



# North Mall

## Architectural Design Services

Joel Belding

Economic Development Director

# The Ask...

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Approve the First  
Amendment Professional  
Services Agreement with  
SVA Architects

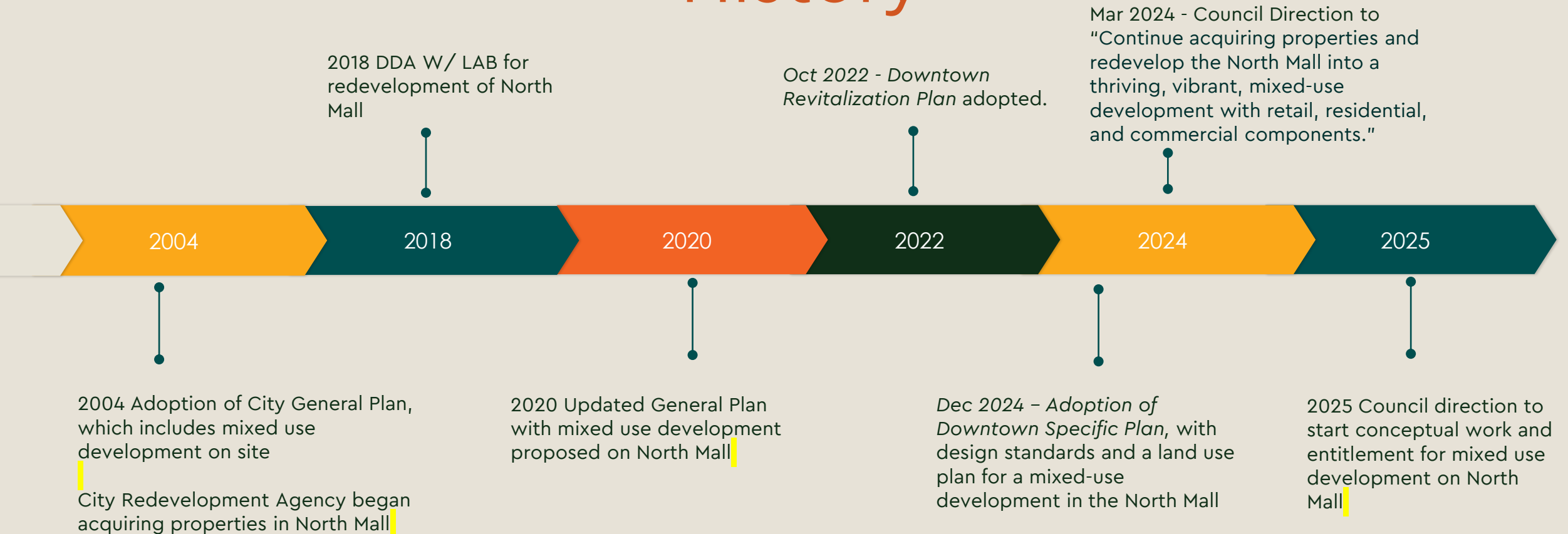




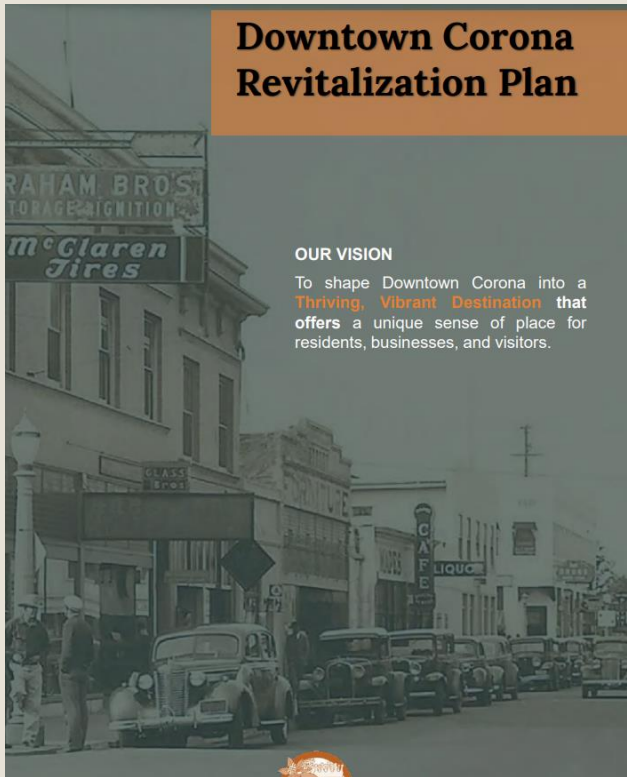
6<sup>th</sup> Street Corridor

# North Mall Redevelopment

## History



# Downtown Revitalization Plan 2022



**Downtown Corona Revitalization Plan**

**OUR VISION**  
To shape Downtown Corona into a **Thriving, Vibrant Destination** that offers a unique sense of place for residents, businesses, and visitors.



**Housing is a Growth Driver**

*Housing Creation as Economic Development*

Housing is not necessarily a net negative fiscal impact, especially at current property values

New housing generates property tax revenues to reinvest in Downtown infrastructure and public amenities and supports local Downtown businesses with a stronger employment and customer base



**Retail is Not Just Retail Anymore**

*Retail Reimagination as Economic Development*

US over-built on retail; ~25% of U.S. malls may close over next 3-5 years, COVID-19 accelerated this trend

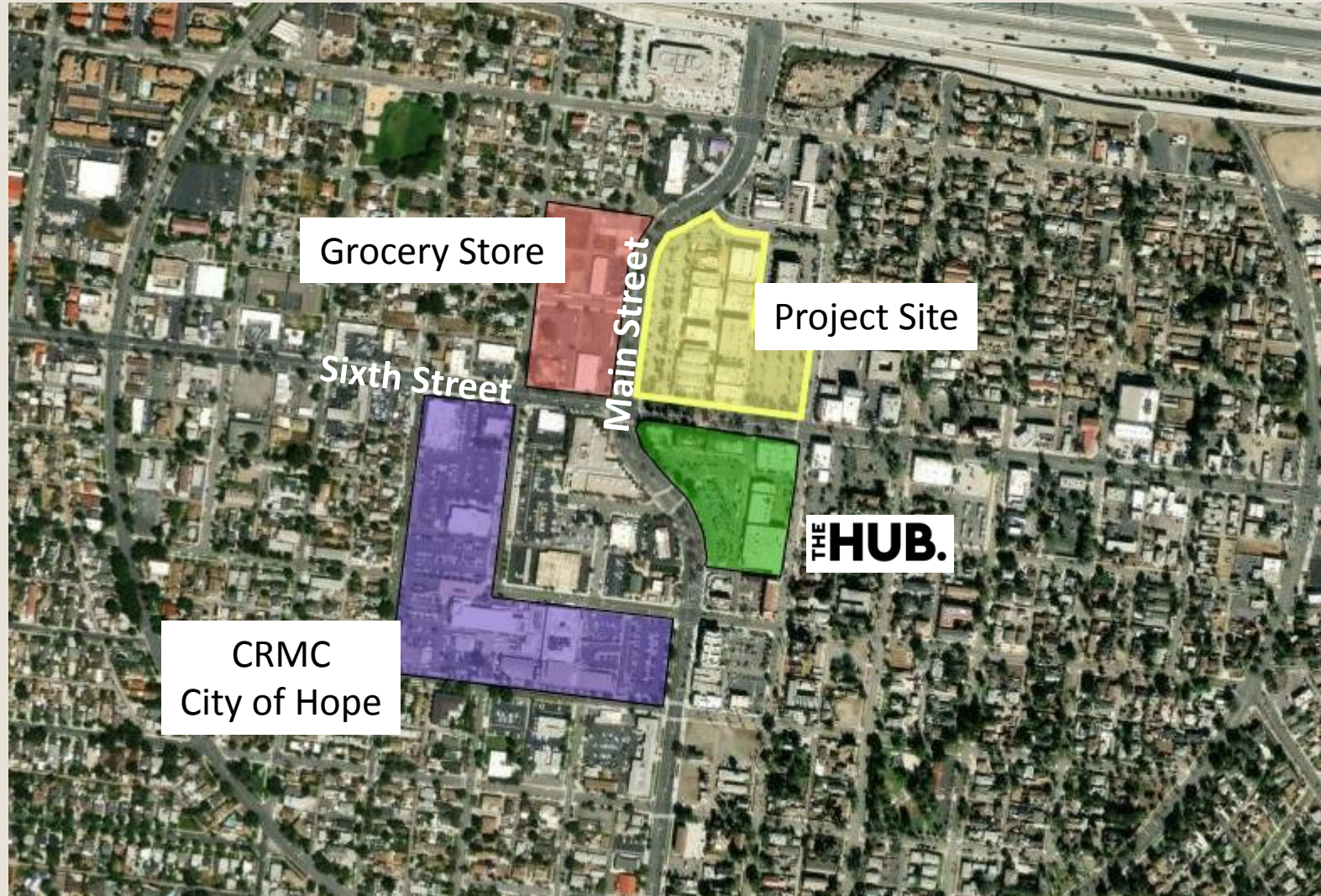
Blended/mixed use projects integrate multiple uses (*housing, retail, open space, office, hotel*) onto one site

Majority of respondents stated that new housing options was Slightly Important to Extremely Important

## CHALLENGES TO REVITALIZATION

- **Lack of entry level housing opportunities** to support local workforce, young families, empty nesters as well as existing and/or future commercial/retail businesses in Downtown

# Context



# Entitlement Process



## 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. Public input
2. CEQA Clearance
3. Commission review



## Development

### Partner

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

# Architecture & Design



**2 TO 3 STORIES  
AT THE STREET**



**CORNER IDENTITY FEATURES**



**MEZZANINE LEVELS**



**ONE STORY ARCADES**



**HIGHER FIRST STORY**



**FACADE BREAKS IN PLANE AT  
40/60 FEET**

# Building Materials



**BRICK**



**STUCCO**



**TILE**



**FABRIC AWNINGS**

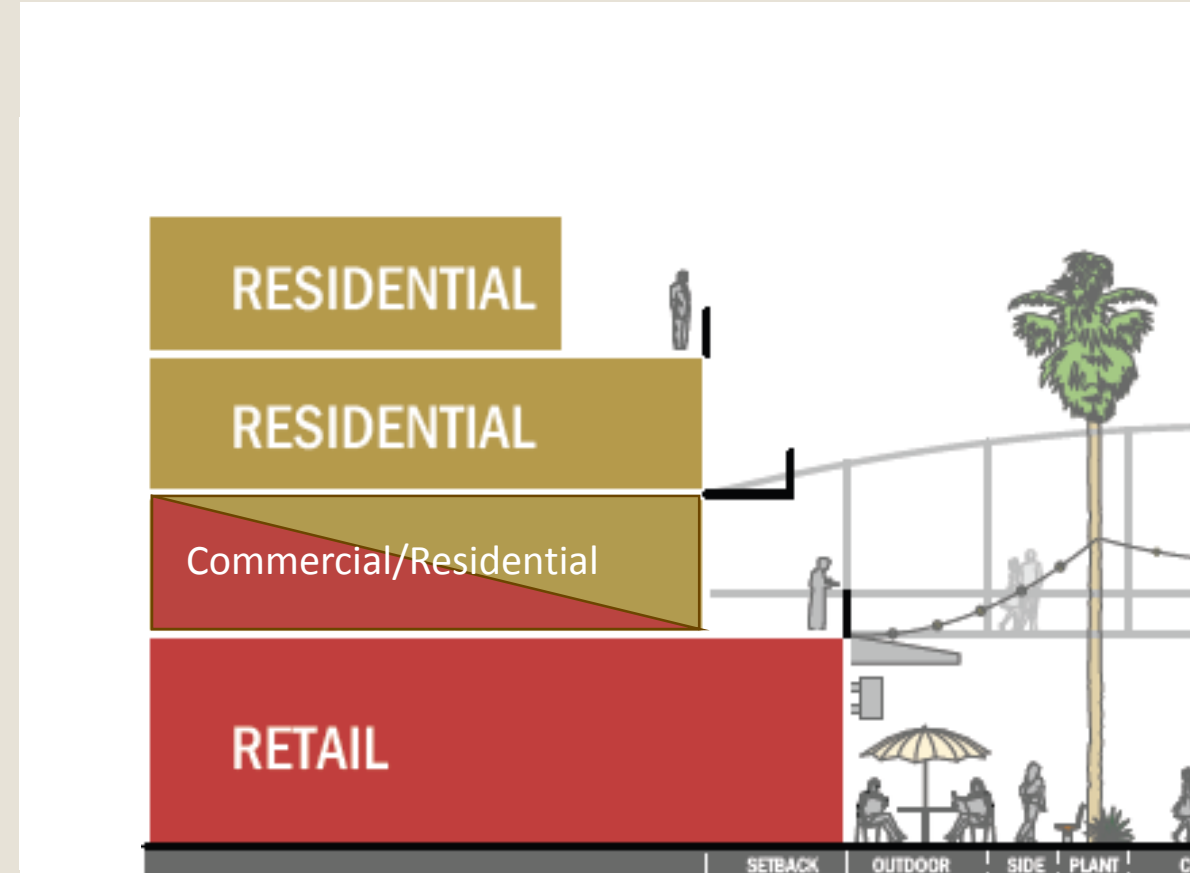


**METAL SIGNAGE BLADE**



**PAINTED MURAL SIGNAGE**

# Building Designs



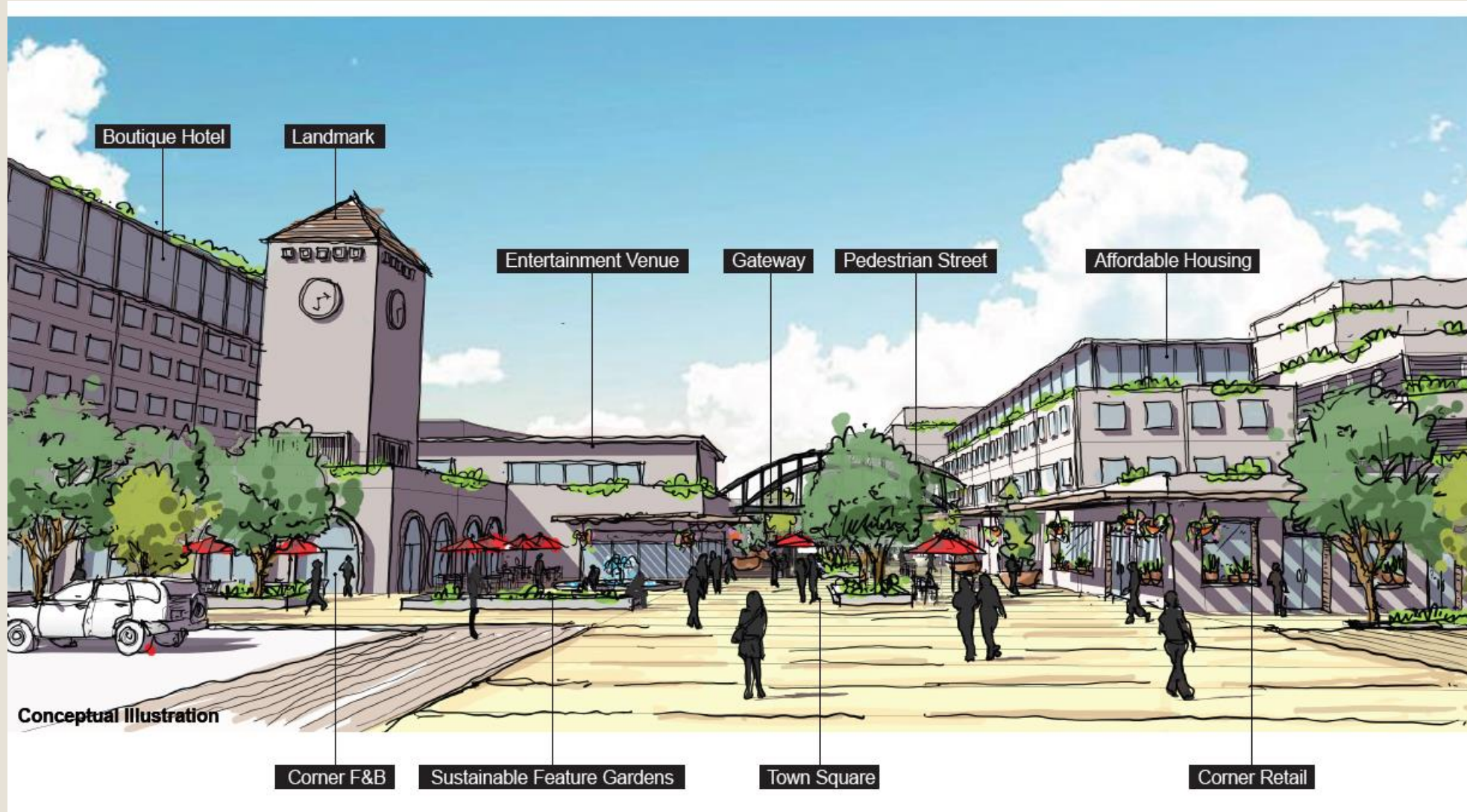
# Look and Feel



# Look and Feel



# Look and Feel



# Council Direction - July 2<sup>nd</sup>, 2025

Option 2



Option 3



# Council Direction

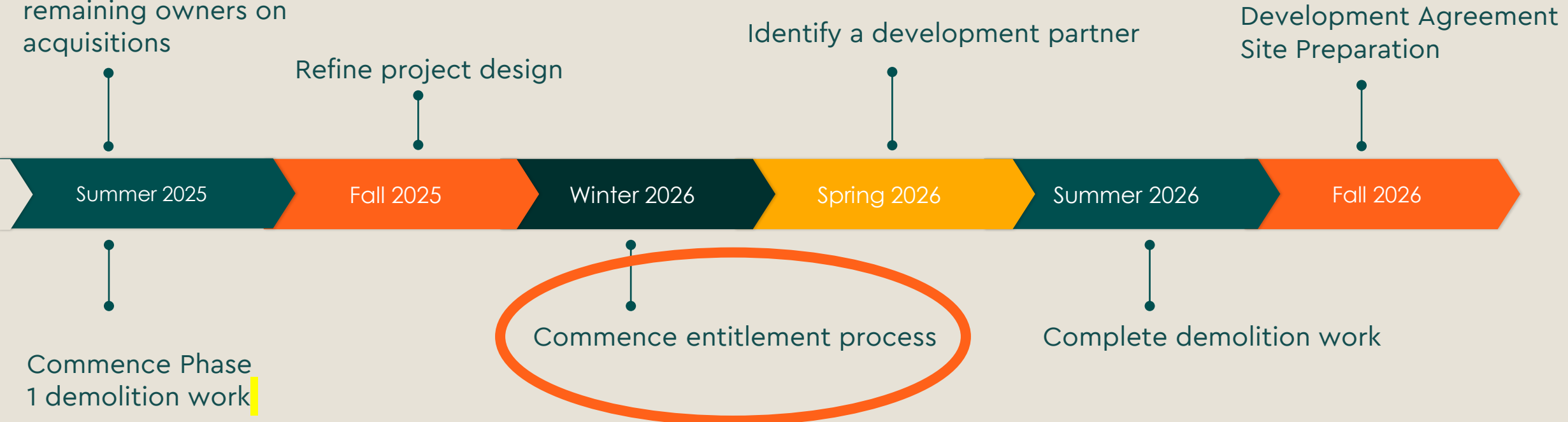


Commercial Space	107,300 s.f.	143,900 s.f.
Housing Units	196	452
Hotel rooms	144	224
Parking stalls	962	1,709
Max Stories	5	8

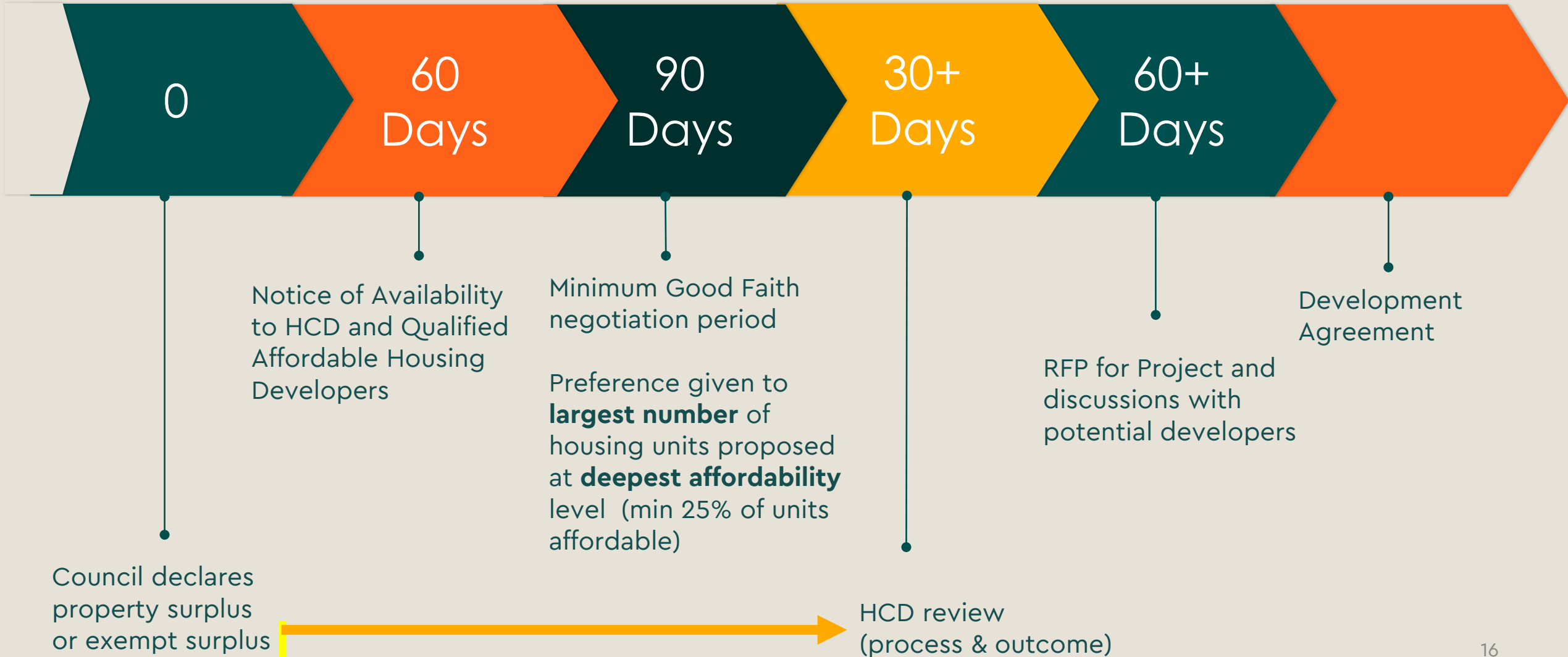
- Maximize retail, dining, & entertainment space
- Aesthetics
  - Corona Revival design
  - Stepbacks to minimize perceived height
  - High quality materials
  - Covered walkways
- Housing
  - Preference - For Sale Housing
  - Low visual impact
- Hotel - possibly larger
- Minimize visual impact of structured parking
- Continue discussions with owners of Corona Professional Centre

# Next Steps (original)

- Assist remaining tenants in City-owned buildings with relocation
- Continue working with remaining owners on acquisitions



# Property Development & Surplus Land Act



# Surplus Lands Act Guidelines

## **Exemption** - Section 107(c)7(B):

A mixed-use development on surplus land that is more than one acre but less than 10 acres in area. The land may be a single parcel or multiple adjacent or non-adjacent parcels. **The development must include not less than 300 residential units and restrict at least 25 percent of the residential units to lower-income households as affordable housing** pursuant to section 102(a) of these Guidelines. The requirements of Section 102(a) shall be contained in a covenant or restriction recorded against the surplus land at the time of sale that shall run with the land and be enforceable against any owner who violates the covenant or restriction and each successor in interest who continues the violation.

# Next Steps

- Assist remaining tenants in City-owned buildings with relocation
- Continue working with remaining owners on acquisitions



# The Ask

- Approve the First Amendment Professional Services Agreement with SVA Architects in the amount of \$1,482,150 for Architectural Services for the North Mall Development.
- Authorize the City Manager, or his designee, to execute the First Amendment Professional Services Agreement with SVA Architects in the amount of \$1,482,150 including any non-substantive extensions, change order, and amendments to 10% of the agreement amount, as authorized in Corona Municipal Code Section 3.08.070(I).
- Authorize the City Manager, or his designee, to issue a change order to the on-call purchase order with SVA Architects, (PO B260001) in the amount of \$1,482,150.
- Authorize the City Manager, or his designee, to approve the appropriation of funds in order to execute the Agreement between the City of Corona and SVA Architectural Services.
- Authorize an appropriation in the amount of \$982,150 from the Measure X Fund 120 to the North Corona Mall Acquisition/Improvements, Operating and Maintenance Project No.78390.