



DOWNTOWN REVITALIZATION PROJECT

# 6th Street Beautification Design Elements

October 15, 2025

## **The Ask**

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That the City Council provide direction on the Iconic Downtown Signs and possible element at the center of the circle.

# Agenda

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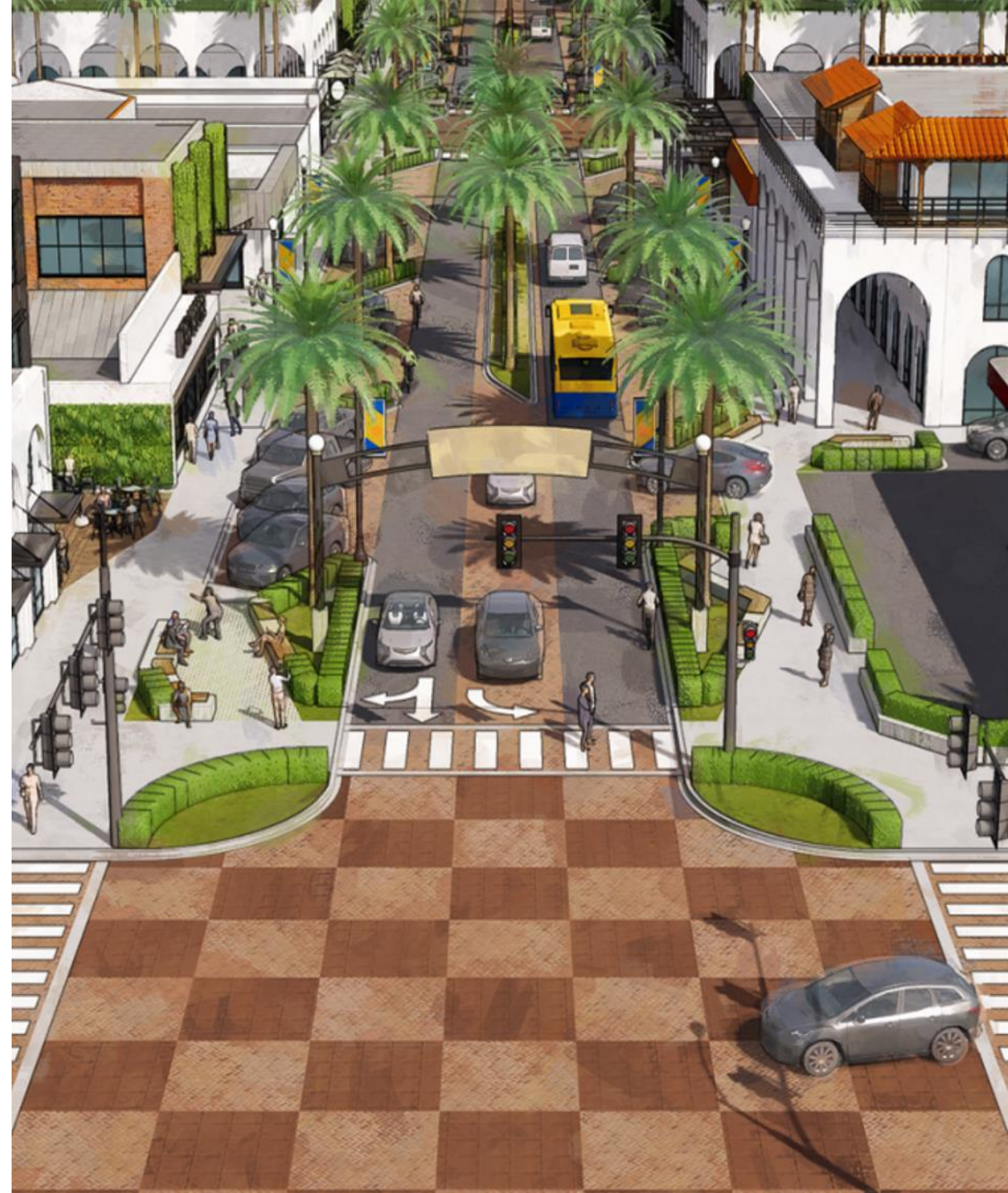
- 01** **Background**
- 02** **Iconic Downtown Sign Options**
- 03** **Center of Circle Options**
- 04** **Next Steps**

DOWNTOWN REVITALIZATION

## Background & History

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- A central theme of the Downtown Revitalization Plan is **"Creating a Sense of Place."**
- A great downtown has a clear identity and a welcoming vibe when you arrive.
- Signs, wayfinding, public art, and markers are great ways to make that happen.

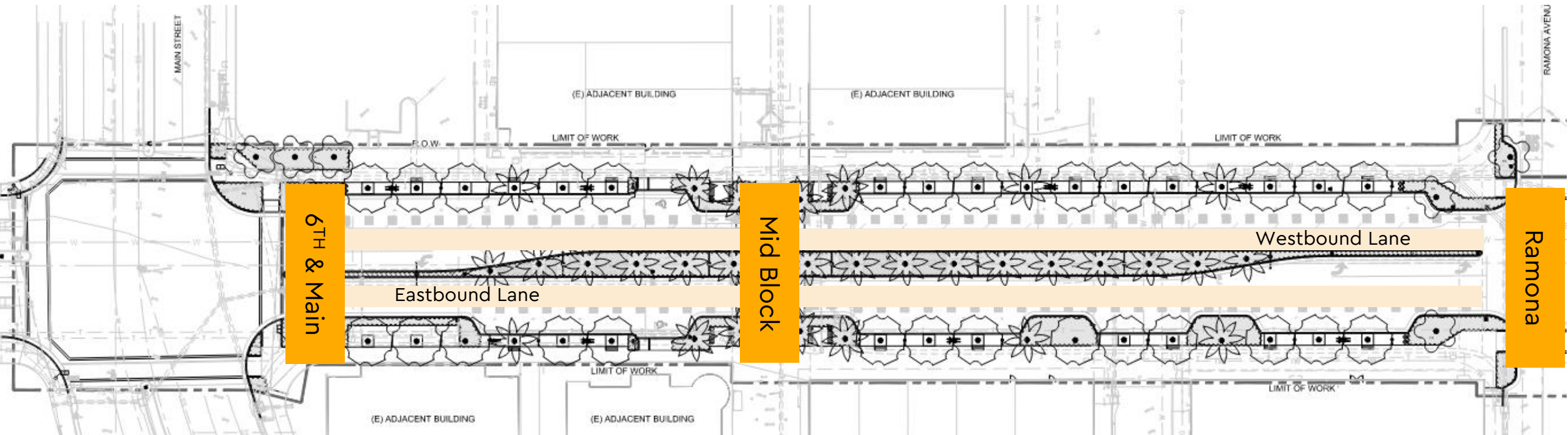


DOWNTOWN REVITALIZATION

# Project Area

Staff is currently working on construction documents for the 6th Street Transformation. Now is a good time to discuss:

- **Iconic Sign(s)** – location and style
- **An Element** at or near the center of the circle



# Iconic Downtown Sign(s)

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ICONIC DOWNTOWN SIGN(S)

## Key Decisions

### Location

- 1. One Intersection**  
(6<sup>th</sup> & Main)
- 2. Mid-block**  
(Crosswalk)
- 3. Two Intersections**  
(6<sup>th</sup> & Main+Ramona)
- 4. Two Half-Sized Mid-Block**

### Style

- 1. Lemon Backdrop?**
- 2. Single or Double-Sided?**

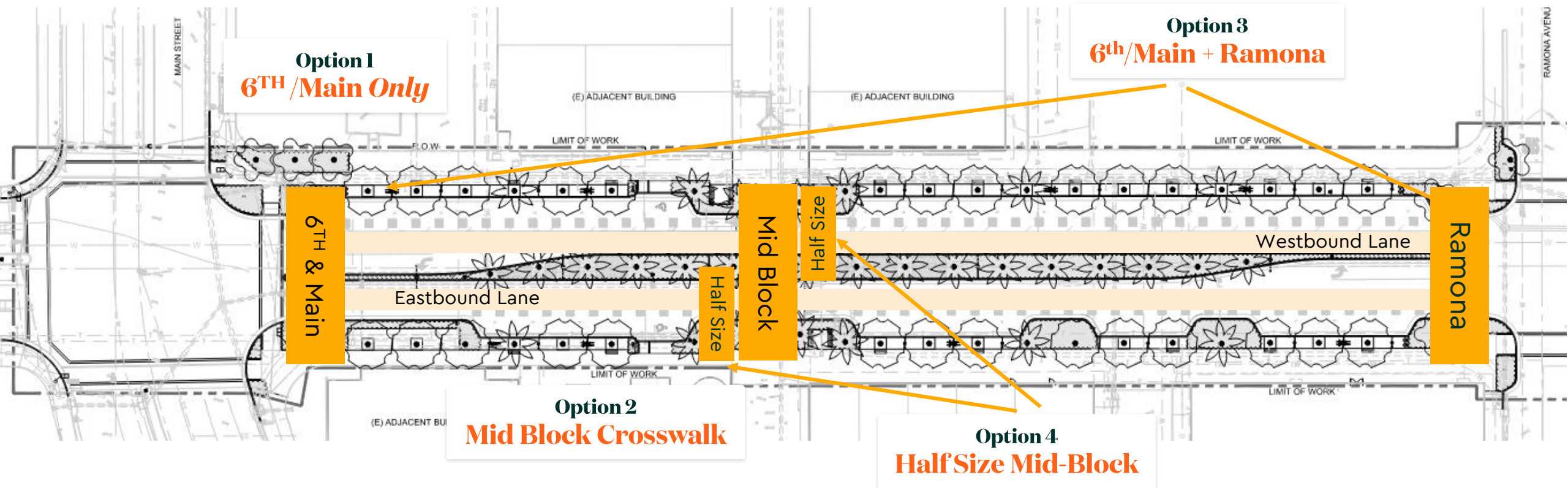
# Location

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**Iconic Downtown Sign(s)**

# Iconic Sign Location Options

1. 6<sup>th</sup> & Main only
2. Mid-Block Crosswalk
3. 6<sup>th</sup> & Main + 6<sup>th</sup> & Ramona
4. Half Size Mid-Block



# Iconic Sign Location Option Visuals

## Option 1 6<sup>th</sup> & Main Only



## Option 2 Mid-Block Crosswalk



## Option 3 6<sup>th</sup> & Main + 6<sup>th</sup> & Romona



## Option 4 Half Size Mid-Block



Note: Sign could be with or without lemon in the center



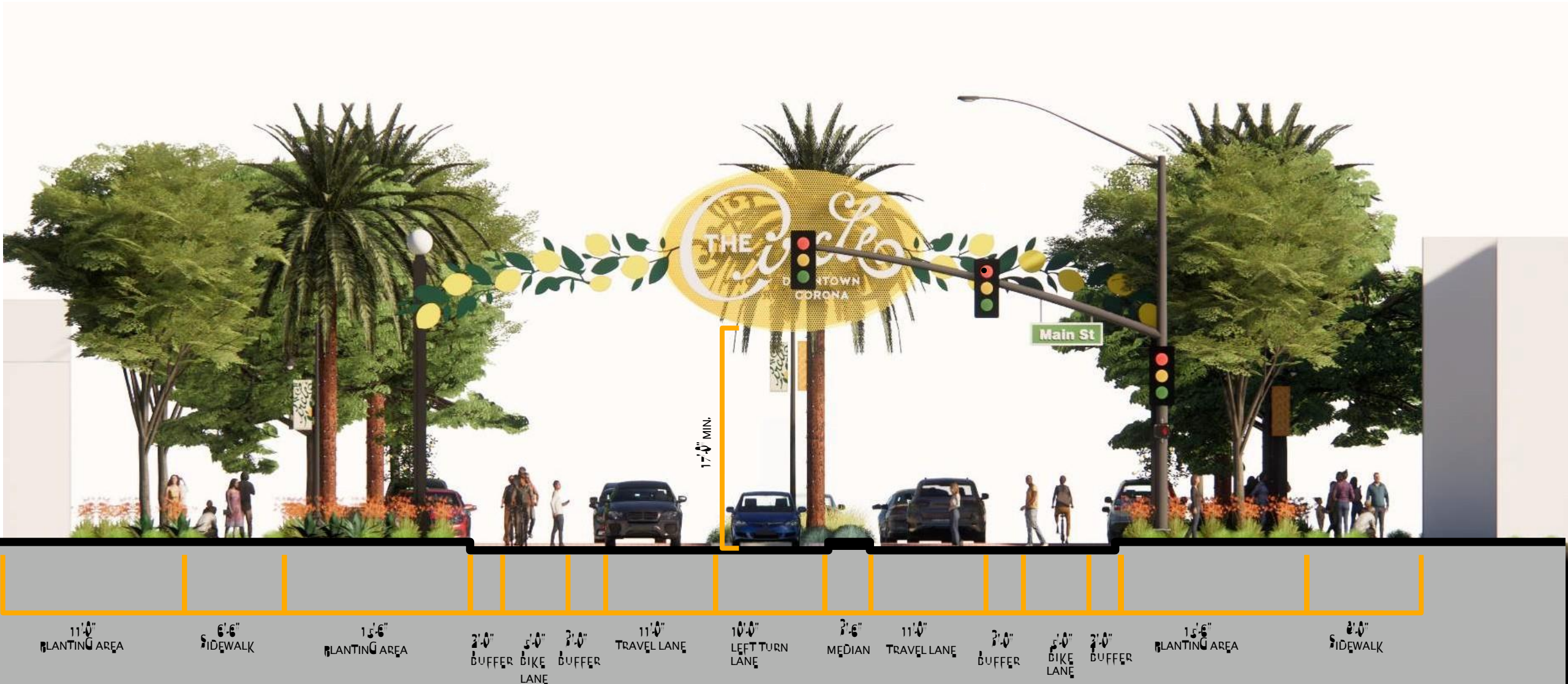
Note: Sign could be with or without a lemon in the center

# Option One – 6<sup>th</sup> & Main Only



Looking east on 6<sup>th</sup> Street at Main

# Option One – 6<sup>th</sup> & Main Only



11'-0" PLANTING AREA    6'-6" SIDEWALK    15'-6" PLANTING AREA    2'-0" BUFFER    5'-0" BIKE LANE    3'-0" BUFFER    11'-0" TRAVEL LANE    10'-0" LEFT TURN LANE    3'-6" MEDIAN    11'-0" TRAVEL LANE    3'-0" BUFFER    5'-0" BIKE LANE    3'-0" BUFFER    15'-6" PLANTING AREA    6'-0" SIDEWALK

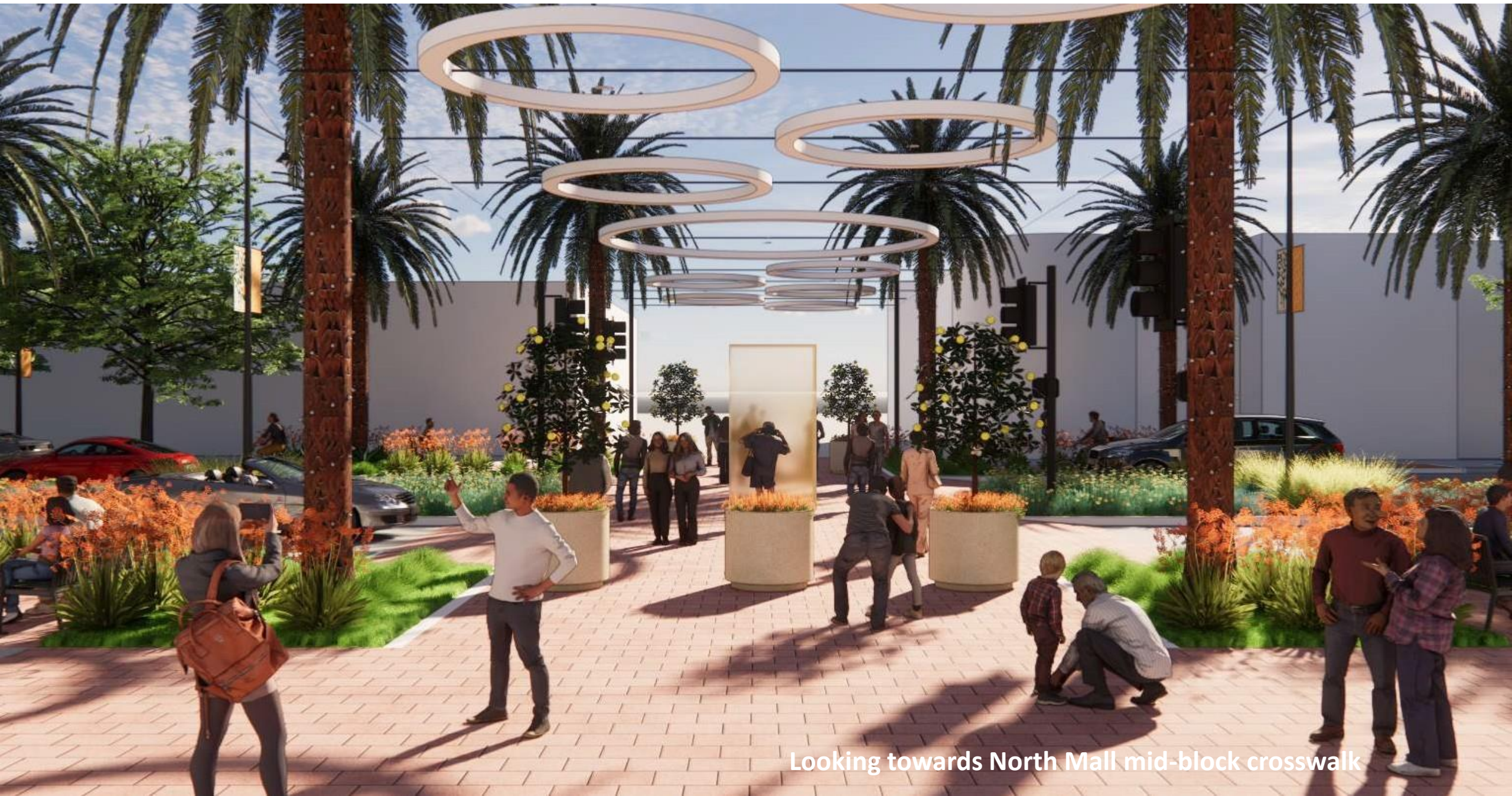
Looking east on 6<sup>th</sup> Street at Main

# (Mid-Block Crosswalk: Same for both Option 1 & 3)



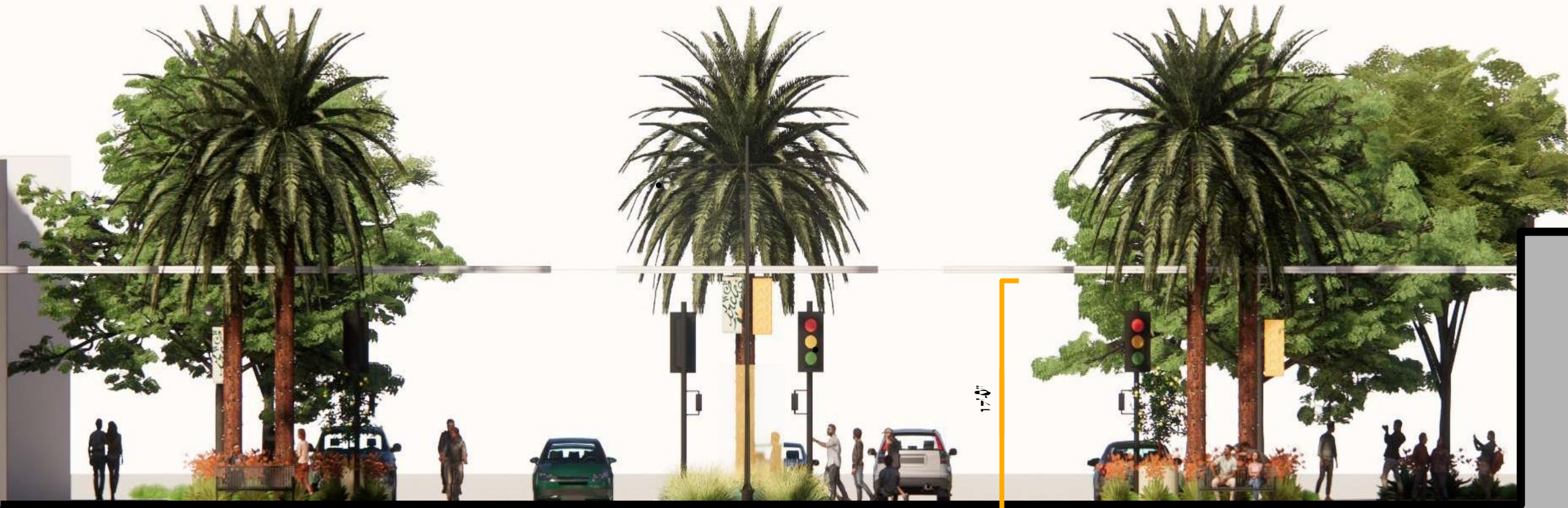
Looking west on 6<sup>th</sup> Street at mid-block crossing

# (Mid-Block Crosswalk: Same for both Option 1 & 3)



Looking towards North Mall mid-block crosswalk

# (Mid-Block Crosswalk: Same for both Option 1 & 3)



17'-6"  
SIDEWALK

15'-6"  
WALKWAY

3'-0"  
BUFFER

5'-0"  
BIKE  
LANE

3'-0"  
BUFFER

11'-0"  
TRAVEL LANE

13'-6"  
MEDIAN

11'-0"  
TRAVEL LANE

3'-0"  
BUFFER

5'-0"  
BIKE  
LANE

2'-0"  
BUFFER

15'-6"  
WALKWAY

13'-0"  
SIDEWALK

# Option 2 – Mid-Block Crosswalk



Looking west on 6<sup>th</sup> street at mid-block crosswalk

# Option 2 – Mid-Block Crosswalk



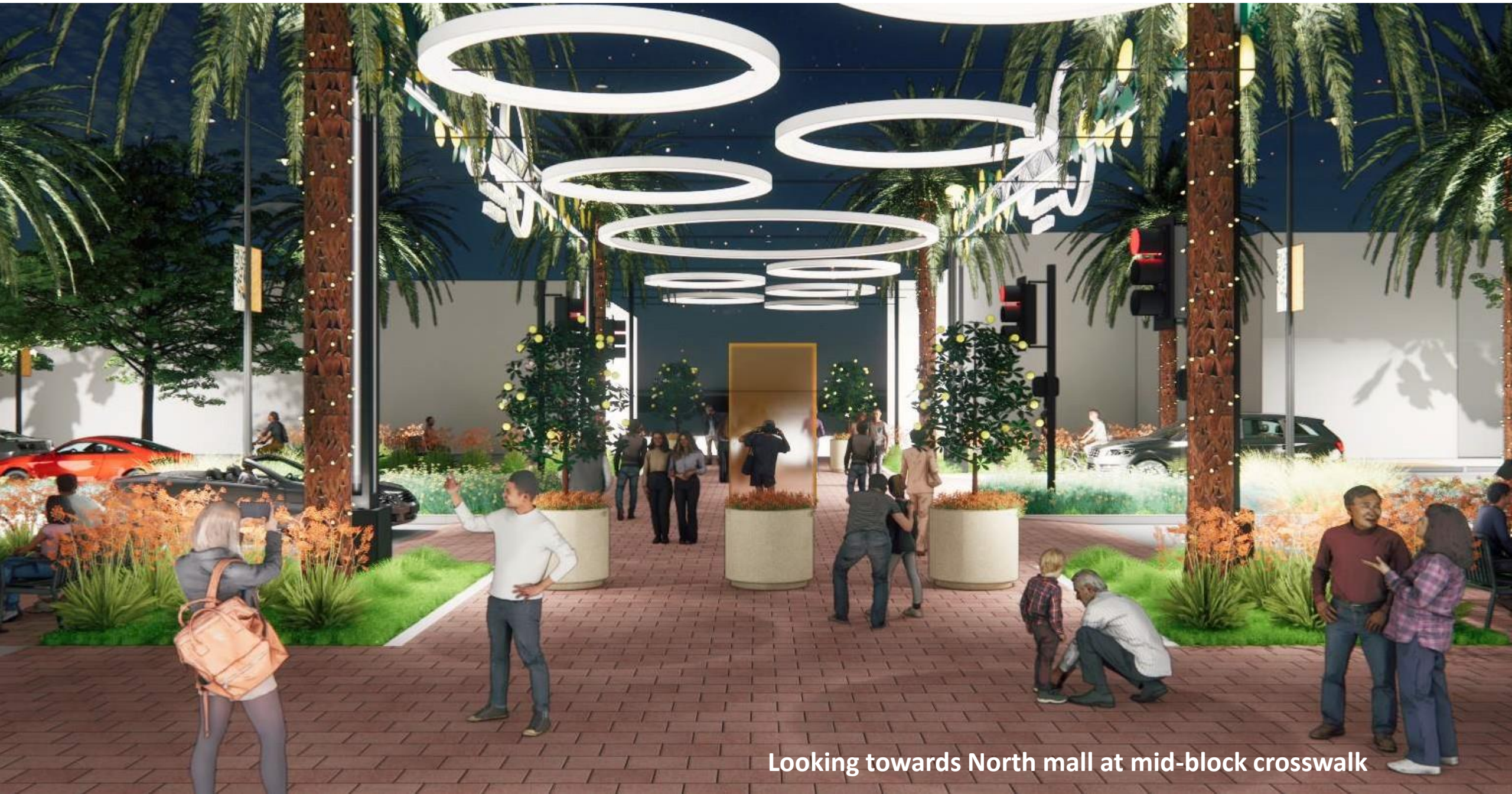
Looking west on 6<sup>th</sup> street at mid-block crosswalk

# Option 2 – Mid-Block Crosswalk



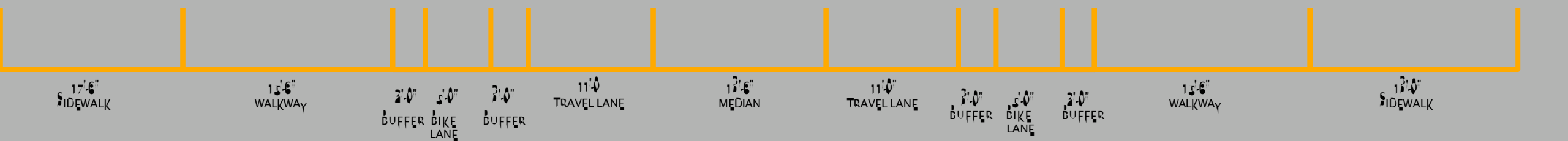
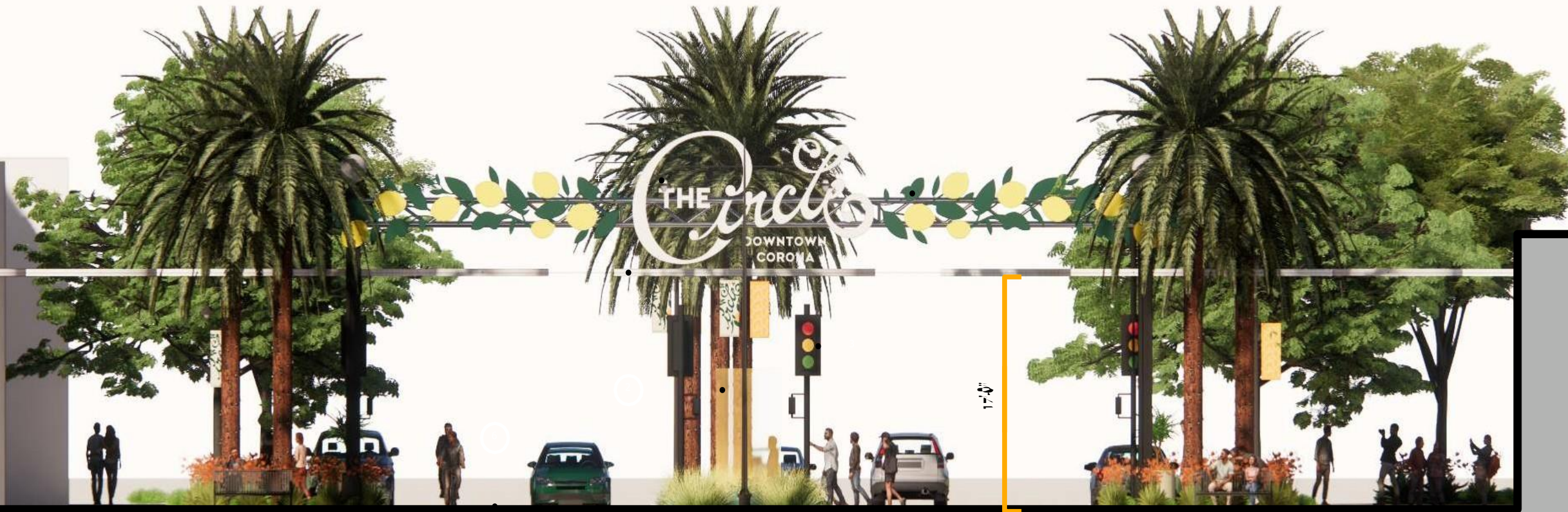
Looking towards North mall at mid-block crosswalk

# Option 2 – Mid-Block Crosswalk



Looking towards North mall at mid-block crosswalk

# Option 2 – Mid-Block Crossing



# Option 3 – 6th & Main and 6th & Romona



Looking east on 6<sup>th</sup> street at Main

# Option 3 – 6th & Main and 6th & Romona



Looking west towards Main from Romona

# Option 4 – Half Size Mid-Block



Looking west on 6<sup>th</sup> street at mid-block crosswalk

# Iconic Sign Location Option Visuals

## Option 1 6<sup>th</sup> & Main Only



## Option 2 Mid-Block Crosswalk



## Option 3 6<sup>th</sup> & Main + 6<sup>th</sup> & Romona



## Option 4 Half Size Mid-Block



Note: Sign could be with or without lemon in the center in Option 1, 3, and 4



## Direction Needed

# Pros & Cons

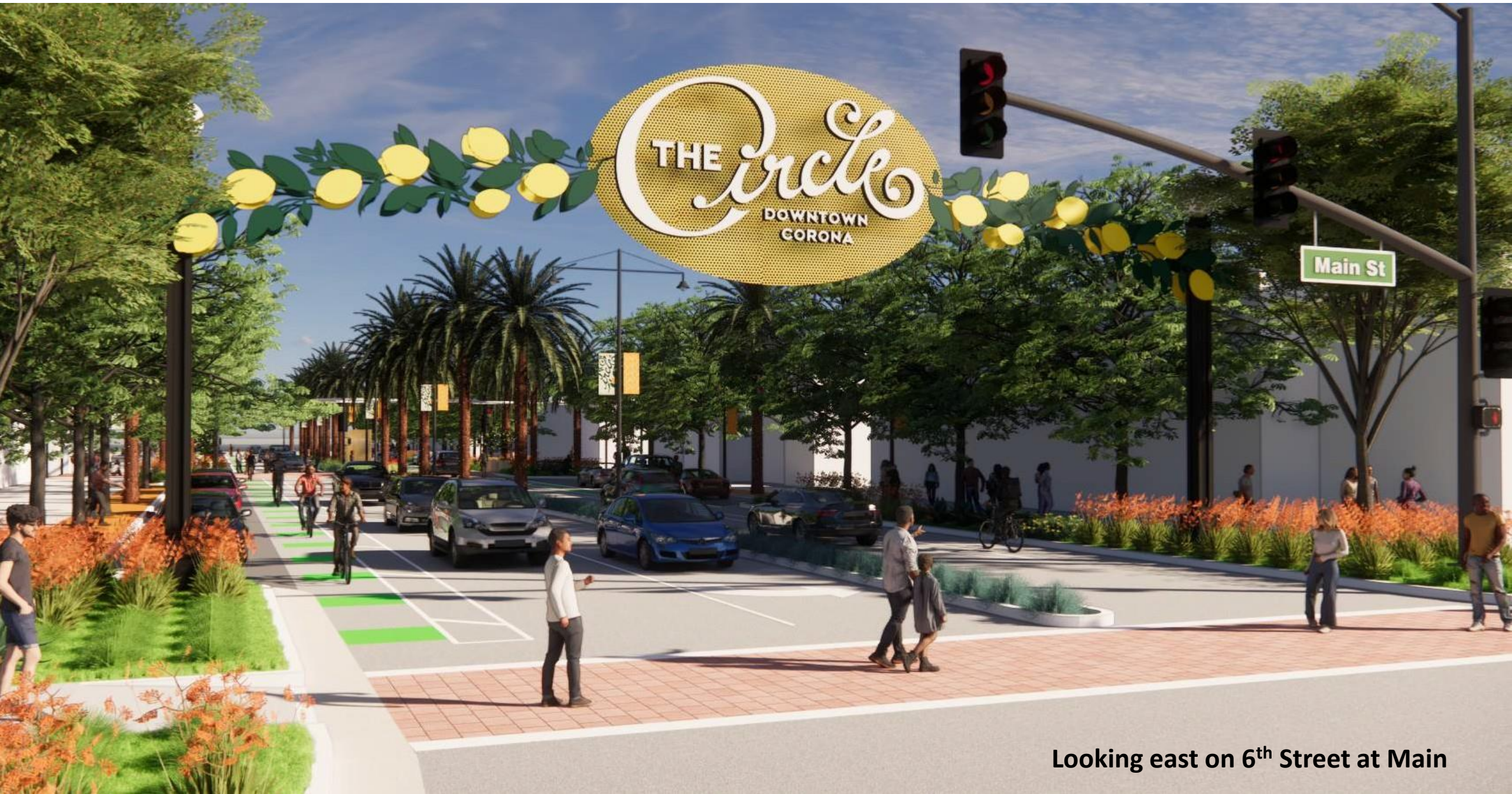
<b>Option 1</b> 6 <sup>th</sup> & Main only	<b>Option 2</b> Mid-Block Crosswalk	<b>Option 3</b> 6 <sup>th</sup> & Main + 6 <sup>th</sup> & Romona	<b>Option 4</b> Half-Size Mid-Block
<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ Highly Visible</li><li>✓ Signifies entering the heart of DT</li><li>✓ Spreads out features</li><li>✓ Lower Cost (1 sign)</li></ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ At the "heart" of DT</li><li>✓ "Grand" feeling at crosswalk</li><li>✓ Integrates well with hanging lights</li><li>✓ Multiple options</li></ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ Most Visible</li><li>✓ "Hugs" the heart of DT</li><li>✓ Spreads out features</li></ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ Avoids being blocked by trees or traffic signals</li></ul>
<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ Only 1 sign</li><li>✓ Not at the center of the DT</li><li>✓ Traffic signal blocks sign at certain angles</li></ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ Less visible from Main Street</li><li>✓ Concentrates a lot in one spot</li><li>✓ Median palm trees block sign at certain angles</li></ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ Higher cost (2 signs)</li><li>✓ Too much focus on Main &amp; Romona?</li><li>✓ Traffic signal @ main blocks sign at certain angles</li></ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ Less prominent</li><li>✓ Feels less bold</li><li>✓ Doesn't tie in as well as larger signs do with circle lights at the crosswalk</li></ul>

# Style

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**Iconic Downtown Sign(s)**

# Lemon Backdrop



Looking east on 6<sup>th</sup> Street at Main

# No Lemon Backdrop



Looking east on 6<sup>th</sup> street at Main



## Direction Needed

# Pros & Cons

<b>Option 1</b> <b>Lemon</b>	<b>Option 2</b> <b>No Lemon</b>
<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ Adds a "pop" of color</li><li>✓ Continues lemon theme</li><li>✓ Sign can be double-sided</li></ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"><li>✓ Has a more vintage feel/vibe</li><li>✓ Accentuates neon lights</li><li>✓ Doesn't "overdo" the lemon theme with rest of sign</li></ul>
<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ May detract from neon lights</li><li>✓ Maybe a bit too much lemon?</li></ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"><li>✓ Allows for only single-sided sign</li><li>✓ Feels less bold</li></ul>
<p><b>Other</b></p> <ul style="list-style-type: none"><li>✓ 1950's - 1960's mid-century vibe</li></ul>	<p><b>Other</b></p> <ul style="list-style-type: none"><li>✓ 1930's - 1940's vintage vibe</li></ul>

# Center of Circle

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DOWNTOWN REVITALIZATION

# Background & History Cont...

At the March 6th, 2024, City Council Study Session, Council discussed a desire for a landmark at the center of the circle.

- Highlight a unique feature of Corona
- Iconic to reflect community pride
- In median, near historic intersection of 6<sup>th</sup> & Main
- Monument, obelisk, plaque, etc.



ENGAGING OUR COMMUNITY

## Public Outreach & Community Submissions

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We are finalizing plans for 6th Street, between Main and Ramona. In September, we invited our community to share their ideas for a monument in our Downtown that celebrates who we are.

We received various ideas and feedback from our community, as summarized next:



# Theme Options

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## Grand Road Race

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- Replica race car bronze sculpture
- Checkered flag sculpture
- Finish line marker in ground

## Citrus Theme

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- Lemon tree sculpture
- Basket with lemons sculpture
- Corona Foothill Lemon Co. sign

## Crown Element

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- Crown sculpture
- Crown with lemons where jewels go

## Center Circle Landmark

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- Circular iron plate in the ground depicting:
  - City Seal?
  - Grand Blvd.?
  - Historic marker?
  - Other?
- Bullseye pavers

## Other?

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# The Ask

DOES COUNCIL WANT STAFF TO EXPLORE  
AN ELEMENT SIGNIFYING THE CENTER OF  
THE CIRCLE?

**YES**

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If yes, what theme(s)  
would Council like  
staff to explore  
further?

**NO**

## **The Ask**

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That the City Council provide direction on the Iconic Downtown Signs and the potential artistic element at the center of the circle.



Thank you.

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