Downtown Revitalization Specific Plan (SP 98-01)
City of Corona

City of Corona Redevelopment Agency
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Downtown Revitalization Specific Plan (SP 98-01)
City of Corona, Riverside County, California

Prepared for:

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January 5, 2011

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AMENDMENTS TO
DOWNTOWN REVITALIZATION SPECIFIC PLAN
SP-98-01

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA99-02	February 17, 1999	Amendment to allow massage establishments as a permitted use in the CS (Community Services) District of the specific plan (Applicant: City of Corona)
SPA00-01	July 5, 2000	Amendment to accomplish the following: (1) amend the land use designation from General Commercial to Business Park for 6.8 acres of property generally located north and south of East Sixth Street; (2) include Boat and Marine Sales and Repair as permitted uses in the Business Park designation; (3) restrict the use of portable signs to limited pedestrian-oriented uses in the Downtown District of the specific plan. (Applicant: REIM Commercial Properties)
SPA00-06	October 18, 2000	Amendment to establish Park and School land use designations and to amend the designation of five existing parks to Park (P) and one public school to School (S). (Applicant: City of Corona.)
SPA01-005	July 18, 2001	Amendment to allow signs in the building setback and to delete single pole signs as a prohibited sign in the General Commercial (GC) District. (Applicant: City of Corona).
SPA04-007	December 1, 2004	Amendment to allow cybercafés as a permitted use in the General Commercial (GC) District. (Applicant: City of Corona).
SPA04-010	October 20, 2004	Amendment to establish additional development standards for multi-family housing and amend 4.71 acres from CS to MF2 (Applicant: Southern California Housing Dev. Corp.).

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA06-006	September 11, 2006	Amendment to permit with a minor conditional use permit and establish regulations for tobacco stores and smoking lounges in the Downtown (D) and General Commercial (GC) Districts (Applicant: City of Corona).
SPA06-009	October 4, 2006	Amendment to allow Massage Establishment in the General Commercial (GC) District (Applicant: Center of Natural Healing).
SPA06-010	December 6, 2006	Amendment of the Floor Area Ratio and Lot Coverage Requirements of various land use districts of the Downtown Corona Revitalization Specific Plan (Applicant: City of Corona).
SPA08-002	April 16, 2008	Amendment to establish an appendix to the specific plan that lists structures at least 50 years old that would be subject to a demolition delay (Applicant: City of Corona)
SPA08-006	December 3, 2008	Amendment to change the land use designation on 4.8 acres from General Commercial to Transitional Commercial in accordance with the 2008-2014 Housing Element update (Applicant: City of Corona).
SPA08-009	March 4, 2009	Eliminate the maximum residential density allowed in the Downtown and Transitional Commercial Districts, increase the density for senior citizen housing to 75 du/ac in the Transitional Commercial District, increase the density to 36 du/ac in the Multi-Family District, and incorporate 0.61 acres into the specific plan boundary as Transitional Commercial (Applicant: City of Corona).
SPA09-001	August 19, 2009	Amendment to various Sections to revise the Design Guidelines for Commercial Development, to revise selected Development Standards, and update text references to General Plan Goals and Policies.

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA09-004	October 26, 2009	Amendment to allow tattoo and body piercing salons as an ancillary use in the TC designation (Applicant: City of Corona)
SPA10-002	January 5, 2011	Amendment to incorporate concepts for multi-modal mobility pursuant to a Caltrans Community based Transportation Planning Grant, to promote livable and sustainable community concepts; to introduce Mixed Use Development Standards, and comprehensively update text.
SPA11-003	September 7, 2011	Amendment to allow monument signs to be constructed up to a maximum height of six feet in the front yard setback. (Applicant: City of Corona)
SPA12-006	September 17, 2014	Amendment to amend the several sections to: 1) change the land use from SF (Single Family) to CS (Community Services) on 0.6 acres at the northeast corner of West Eighth Street and South Sheridan Street including adjacent alleys and 1.06 acres of to-be-vacated street right-of-way of South Belle Avenue (between West Eighth Street and West Ninth Street) and West Eighth Street (between South Belle Avenue and South Sheridan Street), 2) to re-align a portion of a Planned Class III Bike Route along West Eighth Street, and 3) amend and add corresponding changes to associated text and exhibits. (Applicant: Universal Health Services)
SPA13-001	May 15, 2013	Amendment to Chapter 3 to address development of single room occupancy residential units all in conjunction with Housing Element programs to encourage sustainable development near public transit. (Applicant: City of Corona)

NUMBER	COUNCIL APPROVAL DATE	DESCRIPTION/APPLICANT
SPA15-001	May 26, 2015	Amendment to Table III-2 to allow craft breweries in the GB, TC, GC, and BP land use designations. (Applicant: City of Corona)
SPA15-003	September 16, 2015	Amendment to allow smoking lounges by minor CUP in the GB and TC land use designations. (Applicant: City of Corona)
SPA15-006	June 1, 2016	Amend 1.07 acres (Chuck Wagon site) from GC to TC to accommodate an 85-unit affordable apartment project. (Applicant: C&C Development)
SPA2019-0001	October 2, 2019	Amendment to Table III-1 – Land Use Summary (Applicant: Boureston Development)
SPA2019-0003	October 16, 2019	Amendments to Table III-2 – Permitted Land Use Matrix to include additional eating, drinking and entertainment establishments (Applicant: City of Corona)

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I. INTRODUCTION

A - Background

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The City of Corona is located in northwestern Riverside County (see Figure I-A). It is centrally located with respect to Orange County, Ontario International Airport, and downtown Riverside, and is well served by Interstate 15 and State Route 91.

The City of Corona was founded in 1886 as southern Riverside County, and then began to experience a land boom that resulted from the coming of the railroad. The town was then called South Riverside. The first building was an office on the northwest corner of Sixth and Main Streets. The first house was built on Sixth Street between Ramona and Victoria Avenues.

In 1913, 1914, and 1916, the City received national recognition when Grand Boulevard was the site of the "Indianapolis of the West." Crowds of 100,000 were drawn to the event. The race was discontinued due to a wreck that claimed the lives of four people.

By 1924, South Riverside, which had been renamed Corona, was the home of 5,700 residents, and agriculture (citrus production) was leading the local economy. Even though commercial activity had begun to intensify on Sixth Street, Main Street remained the predominant business area. The majority of the 720 homes within the Circle at this time were built in the southern half. Homes built on Grand Boulevard were among the most expensive in the area. Two banks were located at the intersection of Sixth and Main Streets, but very few other service establishments existed.

By 1940, the population had grown to 8,764 persons and by 1960, had reached 13,336 persons. During this time Corona was referred to as the "lemon capital of the world." Most new homes were built outside of the Circle because residential density within Grand Boulevard was near buildout, and businesses continued to establish themselves along Sixth and Main Streets.

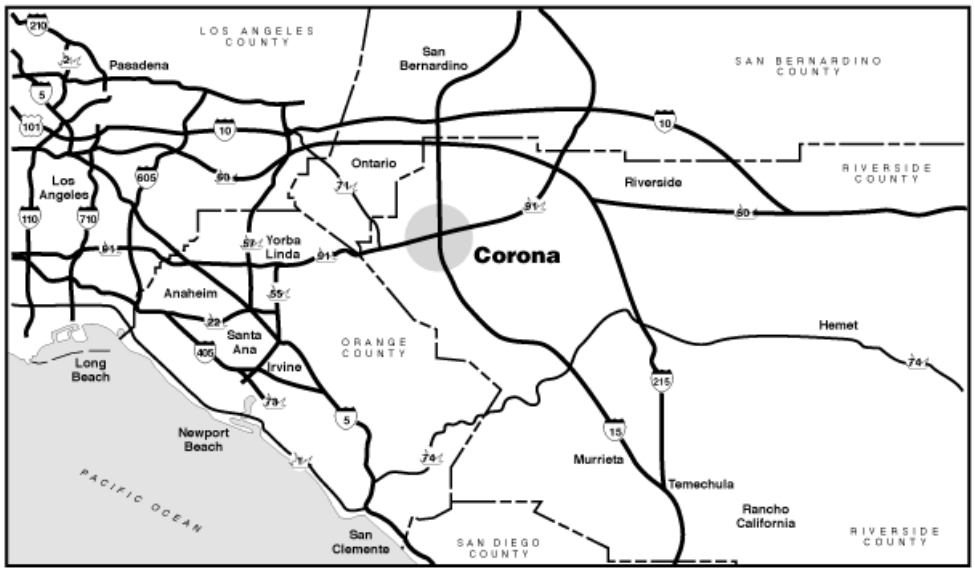

Figure 1-A Regional Location Map

During the decade following 1960, Corona's population doubled from 13,300 to 27,500; during this period, urban renewal came to the Downtown area and the Riverside Freeway (91) was extended through Corona to the City of Riverside. In 1964, the City Council voted for major urban renewal and established a Redevelopment Agency. (At this time, Corona residents were spending a disproportionate percentage of their discretionary income outside the City, and the lack of appropriate Downtown businesses was to blame.)

Under the urban renewal effort, the majority of commercial buildings in the center of the Circle were rendered structurally and functionally obsolete. It was determined that the cost to repair them exceeded their value. One hundred and eleven businesses relocated during redevelopment and, ultimately, only 35 returned to the Downtown. The urban renewal/ redevelopment program was planned for completion in four to five years, yet it actually took more than ten years to complete. Though the effort was planned to provide a powerful economic stimulant to the entire City, that goal was never realized primarily due to the absence of a large commercial tenant to serve as an anchor in the Downtown. Because of the lack of an anchor, many Downtown businesses never returned, opting to relocate in newer neighborhood shopping centers and malls outside the Circle.

Following the freeway construction and the subsequent shift to freeway-oriented land uses, the significance of Sixth Street was reduced both in terms of traffic and business perspectives, resulting in an overall reduction in the significance of Downtown. (Historically, Sixth Street had been the major corridor carrying east-west traffic and was aligned with many of Corona's major business establishments.)

Over the past 15 years, the City of Corona has experienced extraordinary population growth. The City grew from 37,791 in 1980 to 76,095 in 1990, reflecting a 7.25% annual

growth rate. The 1997 population is estimated at 103,000, representing growth of about 5% annually since 1990. This growth is consistent with that of the Inland Empire, which has remained one of the fastest growing areas in the State, and possibly the nation, in terms of population, housing, and employment.

Since the mid-1980s, the City has initiated several efforts to revive the Downtown. Among them, the Downtown Revitalization Study (May 1987) documented the conditions contributing to the deterioration of the Downtown as an activity center in the City. In October 1995, the three-day "Corona Downtown - Create the Vision" charette was hosted by the City to allow Corona citizens and businesses to participate in developing a Downtown revitalization concept.

On December 21, 1995, the City Council received the "Vision Plan" and directed Staff to prepare an implementation strategy. The Vision Plan (as illustrated in Appendix A) is based on a consensus of ideas and desires for Downtown's revitalization. These ideas and desires were translated into the following goals:

- *Revitalize an identified Downtown;*
- *Serve the business sector and groups of residents;*
- *Attract new dollars to the City from Orange and Riverside counties;*
- *Emphasize "The Circle" location as a gateway, historic buildings and small town atmosphere;*
- *Assure cohesiveness, maintenance, attractiveness and a clear, unique identity; and*
- *Provide for entertainment, professional office, transit and cultural uses.*

In July, 1996, the City of Corona selected Urban Design Studio - an urban planning and design firm - to prepare a Revitalization Specific Plan for the Downtown. At the same time, the City selected another consultant to prepare a specific plan for North Main Street. Both specific plan efforts have resulted in the most inclusive public outreach programs ever undertaken in the City. And, both specific plans are being prepared in a coordinated manner with regards to transportation, infrastructure and market analysis.

Concurrent with the preparation of both specific plans, the City's existing Redevelopment Project Area "A" is going through an amendment process to include the Downtown area; most of North Main Street is already included. The amendment process involves: 1) adding property to the existing Redevelopment Project Area "A"; and 2) merging Redevelopment Project Area "A" with the Downtown Redevelopment Project Area (See Appendix B).

The original intent of the Downtown Revitalization Specific Plan was to refine the concepts provided in the "Vision Plan for Downtown Corona" and to designate land uses, formulate policies and design guidelines, determine an urban design framework/streetscape, and develop implementation programs and strategies to accomplish revitalization of the area.

The Specific Plan was approved in June 1998 and since that time has been amended approximately ten (10) times. The Specific Plan area includes approximately 621 gross acres

and generally consists of commercial corridor along Sixth Street, from Lincoln Avenue on the west to the Temescal Creek Channel on the east, and the area within the Grand Boulevard Circle.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

The City of Corona ("City") received a Caltrans Community-Based Transportation Planning Grant ("Grant") in 2009, which proposes to focus on the coordination of transportation and land use planning projects that encourage community involvement and partnership. The Conceptual Mobility Strategies Plan presents alternative modes of transportation design concepts and requirements for pedestrian/bicycle/transit linkages. The Conceptual Mobility Strategies Plan also introduces livable and sustainable community concepts, economic development strategies, as well as updates text and graphics that pertain to community design and infrastructure within the specific plan area. Additional aspects proposed by the Conceptual Mobility Strategies Plan include focusing on the coordination of transportation and land use planning projects that encourage community involvement and partnership.

B - Purpose of the Specific Plan

The intent of the Downtown Revitalization Specific Plan is to refine the concepts provided in the "Vision Plan for Downtown Corona" and to designate land uses, formulate policies and design guidelines, determine an urban design framework/streetscape, and develop implementation programs and strategies to accomplish revitalization of the area. The overall major objectives of the Specific Plan as defined by the City are to:

- *Create the conditions necessary to encourage high quality development that will implement the Vision Plan created in October of 1995.*
- *To foster downtown as the heart of the community, an identifiable place for residents and visitors to do business, shop, and recreate.*
- *To investigate a future direction for the Corona Mall.*
- *To provide a series of new unconventional zoning regulations and design guidelines which will regulate and promote quality downtown-type buildings and businesses typically found in a community's center.*
- *To establish a more "pedestrian friendly" environment by designing a circulation route that works "around" the heavy vehicular traffic found on Main and Sixth Streets.*
- *To establish Downtown as the traditional governmental and cultural focal point of the City.*
- *To provide needed public facilities.*
- *To support the establishment of cultural resources, such as museums and galleries.*
- *To improve economic activities supporting the historic scale and character of the original Downtown environment.*
- *To clean up the sign clutter that chokes the visual environment of Sixth Street and Downtown.*
- *Stimulate economic development and reinvestment in the Downtown.*
- *Preserve and enhance single-family neighborhoods in the Specific Plan area.*

The overriding purpose of the Specific Plan is to provide a clear vision for future development within Downtown Corona over the next 10 to 15 years.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

In 2009, the City of Corona received a Caltrans Community-Based Transportation Planning Grant, which proposes to focus on the coordination of alternative modes of transportation that encourage public transit, a pedestrian friendly environment, and a non-motorized transportation plan that creates a long-term sustainable vision for the City of Corona Downtown area. Thus, the intent of the Conceptual Mobility Strategies Plan is to provide livable and sustainable community concepts with an emphasis on alternative transportation choices and concepts that are consistent with the goals and policies of SB 375 and AB 32.

In addition to the above objectives, the intent of the City of Corona Caltrans Community-Based Transportation Planning Grant (Grant) is to focus on the coordination of alternative modes of transportation that encourage public transit, a pedestrian friendly environment, and a non-motorized transportation plan that creates a long-term sustainable vision for the City of Corona Downtown area. Thus, Chapter V, Transportation System has been included into this Specific Plan, which provides livable and sustainable community concepts with an emphasis on alternative transportation choices and concepts that are consistent with the goals and policies of SB 375 and AB 32.

The major objectives of the Grant are as follows:

1. Analyze the existing Specific Plan, Environmental Impact Report and Master Plans and recommend appropriate requirements and development standards to address livable and sustainable principles in the downtown area based on the City's existing zoning. Update Specific Plan text as necessary.

2. Update the Specific Plan language based on the most current City Master Plans.

3. Address mobility issues such as pedestrian, bicycle, vehicular, and public transit as it relates to connecting the downtown area to the North Main Street Metrolink Station, RTA's Bus Rapid Transit Station and the future widening of the SR-91 Freeway.

4. Develop maps illustrating existing infrastructure conditions including dry utilities and develop new maps illustrating maximum infrastructure capacity and constraints based on land use and zoning designations.

5. Update and develop language, development standards and design principles relating to water conservation, economic development programs, recycled water, green building and air quality that meets or exceeds current City policies and State requirements.

6. Update text relating to Landscape design to reflect new codes and guidelines for water conservation.

7. Update text relating to Street sections to reflect "Complete Street" guidelines.
8. Ensure consistency between SB 375 and AB 32 and the Downtown Revitalization Specific Plan.

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C- Specific Plan Area

The City of Corona Downtown Revitalization Specific Plan area includes approximately 621 gross acres and generally consists of the commercial corridor along Sixth Street, from Lincoln Avenue on the west and the Temescal Creek Channel on the east, and the area within the Grand Boulevard Circle (see Figures I-B and I-C.) The Riverside Freeway (91 Freeway) bisects a small portion of the plan area in the north.

The Specific Plan area includes commercial, industrial, residential, and public property in the original City center (i.e. Downtown Core, which includes Main Street and Sixth Street inside the Grand Boulevard Circle), or "Circle area," and the adjacent commercial areas along Sixth and Main Streets (see Figure I-D). Sixth Street and Main Street were traditionally the main thoroughfares before completion of the 91 Freeway in the mid-sixties and, more recently, the I-15 Freeway. Today, Sixth Street contains many small commercial parcels that are fairly shallow in depth, along with a mixture of older and newer structures and a variety of uses.

The prominent structures in the Specific Plan area on Sixth Street are: the Corona Mall at Main and Sixth Streets; the public library across from the Mall; the City Hall, six blocks to the west; and the Landmark Theater building on Sixth Street. Within the Circle are some of the City's oldest residential neighborhoods mixed with some commercial uses. The Corona Regional Medical Center, located on South Main Street, is a major property owner in the southwest quadrant of the Circle. Grand Boulevard south of Sixth Street contains many elegant restored historic residences.

North of the 91 Freeway, within the Grand Boulevard Circle, is an older residential area intermixed with industrial buildings. Commercial development is found across the street. On the east side of Main Street next to the freeway, is a Caltrans "Park-and-Ride" lot.

The western portion of the Specific Plan area, along West Grand Boulevard and Sixth Street, contains the Civic Center, along with commercial and residential development. The Specific Plan area east of East Grand Boulevard contains the City Park, a mobile home park, older residential neighborhoods and underutilized small lot commercial development.

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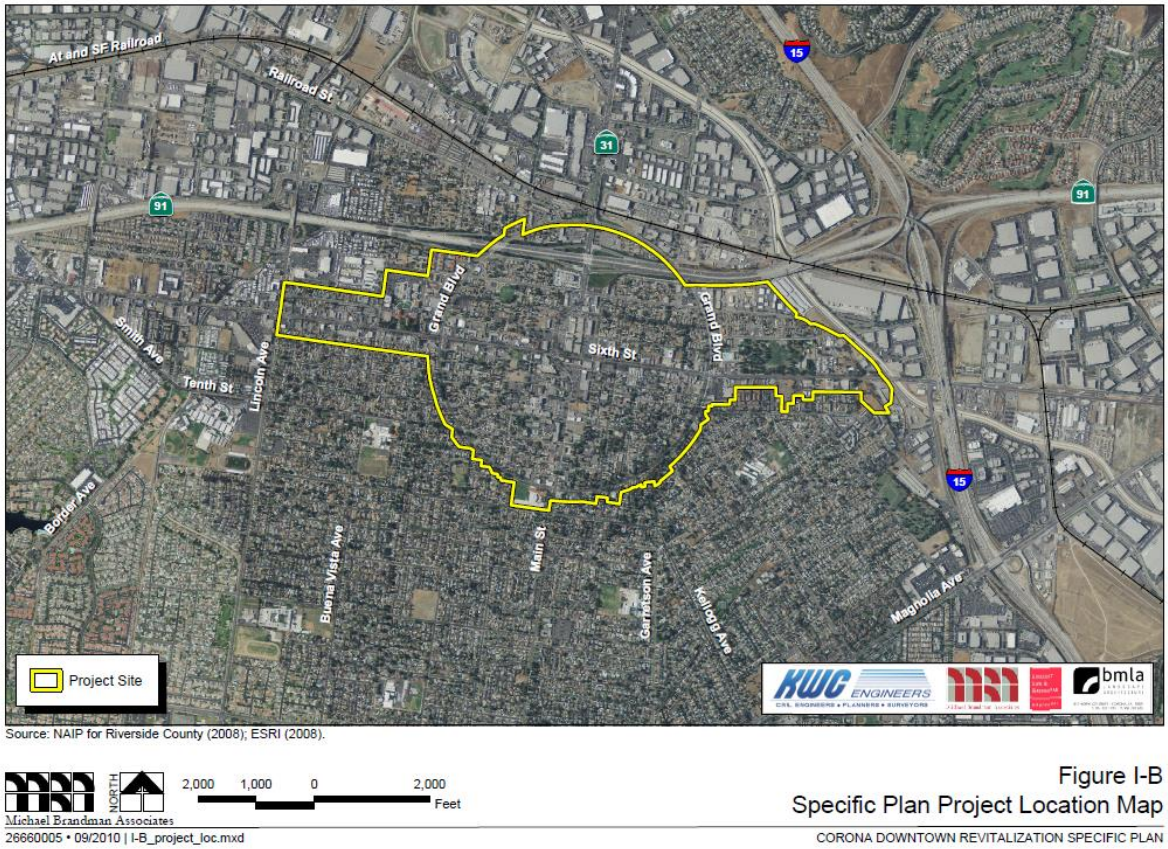

Source: NAIP for Riverside County (2008); ESRI (2008).

NORTH 2,000 1,000 0 2,000 Feet

Michael Brandman Associates

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Figure I-B
Specific Plan Project Location Map

CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

Figure I-B: Specific Plan Project Location Map

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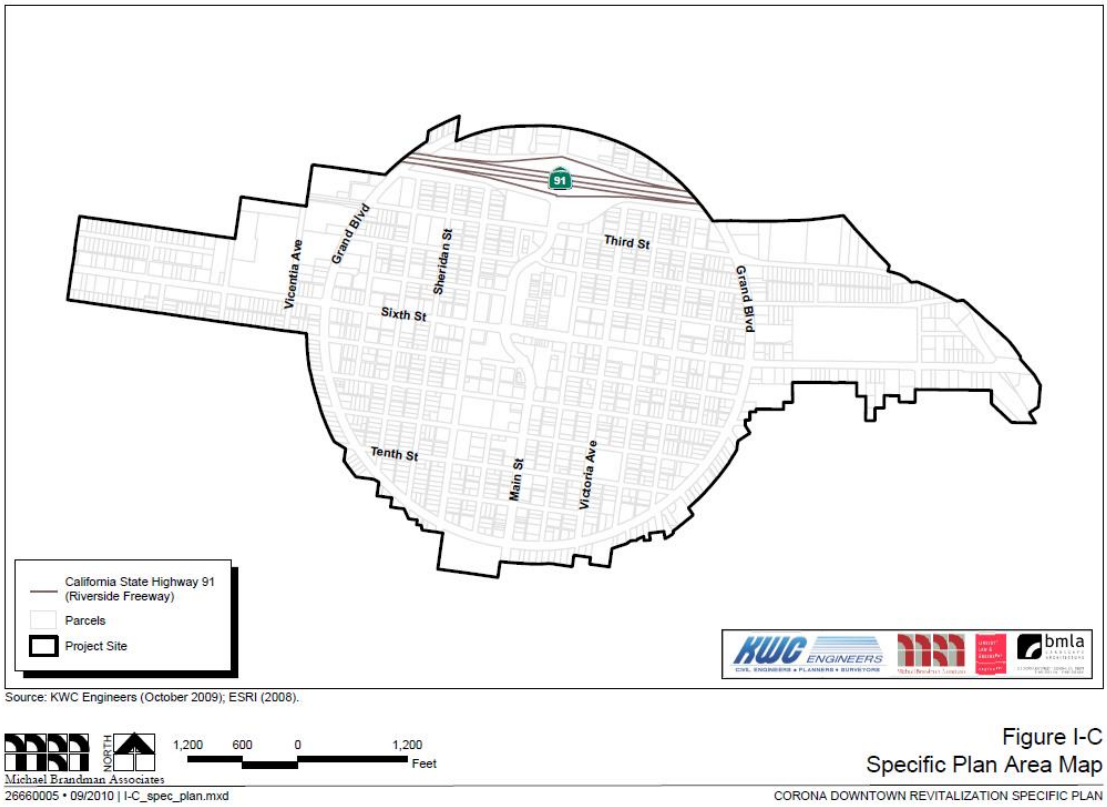

Figure I-C: Specific Plan Area Map

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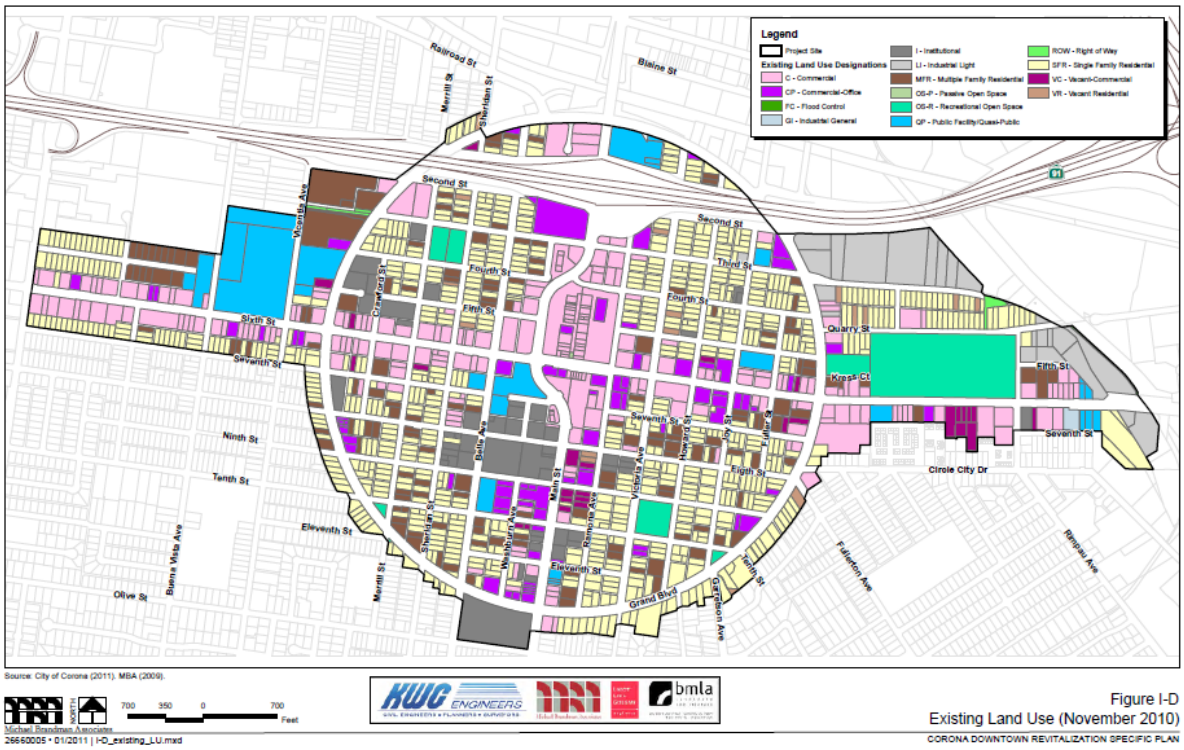

Figure I-D: Existing Land Use

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D- Authority for the Specific Plan

The Corona Downtown Revitalization Specific Plan is established through the authority granted to the City of Corona by the California Government Code, Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457 (Specific Plans).

Specific plans may be adopted either by resolution or ordinance. This allows cities to choose whether their specific plans, or portions thereof, will be policy-oriented (adopted by resolution) or regulatory (adopted by ordinance).

All zoning related portions of this Downtown Revitalization Specific Plan (i.e., land use designations, permitted uses and development standards) are prepared to serve as regulatory provisions; that is, superseding other regulations and ordinances of the City for the control of land use and development within the Specific Plan boundaries. Other portions (i.e. goals and policies, design guidelines, focus area plans and streetscape design concepts) are provided as City policies aimed at providing direction for future planning and pubic improvement efforts.

The Merged Redevelopment Project Area Plan is consistent with and implements this Downtown Revitalization Specific Plan.

The Specific Plan may be amended to further the systematic implementation of the Corona General Plan.

E- California Environmental Quality Act Compliance

An Environmental Impact Report (EIR) was prepared for the Corona Downtown Revitalization Specific Plan which assessed the potential for environmental impacts related to build out of the Specific Plan area. The EIR entitled "Corona Redevelopment/ Downtown Specific Plan Project" and prepared by David Evans and Associates, Inc., is a separate document and on file with and under separate cover with the City of Corona Planning Department.

This Specific Plan is prepared to mitigate certain impacts identified in the EIR: it integrates measures and design features that intend to mitigate impacts or improve existing environmental conditions in the Downtown. The Specific Plan also is intended to eliminate the impacts of urban blight as outlined in the Redevelopment Plan, and to enhance physical and socioeconomic conditions in the area. Among the issues addressed in the Specific Plan that are also addressed in the EIR include:

- Water, sewer, and storm drainage infrastructure;
- Physical design and aesthetics;
- Public services;
- Land use;
- Traffic and circulation; and
- Open space and parks.

Although the EIR specifically states that "the adoption of the Corona Redevelopment/Downtown Specific Plan will not result in any significant environmental changes," it does identify specific mitigation measures for the following topical areas:

- Air Quality;
- Traffic;
- Soils and Geology;
- Police and fire services and facilities
- Water services and facilities

- Wastewater services and facilities
- Drainage and hydrology; and
- Public health and safety.

The specific mitigation measures for each of the above topical areas are listed in the Appendix C.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

In 2009, the City of Corona received a Caltrans Community-Based Transportation Planning Grant, which proposes to focus on the coordination of alternative modes of transportation that encourage public transit, a pedestrian friendly environment, and a non-motorized transportation plan that creates a long-term sustainable vision for the City of Corona Downtown area. Thus, the intent of the Conceptual Mobility Strategies Plan is to provide support for livable and sustainable community concepts with an emphasis on alternative transportation choices and concepts that are consistent with the goals and policies of SB 375 and AB 32.

Implementation of the Conceptual Mobility Strategies Plan does not change the approved land uses and design guidelines located within the existing Specific Plan document. In addition, the Conceptual Mobility Strategies Plan provides concepts and strategies regarding alternative modes of transportation. Actual selection of transportation modes and design and construction of improvements will be subject to analysis under separate CEQA environmental review and approval by the City of Corona at the time any of the concepts are proposed to be implemented.

The Conceptual Mobility Strategies Plan presents alternative modes of transportation design concepts and requirements for pedestrian/bicycle/transit linkages. The Conceptual Mobility Strategies Plan also introduces livable and sustainable community concepts, economic development strategies, as well as updates text and graphics that pertain to community design and infrastructure within the specific plan area. Additional aspects proposed by the Conceptual Mobility Strategies Plan include focusing on the coordination of transportation and land use planning projects that encourage community involvement and partnership.

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F- Consistency with Other Plans and Ordinances

1. General Plan Consistency II-21
2. General Plan Consistency Conclusions II-27
3. General Plan Map Amendments II-27
4. Zoning Ordinance and Map Amendments II-27
5. Consistency with the Charette Vision Plan II-28

This Section provides the background of regulatory actions that have preceded the preparation of this Specific Plan (i.e. General Plan, Zoning Ordinance, etc.) and provides an analysis for determining consistency between the Specific Plan and other policy and regulatory documents.

1. General Plan Consistency

California State law requires a specific plan to be consistent with the General Plan of the adopting locality. To ensure consistency with the City of Corona General Plan (March 2004), a review of the existing General Plan for all policies that are relevant to the Corona Downtown Revitalization Specific Plan was made.

a. Land Use

The Corona General Plan contains a number of both general and specific goals and policies that are applicable to the Downtown area. The land use goals most applicable to the Corona Downtown Revitalization Specific Plan area state:

Goal 1.17 – ***Enhancement of Downtown Corona as the centerpiece of community identity, activity, culture, and governance, whose physical development nurtures pedestrian activity.***

Supporting these goals, as applicable to the Specific Plan area, are the following policies:

Uses

Policy 1.17.1 – *Accommodate the development of retail commercial, office, restaurant, entertainment, civic, cultural, housing , and similar uses in accordance with the Land Use Plan's designations and applicable density standards and design and development policies, and as may be more precisely defined by a Specific Plan.*

Design and Development

Policy 1.17.7 – *Ensure that new Downtown development is attractive and creates an image conducive to economic revitalization in accordance with the adopted Specific Plan.*

Policy 1.17.8 – *Maintain the generally small scale, "village-like" character of Downtown's buildings, avoiding large "box-like" structures.*
Policy 1.17.9 - *Promote the consolidation of individual lots for the development of cohesive and well-designed commercial and mixed-use projects that maintain the area's character of low-rise and pedestrian-oriented buildings with distinctive storefronts.*
Policy 1.17.10 – *Locate and design commercial and civic structures and sites to achieve a pedestrian-oriented environment that serves as a centerpiece of community activity.*
Policy 1.17.11 – *Require that commercial uses be designed to exhibit a high level of architectural and site quality in accordance with the principles defined by Policies 1.11.11 through 1.11.13 and 1.11.15.*
Policy 1.17.16 – *Identify and promote Downtown's historic housing, structures, and sites through such techniques as markers, tour guides, and financial incentives.*
Policy 1.17.17– *Implement a comprehensive streetscape improvement program to enhance the visual character, pedestrian activity, and establish a distinct identity for Downtown's commercial and residential areas and entries along primary transportation corridors. Elements may include trees, plantings, benches, trash receptacles, sidewalk and crosswalk paving, signage, pedestrian-scaled lighting, entry identification, public art, and comparable improvements.*

Maintenance
Policy 1.17.18 – *Support the ongoing improvement of commercial and residential properties in the Downtown through programs of education, financial assistance (e.g., CDBG grants, low-interest loans, and property tax reduction), and partnerships with local businesses, organizations, and nonprofits.*

The Land Use Element also includes discussion related to the City's land use distribution pattern. The land uses proposed for the Corona Downtown Revitalization Specific Plan area are consistent with these general discussions. Additionally, the Land Use Element implementation program provides support for the Corona Downtown Revitalization Specific Plan, stating: "Specific plans are a key element to implementation of the General Plan." Reliance on specific plans as an implementation technique is based on several factors. First, specific plans can apply to particular areas of a City and thus can address unique or special characteristics of an area. Second, specific plans are more detailed than general plans and as such are able to address issues and features of an area at a finer level of specificity that the General Plan. Thus specific plans are particularly appropriate to areas which, due to unique conditions, require detailed regulations, conditions and programs to guide future use and development."

b. Community Design

The Community Design Element is a statement by the City of its intention to create a special design character throughout the community. The Downtown area of Corona is distinctly identifiable by its street pattern, form of development, historic buildings, and landscape. The grid street pattern circumscribed by the Grand Boulevard circle, within which retail, office, civic, and other buildings are developed in a traditional "Main Street" configuration. Outside of the Grand Boulevard Circle, Sixth Street east and west of the Downtown core is an automobile oriented corridor that contains a fragmented mix of commercial centers, strip malls, and independent buildings that convey little architectural or landscape merit. A number of goals and policies related to community design have specific implications for the Downtown Revitalization Specific Plan area. Applicable goals and policies include:

Goal 2.5 – ***A city of well-designed residential neighborhoods, commercial districts and corridors, industrial districts, and civic places that are uniquely identifiable in their building form, public places, and landscapes contributing to a high quality of life for residents and positive image for visitors to the City.***

Policy 2.5.1– *Downtown Corona* – Develop a comprehensive program of streetscape improvements that uniquely identify Downtown Corona, nurture a high quality of pedestrian experience, and contribute to its revitalization. In formulating an urban design plan for this area, it is important to recognize that the experience of other communities suggests that length of Sixth Street within the Grand Boulevard circle is too great to sustain a continuous pattern of pedestrian-oriented uses. Consequently, the most extensive pedestrian-oriented streetscape improvements should be focused on a two to four or more block segment in which the new economic activity can be concentrated. Outside of this core, the improvements can be diminished in their density. A streetscape program should consider the following elements:

Street trees—using a common species to identify the corridor that is differentiated in the pedestrian-oriented core, key activity locations, and intersections. In the core pedestrian areas, trees that provide a dense canopy and shade for pedestrians should be used;

Street landscape—parkways and planters along sidewalk frontages, with the highest intensity in core pedestrian areas;

Sidewalk and crosswalk improvements—distinctive paving materials or treatment, including possible sidewalk pullouts at intersections;

Plazas—at selected high activity locations as "cut-outs" from development for outdoor dining or sitting;

Street furniture—consistent use of well-designed benches, trash receptacles, newsracks, and other pedestrian amenities;

Lighting—pedestrian-oriented lighting fixtures (low height and intensity) in primary pedestrian areas;

Signage—common graphic design with unique logo to differentiate the Downtown (see "Signage");

Public art installations (murals, ground paintings, sculptures, banners, and so on);

Transit stops and "pull-outs" at key locations.

The Downtown Specific Plan in concert with the General Plan purports to reinvent the Downtown as a center of community and identity which would include provision for improvements to the streetscape and public places. It also purports to revitalize the Sixth Street corridor for mixed-use development that also introduces new streetscapes and quality design.

c. Housing Element

The City's 2008 Housing Element contains a description of the current housing stock conditions in Corona, existing and projected housing needs, and the City's housing related goals, objectives and policies. The following Housing Element policies apply to the Specific Plan area:

Goal 3.1 – *Promote and maintain a balance of housing types and corresponding affordability levels to provide for the community's demands for housing within all economic segments of the City.*

Policy 3.1.3 – *Promote specific plans that provide a variety of housing types and densities based on the suitability of the land, including the availability of infrastructure, the provision of adequate City services and recognition of environmental constraints.*

Goal 3.3 – *Maintain high quality residential development standards to ensure the establishment of livable neighborhoods with lasting safety and aesthetic value, and to promote the maintenance and preservation of historic neighborhoods.*

Policy 3.3.1 – *Recognize the City's inventory of existing historic structures and seek programs to enhance and preserve those neighborhoods.*
Policy 3.3.3 – *Provide public services and improvements that enhance and create neighborhood stability.*
The Corona Downtown *Revitalization* Specific Plan, through the encouragement of mixed-use development, design guidelines, and incentives, provides direction consistent with the Housing Element policies.

d. Historic Resources

The City of Corona is noted for its rich cultural heritage as evidenced by its many historic structures, sites, and natural features. An effective historic conservation program enhances the community's understanding and appreciation of history and contributes to increased property values, economic benefits, and the overall attractiveness of the City to residents, businesses, and visitors. The Downtown Revitalization Specific Plan area is host to many of

the City's historic sites. The General Plan Historic Resource goals and policies identified below have specific relation to the Downtown Revitalization Specific Plan.

Goal 4.1 – ***A comprehensive historic resource management program that identifies, designates, and protects those resources that are significant to the historic development, identity, and character of Corona.***

Policy 4.1.3 – *Continue to implement criteria and guidelines for the inclusion of historic resources, in addition to historic structures, for the Historic Register and Heritage Inventory, including but not limited to: sites, parks, landscape elements, streets, streetlights, signs, monuments, murals, and public art.*

Goal 4.2 – ***Promote the retention, restoration, adaptive reuse, and maintenance of historic structures and properties in a manner that will conserve the integrity of the resource in the best possible condition.***

Policy 4.2.1 – *Assist and encourage property owners and tenants to maintain the character and integrity of the historic resource, and to* restore *and reuse historic properties in a manner compatible with their original architectural style.*

The purpose of the Historic Resources Element is to provide policies for the planning and future management of historic resources in the City of Corona. Historically significant properties can be identified in an existing inventory of properties that warrant preservation, on the City's Register of Historic Resources consisting of landmarks, districts, and markers, and for those that qualify, through Mills Act preservation agreements that provide incentives for the continued maintenance of resources.

e. *Circulation Element*

The Corona General Plan Circulation Element provides general goals and policies which support and are consistent with the design and development guidance set forth in the Corona Downtown Revitalization Specific Plan. The goals and policies most applicable to the Specific Plan are outlined below.

Goal 6.1 – ***Provide a system of streets that meets the needs of current and future residents and businesses, and facilitates the safe and efficient movement of people and goods throughout the City, while accommodating future growth consistent with the Land Use Element.***

Policy 6.1.15 – ***Sixth Street****—Design Sixth Street from Smith Avenue to El Sobrante Road as a Mixed-Use Boulevard, including measures that support the proposed mixed-use development patterns. To maintain the livability of the street, limit Sixth Street to four travel lanes within this segment. As mixed use development occurs in the Sixth Street corridor, consider the implementation of off-street shared parking with parking signage improvements, consolidation of driveways, installation of raised landscaped medians, bus turnouts, traffic signal enhancements,*

special pavement treatments at pedestrian crossings and intersections, curb extensions, signalized/enhanced crosswalks, wider sidewalks and other appropriate measures which enhance traffic flow, transit efficiency and pedestrian movements. Upgrade and improve key bottlenecks at intersections via additional lanes (to six through lanes), with transition back to four lanes at the mid-block. As part of this policy, the City shall also seek opportunities to enhance mobility on parallel and connecting routes in this corridor to relieve congestion on Sixth Street and allow for the development of mixed commercial and residential uses. This may include, but not be limited to, opportunities to improve traffic flow along Third Street, Tenth Street, the freeway, and also a potential new east/west corridor in the southern section of the City. Consider Bus Rapid Transit improvements in the Sixth Street corridor.

The General Plan acknowledges the importance of creating a balanced transportation system, which can be accomplished in part through land use mix and type. The Specific Plan sets forth a land use pattern that accommodates vehicles and facilitates increased non-automobile transportation.

f. Open Space, Parks and Recreation

Open space, parks, and recreation are important components in the Corona Downtown Revitalization Specific Plan. The Specific Plan is consistent with the City's various General Plan elements that address the related aspects of Open Space and Parks and Recreation that create quality of life within an urbanized setting.

Goal 8.1 – *Establish a hierarchy of open space, including active and passive parks and an interconnected system of public trails in order to serve the diverse recreation needs of residents and visitors.*

Policy 8.1.1 – *Establish a hierarchy of parks in the City classified as Mini-Parks (less than two acres in size appropriate for buffering); Neighborhood Parks (5 to 20 acres in size for a wider population); Community Parks (20 to 50 acres); Special Use Parks which reflect special community values; and Major Parks (50 to 100 acres for more regional benefit).*

Policy 8.1.2 – *Establish a system of trails within Corona identified as Urban Trails, Historic Trails, Rural Trails, and Bicycle Trails.*

Goal 8.6 – *Maximize land availability for parkland and maximize efficiencies for recreation programming through joint/multiple use arrangements.*

Policy 8.6.4 – *Integrate community facilities such as community centers, auditoriums, day care centers, elder care centers, and other public uses into park facilities.*

Public amenities in Corona are an integral component to the high quality of life available in the City, and the City is committed to continuing to maintain and create these facilities in a manner that is consistent with the demographic makeup of the diverse community residing

and working in Corona's Downtown.

2. General Plan Consistency Conclusions

The establishment of land use regulations, site development standards, provision of area wide design guidelines and creation of a streetscape enhancement program within the Corona Downtown Revitalization Specific Plan all combine to effectively implement the applicable policies of the General Plan. Implementation of the Specific Plan will not require amendment of the General Plan text.

3. General Plan Map Amendments

The City of Corona General Plan Map designates a variety of land use categories within the Corona Downtown Revitalization Specific Plan area. Appendix D contains exhibits showing the current General Plan Land Use designations; Appendix E shows the recommended amendments to the General Plan Land Use Map necessary to maintain consistency with the Specific Plan.

4. Zoning Ordinance and Map Amendments

Existing zoning districts within the Specific Plan boundary shall be repealed and the zoning map amended to indicate a new designation of "Downtown Revitalization Specific Plan." All development standards, design guidelines, and other development regulations and incentives of this Specific Plan will apply. For development standards and land use regulations that are not amended by this Specific Plan, the provisions of the Zoning Ordinance shall apply.

5. Consistency with the Charette Vision Plan

The "Vision Plan for Downtown Corona", prepared at the conclusion of the community Charette, was presented to the City Council in December of 1995. Within the Vision Plan are various land use and design concepts recommended for the downtown area. Appendix A provides an outline of these concepts and an analysis of the Specific Plan's consistency with the Vision Plan elements. The preparation and adoption of the Specific Plan itself is one of the key recommendations of the Vision Plan. The Specific plan process was intended to further study and refine the Vision Plan elements and formulate policies, regulations and design guidelines to implement the concepts.

The Vision Plan also contains various strategies for revitalization and implementation tasks, These recommendations have been included in the Implementation Programs contained in Section VII of this document.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

The Conceptual Mobility Strategies Plan will support livable and sustainable community concepts with an emphasis on alternative transportation choices and concepts that are consistent with the goals and policies of SB 375 and AB 32.

Consistency Analysis with AB 32 and SB 375

AB 32

In 2006, the California State Legislature enacted AB 32, the California Global Warming Solutions Act of 2006. AB 32 focuses on reducing greenhouse gas emissions in California. Greenhouse gases, as defined under AB 32, include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons, and sulfur hexafluoride. AB 32 requires that greenhouse gases emitted in California be reduced to 1990 levels by the year 2020. The Air Resources Board (ARB) is the state agency charged with monitoring and regulating sources of emissions of greenhouse gases that are argued to cause global warming in order to reduce emissions of greenhouse gases. The ARB Board approved the 1990 greenhouse gas emissions level of 427 million metric tons of carbon dioxide equivalent (MMTCO2e) on December 6, 2007. Therefore, emissions generated in California in 2020 are required to be equal to or less than 427 MMTCO2e.

Under the current "business as usual" scenario, statewide emissions are increasing at a rate of approximately 1 percent per year as noted below. Also shown are the average reductions needed from all statewide sources (including all existing sources) to reduce greenhouse gas emissions back to 1990 levels.

- 1990: 427 MMTCO2e
- 2004: 480 MMTCO2e (an average 11 percent reduction needed to achieve 1990 base)

- 2008: 495 MMTCO2e (an average 14 percent reduction needed to achieve 1990 base)
- 2020: 596 MMTCO2e "Business As Usual" (an average 28 percent reduction needed to achieve 1990 base)

Under AB 32, the ARB published its Final Expanded List of Early Action Measures to Reduce Greenhouse Gas Emissions in California (ARB 2007). Discrete early action measures are currently underway or are enforceable as of January 1, 2010. Early action measures are regulatory or non-regulatory and are currently in progress or to be initiated by the ARB in the 2007 to 2012 timeframe. The ARB has 44 early action measures that apply to the transportation, commercial, forestry, agriculture, cement, oil and gas, fire suppression, fuels, education, energy efficiency, electricity, and waste sectors. Of those early action measures, nine are considered discrete early action measures, as they are regulatory and enforceable as of January 1, 2010. The ARB estimates that the 44 recommendations are expected to result in reductions of at least 42 MMTCO2e by 2020, representing approximately 25 percent of the 2020 target.

The ARB Board approved the Climate Change Proposed Scoping Plan in December 2008. The Plan "proposes a comprehensive set of actions designed to reduce overall greenhouse gas emissions in California, improve our environment, reduce our dependence on oil, diversify our energy sources, save energy, create new jobs, and enhance public health" (California Air Resources Board, 2008). The measures in the Scoping Plan will be in place by 2012.

SB 375

SB 375 was passed by Senate on August 30, 2008 and was signed by the Governor on September 30, 2008. According to SB 375, the transportation sector is the largest contributor of greenhouse gas emissions, which emits over 40 percent of the total greenhouse gas emissions in California. SB 375 states that "Without improved land use and transportation policy, California will not be able to achieve the goals of AB 32." SB 375 does the following: (1) requires metropolitan planning organizations to include sustainable community strategies in their regional transportation plans for reducing greenhouse gas emissions; (2) aligns planning for transportation and housing; and (3) creates specified incentives for the implementation of the strategies. Concerning CEQA, SB 375, section 21159.28 states that CEQA findings and determinations for certain projects are not required to reference, describe, or discuss (1) growth inducing impacts or (2) any project-specific or cumulative impacts from cars and light-duty truck trips generated by the project on global warming or the regional transportation network if the project:

1. Is in an area with an approved sustainable communities strategy or an alternative planning strategy that the ARB accepts as achieving the greenhouse gas emission reduction targets;
2. Is consistent with that strategy (in designation, density, building intensity, and applicable policies); and
3. Incorporates the mitigation measures required by an applicable prior environmental document.

The City is moving forward with the revitalization of the Downtown area by taking steps to ensure a livable and sustainable community that addresses AB 32 and SB 375. Section V, Transportation System, of this document includes a Conceptual Mobility Strategies Plan that incorporates alternative modes of transportation. This section provides the City with overall guidance addressing transit, bicycle, and walking within the Downtown area. In addition, the purpose of the Plan is to address the requirements of the State of California laws designed to reduce the dependency on personal vehicles.

The City's vision is there will be more mobility options as the Downtown, the City of Corona, and the surrounding region grows. Although personal vehicles will continue to provide individual mobility and flexibility to travel within the Downtown area, alternative modes of transportation will become available to reduce the demand on the use of personal vehicles. The recommended mobility alternatives within the Downtown and conceptual design strategies focus on encouraging alternative methods of transportation that create a safe, convenient, and viable means of travel.

G- Specific Plan Contents

The Specific Plan contains eight chapters as follows:

I. **Introduction** provides a broad overview of the plan, including its background and underlying statutory authority.

II. **Planning Framework** describes planning area issues, opportunities and unique planning ideas and then identifies overall goals and implementation policies/ programs which establish the framework for the land use plan, development standards, design guidelines and implementation mechanisms.

III. **Land Use and Development Standards** translates framework goals and policies into a specific land use plan and associated development criteria.

IV. **Design Guidelines** sets forth discretionary guidelines to guide the design of appropriate development, including architectural characteristics, site planning, advertising, and landscaping.

V. **Transportation System** identifies regional (i.e. regional public transit, freeway network and regional roadway network) and local transportation system improvements (i.e. local public transit and roadway network and non-motorized transportation system) as well as a Conceptual Mobility Strategies Plan.

VI. **Infrastructure Plan** identifies infrastructure improvements for water, sewer, storm drainage, and transportation needed to implement the Specific Plan.

VII. **Streetscape Plan** sets forth conceptual level design parameters for streetscape improvements within the public rights-of-way and to provide a general design context for adjacent private outdoor spaces.

VIII. **Administration and Implementation** provides a summary of public improvements and budgets, recommendations for a capital funding program and a review of the Plan's relationship to the General Plan, Zoning Ordinance and Redevelopment Plans.

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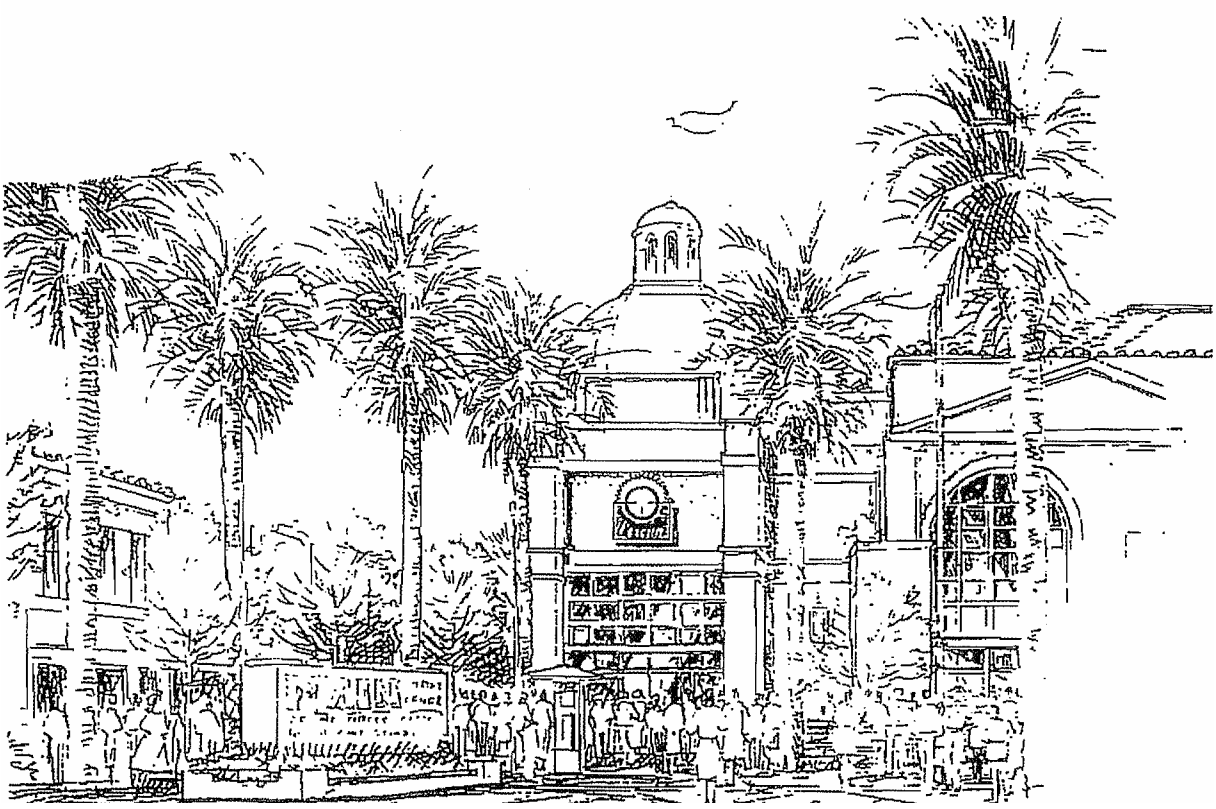
II. Planning Framework

A – Imagine Downtown Corona

A Imagine Downtown Corona II-1
B Approach II-5
C Goals and Policies II-13
D Downtown Urban Design Concept II-19

The Planning Framework Chapter contains the Vision for Downtown Corona a design guidelines, streetscape plan, etc.) of the Plan are based. The Planning Framework chapter provides the bridge between the policies of the General Plan and the recommended implementing actions of this Specific Plan.

The achievement of a desirable future begins with a vision of what can be. Downtown Corona can be a place of great community pride and a symbol of the City's historic past and a successful future.



II. Planning Framework

Imagine Downtown Corona as a premier place for strolling, working, shopping, dining out, meeting friends, relaxing with family or going to a play. Imagine Downtown Corona as a friendly place for community gathering and celebration: a place which makes people feel a part of this great community. It is a downtown that contains things one needs to sustain daily life — and then some — for it has become a destination for visitors, commerce, and residents who come to relax in its small town atmosphere.

A few major improvements have been the catalyst for revitalization. Corona Mall has been reconfigured to create a more business and pedestrian-friendly environment. The shopping, offices, and restaurants have created a hub of pedestrian activity. Local merchants who have been in Downtown for some time operate nearly all businesses.

The centerpiece of the Downtown is a Town Plaza bordered with shops, cafes, and a City Hall. A unique bell tower element draws people to the Town Plaza. Special community events like celebrations, parades, concerts, and other activities take place there. In addition, a new Civic Center complex, located only one block from the intersection of Sixth and Main, brings residents and visitors alike to its cultural and arts attractions.

With the public library and a new community center and Corona Mall within a one-block walk, Downtown has become a walking destination for the entire community.

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A new pedestrian street has been created in the midst of Downtown by extending Fifth Street from Main Street to Ramona Street. This palm-lined corridor is bordered with small retail shops and boutiques catering to strolling pedestrians exploring Corona Mall's nooks and crannies.

Downtown streetscapes exemplify a small town atmosphere. Tree-lined boulevards, wide sidewalks and special pedestrian amenities lure vehicular travelers on Sixth and Main Streets out of their cars and onto Downtown shaded sidewalks. Pedestrians walking Downtown during evening hours will feel safe due to well-lighted plazas and walkways, police and private security.

A unique physical asset in the Downtown is a concise pedestrian network which utilizes the corridor located on Fifth Street from Main Street to Ramona Street and quieter streets and sidewalks of Ramona, Seventh, Belle and Fifth, rather than subjecting walkers to the vehicular hustle and bustle found along Main and Sixth Streets.

Located only one block off of Sixth and Main Streets, the pedestrian network has spawned a whole new range of cafes, restaurants, and service uses catering to the slower pace of its patrons.

Downtown has now become a complete neighborhood. Unlike its "commercial only" beginnings, community and business leaders realize that a more diverse land use base is now necessary for economic success. There are attractive housing opportunities as part of mixed uses projects next to the Corona Mall and Fifth Street. A small college has added a new, younger, population to the mix of shoppers and residents; and an emerging residential neighborhood of senior citizens provides Downtown with a sense of stewardship and stability. Civic uses and medical uses continue to locate throughout the Downtown area, and their employees find Downtown a welcome oasis for lunchtime dining and shopping.

Downtown Corona has become a very Livable Place to Be!

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

The City of Corona received a Caltrans Community-Based Transportation Planning Grant in 2009, which proposes to focus on the coordination of transportation and land use planning projects that encourage community involvement and partnership. The Conceptual Mobility Strategies Plan presents alternative modes of transportation design concepts and requirements for pedestrian/bicycle/transit linkages. The City envisions there will be more mobility options as the Corona Downtown area and surrounding region grows. Although personal vehicles will continue to provide individual mobility and flexibility to travel within the Downtown area, alternative modes of transportation will become available to reduce the demand on the use of personal vehicles. The recommended mobility alternatives (Section V, Transportation System),

within the Downtown and conceptual design strategies focus on encouraging alternative methods of transportation that create a safe, convenient, and viable means of travel.

The Conceptual Mobility Strategies Plan also introduces livable and sustainable community concepts, economic development strategies, as well as updates text and graphics that pertain to community design and infrastructure within the specific plan area. Additional aspects proposed by the Conceptual Mobility Strategies Plan include focusing on the coordination of transportation and land use planning projects that encourage community involvement and partnership.

B - Approach

1. Existing Documents II-5
2. Public Participation II-6
3. Technical Studies II-7
4. Market Assessments II-8
5. Planning Issues II-10

This section describes the background materials reviewed, the citizen participation process, planning issues, and a summary of the detailed technical studies conducted by specialized consultants.

1. Existing Documents

In addition to the technical studies conducted as part of this Original Specific Plan, other existing technical and non-technical reports were reviewed and their salient points extracted. These include:

- City of Corona General Plan;
- City of Corona zoning and subdivision ordinances;
- Urban Design Plan for Downtown Corona — Corona Downtown "Create the Vision" report;
- City of Corona Downtown Specific Plan interview questionnaire results;
- Infrastructure studies provided from City;
- City of Corona North Main Street Specific Plan; and
- City of Corona Total Tree Site Listing and Methodology of Data Collection.

2. Public Participation

Input for the Specific Plan was received from various public participation sources. A public participation program was established to improve awareness of community concerns, generate ideas, more accurately define problem areas, and clarify and resolve issues. The Community outreach effort was the most inclusive and far reaching in the City's history. The public participation program included:

- Several workshops with the Downtown Advisory Committee (DAC), which is comprised of twelve residents and/or business owners, two City Council members, and two Planning Commissioners (The DAC's responsibility is to keep the community at large informed of the Specific Plan progress and to review draft documents.);

- One Saturday storefront workshop in Downtown Corona provided over 200 community members with an opportunity to participate in the Specific Plan process in an informal setting;

- Several community outreach meetings were held focusing on the resident, business, and Spanish-speaking communities;

- A joint community workshop with the Downtown Advisory Committee (DAC) and the elected redevelopment Project Area Committee (PAC).

- Over 100 questionnaires were distributed to public officials, business leaders, and citizens to receive input on the Downtown. Many useful comments were received which helped shape the Specific Plan.

- A joint City Council/Planning Commission workshop, held to identify broad issues relative to the Specific Plan and to receive direction on plan development;

- Approximately 35 personal interviews conducted with elected and appointed officials to identify desired opportunities for land use and physical improvements in the Specific Plan area;

- Planning Commission workshop reviewing the draft Downtown Specific Plan and the draft Environmental Impact Report;

- Two Planning Commission Public Hearings; and,

- A City Council Public Hearing.

City of Corona Caltrans Community-Based Transportation Planning Grant – 2009

Input for the Specific Plan's Conceptual Mobility Strategies Plan was received from various public participation sources. The public participation program included:

- Several outreach meetings were conducted as part of the Conceptual Mobility Strategies Plan, which included participation by the City of Corona Staff. The outreach meetings focused on gathering information, intended use of the Conceptual Mobility Strategies Plan, refining mobility concepts, obtaining feedback and thoughts, and creating a long-term sustainable vision for the Downtown area;
- The two community outreach meetings which were held on May 5, 2010 focused on the conceptual Mobility Strategies Plan, generating ideas, more accurately defining problem areas, and clarifying and resolving issues; and
- A City Council Study Session was held on September 22, 2010.

3. Technical Studies

An Initial Study/Mitigated Negative Declaration was conducted as part of the preparation of the Corona Downtown Revitalization Specific Plan. The intent of the Initial Study/Mitigated Negative Declaration was to assess the potential environmental impacts associated with the proposed Conceptual Mobility Strategies Plan. This Initial Study/Mitigated Negative Declaration was prepared in accordance with the California Environmental Quality Act (CEQA) of 1970 (Public Resources Code, Section 21000 et seq.), the Guidelines for Implementation of CEQA published by the Resources Agency of the State of California (California Administrative Regulations Section 15000 et seq.), and the City's local CEQA Guidelines. The Initial Study/Mitigated Negative Declaration does not set forth City policy about the desirability of the project, but is an informational document to be used by decision-makers.

It should be noted that implementation of the project will not change the approved land uses and design guidelines located within the existing Specific Plan document. In addition, the project only provides concepts and strategies regarding alternative modes of transportation. Actual selection of transportation modes and design and construction of improvements will be subject to analysis under separate CEQA environmental review and approval by the City of Corona at the time any of the concepts are proposed to be implemented.

3. Technical Studies (continued)

As input to the Corona Downtown Revitalization Specific Plan, a number of technical studies were conducted by specialized consultants in the fields of urban planing/design, economics, redevelopment, traffic and infrastructure engineering. Additionally, the City of Corona prepared studies that greatly contributed to the Specific Plan. Specifically, these studies include:

- Downtown Urban Design Concept;
- A market assessment of Downtown and North Main Street Specific Plans;
- An analysis of existing infrastructure (utilities) systems; and,
- A traffic analysis of North Main Street and Downtown Specific Plans.

The breadth of these studies varied, and are available for review under separate cover at the City of Corona Planning Department. The findings and recommendations for improvements needed to support the Downtown Specific Plan land uses are contained within Chapter V - Infrastructure Plan.

4. Market Assessment

An objective review of the market potential was conducted for both Downtown Corona and North Main Street. The full market assessment report, published under separate cover, is the basis for many of the land use recommendations provided in the Specific Plan. The market assessment summary provided herein is focused on Downtown Corona only.

The objective of the market assessment was to gain an understanding of the market potential for retail, residential, industrial, office and hotel uses. The assessment was based on reviews of demographic and economic trends; analysis of retail sales "leakage" and forecast retail space demand; evaluation of market values, absorption, vacancy and development trends; and interviews with real estate brokers and leasing agents. The following factors were also considered in conducting the assessment:

Corona and the Inland Empire have experienced extraordinary growth;

- Residential and industrial have been the strongest real estate sectors, followed by retail;
- Corona residents enjoy relatively high personal income, educational attainment and professional employment; and,
- Completion of the Eastern Transportation Corridor will enhance linkages with Orange County.

Presently, Corona has an extremely strong industrial sector, which is largely comprised of light industrial and warehouse and distribution facilities. The City's residential market is driven by the availability of affordable single-family homes. While Corona is well-supplied with convenience shopping opportunities (grocery and pharmacy), retail competition in the region is acute due to the Galleria at Tyler Mall, Ontario Mills, Norco's new Target shopping center and Victoria Gardens.

An additional Feasibility Report was conducted in June 2010 for the 14 acres of the Downtown Core Area, which included the northern and southern portions of the Corona Mall and two infill lots, located at 1) northwest corner of Sixth Street and Main Street and 2) southeast corner of Sixth Street and Sheridan Street. The 2010 Feasibility Report was conducted to understand the appropriate land use mix for each aforementioned site areas and to examine adequacy of existing bike connections from Downtown to the North Main Street Transit areas.

The following factors were concluded within the 2010 Feasibility Report:

Demographic and Socio Economic conditions within the Downtown Core Area are expected to experience an average population growth of 1.7 percent per year between 2010 and 2015, a further indication that the region's population growth will be focused in areas outside of the City. The City of Corona will be able to capture between 9-20 percent of the total office market demand in the County. The medical office demand from future residence will first absorb the current oversupply of space. Thus, it will take approximately 10+ years to absorb the current surplus of medical space in the market. In addition, the increased demand from future residential growth shows support for approximately 500,000 square feet of new retail space in the City of Corona. Further, there is a market support for approximately 500 apartment units and 1,300 multi-family units in the primary market between 2010 and 2025.
Recommendations within the Feasibility Report include anchoring the Core Area with one to two mid-rise office buildings; encouraging a diverse base of business within the Core Area; phasing office development over seven to ten years; implementing upper mid-range hotels, which would be best located near the freeway; and implementing a cultural, recreational, or entertainment use to activate the Core Area.

Based on the background information and data, the following opportunities have been identified for the Specific Plan area:

- The Downtown Core should develop a theme which revolves around arts, culture, dining, specialty shops, business, personal, civic uses, medical offices, educational facilities, and high density residential uses.

- Opportunities should be explored and facilitated to transition from manufacturing to Research & Development and hybrid office uses in the light industrial portions of the Specific Plan area.

- Office development should focus on garden-style low-rise buildings for local-serving tenants (such as finance, insurance, real estate, and medical); where higher end office development is pursued, it should be concentrated in a focused area.

- There is limited site availability for new residential construction. Residential product types should focus on infill single-family new construction and rehabilitation in Circle neighborhoods. Senior apartments should be developed in the Community Services District, in proximity to shopping, recreational and medical office areas.

5. Planning Issues

A number of specific issues have been identified and synthesized which underlie the Corona Downtown Revitalization Specific Plan effort. The issues are based upon the ideas and information provided in the Corona Downtown "Create the Vision" report, a review of relevant documents, community input, and an analysis of the existing physical conditions within the Specific Plan area. In some instances, the issues are presented as obstacles to development in the Downtown; in others, they are merely challenges that can be translated into opportunities for the revitalization effort. The issues also provide the context for which the goals and objectives (presented in the following section) were developed. The following planning issues have been identified:

- *Lack of a clear role for Downtown, given the shift to freeway-oriented land uses since construction of the Riverside Freeway;*

- *Inadequate land use mix in Downtown that attracts and/or meets the needs of families, youth, visitors, employees (corporate and civic), and commuters;*

- *Lack of a cohesive design image and theme for Downtown that identifies it as a special place and creates a positive first impression;*

- *Incompatible and poor design of certain land uses; and architectural design;*

- *Lack of a safe, inviting pedestrian atmosphere;*

- *Poor perception of a safe environment in which to live, work, and visit;*

- *Uneven levels of property maintenance which diminishes community pride, responsibility and ownership;*

- *Difficulty in balancing the preservation of the Downtown's small town character and heritage while promoting and accommodating new development and economic growth;*

- *Future location of City Hall and other governmental services;*

- *Retaining the single family residential character of the existing neighborhoods;*
- *Preserving historic buildings as an important element of the Downtown;*
- *Reaffirming the public's belief that Downtown Corona is very important and worthy of investment;*
- *Removing sign clutter along Sixth Street which is a negative visual message to prospective investment;*
- *Lack of an overall strategy to ensure the economic success of the downtown;*
- *Re-establishing downtown as the heart of the Community, a special place that provides a focus for the arts, government, culture, outdoor events and specialty retail;*
- *Lack of organization of downtown merchants to promote Downtown as a shopping destination; and business center;*
- *Existence of undesirable land uses in the Downtown;*

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C – Goals and Policies

1. Guiding Principle II-13
2. Land/Use Economic II-14
3. Circulation..... II-16
4. Urban Design/Community Image II-17

The purpose of this section of the Corona Downtown Revitalization Specific Plan is two-fold. First, it provides a list of the City's essential ideas about how the Corona Downtown Revitalization Specific Plan Area should develop in the future. Secondly, the goals (and their objectives and policies) provide a means of testing new ideas, proposals, and suggestions to ensure that they support the goals of the Plan. Used in conjunction with the Land Use and Development Standards, the goals will help to provide a basis for judging whether a project will be a contribution or a detriment to Downtown Corona's future.

Goals: Goals are broad statements of purpose that define the community's and local government's hopes for the future. They are general in nature and do not indicate when and how these goals are to be accomplished.

Policies: Policies are more specific statements of intent to deal with particular topics in a certain fashion. They begin to define the approach to achieve the Plan goals and objectives, and are the first step in the development of a solution by forming the basis of development standards and design guidelines.

1. Guiding Principle

To create a revitalized Downtown Corona that is attractive, safe, economically vibrant, respectful of Corona's heritage, and integrated with housing, shops, workplaces, schools, parks, and civic facilities that are pedestrian-oriented and accessible to residents and visitors alike.

In an effort to further define and prioritize this overall principle, the following goals and policies are provided for focused areas of concern.

2. Land Use/Economic

a. Goal:

To create a revitalized Downtown that serves as the community's central focus, contains a balanced range of land uses, and contributes to the overall well being of the City of Corona.

b. Policies:

1.B1. Capitalize on Downtown Corona's strategic location in relation to Orange and Riverside Counties.

1.B.2 Encourage new development that is transit and pedestrian-oriented and that contributes to an integrated mix of land uses.

1.B.3 Enhance and preserve housing types within Downtown that have enabled citizens from varying economic levels and age groups to live within the area.

1.B.4. Attract local and visitor populations to Downtown Corona by providing a variety of businesses, cultural, entertainment and other uses which appeal to all ages.

1.B.5 Provide open space opportunities that are designed and located to facilitate frequent use and enjoyment.

1.B.6 Identify those specific land uses, which not only serve the business sector and residents, but also that attract additional revenues for the City from throughout Orange and Riverside Counties.

1.B.7 Promote a land use mix that creates synergy by concentrating business types that serve Corona residents in appropriate locations.

1.B.8 Provide development standards and permitted land uses that allow for entertainment, professional, office, transit, and cultural uses in the Downtown.

1.B.9 Establish an area in the southwest quadrant of the Circle that facilitates medical/professional offices and senior housing.

1.B.10 Consider the establishment of a new Civic Center in the Downtown and identify adaptive reuse opportunities for the existing Civic Center.

1.B.11 Consider redeveloping the Corona Mall site with a decidedly street storefront orientation and with a mix of uses.

1.B.12 Establish a mid or high-rise office district within Downtown adjacent to the freeway.

1.B.13 Preserve and enhance existing neighborhoods within the Circle, particularly historic homes.

1.B.14 Identify and encourage opportunities on public and private property for new or enhanced plazas, squares, greens and parks that attract people throughout the day and night.

1.B.15 Develop and implement a pedestrian-oriented land use plan for Sixth Street which considers and/or accommodates the following items:

- Mixed use (office over retail) along the Sixth Street corridor within the Grand Boulevard Circle;
- Adaptive reuse of existing City Hall as a cultural center, children's museum, or other public/quasi-public facility;
- Continued use and preservation/ enhancement of the Landmark Theater Building as a community resource;
- Small shops, cultural arts, restaurants and similar uses.

3. Circulation

a. Goal:

To enhance existing vehicular and non-vehicular oriented facilities to attain a safer and more efficient circulation that improves the flow of traffic in the Downtown while enhancing pedestrian safety and accessibility, promoting commerce, improving aesthetics, contributing to renewed viability, and providing for alternative modes of travel.

b. Policies:

2.B.1 Re-establish Downtown's original grid system of streets by re-connecting Fifth Street and converting it into a pedestrian spine.

2.B.2 Improve accessibility between the Downtown and State Route 91 (Riverside Freeway) through improvements to streets, signage and on- and off-ramps.

2.B.3 Identify and develop a street in the Downtown that can serve as the City's ceremonial/parade street and provide for street closures for celebrations and festivities.

2.B.4 Provide a more unified and aesthetically pleasing streetscape on Main and Sixth Streets, as well as Grand Boulevard.

2.B.5 Provide more neighborhood-serving uses within walking distance of the residential neighborhoods in the Downtown.

2.B.6 Establish special parking strategies and incentives for the Specific Plan area that will provide for adequate parking but still retain the small town, human scale character of the Downtown.

4. Urban Design / Community Image

a. Goal:

To preserve and enhance physical elements and attributes within the Downtown that reflect its heritage and that will contribute to a renewed image and identity.

b. Policies:

3.B.1 Develop a unique theme to guide the revitalization of Downtown.

3.B.2 Assure cohesiveness, maintenance, attractiveness and a clear, unique identity.

3.B.3 Preserve historic buildings and structures in the Specific Plan area.

3.B.4 Capitalize on the unique attributes of downtown, including "The Circle," gateway location, historic buildings and small town atmosphere, as a way of attracting people to the area and enhancing the downtown image.

3.B.5 Promote Downtown Corona as a social gathering place and as a place to conduct important functions to commemorate historical events and support local commerce.

3.B.6 Preserve the City's heritage while accommodating new development.

3.B.7 Enhance street tree treatment and entry nodes along Grand Boulevard.

3.B.8 Develop and implement a streetscape plan for Sixth and Main Streets which includes the following components:

- Improved sidewalks with street trees and decorative lighting;
- Decorative improvements and monuments creating a gateway at Grand Boulevard and Sixth Street;
- Integrated Spanish Colonial/ Mediterranean design theme in the downtown core area;

4. Urban Design/Community Image (continued):

- Building facade improvements, including the installation of awnings and improved signage; and,

- Linear park/boulevard atmosphere that serves as a linkage to City Park and other key pedestrian destinations.

3.B.9 New and existing development should incorporate design features that conserve resources and minimize waste, including the following minimum considerations:

- Integrated pedestrian paths and plazas;

- Planting of drought tolerant trees and landscaping;

- Use of recycled materials;

- Solar orientation and shading for energy efficiency;

- Incorporation of natural drainage features; and

- Rooftop gardens.

Corona Mall

D – Planning Concepts

1. Gateway II-19
2. Seat of Civic Uses II-19
3. Re-create the City Center II-20
4. Enhanced Pedestrian Environment II-20
5. Corona Crossroads: Sixth and Main Streets (Downtown Core) II-20
6. Mixed Land Uses II-21
7. Cultural and Recreational Uses II-21
8. Downtown Campus of Learning II-21
9. Historic Preservation of Downtown Neighborhoods II-21
10. Adaptive Reuse of Existing City Hall II-23
11. Expanded and Enhanced City Park II-23
12. Downtown Urban Design Concept II-24

The following urban design concepts serve as a framework under which the "specifics" of this Specific Plan are crafted and respond to the Planning Issues addressed in Section B.5 of this chapter.

1. Gateway

A gateway can serve as the welcome sign for Downtown. Corona is strategically located with respect to the 91 Freeway; as its northern gateway into Downtown, the 91 Freeway links with Main Street and Grand Boulevard to serve as a conduit for bringing people into the Downtown. Taking advantage of this gateway opportunity by emphasizing vehicular level urban design improvements, attractive signage and high rise buildings should be a priority in order to create a freeway-oriented magnet that draws more people into the Downtown.

2. Seat of Civic Uses

Traditionally, governmental and civic uses bring full circle a balanced mix of land uses in downtowns — the meaning of downtown is heightened with "City Hall" as a focal point (The original City Hall was located at Eight and Main Streets, across from the Carnegie Library). Additionally, the workforce associated with governmental agencies in the Downtown, as well as the businesses that serve the agencies and their staffs, provide an infusion of activity and generate economic opportunities. Relocating the existing Corona City Hall, and concentrating other civic uses in a location immediately adjacent to the Downtown would generate activity and lend a heightened sense of importance to Downtown.

3. Re-create the City Center

Creating a unifying physical image and aesthetically pleasing environment in Downtown Corona will do much to attract people, businesses, and activities. The Downtown Core is to be a place of pedestrian scale and orientation, one that invites people to experience a vibrant small town center. To facilitate the re-creation of Downtown, the Corona Mall should be replaced with more traditional storefronts, and Fifth Street should be extended as a pedestrian street from Ramona Avenue to Main Street — re-establishing the urban grid and providing a public place to hold community celebrations, farmers markets and other special events. A large central plaza or public square should also be provided within the downtown core to serve as a focal point for people to gather and to conduct outdoor community events.

4. Enhanced Pedestrian Environment

Continued vehicular circulation along Sixth and Main Streets is important to the Downtown's revitalization; the experience of driving through the Downtown Core should be heightened through urban design and streetscape improvements. Likewise, re-establishing the original street grid will go far towards creating a more vibrant Downtown; this will be accomplished by reconnecting Fifth Street. A weave of pedestrian spines should also be pursued aggressively to provide cohesion and linkages in the Downtown Core. An improved pedestrian environment will be ensured through a series of "back streets" which include pedestrian amenities such as benches, trees, lighting, special paving, bollards and adequate signing.

Mid-block paseos throughout Downtown should be encouraged as well to allow improved pedestrian access from rear parking lots to shopping and other uses. Pedestrian promenades and plazas, and proven "traffic calming" devices should also be utilized throughout the Downtown to enhance the pedestrian atmosphere desired. Additionally, re-connecting Fifth Street to Main Street as a pedestrian spine will provide a notable example of a pedestrian promenade. The more pedestrian-oriented the Downtown is, the more revitalized it should become.

5. Corona Crossroads: Sixth and Main Streets (Downtown Core)

The Downtown Core Area is within the general vicinity of Main and Sixth Streets inside the Grand Boulevard Circle. Sixth and Main Streets are two major transportation corridors in the Specific Plan area, each with different physical and land use characteristics. Attention to these streets plays an important role in Downtown's revitalization. Urban design improvements to each street, as well as an enhanced land use mix and pedestrian amenities, should be implemented to result in a heightened positive image and sense of place while facilitating the circulation needs of the community.

6. Mixed Land Uses

Throughout the Downtown core, multi-story (mid-rise) structures are desired that reserve the ground floor for retail uses and allow office and residential uses on upper floors — creating a truly mixed use city center where first floor retail is supported by upper floor office and some residential. Through a mixed-use strategy, additional housing is promoted in appropriate Downtown commercial areas, including artist live/work spaces, without having to intensify nearby single-family neighborhoods to increase housing choices. This mix of uses creates a Downtown that is pedestrian-oriented and thus more active, vital, and safer. Mixed-use development should be promoted in Downtown Corona.

7. Cultural and Recreational Uses

A downtown should not be viewed as a sole destination, but rather as a place to enjoy a number of inter-connected destinations that, when combined, create a sophisticated experience. This experience is facilitated through a pedestrian orientation, where people stroll about downtown and explore — rather than traveling from place to place in an automobile. Downtown Corona should be understood as a place with social and cultural importance — where "a night on the town" is possible and people "dine" rather than "eat." Through the encouragement of pedestrian-scale development, mixed uses, quality architecture, and a streetscape/urban design program, the Downtown Corona experience will be greatly enhanced.

8. Downtown Campus of Learning

Academic institutions add interest and activity to many of California's best downtowns. Attracting and locating a small college (public or private) campus in the Downtown core area would have a number of positive impacts on the area's revitalization. Students attending the campus would provide a constant presence and source of activity in the Downtown, regardless of whether students live on-campus or are commuters. A college campus stimulates economic development through the location of college-serving businesses and activities. Pedestrian connections between the campus and the retail, residential and entertainment areas of the Downtown facilitate revitalization. The City should consider efforts on the recruitment of a college campus to Downtown.

9. Historic Preservation of Downtown Neighborhoods

Corona's Downtown has several neighborhoods with unique residential resources worthy of preservation. The neighborhoods provide stability to the Downtown and their historic characters add much to the area's identity and image. Retention of existing single-family homes should be a priority, as should the provision of areas for additional mixed-use developments. Preservation of the neighborhoods' architectural styles, pedestrian scale, street trees, and other amenities is a key ingredient to revitalizing, and enhancing the image and identity of Downtown. Also of special importance to the preservation of the residential neighborhood fabric in the Downtown are alleys; a major focus should be directed at improving lighting and paving conditions and removing graffiti. Design guidelines and development standards are included which enforce the intent to preserve and enhance downtown neighborhoods.

Appendix F depicts the location of the structures that are presently on the City's list of historic buildings. This list was adopted by the City Council in 1987. The Corona Register of Historic Resources and the Corona Heritage Inventory comprise listings of structures, sites, and features of local significance, civic identity, and character.

In addition, according to the Corona General Plan (2004), the following are the key components of Corona's Historic Resources element:

- Architectural character of urban and agricultural structures
- Urban landscapes, landforms such as trees, and streetscapes
- Archeological resources
- Landmarks of National and Statewide significance
- Historic districts
- Historical markers (monuments and plaques)

Eligible structures for the list meet one or more of the following criteria:

a. It exemplifies or reflects special elements of the City's cultural, social, economic, political, esthetical, engineering or architectural history; or

b. It is identified with persons or events significant in local, state, or national history; or

c. It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship; or

d. It is representative of the notable work of a builder, designer or architect; and

e. It is at least fifty (50) years of age.

The Corona Historical Preservation Society, Redevelopment Project Area Committee, and the Downtown Advisory Committee recommended that the City establish an Historic Preservation Element in the General Plan to establish further policies of preservation of these historic resources. Additionally, series of historic districts are recommended for the four quadrants within the Grand Boulevard Circle. Each district would be named for a local feature of historical note. Such districts within the Grand Boulevard Circle promote community pride and identity. Special review and guidelines would need to be established for additions or modifications to historic structures.

10. Adaptive Reuse of Existing City Hall

The existing City Hall complex on Sixth Street is an important cultural resource in the community. As perhaps the most significant structure in terms of architecture, it should be preserved and enhanced. The existing facility should be retrofitted and converted into some form of adaptive reuse. The campus style arrangement of the site and its amenities make it a perfect location for mixed uses such as cultural, recreational and commercial or educational facilities.

11. Expanded and Enhanced City Park

Several City Park facilities are located in the plan area. City Park is located on East Sixth Street should be intensified and expanded as a major recreational amenity for the downtown area and the entire city. The facility needs upgrading and additional uses developed to encourage more patronage in the future. Adequate lighting and other security features need to be maintained to assure residents that the park is a safe and comfortable environment. Other parklands should be well maintained and enhanced.

City Park

12. Downtown Urban Design Concept

Figure II-A, Downtown Urban Design Concept, is a graphic representation of the "preferred" development direction for Downtown Corona; it is not intended to specify actual projects that will be built in the area and does not bind either the City or private property owners to build any specific projects. However, the Urban Design Concept served as the basis for the land use plan and for traffic projections in this Specific Plan. The Urban Design Paradigm also carries forward goals and policies established in the City of Corona General Plan related to Downtown.

Corona Public Library

Figure II-A: Downtown Urban Design Concept

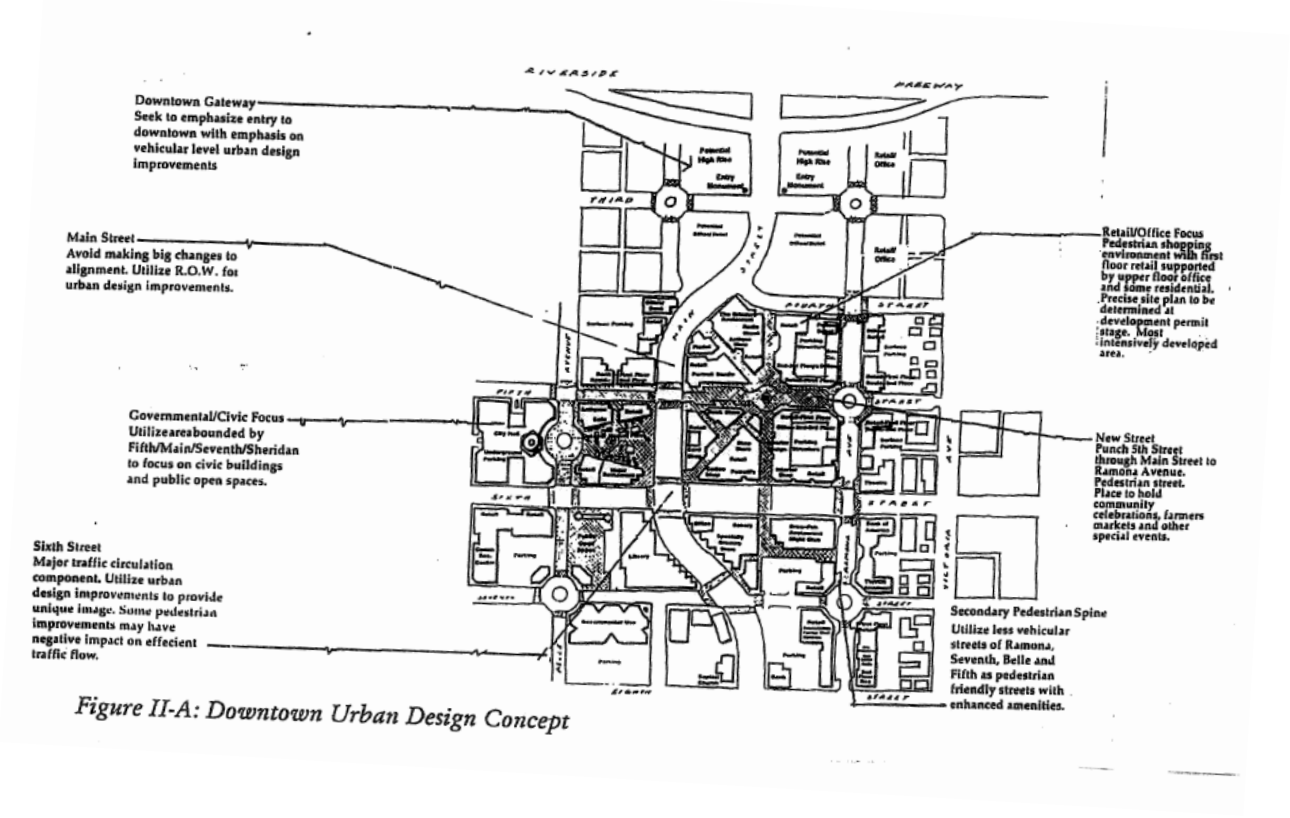

Figure II-A: Downtown Urban Design Concept

City of Corona Caltrans Community-Based Transportation Planning Grant – 2009

The Downtown Revitalization Specific Plan can implement an integrated and multimodal transportation system that provides choices and accessibility for everyone living and working in the City. The Downtown Revitalization Specific Plan will integrate non-auto travel including public transit services, parking strategies, bicycle facilities and pedestrian components that are well coordinated and connected with a larger regional transportation system (i.e. Metrolink, Corona Cruiser and RTA). Implementation of a safe and convenient transportation system for all modes of travel is necessary to support planned land uses in the community and also to manage mobility for residents, employees, and visitors. The Conceptual Mobility Strategies Plan can be found in Section V of this document.

A- Introduction

A. Introduction III-1
B. Land Use Districts III-3
C. Permitted Land Uses III-9
D. Site Development Standards by Zoning District III-19
E. Parking Requirements III-27
F. Sign Regulations III-33
G. Landscaping Requirements III-51
H. Development Incentive Bonuses III-61
I. Special Use Regulations and Standards III-65
J. Art in Public Places III-79

This chapter establishes the proposed land use districts within the Corona Downtown Revitalization Specific Plan area and the development standards that apply within each district. Together, the land use districts and the development standards provide the general development provisions for the Specific Plan area.

The development standards, together with the Design Guidelines (Chapter IV) and the Infrastructure Plan (Chapter VI) implement the goals of the Specific Plan. They are consistent with the goals and policies of the General Plan and, in most cases, with the requirements of the Zoning Ordinance. Where the development standards of the Specific Plan are different from the standards in the Zoning Ordinance, the Zoning Ordinance will be amended to implement the Specific Plan. Where direction is not provided in this Specific Plan, the provisions of the Zoning Ordinance shall prevail.

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B- Land Use Districts

1. **Downtown (D) District III-3**
2. **Gateway Business (GB) District III-4**
3. **Transitional Commercial (TC) District III-7**
4. **Community Services (CS) District III-7**
5. **General Commercial (GC) District III-7**
6. **Residential Office (RO) District III-7**
7. **Single Family Residential (SF) District III-8**
8. **Multi-Family Residential (MF) District III-8**
9. **Business Park (BP) District III-8**
10. **Parks, Schools, Open Space (OS) District III-8**

The Corona Downtown Revitalization Specific Plan area is comprised of ten (10) land use districts as indicated on Figure I-D (See Section I for Figure I-D): Specific Plan Land Use Plan and summarized in Table III-1. For comparison, existing zoning (pre-Specific Plan) is shown in Appendix G. Land Use non-conformities are shown in Appendix H.

The land use districts do not necessarily coincide with the zones contained in the City of Corona Zoning Ordinance. The purpose/intent of each district is as follows:

1. Downtown (D) District

The Downtown (D) District provides for medium-intensity commercial uses that serve mostly community-wide needs in a pedestrian-friendly environment. The district provides for the highest quality building design in the Specific Plan area. Uses allowed include commercial retail, service commercial, business offices (lodging), restaurants and sidewalk cafes, cultural and entertainment uses, nightclubs and microbreweries, mixed-use (including residential), as well as prominent buildings for governmental uses.

Uses, which would not be permitted, include auto-related uses, drive-thru restaurants, adult entertainment and any uses detrimental to developing a pedestrian-friendly environment.

Regulations in this district would promote pleasing commercial and governmental structures as well as excellently designed parking structures with human scale and pedestrian character, including efficient internal access, ingress and egress, and amenities such as plazas, courtyards, and attractive streetscapes.

2. Gateway Business (GB) District

The Gateway Business (GB) District provides for two distinct user groups. Because of this District's immediate adjacency to the 91 Freeway, traveler conveniences such as restaurants, lodging, and gas stations will be allowed under certain circumstances. Very strict design standards will govern the design and location of gas stations and any other auto-related uses. The second user group will include mid-rise office buildings.

Table III - 1
LAND USE SUMMARY

LAND USE DISTRICT	AREA (Ac.)*
Downtown District (D)	38
Gateway Business (GB)	26
Transitional Commercial (TC)	26
Community Services (CS)	54
General Commercial (GC)	43
Residential Office (RO)	8
Single Family Residential (SF)	140
Multi-family Residential (MF)	13
Business Park (BP)	29
Open Space (OS)	31
Subtotal	**408**
Streets and Freeway	**213****
Total	**621**

***Acres are rounded**

****Acreage reflects the partial vacation of West Eighth Street, South Belle Avenue, and some alley right-of-way per SPA12-006. Acreage also reflects the vacation of Seventh Street between Sheridan Street and Belle Avenue and some alley rights-of-way per SPA2019-0001.**

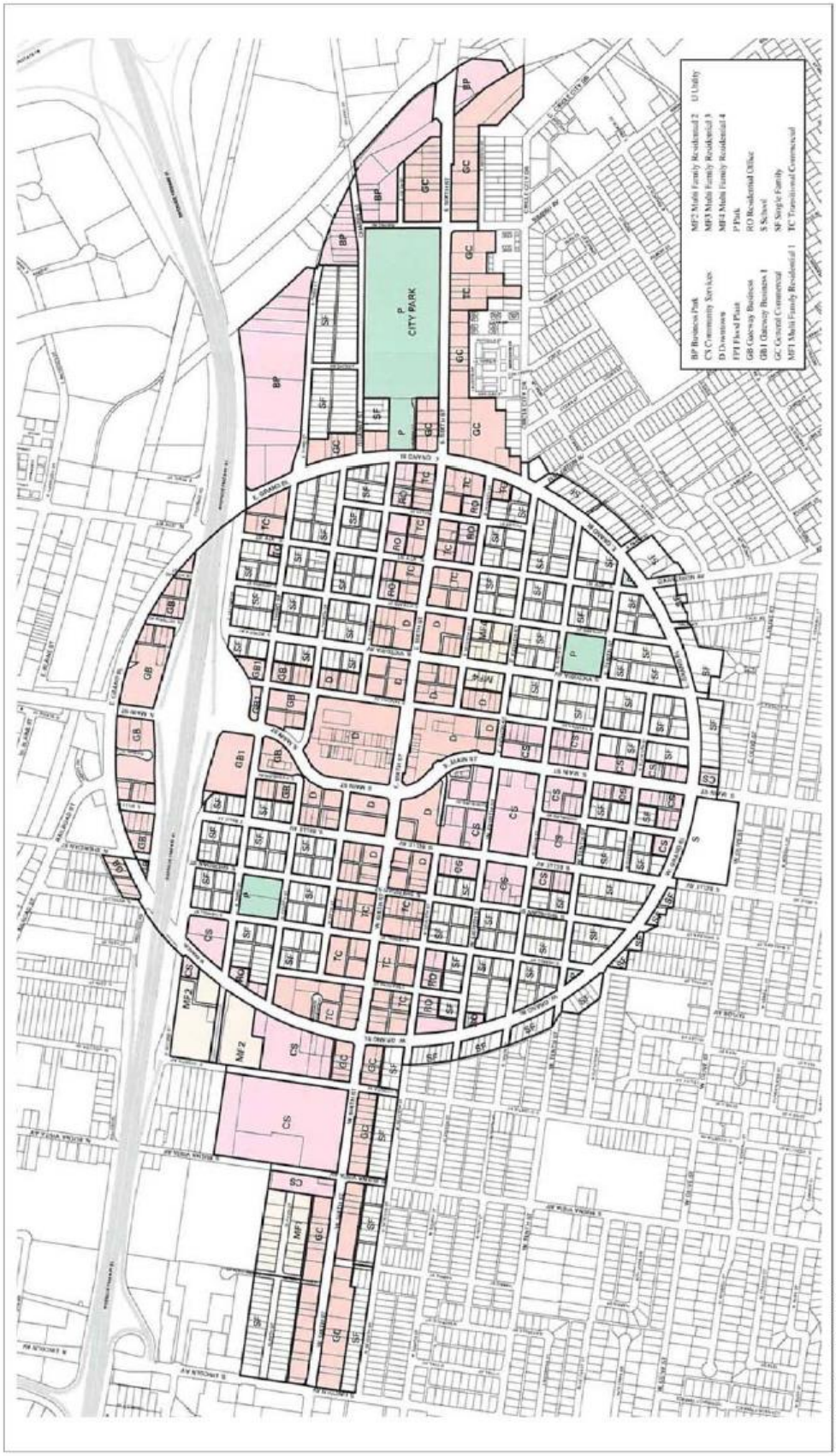

Figure III-A
Specific Plan Land Use Plan (October 2010)
CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN AMENDMENT

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3. Transitional Commercial (TC) District

The Transitional Commercial (TC) District provides a buffer commercial district between the vehicular-oriented Sixth Street Commercial, and the more pedestrian-oriented Downtown District. It provides great variety in low to medium intensity commercial uses in either a pedestrian or vehicular orientation. Governmental uses may also be located here as well as educational facilities, childcare, offices, and restaurants.

4. Community Services (CS) District

The Community Services (CS) District provides needed community services such as governmental or institutional offices, social service agencies, hospitals, pharmacies, health care offices, churches, parks and playgrounds, museums and performing arts facilities. This district can also serve as a land use buffer between commercial uses and residential uses.

5. General Commercial (GC) District

The General Commercial (GC) District provides for lower intensity uses that serve community and subregional needs with an emphasis on convenient automobile access, while incorporating efficient, safe, and attractive on-site pedestrian circulation. The Sixth Street Commercial District provides for high-quality non-thematic design of commercial areas that include, but are not limited to larger single-story shopping centers as well as small single-site users which provide commercial uses such as department stores, furniture and appliance outlets, supermarkets, and automotive related uses including sales and repair. The regulations promote consolidation of development parcels with appropriate facilities for access, circulation and surface parking of vehicles.

6. Residential Office (RO) District

The Residential Office (RO) District is a highly specialized area in the Specific Plan. The District provides for very low intensity office uses in either existing residential structures or in new buildings that take great architectural care to "fit in" with the historic residential structures found in the immediate vicinity. The District provides a much-needed land use buffer between the more intensive commercial districts and the low-density historic residential areas of the Circle.

Regulations will require residential site development standards with special guidelines for parking and signs so as not to degrade the residential atmosphere.

7. Single Family Residential (SF) District

The Single Family (SF) District is provided to protect the integrity of Corona's historic residential neighborhoods within the Circle. The District is intended as an area for preservation and development of historically sensitive single-family detached residential. To maintain the neighborhood atmosphere of this area, small, single-lot, neighborhood-serving convenience stores (without off-street parking and located on corner lots only) such as the existing Joy Street Market, may be allowed on a very limited basis, subject to the approval of a conditional use permit.

8. Multi-Family Residential (MF) District

The Multi-Family Residential (MF) District is intended for small areas that are presently developed with multi-family residential units.

9. Business Park (BP) District

The Business Park (BP) District provides for the development of attractive well-planned light industrial/business park uses to serve the needs of the community, as well as subregional users. The District can also serve as an area for industrial arts educational facilities, home furnishings and repair, home improvement centers, wholesale businesses, light manufacturing, research and development and other support activities for Corona's commercial and office districts. Due to its high visibility from the 91 Freeway, this District will provide for the development of an efficient and attractive architectural environment which included adequate circulation and landscaping, attractive buildings, and coordinated signage.

10. Parks, Schools, Open Space (OS) District

The Parks, Schools, Open Space (OS) District is provided to clearly designate those areas which serve only recreational and/or educational needs. Permitted uses in this District are strictly limited. Public parks located within the OS District shall have the zoning designation Park (P) to provide for uniform park zoning citywide. Schools located within the OS District shall have the zoning designation School (S) to provide for uniform school zoning citywide.

C- Permitted Land Uses

The following Land Use Matrix (Table III-2) provides the recommended uses in each of the ten (10) land use categories within the Specific Plan area. The provisions contained in this section apply not only to the primary use of property, but also to each accessory and support use.

Conditional Uses: A conditionally permitted use requires approval of a use permit by the Planning Commission in compliance with Chapter 17.92 of the City of Corona Municipal Code.

Unlisted Uses: When a particular use is unlisted, the Planning Director shall be responsible to make a use determination to decide if the proposed use is similar to a listed use. Unless the proposed use is determined to be similar to a listed use, it shall be a prohibited use. Land use determinations made by the Planning Director may be appealed to the Planning Commission.

Key To Land Use Matrix:

P=	Permitted Uses
C=	Conditionally Permitted Uses
_=	Prohibited Uses
D=	Downtown District
GB=	Gateway Business District
TC=	Transitional Commercial District
GC=	General Commercial District
BP=	Business Park District
CS=	Community Services District
RO=	Residential Office District
SF=	Single Family Residential District
MF=	Multi-Family Residential District
OS=	Parks, Schools, Open Space

In addition to the above symbols, references to special notes have been included at the bottom of the following pages.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

Implementation of the Caltrans Community-Based Mobility Plan within the Downtown Revitalization Specific Plan area will not affect the approved land uses (Section III. Land Uses and Development Standards) and design guidelines (Section IV. Design Guidelines). In addition, the Caltrans Community-Based Mobility Plan only provides concepts and strategies regarding alternative transportation choices.

TABLE III-2
PERMITTED LAND USE MATRIX

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
AUTOMOTIVE RELATED USES[2]										
Auto Parts-Sales No Installations	--	--	--	P	P	--	--	--	--	--
Auto Parts Sales-With Installations	--	--	--	C	C	--	--	--	--	--
Automobile Repair	--	C[1]	--	P	P	--	--	--	--	--
Automobile Sales and Leasing (Car, RV and Truck)	--	--	--	C	C	--	--	--	--	--
Automobile Service Stations	--	C	C	C	--	--	--	--	--	--
Car Wash, Full Service	--	--	--	C	--	--	--	--	--	--
Car Wash, Self Service	--	--	--	C	--	--	--	--	--	--
Motorcycle Sales	--	--	--	C	--	--	--	--	--	--
Parking Lots and Structures[3]	C	C	C	C	C	C	C	C	C	--
EATING AND DRINKING ESTABLISHMENTS										
Breweries, Micro/Craft (defined in CMC Chapter 17.04)	P/ZA	P/ZA	P/ZA	P/ZA	P/ZA	--	--	--	--	--
Craft Beer tasting and/or tap room, including retail sale for off-site consumption (without on-site brewing)	P/ZA	--	P/ZA	P/ZA	--	--	--	--	--	--
Coffee house, including on-site roasting	P	P	P	P	P	P	--	--	--	--
Coffee house with drive-through services	C	C	--	--	--	C	--	--	--	--
Delicatessen and bakery	P	P	P	P	P	P	--	--	--	--
Distilleries/Wineries, Micro (defined in CMC Chapter 17.04)	P/ZA	P/ZA	P/ZA	P/ZA	P/ZA	--	--	--	--	--
Liquor lounge/bar, on-site consumption (defined in CMC Chapter 17.04)	P/ZA	--	--	--	--	--	--	--	--	--
Night Clubs, excluding Adult Entertainment per CMC Chapter 17.41	MC	C	--	C	--	--	--	--	--	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
Restaurants – Walk-in service	P	P	P	P	C	C	--	--	--	--
Restaurants – With Drive-through service	--	C	--	C	--	--	--	--	--	--
Restaurants with live entertainment as an ancillary use.	P	P	P	P	C	C	--	--	--	--
Wine Stores, including retail sales, tastings and on-site consumption	P/ZA	--	--	--	--	--	--	--	--	--
Sidewalk Cafes	P[4]	--	--	--	--	--	--	--	--	--
HEALTH CARE SERVICES										
Health Care Facilities	P	--	P/C[5]	P/C[5]	--	P[5]	P[6]	--	--	--
LIGHT MANUFACTURING/BUSINESS PARK										
Assembly, Light (such as small appliances, bicycles, computers, and furniture	--	--	--	--	P	--	--	--	--	--
Boat and Marine Sales and Repair	--	--	--	--	P	--	--	--	--	--
Distribution (excludes truck terminals)	--	--	--	--	P	--	--	--	--	--
Home improvement centers (includes home furnishings and hardware)	--	--	P	P	P	--	--	--	--	--
Laboratories (such as medical, mechanical, optical)	--	--	--	--	P	P	--	--	--	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
Manufacturing, Light (such as bakery, cabinets, clothing, communication equipment, computers, cosmetics, furniture, instruments, metal engraving, musical instruments, packaging, pharmaceutics, plastics, signs, silk screening, sporting equipment, and toys)	--	--	--	--	P	--	--	--	--	--
Mixed Use – Commercial/Business Park Developments that feature a mix of commercial and light industrial uses that are "clean" in operations typified by research and development, e-commerce, etc. [22]	--	--	--	--	P[14]	--	--	--	--	--
Outdoor storage (only in conjunction with items manufactured/assembled or equipment used with businesses conducted within a building on site) [7]	--	--	--	--	P	--	--	--	--	--
Parcel Delivery	--	--	--	--	P	--	--	--	--	--
Processing (including bottling, cleaning/dyeing, food preparation, packaging; except hazardous materials)	--	--	--	--	P	--	--	--	--	--
Publishing (blueprinting, book binding, printing, publishing and photo copying)	--	--	--	--	P	--	--	--	--	--
Research/Development (design of new products)	--	--	--	--	P	--	--	--	--	--
Repairing small appliances, electronic equipment, plumbing/electrical shops	--	--	P	P	P	--	--	--	--	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
Treatment, light (non-toxic coating/plating)	--	--	--	--	C	--	--	--	--	--
Upholstery (within a fully enclosed building)	--	--	C	P	P	--	--	--	--	--
Wholesaling	--	--	--	--	P	--	--	--	--	--
Welding, Machine Shops	--	--	--	--	C	--	--	--	--	--
ENTERTAINMENT, RECREATION, COMMUNITY SERVICES, EDUCATION										
Arcades – primary use	C	--	--	--	--	--	--	--	--	--
Athletic Clubs	C	--	P	P	C	P	--	--	--	--
Child or Adult Day Care (6 or fewer)	--	--	--	--	--	--	P[6]	P	--	--
Child or Adult Day Care (7-12)	--	--	--	--	--	P	C	C	--	--
Child or Adult Day Care (13 or more)	--	--	P	--	--	P	C	--	--	--
Community Service Facilities, Clubs, Lodges, Meeting Halls, Multi-Use Venues	MC	C	P	P	--	P	C	--	--	--
Court Facilities	P	--	--	--	--	P	--	--	--	--
Cultural Institutions, Museums	P	C	C	C	--	P	--	--	--	C
Entertainment, Outdoor (ex: art festivals, live music, movies, other similar type uses within commonly used communal space	MC	--	--	--	--	--	--	--	--	--
Gymnastics, Martial Arts Studies	P	--	P	P	P	P	--	--	--	--
Health and Wellness Studios (ex: Pilates, yoga, dance, personal training) no more than 3,500 square feet	P	--	P	P	P	P	--	--	--	--
Massage Establishment	--	--	--	P	--	P	--	--	--	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
Parks/Playgrounds/Community Gardens	P	P	P	--	--	P	P	P	P	P
Public/Quasi-Public Uses	P	--	P	P	--	P	C	C	C	C
Public Safety Facilities	P	P	P	P	P	P	C[8]	--	C[8]	C[8]
Public Utilities (excluding offices)	--	C	C	C	C	C	--	C	C	C
Recreational Entertainment, Indoor (ex: bowling, billiards, retro arcade, other similar type uses)	MC	--	--	MC	--	--	--	--	--	--
Religious Facilities	C	--	C	C	--	C	C	C	C	C
Schools/Educational Institutions (ex: culinary, music, art, trade, tutoring and other similar uses)	P	--	P	P	P	P	P	--	--	--
Theater, indoor including live entertainment (excluding adult entertainment per CMC Chapter 17.41)	MC	C	C	C	--	C	--	--	--	--
RETAIL COMMERCIAL										
Artist Galleries and Studios (ex: art, music, pottery and other similar uses)	P	--	P	P	--	P	P	--	--	--
Artisan market place and food hall, including communal space (defined in CMC Chapter 17.04)	P	--	--	--	--	--	--	--	--	--
Building Material Sales, indoor	C[9]	--	P	P	P	--	--	--	--	--
Food Markets	P	--	P	P	--	--	C	--	--	--
Furniture Stores (new only)	P	--	P	P	P	--	--	--	--	--
Flower/Garden Shops, including outdoor display	P	P	P	P	--	P	--	--	--	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
Handicraft-Type Industries (ex: furniture, sculptures, stained glass, soaps, other similar type uses) produced and sold on the same premise less than 5,000 s.f.	P	--	P	P	--	--	--	--	--	--
Liquor Stores, retail sales only no on-site consumption	--	--	--	C	--	--	--	--	--	--
Office Supplies/Equipment	P	P	P	P	P	P	--	--	--	--
Pet Stores	P	--	P	P	--	--	--	--	--	--
Retail stores, general merchandise	P	C[11]	P	P	--	--	--	--	--	--
Retail Vendor Kiosk[12]	P	--	--	--	--	--	--	--	--	--
Antique Shops (No Pawn Shops)	P	--	P	P	--	--	--	--	--	--
Tobacco Stores	C[19]	--	--	C[19]	--	--	--	--	--	--
RESIDENTIAL										
Home Occupations[13]	--	--	--	--	--	--	P	P	P	--
Single-Family Dwellings	--	--	--	--	--	--	P	P	P	--
Two-Family Dwellings	--	--	--	--	--	--	--	--	P	--
Mixed Use – Commercial/Residential Developments, including residential and office/retail/service or live-work components either within the same structure or on the same parcel (Residential may include Senior Citizen Housing)	C[14]	--	C[14]	C[14]	--	--	C[14]	--	--	--
Multiple-Family Dwelllings[15]	--	--	C	--	--	--	--	--	P	--
Senior Citizen Housing (stand-alone)-75 units/ac	C	--	C	--	--	C	--	--	C	--
Single Room Occupancy Development subject to Section III.D.4	--	--	--	--	--	--	--	--	C	--

P = PERMITTED USES, P/ZA = PERMITTED WITH ZONING ADMINISTRATOR APPROVAL, C = CONDITIONAL USE, MC = MINOR CONDITIONAL USE, -- = PROHIBITED USE										
LAND USE	**D**	**GB***	**TC**	**GC**	**BP**	**CS**	**RO**	**SF**	**MF**	**OS**
SERVICE USES										
Banks, credit unions, and financial services	P	P	P	P	--	C	--	--	--	--
Bed and Breakfast Inns	C	--	--	--	--	--	C	C	C	--
Cyber Cafes[17]	--	--	--	P	--	--	--	--	--	--
Funeral Parlors and Mortuaries	--	--	C	C	--	C	--	--	--	--
Hotels	C	C	C	C	--	C	--	--	--	--
Laundromat, Dry Cleaners	--	--	P	P	--	--	--	--	--	--
Motor Inns	--	C	--	C	--	--	--	--	--	--
Fire Stations [21]	C	C	C	C	C	C	C	C	C	--
Offices, Governmental	P	P	P	P	P	P	P[16]	--	--	--
Offices, Professional	P	P	P	P	P	P	P[16]	--	--	--
Personal Services (i.e. barber, beauty, and nail shops; tailor shops, travel agent)	P	P	P	P	--	P	C	--	--	--
Smoking Lounges	MC[18]	MC[18]	MC[18]	MC[18]	--	--	--	--	--	--
Tattoo and Body Piercing Salons as an ancillary use not occupying more than 25 percent of the floor area of the primary business	--	--	MC[20]	--	--	--	--	--	--	--
Veterinarians	--	--	--	P	--	--	--	--	--	--

Table III-2 Notes:

1) Auxiliary use to an Automotive Service Station.
2) Refer to Chapter 17.72 of the City of Corona Municipal Code for supplemental site development standards for automotive related uses.
3) Per requirements of the parking regulations in this Chapter.
4) Per Section III (I) (2).
5) As permitted for "CP" in Chapter 17.73 of the City of Corona Municipal Code.
6) As permitted for "R-1" in Chapter 17.73 of the City of Corona Municipal Code.
7) Outdoor storage must be screened from view of any public right-of-way in accordance with CMC Section 17.70.060.
8) Limited to neighborhood scale community-oriented policing centers.
9) Hardware store, less than 5,000 s.f.

10) Limited to neighborhood serving retain uses (i.e. small-scale grocery). Subject to strict design standards, including Crime Prevention through Environmental Design (CPTED) review.
11) As an auxiliary use to an otherwise permitted use.
12) Per requirements of this Chapter.
13) Per requirements of this Corona Municipal Chapter 17.80.
14) Per requirements of this Chapter.
15) Per the density limits shown in Table 111-3.
16) Only within existing residential structures or in new buildings which maintain the historic architectural quality of existing residential structures.
17) Cybercafés shall adhere to the following supplemental development standards;
    a) The owner/operator shall prohibit minors during school operating hours.
    b) The owner/operator shall have present one employee over the age of 18 during all hours of operation.
    c) Cyber Cafes with more than 15 computers shall have one additional employee over the age of 18.
    d) The owner/operator shall maintain the presence of a security guard on during all hours of operation.
    e) The owner/operator shall install and maintain a video surveillance system.
    f) Storefront windows shall not be painted or covered in any manner that prevents exterior visibility into the premises.
18) Minor Conditional Use Permit, subject to supplemental development standards under Section 17.33.160 of the City of Corona Municipal Code.
19) Minor Conditional Use Permit, subject to the provisions of Chapter 5.19 of the City of Corona Municipal Code.
20) Minor Conditional Use Permit, subject to the following supplemental development standards for tattoo and body piercing parlors:
    a) Body art designs and styles shall not be displayed on storefront windows or the exterior of the building. Only the name of the business shall be advertised on the building's exterior.
    b) Patrons receiving tattoo or body piercing services shall be screened from the main entrance or lobby and from any storefront window by privacy walls.
    c) Storefront windows shall not be painted or covered in any manner that prevents exterior visibility into the premises.
    d) The operator of the tattoo and/or body piercing salon shall adhere to applicable regulations imposed by the Country Health Department.
    e) The floors, furnishings and equipment of tattoo and body piercing establishments shall be kept clean and properly disinfected at all times during business hours.
21) Fire stations may be designed as part of a mixed use project in the D, TC, GC, BP, and RO Districts subject to a Conditional Use Permit.
22) Mixed Use – Commercial/Business Park Developments can only occur where the underlying General Plan designation is MU-II.

D- Site Development Standards by Zoning District

1. **General Residential Standards III-20**
2. **Traditional Residential Standards (for lots under 7,200 square feet) III-20**
3. **Open Space Requirements for Commercial Development in the Downtown (D), Transitional Commercial (TC) and Gateway Business (GB) Districts. III-25**
4. **General Multi-family Residential Standards III-25**

The Site Development Standards Matrix (Table III-3) provides the development criteria for all zoning districts within the Downtown Revitalization Specific Plan area, with the exception of OS (Open Space) District. The establishment of development standards, review, and approval of any development project within the OS District will be on a case-by-case basis through Precise Plan Review. Any standards for any of the Land Use Districts not specifically covered by this Specific Plan are subject to the regulations of the City of Corona Zoning Ordinance for similar land use classifications.

The standards of the Specific Plan and the Zoning Ordinance are considered minimums. All projects will need to comply with the design guidelines found in Chapter IV of the Specific Plan, which may result in further restrictions.

Special use regulations standards for vehicle sales, sidewalk cafes, mixed use projects, outdoor uses and displays and retail vending kiosks are contained in Section III-I.

Properties listed in Appendix J are subject to a 30-day demolition delay and notification of the Corona Historic Preservation Society.

Corner of Sixth Street and Washburn Avenue, 1893

1. General Residential Standards

a. Garages shall be set back at least 10 feet behind the primary front facade. The primary front facade must comprise at least half of the overall width of the residence and does not include projections such as bay windows and porches. Detached garages and accessory units shall be separated from the primary unit by at least 10 feet.

b. Porches shall be at least 50 square feet and be at least (5) feet in any direction.

2. Traditional Residential Standards (for lots under 7,200 square feet)

a. **Front Porches**: A covered porch or patio at the first floor level shall be provided for each unit and be oriented towards the front yard and street.

(1) Porches elevated above grade are preferred.

(2) Porches shall be a minimum of five (5) feet deep from the front wall of the dwelling to the enclosing porch rail and a minimum of ten (10) feet in length.

b. **Front Door and Windows**: The front door and front windows shall be located in the front wall of the dwelling under the roof of the porch.

c. **Covered Parking:** Tandem parking spaces shall be permitted. Such spaces may be located in line behind one another provided that all spaces are setback at least twenty (20 feet) from the front property line.

d. **Garage:** Rear access from an alley for a garage structure is required unless otherwise approved by the Planning Director. If driveway access is provided from the street, the garage or carport may not face the street, unless it is located a minimum of 20 feet behind the front facade of the principal structure.

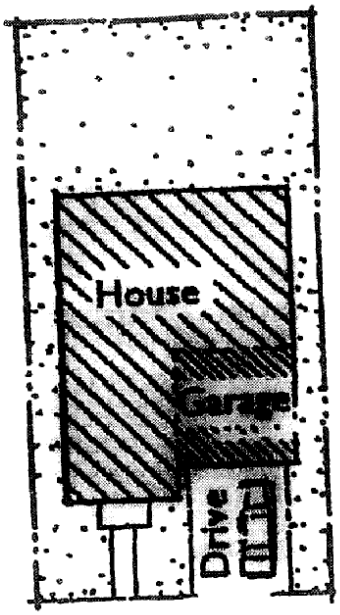

Figure 3.2.4.E-a
Not Permitted

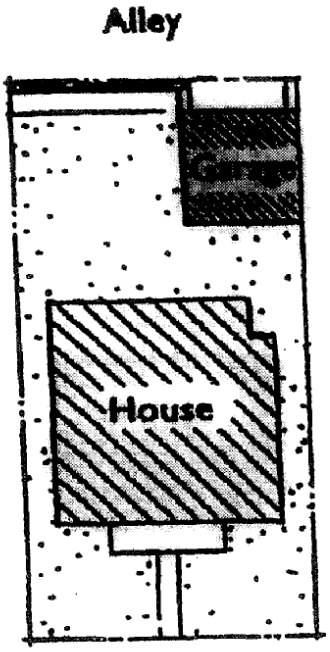

Figure 3.2.4.E-b
Required

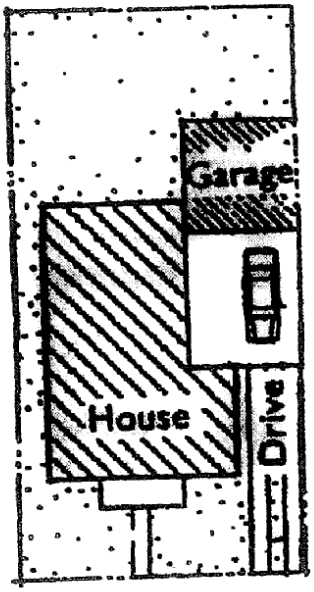

Figure 3.2.4.E-c
Permitted Under Certain Circumstances

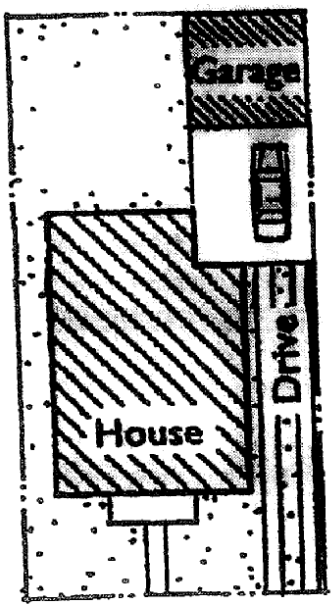

Figure 3.2.4.E-d
Permitted Under Certain Circumstances

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III. Land Use & Development Standards

TABLE III-3
Minimum Site Development Standards Matrix

	D	GB	TC	GC	BP	CS	RO	SF[5]	MF[5]
Residential Density									
Maximum Dwelling units per acre [8]	-	N/A	-	N/A	N/A	N/A	1	4.0	-
Overlay Areas:									
MF-1									15.0
MF-2									20.0
MF-3									10.0
MF-4									15.0
Minimum Lot Area (square feet)	N/A	N/A	N/A	N/A	20,000	N/A	7,200	7,200	1 AC
Minimum Lot Width (feet)	N/A	80	100	100	80	N/A	50	50	80
Minimum Lot Depth (feet)	N/A	N/A	N/A	N/A	N/A	N/A	100	100	100
Maximum Building Height									
Stories	5	7	3	3	3	3	2	2	26
Feet	60	75	40	40	50	40	30	30	306
Minimum Building Height (feet)	20	20	20	20	30	N/A	N/A	N/A	N/A
Maximum Floor Area Ratio (FAR)	3	0.5	2	2	0.507 2.07	2	2	N/A	N/A
Max. Lot Coverage (% of lot area incl. accessory structures)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	35%	50%
Minimum Yard/Parking Setbacks [1]									
Front Yard Setback (feet)[4]	8	8	8	8	20	15	20	20	25
Side Yard Setback, Interior (feet)	0/10	0/10	0/10[3]	0/10[3]	0/10	10	—[2]	5[2]	—[2]
Side Yard Setback, Street (feet)	8	10	8	8	20	15	15	15	20
Rear Yard Setback (feet)	10	10[3]	103	103	10	10/20[3]	10	10	15

1. All setbacks are minimums. Additional requirements apply subject to the development standards and design guidelines of this Specific Plan
2. Minimum setbacks: 5 feet for one-story building; 7.5 feet for two-story building; 10 feet for three-story building
3. Applicable only when property abuts a residential zone
4. Special Grand Boulevard Setback is not less than sixty (60) feet from the centerline. Parking shall not be permitted in the setback area and between the right-of-way line and any building, structure, or portion thereof
5. Include notes for SF & MF that all other development standards are pursuant to R-1-7.2 Zone (CMC Chapter 17.18) and R2/R3 Zone (CMC Chapter 17.22 & 17.24) or stated under General Residential
6. The Planning Commission may approve an increase in the overall building height to 3 stories or 40 feet subject to Precise Plan approval for multi-family apartment buildings upon demonstration that the proposed increase in building height would be compatible with, and would not be detrimental to, adjacent property or improvements; and would advance the goals of the Specific Plan.
7. The .50 FAR shall apply to the properties designated LI (Light Industry) by the General Plan and the 2.0 FAR shall apply to the properties designated MUII (Mixed Use II).
8. Maximum density allowed to be determined by the underlying General Plan designation.

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3. Open Space Requirements for Commercial Development in the Downtown (D), Transitional Commercial (TC) and Gateway Business (GB) Districts.

Open space amenity in the form of plaques, paseos or enhanced landscaping shall be provided for projects in the D, TC, and GB Districts as follows:

• Site Area < 20,000 sq. ft.	None required
• Site Area 20,000 sq. ft. to 5 acres	1% of Site Area
• Site Area - 5 acres and above	2% of Site Area

Walkway areas of five feet or smaller in front of the building or tenant space shall not be considered an open space amenity.

4. General Multi-family Residential Standards

a. **Interior Building Setbacks**:

20 feet = Front to Front and Front to Rear
15 feet = Side to Side, Front to Side, and Rear to Side
10 feet = Habitable Structure to Accessory Structure

5. Single Room Occupancy Standards

Definition and Intent:

Single Room Occupancy (SRO) is an efficiency unit intended or designed to be used, rented, sold or occupied as a primary residence for a period of more than 30 consecutive days which can serve as an affordable housing alternative for one to two persons per unit.

Supplemental Development Standards:

The following development standards serve as minimum requirements for single room occupancy developments.

1. **The minimum unit size shall be 220 square feet gross area**
2. **Each unit shall have provisions for kitchen purposes including a sink, food preparation area, microwave, refrigerator, dry food and utensil storage.**
3. **Each unit shall have provision for private sanitary facilities.**
4. **Each unit shall have a closet area.**

5. **Each unit shall have access to an on-site laundry facility with at least one washer and one dryer for every 15 units.**
6. **Common open space shall be provided as follows: a minimum total of 400 square feet for the first 20 units, then 25 square feet per unit for each additional unit in excess of 20. Such common open space shall be located on-site to be easily accessible to all residents and shall exclude required building and landscape setbacks and required parking or parking lot landscaping. Up to one-half of the common usable open space area may be located indoors in the form of a recreation room, exercise room, or similar common facility.**
7. **Off-street parking shall be provided in accordance with Section 17.76.030 for hotel or motor inn at one standard space per unit.**
8. **Trash pick-up area shall be governed by CMC 17.24.160.**

E- Parking Requirements

1. Downtown (D) District Parking Areas..... III-27
2. Commercial Parking Areas..... III-29
3. Parking Areas in Residential Districts..... III-30
4. Single Family Residential Parking..... III-30
5. Mixed Use Parking III-31

Off-street parking for uses within the Downtown Revitalization Specific Plan area shall be provided as required in Chapter 17.76 of the City of Corona Municipal Code (CMC). The following exceptions shall apply to properties in the Downtown (D) District only.

1. Downtown (D) District Parking Areas:

a. For existing structures, a public alley may be used as part of the required maneuvering aisle for on-site parking which is immediately adjacent to such alley.

b. For any proposed project in the Downtown (D) District, a maximum twenty-five (25) percent reduction in required parking spaces may be permitted by the City for the development of structured parking provided that a finding can be made that adequate parking will be available within 300 feet to serve the subject project. All parking structures shall include pedestrian-friendly orientation and access and shall de-emphasize automobile access by requiring specific block placement and orientation and ground floor access.

c. The number of on-street parking spaces immediately adjacent to a nonresidential development site, or the number that will be immediately adjacent upon completion of planned street/parking improvements, whichever is greater, may be counted toward the required number of off-street parking spaces for said nonresidential use(s). The number of required parking spaces may be adjusted based on the preparation and findings of a parking study.

d. In the Downtown (D) District, in lieu of providing some, or all of the off street parking spaces as required, such parking requirements may be satisfied by payment to the City, a sum of money for each parking space not provided onsite. The amount of the in-lieu fee shall be prescribed by the City Council. The funds shall be retained by the city and shall be used exclusively for the purpose of acquiring and developing public off-street parking facilities. The in-lieu fee shall be based on the preparation and findings of a parking study.

City of Corona Caltrans Community-Based Transportation Planning Grant - 2009

A proposed project within the Specific Plan area may require a parking study be prepared, which evaluates transit improvements and incentives to help reduce parking demand and create viable alternative transportation modes. Strategies that should be included in the Parking Study are as follows:

- Transit/TOD Supportive Policies
  - Transit Incentive Programs
  - Transit Friendly Parking Design
  - Walkability

- Parking Requirements
  - Reduced Parking Requirements
  - Shared Parking

- Parking Pricing
  - On-street Parking Pricing
  - Variable Rate Parking Pricing
  - Coordination of On-street and Off-street Pricing
  - Parking Cash-out

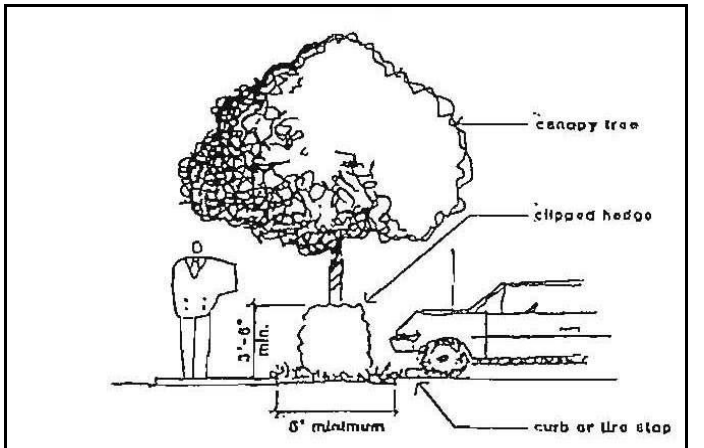
- Parking Management Strategies
  - Parking Payment Technology
  - Parking Database
  - Real-time Parking Information

- Parking Financing
  - In-lieu Fees
  - Risk Fund
  - Parking Tax by Space

2. Commercial Parking Areas:

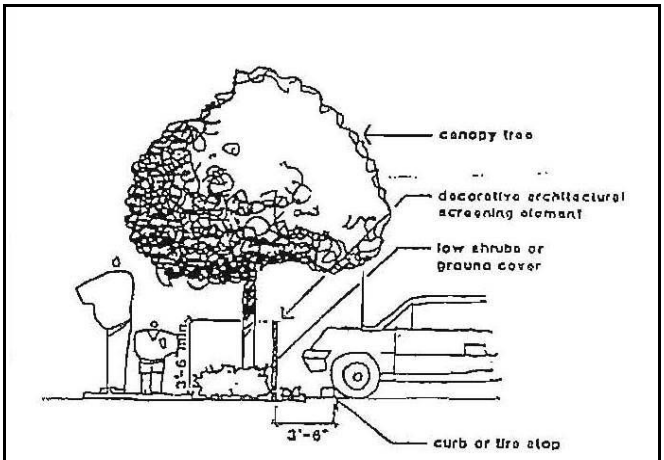
a. Parking facilities abutting residentially zoned parcels shall provide a six (6) foot high, architecturally treated, decorative masonry wall to screen the parking area(s). All wall treatments shall occur on both sides (wall elevations) unless waived by the Planning Director. Landscaping including vines, shrubs and trees shall be incorporated adjacent to walls to mitigate the visual effects of flat wall surfaces. Where possible, wall offsets and planting pockets shall also be provided (see Section IV, Design Guidelines, for additional information in regards to design regulations).

b. Parking areas adjacent to public right-of-way shall provide a three (3) foot high landscaped screen across the entire parking frontage except for driveways. In no case shall the landscaped area be less than eight (8) feet in width, except in the Downtown (D) district where the landscaped buffer may be reduced to a minimum width of five (5) feet. Landscape screening may include a combination of low hedge row plantings, landscaped or turf berms or low decorate masonry walls.

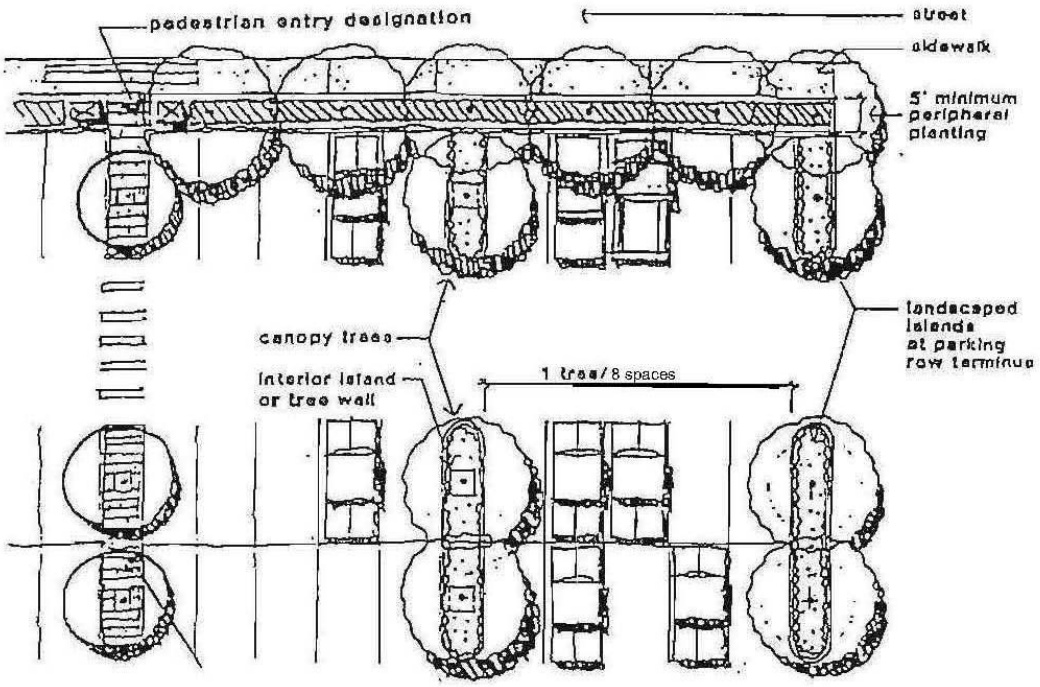


Plant Screen

c. Parking areas should be provided with landscaped islands at the parking row terminus. Continuous rows of parking spaces should be broken up every eight (8) spaces with an interior island or tree well.



Architectural Screen



3. Parking Areas in Residential Districts:

Parking areas developed in residential areas shall be provided with the following:

a. Perimeter landscaped areas equal to the yard setback area of the district are required.

b. A minimum ten (10) foot landscape buffer must be maintained adjacent to any residential property.

c. A permanent landscape screen three (3) foot in height shall be provided along the public right-of-way.

4. Single Family Residential Parking:

a. Any additions to single family residences of 25% or less of the existing floor area shall not be required to provide minimum covered parking spaces. Additions adding 25% or more floor area shall be required to provide minimum number of required parking spaces.

b. In the Single Family (SF) Residential District tandem parking shall be allowed to count as required parking spaces so long as it is located outside of the front setback area.

5. Mixed Use Parking

a. Adequate parking for each individual use shall be provided pursuant to the parking requirements of Chapter 17.76 of the Corona Municipal Code and this Specific Plan.

b. Residential units shall be provided a minimum of one (1) covered space per unit per Chapter 17.76 of the Corona Municipal Code.

c. Tandem parking arrangements may be allowed for residential parking or in situations where valet parking service is provided.

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F - Sign Regulations

1. General Provisions III-33
2. Removal of Nonconforming Signs Incentive III-39
3. Sign Design Guidelines..... III-41

1. General Provisions

Signs in the Corona Downtown Revitalization Specific Plan area, including temporary signs, shall be erected, constructed, altered, and maintained in accordance with Chapter 17.74 of the Corona Municipal Code and the following table. All signs shall also conform to the Sign Design Guidelines in section IV of this Specific Plan.

All signage area shall be based one (1) square foot of sign area for each linear foot of lot or building frontage up to the maximum allowed in Table III-4.

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Table III-4 Sign Regulation Matrix (page 1 of 3)

DISTRICT	PERMITTED	PROHIBITED	NOTES
D	♦ Monument: 24 sq. ft. max, 6 ft. ht. maximum ♦ Building: 150 sq. ft. maximum (inclusive of painted wall signs) ♦ A-frame: 6 sq. ft. maximum, maintain 4 ft. minimum walkway clearance* ♦ Internal window neon: 6 sq. ft. maximum ♦ Projecting signs: 4 sq. ft. maximum ♦ Awning signs: All sign copy is limited to valance flap ♦ Window signs: 10 sq. ft. maximum, not to exceed 20% of window area.	♦ Backlit illuminated awnings ♦ Internally illuminated signs ♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Municipal Code and not expressly "Permitted" in this Specific Plan ♦ Single pole signs	♦ Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas set forth in CMC Section 17.7.050.
TC	♦ Monument: 25 sq. ft. maximum, 6 ft. ht. Maximum ♦ Building: 150 sq. ft. maximum ♦ Heritage pole sign	♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs	♦ Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas set forth in CMC Section 17.7.050. ♦ Heritage pole signs, including but not limited to the following, shall be preserved for their unique character and historical importance in the Downtown: ♦ Cupid's Restaurant pole sign; ♦ Bear Muffler pole sign; ♦ Crown Motel pole sign, and ♦ Chuckwagon Restaurant pole sign.

Table III-4 Sign Regulation Matrix (page 2 of 3)

DISTRICT	PERMITTED	PROHIBITED	NOTES
GC	♦ Pylon or monument: 50 sq. ft. maximum, 15 ft. ht. Maximum ♦ Building: 150 sq. ft. maximum ♦ Heritage pole sign ♦ Parcel identification signs may be placed in the building setback per CMC 17.74.190(A)(4).	♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Any "can" type sign which utilizes a white or yellow field or background	♦ Heritage pole signs, including but not limited to the following, shall be preserved for their unique character and historical importance in the Downtown: ♦ Cupid's Restaurant pole sign; ♦ Bear Muffler pole sign; ♦ Crown Motel pole sign, and ♦ Chuckwagon Restaurant pole sign
CS	♦ Double pylon or monument: 150 sq. ft. maximum, 20 ft. ht. maximum ♦ Building: 150 sq. ft. maximum ♦ Message board allowed for Civic Uses	♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs	
GB	♦ Double pylon or monument: 200 sq. ft. maximum, 40 ft. ht. maximum (except along Grand Blvd.) Freeway-oriented signs allowed only within 300 ft. of freeway right-of-way ♦ Monument: 24 sq. ft. maximum, 6 ft. high maximum (along Grand Boulevard) ♦ Building: 150 sq. ft. maximum	♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs	♦ Double pylon signs subject to review and approval by the City ♦ Double pylon signs shall maintain visual clearance between 3 ft. and 10 ft. above the ground ♦ Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas set forth in CMC Section 17.70.050.

Table III-4 Sign Regulation Matrix (page 3 of 3)

DISTRICT	PERMITTED	PROHIBITED	NOTES
RO	♦ Monument: 24 sq. ft. maximum, 6 ft. high maximum (Materials restricted to wood and masonry. External illumination only) ♦ Building: 24 sq. ft. maximum	♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs	♦ Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas set forth in CMC Section 17.70.050.
MF	• Monument: 24 sq. ft. maximum, 4 ft. high maximum (Materials restricted to wood and masonry. External illumination only) • Building: 40 sq. ft. maximum	• "Can" type building wall signs • Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan • Single pole signs	
SF	• Real Estate: 4 sq. ft. maximum • Building: 4 sq. ft. maximum		
BP	• Monument: 60 sq. ft. maximum, 5 ft. high maximum • Building: 150 sq. ft. maximum	• "Can" type building wall signs • Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan	• Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas
OS	• Monument: 24 sq. ft. maximum, 3 ft. maximum		

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2. Removal of Nonconforming Signs Incentive

a. Purpose

In order to enhance the image and develop a unified theme for Downtown, it is desirable to encourage the removal of nonconforming signs at a rapid pace in the Downtown (D) and Transitional Commercial (TC) Districts. Therefore, in order to encourage the removal of nonconforming signs, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

b. Requirements

All nonconforming signs shall be removed (except heritage signs) within five (5) years of the date of adoption of this Specific Plan. Upon adoption of the Specific Plan, the City shall advise all property owners with non-conforming signs of the new requirements and the City's incentive program for removal. At the conclusion of the five-year period, it shall be a violation of the City's ordinance to have any non-conforming signs on the property, and the City will undertake enforcement measures to have the signs removed.

Downtown (D) District and Transitional Commercial (TC) District and Non-conforming Signs:

- Pole signs;
- Backlit illuminated awning sign; and,
- Internally illuminated can sign.

c. Incentive Program

Owners of nonconforming signs may at their discretion choose to participate in the following sign removal incentive program. The City will select a number of applicants each year to participate in the program based on the priority list of signs provided above and the availability of funds.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must have been a legal conforming sign at the time of its original placement. (In other words, the sign cannot be illegal).

The nonconforming sign removal incentive program is a four (4) year program commencing on the effective date of this Specific Plan. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fifth year.

The incentives which may be provided are as follows:

Year One

- Free removal of nonconforming sign.
- Payment of an incentive bonus of $1,000 for pole signs, $500 for all others.
- Free design service to provide conforming, attractive sign sketches.*

Year Two

- Free removal of nonconforming sign.
- Free design service to provide conforming, attractive sign sketches*

Years Three and Four

- Free removal of nonconforming sign.

**Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three (3) months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.*

3. Sign Design Guidelines

a. Preferred Sign Types III-42
b. General Design Guidelines III-42
c. Wall Mounted Signs III-45
d. Awning Signs III-45
e. Banner Signs III-46
f. Hanging Signs III-47
g. Window Signs III-48
h. Monument Signs III-48

Signs in Downtown Corona should advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of Downtown. A sign's use of color, its size, shape placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- Be compatible with the surrounding physical and visual character of the area;
- Promote the "individuality" of establishments;
- Identify the business clearly and attractively;
- Enhance the building on which it is located; and,
- Reduce the amount of visual clutter caused by excessive and poorly placed signage.

This Specific Plan has regulations to help control the size, location, and number of signs, but code restrictions alone may not be enough. Design criteria are needed to encourage and coordinate well-designed signs. The following sign guidelines are intended to assure the local merchant that all other Downtown commercial establishments are similarly regulated.

a. Preferred Sign Types

While many sign types are permitted in Downtown, the following sign types are preferred.

1) Under canopy signs;

2) Business wall mounted ID signs in sign board area at upper portion of first story;

3) Awning signs;

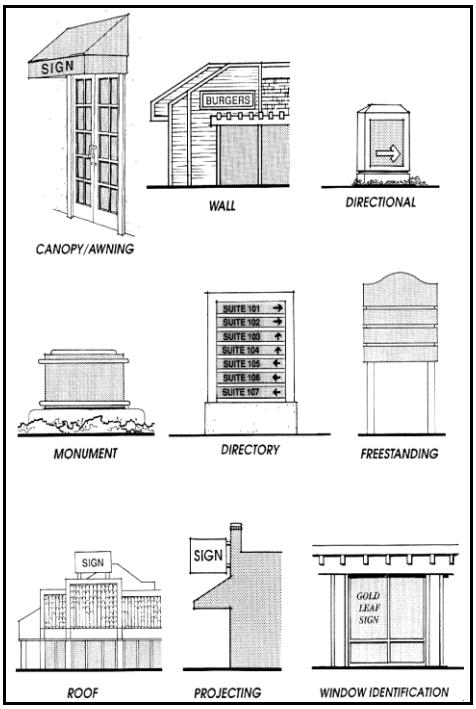
4) Blade or projecting signs;

5) Murals and supergraphics not advertising a business (painted on a wall surface);

6) Permanent painted window signs, first floor limited to 20% of the window area;

7) Building signs containing the name of the business at rear entrances used by customers; and,

8) Signs made of carved or sandblasted wood.

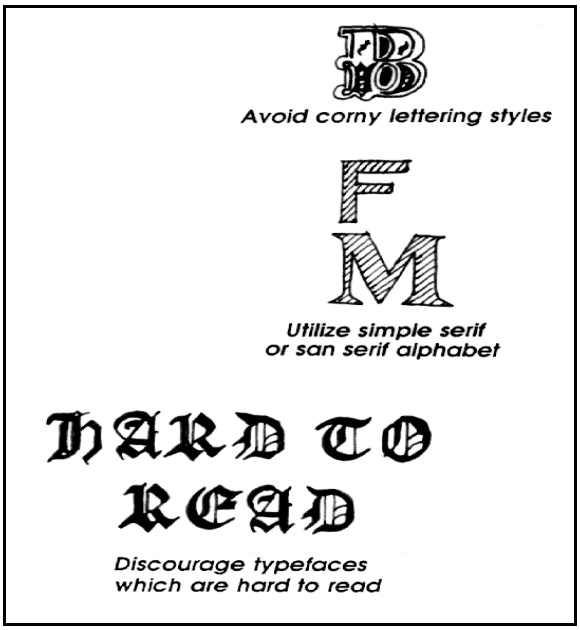


b. General Design Guidelines

(1) Clear Sign Message

(a) Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.

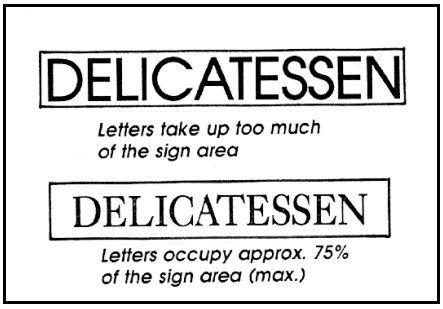
(b) Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.

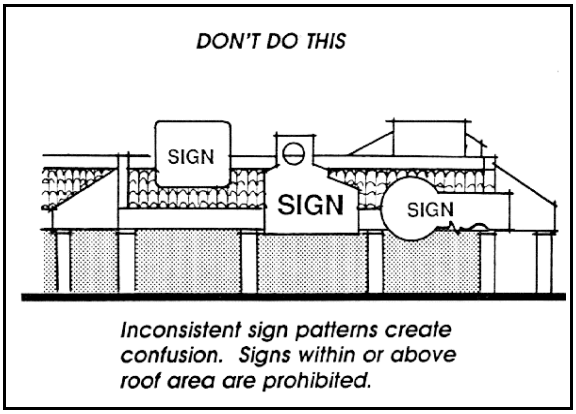


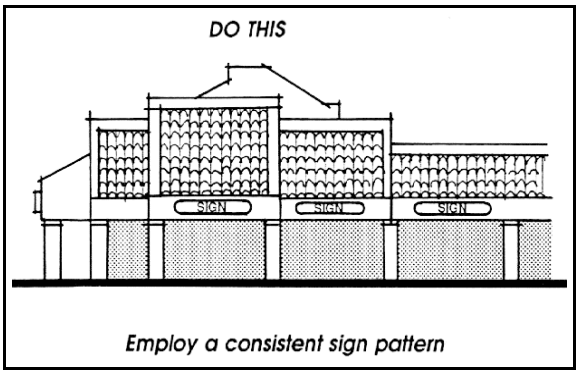
b. General Design Guidelines (continued):

(c) Lettering should be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third (1/3) to one-half (2) the height of the sign.

(d) Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.







(e) Use widely recognized logos rather than print/test whenever possible.

(f) Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.

(2) Sign Color

(a) Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection.

(b) A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.

b. General Design Guidelines (continued):

(c) Limit colors to three on a single sign. Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective.

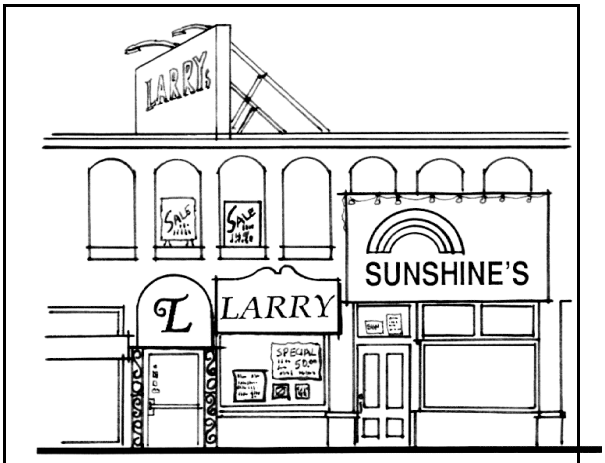
(d) Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign band, will serve to unify the building facade. Carved or sandblasted wood signs are also appropriate.

(e) Metal sign panels can utilize raised lettering on metal bands. Printing and lettering can also be applied directly to a flat metal sign band with letters consisting of wood, acrylic or metal.

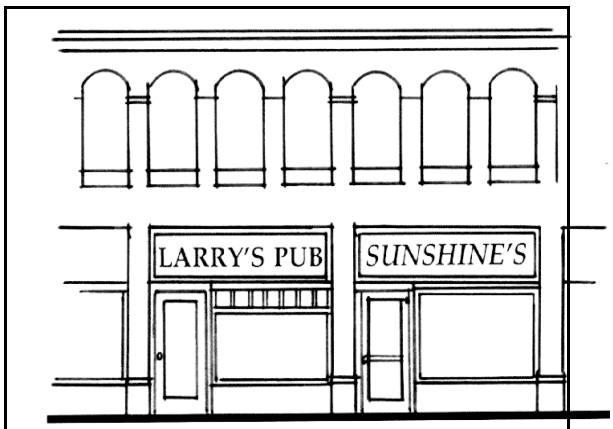
(3) Sign Architectural Compatibility

(a) Signs should make a positive contribution to the general appearance of the street and neighborhood in which they are located.

(b) Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure.



These signs block building elements and create a chaotic image.



These signs complement the building form creating a more orderly appearance.

b. General Design Guidelines (continued):

(c) Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.

(d) Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

(e) As an alternative to an attached sign, lettering may be painted directly on the building facade. This method resembles a wooden or metal band but does not require the introduction of another material.

c. Wall Mounted Signs

1) The identification of each building or store's address in six-inch high numbers over the main entry doorway or within ten feet of the main entry is recommended.

2) Sign lettering for storefront wall mounted signs should meet the following recommendations:

   (a) For store fronts 30' wide or less, a maximum letter height of 8" is recommended,

   (b) For store fronts 30' - 60' wide, a maximum letter height of 12" is recommended,

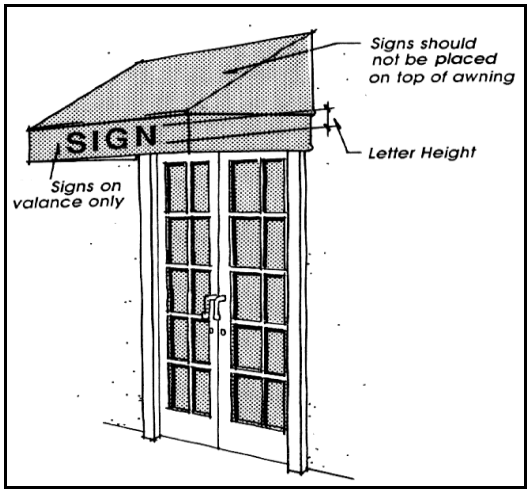
   (c) For store fronts 60" wide or greater, a maximum letter height of 16" is recommended.

d. Awning Signs

An awning is a roof-like covering or shelter, which is usually constructed of canvas or other fabric extending over a pedestrian walkway. Awnings provide shelter from weather, provide scale to the building architecture, and add color and liveliness to the pedestrian path and street.

d. Awning Signs (continued):

1) An awning is permanently attached to a building or can be raised or retraced to a position against the building when not in use. An awning sign is a message painted, printed, sewn, or stained onto the awning or awning flap.



2) The sign on awnings should be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.

3) The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

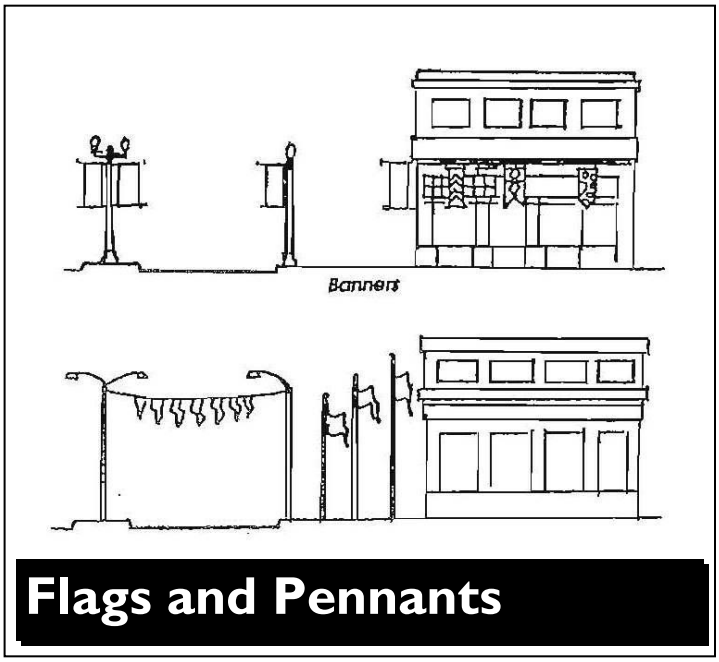
e. Banner Signs

A banner sign is a logo or design placed on a lightweight material that can move with the wind. Banner signs should not be confused with flags or pennants. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street and sidewalk.

1) Banners are encouraged along pedestrian-oriented streets, in plazas, and in commercial centers.

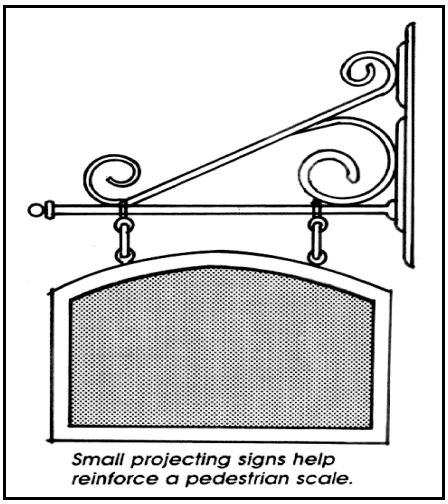
2) Banners should not extend more than five (5) feet from the building or one-third (1/3) the width of a public sidewalk, whichever is less.

3) Banners along the same block of a street should be set at generally the same angle from the buildings.

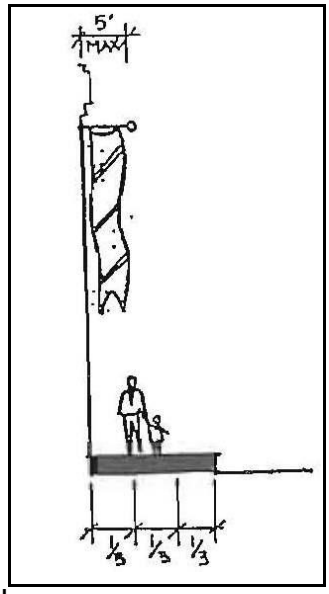


e. Banner signs (continued):

4) Banners should reflect the informality and excitement of color and movement.



Small projecting signs help reinforce a pedestrian scale.



f. Hanging Signs

A hanging sign is a sign suspended from a support and projects from the building wall. Similar to awning signs and banners, a hanging sign can add interest and vitality to a street. Hanging signs can include pictorial images, logos, and symbols. A hanging sign is generally intended to read by pedestrians along a sidewalk or arcade, and motorists in slow-moving vehicles.

1) The size of a hanging sign should be proportional to the building facade to which it is attached and typically, should not exceed ten (10) square feet.

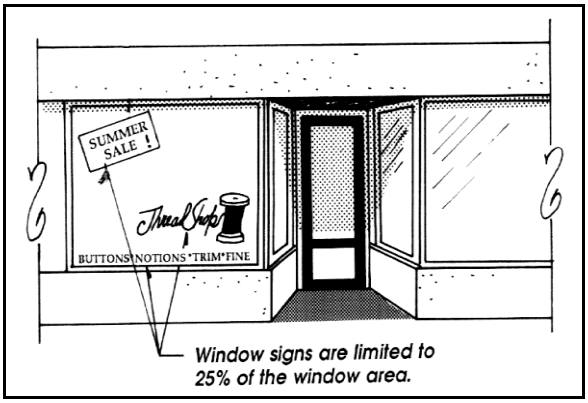
2) A hanging sign should be hung perpendicular to and should not project more than four (4) feet from the face of the building.

3) To minimize visual clutter, hanging signs should not be located within close proximity to other hanging signs or projecting signs, preferably at least twenty-five (25) feet from each other.

4) The placement of a hanging sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

g. Window Signs

A window sign is a permanent sign painted on or attached to the inside of a window and are designed to be viewed principally from outside the business by pedestrians and motorists using the adjoining parking lot.



1) To minimize clutter, window signs should not occupy more than twenty-five (25) percent of the total area of the window in which they are displayed.

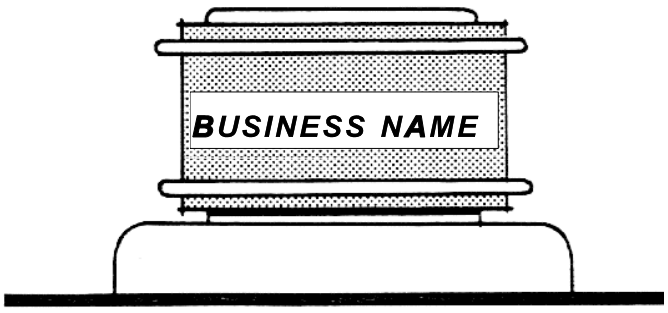
2) The sign copy of window signs should be proportional to the glass surface area.

3) Signs should be restricted to ground floor windows facing the primary street frontage or adjoining parking lot.

4) Temporary window signs should be allowed to identify special events and sales provided they are removed immediately following the event.

h. Monument Signs

A monument sign is a freestanding sign of a human scale and is at ground level. Generally, monument signs are of a higher architectural quality than other freestanding signs, such as pole signs.



Monument Sign

1) Monument signs should not identify more than four (4) tenants.

2) A minimum of 10 percent of the sign area of a monument sign should be dedicated to the identification of the street address. Multi-store developments in the Downtown should display the range of store addresses for that development on their sign.

3) Monument signs should be placed perpendicular to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.

4) Monument signs should be setback from the public right-of-way a minimum of five (5) feet.

5) Monument signs should be a maximum of five (5) feet in height;

6) Monument signs should have a maximum of fifty (50) square feet of sign area per sign face with no more than two sign faces.

7) Monument signs should be constructed of a solid architectural base and side, of durable, long-lasting materials. Each sign should incorporate a base which is a minimum of 12 inches in height. The materials used should match an architectural element(s) of the development itself. Each monument sign should incorporate sides or flanking pilasters which have a minimum dimension of 12 inches by 12 inches, extending at least to the top of the sign.

8) Monument signs should be located and constructed to allow for natural surveillance on all sides and to prevent opportunities for hiding places.

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G- Landscaping Requirements

1. Introduction III-51
2. Submittal of Plans III-51
3. Landscape Development Standards III-52
4. Landscape Design Guidelines III-54

1. Introduction

Landscaping in the Corona Downtown Revitalization Specific Plan Area shall achieve four specific ends:

- To beautify Downtown and create a gateway to the City;
- To soften commercial development;
- To unify the area as a pleasant environment for residents and visitors alike.
- To increase native landscaping requirements and incentives to plant native or low water plantings for all public and private projects.

These four ends will be accomplished by a recognizable use of repeated planting treatments. Consistency and continuity within the street right-of-way and building setback areas is extremely important. New development in Downtown Corona should refer to the following landscape guidelines and the regulations of this Specific Plan.

2. Submittal of Plans

a. Concept Plans

1) A concept landscaping plan shall be submitted as part of a permit application unless waived by the Planning Director.

2) The concept plan shall exhibit a generalized design layout which adequately demonstrates the proposed landscaping program in terms of location, size/scale, function, theme and similar attributes.

b. Detailed Plans

1) Detailed landscape plans shall be prepared only after approval of the permit application. Submittal of detailed plans shall be concurrent with any required grading plan(s) and other documents or reports.

2) Landscaping plans for projects larger than 20,000 square feet in total site area shall be prepared by a licensed landscape architect registered to practice in the State of California.

3) Landscaping plans shall implement the City's Landscape Design Guidelines emphasizing the use of drought-tolerant, water-efficient and hydro zoned plant materials whenever/wherever possible.

3. Landscape Development Standards

a. Any existing structure or use that expands its gross floor area by 25% or more shall bring the subject property into full compliance with current landscaping requirements as set forth in the Corona Municipal Code Chapter 17.70 and the adopted Landscape Design Guidelines.

b. All landscaping areas shall be maintained in accordance with the Section 17.70.70 of the City Municipal Code.

c. All setbacks, parkways, and non-work /storage areas that are visible from a public street or from a parking lot available to the public shall be landscaped or hardscaped. Areas proposed for development in another phase shall be temporarily planted with ground cover to control dust and soil erosion if the phase will not begin construction within 6 months of completion of the previous phase.

d. Trees shall be planted throughout the project in areas of public view, predominantly adjacent to and along structures and street frontages at a rate of at least one tree for each 30 linear feet of structure wall and/or street frontage.

e. Landscape areas shall be a minimum of 5 feet wide. Larger areas may be required in some circumstances.

f. Trees and shrubs shall be planted so that at maturity they do not interfere with utility service lines, street lighting, traffic safety sight areas, onsite signs, and basic property rights of adjacent property owners, particularly the right of solar access.

g. Trees planted within 5 feet of paving shall be provided with approved root control devices.

h. Landscape areas shall have plant material selected and plant methods used that are suitable for the soil and climatic conditions of the site. The use of water-efficient, drought-tolerant plants shall be emphasized.

i. Sizes of the plant materials shall conform to the following minimum mix:

Trees*
70%, 24-inch box; and,
25%, 15 gallon.

Shrubs
75%, 5-gallon; and,
25%, 1 gallon.

Groundcover
100%, coverage within 1 year.

j. For projects larger than 40,000 square feet in total site area, mature specimen trees in 36 inch and 48 inch boxes shall be provided in sufficient quantity, subject to the approval of the Director, to provide variety and emphasis at entrances and focal areas within the project. At least ten percent of mature specimen trees shall be 48 inch box and the remainder shall be 36 inch box.

k. Concrete mow strips, or other approved dividers are required to separate all turf areas from other landscaped areas.

l. Shrubbery and creeping vines are required along all walls and fences adjoining public rights-of-way so that at maturity a minimum of 50% of the wall/fence surface is screened from view.

4. Landscape Design Guidelines

Landscaping guidelines for commercial and industrial uses help define and focus planting and open space areas on building entrances and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and screen loading and storage areas. Landscaping should also be used as a unifying element within a project designed to promote a cohesive appearance and to help achieve compatibility with existing adjacent uses.

The City of Corona has established landscape design guidelines for commercial and industrial developments in order to create pleasant and attractive properties throughout the City. The City believes that proper landscaping in commercial and industrial properties promotes a sense of community, creates a more pleasant living and working environment, and promotes water and resource conservation, including but not limited to, storm water retention/percolation and best management practices. The landscape guidelines complement the mandatory site development regulations contained in the City's Zoning Ordinance and Specific Plans.

The landscape design guidelines will be utilized during the City's plan review process to accomplish the goals of:

- Ensuring the highest level of resource conservation including water conservation, ground water recharge, and green waste reduction;

- Promoting water-efficient landscaping, water use management and water conservation through the use of water-efficient landscaping, functional and limited use of turf grass, and aggressive use of water conserving irrigation technology and management;

- Reducing the water demands from landscapes without a decline in the landscape quality or quantity;

- Retaining flexibility and encouraging creativity through appropriate design;

- Compliance with state guidelines by requiring that landscapes not exceed a maximum water demand of seventy percent (70%) of its reference evapotranspiration (ETo) or any lower percentage as may be required by state legislation; and

- Eliminating water waste from overspray and/or runoff.

- Establishing procedural and design requirements for water efficient landscaping that are at least as effective in conserving water as the Department of Water Resources Model Water Efficient Landscape Ordinance in compliance with California Government Code section 65591 et seq.

Additionally, the City of Corona has established landscape design guidelines for residential developments in order to create pleasant and attractive neighborhoods throughout the City. The City believes that proper landscaping in residential properties promotes a sense of community, creates a more pleasant living and working environment, and promotes water and resource conservation, including but not limited to, storm water retention/percolation and best management practices.

The landscape design guidelines complement the mandatory site development regulations contained in the City's Zoning Ordinance and Specific Plans.

The primary purpose of these landscape design guidelines is to provide procedural and design guidance for project applicants proposing landscape installation or landscape rehabilitation projects that are subject to the requirements of the Corona Municipal Code Section 17.70.070.

a. Plant Material

1) Landscaping in the Specific Plan Area, including private property, should be consistent with the City's approved street tree list as prepared by the Department of Parks, Recreation, and Community Services.

2) Emphasize use of varieties, which require low maintenance and drought tolerant species in public and commercial areas, especially in large landscape areas.

3) Use boxed and potted plants in clay or wood containers, especially for enhancement of sidewalk shops.

4) Vines and climbing plants integrated upon building and perimeter garden and building walls are strongly encouraged. A few plants to consider for this purpose are Bougainvillea, grape ivy, and wisteria vines.

5) Use of flowering vines both on walls and arbors not only looks good, but discourages graffiti.

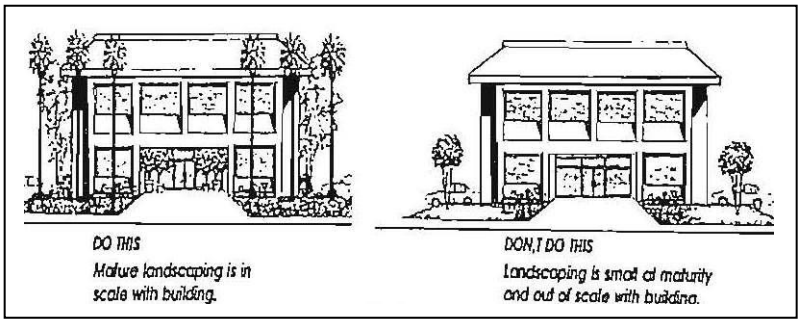
6) Use color planting at the base of a building, in planter boxes, and focal points.

7) Shrubs should be a minimum of 5 gallon size at time of planting.

8) A minimum of one 15 gallon size tree (25 feet in height or more at maturity) for every 800 square feet of landscaping, and one shrub or vine for every 50 square feet of landscaping are recommended.

9) Trees, shrubs, and vines should have body and fullness that is typical of the species.

10) Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.



b. Trees

1) Save existing mature trees where possible.

2) Use specimen trees (boxed trees) for immediate effect and accent.

3) Give consideration to rapidly growing trees.

4) Trees should be planted using industry accepted methods.

5) Trees should be 15-gallon size at time of planting.

6) Use trees to create canopy and shade, especially in parking areas.

c. Ground Cover

1) Give preference to ground covers which require little maintenance.

2) Landscapes consisting of gravel, crushed rock, and/or decomposed granite and boulders with appropriate low water shrub and tree plantings are encouraged.

3) All shrubs, specified to be planted in the back or mid-ground of a planter shall be a minimum of 5 gallons in size unless otherwise approved as a part of the design review approval. Sub-shrubs (maximum 18" diameter) shall be specified as foreground planting and must be a minimum of 1 gallon size unless otherwise approved as a part of the design review approval. All shrubs and sub-shrubs must be mass planted and should utilize a variety of shrub species selected from the WUCOLS III plant list.

d. Location

1) Landscaping should not obstruct the sightliness of motorists or pedestrians, especially at pedestrian crosswalks.

2) Trees and shrubbery should not be located so that they interfere with the effectiveness of parking lot and street lighting.

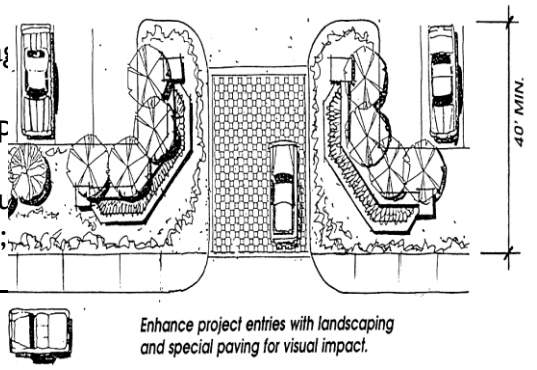
3) Landscaping material, so long as it is properly maintained, is the preferred method used to obscure the view of any parking or storage area adjacent from a public street or pedestrian area.

4) Landscape screen plant materials should be large enough at planting to provide effective screening, and be capable of growing to the height and density desired within a reasonable period of time.

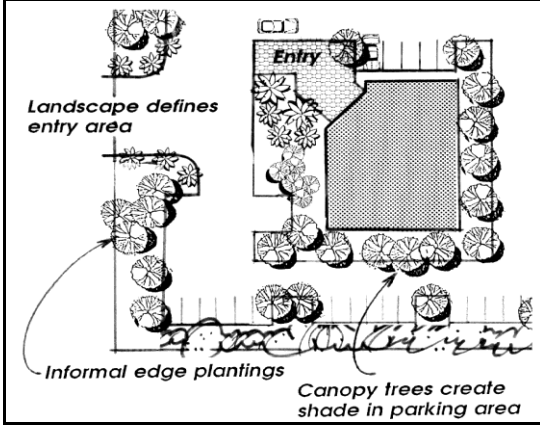
5) Use of planting to create shadow patterns a

6) Use planting and walls to screen outdoor o

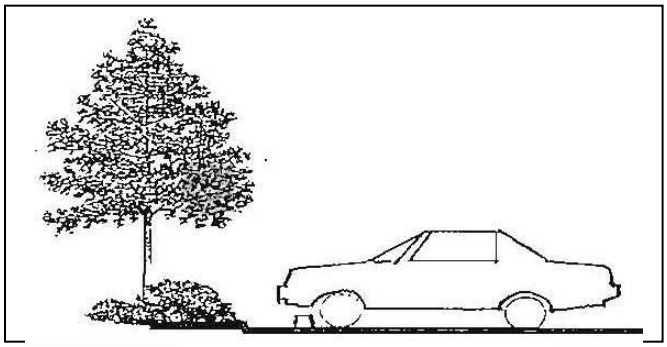
7) Edge-defining plantings used in informal gro and at major focal points, such as site entrances;



Enhance project entries with landscaping and special paving for visual impact.



8) Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks or through the use of curbs.



9) Landscaping around the entire base of buildings is encouraged between the parking lot and the structure. Unique and colorful planting such as the use of specimen trees (i.e. 24" box or larger) and rural oriented orchard style grids should be used at entrances to provide accent.

10) Plants in containers are especially encouraged for walkway areas adjacent to storefronts, plazas, patios and arcades.

e. Irrigation

1) All commercial projects should provide complete automatic sprinkler or drip irrigation systems, per the City's adopted guidelines.

f. Maintenance

1) Keep all plantings healthy and growing with all planting areas free of weeds and debris.

g. Paving

1) Where public sidewalks and private development amenities are installed in the Downtown Core Area, paving comprised of colored, heavy aggregate concrete with 45" scoring is preferred.

h. Parking Lots

1) Parking lot landscape planters, at a minimum width of five (5) feet including curbs (4 feet of plantable area), shall be provided at each end of the parking row. Landscape fingers (5-foot minimum width including curbs and 6 inch concrete step outs) shall be provided in parking lots at a ratio of one for every eight- (8) parking stalls or landscape diamonds (5-foot minimum width) one for every six-6 parking spaces. Fingers, diamonds, and planters shall contain shade trees. The concrete step out strip should not run the entire length of the curb but should be positioned so as to accommodate people exiting vehicles while still allowing adequate space for tree planting.

2) Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on a least 3 sides by parking area paving.

i. Turf

1) The use of cool season turf in commercial and industrial landscapes is not permitted and the use of warm season turf is only permitted when specified for a functional use.

2) Artificial or synthetic turf is allowed as defined in Corona Municipal Code section 17.70.015 and must be installed per manufacturer's recommendations including a six inch by six inch concrete mow curb separating the synthetic turf from the adjacent shrub planting.

3) Approved turf areas shall not exceed a slope of four feet horizontal to one foot vertical (4:1).

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H - Development Incentive Bonuses

1. Mid-Block Paseo/Plaza Incentive III-61
2. Lot Consolidation Incentives III-62

In order to achieve the type and quality of development and revitalization envisioned for the Specific Plan area, certain development incentive bonuses have been established to encourage developers and property owners to participate in the various programs described below. Incentive bonuses may be granted at the discretion of the City Council and nothing contained herein shall obligate the City to provide any of the following bonuses.

1. Mid-Block Paseo/Plaza Incentive

a. Purpose

Within the Downtown (D) District, it is desirable to encourage the provision of pedestrian paseos at mid-block locations to provide convenient pedestrian access to the street from public parking lots at the rear of buildings.

b. Requirements

In order to qualify for the mid-block paseo incentive bonus, a proposed project must meet the following requirements:

1) The minimum width of any paseo provided under this program shall not be less than 10 feet at any point. Paseos longer than 50 feet shall be an average of 20 feet wide.

2) The paseo shall be designed to be an integral part of the overall project and shall be configured to provide straight forward access from an alley or rear parking area to the street. The incorporation of plazas into the design is highly encouraged. Business entrances are encouraged to front onto a paseo. If it is deemed that a business entrance cannot front onto a paseo, minimum of one (1) display window per business shall be provided facing onto the paseo.

3) The paseo shall incorporate landscape features, lighting, shade, textured paving, and other design elements to enhance the overall pedestrian environment and provide a high level of security, natural surveillance, and convenience.

c. Incentive bonuses

For projects meeting the above requirements, the following development bonuses may be granted by the Planning Commission:

1) Maximum floor area ratio (FAR) may be increased to a maximum of 1.20 FAR.

2) Required parking may be reduced by 20%, provided that a finding can be made that adequate parking will be available to the project.

3) Through the Property Owner Participant Agreement process, the City may consider other incentive bonuses such as reductions in processing fees, in-lieu fees, or utility connection fees. The extent of such bonuses may vary on a case-by-case basis between the project applicant and the City.

2. Lot Consolidation Incentives

a. Purpose

The intent of this section is to:

1) Provide for the owner-initiated merger of contiguous parcels, within the Transitional Commercial (TC) and General Commercial (GC) District, under common ownership without reversion to acreage, pursuant to Section 66499.20 3/4 of the Government Code; and

2) Provide incentives for owner-initiated mergers within the Transitional Commercial (TC) and General Commercial (GC) Districts that serve to achieve orderly development, improve level of pedestrianism, and implement this Specific Plan.

b. Initiation by Property Owner

Proceedings to merge contiguous parcels may be initiated by petition of the owner of record of the parcels. The petition shall be in a form and contain the information prescribed by the Planning Director.

c. Review Procedure

The Board of Zoning Adjustment (BZA) has the authority to approve a voluntary merger. A voluntary merger may be approved if it is found that all of the properties involved in the merger are in common ownership.

d. Development Requirements

Mergers approved under the provisions of this section shall be subject only to those conditions which insure that the proposal meets the development standards and requirements for the

Transitional Commercial (TC) and General Commercial (GC) Districts. All mergers shall be recorded with a Notice of Merger, pursuant to Government Code Section 66451.12.

e. *Incentive Bonuses*

The following incentives may be provided at the discretion of the Planning Commission for the voluntary merger of contiguous parcels within the General Commercial (GC) District:

1) Required parking may be reduced by a maximum of twenty (20) percent provided that a finding can be made that adequate parking will be available to serve the subject project;

2) Area of permitted signs may be increased by a maximum of ten (10) percent provided a finding can be made that the increased area does not detract from the beautification and pedestrian-oriented objectives set forth in this Specific Plan for Sixth Street; and

3) Floor area ratio (FAR) may be increased to a maximum 0.70 FAR provided that a finding can be made that the increased intensity will not negatively impact adjacent land uses or detract from the beautification and pedestrian-oriented objectives set forth in this Specific Plan for Sixth Street.

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I – Special Use Regulations and Standards

1. **Vehicle Sales** **III-65**
2. **Sidewalk Cafes** **III-68**
3. **Mixed Use Projects** **III-71**
4. **Live/Work Projects** **III-73**
5. **Outdoor Uses and Displays** **III-75**
6. **Retail Vending Kiosks** **III-75**

Certain land uses, because of their operational characteristics, have the opportunity to create more significant impacts on adjacent properties than others. As a result, specific development criteria for these uses are recommended.

1. Vehicle Sales

New and used vehicle sales (including cars, trucks, recreational vehicles, and boats) are conditionally permitted in the General Commercial (GC) District and Business Park (BP) District. Refer to CMC Chapter 17.72 additional development standards.

a. Site area: The minimum site area for a new dealership shall be 40,000 square feet;

b. Service Areas:

1) All service areas shall be completely screened from public view;

2) All parts, accessories, etc., shall be stored within a fully enclosed structure;

3) No vehicle repair or service work shall occur outside of a fully enclosed structure. Service bays with individual access from the exterior of the structure shall not directly face or front on a public right-of-way.

c. Lighting Standards:

1) All on-site lighting shall be energy efficient, stationary and directed away from adjoining properties and public rights-of-way;

2) "Front-row" on-site lighting standards adjacent to public streets shall not exceed twenty (20) feet in height and shall have no more that three fixtures per standard at a minimum of thirty (30) feet on center. The interior of the display area may be illuminated by fixtures not closer than sixty (60) feet to the front line of display lights. These fixtures

shall be on standards no higher than twenty (20) feet, shall be spaced no closer than sixty (60) feet on center, and shall have no more than four (4) fixtures per pole.

3) Lighting standards for the entire display area shall not exceed 1.75 watts per square foot. Service, storage and employee parking areas shall be lighted by standards not higher than twenty-four (24) feet. Average wattage for the entire storage area shall not exceed 0.3 watts per square foot.

4) Spot fixtures shall be directed downward only, except at spot display locations along the project's perimeter walls.

5) Strings of incandescent fixtures shall not be allowed in any exterior area.

d. Loading Areas:

All loading and unloading of vehicles shall occur on-site where feasible and not in adjoining public rights-of-way;

e. Parking and Display:

1) All vehicles associated with the business shall be displayed, parked or stored on-site on paved surfaces only and not in adjoining parkways, streets or alleys;

2) No automobile display or signage shall be allowed on the top of any building.

3) Each auto dealer shall provide a minimum of six (6) parking spaces reserved exclusively for customers of new vehicle purchases.

4) Employee and additional customer parking shall be provided at a ratio of one space for every (a) 1000 square feet of display floor area; (b) 400 square feet of building used for repair, service, parts, supplies and vehicle storage; and (c) 250 square feet for buildings used for office and administration.

5) On-site handicapped parking shall be provided at a ratio of one (1) space per forty (40) required parking spaces or one (1) space per parking lot whichever is greater.

6) Parking of display and sales vehicles is exempt from Municipal Code standards for striping, stall size, and aisle width.

7) Trucks and recreational vehicles in excess of seven (7) feet in height may not be displayed within thirty-five (35) feet of the front yard property line.

f. Queuing Areas:

An adequate on-site queuing area for servicing customers shall be provided. The queuing area or lanes shall be large enough to hold at least 1.5 vehicles for each service bay in the facility

based on a queuing distance of 25 feet per vehicle. On-site driveways may be used for queuing, but may not interfere with access to required parking spaces. Required parking spaces may not be used for queuing.

g. Walls:

Walls constructed on an interior lot line or at the rear of a required landscaped setback shall be in keeping with the regulations contained herein:

1) Walls shall not exceed six (6) feet in height, provided that security fences and walls up to eight (8) feet in height may be permitted subject to review by the Planning Director, except within building setback areas where walls may not exceed three (3) feet in height.

2) All service, storage and trash areas shall be screened from view from any public street by a wall. Trash enclosures shall be constructed to the City of Corona enclosure standards.

h. Sound Attenuation:

1) Noise levels within automobile dealerships including intercoms and paging systems shall be maintained at a level that would not be considered a nuisance to surrounding property owners. Where possible, the use of "beepers" or "pagers" should be used in place of an intercom. All devices shall conform to the City's Noise Ordinance (CMC 17.84.040)

2) All body repair work and all compressor work shall be performed in a fully enclosed area only. Access doors to such enclosures shall be screened or face away from all public rights-of-way.

3) Air compressor exhaust stacks shall contain a muffling device.

I. Mechanical Equipment:

Air conditioning units and mechanical equipment may not be mounted on top of any building unless screened from the view of all adjacent properties by a screening technique involving an integrated architectural design element.

j. Landscaping:

1) In addition to the landscaped street setback, 2.5 square feet of landscaping shall be required in the front building setback area for each lineal foot of street frontage.

k. Temporary Banners and Signage:

1) There shall not be pennants, banners, balloons or window signage except as in accordance with the provisions of CMC Section 17.74.

2) Directional signage information may include directions to Entrance, Service, parts, Customer Parking, etc. and shall not exceed six (6) square feet per sign face, nor have a sign face dimension in excess of four (4) feet.

2. Sidewalk Cafes

a. Purpose

Sidewalk cafes on public streets can enhance the pedestrian ambiance of Downtown Corona and are encouraged. The purpose of this section is to set forth the conditions and requirements under which a sidewalk cafe, as defined below, may be permitted to operate by Zoning Administrator Permit on a public sidewalk within the Downtown (D) District of the Specific Plan area.

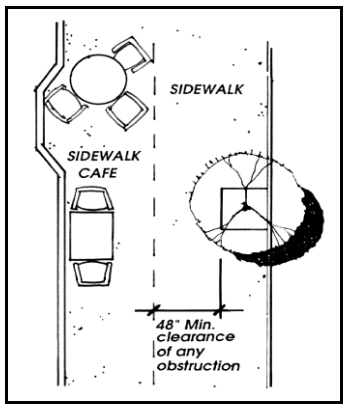
b. Definition

A sidewalk cafe is any group of tables and chairs, and its authorized decorative and accessory devices, situated and maintained upon the public sidewalk or along the private porches and arcades for use in connection with the consumption of food and beverage sold to the public from or in an adjoining indoor restaurant or delicatessen.

c. Zoning Administrator Permit Required

A sidewalk cafe may be permitted by approval by the Zoning Administrator after an analysis and granted in conformity with the requirements of this section and Corona Municipal Code Chapter 17.99.

d. Limitations and Requirements



A sidewalk cafe may be permitted only in the Downtown (D) District if the sidewalk cafe is situated adjacent to an indoor restaurant or delicatessen as specified below, and the sidewalk cafe's operation is incidental to and a part of the operation of such adjacent indoor restaurant or delicatessen.

1) Existing indoor restaurants and delicatessens must conform to all sections of the City of Corona Municipal Code in

order to be eligible for approval of sidewalk services.

2) A sidewalk cafe may be located on the public sidewalk immediately adjacent to and abutting the indoor restaurant or delicatessen which operates the cafe, provided that the area in which the sidewalk cafe is located extends no farther along the sidewalk's length than the actual sidewalk frontage of the operating indoor restaurant or delicatessen and all other applicable provisions of this section are fulfilled.

3) Each sidewalk cafe shall be confined to a designated location on the sidewalk.

4) A sidewalk cafe may be permitted only where the sidewalk or porch is wide enough to adequately accommodate both the usual pedestrian traffic in the area and the operation of the proposed cafe. There shall be a minimum 48" clear distance free of all obstructions, in order to allow adequate pedestrian movement.

5) All outdoor dining furniture, including tables, chairs, umbrellas, and planters, shall be movable. Umbrellas must be secured with a minimum base of not less than 60 pounds. Outdoor heaters, amplified music, or speakers shall be reviewed at the time of application for a Zoning Administrator.

6) One portable A-frame sign shall be allowed at any outdoor cafe in addition to the name of the establishment on an awning or umbrella valance.

7) A sidewalk cafe may serve only food and beverages prepared or stocked for sale at the adjoining indoor restaurant or delicatessen; provided that the service of beer or wine, or both, solely for on-premises consumption by customers within the area of the sidewalk cafe has been authorized as part of the Zoning Administrator permit approval.

   Each of the following requirements must also be met:

   (a) The area in which the sidewalk cafe is authorized is identified in a manner, as approved by the Zoning Administrator, which will clearly separate and delineate it from the areas of the sidewalk, which will remain open to pedestrian traffic.

   (b) The sidewalk cafe operation is duly licensed, or prior to the service of any beer or wine at the cafe, will be duly licensed, by State authorities to sell beer or wine, or both, for consumption within the area of the sidewalk cafe.

8) The outdoor preparation of food and busing facilities are prohibited at sidewalk cafes. The presetting of tables with utensils, glasses, napkins, condiments, and the like is prohibited. All exterior surfaces within the cafe shall be easily cleanable and shall be kept clean at all times by the permittee.

9) Trash and refuse storage for the sidewalk cafe shall not be permitted within the outdoor dining area or on adjacent sidewalk areas and the permittee shall remove all trash and litter as they accumulate. The permittee shall be responsible for maintaining the outdoor

dining area, including the sidewalk surface and furniture and adjacent areas in a clean and safe condition.

10) Hours of operation shall not exceed those of the indoor restaurant or delicatessen. All furniture used in the operation of an outdoor cafe shall be removed from the sidewalk and stored indoors whenever the indoor restaurant or delicatessen is closed.

11) The sidewalk cafe will not require the provision of additional off-street parking.

12) The City shall have the right to prohibit the operation of a sidewalk cafe at any time because of anticipated or actual problems or conflicts in the use of the sidewalk area. Such problems and conflicts may arise from, but are not limited to, scheduled festivals and similar events, parades, repairs to the street or sidewalk, or emergencies occurring in the area. To the extent possible, the permittee will be given prior written notice of any time period during which the operation of the sidewalk cafe will be prohibited by the City.

e. *Findings and Conditions*

In connection with approval of the permit, the Zoning Administrator shall make findings that the proposed operation meets the limitations of this section. The Administrator may impose such conditions in granting its approval as it deems are needed to assure that the proposed operation will meet the operating requirements and conditions set forth in this section and to assure that the general public health, safety and welfare will be protected. The following findings must be made:

1) The said use applied for at the location set forth in the application is properly one for which is appropriate for a sidewalk café; and

2) The site location for the intended use is adequate in size and shape to accommodate said use; and

3) The site for the proposed use relates properly to streets and pedestrian way which are designed and improved to carry the type and quantity of traffic designed for; and

4) The proposed use will not block any required access way designed for public safety; and

5) The proposed use will not be detrimental to any surrounding property or use.

f. Term and Renewal

A Zoning Administrator Permit for a sidewalk café may be approved for a maximum period of one year. Thereafter, the Administrator, if an extension application is filed prior to any expiration date of the Permit, may extend the permit for additional periods, not to exceed one year each, following his review and approval of the café's operations.

In the event the Administrator considers additional or revised conditions are necessary and should be imposed if the permit is to be extended or if the Administrator is of the opinion that the permit should not be extended at all, he or she shall refer the application to the Planning

Commission which shall hold a public hearing and thereafter decide the matter. The Planning Commission may make any extension of the Permit subject to such additional and revised conditions and requirements as it deems appropriate or necessary and any extension granted by the Planning commission shall not exceed a period of one year.

g. Revocation

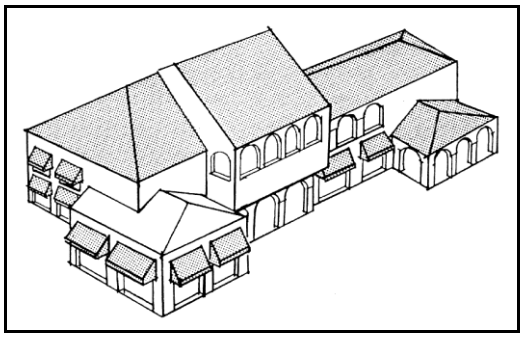
The Zoning Administrator Permit may be revoked by the Administrator, following notice to the permittee and a public hearing, upon a finding that any of the following are true:

1) One or more conditions of the permit have been violated;

2) One or more conditions of this section have been violated;

3) The sidewalk cafe is being operated in a manner which constitutes a nuisance; or

4) The operation of the sidewalk cafe unduly impedes or restricts the movement of pedestrians past the sidewalk cafe.



h. Appeals

The applicant or any interested party may appeal a decision of the Zoning Administrator to the Planning Commission.

3. Mixed Use Projects

a. Purpose

The development of mixed use projects in the Downtown (D) and Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) Districts can present unique design issues not encountered in more conventional single use (e.g. all commercial) projects. The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation.

b. Definition

For the purpose of this Specific Plan, mixed-use projects are defined as developments~~,~~ which combine both commercial and residential uses such as within the Mixed Use I – Commercial/Residential or Downtown Commercial/Mixed Use General Plan areas or both commercial and light industrial uses such as in the Mixed Use II – Industrial and Commercial General Plan areas. Structures in mixed use developments can be combined on a single lot, or

as components of a single development. In the Downtown (D), Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) districts, the mixed uses can be combined vertically or horizontally on the site. For example, office and residential uses can be located on upper floors with retail on the ground floor or offices and retail located in the front or outer perimeters of the project with residential to the interior. In the Business Park (BP) designation, light industrial and commercial uses may be combined on a single lot or as components of a single development subject to the standards of the BP designation and the Floor Area Ratio (FAR) parameters of the General Plan.

c. Conditional Use Permit Required

Mixed use projects may only be established in the Downtown (D), Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) Districts after first obtaining a Conditional Use Permit approved in compliance with the applicable regulations of the Zoning Ordinance and in conformance with the standards of this section. Mixed use projects in the Business Park (BP) District do not require a conditional use permit, but are subject to development standards of this specific plan and the parameters of the General Plan.

d. Limitations and Requirements

1) The land uses within a mixed use project are those allowed by Table III-2 for the D, TC, GC, RO, and BP districts.

2) Residential units shall not occupy the front ground floor space in the Downtown (D) District. In a vertical mixed use project, residential units shall not occupy the ground floor spaces. In a horizontal mixed use project, residential units shall not occupy street front ground floor spaces.

Variable roof heights and shapes, window pop-outs,balconies and planter boxes on the second level provide visual interest. Commercial storefronts provide pedestrian activity at ground level.

3) Structures shall adhere to the development standards of Table III-3, unless otherwise specified in this section. To create the desired urban corridor ambience, new projects located on Sixth Street should have the building located up front, close to the street and the parking located to the rear or incorporated into the structure.

4) Residential floor areas, excluding parking areas, in a mixed use project shall maintain the following minimums:

   a. Studio units: 600 square feet
   b. One bedroom units: 675 square feet
   c. Two bedroom units: 800 square feet
   d. Three bedroom units: 975 square feet

5) Common recreational space shall be provided at 100 square feet per residential dwelling unit. Common recreational space may include sundecks, rooftop recreation areas, rooftop gardens, recreation rooms, saunas, and other similar amenities. The recreational areas shall be designed and designated for the exclusive use of residents.

6) Parking shall be provided in the following manner: two standard parking spaces per residential dwelling unit, one of which shall be covered, plus one parking space per 200 square feet of commercial floor area, such as coffee houses, bakeries and ice cream shops. Restaurants/eating establishments shall provide parking at one space per 100 square feet of floor area. Residential guest parking can be included in the requirement for commercial parking provided that parking remains open and unassigned. Parking should be conveniently located near non-residential uses, but visibly minimized from arterial streets and public spaces. See Section III E for additional information in regards to parking standards.

7) Trash enclosures are required per Chapter 17.79 of the Corona Municipal Code. The minimum required enclosure space shall be the aggregate of commercial and multiple family residential standards.

8) All roof-mounted equipment shall be screened. Special consideration shall be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise reducing screens and insulation may be required where such equipment has the potential to impact residential uses.

9) Resident parking areas should be provided with security gates and lighting.

10) Mixed use projects in the Business Park (BP) District must contain an industrial use component whose square footage exceeds the commercial component.

4. Live/Work Projects

a. Purpose

Live/work units are single tenant spaces that include both residential and commercial/office square footage for a business to be conducted solely by the resident of the unit. In no instance should the work portion of the unit be sub-leased to a party this is not a resident of the unit. This differs from other types of mixed use developments where the residential use and commercial or other non-residential use is in different tenant spaces.

b. Conditional Use Permit Required

A live/work project may only be established in the Downtown (D), Transitional Commercial (TC), General Commercial (GC) and Residential Office (RO) Districts after first obtaining a Conditional Use Permit approved in compliance with the applicable regulations of the Zoning Ordinance and in conformance with the standards of this section.

c. *Limitations and Requirements*

1) Structures shall adhere to the development standards of either Table III-3c or Table III-3d, unless otherwise specified in this section. To create the desired urban corridor ambience, new projects located on Sixth Street should have the building located up front, close to the street, and the parking located to the rear or incorporated into the structure.

2) Permitted uses of the live/work units shall be restricted to the following uses:
   - Antique collectible shops (pawn shop not permitted)
   - Artist studios, galleries and museums
   - Boutiques selling hand crafted and hand sewn items (does not include mass produced items)
   - Dance, martial arts and music studios
   - Photography studios
   - Professional and technical based offices
   - Uses similar to those listed, as determined by the Planning Director

3) The project's allowed density shall not exceed the floor area ratio (FAR) of the site's General Plan designation.

4) The residential living area shall be a minimum of 900 square feet. Additionally, the work space of the unit shall have an area that is at least 20 percent of the size of the residential living area. The work space shall not be utilized as residential living area.

5) The primary entrance of the work space shall be from the ground floor of the unit with access obtained from parking areas, public spaces, breezeways, interior hallways and corridors, or exterior courtyards.

6) Parking shall adhere to the design standards in Chapter 17.76 of the Corona Municipal Code and shall be provided in the following manner:

   - Two covered parking spaces per unit (the covered parking spaces shall be used for the parking of automobiles and shall not be used for the storage of materials)
   - Guest parking: one uncovered space per every two units

7) Common outdoor recreation facilities, such as pools, spas, clubhouses, atriums, and/or patio areas shall be provided at 50 square feet per unit.

8) A sign program shall be submitted as part of the project's conditional use permit application.

9) A loading space(s) for parcel delivery services shall be provided within the project. The space shall be 12' w x 25'd.

10) Trash enclosures shall be in accordance with Chapter 17.79 of the Corona Municipal Code. The minimum required enclosure space shall be per the city's multiple- family residential standards.

5. Outdoor Uses and Displays

All uses, including commercial, repair, service and storage shall be conducted within a completely enclosed building or be completely screened from view from off the subject site, except as provided below.

The outdoor display of merchandise in conjunction with antique shops, flower shops and similar specialty and craft businesses is permitted along the Pedestrian Loop Street in the Downtown (D) District subject to the following provisions:

a. Outdoor displays may only be allowed on pedestrian retail streets as designated by the City Council.

b. Outdoor displays may be allowed upon the public sidewalk along the Pedestrian Loop Street only provided that a minimum width of four (4) feet is maintained clear of any obstructions;

c. No additional signs or other advertising devices (temporary or permanent) shall be used in conjunction with an outdoor display, except those allowed in compliance with the Zoning Ordinance and this Specific Plan;

d. The outdoor display of merchandise shall only occur during times when the associated establishment is also open for business; and,

e. Only merchandise available at the associated business may be displayed outdoors.

6. Retail Vending Kiosks

a. Purpose

Retail vending kiosks on plazas and sidewalks in the Downtown (D) District promotes the public interest by contributing to an active and attractive pedestrian environment. However, reasonable regulation of such vendors is necessary to protect the public health, safety, and welfare.

The purpose of this section is to set forth the conditions and requirements under which kiosk vendors may be permitted to operate within the Downtown (D) District of the Specific Plan area. Said uses shall only be established as specified in this chapter, and shall otherwise be regulations by Chapter 5.34 of the Corona Municipal Code.

b. Definitions

For purposes of this section, the following definitions shall apply:

- "Vendor Kiosk" means a pushcart, wagon or any other wheeled vehicle or device which may be moved without the assistance of a motor and is used for the displaying, storing or transporting of articles offered for sale by a vendor.

- "Vending" means the sale of food or merchandise from a stand operating on property specifically designated and permitted by the City in accordance with this chapter.

c. Vendors License Required

1) A City business license and all other applicable licenses shall be obtained in accordance with City codes.

2) Licenses to vend within the Specific Plan area shall be reviewed and approved by the Board of Zoning Adjustment (BZA) in conjunction with the Business License Registration.

3) Vendor kiosk operators must first obtain approval from the Corona Police Department and the Riverside County Department of Health (if food items) prior to submittal of an application to the BZA.

d. Location

1) Locations for vending within the Downtown (D) District area shall be approved by the Board of Zoning Adjustment (BZA). Vending locations shall be designated based on the ability of the site to safely accommodate the use and to assure, as much as practical, that the kiosk vendor is not selling merchandise that is primarily sold "on premise" within 300 feet of the vending locations. Vendor kiosk locations shall be limited to designated pedestrian streets and plazas.
2) Vending locations may change only upon written request by an applicant and approval by the BZA. The BZA also reserves the authority to change the location of any kiosk.

3) All locations of vending stands shall be in conjunction with right-of-way considerations, pedestrian safety, and proximity to existing vendors.

4) The BZA shall have the authority to determine the appropriate maximum number of vendor kiosks, depending upon the specific characteristics of the site locations.

5) Vendor kiosks shall be located away from entrances and exits of buildings such that it does not impede customer access or pedestrians using the sidewalks.

6) If a direct competitive conflict exists between a kiosk vendor and an adjacent merchant, an alternative location may be considered.

e. *Vending Cart Requirements*

1) Vendor shall be required to submit a photograph or drawing of the vending cart to be used for review during application approval process, including materials, colors and signage.

2) No stand shall exceed four (4) feet in width, eight (8) feet in length, and eight (8) feet in height.

3) The kiosk exterior must be constructed of finished hardwood, enameled steel, or lexan finish.

4) Kiosks shall have colorful and clean canopies or umbrellas. No garish colors or ornamentation is permitted.

5) Any signage on the kiosk must be professionally painted or applied on the canopy or cart and approved by the Planning Director or designee.

f. Kiosk Operation Standards

1) No advertising, except the posting of prices, shall be permitted on any stand, except to identify the name of the product or the name of the vendor.

2) Vendors must wear a badge, shirt or vest that clearly identifies the vendor.

3) All licenses shall be displayed in a visible and conspicuous location at all times during the operation of the vending business.

4) Proof of an insurance policy, issued by an insurance company licensed to do business in the State of California, protecting the licensee and the City from all claims for damages to property and bodily injury, including death, which may arise from operations under or in connection with the license. Such insurance shall name as additional insured's the City and shall provide that the policy shall not terminate or be canceled prior to the expiration date without 30 days advance written notice to the City.

5) It shall be prohibited for any outdoor vendor to operate under any of the following conditions:

   a) Vend between 10 p.m. to 6 a.m. unless in conjunction with a special event.

   b) Leave any stand or motor vehicle unattended.

   c) Store, park, or leave any stand overnight on any public street or sidewalk, or park any motor vehicle other than in a lawful parking place.

   d) Sell food or beverages for immediate consumption unless there is a litter receptacle available for patron's use.

e) Leave any location without first picking up, removing and disposing of all trash or refuse remaining from sales made by the vendor.

f) Allow any items relating to the operation of the vending business to be placed anywhere other than in, on, or under the stand.

g) Set up, maintain, or permit the use of any additional table, crate, carton, rack, or any other device to increase the selling or display capacity of his/her stand where such terms have not been described in his/her application.

h) Solicit or conduct business with persons in motor vehicles.

i) Sell anything other than that which he/she is licensed to vend.

j) Sound or permit the sounding of any device that produces a loud and raucous noise, or use or operate any loud speaker, public address system, radio, sound amplifier, or similar device to attract the attention of the public.

g. Term and Renewal

All licenses are valid for one year unless revoked or suspended prior to expiration. An application to renew a license shall be made not later than 60 days before the expiration of the current license. License fees and renewal procedures shall be established in accordance with the Business License Registration Program procedures outlined in the Municipal Code.

h. Denial, Suspension, and Revocation

Any license may be denied, suspended, or revoked in accordance with the procedures in the Corona Municipal Code for any of the following causes:

1) Fraud or misrepresentation contained in the application for the license.

2) Fraud or misrepresentation made in the course of carrying on the business of vending.

3) Conduct of the licensed business in such manner as to create a public nuisance, or constitute a danger to the public health, safety, welfare, or morals.

4) Conduct which is contrary to the provisions of this section.

J - Art in Public Places

1. **Purpose** **III-79**
2. **Goals** **III-79**
3. **Requirements** **III-79**
4. **Exemptions** **III-79**
5. **Implementation** **III-80**

1. Purpose

The establishment of art in parks and public places is a long-standing tradition throughout the world. Many communities have adopted programs requiring the incorporation of some form of art into private development projects. The purpose of the program is to achieve an attractive environment accessible to the public throughout the City.

2. Goals

1) To enrich the public environment for both residents and visitors through the incorporation of the visual arts.

2) To increase public access to works of art, and promote understanding and awareness of the visual arts in the public environment.

3) To contribute to civic pride.

3. Requirements

Generally public art programs require or suggest that one (1) percent of the construction cost (excluding land value) be spent on art. Allowable expenditures include artist fees, fabrication and installation. Allowable types of art may include fountains, murals, sculpture (either free standing, wall supported, suspended, kinetic or electronic), enhanced benches, kiosks, tile pavers or historical plaques. An amenity must be accessible to the public during the major portion of a typical business day. Some communities allow an in-lieu payment to a city or area wide benefit fund to provide adequate funding for art in publicly owned places.

4. Exemptions

Typically, low and moderate-income housing projects are exempted from the program. Additionally, non-profit social service instructions and adaptive reuse or rehabilitation of existing buildings (under $250,000 in value) are exempted. Non-profit cultural institutions are required to provide an on-site and program at 0.6 percent of their projects development costs.

5. Implementation

Establishment of a "Art in Public Places" will require the development and adoption of a separate ordinance by the City Council to set forth the specific requirements for new projects. In the interim, new projects are encouraged to have a public art component integrated into their site development plans.

IV. DESIGN GUIDELINES

A - Introduction

A. Introduction **IV-1**
- **1. Purpose** **IV-1**
- **2. Organization** **IV-2**
- **3. Interpretation** **IV-3**
- **4. Applicability** **IV-3**
- **5. Exemptions** **IV-3**

B. Context and Compatibility **IV-5**
C. General Commercial Guidelines **IV-7**
D. Grand Boulevard Commercial Districts **IV-15**
E. General Residential Guidelines **IV-53**
F. Business Park/Industrial Guidelines **IV-63**
G. Design for Crime Prevention **IV-69**
H. Standards for Rehabilitation **IV-73**

1. Purpose

The Design Guidelines included as part of this Specific Plan are intended to promote a desired level of future development quality that will:

- Contribute to implementing the concepts and recommendations provided in the Corona Downtown "Create the Vision" Report;
- Stimulate investment in and strengthen the economic vitality of Downtown Corona; and,
- Renew a positive physical image and identity of Downtown Corona.

These guidelines acknowledge the prevailing architectural characters and development patterns within the Downtown today. The guidelines seek to assist in promoting the positive historic design characteristics existing throughout the historic Downtown today.

It is not the intent of this chapter to eliminate design freedom or discourage innovative design. The design guidelines complement the mandatory development standards contained in Chapter III by providing good examples of appropriate historic design solutions and by providing design interpretations of the various mandatory regulations. The guidelines are, however, less quantitative than the mandatory development standards and may be interpreted with limited flexibility in the application to specific projects and specific locations.

2. Organization

The design guidelines are organized into the following sections:

A. **Introduction** provides an overview of the purpose, organization, applicability, and other aspects of the design guidelines.

B. **Context and Compatibility** establishes basic "rules of thumb" for integrating new development into the existing urban fabric of the Specific Plan area, and in particular, the historic Downtown core.

C. **General Commercial** sets forth design guidelines for retail, office, service and other commercial uses along East Sixth Street and West Sixth Street outside of the Grand Boulevard Circle.

D. **Grand Boulevard Circle Commercial Districts** include the Downtown (D) District, the Community Services (CS) District, and the Transitional Commercial (TC) District to which design guidelines apply. This section provides general design considerations as well as detailed guidance on specific subject areas. It is divided into three categories: 1) architectural themes; 2) infill; and 3) storefront design.

E. **General Residential Neighborhood** provides the essential design criteria to preserve the rich architectural attributes of Downtown Corona's historic neighborhoods.

F. **Business Park/Industrial** includes guidelines for designing projects in the Business Park (BP) District.

G. **Signs** sets forth general and specific guidelines, which intend to enhance the image of Downtown and improve the effectiveness of signage for businesses.

H. **Landscaping** provides a basic landscape design framework, which is to be used in conjunction with new development.

I. **Design for Crime Prevention** includes design considerations for reducing opportunities for crime to occur through enhanced natural surveillance, natural access control and territoriality.

J. **Secretary of the Interior's Standards for Rehabilitation** identifies the minimal standards for rehabilitation of historic structures, sites and buildings.

3. Interpretation

To aid in the interpretation of these guidelines, a development applicant should understand the meaning of "will," "shall," ***"should," "encouraged,"*** and "***discouraged":***

Guidelines which employ the words "will," "shall," or ***"should"*** are intended to be mandatory. An alternative measure may be considered, however, if it meets or exceeds the intent of the guideline.

Guidelines using the words ***"encouraged"*** or ***"discouraged"*** are not mandatory, but express a more or less desirable design solution. Less desirable design solutions are discouraged.

4. Applicability

The provisions of this section are applicable to all development within the Corona Downtown Revitalization Specific Plan area.

Any new building, additions, exterior alterations, or landscaping, and any modification to an approved landscaping plan or parking lot design should adhere to these Design Guidelines as applicable. It is important to note, however, that **these Guidelines do not affect existing buildings** which are not proposed for new construction, exterior alterations, landscaping or changes in the parking lot layout.

The Design Guidelines will be utilized during the City's Design Review process, to encourage the highest level of design quality, historic compatibility, and at the same time provide the flexibility necessary to encourage creativity on the part of project designers in response to existing site conditions.

5. Exemptions

When in compliance with all other City ordinances, and with the standards and provisions of this Specific Plan, the following projects are exempted from all provisions of Design Review:

a. Construction underground, which will not leave any significant, permanent marks on the surface after completion. Utility boxes, pipes, and poles shall be considered "significant permanent marks."

b. Maintenance work on buildings, landscaping, or grounds (including parking lots) which does not significantly alter the appearance or function of the building, landscaping, or grounds.

c. Interior remodeling work.

d. Landscape maintenance and upkeep, including relatively minor replacement of plants other than trees.

e. Temporary uses and structures as defined by the Corona Municipal Code.

e. Roof maintenance and repair. Roof reconstruction or use of different materials is subject to Design Review as determined by the Planning Director.

B - Context and Compatibility

Existing buildings, previous noteworthy building styles such as the Carnegie Library on South Main Street, historic architectural elements, and landscaping establish the frame of reference for new development. This is particularly true in Downtown Corona, along portions of Sixth Street, where an historic urban fabric is well ingrained. To the extent that the scale, placement and character of new buildings or building additions blend with what is already there or retains architectural elements of structures previously there, the Downtown is continuously woven together. Conversely, regular or blatant disregard of historic patterns disrupts the essential character image, and functionality desired for the Downtown.

Generally, to create harmony between the existing urban fabric and desired historic elements for new construction introduced into the Downtown, all new structures, additions and uses should be compatible with the prevailing or historic character of the surrounding area, site amenities should be preserved and should become part of any new project or addition, and structures and activities should be located and designed to avoid creating nuisances and hazards for adjoining properties, particularly residential properties. "Rules of Thumb" pertaining to context and compatibility include:

1. All new construction and development should incorporate representative characteristics of the surrounding area and historic architectural elements when the area exhibits a positive distinctive architectural style and/or established functional or landscape patterns. At no time should compatibility of new construction or development be judged against non-historic structures or sites with lesser more contemporary value.

2. New buildings and additions should be sited in a manner that will complement rather than conflict with existing adjacent buildings, landscape, parking and access.

3. Transitions between existing and new buildings or additions should be gradual. The height and mass of new projects or construction should not create abrupt changes from those of existing buildings. This is particularly important where new commercial uses are adjacent to residential neighborhoods. Proper transition and buffering are required.

4. Natural amenities such as mature trees should be preserved and incorporated in the design of a project.

5. Buildings should not turn their backs to existing or potential amenities. Buildings should be oriented to connect with high activity areas, such as restaurant dining areas or major pedestrian areas in order to create a connection between the amenity and the building.

6. Noise or odor generating activities in general, and loading areas, trash and storage areas and rooftop equipment in particular should be located as far as possible from adjacent

residences and should never be located next to residential properties without fully mitigating their negative effects.

7. Commercial and other non-residential buildings and associated activity areas should be oriented so to avoid significant shading of adjacent residences and compromising resident's privacy.

8. At residential edges, commercial and other non-residential buildings should maintain low profiles and building heights and are encouraged to be stepped down to the height of adjacent residential zones, utilizing architectural elements such as gables or hip roofs to reduce building mass. The use of subterranean parking may be required to meet transitional or buffering requirements.

9. Windows in commercial and other non-residential buildings should be oriented to preclude a direct line of sight into adjacent residential buildings, or property.

10. A ten (10) foot landscaped area should be provided along any shared property line, utilizing plant materials that visually combine with the open space of residential or other sensitive uses.

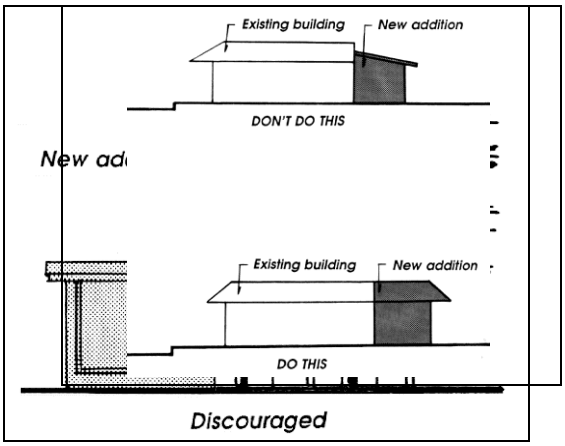
C - General Commercial

1. **Building Scale** **IV-8**
2. **Exterior Walls** **IV-8**
3. **Roofs** **IV-9**
4. **Color** **IV-10**
5. **Site Planning** **IV-11**
6. **Land Use Buffering** **IV-11**
7. **Parking and Circulation** **IV-12**
8. **Walls and Fences** **IV-13**
9. **Screening of Storage and Equipment Areas** **IV-13**
10. **Fast Food Restaurants** **IV-14**

Like many older cities in Southern California, Corona has a Downtown that serves not only as the heart of the community, but also as the *strongest* visual image of the community. These visual impressions affect the way Corona residents and visitors feel about the City and are often an indication of the community's economic vitality. While specific guidelines are prepared for the Downtown (D) District, general guidance is also provided for commercial areas outside the (D) District. Therefore, General Commercial design guidelines presented herein intend to foster good design in order to create a quality image for the City, encourage reinvestment and improve the City's economic vitality in general.

The following general design principles are applicable to commercial projects, including retail, service, and office uses, found outside of the Downtown (D) District but within the Corona Downtown Revitalization Specific Plan area.

1. Building Scale



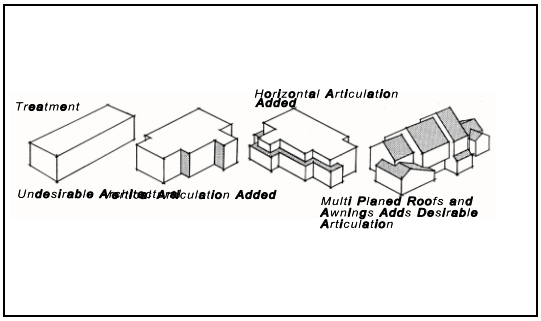
a. Scale is the relationship between a proposed building's size and the size of adjoining buildings. The scale of new buildings should be consistent with existing buildings in the area.

b. Building heights should relate to adjacent sites to allow maximum sun and ventilation, protection from prevailing winds, enhance public views and minimize obstruction of view from adjoining structures.

c. Vary the height of the building so that it appears to be divided into distinct components.

d. Ground-level landscaping and architectural detailing should be used at the ground level to soften the impact of large buildings.

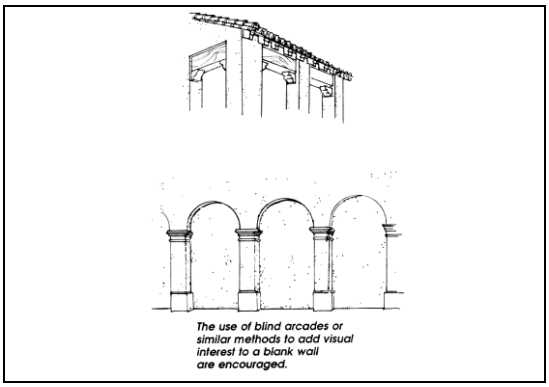
2. Exterior Walls



a. Buildings should be designed to avoid a "boxlike" appearance. Horizontal and vertical wall articulation (recession, reveals, insets, pop-outs) should be expressed through the use of recessed windows and entries, awnings, roof overhangs, second floor setbacks, covered arcades, etc.

b. Vary the planes of exterior walls in depth and/or direction to create visual interest.

c. Avoid blank walls at the ground floor level by utilizing windows, recesses, reveals, changes in materials and canopies to create visual interest.



2. Exterior Walls (continued):

d. Additions to existing buildings should be integrated with the existing structure. The new additions should match the original structure in terms of scale, window and door styles and openings, roof line, materials and color.

e. Undesirable wall materials include the following:

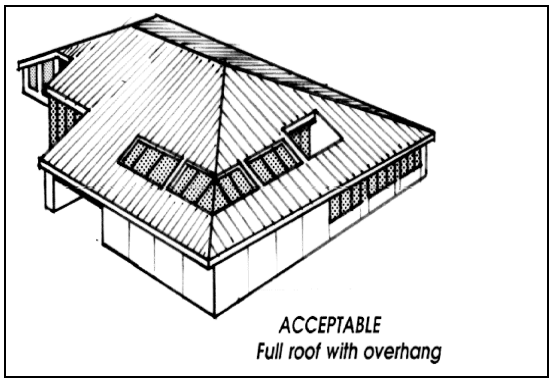
- plywood;
- corrugated metal or fiber-glass siding;
- unfinished concrete or concrete block;
- styrofoam plant-ons; and
- reflective mirrored windows.

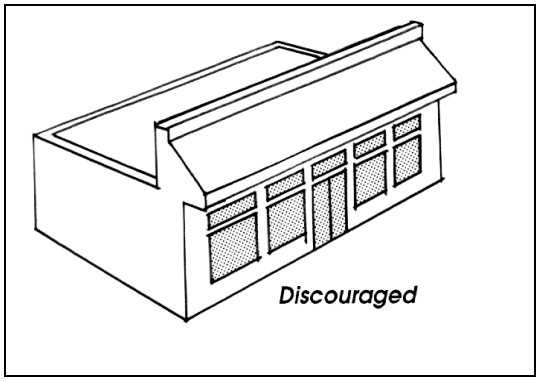
f. The use of roof overhangs, colonnades, trellises and arcades is strongly encouraged to add variety and visual interest.

3. Roofs

a. The design of a structure's roof contributes strongly to its image as a quality, permanent structure. Structures with full pitched roofs project a more "small town" image, such as that desired by Corona, and reinforce a pedestrian orientation. Structures with flat roofs and undecorated parapets tend to appear unfinished and less permanent in their structure.

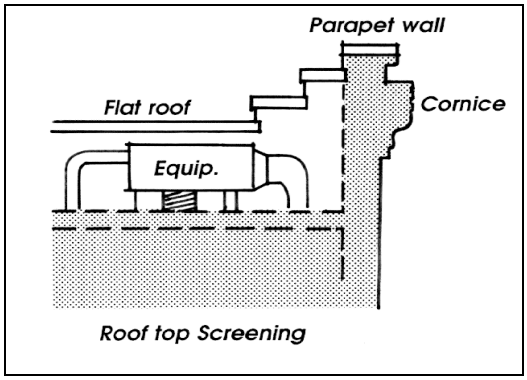
b. Mansard roofs are discouraged on freestanding buildings unless they wrap completely around the building. Mansards should maintain the same roof pitch as surrounding structures and should be both high and deep enough to create the illusion of being a true roof. Small, steeply pitched mansard "eyebrows" that appears "tacked" onto a building are discouraged.





3. Roofs (continued):

c. Mechanical equipment should be screened with a solid material that matches the architectural style and materials of the building without giving the appearance of being added on.



d. Encouraged roof materials are:

- standing seam metal roofs
- tile roofs
- thick composition roofs

e. Discouraged roof materials are:

- corrugated metal or fiberglass
- brightly colored (blue, orange) glazed tile
- crushed rock
- shake shingle roofs

4. Color

Color can dramatically affect the appearance of buildings and should be carefully considered in relation to the overall design of the building. Color can also affect the apparent scale and proportion of buildings by highlighting architectural elements such as doors and windows.

a. Minimize the number of colors on the building's exterior in order to maintain a cohesive appearance with minimum visual distraction. Commercial buildings should use no more than three colors.

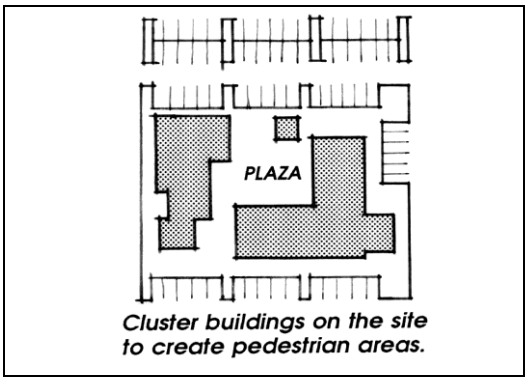
b. The color palette chosen for a building should be compatible with the colors of adjacent buildings in the commercial districts.

c. Subdued colors are recommended for the overall color scheme. A bright trim color may be appropriate if it can be shown to enhance the general appearance of the building, and shall be permitted only upon approval by the Planning Director.

d. Bright neon paint colors and large areas of intense white color should be avoided.

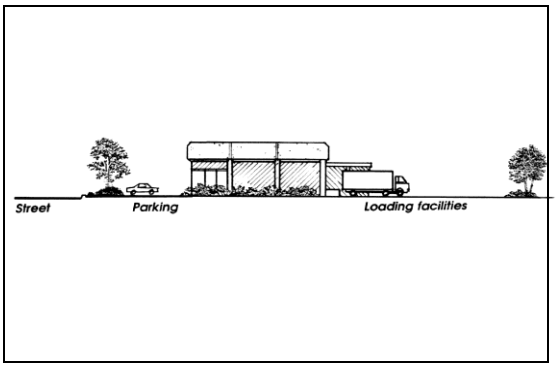
5. Site Planning

a. Whenever possible, new buildings should be clustered. This creates opportunities for courtyards, plazas and pedestrian areas and prevents long **"barracks-like"** rows of buildings. When clustering is impractical, a visual link should be established between buildings. This link can be accomplished through the use of an arcade, colonnade or trellis system.



Cluster buildings on the site to create pedestrian areas.

b. Open space areas should be clustered into larger, prominent landscape/hardscape areas rather than equally distributing them into individual areas of low impact such as at building peripheries or behind a structure.



c. Loading facilities should not be located at the front of buildings where it is difficult to adequately screen them from public view. Such facilities are more appropriate at the rear of the site where special screening may not be required.

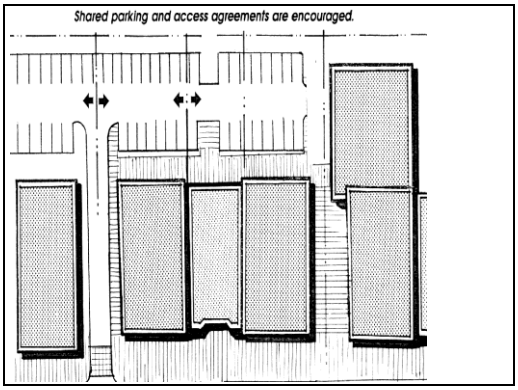
6. Land Use Buffering

Commercial development adjoining residential zones should incorporate the following design features:

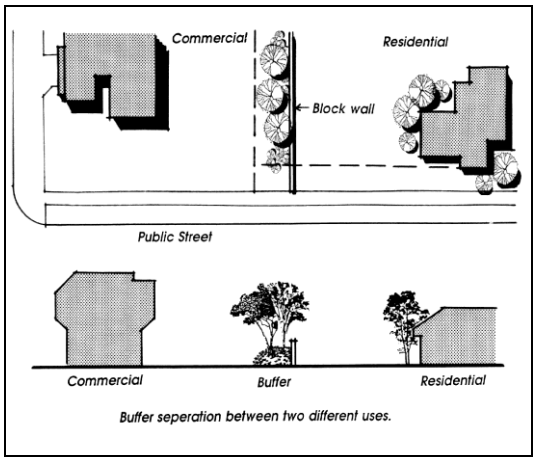
a. Additional setback areas are *encouraged* when a commercial project adjoins a residential district.

6. Land Use Buffering (continued):

b. A six-foot-high split face or decorative masonry wall should be placed on or just inside the property line when commercial projects abut residential neighborhoods. The wall should be lowered to a maximum of three feet in the front yard setback area to allow the adjoining residential property views for traffic safety. The wall should not obstruct reciprocal access between adjacent sites.

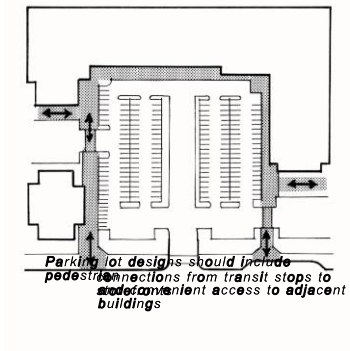


c. Evergreen trees or shrubs should be planted to screen parking lots and large building walls, providing a visual barrier between commercial and residential uses.



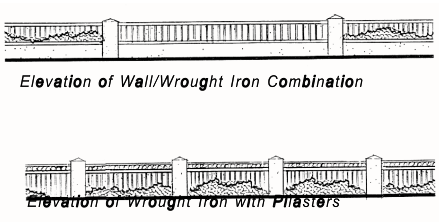
7. Parking and Circulation

a. Common shared access driveways which provide access to more than one site are encouraged in order to reduce the number of driveway entries along Corona's commercial streets.



b. Parking areas should be separated from buildings by either a raised concrete walkway or landscaped strip. Situations where parking stalls directly abut buildings should be avoided.

c. Whenever possible, locate parking lot entries on side streets in order to minimize pedestrian/vehicular conflicts along the primary boulevard. When this is not possible, design the primary site entry with patterned concrete or pavers to differentiate it from the sidewalk.

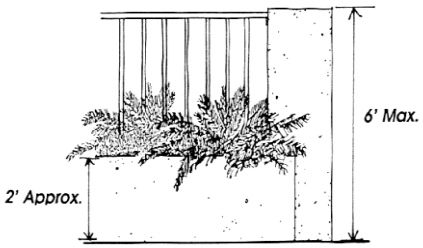


d. Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for the pedestrian to cross parking aisles and landscape areas.

e. Where practical, lowering the grade of the parking lot from existing street elevations may aid in obscuring views of automobiles from the street while promoting views of architectural elements.

8. Walls and Fences

a. Walls and fences are generally used for security purposes and to screen unsightly areas from public view. If they are not required for a specific purpose they should *not* be utilized.



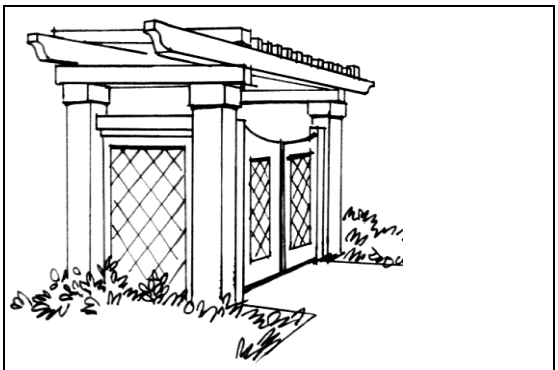
Incorporate planters into walls to break up flat surfaces and add interest.

b. Screen walls should be kept as low as possible while performing their screening and security functions.

c. Walls viewed from the street or parking lot should be designed to blend with the site's architecture. Landscaping should be used in combination with walls/fences, whenever possible, to conceal their flatness, add greenery and discourage graffiti.

d. When security fencing is required, it should be a combination of solid walls with pillars and decorative view ports, or short solid wall segments and open wrought iron grille work.

e. Plain concrete block and chainlink fencing is prohibited as these lack visual interest.



Trellis structure used to screen top view of trash enclosure.

9. Screening of Storage and Equipment Areas

a. Exterior loading and trash receptacle areas should be screened and confined to portions of the site least visible to public view. Screening should consist of a combination of elements including solid masonry walls and landscaping.

b. Trash enclosures should be screened from public view by a solid concrete masonry enclosure with solid metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

10. Fast Food Restaurants

a. Pedestrian walkways should not intersect the drive-thru aisles. If pedestrian walkways cross the drive aisles, they should be clearly marked with accent paving.

b. Provide hip or gable roofs to enhance the architectural compatibility with other new buildings and improvements.

c. Give architectural consideration to drive-thru areas by supporting a canopy on substantial posts.

d. Drive-thru aisles should have sufficient stacking room behind the menu board to accommodate six (6) cars, and speakers should be positioned to minimize the noise impact to nearby residential and offices uses.

D – Grand Boulevard Circle Commercial District Guidelines

D-1 DOWNTOWN
D-2 COMMUNITY SERVICES
D-3 TRANSITIONAL COMMERCIAL

1. Architectural Theme IV-15
2. Infill Development IV-35
3. Storefront Design IV-41
4. Anchor Retail Buildings IV-46
5. Restaurants IV-47
6. Mixed Use Buildings IV-47
7. Parking Structures IV-48
8. Public Open Space IV-51

The construction of new buildings including infill development within the Grand Boulevard Commercial Districts of Downtown (D), Community Services (CS), and Transitional Commercial (TC) District in Downtown Corona is a valid tool for revitalizing the area. Different eras and a diversity of people have shaped the city and given it unique buildings and building styles. It is extremely important, however, that any new buildings be compatible with existing buildings, while at the same time incorporating historical architectural elements to retain/restore historic or memorable features to the downtown fabric. The following architectural themes apply to the Downtown (D), Community Services (CS), and Transitional Commercial (TC) Districts only within the boundaries of Grand Boulevard and to parcels that front or side onto the outside periphery of Grand Boulevard circle only.

1. Architectural Theme

Much of the urban fabric in Downtown Corona, especially within "The Circle" was built during the late 1800s through the early 1900s. Though replicating past styles is not mandatory, acknowledging historic architectural elements and incorporating themes of importance is strongly encouraged.

Throughout Downtown, Spanish Colonial and Mediterranean, Commercial Block, and Classic, architecture are common themes that should be integrated within new development in the Downtown (D), Community Services (CS), and Transitional Commercial (TC) Districts. Graphic examples of each of the following can be found after subsections I.a. through I.d and within Figures IV D-1 through D-8.

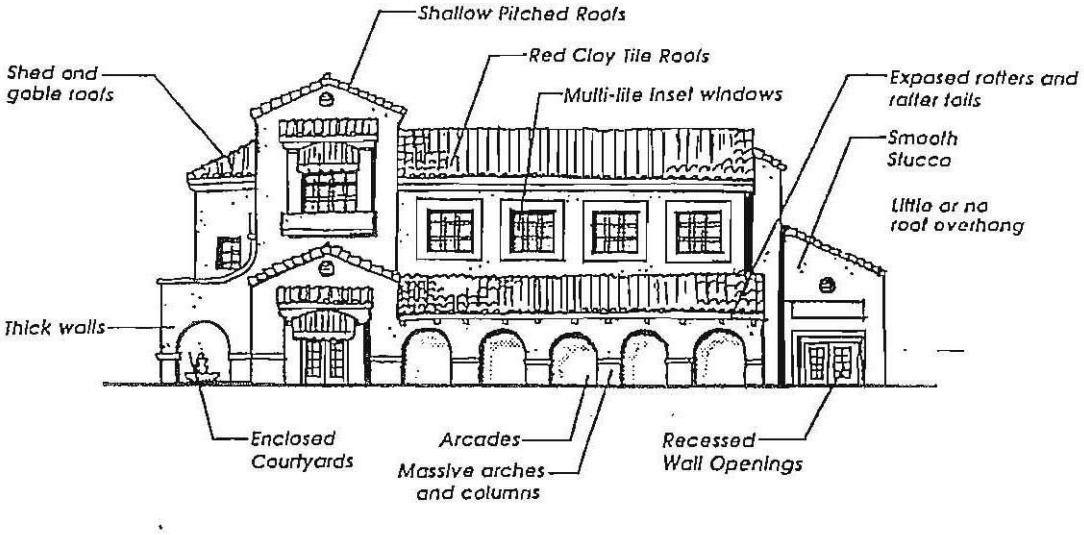
a. Spanish Colonial Style

Spanish Colonial and Mission style architecture are two very prolific historic architectural styles in southern California that were common styles or themes in the late 1800s and early 1900s. Common design elements of Spanish Colonial architecture are depicted in the graphic below.

b. Mediterranean Style

Mediterranean style architecture was common in southern California from 1918 to 1940. In Corona, the Mediterranean style encompasses a variety of styles, including Mission, Spanish Colonial, and Monterey.

Mediterranean, particularly Spanish styles, are usually characterized by low-pitched roofs with little or no eave overhand, red tile roof coverings, the use of one or more prominent arches placed above doors, windows and below porch roof units. Wall surfaces usually consist of smooth stucco or exterior plaster; facades are commonly asymmetrical. Simple solid and elaborately carved doors of heavy wood paired and glazed with multiple panes of rectangular glass are common. Focal windows, typically associated with the front facade, include triple-arched versions and simple casement styles.



Design Elements of the Spanish Colonial Style

Design Elements of the Spanish Colonial Style

As indicated in the "Create the Vision" report for Downtown Corona, "Preservation and enhancement of the elements which shaped the Downtown should be reflected in the revitalization. Examples include ... the Spanish Mediterranean influence ..." Continuance of the Spanish Colonial and Mediterranean architectural styles through the preservation of existing structures and the careful design and construction of new buildings should be a central consideration in the design of all new development in the Downtown District. The following 6-page pictorial essay depicts elements of these architectural themes.

c. Commercial Block Style

Commercial Block Style should be considered as a foundational building style on which can be displayed elements of even other architectural styles. Many historic commercial buildings were constructed of brick masonry. One-part commercial blocks are characterized by single story buildings, usually simple boxes with decorative facades incorporating double-door recessed entry, usually in the middle of the 50 foot frontage with large display windows on either side. Beneath each window would be a sill and decorative bulkhead panel. Use of a glass transom above the door, pedimented parapet roofline facing the street, coping, stucco molding and cornice trim was common. These structures could also be of wood frame construction or sometimes with a cast iron façade.

Two part commercial blocks consist of two to four-story structures. Ground floor use was the same as the one-part commercial block where broad picture windows displayed merchandise or available services. Ground floors were public with a single store or many units while the upper areas were private apartments, offices or meeting halls.

d. Classic Style

The Classic Style was used frequently for public buildings (Corona's first City Hall 1913 – 1962) and Second High School (1907 – 1923) characterized by the use of formed concrete, gabled or hipped roofs of low pitch, cornice lines emphasized with wide banded trim, square or round columns on the front façade often with a columned front face across the full frontage or limited to above and in front of the entry door(s). Characterized with elements of Greek Revival, Colonial Revival and Neoclassical architectural styles.

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Figure IV D-1: Downtown District Guidelines

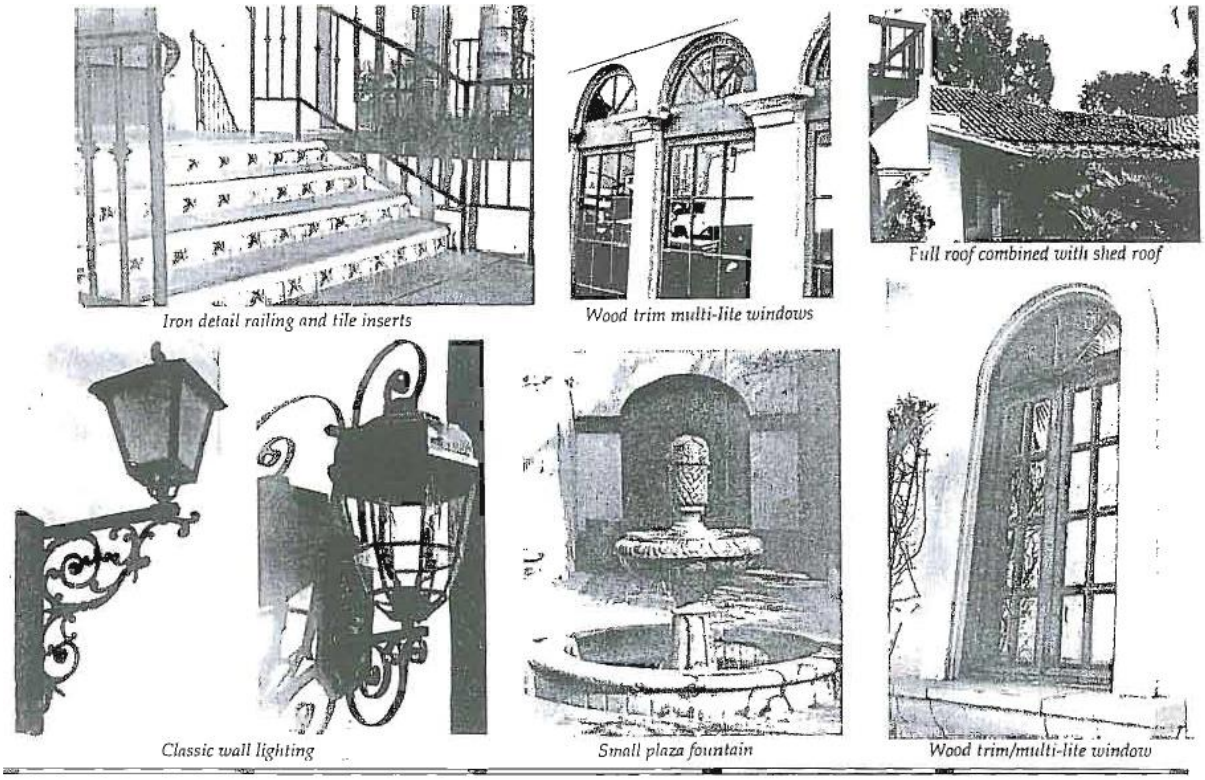

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Figure IV D-2: Spanish Colonial/Mission Revival and Mediterranean

Figure IV D-2

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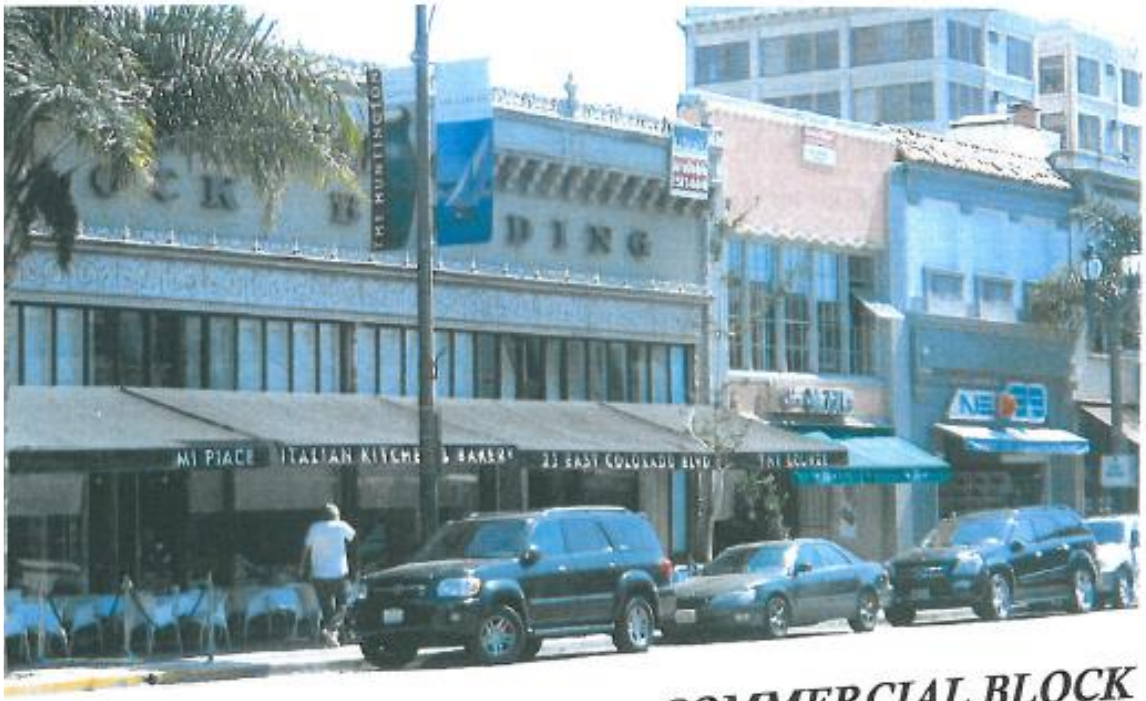
Figure IV D-3: Commercial Block-1



COMMERCIAL BLOCK

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Figure IV D-4: Commercial Block-2

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Figure IV D-5: Commercial Block-3

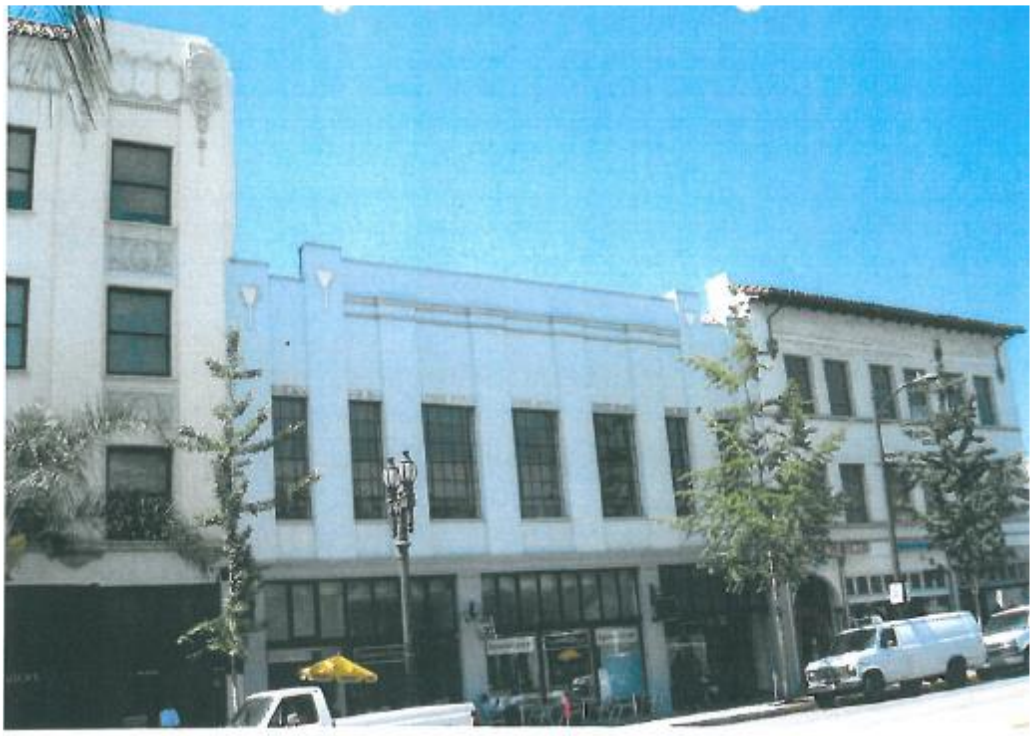

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Figure IV D-6: Elements of Commercial Block

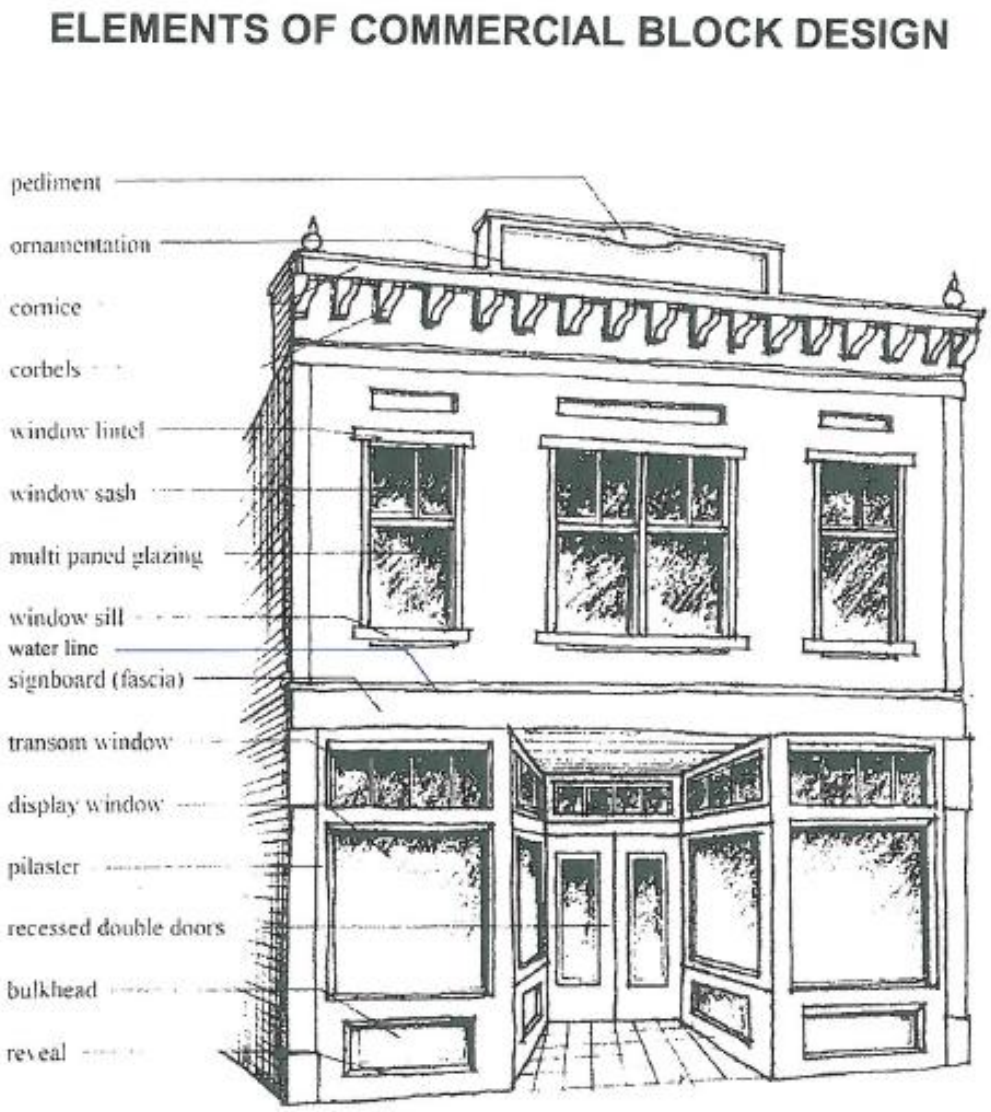

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Figure IV D-7: Classic-1

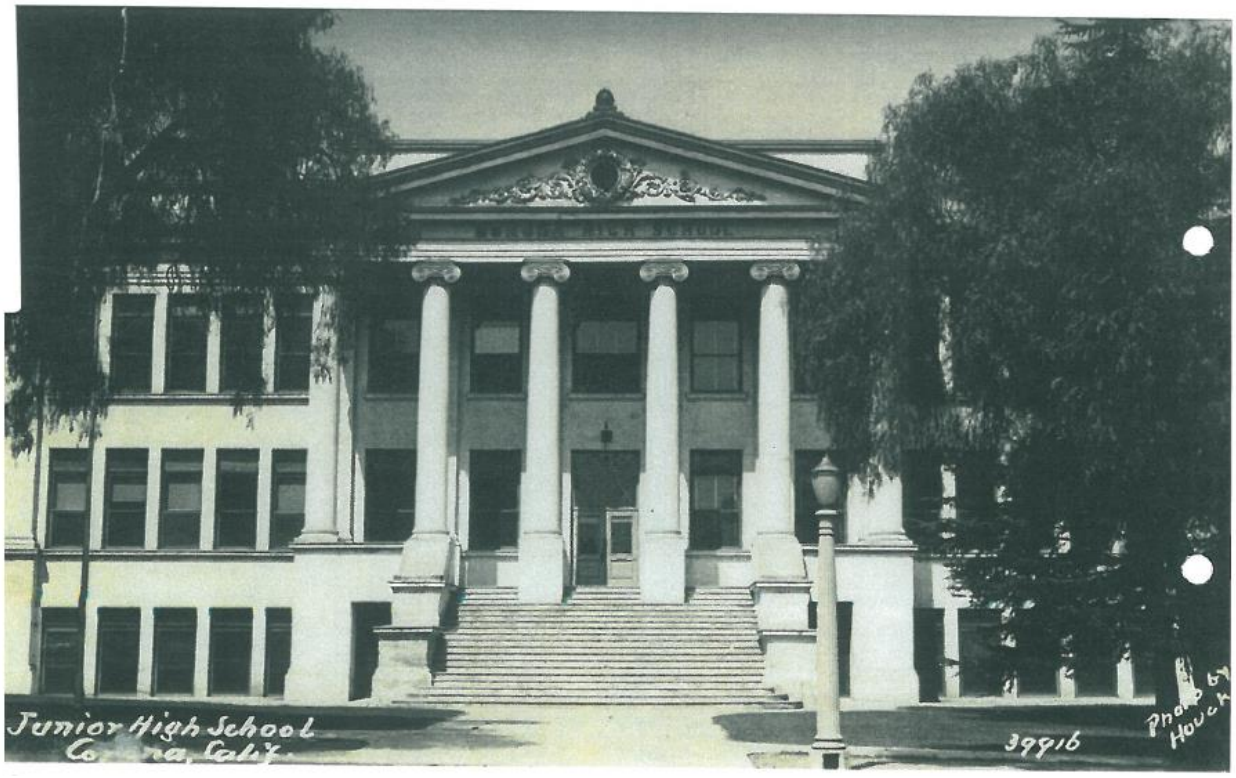

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Figure IV D-8: Classic-2

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2. Infill Development

Since these buildings will be constructed on vacant lots, thus filling a "hole" in the street frontage, they are called "infill" construction.

The design of an infill building, particularly its front facade, should be influenced by the other facades on the street but should not attempt to copy them. Designs replicating past architectural styles found in Corona are appropriate for infill construction. The infill structure should be sympathetic and compatible with surrounding buildings in terms of mass, scale, height, facade rhythm, placement of doors and windows, color and use of materials.

Since good infill design responds directly to its surroundings, it is not possible to develop specific guidelines which apply in every case. There are, however, several general design principles which should govern the visual ties between a new infill building and its neighboring structures.

a. Facade Proportion

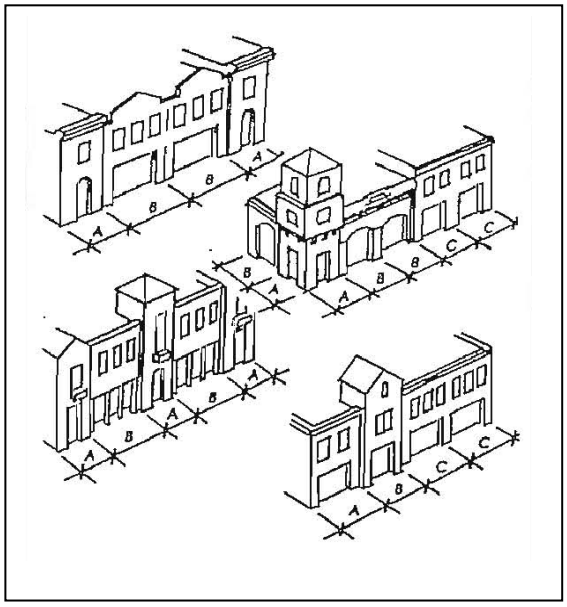
1) The characteristic proportion (relationship of height to width) of existing facades should be respected in relation to *new* infill development.

2) Whenever an infill building is proposed which is much **"wider"** than the existing characteristic facades on the street, the infill facades should be broken down into a series of appropriately proportioned **"structural bays"** or components typically segmented by a series of columns or masonry piers which frame window, door and bulkhead components.

2. Infill Development (continued):

3) An infill building should not be much higher or lower than the height of surrounding structures.

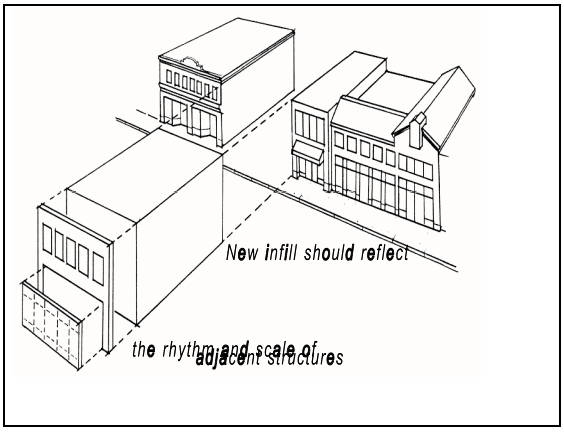
b. Proportion of Openings



1) Maintain the predominant *difference* between upper story openings and street level storefront openings (windows and doors). Usually, there is a much *greater* window area at the *storefront* or sidewalk level for pedestrians to have a better view of the merchandise displayed behind or services provided as opposed to upper stories that have smaller window openings.

2) Whenever an infill building is proposed which has two adjacent commercial structures, attempt to maintain the characteristic rhythm, proportion and spacing of existing door and window openings, water lines, etc.

c. Horizontal Rhythms



1) Whenever an infill building is proposed, identify the common *horizontal* elements (e.g. cornice line, window height/width, water line height, and spacing) found among neighboring structures and develop the infill design utilizing a similar rhythm or alignment. When no structure is nearby, the corresponding elements found in the Landmark building at Sixth and Ramona Streets should be used as benchmarks.

2) If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is suggested as a possible means to establish a shared horizontal storefront rhythm.

3) Massed sheets of glass and two dimensional concrete facades are discouraged as inappropriate within the Grand Boulevard Circle Commercial Districts (D, TC, CS). Windows and doors should be designed with three-dimensional articulation to create

2. Infill (continued):

depth through defined sills, lintels, jambs, and mullions with glass/glazed openings recessed from the building face plane.

d. Wall Articulation

1) Long, blank, unarticulated street wall facades are strongly discouraged and should be divided into a series of *structural bays* (e.g. characterized by masonry piers, cast iron, or wooden frames, etc., which frame window and door elements).

2) Monolithic street wall facades should be **"broken"** by vertical and horizontal articulation (e.g. sculpted, carved or penetrated wall surface defined by recesses and reveals) characterized by:
   (a) breaks (reveals, recesses) in the surface of the wall itself;
   (b) placement of window and door openings; or
   (c) the placement of balconies, awnings and canopies.

3) Avoid large unbroken facade surfaces at the storefront level. This can be achieved in a number of ways including:
   (a) dividing the facade into a *series* of display windows with *smaller* panes of glass;
   (b) constructing the facade with small human scale materials such as brick or decorative tile along bulkheads;
   (c) providing traditional recessed entries;
   (d) careful sizing, placement and overall design of signage; and
   (e) providing consistent door and window reveals.

e. Roofs

1) Roofs may be flat or sloped consistent with surrounding buildings. The visible portion of sloped roofs should be sheathed with a roofing material *complementary* to the architectural style of the building and other surrounding buildings.

2) Radical roof pitches which create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet style buildings are strongly discouraged.

2. Infill (continued):

f. Building Material Palette

1) Building materials to be used on infill commercial buildings are to be consistent with the materials used on significant adjacent buildings. The following tables present recommended and discouraged building materials for infill construction.

Recommended Materials

Building Walls:

- clear glass, glass block (storefront only)
- glass block (transom)
- exterior plaster (smooth trawled)
- new or used face-brick
- cut stone, rusticated block (cast stone)
- clapboard where appropriate
- ceramic tiles (bulkhead)
- stucco

Roofs (where visible):

- standing seam metal roofs
- class "A" composition shingles (limited to refurbishment of residential structures)
- tile of neutral color

Discouraged Materials

Building Walls:

- imitation masonry (e.g. imitation, rusticated block) of any kind
- reflective or opaque glass
- imitation stone or flagstone parquet
- rough sawn or "natural" (unfinished) wood
- "pecky" cedar
- used brick with no fired face (salvaged from *interior* walls)
- imitation wood siding
- coarsely finished "rough-sawn" on rustic materials (e.g. wood shakes, barnwood, board and batten or T-111 siding)
- plastic panels

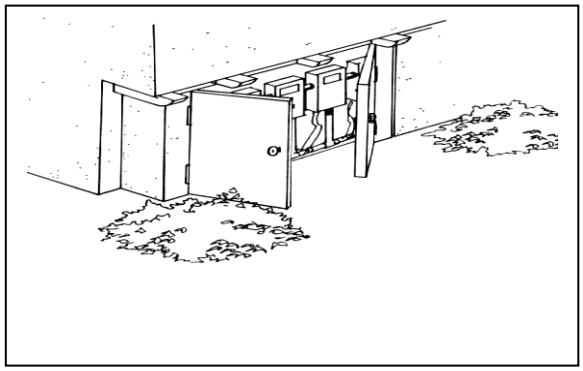
Roofs (where visible):

- crushed stone
- shake
- brightly colored tile (orange, blue, etc.)
- corrugated fiberglass

2. Infill Development (continued):

g. Mechanical Equipment Screening

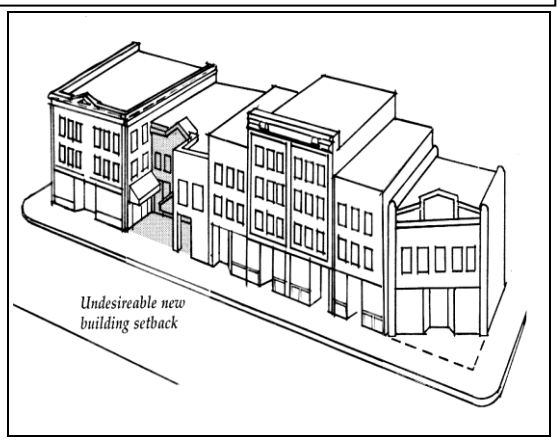
1) It is strongly encouraged that any mechanical or utility equipment, whether on the roof, side of building, or ground be screened. The method of screening shall be architecturally integrated with the structure in terms of materials, color, shape and size. Where freestanding mechanical equipment is provided, a continuous solid screen is desirable. On-roof mechanical equipment should be screened by solid building elements (e.g. parapet wall) instead of after-the-fact add-on screening (e.g. wood or metal slats).



h. Setbacks and "Build To" Lines

1) The first floor of any new infill building should be built at the front property line.

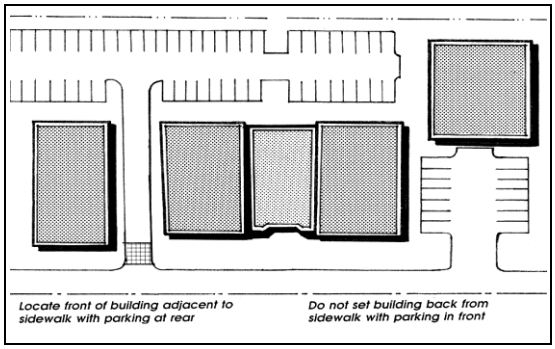
2) Canopies, trellises and other accessory structures which are relatively open and do not restrict pedestrian or vehicular movement may project over the right-of-way with City approval.



i. Street Orientation

1) It is strongly encouraged that the front building facade be oriented parallel to the street.

2) Storefronts should be designed to orient to the major street frontage. While side or rear entries may be desirable, the predominant *major* building entry shall be oriented toward the *major* street.

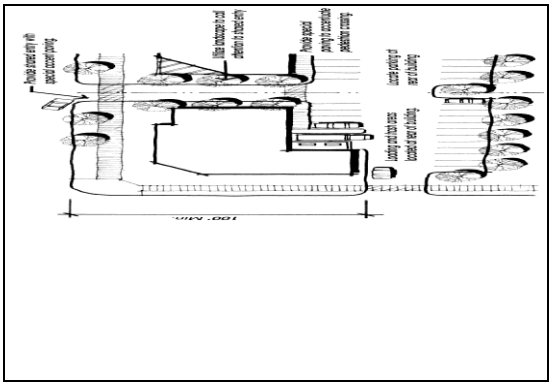


2. Infill Development (continued):

3) When planning new buildings develop the ground level with as much public use space as possible and with frequent views and access into the internal activity spaces from the adjacent sidewalk. Locate entrances to retail facilities to take advantage of higher pedestrian levels. Utilize openings and awnings as elements in reinforcing the street intersection area as an pedestrian activity area.

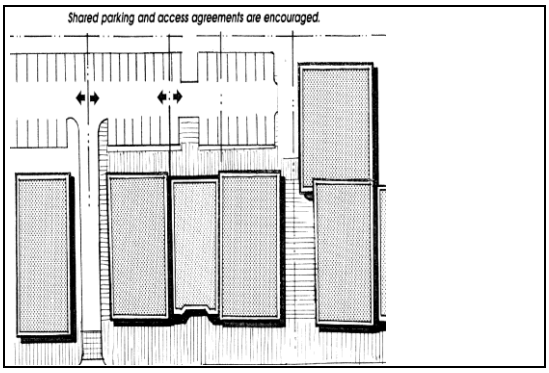
j. Parking Orientation

Revitalization efforts which include zoning and land use changes have made parking lots and structures a necessary component of Downtown redevelopment. This eventuality calls for context sensitive design and placement. Additional requirements for parking structures are outlined hereinafter in Section IV-D-7.



1) Surface parking lots are encouraged to be located to the rear of buildings that they serve.

2) Locating parking lots between the front property line and the building storefront is *strongly* discouraged.



3) Rear parking lots should be designed and located contiguous to each other so that vehicles can travel from one private parking lot to the other (reciprocal access) without having to enter the street.

4) Private parking lots with street frontage should be attractively landscaped with trees and shrubs in order to continue the linear street frontage created by the existing flanking buildings and to screen parked vehicles. Low masonry garden walls or landscaping (3 feet maximum height) at the setback line are also encouraged to screen parking from the street.

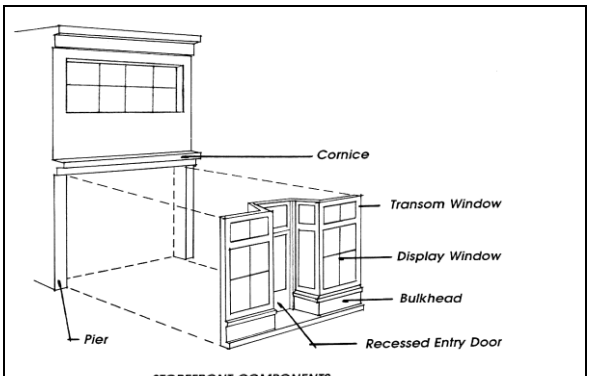
5) Common reciprocal access driveways which provide vehicular access to adjacent parcels are *strongly* encouraged. Shared parking and circulation aisles coordinated between adjacent businesses and/or developments are also encouraged.

6) Whenever possible, locate parking lot entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts along the primary street frontage.

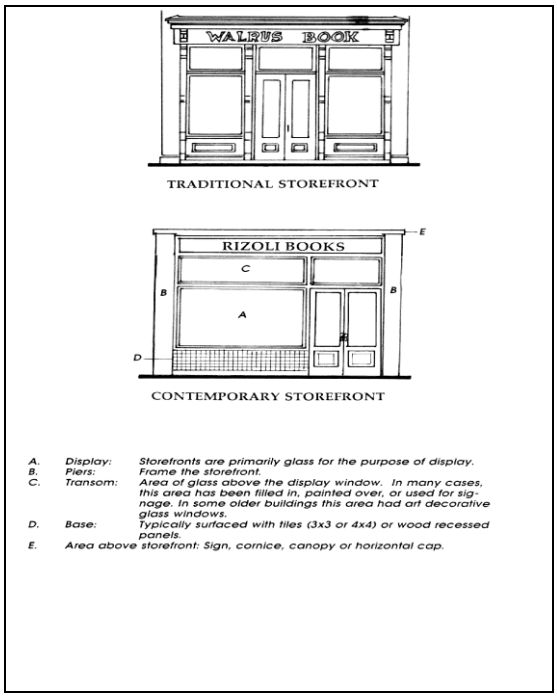
7) Driver and pedestrian line of sight must be emphasized in all parking design to minimize accident and injury potential.

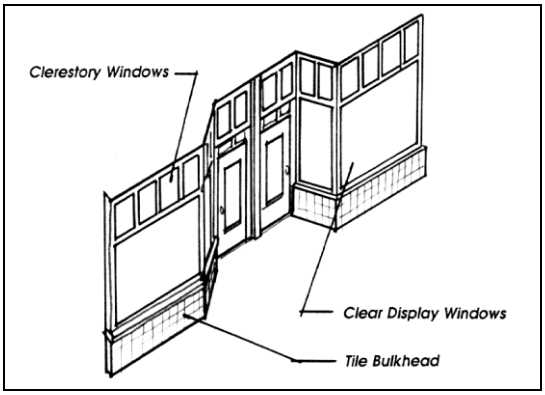
3. Storefront Design

Building facades, including the storefront, are the most important visual elements of commercial structures. A storefront theme is strongly encouraged for retail, office, and professional occupancies. Facades also experience significant change during a building's life and hold the most potential for creative alterations affecting both the character of the building and the streetscape. In an effort to promote quality design for new infill buildings, and the rehabilitation of existing buildings, the following specific storefront and facade guidelines are presented.



STOREFRONT COMPONENTS





a. Entries/Doorways

1) Commercial storefront entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This provides more area for display space, a sheltered transition area to the interior of the store and emphasizes the entrance. Recessed entries should be retained and are *strongly* encouraged in *new* storefront construction.

3. Storefront Design (continued):

b. Facade Color

1) The use of light, subdued or neutral colors and natural building materials, such as brick, are encouraged.

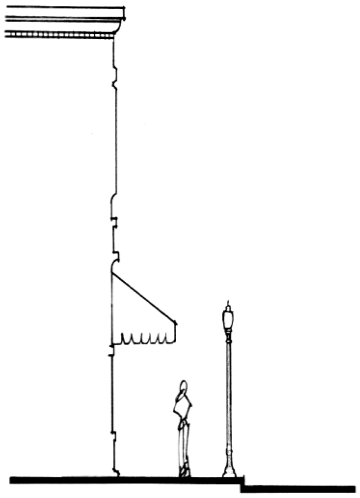
2) Adjacent buildings should be painted different, but complementary, colors.

3) One base color should be used for the entire facade. Different trim colors are encouraged, but should not exceed three different colors.

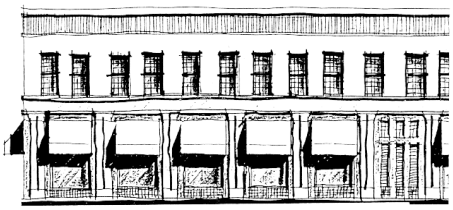
4) Different window frame and sash colors are encouraged but should complement the main color of the building.

c. Awnings and Canopies

1) Awnings are encouraged and should have a single color or two-color stripes. Bright, flashy colors are strongly discouraged. Lettering and trim, utilizing other colors is allowed

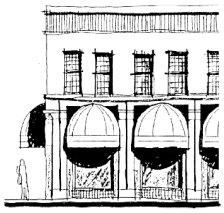


Awnings add pedestrian scale and comfort.



Shed awning is consistent with rectilinear building form Encouraged.

Awning in Scale with Facade. Encouraged.



Round awning is not consistent with rectilinear building form Discouraged.

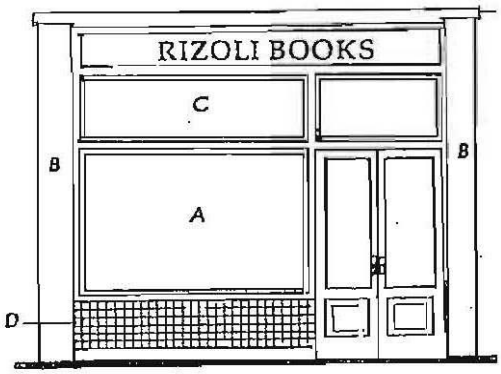
but will be considered as sign area.

2) Awning shape should relate to the window or door opening. Barrel shaped awnings should be used to complement *arched* windows while square awnings should be used on *rectangular* windows.

3. Storefront Design (continued):

3) All awnings should be well-maintained, washed regularly and replaced when faded or torn.

4) When there are several businesses in one building, awnings of the same color should be used with simple signs on the valance flap that may vary in type style and color to differentiate the individual businesses within the building.



CONTEMPORARY STOREFRONT

d. Door and Window Design

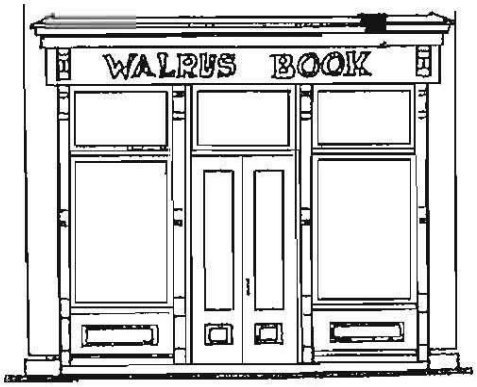
1) Accentuate the door with simple details such as a handsome brass door pull, brass kickplate or an attractive painted sign.

2) Doors to retail shops should contain a high percentage of glass in order to view the retail contents and to provide safe and visible exit and entry for pedestrians.

3) When considering new window fenestration (window size, size of window panes, mullion type, window materials), it is important that the new design be sympathetic and compatible with the facade theme of the whole block (streetscape).

4) Use of clear glass (88% light transmission) on the first floor is *strongly* recommended.

5) Storefront windows should be as large as possible and no closer than 18" from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail *interior* is maximized. *Maximum* bulkhead heights for new construction should be 36".



TRADITIONAL STOREFRONT

6) Discourage introducing or changing the location or size of windows or other openings that alter the architectural rhythm, alignment or character of the original building.

7) Air conditioning units placed in individual windows and window transom areas are *strongly* discouraged.

3. Storefront Design (continued):

8) Permanent, fixed security grates or grilles in front of windows are *strongly* discouraged. If security grilles are necessary, they should be placed inside the building behind the window display area.

9) Window areas adjacent to pedestrian spaces allow for stronger interaction between the building use and the street activity area.

e. *Rear Entrances*

1) Signs should be modestly scaled to fit the casual visual character of the alley or rear parking area.

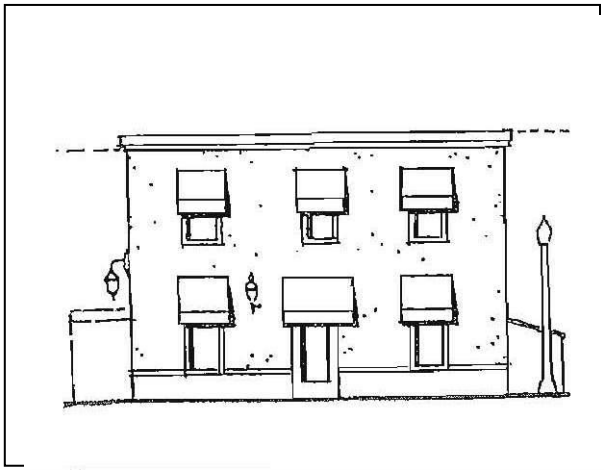
2) An awning can soften rear facades and provide a pleasant protected space.

3) The rear entry door should be wood and glass similar to the front door. Special security glass (i.e. wire imbedded) is allowed.

4) Security lighting should be modest and should focus on the rear entry door.

5) Selective use of tree plantings, potted plants and other landscaping can subtly improve a rear facade.

6) Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

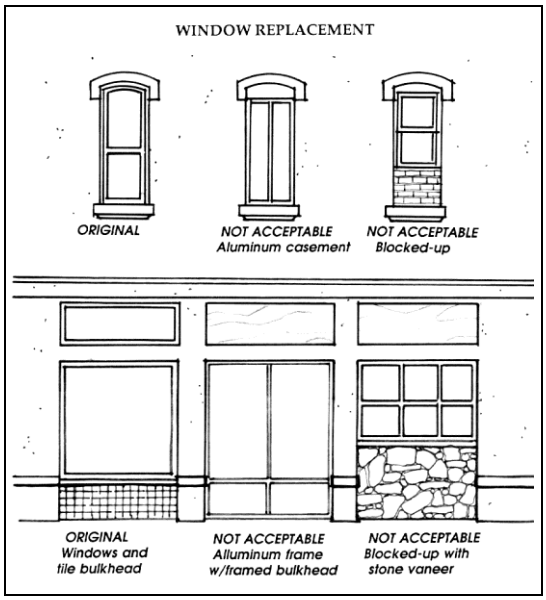


3. Storefront Design (continued):

f. Window Replacement

1) If a window has deteriorated beyond repair or is missing, the replacement should match the original window in terms of design and materials. Replacement windows should always fill the *entire* existing opening and duplicate the original window pattern. For example, a double hung sash window should not be replaced by a single fixed pane of glass.

2) Avoid the use of windows and shutters that are not in keeping with the original style of the building.

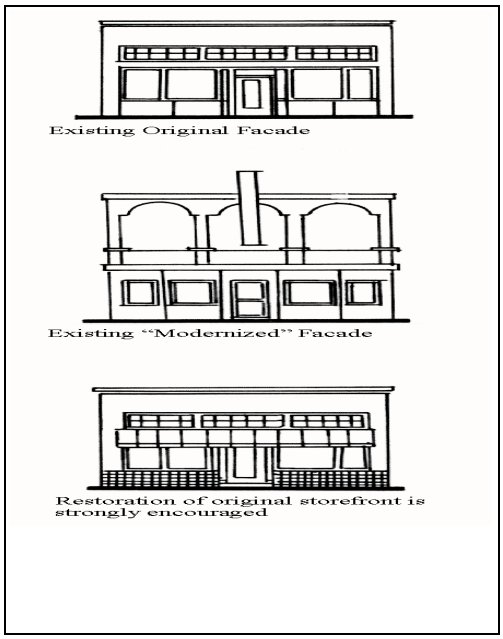


g. Door Replacement

1) Every effort should be made to maintain and repair an original door, if possible.

h. Removal of Existing Canopies And Metal Awnings

1) Metal aluminum canopies have a thin, unsubstantial and **"tacked on"** appearance which is inconsistent with the desirable design concept for Downtown Corona. Existing metal canopies should be removed and, if appropriate, replaced with fabric awnings, consistent with the architectural style of the building.



3. Storefront Design (continued):

i. Removal of Elements Inconsistent With Original Facade

1) Existing building elements incompatible with the original facade design of the building should be removed. These include: overdone exterior embellishments and **"modernized"** elements such as metal grilles or rusticated materials.

j. Preserve Traditional Decoration

1) Many times in the remodeling of storefronts, original decorative details are intact as visual "leftovers" or simply covered up with new construction. If the building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as part of the *original* design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should grow out of the remaining *traditional* details and create a harmonious background which emphasizes them.

k. Selection of Building Materials

1) Some contemporary materials are often used to apply **"shopping mall"** style facades over the rich character of traditional downtown buildings. Materials such as cedar shakes, textured plywood, stone veneer, stucco veneer and plastic are not appropriate for use on traditional facades in Downtown Corona.

4. Anchor Retail Buildings

a. Provide an attractive tower, consistent with the architectural style of the building, and strategically located to be visible from the public right-of-way.

b. Establish a unique identity and break up the mass of the anchor buildings by varying roof forms and heights, especially where they face a street or freeway.

c. Eaves, cornices, and other architectural details are encouraged to create an attractive silhouette.

d. Construct pedestrian arcades along pedestrian connections within the project to shelter patrons, link retail entrances together, and establish an appropriate scale.

e. Provide special paving and pedestrian-oriented features at building entry, visitor drop-off and plaza areas.

f. Plant palms and other vertical trees along the perimeter of the building to reduce the apparent mass of the building.

4. Anchor Retail Buildings (continued):

g. Locate loading docks and trash enclosures to the rear of the building and screen from public view.

5. Restaurants

a. Provide outdoor dining terraces adjacent to mid-block paseos and other public open spaces.

b. Provide an entrance from mid-block paseos and other public open spaces.

c. A short wall, no higher than four (4) feet may enclose the dining terrace and should incorporate planter boxes or foundation planting.

d. Windows and architectural features should be located on all sides of the building, Blank walls are to be avoided except for zero lot line applications.

e. Locate loading and trash enclosures away from public view, or recess these features within the building's envelope.

6. Mixed-Use Buildings

a. Front entrances and windows onto streets and open spaces.

b. Display windows should be located on all sides of the building. Blank walls are to be avoided.

c. Integrate tenant signage within the architectural design of the building.

d. Decorative paving is encouraged at building entrances and pedestrian walkways.

e. Encourage upper-floor commercial and, where conditionally permitted, residential uses. Entries to these upper-floor uses should be from a publicly accessible street, park, or plaza.

7. Parking Structures

The use of parking structures is encouraged in the downtown for large development and for additional parking needs. The goal is to concentrate parking in structures rather than disperse it throughout the area in at-grade lots. Existing lots can be intensified by adding additional levels of parking above them rather than removing existing buildings to create more parking.

a. Subterranean parking structures are strongly encouraged where located adjacent to existing single family residential land uses. Where subterranean parking is infeasible, above-grade structures should be designed to the extent feasible to appear as habitable structures that are designed to be compatible with adjacent development, especially existing single family residential land uses.

b. Parking structures constructed above grade must also be designed to perpetuate historic infill design.

c The selection of an appropriate configuration and height for a parking structure is to be guided by the context in which it is to be situated and the structure(s) which it is to serve.

d. Minimize the height of the parking structure by minimizing floor-to-floor heights and, if feasible, by depressing its lowest floor below grade.

e. Consider providing ground floor retail uses, awning, and signage to make an attractive and pedestrian-oriented frontage on the pedestrian loop street and primary arterial streets.

f. Clearly articulate stair and elevator towers by giving special attention to entrances and designing the top of the tower with special roofs or parapets.

g. Avoid creating a monotonous look along the street frontage by establishing separate zones that form a well-proportioned overall composition.

h. Avoid an overly horizontal look by expressing vertical structural elements, such as pilasters, and by recessing horizontal panels.

i. Rooftop lighting fixtures should be located towards the center of the structure, away from its edges and must not face outward toward residential areas.

j. Inside the parking structures, light fixtures should be ceiling mounted with a sharp cut-off and/or up-light system to minimize glare and prevent light from trespassing outside of the parking structure.

k. Openings that are within 40 feet of and face a residential district should be designed to restrict views from the parking structure toward nearby yards and homes.

Figure IV D-9: Parking Structures

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8. Public Open Space

A variety of public open space areas and plazas within the downtown core is encouraged. Public open spaces serve a variety of purposes from providing space for large public gatherings or a place to sit and eat lunch. These open space areas increase the pleasure of the downtown experience by offering a safe and comfortable place to rest and people watch.

When located in the downtown area, public open space can be in the form of a mini-park or plaza whose value is enhanced by the more intense activities and higher densities that characterize a city center. When such areas discourage public access and use, or when they do not reflect traditional pattern of circulation, they become empty and lifeless liabilities.

a. Require that new public parks and plazas offer frequent opportunities for public use and are oriented to receive sunlight, and integrate with the downtown pedestrian circulation patterns.

b. Plazas and parks should have their space clearly defined and set off from the sidewalk space utilizing enriched paving or combined with concrete banding.

c. Plazas and parks should be built around recognizable features, which will act as a focus for the space.

d. Plazas and parks should have many stopping places for the pedestrian.

e. The design of the open space area shall address function issues of shade, seating, lighting and scale.

f. Plazas shall be well lit at night using a light fixture that is consistent with the character of the district.

g. Amenities such as information boards, telephones, and drinking fountains shall be required near building entrances adjacent to the plazas or at other active pedestrian nodes.

h. Seating should occur at street crossings or near building entrances. Seating will be provided as groupings of benches or individual seating. Site furnishings should be compatible with the adjacent streetscape design and reflect a similar design character.

i. Formal planting shall occur in paving cutouts or in planter boxes.

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E – General Residential Guidelines

1. General Residential Rehabilitation Principles IV-53
2. Exterior Materials IV-54
3. Windows IV-54
4. Doors IV-55
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The purpose of these guidelines is to help preserve and rehabilitate residential buildings and houses found within Downtown Corona neighborhoods. The guidelines are also intended to encourage new compatible residential development with existing development and to promote the conservation and reuse of existing residences.

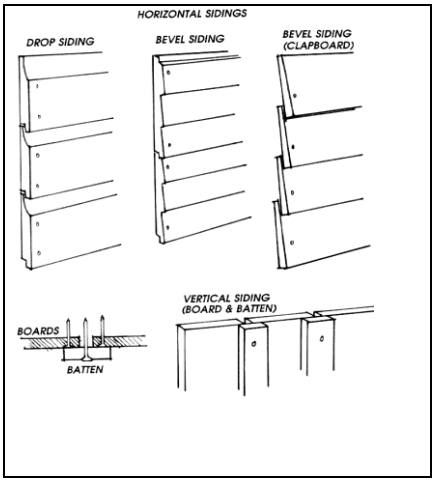
In general, preservation and rehabilitation efforts should aim toward protecting the essential architectural features of a residential building that help to identify its individual style and thereby further its contribution to the historic character of the area.

1. General Residential Rehabilitation Principles

a. Rehabilitation of historic residential buildings should try to retain and restore original elements. If damage or deterioration is too severe, the element should be recreated using original materials to match the design, color, texture and any other important design features.

b. When replacement is necessary and original materials cannot be obtained, substitution materials should incorporate the design, color and texture that conveys the traditional visual appearance of the original material.

2. Exterior Materials

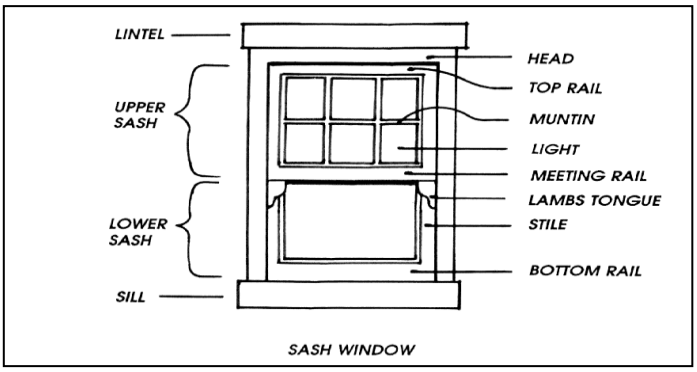


a. Original exterior residential building materials should be retained whenever possible. It is not desirable to use mismatched materials of different sizes, shapes, textures, or finishes.

b. Residential buildings with original wood clapboard siding should not be stuccoed in an attempt to "modernize" their appearance.

c. Brick surfaces should not be sandblasted in an attempt to remove old paint. Sandblasting will damage the natural fired surface of the brick and cause it to lose its water-repellent qualities. Paint should be removed by chemical stripping.

3. Windows



a. Historically, most older residential structures had wood framed windows that were either fixed, double hung, or casement. The size, shape and style of windows are important architectural features and the original type window should be used again.

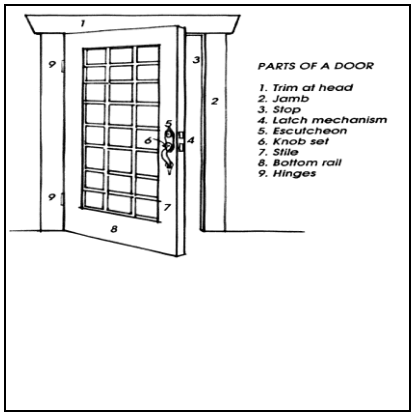
b. When window replacement is necessary, it is preferred that the new window be an exact match of the original, which may require special milling.

c. An alternative to special milling may be the use of an "off-the-shelf" standard window that closely matches the original. While this may compromise the true architectural integrity of the building it may be an economical alternative for areas of the building that are not visible from the public right-of-way.

d. It is strongly recommended that aluminum frame windows not be used as replacements on any part of a residential structure.

4. Doors

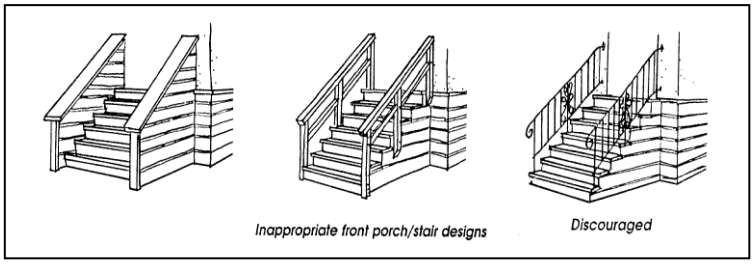
a. Historically, residential structures had solid wood doors that fit the particular style of the building. The front door of the residence was the most ornate with secondary doors usually more utilitarian in appearance. The size, shape and style of doors is an important feature of all historical architectural styles and the original type/design should be used again.

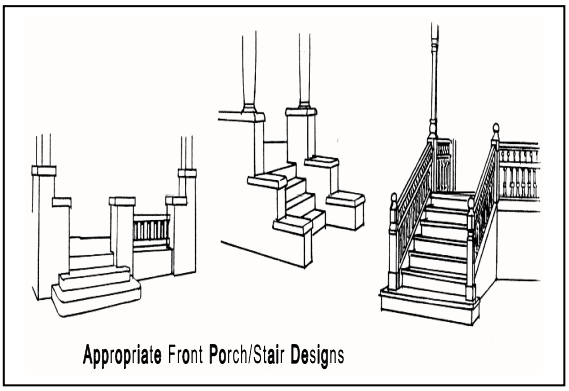


b. If the original door is missing, select an appropriate design by studying the doors of similar residential structures in the neighborhood or consulting books on architectural styles. Many older style panel doors are still available from material suppliers and may match original doors very closely.

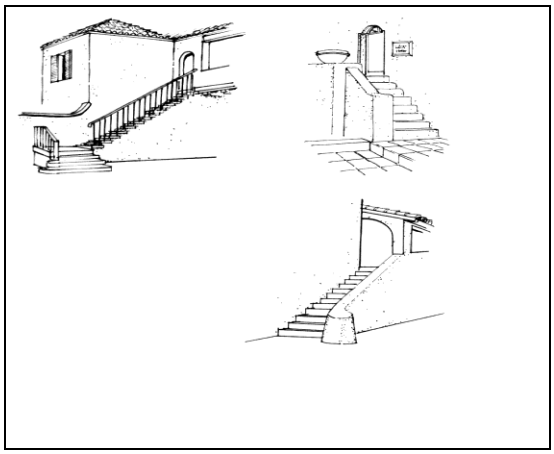
5. Porches And Stairs

a. During rehabilitation efforts, the design integrity of the front porch should not be compromised. There is often a desire to "modernize" or change the appearance of the building by changing the details of the original porch design, usually through the installation of wrought iron or aluminum railings. Temptations to change these items should be strongly avoided, as any change in the structural or decorative elements of the front porch will usually compromise the original architectural integrity of the entire building.





5. Porches and Stairs (continued):

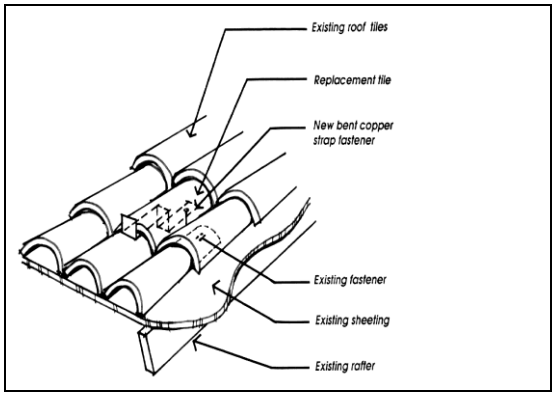


b. The stairs leading to the front porch are an integral part of the overall style of the building. When stairs require rehabilitation, they should be rebuilt according to the style of the building. Avoid the use of off-the-shelf, ready-made wrought iron or aluminum railings.

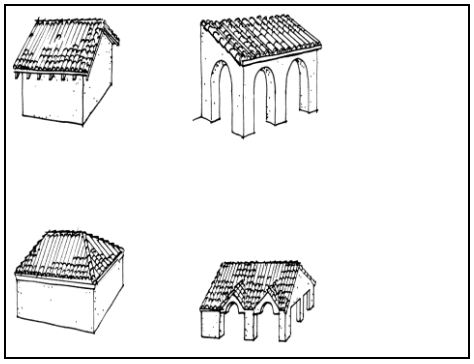
6. Ornamentation/Trim

a. Most often it is the authentic decoration and trim on a residential structure that lends character and identifies the building with its particular architectural style. Great care should be taken in handling these materials during renovation because many times they are the very components that make a building so special.

7. Roofs

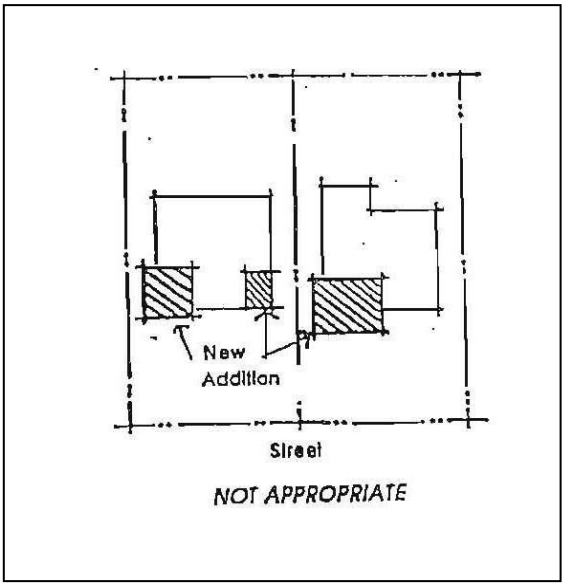


a. Roofs are important both functionally and aesthetically. Great care should be taken to ensure that roofs are water-tight and that roofing materials are compatible with the original style of the residential structure. Often times roofs only need minor repairs but when replacement is necessary roofing materials should be selected that are appropriate to the building's architectural style.



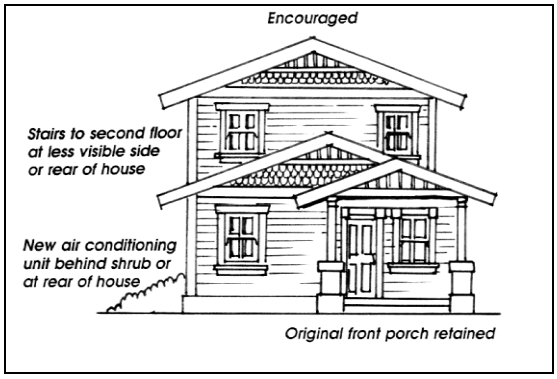
b. The determination of what material to use for the replacement of wood shingles or shakes on historic buildings is a hard decision. The desire for the most aesthetic material is often superseded by the desire to provide maximum fire protection. Many of the newer "architectural" styles of asphalt roofing (e.g. thick butt composition) closely resemble wood shingles and provide good fire resistance.

8. Additions to Existing Structures



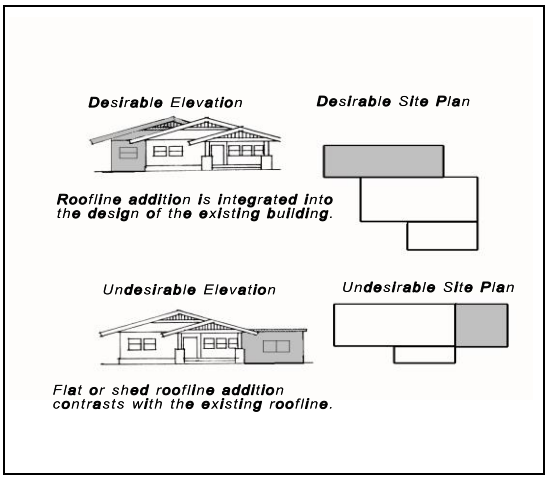
a. Additions to historically significant residential structures may be necessary to ensure their continued use. Modifications (e.g. additions, seismic strengthening, new entrances and exits) should be made with care so as not to compromise a residential building's historically valuable features, materials, or finishes.

b. Additions should be carefully placed to minimize changes in the appearance of the residence from the street (public right-of-way). It is strongly recommended that additions be placed to the side or rear of the residence and should not obstruct the appearance of the building from the street (public right-of-way).



The roof of a residential structure, especially its style, materials and pitch, is an important architectural element that must be taken into consideration when planning an addition. The roof style, pitch and materials on the addition should match the original.

d. Adding an additional story to an existing residential structure will always change the building's proportions and should be carefully designed to follow similar two story examples of that particular architectural style found in the neighborhood. Integrating the new second story addition into the original design of the residence may be easier if the addition is setback or "stepped" back from the front facade so that it is less noticeable from the street (public right-of-way).



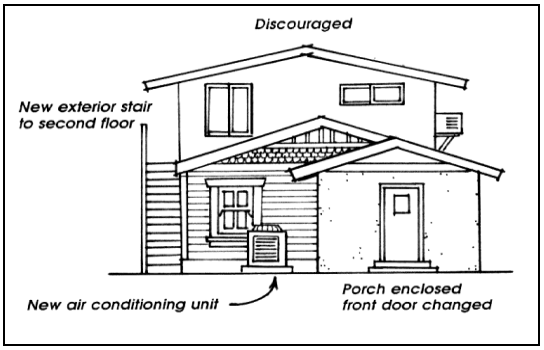
9. New Infill Residential Structures

The single most important issue of new infill residential development is one of compatibility, especially when considering larger residences. When new residential structures are developed adjacent to older single family residences, there are concerns that the height and bulk of the infill residences may have a negative impact on the adjacent smaller scale buildings. The following considerations are intended to address this concern:

a. New residential development should continue the functional, on-site relationships of the surrounding neighborhood. For example, common patterns that should be continued in Corona are front porches and entries facing the street and garages/parking located at the rear of the parcel (see below).

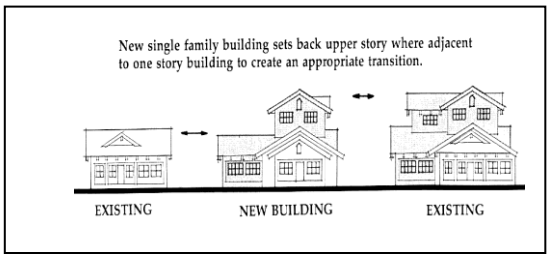
b. Garages in front are prohibited.

c. Front yard setbacks for new residential infill development should match existing setback patterns of surrounding dwellings.



d. New infill residential structures should incorporate the traditional architectural characteristics of existing residences found in the surrounding neighborhood, for example: window and door spacing, exterior materials, roof style and pitch, finished-floor height, porches and decoration/detail.

e. The proper use of building materials can enhance desired neighborhood qualities such as compatibility, continuity, harmony, etc. The design of infill residential structures should incorporate an appropriate mixture of the predominant materials found in the neighborhood. Common materials are brick, stone, wood, horizontal clapboard siding and shingles.



f. Because new infill residential structures are potentially likely to be taller than one story, their height and bulk can impose on smaller adjacent residences. The height of new residential structures should be considered within the context of surrounding residential structures. New residential structures with greater height should consider setbacks or "stepping back" at the second story to reduce impacts on adjacent existing single story residences.

g. The incorporation of traditional balconies, verandas and porches within the building form is strongly encouraged.

9. New Infill Residential Structures (continued):

h. Color schemes for infill residential structures should consider the color schemes of existing residences in the surrounding neighborhood in order to maintain compatibility and harmony. Avoid sharp color contrasts with existing building colors.

10. Accessory Buildings

New accessory buildings (garages, sheds, second units) that are visible from the public right-of-way should incorporate the distinctive architectural features (e.g. materials, color, roof pitch, etc.) of the main residence. Design features should be applied with less detail on the accessory residence so that it does not compete with the main building and is clearly subordinate to it.

11. Secondary Residential Units

a. The entrance to an accessory dwelling should be clearly defined and recognizable as a person enters the rear yard. A ground-level patio or porch should be placed at the bottom of the stairs ascending to the dwelling. The patio or porch should be at least 50 square feet with at least six (6) feet clear in any directions. A trellis or roof should form a canopy over at least a portion of this space.

b. At the top of the stairs and at the entry to the unit, the landing my be extended to form a deck or balcony. The doorway to the dwelling should be accompanied by an overhang that is at least three (3) feet deep to provide protection from the rain.

c. The location and direction of windows should minimize the loss of privacy to adjacent residences. Windows within 10 feet of an interior property line or primary dwelling (regardless of orientation) should use clerestory windows with a sill height of at least five (5) feet.

12. Adaptive Reuse

The term "adaptive reuse" applies to both non-historic and historic houses and residential structures which were originally designed as residences and which are being converted (or adapted) to a new use. Adaptive reuse is an issue in the RO-Residential Office, R-Residential, and MF- Multi-family Districts in Downtown Corona.

Adaptive reuse presents a number of special problems because the needs of the new use (such as increased parking, air conditioning, new entrances and exits, handicapped access, added floor

area, etc.) are often substantially different from the old use and yet must be accommodated within the same house.

a. The overriding principle of design for adaptive reuse is to be consistent with the significant design of the existing house or residential structure.

b. On-site parking and driveways should be located to be unobtrusive to the historical appearance of a building from the street. Parking should be located in the back, with access from the street or an alley, if one exists. Driveways should not be "flared" at the street to provide parking in front of the home or in the front yard.

13. Multi-Family Residential

The purpose of the Multi-Family Residential Design Guidelines is to maintain neighborhood compatibility with other low-density neighborhoods. Multiple family housing, because their higher densities, tend to generate large parking areas, bulkier structures and an overall decrease in private open space. If not properly designed, these residential developments can decrease the quality of life of the established residential neighborhoods. The guidelines that follow are intended to help mitigate the negative effects of these developments and to provide a pleasant residential environment within the context of higher density.

a. Multi-Family Site Design

1) Site setbacks of new units from public streets should continue the prevailing setback pattern unless a different setback standard is required.

2) New multi-family development should respect the site settings of existing properties in the immediate area thorough the use of similar setbacks, building arrangements, buffer yards and avoidance of overwhelming building scale and visual obstructions such as privacy walls, carports and garages.

3) New multi-family development should incorporate representative characteristics of the surrounding architecture and a positive, distinctive site layout and/or established functional pattern.

4) New landscaping should compliment existing landscape materials, location and massing on adjacent established developments where appropriate.

b. Building Placement

1) Clustering of multi-family units should be a consistent site planning element. Buildings composed of a series of simple yet varied plans assure compatibility and variety in overall building form.

2) Buildings should be oriented in random positions to avoid instances where living spaces of one structure face the living spaces of another and significantly reduce indoor privacy.

3) Buildings should be oriented to maximize southern exposure to large window areas to encourage passive solar heating in the winter months.

4) Buildings should be oriented in such a way as to create courtyards and open space areas, thus increasing the aesthetic appeal of the area.

5) Building orientation should provide a series of public spaces for recreation and general open space.

c. Parking and Circulation

1) There should be no more that six (6) spaces of uninterrupted parking, whether in garages, carports, or open parking areas. Each of the six (6) spaces shall be separated from additional spaces by a landscaped bulb of a minimum width of four (4) feet.

2) Divide large parking lots. Large parking areas should be divided into a series of connected smaller lots which are laid out in an efficient, straightforward manner.

3) Provide access from side streets. Whenever possible, locate access drives on side streets. When this is not possible, design the main site entry with patterned concrete or pavers to differentiate it from the public sidewalk.

4) Locate driveways away from street intersections. Access drives, whether located on front or side streets, should be located as far as possible from street intersections so that adequate automobile stacking space is provided.

5) Use special accents at entries. Monumentation, special textured paving, flowering accents, walls, shrubs, and the use of specimen trees shall be used to generate visual interest at entry points.

6) Screen parking lots. Utilize a 36 inch high hedge with rolling berm or 42 inch high wall to screen parking at the street periphery. (Minimum shrub container size should be five (5) gallon.)

7) Carports, detached garages, and accessory structures should be designed as an integral part of the architecture of the projects. These structures should be similar in materials, color, and detail to the principal buildings of the development. Prefabricated metal carports are prohibited.

8) Parking courts should be treated as "landscape plazas" with attention to landscape surfaces, softened edges, shade and articulated pedestrian/vehicular circulation.

9) The parking area shall be designed in a manner which links it to the building and street sidewalk system as an extension of the pedestrian environment. This can be accomplished by using design features such as walkways with enhanced paving, trellis structures, and/or landscaping treatment.

d. Miscellaneous

1) Architectural screening shall be constructed of the same materials and finishes compatible with the adjacent building, and shall be designed and placed to compliment the building design.

2) Storage areas shall be completely screened from ground level view using appropriate materials such as solid shrub massing or wood walls.

3) Trash bins shall be located within a trash enclosure. The enclosure shall be finished using materials compatible with the surrounding architecture, and shall be softened with landscaping. Gates shall be solid metal painted to match adjacent buildings. Recommended enclosure locations include inside parking courts, or at the end of parking bays. Location of the enclosure should be conveniently accessible for trash truck access.

4) Where common mailbox services are provided, they should be located close to the project entry near recreational facilities. The architectural character should be similar in form, materials, and color to the surrounding buildings. Mailbox locations must be approved by the U.S. Postal Service.

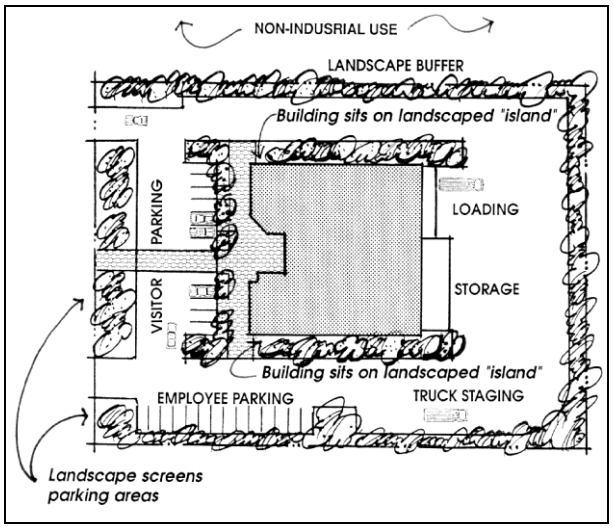
F – Business Park Guidelines

1. **Site Planning** **IV-63**
2. **Parking and Circulation** **IV-64**
3. **Loading Facilities** **IV-64**
4. **Architectural Guidelines** **IV-65**
5. **Roofs** **IV-66**
6. **Walls and Fences** **IV-66**
7. **Screening** **IV-67**
8. **Lighting** **IV-67**

The following design guidelines are applicable to all business park/industrial park projects within the BP (Business Park) District of the Corona Downtown Revitalization Specific Plan Area. Business Park projects that incorporate a commercial retail component should review the design guidelines for General Commercial.

1. Site Planning

a. The main elements of sound business park/industrial site design include the following:
   - controlled site access;
   - service areas located at the sides and rear of buildings;
   - convenient access, visitor parking and on-site circulation;
   - screening of outdoor storage, work areas and equipment;
   - emphasis on the main building entry and landscaping ;
   - placement of buildings to provide plazas and courtyards; and
   - landscaped open space.



b. A variety of building setbacks should be provided in order to avoid long monotonous building facades; this should be accomplished with consideration for existing setback conditions on neighboring property developments.

1. Site Planning (continued):

c. Structures should be located on "turf islands," where the main entrance of the building does not directly abut paved parking areas. A minimum 5 foot landscape strip should be provided between buildings and adjacent parking areas.

2. Parking and Circulation

a. Parking lots should not be the dominant visual elements of the site; small multiple lots separated by landscaping and buildings are preferred.

b. Site access and internal circulation should be designed:

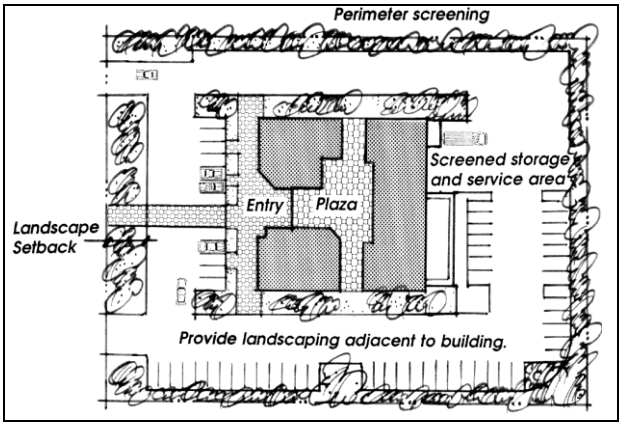
- in a straight forward manner;
- emphasizing safety and efficiency;
- to reduce conflicts between vehicles and pedestrians;
- to connect to adjacent projects;
- to promote ease of access;
- to separate circulation routes and parking areas; and,
- with appropriate directional signage for parking and loading.

c. Parking lots adjacent to and visible from public streets must be adequately screened from view through the use of rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.

3. Loading Facilities

a. Loading facilities should be located at the rear of the buildings where special screening may not be required.

b. When it is not possible to locate loading facilities at the rear of the building, loading docks and doors may be located at the side of the building but must be screened from view by a combination of screen walls, ornamental landscaping and/or portions of the building.



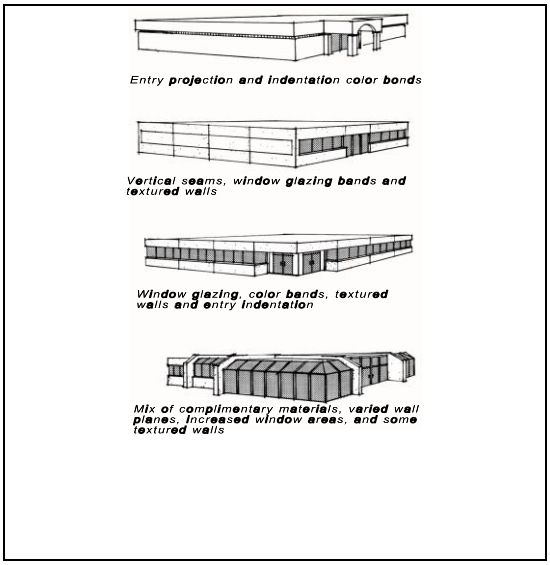
4. Architectural Guidelines

a. The architectural style of buildings in the business park/industrial category should project an image of high quality through the use of appropriate materials and settings that not only reflect a well landscaped park-like environment, but also that have minimal impacts on surrounding uses. The following techniques should be used in the design of business park/industrial buildings:

- Employ variety in structure forms to create visual character and interest;
- Avoid long "unarticulated" facades by varying front setbacks and offsetting wall planes every 50 feet, at a minimum.
- Avoid blank front and side wall elevations on street frontages;
- Use entries to structures to portray a quality office appearance while ensuring that they are architecturally tied into the overall building composition and scale; and,
- Use sensitive alteration of colors and textures to produce visual interest and enhance architectural forms.

b. Design elements, which are undesirable and should be avoided, include:

- Highly reflective surfaces;
- Large blank, unarticulated wall surfaces;
- Exposed, untreated precision block walls;
- Chain link fence and barbed wire;
- False fronts;
- "Stuck on" mansard roofs; and,
- Materials with high maintenance such as stained wood, shingles or metal siding.



5. Roofs

a. Non-architectural roofing materials (e.g., roll roofing) should not be visible from any direction when viewed from ground level.

b. Unless roofing materials are a part of the design element (tiles, etc.), the ridge line elevation should not exceed the parapet elevation.

c. Partial mansard roofs should be avoided.

d. Rooftop equipment must not be visible from adjacent streets.

e. Roof screens should be sheathed in a matching or complimentary material and color to the exterior building material and color, and should be solid and continuous.

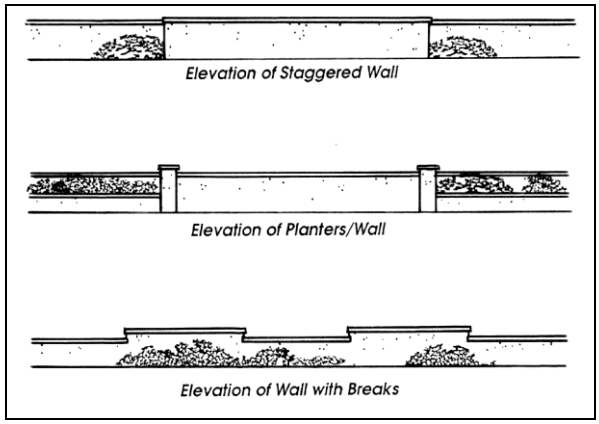
f. The following roof materials should not be used:

- Corrugated metal (standing rib metal roofs are permitted);
- High reflective surfaces; and,
- Illuminated roofing.

6. Walls And Fences

a. If walls are not required for a specific screening or security purpose they should not be used.

b. Where walls are used at property frontages or screen walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture, should be combined with landscaping, and should be kept to a minimum height.



6. Walls and Fences (continued):

c. Long expanses of fence or wall surfaces should be offset, architecturally designed, and provided with landscape pockets to prevent monotony.

d. When security fencing is required, it should be anchored with solid pillars, and filled with solid wall segments to a maximum 3' in height and wrought iron grille work.

7. Screening

a. Screening for outdoor storage should be a minimum of 6 feet and a maximum of 8 feet high.

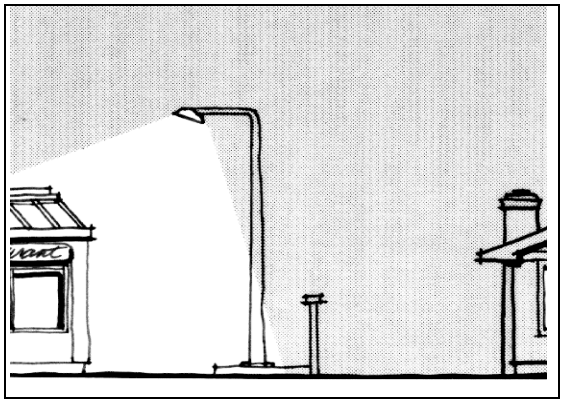
b. Where screening is required, a combination of elements should be used including solid masonry walls, berms and landscaping. Chainlink fencing with wood or metal slatting is an acceptable screening material only for areas not visible from a public street or parking lot.

c. Any equipment, whether on the roof, side of the building or ground, must be screened. The method of screening shall be architecturally integrated with the building exterior in terms of materials, color shape and size. Where individual equipment is provided close together, a continuous screen is desirable versus several smaller screens.

8. Lighting

a. Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, pathways and working areas.

b. The design of light fixtures and their structural support should be architecturally compatible with main buildings on-site. Illuminators should be integrated within the architectural design for the buildings.



d. All lighting should be shielded to confine light spread within the site boundaries.

c. As a security device, lighting should be adequate but not overly bright. All building entrances should be well lighted.

e. Lighting should be provided from 2 hour after sunset to 2 hour before sunrise. One foot-candle evenly distributed across a parking lot is the suggested minimum. At entrances and loading areas, up to 2 foot candles may be appropriate.

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G – Design for Crime Prevention

1. Introduction IV-69
2. Design Considerations IV-69

1. Introduction

The concept of crime prevention through environmental design (CPTED) includes a wide variety of strategies aimed at reducing opportunities for crime through the proper design and effective use of the built environment. Key components of CPTED include:

a. **Natural access control** involves the use of pathways, paving treatments, lighting, landscaping, fencing, signs, and other built features to guide ingress and egress and to discourage or eliminate public access into areas.

b. **Natural surveillance** focuses on the placement and design of physical features and the arrangement of uses to maximize opportunities for natural surveillance.

c. **Territorial reinforcement** entails design features and physical elements which convey a sense of ownership and stewardship over a space. Unique paving patterns, artwork, signs, landscaping, lighting standards and streetscape components, and other physical elements can be installed and maintained to communicate a sense of pride and proprietorship.

2. Design Considerations

CPTED involves design of physical space in the context of the needs of bona fide users of the space, the activity planned for the space and the predictable behavior of bona fide, as well as illegitimate, users.

The following CPTED-based guidelines are to be considered for all development within the Specific Plan area.

a. Use plants and low fencing to direct movement and restrict- symbolically-areas where people should not enter.

2. Design Considerations (continued):

b. Minimize the height of parking lot screening (shrubs or low walls) to allow a visible "window" above 3 feet and below 7 feet.

c. Restrict the number of entry points into a development or parking lot.

d. Improve safety behind buildings through use of:

- adequate security lighting;
- limited access (walls, fences, gates, shrubs);
- introduction of activities (e.g. rear entrances for commercial activities) that increase surveillance;
- surveillance through windows or with cameras; and
- maintenance storage areas and alleys.

e. Use security fencing/walls with view ports or sections of wrought iron grille work to allow views into the development while restricting access.

f. Identify building numbers (street addresses) by posting numbers so they are visible from the public right-of-way wherever possible.

- Single-family homes should use six inch numbers/letters (in height) when displayed at the first story level.
- Buildings other than single-family homes should use twelve inch numbers/letters (in height) when displayed at the first story level.
- Building numbers/letters displayed above the first story should be a minimum sixteen inches in height.
- Multiple-family residences should including building numbers of four inches in height if illuminated and six inches if non-illuminated.

g. Multi-tenant developments (residential and non-residential) should include directories at site entrances identifying the locations of buildings, suites, apartments, etc. and on-site landmarks, including management offices and access points.

h. Questions to consider in the design of new development, as related to public safety and crime:

- What are the types and characteristics of adjacent or nearby uses?

2. Design Considerations (continued):

- Is the development intended to serve as a buffer, barrier or transitional use between different existing buildings/uses? And, what design features and configurations can optimize compatibility with those uses?

- Who are the intended users of the development and how can the site be designed to encourage desirable use while discouraging illegitimate activities?

- How do the internal activities of the building relate to one another and to external activities? And, what building design elements influence the activities?

- Where are the off-site pedestrian/bicycle and vehicular circulation systems in relation to the development, and how can the proposed structure best relate to the circulation areas?

- How can the on-site circulation areas (entrances, exits, loading areas, refuse collection/service zones, parking lots, plazas, paseos, sidewalks, etc.) best provide safe environments while facilitating the intended use of the structures? And, how can the relationship between the building(s) and the circulation system elements be enhanced to promote safety?

- Can widow placement, lighting, parking areas, signs, landscaping, waiting areas, plazas, sidewalk-oriented uses, etc. be designed to maximize natural surveillance?

- What design treatments can be introduced to make certain features less susceptible to criminal activity or less likely to permit illegitimate activity (e.g. doors, windows, alleys, loading areas, refuse enclosures, fences, gates, etc.)?

- How can landscaping be incorporated and maintained to facilitate natural surveillance (i.e. sight lines and visual clearance areas)?

- What opportunities exist to use landscape materials to communicate territoriality and to control access?

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H – Standards for Rehabilitation

1. **Standards for Rehabilitation** **IV-73**
2. **Rehabilitation of Existing Buildings** **IV-74**
3. **Conversion of Residential to Commercial Uses** **IV-75**

1. Standards for Rehabilitation

The Secretary of Interior Standards for Rehabilitation, with accompanying interpretive guidelines, are utilized by all federal agencies in the preservation of historic properties that are listed or are eligible for listing on the national Register. The most frequent application of the Standards is in determining if a rehabilitation project qualifies as a "certified rehabilitation" pursuant to the Economic Recovery Art of 1981. The list of 10 Rehabilitation Standards is aimed at retaining and preserving those architectural features and materials which are important in defining the historic character of a building or site.

a. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alternation of the building, structure, or site and its environment, or to use a property for its originally intended purpose.

b. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material of distinctive architectural features should be avoided when possible.

c. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.

d. Changes, which may have taken place in the course of time, are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

e. Distinctive stylistic features or examples of skilled craftsmanship, which characterize a building, structure, or site, shall be treated with sensitivity.

f. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new materials should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

g. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.

h. Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.

I. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and character of the property, neighborhood, or environment.

j. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

2. Rehabilitation of Existing Buildings

The re-use of existing buildings is encouraged within the Specific Plan, particularly in the Residential-Office (RO) district and the historic core within the Grand Boulevard Circle. The following guidelines shall apply to the rehabilitation of existing buildings in any district in the Specific Plan:

a. In those areas where appropriate, existing buildings shall be adapted and reused for a new land use whenever the structure is structurally sound and not in a state of disrepair.

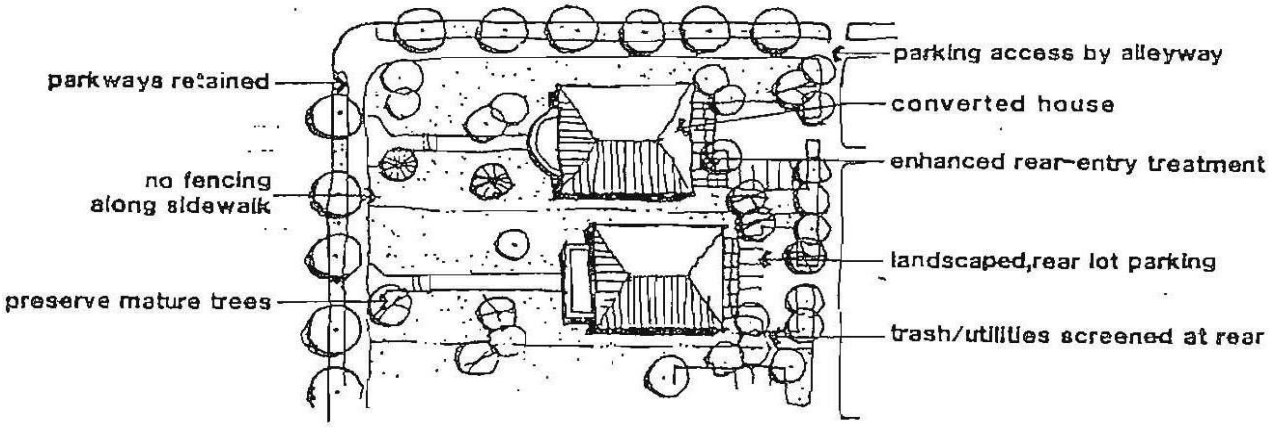
b. Exterior improvements and refurbishment of buildings of historic value shall adhere to the guidelines set out in the City's Historic Preservation Element or Ordinance. These guidelines are not covered in this document.

c. Exterior improvements to a building should contribute to a desired improvement of the neighboring area and respect the inherent architectural characteristics of scale, proportion or design of the original structure.

3. Conversion of Residential Buildings to Commercial Uses

These guidelines promote the creation of a professional office use within existing residential areas. Such uses are typically small, independent businesses such as medical or legal offices. Land use conversion should be achieved primarily through adaptive reuse of existing homes. New buildings in the district should adopt the architectural and site planning principles of the existing neighborhood. In general, the predominant sense of single family detached dwellings should be retained. Abroad street tree canopy and landscaped front yard shall consistently be observed throughout the district.

TYPICAL DEVELOPMENT OF REHABILITATED BUILDINGS



a. On-site parking is to be located to the rear of the building and accessed by alleyways wherever they exist.

b. All rear lot parking areas must be landscaped.

c. Building entries, from both the parking areas at the rear of the lots as well as from the street should be indicated through signage, enriched paving and awnings.

d. Backyard treatment should incorporate signage, hardscape areas, and other amenities that coordinate pedestrian areas with parking.

e. Exterior trash and storage structures, utility boxes, gas meters, etc. shall be screened from view and located at the rear of the site. Materials used to enclose these site elements shall be compatible with the architectural palette of the site.

f. Entry walks from the sidewalk to the front door should reflect the residential character of the neighborhood and it is recommended that they be five feet maximum in width.

g. Block walls or solid fences along the sidewalk are prohibited. Side yard property lines should be delineated by plant materials. If fencing is to be used, it should be open (i.e., picket or wrought iron) and not extend further than the front of the building towards the front property line. Fencing materials should be softened by landscaping.

g. All rehabilitation should include and preserve desired mature landscaping found throughout the site. Mature trees should be preserved in all instances unless proven to be dead or diseased.

i. The public parkway along the street shall be respected and left intact.

V

TRANSPORTATION SYSTEM

REVITALIZE DOWNTOWN AS A VIBRANT, DYNAMIC, PLACE WHERE RESIDENTS AND VISITORS COME TO LIVE, SHOP, DINE OR JUST 'HANG OUT,' WHILE INCORPORATING LIVABLE AND SUSTAINABLE COMMUNITY CONCEPTS.

TRANSPORTATION SYSTEM GOAL

V. TRANSPORTATION SYSTEM

V. TRANSPORTATION SYSTEM

A - Introduction

A. Introduction **V-1**
B. Regional Transportation System **V-3**
C. Local Transportation System **V-9**
D. Conceptual Mobility Strategies Plan **V-21**
E. Master Phasing Plan **V-39**

The City of Corona is taking steps to ensure a livable and sustainable community within the revitalization of the Downtown area. The City received a Caltrans Community-Based Transportation Planning Grant in 2009, which focuses on the coordination of transportation and land use planning that incorporates alternative modes of transportation. The components of the Conceptual Mobility Strategies Plan include Regional Transit Systems, Local Transit Systems, Conceptual Mobility Strategies Plan, and concepts for phasing. Thus, the Conceptual Mobility Strategies Plan establishes and illustrates an array of alternative modes of transportation that include transit, bicycle, and walking within the Downtown area. In addition, the purpose of the Plan is to address the requirements of the State of California laws designed to reduce the dependency on personal vehicles.

The original Specific Plan contains the following goal, which serves to support developing the Conceptual Mobility Strategies Plan:

Goal: "Revitalize Downtown as a vibrant, dynamic, place where residents and visitors come to live, shop, dine or just 'hang out,' while incorporating livable and sustainable community concepts."

The City's vision is that there will be more mobility options as the Downtown, the City of Corona, and the surrounding region grows. Although personal vehicles will continue to provide individual mobility and flexibility to travel within the Downtown area, alternative modes of transportation will become available to reduce the demand on the use of personal vehicles.

This Conceptual Mobility Strategies Plan offers concepts that can be coordinated with future development of land use patterns within the Downtown area. Access and connectivity to mobility options will be integrated into the various Downtown districts connecting the Downtown area to the transit facilities at North Main Street and to other parts of the City. The recommended mobility alternatives within the Downtown and conceptual design strategies focus on encouraging alternative methods of transportation that create a safe, convenient, and viable means of travel.

Key objectives of the Plan are as follows:

- Increase the use of public transit –
    - Expand and improve existing services in the Downtown area.

- Provide direct connections to Metrolink, RTA and future services.
- Provide a direct connection between the Downtown area to the transit facilities at North Main Street and to other parts of the City.

- Increase the use of non-motorized travel –
  - Establish guidelines that promote and encourage bicycling.
  - Establish street and alley way guidelines to encourage walking.
  - Develop pedestrian friendly traffic signal equipment.

- Promote land use planning to support mobility goals –
  - Identify programs to increase public parking in the Downtown area.
  - Encourage shared parking opportunities among land uses within the Downtown area.
  - Reduce parking requirements for new developments that support alternative modes of transportation.

- Reduce adverse impacts of through-traffic created from the 91 Freeway –
  - Downgrade street classifications to limit future traffic increases.
  - Develop guidelines to restrict through traffic in the Downtown area.

B - Regional Transportation System

1. **Public Transit** **V-3**
2. **Freeway Network** **V-5**
3. **Regional Roadway Network** **V-5**

1. Public Transit

Nearby regional public transit components that can serve the Downtown area include the North Main Street Metrolink Station and the Riverside Transit Agency (RTA) Bus Rapid Transit (BRT) facility. Additionally, future possibilities of public transit within the nearby Interstate 15 (I-15) Corridor may include the California High-Speed Rail Stops and Bus Rapid Transit Corridors. Each of these regional transit components is consistent with Southern California Association of Government's (SCAG) Compass Growth Vision Plan. Additional information on the aforementioned regional transit components is described below. See Figure V-A for the local transportation services area map.

a. Metrolink System

Metrolink is a regional transportation rail service throughout southern California. The City of Corona is served by two Metrolink Stations, North Main Street and West Corona, which receive high daily boarding counts for the work commute. Currently, the North Main Street Metrolink Station is located directly north of the Downtown Revitalization Specific Plan area. Due to the increase in ridership, the Riverside County Transportation Commission completed the construction of a six-story parking structure at the North Main Street Metrolink Station, which provides 1,415 parking spaces and safe parking for those using Metrolink.

b. Bus System

The Riverside Transit Agency (RTA) provides public transportation for Western Riverside County, including the Downtown Revitalization Specific Plan area. The RTA operates 36 fixed routes, eight commuter routes, and a demand response Dial-A-Ride for seniors and people with disabilities. Corona's Downtown area is served daily by RTA Route 1, which provides frequent service to the University of California, Riverside campus, and the West Corona Metrolink Station with stops in Downtown Riverside, Riverside Metrolink Station, and the Corona Transit Center located adjacent to North Main Street Metrolink Station. Route 1 has many transfer points with the Corona Cruiser fixed route service along Sixth Street in the Corona Downtown area as well as the Corona Transit Center. RTA Route 3 provides weekday and Saturday service between Corona and the City of Eastvale with stops at the Corona Transit Center, Norco College, and the Norco Senior Center. There are several transfer points with the Corona Cruiser in the Corona Downtown area. The Corona Cruiser and RTA honor each other's day pass and multi-day pass at shared bus stops.

c. Rail System

The California High-Speed Rail Authority is proposing to develop a statewide 800-mile high-speed train system. If this system is constructed, it will link Sacramento to San Diego and would connect commuters to downtown Los Angeles in less than 40 minutes from any of four possible Inland Empire stops, and transports to San Diego in less than one hour. Local officials are encouraging a high speed route alternative through Corona with a possible stop near Cajalco Road, with a spur line to connect the train stop to Corona's North Main Street Metrolink Station.

d. Compass Growth Vision Plan

The Southern California Association of Governments (SCAG) adopted a "Compass Growth Vision" plan in 2004 to accommodate the projected one million new residents expected to live in the region by 2030 while balancing valuable quality of life goals. The plan proposes four key principles -

mobility, livability, prosperity and sustainability.

Currently, the plan designates Corona as being within the following 2 percent Strategy Opportunity Areas:

- Rail Transit Stops – Area that has an existing or planned light rail, subway, commuter rail, Amtrak and/or Maglev station stop.
- Bus Rapid Transit Corridors – Area that has an existing or planned bus rapid transit corridor.
- Priority Residential In-fill Areas – Area that has shown the potential to provide regional and subregional transportation benefits as it absorbs its share of the regional residential growth.

2. Freeway Network

Two major freeways are located within the vicinity of the Downtown area. The Riverside Freeway State Route 91 (SR-91) Freeway runs in an east - west direction bisecting the City. The Interstate 15 (I-15) Freeway runs in a north to south direction and is located directly east of the Downtown area. Both freeway corridors are major transportation routes between Orange County and the Inland Empire.

Due to the existing freeway high traffic volumes, commuter "cut through" traffic has contributed to internal traffic problems along Sixth Street within the Downtown area, which runs parallel with the SR-91 Freeway.

3. Regional Roadway Network

According to the Western Riverside Council of Governments (WRCOG), intraregional roadways near or within the Downtown area include Main Street, Sixth Street, Green River Road, Lincoln Avenue, Railroad Street, Magnolia Avenue, and River Road. Additionally, per the Corona General Plan, corridors for future study include connections to serve the Temescal Canyon/Eagle Valley area to the east and a north/south connection through El Cerrito.

There are several potential corridors under consideration for new regional east/west routes, including the State Route 91 (SR-91) Corridor Improvement Project, which focuses on increasing capacity and reducing congestion for an existing 14-mile stretch of SR-91 Freeway and a 6-mile stretch along the I-15 Freeway. The project boundaries run from the SR-241 Toll Road in Yorba Linda to Pierce Street in the City of Riverside. Additional project areas include I-15 between Cajalco Road and Hidden Valley Parkway in Norco. These must be reviewed carefully in conjunction with local transportation planning.

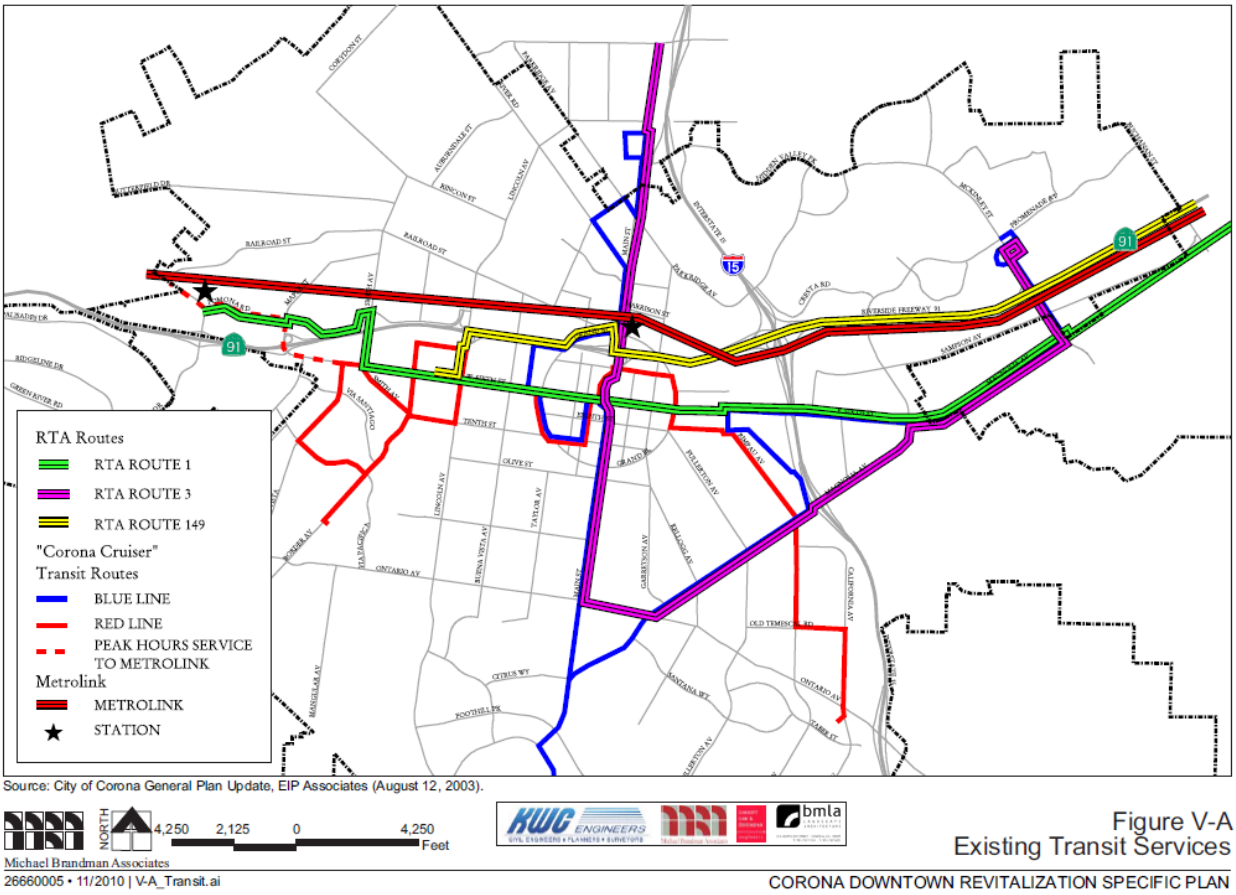


Figure V-A: Transportation Services and Roadway Area Map

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C – Local Transportation System

1. **Public Transit** **V-9**
2. **Local Roadway Network** **V-10**
3. **Non-Motorized Transportation System** **V-17**

1. Public Transit

As mentioned in the previous section, the City's vision for a Mobility Strategies Plan is to promote a livable community where people can circulate within the Downtown area without dependency on cars. Currently, the Downtown area transportation system includes transit, bicycle, and pedestrian links as well as vehicular links. The local transportation system connects with the larger regional system, and the operation of the two systems is interdependent. The following is a brief description of existing local transportation components within the Downtown area.

a. Corona Cruiser

The Corona Cruiser is the City of Corona's fixed-route bus system. The Corona Cruiser travels along two routes in the City, which include the Red Line and Blue Line. These routes provide various stops within the Downtown area, including the Corona Public Library, Senior Center, major shopping centers, hospitals and medical offices. The Corona Cruiser bus routes also connect with RTA regional bus routes, North Main Metrolink Commuter Train Station, and various Park and Ride lots, which are located directly north of the Downtown Revitalization Specific Plan area.

b. Dial-A-Ride

Dial-A-Ride is a curb-to-curb transportation service and is provided as a public service by the City. The service is for area residents only and connects with the Metrolink Commuter Train Station or to an RTA bus stop.

c. Park and Ride

Park and Ride facilities are located throughout the County of Riverside. Park and Ride areas are strategically located parking lots that are free of charge to anyone who parks a vehicle and commutes by transit, vanpool or in a carpool. Sites are available to commuters 7 days a

week, 24 hours a day unless otherwise posted at the site. Currently, the City of Corona has three park and ride facilities located at: 1) the Caltrans lot (East Grand Boulevard) and Main Street, which has space for 272 vehicles and is served by several transit lines, 2) the Corona Community Church at the intersection of Via del Rio and Avenida del Vista, with space for 75 vehicles, and 3) 1504 Taber Road, which has space for 20 vehicles.

• Local Roadway Network

The City of Corona has defined the roadway system within the Downtown area using a series of functional classifications. See Figure V-B for the designation of roadways within the Downtown area and Figure V-C for roadway cross sections. The presently adopted circulation system consists of the following functional classifications within the Downtown area:

- **Private Streets** are streets not maintained by the City of Corona and principally provide access to and within developments. The majority of these streets are located in multifamily residential developments; however, a few are located in single-family residential neighborhoods. Residents and/or homeowner associations manage and maintain these streets. Private streets are designated to be 24 to 40 feet wide curb-to-curb within a 40 to 60-foot right-of-way and have two through lanes (one in each direction).

- **Local Streets** principally provide vehicular, pedestrian, and bicycle access to property that is directly abutting the public right-of-way with movement of through traffic discouraged. Local streets are designated to be 40 feet wide curb-to-curb within a 64-foot right-of-way and have two through lanes (one in each direction). Local industrial streets are designated to be 44 feet wide curb-to-curb in a 64-foot right-of-way.

- **Collector Streets** are intended to serve as the intermediate route to handle traffic between the local streets and streets of higher classification. Collector streets also provide access to abutting property and are two lanes in width (some may be three or four lanes). Collector streets may handle some localized through traffic from one local street to another; however, their purpose is not to provide for through traffic capacity but to connect the local street system to the arterial network. Collector streets are designated to be 44 feet wide curb-to-curb within a 68-foot right-of-way.

- **Secondary Arterials** connect traffic from the collector streets to streets of higher classification with limited access to abutting properties. These are usually four-lane streets and they may have painted or raised center medians. Secondary arterials carry some through traffic and may or may not provide on-street parking or Class 2 bike lanes. Secondary arterials are designated to be 64 feet wide curb-to-curb within an 88-foot right-of-way.

- **Major Arterials** carry through traffic and connect to the State highway system with

restricted access to abutting properties. They are designed to have the highest traffic carrying capacity in the arterial system with the highest speeds and limited interference with traffic flow by driveways. They may be four or six-lanes depending on traffic volumes, and may have painted or raised center medians. Parking may be allowed, or peak hour parking may be prohibited on higher volume arterials. Major arterials are designated to be from 82 to 106 feet wide curb-to-curb within a 106 to 130-foot right-of-way (varies from four to six lanes). In some instances a larger right-of-way width can exist.

As shown in Figures V-B and V-C, major street sections located within the Downtown area include Main Street, West Sixth Street and Grand Boulevard. The following is a brief description of these streets and their roadway characteristics.

a. Main Street

Main Street transverses in a north to south direction and is designated within the City of Corona General Plan as, 1) a Major Arterial with three lanes in each direction (totaling six lanes) located north of West Sixth Street, and 2) a Major Arterial with two lanes in each direction (totaling four lanes) located south of West Sixth Street. Currently, the number of constructed lanes on Main Street (from Fifth Street north to city limits) totals three lanes in each direction within a right-of-way of 120 feet and designated roadway width of 102 feet. Additionally, the number of constructed lanes south of West Sixth Street varies from one lane to two lanes in each direction within a total designated right-of-way of 88 feet and designated roadway width of 78 feet.

b. West Sixth Street

West Sixth Street transverses in an east to west direction and is designated within the City of Corona General Plan as a Major Arterial from SR-91 to Magnolia Avenue with two lanes in each direction. Currently, the number of constructed lanes on West Sixth Street totals two lanes in each direction within a designated right-of -way of 88 feet and designated roadway width of 78 feet.

c. Grand Boulevard

Grand Boulevard transverses as a circular roadway and is designated within the City of Corona General Plan as a Major Arterial with two lanes in each direction. Currently, the number of constructed lanes on Grand Boulevard totals two lanes in each direction within a total designated right-of-way of 88 feet and designated roadway width of 78 feet.

d. Collector Streets

The Downtown Revitalization Specific Plan area contains various Collector Streets. As mentioned previously, collector streets handle traffic between the local streets and streets of higher classification. Collector streets also provide access to abutting property, and are two lanes in width (some may be three or four lanes). Collector streets are designated to be 44 feet wide curb-to-curb within a 68-foot right-of-way (ROW). See Figure V-B, Existing Roadway Classifications for location of existing Collector Streets.

d. Special Street Standards

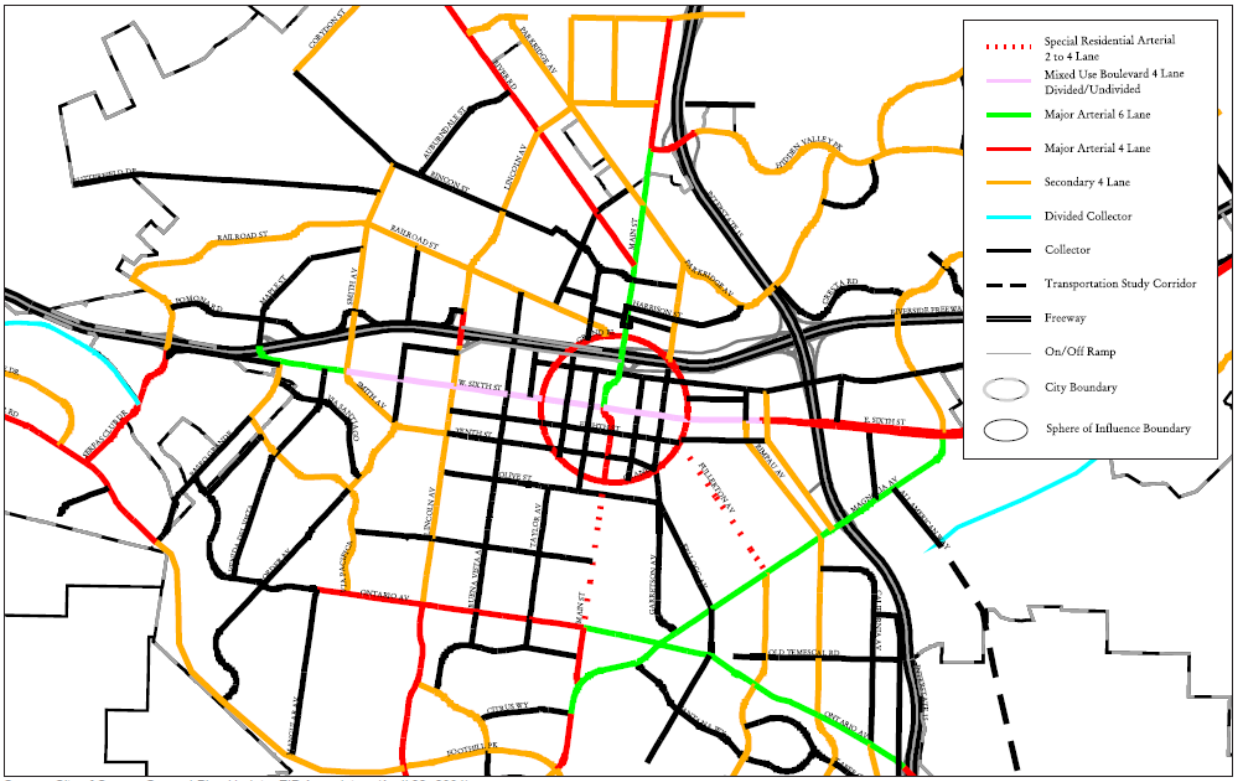
In order to facilitate potential expansion of the Corona Regional Medical Center, the following special street sections apply to West Eight Street and West Ninth Street between South Main Street and South Sheridan Street, and to south Belle Avenue and South Sheridan Street between West Seventh Street and West Ninth Street. Figures V-C-1 and V-C-2 illustrate the Special Street Roadway Classifications for selected streets adjacent to the Corona Regional Medical Center.

- **West Eighth Street:** West Eighth Street will have a total designated right-of-way of 60 feet between South Main Street and South Belle Avenue. West Eighth Street will have a 44-foot curb-to-curb distance with 22-foot roadway lane widths in the public right-of-way with 8-foot sidewalks on each side. No landscaping will be provided within or adjacent to the right-of-way due to existing constraints posed by adjacent development. West Eighth Street right-of-way is reduced to 50 feet adjacent to the emergency drop-off area at the Corona Regional Medical Center to provide for an on-site median separating Eighth Street from on-site emergency circulation. West Eighth Street will be vacated between South Sheridan Street and South Belle Avenue and on the south side of West Eighth Street at the intersection of South Belle Avenue to facilitate the Corona Regional Medical Center expansion project.

- **West Ninth Street:** West Ninth Street will have a total designated right-of-way of 60 feet between South Main Street and South Sheridan Street. West Ninth Street will have a 35-foot curb-to-curb distance with a 20-foot roadway lane width at the Corona Regional Medical Center side of the roadway with a 5-foot sidewalk in the public right-of-way. Any improvements to the south side of the street will match existing conditions and will maintain the locations of curb height, pavement lines, and sidewalks.

- **South Belle Avenue:** South Belle Avenue will have a total designated right-of-way of 80 feet between West Eighth Street and halfway between West Seventh Street and West Eighth Street. South Belle Avenue will have a 44-foot curb-to-curb distance with approximately 22-foot roadway lane widths in the public right-of-way with approximately 5-foot sidewalks on each side contained within the right-of-way. South Belle Avenue would be vacated between West Eighth Street and West Ninth Street to facilitate the Corona Regional Medical Center expansion project.

- **South Sheridan Street:** South Sheridan Street will have a total designated right-of-way of 60 feet between West Ninth Street and halfway between West Eighth Street and West Seventh Street. South Sheridan Street will have a 35-foot curb-to-curb distance with a 20-foot roadway lane width at the Corona Regional Medical Center side of the roadway with a 5-foot sidewalk in the public right-of-way. Any improvement to the west side of the street will match existing conditions and will maintain the locations of curb height, pavement lines, and sidewalks.



Source: City of Corona General Plan Update, EIP Associates (April 22, 2004).

NORTH 4,000 2,000 0 4,000 Feet

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Figure V-B
Existing Roadway Classifications

CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

Figure V-B: Roadway Designations

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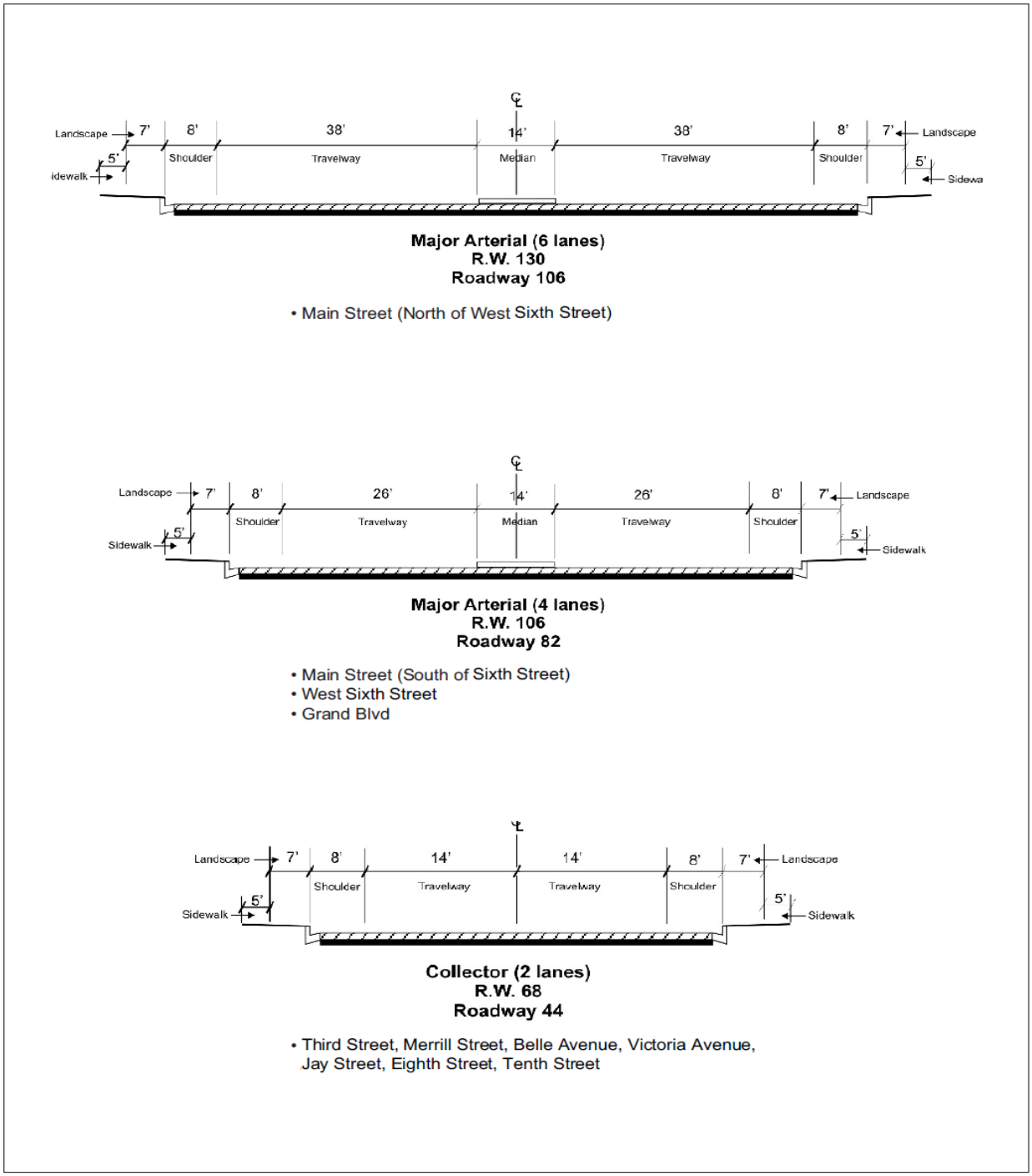

Source: EIP Associates.

Michael Brandman Associates

Figure V-C
Roadway Cross Sections

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CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

Figure V-C: Roadway Cross Sections

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3. Non-Motorized Transportation System

One of the key components of the Mobility Strategies Plan (Section V.D.) is the encouragement of non-motorized transportation options such as bicycling, and walking. Increasing the use of non-motorized travel options yields numerous community benefits including reduced traffic, less need for costly roadway improvement projects, a more enjoyable pedestrian environment, and improved air quality.

The City's General Plan non-motorized transportation system includes facilities for pedestrians, such as pedestrian activity areas, the Routes-to-School Program, hiking trails, and facilities for bicyclists according to the City's Bikeways Master Plan. See Figure V-F for existing and designated bike routes within the City of Corona.

a. Bicycle System

There is an extensive system of bikeways proposed by the City of Corona General Plan (See Figure V-F). Bicycle facilities offer an alternative to motorized vehicle use. Caltrans standards provide for three types of bicycle facilities:

- Class I Bike PATH - an exclusive facility separated from the street.
- Class II Bike LANE - a striped lane for one-way bicycle travel along a street.
- Class III Bike ROUTE - provides shared use with motor vehicle traffic with signage designating a street as a bicycle route.

According to Figure V-D, Existing and Proposed Bike Routes, existing Class III bike routes within the Downtown Revitalization Specific Plan area are located at Circle City Drive from Grand Boulevard to Rimpau Avenue and Buena Vista Avenue from Foothill Parkway to Railroad Street. Additionally, a Class II bike route is located at Railroad Street then transitions from Class II/III bike routes from Sheridan Street to Blaine Street, then from Main Street to Harrison Street.

The Riverside County Integrated Plan proposes regional bikeways that tie into Corona's bikeways.

Existing and proposed bicycle amenities and parking are typically located at public buildings, parks and private commercial developments. Currently, the City has bicycle parking at numerous parks located within City limits, as well as the City Hall and the Corona Public Library. Besides public facilities in Corona, the Corona Hills Marketplace shopping center and Citrus Village shopping center also have bicycle racks and is located near the Downtown Specific Plan area. See Figure V-D for locations of these existing and proposed bicycle parking facilities located within the Downtown Revitalization Specific Plan area.

b. Pedestrian System

Pedestrian facilities encourage the use of other non-auto modes of transportation. Special

attention is given to the needs of disabled citizens, senior citizens, and children. Pedestrian facilities and walkway areas within the Downtown Revitalization Specific Plan area include sidewalks, paths, trails, crosswalks, and pedestrian signals with crosswalks at signalized intersections.

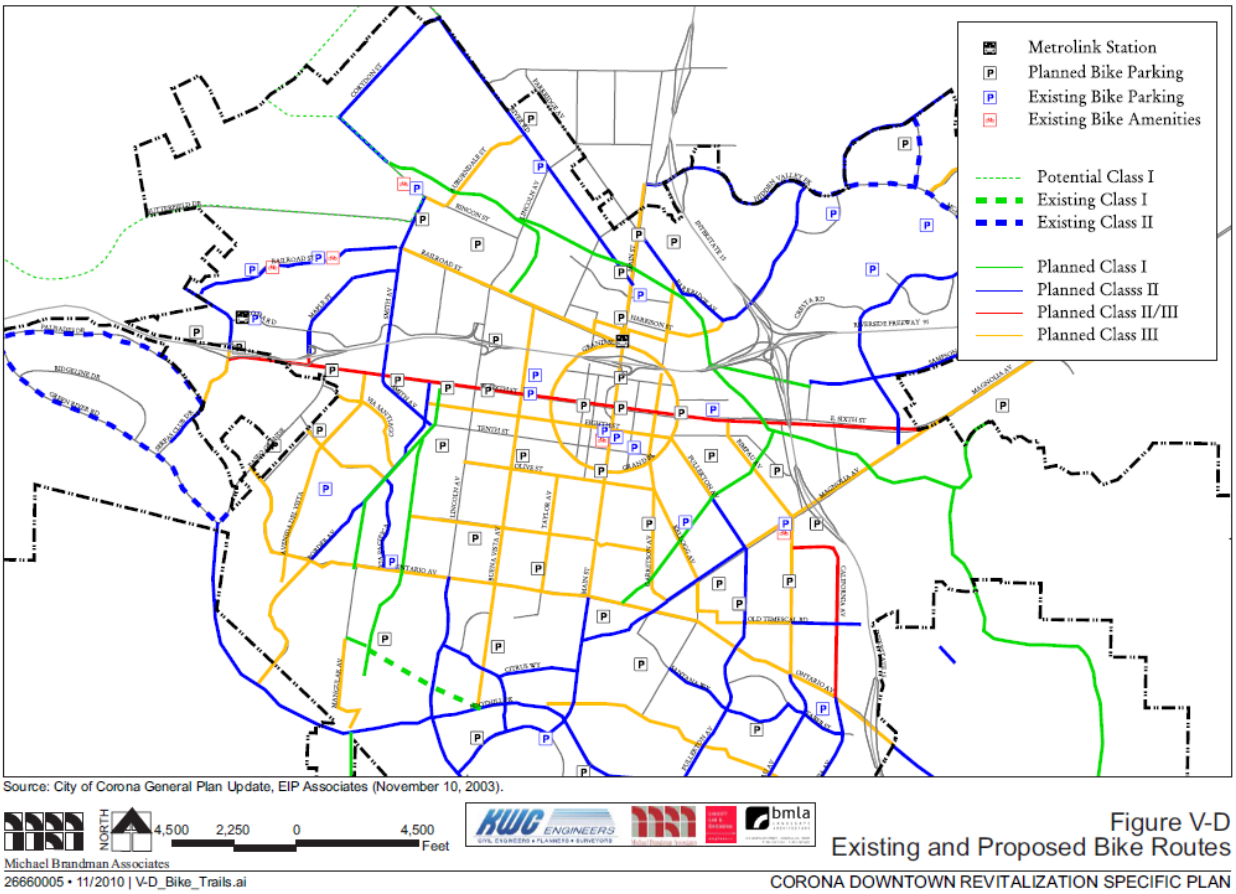

Figure V-D: Existing and Proposed Bike Routes

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D – Conceptual Mobility Strategies Plan

1. Introduction V-21
2. Reduce Dependency on Automobiles V-21
3. Pedestrian Friendly Corridors V-33
4. Wider Sidewalks along Main Street, Sixth Street, and Fifth Street V-35
5. Promote Non-Motorized Alternatives V-35

1. Introduction

This section of the Specific Plan presents alternative modes of transportation and design concepts for transit linkages, bicycle, and pedestrian routes to meet the City's goal of revitalizing the Downtown area by integrating a multimodal transportation system that provides choices and accessibility for everyone living, working and visiting the City of Corona.

A major component of the Conceptual Mobility Strategies Plan features alternative modes of transportation. These modes serve as guidelines for potential transportation choices and are not meant to limit or restrict options available for the City.

These alternative modes are separated into three categories. This includes the following strategies:

- Reduce Dependency on Automobiles
- Create Pedestrian Friendly Corridors
- Promote Non-Motorized Alternatives

2. Reduce Dependency on Automobiles

This category provides strategies and policies that reduce the dependency on single occupancy vehicles by developing alternative modes of transportation. This includes the following:

a. Shuttle/Bus Service

Shuttle/bus services provide a service designed to carry passengers from one destination to another as a means of public transit. This type of service generally runs along a fixed route and fixed schedule serving specified stops, parking structures, transit stations, or destinations. This strategy proposes expansion of existing routes as follows:

- This strategy would be implemented into two phases. Phase I would provide connection from the Metrolink Station north of the 91 Freeway to the Downtown area. Suggested routes would run along Sixth Street, (south of the 91 Freeway), Third Street, Belle Avenue, Grand Blvd (north and south of the 91 Freeway), Victoria Avenue, and extending easterly along Sixth Street towards City Park. See Figure V-E.

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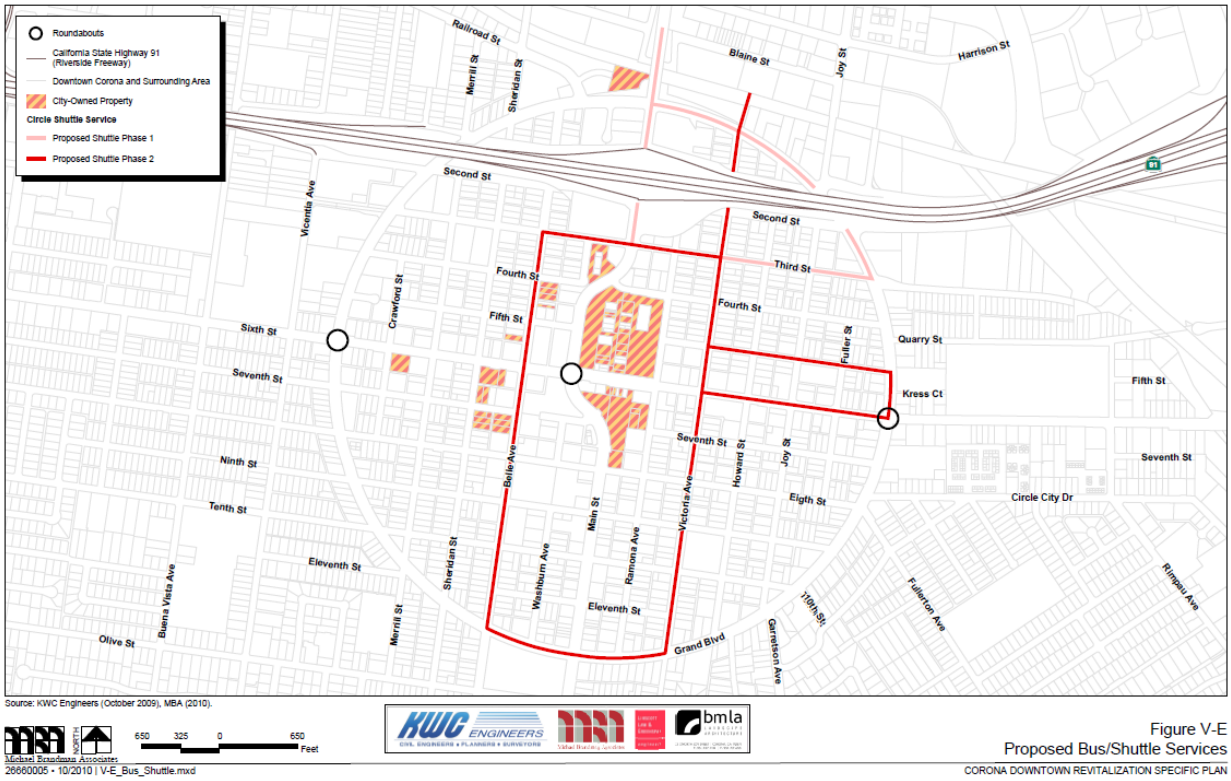

Figure V-E: Proposed Bus/Shuttle Services

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- Phase II involves a long-range concept that consists of constructing a rail via a tunnel or bridge over the 91 Freeway. The purpose of this concept is to move people from north Main Street to the Downtown area. The people mover would take advantage of the existing parking structure and Metro link/bus transit station. If the people-mover strategy is implemented, then Phase II would only include the portion of the loop south of the 91 Freeway (see Section D 3. (a) for additional information in this regard).

- This strategy would also provide shuttle bus service to nearby parking lots for access to the Downtown area. Additionally, this strategy would be implemented when sufficient redevelopment occurs within the Downtown area to create a viable demand.

b. Roundabouts

Roundabouts, also known as traffic circles, are a type of circular intersection in which traffic must travel one direction around a central island. Signs will typically direct traffic entering the round-a-bout to slow traffic down and give right of way for those vehicles already in the round-a-bout. Roundabouts are safer for both drivers and pedestrians than typical intersections with traffic control devices because low speeds are required for traffic entering the round-a-bout. This strategy recommends roundabouts as follows:

- Up to three roundabouts could be constructed in the Downtown area. The three roundabouts would be located within the existing rights-of-way at E. Grand Blvd. and Sixth Street; Main Street and Sixth Street; and W. Grand Blvd. and Sixth Street. See Figure V-F.

- Roundabouts would serve as a gateway into the Downtown area redirecting traffic around a landscape median.

- This strategy would also discourage regional cut-through traffic created from the 91 Freeway, improve traffic safety for both vehicles and pedestrians/cyclists, reduce

traffic speed within the Downtown area, and contribute to a reduction of Greenhouse Gas emissions.

The proposed roundabouts along Sixth Street within the Downtown Revitalization Specific Plan area have been proposed to provide calm traffic through the Downtown area in order to improve pedestrian and bicycle flow, while maintaining adequate person-trip traffic volume capacity at the proposed roundabouts.

The current and proposed traffic volume along Main Street through the Downtown Revitalization Specific Plan area, with the implementation of the Specific Plan improvements as well as regional improvements, is estimated at approximately 25,000 to 30,000 average daily traffic (ADT), with Sixth Street estimated at approximately 10,000 ADT. Based on the proposed design of the double-lane urban roundabout at Sixth Street and Main Street, the roundabout can accommodate up to 40,000 ADT, and will provided adequate capacity.

Additionally, the current and proposed traffic volume along Grand Boulevard through the Downtown Revitalization Specific Plan area, with the implementation of the Specific Plan improvements as well as regional improvements, is estimated to be approximately 15,000 to 20,000 ADT, with Sixth Street estimated to be approximately 10,000 ADT. Based on the proposed design of the combination single/double-lane urban roundabout on Sixth Street at East Grand Boulevard and West Grand Boulevard, each roundabout can accommodate up to 30,000 ADT, and will provide adequate capacity.

Main Street & Sixth Street

West Grand Boulevard & Sixth Street

East Grand Boulevard & Sixth Street

Source: Linscott, Law & Greenspan, Engineers (2010).

Not To Scale

Michael Brandman Associates

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Figure V-F
Conceptual Roundabouts

CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

Figure V-F: Conceptual Roundabouts

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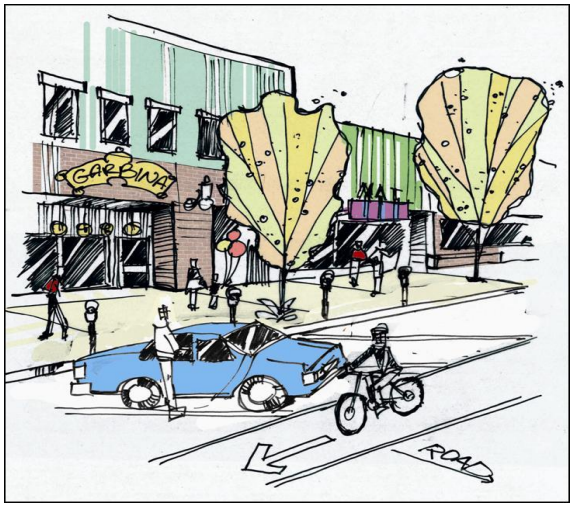
c. Parallel/Angled Parking Along Sixth Street

Currently, Sixth Street is designed with two travel lanes in each direction, a bike lane in each direction with a median. Strategies, including parallel parking and angled parking would incorporate "Complete Streets" design concepts, which would encourage more walking and bicycling in the Downtown area. The two strategies are as follows:

- Parallel Parking – This strategy provides one travel lane in each direction, one bike lane in each direction, and parallel parking adjacent to the curb. See Figure V-G.

- Angled Parking - This strategy provides one travel lane in each direction, one bike lane in each direction, and 45 degree angled parking adjacent to the curb. See Figure V-G.

Parallel Parking



Parallel Parking

d. Shared Parking/Public Parking Areas

This strategy allows developers the opportunity to create shared parking and public parking areas located close to public transportation with easy access to Downtown shops, restaurants, and entertainment venues.

This strategy allows for the reduction of project specific parking requirements depending upon land use and subject to parking analysis.

- This strategy utilizes the shuttle service stop to attract people into the Downtown area (see C.1.a. Shuttle/Bus Service).

- Explore use of a program for Downtown projects to pay a parking fee to be used for common parking facilities and/or parking structures.

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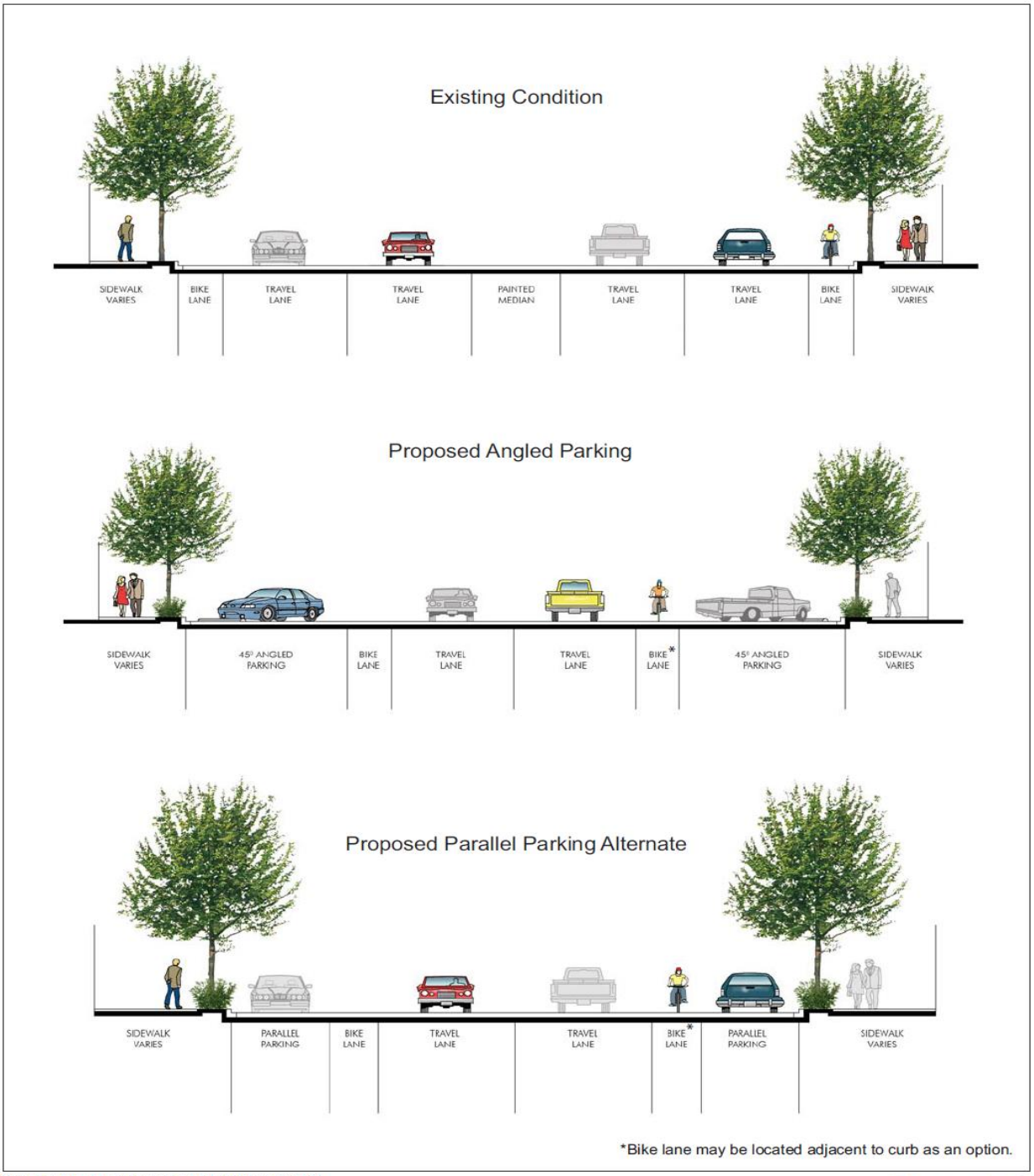
Figure V-G: Sixth Street Existing and Proposed Conditions



Source: BMLA Landscape Architecture (2010).

Michael Brandman Associates

Figure V-G
Sixth Street Existing and Proposed Conditions

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CORONA DOWNTOWN REVITALIZATION SPECIFIC PLAN

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Photograph 1: Public parking structure.

Photograph 2: Public parking structure.

Photograph 3: Mixed use public parking structure.

Photograph 4: Mixed use public parking structure.

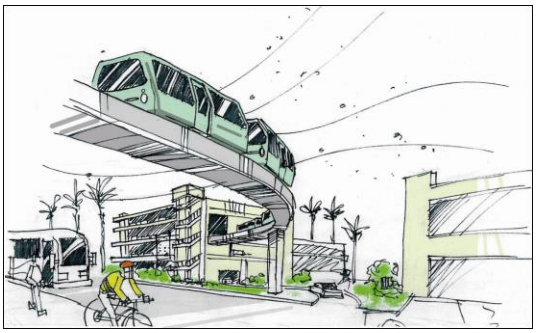
3. Pedestrian Friendly Corridors

This category provides strategies that improve and promote pedestrian activity within the Downtown area. This includes the following strategies:

a. People Mover at the State Highway 91 Freeway

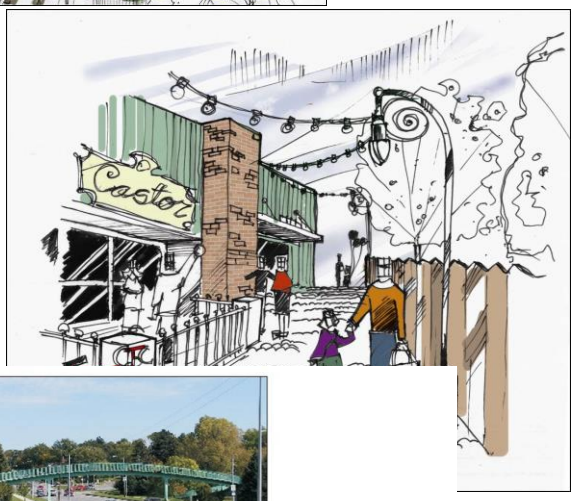
This strategy is a long-range concept that consists of constructing a rail via a tunnel or bridge over the 91 Freeway. Future studies may be warranted upon implementation of the people mover at the State Highway 91 Freeway to reduce impacts within the Downtown area. The purpose of this concept is to move people to and from the North Main Street and Downtown area. The people mover would take advantage of the existing parking structure and Metrolink and Bus Rapid Transit Station. Recommendations are as follows:

- To enhance pedestrian access from the north side of the 91 Freeway to the south side via Victoria Avenue. See Figure V-H.
- To provide direct connectivity between the northern and southern sides of the freeway.
- To enhance connection to the transit center and Downtown area; and
- To serve as an iconic element.



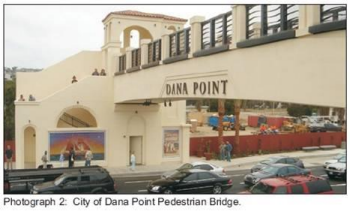
b. Pedestrian Pathways

This strategy proposes to expand new and develop existing pathways to improve pedestrian access within the Downtown area. This would promote a pedestrian friendly environment with safe and friendly pathways. Enhanced thematic and paving materials should be incorporated into the design of pathways to identify pathways. Recommended pathways are illustrated in Figure V-H and are as follows;



- South Victoria Avenue to south Ramona;
- Ramona Avenue to Fifth Street;
- Main Street to Belle Avenue; and
- Sixth Street (throughout the Downtown Revitalization Specific Plan area).

Photograph 1: Dodge City Pedestrian Bridge.



Photograph 2: City of Dana Point Pedestrian Bridge.

Photograph 3: City of Fullerton Pedestrian Bridge.

c. Fifth Street/Main Street Pedestrian Bridge

This strategy proposes a pedestrian bridge crossing Main Street at Fifth Street, which will separate pedestrians and bicyclists from vehicular traffic and allow for safe, uninterrupted travel. This strategy may also be a connection between buildings along the intersection to avoid extensive ramps at Fifth and Main Street. Recommendations are as follows:

- To provide opportunity for iconic structure/gateway into Downtown that is visible from the 91 Freeway;
- To increase pedestrian and bicyclist safety; and
- To provide direct connection and access to both east and west "half" of the Downtown area.

4. Wider Sidewalks along Main Street, Sixth Street, and Fifth Street

The purpose of this strategy is to provide wider pedestrian friendly pathways along major linkages within the Downtown area. This strategy ties in with Strategy C.1.c. Parallel/Angled Parking along Sixth Street and 2.b. Pedestrian Pathways.

- Create a more festive and attractive atmosphere in the Downtown area by creating space for outdoor patio areas in front of restaurants and shops without interfering with pedestrian traffic.

5. Promote Non-Motorized Alternatives

This strategy provides enhanced bicycle routes within the Downtown area that will link into local and regional routes. Thus, this would encourage more non-motorized transportation alternatives not only within the Downtown area, but locally and regionally (See Figure V-H).

These strategies focus on the following:

- To enhance bicycle lanes;
- To provide bicycle lane separations;
- To provide bike rental kiosks;
- To provide bicycle signage;
- To provide bicycle racks; and
- To implement a Non-Motorized Transportation Plan.

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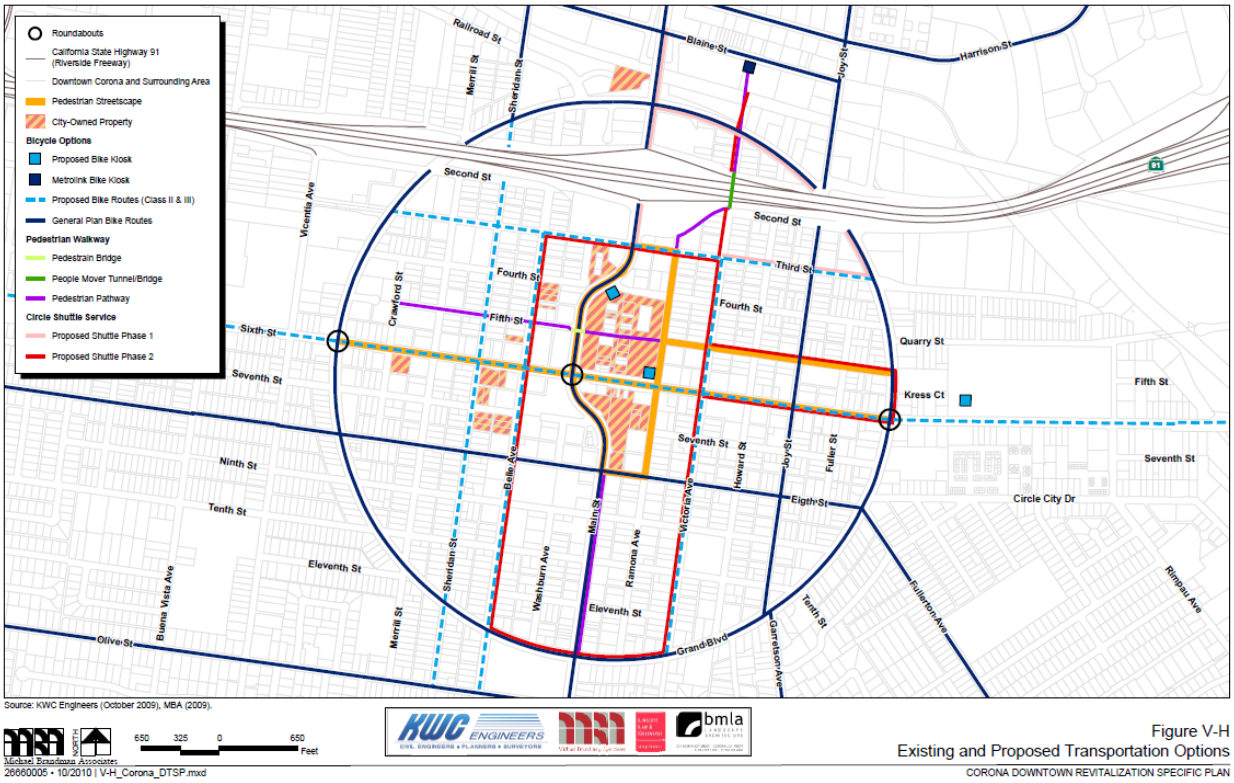

Figure V-H: Proposed Transportation Options

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E - Master Phasing Plan

Implementation of the Conceptual Mobility Strategies Plan would optimally occur in three (3) phases. Since improvement plans of the recommended alternative modes of transportation have not yet been prepared or approved, completion dates are not provided. In addition, there are many factors that contribute to the eventual pattern of installation of the strategies listed in this section. This includes obtaining funding sources, timing of adequate infrastructure, market trends, and demand for services. Therefore, the proposed phasing is a guideline and conceptual in nature and is intended to allow flexibility to respond to market forces. The forces previously identified will dictate implementation order.

Table V-1 and Figure V-H represents the breakdown of the Mobility Phasing Plan.

Table V-1: Mobility Phasing Plan

1. Reduce Dependency on Automobile Strategies

Phase	Shuttle/Bus Services	Roundabouts	Parallel/Angled Parking along Sixth Street	Shared Parking/Public Parking Areas
1	•			
2			•	•
3		•		

Table V-2: Pedestrian Friendly Strategies

Phase	People Mover at 91 Freeway	Pedestrian Pathways	Fifth Street/Main Street Pedestrian Bridge	Wider Sidewalks – Main St., Sixth and Fifth Streets
1		•		
2			•	•
3	•			

Table V-3: Non Motorized Strategies

Phase	Enhanced Bicycle Lanes	Bicycle Lane Separation	Bike Rental Kiosks	Bicycle Signage	Bicycle Racks
1	•	•	•	•	•
2					
3					

91 WEST

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VI
INFRASTRUCTURE PLAN

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VI. INFRASTRUCTURE PLAN

A – Introduction

A. Introduction VI-1
B. Traffic & Circulation VI-3
C. Water Infrastructure VI-7
D. Sewer Infrastructure VI-15
E. Storm Drainage Infrastructure VI-19
F. Dry Utilities VI-25

The following infrastructure plan is based on several sources of information, including the City of Corona Public Works Department and a report entitled "Analysis of Preliminary Utility Infrastructure for the Downtown Revitalization Area of the City of Corona," prepared by Rick Engineering, September 25, 1997 (available for review in the City of Corona Planning Department) and updated by KWC in May, 2010. This Chapter is based on qualitative and quantitative information that will be revised and updated in time as additional information becomes available to the City; however, it provides the most realistic picture available at this time of the level of improvements needed for the project area to not only satisfy the recommendations of the Specific Plan but also to revitalize the Downtown.

The infrastructure analysis identified the existing utilities in the Specific Plan area. Among the infrastructure reviewed: sewer; water; storm drain; and dry utilities (telephone, cable television, fiber optic lines, electricity and gas). It should be noted that the analysis included only transmission-size lines and not necessarily smaller distribution lines within the utility system.

The potential effect that the adopted Specific Plan land uses, acreage's and densities will have on each system were included in the analysis. The net differences between the existing zoning and proposed zoning at buildout, were examined. The analysis assumes that the existing infrastructure can accommodate the existing zoning.

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B- Traffic and Circulation

1. Traffic and Circulation Needs VI-3
2. Traffic & Circulation Improvements VI-4

1. Traffic and Circulation Needs

The primary regional access to the Specific Plan area is via the 91 Freeway at the Main Street interchange with freeway access to and from the west at Grand Boulevard, Lincoln Avenue interchange and Sixth/Maple interchange.

At complete buildout under the Downtown Revitalization Specific Plan land uses, average daily traffic (ADT) trip generation is projected at approximately 160,000 vehicles per day. At buildout, projected ADT volumes as of 2010 the Specific Plan area are summarized as follows:

- Anticipated traffic volume along Main Street through the Downtown Revitalization Specific Plan area is estimated at approximately 25,000 to 30,000 ADT; and

- Current and anticipated traffic volume along Grand Boulevard through the Downtown Revitalization Specific Plan area is estimated to be approximately 15,000 to 20,000 ADT, with Sixth Street estimated to be approximately 10,000 ADT.

As part of the original traffic analysis for the Downtown, several existing opportunities and constraints were identified that influenced the development of the Specific Plan. The opportunities and constraints include:

- **Opportunities**

  - The 91 Freeway provides the Specific Plan area with convenient regional access.

  - The Metrolink station north of the 91 Freeway provides an alternative mode of commuting, acts as a community focal point, and serves as a regional linkage bringing more people into the City.

- **Constraints**

  - The intersection of Main and Sixth Streets is at a critical capacity point.

  - Due to the established street network and urban fabric in Corona, limited flexibility exists for changing roadway alignments and rights-of-way.

2. Traffic and Circulation Improvements

Based on the traffic analysis undertaken for the Downtown Revitalization Specific Plan, several long-range transportation improvements have been identified. From the results of the analysis, some major increases in capacity are needed along Main Street, particularly at the 91 Freeway; providing adequate capacity improvements at this location will be a key to implementing the Specific Plan. Recommended improvements include:

- Main Street, from Sixth Street to River Road (out of Specific Plan area) is proposed to be widened to six lanes. (See Figure VI-C, located within the Appendices for recommended improvements to Main Street from Sixth Street to north of Grand Boulevard.)

- North of the 91 Freeway, improvements to Main Street are proposed to include re-striping, some curb reconstruction (near Grand Boulevard), and additional right-of-way acquisition at each of the Grand Boulevard corners. From the 91 Freeway to Sixth Street, Main Street improvements will include reconstruction of the curb at several locations, the acquisition of a seven- foot right-of-way strip along the west side of Main Street just north of Fifth Street, and the acquisition of two small corner segments at Fifth and Sixth Streets.

- The Riverside County Transportation Commissions (RCTC) is currently working on the State Route 91 (SR-91) Corridor Improvement Project, which focuses on increasing capacity and reducing congestion for an existing 14-mile stretch of SR-91 Freeway and a 6-mile stretch along the I-15 Freeway. The project boundaries run from the SR-241 Toll Road in Yorba Linda to Pierce Street in the City of Riverside. Additional project areas include I-15 between Cajalco Road and Hidden Valley Parkway in Norco.

- The following intersections were identified as not achieving acceptable levels of service under the original Specific Plan. Those intersections and the recommended improvements in the Downtown include:

- Main Street and north Grand Boulevard ℄ - Add 3rd northbound and southbound through lanes;

- Main Street and the 91 Freeway Eastbound Ramps - Relocated on-ramp with northbound free-right and added eastbound lane (off- ramp.);

- Main Street and Third Street - Add 3rd northbound and southbound through lanes;

- Main Street and Sixth Street - Add 3rd northbound and southbound through lanes; and

- Main Street and south Grand Boulevard ℄ - Add eastbound right-turn lane.

Costs associated with traffic improvements are identified in Chapter VII – Administration and Implementation.

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C - Water Infrastructure

Based on the infrastructure analysis undertaken for the Downtown Revitalization Specific Plan, "Analysis of Preliminary Utility Infrastructure for the Downtown Revitalization Area of the City of Corona," prepared by Rick Engineering, September 25, 1997, and updated by KWC, May 2010, numerous improvements have been identified for the water system in the Specific Plan area.

The project area is located within the City's water pressure Zone 2 or 905 Zone with upper and lower elevations 760 and 600 feet, respectively. The 905 Zone is served by two reservoirs having high water levels at 905 feet above sea level and consist of the Mangular and Cresta Verde reservoir. These reservoirs, located southwest and east of the Specific Plan area are interconnected via 24 and 30-inch transmission pipeline.

In the original water supply analyses, water usage related to the original Specific Plan were assessed to determine the water demand and fire flow required by commercial, industrial, single-family residential and multi-family residential land uses. These waterlines need to be replaced with 8-inch waterlines to be constructed in the streets. All pipelines less than 6-inches in diameter designated for fire protection are considered substandard and should be included in a replacement program.

Transmission and distribution pipelines in the Specific Plan area consist of a network of pipelines ranging in size from 2 to 30-inch in size. Pipe materials vary with older pipelines being galvanized steel and asbestos cement pipe (ACP); new pipelines tend to be cement lined and coated steel pipe (CML&CC), PVC and ductile iron pipe (DIP). See Figure VI-A for detailed water line locations.

Recommendations associated with the water plan are as follows:

- Multi-story buildings may require booster pumps for domestic service and fire protection.
- City of Corona 2005 Water Master Plan does not identify any pressure deficiencies in the area. However, it is recommended that the pressures be evaluated with the redevelopment project area to assess the ability to provide domestic service and fire flow protection at the minimum required pressures. Actual sizing of the pipeline will be determined at the time Site development plans are prepared and submitted the City.
- The City is incrementally relocating pipelines from the alleyways into the frontage roads. Therefore, it also encourages continuing this type of effort. This will help make sure that old pipelines get replaced and updated, improve access and operation & maintenance of city water facilities, and eliminate redundant water

linkages.

- Water demands and water design guidelines shall be determined per the latest City of Corona Department of Water and Power Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.
- Fireflow tests are recommended in addition to the creation of a water hydraulic model specifically for the Downtown area. This would allow for the identification of existing capacity and/or deficiencies within the area.

In addition some major water lines are required to be constructed per the Water Master Plan Approximately one third of the Specific Plan area within the Circle is served by 2-inch steel waterlines constructed pre-1925 in the alleys. Some areas are served by 6-inch cast iron pipes. These pipes are in poor condition and are not capable of providing the required fire-flow. The studies identified waterlines, totaling almost 5.5 miles that must be constructed or replaced.

As previously noted, the Specific Plan area is within the City's Water Pressure Zone 2. Zone 2 Water has a HWL at an elevation of 905 feet and serves elevations between 600 feet and 760 feet amsl.

In addition, there is a small network of existing recycled water lines near the Downtown area that are 6-inch and 18-inch pipes. The pipe materials are PVC C900 and DIP. The existing 18-inch line runs outside the area traversing along Harrison Street and Railroad Street. See Figure VI-B for conceptual recycled water line locations.

Recommendations associated with the conceptual recycled water plan are as follows:

- All new projects are required to comply with the City's water-efficient landscape ordinance per Section 17.70.070 of the current Corona Municipal Code. This will require projects to irrigate all landscaping with recycled water and have a separate dedicated water meter for landscape irrigation purposes.
- Per the City's Municipal Code it is required that all new commercial and industrial buildings that comply with the Department of Public Health Title 22 be dual plumbed (toilets and urinals must be connected to recycled water).
- Construction of recycled water pipe lines requires developers to fully fund construction to comply with the new City's recycled water ordinance. It is therefore recommended that the City develop CIPs for the construction of trunk recycled water lines and a CFD reimbursement program for developers to pay only their fair share of these facilities. This would make it more practical to comply with the City's recycled water ordinance.
- In order to provide recycled water service to the Downtown area, it is recommended that a connection be made to the existing 18-inch recycled water line at Railroad Street and Sheridan Street then extending a line south along Sheridan

Street to Grand Blvd. to Sixth Street to Main Street and westerly along Olive Street to Lincoln Avenue to an existing recycled 6-inch line; therefore providing a looped system. In addition, a line would also be proposed to run along Sixth Street from Buena Vista Avenue to the Temescal Creek Channel. Additional analysis is required to verify the feasibility of these connections, sizes, supply, and other required storage reservoirs and pumping facilities. See Figure VI-B for detailed recycled water line locations.

- The basis for the proposed recycled water alignment is to provide service to the area while maximizing the usage from parks, schools, and areas having large landscape/irrigation needs. See Figure VI-B for location of existing and conceptual recycled water system improvements.
- Recycled water demands and water design guidelines shall be implemented per the latest City of Corona DWP Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.

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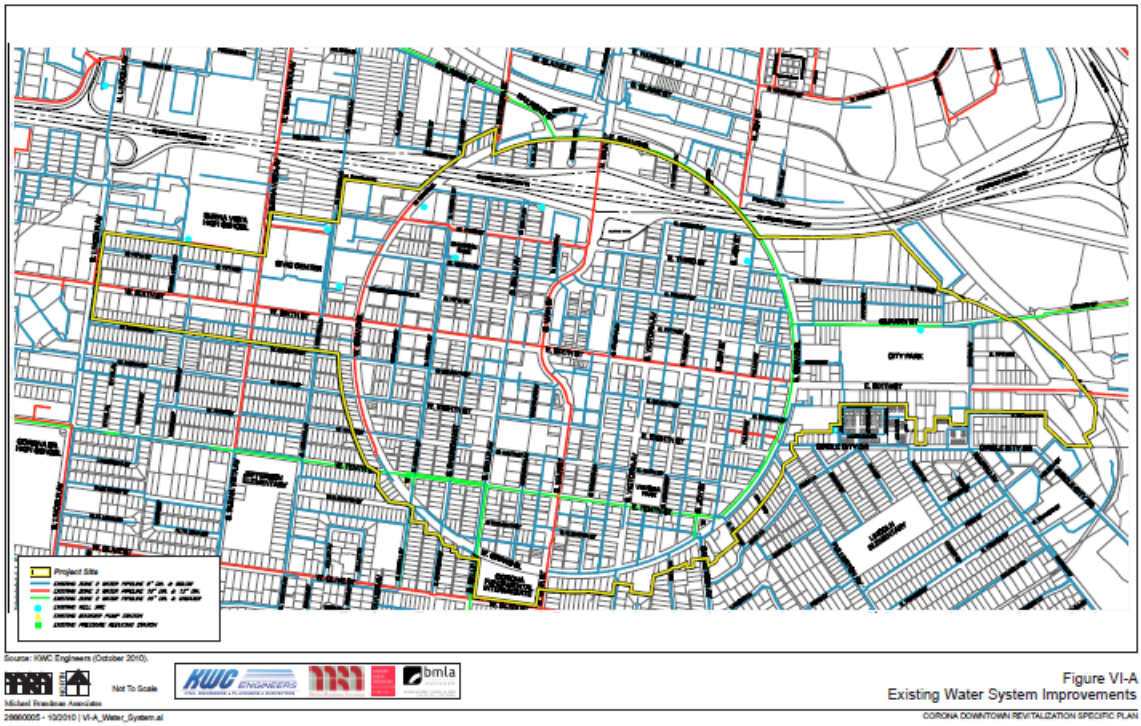

Figure VI-A: Proposed Water System Improvements
Source: David Evans & Associates, Inc., 1997

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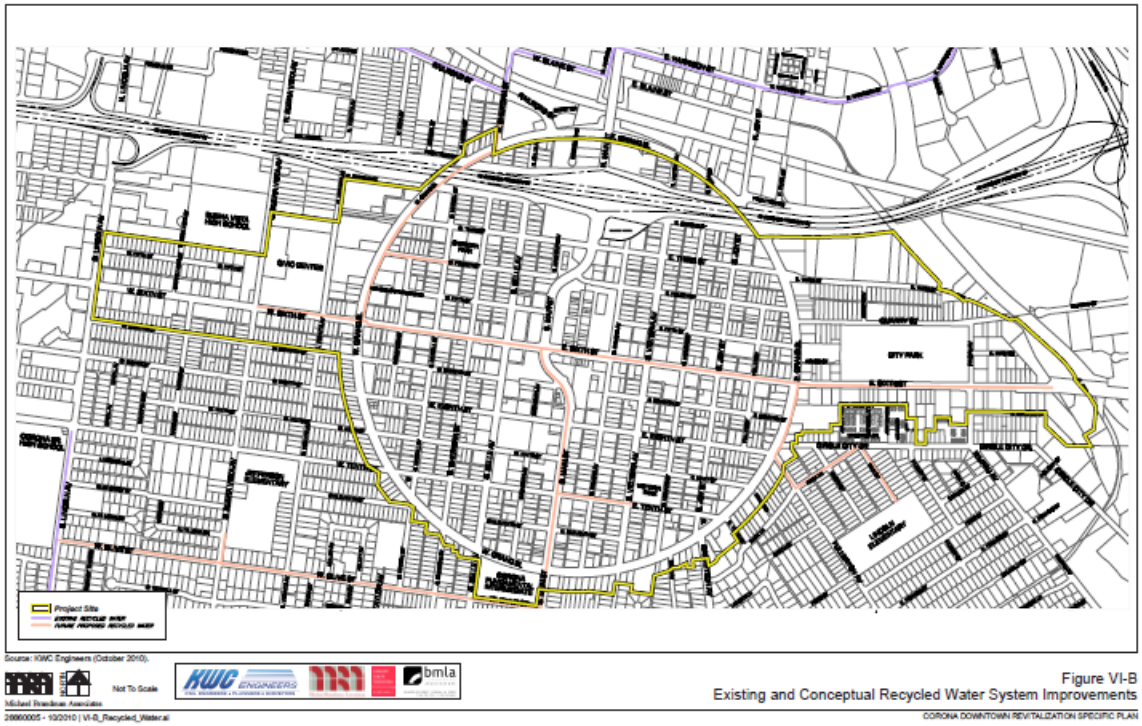

Figure VI-B: Proposed Recycled Water System Improvements

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D – Sewer Infrastructure

Based on the infrastructure analysis undertaken for the Downtown Revitalization Specific Plan, "Analysis of Preliminary Utility Infrastructure for the Downtown Revitalization Area of the City of Corona," prepared by Rick Engineering, September 25, 1997, and updated by KLM, numerous improvements have been identified for the sewer system in the Specific Plan area. Further, City staff and Boyle Engineering have examined many of the problem areas throughout the City in preparing the "City of Corona Sewer Master Plan" (November 1997).

Currently, two sewer trunk lines and two wastewater treatment plants serve the Downtown area. The majority of the Downtown is served by Wastewater Treatment Plant (WRF) No. 1, located to the west near the Corona Municipal Airport. WRF No. 1 is operating near its capacity of 5.5 million gallons per day (MGD). Currently, the City is expanding WRF No. 1 by 6.0 MGD.

The most easterly portion of the Downtown is served by WRF No. 2, which is located just to the east of the Specific Plan area on Harrison Street north of the 91 freeway. Currently, WRF No. 2 is running near its capacity of 3.0 MGD. As sewer flows to WRF No. 2 reach capacity, the city routes or bypasses additional flows to WRF No. 1 using the existing trunk sewers. Most sewer pipelines run north-south and drain northerly under the freeway, and then northwesterly in 15- and 42-inch sewer lines to WRF No. 1 and, has a capacity of 11 .5 MGD. The trunk sewer line is located east of the project area near the Temescal Channel. This 27" VCP lines runs in a northwesterly direction and becomes a 30" DIP near the treatment facility. Both systems also serve areas southerly of the project area.

Within the Specific Plan area, existing sewer pipelines are a minimum of 30 years old and are in either poor condition or undersized. Often these sewer lines are substandard in size (6") and located in the alleys. The lines are shallow, and in some cases too close to waterlines. Video camera examination of these sewers revealed portion that are broken, cracked and blocked with tree roots. These deficiencies have resulted in increased infiltration and inflow from storm water that must be treated in the wastewater treatment plants.

In the analyses, sewer generation rates related to the Specific Plan were assessed to determine the net effects of the quantity of sewerage disposal by commercial, industrial, single-family residential and multi-family residential land uses. These studies identified twenty (20) sewer lines, totaling almost 7.5 miles that must be replaced or enlarged. Figure VI-C: Sewer Facilities illustrated the sewer line improvement needed within the Specific Plan area. Total replacement costs are estimated to be $4.7 million and have been identified.

The City of Corona 2005 Sewer Master Plan identified two currently deficient segments. One segment is located between Washburn Avenue and Belle Avenue just north of Third Street.

The other segment is located on Sixth Street between Vicentia Avenue and Buena Vista Avenue. These deficient segments must be mitigated as redevelopment of the Downtown occurs. See Figure VI-C for additional information.

Recommendations associated with the sewer plan are as follows:

- The City of Corona 2005 Sewer Master Plan identified two CIPs to assist in resolving the minor and major defects found in various segments of pipe that reach within the existing sewer system. CIP P-1 replaces the major defective pipes with new 8-inch lines, while CIP P-2 replaces the minor defective pipes with new 8-inch to 12-inch lines. The defective lines are shown on Figure VI-C. It is recommended these lines be mitigated as the redevelopment of the Downtown occurs or in accordance with the City Master Plan's projected timelines.
- Flow projections and sewer design guidelines shall be implemented per the latest City of Corona Department of Water and Power Standards, City of Corona Municipal Code, and Riverside County Department of Health Services Standards.

Figure VI-C: Sewer Facilities illustrated the updated sewer line improvement needed within the Specific Plan area.

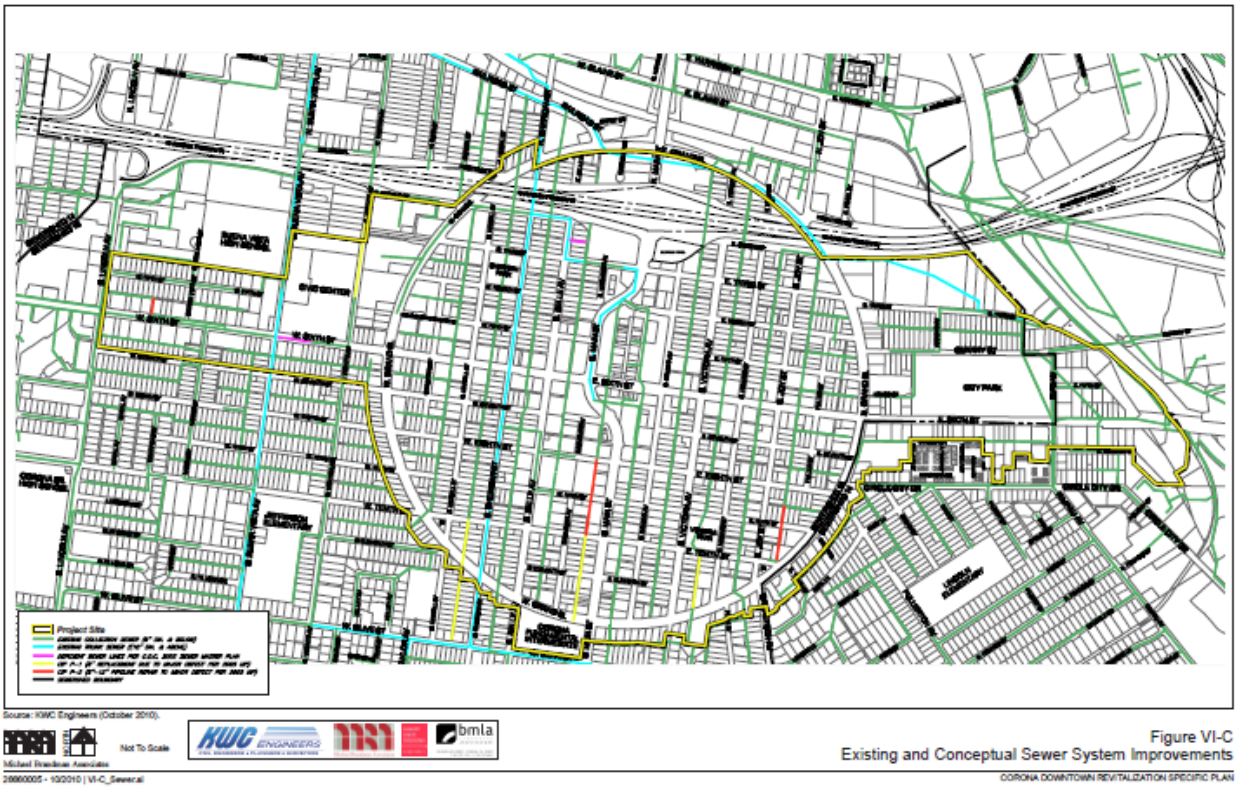

Figure VI-C: Existing and Conceptual Sewer System Improvements

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E - Storm Drainage Infrastructure

The Riverside County Flood Control District currently maintains the main storm drainage system for the Specific Plan area. The City of Corona maintains smaller tributaries of the storm drain system. All drainage facilities flow in a northerly direction to Temescal Creek Channel and ultimately to the Prado Flood Control Basin. The Temescal Creek Channel to the east of the project boundary is maintained by the Flood Control District, but is considered outside of the scope of the Specific Plan area.

Several portions in the eastern section of the project area are subject to periodic flooding. South Main Street from Eighth Street south to Grand Boulevard and the entire length of Joy Street within the Circle experience flooding caused by the storm flow from south of the Specific Plan area. Several intersections along east Sixth Street at Victoria, Joy Street, East Grand Boulevard, and Rimpau Avenue also are subject to flooding. Lastly Grand Boulevard from North Main Street to the 91 freeway has periodic flooding. This is a result of the lack of adequate drainage collection facilities being installed when the 91 freeway was constructed.

The Specific Plan area drains mainly in a south to north direction and then west to the Prado Basin. The study area bisects four separate drainage sheds. The area also includes a network of existing storm drain lines ranging in size from small 18-inch pipes to large reinforced concrete box structures. The pipe material consists of reinforced concrete or cast-in-place concrete. See Figure D for detailed storm drain line locations.

Temescal Creek Channel located to the east flows in a northwest direction and serves as a backbone storm drain collection system. See Figure VI-D for detailed storm drain line locations.

Recommendations associated with the storm drain plan are as follows:

- The City of Corona 2003 Storm Drain Master Plan identified several deficient storm drain segments and missing storm drain or insufficient street capacity segments. See Figure VI-D for detailed locations. These segments are also listed below:
    - A segment of an existing 27-inch storm drain on Sixth Street from Ramona Avenue to just east of Main Street is deficient. A detailed study has been completed to add an additional segment of storm drain line or reroute the current drainage access.
    - A segment of an existing 30-inch storm drain on Merrill Street from Fifth Street to Second Street is deficient. A detailed study has been completed to add an additional segment of storm drain line.
    - A segment of the existing 48-inch storm drain on Buena Vista Avenue from Ninth Street to Sixth Street is deficient. A detailed study has been completed to add an additional segment of storm drain line.

- A segment of an existing 36-inch storm drain on just north of Sixth Street between Sierra Vista Street and Buena Vista Avenue is deficient. It is recommended a detailed study be done to add an additional segment of storm drain line or reroute the current drainage access.
- A segment of an existing 48-inch & 54-inch storm drain on Main Street from Third Street to just west of Grand Blvd. is deficient. This segment is currently being studied by the City CIP under the Main Street Storm Drain Project. Recommendation is that a proposed segment of a 48-inch storm drain be constructed on Grand Blvd. from Main Street to Washburn Circle. It is also recommended that an additional reach of 18-inch and 24-inch storm drain lines be constructed from Tenth Street to Third Street. This recommendation will fix the deficiency problem of the 48-inch and 54-inch storm drain.
- Another problem that has been identified and is related to this Main Street segment is the insufficient street capacity/missing storm drain on Grand Blvd. between Belle Avenue and Main Street. It is recommended a detailed study be done to determine if an additional segment of storm drain line is required or if rerouting the drainage is required.
- An insufficient street capacity/missing storm drain segment has been identified on Crawford Street from Sixth Street to Grand Blvd. It is recommended a detailed study be done to determine if an adding an additional reach of storm drain line is required.
- An insufficient street capacity/missing storm drain segment has been identified on Victoria Avenue from Seventh Street to Second Street. It is recommended a detailed study be done to determine if an additional reach of storm drain line is required.
- An insufficient street capacity/missing storm drain segment has been identified on Joy Street from Sixth Street to Second Street. It is recommended a detailed study be done to determine if an additional reach of storm drain line is required.
- An insufficient street capacity/missing storm drain segment has been identified on E. Grand Blvd from Seventh Street to 91 Freeway. It is recommended a detailed study be done to determine if an additional segment of storm drain line is required.
- An insufficient street capacity/missing storm drain segment has been identified on Rimpau Avenue from Circle City Drive to Quarry Street and Temescal Creek Channel. It is recommended a detailed study be done to determine if an additional reach of storm drain line is required.
- There are other storm drain segments or areas just outside the Specific Plan area that are deficient as identified in the City's Master Plan which are not included in this analysis. Additional studies for these areas may be needed.

- Many existing roadways have inadequate drainage and catch basin inlets which require some roadway and intersection improvements. It is recommended that these

improvements be made per the City's master plans as development/redevelopment occurs.

- Hydrology and hydraulic guidelines shall be used per the latest City of Corona Public Works Department Drainage Design Policy and Riverside County Flood Control & Water Conservation District design guidelines and procedures.

Table VI – 1

Proposed Storm Drain Facilities within the Specific Plan Area

Line	Length	Diameter	Street	From	To
1-A	200 LF	51"	E. Grand	Park & Ride	Victoria Av.
52	200 LF	30"	E. Grand	Howard St.	Joy St.
	500 LF	24"	Joy St.	E. Grand	RR Track

Table VI - 2

Proposed Storm Drain Facilities outside of the Specific Plan Area

Line	Length	Diameter	Street	From	To
1-G	700 LF	48" RCP	Olive St.	Palm Av.	Merrill St.
	800 LF	60" RCP			
	1000 LF	75" RCP			
7-A	2000 LF	30" RCP	Garretson	Gay St.	E. Grand
	1600 LF	42" RCP	E. Grand	Garretson	Circle City
	4000 LF	51" RCP	E. Grand	Circle City	Temescal Channel

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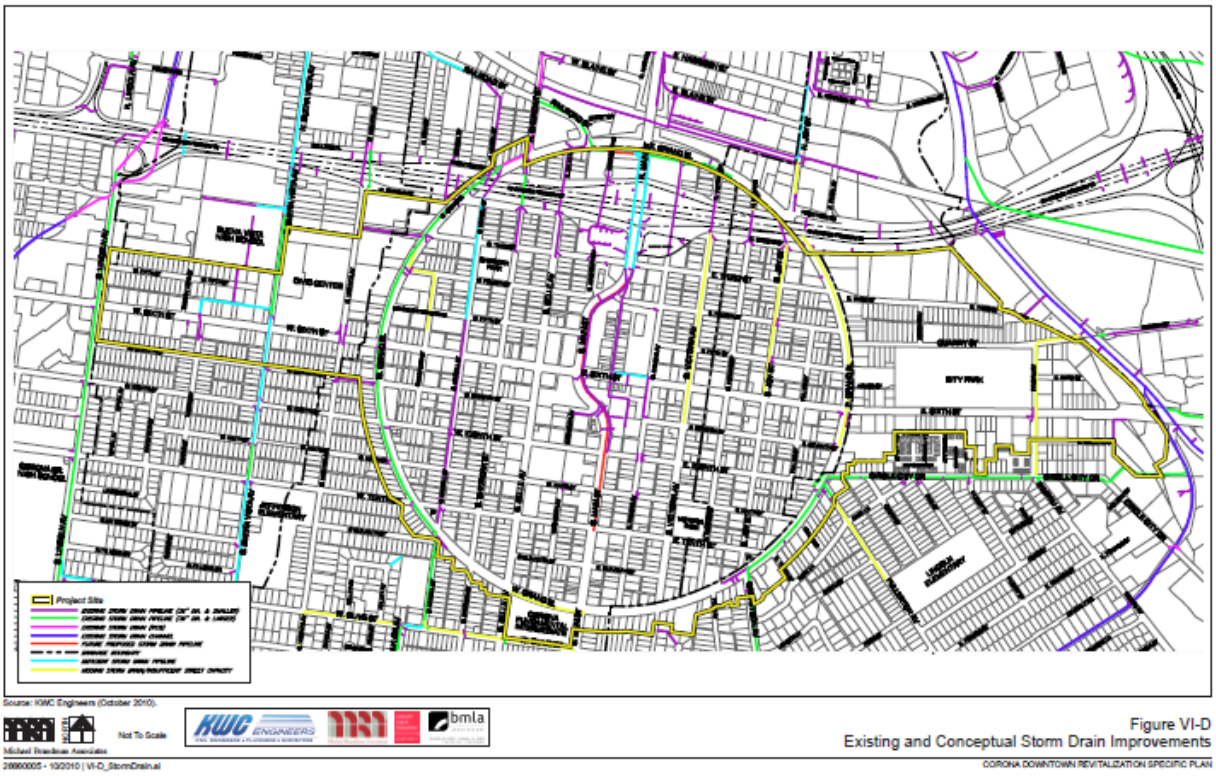

FIGURE VI-D: Storm Drain Improvements

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F - Dry Utilities

Dry utilities within the Specific Plan area include telephone, cable television, electric and gas. Purveyors of these utilities have the ability to service future customers and land uses within the Specific Plan area.

The existing land use designations in the Specific Plan area will have some impact on the demands for telephone, cable television, and electricity services. Purveyors of these utilities, including Southern California Edison Company, will be responsible for necessary improvements and have indicated no expected difficulties serving the future land uses of the Downtown Specific Plan area. See Figure VI-E for existing and future dry utilities of the Downtown Specific Plan area.

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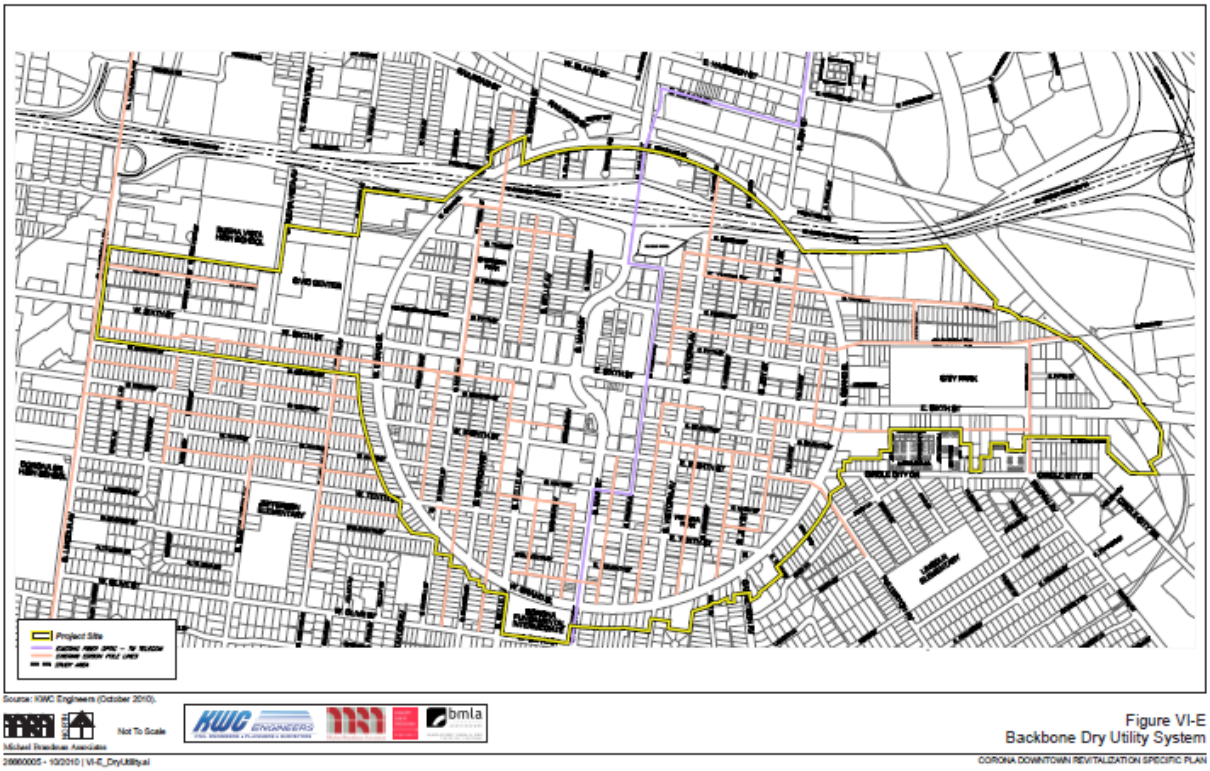

FIGURE VI-E: Dry Utilities

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VII
STREETSCAPE PLAN

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VII. STREETSCAPE PLAN

A - Introduction

A. Introduction VII-1
B. Identity Districts VII-3
C. Overall Street Tree Plan VII-25
D. Special Corner Treatment VII-27
E. Street Furniture VII-29
F. Public Sign Concepts VII-35
G. Entry Gateways VII-39

One of the themes common throughout the Vision for Downtown Corona is that of "image enhancement." Improving the area's quality of life and promoting a unique identity are set forth as important elements in the revitalization of the Downtown. Through the implementation of streetscape improvements, these objectives can be achieved in large part.

The streetscape plan focuses on Grand Boulevard, Sixth Street and Main Street, as well as Ramona Avenue, and Fourth, Fifth, and Eighth Streets within the Downtown Core. Implementing the streetscape plan in these areas does not mean that a complete overhaul of the public right-of-way is necessary or appropriate. With the exception of recommended improvements to Fifth Street in the Downtown Core, the streetscape concepts that are recommended are modest and can be implemented within the existing street rights-of-way.

The streetscape plan is to be used as following:

- As a guide by the City in revising any streetscape-related policies and standards within the Specific Plan area;
- As an example for designers who are responsible for bringing the various elements into a coherent form;
- As a manual for informing private developers of the aspirations for design quality desired by the residents of Corona; and
- As a guide to promote sustainable design features that minimize the use of energy.

All of the streetscape design elements identified are intended to occur within the public right-of-way. However, when opportunities arise which would permit private developers to utilize the same design elements on private development sites, they will be encouraged to do so. Examples of design elements that could be integrated on private development sites include trees, paving patterns, pedestrian lighting and street furniture.

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B – Identity Districts

1. **General Commercial District** **VII-3**
2. **Downtown Core District** **VII-3**
3. **Grand Boulevard Circle** **VII-19**
4. **Residential Districts** **VII-19**

There is a great deal of variety in the existing appearance of the streetscape environment in the Specific Plan area. In addition, there is a strong desire to create separate identities for the districts in the area. These identity districts are:

- General Commercial District (Sixth Street outside the Grand Boulevard Circle);
- Downtown Core District (Main and Sixth Streets inside the Grand Boulevard Circle);
- Grand Boulevard Circle (Grand Boulevard only); and,
- Residential Districts (Residential local streets).

1. General Commercial District

As the major east-west commercial corridor in the Downtown Revitalization Specific Plan area, Sixth Street provides a range of goods, services and employment opportunities. It is identified as an important element in the vision for Downtown; so much so that a specially crafted streetscape palette is recommended in Figure VII-A. Light fixtures, waste receptacles, banners, benches, street trees (deciduous and evergreen that are tolerant to the local climate), and paving patterns are also identified in the Figure. Figure VII-B itemizes the design parameters for the street.

2. Downtown Core District

Due to its importance as Corona's central focal point, the Downtown Core is provided with a unique streetscape concept as illustrated in Figure VII-C. A family of streetscape elements (including a street furniture palette, street trees, signage, paving pattern, and entry monuments and historically themed nodes) will guide the selection of streetscape elements to be included in the streetscape shown in Figure VII-C. Recommended street trees for the Downtown Core must be tolerant to the local climate and environmental conditions of the street. Together, these two Figures establish the ingredients to distinguish Downtown as a unique and cohesive area that serves not only as the civic and cultural heart of Corona but also as a socially-active and business-oriented center for the community. Design parameters for Main Street are illustrated in Figure VII-E. The pedestrian loop street parameters are shown in Figure VII-F.

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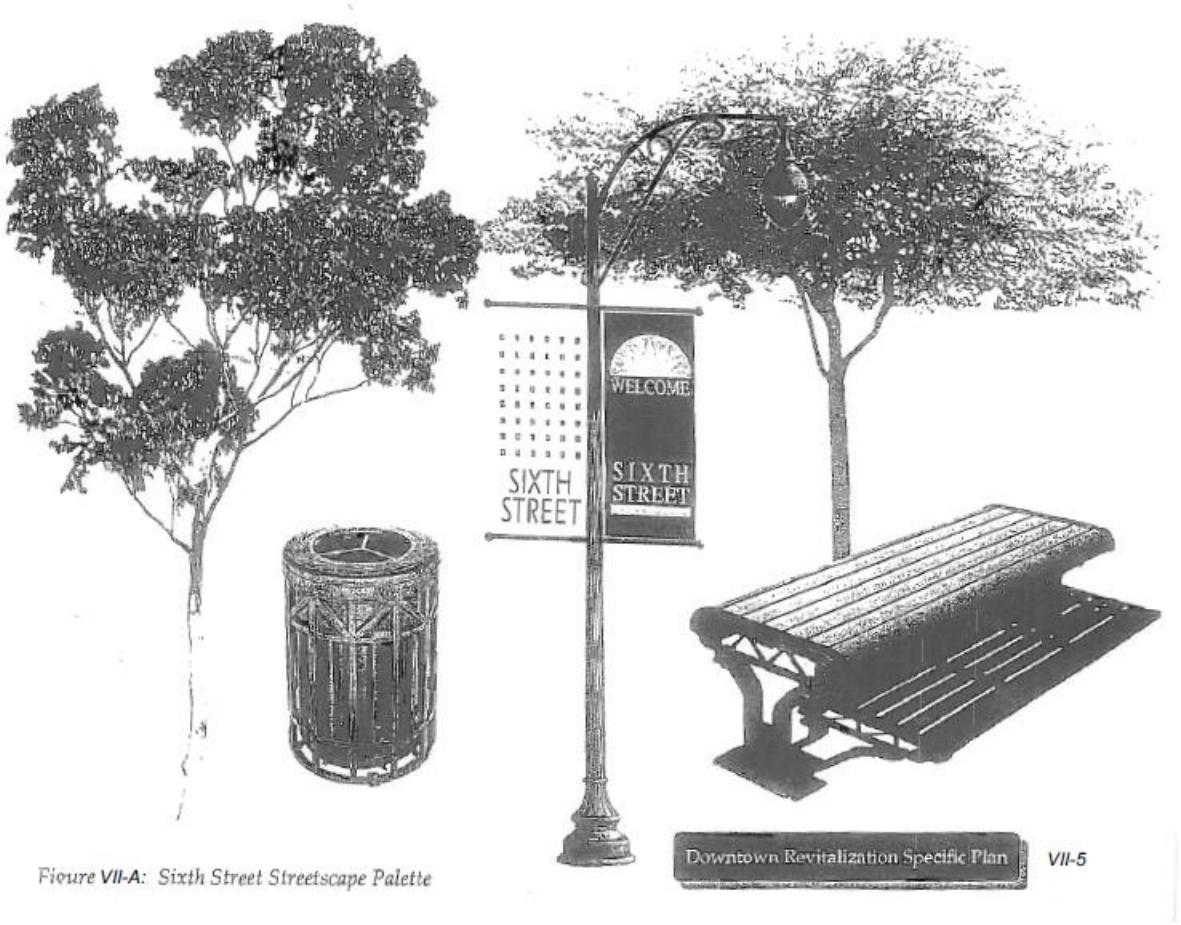

Figure VI1-A: Sixth Street Streetscape Palette

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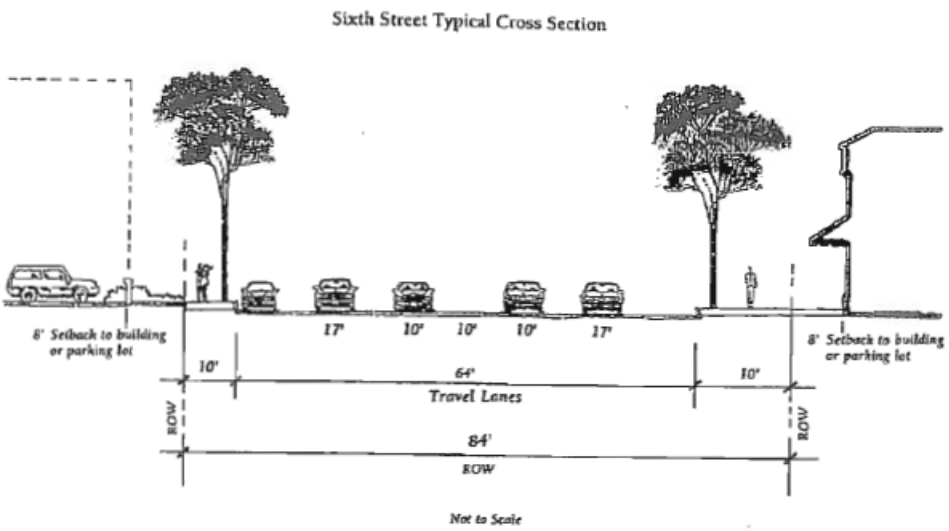

Streetscape Parameters	
Ultimate No. of Lanes:	Four
On-Street Parking:	No
Median:	Only at Sixth and Main Intersection
Sidewalk Location/Width:	Entire parkway (varies)
Tree Species:	Lemon Scented Gum (Eucalyptus)and Sunburst Honey Locust
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lighting
Crosswalk Paving:	Asphalt

Figure VII-B: Sixth Street Cross-section

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Figure VII-C: Downtown Streetscape Palette

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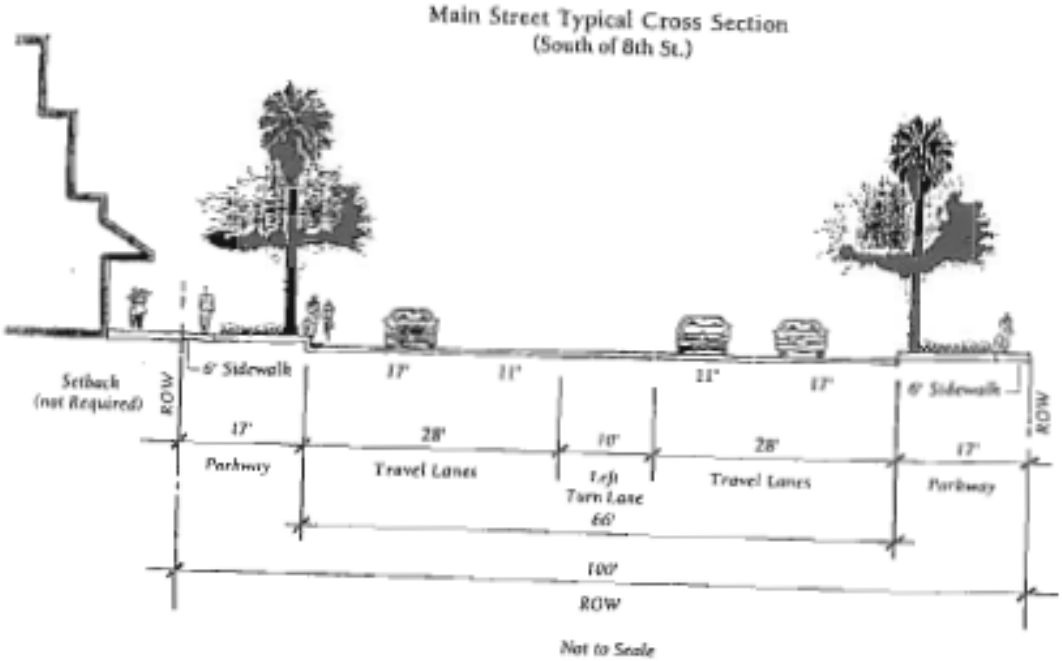

Streetscape Parameters

Ultimate No. of Lanes:	Four
On-Street Parking:	No
Median:	None
Sidewalk Location/Width:	Varies
Tree Species:	Jacaranda, California Fan Palm
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lighting
Crosswalk Paving:	Concrete with 3' x 3' scoring
Color Theme:	Earthtones

Figure VII-D: Main Street Cross-section (South of Eight Street)

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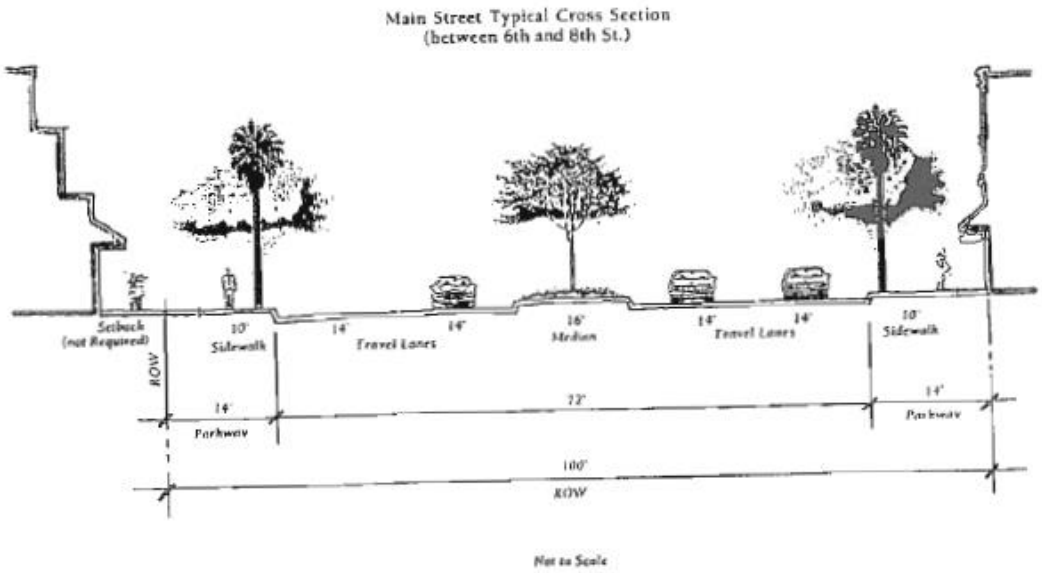

Streetscape Parameters

Ultimate No. of Lanes:	Four
On-Street Parking:	No
Median:	Yes (Seventh Street to North Grand Boulevard)
Sidewalk Location/Width:	Varies
Tree Species:	Jacaranda, California Fan Palm
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lighting
Crosswalk Paving:	Concrete with 3' x 3' scoring
Color Theme:	Earthtones

Figure VII-D2: Main Street Cross-section (North of Eight Street)

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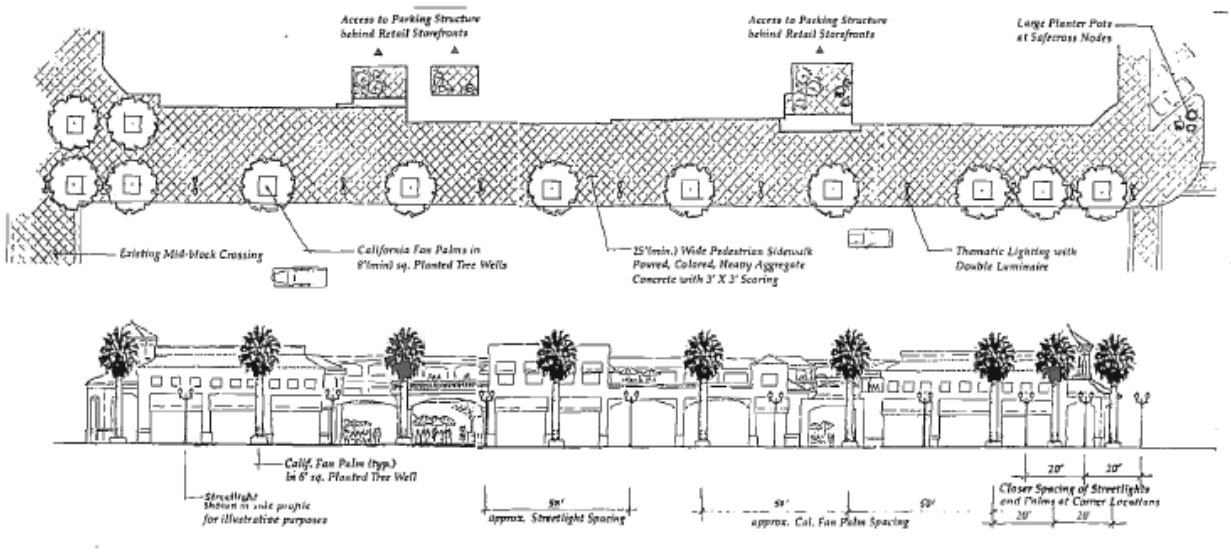

Figure VII-E: Downtown Pedestrian Street Concept

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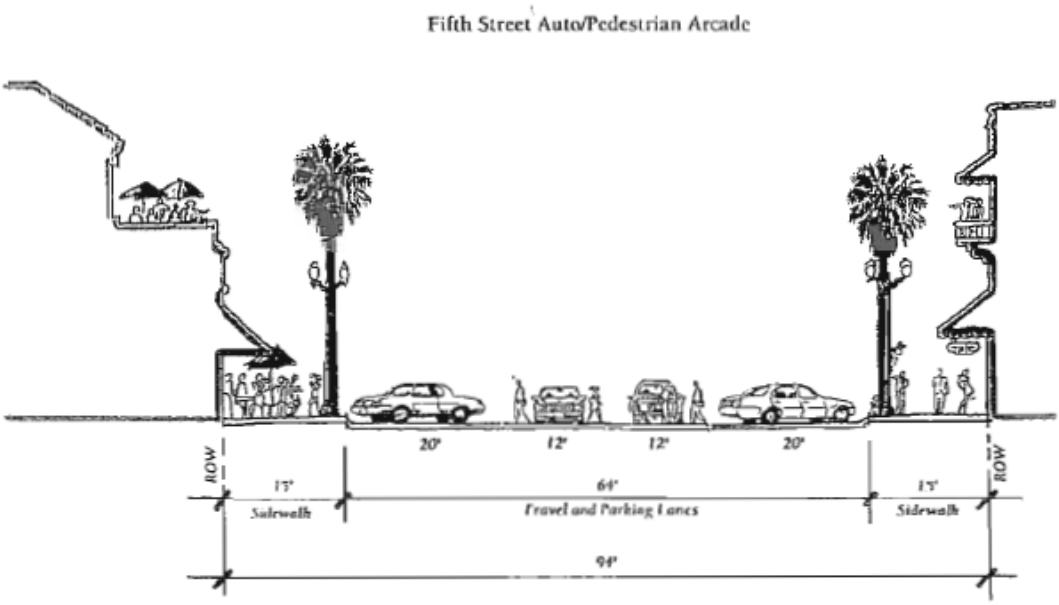

Streetscape Parameters

Ultimate No. of Lanes:	Two
On-Street Parking:	Yes - Diagonal
Median:	No
Sidewalk Location/Width:	15' wide curb adjacent concrete walk
Tree Species:	Sunburst Honey Locust
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Thematic lighting
Crosswalk Paving:	Scored concrete
Color Theme:	Earthtones

Figure VII-F: Pedestrian Loop Street Cross-section

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3. Grand Boulevard Circle

The Grand Boulevard Circle is one of Downtown's most recognizable urban design feature. Much of the urban development along the Circle is low density residential. As such, the streetscape concept is kept quite simple and elegant. The first component is part of the street tree concept (discussed later in this Chapter) which simply recommend replacement tree species for diseased or damaged trees. Design parameters for this special street are shown in Figure VII-H. It also recommends retention of the historic light standards found along Grand Boulevard (see Figure VII-G). Lighting along Grand Boulevard should incorporate energy efficient practices that promote a sustainable energy system.

4. Residential Districts

The streetscape design parameters for the residential areas are show in Figure VII-I. Historic lighting within the parkways are specified. Street lighting and the safety aspects good lighting can provide are important to these neighborhoods. This Plan recommends that, when City budgets allow, damaged or nonfunctioning historic streetlights are replaced with upgraded lighting standards that fit in with the character of the neighborhoods while improving night lighting. Lighting should also incorporate energy efficient practices that promote a sustainable energy system.

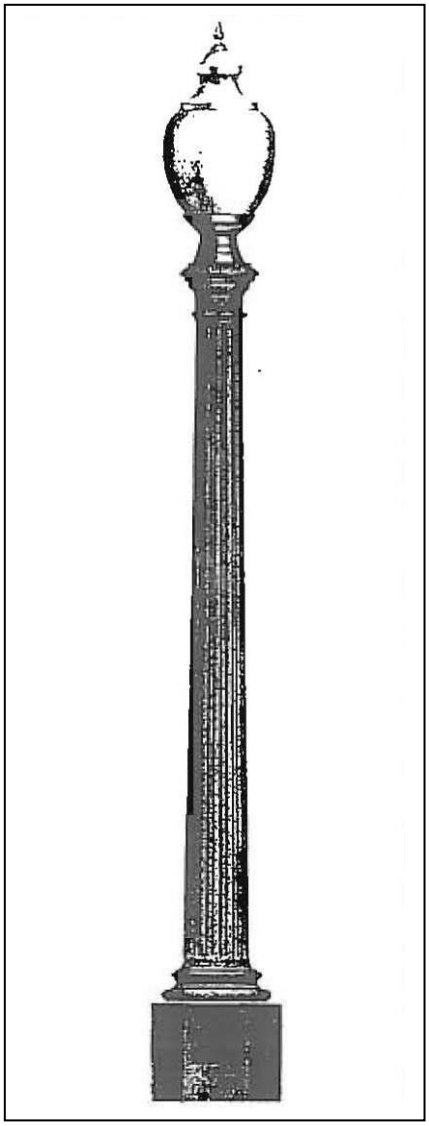

Figure VI-G: Historic Street Light

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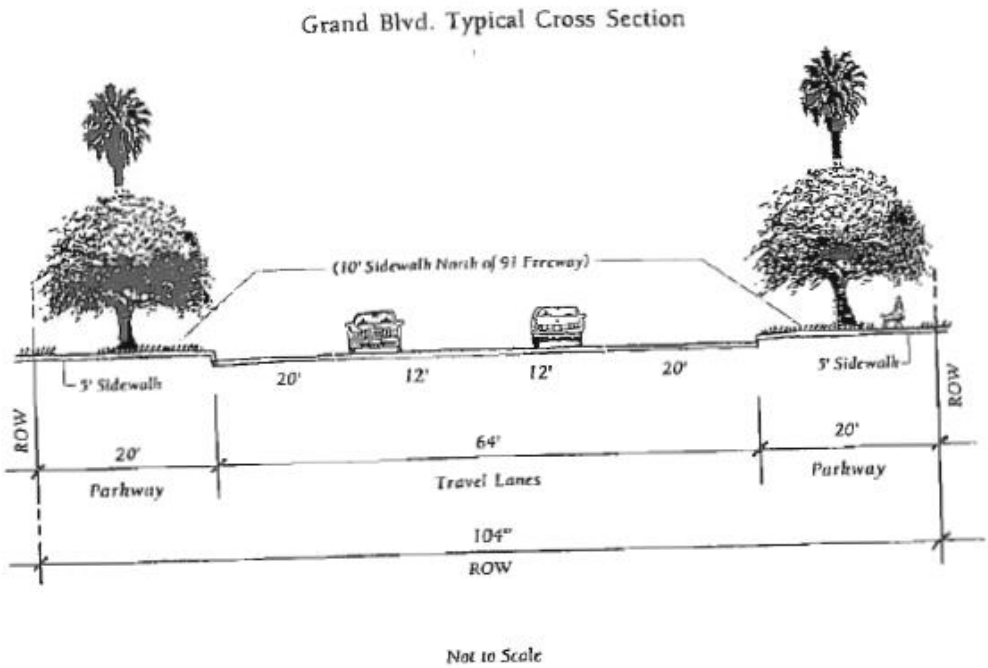

Streetscape Parameters

Ultimate No. of Lanes:	Four
On-Street Parking:	Varies (parallel)
Median:	No
Sidewalk Location/Width:	5' wide at parkway
Tree Species:	Mexican Fan Palms alternating with California Peppers (existing) Coast Live Oak (new and replacement)
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Heritage light standard
Crosswalk Paving:	Asphalt

Figure VII-H: Grand Boulevard Cross-section

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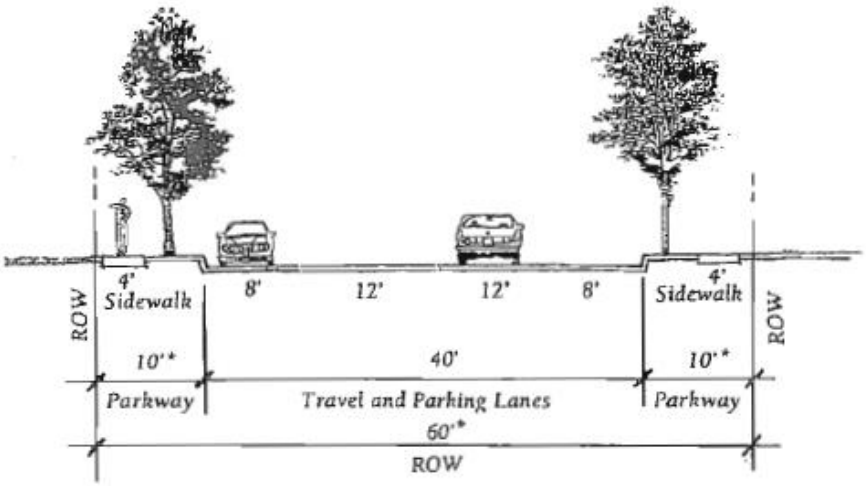
Local Street Typical Cross Section



Not to Scale

**Note: On Belle Ave. and Victoria Avenue, 80' R.O.W. with 20' parkway.*

Streetscape Parameters

Ultimate No. of Lanes:	Two
On-Street Parking:	Yes - parallel
Median:	No
Sidewalk Location/Width:	4' wide next to parkway
Tree Species:	Varies
Tree Spacing:	40' on center average
Arrangement:	Single row
Street Lights:	Heritage light pole
Crosswalk Paving:	Asphalt

Figure VII-I: Local Residential Street Cross-section

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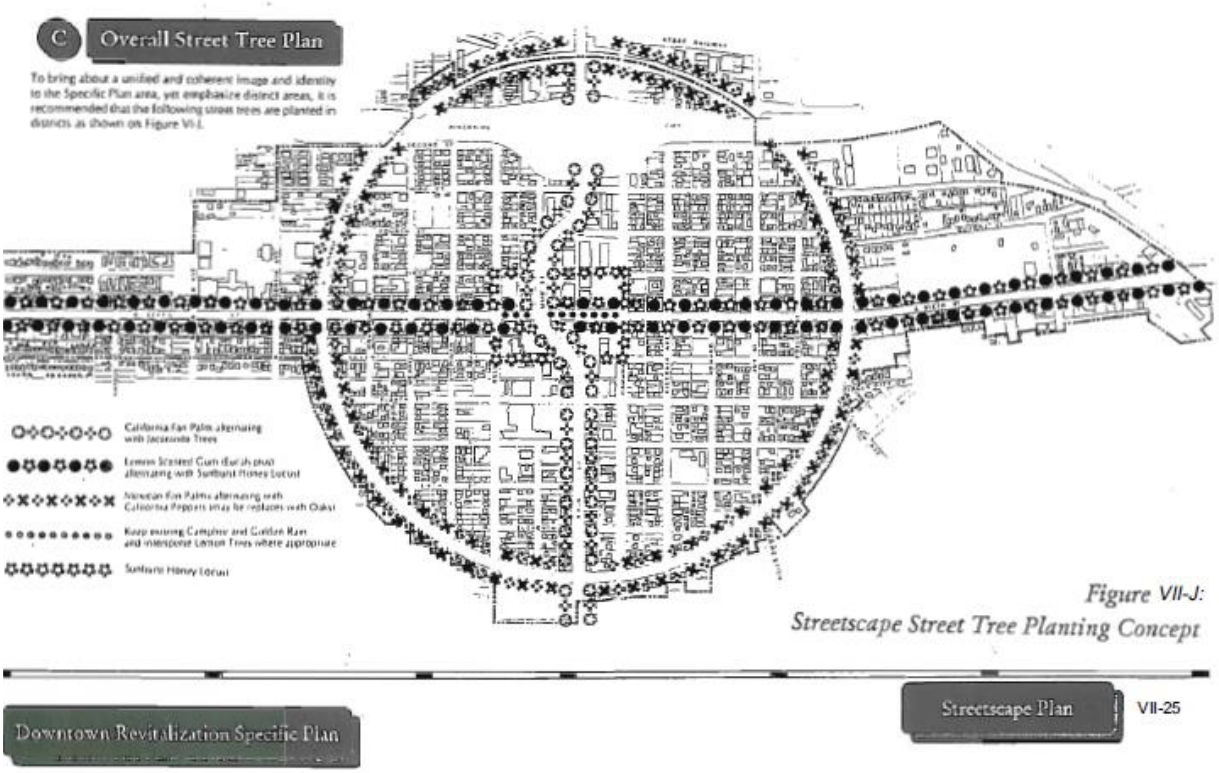

Figure VII-J: Streetscape Street Tree Planting Concept

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D – Special Paving Treatment

Crosswalks, sidewalks, and gathering areas in the Downtown Core are strategic in that they have broad visual exposure and influence the circulation of pedestrians and motorists. In particular, the corners of pedestrian loop street require special attention. The streetscape plan recommends that crosswalks at specific intersections (see Figure VII-K) should be treated with scored concrete paving; sidewalks and public gathering areas, too, should receive the same treatment. The paving should consist of colored, heavy aggregate concrete with 45° scoring. The special paving will help to define and direct pedestrian circulation; define arrival into the Downtown area for visitors; and add visual interest to the streetscape.

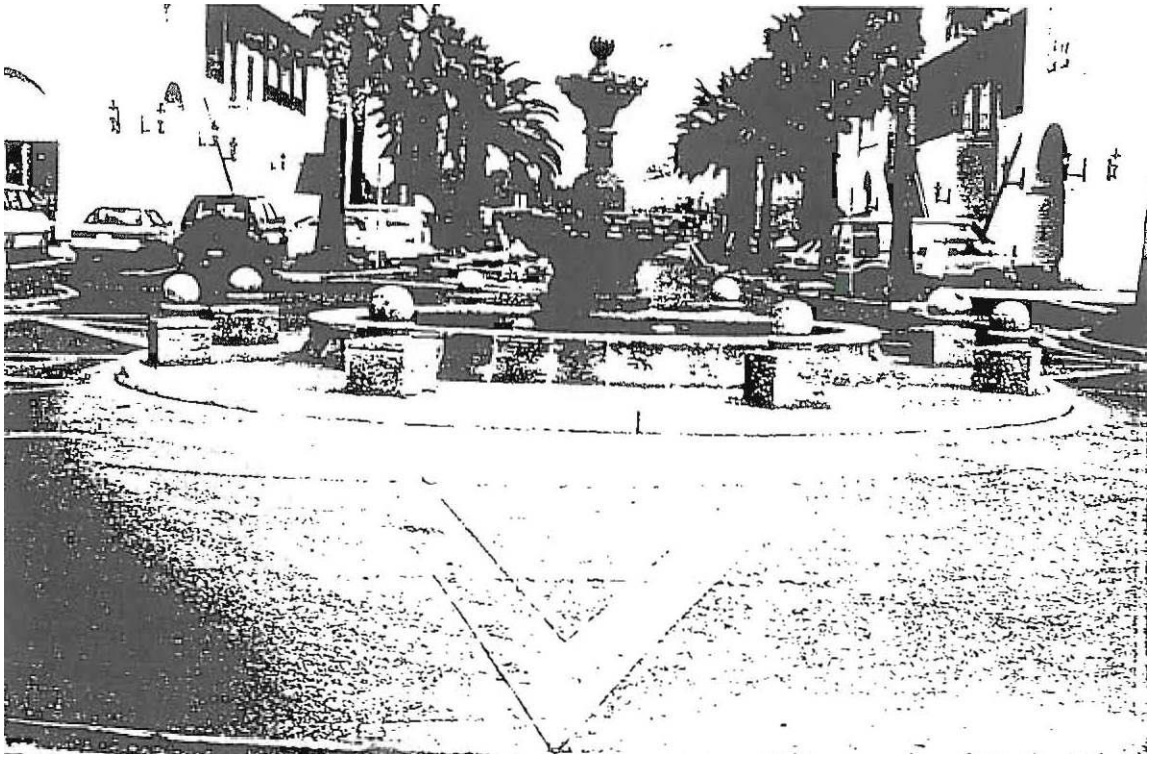


Figure VI-K: Scored Concrete Paving Pattern

Groupings of street furniture shall be located near intersection corners where pedestrian traffic volumes warrant their presence. Not every corner shall receive a grouping. The number of corners to receive a grouping will be determined by the intensity of pedestrian traffic in particular areas. The higher the intensity, the higher the frequency of groupings.

The basic grouping will consist of a bench, trash receptacle, and newspaper rack. Other furnishings to be included at specific locations are informational/directional signs, bollards, planters, and additional seating.

E – Street Furniture

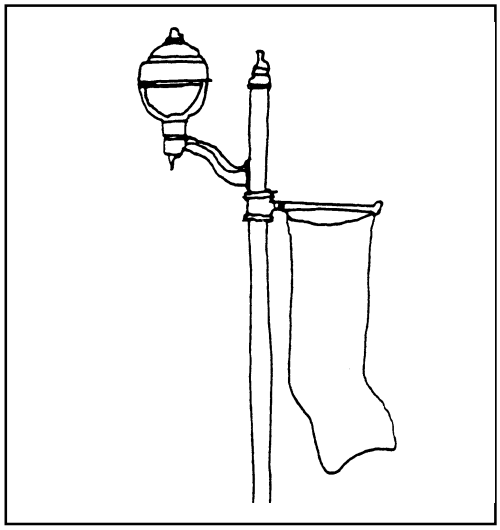
1. **Banners** **VII-30**
2. **Benches** **VII-30**
3. **Bicycle Racks** **VII-30**
4. **Bollards** **VII-31**
5. **Drinking Fountains** **VII-31**
6. **Kiosks** **VII-31**
7. **Newspaper Racks** **VII-32**
8. **Planters** **VII-32**
9. **Trash and Recycle Receptacles** **VII-32**
10. **Tree Grates** **VII-33**
11. **Tree Guards** **VII-33**

Street furniture form elements of commonality, which help to establish an identity of an area. The more common element the richer and more identifiable the character becomes. Individual elements within the streetscape should have common features, such as color, material, and design to provide a cohesive environment.

In order to define a clearly recognizable and distinct Downtown Core and enhanced Sixth Street Corridor, it is desirable to utilize unique pedestrian-oriented street furniture. Some of the furniture items are shown on Figure VII-A for Sixth Street and Figure VII-C for the Downtown Core. Typical furniture items include:

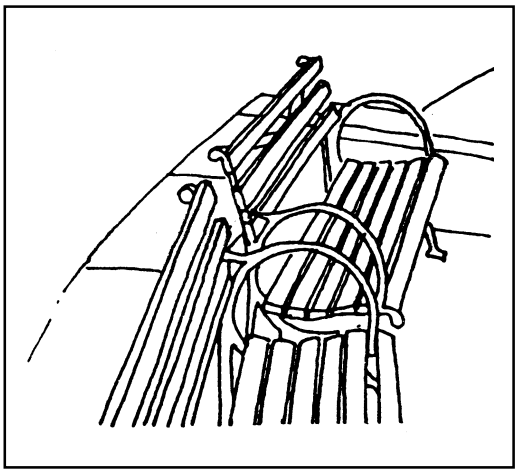
- banners
- benches
- bicycle racks
- bollards
- bus stops and shelters
- drinking fountains
- kiosks
- lighting fixtures
- newspaper racks
- planters
- trash and recycling receptacles
- tree grates/guards

1. Banners



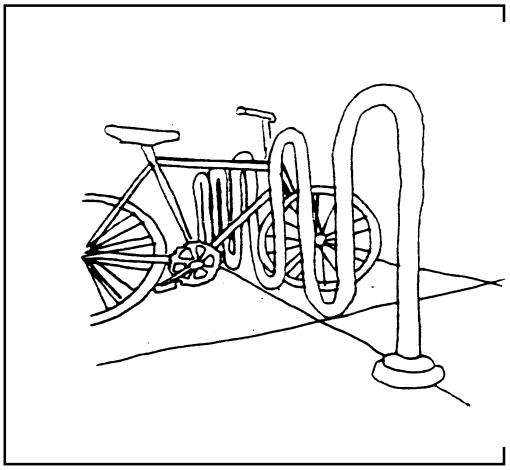
Flags and banners can introduce color and vitality to the downtown. They relate to both the pedestrian and the motorist. They are to be applied to supports that are attached to the street light fixtures or other support device. Banners are specifically intended to highlight the downtown core and special community events at key entry points.

2. Benches



Benches for seating are important amenities to be provided throughout the downtown core. Wooden benches are appropriate within parks and plazas in intimate settings or where flexibility in the location of the seating is desired. Seating in the public right-of-way should be incorporated into the design of the other streetscape furnishings. Wood benches should use smoothly finished, exterior grade members. Wood members should be supported by cast iron or aluminum ends. Benches should range from four to eight feet in width. Intermediate arms are recommended for longer benches. Benches may also be of recycled material and/or durable materials that promote sustainability.

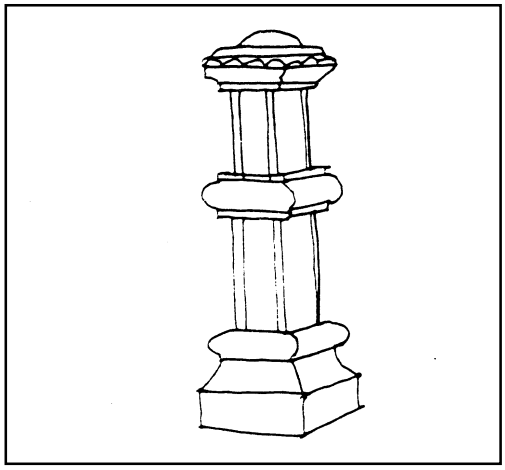
3. Bicycle Racks



Bicycle racks should be selected that are durable, complementary to the street furniture and visually subdued.

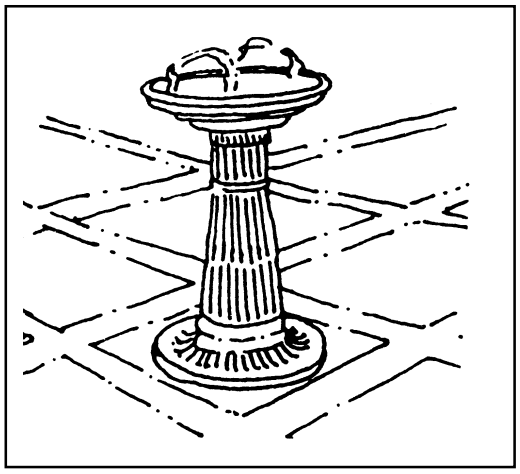
4. Bollards

Bollards should be placed to restrict vehicle access at the perimeter of where pedestrians and vehicles cross paths. Collapsible bollards should be used where service vehicles or emergency vehicles may need to pass. Design of bollards should have a classic style in iron or aluminum material. Bollards may be fitted for lighting and should be at least 29" in height. Bollards should also incorporate energy efficient lighting standards.



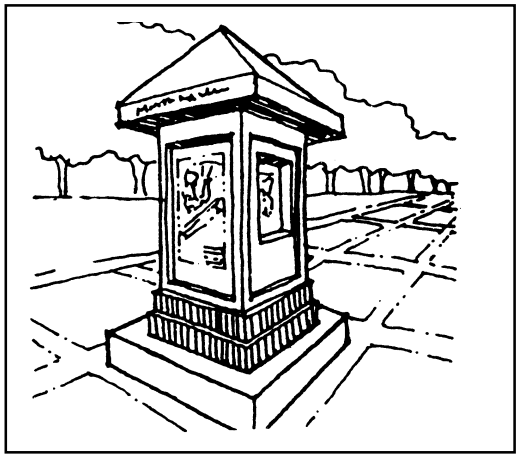
5. Drinking Fountains

Drinking fountains throughout the Downtown Core should occur around major pedestrian gathering areas and maintain a consistent design style, and attractive presence. ADA accessible cast metal pedestals with stainless steel basins are preferred, whereas fountains of monolithic and unarticulated concrete are discouraged. The height of fountains should be ADA accessible.



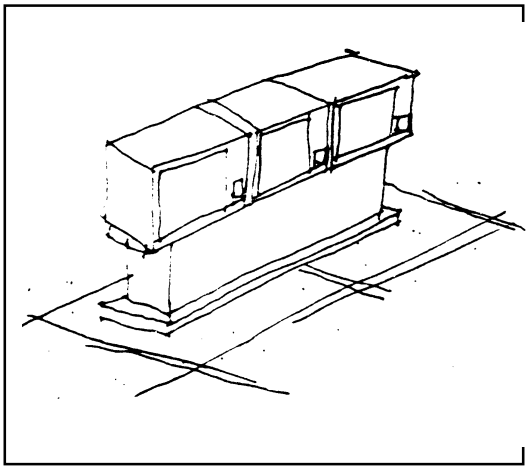
6. Kiosks

Kiosks may serve as information centers and should be consistent in design with surrounding buildings and other streetscape furniture.



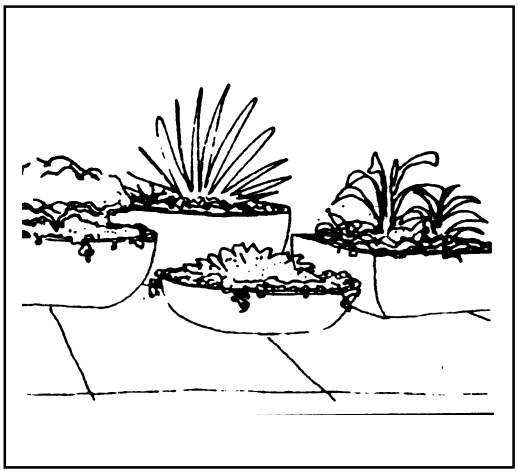
7. Newspaper Racks

Newspaper racks should occur around major pedestrian gathering areas. The design should consolidate all vending boxes, into one rack. Rack construction should use either masonry elements or use a metal frame that compliments other site furnishings in the area, or the architecture of adjacent buildings. The rack should be attractive on all sides and properly anchored.



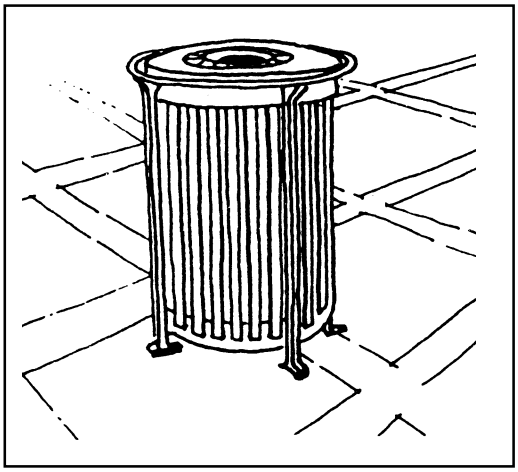
8. Planters

Planters should be simple in form; round or square types are recommended and at least three (3) feet in diameter. Materials should consist of cast stone, masonry, or stucco materials that are durable and have natural earth tones that compliment the adjacent architecture.



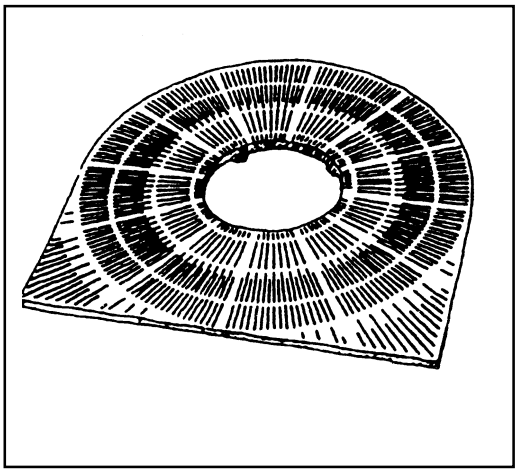
9. Trash and Recycle Receptacles

Throughout the Downtown Core, trash and recycle receptacles should be made with vertical metal bars and classic design features to match the other recommended features. To avoid overflow, receptacles should be sized and be at least 30 gallon capacity with side or top opening.



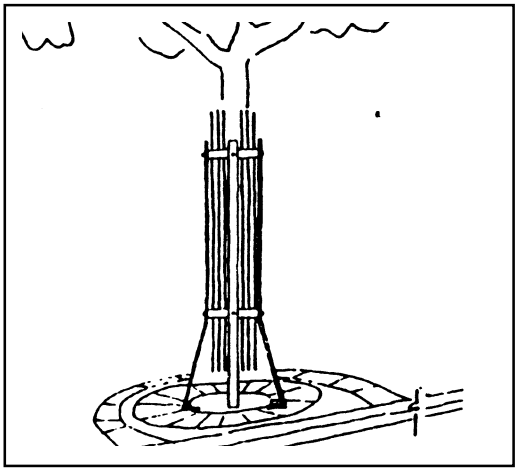
10. Tree Grates

Tree gates should occur along street edges and plazas where a continuous walking surface is needed. A distinctive shape that combines a circle and square should be used, where possible, with the square end adjacent to paving edges or curbs. Narrow openings should radiate from the center. Three openings should be expandable. Grade sizes should be a minimum of four (4) feet in diameter.



11. Tree Guards

Tree guards should extend vertically from tree grates, and serve to protect trees in highly active areas. To relate to other site furnishing, tree guard barbs should be narrow and painted in a similar color. Tree guards should be attached to the tree grate. Welds should not be visible. The tree guards should be about four (4) feet in height with openings varying in diameter according to tree species.



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F – Public Sign Concepts

To further define the Specific Plan area as a separate and distinct district, it is recommended that a unique sign program be initiated. The proposed program contains two different sign types:

- Street name pole sign (see Figure VII-L);
- Banner/way finding signs for the Downtown Core, Main Street and Sixth Street (see Figure VII-M);
- Pedestrian kiosk sign (see Figure VII-M).

The street name pole sign is recommended to replace all current street pole name signs currently located in the Specific Plan area. Banner, way findings and pedestrian kiosk signs serve to direct pedestrian and vehicle traffic while adding liveliness, color and a sense of unity to streets, sidewalks and districts within the Downtown Revitalization Specific Plan area. They should be utilized on light poles along Sixth Street, Main Street and in public places within the Downtown Core Districts.

A commercial directional kiosk sign program is recommended to be established. The kiosk sign (see Figure VII-M) would be constructed at various points in the public right-of-way. The kiosk sign program would be similar to the residential program currently established in the City whereby it is run by a contractor who constructs, and maintains the signs themselves. The kiosk signs would indicate directions to various public and private establishments.

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Figure VII-L: Street Name Pole Sign

Figure VII-M: Kiosk Directional Sign

Figure VII-L and M (combined figure): Street Name Pole Sign and Kiosk Directional Sign

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G – Entry Gateways

A critical element in establishing a sense of place and identity is defining a gateway or entry into a district. Hierarchies of gateways are proposed throughout the Specific Plan area to dramatically announce that the visitor is entering into a special place. Figure VII-N illustrates conceptually how these gateway elements might look and Figure VII-O illustrates key locations where various gateways should be established.

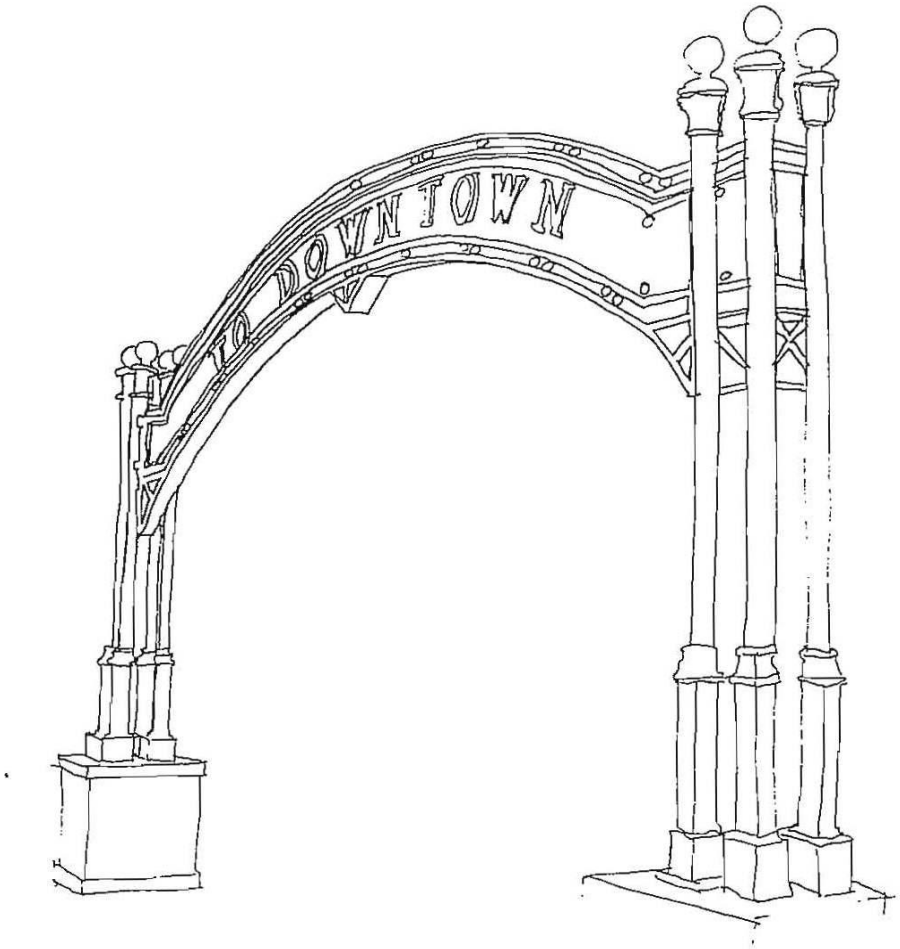

Figure: VII-N: Major Downtown Gateway Entry

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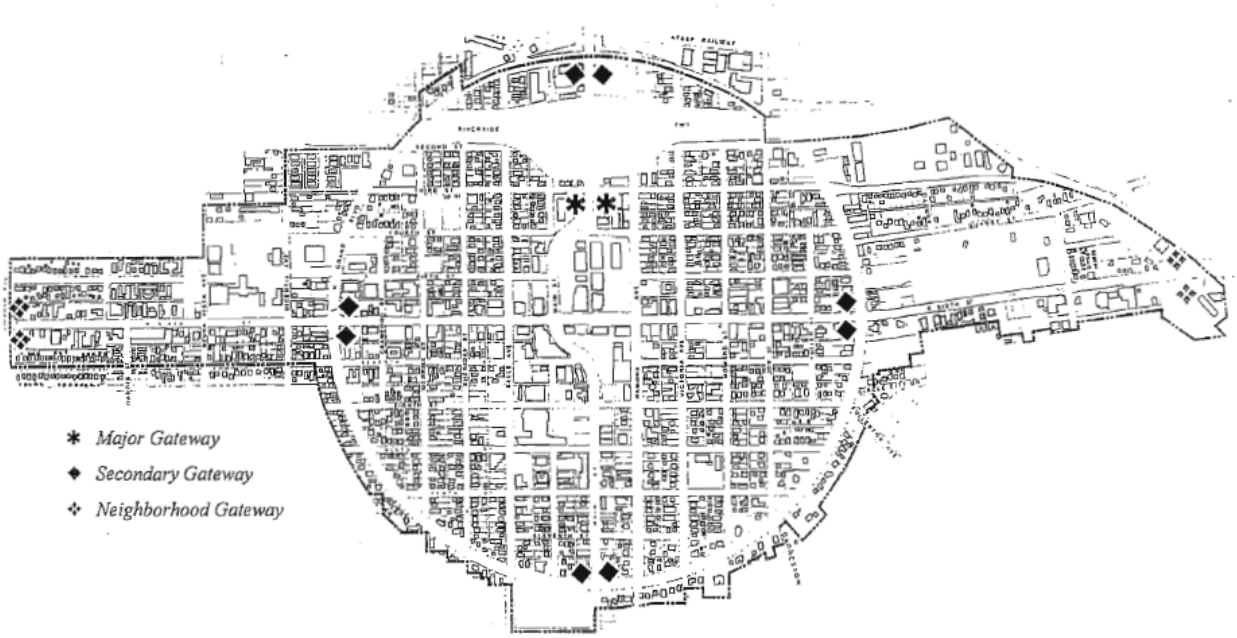
Figure: VII-O: Location of Gateway Entries



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VIII

ADMINISTRATIVE

&

IMPLEMENTATION

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A- Introduction

A. Introduction VIII-1
B. Specific Plan Administration VIII-3
C. Recommended Programs and Public Improvements VIII-9
D. Potential Funding Mechanisms VIII-27

This chapter provides recommendations for the administrative, financing and regulatory approaches that will effectively implement the Corona Downtown Revitalization Specific Plan.

◆ Specific Plan Administration

This section outlines the administrative procedures that are necessary to implement this Specific Plan.

◆ Recommended Programs and Public Improvements

This section identifies the programs and public improvements recommended to implement this Specific Plan and provides rough order of magnitude cost estimates for the various improvements.

◆ Potential Funding and Incentives Mechanisms

This section provides information on a variety of funding sources and mechanisms to help finance the recommended public improvements and incentives to promote a sustainable community.

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B - Specific Plan Administration

1. Conflict with Other Regulations VIII-3
2. Clarification of Ambiguity VIII-3
3. Statutory Authority In Case of Conflicting Provisions VIII-4
4. Findings Regarding the Specific Plan VIII-4
5. Review of Projects VIII-4
6. Design Guidelines as Policy VIII-6
7. Installation of Public Improvements VIII-6
8. Administrative Modifications VIII-6
9. Amendments to the Specific Plan VIII-6
10. Specific Plan Review/Update VIII-7
11. Nonconforming Uses VIII-7
12. Enforcement and Penalties VIII-8

This section describes the procedures required for the timely implementation of development within the Specific Plan area. Upon adoption of the Downtown Revitalization Specific Plan, all land use regulations, development standards, and design guidelines of this Specific Plan shall replace those of the Zoning Ordinance.

All regular provisions of the Zoning Ordinance not amended by this Specific Plan shall apply, including, but not limited to, use permits, variances, public notice and hearing, and appeals provisions.

1. Conflict with Other Regulations

Whenever the provisions of this Specific Plan impose more restrictive regulations upon development, or on the use of lands, or require larger open spaces, yards or setbacks, or otherwise establish more restrictive regulations than are imposed or required by the Zoning Ordinance, the provisions of this Specific Plan shall govern.

2. Clarification of Ambiguity

If ambiguity arises concerning the appropriate classification of a particular use within the meaning and intent of this Specific Plan, or if ambiguity exists with respect to matters of height, yard requirements, area requirements, or zoning district boundaries as established herein, the remedies provided in the Zoning Ordinance for interpretations shall govern.

3. Statutory Authority In Case Of Conflicting Provisions

Nothing in this Specific Plan shall be deemed to affect, annul or abrogate any ordinances pertaining or applicable to the properties and areas affected by this Specific Plan. In the event that a conflict does arise, the more restrictive requirements shall control.

4. Findings Regarding the Specific Plan

No division of land, use permit, site plan approval or other entitlement for use, and no public improvement shall be authorized in the Specific Plan area unless a finding has been made that the proposed project is in substantial compliance with the requirements of the Specific Plan. Approval of final development plans and use permits shall be contingent upon a determination of substantial compliance with the applicable provisions of this Specific Plan, applicable provisions of the Zoning Ordinance, and the City of Corona General Plan.

5. Review of Projects

The review of development proposals within the Corona Downtown Revitalization Specific Plan area is required to ensure compatible and enhanced site and building design throughout the area. This process provides a means to implement General Plan goals and policies related to Downtown's physical development and to the preservation and enhancement of its historic character and image. Therefore, all projects within the Specific Plan area are subject to review and approval in compliance with the provisions herein and the Zoning Ordinance.

a. Reference to Development Standards and Design Guidelines

In reviewing projects/improvements subject to any approval, the City shall refer to appropriate standards and design guidelines in this Specific Plan (or any others that may be adopted by the City) in order to provide guidance to applicants seeking to comply with the requirements of this Specific Plan.

The design guidelines are to be used by property owners, developers, architects, landscape architects, designers, and others in the planning and design of projects in the Specific Plan area. The design guidelines communicate the City's desired qualities and characteristics of development and are intended to promote quality design that is compatible with Corona's vision for Downtown.

b. Precise Plan Review

A Precise Plan shall be prepared, submitted and approved for all commercial, industrial, public, quasi-public, mixed use and multi-family development proposals. Criteria for approval of Precise Plan consistent with the objectives of the Specific Plan shall be met pursuant to the Corona Municipal Code Chapter 17.92 or the current City regulations governing Precise Plans. The Precise Plans shall include design features that avoid potential conflicts with existing off-site land uses. These features shall include landscape screening, walls, setbacks, orientation of buildings and architectural design.

The Planning Commission and City Council may approve a Precise Plan on the basis of the application and evidence submitted, the approving body makes all of the following findings:

(1) **General Plan, Zoning, Specific Plan Conformity:** The project conforms with the General Plan, Downtown Specific Plan, and all the relevant provisions of the Corona Municipal Code (Zoning Ordinance).

(2) **On-Site Design:** The structure(s), site plan, and landscaping create an internal sense of order, provide a visually pleasing setting for occupants, visitors and the general community are appropriate to the function of the site, and provide safe and convenient access to the property for pedestrians, cyclists, and vehicles and comply with the intent of the design guidelines of the Specific Plan.

(3) **Site Improvements:** To the maximum extent feasible, the project includes the maintenance, rehabilitation and improvement of existing sites, structures and landscaping, and will correct any violations of the zoning ordinance, building code, or other provision of the Municipal Code that exist on the site, as well as any off-site improvements needed to serve the development.

(4) **Compatibility:** The proposed land uses, structure(s), site plan, and landscaping are in scale and harmony with existing and future development adjacent to the site, and in the vicinity and with the land forms and vegetation in the vicinity of the site.

(5) **View, Sunlight, Privacy Preservation:** The project will not adversely affect the views, sunlight, or privacy of any nearby residences, provides adequate buffering between residential and non-residential uses, and otherwise is in the best interest of the public health, safety, and general welfare.

(6) **Signage:** The design and location of the proposed signs are consistent with the character and scale of the buildings to which they are attached or which are located on the same site, and that the signs are visually harmonious with surrounding development and that any illegal or non-conforming signs have been removed from the property.

c. *Administrative Review*

Any new single-family residential structure, addition or exterior modification shall be reviewed and approved by the Planning Director prior to the issuance of any building permit. Any approval granted shall be pursuant to the findings contained in Section VIII. B.5 above.

6. Design Guidelines as Policy

The design guidelines contained in this Specific Plan are considered policy in achieving a high level of quality in the built environment. The Planning Commission may amend and revise these guidelines by resolution as circumstances and community needs warrant so long as the overall goals and objectives of the Specific Plan are met.

7. Installation of Public Improvements

Project developers are responsible for providing public improvements such as streets, water and sewer lines, drainage facilities, curbs, gutters, sidewalks, street lights, parkway landscaping, street trees and other similar items in compliance with City standards at the time of development.

8. Administrative Modifications

Administrative modifications to the development standards of this Specific Plan of up to 10 percent may be approved, or conditionally approved, by the Zoning Administrator (per CMC Chapter 17.99) upon demonstration that the proposed adjustment would enhance the overall appearance and function of the project; would be compatible with, and would not be detrimental to, adjacent property or improvements; and would advance the goals of the Specific Plan.

9. Amendments to the Specific Plan

This Specific Plan or any part thereof may be amended or replaced by the same procedure as the Plan was adopted. The following findings shall be made:

a. The proposed amendment is consistent with the City of Corona General Plan.

b. The proposed amendment is consistent with the goals, policies and planning concepts of the Downtown Revitalization Specific Plan.

10. Specific Plan Review/Update

The Specific Plan should be the subject of a comprehensive review by the City at least every five years. The first review should occur five years from the date of Plan adoption and should occur at intervals of five years thereafter.

The Specific Plan shall be the subject of an annual monitoring review to assess the progress of the implementation program and make adjustments as necessary to the programs, phasing or priorities outlined in the program.

11. Nonconforming Uses and Structures

Where at the time of adoption of the Specific Plan, a lawful use of land or structure exists which would otherwise not be permitted by the regulations established by this Specific Plan, such use or structure is determined to be non-conforming and is subject to the following provisions:

a. General Nonconforming Uses and Structures:

1) No nonconforming use shall in any way be physically expanded or extended on the same or on adjoining property.

2) A nonconforming use shall not be re-established after having been abandoned or discontinued for a period of 180 consecutive days. This discontinuance shall cause the use to be deemed to have ceased and the use shall not be reinstated or replaced with another nonconforming use.

3) Where a structure is nonconforming only by reason of inadequate setbacks, yard size or open space, structural additions, alterations or enlargements of the existing structure(s) shall be permitted, provided the additions, alterations or enlargements comply with all current provisions/standards relating to the structure's building envelope.

b. Multi-family Residential Uses and Structures:

Any existing multi-family residential property rendered non-conforming at the time of Specific Plan adoption, maybe reestablished at the same per acre density as presently developed. The Planning Department shall maintain an inventory of all such properties with a listing of the number of dwelling units presently constructed on each site. No intensification or expansion of the multi-family structures shall be permitted.

c. Amortization of Incompatible Automotive Uses:

Any automotive towing and impound yards existing in a residential or commercially designated property at the time of the adoption of the Specific Plan, shall cease said use within a five (5) year period from the date that this Specific Plan is adopted. Future use of the property shall revert to the Specific Plan land use designation for the subject parcel(s).

d. Nonconforming Commercial Structures In Residential Zones:

Commercial, office and quasi-public uses previously permitted by Conditional Use Permit may continue in any nonconforming commercial structures located in residential zones (single family and multi-family) at the time of adoption of this Specific Plan. Any changes in occupancy for the structures shall be reviewed and approved by the Planning Director. Approval shall not be granted for those uses that are determined to be a change in use or more intense in nature than the previously allowed use.

e. Nonconforming Industrial Uses in the Business Park Zone:

Existing industrial uses that are conditionally permitted in the Business Park District (BP) shall be allowed to continue operation as if they have obtained a Conditional Use Permit. Property owners may obtain a Certificate of Conditional Use from the Planning Director for these existing operations. Such certificate shall allow continuation of said use without respect to periods of inactivity, provided that the new activity is not determined to exceed the intensity of the original use.

12. Enforcement and Penalties

Any person who violates a requirement of this Specific Plan or fails to obey an order issued by the City or comply with a condition of approval or any certificate or permit issued under this Specific Plan shall be subject to the penalty provisions as provided in the City of Corona Municipal Code.

The design guidelines contained in this Specific Plan are considered policy in achieving a high level of quality in the built environment. The Planning Commission may amend and revise these guidelines by resolution as circumstances and community needs warrant so long as the overall goals and objectives of the Specific Plan are met.

C - Recommended Programs and Public Improvements

1. Recommended Public Improvements VIII-9
2. Recommended Implementation Programs VIII-13
3. Recommended Administrative Tasks..... VIII-21

In order to achieve the overall vision and individual goals of this Specific Plan, a variety of publicly initiated programs and physical improvements have been identified. This section describes each recommended program/ improvement.

1. Recommended Public Improvements

This category of programs includes physical improvements within the public right-of-way (e.g., streets, landscaping, lights, water/sewer, etc.). The infrastructure and traffic evaluation prepared as part of this Specific Plan reviewed the impact of full development buildout upon Downtown Corona's water, wastewater/sewer, drainage and circulation systems. Based upon the proposed buildout scenario, a number of infrastructure and circulation improvements will be required as identified in Chapter VI of this document. Also, a comprehensive streetscape program has been prepared as part of this Specific Plan as described in Chapter VII.

Table VIII-1 provides a summary of the infrastructure and other physical improvements recommended implementing the Specific Plan and accommodating new development activities. Cost estimates will need to be prepared prior to requesting bids for a particular project. It is important to note that some projects can usually be accomplished in increments, or phases - particularly the streetscape improvements. As infrastructure improvements are prioritized, the City's Capital Improvement Program (CIP) can phase these facilities in over time, as they are needed, subject to available funding.

The information and assumptions contained in Table VIII-1 are anticipated to change over time (particularly the cost estimates), and should be re-evaluated and updated annually as part of the City's annual budget and CIP preparation process. For the purposes of this Specific Plan document, the Table is provided, as a general guide to assist the City and potential developers as to the magnitude of improvements required in the Downtown area.

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Table VIII-1: Infrastructure and Public Improvements (page 1 of 2)

No.	Physical Improvement/Action	Implementing Entities	Cost Estimate	Potential Funding Source
CIRCULATION IMPROVEMENTS:				
1	Main Street at SR-91 ramp reconstruction, widening and signalization*	• CALTRANS • City of Corona	$950,000	• State Transportation imp. Plan • Impact Fees • Tax increment
2	Main Street - Sixth Street to Rt. 91, widening intersection improvements*	• City of Corona • RDA	$300,000	• Tax increment • Impact Fees
3	Main Street/S. Grand Blvd. - add EB right-turn lane*	• City of Corona • RDA	$50,000	• Tax Increment • Impact Fees
4	Potential extension of Fifth Street	• Developer/City • RDA	$500,000	• Developer Construct • Tax Increment
		TOTAL	$1,800,000	
INFRASTRUCTURE:				
5	Water lines - repair and replacement	• City of Corona	$1,900,000	• Water Capital Fund • Developer Construct
6	Sewer mains – replacement and upgrade	• City of Corona	$4,700,000	• Sewer Capital Fund • Developer Construct
7	Storm drain - increase capacity in 3 lines	• City of Corona	$900,000	• Storm Drain Fees • Developer Construct
8	Sidewalk improvements in residential areas	• City of Corona	$225,000	• CDBG & T.I.
		TOTAL	$7,725,000	

Table VIII-1: Infrastructure and Public Improvements (page 2 of 2)

No.	Physical Improvement/Action	Implementing Entities	Cost Estimate	Potential Funding Source
STREETSCAPE:				
9	Downtown District – landscaping, benches, banners, decorative lights, entry signage, bus shelters	• City of Corona • RDA	$3,200,000	• Tax increment • BID
10	Sixth Street Districts – landscaping, decorative street lights, banners	• City of Corona • RDA	$1,000,000	• Tax increment • BID
11	Grand Boulevard - street trees, entry nodes, replacement street lights	• City of Corona • RDA	$650,000	• Tax Increment
		TOTAL	$4,850,000	

2. Recommended Implementation Programs

a. Downtown Economic Development Program

This category of programs addresses Downtown revitalization from an economic and organizational standpoint. Economic development is a process that influences growth and restructuring of an economy to enhance the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.

Policies and programs directed at improving the business climate through specific efforts, business finance, marketing, neighborhood development, business retention and expansion, technology, real estate development and others differ by community.

The major objectives of Corona's Downtown economic development program are:

- Seek and attract quality businesses to locate and expand their facilities, sales and employment.
- Conduct business communications, outreach and retention activities.
- Stimulate economic development and reinvestment in blighted commercial areas.
- Guide establishment of a diversified local business base to provide growing sales and property tax revenues.

In addition, the City of Corona General Plan outlines Goals and Policies to promote development within Corona. It is through the implementation of these goals and policies that the City hopes to enhance its economic base and provide incentives and opportunities for existing and future businesses.

The following programs are general recommendations to the City Council for consideration as funding becomes available. The adoption of any or all of these programs would be by separate action of the City Council. Table VIII-2 provides a summary of these programs.

(1) Promotion and Marketing Program

The successful revitalization of Downtown Corona is predicated on several key strategies: 1) physical rehabilitation, 2) economic revitalization through promotion and marketing; 3) integrating parking, transportation and wayfinding; and 4) transit and residential development. The economic revitalization strategy has a number of interrelated components, including: establishment of a formal lead organization, special events and promotions, and targeted business recruitment. It is anticipated that initially the City will develop marketing materials to spear investment interest in the Downtown with subsequent materials contributed by the Chamber and/or a Downtown Association.

Development of a comprehensive plan to brand and market Downtown is an integral and important component of the success of the area. It is anticipated that initially the City will develop marketing materials to spur investment interest in the Downtown, but it is recommended that a consultant be selected to provide a marketing/feasibility study that is adept at anticipating and preparing for change. How well the Downtown responds to demographic shifts is vital to successful business recruitment.

(2) Downtown Concierge

Implementation of the branding, marketing and promotion strategy for Downtown will be accomplished through establishment of a Downtown Concierge Office. The purpose of this office is to:

a. Disseminate information regarding Downtown as a whole.

b. Provide specific contact information for key City personnel assigned to the Downtown.

c. Provide key resource information to the Downtown business owners and targeted new business owners for local community banking opportunities, public relations programs, assistance with technical needs and outreach activities.

d. Provide marketing and promotional materials and enlist new media concepts that assist in the development of new business.

e. Strengthen the core business attributes that exist in the Downtown.

f. Provide assistance in the research and writing of grant opportunities that seek to improve the quality of living, working and shopping in the Downtown in the following areas:

- Urban gardens – rooftop gardening, community gardens.
- Downtown Watch Programs – develop new media outreach to effectuate community policing.
- "Downtown After Dark" campaign – to attract and retain shoppers and diners to new retail/restaurant businesses after normal business hours.
- Community Events – host multi-age, family-friendly activities
- -"Welcome Neighbor Program" – develop a program to introduce new Downtown residents to the business community.
- Develop WiFi Internet access throughout the Downtown – promote availability and accessibility.

(3) Team Corona Program

Team Corona is the core component of the economic development program in the City. The Team actively makes the relocation or expansion of a business a smooth transition by exploring incentives, site selection and other avenues of support during the development process. Working with merchants and other business groups to set goals for the attraction of targeted

retail mixes and ancillary services in the Downtown. The Team implements strategies that respond to the marketing efforts. The Program focus on key areas of action for the Downtown:

- Organization - focuses on organization of groups such as business associations and chambers of commerce that need to interact to implement the program.
- Promotional and advertising activities - will draw shoppers and strengthen Downtown's ties to the rest of the community. Downtown Corona needs to be promoted as a unified/coordinated "town center."
- Design - focuses on buildings, signs, window displays, landscaping and streetscapes. The design components of this Specific Plan provide a detailed version of this approach.
- Economic Restructuring - focuses on diversifying Downtown Corona's economic base, recruiting new stores, and improving public services. The market assessment and resultant recommendations in this Specific Plan provide some of the groundwork for this approach.

(4) Commercial Property Enhancement Programs

In addition to the potential for new development in the Downtown area, the Specific Plan encourages the visual enhancement and "curb appeal" of existing commercial businesses. Programs to assist business owners to improve their properties include, but are not limited to, the following:

- Facade Improvement Program – provides business owners or commercial property owners with financial assistance through the Redevelopment Agency to improve the exterior quality of commercial buildings in accordance with the Specific Plan design guidelines.
- Sign Improvement Program – provision of financial incentives by the Redevelopment Agency to businesses and commercial property owners to remove and replace outdated signs and to assist in the design of new signs per the Specific Plan design guidelines.

(5) Economic Development Assistance

Through the City's Redevelopment Agency, develop funding mechanisms and incentives to assist property owners in rehabilitating and expanding existing developments or revitalization of vacant or underutilized properties. Such assistance may be in the form of providing public improvements, lot assembly, acquisition of new public parking areas, business recruitment, or other financial incentives.

Creation of partnerships with educational institutions and workforce development boards to provide and/or facilitate employee training and assistance that benefits Downtown merchants.

Social media should be used to inform and connect businesses in the Downtown with their identified customer base.

(6) Corona Business Assistance Program (CBA)

The Corona Business Assistance Program is a partnership between the Redevelopment Agency and the Inland Empire Center of Entrepreneurship at California State University San Bernardino. CBA addresses the needs of small businesses in the community through business counseling services, student internships, access to business resources and networks and entrepreneurial training programs.

(7) Corona Entrepreneurial Community Resource Center

The Resource Center, to be located in Downtown, will be an integrated "destination" location for those in the community seeking access to resources that will help them with business assistance skills and vocational training along with various other forms of assistance. The objective of the Resource Center is to leverage resources and services of multiple organizations to address critical community needs.

b. Neighborhood Enhancement Programs

A large component of the Downtown Revitalization Specific Plan is the residential neighborhoods within each of the four quadrants of the Circle, as well as in the vicinity of City Park, West Fifth Street and West Seventh Street. Many of these homes qualify as local historic resources, and collectively they form the fabric of cohesive neighborhoods that need to be preserved and enhanced. The character of the neighborhoods is generally a mix of well-maintained, beautiful properties interspersed with run-down, blighted structures. In order to encourage individual reinvestment into these areas, and maintain a safe, secure environment, the following menu of programs is proposed for the residential neighborhoods.

1) Installation of missing street, sidewalk and curb and gutter improvements.

2) Trimming and replacement/planting of street trees.

3) Installation of missing street lights reflecting the historic character of the

neighborhoods, and a lighting plan for public alleys.

4) Property Maintenance Program to encourage compliance with the City's codes for proper maintenance of the structures and yards. The program should offer incentives and "self-help" assistance in addition to the usual enforcement methods.

5) Nuisance Abatement Program to actively address substandard structures, abandoned automobiles and vacant buildings.

6) Creation of Neighborhood Watch Programs and Neighborhood Improvement Committees to get residents to work with each other and the City to address neighborhood concerns, conduct clean-up activities and promote home beautification programs.

7) Provision of low interest loans and grants, to qualifying persons, through the City's Redevelopment Agency Home Improvement Program to provide property owners financial assistance to improve their homes.

8) Provision of a rebate through the City's Redevelopment Agency Historic Home Relocation Program to assist interested property owners offset the costs associated with the relocation and preservation of designated historic residential structures within the City.

c. Historic Preservation Programs

In order to further protect Corona historic resources that are found within the Specific Plan, the City should adopt a Historic Preservation Program that establishes a permit and review process for the alteration, relocation or demolition of a culturally significant (historic) structure.

(1) Historic Preservation Element to the General Plan

In 1998, the City adopted the Historic Preservation Element which was included into the General Plan in 2004 as part of the plan's update.

(2) Historic Preservation Ordinance

A historic preservation ordinance establishes a process for designating historic resources and reviewing alternation to the exterior of these structures. The ordinance allows for the creation of "historic districts" which would create an individual identity and image for the unique neighborhood areas presently found within the Grand Boulevard circle.

A commission or administrative board could be established with qualified individuals who would have the responsibility to review the City's designated list of historic structures, proposed additions to the list, and review proposed alterations to structures on the designated list.

(3) State Mills Act Contracts

Adopted in 1972, and amended in 1977, the Mills Act allows a local jurisdiction to establish "historic zones." Owners of selected historic properties within these historic zones may enter into preservation contracts with the local jurisdiction. To qualify, the owner must agree to a 20-year contract with the local government and must adhere to the following conditions: 1) restoration of the property; 2) maintenance of its historic characteristics; 3) use of the property in a manner compatible with its historic characteristics, and 4) public access on an appointed number of days in the year. In return, the owner may receive a reduction in property taxes under the Revenue and Taxation Code, 439-439.4.

The use of the Mills Act contracts (Government Code Sections 50280 through 50289) gives the City the flexibility to deal with historic structures on a case by case basis. The City has the option to choose which properties are suitable for the incentive by evaluating various factors, such as the significance of the building to the community, development pressure on the site, or the need for rehabilitation. These contracts can be used both as a tool to preserve an individual building and as part of the broader Specific Plan implementation strategy.

For owners of historic properties, the Mills Act contracts offer several distinct advantages. Participation on the part of the owner is completely voluntary. A Mills Act contract is one of the few incentives available to residential properties. Another important benefit of this incentive is that, since historic properties continue to be protected by the contract when the property is sold, the reduced property tax valuation is passed on to the new owner.

(4) State Historical Building Code

The intent of the State Historic Building Code (SHBC) (Title 24, California Administrative Code, Part 8) is to protect California's architectural heritage by recognizing the unique construction problems inherent in historic buildings and offer an alternative code to deal with these problems. California's Historic Building Code is one of the few such codes in the country. The SHBC (Health and Safety Code Section 18950 through 18961) provides alternative building regulations for rehabilitation, preservation, restoration, or relocation of structures designated as historic buildings.

The Code allows alternative methods, not provided by the standard codes, to reduce hazards to life safety without sacrificing the historic character of the building. SHBC regulations are intended to facilitate restorations so as to preserve a historic structure's original or restored architectural elements and features. The Code is not intended to protect property from all damage or to eliminate all hazards.

California law allows for the use of the State Historical Building Code for all qualified historic buildings.

Table VIII-2: Implementation Programs (page 1 of 2)

No.	Program	Implementing Entities	Cost Estimate	Potential Funding Source
ECONOMIC DEVELOPMENT:				
1	Promotion and Marketing Program	• RDA • Chamber • Downtown Assoc.	$160,000 annually	• Tax increment • BID
2	Team Corona Program	• RDA	$65,000 annually	• Tax increment
3	Business Recruitment Team	• City of Corona • Chamber • Downtown Assoc.	Nominal	• Operating Budget
4	Commercial building facade enhancement	• RDA	$100,000 annually	• Tax increment • Matching Funds • Low interest loans
5	Commercial Structural Rehabilitation	• RDA	$100,000 annually	• Tax increment • Low interest loans
6	Non-conforming sign removal	• City of Corona • RDA	$50,000 annually	• Tax increment
7	Economic Development assistance - provision of public improvements, financial incentives, land acquisition	• RDA	Varies	• Tax increment

Table VIII-2 (page 2 of 2)

No.	Program	Implementing Entities	Cost Estimate	Potential Funding Source
NEIGHBORHOOD ENHANCEMENT:				
1	Residential Rehabilitation improvements for home low interest loans	• RDA	$100,000 annually	• Hsg. set aside funds
2	Street tree trimming, replacement	• City • RDA	$40,000 annually	• CDBG • General Fund
3	Property Maintenance Program and incentives	• City of Corona • RDA	$25,000 annually	• CDBG • Hsg. set aside funds
4	Nuisance Abatement Program	• City of Corona	$20,000 annually	• General Fund • Abandoned Vehicle Abatement Fund
5	Creation of Neighborhood Watch and Neighborhood Improvement committees	• City • Residents		
6	Historic Preservation General Plan Policies and Ordinance	• City of Corona	$30,000	• General Fund
7	State Mills Act Ordinance for historic structures	• City of Corona	Nominal	• Operating Budget

3. Recommended Administrative Tasks

This category of programs involves a variety of tasks related to administering and implementing the concepts contained in the Specific Plan. For the most part, City staff in conjunction would perform these tasks with contract personnel, where needed. Also included are promotional and monitoring programs, which may involve the publication of brochures and reports. The listing of administrative programs is provided in Table VIII-3. These programs require a relatively nominal capital investment but are essential in order to accomplish the objectives of the Specific Plan. However, the programs are not listed in any priority order, and many can be undertaken simultaneously, to the extent that staffing and resources are available. As with the other implementation programs, these should be re-examined annually to assess their effectiveness and expand, delete or modify as appropriate.

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Table VIII-3: Administrative Tasks (page 1 of 3)

No.	Action	Implementing Entities	Cost Estimate	Potential Funding Source
1	General Plan Amendment and Specific Plan for the Downtown	• City of Corona	Previously budgeted	General Fund
2	Adopt Redevelopment Area Merger and Amendments	• RDA	Varies	Redevelopment Fund
3	Prioritize Infrastructure Improvements	• City of Corona	Staff time	Operating Budget
4	Include Infrastructure Improvements in annual Capital Improvement Program (CIP) and CDBG Programs	• City of Corona • RDA	Staff time	• Operating Budget • CDBG
5	Identify centerpiece projects	• City of Corona • RDA • Private Developer	Council/Staff time	• General Fund • Redevelopment Fund
6	Identify potential City facility projects and conduct feasibility analysis and funding strategy	• City of Corona • RDA	Unknown at this time	• Redevelopment Fund • Operating Budgets
7	Prepare Master Landscape/Streetscape Plan for the Downtown	• City of Corona	$50,000	• General Fund • Redevelopment Fund
8	Formulate an effective administrative structure to implement downtown programs and improvements	• City of Corona • RDA	Staff time	• Operating Budget • Redevelopment Fund
9	Establish "Executive Teams" and "Technical Teams" to plan, coordinate and review public and private projects	• City of Corona	Staff time	Operating Budget
10	Determine potential redevelopment projects and land acquisition priorities	• RDA	Council/Staff time	• Operating Budget • Redevelopment Fund

Table VIII-3: Administrative Tasks (page 2 of 3)

No.	Action	Implementing Entities	Cost Estimate	Potential Funding Source
11	Prepare "opportunity sites" inventory and database for potential investment interests	• City of Corona	$3,500	• Operating Budget • Redevelopment Fund
12	Prepare multi-family unit inventory and database for "grandfathering" of existing density	• City of Corona	$5,000	General Fund
13	Prepare inventory of non-conforming properties and uses in the Downtown	• City of Corona	$2,500	General Fund
14	Review and update zoning ordinances and master plans, as necessary to be consistent with Downtown Specific Plan	• City of Corona	Unknown at this time	General Fund
15	Conduct Sign Amortization inventory and prepare information materials and incentive programs	• City of Corona • RDA	$2,500	General Fund
16	Develop and market commercial and residential assistance programs	• RDA	$5,000	Redevelopment Fund
17	Develop informational materials and procedures for Design Review in the Downtown	• City of Corona	$3,000	General Fund
18	Coordinate with County Assessor's Office and Corona-Norco Board of Realtors regarding zone changes and land use rules	• City of Corona	Staff time	Operating Budget
19	Define roles of the Chamber, Project Area Committee and Downtown Advisory Committee during the implementation process	• City of Corona • RDA	N/A	N/A
20	Assist in the formulation of a potential Business Improvement District or other similar mechanism for downtown promotional activities and maintenance of common areas	• City of Corona	Unknown at this time	Improvement District

Table VIII-3: Administrative Tasks (page 3 of 3)

No.	Action	Implementing Entities	Cost Estimate	Potential Funding Source
21	Develop program/ordinance for transportation improvement fair-share fees and in-lieu parking fees	• City of Corona	$10,000	• Redevelopment Fund • Transportation Funds
22	Investigate formation of used car sales complex for potential relocation of sales lots within the Circle	• RDA	$5,000	Redevelopment Fund
23	Prepare master parking study to identify parking shortages, locations where on-street parking should be permissible, and potential for public parking lots or structured garages	• City of Corona	$7,500	• Transportation Funds • General Fund
24	Develop strategies for continued public involvement by property owners, industry leaders, businesses, and residents, in the implementation of the Downtown Specific Plan	• City of Corona	N/A	N/A
25	Prepare monthly status reports to the City Council/RDA and bi-annual reports to the Planning Commission, Chamber and the public regarding implementation progress and to update strategies and priorities for the revitalization of downtown	• City of Corona • RDA	$3,000	Operating Budget
26	Initiate a program to provide design services for businesses that want to upgrade their properties consistent with the plan.	• City of Corona • RDA	$10,000	Redevelopment Fund
27	Identify proto-type projects in each quadrant to set the tone for revitalization efforts. Involve local businesses in providing discounts for property owners who participate.	• City of Corona • Local businesses • RDA	Staff time	Operating Budget
28	Initiate in conjunction with the Chamber, Historical Preservation Society and other local service organizations, beautification awards for various categories and areas within the downtown.	• City of Corona • Chamber • Historic Pres. Society • Service Clubs	$500	Operating Budget

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D - Potential Funding Mechanisms

1. City Regulations and Fees VIII-27
2. Special Districts and Fees VIII-28
3. Redevelopment Programs VIII-30
4. Federal and State Programs VIII-31
5. Transportation – Federal, State, and Local VIII-33
6. State/Local Sustainable Financial Incentives VIII-37
7. Utility Programs VIII-39
8. Landscape Enhancement Programs VIII-39
9. Local Fund Raising Programs VIII-39

In order for the Specific Plan area to develop consistent with the goals and objectives of this plan, the identified public improvements and programs will need to be funded. This section summarizes a variety of potential methods for funding improvement projects listed in the previous section. This listing is not intended to exclude any other available funding source nor does it require the use of any source listed.

1. City Regulations and Fees

A large portion of the improvements required by this Specific Plan will be implemented by City regulations and fees required at the time of development of a new project.

a. Conditions of Approval for Individual Projects

Under this method of financing individual developers are required to construct infrastructure and other facilities as part of their project approval when such improvements are directly related to their project.

Construction of facilities by individual developers is the easiest funding method to implement and should be employed whenever possible. This method allows developers to move ahead with their projects subject to their own timing without the potential delays which might accrue in the creation of more elaborate financing programs.

However, issues of equity preclude developer construction for features of area wide or general benefit unless reimbursement is involved. In requiring construction of facilities by developers, even if there is to be reimbursement, care must be taken to avoid overloading front-end development costs to the point that on-site project amenities are sacrificed in favor of up-front costs for off-site facilities/ improvements. In instances where improvements are needed which benefit many different properties, infrastructure impact fees special districts or City participation may be required.

b. Water and Sewer Rates, Fees, and Charges

The revenue generated by new rates, fees, and charges for repair, replacement and regulatory improvements and for expansion to serve new development will be used to fund operation, maintenance, and capital improvements in the water and sewer system including infrastructure for water and sewer pipeline replacements. The Utilities Department will prioritize these projects in the 5-year Capital Improvement Program.

2. Special Districts and Impact Fees

Special fee districts are frequently established by local agencies to address specific infrastructure needs such as sewer, water or drainage. In most instances, fees are collected upon the development of land within the fee district, based on a master plan for the specific facility. Fees are usually collected on per acre or per unit basis.

Impact fees are monetary exactions (other than taxes or special assessments) that are charged by local agencies in conjunction with approval of a development project. Impact fees are levied for the purpose of defraying all or a portion of the costs of any public improvements or amenities, which benefit the project. The collection of impact fees does not require formation of a special district.

Impact fees are paid by builders or developers, typically at the time a building permit is issued. The public facilities funded by impact fees must be specifically identified. There must be a reasonable relationship, pursuant to Assembly Bill 1600, between the type of development project, the need for the facilities, the cost of the facilities and the need to impose a fee.

While developer fees cannot typically be leveraged (i.e. provide security for bonds or other debt instruments), fees can be used in conjunction with debt financing to help retire bonds secured by other means (e.g. land). In this case, developer fees can generate supplemental revenues to reduce future special taxes or assessments, or free up tax increment or other revenues for alternative uses. Developer fees can also be used to generate reimbursement revenues to property owners or public agencies that have previously paid more than their fair share of public improvement costs.

a. Special Assessment Districts (1911, 1913, 1915 Act)

California law provides procedures to levy assessments against benefiting properties and issue tax-exempt bonds to finance public facilities and infrastructure improvements. The legislative body (e.g. city) initiates assessment districts, also known as improvement districts, subject to majority protest of property owners or registered voters. Assessments are distributed in proportion to the benefits received by each property, and represent a lien against property. The assessments are fixed dollar amounts and may be prepaid. Only improvements with property-specific benefits (e.g. roads, sewer and water improvements) may be financed with assessments.

b. Area of Benefit Fees

Area of benefit fees may be enacted by the legislative body (i.e. city) through adoption of an ordinance, without voter approval. The fee must be directly related to benefit received. It does not create a lien against property, but must be paid in full as a condition of approval. Its principle use is for encumbering properties that will not voluntarily enter into an assessment of CFD, so that they pay their fair share at the time they are ready to be developed. Proceeds may be used to reimburse property owners who pay up-front cost for facilities benefiting other properties. Benefiting properties may be given the option to finance the fees by entering into an assessment district (1913/1911 Act) or Mello-Roos (CFD).

c. Parking and Business Improvement Districts

Although similar to the other assessment districts, one particular type of district is worthy of specific description. California State law (SB 1424) provides for the establishment of a funding mechanism know as a Business Improvement District (BID).

The BID allows the City Council to impose an assessment on businesses within a self-designated area and to utilize the revenues for the improvement of physical amenities such as parking facilities, benches, lighting, and decorations and for activities and promotions, which would benefit business located in the area.

A BID would allow the Corona Downtown area to utilize methods of promotion and image improvement that have benefited newer commercial developments that have a single owner or management structure. The creation of a BID would be a quick and simple way for Downtown Corona businesses to equitably finance an image enhancement program and to demonstrate to potential new businesses that they are serious about improving the business in the area. Such districts can also be used to maintain landscaping and signage within the public right-of-way.

d. Mello-Roos Community Facilities Districts

The Mello-Roos Community Facilities Act of 1982 allows for the creation of special districts authorized to levy a special tax and issue tax exempt bonds to finance public facilities and services and may also perform maintenance of public improvements. A CFD may be initiated by the legislative body or by property owner petition and must be approved by a 2/3 majority of either property owners or registered voters (if there are more than 12 registered voters living in the area).

e. Landscaping and Lighting Districts

Landscaping and Lighting Districts (LLD) may be used for installation, maintenance and servicing of landscaping and lighting, through annual assessments on benefiting properties. LLD's also may provide for construction and maintenance of appurtenant features, including curbs, gutters, walls, sidewalks or paving, and irrigation or drainage facilities. They also may be used to fund and maintain parks above normal park standards as funded from the City's general fund.

3. Redevelopment Programs

The Corona Downtown Revitalization Specific Plan area is contained within the Merged Redevelopment Project Area. The existence of a Redevelopment Agency and project area creates a strong centralized authority with broad powers relative to development administration and financing. Because of the age of the Downtown Area and the extensive improvements needed the ability to use Redevelopment tax increment with this area is essential to accomplishing the goals of the Specific Plan within a reasonable period of time.

State Community Redevelopment Law allows communities to utilize tax increment financing to carry out redevelopment activities, by applying tax increments obtained in the project area to finance planning, administrative, acquisition, and improvement activities. Redevelopment Law permits the Agency to finance land acquisition for public purposes, construction of public facilities, such as roads, parks, waterlines, storm drains and sewers, and administrative, legal, planning and engineering costs related to the project.

The Redevelopment Agency can issue bonds to finance project area improvements and administrative cost, and can apply the tax increments derived in the project area to pay the debt service on the bonds. As long as the Redevelopment Agency has incurred debt affecting the project area, tax increments must be used to retire that debt. While increments can and are passed through to outside agencies supplying essential services to the project area, funds cannot be passed through to the City itself. The use of tax increments should, therefore, be viewed of as a municipal investment to be used on projects that will repay themselves through increased revenue to the City.

The Redevelopment Agency was established to assist and encourage the orderly redevelopment of its project areas. In this regard, the Agency may offer financial or other assistance to further the Agency's and City's redevelopment and revitalization goals. To conserve scarce Agency resources, private development projects seeking assistance should be carefully scrutinized to ensure they meet the Agency's development goals and criteria. The Redevelopment Agency may offer financial or other assistance to projects which meet these goals and criteria, but which require some Agency help to make them financially feasible.

4. Federal and State Programs

a. Community Development Block Grant (CDBG) Funds

The federal government provides limited funding for local community development programs under the CDBG program. Funds have historically been made available for housing and business improvement and revitalization, job training and economic development. The emphasis for targeting of CDBG funds is generally towards benefiting groups and individuals of low and moderate income.

Subject to the availability of funds, CDBG could be utilized to develop minor public improvements (i.e. curbs, gutters, sidewalks) to rehabilitate housing, and to make cosmetic improvements to business facades in low-income areas. Like several of the other programs described, CDBG funds likely will not provide a significant basis for implementing the project's objectives, but can combine with other measures as part of the overall program. The following is a list of available programs:

- Brownfields Economic Development Initiative (BEDI) - The BEDI provides grants on a competitive basis to local entitlement communities. Non-entitlement communities are eligible as supported by their state governments. BEDIs must be used in conjunction with loans guaranteed under the Section 108 Program. Communities fund projects with the BEDI grants and the 108-guaranteed loan financing to clean up and redevelop environmentally contaminated industrial and commercial sites, commonly known as "brownfields."

- Section 108 Loan Guarantee Program (Section 108 Program) - Community Development Block Grant (CDBG) entitlement communities are eligible to apply for a guarantee from the Section 108 Loan Guarantee program. CDBG non-entitlement communities may also apply, provided that their State agrees to pledge the CDBG funds necessary to secure the loan. Non-entitlement applicants may receive their loan guarantee directly or designate another eligible public entity such as an industrial development authority, to receive it and carry out the Section 108 assisted project.

b. Other Miscellaneous Programs

- 2008 Environmental Protection Agency (EPA) Community-Wide Brownfields Assessment Grant for Hazardous Substances.

- 2008 Environmental Protection Agency (EPA) Community-Wide Brownfields Assessment Grant for Petroleum.

- Renewal Community/ Empowerment Zone/ Enterprise Community (RC/EZ/EC) Initiative - The RC/EZ/EC Initiative is vital to development in more than 100 distressed urban and rural areas nationwide. The Initiative, through a combination of innovative tax incentives, federal grants, and partnerships with government, for-profit and non-profit agencies, has opened new businesses and created jobs, housing, and new educational and healthcare opportunities for thousands of Americans.

- Rural Housing and Economic Development (RHED) - Enacted in 1999, RHED provides grants on a competitive basis principally to non-profit organizations to support capacity building, housing, and economic development programs.

- Section 4 Guarantee Recovery Fund - Section 4 is a loan guarantee provision authorized under the Church Arson Prevention 4 Act of 1996 (the Act). It authorizes a Loan Guarantee Recovery Fund to provide certain nonprofit organizations with a source of financing to rebuild property damaged or destroyed by acts of arson or terrorism.

- Congressional Grants - Congressional Grants when available are authorized each year in the annual HUD appropriation and accompanying conference report. Congress authorizes a specific level of funding to a designated grantee, to undertake a particular activity cited in the appropriation or conference report. Only those entities designated by Congress may apply for funds. Unsolicited applications are not accepted.

- Youthbuild - This program was transferred to the U.S. Department of Labor for programs funded with Fiscal Year 2007 and later. Youthbuild provides grants on a competitive basis to non-profit organizations to assist high-risk youth between the ages of 16-24 to learn housing construction job skills and to complete their high school education. Program participants enhance their skills as they construct and/or rehabilitate affordable housing for low- and moderate-income persons. For additional information on this program.

c. *Economic Development Administration (EDA) Loans and Grants*

Grants are available to communities for site preparation and construction of public works projects that will help spur economic development. Projects vary widely, including among others, building construction, roads, water and sewer facilities, railroad spurs, etc.

The program is restricted to projects that can demonstrate job creation potential. Loan guarantees of 80 percent are available for loans equal to or greater than $600,000 for individual enterprises.

Individual enterprises must demonstrate they are unable to obtain financing through conventional means. Frequently, EDA loans & grants are combined with other funding sources

(CDBG). Matching funds of varying proportions are required, and grants are provided to governmental entities.

d. EDA Urban Development through Tourism Program

The Economic Development Administration (EDA) provides strategy grants to perform regional and local studies for assessing the feasibility of tourism activities. EDA has also provided public works grants for local public infrastructure necessary to accommodate tourism activity.

e. EDA Public Works and Development Facilities Program

The EDA provides grants for funding of public works and development facilities that contribute to the creation or retention of private sector jobs. Eligible activities include water and sewer systems, access roads to industrial areas, port facilities, railroad siding/spurs, public tourism facilities, vocational schools, and site improvements for industrial parks.

f. California Urban Forestry Grant Program

This program provides grants up to $30,000 for local governments to purchase trees, which are environmentally tolerant and high quality. Trees must be on public property, and projects must be completed within 18 months of project award. The City of Corona can apply and receive awards for up to four years in a row. This program is administered by the California Department of Forestry and Fire Protection, Urban Forestry Program.

g. California Environmental Enhancement and Mitigation Program Grants (Prop 111)

Three categories of projects are eligible, among them "highway landscaping and urban forestry." Projects must be designed to mitigate the environmental impacts of modified or new public transportation facilities, but do not have to be within the road right-of-way. A $500,000 maximum grant amount is available to local, state and federal government agencies and 101(C)(3) nonprofit entities. The program is overseen by the EEMP Coordinator, State of California Resources Agency. The City of Corona can pursue this for the purchase, installation, and maintenance of street trees.

5. Transportation – Federal, State, and Local

a. FTA 5308 Clean Fuel Program

The FTA 5308 Clean Fuel program is a discretionary grant program for clean fuel buses in air quality non-attainment and maintenance areas. The program provides capital grants for clean fuel buses (up to 25 percent "Clean Diesel") and related facilities.

Features

- Discretionary grants for clean fuel buses and related facilities in air quality non-attainment and maintenance areas. Up to 25 percent of the funds may be used for "Clean Diesel" buses.
- Program requirements of the Urbanized Areas Formula Program (Section 5307) apply.
- While the Clean Fuels Grant Program was created in TEA-21, all funding, including that provided in FY 2005, was transferred in the appropriations process to the Bus Discretionary (5309) program.
- A significant number of bus and facilities projects are designated in SAFETEA-LU.
- A bus built with lightweight composite materials can also be qualified as a clean fuels bus for this program.

b. Economic Development Assistance Programs

Availability of Funds under the Public Works and Economic Development Act of 1965, as amended (42 U.S.C. § 3121 et seq.), and the Trade Act of 1974, as amended (19 U.S.C. §§ 2341-2391).

Under this announcement, EDA solicits applications for the following programs under PWEDA:

- Public Works and Economic Development Facilities Program;
- Planning Program;
- Local Technical Assistance Program; and
- Economic Adjustment Assistance Program.

EDA encourages the submission of only those applications that will significantly benefit regions with distressed economies. Such distress may exist in a variety of forms, including high levels of unemployment, low income levels, large concentrations of low-income families, significant declines in per capita income, large numbers (or high rates) of business failures, sudden major layoffs or plant closures, trade impacts, military base closures, natural or other major disasters, depletion of natural resources, reduced tax bases, or substantial loss of population because of the lack of employment opportunities. EDA's experience has shown that regional economic development to help alleviate these conditions is effected primarily through investments and decisions made by the private sector.

c. *Urbanized Area Formula Program*

49 U.S.C. Section 5307, 5340, and 5336 (j)

The purpose of the Urbanized Areas1 (UZA) is for public transportation capital investments (and operating expenses in areas under 200,000 population) from the Mass Transit Account of the Highway Trust Fund.

Features

- Operating Assistance for those Urbanized Areas that grew to be greater than 200,000 in population or became part of a larger urbanized area is grandfathered in phases (allows 50% of Section 5307 funding to be used for operating assistance in FY06, 25% in FY07, and completed phased out by FY08).

- Basic formula augmented by two new formula features
    - Same basic formula using population, population density, and level of transit service.
    - New Small Transit Intensive Cities formula for urbanized areas under 200,000 that provide more service per capital than do other comparable areas.
    - New Growing States and High Density States formula.

- Program requirements generally unchanged
    - Transit enhancements now are to be evaluated as part of the grantee certification process rather than set aside.
    - Expanded matching funds (non-DOT federal funds can be used as match).

d. *Transportation Enhancement*

In August 2008, CTC adopted Resolution G-03-13 (TE Program Reform) integrating the Transportation Enhancements (TE) program into the State Transportation Improvement Program (STIP). The 2008 STIP Guidelines, adopted December 11, 2008 further clarify and direct programming of TE funded projects, or project enhancement elements, into the STIP. The 2008 STIP Fund Estimates includes Regional Transportation Improvement Program (RIP) funded TE programming targets by county. Transportation enhancement activities are a means of more creatively and sensitively integrating surface transportation facilities into their surrounding communities. What distinguishes transportation enhancement activities from other worthwhile "quality-of-life" and environmental activities is their potential to create a transportation experience that is more than merely adequate. At the same time, they may protect the environment and provide a more aesthetic, pleasant and improved interface

between the transportation system for the communities and people adjacent to transportation facilities.

Federal Transportation Enhancement funds are to be used for transportation-related capital improvement projects that enhance quality-of-life, in or around transportation facilities. Projects must be over and above required mitigation and normal transportation projects, and

the project must be directly related to the transportation system. The projects should have a quality-of-life benefit while providing the greatest benefit to the greatest number of people. Projects must be within the twelve categories.

The Congestion Mitigation and Air Quality (CMAQ) funds are another transportation bill funding source often used to pay for improvements for walking and bicycling.

e. *Caltrans Local Assistance Program*

Caltrans' Local Assistance Program oversees more than one billion dollars annually available to over 600 cities, counties and regional agencies for the purpose of improving their transportation infrastructure or providing transportation services. This funding comes from various Federal and State programs specifically designed to assist the transportation needs of local agencies. Annually, over 1,200 new projects are authorized through the Local Assistance Program of which approximately 700 are construction projects.

The Local Assistance Program, made up of the Division of Local Assistance in Headquarters and 12 District Local Assistance Offices, assist Local and Regional Agencies by ensuring specific program requirements are met, project applications are processed, and projects are delivered in accordance with Federal and State requirements. The overhead associated with providing this support is only $27 M, or 2% of the capital funds that flow through to the local agencies.

f. State Transportation Improvement Program (STIP)

Funds new construction projects that add capacity to the transportation system. STIP consists of Interregional Transportation Improvement Program (ITIP) developed by Caltrans and Regional Transportation Improvement Program (RTIP). STIP funding comes from a mix of state, federal and local taxes and fees.

g. State Highway Operation and Protection Plan (SHOPP)

SHOPP provides funds for pavement rehabilitation and operational and safety improvement of the state highways and bridges.

h. Traffic Congestion Relief Program (TCRP)

Funds 141 capital projects specified in the Traffic Congestion Relief Act of 2000. The TCRP includes roadway and transit projects located in urban areas. Funding comes primarily from gasoline sales tax revenues.

i. Local Assistance Program

Caltrans' Local Assistance Program oversees more than one billion dollars in federal and state funds annually available to over 600 cities, counties and regional agencies for the purpose of improving their transportation infrastructure or providing transportation services.

j. Transportation Development Act

The Transportation Development Act (TDA) is a state collected local sales tax. It has been a mainstay of funding for transit programs in California. The TDA provides two major sources of funding for public transportation: the Local Transportation Fund (LTF), which has been in existence since 1972, and the State Transit Assistance (STA) fund, which was instituted in 1980.

k. Local Transportation Fund

The major portion of TDA funds is provided through the LTF. A strong benefit of this source is that it is derived from the one-quarter cent sales tax, returned to the jurisdiction of collection. As such, it tends to increase both with inflation as well as with population growth. The returned funds must be spent for the following purposes:

- Two percent may be provided for bicycle facilities.
- The remaining funds must be spent for transit and paratransit purposes, unless a finding is made by the Transportation Committee that no unmet transit needs exist that can be reasonably met.
- If a finding of no unmet needs that are reasonable to meet is made, remaining funds can be spent on roadway construction and maintenance purposes.

l. State Transit Assistance

In addition to LTF funding, the TDA includes a State Transit Assistance (STA) funding mechanism. The sales tax on gasoline is used to reimburse the state coffers for the impacts of the one-quarter cent sales tax used for LTF. Any remaining funds (or "spillover") are available to the counties for local transportation purposes.

6. State/Local Sustainable Financial Incentives

The State of California is leading by example on energy efficiency, conservation, sustainability, and green building incentives. There are several examples of government incentives available to both the public and private sector to encourage and promote sustainable development. This section identifies incentives for achieving economic growth based on energy efficiency, expanded use of renewable energy, and other sustainable practices. This includes the following:

- *Direct Monetary Payments*: This incentive includes making payments in the form of one or more of the following:

- Grants to projects meeting prescribed green standards to help reduce the cost of construction.

- Rebates/reimbursements from the local utility agency for the purchase of environmentally friendly products.

Examples: State Rebate Program: California Solar Initiative, CEC – New Solar Homes Partnership, Emerging Renewables Program, Self-Generation Program. Cities of Anaheim, Corona (Solar Partnership Rebate Program), Petaluma, Richmond, Riverside, and San Diego.

- *Expedited Permitting*: Offer an expedited permitting process, such as reduced review times.

- *Marketing, Publicity, Awards*: This incentive provides assistance with marketing and publicity via recognition and awards.

  Example: City of Santa Cruz.

- *Tax Incentives*: This includes the state offering state income tax credit and property or sales tax rebates as follows:
  - Income tax credits to owners/tenants of sustainable buildings.
  - Temporary property tax exemptions for commercial, industrial, and resort developments certified by a government approved system.
  - Multi-purpose tax credits for owners/tenants of buildings meeting prescribed green standards that can be applied against a variety of taxes (corporate or personal income taxes).

  Examples: Cities of Riverside, Honolulu Hawaii and Cincinnati Ohio. Sales Tax Exemption for Alternative Energy Manufacturing Equipment.

- *Density Bonus:* The City permits greater flexibility (height, floor area, density) for commercial and/or residential buildings that meet a combination of achieving prescribed green standards, contributes to affordable housing, and/or adds public amenities.

  Examples: Glendale, Sunnyvale, Minneapolis Minnesota, Portland Oregon, Arlington Virginia and Seattle Washington.

- *Loans:* Establishing loan funds that provide loans at reduced interest rates for improvements and/or green projects that achieve certification by a government approved system.

  Example: Local Option – Municipal Energy Districts, SMUD – Residential Solar Loan Program, Palm Desert, San Francisco, and Sonoma County.

- *Net Metering*: Allows residents who own renewable energy facilities to sell excess power back to the community or paying individuals/corporations directly for the amount of electricity produced.

- *Technical/Design Assistance*: Establish a "Green Team" that provides residents/corporation assistance with designing sustainable projects.

  Examples: Cities of Fort Collins Colorado and Seattle Washington.

7. Utility Programs

Utility companies are required to budget funds each year for undergrounding. These budgets are approved by the Public Utilities Commission and assigned to specific projects in each area based on priorities developed by local government. The City of Corona should identify eligible projects for consideration.

8. Landscaping Enhancement Programs

a. California ReLeaf/ California Department of Forestry and Fire Protection

Up to $5,000 is available to projects that plant large-crowning, environmentally tolerant trees (such as the Sunburst Honeylocusts) on public property to provide shade and other benefits. The grants can be awarded to citizen groups and city affiliated volunteer entities.

b. National Small Business Administration Tree Planting Program

Up to $200,000 is available for tree planting projects on land owned by the applicant agency. Trees must be purchased from small business nurseries and planted by small business contractors. The SBA Tree Planting Program is administered through the California Department of Forestry.

9. Local Fund Raising Programs

Many cities establish local fund raising programs to attract donations from the community for

certain streetscape and amenity features. On example might be a program where donors would be recognized by placing a small plaque sign on a light pole with the name or logo of the local merchant/business/ person/entity who purchased the fixture. First preference should be given to those donors located in the Downtown (D) or Transitional Commercial (TC) Districts. This program can be applied to light poles/fixtures, benches, bus stop shelters, banners, paving bricks, fountains or street trees.