

Additionally, this document presents a series of goals for the design guidelines.

1. Restore Downtown Corona's physical presence as a multifaceted town center.
2. Encourage future development that creates a walkable environment typical of active downtown districts.
3. Provide a framework for new construction and redevelopment that is appropriately scaled and harmonizes with remaining historic or significant structures.
4. Allow design flexibility for new construction that alludes to the City's history without mimicking it: a built environment that honors the past in a contemporary manner.

CHAPTER 2: VISION & FRAMEWORK

5. Create and rehabilitate buildings to help define high quality public spaces that are suitable for formal and informal gatherings.
6. Create a destination for local residents and visitors.
7. Create a setting for large and small-scale public events and celebrations.
8. Support the development of a district that is accessible and benefits all segments of the community.
9. Increase the ability to access multiple destinations without the use of a car.



Street-level photograph taken at 6th Street and Grand Boulevard



6th Street and Grand Boulevard proposed concept



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

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3.1 PURPOSE AND GENERAL PROVISIONS

3.1.1 PURPOSE

The development standards in this chapter are requirements that address aspects of land use, site development, and building design that are essential to achieving the overall downtown vision of Corona. They are precise specifications for such things as building height, setbacks, open space, and parking.

3.1.2 INTENT

The development standards in this Chapter are intended to work together with the design guidelines and standards contained in Chapter 4 to ensure that all use of property, including new development, creates high-quality architecture, promotes a more environmentally and economically sustainable downtown, encourages an active pedestrian-scaled environment, and provides connections and appropriate transitions between areas within the downtown area as well as city-wide.

3.1.3 APPLICABILITY

A. Corona Downtown Revitalization Specific Plan Area

The requirements of this chapter are applicable to the area shown in the Regulating Plan in Figure 3.1. This area is referred to in this chapter as “Downtown Corona.”

B. Compliance with Standards

All sites, structures, and uses within Downtown Corona shall comply with the requirements of this chapter and the California Building Code and California Fire Code as adopted by the City of Corona.

C. Precedence

In addition to the requirements of this Specific Plan, all projects shall comply with the Corona Municipal Code (CMC). In the event of a conflict

between the City Zoning Code (CMC Title 17 – Zoning) and this Specific Plan, the provisions of this chapter shall govern. Any issue not specifically covered in the Specific Plan shall be subject to the regulations in the Zoning Code and/or Corona Municipal Code (CMC). The Director of Planning and Development may interpret the provisions of the Specific Plan on issues not specifically covered in the City’s existing regulations in accordance with Chapter 8 (Plan Administration and Implementation).

3.1.4 ADMINISTRATION

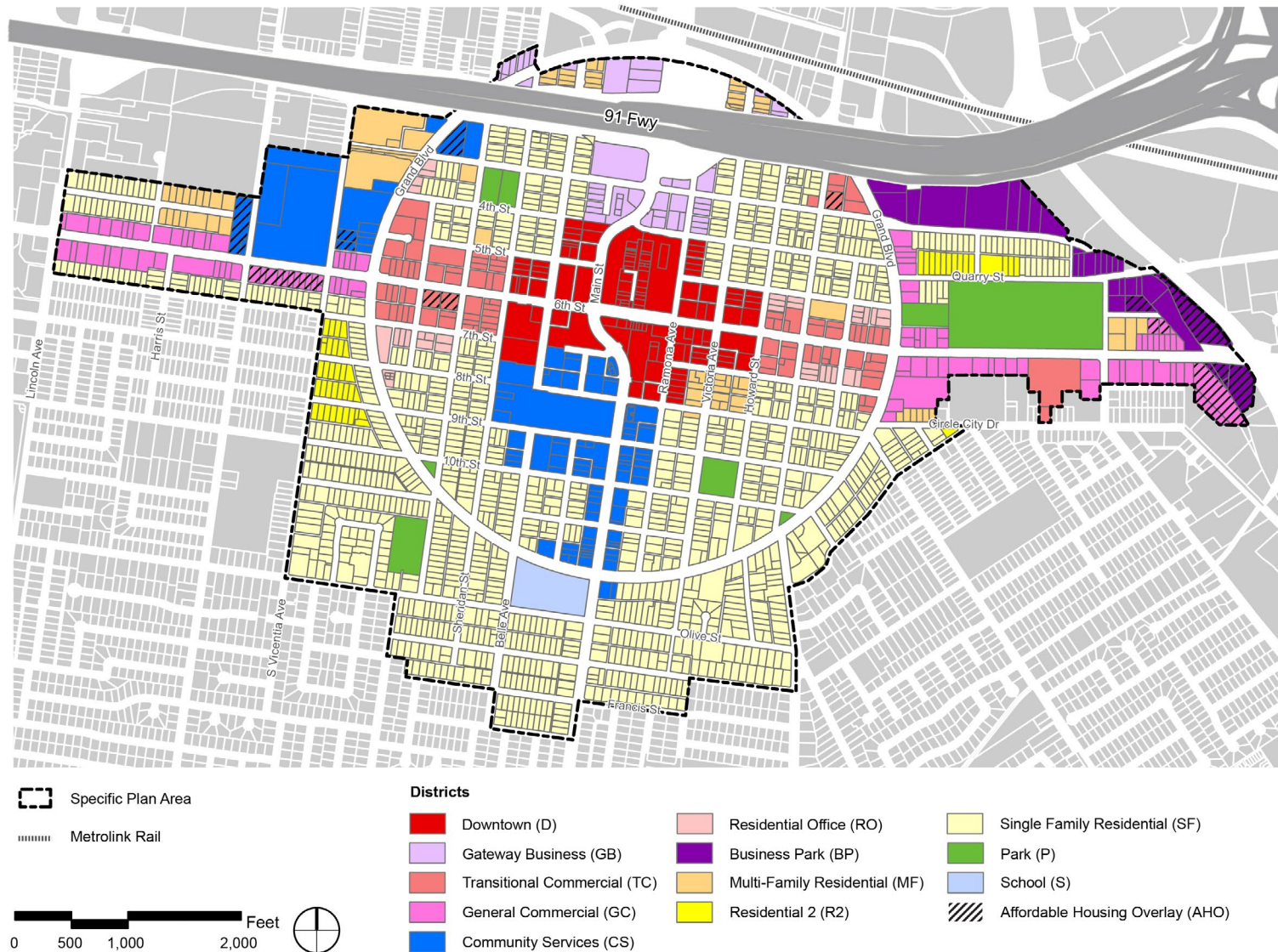
Compliance with the use and development standards in this chapter, in addition to the design standards and guidelines in Chapter 4, and other policies and regulations of this Specific Plan, shall be verified through the application and review procedures defined in Chapter 8 (Plan Administration and Implementation).

3.2 REGULATING PLAN AND LAND USE DISTRICTS

3.2.1 INTENT

This chapter establishes the land use districts within Downtown Corona. The specific plan area is comprised of the land use districts as indicated on Figure 3-1, Land Use Regulating Plan. The land use districts do not necessarily coincide with the zones contained in the City of Corona Zoning Code. Land uses shown on Figure 3-1 with an Affordable Housing Overlay (AHO) zone are allowed multifamily residential according to Chapter 17.31 of the CMC. The purpose/intent of each district is shown below.

Figure 3-1: Land Use/Regulating Plan



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

3.2.2 LAND USE DISTRICTS

Downtown (D) District

The Downtown (D) District provides opportunities for commercial retail, service commercial, business offices, restaurants and sidewalk dining, cultural and entertainment uses, mixed-use (including residential), as well as prominent buildings for governmental uses. The uses within the district are intended to encourage and support a pedestrian-friendly environment. Parking structures of a human-scale and pedestrian character, including efficient internal access, ingress and egress, plazas, courtyards, and attractive streetscapes are also intended for the district.

Gateway Business (GB) District

The Gateway Business (GB) District provides opportunities for professional offices, commercial services, retail, dining, and traveler services off the 91 Freeway which is geared toward visitors to Corona, as well as serving the local needs of residents.

Transitional Commercial (TC) District

The Transitional Commercial (TC) District provides a buffer commercial district from the Sixth Street corridor to the Downtown District. The district has a variety of low to medium intensity commercial uses in either a pedestrian or vehicular orientation. Governmental uses may also be located here as well as educational facilities, childcare, offices, and restaurants.

Community Services (CS) District

The Community Services (CS) District is a critical component of creating a true downtown with civic uses and activities. This includes governmental or institutional offices, libraries, hospitals, health care offices, churches, museums, and performing arts facilities. This district can also serve as a land use buffer between more intensive commercial uses and low-density residential neighborhoods.

General Commercial (GC) District

The General Commercial (GC) District provides for commercial uses that serve community and sub-regional needs, while incorporating efficient, safe, and attractive on-site pedestrian circulation. The district includes shopping centers as well as small single-site users which provide opportunities for neighborhood commercial services.

Residential Office (RO) District

The Residential Office (RO) District provides for office uses having a low volume of patrons in either existing residential structures or in new buildings that are architecturally sensitive to other historic residential structures found in the immediate vicinity. The district provides a much-needed land use buffer between the more intensive commercial districts and the low-density historic residential areas of Grand Boulevard.

Single Family Residential (SF) District

The Single Family (SF) District is provided to protect the integrity of Corona's historic residential neighborhoods within the Grand Boulevard and on the outskirts. The district is intended as an area for preservation, and development of historically sensitive single-family detached residential.

Residential 2 (R2) District

The Residential 2 (R2) District is comprised of low-density multi-family dwellings with more than one residential dwelling unit on the same lot. Housing types allowed in the district include duplexes, townhouses, and apartments.

Multi-Family (MF) District

The Multi-Family Residential (MF) District is intended to provide areas for a range of medium to high residential development. Housing types allowed in the district include townhouses, condominiums, and apartments.

Business Park (BP) District

The Business Park (BP) District provides for the development of attractive well-planned light industrial/business park uses to serve the needs of the community, as well as subregional users. The district includes uses such as industrial arts educational facilities, home furnishings and repair, wholesale businesses, light manufacturing, research and development, and other support activities for Corona’s commercial and office districts. Due to its high visibility from the 91 Freeway, this district will provide for the development of an efficient and attractive architectural environment which includes adequate circulation and landscaping, attractive buildings, and coordinated signage.

Open Space, Parks, and Schools (OS) District

The Open Space, Parks, and Schools (OS) District is provided to clearly designate those areas which serve only recreational and/or educational needs. Permitted uses in this district are strictly limited. Public parks located within the OS District shall have the zoning designation Park (OS-P) to provide for uniform park zoning citywide. Schools located within the OS District shall have the zoning designation School (OS-S) to provide for uniform school zoning Citywide.

3.3 ALLOWABLE LAND USES

3.3.1 ENTITLEMENT OPTIONS

The following Land Use Matrix (Table 3-1) addresses allowable uses and entitlement requirements within Downtown Corona. Certain uses may be subject to special conditions regarding the location, operation, design, or special permitting requirements of the use. Section 3.3.3 and Chapter 8 (Plan Administration and Implementation) describe provisions for unclassified uses and similar use determinations.

3.3.2 CONDITIONAL USE PERMIT

A conditionally permitted use requires approval of a conditional use permit by the Planning Commission according to Chapter 17.92 of the Corona Municipal Code. A conditionally permitted use subject to a minor conditional use permit requires approval by the Board of Zoning Adjustment according to Section 17.98.085 of the Corona Municipal Code.

3.3.3 SIMILAR USE DETERMINATIONS

Since it is not possible to list every land use, or to anticipate every land use that might be proposed in the future, the Director of Planning and Development or their designee may determine a use is substantially similar to those provided for in the land use table and may be treated the same way as a listed use through a Similar Use Determination as outlined in Chapter 8 (Plan Administration and Implementation) of this Specific Plan.

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

3.3.4 LAND USE TABLE (NEXT 10 PAGES)

TABLE 3.1 ALLOWABLE LAND USES

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
RESIDENTIAL USES												
Accessory Dwelling Units							P	P	P	P		Per the requirements of Chapter 17.85 of the Corona Municipal Code.
Home Occupations	-	-	-	-	-	-	P	P	P	P	-	Per the requirements of Chapter 17.80 of the Corona Municipal Code.
Live/Work Units	P	-	P	P	-	-	C	-	-	-	-	Includes a residential unit with a single tenant commercial space that is operated solely by the resident of the residential dwelling unit.
Single Family Dwellings	-	-	-	-	-	-	P	P	-	P	-	
Two-Family Dwellings	-	-	-	-	-	-	-	-	P	P	-	
Mixed-Use	P	-	P	P	-	-	C	-	-	-	-	Includes commercial/residential developments, including residential and office/retail/service either within the same structure or on the same parcel. Also may include Senior Citizen Housing.
Multi-Family Dwellings	P	P	P	P	-	P	-	-	P	P	-	Residential permitted by right in the D, GB, TC, GC and CS zones for a housing development project proposed according to Cal Gov't Code § 65852.24 subject to the requirements of Corona Municipal Code Chapter 17.31, or Cal Gov't Code § 65912.100 et seq.
Residential Home Care Facilities	-	-	P/CUP	P/CUP	-	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP	-	Allowed according to Chapter 17.73 of the Corona Municipal Code.
Senior Citizen Housing	C	-	C	-	-	C	-	-	P	P	-	
Single Room Occupancy Development	C	C	C	C	-	C	-	-	-	C	-	Efficiency unit to be occupied as a primary residence for more than 30 consecutive days.

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES												
General Retail												
Artist Galleries and Studios	P	-	P	P	-	P	P	-	-	-	-	Examples include art, music, pottery, and other similar uses.
Artisan Marketplace (including communal spaces)	P	-	P	P	-	-	-	-	-	-	-	Defined in CMC Chapter 17.04.
Flower/Garden Shops	P	P	P	P	-	P	-	-	-	-	-	Including outdoor display.
Food Markets	P	-	P	P	-	-	C	-	-	-	-	
Furniture Stores (new only)	P	-	P	P	P	-	-	-	-	-	-	
Handicraft-Type Industries	P	-	P	P	-	-	-	-	-	-	-	Examples include furniture, sculptures, stained glass, soaps, other similar type uses. Must be produced and sold on the same premise less than 5,000 s.f.
Hardware Stores	P	-	P	P	P	-	-	-	-	-	-	Less than 5,000 square feet with no outside storage.
Liquor Stores	MC	-	MC	MC	-	-	-	-	-	-	-	Retail sales only, no on-site consumption.
Office Supplies/Equipment	P	P	P	P	P	P	-	-	-	-	-	
Pet Stores	P	-	P	P	-	-	-	-	-	-	-	
Retail Stores, General Merchandise	P	MC	P	P	-	-	-	-	-	-	-	As an auxiliary use to an otherwise permitted use in the GB district.

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. “-” = Prohibited Use
 See CMC 17.85 for ADUs/JADUs and CMC 17.73 for Residential Home Care Facilities

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
General Retail												
Retail Vendor Kiosk, Onsite	P	-	-	-	-	-	-	-	-	-	-	According to the development standards for onsite retail vendor kiosks in Chapter 3.
Antique Shops (No Pawn Shops)	P	-	P	P	-	-	-	-	-	-	-	
Tobacco Stores	MC	-	-	MC	-	-	-	-	-	-	-	Subject to the provisions of Chapter 5.19 of the City of Corona Municipal Code.
Entertainment and Recreation												
Athletic Clubs	C	-	P	P	-	P	-	-	-	-	-	
Community Service Facilities, Clubs, Lodges, Meeting Halls, Multi-use venues	MC	C	P	P	-	P	-	-	-	-	-	
Cultural Institutions, Museums	P	P	P	P	-	P	-	-	-	-	MC	Not applicable to public school sites regulated by the state of California.
Entertainment, Outdoor	MC	-	-	-	-	-	-	-	-	-	P	Art exhibits, festivals, live music, movies, other similar type uses within commonly used communal space.
Gymnastics, Martial Arts Studies	P	-	P	P	P	P	-	-	-	-	-	
Health and Wellness Studios	P	-	P	P	-	P	-	-	-	-	P	Pilates, yoga, dance, personal training - no more than 3,500 sq. ft.
Massage Establishments	-	-	-	P	-	P	-	-	-	-	-	

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
Entertainment and Recreation (continued)												
Recreation Entertainment, Indoor	MC	-	MC	MC	-	-	-	-	-	-	-	Bowling, billiards, retro arcades, other similar types of uses.
Theatre, indoor	MC	C	C	C	-	C	-	-	-	-	-	Including live entertainment, except for adult entertainment according to Chapter 17.41 of the Corona Municipal Code.
Eating and Drinking Establishments												
Breweries, Micro/Craft (defined in CMC Chapter 17.04)	P/ZA	P/ZA	P/ZA	P/ZA	P/ZA	-	-	-	-	-	-	
Craft Beer tasting and/or tap room, including retail sale for off-site consumption (without on-site brewing)	P/ZA	-	P/ZA	P/ZA	-	-	-	-	-	-	-	
Coffee house, including on-site roasting	P	P	P	P	P	P	-	-	-	-	-	
Coffee house with drive- through services	C	C	-	C	-	C	-	-	-	-	-	
Delicatessen and bakery	P	P	P	P	P	P	-	-	-	-	-	
Distilleries/Wineries, Micro	P/ZA	P/ZA	P/ZA	P/ZA	P/ZA	-	-	-	-	-	-	Defined in CMC Chapter 17.04.
Food Hall	P	-	P	P	-	-	-	-	-	-	-	Multiple food/beverage operators within a common shared space.

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. "-" = Prohibited Use

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
Eating and Drinking Establishments (continued)												
Liquor lounge/bar, on-site consumption (defined in CMC Chapter 17.04)	P/ZA	-	P/ZA	MC	-	-	-	-	-	-	-	
Night Clubs	MC	-	-	C	-	-	-	-	-	-	-	Excluding Adult Entertainment according to Chapter 17.41 of the Corona Municipal Code.
Restaurants with walk-in service	P	P	P	P	MC	P	-	-	-	-	-	
Restaurants with drive- through service	-	C	-	C	-	-	-	-	-	-	-	
Restaurants with live entertainment as an ancillary use.	P	P	P	P	MC	MC	-	-	-	-	-	
Wine Stores, including retail sales, tastings and on-site consumption	P/ZA	-	P/ZA	P/ZA	-	-	-	-	-	-	-	
Sidewalk Dining	P	-	P	P	-	-	-	-	-	-	-	See Section 3.8.1.
Automotive Related Uses												
Auto Parts Sales (no installations)	-	-	-	P	P	-	-	-	-	-	-	
Auto Parts Sales (with installations)	-	-	-	-	P	-	-	-	-	-	-	
Automobile Repair	-	-	-	-	P	-	-	-	-	-	-	
Automobile Sales and Leasing (Car, RV, and Truck)	-	-	-	-	C	-	-	-	-	-	-	According to Chapter 17.72 of the Corona Municipal Code.
Automobile Service Stations	-	C	C	C	-	-	-	-	-	-	-	According to Chapter 17.72 of the Corona Municipal Code.

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. "-" = Prohibited Use

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
Automotive Related Uses (continued)												
Car Wash, Full Service	-	-	-	-	-	-	-	-	-	-	-	
Car Wash, Self Service	-	-	-	-	-	-	-	-	-	-	-	
Motorcycle Sales	-	-	-	C	C	-	-	-	-	-	-	According to Chapter 17.72 of the Corona Municipal Code.
Parking Lots and Structures, Stand alone	C	C	C	C	C	C	-	-	-	C	-	According to the development standards and design guidelines of the specific plan.
Other Uses												
Child Day Care (6 or fewer)	-	-	-	-	-	P	P	P	P	P	-	
Child Day Care (7-14)	-	-	-	-	-	P	P	P	P	P	-	
Child Day Care (more than 14)	-	-	P	-	-	P	C	C	C	C	-	
Banks, credit unions, and financial services	P	P	P	P	-	P	-	-	-	-	-	
Bed and Breakfast Inns	C	-	-	-	-	-	C	C	C	C	-	
Health Care Facilities	P/C/-	-	P/C/-	P/C/-	-	P/C/-	P/C/-	P/C/-	P/C/-	P/C/-	-	According to Chapter 17.73 of the Corona Municipal Code and as permitted in the C2/C3 zone in the D, TC, GC, & CS Districts; as permitted in the R1 zone for the SFR, RO, R2 and MFR Districts.

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CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
Other Uses (continued)												
Funeral Parlors and Mortuaries	-	-	C	C	-	C	-	-	-	-	-	
Hotels	C	C	C	C	-	C	-	-	-	-	-	Same definition as a hotel according to Chapter 17.04 of the Corona Municipal Code.
Laundromat, Dry Cleaners	-	-	P	P	-	-	-	-	-	-	-	
Motels	-	C	-	C	-	-	-	-	-	-	-	Same definition as a motor inn according to Chapter 17.04 of the Corona Municipal Code.
Offices, Governmental	P	P	P	P	P	P	P	-	-	-	-	
Offices, Professional	P	P	P	P	P	P	P	-	-	-	-	
Personal Services	P	P	P	P	-	P	MC	-	-	-	-	Includes barbers, beauty, and nail shops, tailor shops, travel agent, etc.
Religious Facilities	-	-	C	C	-	C	C	C	C	C	C	Refer to CMC Section 17.92.040.
Smoking Lounges	MC	-	MC	MC	-	-	-	-	-	-	-	Minor Conditional Use Permit, subject to the provisions of Section 17.33.160 of the City of Corona Municipal Code.

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. "-" = Prohibited Use

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
COMMERCIAL USES (continued)												
Tattoo and Body Piercing Salons	-	-	-	MC	-	-	-	-	-	-	-	
Veterinarians	-	MC	MC	P	MC	P	-	-	-	-	-	
MANUFACTURING AND INDUSTRIAL USES												
Assembly, Light	-	-	-	-	P	-	-	-	-	-	-	
Boat and Marine sales and Repair	-	-	-	-	P	-	-	-	-	-	-	
Distribution (excludes truck terminals)	-	-	-	-	P	-	-	-	-	-	-	
Home Improvement Centers	-	P	P	P	P	-	-	-	-	-	-	Includes home furnishings and hardware.
Laboratories (such as medical, mechanical, optical)	-	P	-	-	P	P	-	-	-	-	-	
Manufacturing, Light	-	-	-	-	P	-	-	-	-	-	-	Includes bakeries, cabinets, clothing, communication equipment, computers, cosmetics, furniture, instruments, metal engraving, musical instruments, packaging, pharmaceuticals, plastics, signs, silk screening, sporting equipment, and toys).

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. “-” = Prohibited Use

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
MANUFACTURING AND INDUSTRIAL USES (CONTINUED)												
Mixed Use - Commercial/Business Park Development	-	-	-	-	P	-	-	-	-	-	-	Feature a mix of commercial and light industrial uses that are “clean” operations such as research and development, e-commerce, parcel delivery services, etc.
Outdoor Storage	-	-	-	-	P	-	-	-	-	-	-	Only in conjunction with items manufactured/assembled or equipment used with businesses conducted within a building on site and screened by opaque fencing.
Parcel Delivery	-	-	-	-	P	-	-	-	-	-	-	
Processing (except hazardous material)	-	-	-	-	P	-	-	-	-	-	-	Including bottling, cleaning/dyeing, food preparation, packaging.
Publishing	-	-	-	-	P	-	-	-	-	-	-	Blueprinting, book binding, printing, publishing and photo copying.
Research/Development	-	P	-	-	P	-	-	-	-	-	-	
Repairing small appliances, electronic equipment, plumbing/electrical shops	-	-	P	P	P	-	-	-	-	-	-	

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. “-” = Prohibited Use

	Downtown	Gateway Business	Transitional Commercial	General Commercial	Business Park	Community Service	Residential Office	Single Family Residential	Residential 2	Multi-Family Residential	Parks, Schools, Open Space	Notes
MANUFACTURING AND INDUSTRIAL USES (CONTINUED)												
Treatment, light (non-toxic coating/plating)	-	-	-	-	MC	-	-	-	-	-	-	
Upholstery (within a fully enclosed building)	-	-	-	P	P	-	-	-	-	-	-	
Wholesaling	-	-	-	-	P	-	-	-	-	-	-	
Welding, Machine Shop	-	-	-	-	MC	-	-	-	-	-	-	
PUBLIC AND SEMI-PUBLIC FACILITIES												
Municipal Facilities	P	P	P	-	-	P	-	-	-	-	P	
Parks/Community Gardens	P	-	P	-	-	P	P	P	P	P	P	Public parks reviewed by Parks and Recreation Commission.
Public/Quasi-Public Uses	P	-	P	P	-	P	C	C	C	C	P	
Public Safety Facilities	P	P	P	P	P	P	C	-	C	C	P	
Schools/Educational Institutions	P	-	P	P	P	P	P	-	-	-	P	Includes culinary, music, art, trade, tutoring and other similar uses.

P=Permitted Uses P/ZA=Permitted with Zoning Administrator Approval C=Conditional Use MC= Minor Conditional Use. “-” = Prohibited Use

3.4 DEVELOPMENT STANDARDS

3.4.1 OVERVIEW

The Development Standards Table 3-2 provides the development criteria for all zoning districts within Downtown Corona, with the exception of the OS (Open Space) District. A development project within the OS District is subject to the discretion of a Precise Plan application, reviewed and approved by the Planning Commission, except that public schools regulated by the State of California are exempt from this requirement. Uses with associated standards not specifically covered by this Specific Plan are subject to the regulations of the City of Corona Zoning Code for similar land use classifications.

The development standards of the Specific Plan are considered minimum requirements. All projects will need to comply with the design guidelines found in Chapter 4 of the Specific Plan, which may result in further restrictions.

Special use regulations and standards for outdoor dining, outdoor displays, live-work units, onsite retail kiosks, etc. are contained in Section 3.8.



Downtown Street Setting

TABLE 3-2 DEVELOPMENT STANDARDS

TABLE 3-2 DEVELOPMENT STANDARDS										
	D	GB	TC	GC	BP	CS	RO	SF ⁵	R2 ⁵	MF ⁵
RESIDENTIAL DENSITY										
Maximum Dwelling Units Per Acre	Refer to the City’s General Plan Land Use Designations for Density Ranges/Maximums									
BUILDING AND LOT REQUIREMENTS										
Minimum Lot Area (square feet)	N/A	N/A	N/A	N/A	N/A	N/A	7,200	7,200	7,200	7,200
Minimum Lot Width (feet)	N/A	N/A	N/A	N/A	N/A	N/A	50	50	60	60
Minimum Lot Depth (feet)	N/A	N/A	N/A	N/A	N/A	N/A	100	100	100	100
MAXIMUM BUILDING HEIGHT										
Stories	5 ⁷	7 ⁷	3 ⁷	3 ⁷	3 ⁷	3 ⁷	2	2	2	2 ⁶
Feet	60 ⁷	75 ⁷	40 ⁷	40 ⁷	50 ⁷	40 ⁷	30	30	30	30 ⁶
Maximum Floor Area Ratio (FAR)	Refer to the City’s General Plan Land Use Designations for FAR Maximums									
Lot Coverage (% of lot area including accessory structures)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	35%	50%	60%
MINIMUM YARD SETBACKS ^{1 & 2}										
Front Yard Setback (feet)	0	8	5	8	20	5	20	20	20	25
Side Yard Setback, Interior (feet)	10 ⁴	10 ⁴	10 ⁴	10 ⁴	0/10	10 ⁴	5	5	5	5 ³
Side Yard Setback, Street (feet)	0	8	5	8	15	5	15	15	15	15
Rear Yard Setback (feet)	10 ⁴	10 ⁴	10 ⁴	10 ⁴	10	10 ⁴	10	10	10	15

1. All setbacks are minimums. Refer to the additional development standards for building and parking setbacks referenced in this chapter.
2. Refer to CMC Chapter 17.86 for additional setback requirements for properties established along Grand Avenue and Main Street.
3. Minimum setbacks: 5 feet for one story building; 7.5 feet for two story building; 10 feet for three story building.
4. Applicable only when property abuts a residential zone.
5. Other development standards according to the R-1-7.2 zone of CMC Chapter 17.18 the R2/R3 zone of CMC Chapters 17.22 and 17.24 shall apply. If the development standards of the specific plan conflict with the requirements in the CMC, the requirements in the specific plan shall prevail.
6. The Planning Commission may approve an increase in the overall building height to 3 stories or 40 feet subject to Precise Plan approval for multi-family apartment buildings consisting of five or more units.
7. According to Section 17.92.030 of the Corona Municipal Code, buildings may exceed the height limit of the zone with the approval of a Conditional Use Permit granted by the Planning Commission.

3.4.2 SCALE OF BUILDINGS

The standards in this chapter are intended to help shape development in a manner that creates a defined public realm and appropriate scale of buildings for a visually appealing downtown. These standards will also help to reduce building massing through yard setback and building stepback requirements that create appropriate transitions from Sixth Street and to residential neighborhoods. Furthermore, the standards support high-quality architecture and urban design through variation and articulation of building facades.

A. Density - Residential

Residential projects shall not exceed the allowable dwelling units per acre as specified in Table 3-2. Achievement of the maximum development density cited in the table is not guaranteed; the actual yield of any development density will be determined according to the site-specific physical characteristics and compliance with the required development standards and the design guidelines.

Sites designated with an Affordable Housing Overlay shall yield a density no less than the density range according to Chapter 17.31 of the Corona Municipal Code.

1. Fractions shall be rounded to the nearest whole number; those at 0.50 shall be rounded up.
2. The maximum density is based on the net project site area after dedications of public rights-of-way.
3. Projects using density bonus incentives shall refer to Chapter 17.87 of the Corona Municipal Code.

B. Floor Area Ratio (FAR)

Non-residential projects, including mixed-use projects consisting of residential, shall not exceed the allowable floor area as specified in Table 3-2. The area defined for the FAR is according to the Interpreting Density and Intensity Standards of the General Plan.

1. The maximum FAR is based on the net project site area after dedications of public rights-of-way.

C. Number of Stories

Buildings shall not exceed the maximum number of stories above the finished, exposed grade of the site as specified in Table 3-2.

D. Height of Buildings

Buildings shall not exceed the height limits specified in Table 3-2. The building height is defined according to Chapter 17.04 of the Corona Municipal Code.

1. Maximum height for massing adjacent to a certain street or interior property line shall adhere to the building stepbacks of Section 3.4.2.F of this Chapter.
2. Exceptions are allowed for projecting features according to Chapter 17.66 of the Corona Municipal Code.

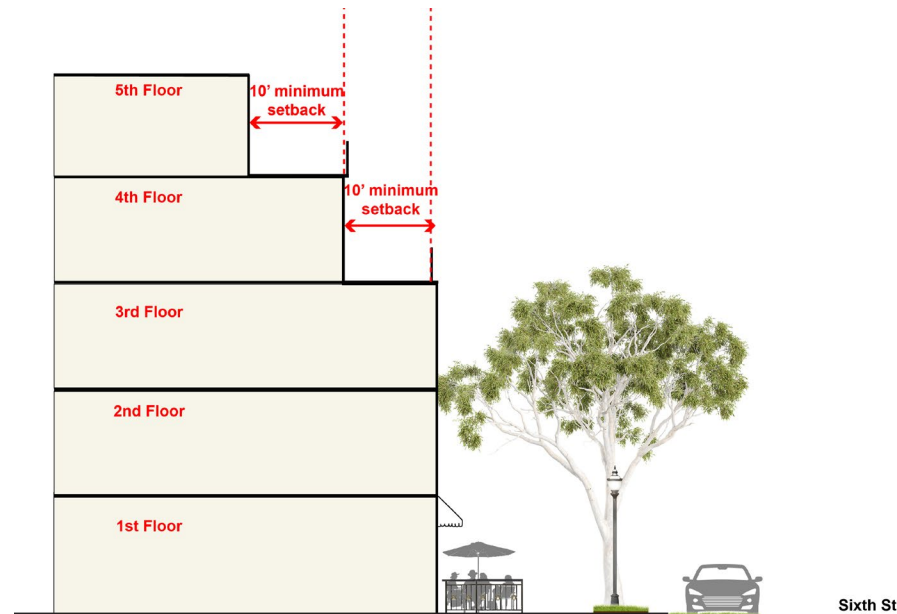
E. Building Setbacks

1. **Setbacks.** Setbacks are measured perpendicular from the property lines facing the street and shared property lines with other parcels.
 - a. Building setbacks shall be according to Table 3-2.
 - b. Minimum setbacks shall apply to all stories of a building, except for the building stepbacks referenced in Section 3.4.2.F.
 - c. Features allowed within the setback, include:
 - i. Landscaping and planters;
 - ii. Hardscape such as stoops and patios;
 - iii. Arcades and galleries per Section 3.4.3.D.;
 - iv. Walls and fences per Section 3.4.3.E.;
 - v. Seating and furniture;
 - vi. Outdoor dining per Section 3.8.1; and
 - vii. Other open space amenities at the discretion of the Planning Director.

F. Building Stepbacks

A building stepback is where the upper floors of a building, except for parking structures, are stepped back from the lower floors to increase the building setback from the property line based on the height of a building from an adjoining property or street. Uses allowed within the building stepback include private open space (terraces), shade structures (trellises), green roofs, and other open space features at the discretion of the Director of Planning and Development.

1. **Stepbacks from Sixth Street.** Starting on the fourth floor, the building shall be stepped back according to Table 3-3 for at least 70 percent of the building façade facing the street. The floors of a building above the fifth floor are allowed to have the same building stepback of the fifth floor with no additional building stepback required.



Five story building with fourth and fifth floor stepped back along Sixth St

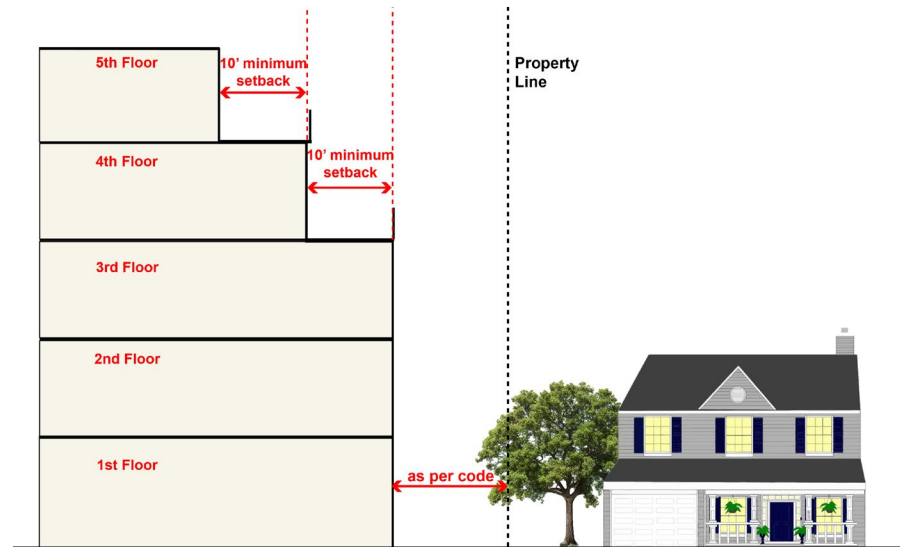
TABLE 3-3 BUILDING STEPBACKS ALONG SIXTH STREET.

Project Type	Stepbacks Along Sixth Street		
	3rd Floor	4th Floor	5th Floor
Mixed Use	N/A	10' from 3 rd floor	10' from 4 th floor
Nonresidential	N/A	10' from 3 rd floor	10' from 4 th floor
Residential	N/A	10' from 3 rd floor	10' from 4 th floor



Example of a 3rd floor stepback

2. **Stepbacks from Interior Property Lines Adjacent to Single-Family Residential Zoning Districts.** Starting on the fourth floor, the building shall be stepped back according to Table 3-4 for 100% of the building façade facing the residential zone. The floors of a building above the fifth floor are allowed to have the same building stepback of the fifth floor with no additional building stepback required.



Five story building with fourth and fifth floor stepped back adjacent to single-family residential zones

TABLE 3-4: BUILDING STEPBACKS ADJACENT TO A SINGLE FAMILY RESIDENTIAL ZONE.

Project Type	Stepbacks Adjacent to a Single Family Residential Zone		
	3rd Floor	4th Floor	5th Floor
Mixed Use	N/A	10' from 3 rd floor	10' from 4 th floor
Nonresidential	N/A	10' from 3 rd floor	10' from 4 th floor
Residential	N/A	10' from 3 rd floor	10' from 4 th floor

3.4.3 BUILDING FRONTAGES

The building frontage standards below are intended to :

- Increase the visibility into ground floor spaces to create visual interest for pedestrians;
- Limit expansive, blank walls on the ground floor to enhance the appearance of the building;
- Promote shade using arcades and shade structures; and
- Prioritize pedestrian access by ensuring doorways are open to a public sidewalk or public open space.

A. Ground Floor

1. **Height.** Buildings facing the street shall have a minimum height of 16 feet on the ground floor for a nonresidential use. The minimum height of residential ground floor spaces shall be 10 feet.

B. Transparency

1. **Windows and Doors.** Glazing for each respective storefront shall be no less than 60% of the façade facing the street on the ground-floor of non-residential uses, and no less than 30% of the façade above the ground floor.
 - a. For non-residential and residential common space uses, the glazing on the ground floor shall be proportionate to the façade of the building or each respective storefront.
 - b. Windows shall be recessed or shall project a minimum of two inches from the façade. Flush windows may be allowed if it results in no negative impact on the total architectural quality of the building.
 - c. Obstructions within the interior ground floor of the building shall not obscure more than 30 percent of the glazing of each respective storefront.

2. **Blank Building Walls.** Expansive, blank walls that have no doors and windows on the side facing the street and open space shall not span more than 20 feet in length in the Downtown District.
3. **Security Bars, Gates & Coverings.** Exterior security bars, gates and coverings are prohibited in addition to interior security bars. Interior security gates and coverings are allowed and shall be open during business hours and concealed by side pockets or ceiling cavities.

C. Shade Structures

Shade structures, including but not limited to awnings and canopies, are encouraged throughout Downtown Corona in the Downtown and Commercial Districts. For more specific design guidance for shade structures, refer to the Design Guidelines in Chapter 4.

1. Buildings which front Sixth Street in the Downtown District, shade structures from the facade are encouraged to project a minimum of three feet but no more than four feet into the public right-of-way for at least 50 percent of the building frontage. Shade structures shall be reviewed and approved by the Planning and Development Department in addition to the approval of an encroachment permit.
2. Along all other street frontages, shade structures on the building facade may project up to two-thirds of the sidewalk width, subject to review and approval by the Planning and Development Department and the approval of an encroachment permit.
3. Shade structures attached to the building shall provide a vertical clearance of eight feet from the sidewalk elevation.
4. Shade structures shall not conflict with existing trees, signs, street lights, or any other existing street features.

5. An arcade space described in Section 3.4.3.D and located on the ground floor can be used instead of shade structures.

D. Building Arcades

An arcade is a covered walkway for pedestrians extending from the building façade supported by columns located in the Downtown and Commercial Districts.

1. An arcade shall not encroach into the public right-of-way but is allowed to encroach into the on-site front yard and street side yard setback.
2. An arcade shall have a minimum passage depth of 8 feet from the back of the column to the building façade.
3. The distance between columns shall be equal to or greater than the arcade depth dimension, as measured from the column center.
4. The façade shall meet the ground floor transparency requirements set forth in Section 3.4.3.B.
5. Uses allowed within the arcade include the following, provided an unobstructed pedestrian path of travel width of five feet is maintained.
 - a. Outdoor displays;
 - b. Seating furniture;
 - c. Outdoor dining;
 - d. Landscape planters; and
 - e. Bicycle parking.



Example of an arcade along street frontage

E. Walls, Fences, and Hedges

1. Front yard setback. Walls, fences, raised planters, screening, and similar structures shall be permitted within the front yard setback subject to the following performance standards. However, hedges or walls in the Downtown District are limited to outdoor dining enclosures described in Section 3.8.1.
 - a. Maximum height shall not exceed 36 inches.
 - b. Fences and hedges used to contain outdoor dining spaces shall not exceed 42 inches and shall not obstruct any line of sight requirement.
 - c. Guardrails required for paths of travel may exceed the height of 36 inches if required by the Building Code. Guardrails shall be non-opaque.
 - d. For specific design standards for walls, fences, and hedges, refer to Chapter 4.

2. Interior property line walls/fences.

- a. Shall adhere to Chapter 17.70 of the Corona Municipal Code .
- b. Solid walls/fences which are integrated into the building architecture may be permitted to match the height of the ground floor, with a maximum length of 25 feet.

F. Trash receptacle enclosures.

1. Trash receptacle enclosures (including recycling and green waste containers) shall not be placed toward the front or street side of the property. All enclosures shall be screened by a solid fence not less than six (6) feet in height that is architecturally compatible with the building and shall have a covered top. The trash enclosure gates shall be secured with a locking system, such as a keypad system, to prevent unwanted activities.

3.4.4 OPEN SPACE

The open space standards below are intended to:

- Provide a variety of open space settings for gathering, recreation, and respite for residents and visitors;
- Give residents access to natural light and fresh air in and around living spaces;
- Improve building design and site planning by integrating open space into developments; and
- Correlate open space requirements based on the number of resident living units and size of the building.

A. Types of Open Space

A variety of high quality, usable, and accessible open space contributes to an active public realm and successful building design. A combination of open spaces serve a range of purposes, including spaces for relaxation and community gathering for residents, employees, and visitors.

Open spaces on either the ground floor or on the upper stories of buildings, correlated to the building use and size, can break up building massing, thereby improving site and building design. Open spaces are defined as follows:

1. **Private open space.** Open space areas such as patios, balconies, and yards that adjoin a dwelling unit and are reserved for the exclusive use of the resident(s) of said unit, and their guests.
2. **Common open space.** Open space areas and recreational spaces such as courtyards, pool areas, rooftop decks with outdoor seating and patio covers, tot lots, communal outdoor picnic areas with seating, shade structures, barbecues, etc. that are shared among residents of a building. Common open spaces can include common indoor space for fitness facilities and clubhouses that may or may not be open to the public.



Private open space

3. **Publicly accessible open space.** Open space areas such as plazas, pocket parks, splash pads, and paseos that are on private property but open to the public to congregate and gather. Typical amenities include outdoor seating, shared/open outdoor dining spaces, landscaping, fountains, and public art.

B. Minimum Area

1. **Private and Common Open Space.** Projects shall provide the minimum area of open space based on the use and size prescribed below. Areas used regularly for parking, loading, or storage shall not count towards minimum open space requirements.
 - a. **Multiple Family Residential.** A minimum of 150 square feet of open space per unit with 25% provided in private open space and 75% in common open space.
 - b. **Non-Residential.** Retail and commercial service projects shall provide publicly accessible open space at a minimum of 5 percent of the



Common open space

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

gross floor area for the first 20,000 to 80,000 square feet; additional publicly accessible open space shall be provided at a minimum of 2 percent of the floor area after the first 80,000 square feet.

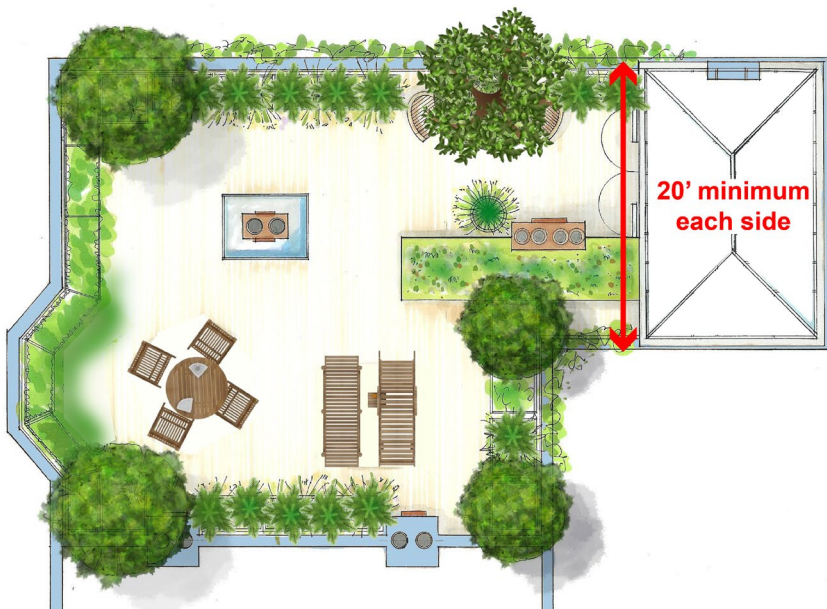
- c. **Mixed-Use.** Projects shall comply with the requirements applicable to each type of use.

C. Standards for Private Open Space

- 1. **Dimensions.** Private outdoor space located on the ground floor shall have no dimension less than 10 feet. Private outdoor space located above the ground floor shall have no dimension less than 6 feet.

D. Standards for Common Open Space

- 1. **Dimensions.** A minimum dimension of 20 feet in each direction is required for common open space. Shared amenity space shall not be located in any required setback unless the setback directly abuts a public park.



Rooftop deck with outdoor seating and patio

- 2. **Landscaping.** In addition to the outdoor amenities provided in the common open space, a combination of low lying, drought tolerant shrubs and 24 inch box trees shall be planted within the common outdoor space. The design of the outdoor landscaping shall be reviewed during the Precise Plan application process.
- 3. **Hardscape.** Hardscape areas can include surfaces covered in paved concrete, brick, natural stone, concrete pavers, textured and colored concrete, or concrete with exposed or special aggregate.
- 4. **Access.** Common open space, or portions of common open space, may be accessible to the public if desired by the property owner.
- 5. **Amenities.** Amenities shall include the types of amenities described in 3.4.4.A.2.

E. Standards for Publicly Accessible Open Space

- 1. **Dimensions.** A minimum dimension of 20 feet in each direction is required for publicly accessible open space.
- 2. **Signage.** Publicly accessible open space shall have visible signage from the adjacent sidewalk identifying the space as a publicly accessible amenity and listing accessible hours.
- 3. **Hardscape.** No more than 40 percent of the publicly accessible open space shall be paved in standard concrete. Remaining areas shall use one of the following enhanced paving techniques or a combination thereof: brick, natural stone, unit concrete pavers, textured and colored concrete, or concrete with exposed or special aggregate.
- 4. **Water Features.** Decorative water features such as fountains, reflecting pools, or similar feature not occupying more than 5 percent of the publicly accessible open space is allowed. Swimming pools and splash pads intended for play by children are not considered water features for the purposes of this standard.

5. **Seating.** Seating shall be provided at a minimum of 1 seat per 300 square feet of required publicly accessible open space. Benches and/or seatwalls shall be calculated as 1 seat per 24 linear inches.
6. **Landscaping.** Tree wells and landscape planters occupying at least 25 percent of publicly accessible open space shall be provided.



Conceptual rendering of publicly accessible open space area

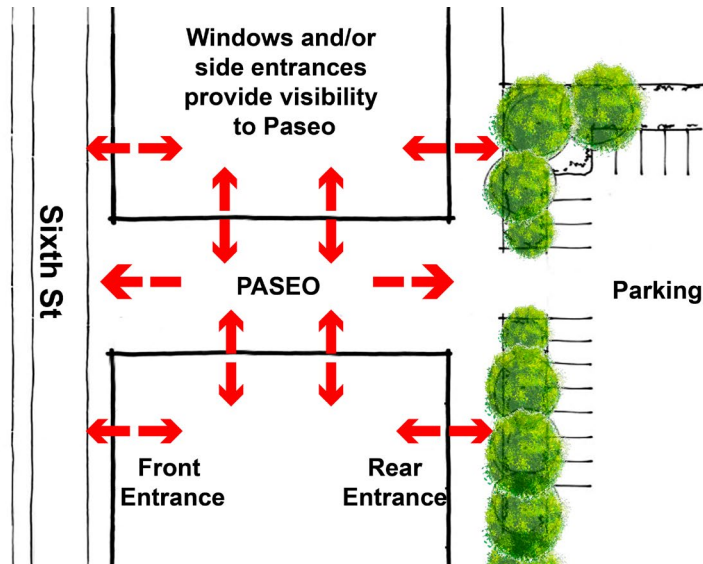


Publicly accessible open space

7. **Shade Structures.** Shade structures in the form of trellises, shade trees and extended canopies from the building shall be provided throughout the publicly accessible outdoor space.
8. **Common Open Space Credit.** Publicly accessible open space in excess of the minimum may count towards a maximum of 30 percent of the common open space requirement at a 1:1 ratio.

F. Mid-Block Paseo Plaza Incentive Bonus

1. **Purpose.** Within the Downtown (D) District, it is desirable to encourage the provision of pedestrian paseos at mid-block locations to provide convenient pedestrian access to the street from public parking lots at the rear of buildings.
2. **Requirements.** In order to qualify for the mid-block paseo incentive bonus, a proposed project must meet the following requirements:
 - a. Paseos shall be designed to be an integral part of the overall project and shall be configured to provide straight-forward access from an alley or rear parking area to the street. The incorporation of plazas into the design is highly encouraged. Building entrances are encouraged to front onto a paseo. If it is deemed that a business entrance cannot front onto a paseo, a minimum of one display window per business shall be provided facing onto the paseo.
 - b. A paseo shall incorporate landscape features, lighting, shade, textured paving, and other design elements to enhance the overall pedestrian environment and provide a high level of security, natural surveillance, and convenience.
3. **Incentive Bonuses.** For projects meeting the above requirements, the following development bonuses may be granted by the Planning Commission:
 - a. Required parking may be reduced by 15%.
 - b. If publicly accessible open space is required for the project, the required space can be reduced by 20%..



Paseo between adjacent buildings



Public accessible paseo

3.5 LANDSCAPE STANDARDS

3.5.1 INTENT

The objectives of the landscaping in Downtown Corona are:

- To beautify Downtown and create a gateway to the City;
- To soften the visual appearance of commercial development;
- To unify the area as a pleasant environment for residents and visitors alike.
- To increase native landscaping requirements and incentives to plant native or low water plantings for all public and private projects.

These objectives will be accomplished by a recognizable use of similar planting treatments along the streets in Downtown Corona. Consistency and continuity within the street right-of-way and building setback areas are extremely important. New development in Downtown Corona shall refer to the following landscape regulations.

3.5.2 GENERAL PROVISIONS

A. Concept Landscape Plans

1. A concept landscaping plan shall be submitted as part of the entitlement process.
2. The concept plan shall exhibit a generalized design layout which adequately demonstrates the proposed landscaping program in terms of location, size/scale, function, theme and similar attributes.

B. Detailed Landscape Plans

1. Detailed landscape plans shall be prepared only after approval of the entitlement. Submittal of detailed plans shall be concurrent with any required grading plan(s) and other documents or reports.

2. Landscaping plans for projects shall be prepared by a licensed landscape architect registered to practice in the State of California.
3. Landscaping plans shall include the use of drought-tolerant, water-efficient and hydro zoned plant materials whenever/wherever possible.

C. Landscape Development Standards

1. Any existing structure that expands its gross floor area by 25% or more shall bring the subject property into full compliance with current landscaping requirements as set forth in the Chapter 17.70 of the Corona Municipal Code.
2. All landscaping areas shall be maintained in accordance Chapter 17.70 of the Corona Municipal Code.
3. All setbacks, parkways, and non-work /storage areas that are visible from a public street or from a parking lot available to the public shall be landscaped or hardscaped. Areas proposed for development in another phase shall be temporarily planted with ground cover to control dust and soil erosion if the phase will not begin construction within six months of completion of the previous phase.
4. Trees and shrubs shall be planted so that at maturity they do not interfere with utility service lines, street lighting, and traffic safety sight areas.
5. Trees planted within five feet of paving shall be provided with approved root control devices.
6. Landscape areas shall have plant materials and planting methods suitable for the soil and climatic conditions of the site. Landscape areas shall use water-efficient, drought-tolerant plants.

3.6 VEHICULAR PARKING

3.6.1 PARKING REQUIREMENTS AND STANDARDS

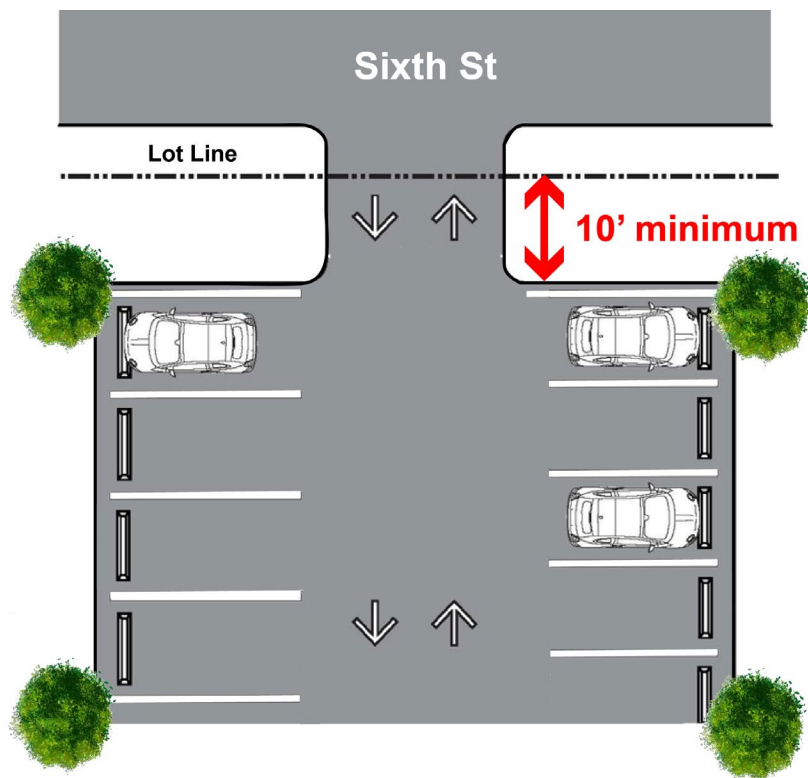
A. Minimum Parking Requirements

1. **Number of Spaces.** Projects shall provide off-street parking spaces per the parking standards of Chapter 17.76 of the Corona Municipal Code, except for outdoor dining described in Section 3.8.1, and commercial and residential mixed use described in Section 3.8.3.C.
2. **Shared Parking.** Parking may be shared among multiple uses that have reciprocal parking upon submittal of a shared parking analysis showing that the number of parking spaces needed is less than the sum of spaces required by Chapter 17.76 of the Corona Municipal Code. The shared parking analysis shall be prepared by a traffic engineer registered by the State of California.

B. Layout and Design of Parking

1. **Siting of Parking Areas in the Downtown District.** Required off-street parking shall be provided underground, in above-ground structures, or behind street-facing buildings within interior parking courts in the Downtown District. If surface parking lots are necessary, the parking shall be located behind the building from the front yard, away from the street corner on corner parcels, and behind on-site open spaces.
2. **Surface Parking.** Parking lots shall be setback a minimum of 10 feet from the property line. Parking located along street side and rear yards, and along interior property lines not adjacent to residential can be reduced to 5 feet subject to review by the Director of Planning and Development. However, parking facing Sixth Street shall have a minimum setback of 10 feet, regardless of the orientation of the yard.
 - a. Parking shall be buffered from the street by buildings or landscaped area, with the exception of access drives .

- b. Parking lot landscaping shall be provided in accordance with the Corona Municipal Code, except that one tree of at least 24 gallons in size shall be provided for every six (6) parking spaces. Trees shall be distributed as evenly as possible throughout the parking area, no more than of 35 percent of the required trees clustered within the street setback.



Surface parking requirements

3. **Podium Parking.** Podium parking located above ground shall not exceed one story in conjunction with habitable buildings located above. Multiple stories of above ground parking are permitted if the project meets the parking structure standards below.
4. **Parking Structures.** Structures shall be buffered by commercial/office storefronts or residential units between the parking area and Sixth Street, with the exception of access drives . Parking structures shall be screened from public view on all public streets through either buffering of human-occupied floor areas or permanent view-obscuring screening materials which also incorporate enhanced landscaping.
- a. Elevators and stairs shall be located adjacent to sidewalks or other public spaces.
- b. Parking areas shall be screened from the public realm using heavy-gauge metal, precast concrete panels, laminated glass, green walls, or other means subject to review and approval by the Planning and Housing Commission.
5. **Underground Parking.** No setbacks are required other than those required to comply with building codes.

3.6.2 PARKING STANDARDS – SPECIAL CONSIDERATION

A. Downtown (D) District

1. For any proposed project in the Downtown (D) District, on-street parking can be counted toward required parking, a maximum twenty-five (25) percent reduction in required parking spaces may be permitted by the City for the development of structured parking, provided that one of the following findings can be made.
- a. Adequate parking will be available within 300 feet to serve the subject project.

- b. The number of on-street parking spaces immediately adjacent to a non-residential development site, or the number that will be immediately adjacent upon completion of planned street/parking improvements, whichever is greater, may be counted toward the required number of off-street parking spaces for said non-residential use(s). The number of required parking spaces may be adjusted based on the preparation and findings of a parking study.
2. If the city has an in lieu fee for parking or intends to adopt an in lieu fee, such parking requirements may be satisfied by payment of an in lieu fee to the City. The payment shall be equal to the sum of money for each parking space not provided on-site. The amount of the in-lieu fee shall be determined by a nexus fee study and adopted by the City Council. The funds shall be used by the City for the purpose of acquiring and developing public off-street parking facilities.

B. Commercial Districts

1. Parking facilities abutting residentially zoned parcels shall provide a seven (7) foot high, double-sided decorative masonry wall to screen the parking area(s). Decorative masonry includes options such as splitface or slumpstone block, masonry block covered in stucco, or a plaster finish matching the architecture of the building. Landscaping including shrubs and trees shall be incorporated adjacent to walls to mitigate the visual effects of flat wall surfaces. Where possible, wall offsets and planting pockets shall also be provided (see Chapter 4, Design Guidelines for additional information in regards to design regulations).
2. Parking areas adjacent to public right-of-way shall provide a three (3) foot high landscaped berm across the entire parking frontage except for driveways. Landscape screening may include a combination of low hedge row plantings, landscaped berms or low decorative masonry walls.

3. Parking areas shall be provided with landscaped islands at the parking row terminus. Continuous rows of parking spaces shall be broken up every eight (8) spaces with an interior island that is the same depth as the parking stall and no less than 4 feet wide, or a tree well at the front corners of the parking space.

C. Residential Districts

1. Parking areas for multifamily residential shall adhere to the same standards provided in Section 3.6.1.B.
2. Building additions to existing single family houses are not required to provide additional parking spaces or covered parking spaces to the property, including single family homes never having a garage.

3.7 SIGNAGE

3.7.1 OVERVIEW

This section describes the development standards for on-site signage associated with the land use districts of Downtown Corona.

3.7.2 APPLICABILITY

Signs in Downtown Corona, including temporary signs, shall be erected, constructed, altered, and maintained according to the standards set forth in this section. Where information on certain signage is silent, the definitions and development standards in Chapter 17.74 of the Corona Municipal Code shall prevail. Signage shall also conform to the Sign Design Guidelines in Chapter 4 of this Specific Plan.

3.7.3 SIGN TYPES

Specific signage types and standards are described below.

A. Awning and Canopy Signs

Signs painted or printed on awnings, canopies, arcades, or similar attachments or structures are subject to the following standards.

1. **Maximum Allowable Sign Area.** Awning and canopy signs shall have a maximum allowable sign area of 10 square feet, or 25 percent of the total awning area, whichever is less.
2. **Maximum Number of Signs.** Awning and canopy signs shall be limited to one per establishment.
3. **Illumination.** Awning and canopy signs shall not be internally illuminated. External illumination may be considered.



Awning sign diagram

B. Parcel Identification Signs.

A parcel identification sign means a freestanding sign at a fixed location, such as a pylon or monument sign that is installed with a permanent foundation and not attached to any building and advertises the business(es) located on the parcel or within the center it serves. Parcel identification signs are subject to the following standards.

1. Maximum Allowable Sign Area.

- a. Residential Districts .
 - i. Single Family and R2: 6 square feet (nonpermanent yard type sign allowed)
 - ii. Multifamily: 32 square feet
- b. All Other Districts. Allowable sign area shall be based on one square foot per linear foot of the property frontage adjacent to a street, up to 60 square feet.
- c. A parcel identification sign associated with multiple businesses on the same parcel or center shall be limited to four tenants per sign.

2. Maximum Sign Height.

- Residential Districts: 4 feet.
- All Other Districts: 15 feet.

3. Support Structure. The support structure shall be architecturally compatible with the building or center it serves .

- Location of Sign. All freestanding signs shall be located outside of the corner visibility requirements according to Section 17.70.050 of the Corona Municipal Code. One sign per street frontage per property is allowed.
- The sign shall be located within an area that is landscaped.
- No portion of the sign shall extend into the public right of way.

4. Illumination. Parcel identification signs can be internally or externally illuminated if not located adjacent to a residential zone.

C. Hanging Signs.

A hanging sign can be a projecting sign or shingle sign. A projecting sign means a sign that projects horizontally from the exterior wall of a building associated with the adjacent business. A shingle sign means a sign that is suspended beneath a marquee, covered walkway, canopy, or awning associated with the adjacent business. Projecting and shingle signs are subject to the following standards.

1. Maximum Allowable Sign Area.

- Residential Districts. 6 square feet.
- All Other Districts. 10 square feet.

2. Maximum Sign Height. 15 feet.

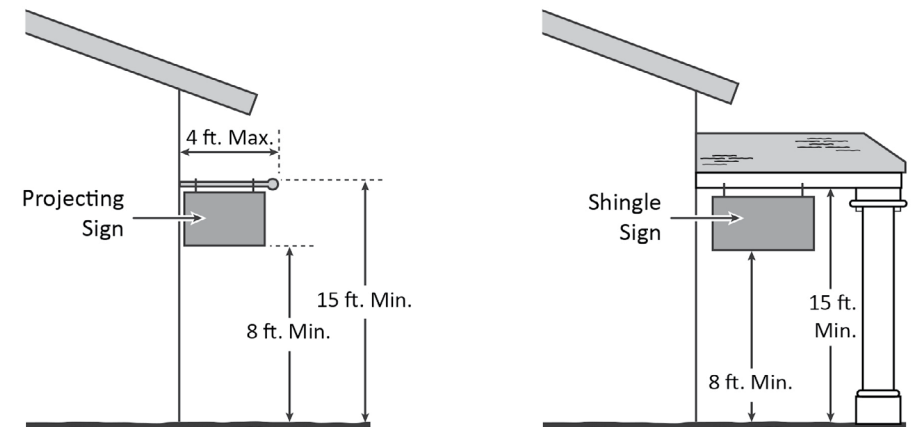
3. Minimum Sign Clearance. 8 feet.

4. Maximum Number of Signs. One per each building frontage or tenant space.

5. Maximum Projection.

- Projecting Sign. A projecting sign shall not extend more than four feet from the building to which it is attached and shall be designed and located in a way to not cause harm to street trees. Signs projecting into the public right-of-way are subject to an encroachment permit.
- Shingle Sign. A shingle sign shall not extend further than the outer edge of the marquee, covered walkway, canopy, or awning from which it is suspended.

6. Illumination. Projecting and shingle signs shall not be internally illuminated.



Project and Shingle Sign Projection

D. Building Identification Signs

A building identification sign means a sign that is installed flat, on the surface of a building that identifies the name of a business occupying the building. A building identification sign includes any sign attached to, erected against or painted upon the wall of a building or structure. Building identification signs are subject to the following standards.

1. **Maximum Allowable Sign Area.**

- a. Single Family Residential. Building signage is prohibited.
- b. Multi-Family Residential District. Maximum sign area of 32 square feet.
- c. Single Tenant Buildings in All Other Districts. One square foot per linear foot of the building elevation of where the sign is located. In no case, shall the total area of building signage on a single elevation exceed 150 square feet.
- d. Multiple Tenant Buildings in All Other Districts. One square foot per linear foot of the building elevation of the tenant space of where the sign is located. In no case, shall the total area of the building signage on a single elevation of a tenant space exceed 150 square feet.

2. **Location of Sign.**

- a. Building Height:
 - i. Single story buildings. No building signs shall extend above the roof of the building.
 - ii. Multi-story buildings.
 - Single Tenant. The name of the tenant or the name of the building shall be on the top floor of the building. Building signage shall not extend above the roofline of the top floor.
 - Multiple Tenants. The name of the building is allowed on the top floor of the building and the signage shall not extend above the roofline of the top floor. Tenant signage is only allowed for the tenants located on the first floor and signage shall not extend above the roofline of the first floor.
- b. Building signs shall not cover architectural features of the building, including doors and windows.
- c. Building signs are allowed on each elevation of the building according to Section 3.7.3.D. Signs are prohibited on building elevations facing adjacent residential properties.

3. **Sign Attachment.** Building signs shall be attached according to the following standards:

- a. Attached parallel flat against the building wall, extending no more than 15 inches from the wall; or
- b. Attached parallel to the fascia board of a sloping mansard roof. The sign shall not hang more than 18 inches below the fascia and shall not extend above the fascia of the sloping roof.

4. **Illumination.** The illumination of building signs shall be externally illuminated, except that a single storefront having a building width of 150 feet or greater is allowed internally illuminated wall signage.

E. Window Signs

Signs painted on or otherwise adhered directly onto a window and signs that block a window in any way are subject to the following standards.

1. **Maximum Allowable Sign Area.** 20 percent of the window area.
2. **Location.** Window signs are limited to the first floor and prohibited on windows located on the second floor and above.

F. Temporary Signs and Devices to Attract Attention

1. Temporary storefront banners are allowed per Section 17.74.080(A) of the CMC.
2. Devices to attract attention such as rooftop mounted balloons, feather flags, inflatable dancer waiving tube, and other similar devices are prohibited.

3.8 SPECIAL USE REGULATIONS AND STANDARDS

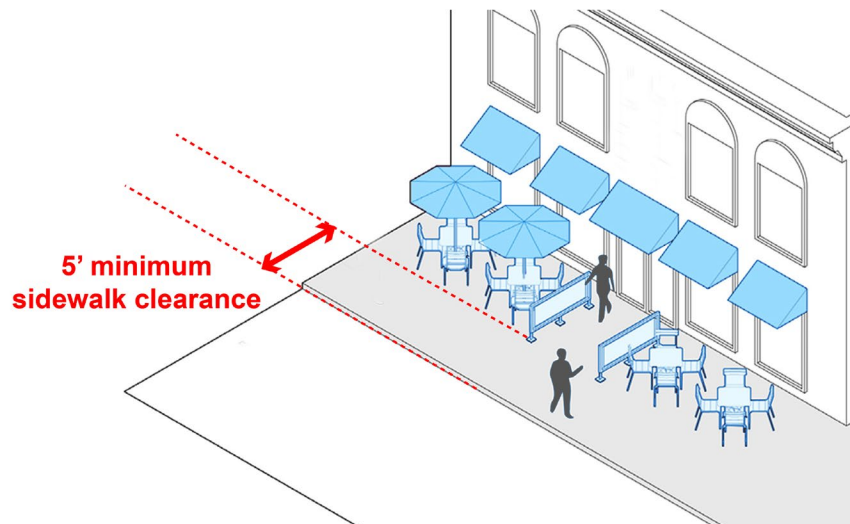
3.8.1 OUTDOOR DINING

A. Overview

Outdoor dining is allowed as an incidental use to an established restaurant, coffee house, or other food service businesses. Common outdoor dining spaces are also encouraged within on-site open spaces intended for public gatherings. The following standards and regulations shall apply to outdoor dining in addition to the Design Guidelines reference in Chapter 4 for the Downtown District

B. Development and Design Standards

1. Outdoor dining areas extending onto the public sidewalk shall maintain an unobstructed path of travel width of five feet where the outdoor dining occurs. The pedestrian path of travel shall be measured from the dining area boundary to the curb face and other obstructions (e.g. planters, utility boxes, light poles, tree wells, etc.). No tables, chairs, umbrellas, shade structures, or other fixtures shall be permitted within the pedestrian path.



Outdoor dining areas extension onto public sidewalk

2. Outdoor dining areas extending onto the public sidewalk or on-site of the property shall not obstruct entrances, exits, permitted signs, mailboxes, utilities, and activities associated with public transit stops. Outdoor dining activities shall not extend into the line-of-sight distances at street corners and driveways according to Section 17.70.050 of the Corona Municipal Code.
3. Outdoor dining shall not inhibit vehicular or pedestrian circulation.
4. Outdoor dining area may be divided or fenced at a maximum height of 42 inches.
5. A sidewalk or outdoor plaza adjacent to a restaurant may be used for permanent outdoor dining. The width of the dining area along a sidewalk shall not exceed the width of the building frontage of the subject establishment. However, a common outdoor space within a plaza setting may be used by multiple businesses to provide outdoor seating.
6. Outdoor dining shall be separated from parking facilities by pedestrian walkways, landscaping, decorative fences, walls, or other design features approved by the Director of Planning and Development.
7. No additional parking is required for outdoor dining located within designated patios or plazas, and when located on the sidewalk adjacent to the establishment.

C. Sidewalk Dining Permit

1. Outdoor dining located on the public sidewalk is subject to the approval of a Sidewalk Dining Permit issued by the Planning and Development Department. The application for a sidewalk dining permit shall include a detailed site plan showing accurate dimensions of the outdoor space and compliance with the development standards listed in Section 3.8.1.B and the design guidelines listed in Chapter 4 for the Downtown District.
2. Each application for a sidewalk dining permit shall be accompanied by an application fee as established by resolution of the City Council.

3.8.2 OUTDOOR DISPLAY OF MERCHANDISE

A. Overview

All businesses which engage in the outdoor display of merchandise shall comply with the following standards and regulations:

B. Development and Design Standards

1. The outdoor display of merchandise shall be incidental to the items sold by the business and shall only be displayed along the building frontage of the business, including the area located on the public sidewalk adjacent to the business.
2. The outdoor display of merchandise shall maintain an unobstructed path of travel width of five feet.
3. An outdoor display shall not encroach into landscape areas.
4. An outdoor display shall not exceed 60 square feet.
5. An outdoor display shall not use public furniture, public utility poles and equipment, or public landscaping to display merchandise. Additionally, an outdoor display shall not obstruct any display windows, entrances, exits, permitted signs, mailboxes, utilities, and public seating; shall not extend into the safe line-of-sight according to Section 17.70.050 of the Corona Municipal Code.
6. An outdoor display shall only occur during the operating hours of the business and shall be removed prior to the close of business each day.
7. An outdoor display shall at all times be maintained in a safe, sound, and visually attractive condition. The business owner shall be responsible for continuously supervising the safe, sound, and visually attractive condition of the display items.

3.8.3 MIXED USE

A. Overview

The development of commercial and residential mixed use projects in the Downtown (D) and Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) Districts can present unique design issues not encountered in more conventional single use (e.g. all commercial) projects. The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation.

Structures in mixed use developments can be combined on a single lot, or as components of a single development. In the Downtown (D), Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) districts, the mixed uses can be combined vertically or horizontally on the site. For example, office and residential uses can be located on upper floors with retail on the ground floor or offices and retail located in the front or outer perimeters of the project with residential to the interior.



Conceptual rendering of mixed use

B. Uses Allowed

The land uses are those allowed by Table 3.1 for the D, TC, GC and RO Districts.

C. Limitations and Requirements

1. In a vertical mixed use project, residential units shall not occupy the ground floor spaces. In a horizontal mixed use project, residential units shall not occupy street front ground floor spaces.
2. Structures shall adhere to the development standards of Table 3-2, unless otherwise specified in this section..
3. The residential floor area of a unit in a mixed use project shall be no less than 600 square feet.
4. Parking shall be provided in the following manner:
 - a. Two standard parking spaces per one and two residential bedroom units, and 2.5 spaces for three or more bedroom units, plus one parking space every five units for guest. Only one parking space per unit is required to be covered. Senior housing shall be parked per Chapter 17.76 of the CMC.
 - b. Commercial parking shall be provided at one parking space per 250 square feet of commercial floor area, including uses such as coffee houses, bakeries and ice cream shops. Restaurants/ eating establishments shall provide parking at one space per 100 square feet of floor area. All other commercial uses shall be parked per Chapter 17.76 of the CMC.
 - a. Residential guest parking can be included in the requirement for commercial parking provided that parking remains open and unassigned. Parking should be conveniently located near non-residential uses, but visibly minimized from arterial streets and public spaces.

5. Trash enclosures are required per Chapter 17.79 of the Corona Municipal Code. The minimum required enclosure space shall be the aggregate of commercial and multiple family residential standards.
6. All roof-mounted equipment shall be screened. Special consideration shall be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise reducing screens and insulation may be required where such equipment has the potential to impact residential uses.

3.8.4 LIVE/WORK UNITS

A. Overview

Live/work units are single tenant spaces that include both residential and commercial/office square footage for a business to be conducted solely by the resident of the unit. In no instance should the work portion of the unit be leased to a party not a resident of the unit. A live/work unit is not a mixed use development containing residential units that are separate and different from the commercial units. Live work units are allowed in the Downtown (D), Transitional Commercial (TC), General Commercial (GC) and Residential Office (RO) Districts according to Table 3.1.

B. Limitations and Requirements

1. Structures shall adhere to the development standards of Section 3.4 and the design guidelines of the applicable land use district in Chapter 4, unless otherwise specified in this section.
2. The permitted non-residential uses of the live/work units shall be restricted to the following uses:
 - a. Antique collectible shops (pawn shop not permitted)
 - b. Artist studios, galleries and museums

CHAPTER 3: LAND USE AND DEVELOPMENT STANDARDS

- c. Boutiques selling hand crafted and hand sewn items (does not include mass produced items)
 - d. Dance, martial arts and music studios
 - e. Photography studios
 - f. Professional and technical based offices
 - g. Uses similar to those listed, as determined by the Planning and Development Director
3. Permitted uses of the live/work units shall adhere to the following standards:
- a. The residential living area shall be a minimum of 900 square feet. Additionally, the work space of the unit shall have an area that is at least 20 percent of the size of the residential living area. The work space shall not be utilized as residential living area.
 - b. The primary entrance of the work space shall be from the ground floor of the unit with access obtained from parking areas, public spaces, breezeways, interior hallways and corridors, or exterior courtyards.
 - c. Parking shall adhere to the design standards in Chapter 17.76 of the Corona Municipal Code and shall be provided in the following manner:
 - i. Two covered parking spaces per unit (the covered parking spaces shall be used for the parking of automobiles and shall not be used for the storage of materials)
 - ii. Guest parking: one uncovered space per every two units
 - d. Common outdoor recreation facilities, such as pools, spas, clubhouses, atriums, and/or patio areas shall be provided at 50 square feet per unit.
 - e. A loading space(s) for parcel delivery services shall be provided within the project. The space shall be 12' wide x 25' depth.



Live/work building

3.8.5 TRASH ENCLOSURES

Trash enclosures shall be in accordance with Chapter 17.79 of the Corona Municipal Code. The minimum required enclosure space shall be per the City's Multi-Family residential standards.

3.8.6 ON-SITE OUTDOOR RETAIL KIOSK

A. Overview

An outdoor retail kiosk is a nonpermanent stand that holds merchandise available for sale to the public. An outdoor retail kiosk is located on private property within an open space area designated for outdoor sales by the owner of the property. An outdoor retail kiosk does not have the same meaning as a sidewalk vendor according to Chapter 5.35 of the Corona Municipal Code.

B. Location

1. An outdoor retail kiosk shall be located within a paved area with accessible access around all sides of the kiosk.

2. Multiple retail kiosks can be located in one area if a required distance of 10 feet is maintained between kiosks.
3. The number of outdoor retail kiosks shall comply with place of assembly standards according to the city's Fire Department.

C. Kiosk Requirements

1. No stand shall exceed four (4) feet in width, eight (8) feet in length, and eight (8) feet in height.
2. The kiosk exterior must be constructed of finished hardwood, enameled steel, or lexan finish.
3. Kiosks shall have colorful and clean canopies or umbrellas.
4. Signage for the operator is limited to the kiosk and any signage shall be professionally painted or applied on the canopy or attached to the kiosk. The area of the signage shall not exceed 10 square feet and shall be proportionate to the size of the kiosk.
5. A city business license shall be displayed in a visible and conspicuous location at all times during the operation of the kiosk.
6. A retail kiosk shall operate the same hours as the other businesses on the property. At the close of each business day, the kiosk shall be properly secured to prevent theft.

D. Onsite Outdoor Retail Kiosk Permit

1. An Onsite Outdoor Retail Kiosk Permit shall be approved by the Planning and Development Department. Each application for a permit shall be accompanied by an application fee as established by resolution of the City Council.



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 4: DESIGN GUIDELINES

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4.1 OVERVIEW

4.1.1 PURPOSE

The Specific Plan design guidelines of this chapter apply to new development and existing development undergoing rehabilitation that will extensively change the appearance of the existing structure or the onsite design of the property. The design guidelines implement the desired vision for Downtown, which are intended to achieve the following:

- Promote development patterns that re-establish the traditional urban fabric and restore Downtown as the active hub of the community.
- Ensure development creates a positive image and identity so that it stimulates economic development and reinvestment in Downtown.
- Facilitate designs that contribute to a walkable environment on Downtown streets and public gatherings within outdoor spaces.
- Ensure development is compatible with the surrounding character and complements the appearance of well-established Downtown neighborhoods by incorporating building materials and architectural elements that are common in the neighborhood.
- Complement the development standards established in Chapter 3.
- Provide clear and understandable design criteria that are to be consistently applied in the evaluation of proposed projects during the design review process.

4.1.2 DESIGN CONTEXT

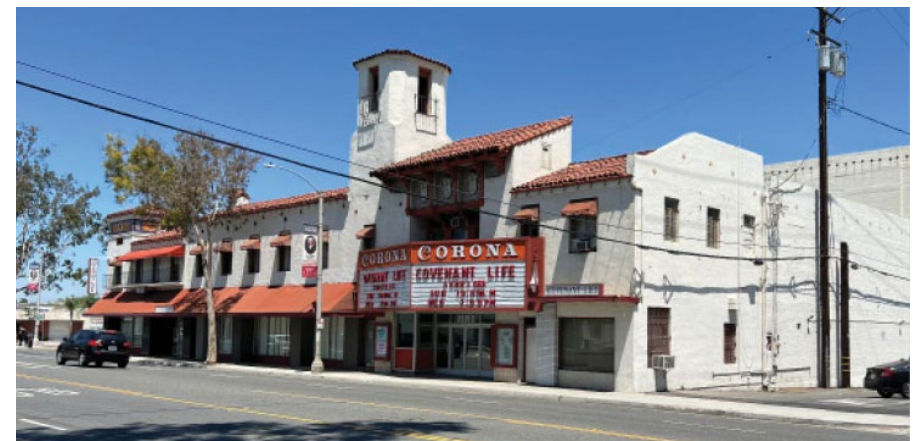
The physical environment of the Downtown was considerably altered during the mid to late 20th Century due to changing demographics, market conditions, and land use policies. Consequently, the Downtown commercial areas are no longer thriving with destination uses that draw people to the

area or designed to encourage walking or public gatherings. The desired vision is to reestablish the urban fabric and recreate the former traditional downtown environment. The historic structures that exist in the Downtown should serve as a frame of reference for new development, particularly in terms of building scale, massing, and placement. However, new construction for commercial, mixed use, and business park developments should not mimic historic architectural styles, but rather conform to development patterns suitable to a traditional downtown environment and use building materials and architectural elements that are historically common in the area.

4.1.3 APPLICABILITY

The design guidelines allow design flexibility as needed to address unique site conditions and/or project characteristics, provided the intent of the guidelines is met. The word “shall” is used to express a mandatory result. The words “should,” “encouraged,” or “discouraged” are used to describe desired outcomes. The design guidelines apply to:

- New development and to exterior rehabilitation improvements and alterations that will extensively change the appearance of the existing structure or the onsite design of the property.



The Corona Theater

- Properties in the Specific Plan that are zoned with an Affordable Housing Overlay zone according to Chapter 17.31 of the Corona Municipal Code and developed with a housing development project defined in Section 17.31.020, except that the objective development standards provided in the City's High Density & Mixed-Use Objective Development Standards and Design Guidelines shall apply to the housing development.

The design guidelines do not apply to:

- The architectural style of historic buildings listed on the Corona Heritage Inventory or Corona Register, which are required to adhere to the City's Design Guidelines for Historic Buildings.
- Interior remodeling or standard maintenance and repair of the exterior building and grounds provided the activity undertaken does not significantly alter the exterior appearance or site design.



Historic Civic Center

4.1.4 ORGANIZATION

The design guidelines are organized as follows:

- **Section 4.2 Downtown Core Guidelines.** This section establishes site planning and architectural design guidelines for residential, non-residential and mixed-use development within the Downtown Core as delineated by Grand Boulevard, which includes the Downtown (D), Community Services (CS), Gateway Business (GB), and Transitional Commercial (TC) Districts.
- **Section 4.3 Commercial Guidelines.** This section establishes site planning and architectural design guidelines for residential and non-residential development within the General Commercial (GC) District located on the outside of Grand Boulevard.
- **Section 4.4 Light Industrial/Business Park.** This section establishes site planning and architectural design guidelines for non-residential development within the Business Park (BP) District.
- **Section 4.5 Landscape Guidelines.** This section establishes guidelines for new landscaping, including the rehabilitation of landscaping for non-residential and mixed-use development in the Downtown.
- **Section 4.6 Signage & Lighting Guidelines.** This section establishes guidelines for the signage and lighting of non-residential and mixed-use development in the Downtown, including on-site public art.
- **Section 4.7 Residential Guidelines.** This section establishes guidelines for new residential construction and the rehabilitation and adaptive reuse of existing residential structures within the Residential Office (RO), Single Family Residential (SF), Residential 2 (R2), and Multi-family Residential (MF) Districts.

4.2 DOWNTOWN CORE GUIDELINES

4.2.1 DESIGN INTENT

This section establishes site planning and building design guidelines for commercial and mixed-use development within the Downtown Core as delineated by the Grand Boulevard, encompassing the Downtown (D), the Community Services (CS), the Transitional Commercial (TC), and Gateway Business Districts. The intent is to restore and reinforce the identity of the Downtown Core and enhance the overall image of the community by creating an urbane and walkable downtown that accommodates a diverse mixture of uses. More specifically, development in the Downtown Core will accomplish the following:

- Heighten visual appeal and enhance the sense of place of the Downtown by restoring its character and identity as a historic downtown.

- Promote designs and materials reminiscent of Corona's past, while accommodating the architectural diversity that generates interest and vitality.
- Establish a strong curb appeal with buildings using ground floor transparency that draws pedestrian activity to streetside sidewalks.
- Feature attractive and highly articulated facades and storefronts that unify a building and incorporate human-scale design elements.
- Promote quality building designs using proportionate facade details, durable materials, and colors that withstand weathering and provide long-term value.
- Introduce outdoor rooms such as on-site plazas, paseos, and courtyards that support social interaction and gatherings.
- Promote compatible parking solutions that encourage structured parking while minimizing exposure of off-street parking lots along primary street frontages.



Attractive, well-designed street facades



Storefronts provide visual appeal

4.2.2 SITE PLANNING

New commercial and mixed-use development shall be developed in a manner that will enhance the public realm and support lively social interaction by orienting buildings toward the primary street frontage and publicly accessible outdoor space. On-site open space shall normally take on the character of an outdoor room to encourage public use. Vehicular access, circulation, and parking shall minimize its impact on the primary street frontage to maintain the continuity of buildings near the street. Service areas shall be oriented away from the primary street frontage and pedestrian spaces.

Site Character

1. Site elements, including buildings, circulation and parking, service areas, and outdoor gathering space shall be placed in a manner to achieve an overall sense of order and enhance the visual appearance of property.
2. Mitigate negative visual and site development impacts on adjoining residential districts and other sensitive uses using suitable setbacks, and buffering of the building mass, parking, and loading areas.
3. Vertical mixed-use development that integrates residential and compatible commercial uses is encouraged in areas where pedestrian activity is desired.

Building Placement & Orientation

1. Orient the primary façade of buildings near the front of the property, parallel to the street or prominent (public or communal) outdoor space.
2. Make primary entrances to a building readily identifiable and accessible from adjoining streets and common open space areas. Street corner entrances to the building or common open space are encouraged.
3. The building's relationship to the street shall create curb appeal with street facing facades that support sidewalk activity.



Vertical mixed-use with ground floor commercial

4. Minor variations in setbacks and on a building's street facing facade are allowed to provide recessed shop entrances and active outdoor space in front of the building. Minor building setbacks and recessions along the street frontage shall normally be treated as an extension of the sidewalk.

Parking & Circulation

1. Establish safe, convenient, and efficient pedestrian and vehicular access and circulation, while minimizing pedestrian and vehicular conflict.
2. Demarcate pedestrian routes and crossings within parking lots using special paving; similarly, pedestrian points of access to the site should be visually differentiated from vehicular points of access.
3. Limit the number of curb cuts by consolidating curb-cuts and driveways serving multiple buildings and promote reciprocal parking arrangements.

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4. On-site surface parking shall have a minimal visual impact on the street and placed to the side or preferably the rear of a building. Parking shall not be between the building and street where the street is the site's primary frontage or occupy the street corner of a block. Structured, and podium parking is allowed.
5. Incorporate compatible landscape treatment to shade and visually enhance surface parking lots, including landscape buffers, islands, and medians as appropriate to the scale and expansiveness of the surface lot.
6. Provide a landscape setback where parking fronts the street and along shared property lines to buffer adjacent uses from the impacts of parking. Landscaping shall be an aesthetic enhancement from the street while allowing for adequate surveillance.
7. Include a landscape planter and/or pedestrian pathway to separate buildings from drive aisles and parking. Vehicular circulation and parking should not directly abut a building.
8. Introduce a planting island or diamond for every eight (8) parking stalls; planting islands, medians, and planters within and adjacent to parking lots should have a minimum width of four (4) feet, inclusive of curbing.

Service, Loading & Storage

1. Service, loading, and storage facilities shall be placed away from pedestrian areas, preferably behind the building, and shall not front on a public street.
2. Provide service and loading activities entirely on-site, including space for truck stacking. Loading activities shall not encroach on the public right-of-way and shall not conflict with on-site circulation and parking.
3. Design trash enclosures to be architecturally compatible and to have convenient access for pick up and removal.

4. Mitigate the impact of loading, outdoor storage, and trash areas on adjacent uses using setbacks and enhanced screening and/or buffering.
5. Screen mechanical and electrical equipment from street views and from areas with a high volume of pedestrian traffic using compatible architectural treatment and/or plantings that adequately hide the equipment.

On-Site Open Space

1. Incorporate usable on-site communal outdoor space, such as paseos, plazas, courtyards, and similar outdoor gathering space, consistent with the scale and function of the development.
2. Activate the edges of on-site paseos, plazas, courtyards, and similar outdoor spaces to enliven on-site uses, such as outdoor dining and retail, to the extent feasible.



On-site plaza extends sidewalk

3. On-site plazas should be located at or near the same grade as adjacent sidewalks and provide a physical and visual connection from the sidewalk.
4. Furnish and enrich outdoor gathering space with amenities, such as attractive plantings, shaded seating areas, low seat walls, pedestrian-scaled light fixtures, decorative paving, etc.
5. Locate outdoor space in areas where there is visibility from the street and incorporate architecturally compatible lighting to enhance nighttime security.

4.2.3 BUILDING DESIGN

Buildings in the Downtown Core shall have architectural interest and diversity, and relate to the historic fabric of the downtown. No single design theme or architectural style is required and replicating past styles is not mandatory, but acknowledging historic architectural elements is required. Buildings shall heighten the pedestrian experience, exhibit finely detailed and articulated facades that are rich in character and establish a visual rhythm along the street. “Human scale” design features shall be included along street and public-facing facades, with elements such as window transparency, arcades, canopies, and awnings. The highest quality materials and finishes, especially at street level, will communicate permanence and value.

Building Character & Quality

1. The overall building design shall display visual interest and a well-designed aesthetic quality that enhances the public realm.
2. Designs shall be compatible and to scale with the built environment and have an appropriate transition in the building height to adjacent buildings.
3. Outdoor public space is allowed on the street side to support food and beverage establishments and other retail businesses.
4. A diversity of architectural styles that are consistent with a downtown setting and sensitive to the historic character of buildings in the vicinity is allowed. No single style or theme should be used predominantly within the Downtown Core.

Scale & Massing

1. Employ simple, yet varied massing and height to provide visual interest and emphasize key building elements that will differentiate individual tenants, identify building lobbies and reception areas, and/or highlight a building corner.
2. Buildings should achieve a minimum height of 18 feet.
3. Transition the scale and mass of larger buildings adjacent to smaller structures by stepping back the upper floors of buildings and/or increase the building setback along a shared property line. Buildings should have a discernible bottom, middle and top.
4. Differentiate the ground floor from the upper levels of a building using changes in the massing, architectural details, and materials. A building’s ground floor should be taller than its upper floors to accommodate retail and other non-residential uses.
5. Use architectural elements that give buildings a “human scale” appearance, such as recessed entries and windows, awnings, and pop-outs from the facade.
6. Use pedestrian arcades and colonnades that shade pedestrian pathways and connect building and shop entrances.

Roof Design

1. Vary the roof form in a manner consistent with a building’s massing and form, which may include modulation in building height.
2. Vary the roof line of buildings to create visual interest. Flat roofs shall incorporate a cornice or parapet that complements the architecture.

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Conceptual mixed-use building with visual interest, aesthetic quality and transparency



Arcade reduces visual mass and articulates facade



Upper floor setback reduces visual mass



Conceptual paseo design between buildings

3. Locate and screen rooftop equipment so that it is not visible from streets or active pedestrian areas. Screening materials shall be integral to the architecture and not perceived as an appendage.
4. Roof forms that are out of character with the traditional downtown are prohibited.
5. Use roofing materials that correspond with the overall building design.
6. Roofs covered in corrugated metal or fiberglass, crushed rock, shake shingles and non-architectural roofing materials (e.g., roll roofing) are prohibited.

Facade Modulation & Articulation

1. Blank, unadorned wall surfaces are not allowed on exposed portions of the building.
2. Articulate the wall plane of the building facade using discernible vertical and horizontal offsets, door and window treatments, and other architectural details.



Awning placement consistent with facade design

3. Establish a visual relationship with adjacent buildings as appropriate, by referencing architectural elements such as parapets, cornices, lintels, and sill lines.
4. Architectural canopies, awnings, and overhangs that add visual interest and shade shall be compatible with the design of the building and placed relative to the architectural elements of the façade.
5. Canopies, awnings, and overhangs made of canvas, glass, metal, or other permanent materials are allowed, whereas internally illuminated vinyl awnings are prohibited.
6. Canopies, awnings, and similar shade structures without ground support structures may extend into the public right-of-way, if the City has determined sufficient clearance exists for pedestrians and there is no interference with public streetscape elements (example: street trees, street pole lights).

Entrances & Fenestration

1. Balanced fenestration features shall be used to create a distinctive building appearance or storefront design.
2. Windows and doors shall provide architectural interest and foster a sense of security and vibrancy at the street level.
3. Highlight building and store entrances with recessed entrances, projections, canopies, awnings, or other similar features. Main entrances that lead to a building lobby or reception area should be differentiated from storefront entrances.
4. Distinguish commercial from residential entrances and use transparent materials on the ground floor to provide an open and visible environment for commercial activities. Opaque glass and highly reflective exterior glazing along commercial frontages are prohibited.
5. Scale windows to differentiate the ground level from upper levels. Storefront windows should be sizeable to attract pedestrians.

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6. Recess windows and entries or provide an outside trim to these elements to enhance façade depth and create shadow lines.
7. Place rear entrances to the building on the parking lot side as appropriate. Rear entrances shall be consistent with the overall design and composition of the building.



Inviting rear entrance

Details, Materials & Colors

1. Provide architectural details that create visual interest particularly at the street level and along elevations that are instantly visible to the public.
2. Architectural details shall be integral to the building and contribute to a harmonious design. Features that appear tacked-on or artificially thin are prohibited.
3. Materials and colors shall enhance the visual appearance of the building and materials shall be compatible on all sides of the building. Any changes

in the material, texture, and color shall result in a well-articulated wall surface.

4. Building materials and finishes shall unify the appearance of the building, convey a sense of permanence, and withstand weather and wear.
5. Building colors shall be generally neutral or subdued to provide simplicity and harmony. Bright colors shall be used as an accent to the façade to articulate or highlight certain features.
6. Finish materials that include unfinished concrete or precision concrete block, fiber glass siding, corrugated sheet metal, and non-architectural grade plywood are prohibited.
7. Vents, gutters and downspouts, louvers, exposed flashing, etc. shall be design elements that are fully coordinated with the rest of the building and/or hidden from public view.



Mixed-use building showcasing harmonious high-quality materials

4.2.4 SUPPLEMENTAL GUIDELINES: PARKING STRUCTURES

These supplemental guidelines for parking structures are intended to promote well-designed structures that complement the scale and appearance of the buildings in the downtown. Parking structures shall include wayfinding cues, suitable lighting for safe and secure access, reliefs in the facades to alleviate visual monotony, and attractive shields to minimize the appearance of parked vehicles from public view.

1. Parking structures shall be strategically placed to not have a dominate appearance along the street. Landscaped setbacks and vertical plantings shall be used along street perimeters to soften the appearance of parking structures. To the extent feasible, parking structures should be placed behind buildings and interior to the block.
2. The height of parking structures shall be the same height or lower as the building it serves.
3. Parking structures shall be designed to complement the architecture of other buildings on the site or in the surrounding area. Façades shall utilize building materials compatible with other buildings and durable, attractive screening. Vertical elements shall be incorporated into the design to prevent visual monotony and enhance the appearance.
4. Vehicular and pedestrian entrances shall be readily identifiable, using stair and elevator towers, and changes in the materials and colors, etc.
5. Wrap parking facilities with active uses such as retail and community space on the ground floor and along primary street frontages and other areas that attract a high volume of pedestrian activity is allowed.
6. Parked vehicles shall be screened from view. Artistic screen walls and panels, latticework, and green walls are acceptable screening materials. Landscape setbacks and vertical landscape elements shall be used to soften the views at street level.



Vertical element enhance appearance of parking structure



Highly identifiable vehicular entrance

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7. Wayfinding graphics and lighting within and surrounding the parking structure shall be used to promote safe pedestrian and vehicular entry and exit.
8. Lighting shall be shielded to minimize glare onto adjacent properties while still providing the appropriate lighting on the site for visibility.

4.2.5 SUPPLEMENTAL GUIDELINES: STOREFRONT DESIGN

These supplemental guidelines for a storefront design address both infill development and the rehabilitation of existing buildings and are intended to facilitate an individual and creative storefront design while achieving compatibility with the downtown environment. Well-designed storefronts will feature articulated facades that establish visual rhythm, inviting entries, large windows that provide transparency, and quality building materials and details that heighten visual interest at a human scale.

1. Maximize retail entrances along public streets and outdoor gathering spaces. A regular cadence of storefront entrances should occur along pedestrian-oriented streets.
2. Direct and unimpeded access shall occur between storefronts and the sidewalk. Access should be positioned at the same or similar grade level as the sidewalk.



Individual expression of storefronts



Appealing rhythm of storefronts along sidewalk



High level of transparency with inviting entry



High-quality storefront materials and details

3. Creativity and individual expression in storefront design is allowed, provided each storefront is compatible with the overall building design and composition.
 4. Designs shall have highly visible and inviting storefront entries and expansive windows that support ground floor transparency and visual access to the interior display of goods and services, and recessed entrances or covered entrances by an arcade, canopy, or awning.
 5. Dark tinted, reflective, or opaque glazing on storefront windows are prohibited.
 6. Incorporate arcades, canopies, and awnings to shelter pedestrians and shade storefront windows from glare. These elements shall be compatible with the design of the building and individual storefronts.
 7. Durable, high-quality details and materials shall be used on storefronts, such as stone, brick, wood, tile, terra-cotta, and decorative metal.
 8. Security systems such as roll up metal doors, steel folding security gates and other similar devices at shop entrances and display windows shall be placed in the interior of the building.
2. Sidewalk dining is allowed to extend onto the sidewalk in the public right-of-way, provided an unobstructed pedestrian path of travel width of five (5) feet is maintained along the sidewalk where the outdoor dining is to occur and shall not extend in front of neighboring establishments.
 3. An enclosed barrier used for the dining area shall be no higher than 42 inches and shall be durable, stable, removable, and maintained in good condition.
 4. The base of an enclosed barrier shall not create a tripping hazard, and shall not be comprised of chain link, chicken wire, rope rail, chain rails, or trash cans.
 5. Movable pots and planter boxes made of durable, high-quality materials is allowed in sidewalk dining areas and can be integrated with the barrier. Plantings shall not be so dense as to interfere with the visibility into the dining area or between the establishment and the sidewalk.

4.2.6 SUPPLEMENTAL GUIDELINES: SIDEWALK DINING

These supplemental guidelines for sidewalk dining are to support outdoor dining in the Downtown Core along the street side of buildings, provided it does not unduly interfere with pedestrian movement or streetscape amenities, create visual clutter, or require permanent alteration to the public right-of-way. Properly designed sidewalk dining will incorporate high-quality barriers, use visually compatible tables and chairs, and offer overhead shade and congenial outdoor lighting.

1. Sidewalk dining is allowed by a Sidewalk Dining Permit issued by the City according to the guidelines listed herein.



Attractive barrier and planter delineate outdoor dining area

6. Outdoor furniture shall not create noise or visual clutter. Acceptable outdoor furniture includes tables, chairs, umbrellas, heat lamps, menu displays and barrier elements. Waste receptacles, serving stations, loudspeakers, sofas, and televisions are prohibited.
7. Outdoor furniture should be compatible in appearance with the storefront and tables, chairs, and umbrellas shall be removable and not permanently affixed to the public right-of-way.
8. Shading of the outdoor dining areas can include umbrellas and awnings. Umbrellas shall be made of durable weather resistant fabric suitable for outdoor patio use and allow a clearance of seven (7) feet.
9. Small-scale lighting for establishments open during evening and nighttime hours, including hanging lanterns, string lights, festoon lights, or other similar lights shall not be affixed to the sidewalk or City property nor extend beyond the outdoor dining area, or create undue spillover or glare on adjacent streets and properties.
10. Alternations to the sidewalk, including coverings such as platforms, artificial turf, paint, and carpet are prohibited.



Attractive umbrellas shade diners

4.3 COMMERCIAL GUIDELINES

4.3.1 INTENT

This section sets forth design guidelines for various commercial retail, service, and office development types within the General Commercial (GC) District located outside the Downtown Core as defined by Grand Boulevard. The intent is to support investment in the Downtown and improve the City's economic vitality by enhancing the overall appeal of the greater Downtown area and improving the aesthetic quality of the commercial gateway on Sixth Street. More specifically, commercial development within the greater Downtown area should accomplish the following:

- Improve the experience of the Sixth Street commercial corridor located on the outside circle of Grand Boulevard by promoting quality site planning and building design that enhances the street scene.
- Contribute to a safe, secure, and attractive street environment by creating transparency and placing design emphasis on building street frontages.
- Design aesthetically attractive buildings featuring articulated facades and quality materials, and details that create visual interest and enrich the public's experience of the building.
- Establish well-planned on-site organization by providing safe and efficient site circulation, access, and parking, while prioritizing space for pedestrian movement and outdoor gathering.
- Reduce the visual prominence of surface parking by placing it subordinate to buildings so that it is not the primary focus from the street, and incorporating landscaping to beautify, screen, and shade.
- Incorporate extensions of the building design to mitigate the view and noise of unsightly site functions by screening loading and refuse collection containers.

- Require buildings with drive-thru services to have an attractive design from the street to maintain the appeal of the Downtown.



Commercial use showcasing safe and efficient street scene

4.3.2 SITE PLANNING

Commercial development projects shall contribute to the visual appeal, and orderly function of the Downtown commercial corridor. Site development shall visually prioritize buildings and outdoor space near the front of the property, provide efficient site access and circulation, and minimize the impact of unsightly site functions such as surface parking, storage, loading, and refuse collection. Emphasis shall be placed on improving the pedestrian experience by delineating strong pathways and connections and integrating usable and welcoming public and communal outdoor areas.

Site Character

1. Site elements, including buildings, circulation and parking, service areas, and outdoor gathering space shall be placed in a manner to achieve an overall sense of order and enhance the visual appearance of property.
2. Promote site layouts that emphasize pedestrian access from the street frontage to the front of the building, and to communal outdoor space, while minimizing the impact of large building walls, surface parking, and loading areas.
3. Mitigate negative visual and site development impacts on adjoining residential districts and other sensitive uses using suitable setbacks, and buffering of the building mass, parking, and loading areas.

Building Placement & Orientation

1. Orient the primary façade of buildings near the front of the property, parallel to the street or prominent (public or communal) outdoor space.
2. Arrange multiple buildings on a site to create a sense of unity, and to enclose, shape, and share communal outdoor space.
3. Make primary entrances to a building readily identifiable and accessible from adjoining streets and common open space areas.
4. Increase setbacks or enhance buffers from adjacent residentially zoned properties and other sensitive uses as needed to mitigate negative impacts from building mass, noise, light and glare, etc.

Circulation & Parking

1. Establish safe, convenient, and efficient pedestrian and vehicular access and circulation, while minimizing pedestrian and vehicular conflict.
2. Demarcate pedestrian routes and crossings within parking lots using special paving; similarly, pedestrian points of access to the site should be visually differentiated from vehicular points of access.

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3. Layout parking areas that consider the path of travel for pedestrians and minimize the need to cross parking aisles and landscape areas.
4. Limit the number of curb cuts by consolidating curb-cuts and driveways serving multiple buildings and promote reciprocal parking arrangements.
5. Separate truck traffic associated with loading and unloading activities from the site's primary on-site circulation used by patrons, to the extent feasible, and use directional signage to direct truck traffic accordingly.
6. Locate and design on-site parking facilities to the side and rear of a building, and not between the building and street where the street is the site's primary frontage.
7. Incorporate compatible landscape treatment to shade and visually enhance surface parking lots, including landscape buffers, islands, and medians as appropriate to the scale and expansiveness of the surface lot.
8. Provide a landscape setback where parking fronts the street and along shared property lines to buffer adjacent uses from the impacts of parking. Landscaping shall be an aesthetic enhancement from the street while allowing for adequate surveillance.
9. Include a landscape planter and/or pedestrian pathway to separate buildings from drive aisles and parking. Vehicular circulation and parking should not directly abut a building.
10. Introduce a planting island or diamond for every eight (8) parking stalls; planting islands, medians, and planters within and adjacent to parking lots should have a minimum width of four (4) feet, inclusive of curbing.

Service, Loading & Storage

1. Place service, loading and outdoor storage areas in areas of the site with low visibility to minimize visual impact and screen areas from public view using compatible architectural treatment and landscaping.

2. Loading docks and overhead doors shall not be placed along the front elevation of the building or the front of the property or directly near the street.
3. Provide service and loading activities entirely on-site, including space for truck stacking. Loading activities shall not encroach on the public right-of-way and shall not conflict with on-site circulation and parking.
4. Design trash enclosures to be architecturally compatible and to have convenient access for pick up and removal.
5. Mitigate the impact of loading, outdoor storage, and trash areas on adjacent uses using setbacks and enhanced screening and/or buffering.
6. Screen mechanical and electrical equipment from street views and from areas with a high volume of pedestrian traffic using compatible architectural treatment and/or plantings that adequately hide the equipment.



Defined pedestrian circulation within surface parking lot



Attractive screening of mechanical equipment



Trash enclosure compatible with architectural design

On-Site Open Space

1. Incorporate usable on-site communal outdoor space, such as plazas, courtyards, outdoor dining and similar outdoor gathering space, consistent with the scale and function of the development.
2. Activate the edges of on-site plazas, courtyards, and similar outdoor spaces to enliven on-site uses to the extent feasible.
3. Furnish and enrich outdoor gathering space with amenities, such as attractive plantings, shaded seating areas, low seat walls, pedestrian-scaled light fixtures, decorative paving, etc.
4. Shade outdoor seating areas with canopy trees and architecturally compatible structures such as trellises, pergolas, etc.
5. Locate outdoor space in areas where there is visibility from the street and incorporate architecturally compatible lighting to enhance nighttime security.



On-site open space with an active edge and numerous site amenities



Compatible shade structure promotes usability of outdoor space

4.3.3 BUILDING DESIGN

Commercial buildings shall contribute to the aesthetic appearance of the Downtown commercial corridor. Commercial buildings shall exhibit articulated and detailed facades, balanced fenestration and recognizable public entrance. Additionally, buildings shall have “human-scale” design elements that offer visual interest and architectural diversity to the everyday user, and provide the same details, materials, and colors across all building elevations.

Building Character & Quality

1. The overall building design shall display visual interest and a well-designed aesthetic quality that enhances the public realm.
2. Designs shall be compatible and to scale with the built environment and have an appropriate transition in the building height to adjacent buildings.
3. The selected architectural style or theme shall be conveyed in a consistent manner and displayed on all building elevations.

Scale & Massing

1. Employ simple, yet varied massing and height to provide visual interest and emphasize key building elements that will differentiate individual tenants, identify building lobbies and reception areas, and/or highlight a building corner.
2. Modulate the mass of the building to give prominence to public entrances using projected or recessed elements along the elevation of the building.
3. Use architectural elements that give buildings a “human scale” appearance, such as recessed entries and windows, awnings, and pop-outs from the facade.
4. Use pedestrian arcades that shade pedestrian pathways and connect buildings.



Commercial buildings in a downtown setting featuring articulated and detailed facades



Commercial building showing modulation to give prominence to the entrance

Roof Design

1. Vary the roof line of buildings to create visual interest. Flat roofs shall incorporate a cornice or parapet that complements the architecture.
2. Locate and screen rooftop equipment so that it is not visible from streets or active pedestrian areas. Screening materials shall be integral to the architecture and not perceived as an appendage.
3. Use roofing materials that correspond with the overall building design.
4. Roofs covered in corrugated metal or fiberglass, crushed rock, shake shingles and non-architectural roofing materials (e.g., roll roofing) are prohibited.



Varying roof design creating visual interest

Façade Modulation & Articulation

1. Articulate the wall plane of the building facade using discernible vertical and horizontal offsets, door and window treatments, and other architectural details. Blank, unadorned wall surfaces are not allowed on exposed portions of the building.
2. Architectural canopies, awnings, and overhangs that add visual interest and shade shall be compatible with the design of the building and placed relative to the architectural elements of the façade.
3. Canopies, awnings, and overhangs made of canvas, glass, metal, or other permanent materials are allowed, whereas internally illuminated vinyl awnings are prohibited.



Well articulated façade with window treatments and awnings

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Entrances & Fenestration

1. Balanced fenestration features shall be used to create a distinctive building appearance or storefront design.
2. Provide building and store entrances that are distinguished from the storefront facade.
3. Recess windows and entries or provide an outside trim to these elements to enhance façade depth and create shadow lines.
4. Use transparent materials on the ground floor for the building's main entrance, windows, and along pedestrian walkways to provide an open and visible environment.
5. Place rear entrances to the building on the parking lot side as appropriate. Rear entrances shall be consistent with the overall design and composition of the building.



Storefront design featuring a high proportion of glazed surfaces for an inviting entrance

Details, Materials & Colors

1. Provide architectural details that create visual interest and relief along the building façade to minimize the scale and mass of the building, especially at the street level and on elevations that are readily visible to the public.
2. Architectural details shall be integral to the building and contribute to a harmonious design. Features that are tacked on or artificially thin are prohibited.
3. Materials and colors shall enhance the visual appearance of the building and materials shall be compatible on all sides of the building. Any changes in the material, texture, and color shall result in a well-articulated wall surface.
4. Building materials and finishes shall unify the appearance of the building, convey a sense of permanence, and withstand weather and wear.
5. Building colors shall be generally neutral or subdued to provide simplicity and harmony. Bright colors shall be used as an accent to the façade to articulate or highlight certain features.
6. Finish materials that include unfinished concrete or precision concrete block, fiber glass siding, corrugated sheet metal, and non-architectural grade plywood are prohibited.
7. Vents, gutters and downspouts, louvers, exposed flashing, etc. shall be design elements that are fully coordinated with the rest of the building and/or hidden from public view.

4.3.4 SUPPLEMENTAL GUIDELINES: BUILDINGS WITH DRIVE-THRU SERVICES

The intent of the supplemental design guidelines for buildings with drive-thru services is to ensure the development fits on the site and with the built environment so that it does not detract from the character of the Downtown commercial corridor. The intent is for buildings with drive-thru services to have a positive contribution to the street environment, have design compatibility with adjacent uses, provide pedestrian accessibility and safety, incorporate outdoor seating to serve patrons, and provide adequate screening and buffering of unsightly activities such as refuse collection and queuing lanes.

Site Planning

1. Orient the main customer entrance to be accessible from an adjacent sidewalk or outdoor common area. Buildings also shall be located closer to the street frontage of the site.
2. Locate outdoor dining and seating areas near the main customer entrance. Buildings with a walk-up window shall be in the same area as the outdoor dining/seating area.
3. Parking lots and queuing lanes shall not occupy the corner of a street block and shall not be the prominent view located along the street.
4. Landscaping shall visually buffer the queuing lane and shall not interfere with pedestrian and vehicular sight lines.
5. Reciprocal vehicular access with adjacent parking areas is strongly encouraged.
6. Pedestrian access to the building shall not cross the queuing lane and the pedestrian paths of travel shall be identified using different colored paving.
7. Loading areas shall not face the street and buffering shall be incorporated to minimize impacts on adjacent land uses. Loading areas visible to the public shall be screened using architecturally compatible materials.
8. Trash and recycling enclosure shall be consistent with the building's architecture and shall be separated from adjacent parking stalls by a planter area.
9. Outdoor dining/seating intended for the business shall be an integral part of the site layout and can include areas that are part of an outdoor plaza or courtyard that includes suitable amenities, such as tables, seating, trash cans, and overhead covers.



Landscape buffering the drive-thru lane and pedestrian areas

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Building Design.

1. The architectural design shall be consistent with the architectural style and character of the Downtown.
2. Consistent architectural treatment shall be provided on all facades of the building and if the building is part of a larger commercial development, the architectural treatment shall be consistent.
3. Demarcate customer entrances using canopies, awnings or similar architectural projections at the customer entrance and walk-up window.



Outdoor dining area and awnings defining customer entrance

4.4 LIGHT INDUSTRIAL / BUSINESS PARK GUIDELINES

4.4.1 INTENT

This section establishes the site planning and building design guidelines for light industrial and business park developments located within the Business Park (BP) District. The intent is to promote orderly and high-quality light industrial and business park environments within the context of Downtown. Light industrial and business park developments in the Downtown area should accomplish the following:

- Promote a site design that demonstrates an orderly and functional organization.
- Complement the downtown atmosphere by having buildings and features that are compatible with the character and scale of the area, and an articulated building mass along public facing facades.
- Ensure safe and efficient site circulation, access, and parking that minimizes conflicts between pedestrians, automobiles, and delivery trucks.
- Introduce common outdoor gathering areas as a visual enhancement and an amenity for visitors and employees.
- Emphasize the appearance of building entrances and the massing along the ground floor or lower portion of the building by incorporating design materials and expressions different from the primary walls of the building.
- Reduce the visual prominence of surface parking by placing it subordinate to buildings to not dominate the appearance from the street, and incorporate planted areas to beautify, screen, and shade the parking area.
- Use proper location and screening of service, loading, and refuse collection areas to mitigate the negative visual impact associated with service functions.



Inviting business park outdoor amenities

4.4.2 SITE PLANNING

Site planning shall demonstrate an orderly layout that prioritizes the visual appearance of buildings along public facing façades, while incorporating attractive landscaping and possible common outdoor areas for employees. The onsite design shall demonstrate efficient access to the property and an on-site circulation pattern that prevents conflict with the everyday user and service vehicles ancillary to the business. The unsightly appearance of storage, loading, and refuse collection shall be properly buffered with screening. Suitable setbacks, and architectural and landscape screens and buffers shall be incorporated into the onsite design to minimize impacts on adjacent properties and public areas. .

Site Character

1. Buildings, circulation and parking, service areas, and outdoor gathering

spaces shall demonstrate a site layout that achieves an overall sense of order and enhances the visual environment.

2. Site layouts shall emphasize the orientation of building frontages, public entrances, and public or communal outdoor space on areas of the site with the most prominent view.
3. Negative visual impacts on adjoining residential districts and other sensitive uses shall be mitigated using setbacks, and the screening or buffering of the building mass, and service and loading areas.

Building Placement & Orientation

1. The primary façade of buildings shall be oriented toward the public street or prominent outdoor space.
2. Multiple buildings on a site shall be arranged to create a sense of unity, and to enclose and shape outdoor space.
3. Building setbacks shall vary along the front or street side façade of the building to provide visual interest and minimize the appearance of long, unarticulated building facades.
4. Primary building entrances shall be readily identifiable and have an accessible path from an adjoining street and public area.
5. Setbacks from adjacent residentially zoned properties and other sensitive uses, landscape buffers, and screen walls shall be used to mitigate noise, light and glare, etc.

Parking & Circulation

1. Establish safe, convenient, and efficient pedestrian and vehicular access and circulation, while minimizing pedestrian and vehicular conflict.
2. Demarcate pedestrian routes within the parking lot to the building using different paving; similarly, pedestrian points of access to the site should be differentiated from vehicular points of access.

CHAPTER 4: DESIGN GUIDELINES

3. Limit the number of curb cuts by consolidating curb-cuts and driveways serving multiple buildings on a block.
4. Separate truck traffic associated with loading and unloading activities from the site's primary on-site circulation for employee and visitors to the extent feasible, and use on-site directional signage to direct truck traffic accordingly.
5. Locate and design on-site parking to the side and rear of a building, and not between the building and street where the street is the site's primary frontage.
6. Incorporate compatible landscape treatment to visually enhance and shade surface parking lots, including landscape buffers, islands, and medians as appropriate to the scale and expansiveness of the surface lot.
7. Provide a landscape setback where parking fronts the street and along shared property lines to buffer adjacent uses from the impacts of parking. Landscaping shall be an aesthetic enhancement from the street while allowing for adequate surveillance.
8. Include a landscape planter and/or pedestrian pathway to separate buildings from drive aisles and parking. Vehicular circulation and parking should not directly abut a building.
9. Introduce a planting island or diamond for every eight (8) parking stalls; planting islands, medians, and planters within and adjacent to parking lots should have a minimum width of four (4) feet, inclusive of curbing.



Low plantings screen surface parking

Service, Loading & Storage

1. Place service, loading and outdoor storage areas in areas of the site with low visibility to minimize visual impact and screen areas from public view using compatible architectural treatment and landscaping
2. Loading docks and overhead doors shall not be placed along the front elevation of the building or the front of the property or directly near the street.
3. Provide service and loading activities entirely on-site, including space for truck stacking. Loading activities shall not encroach on the public right-of-way and shall not conflict with on-site circulation and parking.
4. Design trash enclosures to be architecturally compatible and to have convenient access for pick up and removal.
5. Mitigate the impact of loading, outdoor storage, and trash areas on

adjacent uses using setbacks and enhanced screening and/or buffering.

6. Screen mechanical and electrical equipment from street views and from areas with a high volume of pedestrian traffic using compatible architectural treatment and/or plantings that adequately hide the equipment.



Dense plantings screen loading area

On-Site Open Space

1. Incorporate usable on-site communal outdoor space, such as entry plazas, courtyards and “greens”, for use by the employees to the extent feasible.
2. Furnish outdoor gathering space with plantings and outdoor furniture, such as seat walls, benches and lighting that is appropriate to the scale and function of the space.
3. Shade outdoor seating areas with canopy trees and architecturally compatible structures such as trellises, etc.



On-site courtyard with user appropriate amenities



Communal space with seating, plantings, and shade from trellis



Building presents a consistent architectural character



Massing accentuates main building entrance

4.4.3 BUILDING DESIGN

Light industry and business park buildings shall contribute to the aesthetic appearance of the Downtown. Well-designed buildings shall accentuate and articulate key parts of the building and provide a “human scale” design element where the building interfaces with the public along public streets. Although buildings should present a unified appearance with all facades displaying a consistent level of quality, design expression will normally focus on public building entrances and along public facing facades.

Character & Quality

1. Buildings shall have a consistent aesthetic quality on all facades with particular attention given to the most public facing facades.
2. Designs shall be compatible and to scale with the built environment and have an appropriate transition in the building height to adjacent buildings.

Scale & Massing

1. Use architectural elements that give buildings a “human scale” appearance, such as recessed entries and windows, awnings, and pop-outs from the façade, especially along the primary frontage.
2. Accentuate key parts of the building, such as corners, main entrances and reception areas, and office space using projected or recessed elevations.

Roof Design

1. Vary the roof line of buildings to create visual interest. Flat roofs shall incorporate a cornice or parapet that complements the architecture.
2. Locate and screen rooftop equipment so that it is not visible from streets or active pedestrian areas. Screening materials shall be integral to the architectural and not perceived as an appendage.
3. Roofs covered in corrugated metal, fiberglass, crushed rock or highly reflective roof surfaces are prohibited.



Building creates interest through vertical and horizontal offsets

Façade Modulation & Articulation

1. Modulate exterior building walls along street facing facades and pedestrian areas.
3. Articulate the wall plane of the building facade using horizontal and vertical features every 50 feet, door and window treatments, and other compatible architectural treatments.
4. Architectural canopies and overhangs used on the building shall be compatible with the building design and are encouraged at a building's main entrance.

Entrances & Fenestration

1. Windows and doors shall create a distinctive building appearance.
2. Primary entrances and facades along pedestrian activity shall use ground floor transparency where possible. Highly reflective glazing is prohibited.
3. Recess windows and entries or provide an outside trim to these elements to enhance façade depth and create shadow lines.

Details, Materials & Colors

1. Materials and colors shall enhance the visual appearance of the building and materials shall be compatible on all sides of the building. Any changes in the material, texture, and color shall result in a well-articulated wall surface.
2. Building materials and finishes shall unify the appearance of the building, convey a sense of permanence, and withstand weather and wear.
3. Architectural details shall be integral to the building and contribute to a harmonious design. Features that are tacked on or artificially thin are prohibited.
4. Building colors shall be generally neutral or subdued to provide simplicity and harmony. Bright colors shall be used as an accent to the façade to articulate or highlight certain features.
5. Finish materials that include unfinished concrete or precision concrete block, fiber glass siding, corrugated sheet metal, and non-architectural grade plywood are prohibited.
6. Vents, gutters and downspouts, louvers, exposed flashing, etc. shall be design elements that are fully coordinated with the rest of the building and/or hidden from public view.

4.5 LANDSCAPE GUIDELINES

4.5.1 DESIGN INTENT

This section establishes design guidelines for new landscaping including the rehabilitation of landscaping for commercial and mixed-use establishments in the Downtown. The intent is to enhance the character and image of Downtown by improving the visual quality and function of a site through compelling landscape design. More specifically, landscaping in the Downtown should accomplish the following

- Beautify, organize, and enhance the use of a site using creative landscaping.
- Support the use of common outdoor space using clean, low maintenance plantings, hardscape, and outdoor furniture.
- Identify on-site access and circulation using hardscape and plantings that help direct vehicular movement and define pedestrian circulation.
- Mitigate the negative visual appearance of parking lots by using plantings that provide screening and shade.



On-site outdoor space employs attractive plantings, hardscape, and site furnishings

- Provide a sustainable design that minimizes water use, reduce the heat island effect, create comfortable microclimates, and utilize green infrastructure to manage stormwater.
- Promote water and resource conservation using water efficient landscaping that provides drought tolerant plantings, as well as management of water use.

4.5.2 LANDSCAPE DESIGN

Landscaping shall create an appealing visual setting for the site and highlight important site and architectural elements. It shall also enrich and enliven public and common outdoor space, help direct pedestrian and vehicular traffic to their destination, and mitigate the negative impacts related to the views and service functions of a business. Well-designed landscapes assist in providing shade, softening and improving the appearance of parking lots, and screening and buffering unsightly service and loading areas.



Landscape enhances overall aesthetic of the site

Landscape Character & Quality

1. The landscape setting shall enhance the overall aesthetic character and function of the site and complement the building design.
2. Outdoor pedestrian areas shall include a combination of clean, low maintenance plantings and paving, and pedestrian-scaled lighting. Outdoor gathering spaces that are an amenity to a business shall provide space for overhead covers and outdoor furniture.
3. Enhanced landscape treatments such as accent planting, landscape lighting, decorative hardscape, water feature, etc. shall be provided at major focal points, entryways, and pedestrian gathering areas to draw attention to the area.
4. Plantings shall require minimal water consumption and maintenance.
5. Retain mature trees and healthy vegetation to the extent feasible with new development.

Landscape Function

1. Landscape treatment shall be used to buffer sensitive uses from negative impacts, such as unsightly views, noise, light and glare, wind and sun exposure, etc. Service areas should be buffered from public view.
2. Landscaping shall be incorporated into the onsite design to reduce the appearance of blank or unadorned building walls, and highlight important architectural elements.
3. Comfortable micro-climates shall be created in pedestrian areas and parking lots using canopy trees and shade structures.
4. Landscape elements shall not create undue physical or visual barriers between the public realm and building entrances and frontages.
5. Landscape elements shall not obstruct the sightlines of pedestrians and motorists, especially at pedestrian crosswalks and driveway openings and shall not interfere with security lighting.



Green wall enhances otherwise blank facade.



Attractive trellis creates comfortable micro-climate

CHAPTER 4: DESIGN GUIDELINES

4.5.3 LANDSCAPE MATERIALS

On-site landscaping shall complement the overall site and building design, and be incorporated into designs that include hardscape, outdoor furniture, and walls and fences. Plants shall be selected according to their function, for example, shade, screening, or ornamental design. Drought tolerant and low water usage plants shall be used.

Plantings

1. A practicable combination of shade trees, shrubs, groundcovers, and accent plants shall be used.
2. Low maintenance landscapes that utilize native and climate-adapted plant species and varieties are preferred and highly ornamental and water intensive schemes shall be limited to visual focal points such as entryways.



An attractive combination of drought tolerant plants

3. Protect planted areas from vehicular and pedestrian encroachment using concrete borders or raised planter areas and curbs.
4. Decorative planter boxes and containers are encouraged, especially along storefronts to enliven entry spaces, plazas, and similar outdoor gathering areas.
5. Trees shall be provided at a minimum of one (1) tree for every 800 square feet of landscape area.
6. Trees shall be strategically located to beautify and shade pedestrian walkways, outdoor gathering areas, surface parking lots, and southern and western building exposures. Deciduous canopy trees are encouraged for this purpose, whereas evergreen species are appropriate for screening.



Unique decorative paving enriches outdoor space

Hardscape

1. Decorative hardscape materials, such as scored paving, decorative paving or pavers are required in common gathering spaces. The paving color and texture should complement the character of the building and the on-site design.
2. Durable all weather paving materials shall be used in pedestrian traveled areas .
3. Decorative paving shall be used to highlight prominent locations, such as vehicular and building entries, outdoor gathering areas, and other areas with significant pedestrian traffic.

Site Furnishings

1. On-site furniture shall be proportionate to the size and function of the outdoor space. Furnishings may include seat walls, benches, chairs and tables, shade structures, pedestrian scaled light fixtures, trash receptacles, planters and planter boxes, etc.
2. Furnishings shall complement the design and overall character of the site.

Site Walls & Fences

1. Site walls and fences shall be limited to providing security, screening, or landscape enhancement and shall not obstruct the view of buildings located along the fronts of streets.
2. The material of site walls and fences shall complement the architecture of the building and landscaping.
3. Walls and fences shall have block pilasters placed every 75 feet to break up the long, unarticulated stretch of walls/fences.
4. Untreated precision block, chain link, and barbed wire are prohibited in visible areas to the public.

4.5.4 SUSTAINABLE LANDSCAPES

Sustainable landscapes that include water conservation principles and techniques, and green infrastructure for bioretention and to regulate microclimates shall be incorporated into on-site designs. Key concepts of water conservation include the use of water conserving plants, the grouping of plants according to watering needs, and the use of proper irrigation hardware. Green infrastructure includes the use of permeable surfaces, small-scale bio-retention systems that will manage stormwater runoff, and deciduous trees in parking lots to reduce heat islands and provide shade on buildings and outdoor areas.

Irrigation & Maintenance

1. Automatic irrigation with adequate coverage is required for all developments. Automatic irrigation shall include drip irrigation or subsurface systems and moisture sensing devices for low volume irrigation where necessary.
2. The irrigation system shall minimize runoff and overspray and shall not allow water to spray or flow across a public sidewalk.

Green Infrastructure

1. Retain and filter runoff using permeable surfaces, bioretention areas, tree filters, and underground infiltration.
2. Permeable pavement and pavers are encouraged to reduce impervious surface area and manage runoff.
3. Opportunities for local water storage and treatment through strategically located bioswales and rain gardens are encouraged.

4.6 SIGNAGE, LIGHTING & ON-SITE PUBLIC ART GUIDELINES

4.6.1 DESIGN INTENT

This section establishes design guidelines for signage and lighting of commercial and mixed-use establishments in the Downtown, including on-site public art. The intent is to enhance the character and image of Downtown by improving the attractiveness and effectiveness of business signage and lighting. More specifically, site signage and lighting in the Downtown should accomplish the following:

- Enhance a storefront, building, and/or site using attractive and integral signage, quality material, accent lighting, and public art.
- Provide simple messaging to reduce visual clutter.
- Maintain compatibility with the site and surroundings.
- Improve safety, security and pedestrian and vehicular circulation.
- Support pedestrian activity.

4.6.2 ON-SITE SIGNAGE

Site signage shall provide simple messaging to reduce visual clutter along public thoroughfares. Signage shall be legible, identify tenants/businesses it is intended to serve and contribute to the architectural character of the building and property. Site signage can include monument signs, wall signs, and secondary tenant signage (e.g., blade, awning, and windows signs).

Sign Character & Quality

1. Signage shall consist of durable, quality material and be compatible with the architectural character of the site.



Clear and legible messaging

2. Signs shall visually enhance and be to scale with the building façade.
3. Signs that are flashing, rotating, animated in a box cabinet (except for logo designs), inflatable, fluorescent, reflective, and have exposed raceways, conduits, junction boxes, and transformers are prohibited.

Messaging & Legibility

1. Signs shall be legible and have simple messaging that draws attention to the place of business.
2. Typefaces shall be proportional to the size of the sign.
3. Colors shall contribute to the legibility of the sign.

Monument Signs

1. Monument signs shall be placed perpendicular to the street and shall not interfere with the sightlines of pedestrians and motorists at driveway openings and street corners.
2. Monument signs shall be limited to the tenants' names on the property it serves and, if applicable, the name of the center. Site or building address is allowed.
3. Monument signs shall be architecturally compatible with the site or building design and consist of durable materials that withstand inclement weather.
4. The illumination of monument signs shall be externally illuminated.

Wall Signs

1. The size and shape of wall signage shall be visually subordinate, proportional, and complementary to the building and coordinated in a manner that provides balance with building windows or other architectural features.
2. Tenant identification signs shall be placed on a flat, unadorned wall surface, and within the same space of the storefront it serves.

3. The illumination of wall signs shall be externally illuminated, except that a single tenant storefront having a building width of 150 feet or greater is allowed internally illuminated wall signage.



Compatible wall signs employing attractive exterior illumination

CHAPTER 4: DESIGN GUIDELINES

Secondary Signs

1. Projecting tenant signs, such as overhead mounted signs, and tenant blade signs along pedestrian-oriented sidewalks, pathways, and paseos shall be placed perpendicular to the storefront, near the store entrance, and out of reach.



Signage on awning valance

2. Canopy and awning signs and blade signs shall be an integral part of the building. An awning sign should be limited to a single line on the valance and a canopy sign should be limited to a single line placed on the vertical fascia or attached to the top of the canopy.
3. Window signs, including graphics shall be limited to 20% of the window area and limited to the ground floor windows. Window signs may be painted or etched on, applied as a decal, or hung behind the glass surface.
4. Blade, canopy and awning signs may extend into the public right-of-way over the sidewalk within the Downtown Core, provided enough vertical clearance is met according to the City Engineer and no ground support is required. Such signs shall not interfere with streetscape elements located in the public right-of-way.



Appealing window sign



Overhead blade sign placed perpendicular to storefront

4.6.3 ON-SITE LIGHTING

Site lighting shall further public safety and security, support site access and circulation, enhance the overall appearance of a building and site, and promote evening and nighttime activity. On-site lighting shall be contained on the site it serves preventing the spillover of glare on to adjacent streets and properties.

Lighting Character & Quality

1. On-site lighting shall provide visibility during nighttime to promote safety and security and enhance the overall aesthetic appearance of the site. In particular, building entrances, pedestrian pathways, and parking facilities should be well illuminated.
2. Light fixtures for commercial and mixed-use establishments shall be compatible with the character of the fixtures used in the Downtown Core.

3. Lighting shall be used to accentuate prominent or unique building and landscape features. Blinking, flashing, and oscillating lights are prohibited.
4. Good light control shall be established through the placement of light fixtures and hooded light fixture to prevent the spill-over of light and glare onto adjacent properties and streets.
5. The use of colored lights to illuminate parking lots is prohibited.

Architectural Lighting

1. Architectural lighting shall enhance a building's character and form, highlight public entrances, and accentuate special architectural elements and features, especially on the primary façade.
2. Lighting blank walls and other indistinct building features shall be avoided, except as needed to promote safety and security.
3. Building mounted fixtures shall be integral to the building design and compatible with its architectural character and style.
4. Parking decks, structures and lots shall have sufficient lighting to facilitate the movement of pedestrians and vehicles, and to promote safety and security while minimizing light pollution.

Landscape Lighting

1. Lighting in outdoor gathering spaces shall have a pedestrian scale. Examples include pole mounted lights not exceeding a height of 16 feet, ground mounted lighted bollards, and where practical, building mounted lights.
2. Light fixtures used to light landscape elements such as water features, public art pieces, specimen trees and ornamental plantings shall be an integral part of the design hidden from view, where possible.

4.6.4 ON-SITE PUBLIC ART

Art that is accessible to the public may be incorporated into a building or site. Art pieces may be used to establish a local landmark, reinforce project identity, highlight a special location such as a building entrance, or embellish an outdoor gathering space. Suitable art includes sculptures and murals on building walls that enrich a building or storefront, or express local history and culture.

1. Art included as part of an on-site design may be placed in plazas, courtyards, and similar outdoor spaces, and at other focal elements of a building or site.
2. The scale, materials, form, and content of an artist's expression shall be appropriate to the site and surroundings.
3. Art pieces shall be durable, withstand weathering and not require excessive maintenance, as well as protection against vandalism.
4. Art pieces should celebrate Corona's history and culture.



Wall mural celebrates local history

4.7 GENERAL RESIDENTIAL GUIDELINES

4.7.1 DESIGN INTENT

The purpose of these guidelines is to help preserve and rehabilitate residential buildings and houses found within Downtown Corona neighborhoods in the RO, SF, R2, and MF districts. The guidelines are also intended to require new compatible residential development with existing development and to promote the conservation and reuse of existing residences.

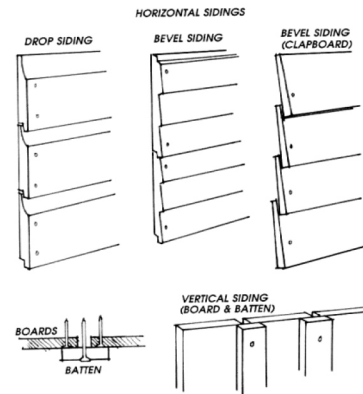
In general, preservation and rehabilitation efforts shall aim toward protecting the essential architectural features of a residential building that help to identify its individual style and thereby further its contribution to the historic character of the area.

4.7.2 GENERAL RESIDENTIAL REHABILITATION PRINCIPLES

- a. The rehabilitation or repair of architectural details of historic residential buildings listed on the Corona Heritage Inventory and Corona Register shall comply with Corona's Design Guidelines for Historic Buildings to retain and restore original elements. If damage or deterioration is too severe, the element should be recreated using original materials to match the design, color, texture and any other important design features.
- b. Rehabilitation of residential buildings not listed on the Corona Heritage Inventory shall incorporate architectural style that contributes to the traditional residential character of the area.

4.7.3 EXTERIOR MATERIALS

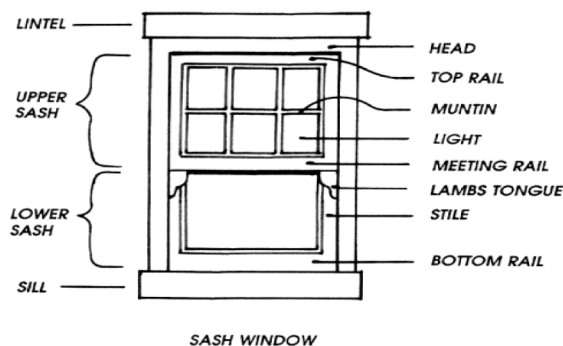
- a. Original exterior residential building materials shall be retained whenever possible. It is not desirable to use mismatched materials of different sizes, shapes, textures, or finishes.
- b. Residential buildings with original wood clapboard siding shall not be stuccoed in an attempt to "modernize" their appearance.



- c. Brick surfaces shall not be sandblasted in an attempt to remove old paint. Sandblasting will damage the natural fired surface of the brick and cause it to lose its water-repellent qualities. Paint should be removed by chemical stripping.

4.7.4 WINDOWS

- a. When window replacement is necessary, the new window shall match the original size, shape and style. Special milling may be required.
- b. An alternative to special milling may be the use of an "off-the-shelf" standard window that closely matches the original. While this may

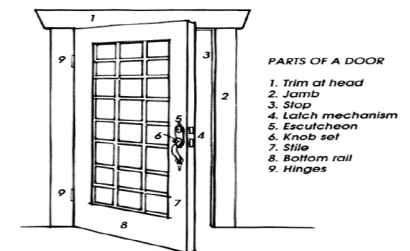


compromise the true architectural integrity of the building it may be an economical alternative for areas of the building that are not visible from the public right-of-way.

- c.. Aluminum frame windows shall not be used as replacements on any part of a residential structure.
- d. Exterior window frames of the structure, such as the lintel, sill, and casing shall consist of the same exterior building materials used on the building.

4.7.5 DOORS

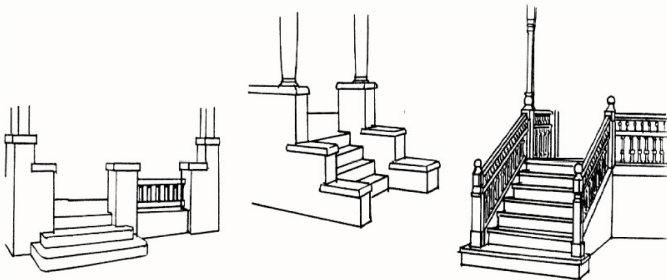
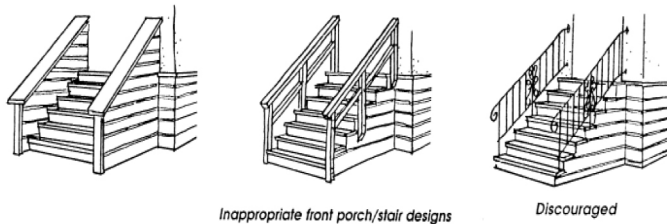
- a. The front door of the residence was the most ornate with secondary doors usually more utilitarian in appearance. The size, shape and style of doors is an important feature of all historical architectural styles and the original type/design should be used again.



- b. If the original door is missing, select an appropriate design by studying the doors of similar residential structures in the neighborhood or consulting books on architectural styles. Many older style panel doors are still available from material suppliers and may match original doors very closely.

4.7.6 PORCHES AND STAIRS

- a. During rehabilitation efforts, the design integrity of the front porch shall not be compromised. Architectural decoration, roof form, and materials on the front entrances and porches shall be typical of the style and period of the residential structure.



Appropriate Front Porch/Stair Designs

- b. Stairs that require rehabilitation shall be rebuilt according to the style of the building. Off-the-shelf, ready-made wrought iron or aluminum railings are prohibited.



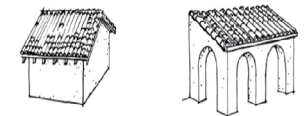
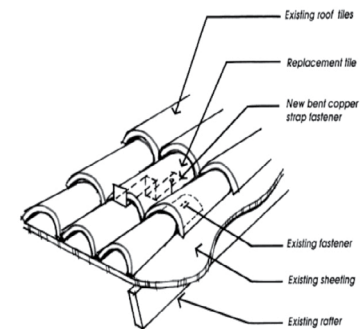
4.7.7 ORNAMENTATION/TRIM

- a. Most often it is the authentic decoration and trim on a residential structure that lends character and identifies the building with its particular architectural style. Great care should be taken in handling these materials during renovation because many times they are the very components that make a building so special.

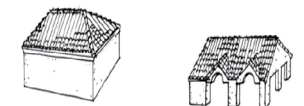
4.7.8 ROOFS

- a. Roofs are important both functionally and aesthetically. Great care should be taken to ensure that roofs are water-tight and that roofing materials are compatible with the original style of the residential structure. Often times roofs only need minor repairs but when replacement is necessary roofing materials shall be appropriate to the building's architectural style.

- b. The determination of what material to use for the replacement of wood shingles or shakes on historic buildings is a hard decision. The desire for the most aesthetic material is often superseded by the desire to provide maximum fire protection. In cases where wood shingles or shakes are being replaced, newer "architectural" styles of asphalt roofing (e.g. thick butt composition) that closely resemble wood shingles and provide fire resistance shall be considered.

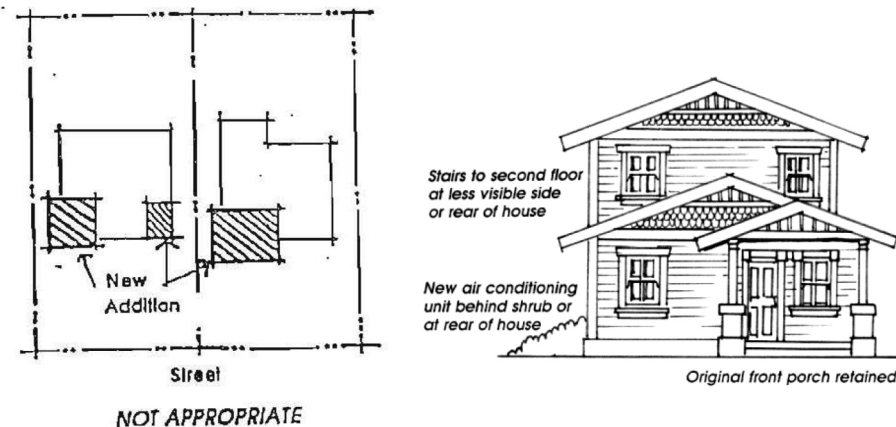


- c. Metal roof materials resembling shingles, flat and barrel tile designs are allowed if the roof style is consistent with the architectural style of the building.

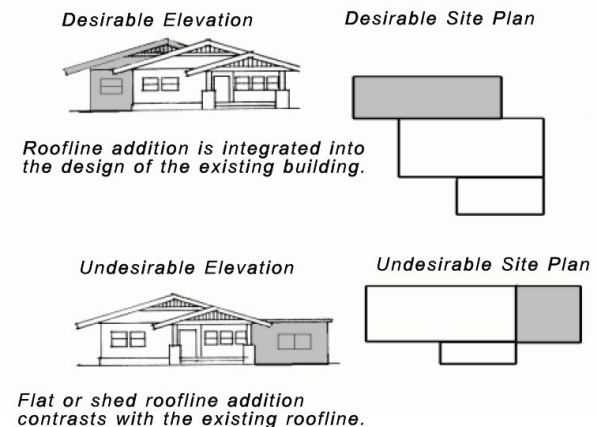


4.7.9 ADDITIONS TO EXISTING STRUCTURES

- Additions should be carefully placed to minimize changes in the appearance of the residence from the street (public right-of-way). Additions should be placed to the side or rear of the residence and should not obstruct the original appearance of the building from the street (public right-of-way). If an addition is placed at the front of the residential structure, the architectural character of the addition shall be consistent with the traditional character of the area and have an integrated design with the existing residential structure.
- The roof of a residential structure, especially its style, materials and pitch, is an important architectural element that must be taken into consideration when planning an addition. The roof style, pitch and materials on the addition shall match the original.
- Adding an additional story to an existing residential structure will always change the building's proportions and shall be carefully designed to follow similar two story examples of that particular architectural style found in the neighborhood. Integrating the new second story addition



into the original design of the residence may be easier if the addition is setback or "stepped" back from the front facade so that it is less noticeable from the street (public right-of-way).



4.7.10 NEW INFILL RESIDENTIAL STRUCTURES

The single most important issue of new infill residential development is one of compatibility, especially when considering larger residences. When new residential structures are developed adjacent to older single family residences, there are concerns that the height and scale of the infill structures may have a negative impact on the adjacent smaller scale buildings. The following considerations are intended to address this concern:

- New infill residential structures shall adhere to the architectural style provided in Section 4.7.14.
- New residential development shall continue the functional, on-site relationships of the surrounding neighborhood. For example, common patterns that should be continued in Corona are front porches and entries facing the street and garages/parking located at the rear of the parcel.

- c. Garages in front are prohibited.
- d. Front yard setbacks for new residential infill development shall match existing setback patterns of surrounding dwellings.
- e. New infill residential structures shall incorporate the traditional architectural characteristics of existing residences found in the Downtown Corona residential neighborhood, for example: window and door spacing, exterior materials, roof style and pitch, finished-floor height, porches and decoration/detail.
- f. The proper use of building materials can enhance desired neighborhood qualities such as compatibility, continuity, harmony, etc. The design of infill residential structures shall incorporate an appropriate mixture of the predominant materials found in the neighborhood. Common materials are brick, stone, wood, horizontal clapboard siding and shingles.
- g. New infill residential structures taller than one story can impose on smaller adjacent residences. The height of new residential structures shall consider the context of surrounding residential structures. New residential structures with a taller height should consider setbacks or "stepping back" the second story by at least five feet to reduce impacts on adjacent existing single story residences.



- h. The incorporation of traditional balconies, verandas and porches within the building form is strongly encouraged.
- i. Color schemes for infill residential structures shall consider the color schemes of existing residences in the surrounding neighborhood in order to maintain compatibility and harmony. Avoid sharp color contrasts with existing building colors.

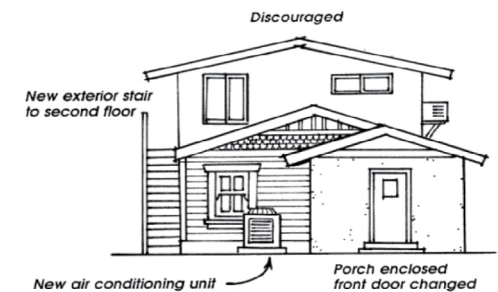
4.7.11 ACCESSORY BUILDINGS AND ACCESSORY DWELLING UNITS

New accessory buildings (garages, sheds) and accessory dwelling units (living quarters) that are visible from the public right-of-way shall incorporate the distinctive architectural features (e.g. materials, color, roof pitch, etc.) of the main residence. Accessory dwelling units are also subject to the regulations in Corona Municipal Code Chapter 17.85.

4.7.12 ADAPTIVE REUSE

The term "adaptive reuse" applies to both non-historic and historic houses and residential structures which were originally designed as residences and which are being converted (or adapted) to a new use. Adaptive reuse is an issue in the RO - Residential Office, R-Residential, and MF - Multi-family Districts in Downtown Corona.

Adaptive reuse presents a number of special problems because the needs of the new use (such as increased parking, air conditioning, new entrances and exits, handicapped access, added floor area, etc.) are often substantially different from the old use and yet must be accommodated within the same house.



- a. The overriding principle of design for adaptive reuse is to be consistent with the significant design of the existing house or residential structure.
- b. On-site parking and driveways should be located to be unobtrusive to the historical appearance of a building from the street. Parking should be located in the back, with access from the street or an alley, if one exists. Driveways should not be “flared” at the street to provide parking in front of the home or in the front yard.

4.7.13 MULTI-FAMILY RESIDENTIAL

The purpose of the Multi-Family Residential Design Guidelines is to maintain neighborhood compatibility with other low-density neighborhoods. Multiple family housing tend to generate large parking areas, taller structures and an overall decrease in private open space. If not properly designed, these residential developments can decrease the quality of life of the established residential neighborhoods. The guidelines that follow are intended to help mitigate the negative effects of these developments and to provide a pleasant residential environment within the context of higher density. Multi-family residential in residential neighborhoods shall adhere to the architectural style provided in Section 4.7.14.

A. Multi-Family Site Design

1. Site setbacks of new units from public streets should continue the prevailing setback pattern unless a different setback standard is required.
2. New multi-family development should respect the site settings of existing properties in the immediate area thorough the use of similar setbacks, building arrangements, buffer yards and avoidance of overwhelming building scale and visual obstructions such as privacy walls, carports and garages.

3. New multi-family development shall incorporate representative characteristics of the architecture used in the Downtown Corona residential neighborhood, and a positive, distinctive site layout and/or established functional pattern.
4. New landscaping shall compliment existing landscape materials, location and massing on adjacent established developments where appropriate.

B. Building Placement

1. Clustering of multi-family units should be a consistent site planning element. Buildings composed of a series of simple yet varied plans assure compatibility and variety in overall building form.
2. Buildings should be oriented to maximize southern exposure to large window areas to encourage passive solar heating in the winter months.
3. Buildings should be oriented in such a way as to create courtyards and open space areas, thus increasing the aesthetic appeal of the area.
4. Building orientation should provide a series of public spaces for recreation and general open space.

C. Parking and Circulation

1. There should be no more than six (6) spaces of uninterrupted parking on open surface parking areas. Each of the six (6) spaces shall be separated from additional spaces by a landscaped bulb of a minimum width of four (4) feet or diamond planter.
2. Divide large parking lots. Large parking areas should be divided into a series of connected smaller lots which are laid out in an efficient, straightforward manner.

3. Provide access from side streets, whenever possible.,
4. Use special accents at entries. Monumentation, special textured paving, flowering accents, walls, shrubs, and the use of specimen trees shall be used to generate visual interest at entry points.
5. Screen parking lots. Utilize a 36 inch high hedge with rolling berm or 42 inch high wall to screen parking at the street periphery. (Minimum shrub container size should be five (5) gallon.)
6. Carports, detached garages, and accessory structures shall be designed as an integral part of the architecture of the project. These structures shall be similar in materials, color, and detail to the principal buildings of the development. Prefabricated metal carports are prohibited.
7. Parking courts should be treated as “landscape plazas” with attention to landscape surfaces, softened edges, shade and articulated pedestrian/vehicular circulation.
8. The parking area shall be designed in a manner which links it to the building and street sidewalk system as an extension of the pedestrian environment. This can be accomplished by using design features such as walkways with enhanced paving, trellis structures, and/or landscaping treatment.

D. Miscellaneous

1. Architectural screening shall be constructed of the same materials and finishes that are compatible with the building, and shall be designed and placed to compliment the building design.
2. Storage areas shall be completely screened from ground level using appropriate materials such as solid shrub massing or walls.


3. Trash bins shall be located within a trash enclosure. The enclosure shall be finished using materials compatible with the surrounding architecture, and shall be softened with landscaping. Gates shall be solid metal painted to match adjacent buildings. Recommended enclosure locations include inside parking courts, or at the end of parking bays. Location of the enclosure should be conveniently accessible for trash truck access.
4. Where common mailbox services are provided, they should be located close to the project entry near recreational facilities. The architectural character should be similar in form, materials, and color to the surrounding buildings. Mailbox locations must be approved by the U.S. Postal Service.




4.7.14 ARCHITECTURAL STYLES FOR NEW RESIDENTIAL

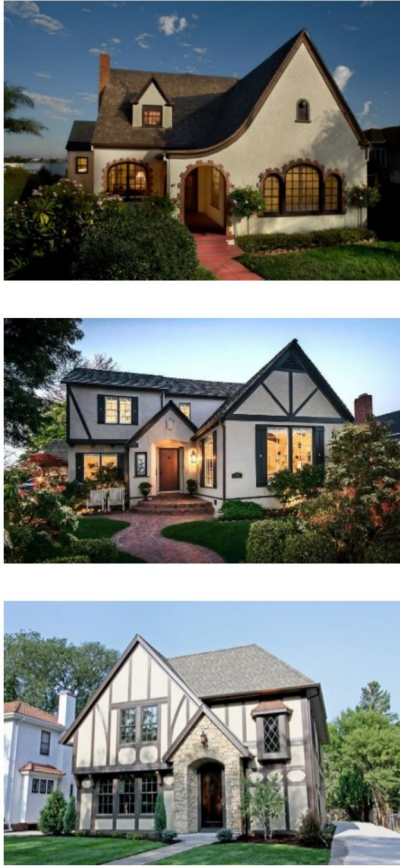
Throughout the Downtown Corona residential neighborhoods, pre-1950 residential structures are common. Common architectural styles for historic residential structures include Victorian, Mission and Spanish Revival, Colonial, Tudor, Bungalow and Craftsman Bungalow, and Ranch. To preserve the historic character of the Downtown Corona residential neighborhoods, the following are acceptable architectural styles that are to be used for new residential construction. These architectural styles are to be used with the General Residential Design Guidelines.

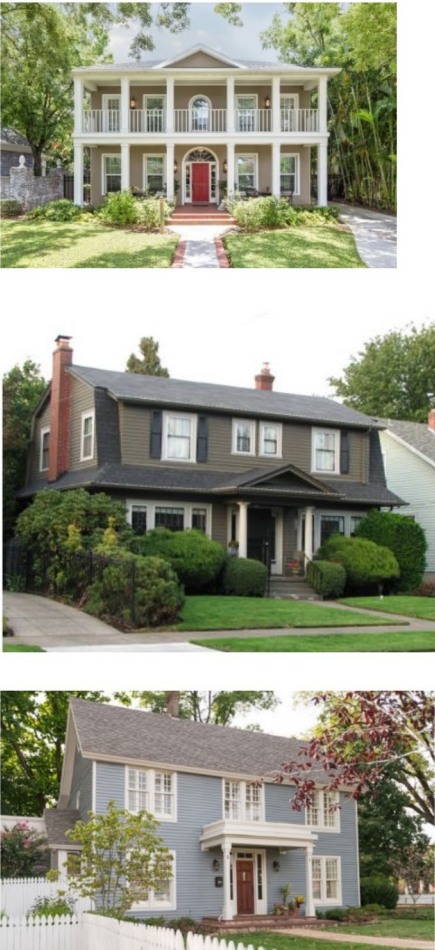
A. Architectural Styles for Downtown Corona Residential Neighborhoods


The following architectural styles and materials shall be used for new residential construction in residential neighborhoods and for residential rehabilitation projects that will extensively change the appearance of the existing residential structure. Architectural styles that are not listed in this section but contribute to Corona’s heritage and the Downtown residential neighborhood may be permitted by the Planning and Development Director.


BUNGALOW & CRAFTSMAN	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES
	<ul style="list-style-type: none">• Wood• Wood Shingles (side wall)• Wood Clapboard• Fieldstone• River Rock• Brick• Concrete	<ul style="list-style-type: none">• Low pitch gable or hipped roof• Gable dormer• Multiple roof planes• Wide eave overhang• Roof wall braces• Extended rafter tails• Square or rectangular form• Horizontal clapboard siding• Band casement or double-hung windows• Expansive open porch• Square or round columns and balustrades• Windows: mullion, muntin, sash• Flat roof shingles (Class A roofing required)

MISSION AND SPANISH REVIVAL	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES	
<p data-bbox="331 310 491 337">Mission Style</p>  <p data-bbox="319 805 504 833">Spanish Revival</p>  	<ul style="list-style-type: none"> • Stucco • Plaster • Terra cotta Tile • Red Clay tile • Wrought Iron • Brick 	<p data-bbox="1073 310 1232 337">Mission Style</p> <ul style="list-style-type: none"> • Mission dormer or roof parapet (can be combined with low pitch roof) • Red clay barrel tile roof covering (Class A roofing required) • Overhanging eaves • Smooth stucco or plaster finish • Quatrefoil windows on mission dormer or roof parapet • Casement windows • Recessed entry over front door 	<p data-bbox="1512 310 1696 337">Spanish Revival</p> <ul style="list-style-type: none"> • Low pitch roof • Cylindrical turrets • Terra cotta tile or red clay barrel tile roof covering (Class A roofing required) • Smooth stucco walls • Casement windows • Decorative iron work • Arched openings • Recessed entry over front door • Patio

TUDOR	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES
	<ul style="list-style-type: none">• Stucco• Brick• Stone• Wood	<ul style="list-style-type: none">• Steeply pitched roof; side gable• Cross gables• Decorative half-timbering on wall surface• Tall, narrow windows; multiple styles• Rounded arched doorway• Flat roof shingle (Class A roofing required)

COLONIAL REVIVAL	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES
	<ul style="list-style-type: none">• Wood• Wood Clapboard• Brick• Plaster	<ul style="list-style-type: none">• Gable roof or side gable roof• Symmetrical window placement• Symmetrical façade with door in center• Pediment over entrance• Portico supported by columns• Covered front porch• Horizontal wood siding• Double hung window, can include muntin• Window lintel and sill• Flat roof shingle (Class A roofing required)

VICTORIAN	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES
	<ul style="list-style-type: none">• Wood• Wood Shingle• Wood Clapboard• Wood Shiplap• Brick• Stone	<ul style="list-style-type: none">• Steeply pitched gable roof• Decorative shingles within pitch area of roof• Turrets can be included in roof plane• Use of varying wall textures between floors• Dentil molding underneath cornice• Horizontal wood siding• Irregular, asymmetrical massing• Covered front porch with decorative brackets underneath roof• Patio railing• Rectangular shaped windows; double hung sashes• Flat roof shingle (Class A roofing required)

RANCH	COMMON MATERIALS	COMMON ARCHITECTURAL FEATURES
	<ul style="list-style-type: none">• Wood• Wood Shingle• Wood Clapboard• Stone• Brick	<ul style="list-style-type: none">• Low pitch gable roof (can include dormers)• Cornice return underneath roof pitch• Wainscot or different wall textures along façade• Horizontal wood siding• Wide front porch with columns• Rectangular windows• Window side shutters• Window lintel and sill• Flat roof shingle (Class A roofing required)



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 5: CIRCULATION

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5.1 OVERVIEW

5.1.1 PURPOSE

This chapter describes the circulation network and mobility options available within Downtown, which includes the local roadway system, regional and local transit options and local bicycle routes. It also discusses alternative modes of transportation that include pedestrian and transit options. The intent is to create a pedestrian-oriented urban village in the Downtown Core, which includes enhanced streetscapes, reduced travel lanes, bicycle lanes, and sidewalks.



Reduce auto dependency

5.1.2 OBJECTIVES

The circulation objectives of the specific plan are to:

- **Provide Connectivity.** Provide direct connections between local and regional transit facilities, including direct links between Downtown and the regional transit facilities available at North Main Street.
- **Expand Mobility Options.** Support non-motorized travel by creating walkable streets with crosswalks, identifying bicycle routes, and identifying transit stop locations.
- **Reduce Automobile Use.** Redesign transportation infrastructure within the existing rights-of-way intended for vehicular travel to support pedestrian movement and bicycle use within the Downtown Core along Sixth Street.



Improve pedestrian connectivity.

5.2 CIRCULATION NETWORK

5.2.1 REGIONAL TRANSPORTATION NETWORK

Corona is well integrated into the North Orange County and Western Riverside County region via freeways and regional transit. The City benefits from the close access to the broader Southern California region and functions as a gateway to the greater Inland Empire. The following briefly describes the regional transportation network serving Corona and the Downtown Core.

- **Freeway Access.** Corona is served by Interstate 15 (I-15) and the Riverside Freeway (SR-91), and the Corona Freeway (SR-71) via SR-91. These freeways provide strategic transportation connections between Greater Los Angeles, Orange County, and the Inland Empire. Located directly east of the Downtown Core, the I-15 Freeway runs in a north-south direction connecting the Inland Empire to San Diego. SR-91 runs in an east-west direction through Corona connecting western cities in Orange County to Riverside County. SR-91 is accessible from Downtown via North Main Street. Due to high traffic volumes, commuter “cut through” traffic has contributed to traffic congestion along the Sixth Street corridor. SR-71 via SR-91 links Corona with the San Gabriel Valley.
- **Regional Road Network.** The regional street network in Corona consists of major arterials, including Main Street and Sixth Street which traverses the Downtown. Corona’s General Plan functional roadway classification defines major arterials as having the highest carrying capacity with the highest speeds. Corona’s roadway network is designed to support the Land Use Element of the General Plan and is not intended to accommodate regional “through” traffic bypassing congestion on freeways.
- **Regional Transit.** Regional public transit serving Corona and the Downtown includes the Metrolink commuter rail and Riverside Transit Agency (RTA) intercity buses that connect to Metrolink Stations and various regional destinations.

- **Metrolink System.** Metrolink is a regional transportation system providing passenger rail service throughout Southern California. The Metrolink 91 line provides access between Los Angeles and Riverside, while the Inland Empire/Orange County line provides access between Irvine and Riverside. Both lines have stops in Corona at the North Main Street and West Corona Stations. The North Main Street Station is located directly north of Downtown, just north of Grand Boulevard on the east side of Main Street and includes a six-story parking structure containing approximately 1,400 parking spaces.
- **Bus System.** The RTA provides public transportation for Western Riverside County. Commuter bus routes stopping in Corona connect to the surrounding cities of Riverside, Eastvale, and Norco. RTA also has several transfer stops with Corona’s local bus service, the Corona Cruiser, in the Downtown. Each provider honors the other’s bus passes at shared stops.

5.2.2 LOCAL TRANSPORTATION NETWORK

The Downtown transportation network includes transit, bicycle, pedestrian links, and vehicular roadways. The local transportation system connects with the larger regional system, and the operation of the two systems is interdependent. The following briefly describes the local transportation network serving the Downtown area.

- **Street Network.** The Downtown street network is generally laid out in a traditional grid pattern with Main and Sixth Streets serving as the major north-south and east-west axes in the Downtown Core. The intersection of Main Street and Sixth Street marks the center of Downtown, while the circular Grand Boulevard defines the extent of the original downtown. Main Street provides a direct connection to SR-91 and the North Main Metrolink station. Sixth Street functions as the principal commercial roadway in the Downtown, allowing access to SR-91 via other intersecting streets west of Grand Boulevard.

Figure 5-1 illustrates the functional classification of roadways within the specific plan. The description of each classification is found in the Circulation Element of the General Plan. Major streets located within the Downtown Core include Main Street, Sixth Street, and Grand Boulevard. The following describes the roadway classifications.

- **Main Street** within the Downtown is a north to south direction and consists of three street classifications according to the General Plan:
 - 1) Major Arterial of 6 lanes, north of Sixth Street to Grand Boulevard,
 - 2) Major Arterial of 4 lanes, south of Sixth Street to Grand Boulevard,
 - and 3) a Special Residential Street south of Grand Boulevard to the southern specific plan boundary and beyond to Ontario Avenue.
- Main Street, north of Sixth Street to Grand Boulevard is 75 to 138 feet wide curb to curb within a 92- to 152-foot right-of-way, consisting of 4 lanes in each direction with center landscaped medians between Fourth and Sixth Streets.
- Main Street, south of Sixth Street to Grand Boulevard is 62 to 92 feet wide curb to curb within a 100- to 108-foot right-of-way, consisting of 2 lanes in each direction with center landscaped medians between Sixth and Eighth Street.
- Main Street, south of Grand Boulevard to Olive Street is 60 feet wide curb to curb within a 100-foot right-of-way, consisting of 2 lanes in each direction.
- Main Street, south of Olive Street to Burr Street is 50 feet wide curb to curb within a 100-foot right-of-way, consisting of one lane in each direction.

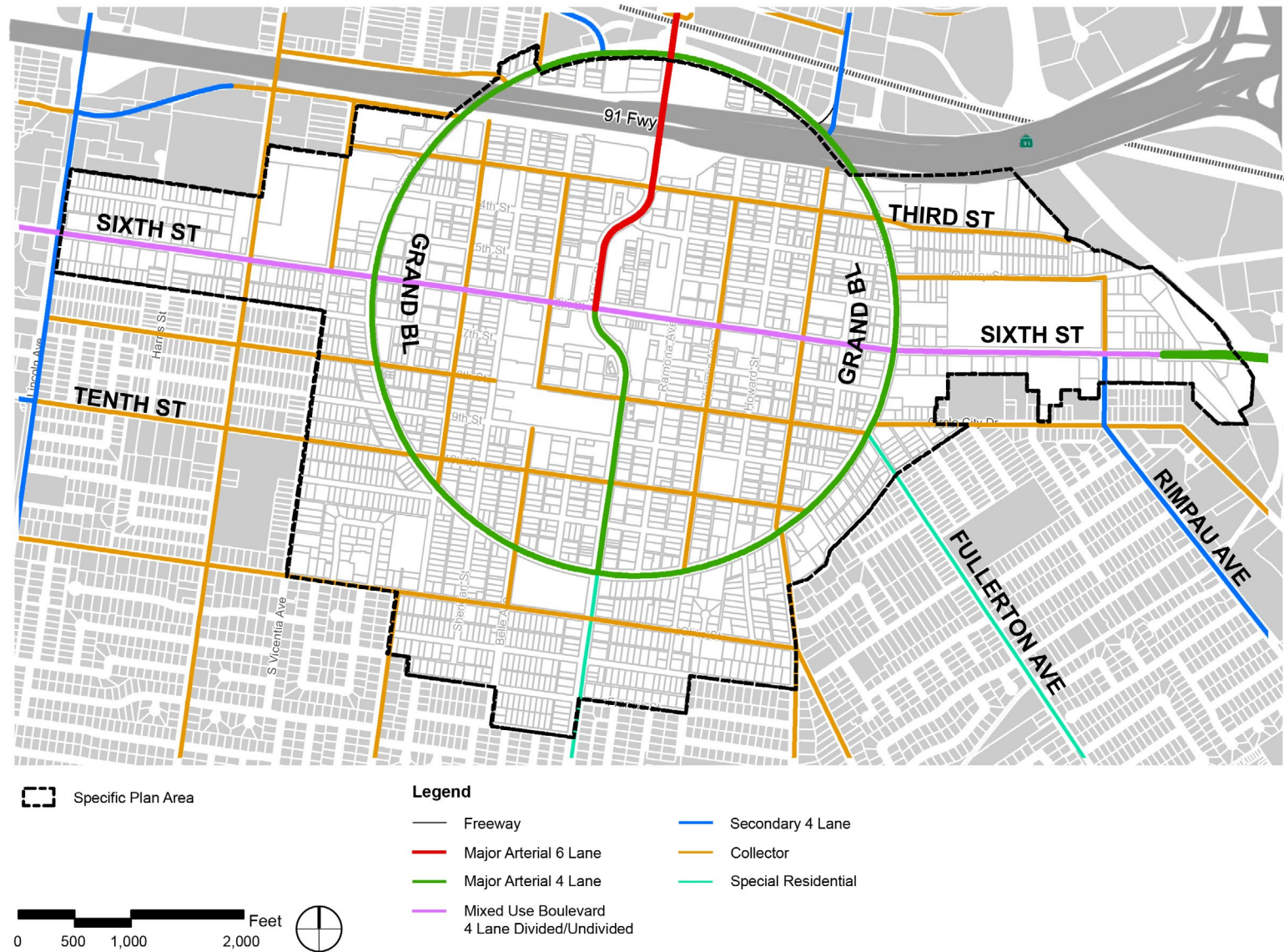
- **Sixth Street** within the Downtown is an east to west direction and is a Mixed Use Boulevard of 4 lanes according to the General Plan. Policy CE-1.14 of the General Plan takes into consideration vehicular movement within the Downtown and suggests Sixth Street from East Grand Boulevard to West Grand Boulevard be a Downtown District by reducing this segment to two travel lanes and providing a complete street concept to support Downtown uses.

- Sixth Street within Grand Boulevard is 63 to 92 feet wide curb to curb within a 80 to 120 foot right-of-way, consisting of one lane in each direction, Class II bike lane, and on-street reversed angled parking located on the north side of the street between Main Street and Ramona Avenue.
- Sixth Street east of East Grand Boulevard and west of West Grand Boulevard is 64 to 82 feet wide curb to curb within a 80 to 106 foot right-of-way, consisting of two lanes in each direction and Class II bike lane.

The Sixth Street Transformation Design consists of roadway improvements planned within the existing rights-of-way located between Main Street and Ramona Avenue. Planned improvements include on-street parking, a protected Class II bike lane, street landscaping, and widened pedestrian areas. The conceptual design option for this segment is illustrated in **Figure 7-4**.

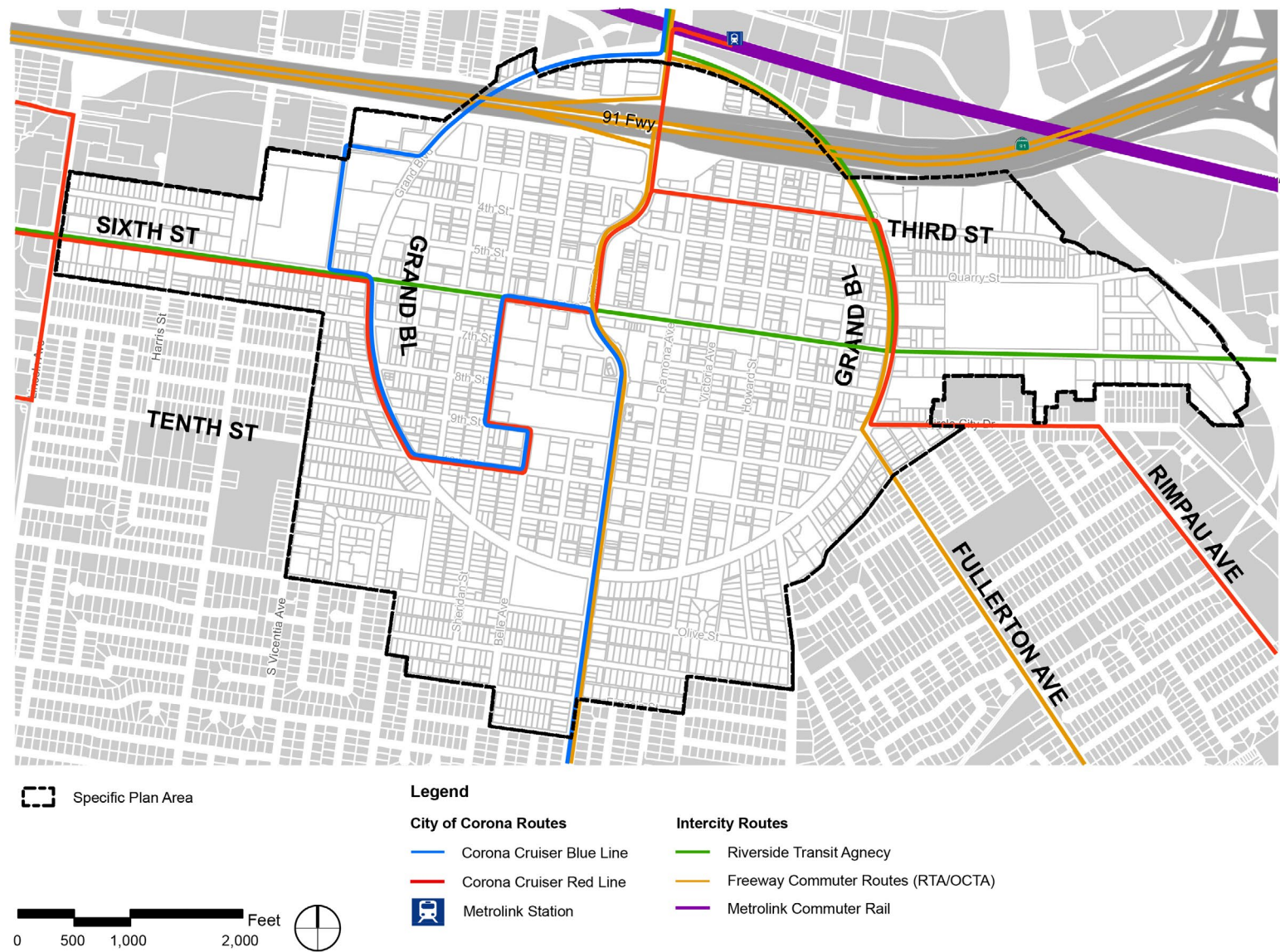
- **Grand Boulevard** is a unique circular roadway and according to the General Plan is a Major Arterial of 4 lanes. Grand Boulevard is 78 feet wide curb to curb within an 88-foot right-of-way, consisting of two lanes in each direction.

Figure 5-1: Classification of Roadways



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

Figure 5-2: Transit Routes



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

- East Third Street is a Collector Street according to the General Plan and terminates at the east end abutting vacant property. The plan is to extend Third Street to Quarry Street allowing secondary through access. This extension is pending an amendment to the General Plan Circulation Element.

Special street standards are applicable to certain roadways within the Downtown, which include:

- **West Eighth Street** is a modified Collector Street between South Main Street and South Belle Avenue. The roadway width is 44 feet curb-to-curb within a 60-foot right-of-way with one travel lane in each direction and 8-foot wide sidewalks on each side. The right-of-way is reduced to 50 feet adjacent to the emergency drop-off area at the Corona Regional Medical Center to accommodate an on-site median separating Eighth Street from on-site emergency circulation.
- **West Ninth Street** is a Local Street between South Main Street and South Sheridan Street. The roadway width is 35 feet curb-to-curb within a 60-foot right-of-way with one travel lane in each direction.
- **South Belle Avenue** is a modified Collector Street between Sixth Street and Eighth Street. The roadway width is 44 feet curb to curb and 66 feet adjacent to on-street diagonal parking within a 80 foot right-of-way with one travel lane in each direction
- **South Sheridan Street** is a Local Street between Seventh Street and Ninth Street. The roadway width is 35 feet curb-to-curb within a 60-foot right-of-way with one travel lane in each direction.

- **Local Transit:** The City of Corona provides local bus lines and on-demand service.

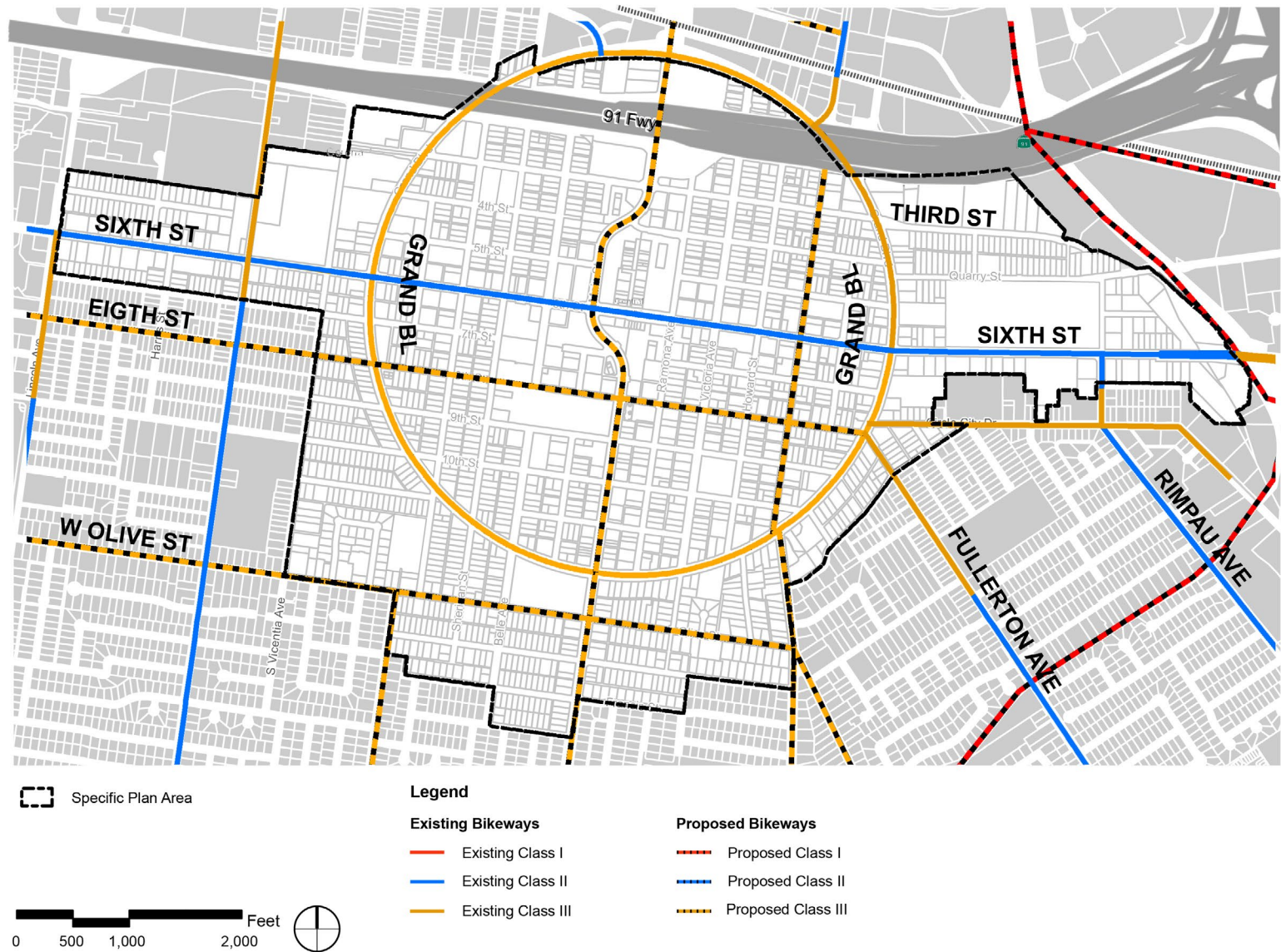
- **Corona Cruiser.** The Corona Cruiser is the City's fixed-route bus system which travels along two routes identified as the Red Line and the Blue Line. These routes travel segments of Main Street, Sixth Street, Grand Boulevard and several inner-city streets within the Downtown. Bus stop connections align with RTA regional bus routes, the North Main Metrolink Commuter Train Station, and various Park and Ride lots. Operations are generally limited to daytime hours. Transit routes serving the Downtown are illustrated in Figure 5-2.
- **Dial-A-Ride.** The Corona Dial-A-Ride is an on-demand, shared-ride public transportation system available to eligible individuals within the Corona area. Riders are normally, seniors (60+), and persons with disabilities. The service offers connections to local RTA bus stops and Metrolink Stations.
- **Park and Ride.** Park and Ride areas are strategically located parking lots that are free of charge to anyone who parks a vehicle and commutes by transit, vanpool or carpool. Spaces are available to commuters 7 days a week, 24 hours a day unless otherwise posted at the site. The Park and Ride facility most convenient to Downtown is the Caltrans lot at East Grand Boulevard and North Main Street which holds approximately 270 spaces.
- **Active (Non-Motorized) Transportation.** The City's non-motorized transportation system includes facilities for pedestrians and bicyclists, including designated bicycle routes.

- **Bicycle System:** There is an extensive system of existing and proposed bikeways within Corona according to the Circulation Element of the General Plan. Class I Bike Paths are completely separated from auto traffic, Class II Bike Lanes are striped bike lanes on local roads, and Class III Bike Routes are designated bike routes with a painted legends. Figure 5-3 illustrates existing and proposed bikeways for the Downtown area.

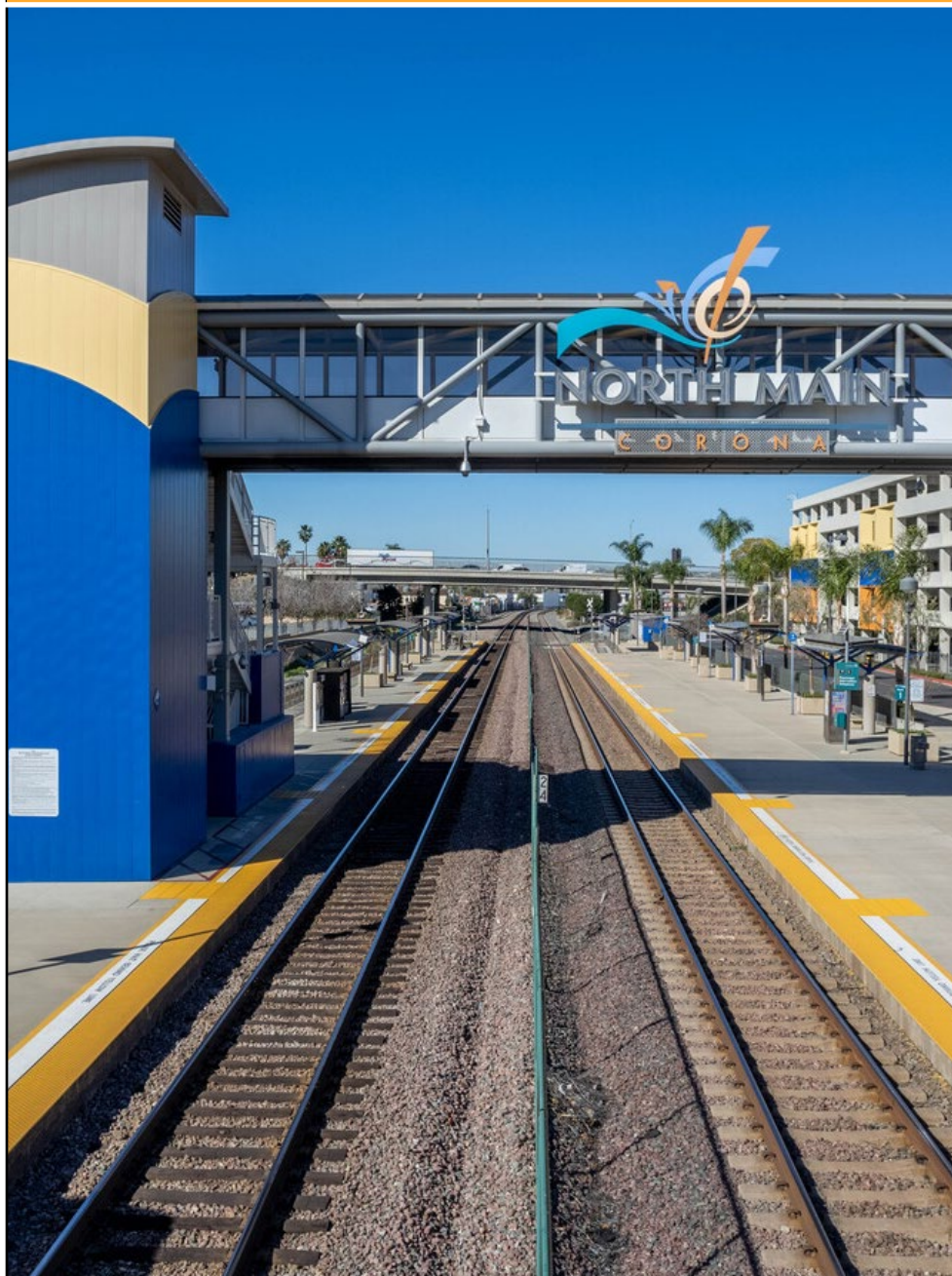
Within the Downtown, the planned roadway improvements on Sixth Street will include a protected Class II bike lane instead of the Class III bike route shown in the General Plan. A Class III bike route exists on Grand Boulevard with an additional route planned on Main Street and other inner city streets of the Downtown.

- **Pedestrian System.** Pedestrian facilities within the Downtown area include public sidewalks and crosswalks. Most public rights-of-way within the Downtown incorporate sidewalks, providing a connected network. The residential streets feature parkways, and street trees are found along stretches of major roadways. Planned streetscape improvements in the Downtown Core include space for canopy trees, lighting, street furniture (e.g., benches), and special paving identifying pedestrian crosswalks.

Figure 5-3: Existing and Proposed Bikeways



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 6: INFRASTRUCTURE

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6.1 OVERVIEW

This Chapter identifies the current infrastructure and the improvements needed over time for the project area to not only satisfy the recommendations of the Specific Plan but also to revitalize the Downtown.

The infrastructure analysis identifies the existing utilities in place at the time of the 2024 amendment to the Specific Plan. The infrastructure review includes sewer; water; storm drain; and dry utilities (telephone, cable television, fiber optic lines, electricity and gas).

6.2 WATER INFRASTRUCTURE

Potable Water

The Specific Plan project area is located within the City's water pressure Zone 2 or 905 Zone with upper and lower elevations 760 and 600 feet above mean seal level, respectively. The 905 Zone is served by three reservoirs having high water levels at 905 feet above sea level and consist of the Mangular, Cresta Verde, and R3 reservoirs. These reservoirs, located southwest and east of the Specific Plan area are interconnected via 24 and 30-inch transmission pipeline.

Water usage related to the original Specific Plan were assessed to determine the water demand and fire flow required by commercial, industrial, single-family residential and multi-family residential land uses. These waterlines need to be replaced with 8-inch diameter waterlines to be constructed in the streets. All pipelines less than 6-inches in diameter designated for fire protection are considered substandard and should be included in a replacement program.

Transmission and distribution pipelines in the Specific Plan area consist of a network of pipelines ranging in size from 2 to 30 inches in diameter.

Pipe materials vary with older pipelines being galvanized steel and asbestos cement pipe (ACP); new pipelines tend to be cement lined and coated steel pipe (CML&CC), PVC and ductile iron pipe (DIP). See Figure 6-1 for detailed water line locations.

Approximately one-third of the Specific Plan area within the Grand Circle is served by 2-inch diameter steel waterlines constructed pre-1925 in the alleys. Some areas are served by 6-inch diameter cast iron pipes. These pipes are in poor condition and are not capable of providing the required fire-flow. It is estimated approximately 5.5 miles of waterlines need to be constructed or replaced.

Recommendations associated with the water plan are as follows:

- Multi-story buildings may require booster pumps for domestic service and fire protection.
- City of Corona 2005 Water Master Plan does not identify any pressure deficiencies in the area. However, it is recommended that the pressures be evaluated within the project area at the time of redevelopment to assess the ability to provide domestic service and fire flow protection at the minimum required pressures. Actual sizing of the pipeline will be determined at the time site development plans are prepared and submitted the City. Improvements to the water infrastructure within the project area shall continue to be evaluated as the city's water master plan is updated.
- The City is incrementally relocating pipelines from the alleyways into the frontage roads. This effort is encouraged because it will ensure that old pipelines get replaced and updated, improve access and operation & maintenance of city water facilities, and eliminate redundant water linkages.
- Water demands and water design guidelines shall be determined per the latest City of Corona Department of Utilities Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.

- Fireflow tests are recommended in addition to the creation of a water hydraulic model specifically for the Downtown area. This approach would allow for the identification of existing capacity and/or deficiencies within the area.

Reclaimed Water

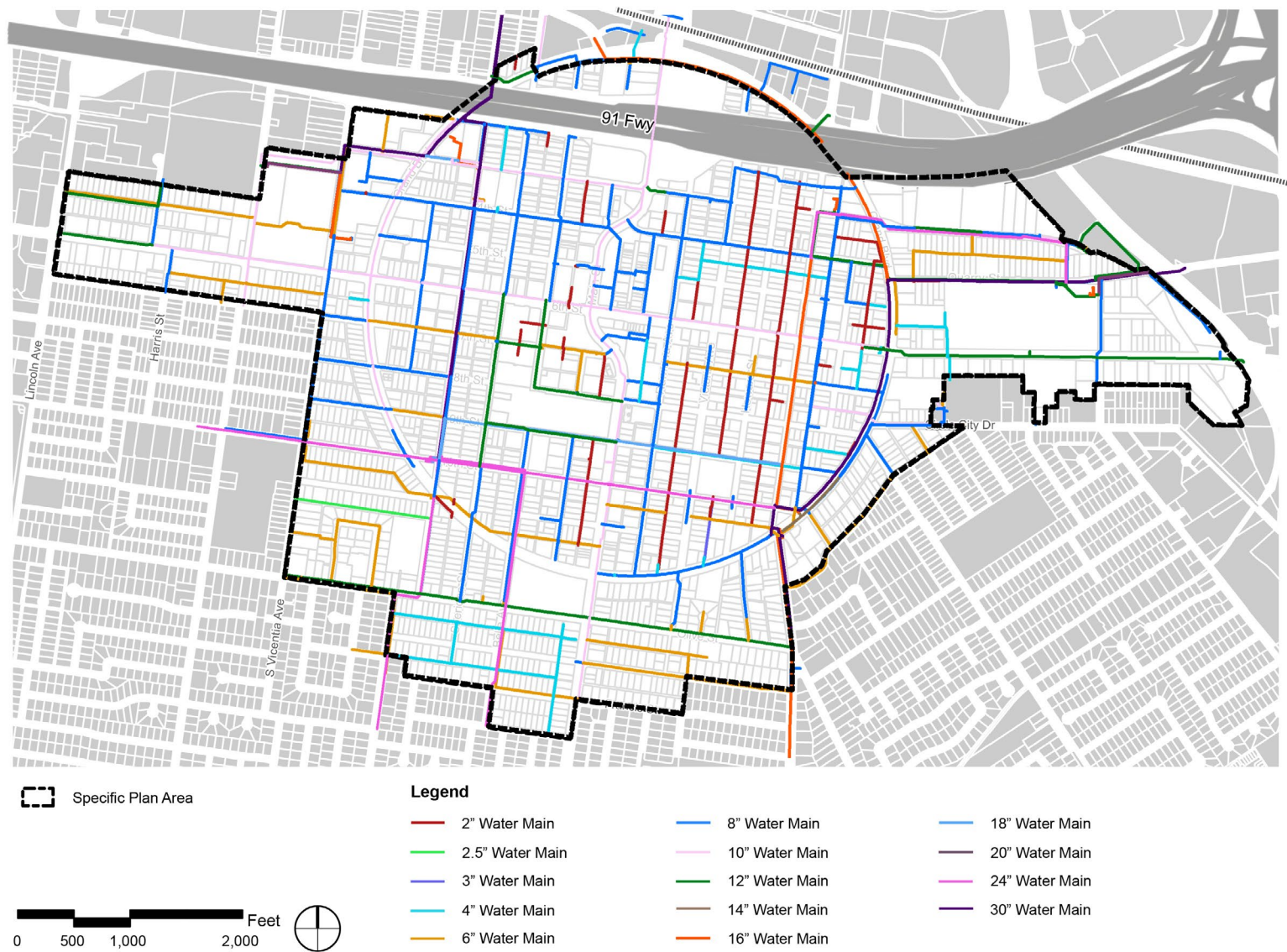
There is a small network of existing reclaimed water lines near the Downtown area that are 6-inch and 18-inch diameter pipes. The pipe materials are PVC C900 and DIP. An existing 12-inch line is located in the Downtown area traversing the northeast quadrant of East Grand Boulevard, between Pearl Street and Quarry Street, and along Quarry Street. The existing 18-inch line runs outside the area traversing along Harrison Street and Railroad Street.

The City's 2018 Reclaimed Water Master Plan shows the planning of large distribution pipelines in and around the Downtown. The Buena Vista Tenth Pipeline reclaimed waterline project would provide the use of reclaimed water to the Downtown in the future. The project would reinforce the primary loop between Water Reclamation Facility 1 and the 1380 Zone following the construction of the Rimpau California Pipeline. It would convert 126.9 gallons per minute of potable water demand for irrigation to reclaimed water demand. The Buena Vista Tenth Pipeline project would involve the installation of 23,200 feet of new 12-inch diameter pipes in and around the Downtown, 45 fire hydrants and 63 new meters.

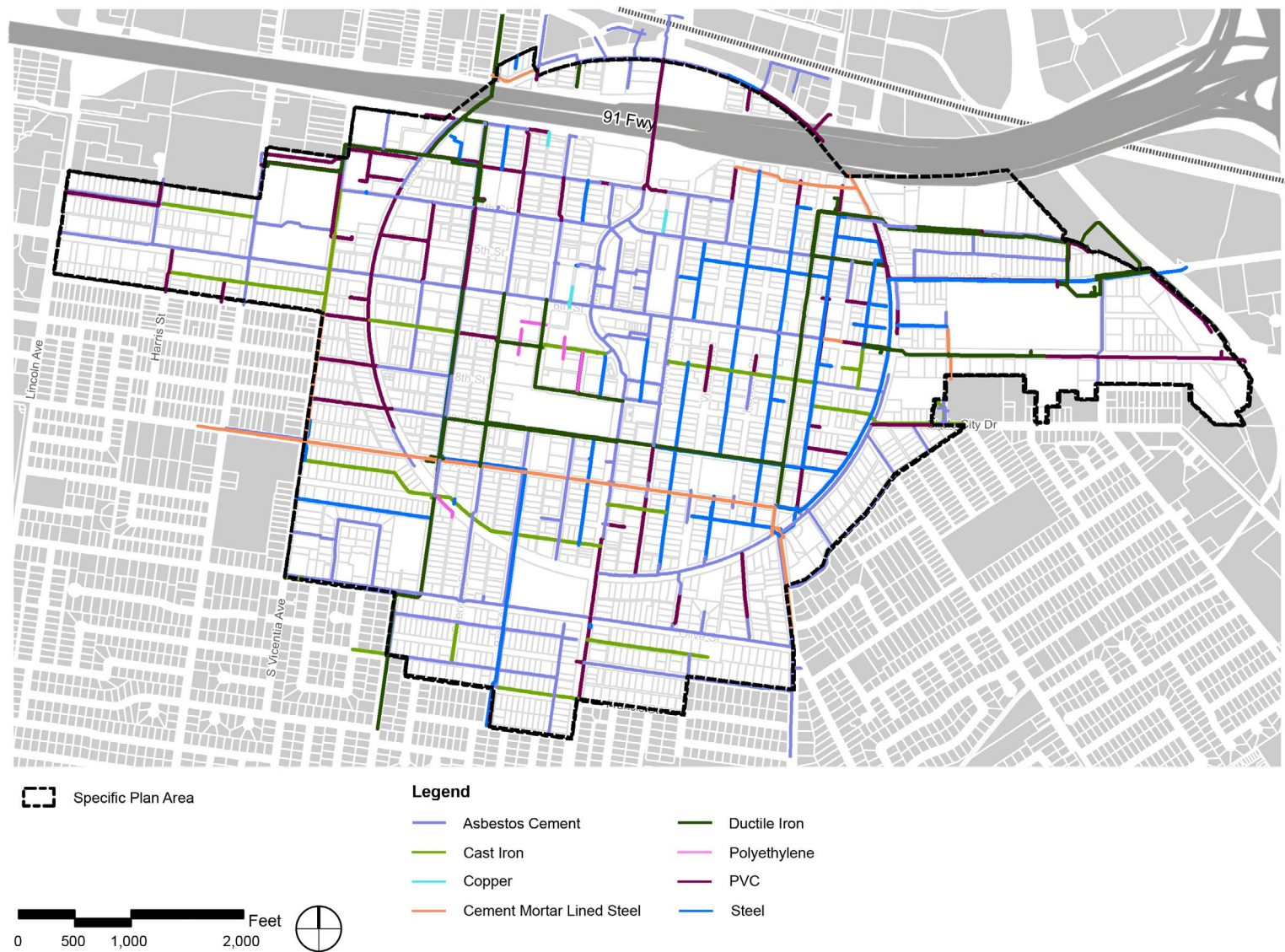
Recommendations associated with the reclaimed water master plan are as follows:

- All new projects are required to comply with the City's water-efficient landscape ordinance per Section 17.70.070 of the current Corona Municipal Code. This will require projects to irrigate all landscaping with recycled water and have a separate dedicated water meter for landscape irrigation purposes.
- Construction of reclaimed water pipelines require developers to fund a fair share portion of the construction to comply with the City's recycled water ordinance. It is recommended that the City develop CIPs for the construction of trunk reclaimed water lines and a CFD reimbursement program for developers to pay only their fair share of these facilities. This would make it more practical to comply with the City's recycled water ordinance.
- The basis for the proposed reclaimed water alignment is to provide service to the area while maximizing the usage from parks, schools, and areas having large landscape/irrigation needs.
- Recycled water demands and water design guidelines shall be implemented per the latest City of Corona Department of Utilities Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.

Figure 6-1: Existing Water System - Pipe Size



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

Figure 6-2: Existing Water System - Pipe Materials

Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

6.3 SEWER INFRASTRUCTURE

Existing sewer trunk lines and two wastewater treatment plants serve the Downtown area. The majority of the Downtown is served by Wastewater Treatment Plant (WRF) No. 1, located to the west near the Corona Municipal Airport. WRF No. 1 is operating at a capacity of 10.5 million gallons per day (MGD). Figure 6-3 shows the existing sewer infrastructure.

The most easterly portion of the Downtown is served by WRF No. 2, which is located on East Harrison Street north of the 91 freeway. Currently, WRF No. 2 is running near its capacity of 3.0 MGD. As sewer flows to WRF No. 2 reach capacity, the city routes or bypasses additional flows to WRF No. 1 or to the regional treatment plant (WRCRWA) using the existing trunk sewers. Most sewer pipelines run north-south and drain northerly under the freeway, and then northwesterly in 15- and 42-inch diameter sewer lines to WRF No. 1. The trunk sewer line is located east of the project area near the Temescal Channel. This 27" diameter VCP lines runs in a northwesterly direction and becomes a 30" diameter DIP near the treatment facility. Both systems also serve areas southerly of the project area.

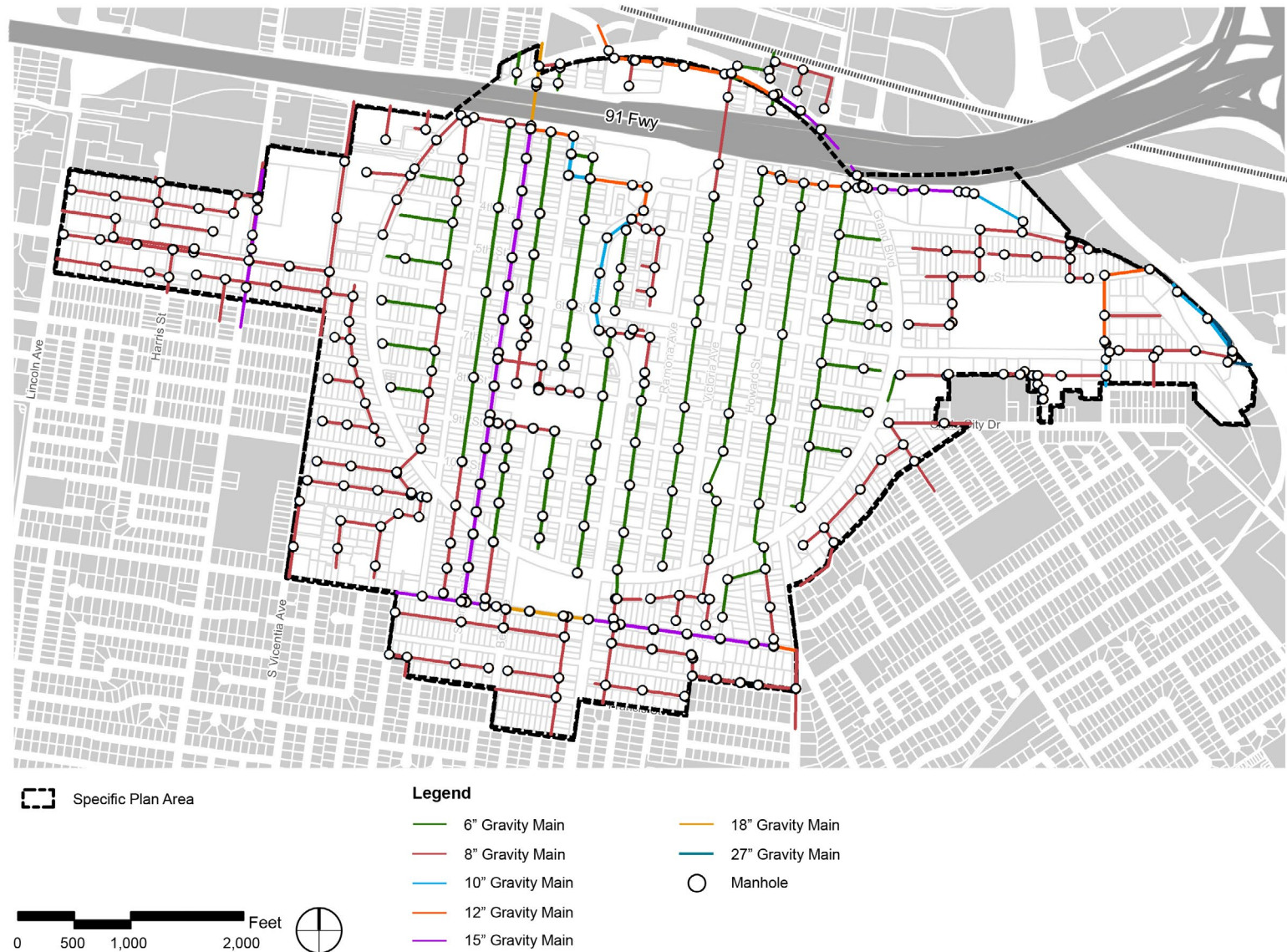
Within the Specific Plan area, existing sewer pipelines are a minimum of 30 years old and are in either poor condition or undersized. Often these sewer lines are substandard in size (6") and located in the alleys. The lines are shallow, and in some cases too close to waterlines. Video camera examination of these sewers revealed portion that are broken, cracked and blocked with tree roots. These deficiencies have resulted in increased infiltration and inflow from storm water that must be treated in the wastewater treatment plants.

The City of Corona 2005 Sewer Master Plan identified two currently deficient segments. One segment is located between Washburn Avenue and Belle Avenue just north of Third Street. The other segment is located on Sixth Street between Vicentia Avenue and Buena Vista Avenue. These deficient segments must be mitigated as redevelopment of the Downtown occurs.

Recommendations associated with the sewer plan are as follows:

- The City of Corona 2005 Sewer Master Plan identified two CIPs to assist in resolving the minor and major defects found in various segments of pipe that reach within the existing sewer system. CIP P-1 replaces the major defective pipes with new 8-inch lines, while CIP P-2 replaces the minor defective pipes with new 8-inch to 12-inch lines. It is recommended these lines be mitigated as the redevelopment of the Downtown occurs or in accordance with the City Master Plan's projected timelines.
- Flow projections and sewer design guidelines shall be implemented per the latest City of Corona Department of Utilities Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.

Figure 6-3: Existing Sewer Mains



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

6.4 STORM DRAINAGE INFRASTRUCTURE

The Riverside County Flood Control District currently maintains the main storm drainage system for the Specific Plan area. The City of Corona maintains smaller tributaries of the storm drain system. All drainage facilities flow in a northerly direction to Temescal Creek Channel and ultimately to the Prado Flood Control Basin. The Temescal Creek Channel to the east of the project boundary is maintained by the Flood Control District, but is considered outside of the scope of the Specific Plan area.

Several portions in the eastern section of the project area are subject to periodic flooding. South Main Street from Eighth Street south to Grand Boulevard and the entire length of Joy Street within the Circle experience flooding caused by the storm flow from south of the Specific Plan area. Several intersections along east Sixth Street at Victoria, Joy Street, East Grand Boulevard, and Rimpau Avenue also are subject to flooding. Lastly Grand Boulevard from North Main Street to the 91 freeway has periodic flooding. This is a result of the lack of adequate drainage collection facilities being installed when the 91 freeway was constructed.

The Specific Plan area drains mainly in a south to north direction and then west to the Prado Basin. The study area bisects four separate drainage sheds. The area also includes a network of existing storm drain lines ranging in size from small 18-inch pipes to large reinforced concrete box structures. The pipe material consists of reinforced concrete or cast-in-place concrete. See Figure D for detailed storm drain line locations.

Temescal Creek Channel located to the east flows in a northwest direction and serves as a backbone storm drain collection system. See Figure 6-3 for storm drain line locations.

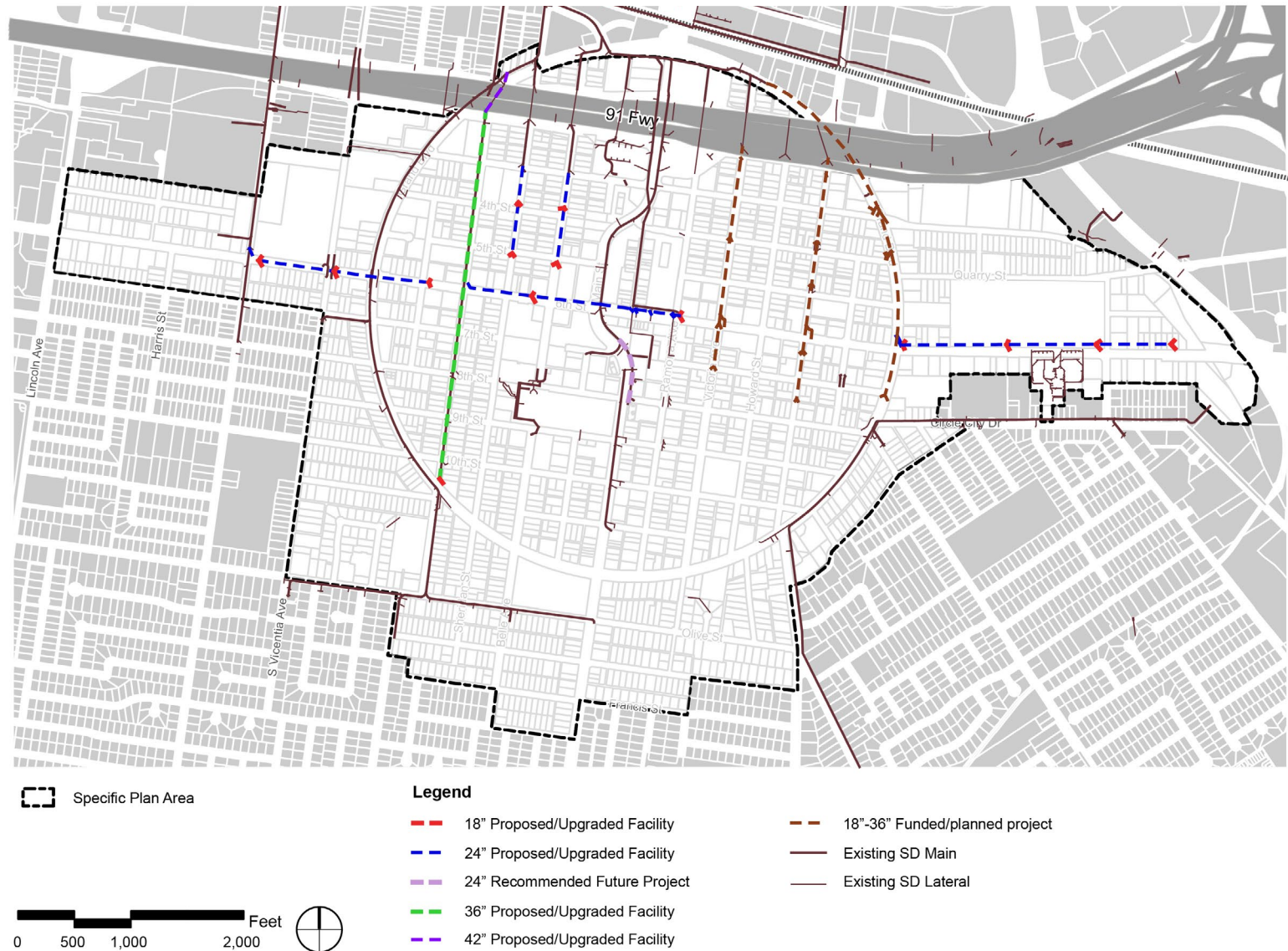
Recommendations associated with the storm drain plan are as follows:

- The City of Corona 2003 Storm Drain Master Plan identified several deficient storm drain segments and missing storm drain or insufficient street capacity

segments. The City is updating the Storm Water Master Plan, which is expected to be completed Year 2025. The segments listed below are a combination of those identified in 2003 and are preliminary recommendations from the ongoing update:

- A segment of an existing 30-inch storm drain on Merrill Street from W. Grand Boulevard to Second Street is deficient. A detailed study has been completed to add an additional segment of storm drain line.
- A segment of the existing 48-inch storm drain on Buena Vista Avenue from Ninth Street to Sixth Street is deficient. A detailed study has been completed to add an additional segment of storm drain line.
- A segment of an existing 36-inch storm drain on just north of Sixth Street between Sierra Vista Street and Buena Vista Avenue is deficient. It is recommended a detailed study be done to add an additional segment of storm drain line or reroute the current drainage access.
- A segment of an existing 48-inch & 54-inch storm drain on Main Street from Third Street to just west of Grand Boulevard is deficient. This segment is currently being studied by the City CIP under the Main Street Storm Drain Project. Recommendation is that a proposed segment of a 48- inch storm drain be constructed on Grand Boulevard from Main Street to Washburn Circle. It is also recommended that an additional reach of 18-inch and 24-inch storm drain lines be constructed from Tenth Street to Third Street. This recommendation will fix the deficiency problem of the 48-inch and 54-inch storm drain.
- Another problem that has been identified and is related to this Main Street segment is the insufficient street capacity/missing storm drain on Grand Boulevard between Belle Avenue and Main Street. It is recommended a detailed study be done to determine if an additional segment of storm drain line is required or if rerouting the drainage is required.

Figure 6-4: Existing/Proposed Storm Drainage Facilities



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

- An insufficient street capacity/missing storm drain segment has been identified on Crawford Street from Sixth Street to Grand Boulevard. It is recommended a detailed study be done to determine if an adding an additional reach of storm drain line is required.
- An insufficient street capacity/missing storm drain segment has been identified on Victoria Avenue from Seventh Street to Second Street. The City was awarded funding to design and construct 1,900 linear feet of 36-inch diameter reinforced concrete pipe. The facility will convey storm flows from Seventh Street to Second Street and tie into an existing culvert under the 91 Freeway.
- An insufficient street capacity/missing storm drain segment has been identified on Joy Street from Seventh Street to Second Street. The City was awarded funding to design and construct 1,600 linear feet of 36-inch diameter reinforced concrete pipe. The facility will convey storm flows from Seventh Street to Second Street and tie into an existing culvert under the 91 Freeway.
- An insufficient street capacity/missing storm drain segment has been identified on E. Grand Blvd from Seventh Street to Third Street. The City was awarded funding to design and construct 1,600 linear feet of 36-inch diameter reinforced concrete pipe. The facility will convey storm flows from Seventh Street to Third Street and tie into the existing Corona Line 52 storm drain.
- An insufficient street capacity/missing storm drain segment has been identified on Rimpau Avenue from Circle City Drive to Quarry Street and Temescal Creek Channel. It is recommended a detailed study be done to determine if an additional reach of storm drain line is required.
- Insufficient street capacity/missing storm drain segments have been identified on Sixth Street from Buena Vista Avenue to Temescal Creek Channel. The City applied for Fiscal Year 2025-2026 funding for the design and construction of approximately 7,000 linear feet of 24-inch diameter reinforced concrete pipe. These improvements will collect

runoff along the major corridor and convey it to existing, upgraded, and planned systems in and around the Downtown area.

- There are other storm drain segments or areas just outside the Specific Plan area that are deficient as identified in the City's Master Plan which are not included in this analysis. Additional studies for these areas may be needed.
- Improvements to the storm drain infrastructure within the project area shall continue to be evaluated as the city's storm drain master plan is updated.
- Many existing roadways have inadequate drainage and catch basin inlets which require some roadway and intersection improvements. It is recommended that these improvements be made per the City's master plans as development/redevelopment occurs.
- Hydrology and hydraulic guidelines shall be used per the latest City of Corona Public Works Department Drainage Design Policy and Riverside County Flood Control & Water Conservation District design guidelines and procedures.

6.5 DRY UTILITIES

Dry utilities within the Specific Plan area include telephone, cable television, electric and gas. Purveyors of these utilities have the ability to service future customers and land uses within the Specific Plan area.

The existing land use designations in the Specific Plan area will have some impact on the demands for telephone, cable television, and electricity services. Purveyors of these utilities, including Southern California Edison Company, will be responsible for necessary improvements and have indicated no expected difficulties serving the future land uses of the Downtown Specific Plan area.



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 7: PUBLIC STREETSCAPES & PUBLIC SPACE

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7.1 OVERVIEW

7.1.1 PURPOSE

This chapter presents a framework for the design of the Downtown public areas, with an emphasis on the design of streetscapes. The goal is to create memorable streetscapes and outdoor public spaces that will shape the Downtown identity and strengthen its sense of place, create a positive impression, and encourage social engagement that will heighten economic activity.

The contents of this chapter include a description of the desired character for the Downtown streetscapes, design recommendations for the various elements that comprise a well-designed streetscape, and prototypical streetscape improvement concepts. Design guidelines and concepts are also provided for gateways and public signage as key placemaking features, including civic spaces such as parks and plazas. The purpose of these guidelines and concepts is to provide guidance in preparing public realm improvement plans.

7.1.2 PRINCIPLES

The design of streetscapes and public outdoor space in the Downtown should adhere to the following principles:

Reinforce Downtown Identity: The Downtown includes distinct sub-districts that should be expressed through streetscape improvements and active placemaking. These identity districts are as follows:

- **Downtown Core.** The Downtown Core encompasses commercial and mixed-use zones within the Grand Boulevard Circle with the focal point being the intersection of Sixth Street and Main Street and the extension of both streets to Grand Boulevard as the primary commercial streets. The design of the public realm in this vicinity should distinguish the Downtown Core as a distinct and recognizable place, and support its reimagining as a walkable, mixed-use destination in a compact and traditional urban village setting.

- **Sixth Street Corridor.** The Sixth Street corridor outside the Grand Boulevard Circle is comprised of various commercial retail, office, and service functions in an auto-oriented environment. The design of the public realm should improve the corridor's visual character and pedestrian accessibility while reinforcing its role as the major east-west commercial corridor through Downtown.
- **Grand Boulevard Circle.** The Grand Boulevard Circle is a recognizable feature of the Downtown due to its history and its listing on the National Register of Historic Places. This unique circular street is Corona's historical centerpiece and includes an inventory of historical residential structures. The design of the public realm should maintain the distinctive character of Grand Boulevard and respect the historic qualities of the street and its adjacent structures.
- **Residential Neighborhoods.** The residential neighborhoods both inside and outside the Grand Boulevard Circle include established residential areas featuring many historic homes. The design of the public realm should protect and reinforce the traditional character of these neighborhoods.



Enhance the public realm - Sixth Street and Main Street conceptual rendering

- **Enhance the Public Realm:** An enhanced public realm shall focus on providing pedestrian-oriented streetscapes complemented by public outdoor gathering places that will invite community engagement. Attractive streets, parks, and plazas that integrate amenities such as shade trees and site furniture will prioritize user safety, comfort, and accessibility and convey the public character of Downtown.
- **Improve Connectivity:** The design of the public realm shall provide a linked network of outdoor spaces and sidewalks that improves the walkability of the Downtown. Sixth and Main Streets should operate as complete streets that support multi-modal movement by providing pedestrian access to other modes of travel. Expanded bicycle facilities and enhanced transit stops should also be an attribute of Downtown.



Reinforce Downtown identity - conceptual rendering of proposed public space

- **Introduce Placemaking Elements:** Placemaking elements shall reinforce local identity, create a more memorable place, and better orient visitors. Placemaking should contribute to the local history and culture and highlight the characteristics that make Downtown a unique destination. Important elements of placemaking include gateways that mark the entrance into the Downtown, a coordinated family of wayfinding signage, identity graphics, and civic art that uniquely brand the place. A unified palette of streetscape amenities also supports placemaking and promotes local identity.
- **Model Sustainable Design:** Downtown public spaces shall promote best practices for the conservation of resources. Designs shall be climate sensitive, such as providing canopies or covers for shade, using water conserving plants and efficient irrigation, and green infrastructure by integrating sustainable stormwater management techniques. Additional opportunities for sustainable design measures include the installation of energy efficient outdoor light fixtures and using recycled and durable construction materials.



Varying roof design creating visual interest

7.2 STREETSCAPE DESIGN CHARACTER

7.2.1 DESIGN INTENT

Although streets in the Downtown will accommodate multiple modes of travel, pedestrian circulation should receive priority. Streets should not only facilitate pedestrian connectivity between local destinations and different travel modes but also enhance and enrich the pedestrian experience. The streets in the Downtown should offer wide sidewalks with canopy street trees, appropriate street lighting, and other furnishings that are amenable to an array of activities such as walking, strolling, lingering, meeting, conversing, etc.

7.2.2 DESIGN OBJECTIVES

- **Identity:** Use streetscapes to distinguish Downtown and its sub-districts and create a more memorable and visually cohesive environment. Using a coordinated palette of streetscape design elements will establish an identity for Downtown.
- **Beautification:** Provide quality streetscapes that enhance and beautify the Downtown's visual appearance and improve the public's perception of the place. Using a consistent planting of street trees compatible with the street character and function will contribute greatly to attractive streetscapes.
- **Pedestrian Priority:** Give priority to pedestrian activity and movement, especially within the Downtown Core. Vehicular intrusions on pedestrian safety, comfort, and convenience should be minimized by introducing traffic calming designs and buffering pedestrians from vehicular traffic.

- **Accessibility:** Design all streets for safe and comfortable movement on foot, offering wide sidewalks with space for unimpeded pedestrian flows. Moreover, streets should be designed for ease of use and access by all user groups, particularly those with visual or mobility challenges.
- **Amenity:** Create a congenial environment for walking and informal socializing by providing pedestrian amenities along streets and sidewalks, including street trees and various site furnishings. Amenities should be most abundant where there is heaviest pedestrian traffic, with a heightened level of amenity along commercial streets in the Downtown Core.
- **Activity:** Accommodate sidewalk commercial activity along the Downtown commercial streets, provided it is orderly in appearance and located to maintain pedestrian flows and avoid interference with streetscape amenities. Sidewalk dining in particular will help activate the Downtown Core.
- **Sustainability:** Incorporate concepts for green streets, including sustainable landscape features such as tree canopies that reduce the heat island effect, bioretention areas (e.g., bioswales) that assist stormwater management, and energy efficient light fixtures. Streetscapes should play a role in promoting environmental quality and conservation of resources.

7.3 STREETSCAPE ELEMENTS

7.3.1 DESIGN INTENT

The design and placement of streetscape amenities shall appeal to pedestrians, and collectively communicate the public character of the Downtown streets. Among the various elements that contribute to the successful design of a streetscape are sidewalks and crosswalks, special paving, street trees and sidewalk plantings, street furniture and lighting, and enhanced transit stops.

7.3.2 SIDEWALKS

Character & Function

Sidewalks should function as places for social activity, as well as paths of travel wide enough to accommodate unimpeded pedestrian movement with suitable space for streetscape amenities. Sidewalks in the Downtown Core and Sixth Street corridor should include three functional zones:

1. A public amenity zone located adjacent to the street that provides various streetscape amenities such as street trees and street furniture.
2. A pedestrian zone kept clear of all obstructions or obstacles to allow safe and convenient pedestrian movement.
3. A commercial activity or frontage zone located directly in front of the building that accommodates such activities as outdoor dining and window shopping.

Design Recommendations

- Provide sufficient sidewalk width to accommodate unobstructed pedestrian path of travel while allowing adequate room for street trees and other streetscape amenities.
- Maintain a minimum 5-foot clear pedestrian path of travel along commercial streets, without conflicts from utility equipment, street trees and sidewalk amenities, and other potential interferences.

- Coordinate the design of all sidewalk elements to minimize barriers or obstructions that impede pedestrian movement, with special consideration given to accommodating individuals with limited mobility.
- Place streetscape amenities in a zone adjacent to or near the curb to establish a physical and perceptual separation from vehicular traffic. Examples include street trees, streetlights, parking kiosks, pedestrian scale trash receptacles, and plant containers and sidewalk planter areas.
- Accommodate commercial activity, such as outdoor dining, merchandise displays, etc. that add visual interest and promote activity along commercial streets, especially within the Downtown Core.
- Ensure that commercial activity along sidewalks is maintained in an orderly fashion and does not interfere with pedestrian movement. Normally these activities should be located in a zone directly in front of the building.
- Reference Chapter 4 for design guidance regarding sidewalk dining.



Outdoor merchandise within commercial activity zone

7.3.3 CROSSWALKS / MID-BLOCK CROSSINGS

Character & Function

Intersection crosswalks and mid-block crossings slow vehicular movement including curb extensions, and high visibility crosswalks featuring distinctive paving. These features are intended to reduce pedestrian crossing distance, provide a comfortable area for pedestrians to wait and congregate, and accommodate a high level of streetscape amenity.

Design Recommendations

- Consider curb extensions (i.e., bulb-outs) at key intersections and mid-block crossings to slow vehicular traffic and decrease pedestrian crossing distance.
- Demarcate key intersections and mid-block crossings with special paving, especially in areas of high pedestrian traffic.
- Ensure that pedestrian connections meet applicable accessible requirements at a minimum, including ramps at street intersections leading to crosswalks, tactile strips at sidewalk/ramp edges, and audible crosswalk signals.



Mid-block crossing with decorative paving

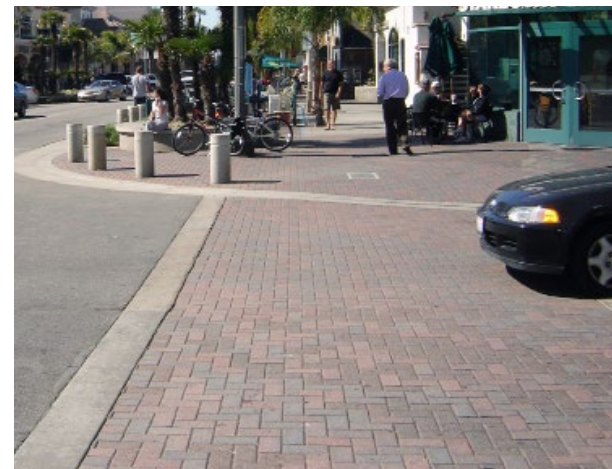
7.3.4 SPECIAL PAVING

Character & Function

Special or enhanced paving is allowed to be used to define and direct circulation, distinguish crosswalks, and highlight gateways, key intersections, and pedestrian activity nodes.

Design Recommendations

- Use decorative or special paving color and texture to delineate key pedestrian areas, including bulb-outs, intersections, and crosswalks within the Downtown Core.
- Interlocking or unit pavers, or integrally colored and textured concrete is allowed to be used to create attractive patterns and unique mosaics at high profile locations.
- Pervious paving materials should be considered when managing stormwater run-off.



Crosswalk with curb extension and decorative paving

7.3.5 STREET TREES

Character & Function

Street trees are a recognizable streetscape element and contribute to beautifying the street, establishing visual identity and coherence, protecting and shading pedestrians, reducing the heat island effect, and improving local air quality.

Design Recommendations

- Plant street trees to establish local identity, communicate street hierarchy and beautify streetscapes.
- Use a consistent choice of tree species, size, and spacing along a street to create a pleasant rhythm and reinforce the space of the street. Street trees shall not interfere with vehicular sight lines.
- Select tree species and varieties that are drought tolerant, disease resistant, and hold up to urban conditions. Use deciduous trees that provide a shady canopy at maturity, especially in spaces intended for outdoor gatherings.
- Consider pairing a primary “theme” tree with a secondary “accent” tree for visual interest along commercial corridors. Existing tree planting schemes should normally be reinforced, unless unsuited to local conditions or the desired streetscape character.



Consistent planting of street trees



Curbside planting with bioswale

7.3.6 STREET PLANTINGS

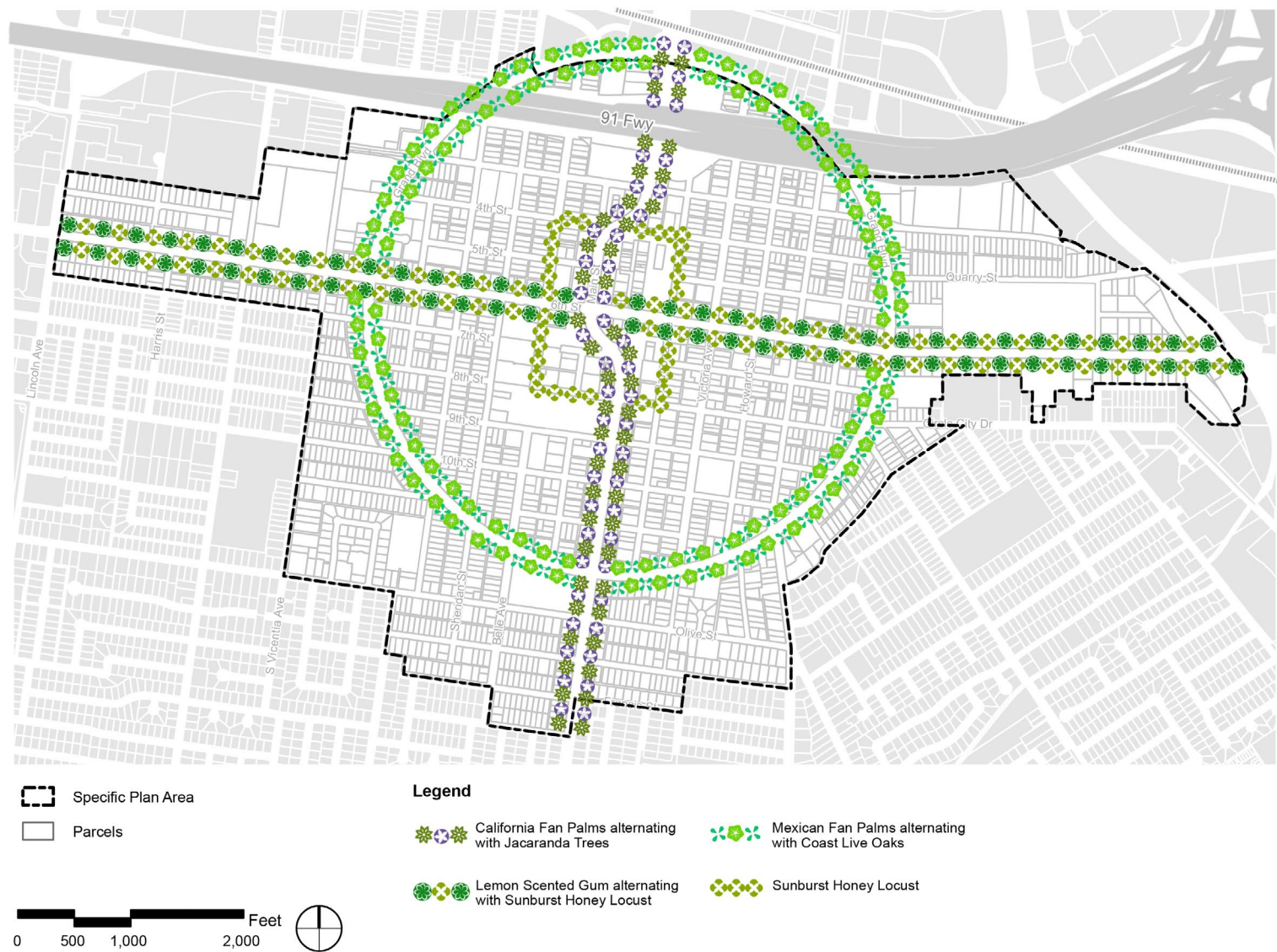
Character & Function

Curbside plantings aim to enhance the streetscape and may include planter pots, tree wells, and landscape strips. These plantings should reinforce the street’s character; for example, landscape parkways are common in residential areas, while commercial areas often use tree wells and containers suited for an active urban setting. Streetscape plantings should minimize maintenance and incorporate sustainable design practices.

Design Recommendations

- Provide curbside plantings throughout the Downtown, including parkways, landscape strips, planted tree wells, plant containers, etc., as appropriate to the character and function of the street.
- Place landscape strips and planter areas between the curb and the sidewalk with sufficient width for trees and plants to thrive. Existing parkways within residential neighborhoods should be retained.
- Ensure that streetscape plantings do not interfere with the safe and secure functioning of the street or commercial activities. Vehicular and pedestrian sight lines shall be protected, and shrubs over three feet high are prohibited.
- Plant landscape areas with an attractive combination of trees, low-profile shrubs, and/or groundcover. The limited use of non-plant materials such as compacted decomposed granite may be suitable, and tree wells within active commercial areas may utilize tree grates.
- Use drought tolerant and low maintenance species and varieties for streetscape plantings. Water intensive, ornamental plantings should be limited to highly visible focal points such as gateways and activity nodes.
- Consider opportunities to introduce bioretention features such as bioswales within landscape strips and parkways. Plant selection for bioswales and bioretention areas should consider site context and provide visual interest with diverse colors and textures.

Figure 7-1: Streetscape Street Tree Planting Concept



Source: City of Corona, County of Riverside, Interwest Consulting Group, Esri

7.3.7 STREET FURNITURE

Character & Function

Collectively, streetscape furnishings should make a walkable place, animate the pedestrian realm, and contribute to the social vitality of Downtown. A coordinated palette of streetscape furniture will also reinforce the Downtown character and identity, keeping in mind that the quality and durability of outdoor furniture influences the perception of place. An array of outdoor furnishings, including benches, pedestrian light fixtures, trash receptacles, bicycle racks, planters and plant containers, etc. are appropriate to a Downtown environment. The type, frequency, and location of these amenities should vary with the character of the street and the level of pedestrian activity.

Design Recommendations

- Place street furniture along streets in the Downtown, especially within areas of high pedestrian traffic. Benches, trash receptacles, and attractive planters should be grouped near street intersections in commercial areas, while not interfering with vehicular and pedestrian sightlines or a clear path of pedestrian travel.
- Coordinate the location of site furniture with the placement of utilities and other streetscape elements to avoid conflict and interference with pedestrian movement.
- Use a consistent palette of street furniture to reinforce the desired character of a street, while also promoting Downtown identity. Specially designed streetscape elements may be used to highlight important areas such as gateways and activity nodes.
- Employ quality outdoor furnishings made of durable and low maintenance materials and finishes. Street furniture should normally be securely attached to the pavement.
- Accommodate high-quality sidewalk furnishings such as benches and planters placed by commercial business or private enterprise. These

furnishings should normally be placed directly in front of the building and not permanently affixed to the sidewalk.

Street Furniture Palette

• *Benches:*

- Place benches along active commercial streets and at pedestrian gathering areas. To the extent feasible, benches should be located under canopy trees to afford comfort and shade.
- Provide benches that are functional, accessible, aesthetically pleasing, and that fit with the overall streetscape character and design
- Use benches made of metal with a powder coat finish or a combination of wood and metal. Benches should have backs and arms to accommodate people of all needs and abilities, with a center arm permissible for longer benches to discourage lying down.



• *Bicycle Racks:*

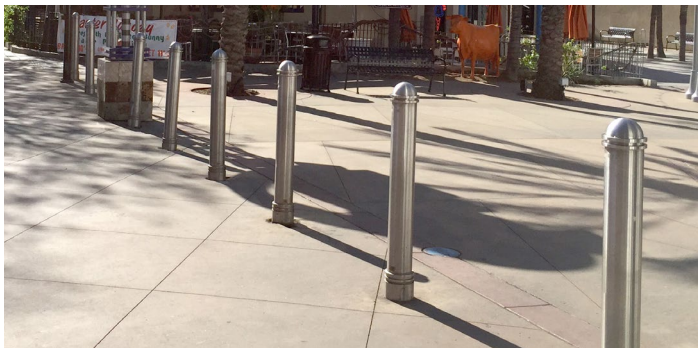
- Place bike racks in areas with heavy commercial activity and near bus/transit stops.
- Locate bicycle racks to ensure that parked bicycles will not interfere with vehicular or pedestrian traffic. Bicycle racks should be placed perpendicular to the roadway where sidewalk width allows.
- Use bicycle racks made of galvanized or stainless steel metal and complementary in design to other street furniture. Bike racks with an artistic or expressive design may be considered.



CHAPTER 7: PUBLIC STREETSCAPES & PUBLIC SPACE

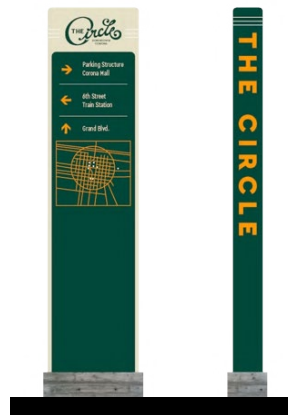
• **Bollards:**

- Use street bollards to promote traffic calming and to establish a barrier between pedestrian and vehicular traffic. Bollards are especially appropriate at curb extensions to protect pedestrians waiting to cross.
- Space bollards to allow pedestrian and wheelchair accessibility, while providing suitable safety and protection.
- Select bollards that are complementary in style and color to other streetscape elements. Decorative bollards are encouraged and may incorporate energy efficient lighting.



• **Community Kiosks:**

- Place informational kiosks in active commercial areas of the Downtown, including curb extensions at intersections or mid-block crossings.
- Ensure that the design of kiosks is consistent with other streetscape furniture. Artistic or expressive designs may be considered.
- Typical information should include directories and maps that identify



public services, major destinations, parking and transit facilities, etc. Kiosks may also be used as community boards that advertise upcoming events and promotions in the Downtown.

- Provide internal illumination for visibility at night.

• **Light Fixtures:**

- Coordinate the spacing of light poles and fixtures with the placement of street trees to prevent conflict with one another. Spacing of streetlights should be consistent along the length of a block or corridor and achieve desired levels of lighting.
- Select poles and fixtures that will enhance the aesthetic appeal of the street and reinforce local identity, including the use of heritage style light poles and fixtures as appropriate.
- Introduce attractive, pedestrian-scaled fixtures to supplement roadway lighting along commercial streets with heavy pedestrian traffic and at major pedestrian gathering areas and bus/transit stops.

• **Parking Permit Kiosks:**

- Place parking permit kiosks near permit parking spaces.
- Parking permit kiosks should provide various payment options.
- Lighting should be incorporated into the parking permit kiosk design to help identify locations in the nighttime.

• **Plant Containers:**

- Incorporate moveable plant containers along streetscapes and public gathering spaces within the commercial areas of Downtown.
- Select plant containers made of cast stone, metal, or other durable materials that complement other street furniture and fixtures. Simple forms are encouraged, and a variety of sizes may be accommodated.

• **Trash and Recycle Receptacles:**

- Place pedestrian scale trash and recycle receptacles throughout the commercial areas of Downtown, such as near intersections, along pedestrian paths of travel, and near bus/transit stops or shop entrances.
- Receptacles should be fabricated of metal with a powder coat finish and complement other streetscape furniture.
- Provide receptacles that are sized to avoid overflow.



• **Tree Grates:**

- Use ADA compliant tree grates that are flush with the grade of the sidewalk. Tree grates should not be counted toward the minimum width for the pedestrian path of travel.
- Place tree wells adjacent to the back of the curb. Square or rectangular tree grates with a minimum width of four (4) feet and progressive “knockouts” to allow for tree growth are recommended.
- Tree grates should be of durable design and finish and compatible with other streetscape furniture.



• **Tree Guards:**

- Limit tree guards to areas with heavy pedestrian use to protect newly planted trees. Tree guards should normally be used in conjunction with tree grates.



- Select tree guards that have an attractive design and no sharp edges. Tree guards should be of durable design and finish and compatible with other streetscape furniture.

7.3.8 ENHANCED TRANSIT STOPS

Character & Function

Enhanced bus/transit stops should fit with the character of the Downtown in addition to providing shelter and transit information. The location and design of bus/transit stops should be determined in collaboration with the transit operator.

Design Recommendations

- Bus/transit stops, especially within areas of high pedestrian use and along commercial corridors, should incorporate shelter, benches, lighting, route maps, transit information, planters, and trash/recycling receptacles.
- Design bus/transit stop shelters that are compatible with the overall streetscape concept. Shelter and bench materials and finishes should be of durable material and low maintenance and complement the street furniture.

7.4 STREETSCAPE DESIGN CONCEPTS

7.4.1 CONCEPT INTENT

This section describes and illustrates design concepts and proposals for prototypical streets within the Downtown. The intent is to reinforce Downtown and sub-district identity, as well as to clarify the hierarchy, character, and function of Downtown streets.

7.4.2 DOWNTOWN CORE STREETSCAPE CONCEPTS

Streetscape Character: Streetscape improvements and upgrades are intended to make the Downtown Core more walkable. A redesign for Sixth Street entails reducing travel lanes to a single travel lane in each direction, accommodating bicycle lanes and on-street parking. A coordinated design for street furniture and other streetscape elements such as enhanced crosswalks, a consistent planting scheme, and identity and wayfinding signage are also intended for Sixth Street and Main Street.

Sixth Street Corridor Streetscape Concepts

Streetscape Character: The intent is to make Sixth Street more pedestrian accessible and attractive outside of the Grand Boulevard Circle recognizing that the street is heavily reliant on auto-oriented commerce. The roadway configuration outside of the Grand Boulevard Circle will be retained; however, a consistent design for street furniture and other streetscape elements such as enhanced crosswalks should be introduced, especially at key intersections. Street trees should also maintain a consistent planting scheme. Special design features, including signage, should be located at the major gateway entrances to Downtown.

Grand Boulevard Streetscape Concepts

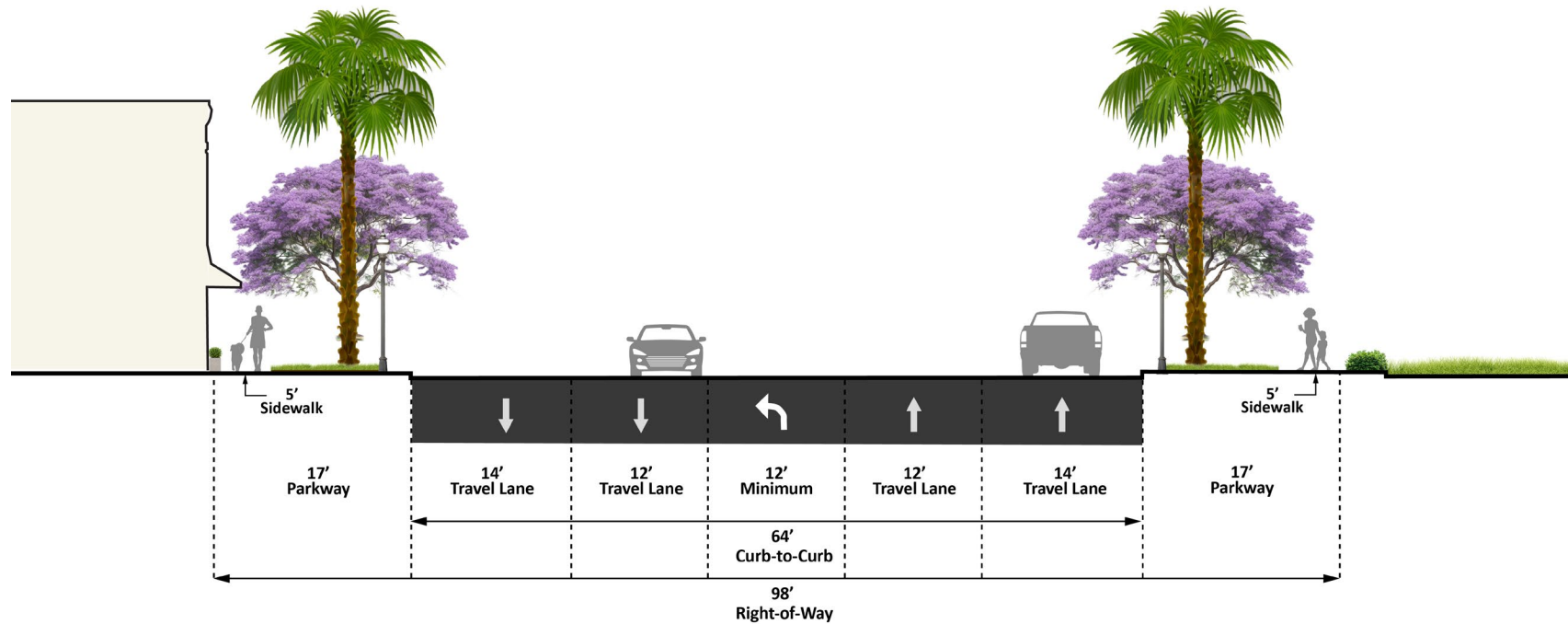
Streetscape Character: The intent is to maintain the historic character and attributes of Grand Boulevard. The distinctive elements of the streetscape will be retained, including highly identifiable street tree planting comprised

of alternating Mexican Fan Palms and California Peppers, and heritage light fixtures. Diseased and damaged trees should be replaced, and replacement trees shall maintain a consistent planting scheme. Historic light standards may be upgraded for energy efficiency.

Residential Areas Streetscape Concepts

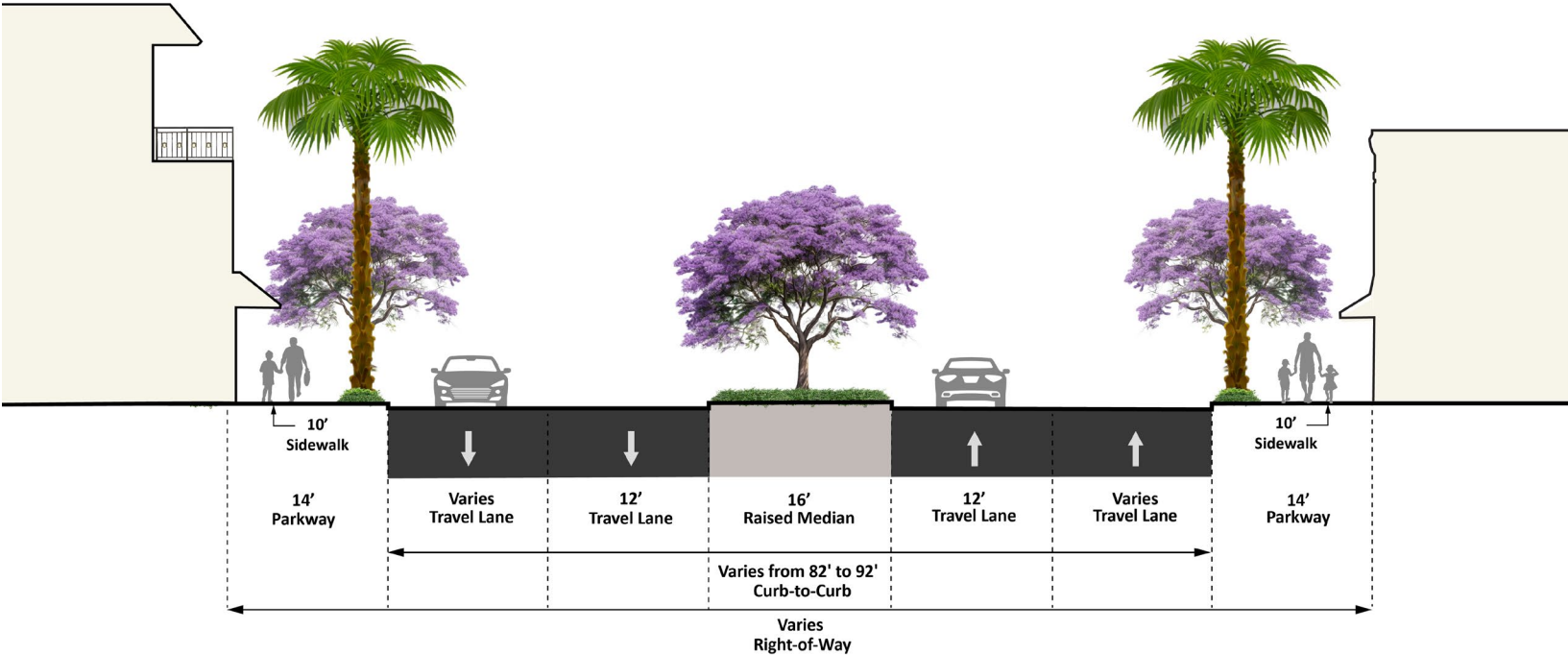
Streetscape Character: The intent is to maintain the traditional character and improve the livability of the Downtown residential neighborhoods. Existing parkways, street trees, and heritage light fixtures should be maintained. Damaged or nonfunctioning historic streetlights should be replaced with energy efficient light standards that match the character of the neighborhood and improve night lighting.

Figure 7-2: Main Street Cross Section (South of Eight Street)



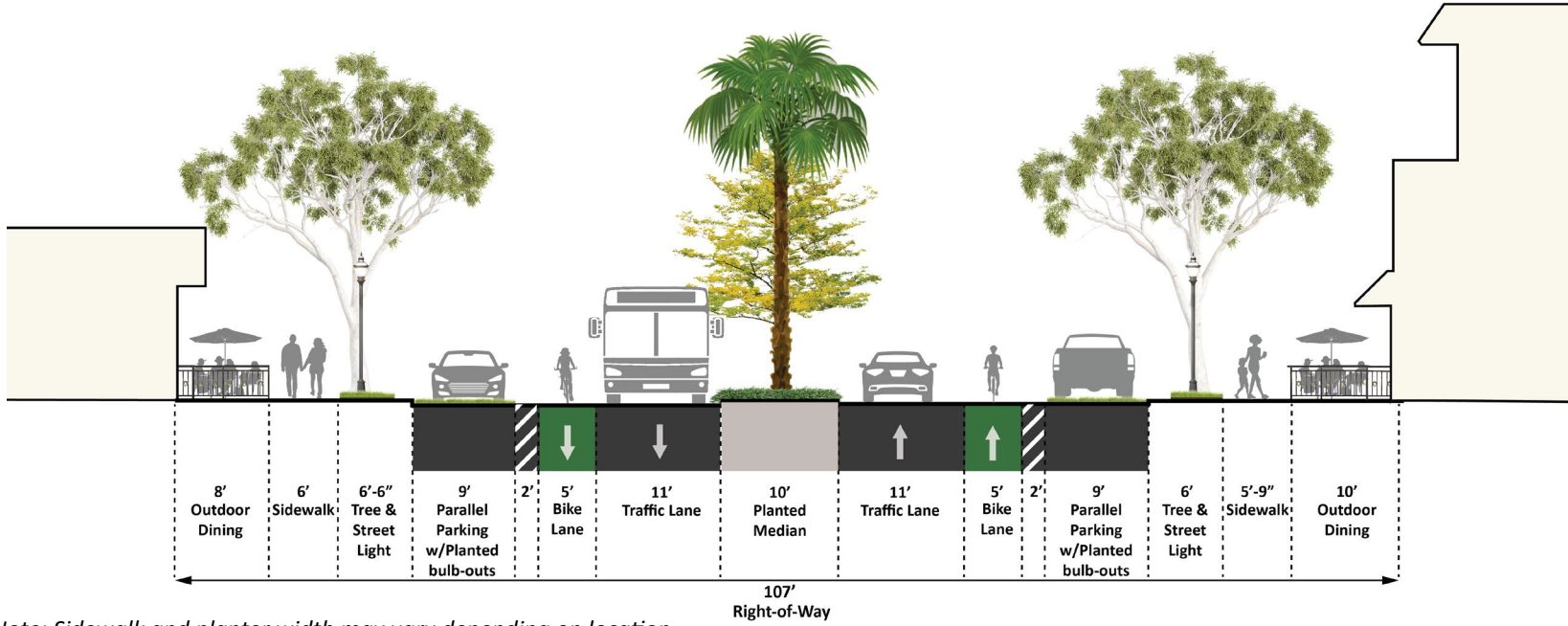
Streetscape Parameters:	
Ultimate No. of Lanes:	Four
On-Street Parking:	No
Median:	None
Sidewalk Location/Width:	Varies
Tree Species:	Jacaranda, California Fan Palm
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lightning
Crosswalk Paving:	Concrete with 3' x 3' scoring
Color Theme:	Earthtones

Figure 7-3: Main Street Typical Cross Section (between 6th and 8th St.)



Streetscape Parameters:	
Ultimate No. of Lanes:	Four
On-Street Parking:	No
Median:	Yes (Seventh Street to North Grand Boulevard)
Sidewalk Location/Width:	Varies
Tree Species:	Jacaranda, California Fan Palm
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lightning
Crosswalk Paving:	Concrete with 3' x 3' scoring
Color Theme:	Earthtones

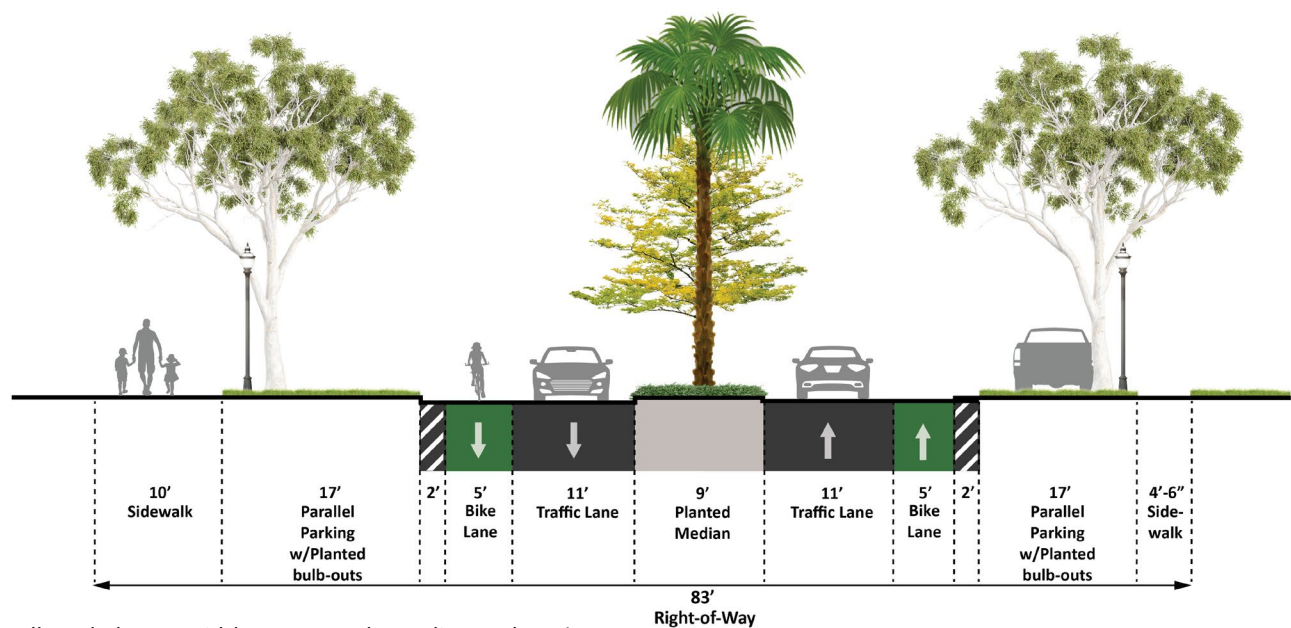
Figure 7-4: Sixth Street Typical Cross Section (between Main St & Ramona Ave)



Note: Sidewalk and planter width may vary depending on location.

Streetscape Parameters:	
Ultimate No. of Lanes:	Two
On-Street Parking:	Yes
Median:	Yes
Sidewalk Location/Width:	Entire parkway (varies)
Tree Species:	Lemon Scented Gum (Eucalyptus) and Sunburst Honey Locust
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lightning
Crosswalk Paving:	Asphalt

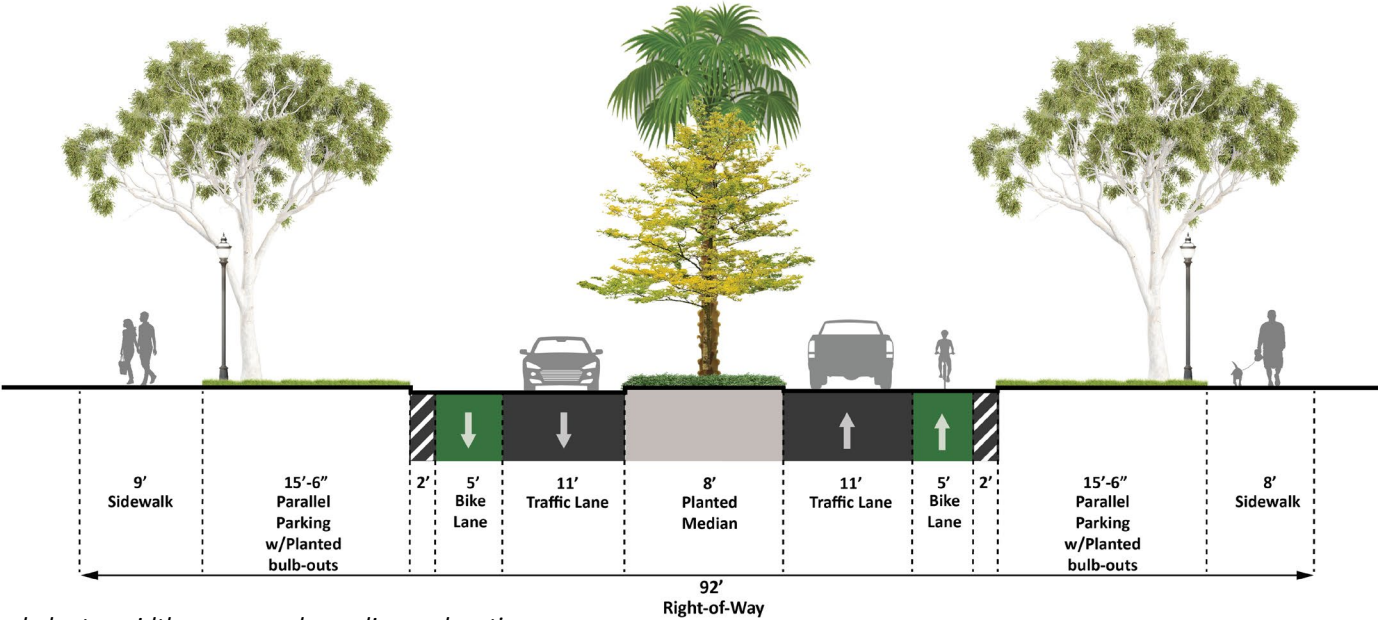
Figure 7-5: Sixth Street Typical Cross Section (East of Ramona Ave)



Note: Sidewalk and planter width may vary depending on location.

Streetscape Parameters:	
Ultimate No. of Lanes:	Two
On-Street Parking:	Yes
Median:	Yes
Sidewalk Location/Width:	Entire parkway (varies)
Tree Species:	Lemon Scented Gum (Eucalyptus) and Sunburst Honey Locust
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lightning
Crosswalk Paving:	Asphalt

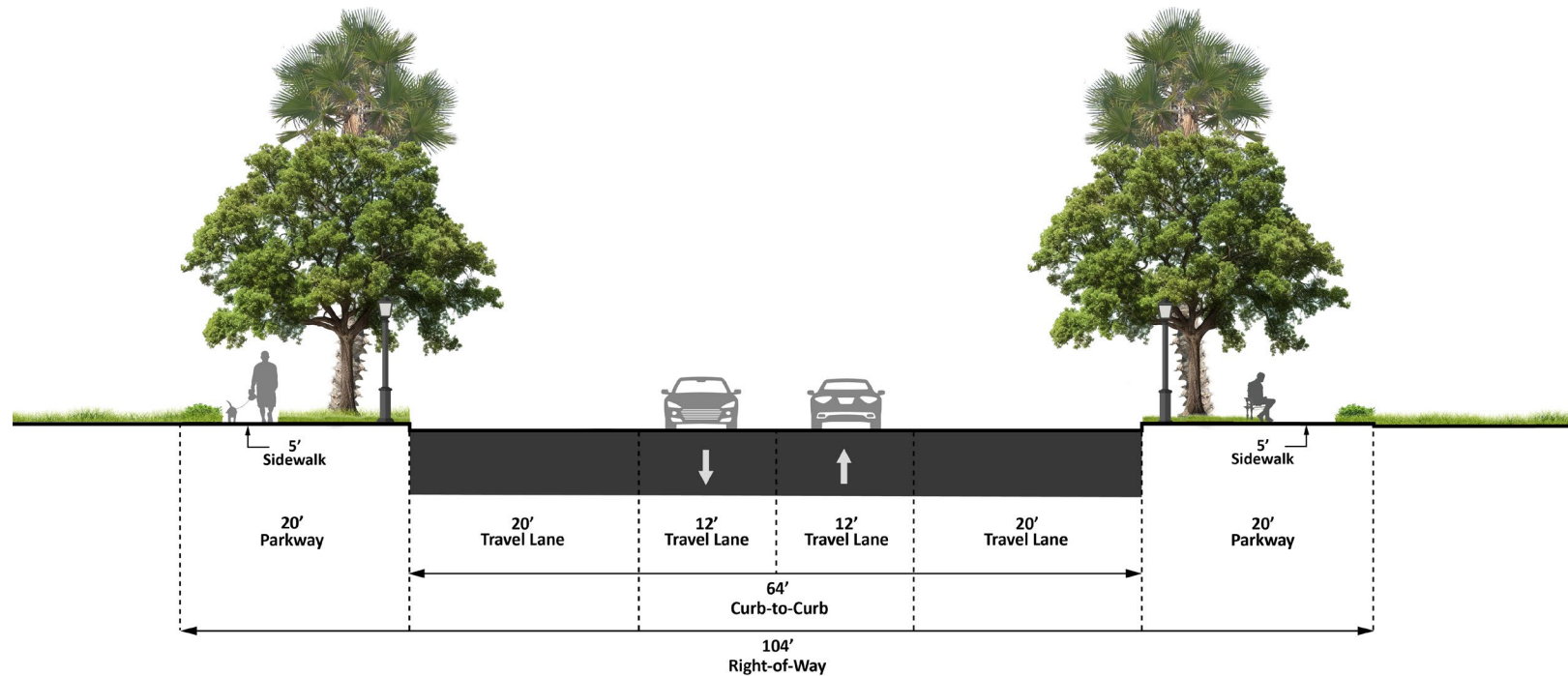
Figure 7-6: Sixth Street Typical Cross Section (West of Main St)



Note: Sidewalk and planter width may vary depending on location.

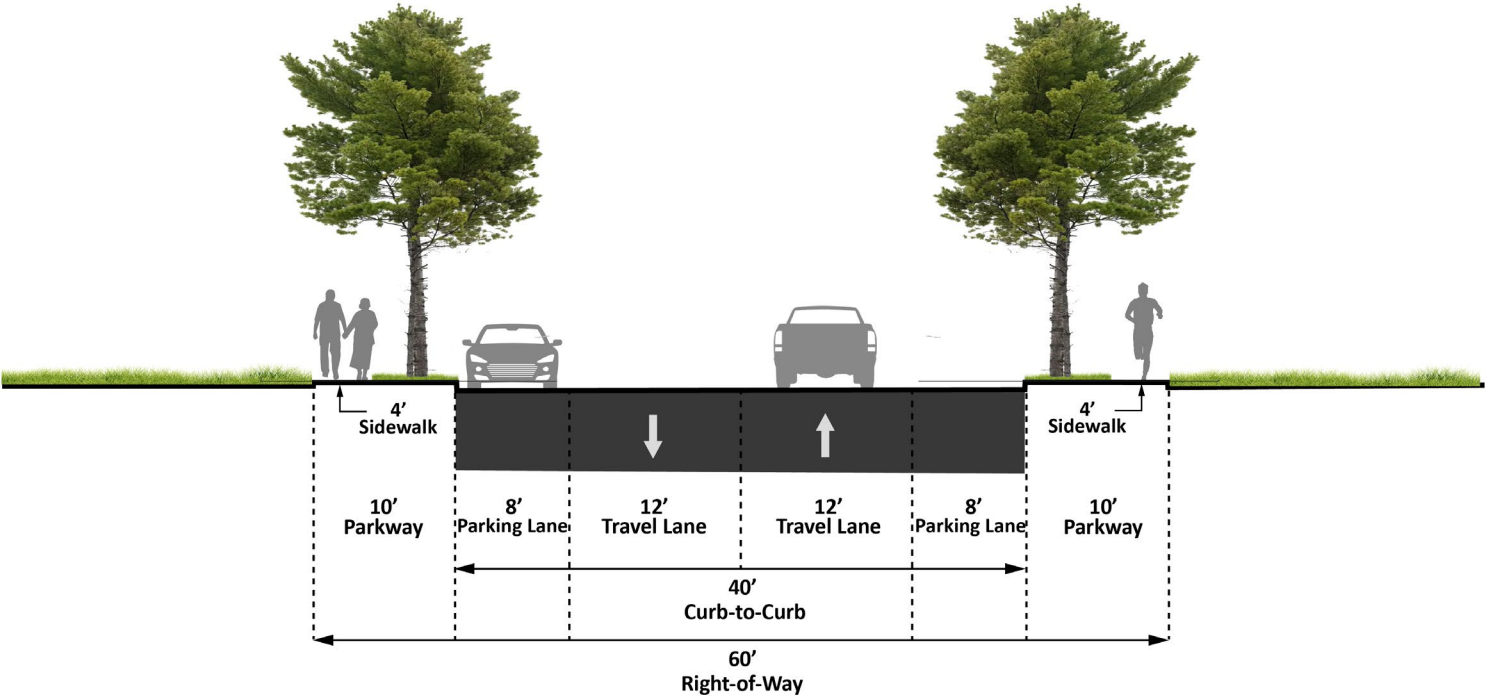
Streetscape Parameters:	
Ultimate No. of Lanes:	Two
On-Street Parking:	Yes
Median:	Yes
Sidewalk Location/Width:	Entire parkway (varies)
Tree Species:	Lemon Scented Gum (Eucalyptus) and Sunburst Honey Locust
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lightning
Crosswalk Paving:	Asphalt

Figure 7-7: Grand Boulevard Cross Section



Streetscape Parameters:	
Ultimate No. of Lanes:	Four
On-Street Parking:	Varies (parallel)
Median:	None
Sidewalk Location/Width:	5' wide at parkway
Tree Species:	Mexican Fan Palms alternating with California Peppers (existing) Coast Live Oaks (new and replacement)
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Heritage light standard
Crosswalk Paving:	Asphalt

Figure 7-8: Local Street Typical Cross Section



Streetscape Parameters:	
Ultimate No. of Lanes:	Two
On-Street Parking:	Yes - parallel
Median:	No
Sidewalk Location/Width:	4' wide next to parkway
Tree Species:	Varies
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Heritage light pole
Crosswalk Paving:	Asphalt

7.5 MAJOR GATEWAYS

7.5.1 DESIGN INTENT

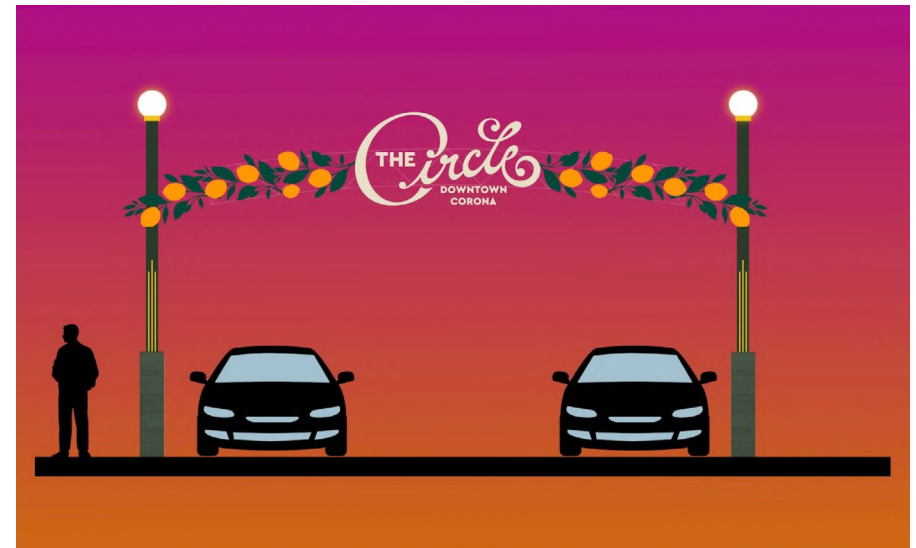
Gateway treatment should mark the vehicular entrance into the Downtown Core, identifying the point of arrival of the Downtown. Effective gateways shall have architectural character and feature iconic signage. Gateway amenities can also include special landscaping, lighting, and public art.

7.5.2 DESIGN GUIDELINES

- Demarcate major Downtown gateways with distinctive design treatment that reflects Corona's history and culture, highlighted by iconic signage. Other design elements may include a combination of complementary hardscape, landscaping, lighting, and/or public art.
- Emphasize bold, legible gateway signage, such as concepts that span the street or exhibit a pronounced vertical orientation.
- Gateway signage and other gateway design elements shall be of high-quality, durable materials that withstand weathering and make a positive contribution to the public realm.
- Gateway design elements shall not interfere with vehicular sightlines or obstruct clear pedestrian paths of travel.



Example of Downtown Gateway signage



Concept for Downtown Gateway Sign

7.6 PUBLIC SIGNAGE & IDENTITY GRAPHICS

7.6.1 DESIGN INTENT

Public signage is an integral part of the street scene. Signage shall be distinctive and coordinated to strengthen the Downtown image and identity, reinforce placemaking, and foster civic engagement and pride. Signage will also provide identification, directional, and wayfinding functions and build connectivity by facilitating safe and efficient vehicular and pedestrian movement.

7.6.2 DESIGN GUIDELINES

- Develop a unique and coordinated public signage program that is compatible with the overall character of Downtown and its sub-districts. The integration of local history and culture into public signage is encouraged.
- Locate and design public signage for maximum visibility, legibility, and graphic consistency. The size of public signage should be proportionate to its function and context.
- Public signage and graphic elements shall be of high-quality, durable materials that withstand weathering and make a positive contribution to the public realm. Additionally, public signage should be compatible with streetscape materials, colors, and finishes.
- Integrate attractive and unobtrusive lighting to enhance the design and readability of public signage at night. Ambient external forms of lighting are appropriate for most project sign types, although major gateway signage may incorporate more dramatic lighting displays.

7.6.3 PUBLIC SIGNAGE & IDENTITY GRAPHICS TYPES

Identity signage and graphics will promote Downtown and its sub-districts. Directional and wayfinding signage will orient and assist visitors and

residents alike with navigating the Downtown environment. Site pageantry and civic art will add vibrancy to the Downtown streetscapes and public spaces.

- **District Identity.** Promote identity and announce entry into a neighborhood or sub-district of Downtown.
 - Locate district identity signage at neighborhood or sub-district gateways and key intersections as appropriate.
 - Use monument or freestanding pylon signs for district identity at a distinctly smaller scale than major gateway signage in other areas of the Downtown.
 - Emphasize bold, highly legible graphics and text.
 - Design district identity signs to reinforce local identity and maintain compatibility with the overall sign program and Downtown character.
- **Vehicular Directionals.** Guide motorists to a destination, in particular, directions to major attractions and amenities and nearby parking.
 - Locate vehicular directional signage at or near major intersections, especially along commercial corridors and within the Downtown Core.
 - Size vehicular directionals that are to scale with the surroundings. Signs should be freestanding or mounted



CHAPTER 7: PUBLIC STREETSCAPES & PUBLIC SPACE

to pole lights and shall not obstruct vehicular and pedestrian sightlines.

- Place vehicular directionals at a height that can be viewed from approaching vehicles. Signs should not overwhelm drivers with too much information or list too many destinations.
- Design vehicular directionals to reinforce local identity and maintain compatibility with the overall sign program and Downtown character.

- **Pedestrian Directionals.** Orient pedestrians to public services and facilities, civic spaces, major destinations and attractions.

- Locate pedestrian directionals along major pedestrian routes and within key public spaces in the Downtown Core. Signs should be placed to follow the movement of pedestrian and shall not obstruct sight lines.
- Size pedestrian directionals that are to scale with the surroundings and visible by persons on foot. Designs can include freestanding signs and blade signs attached to light poles, which should be smaller in size than vehicular directionals.
- Design pedestrian directionals to reinforce local identity and maintain compatibility with the overall sign program and Downtown character.
- Pedestrian directionals shall be visually attractive with legible graphics. Messaging on both sides of directionals is acceptable.



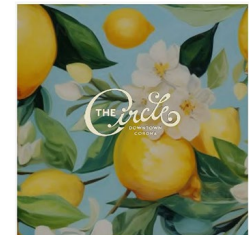
- **Site Pageantry.** Promote civic engagement and pride, color and vibrancy to the Downtown streetscape and public spaces.

- Accommodate street banners that highlight the identity of the Downtown and civic engagement on light poles located along commercial streets and within public gathering areas.
- Use cohesive banners to promote the Downtown and its local activities, and events.
- Streetscape banners shall be placed well out of reach of the pedestrian.



- **Civic Art.** Enrich the public realm using visual expressions of local history and culture. Suitable art includes sculptural pieces and artisan designs.

- Use civic art, whether permanent or temporary, to highlight special locations in the Downtown such as gateways, public plazas, and activity nodes.
- Allow a broad range of expression, media, and materials, that are to scale with the environment. A high degree of interaction between the public and an art piece is normally encouraged.
- Select permanent art pieces created from durable materials that will withstand weathering and not require excessive maintenance, and protection against vandalism.
- Promote art pieces that celebrate Corona's history and culture.



7.7 PUBLIC OPEN SPACE

7.7.1 DESIGN INTENT

Civic spaces promote social interaction, support formal and informal gatherings, meet a variety of active and passive recreational needs, and accommodate civic celebrations, festivals, and events. Public spaces should be designed to be user friendly, safe, comfortable, and accessible to all user groups and members of the community.

7.7.2 DESIGN GUIDELINES

Character & Function

- Give each public outdoor space a distinctive character and design consistent with the overall character of the Downtown that is complementary to adjacent streetscapes.
- Make public outdoor space comfortable for human occupation and social interaction by providing site amenities and landscape elements that shape, embellish, and give purpose to each space.
- Incorporate site amenities appropriate to the scale and intended programming of each space that will enhance the user experience.
- Allow for multi-functional outdoor spaces that will support various individual and group activities.
- Give public gathering areas the character of outdoor rooms. Public plazas in particular should be spatially defined through a combination of landscape treatment and adjacent buildings.
- Include security elements in the design of public outdoor space, such as, active surveillance from nearby buildings and streets and compatible outdoor lighting to enhance nighttime security and use.
- Accommodate permanent or temporary commercial uses and activities that will activate public outdoor space, such as, retail kiosks and outdoor cafes and dining.
- Design outdoor public spaces to minimize maintenance and promote sustainability. Use water conserving plants and irrigation devices and durable, weather resistant materials and finishes.

Site Amenities: General Guidelines

- Incorporate canopy trees, pedestrian covers, site furnishings, pedestrian-scale lighting, benches and other forms of seating, trash receptacles, and planters or boxed planters.
- Use a coordinated palette of landscape materials, including hardscape, plantings, and site furniture, that enhance the overall character and function of the space.

Site Amenities: Hardscape & Softscape

- Incorporate attractive and durable all-weather hardscapes that will accommodate pedestrian activity and enhance the overall site design. Decorative paving should be used to highlight focal points, special design features, and gathering areas.
- Use pervious paving materials where feasible to reduce impervious surface area and help manage stormwater run-off.
- Use canopy trees to regulate sun and shade, such as deciduous canopy trees which provide access to winter sunlight and shading of sunlight in the summer.
- Encourage planting schemes that reduce water consumption and minimize maintenance, emphasizing native and climate-adapted plant species and varieties. Highly ornamental and water intensive schemes should be limited to visual focal points and special design features.

Site Amenities: Site Furniture & Lighting

- Use outdoor furnishings made of durable materials and finishes.
- Allow for movable seats and planters within plaza areas to allow flexible use of the space.
- Provide exterior lighting for evening and nighttime activities, such as pedestrian scale light fixtures that limit spill-over and glare on to adjacent properties.
- Allow for ornamental, specialty, and artistic lighting within plazas, outdoor gathering spaces, landscape features and to highlight public art pieces, etc.

Site Amenities: Signage & Special Features

- Incorporate public signage and graphics as appropriate to assist wayfinding, reinforce local identity, and promote site pageantry.



Artistic lighting enhance public outdoor space

- Introduce public art pieces or special landscape features, such as sculptures, artisan designs, fountains, specimen trees, or decorative planting groups.
- Design flexible spaces that can accommodate temporary features associated with community celebrations and special events, such as booths and tents, and platforms/stages.

Green Infrastructure

- Use efficient, automatic irrigation systems with adequate coverage, including drip irrigation or subsurface systems and moisture sensing devices for low volume irrigation.
- Design the irrigation system to minimize runoff and overspray. The irrigation system should not allow water to spray or flow across a public sidewalk or pedestrian gathering area.
- Retain and filter runoff using such practices as permeable surfaces, bioretention areas, tree filters, and underground infiltration where feasible.
- Explore opportunities for local water storage and treatment through strategically located bioswales and rain gardens, particularly within larger Downtown parks.



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 8: ADMINISTRATION AND IMPLEMENTATION

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8.1 GENERAL

The coordinated and systematic administration of the Corona Downtown Revitalization Specific Plan (DRSP) is essential to accomplish the vision for the area's future. This Administration Section sets forth the administrative processes to review proposed land uses and development.

The Corona DRSP implements the General Plan and establishes the zoning regulations for the Specific Plan area. All development proposals within the Specific Plan area are subject to the procedures established herein. The standards and other requirements of this Specific Plan shall be administered and enforced by the Planning and Development Department, the Planning Commission, and City Council in the same manner as the provisions of the City's Zoning Code.

8.1.1 AUTHORITY

This Specific Plan was prepared pursuant to the provisions of California Government Code, Title 7, Division 1, Chapter 3, Article 8 (Sections 65450 through 65457), and Chapter 17.53, Specific Plan Zone, of the Corona Municipal Code, which allows the preparation of specific plans as required for the implementation of the General Plan.

The Corona DRSP is the regulatory document guiding land use and development within the boundaries identified in this specific plan. Upon adoption, this Specific Plan will serve as zoning for the properties involved. It establishes the necessary plans, development standards, regulations, infrastructure requirements, design guidelines, and implementation programs on which subsequent project-related development activities are to be based. It is intended that local public works projects, design review plans, detailed site plans, grading and building permits, or any other action requiring ministerial or discretionary approval applicable to this area be consistent with this Specific Plan.

8.1.2 INTERPRETATION

In the event of ambiguity or circumstances not specifically provided in this DRSP, the Director of Planning and Development shall interpret the intent of the land use standards. All interpretations made by the Director may be appealed to the Planning Commission according to the appeal procedure in Corona Municipal Code Chapter 17.95, Appeals from Decisions of the Board of Zoning Adjustment and the Zoning Administrator.

8.1.3 CONFLICT

Where any provision of this Specific Plan and the Corona Municipal Code appear to be in conflict, the provisions of this Specific Plan shall prevail. For matters on which this Specific Plan is silent, the provisions of the Corona Municipal Code shall govern.

8.1.4 SEVERABILITY

If any section, subsection, sentence, clause, phase, or portion of this Specific Plan, or any future amendments or additions, is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portions of the DRSP, or any future amendments or additions.

8.2 LAND DIVISIONS

Applications for the processing and approval of proposed land divisions , including, but not limited to, parcel mergers, lot line adjustments, parcel maps, and tentative tract maps within the DRSP Area shall comply with the policies, development standards, and design guidelines contained within this Specific Plan, provisions of the California Subdivision Map Act, Title 16, Subdivisions, of the Corona Municipal Code, and the applicable procedural requirements of the Corona Municipal Code.

8.3 ENTITLEMENT PROCESSES ESTABLISHED IN THE CORONA MUNICIPAL CODE

The following list highlights some of the chapters within the Corona Municipal Code that address specific standards and procedures for the following entitlement reviews, which are applicable to the properties within the downtown specific plan area. All standards of the CMC apply unless otherwise amended or replaced by this specific plan.

- Chapter 17.102, Development Plan Review
- Chapter 17.91, Precise Plans
- Chapter 17.99, Zoning Administrator and Temporary Use Permits
- Chapter 17.92, Conditional Use Permits
- Chapter 17.98, Board of Zoning Adjustment and Special Use Permits
- Chapter 17.96, Variances
- Chapter 17.100, Architectural Review
- Chapter 17.53, Specific Plan Zones including amendments to the specific plan
- Chapter 17.93, Appeals from Commission Decisions on Conditional Use Permits and Variances
- Chapter 17.95, Appeals from Decisions of the Board of Zoning Adjustment and the Zoning Administrator
- Chapter 12.22, for Tree Removal Requests
- Chapter 16.12, Tentative Map
- Chapter 16.40, Lot Line Adjustment

8.4 SUBSTANTIAL CONFORMANCE WITH THE SPECIFIC PLAN

Deviations in the Specific Plan from its original adoption, which are considered in substantial conformance with the Plan's objectives and intent do not require an amendment according to Corona Municipal Code Section 17.53.110. The following describes the deviations to the specific plan that can be decided by an administrative review.

8.4.1. SIMILAR USES

When a specific use is not listed in the land use table of this Specific Plan, it is unclear whether the use is permitted with a conditional or minor use permit, or not permitted. The Planning and Development Director is authorized to make a use determination to decide if a proposed use is similar to a listed use and whether it may be permitted or permitted with a conditional use permit or minor conditional use permit in a particular zone. The determination by the Planning and Development Director is subject to the criteria outlined in Section 17.88.050(B) of the Corona Municipal Code.

The determination shall be made in writing and shall contain the Director's findings that support the determination. The department shall maintain all such determinations on record for review by the general public upon request.

The decision by the Planning and Development Director on a similar use can be appealed within 10 days of the decision to the Planning and Housing Commission according to the appeal procedure found in Chapter 17.95 of the Corona Municipal Code.

8.4.2 VARIANCE FROM DEVELOPMENT STANDARDS

To meet the objective of Downtown redevelopment according to the Specific Plan's land uses, there are instances where adherence to the development standards may prevent development. A variance from the development

standards shall be reviewed by the Zoning Administrator according to the following criteria.

- A. The variance is consistent with Section 17.99.060(A) of the Corona Municipal Code, except that yard setbacks in the Downtown and Commercial Districts may be reduced by no more than 40% of the requirement of the subject land use designation.
- B. The variance is granted according to the following conditions:
 - 1. The variance does not prevent the use of high-quality architecture.
 - 2. The variance will not eliminate other on-site amenities consistent with the requirements of the specific plan.
 - 3. The variance will not detract from the vision intended for the Downtown which is to have an environmentally and economically sustainable downtown and an active pedestrian-scaled environment.
 - 4. The variance will not adversely affect property and the use thereof in the vicinity of the subject property, nor will it adversely affect the public health, safety, and general welfare.

8.4.3 DEVIATIONS TO TEXT AND EXHIBITS

Certain exhibits and text may need to be modified or updated according to adopted master plans or administrative decisions that are consistent with the purpose and intent of the adopted specific plan. Deviations to the specific plan that do not result in environmental impacts, and do not result in impacts to public health, safety, and welfare shall be approved by the Planning and Development Director if the deviation is any of the following.

- A. Changes to the design of the roadway cross sections, provided that the streets have adequate capacity to handle the design change, and the design has been reviewed and approved by the Public Works Director.

- B. Modifications to the water, sewer, and storm drain exhibits to respond to actual conditions and/or adopted master plans.
- C. Modifications to public transit routes according to approved transit route plans.
- D. Addition of new information or data to the Specific Plan maps, exhibits and/or text that does not change the outcome of any concept or regulation.

8.5 NONCONFORMING USES AND STRUCTURES

Nonconforming uses and structures are subject to the criteria in Chapter 17.90 of the Corona Municipal Code, except that where at the time of adoption of the Specific Plan, a lawful use of land or structure exists, which would otherwise not be permitted by the regulations established by this Specific Plan, such use or structure is determined to be non-conforming and is subject to the following provisions.

A. General Nonconforming Uses and Structures.

- 1. No nonconforming use shall in any way be physically expanded or extended on the same property or on adjoining property.
- 2. A nonconforming use shall not be re-established after having been abandoned or discontinued for a period of 180 consecutive days. This discontinuance shall cause the use to be deemed to have ceased and the use shall not be reinstated or replaced with another nonconforming use.
- 3. Where a structure is nonconforming only by reason of inadequate setbacks, yard size, or open space, structural additions, alterations or enlargements of the existing structure(s) shall be permitted, provided the additions, alterations or enlargements comply with all current provisions/standards relating to the structure's building.

B. Multifamily Residential Uses and Structures.

Any existing multi-family residential property rendered non-conforming at the time of Specific Plan adoption, maybe reestablished at the same per acre density as presently developed according to an existing, approved building permit. No intensification or expansion of the multi-family structures shall be permitted.

C. Nonconforming Commercial Structures In Residential Zones.

Commercial, office and quasi-public uses previously permitted by Conditional Use Permit may continue in any nonconforming commercial structures located in residential zones (single family and multi-family) at the time of adoption of this Specific Plan. Any changes in occupancy for the structures shall be reviewed and approved by the Planning and Development Director. Approval shall not be granted for those uses that are determined to be a change in use or more intense in nature than the previously allowed use.

D. Nonconforming Industrial Uses in the Business Park Zone.

Existing industrial uses that are conditionally permitted in the Business Park District (BP) shall be allowed to continue operation as if they have obtained a Conditional Use Permit. Property owners may obtain a Certificate of Conditional Use from the Planning and Development Director for these existing operations. Such certificate shall allow the continuation of said use without respect to periods of inactivity, provided that the new activity is not determined to exceed the intensity of the original use.

8.6 ENFORCEMENT AND PENALTIES

It shall be unlawful for any person to violate any provision, or to fail to comply with the requirements, of this Specific Plan. Violations of any of the provisions or failing to comply with any of the mandatory requirements of this Specific Plan, any rule, policy or regulation adopted hereunder,

may be enforced pursuant to the provisions of Chapter 1.08 of the Corona Municipal. Each day that a violation continues is deemed to be a new and separate offense.

8.7 IMPLEMENTATION OVERVIEW

A range of financing options are available to finance infrastructure improvements, and ongoing maintenance operations in Downtown Corona to facilitate redevelopment. The implementation of these finance options are the responsibility of the City, other governmental agencies, private entities, and authorized private associations, such as homeowners or business associations.

The funding sources identified in this Chapter are examples. A more comprehensive list may be developed over time as new sources become available or existing sources are no longer available. The ultimate mix of financing mechanisms will be determined in the implementation process based on final technical analyses of costs, benefits, and burdens, and on deliberations involving City staff, sponsoring entities, property owners, developers, elected officials, bond counsel, underwriters, finance experts, and others.

Regardless of the financing mechanisms selected, any approach should seek to align the sources, timing, and scope of financing to the specified uses according to the following principles:

- Assurances should be in place to guarantee funding at the time the specific infrastructure items are required.
- Financial burdens on development should be kept within industry standards and market constraints.
- The plan should accommodate probable variables in the timing, location, and type of development.

8.8 AREA-SPECIFIC FEES, DEDICATIONS, AND EXACTIONS

Common funding sources include City development impact fees, municipal bonds, and dedications and exactions.

8.8.1 CITY DEVELOPMENT IMPACT FEES

Development impact fees are a potential funding source for public infrastructure such as street improvements, drainage systems, and community services such as libraries, aquatic centers, parks, and recreational open space. Development impact fees are associated with the development of new construction and are paid by project proponents. Impact fees can be combined with other funding sources to fund a project that serves both new and existing residents or businesses. A nexus study, which calculates the new increment of development, estimates the portion of an improvement project attributable to that increment of growth, and allocates the fee among the new development projects by land use, is required by state law for implementation. Additional impact fees, such as transportation and traffic impact fees, could be considered as a means to fund additional improvements that enhance mobility.

8.8.2 REVENUE BONDS

Municipal revenue bonds are debt securities issued by the local government to finance public projects such as roads, bridges, public parking structures, and other various infrastructure. The bonds are backed by the revenue generated by the project, not by the full faith and credit of the issuing government. Municipal revenue bonds are often used to finance capital projects that will generate revenue to repay the bonds, such as pay-for-parking with a public parking structure. These bonds are exempt from federal income taxes, and in some cases, state and local taxes as well.

8.8.3 GENERAL OBLIGATION BONDS AND OTHER PUBLIC DEBT

A general obligation bond issued by the local agency means the local agency will use the revenue sources available to repay the bond. Revenue sources can include property tax, sales tax, gas tax and other taxes that can be levied to repay the bond. For example, new commercial development and lodging facilities could generate new sales tax and transit occupancy tax revenues to increase the revenue of the City's General Fund. This additional revenue could be used to finance debt service on tax-exempt debt obligations so that existing activities provided through the General Fund are not impacted. A General Obligation bond requires a two-thirds vote of local residents (except for educational facilities) to approve. Alternatively, for facilities that can serve as collateral for debt, certificates of participation are a public finance technique that does not require voter approval.

8.8.4 DEDICATIONS AND EXACTIONS

The Subdivision Map Act requires developers to dedicate land or pay the city a fee in lieu of the dedication for public facilities required by the project (example: park land, street improvements). Dedications are normally associated with roadway rights-of-way, park sites, and land for other public facilities. Fair share payments normally include the project's fair share cost of larger public improvements to mitigate the impacts of development such as a water reservoir, sewer treatment facility, water lift station, or other similar public improvement that is funded by more than one source.

8.9 ASSESSMENT AND SPECIAL TAX-SECURED FINANCING

8.9.1 ENHANCED INFRASTRUCTURE FINANCING DISTRICTS (EIFD)

EIFDs are independent government entities, which are governed by a Public Financing Authority (PFA) comprised of participating governments and members of the public and are authorized to use property-based Tax Increment Financing (TIF) within specifically defined geographic areas (which can be non-contiguous). EIFDs have the flexibility to use an expansive financing toolkit such as property tax increment from participating taxing entities (except school districts), user fees/development fees, federal and state grants/loans, private investment, and bond issuances. The purpose of an EIFD is to finance the construction of regional infrastructure, affordable housing, transit priority projects, projects that implement a Sustainable Communities Strategy, and other projects of “communitywide significance.” This tool uses incremental (new development) property tax revenues and does not increase taxes.

EIFDs can leverage increased assessed values / property taxes from new development to fund necessary infrastructure improvements and/or maintenance / services in the Downtown Area. EIFDs can also work well with CFDs and other districts, can potentially leverage other taxing entity property tax shares, and can attract additional funds (such as grants).

8.9.2 PROPERTY BUSINESS IMPROVEMENT DISTRICT (PBID)

Property Business Improvement Districts are special assessments levied on real property to fund improvements and promote activities that benefit the properties located within the PBID area. This includes capital improvements, parking facilities, street / streetscape improvements, lighting and landscaping, marketing and promotion, and business attraction / retention. The special assessment amount that each property owner pays must be directly proportional to the benefit received.

PBIDs could help Corona address some maintenance/programming improvements to the North and South Mall areas and are likely to have a shorter time frame to form versus other tools.

8.9.3 COMMUNITY FACILITIES DISTRICT (CFD’s)

Community Facility Districts are a new property assessment or “special tax” that appears as a separate line item on a tax bill and can be used to fund infrastructure / services that benefit the property. This includes transportation, parking, street / utility improvements, hazardous waste remediation, street lighting / sidewalk, and public services. CFDs are useful because they provide early financing for a variety of critical services and infrastructure. CFDs also pair well with EIFDs as a value capture strategy – with CFDs providing early funding and EIFDs providing additional funds as projects are constructed, and property tax increment grows.

CFDs are already a widely used funding tool in the City and provide a financing resource for a variety of critical services and infrastructure within the Corona Mall & other areas of Downtown.

8.9.4 PARKING AUTHORITY DISTRICTS

Parking Authority Districts can utilize a variety of funding sources – including bonds, ad valorem taxes, user fees, parking meter charges, parking revenues, and City / County contributions – to fund improvements such as parking lots, structures, and alterations to circulatory infrastructure to facilitate ingress and egress.

Parking Authorities can help Corona fund a variety of critical parking facilities and improvements in Downtown, as well as give the City the power of acquisition for parking purposes. These districts can also complement EIFD/ CFD financing tools.

8.10 IMPLEMENTATION AND PHASING

Implementation of the Downtown Revitalization Specific Plan will require action by several different departments and divisions within the City, including Planning and Development, Community Services, and Public Works. During the development process, much of the look and feel of the DRSP area will be determined by the architecture, landscaping, layout, and maintenance of individual developments, as prescribed by the design standards and guidelines articulated in Chapter 4. However, the City must take the lead in coordinating the needed area-wide actions that will enable the complete implementation of the Specific Plan and its vision.

8.10.1 PHASING

The ultimate phasing of development and necessary improvements within the Downtown Revitalization Specific Plan Area will be based on market factors as well as costs and available financing. Many of the infrastructure improvements will occur over time, concurrently with new development. A recommended phasing strategy is outlined below (which comes from the 2022 Corona Downtown Revitalization Plan). Actual phasing may change based on market conditions, particularly in view of rapidly changing economic and societal changes.

TABLE 8-1 RESPONSIBLE PARTY

ACTIONS	FUNDING/TOOLS
SHORT-TERM (1-2 YEARS)	RESPONSIBLE PARTY
Codify Design Guidelines and amend Downtown Specific Plan.	City Administration
Create an annual report to monitor key performance indicators related to Downtown business growth, job market, visitors, foot traffic, employment, public/private investment, and real estate market indicators (vacancies, rent growth, property values, sales prices) to measure progress in the Downtown.	City Administration
Conduct a General Fund cash flow model analysis to determine if the City can generate additional revenues to fund Downtown community revitalization projects.	City Administration
Create an interdepartmental team to evaluate and implement the goals and recommendations of the Downtown Revitalization Plan.	City Administration
Examine ownerships, rights of way, easements, infrastructure needs and costs, and project feasibility (pro forma) to determine specific conditions/constraints that may impact ultimate development.	City Administration
Refine and finalize the Corona Mall development layout and vision with a phasing plan.	City Administration
Conduct a feasibility analysis of recommended financing sources to support the redevelopment of the Corona Mall.	CFD, BID, EIFD, Parking Authority, Grants
Identify public/private acquisition/disposition opportunities that may support the overall redevelopment of the Corona Mall, and assess any impact of specific legislative requirements (Surplus Land Act (SLA)).	City Administration/Private Sector
Engage with private landowner(s) regarding the development of property and infrastructure to align with the future vision and goals for the Downtown.	City Administration

TABLE 8-1 RESPONSIBLE PARTY (CONTINUED)

ACTIONS	FUNDING/TOOLS
SHORT-TERM (1-2 YEARS) <i>continued</i>	RESPONSIBLE PARTY
Identify and/or evaluate preferred financing sources (e.g., BID, CFD, EIFD, Parking Authority) in the context of broader Downtown Revitalization Plan efforts (as may be necessary) as well as strategic land use policies (expedited processing of permits, development agreement) to advance redevelopment.	EIFD, Parking Authority, Expedited Permit Processing, Development Agreement
Identify and install public infrastructure improvements and other safety related improvements (e.g., security cameras, lighting, maintenance) to help address safety concerns in the Downtown.	City Administration, EIFD, CFD, Grants
MEDIUM-TERM (3-4 YEARS)	RESPONSIBLE PARTY
Prepare and disseminate prospective RFQ(s) as necessary to promote public/private sector opportunities in alignment with an agreed upon concept/plan for Corona Mall.	City Administration
Explore and evaluate the potential layout and vision for a health and wellness district.	City Administration/Private Sector
Identify and evaluate public/private acquisition/disposition opportunities and public infrastructure needs to facilitate a health and wellness concept in a Medical Center Area as appropriate.	City Administration
Evaluate the feasibility of financing sources (CFD, EIFD, and Grants) that would be utilized to address potential public infrastructure needs as part of a potential health and wellness district.	EIFD, CFD, Grants
Prepare and disseminate prospective RFQ(s) as may be necessary to promote public/private sector opportunities that align with an agreed concept plan centered around a Medical Health & Wellness area.	City Administration
Develop a conceptual masterplan for the Historic Civic Center revitalization, and specific improvements and infrastructure with associated costs.	City Administration

TABLE 8-1 RESPONSIBLE PARTY (CONTINUED)

ACTIONS	FUNDING/TOOLS
MEDIUM-TERM (3-4 YEARS) <i>continued</i>	RESPONSIBLE PARTY
Identify financing sources and explore the feasibility of such to address potential public infrastructure needs as part of Historic Civic Center Revitalization (e.g., EIFD, Grants, Other).	EIFD, Grants, City Administration
Engage with the community in person and digitally (thecoronacircle.com) to obtain specific feedback and inform the community of recommended improvements, design elements, and project progress in Downtown redevelopment.	City Administration
Coordinate and align efforts, programs, initiatives, and plans for the City Park Master Plan that support and promote Downtown revitalization efforts (including connectivity, infrastructure improvements and expansion of park related improvements/amenities).	City Administration
Identify and evaluate the feasibility of financing sources (EIFD, Grants, Others) that could assist with the City Park Master Plan improvements and implementation efforts.	Grants (REAP)/Bonds
Review/prioritize second-tier investment and development opportunities that can be standalone or can help support adjacent Downtown catalyst opportunities aligned with the City goals and objectives for Downtown redevelopment.	City Administration
Engage with private landowners to develop and/or support a marketing approach and program to identify key site opportunities to private sector investors/developers (as may be desirable) to spur reinvestment/growth in Downtown and enhance the City's tax base.	City Administration
Identify and install streetscape and mobility improvements as part of the Downtown Revitalization Specific Plan Update to encourage increased pedestrian activity and address pedestrian safety issues.	City Administration, EIFD, CFD, Grants
Develop a vision/brand identity for the Downtown and create a brand leadership team.	City Administration, Grants

TABLE 8-1 RESPONSIBLE PARTY (CONTINUED)

ACTIONS	FUNDING/TOOLS
MEDIUM-TERM (3-4 YEARS) <i>continued</i>	RESPONSIBLE PARTY
Develop a matrix of key catalytic public infrastructure improvements/enhancements needed in the Downtown (e.g., parking, lighting, streets, sidewalks, landscaping, utilities, public transit) including estimated costs and local/regional benefits.	City Administration, Grants
Consider strategic partnerships with the Riverside County Transportation Commission, CalTrans, SCAG and/or others regarding initiatives to improve transportation related infrastructure as well as seeking out grants and other funding resources.	EIFD, CFD, Grants
Perform a parking demand analysis to evaluate future parking/infrastructure needs to accommodate any increased demand for parking facilities and the opportunity to generate revenue by requiring “pay for parking”.	City Administration, Grants
Implement the 6th Street Beautification Project between Main Street and Ramona Avenue.	EIFD, CFD, Grants
Explore/evaluate tools that would help monitor the results and any impacts from streetscape improvements, such as dedicated bus lanes / bike lanes, micro transit, better pedestrian connectivity, etc. Develop key performance indicators to monitor, which include transit ridership, vehicle travel times, trip counts, pedestrian/ bicycle volumes.	EIFD, CFD, Grants
Prioritize a list of community events and programming, such as night markets, festivals/cultural events, live music/concerts, performing arts, destination events, and/or signature annual events, and incorporate these events into catalytic projects as appropriate.	City Administration Grants
Review/evaluate the list of events/programming in concert with primary catalytic projects identified to determine appropriate financing mechanisms/tools (e.g., EIFD, Parking Authority, BID, Grants, etc.).	City Administration, Grants

TABLE 8-1 RESPONSIBLE PARTY (CONTINUED)

ACTIONS	FUNDING/TOOLS
LONG-TERM (5+ YEARS)	RESPONSIBLE PARTY
Identify and implement a comprehensive improvement and enhancement plan that reinforces a brand identity for the Downtown, such as gateway signage and wayfinding, public art, thematic street and sidewalk enhancements, and public open space, in alignment with the Downtown Design Guidelines. Identify opportunities for placemaking, both on private property and public spaces.	City Administration, Grants
Encourage and establish the Downtown as a cultural hub by promoting its historic downtown character, culture, and historic preservation by encouraging the adaptive reuse of existing historic structures as part of public reinvestment and revitalization.	City Administration, Grants, Private Funding by Developers
Grow social media engagement channels via city website (thecoronacircle.com), social medial influencer/engagement channels (Instagram, Facebook) as well as marketing/trade publications to promote the Downtown.	City Administration, Grants
Establish partnerships and leverage cross promotional opportunities between City and local business owners, residents, non-profits, real estate community, Chamber of Commerce, and other community members to promote and reinforce ultimate Downtown brand/identity.	City Administration, Grants
ONGOING	RESPONSIBLE PARTY
Develop community engagement process and protocol to utilize the City's website (thecoronacircle.com) to involve and inform the community of Downtown redevelopment efforts.	City Administration
Prepare prospectus/marketing material that promotes Downtown development opportunities to the private sector through the city's website (thecoronacircle.com) and/or attendance at select industry events/conferences (e.g., Innovating Commerce Serving Communities (ICSC)).	City Administration

TABLE 8-1 RESPONSIBLE PARTY (CONTINUED)

ACTIONS	FUNDING/TOOLS
ONGOING <i>continued</i>	RESPONSIBLE PARTY
Track and monitor Downtown real estate market opportunities for potential land uses (e.g., commercial, medical, hospitality, mixed use).	City Administration
Engage with small business owners to establish a hub in Downtown for local entrepreneurship programs that support local food businesses to foster unique culinary experiences and lower the barriers to entry through technical assistance with regulatory compliance, business planning and development, and access to capital.	City Administration
Continue the Police Department Business District Enhancement Team to address safety concerns in the Downtown and/or potential public/private catalytic projects (e.g., Police Substation).	City Administration, BID, Grants
Promote and utilize the City's Business Liaison Program as a resource for Downtown businesses to strengthen lines of communication with Public Safety personnel and address concerns.	City Administration
Coordinate with the Homeless Solutions Team to identify joint efforts to address homeless populations in the Downtown.	City Administration, BID, Grants
Review/evaluate public infrastructure needs in the context of primary catalytic projects to better prioritize identified financing sources (e.g., EIFD, Parking Authority, BID, Grants, etc.) and process the sequence of improvements.	City Administration, Grants
Explore/evaluate additional local, state, and federal incentives/programs/funding to assist existing and future businesses in Downtown (e.g. business grants, building grants, façade improvement grants/programs, etc.).	City Administration, Grants, PBID
Focus public and private investments and re-investment in support of opportunities to attract entertainment-based uses, and public open space, as anchors to drive economic activity and visitors to the Downtown.	City Administration, Grants



CORONA DOWNTOWN SPECIFIC PLAN

CHAPTER 9: APPENDICES

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APPENDIX A: GLOSSARY

Arterial: A thorough major roadway or highway that provide the highest level of mobility and the highest speeds over the longest uninterrupted distance (i.e., interstate highways).

Articulation: The degree or manner in which a building wall or roof line is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors or textures.

Arcade: A series of arches supported on piers or columns. An arcade is typically covered.

Awning: A rigid or movable shelter supported entirely from the exterior wall of a building and of a type which may be retracted or folded against the face of the supporting building.

Bioretention: The process of collecting and filtering stormwater through landscape features.

Bio-swales: Landscape features that collect polluted stormwater runoff, soak it into the ground, and filter out pollution.

Canopy: A projection over a niche or doorway; often decorative or decorated.

Cantilevered Room: A room that sticks out past the building's foundation or supporting wall below.

Collector: A thorough major or minor roadway that connects local roads and streets with arterials.

Colonnade: A row of columns supporting a roof, an entablature, or arcade

Cornice: A continuous molded projection that crowns a wall or other construction or divides the wall horizontally for compositional purposes.

Dormer: A structure that projects out from a sloped roof, often a small room, bedroom, or part of an attic and includes a window.

Façade: The exterior face or faces of a building.

Floor Area Ratio (FAR): The numerical value obtained through dividing the gross floor area of the building or buildings located upon a lot or parcel of land by the total area of such lot or parcel of land.

Frontage: The wall of a building that faces a street, sidewalk, or parking lot. Similar to a façade.

Hardscape: Any type of a decorative paving material such as interlocking pavers, stamped concrete, natural stone, tiles, etc. that are integrated within the landscape concept of a development proposal.

Height: The vertical distance from the grade to the highest point of the coping of a flat roof or to the height of the highest gable of a pitch or hip roof.

Intensity: The degree to which land is used. Intensity typically refers to the levels of concentration or activity of land uses.

Loggia: A roofed open gallery especially at an upper story overlooking an open court

Massing: The overall shape or arrangement of the bulk or volume of buildings and structures.

Modulation: The stepping back or projecting forward of sections of the façade of a structure as a means of breaking up the apparent bulk of continuous exterior walls.

Mullion: A vertical element that separates two panes of glass in a window.

Parapet: The part of an exterior wall that extends above the roof line; used to satisfy fire codes, hide roof equipment, increase the height of a building, or create an interesting silhouette.

Pitch: The slope of a roof commonly expressed in terms of inches of vertical rise per foot of horizontal run.

Plate Height: The vertical distance from the assumed ground surface of the building to the topmost element of the structural support of a building's roof framing members.

Public Uses and Utilities: Land uses and services created to serve the general public. Public utilities include electric, gas, telephone, water, sewerage, television cable, and other systems.

Roof Deck: A flat portion of a roof used as a terrace or other private open space.

Scale: The size of a building and how it relates to a human or adjacent buildings and structures.

Setback: Distance from the front, side, or rear property line in which a structure is allowed to be built.

Shade Tree: A tree where the canopy provides shade at ground level.

Stepback: The distance a building façade is recessed on a horizontal plane from the building façade immediately below it.

Streetscape: The general appearance of or character of a street that is influenced by the architecture, planning, and landscape of a street.

Transom: A crosspiece separating a door from a window above it.

Trellis: A frame supporting open lattice work used as a screen or a support for growing vines or plants.

Unreinforced Masonry (URM) Code: An enforceable law that requires unreinforced masonry buildings to be demolished or brought up to earthquake and building codes by structural reinforcing.

Wayfinding: Encompasses all of the ways in which people orient themselves in physical space and navigate from place to place (i.e., signage).

APPENDIX B: SPECIFIC PLAN AMENDMENTS

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA99-02	February 17, 1999	Amendment to allow massage establishments as a permitted use in the CS (Community Services) District of the specific plan (Applicant: City of Corona)
SPA00-01	July 5, 2000	Amendment to accomplish the following: (1) amend the land use designation from General Commercial to Business Park for 6.8 acres of property generally located north and south of East Sixth Street; (2) include Boat and Marine Sales and Repair as permitted uses in the Business Park designation; (3) restrict the use of portable signs to limited pedestrian-oriented uses in the Downtown District of the specific plan. (Applicant: REIM Commercial Properties)
SPA00-06	October 18, 2000	Amendment to establish Park and School land use designations and to amend the designation of five existing parks to Park (P) and one public school to School (S). (Applicant: City of Corona.)
SPA01-005	July 18, 2001	Amendment to allow signs in the building setback and to delete single pole signs as a prohibited sign in the General Commercial (GC) District. (Applicant: City of Corona).
SPA04-007	December 1, 2004	Amendment to allow cybercafés as a permitted use in the General Commercial (GC) District. (Applicant: City of Corona).
SPA04-010	October 20, 2004	Amendment to establish additional development standards for multi-family housing and amend 4.71 acres from CS to MF2 (Applicant: Southern California Housing Dev. Corp.).
SPA06-006	September 11, 2006	Amendment to permit with a minor conditional use permit and establish regulations for tobacco stores and smoking lounges in the Downtown (D) and General Commercial (GC) Districts (Applicant: City of Corona).

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA06-009	October 4, 2006	Amendment to allow Massage Establishment in the General Commercial (GC) District (Applicant: Center of Natural Healing).
SPA06-010	December 6, 2006	Amendment of the Floor Area Ratio and Lot Coverage Requirements of various land use districts of the Downtown Corona Revitalization Specific Plan (Applicant: City of Corona).
SPA08-002	April 16, 2008	Amendment to establish an appendix to the specific plan that lists structures at least 50 years old that would be subject to a demolition delay (Applicant: City of Corona)
SPA08-006	December 3, 2008	Amendment to change the land use designation on 4.8 acres from General Commercial to Transitional Commercial in accordance with the 2008-2014 Housing Element update (Applicant: City of Corona).
SPA08-009	March 4, 2009	Eliminate the maximum residential density allowed in the Downtown and Transitional Commercial Districts, increase the density for senior citizen housing to 75 du/ac in the Transitional Commercial District, increase the density to 36 du/ac in the Multi-Family District, and incorporate 0.61 acres into the specific plan boundary as Transitional Commercial (Applicant: City of Corona).
SPA09-001	August 19, 2009	Amendment to various Sections to revise the Design Guidelines for Commercial Development, to revise selected Development Standards, and update text references to General Plan Goals and Policies.
SPA09-004	October 26, 2009	Amendment to allow tattoo and body piercing salons as an ancillary use in the TC designation (Applicant: City of Corona)

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA10-002	January 5, 2011	Amendment to incorporate concepts for multi-modal mobility pursuant to a Caltrans Community based Transportation Planning Grant, to promote livable and sustainable community concepts; to introduce Mixed Use Development Standards, and comprehensively update text.
SPA11-003	September 7, 2011	Amendment to allow monument signs to be constructed up to a maximum height of six feet in the front yard setback. (Applicant: City of Corona)
SPA12-006	September 17, 2014	Amendment to amend the several sections to: 1) change the land use from SF (Single Family) to CS (Community Services) on 0.6 acres at the northeast corner of West Eighth Street and South Sheridan Street including adjacent alleys and 1.06 acres of to-be-vacated street right-of-way of South Belle Avenue (between West Eighth Street and West Ninth Street) and West Eighth Street (between South Belle Avenue and South Sheridan Street), 2) to re-align a portion of a Planned Class III Bike Route along West Eighth Street, and 3) amend and add corresponding changes to associated text and exhibits. (Applicant: Universal Health Services)
SPA13-001	May 15, 2013	Amendment to Chapter 3 to address development of single room occupancy residential units all in conjunction with Housing Element programs to encourage sustainable development near public transit. (Applicant: City of Corona)
SPA15-001	May 26, 2015	Amendment to Table III-2 to allow craft breweries in the GB, TC, GC, and BP land use designations. (Applicant: City of Corona)
SPA15-003	September 16, 2015	Amendment to allow smoking lounges by minor CUP in the GB and TC land use designations. (Applicant: City of Corona)

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA15-006	June 1, 2016	Amend 1.07 acres (Chuck Wagon site) from GC to TC to accommodate an 85-unit affordable apartment project. (Applicant: C&C Development)
SPA2019-0001	October 2, 2019	Amendment to Table III-1 – Land Use Summary (Applicant: Boureston Development)
SPA2019-0003	October 16, 2019	Amendments to Table III-2 – Permitted Land Use Matrix to include additional eating, drinking and entertainment establishments (Applicant: City of Corona)
SPA2022-0003	March 15, 2023 Ordinance 3363	Amendment to the Land Use & Development Standards Section and Land Use Plan to support the City’s Housing Element Update (Applicant: City of Corona)
SPA2023-0002	June 7, 2023	Amendment to the Downtown(D), Gateway Business (GB), Transitional Commercial (TC), General Commercial (GC), Business Park (BP), Community Services (CS) to allow residential Land Uses pursuant to Senate Bill 6 and Assembly Bill 2011.
SPA2024-0002	December 18, 2024	Comprehensive update to the specific plan amending the development standards, design guidelines, public streetscapes, infrastructure, and graphics, and expansion of the specific plan boundary.

[illegible]