



# North Mall

## Update and Next Steps

Joel Belding

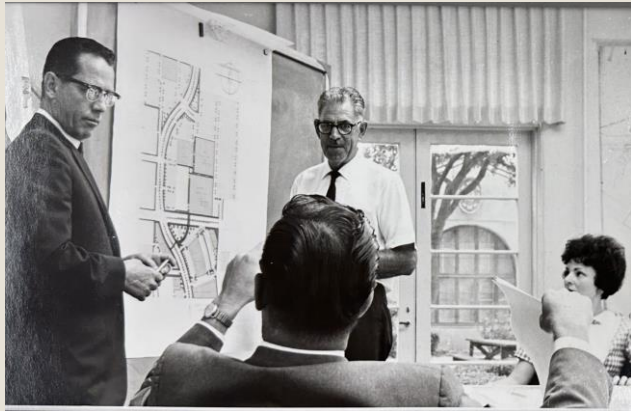
Economic Development Director

# The Ask...

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That City Council provide direction to prepare conceptual designs for a mixed-use development at the North Mall and entitle the properties



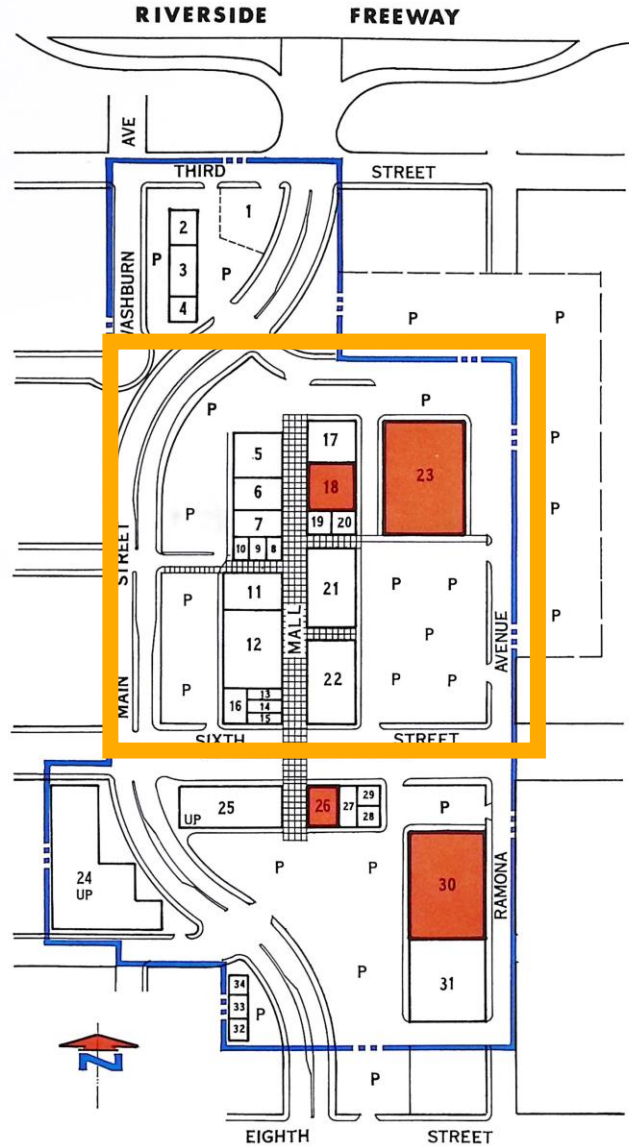


# CORONA CENTER

CORONA, CALIFORNIA

URBAN RENEWAL 1972-1981

~1978



### KEY

- ND - Newly Developed
- C - Committed
- ETR - Existing to Remain
- UC - Under Construction
- P - Surface Parking
- UP - Underground Parking

### LOCATIONS

- |                             |     |
|-----------------------------|-----|
| 1. Service Station          | ND  |
| 2. Drive-in Cleaners        | ND  |
| 3. Auto Glass & Seat Covers | ND  |
| 4. Cocktail Lounge          | ND  |
| 5. Household Furn.          | C   |
| 6. Stationers               | ND  |
| 7. Mens Wear                | ND  |
| 8. Jewelers                 | ND  |
| 9. Sandwich Shop            | C   |
| 10. Barber Shop             | ND  |
| 11. Savings & Loan          | ETR |
| 12. Dress Shop              | ETR |
| Shoes                       | ETR |
| Jewelry                     | ETR |
| Drugstore                   | ETR |
| Variety Store               | ETR |
| 13. Dress Shop              | C   |
| 14. Bridal Shop             | C   |
| 15. Dress Shop              | C   |
| 16. Cocktail Lounge         | C   |
| 17. Furniture Store         | UC  |
| 18. <b>SITE AVAILABLE</b>   | C   |
| 19. Camera Shop             | C   |
| 20. Jewelers                | C   |
| 21. Clothing Store          | UC  |
| Shoe Store                  | UC  |
| Dress Shop                  | UC  |
| Finance Company             | UC  |
| 22. Clothing Store          | C   |
| Yard Goods                  | C   |
| Womens Wear                 | C   |
| Shoe Store                  | C   |
| 23. <b>SITE AVAILABLE</b>   | UC  |
| 24. Public Library          | C   |
| 25. Law Ofcs & Shops        | C   |
| 26. <b>SITE AVAILABLE</b>   | C   |
| 27. Employment Ofc.         | C   |
| 28. Insurance Ofc.          | C   |
| 29. Bakery-Coffee Shop      | C   |
| 30. <b>SITE AVAILABLE</b>   | UC  |
| 31. Safeway Store           | UC  |
| 32. Newspaper Ofc.          | UC  |
| 33. Insurance Ofc.          | UC  |
| 34. Barber Shop             | UC  |





6<sup>th</sup> Street Corridor

# North Mall Redevelopment

## History

Dissolution of  
Redevelopment Agencies

2020 Updated General Plan with mixed  
use development proposed on North Mall

Dec 2024 – Adoption of Downtown Specific  
Plan, with design standards and a land use plan  
for a mixed-use development in the North Mall

2004

2012

2018

2020

2022

2024

2004 Adoption of City General Plan,  
which includes mixed use  
development on site

City Redevelopment Agency began  
acquiring properties in North Mall

2018 DDA W/ LAB for  
redevelopment of North  
Mall

Oct 2022 - Downtown  
Revitalization Plan adopted.

Mar 2024 - Council Direction to  
"Continue acquiring properties  
and redevelop the North Mall  
into a thriving, vibrant, mixed-  
use development with retail,  
residential, and commercial  
components."

Downtown Revitalization Project Plan

# Project #3

## North Mall Redevelopment

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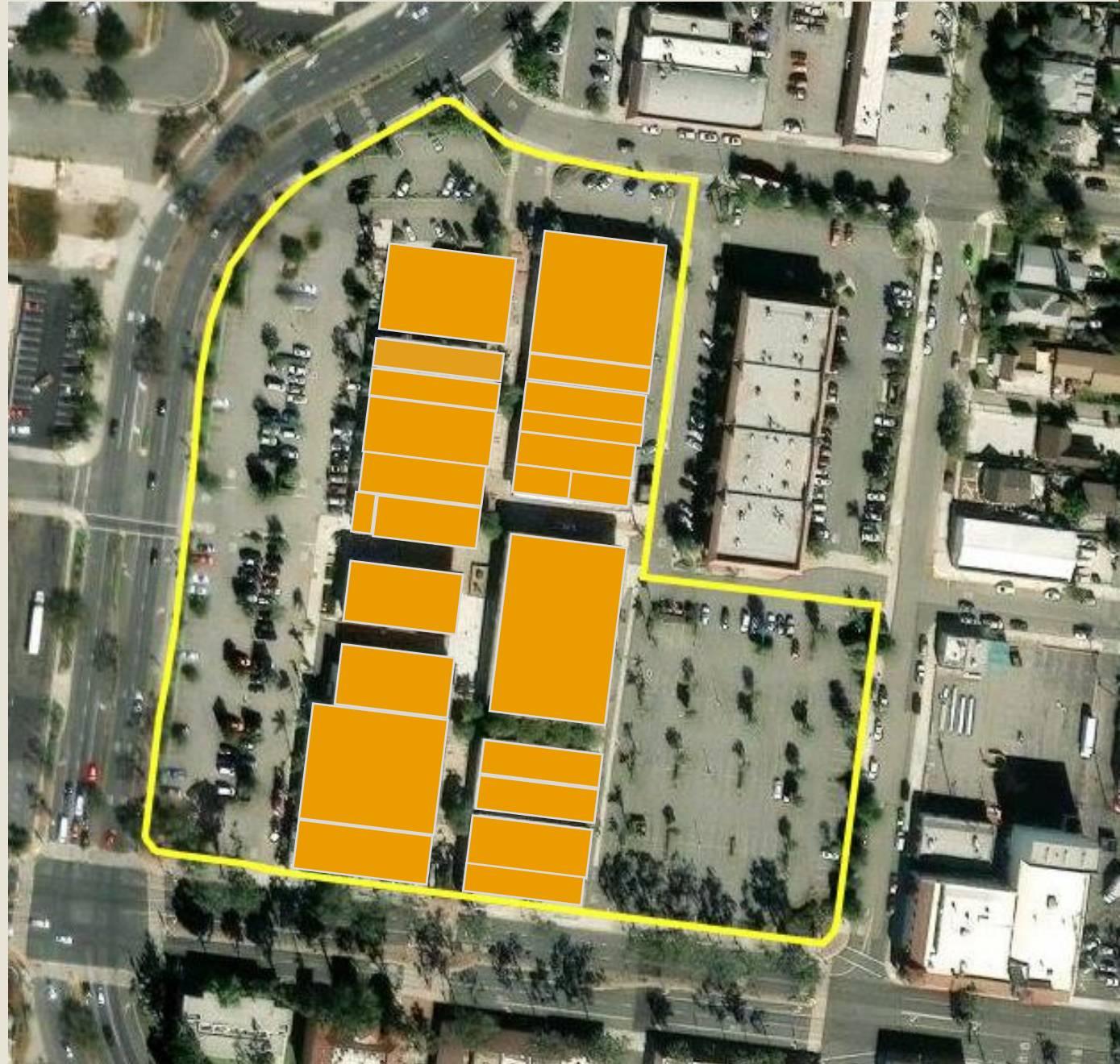
Continue acquiring properties and redevelop the North Mall into a thriving, vibrant, mixed-use development with retail, residential, and commercial components.




City Owned




Privately Owned



# Regulatory Framework



**CITY OF CORONA**  
DOWNTOWN REVITALIZATION SPECIFIC PLAN



JANUARY 2025

## 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.



# Mixed use developments

- Historic way of developing cities
- Housing opportunities near employment, retail, and transit
- Walkable environment
- Resident activity provides passive security for entire area
- Density where it makes sense
- Opportunities for shared parking to support Downtown development
- Housing supports the economics for the project and other Downtown businesses



# Residential and Mixed-Use Development Examples





# Residential and Mixed-Use Development Examples



# Residential and Mixed-Use Development Examples



- One11
- Opened 2016



- Metro at Main
- Opened 2017

# Residential and Mixed-Use Development Examples



# Why Entitle the Project?



# How do we get there?



## What works best here?

1. Downtown Revitalization Plan
2. Downtown Specific Plan
3. Market viability:
  - Retail
  - Commercial
  - Housing



## Site Planning

1. Project Concept
  - Architecture
  - Layout
  - Open space
  - Parking
  - Phasing
2. Most viable and beneficial option



## Entitle project

1. Lot line adjustments
2. Planning Commission review



## Development Partner

1. Outreach
2. SLA
3. Negotiations
4. DDA

# Next Steps



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