



6TH Street Corridor

Downtown Revitalization Plan Update



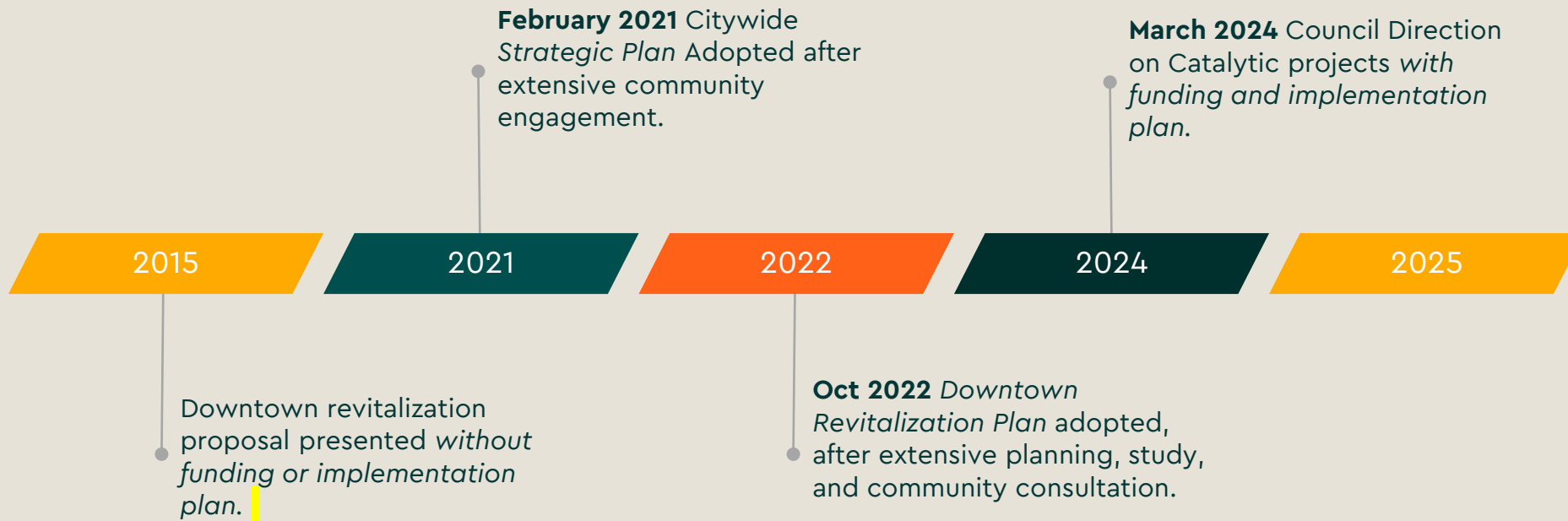
Joel Belding
Economic Development Director
March 19, 2025



6th Street Corridor

Downtown Revitalization Plan Update

Timeline





6th Street Corridor

Downtown Revitalization Plan Update

What's happened since 2024?

6th Street Corridor

Downtown Revitalization Projects

1. Streetscape Enhancements

Add medians, trees and landscaping along the entire 6th street corridor

2. Historic Civic Center Plaza

Renovate building, rejuvenate plaza landscape, refocus uses on Visual, Performing, and Culinary arts

3. North Mall

Redevelop the North Mall into a thriving, vibrant mixed-use development with retail, residential, and commercial components

4. City Park

Revitalize City Park based on the Adopted City Park Revitalization Masterplan to create a family-friendly, community gathering place that becomes the focal point for community gatherings

5. Gateway Signage

Install new gateway signage on *both* West and East 6th Street to welcome visitors to Corona

6. Iconic Downtown Signs

Install large iconic gateway signs that announces arrival in the historic downtown

7. South Mall

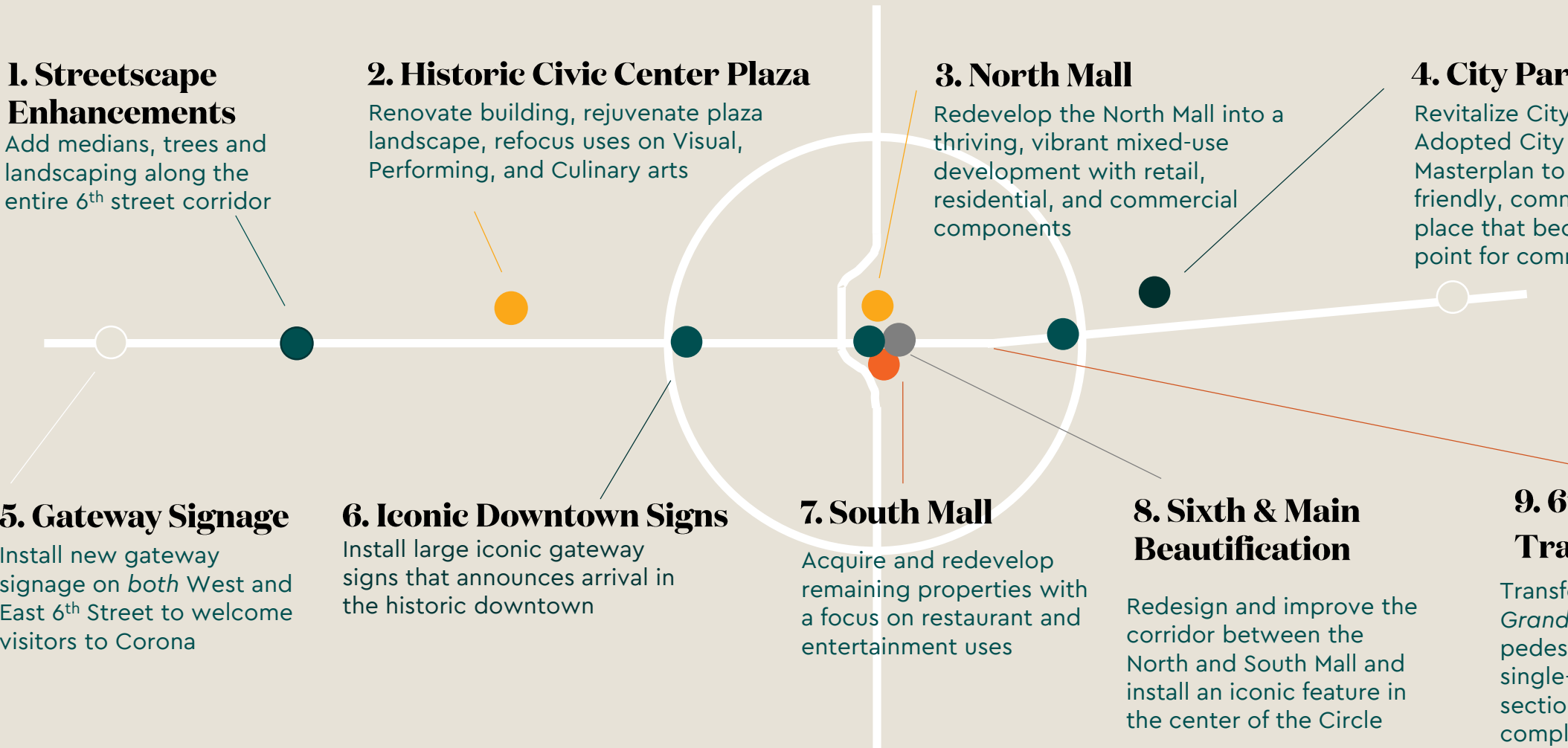
Acquire and redevelop remaining properties with a focus on restaurant and entertainment uses

8. Sixth & Main Beautification

Redesign and improve the corridor between the North and South Mall and install an iconic feature in the center of the Circle

9. 6th Street Transformation

Transform 6th Street from *Grand to Grand*, into a pedestrian-friendly, single-lane enhanced section of the street to complement surrounding redevelopment⁴uses



Downtown Revitalization Project Plan

Project #1

Streetscape Enhancements

Add new median and tree canopy along the entire 6th street corridor, create a more visually appealing and walkable downtown.

UPDATE

Consolidate Projects & Phase:

#1 Streetscape Enhancements

#8 Sixth & Main Beautification

#9 Street Transformation

- ✓ Design & Construction efficiencies
- ✓ Projects packaged for grant funding

Downtown Revitalization Project Plan

Project #9

6th Street Transformation

6th street from Grand and Grand will be transformed into a more walkable downtown, reduce 6th St. to single lanes of traffic in each direction, provide sidewalks, add parking, new medians and trees, signage, and other streetscape enhancements to create the sense of being in a downtown.

✓ **6th Street paving and restriping**

✓ **Concept selected and design in process**

UPDATE



Project #8

Sixth & Main Beautification

UPDATE

← **Phase 1:** Main to Ramona - preparing for construction early in 2026.

Enhancements to the streetscape will include design of the streetscape between the North and South Mall, creating an iconic feature at the center of the Circle and other streetscape enhancements to create a sense of place and a new

← **Phase 2:** Grand to Grand - in design phase; preparing for construction starting early 2027. Gateway Signs to be included in this phase.

← **Phase 3:** Raised Medians outside of Grand in design phase; planning for construction after 2027.

Downtown Revitalization Project Plan

Project #2

Historic Civic Center Plaza

UPDATE

Operations Plan being finalized now for consideration by Council in Spring 2025

Renovate the remaining historic building. Sidings were not improved with the 2015 renovations. Add a new HVAC system for the building, repair and renew aging windows and doors, and upgrade building components to extend the life of the building and preserve its use as a Visual, Performing, and Culinary Arts Center for the community.

Timeline

2024

2025

2026

2027

2028

Completion

10%

Scope

RFP

Design

Bid

Construction



Downtown Revitalization Project Plan

Project #3

North Mall Redevelopment

UPDATE

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

- **Acquired 83% of suites**
- **Assisting City tenants with relocation**
- **Commenced master planning process**
- **Phase 1 demolition scheduled for Summer 2025**



Downtown Revitalization Project Plan

Project #4

City Park Revitalization

UPDATE

Revitalize City Park based on the adopted City Park Revitalization Master Plan to create a family-friendly community gathering place that becomes the focal point for recreation, concerts, festivals, and celebrations.

- **Design:** Drawings at 60%
- **Permitting:** Fall 2025
- **Bidding:** Fall 2025
- **Construction:** Winter 2026
- **Pursuing Grant Funding**



Downtown Revitalization Project Plan

Project #5

Gateway Signage

Update or replace the 6th street gateway signage on both the east and west sides to create a more visually appealing, welcoming, and recognizable gateway to the City.

- **Design work consolidated into the 6th Street Beautification project.**
- **Installation anticipated in 2027**

UPDATE



Downtown Revitalization Project Plan

Project #6

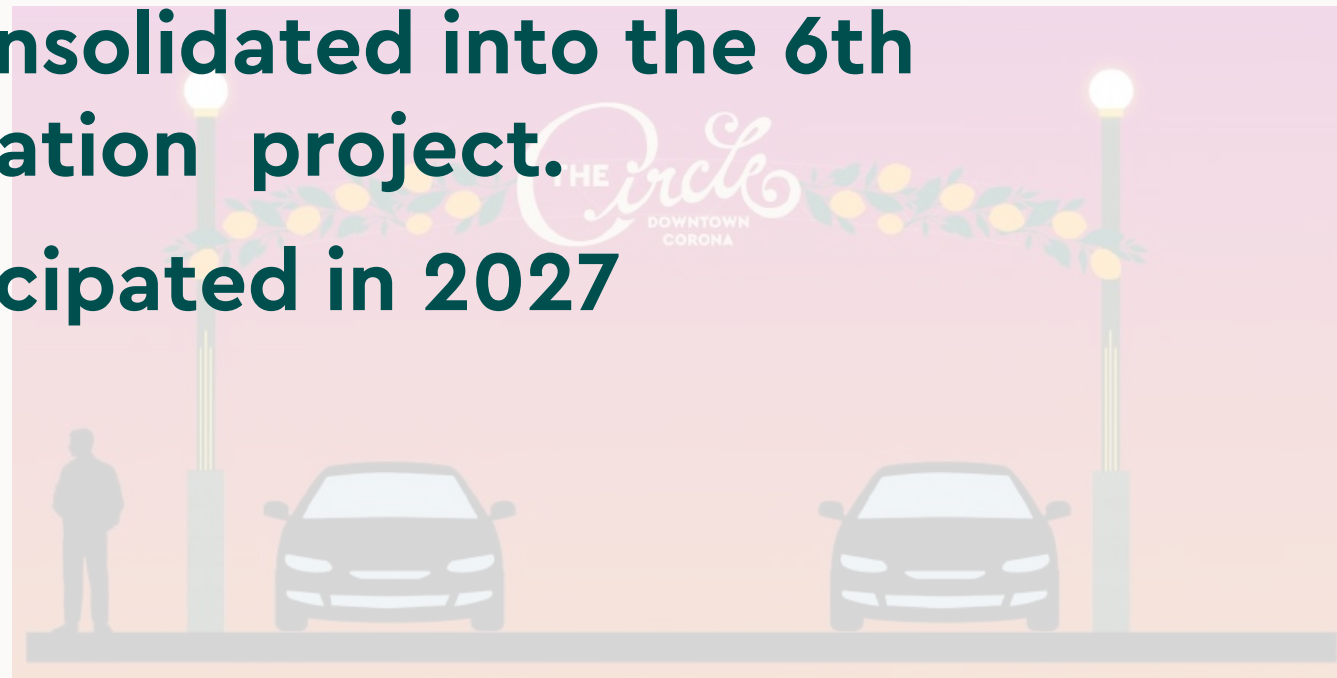
Iconic Downtown Signs

UPDATE



Install iconic signs that announce your arrival in the downtown. Two signs will be installed on 6th and Grand and one sign will be installed at 6th and Main between the North and South streets. Signs will be installed in Downtown, near the Center of the Circle.

- **Design work consolidated into the 6th Street Beautification project.**
- **Installation anticipated in 2027**



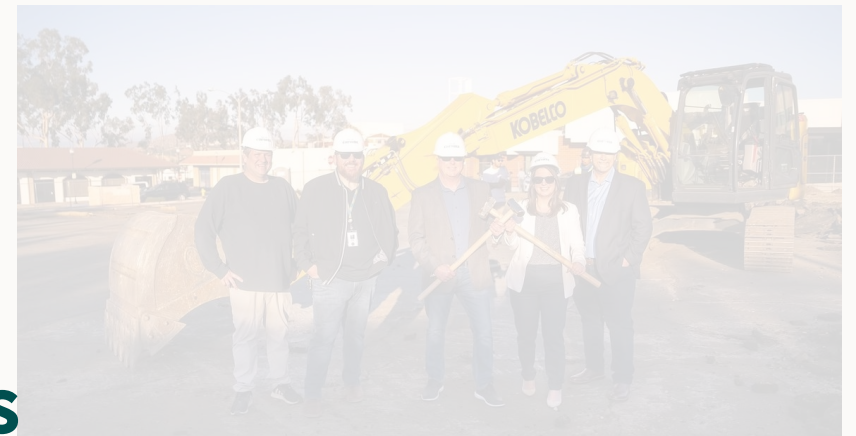
Downtown Revitalization Project Plan

Project #7

South Mall Redevelopment

UPDATE

- **Acquired 90% of properties**
- **Parking lot construction underway and on track for completion by May**
- **Two new restaurants opening in May**
- **Significant interest from potential tenants with additional recruitments underway**
- **Renovation of 601 and 725 S. Main Street in design**



Downtown Revitalization Plan Update

Other Projects



Private Retail Development

Additional private retail development coming to the downtown core providing new grocery, restaurant, retail and more!

Strategic Property Acquisition

Identifying and pursuing ownership of properties with strategic value to the City



Facade Improvement Grants

Grants to support businesses by improving facades on buildings in the Downtown



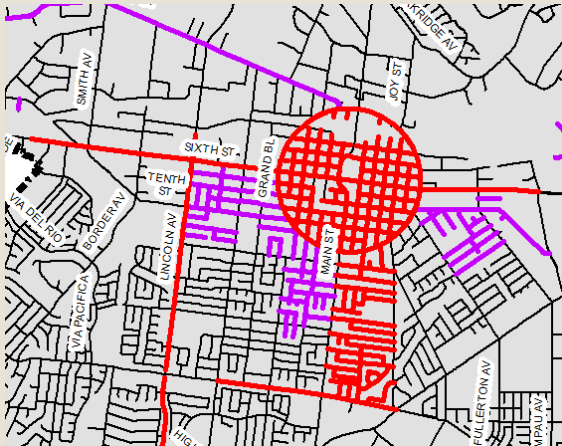
Enhanced PD patrols & Business outreach

Increased enforcement along 6th street, bike team, and dedicated business outreach to increase safety and reduce theft and crime



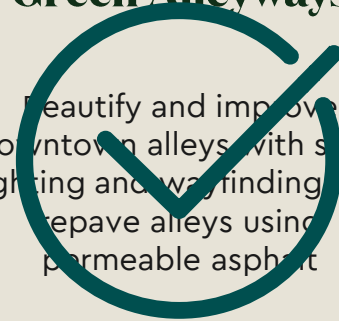
Downtown Revitalization Plan Update

Other Projects



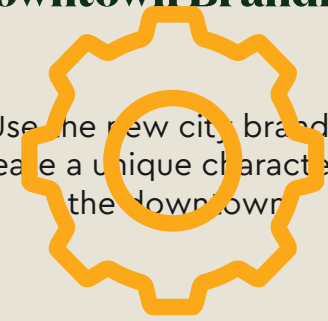
Green Alleyways

Beautify and improve downtown alleys with solar lighting and wayfinding and repave alleys using permeable asphalt



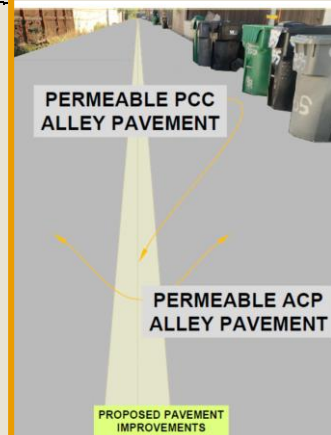
Downtown Branding

Use the new city brand to create a unique character for the downtown



Roadway Improvements

Repair and resurface a majority of streets in the Downtown



Downtown Specific Plan Update

Codify the Downtown Revitalization Plan Design Guidelines to shape the look and feel of the Downtown



Downtown Revitalization Plan Update

Other Projects



Victoria Park Improvements

Install a highly desired splashpad and renovate the community building at a central park in the downtown



Sheridan Park Playground

Replace aging playground equipment and install shade for families to enjoy

Senior Center Improvements

Programmatic and capital improvements to expand participation, establish a senior meal program, diversify activities, and build community



Enhanced Community Events

Large scale community events bring energy to the downtown



Downtown Revitalization Plan Update

Other Projects



PD Building Demo

Demolish the old PD building, connect the south lawn to 6th street, and improve the aesthetics of front lawn of the HCC.



Innovation Center

Programmatic and capital improvements to expand participation, establish a senior meal program, diversify activities, and build community.



6th Street Corridor

Updated Accelerated Timeline

- South Mall Parking Lot Complete
- City Park Design
- North Mall Master Plan and Demolition
- 6th and Main Design
- Streetscape Enhancement Design
- Iconic Downtown Sign Design
- Gateway Signage Design
- 6th Street Transformation Construction
- Historic Civic Center Operations Plan
- South Mall reopening

- City Park Construction
- North Mall Construction
- 6th and Main Complete
- Streetscape Enhancement Complete
- 6th Street Transformation Construction
- Historic Civic Center Construction
- South Mall fully leased

- North Mall Complete

2024

- South Mall Parking Lot Design
- City Park Design
- North Mall Acquisitions
- 6th & Main Design
- Streetscape Enhancement Design
- Iconic Downtown Sign Design RFP
- 6th Street Transformation Design
- Historic Civic Center Scoping
- South Mall Building Acquisitions

2025

2026

- City Park Construction
- North Mall Development Partner
- 6th and Main Construction
- Streetscape Enhancement Construction
- Iconic Downtown Sign Complete
- Gateway Signage Complete
- 6th Street Transformation Construction
- Historic Civic Center Design
- South Mall (601 & 725) Building Improvements

2027

2028

- City Park Grand Opening
- North Mall Construction
- 6th Street Transformation Complete
- Historic Civic Center Renovation Complete

2029

Thank you

