

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



The Circle

Conceptual rendering of future redeveloped Corona Mall and potential infill development on opposite sides of Main Street.



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Prepared on behalf of City of
Corona by Storyland Studios

Storyland
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introduction

01

Introduction

INTRODUCTION

The Design Guidelines are divided into three sections: Buildings, Public Space, and Circulation. The Guidelines are intended to aid and inspire designers, developers, and owners of the various elements of Downtown Corona. They are meant to help in the creation, replacement, and renovation of particular buildings, infrastructure and signs, as well as to assist in the integration of each piece into the larger ideas for the overall Downtown destination. The Design Guidelines are not a substitute for architectural, landscape, or graphic design. The Design Guidelines reflect a vision for the Downtown and will complement the existing Downtown Revitalization Specific Plan (SP 98-01). The existing DTSP will remain the regulatory document pertaining to Development Standards for the area. Design Guidelines also serve as criteria for evaluation and discussion by the City concerning design of individual buildings and signs.

Rather than being overly prescriptive, the “minimalist” approach taken with the Design Guidelines is to succinctly convey the vision for a restored, vibrant “heart” of “The Circle” while emphasizing the key placemaking strategies which will facilitate this vision including:

- Blending historically inspired building typologies, scale and form with contemporary uses, technology, and flexibility.
- Emphasizing placemaking elements to create a regional destination including “outdoor rooms”, pedestrian safety, and environmental art / identity graphics
- Prioritizing Downtown as a destination for citizens and visitors while still meeting and anticipating current and future needs for pedestrian, transit, cyclist, and vehicular circulation / parking.
- Avoiding the “sameness” of auto-oriented suburbia by facilitating the surprise, delight, diversity and discovery found when walking through historic “urbane” downtowns, created over many decades by many stakeholders.

(A) View of existing Downtown Corona showing Main Street between Sixth Street and Fourth Street. Corona Mall is on the top (east) side of Main Street and existing development and vacant lots are shown on the bottom (west) side.

(B) Image showing the redeveloped Corona Mall and potential infill development on opposite sides of Main Street.





Conceptual rendering of future redeveloped Corona Mall and potential infill development on opposite sides of Main Street.

INTRODUCTION

Setting

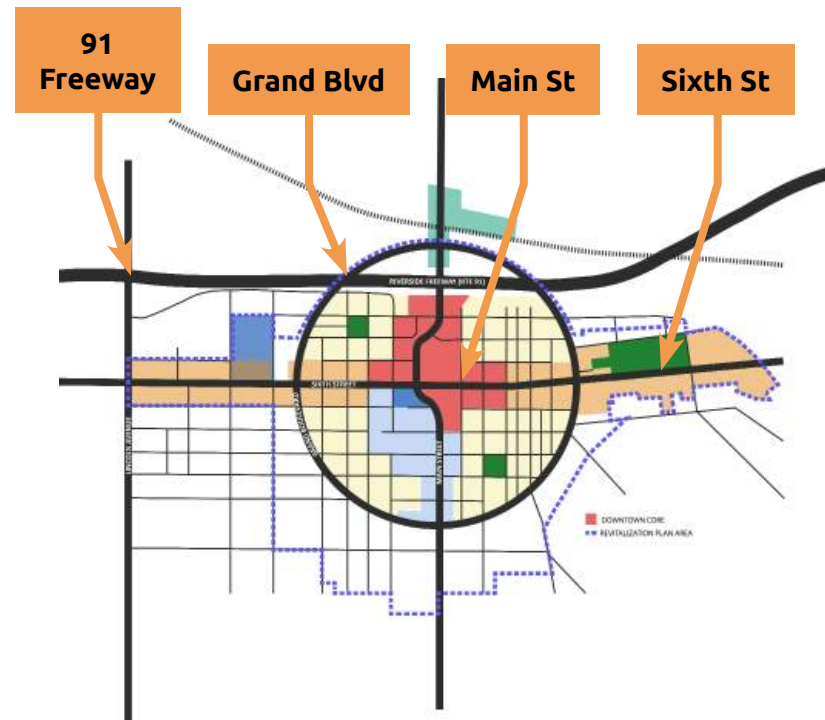
The Downtown Revitalization Plan boundary area (“Downtown”) includes approximately 700 acres and is generally centered on the intersection of Main and Sixth Streets within the Grand Boulevard circle. The greater Downtown runs from Lincoln Avenue on the west to the Temescal Wash Channel on the east along Sixth Street and along Main Street between Grand Boulevard to the north and West Burr Street to the south.

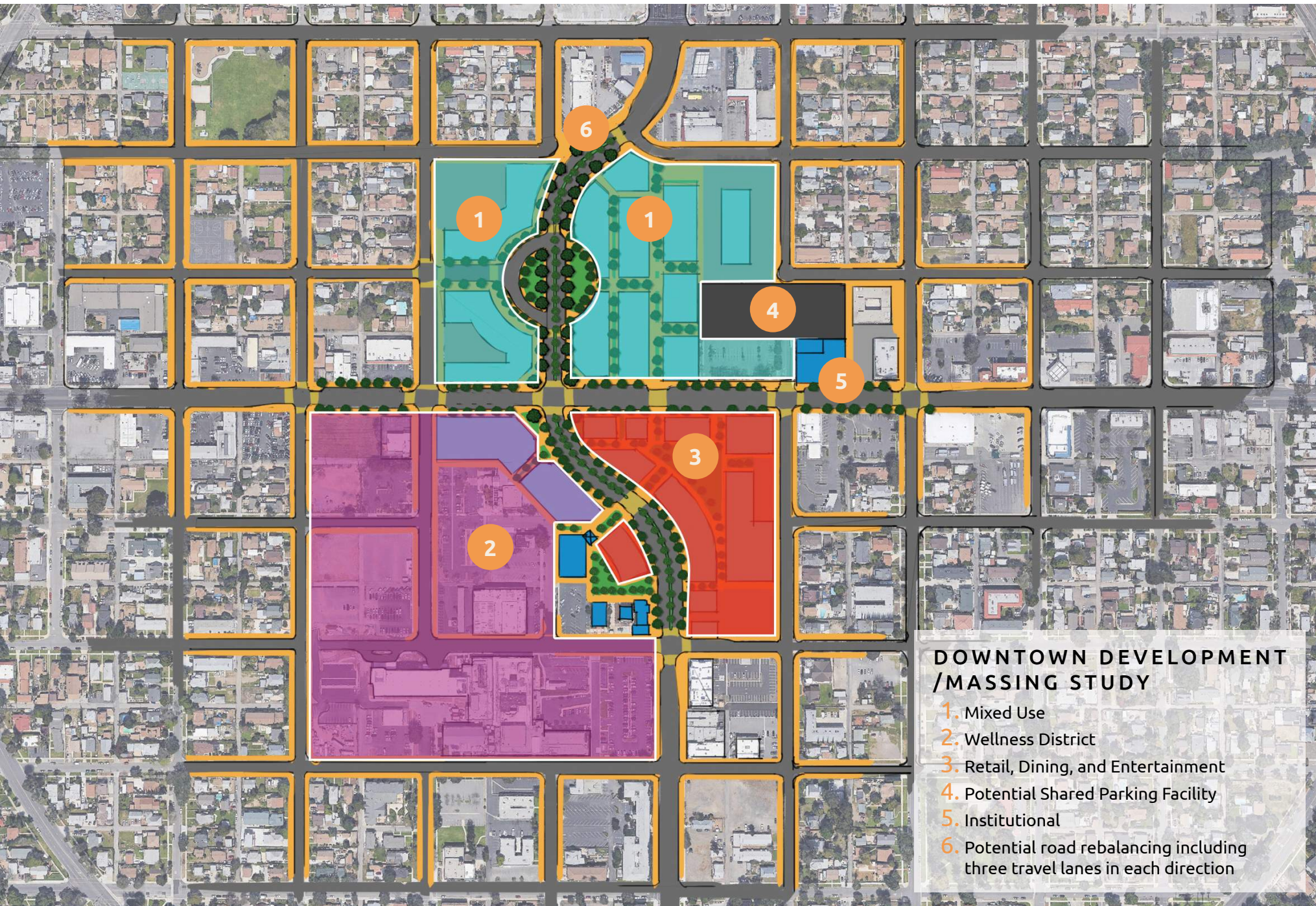
The Downtown includes a mix of older commercial, residential, office, civic uses (e.g. Corona Public Library, City Park, and Historic Civic Center) and some limited industrial and hospitality uses. The process for determining the Downtown boundaries involved a collaborative effort extensive community input. The existing conditions, strengths, and weaknesses of the Downtown were evaluated, and areas in need of improvement were identified. The areas included in the Downtown boundary are generally within a 3/4-mile radius of the intersection of Main Street and Sixth Street, which are within 15-20 minutes walking distance of the Downtown.

The goal for the Downtown is to help create a better blend of land uses, establish greater connectivity within the Downtown (as outlined in the map below) between transportation (North Main Metrolink Station) and our main destinations within the Downtown as well as exploring ways to better activate Civic Spaces (e.g. City Park, Historic Civic Center) to complement, expand, and retain businesses along major commercial retail corridors (e.g. Main Street and Sixth Street), and identify opportunities to promote improvements and preservation of older residential neighborhoods (e.g. Housing Rehab Program(s)), and expand health and wellness medical businesses (e.g. Corona Regional Medical Center), which provide critical services and

jobs to the local economy. The following map highlights the Downtown Revitalization Area boundaries and key focus areas.

The Design Guidelines focus primarily on the 64 acres of Downtown designated as “Downtown” (D) and “Gateway Business” (GB) districts in the 2011 Specific Plan but are compatible to other areas within the greater Downtown Area as defined by the Revitalization Plan.





**DOWNTOWN DEVELOPMENT
/MASSING STUDY**

- 1. Mixed Use
- 2. Wellness District
- 3. Retail, Dining, and Entertainment
- 4. Potential Shared Parking Facility
- 5. Institutional
- 6. Potential road rebalancing including three travel lanes in each direction

INTRODUCTION

Existing Conditions

Changing demographics, consumer preferences, travel patterns (brought about by the construction of new freeways), automobile-oriented land use policies, and increasing competition from regional shopping centers during the late 20th Century facilitated economic development and activity towards the expanding edges of the City. The attempt to revitalize the Downtown through the construction of the Corona Mall and related realignment of Main Street resulted in the demolition of most of Downtown's building stock and the displacement of 111 Downtown businesses – many of which never returned to the city. Like many similar sized cities no longer served by transit, the historic Downtown lost its primacy as the city's commercial and business hub.

These efforts replaced the Downtown's former compact and diverse land use pattern with one dominated by auto-oriented uses. Surface parking lots are now the dominant land use within the Downtown. Approximately 65 percent of the total developable land area consists of parking lots with buildings and vacant lots accounting for 35 percent of the remaining land.

This change also reduced the quality of public space within Downtown Corona. Streets are dominated by automobile traffic and sidewalks are devoid of pedestrians. Public space, places where people can gather informally and feel safe doing so, is nearly non-existent. Vacant or underused buildings and buildings that turn their backs to the street create a perception that Downtown is unsafe among residents.

(A) Existing Main Street looking west towards the Corona Mall. View shows streetfront dominated by surface parking lots.

(B) Existing Corona Mall monument sign

(C) Sidewalk along the south side of Sixth Street, east of Main Street showing disconnect between existing building facades and the adjacent sidewalk.

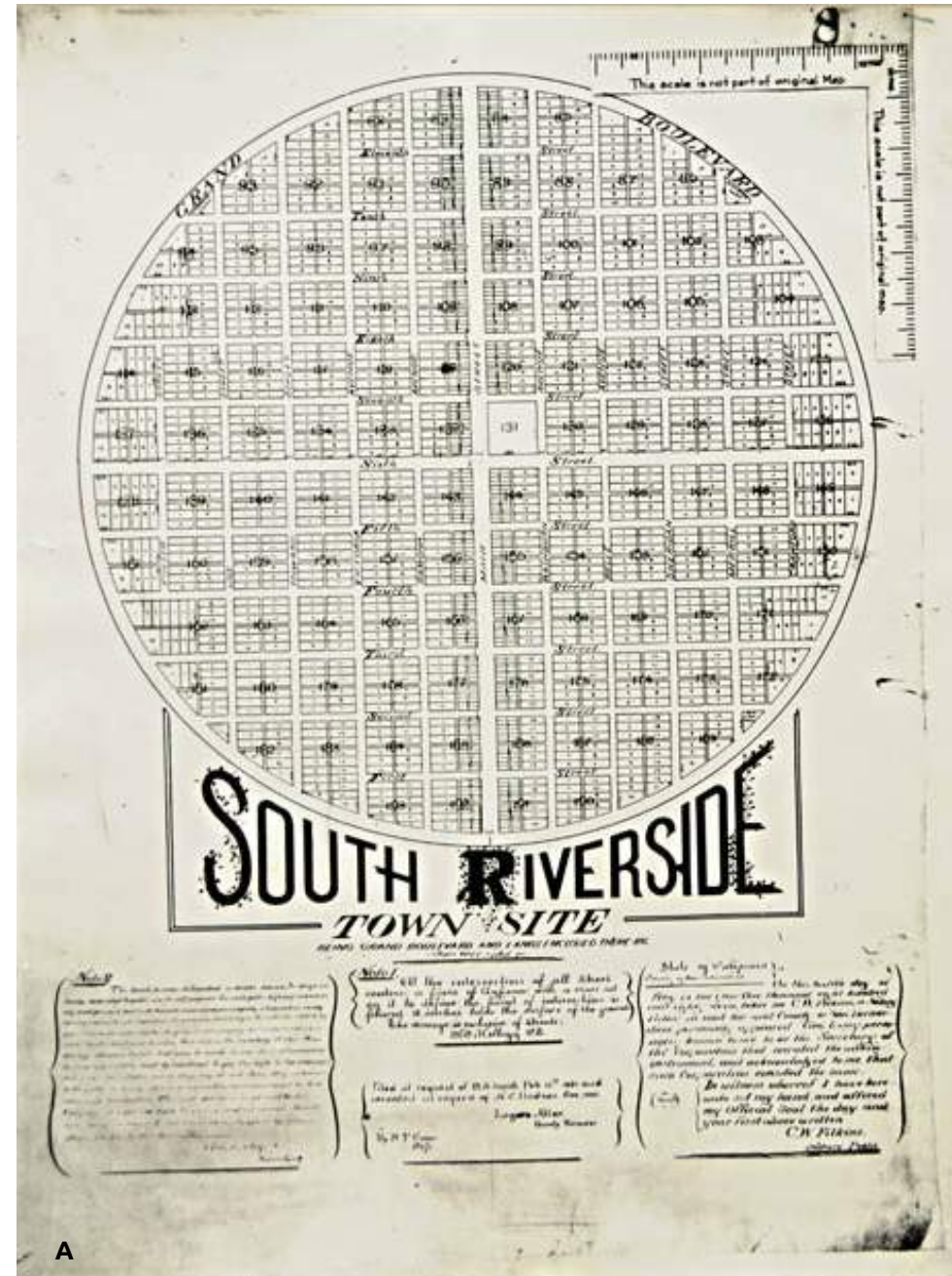




Acknowledging the Past

The goal of these design guidelines is to provide the framework for restoring Downtown Corona to its former presence as the commercial, social, and recreational hub of the city. The Downtown’s physical presence was altered considerably during the mid and late 20th Century due to changing demographics, market conditions, and land use policies. This has resulted in the area being comprised of mostly underused or vacant structures and lots dominated by surface parking. This is in sharp contrast to the charming, early 20th Century traditional town center that the Downtown once was.

While only a few commercial and civic buildings remain such as the Corona Theater and the former Corona High School Building (Historic Civic Center), these guidelines will use these remaining structures to guide the scale, massing, and placement of future development in order to reestablish Downtown’s urban fabric while not mimicking it. The intent is for new development to be consistent with Downtown Corona’s historic built environment in a contemporary manner.



(A) Map of South Riverside showing H. Clay Kellogg’s 1886 town layout and street grid pattern

(B) View of Main Street looking to the north from Sixth Street circa 1930. Note how commercial buildings are oriented towards the street, diverse building designs, and business signs indicating multiple uses along the street

(C) View of Sixth Street looking west from Main Street, circa 1920

(D) Corona Theater circa 1940



B



C



D

Desire for Change

Residents that participated in the community meetings and workshops expressed a deep desire to re-establish Downtown Corona as the center of the city's commercial, civic, and social life. Long-time residents shared their memories of how Downtown Corona used to be a vibrant and active commercial district and the center of the city's shared communal experience. Newer residents, on the other hand, stated that they typically need to travel to other cities to shop, dine, or experience entertainment. They also commented on how they rarely visit Downtown because they have no reason to do so, or how they do not feel safe in Downtown. All residents expressed a strong desire to re-establish Downtown Corona to its previous form as a traditional town setting. Their input helped frame the following goals for these guidelines:

- Restore Downtown Corona's physical presence as a multifaceted town center
 - Encourage future development that creates a walkable environment typical of active downtown districts
 - Provide a framework for new construction and redevelopment that is appropriately scaled and harmonizes with remaining historic or significant structures
 - Allow design flexibility for new construction that alludes to the city's history without mimicking it: a built environment that honors the past in a contemporary manner
 - Create and rehabilitate buildings to help define high quality public spaces that are suitable for formal and informal gatherings
 - Create a destination for local residents and visitors
 - Create a setting for large and small-scale public events and celebrations
- Support the development of a district that is accessible and benefits all segments of the community
 - Increase the ability to access multiple destinations without the use of a car



Community meeting presentation

INTRODUCTION



Existing



Proposed

inplace

02

Built Environment

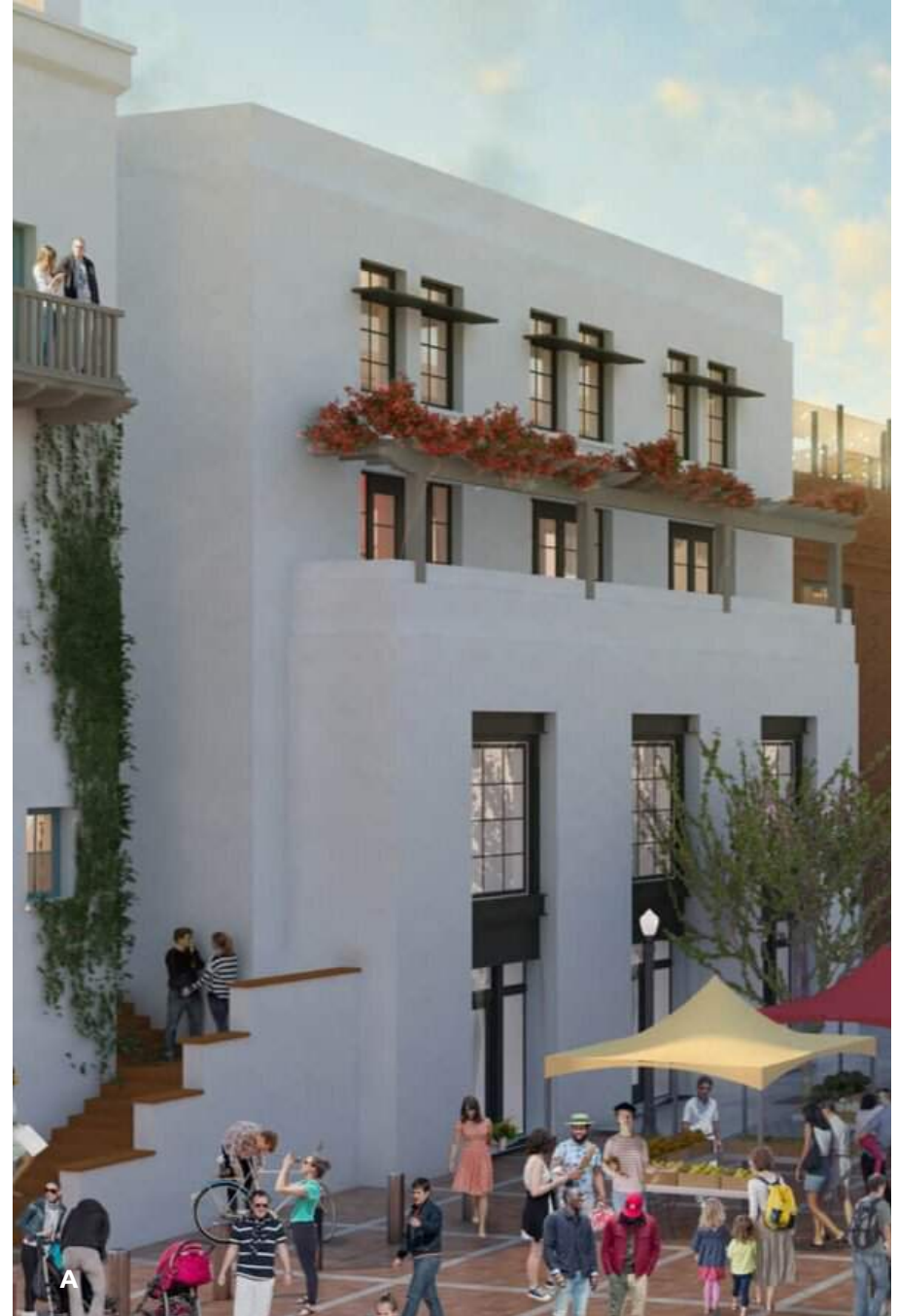
Built Environment

The relationship between buildings and their surroundings directly impacts how people interact with the Downtown area. This includes how people travel to and approach each building and interact with their adjacent outdoor spaces. Specific aspects of the Built Environment include:

- Building typologies
- Building placement
- Scale
- Uses
- Architecture
- Entrances and fenestrations
- Exterior building lighting

(A) Claremont Village West project showing appropriately scaled mixed-use building and adjacent public space.

(B) Public space edge defined by pedestrian-scaled commercial buildings.





B

Building Typologies

These guidelines focus more on types of buildings that are appropriate within a traditional downtown setting than the uses that they contain. The type, size, and massing of a building should be consistent and harmonious with its surroundings. Buildings types that would be appropriate for Downtown Corona may include the following:

RECOMMENDED BUILDING TYPES

- **Flex Buildings:** Flex (or mixed use) buildings follow traditional Main Street massing while having the ability to host multiple uses over its lifespan. This building type is based on the historic pattern and scale of pre-WWII Downtown Corona and similar sized Downtown Main Streets.

The building pattern along Main and Sixth Streets was dominated by a collection of traditional commercial buildings of varying size and scale that harmonized with one another to create a well-defined street edge. A variety of different uses were located within these buildings with retail, services, and commercial uses typically present on the ground floor and housing, lodging, or offices located on upper floors. Flex buildings allow for building uses to adapt and change over time in response to changing market conditions. This flexibility is a common component of form-based development policies that allow the market to dictate how a building is used. These buildings should have heights that vary and are not lower than 20 feet, in order to provide an effective sense of enclosure. The scale of the building widths and the roof forms of the buildings should create a variety of massing.



- Liner Buildings:** Liner buildings provide active, pedestrian oriented facades along the sidewalk while screening larger structures behind them. Not all building types are compatible with the scale and massing of a pedestrian-oriented district. Furthermore, they may disrupt the overall quality of the district's build environment and affect personal mobility if special consideration is not given to their placement. This is particularly true of buildings like parking structures, grocery stores or other large retail anchors, and theaters or large public gathering venues. Liner buildings placed in front of the structure help conceal its mass from the sidewalk and allow for uses to be placed along the street edge that preserve a human-scaled environment and eliminate any dead spaces along the sidewalk resulting from larger buildings.

- Paseo Buildings:** Buildings on pedestrian paseos or alleys that are less than 50 feet wide should reflect an intimate, pedestrian scale, using signs, entrances, awnings, and storefront windows. Surfaces that are perpendicular to the building facades are quite visible, so that design elements such as blade signs, facade relief, shadow lines, and surface textures should be employed.

(A) Example of a late 19th Century flex commercial building in South Pasadena, CA

(B) Corona Theater showing liner building along Sixth Street

(C) Paseo within revitalized Corona Mall



BUILT ENVIRONMENT

- **Community Building(s):** Civic, institutional and sacred structures can serve as landmarks and have a relationship to both the commercial and residential uses on the site. The entrances and openspaces of the community buildings should be prominent and should be accessible and visible. The buildings should be able to respond to the changing needs of the community with expansion and renovation. The materials chosen should have a sense of permanency and at the same time should age gracefully.
- **Mid-rise Building(s):** Mid-rise is defined as a building which is divided at regular intervals into occupiable levels. These buildings are typically taller than the maximum height which people are willing to walk up and therefore requires mechanical vertical transportation. These types of buildings include building uses such as residential, hotels and office buildings.

- **Landmarks/Pavilions:** Specialty “pop-up” structures including garden sheds, pavilions, shipping containers, and Airstream trailers are encouraged as active anchors to “outdoor rooms.”

(D) Image showing the appropriate framing of public spaces/rooms with commercial buildings.

(E) Rendering of Mid-Rise Building

(F) Example of early 20th Century Mid-Rise Building

(G) Anaheim Packing House - Landmark Building example.

(H) Pavilion Building located in Anaheim’s Farmers Park.





F



G



H

BUILT ENVIRONMENT



Concept of future development along Sixth Street showing various façade treatments and related streetscape improvements

Building Placement

In a cohesive Downtown setting, buildings are not isolated objects in the landscape. Instead, they provide the context and “walls” to the spaces between the buildings including outdoor rooms, streetscapes, squares, paseos, and parks. The consistency of the street walls provides spatial definition and enclosure. Walking along off-street parking lots is visually uninteresting and significantly impairs the pedestrian experience.

RECOMMENDATIONS

- Minimize or eliminate building setbacks to allow direct access to the buildings and businesses from the sidewalk.
- Parking should be located behind a building away from the street.
- Articulate facades with windows and doorways.
- Allow setbacks that are appropriate with the building’s size and massing in order to activate areas in front of buildings.

Scale

Scale is the immediately recognizable element of walkable, urbane downtowns that provide the greatest contrast between auto-oriented suburban strips. The combination of smaller walkable blocks, more intimate street sections and multiple floors contrast sharply with suburban figure-ground relationship of isolated single-story structures surrounded by parking. The rhythm of the various facades and materials provide interest and identity, particularly at the ground level.

RECOMMENDATIONS

- A building’s ground floor should be taller (about 15’) than its upper floors in order to accommodate the needs of retail and service uses.
- Buildings with multiple stories should have facades with clearly

identifiable bottom, middle, and tops.

- A building’s ground floor has the greatest amount of interaction with pedestrians so special attention must be given to its design.
- Door must be spaced between 25 to 30 feet from one another along a building’s façade.
- A minimum of 60 percent of a building’s ground floor façade (area between two and ten feet above the sidewalk) should consist of storefront windows.
- Allow building awnings and signage to extend onto the public right-of-way.
- Discourage new buildings with large expanses of blank walls located along a sidewalk.
- Blank walls that face a street on existing buildings should be treated with public art, landscape, or other design features.
- Place liner buildings along street edges to conceal larger buildings like parking structures, markets, or cinemas.
- The building forms should be treated in a three dimensional, sculptural way, with the possibility of a variety of roof forms. In addition, roofs need to be designed with visibility of equipment in mind. Equipment should be screened from street level and highway level viewpoints, with raised parapets, louvers, or other equivalent solutions.
- Buildings should have a minimum height of 20 feet to the top of the roof and 24 feet to the top of the parapet or ridgeline.
- Buildings should address the street and have doors and windows that open onto the street. Buildings should be built on the street edges, or Permissible Building Area Boundaries, and the range that building frontages can set back from the boundaries should be no more than three feet.
- New buildings should relate to existing buildings by making reference to elements of similar scale and to parapet, cornice, lintel and sill lines.

Uses

Rather than a suburban separation of single uses, vibrant downtowns accommodate a diverse range of compatible uses within a 10-minute walking radius, allowing residents and visitors to live, work, play, shop and dine within the heart of their town.

RECOMMENDATIONS

- Develop a Form-Based Code to replace the current use-based zoning standards
- A building's design and placement should predominantly be secondary to the uses it contains.
- A well-designed building should be able to house different uses based on prevailing market conditions and demand. This includes both flexibility in new buildings and the ability to adapt existing buildings for new uses.
- The amount of new, higher-density, mixed-use development that may be developed within Downtown should continue to be regulated through the existing conditional use process rather than be specified through more typical use-based zoning.

Architecture

The goal of future development is to incorporate architectural styles and elements that respect and acknowledge Downtown Corona's past. The "Downtown Corona Revitalization Specific Plan" recommends the use of specific architectural styles and themes such as Spanish Revival, Mediterranean, Classical, and Commercial Block. These design guidelines acknowledge the appropriateness of these styles but also promotes architectural diversity in new development provided that it is consistent with Downtown Corona's late 19th and early 20th century building pattern in terms of building placement, massing, and scale. The combination of architectural styles will give the Downtown an architectural vitality and interest that will help heighten it's visual appeal, promote its historic context, and enhance its sense of place.

RECOMMENDATIONS

- Downtown Corona will be an urbane destination with a mixture of use and an eclectic diversity of architecture. No one style or theme is predominant; it is an amalgamation of many styles that give architectural vitality and interest to the town.
- Diversity can be achieved in part by each building being designed for its particular site conditions, whether it is on the street, a paseo, or outlining an outdoor room. Diversity can also be accomplished with a good mix of tenant and product types. The size and quality of the tenants, the indoor and outdoor display ideas, and the quality of the building exterior are all factors of design diversity.
- Tenants should be varied in their typical space requirements, the floor areas of the stores. A variety in the perceived scale of the development is dependent on the mix of tenants and tenant sizes.
- No two adjacent buildings should have identical facade designs or colors.
- No one exterior material or color scheme should dominate the architecture of a street or open space in Downtown Corona. Diversity and richness of architectural expression will be achieved with a variety of material choices that are seen in proximity to one another. Materials such as stone, wood, tile, concrete, metal and glass can be introduced in different facade treatments to ensure that a single material such as cement plaster is not dominating the palette.
- A mixture of high quality materials in very visible places and in varying quantities can have a large impact on the perceived quality of the town center. It is important to choose the materials, textures, and colors carefully to receive maximum benefit.
- The light quality is often muted in the Corona region. A judicious use of intense colors, that can be seen in hazy light conditions, should be used to maximize the visibility of the architecture.
- Given the hot summer weather, buildings should contribute towards the creation of shaded walkways, using awnings, canopies, loggias, colonnades and other similar devices.
- Awnings should be at a minimum height of 8 feet in height above the pavement level. They should extend a minimum of 3 feet and a maximum of 10 feet from the building into the sidewalk space.
- Colonnades and covered walkways should have soffits that are at a minimum height of 10 feet and the clear walking width should be at least

8 feet clear.

- Shading devices should be designed as an integral part of building facades and should be integrated into the aesthetics of the architecture.
- A variety of materials, with a sense of permanence, should be used for shading devices, e.g. wood louvers, glass and steel canopies. At the same time, more temporary materials that exploit the qualities of light with their transparency, like matte finished fabrics used in awnings, should be encouraged.
- Shading devices and other parts of building design need to accommodate occasional strong winds. Protection for the user and for the durability of the building need to be considered.
- Service equipment located on roofs should be screened with louvers, parapets or similar devices. Screening should be integral to the architecture of the building and should not be perceived as an appendage.
- Service areas and equipment at grade in the City of Corona, including mechanical, electrical, communications, emergency and transportation equipment, should be screened from ground level viewpoints.

Entrances and Fenestrations

Doors, windows, storefronts, and other light giving apertures are included in this set of design guidelines. Four basic purposes are served: entry, light to the inside and outside, display, and views. The intent of the guidelines is to enhance the qualities related to all four.

RECOMMENDATIONS

- Each door leaf shall be a minimum of 7 feet high and 3 feet wide and doors in storefronts should be as transparent as possible.
- Openings at the ground level should add up to at least 30% of the total facade surface area.
- Openings should be designed to maximize natural light into the building and to allow visibility of interior display from the outside.
- Fenestration can give texture to a building with the aid of shade and shadow on facades. Older buildings often have a sense of permanence due to the thickness of walls, rich shadow lines, deep fenestration and

cornice lines. To replicate this phenomenon in new buildings, openings should have a minimum depth of 3 inches. In other words, frames for openings should be set back 3 inches from the face of the building.

- Glazing sizes should not be larger than 10 feet vertically and horizontally. Glazing should be interrupted by a joint or frame at least every 10 feet. Variety of aperture sizes and glass frame sizes gives variety to architectural expression.

Exterior Building Lighting

Lighting that is visible on the inside and outside of a building contributes to the quality and mood of a building and can give it the sense of being inhabited and safe.

RECOMMENDATIONS

- Exterior lighting should illuminate the overall building and focus on prominent features such as display and entry.
- Building design should exploit the use of natural light with windows, skylights, light shelves and similar devices, minimizing dependence on artificial light.
- The lighting strategy for Downtown Corona should create an image of the destination as seen from the key entry vantage points, such as the 91 Freeway, Main Street and Sixth Street.
- Materials and lighting that causes glare and unwanted reflections at eye level should be avoided. Indirect light can be used to illuminate buildings, walkways and public spaces without glare.

inplace

03

Public Space

Public Space

The impression of a city is formed by the quality of its public spaces. People engage with places at a deeper level while on foot than if they drive through in a car. Public spaces that are perceived as being attractive, comfortable, and safe are key because they encourage people to linger longer. People who linger longer in a district are more likely to engage in community and commerce within the district. These spaces include areas within the public right-of-way like sidewalks, plazas and courtyards that are defined by adjacent buildings and streets.

1. A green Downtown “Commons” at the heart of The Circle could be the premier gathering place in the region
2. Active edges outline the outdoor room, creating a sense of urbane enclosure and spatial definition
3. Ideal ground floor uses include indoor/outdoor dining, entertainment, and retail
4. The Corona Mall is proposed to be redeveloped as mixed use around a renewed central paseo / linear park
5. Current surface lots fronting Main Street should be redeveloped as buildings or open space
6. Potential shared parking structure should be located within the interior of the block





Conceptual rendering of future development.

Outdoor Rooms

Outdoor space, the parts of a city that are not occupied by the public right-of-way or a building, should be designed and programmed to function as outdoor rooms. They can serve as a district’s living room where shared experiences are made through unique personal or shared interactions. The intersection of Main and Sixth Street was the center from which civic and commercial life radiated within the former Downtown. Open spaces located in front of the city hall and library on Main Street and in front of the original Corona High School building on Sixth Street often served as outdoor communal space. While parking lots currently dominate the street frontage along Main Street within the Downtown, this relatively unused and undeveloped land could be adapted to serve as a true outdoor living space for the community. Public plazas and squares should:

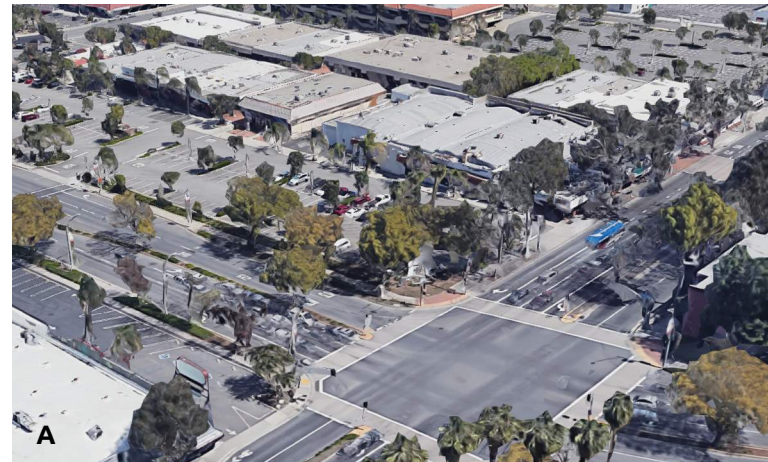
- Be suitable places for large or small-scale gatherings and events
- Be in prominent locations that are well defined by adjacent buildings.
- There should be direct access between the public space and ground floor retail, dining, and other uses contained in adjacent buildings.
- Public spaces should include appropriate furniture and related amenities that enhance the visitor comfort and the overall experience.
- Consider the inclusion of movable seating and tables to allow people to customize their use of the space.
- Incorporate public art and distinctive sign elements when appropriate to heighten the spaces overall aesthetic qualities.
- Assure that spaces are appropriately lit and activated during

evening hours in order to improve safety and discourage unwanted activities.

- Assure that the public spaces are accessible to all members of the community and user groups.
- Develop a program of activities to take place in appropriately sized public spaces such as farmer’s markets, art shows, concerts, etc.

(A) Aerial view showing existing condition of Main Street/Sixth intersection and Corona Mall

(B) Image showing the restored Downtown Corona at the same location





Conceptual rendering of future development.

Sidewalks

Active streets within a traditional town setting function both as outdoor rooms and travel paths. Appropriately designed sidewalks should address the following:

A. FUNCTIONALITY

Sidewalks should include three functional zones:

- **Frontage** – the space directly in front of a building where businesses can place tables and chairs for their customers. This encourages people to linger longer in an area and activate the street.
- **Pedestrian** – the part of the sidewalk where people travel. This area should be kept free of obstructions or obstacles that impede safe and efficient movement.
- **Furniture** – the part of the sidewalk that is located closest to the street. Street furniture such as benches, small tables, or trash receptacles; landscaping such as trees and shrubs; signage; lighting fixtures; and public art pieces should be placed in this area. This zone helps improve the pedestrian environment and comfort level by forming a buffer between automobiles on the street and people walking along a sidewalk, and by providing pedestrian amenities.



A



B

(A) View of Myrtle Avenue in Monrovia, CA showing sidewalk zones along a traditional, pedestrian-scaled retail district

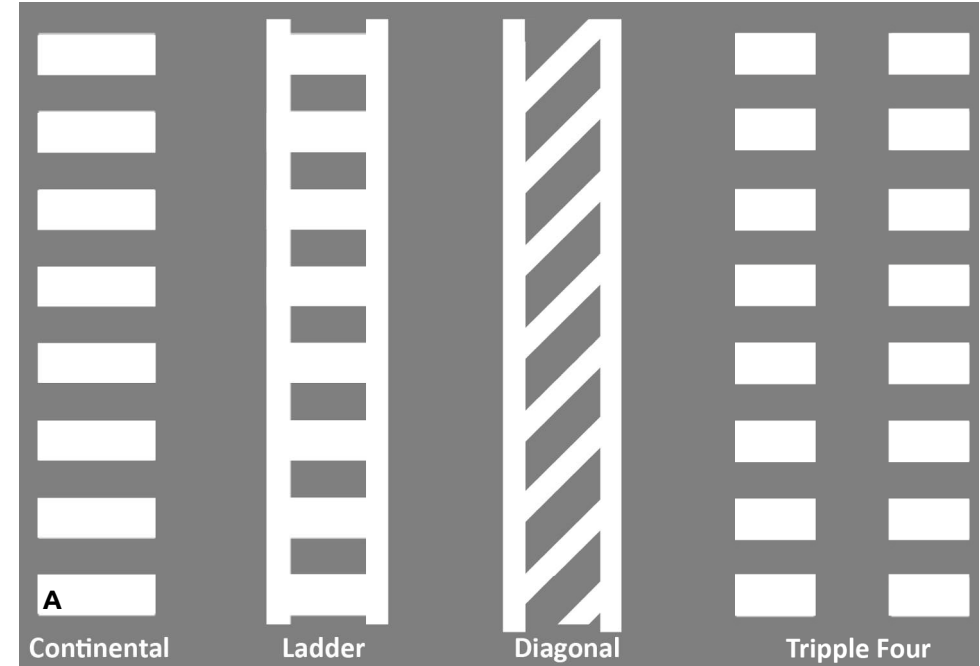
(B) Frontage zone along commercial building

1. Frontage Zone
2. Travel Zone
3. Furniture Zone
4. Parallel Parking
 - A. On-street parking
 - B. Diagonal on-street parking
5. Travel Lane
6. Left turn lane or median
7. Sidewalk extension at intersections



ACCESSIBILITY

The elimination of barriers or physical obstructions on sidewalks that impede travel for people with limited mobility improves mobility for everyone. Pedestrian connections should, at a minimum, meet applicable ADA requirements like ramps at street intersections leading to crosswalks, tactile strips at sidewalk/ramp edges, and audible crosswalk signals.



(A) High-visibility crosswalk designs (Source: Caltrans)

(B) Example of high-visibility crosswalk in an area with high levels of pedestrian traffic.

(C) Image showing existing conditions of Sixth Street/West Grand Boulevard intersection

(D) Conceptual image showing infill development and related streetscape improvements within and adjacent to the Sixth Street/West Grand Boulevard intersection

(E, F, G) Concept for improved connectivity at Sixth Street/Grand Boulevard intersection including sidewalk extensions, wider sidewalks, high-visibility crosswalks, and enhanced pavement treatment within the intersection



EXISTING



PROPOSED



PUBLIC SPACE

SAFE CONNECTIONS

All trips, regardless of purpose, include a walk. The quality of connections between travel modes affects travel behavior and ultimately how a person interacts with a space or district. Walkable streets facilitate connections between travel modes, promote the use of alternative travel modes (e.g., transit, walking, or bicycling), allow for multiple destinations to be accessed by a single automobile trip, reduce automobile travel, and make local destinations more accessible to a wider segment of the population. These connections include high-visibility crosswalks, sidewalk extensions at street intersections that reduce the distance of street crossings for pedestrians, well maintained bus stops, local transit circulators, public bike racks, and directional signage.

1. Sidewalk covered by building gallery
2. Forecourt
3. Pedestrian Zone
4. Furniture Zone
5. Frontage Zone
6. High visibility crosswalks and distinctive intersection paving at Grand Boulevard intersections





Conceptual rendering of future development.

Environmental Art, Graphics & Signage

The purpose of the Environmental Art, Graphics and Signage Program is to establish a coordinated exterior signage program that affords the Downtown district's prominent identification while achieving a unified overall attractive appearance. Also, controlled way finding and identity signage is a major factor in creating and preserving the design character of the overall project.

The wayfinding and identity graphics of the project play a major role in the unification of The Circle as a whole. With the numerous varied program elements the graphics work to link the elements together, not to create a feeling of one large development, but rather to help the visitor navigate through an urban environment. The graphics, like in many similar urban environments, help to create a sense of orientation for the first time visitor, and a sense of familiarity and comfort for those that return often.

While the architects and planners are concerned with the broader issues of space and circulation, the graphics are often focused on the specific details of those spaces. These details come in many forms, shapes, and sizes such as special paving patterns, handrails, banners, sculpture, fountains, and public art - all adding a layer of detail and information that sets the mood of the project. Add to this shapes, color, images, objects, and typography, and this equals a place that brims with energy and interest.

RECOMMENDATIONS

- In general, signage should be of a pedestrian scale of an urban environment rather than a larger vehicular scaled approach of suburban commercial strips.
- The graphics should be integrated with the architecture rather than applied afterwards so as to convey an element of growth over time along with the evolution of the architecture.
- The variety and uniqueness of different signs should come into play with the tenant signs themselves.
- The consistency of the graphics should come from the site pageantry, wayfinding system design, and directories.
- Materials for the signage should relate to and reflect quality materials used in architectural façade development.
- Rather than large monolithic pieces, the pedestrian friendly signage should take on more detail and integration with public art-like pieces.
- Overlaid on the graphics should be a sense of history and heritage that will establish a unique district identity, rooting it in its place and in the community.
- The following Sign Types are recommended: Major Vertical Site Identity, Primary Project Gateways, Secondary Identity, Vehicular Scaled Directionals, Pedestrian Scaled Directionals, Project Directory, Building Mounted Project Identity, Tenant Identity, Sponsored Murals, Site Pageantry, Regulatory Signage, Reader Board, and Specialty Project Identity Graphics



SIGN TYPE A: MAJOR VERTICAL SITE IDENTITY

Located along the freeway and at major urban entries to the area, the major site identity monuments are at an urban scale relating to the speed of the vehicle. They are intended to be viewed from the car at relatively high speeds and will have no pedestrian interaction.

These monuments take on a civic landmark approach, and as such will be more sculptural or artistic in nature and potentially be reflective of the heritage of the area. They will be between

35' and 70' tall depending on their location and contain the name of the project, City of Corona, along with a logo or icon of the project and the names of the major tenants.

The letter height with the name of the project and the tenants will be no greater than 48" tall. The individual letters of the logo may be internally and or ground lit.

PUBLIC SPACE



SIGN TYPE B: PRIMARY PROJECT GATEWAYS AND IDENTITY

The vehicular entrance gateways and identities will be wall-mounted plaques with raised letters identifying the project name. They will be located on either side of the major roadway entrances on masonry pylons or “neighborhood” markers and will be at a scale appropriate to be read from within a vehicle, but not a large or overstated scale.

These gateways will be very “architectural” in nature to reflect the entrances to historical neighborhoods and shopping environments. They will directly reflect the nature and character of the buildings within the urban center. The gateways will also have many pedestrian scaled design elements such as decorative metal work, integrated decorative tile, and possibly seating areas.

Illumination of the identity plaques will be from the ground or from a wall mounted external source and will not be internally illuminated. This will set the tone for the less suburban, and more urban pedestrian approach to the graphics and lighting.



(A) Preliminary Artist Concept only for illustrative purposes



SIGN TYPE C: SECONDARY NEIGHBORHOOD GATEWAYS AND IDENTITY

Similar to the primary vehicular entrance identities, the secondary pedestrian entrance identities will also be mounted plaques with raised letters identifying the project name or neighborhood area. They will be located on either side of the major sidewalk entrances or on one side only on a masonry pylon or “neighborhood” market and will be at a scale appropriate to be read from a pedestrian’s point of view or slower car speed.

They will appear to be a part of the site work rather than an attached afterthought and will be externally illuminated as well from the ground or wall mounted fixtures. These identity markers are similar in appearance and possible material usage to the primary project gateways, but are at a smaller scale to relate to the residential area which they identify.

Materials, like the primary gateways, will be built of mostly masonry with accents of decorative metalwork and integrated tile or other colored elements. While the primary gates will be large in scale and more “architectural,” these secondary neighborhood identities will be more like over-scaled gateposts.



PUBLIC SPACE

SIGN TYPE D: VEHICULAR SCALED DIRECTIONALS

Located at major vehicular intersections, these directionals guide the visitor in the car to different areas of the site, such as to the theaters, offices, major anchors, plazas and other amenities. These directionals typically have no more than six listings with arrows. Any more has a tendency to overwhelm the driver with too many choices.

The signs are often one sided, with text facing the flow of oncoming traffic. These are located on the site in strategic locations to also act as identity markers for pedestrians to enter the project once they have parked their car. They serve a dual function of keeping the cars moving and also identifying key locations and passages.

These directionals will be between 10' to 18' tall and approximately 3' wide with 7" high type. They will not be too wide to block any sight lines into the retail development. The signs will be constructed of layered painted metal with decorative dimensional metal accents or cut outs that reflect the historical or heritage theme of the site. The project name will be located on the sign in a smaller, more understated way so as not to detract from the listed directionals. The names themselves will be of a reflective vinyl on a painted metal backing and the external illumination will be from the ground or on the sign itself.

SIGN TYPE E: PEDESTRIAN SCALED DIRECTIONALS

This sign type is used to direct pedestrians and slow moving vehicles to different parts of the Downtown site. For vehicles, this smaller scaled sign is located on secondary and tertiary streets to guide the car into specific hard to see parking areas or to valet and drop off areas. For the pedestrian, the sign is located along major paths of travel on the sidewalks and in gathering areas to guide them to additional areas. This adds to the comfort factor for the guest.

These pedestrian blade signs also point the way to amenities such as public restrooms, security, information booths, elevators and ramps,

and major urban landmarks. The signs will be pole mounted with various blades of text and arrows or mounted to the buildings with decorative metal brackets. The materials for these directionals will be painted metal supports and blades with vinyl type or individual dimensional letters. These directionals will also incorporate decorative metal cutouts and elements that help link the signage together with the architecture and landscape of the project. They will have small scaled elements that reflect the history and heritage of the area along with possible educational information to add a level of discovery and uniqueness to the project as a whole.

Some of these signs may also be incorporated as overhead directionals of painted metal and dimensional letters and integrated into the architecture in key passage locations.

SIGN TYPE F: PROJECT DIRECTORY AND COMMUNITY BOARD

The project directories will be located in four key areas throughout the site in areas where people are gathering. They are intended as more than just a map of the development, but rather are conceived of as community boards where upcoming events could be posted or space provided for tenant promotions.

The pieces will be fabricated out of painted metal with decorative and layered accents that again are reflective of the overall theme or character of the urban area. The individual panels will be internally illuminated for visibility at night and the artwork changeable. The size of the directories is approximately 4' square in plan and 10' tall, but is dependent upon how many promotional panels are incorporated.



*Preliminary Artist
 Concept only for
 illustrative purposes*

SIGN TYPE D

SIGN TYPE E

SIGN TYPE F

PUBLIC SPACE

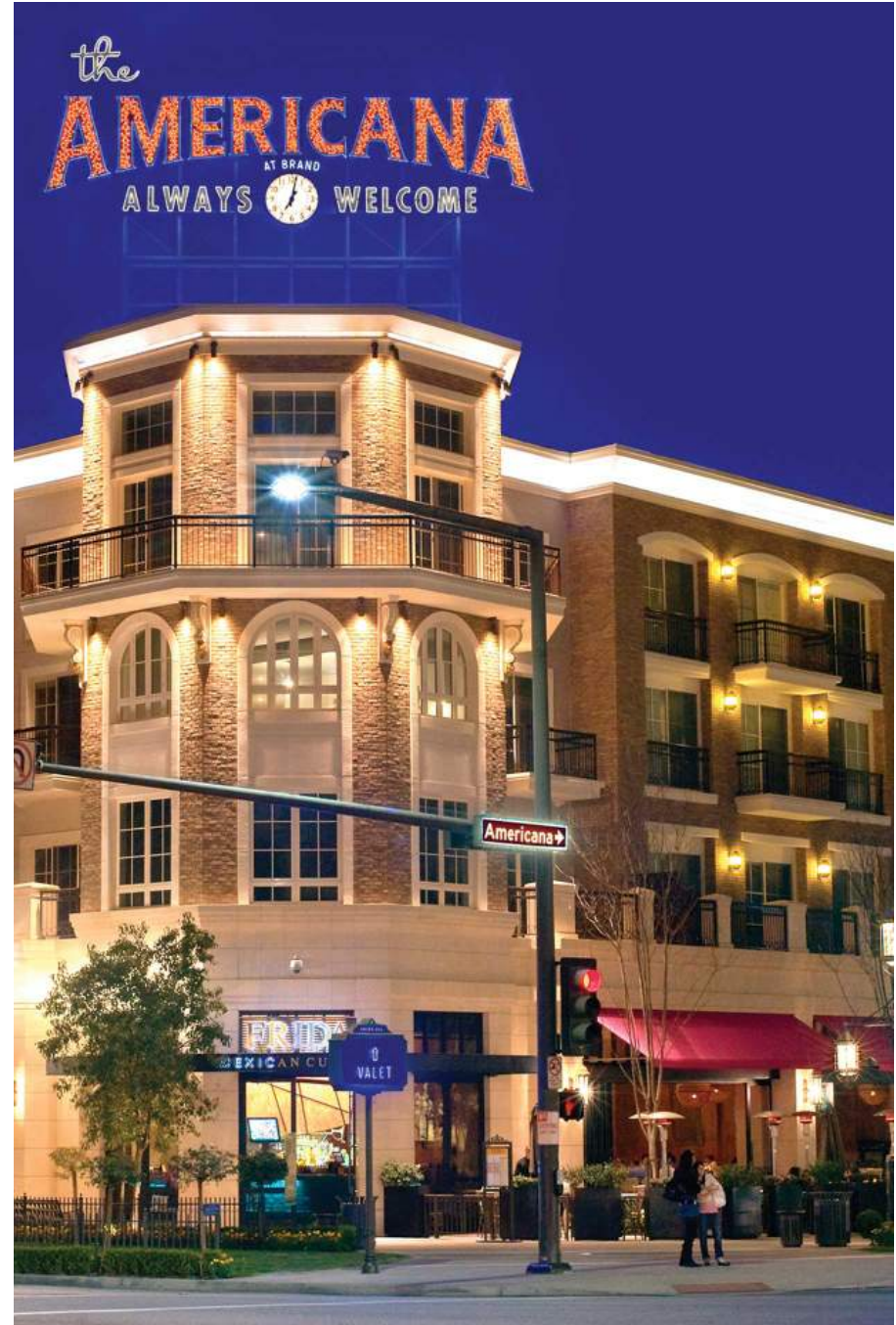
SIGN TYPE G: BUILDING MOUNTED PROJECT IDENTITY

What will be a very unique element to the graphics program of Downtown Corona is the large scaled building mounted project and tenant identity signs. These will be selectively located on the parapets of key buildings at particular locations throughout the site, and will be reflective of an era and heritage of signage that is reminiscent of historic urban environments and, like Route 66, historic travel routes.

The signs will be large scaled individual letters mounted to a light exposed painted metal framework attached to the parapet or roof. Illumination of the individual letters will either be by external fixtures mounted to the roof, or exposed neon that outlines the individual letters themselves. The lighting of the signs will not have any movement or blinking aspects, but be tastefully done to reflect historic precedents in other urban applications. The size of the letters will range in height from 6' tall to 12' tall depending upon their location.

It will be encouraged to locate this type of signage along designated areas of the retail streets to the life-style/entertainment area. This will enliven and be appropriate to this retail and entertainment street experience and not detract from the residential and other components of the overall project.

In addition this will include large scale tenant or project identity letters mounted to the building facades such as the office and retail buildings and a large marquis for a theater is applicable.



SIGN TYPE H: TENANT IDENTITY SIGNAGE

Signs for individual businesses (i.e., tenant signs) consist of any message that can be read from outside of the business to which the sign refers. This does not include signs used to advertise products, sales, special events, etc.. Tenant signs identify the individual business with their name, logo, color, or any other distinct elements of their brand identity.

Individual tenants will be encouraged to use a mixture of urban signage techniques. This includes signage on storefront awnings, signage on the glass storefronts and entrances, and dimensional blade signs. The tenant name above the entries in the sign band will be individual letters with no internally illuminated box signs. Illumination will be from external decorative light sources. Dimensional signage will be encouraged to create a unique variety along the streetscape. A variety of blade sign designs will be allowed as well to create an eclectic mix, rather than a consistent theme to the blade signs which would detract from the urban variety.

SIZE AND LOCATION

Signs, copy and graphic elements shall fit comfortably into the sign area, leaving sufficient margins and negative space on all sides.

- Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole
- Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building
- In all cases, the copy area shall maintain a margin at least 6" from any edge of the sign face area
- Signage is not to exceed 66% of the height or width of the perceived sign band
- Multiple signs will be permitted for tenants occupying a space with multiple facades

SIGN CONTENTS/MESSAGING

- Sign contents should be limited to a company's name and logo
- A logo's size shall be based on applicable size restrictions for signs
- Taglines, slogans, or description of services should not be permitted on storefront signage

LIGHTING GUIDELINES

- Internally lit signs are not permitted
- Exposed fixtures, shades, or other elements should contribute to a sign's character
- Signs should be lit only during business hours

DETAIL AND SPECIFICATIONS

- Each tenant should have one primary identity sign and one secondary sign

PRIMARY TENANT SIGNS

FASCIA SIGNS

- Signs mounted directly to building façade
- Individual letters with no back plate
- Maximum width equal to 2/3 of the storefront width

INTEGRATED STOREFRONT SIGNS

- Similar to façade signs but may include back plates or panel signs as long as they harmonize with storefront materials.
- Panel signs may be suspended over a storefront especially over a recessed doorway

VERTICAL MARQUEE SIGNS

- Provides high visual impact and should be limited to corner locations or prominent structures within the downtown district
- Should consist of a high-quality design consistent with the design and scale of the building to which it is attached and with the district as a whole
- May be mounted on the corner of a building and at an angle to ensure maximum visibility
- May be double-sided when visible from multiple streets
- Should be mounted above the ground floor of a building and may extend as high as the top edge of a building's parapet

PUBLIC SPACE

SECONDARY TENANT SIGNS

BLADE SIGNS

- A double-sided sign mounted perpendicular to and extending from the building façade
- Should be placed near the business entrance
- Signs should be placed a minimum of 8'-6" above the finish floor elevation
- Signs may project a maximum 3'-0" from a building façade
- Signs may include company name, logo, or be in the shape of a product sold by the business that it represents (i.e., ice cream cone, coffee cup, books, etc.)

WINDOW GRAPHICS

- Window graphics are affixed directly to a storefront window
- Should be limited to two colors
- May consist of either a building's name or logo.
- Vintage hand-painting is encouraged

CANOPY SIGNS

- Signs mounted to or integrated within a rigid canopy
- Signs may be located within a canopy's vertical face
- Signs integrated within a canopy's horizontal plane
- Signs may be painted on the canopy
- Individual letters may be mounted above or below the architectural canopy.

AWNING SIGNS

- Painted directly onto the canvas material that makes up the awning that projects perpendicular to a building/business entrance
- Signage is applied on only on the lower vertical element of an awning
- Limited to only one color
- Sign content limited to company name or logo and only one building name or logo is allowed per awning.

TRANSOM SIGNS

- Signs place in a window located above a main entrance door
- Consist of individual letters mounted on storefront glass

WALL-MOUNTED SIGNS/PLAQUES

- A pedestrian-scaled graphic that identifies a tenant and enhances the streetscape
- Signs may be affixed or painted on walls
- Plaques must be affixed to a wall with hidden fasteners unless the fasteners contribute to the plaque's design

ENTRY VESTIBULE FLOOR SIGNS

- Sign may be inlaid into the floor typically in front of a recessed building entry and not located within the public right-of-way
- Sign consists of tile pattern, medallion, individual letters, or sign recessed into and flush with the floor
- All sign elements must be fabricated of slip-resistant materials per building code requirements

SIGN TYPE I: SPONSORED MURALS

Another unique element to the graphics program of Downtown Corona is the building mounted murals and public art pieces. These sponsored murals will be painted directly on to the sides of some of the buildings with large blank areas in key visibility areas. This approach to graphics blurs the boundaries between advertising and public art. Some of the locations will be reserved for public murals and art, while others used for sponsorship opportunities.

- There is much historic urban precedent in this approach to signage and this will assist in the creation of an eclectic urban environment that also promotes change and evolution over time. The murals and art pieces will be of a significant size to assist in the breaking down of the scale of large blank walls, somewhat inevitable in urban projects and retail developments. Materials used will be either paint or large scale digital printing with external illumination

SIGN TYPE J: SITE PAGEANTRY

- Site pageantry consists of fabric or metal banners that are attached to either the light poles or building facades throughout the project. They are a part of the graphic theme of the project and may include the project's name and/or logo, holiday or special event greetings and are not intended for display of tenant graphics.
- The location of the site pageantry will be concentrated along the main north and south retail streets of the project and at major entrances to the site.



(A) Example of a specialty project identity graphic

(B) Innovative public art in Los Angeles Arts District.

(C) Example of a vintage-style, exposed neon blade sign



PUBLIC SPACE

SIGN TYPE K: SITE REGULATORY SIGNAGE

- The street and passage name identities will be in the form of traditional, but custom, street signs that will be freestanding or mounted to a pole light. Signs will be either metal or vinyl letters mounted on a metal framed plate. The design of the signs will be reflective of the heritage theme of the overall project.
- An alternative method of signage will be to mount the street/passage signs made of ceramic tile or stone directly on the corner of the adjacent building structures or along the curbs and sidewalks. This method of signage would be coordinated and integrated into the building's architectural design.
- The other site regulatory signage that consists of the stop signs, parking signs, handicap parking signs, service areas, etc. will also have some elements of custom design similar to the street identity signs.

SIGN TYPE L: READER BOARD

- An electronic reader board may be located at some point along the edge of the project with freeway exposure. This should be incorporated in the design of a major vertical sign Identity (Type A). It would be placed to identify upcoming cultural events in the project. It will display anchor tenant names. The name of the project, City of Corona, will be located on the top of the sign with individual internally illuminated letters of about 18" in height. The reader board will be two sided.

SIGN TYPE M: SPECIALTY PROJECT IDENTITY GRAPHICS

- On the site or on nearby parcels it may be necessary to create unique project identity graphics for the overall development that blur the boundaries between public art, sculpture, and graphics. Some examples of these might include large (up to 12' tall) individual letters that spell out "City of Corona" across a wide landscaped area, sculptural pylons or other urban-scaled site markers that might be up to 40' tall located at identity points, or large sculptural logo elements that help to identify the project.

- In general, these graphics are less like identity signage with actual text, but more directly linked to large scale public art pieces that help to create a unique environment, and at the same time assist in the identity of the project boundaries or entrances.

PROHIBITED SIGNAGE

- Animated components, flashing lights, rotating or flashing signs, except for text and graphics on the field of a reader board sign
- Formed Plastic
- Surface mounted, box cabinet signage
- Freestanding Signs and Portable signs such as any sign designed to be moved from place to place
- Balloon or inflatable signs
- Signs which emit sound or odor or visible matter
- Signs with exposed raceways, conduit, junction boxes, transformers
- Fluorescent or reflective sign or color
- Simulated materials, i.e. wood grained, plastic laminate, wall coverings, paper, cardboard or Styrofoam
- Plexi-face Channel Letters



(A) Example of a historic tribute mural

Placemaking

A city, neighborhood, district, or street has a good sense of place when a person knows that he/she has arrived at that place. The term is used in relation to the characteristics that make a place special or unique. Corona's physical sense of place is derived from its geography and other unique physical attributes such as Grand Boulevard, palm-lined streets that frame views of distant mountains, and architecturally significant homes and buildings. The term also refers to characteristics that foster a sense of authentic human attachment or belonging. Corona's "small town feel" and "sense of community" described by its residents serve as examples. A location or part of a city might also lose the qualities that make it unique and therefore its sense of place as is the case with Downtown. Placemaking seeks to restore or bolster the identity of a place by affecting how people interact with that place.

RECOMMENDATIONS

- Integrate moveable seats and tables which allow users of a space to alter the space so it meets their individual needs and helps provide a unique personal experience, utilizing the public Right-of-Way to create placemaking opportunities.
- Public art should promote a personal or shared reaction. The best elements help enforced the identity of the place where they are located and promote civic engagement. It provides an opportunity for the community to express its creativity in both permanent and temporary installations and to highlight local history.
- Install permanent and temporary Photo opportunities such as overscale letters and human scaled postcards provide fun interactions while promoting destination branding and marketing through social media.

- The "ceiling" plane of paseos, streets, and outdoor room should be enhanced by specialty light strands, shade elements, and canopy features.
- The hardscape and softscape materials should be chosen in order to create unique and enjoyable pedestrian experiences, including a variety of color, textures, and materials while giving care to provide spaces that provide shade and visual "cooling."
- Specialty ground lighting options such as integral LED lighting embedded into the hardscape should be used as a focal in the Circle of Light
- Wet play / misters / water features should be used at key focal points for their attraction draw as well as their psychological and physical cooling properties.
- In key retail / gathering nodes, the use of outdoor background music as well as performance spaces should be provided

(A) Public art piece, Monrovia, CA

(B) Irvine Spectrum, Irvine, CA

(C) Farmers Park, Anaheim Packing House



inplace

04

Circulation

Street Network

Downtown Corona's street network is laid out in a traditional grid pattern with Main and Sixth Streets serving as the major north-south and east-west axes. Grand Boulevard radiates from the intersection of these two streets and defines the extent of the city's original development. Sixth Street provides direct connections to the regional transportation network including the 91 Freeway and the Corona Metrolink station. Since the mid-20th Century, the movement of automobile traffic has dominated roadway design and operations at the expense of other travel modes. The City has sought to correct this through the preparation of the Conceptual Mobility Strategies Plan. It acknowledges the interrelationship between land use and transportation and focuses on sustainable community concepts and economic development strategies as a means of providing expanded mobility options within Downtown streets.

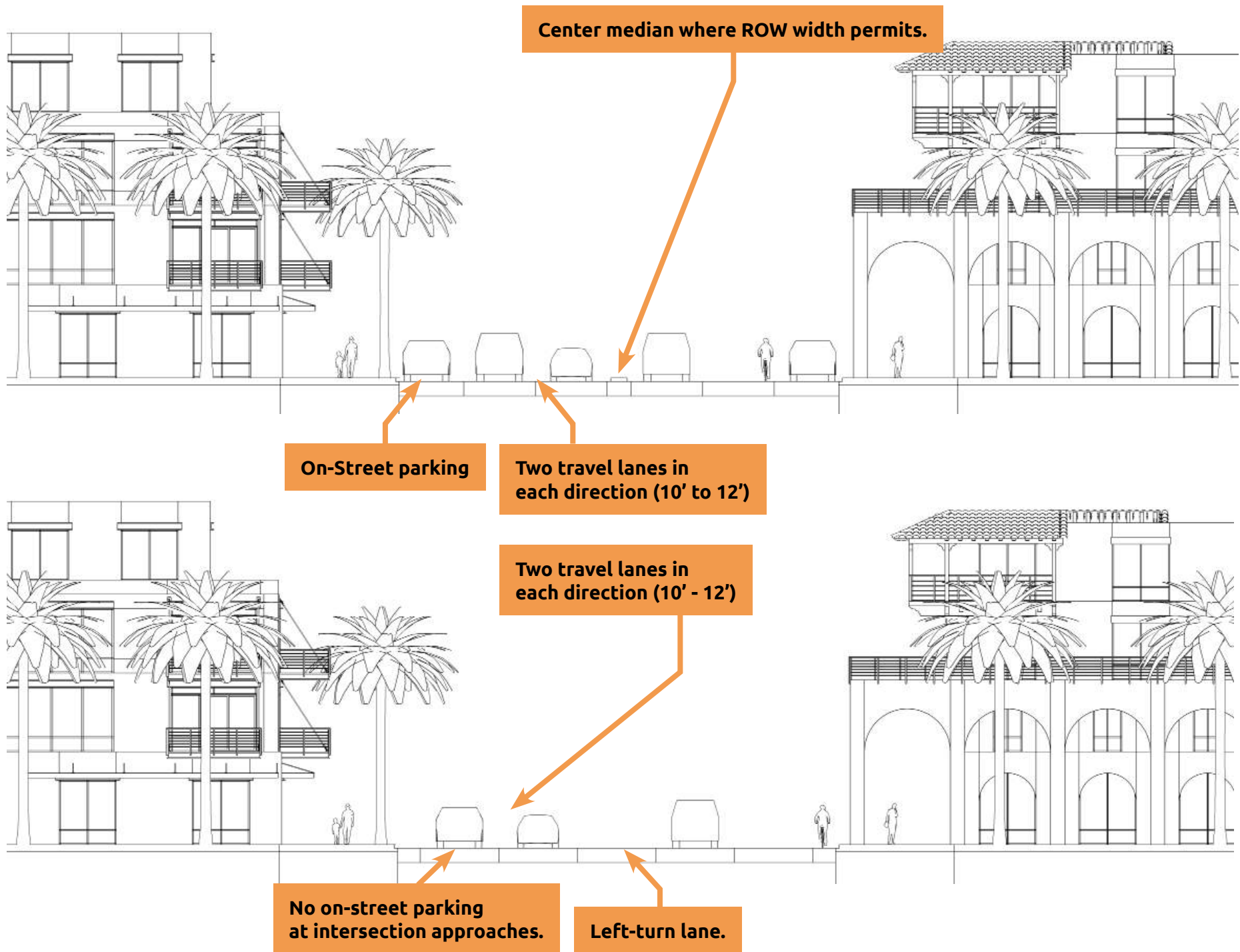
The planning and operation of a street network needs to shift from the movement of automobiles to the movement of people, regardless of what transportation mode they choose to take. Streets therefore need to accommodate multiple travel modes. A complete street within a local diverse and compact district is beneficial to local businesses because it meets the mobility needs of multiple user groups and makes more efficient use of existing roadway capacities thus eliminating the need for costly roadway widening projects.

RECOMMENDATIONS

Elements of a complete street include:

- Reduced travel lanes or more narrow lanes to allow for on-street parking or bike lanes.
- Improved and well-maintained sidewalks and street crossings.
- Public transportation.
- Regularly spaced bus stops in high-visibility areas and appropriately located so as to minimize disruptions on traffic flow.
- Improved first/last mile connections through micro transit opportunities.

Conduct a traffic study to determine the feasibility of implementing proposed mobility improvements and to assure that the operation of local streets is not compromised.



*Top: Sixth Street mid-block section
 Bottom: Sixth Street intersection approach section*

Transit

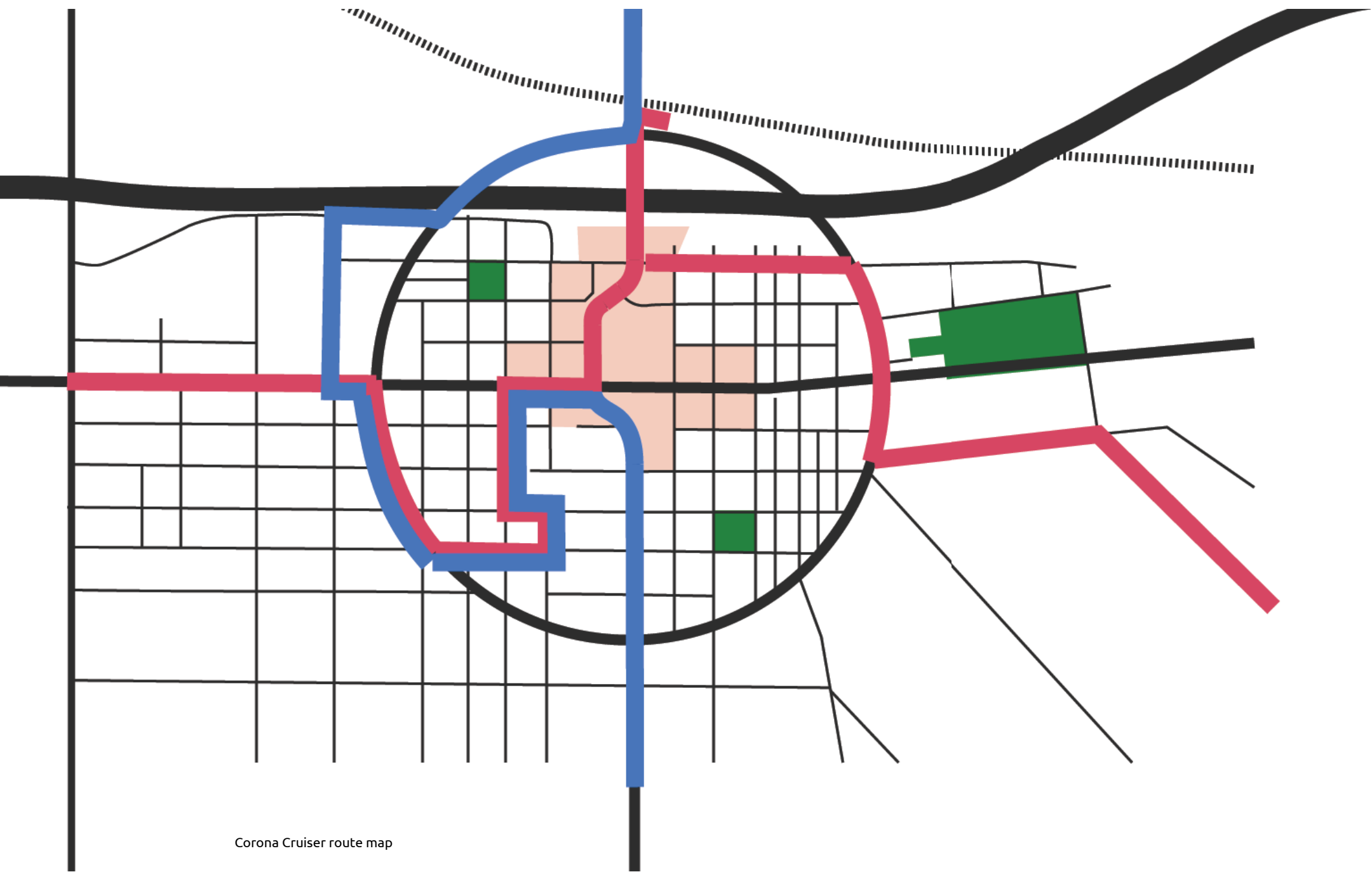
The Corona Cruiser is the City-operated, fixed-route transit service. It consists of two lines that operate on streets throughout the city. The Cruiser operates along Main Street and a small portion of Sixth Street. It provides connections to regional transit lines operated by the Riverside County Transportation Authority and the city's North Main Metrolink Station. The two lines also serve local destinations including the Civic Center, Corona Regional Medical Center, Circle City Center, multiple parks, and schools.

The Cruiser's hours of operation are limited to traditional peak demand travel periods (weekdays from 6:30 AM to 7:00 PM) and on Saturdays from 9:00 AM to 4:00 PM for the Blue Line or 5:00 PM for the Red Line.

RECOMMENDATIONS

The City should consider modifying the Cruiser's operation in order to support Downtown's revitalization. This includes:

- Redesigning the routes to provide more direct service to the Downtown.
- Extend the hours of operations or introduce evening service within the Downtown.
- Provide convenient connections between the Downtown and adjacent parking supplies that go mostly unused during evenings and weekends. This includes parking lots at the Civic Center and the Metrolink Station.



Corona Cruiser route map

Bicycling

The elevation of bicycling from a recreational form of transportation to a functional component of a multi-modal transportation system requires appropriate infrastructure in the form of on-street improvements, bicycle parking and storage, and signage. Educational programs designed to improve safe bike travel and also beneficial in promoting increased bicycle travel, especially among school-age children.

Bike lanes range in width from between four to six-feet and are located adjacent to a street curb. They are separated from automobile traffic by a solid striped line and a broken line when they reach an intersection. Cars are not allowed to travel within a bike lane except for at the intersection in order to make a right turn. Bike lanes are usually located on streets without on-street parking. Additional road width is required when there is on-street parking in order to provide clearance with open car doors.

Protected bike lanes are also located on a street but include additional physical separation from automobile traffic. This may include a raised curb or placing the bike lane between on-street parking and the curb. Protected bike lanes are more common in streets that experience high volumes of bicycle travel like near a college or university, near the coast because they occupy a greater amount of roadway width and often require the elimination of travel lanes.

Sharrows are travel lanes that are shared by automobile and bicycle traffic. Icons are stenciled on the lane to signify this condition. They are typically located on roadways where there is not sufficient right-of-way width to allow for bike lanes.

RECOMMENDATIONS

- The planning and design of complete streets needs to account for the needs of multiple user groups. This is particularly true when planning a network of on-street bicycle facilities. For example, bike lanes and

angled parking are typically not compatible or may require the elimination of travel lanes or landscaped medians in order to provide adequate clearances.

- Consider installation of sharrows along streets where bike lanes are not practical.
- Consider placing bike lanes on street that are adjacent and parallel to major arterials, have lower traffic volumes, and are safer alternatives for bike traffic.
- Provide safe and secure bicycle storage facilities within the Downtown. Bike racks can be designed to reflect a district’s unique characteristics or local businesses. They therefore serve as both functional and aesthetic elements.
- Install crossing signals at intersections that are conveniently located for bicycle riders.
- Incorporate the local bicycling network in a district’s wayfinding and signage system.
- Work in conjunction with local law enforcement, schools, and cycling organizations to hold bicycle safety and educational programs.
- Have regularly scheduled bicycle-oriented events like an organized ride or race along Grand Boulevard.
- Consider the addition of a bike station that provides both bike storage and repairs within the Downtown area.

(A) Protected bike lane showing 4-foot buffer area between parked cars and bike lane and placement of on-street parking on opposite side of bike lane from the curb. On-street parking buffers automobile traffic from bicycle traffic.

(B) Image showing protected bike lane configuration.

(C) Bike racks with integral identity signage.



A



B

Images: Maci S.



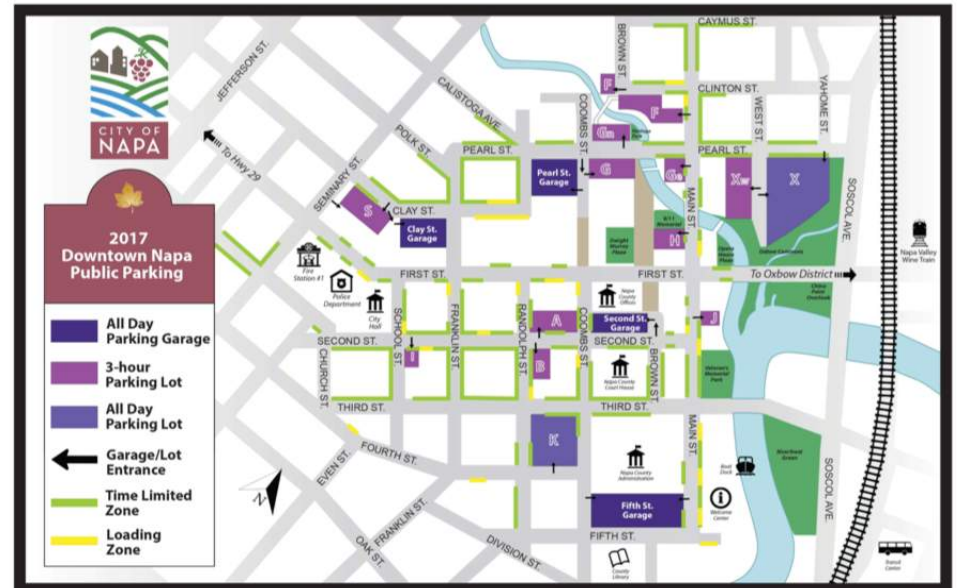
C

Parking

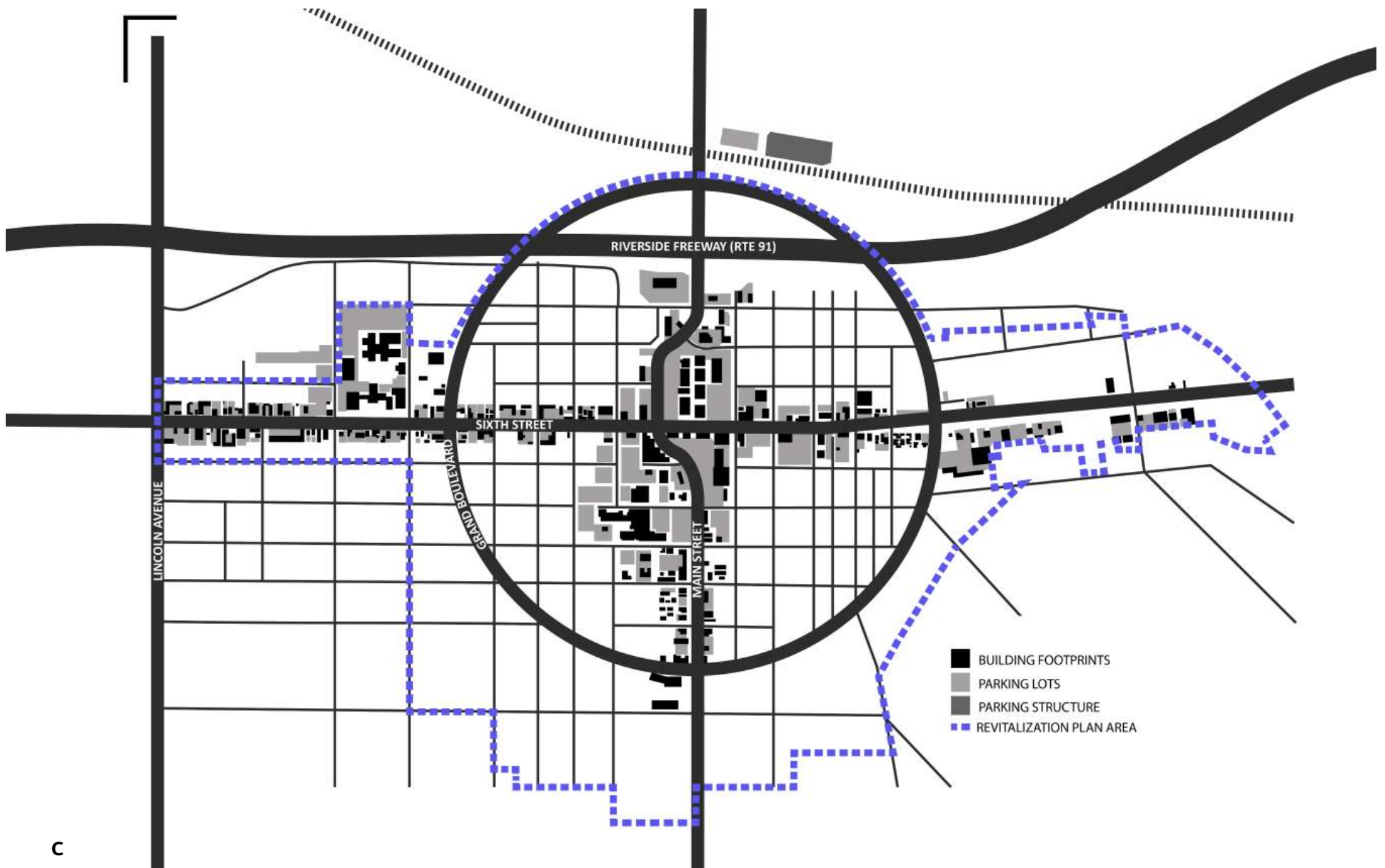
In contrast to the Mid-Century heyday of Downtown Corona, much of Main Street and Sixth Street is dominated by surface parking lots resulting from site-specific requirements and suburban building typologies introduced into the heart of the city. The current oversupply of free surface parking is an inefficient use of precious downtown land that ironically limits both its appeal and capacity as a regional destination. Recapturing invaluable street frontage for higher economic and social value by replacing this parking with more efficient interior parking facilities is a key strategy to bringing The Circle to life.

RECOMMENDATIONS

- Implement a District-wide parking supply and management strategy allowing for multiple destinations to be accessed by a single vehicle trip and promoting more walking along local streets and paseos.
- Develop a Form Based Code in order to prioritize a predictable urban form and facilitate the redevelopment of surface lots by replacing current parking minimum standards.
- Facilitate the development of public/private parking structures within the internal blocks adjacent to the “100% intersection” of Main & Sixth Streets.
- Replace surface lots fronting Main & Sixth with new buildings / parks
- Maximize on-street parking along key streets in order to reduce off-street parking demand, while providing a safe buffer between moving traffic and pedestrians
- Encourage alternative transportation infrastructure (eg. bicycle storage, showers, transit shelters, Neighborhood Electric Vehicle parking/charging)
- Where surface lots are adjacent, they should be combined to create shared parking opportunities



B



C

(A) Shared parking structure with district identity signage and sign showing real-time information on available spaces.

(B) Parking district maps showing location of shared use lots and structures.

(C) Figure-Field diagram of Downtown Corona showing land occupied by buildings and parking lots.



Conceptual rendering of future development.

Storyland

STUDIOS

SUMMARY

The vision to restore the heart of Corona is one strongly shared by citizens, leaders, business owners, community builders, and the team of designers and strategists tasked with guiding this effort. When town founder R.B. Taylor and Hiram Clay Kellogg had the “Grand” vision of a 1-mile diameter circular Boulevard, there was no question about where the physical, social, and cultural center of the city would be. Those early visionaries would undoubtedly be amazed by the expansion and growth of their original vision including bold master plans and commercial centers in all compass directions from North Main and Dos Lagos (South) to Sierra Del Oro (West) and Corona Hills (East). After a half-century of pushing out the boundaries of Corona, the time is now to recenter The Circle City with a vibrant, walkable hub and heart.