



Downtown Revitalization

Update



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Economic Development Director
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6th Street Corridor

Downtown Revitalization Plan Update

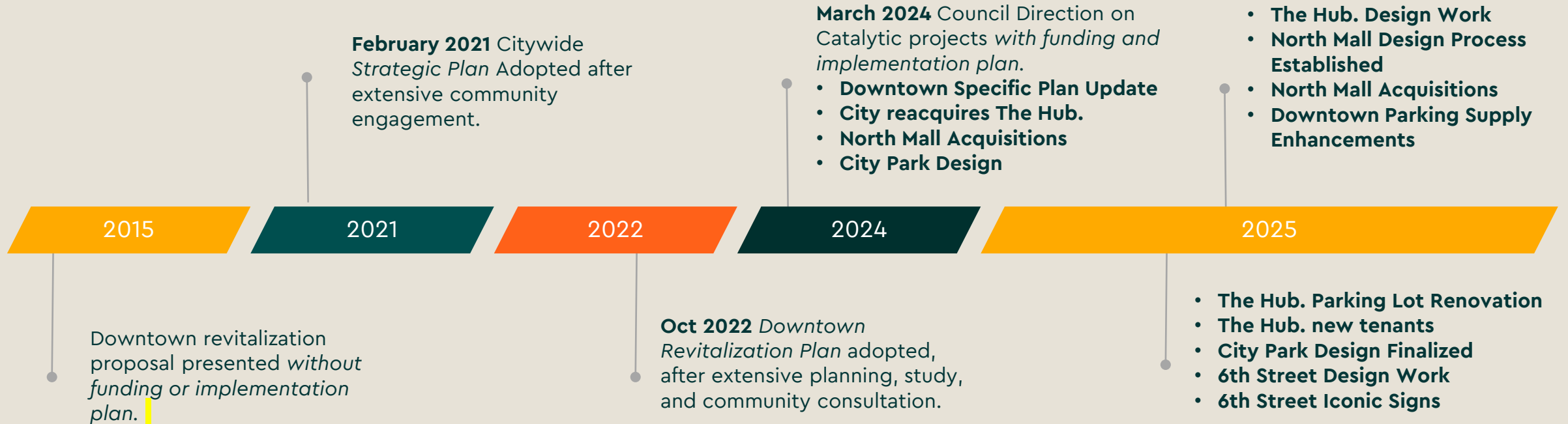
A look back at 2025



6th Street Corridor

Downtown Revitalization Plan Update

Background



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.

CO•RO•NA

(1) a circle of light
surrounding a luminous
body

latin corona ("crown")

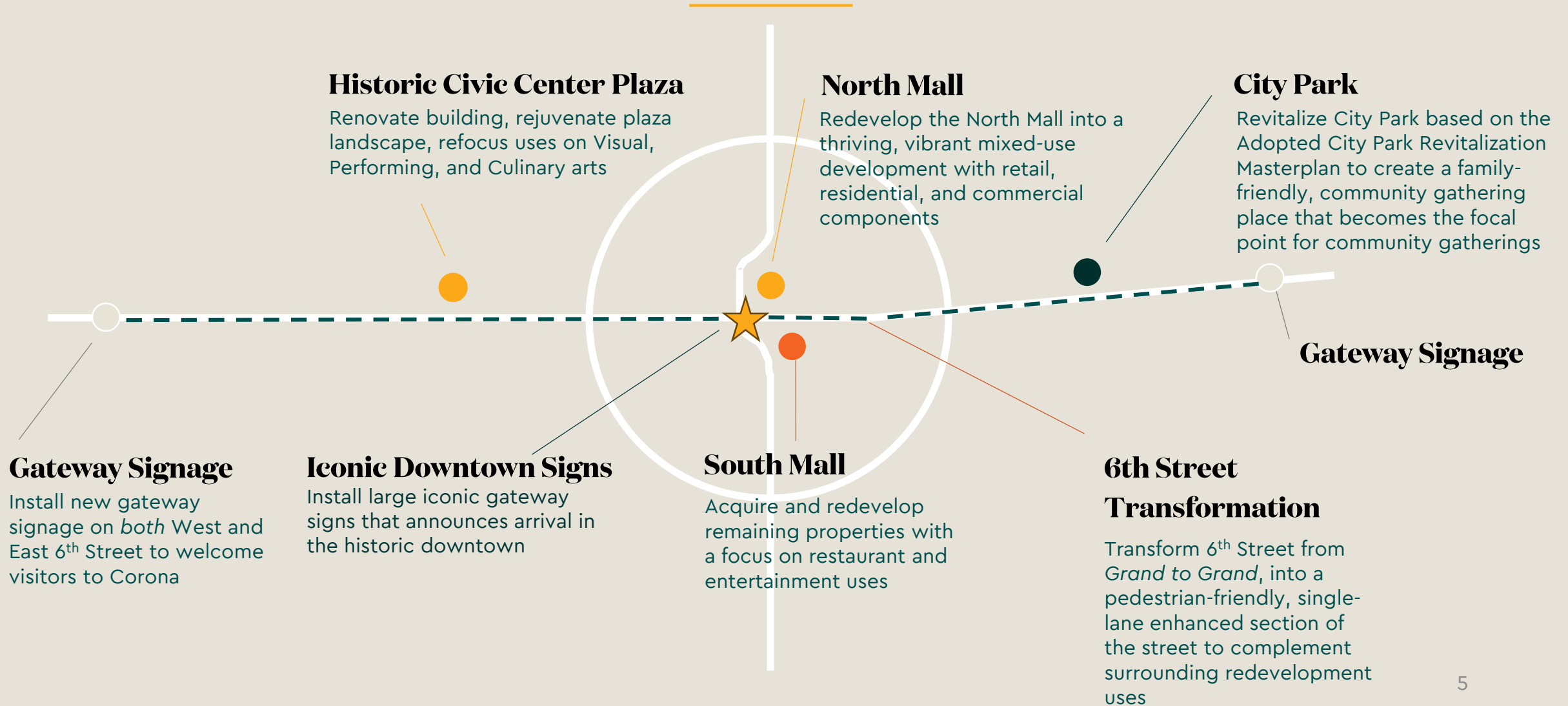
Design Guidelines

A GUIDE TO PLACEMAKING
IN DOWNTOWN CORONA

09/08/2022



Downtown Revitalization Projects



Project Streetscape Enhancements

UPDATE

- Add new greenery and landscaping to the entire 6th Street corridor to create a more visually appealing and welcoming corridor through the Downtown.
- **Consolidated Projects & Phasing:**
 - **Streetscape Enhancements**
 - **Iconic Downtown Signs**
 - **6th Street Transformation**
 - ✓ **Design & Construction efficiencies**
 - ✓ **Projects packaged for grant funding**



Project

Iconic Downtown Signs

UPDATE



Install iconic signs that announce

your arrival in the downtown.

- **Design work consolidated into the 6th Street Transformation work**

Two signs will be installed on

- **Installation anticipated in 2027**

and Grand and one sign will be

installed at 6th and Main between

the North and South Mall

properties, in the heart of the

Downtown, near the Center of

the Circle.



Center of the Circle



Looking west on 6th street at mid-block crosswalk

Center of the Circle



Looking west on 6th street at mid-block crosswalk

Project

UPDATE

6th & Main Transformation

← **Phase 1:** Main to Ramona - preparing for construction in late 2026 to early 2027. Iconic Downtown Sign incorporated into project

← **Phase 2:** Grand to Grand - in design phase; preparing for construction starting in 2028.

← **Phase 3:** Raised medians and trees outside of Grand in planning phase; planning for construction after 2029



Project 6th Street Transformation

UPDATE

6th Street from Grand and Grand will be transformed into a more walkable downtown, reduce 6th Street to

✓ **6th Street paving and restriping**

✓ **Concepts selected and design in process for both 6th Street between Main to Ramona and the Iconic Downtown Sign**

single lanes of traffic in each direction, widen sidewalks, add parking, new medians and trees, signage, and other streetscape enhancements to create the sense of being in a downtown.







Downtown Revitalization Project Plan

Project Gateway Signage

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

UPDATE

- **Evaluating expedited delivery separate from street work**



Downtown Revitalization Project Plan

Project

Historic Civic Center Plaza

UPDATE

- **Operations Plan finalized**
- **Non-arts tenants vacating site**
- **Scoping for renovation work now**
- **City arts programming to begin September 2026**

UPDATE

Project

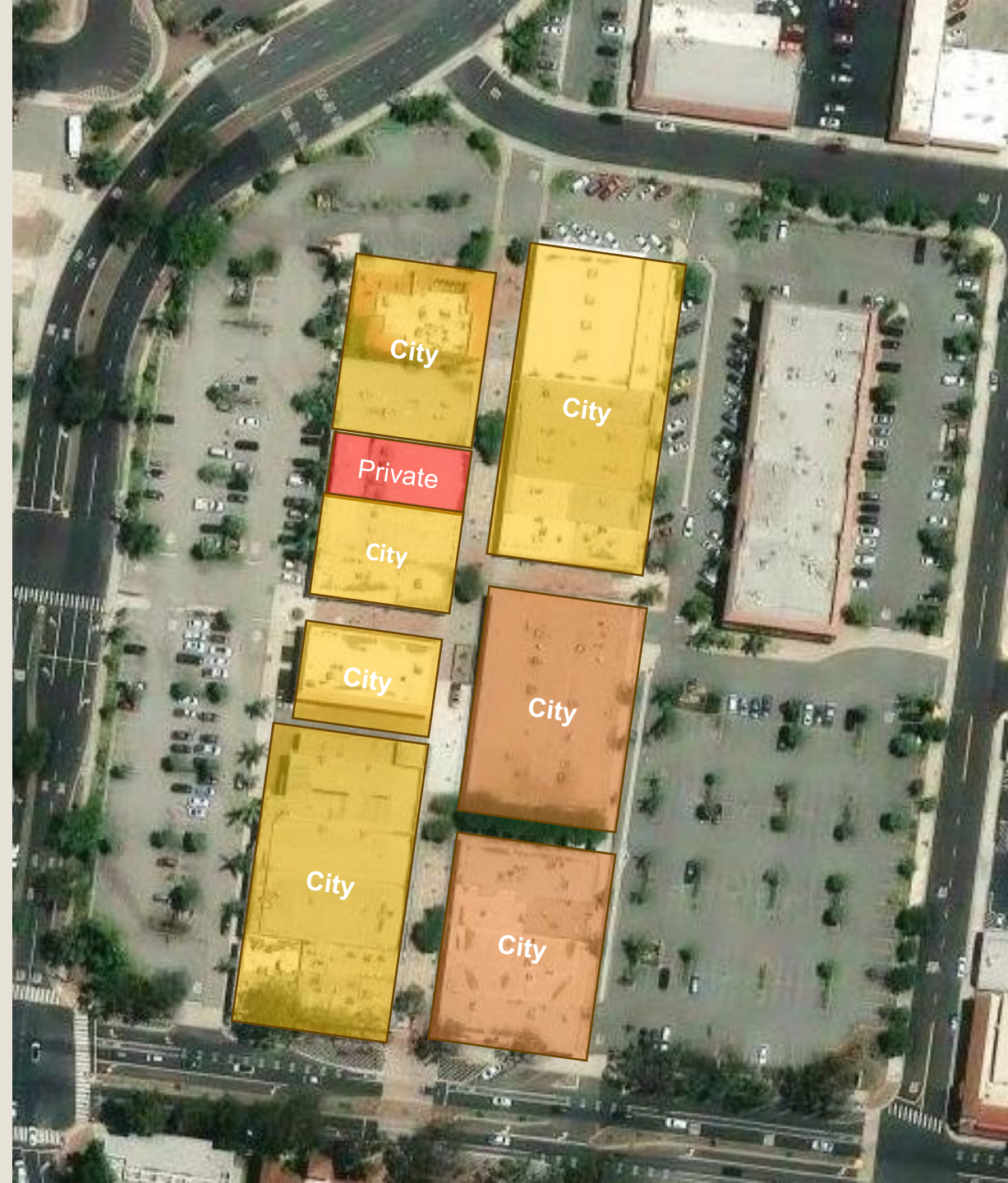
North Mall Redevelopment

- **Acquired 23 of 24 suites**
- **Assisting City tenants with relocation**
- **Commenced design work**
- **Commenced developer selection**
- **Phase 1 demolition complete**
- **Phase 2 demolition to commence late spring**

Downtown Revitalization Project Plan

Project North Mall Redevelopment

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



Look and Feel – Corona Revival



MISSION SPANISH REVIVAL



SPANISH COLONIAL REVIVAL



BROWN STONE REVIVAL



ARTS + CRAFTS REVIVAL



MISSION SPANISH REVIVAL



CRAFTSMAN BUNGALOW REVIVAL



MISSION SPANISH REVIVAL

SPANISH COLONIAL REVIVAL

PORTAL TO PEDESTRIAN PROMENADE

BROWN STONE

ARTS + CRAFTS REVIVAL

MISSION SPANISH REVIVAL

ARTS + CRAFTS REVIVAL

CRAFTSMAN BUNGALOW REVIVAL

DESIGN STUDY I - WHITE COLOR

Look and Feel – Corona Revival



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DESIGN STUDY I - WHITE COLOR

Downtown Revitalization Project Plan

Project

City Park Revitalization

UPDATE

Revitalize City Park based on the adopted City Park

- **Design: Complete**

Revitalization plan to

- **Permitting: Nearing Completion**

create a family-friendly

- **Bidding: Spring 2026**

community gathering place

- **Construction: Summer 2026**

that becomes the local point for recreation, concerts, festivals, and celebrations.



Presented to City Council on January 21, 2026.

Site Plan



Aerial View



Community Center – Front Desk



Banquet Room



Gymnasium

City Park
CORONA

Aquatic Center – Recreation Pool



Splashpad



Playground



Project

South Mall Redevelopment

UPDATE

- **Parking lot construction completed**
 - **Two new restaurants open**
 - ***Leases for three additional tenants to be announced soon***
 - **Renovation work on 725 S. Main Street to commence summer 2026**
- to create a vibrant restaurant and entertainment block to support a larger destination experience for residents and visitors.



Downtown Revitalization Project Plan

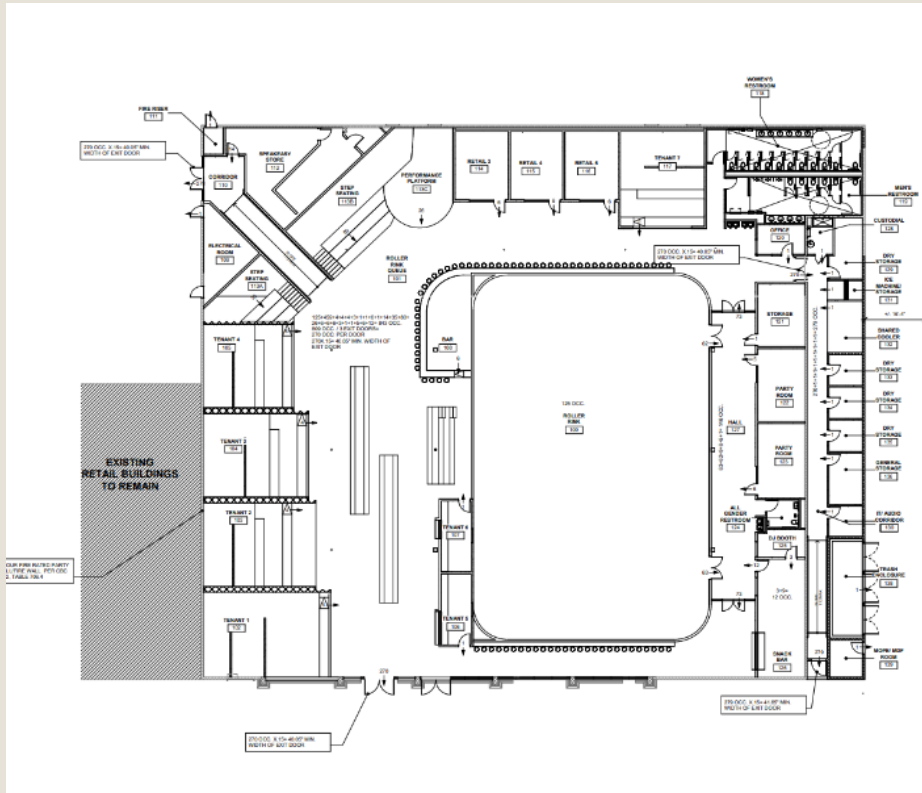
Project #7

South Mall Redevelopment

Continue acquiring and redeveloping properties in the South Mall to complement other redevelopment projects to create a vibrant restaurant and entertainment block to support a larger destination experience for residents and visitors.

THE HUB.





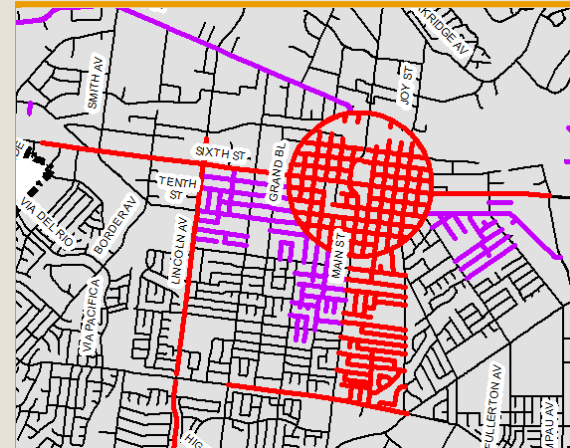
Downtown Revitalization Plan Update

Other Projects



Green Alleyways

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

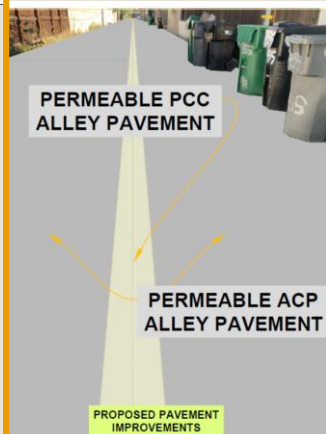


Enhanced PD patrols & Business outreach

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

Senior Center Improvements

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



Roadway Improvements

Repair and resurface a majority of streets in the Downtown



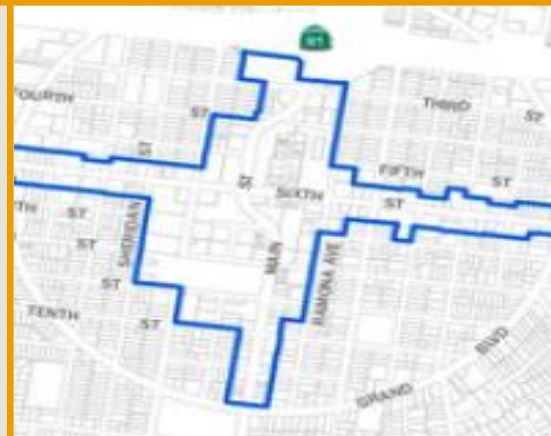
Downtown Revitalization Plan Update

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



Parking Structure

Increase downtown parking supply



Innovation Center

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



PID Formation

Property Owner and Business Improvement District formation

Downtown Revitalization Plan Update

Other Projects

Victoria Park Improvements

Install a highly-resired 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



Enhanced Community Events

Large scale community events bring energy to the downtown



Private Retail Development

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

Northgate

At Main Street Entrance (front of building)



Northgate

From Sixth St. & Belle Ave (bank/restaurant building)



6th Street Corridor

Updated Accelerated Timeline



Thank you

