



# STAFF REPORT

DATE: 10/15/2025  
TO: Honorable Mayor and City Council Members  
FROM: City Manager's Department

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**2025-406**

## REQUEST FOR CITY COUNCIL ACTION

**SUBJECT:**  
DOWNTOWN REVITALIZATION 6TH STREET BEAUTIFICATION DESIGN  
ELEMENTS

**EXECUTIVE SUMMARY:**

This staff report asks the City Council to provide direction on key design elements for the Downtown Revitalization Plan, including the location and style of the proposed Iconic Signs, as well as whether to include an element that signifies the center of Grand Blvd (the circle).

**RECOMMENDED ACTION:**

That the City Council:

- a. Provide direction on the location and style of the proposed Iconic Downtown Signs;  
and
- b. Provide direction on whether to include a feature signifying the center of the Circle in the Downtown design, and if so, which theme staff should explore further.

**BACKGROUND & HISTORY:**

A central theme of the Downtown Revitalization Plan is "Creating a Sense of Place." A great downtown should have a clear identity and a welcoming feel when people arrive. Signs, wayfinding, public art, and landmarks are proven ways to help establish that sense of place and strengthen community identity.

The City is currently finalizing construction documents for the 6th Street Beautification Project, which will enhance 6<sup>th</sup> Street between Main Street and Ramona Avenue with new streetscape improvements, lighting, and beautification elements. Now is an ideal time to finalize design direction for key features that will visually define Downtown Corona.

**ANALYSIS:**

*Iconic Sign(s)*

Staff has worked with the City’s design consultant, Studio 111, to develop conceptual designs for Iconic Downtown Signs. These signs will serve as recognizable entry points and strengthen Downtown Corona’s visual identity.

Council direction is requested on the following design elements:

Location	1. 1 Intersection (6 <sup>th</sup> & Main St. Only)
	2. Mid-Block (between North & South Mall)
	3. 2 Intersections (6 <sup>th</sup> & Main St. and 6 <sup>th</sup> & Ramona)
	4. Half Sign at Mid-Block (between North & South Mall)

Style	Lemon Backdrop	1. Yes
		2. No

The goal is to select a design that best compliments the character of Downtown and creates a welcoming experience for residents and visitors. It also helps set the stage for all future redevelopment in the downtown.

*Element at the Center of Grand Boulevard (the Circle)*

Staff would also like Council’s direction on a potential feature signifying the center of the Grand Boulevard, which is a perfect circle that makes up a majority of Downtown Corona. At the March 6, 2024, City Council Study Session, Council expressed interest in including an element that could serve as a landmark or community symbol. Councilmembers stated that the potential location could be within the median, near or at the center of the Grand Boulevard circle, providing a unique opportunity to highlight Corona’s historic identity. Possible concepts include a monument, obelisk, plaque, or other artistic feature.

In September 2025, the City invited community input on what such a feature could represent. From the feedback received, several recurring themes emerged:

- Grand Road Race

- o Citrus Heritage
  - o Crown Element (symbolizing “Corona”)
  - o Circle Center Element (honoring the City’s historic circular boulevard)
- a. Staff seeks Council direction on whether to move forward with developing this feature and, if so, which theme or concept Council would like Staff to explore further. Should the City Council direct staff to move forward with a theme, staff will then hire an artist to design options for the City Council to select from.

**FINANCIAL IMPACT:**

Design and construction costs for the selected elements will be incorporated into the 6<sup>th</sup> Street Beautification Project budget. Any additional costs associated with new feature at the center of the circle will be brought back to Council for approval prior to implementation.

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action asks Council for direction on Downtown design elements and there is no possibility that approving this project will have a significant effect on the environment. Therefore, no environmental analysis is required.

**PREPARED BY:** CINDY SOLIS, ACTING CHIEF COMMUNICATIONS OFFICER

**REVIEWED BY:** BRETT CHANNING, ASSISTANT CITY MANAGER

**ATTACHMENTS:**

1. Exhibit 1 – Presentation