

# NORTH MAIN STREET DISTRICT SPECIFIC PLAN



*Prepared for:*

**City of Corona**

*Original Document Prepared by:*

**pbr**

# **NORTH MAIN STREET DISTRICT SPECIFIC PLAN (SP 99-01)**

*Prepared for:*

**City of Corona**  
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Corona, California 92882

*Original Document Prepared by:*

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Last Revised: May 26, 2015

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**PROJECT APPROVALS (SP 99-01)**

<b>CASE NO.</b>	<b>COUNCIL APPROVAL</b>	<b>DESCRIPTION/APPLICANT</b>
SCH# 99011069	January 5, 2000 Certification of FEIR Reso. No. 2000-01	Final Environmental Impact Report for Specific Plan 99-01, General Plan Amendment 99-02, and Specific Plan Amendment 99-01.
GPA 99-02	January 5, 2000 Approved Reso. No. 2000-02	General Plan Amendment to the Land Use and Circulation elements of the North Main Street Specific Plan (Applicant: City of Corona)
SP 99-01	January 5, 2000 Approved	Approval of the North Main Street Specific Plan which establishes land use and development standards for a 257.6 acre area and amending the Birtcher Business Center Specific Plan (SP 82-2) deleting the 9.5 acre Planning Area 7 (Medium Service Industry) district and incorporating it into the North Main Street Specific Plan (Applicant: City of Corona)
SPA 01-001	February 21, 2001 Approved	Amendment permitted uses to permit churches under 10,000 square feet per a minor conditional use permit. (Applicant: City of Corona)
SPA 01-011	December 5, 2001 Approved	Amendment to change the land use for 2.51 acres from SC to CR located at the NWC of West Grand Blvd. and Railroad Street. (Applicant: Nejat Mirharooni)
SPA 02-001	March 6, 2002 Approved	Amendment to permitted uses to allow tattoo and body piercing salons within the CR land use designation. (Applicant: City of Corona)
SPA 04-001	April 7, 2004 Approved	Amendment to permitted uses to allow Day Spas in CR (Commercial Retail) and ESR (Entertainment Specialty Retail) land use designations. (Applicant: Harry Morse, Alexander's Premiere)
SPA04-005	September 14, 2004 Approved	Amendment to change 3.5 acres from the Business Park (BP) land use designation to the Transit Center/Mixed Use Land Use (TC) Designation and amend parking structure development standards.
SPA04-007	December 1, 2004 Approved	Amendment to permitted uses to allow cybercafés within the CR and ESR land use designations. (Applicant: City of Corona)

SPA 05-002	April 6, 2005 Approved	Amendment to change the land use designation of 5.68 acres located on the southwest corner of Main Street and River Road from Entertainment Specialty Retail to Commercial Retail. (Applicant: KWC Engineers)
SPA 05-001	May 18, 2005 Approved	Amendment to change the land use designation of 8.26 acres located on the northeast corner of River Road and Cota Street from Commercial Retail to Single Family Condominium and to introduce SFC development standards (Applicant: Renaissance Investment Partners, LLC)
SPA 06-006	September 11, 2006 Approved	Amendment to permit with a minor conditional use permit and establish regulations for tobacco stores and smoking lounges in the ESR, CR and TC districts of the specific plan (Applicant: City of Corona).
SPA07-005	November 5, 2008 Approved	Amendment to establish plan objectives and land uses that promote transit oriented and higher density residential and mixed use developments, eliminate and add various land use designations, eliminate, revise and add new development standards, modify the architectural design guidelines, and amend the land use map to change the land use designation of various parcels of land (Applicant: Redevelopment Agency of the City of Corona).
SPA 09-003	December 16, 2009 Approved	Amendment to establish plan objectives and land uses on 5.7 acres from Commercial Retail (CR) to Urban Density Residential (UDR), adjust various land use designations, eliminate, revise and add new development standards, modify the architectural design guidelines, and amend the land use map to change the land use designation of various parcels of land to correspond with the UDR designation (Applicant: Watermarke Properties Inc.).
SPA 11-003	September 7, 2011	Amendment to the sign regulations (Section 5.3.5 and 5.3.6) to allow monument signs to be constructed up to a maximum height of six feet in the front yard setback of a commercial or industrial property. (Applicant: City of Corona).
SPA 12-007	September 17, 2013 Approved	Amendment approximately 0.15 Acres from UDR (Urban Density Residential) to CR (Commercial Retail); 4.58 Acres from UDR to MU (Mixed Use); 2.21 Acres from CR to MU; 1.85 Acres from CR to UDR; 0.16 Acres from TC (Transit Commercial) to UDR; 0.27 Acres from Street Right-of-way to CR (0.02 Acres) and UDR (0.25 Acres), and CR to TC to Street Right-of-way (0.36 Acres) and revise Specific Plan text in three chapters to enable a mixed use development as proposed

		in Precise Plan 12-005, and consideration of the Mitigated Negative Declaration regarding potential environmental impacts of the project. (Applicant: Watermarke Properties)
SPA 13-001	May 15, 2013	Amendment to Chapter 4 to address development of single room occupancy residential units and Chapter 6 to introduce development incentives for small lot consolidation. (Applicant: City of Corona).
SPA 13-002	February 19, 2014 Approved	Application to amend the North Main Street Specific Plan (SP99-01) to change 3.8 acres from CR (Commercial Retail) to SFC (Single Family Condominium) and to amend specific plan text to introduce development standards and design guidelines for single family attached condominiums/townhome product types.
SPA14-002	June 4, 2014 Approved	Amendment to the North Main Street Specific Plan (SP99-01) to permit veterinarian and animal hospitals in the BP (Business Park) District.
SPA15-001	May 26, 2015 Approved	Amendment to Section 4.3 to permit microbreweries in the TC, BP and I designations. (Applicant: City of Corona).

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## **1.0 SUMMARY**

### **1.1 INTRODUCTION**

#### **1.1.1 Purpose and Intent of Specific Plan**

The purpose of this document is two-fold: 1) to implement the City of Corona General Plan objectives and policies by presenting more detailed direction for future development; and 2) to establish development regulations and implementation mechanisms applicable solely to the various properties located within the *North Main Street District Specific Plan* area. When implemented, this Specific Plan will provide for orderly and efficient development/redevelopment in accordance with the provisions of the General Plan that will enhance the visual quality and economic vitality of the Specific Plan area. When adopted by city legislative action, this Specific Plan document will serve both planning and regulatory functions. The *North Main Street District Specific Plan* contains the standards, procedures, and guidelines necessary to accomplish this purpose.

#### **1.1.2 Authority and Scope**

This Specific Plan has been prepared and established under the authority granted to the City of Corona by the California Government Code, Title 7, Division 3, Articles 8 and 9, Sections 65450 and 65507. The State of California, under the authority of these code sections, encourages cities to adopt Specific Plans either by resolution to establish a policy document, or by ordinance to establish a regulatory document. The *North Main Street District Specific Plan* is intended to be a regulatory document and is subject to Planning Commission review and City Council adoption by ordinance.

All regulations, conditions, and programs contained in this document shall be deemed separate, distinct, and independent provisions of the *North Main Street District Specific Plan*. In the event that any such provision is held invalid or unconstitutional by a state or federal court of competent jurisdiction, the validity of all remaining provisions of this Specific Plan shall not be affected.

All future development plans, tentative parcel and/or tract map(s), or other similar entitlements for properties located within the boundaries of this Specific Plan area shall be consistent with the regulations set forth in this Specific Plan and with all other applicable city regulations.

Concurrently with this Specific Plan document, a Mitigated Negative Declaration has been prepared in accordance with the provisions of the California Environmental Quality Act (CEQA). This Mitigated Negative Declaration identifies specific mitigation

measures that would mitigate potential impacts resulting from project implementation to below a level of significance. Many of these mitigation measures have been incorporated into this document.

The North Main Street District project includes three components: a Specific Plan, a General Plan Amendment request, and a Change of Zone request. The General Plan Amendment request includes an analysis of the project's conformance with the City's General Plan. The conformance section is contained in Appendix IV in the Technical Appendices (bound separately from the Specific Plan) which accompany this Specific Plan document. This Specific Plan includes Development Regulations for the *North Main Street District Specific Plan* area in Chapter 4.0. The project area will be rezoned in accordance with Chapter 4.0.

### **1.1.3 Project Background**

Over a period of several years, the North Main Street District has experienced a gradual transition from neighborhood retail, food, and drug stores to more of a secondary/off-price discount retail orientation. This can be attributed to several factors including significant traffic pattern changes and better suited competing retail destinations. Much of the land within the project area remains underutilized.

Recognizing the need to address the issues facing North Main Street, the City of Corona initiated a Community Vision Plan process in order to identify community goals and values for the area and to provide broad direction for formulating a revitalization strategy. In December of 1995, the Corona City Council accepted the Vision Plan developed as a result of a successful three day Community Design Charette. One of the recommended actions of the Vision Plan was to prepare a Specific Plan for the North Main Street District area. This Specific Plan is intended to provide guidance and direction for the future development and revitalization of this important area within the community and the region.

The approach for preparing the *North Main Street District Specific Plan* has been to utilize the valuable input and ideas developed as part of the Vision Plan process as a starting point for testing and evaluating revitalization concepts. A multi-disciplined consultant team was assembled specifically for the Specific Plan project in order to fully understand the planning, design, engineering, environmental, community, financial, and marketing issues associated with the project area. Recommendations contained within this document reflect a comprehensive process of gathering base data, analyzing existing conditions, identifying key opportunities and constraints, creating urban design and alternative land use concepts, and refining plan recommendations.

A continuation of actively soliciting community input was also a key ingredient in formulating the plan. In order to ensure that community concerns and interests were identified and incorporated into the planning process, an extensive community outreach program was initiated by the City, including numerous meetings and workshops with both the North Main Street District Stakeholders and the Downtown Corona Advisory Committee. Public hearings with the City's Planning Commission and City Council will also ensure that the plan is responsive to the community's "vision" for the project area.

### **1.1.4 Project Location**

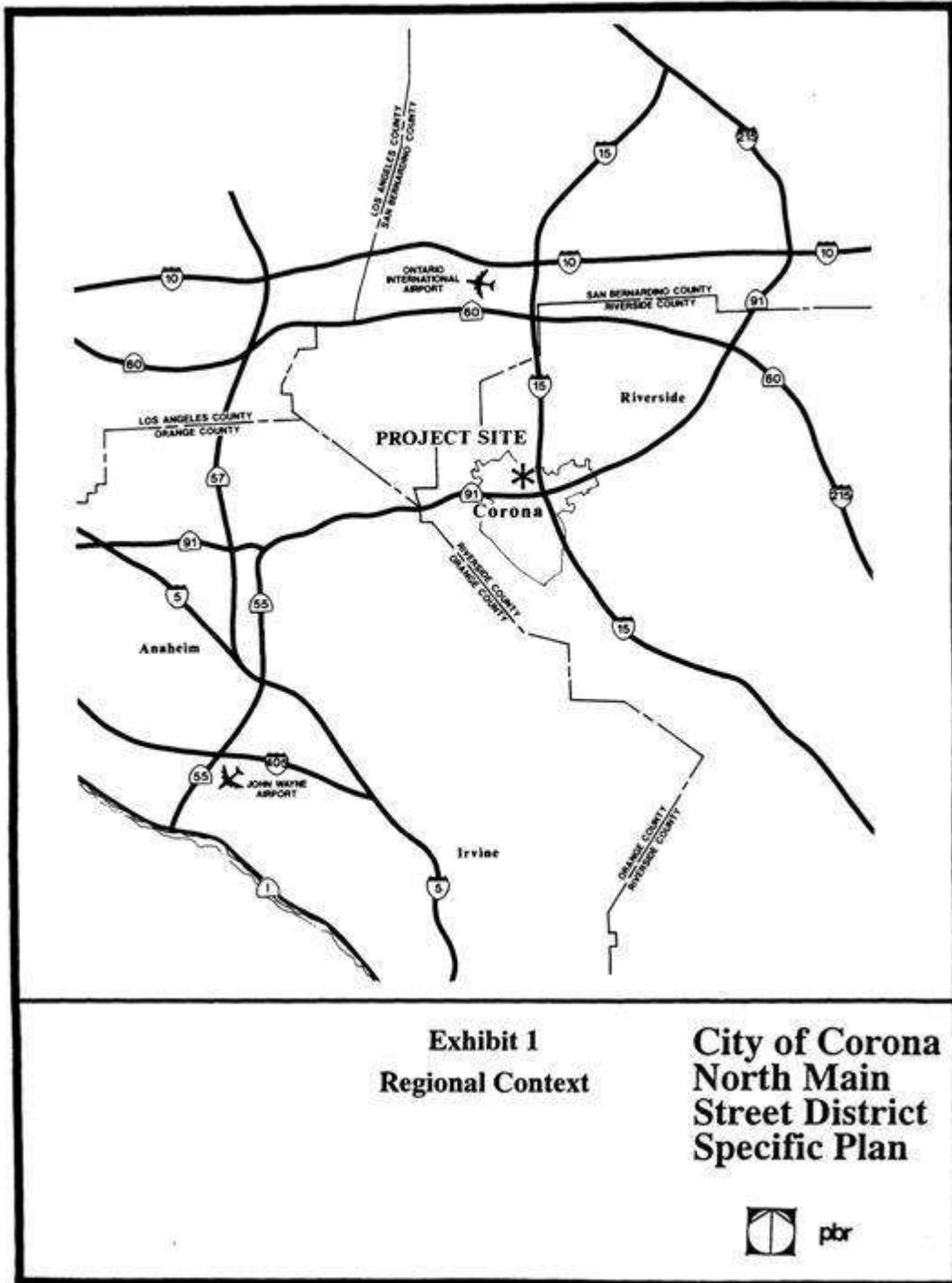
The *North Main Street District Specific Plan* area is located just north of the 91 freeway (SR-91), and west of the Interstate 15 (I-15) corridor, within the City of Corona. Corona is situated approximately 45 miles southeast of Los Angeles in western Riverside County (see Exhibit 1, *Regional Context*). The City sits on an alluvial plane at the base of the mountainous Cleveland National Forest with the plain draining northward into the Santa Ana River. The Corona city limits cover approximately 33 square miles with logical annexations occurring consistent with the City's established Sphere of Influence designation. The City is blessed with a rich history, and has grown from an agricultural community into a modern city with a diverse economy. Corona was originally incorporated in 1896.

The North Main Street District project area is located in the north central portion of the City. The project area is bisected in a north-south direction by North Main Street which serves as the transportation spine for the plan area. The location and configuration of the Specific Plan area is depicted in Exhibit 2, *Vicinity Map*.

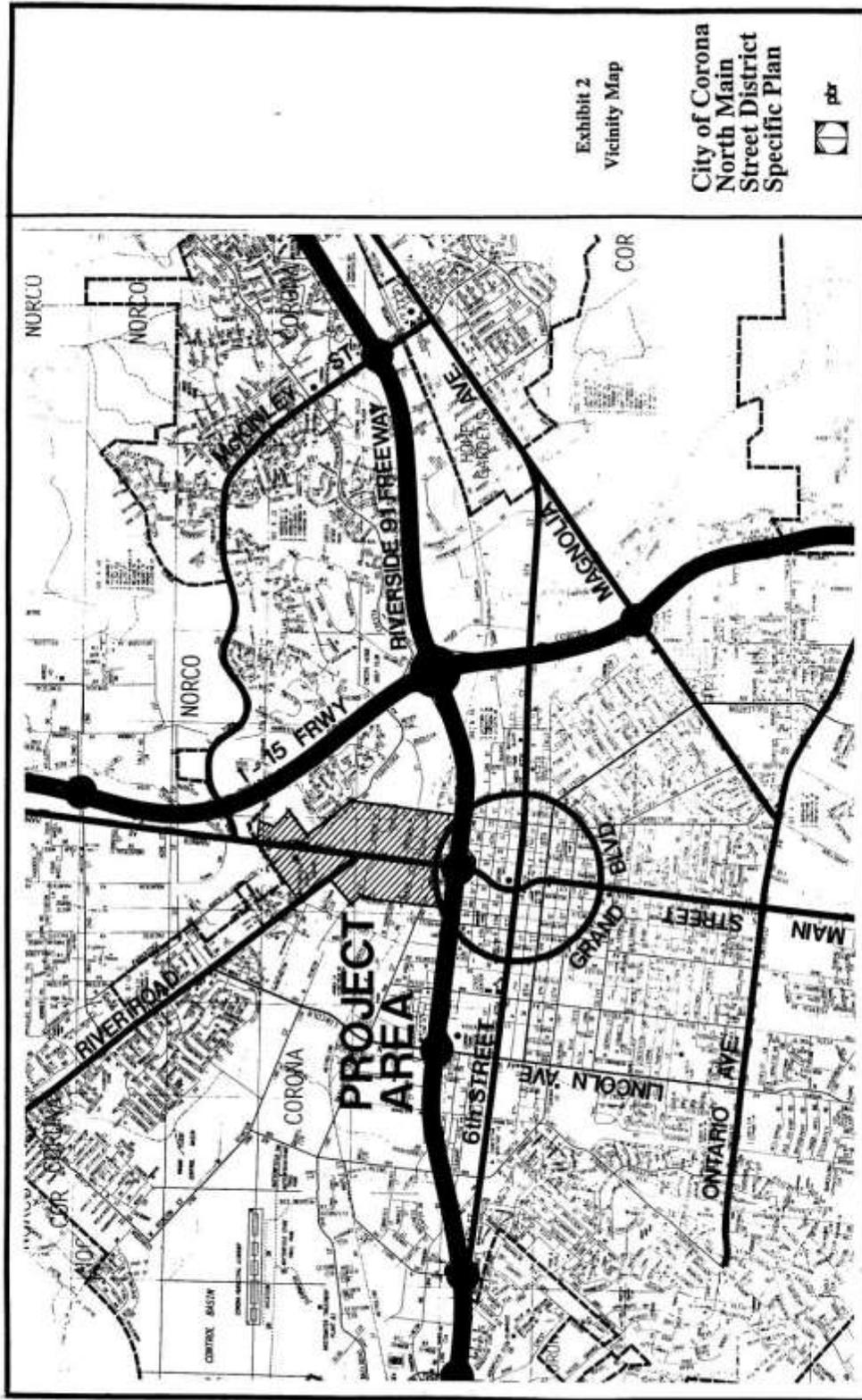
North of the Specific Plan area is the incorporated community of Norco. Downtown Corona is situated directly south of the project area, and the Cleveland National Forest abuts the City's southern boundary. The I-15 freeway and the City of Riverside are located to the east of the Specific Plan area, and the City's existing business and industrial district lies to the west of the site. An unincorporated portion of Riverside County and the Santa Ana River are located to the west of the city limits.

Primary freeway access to the Specific Plan area from Los Angeles, Orange County, and the City of Riverside is provided via SR-91. A full interchange on SR-91 at North Main Street provides direct freeway access from the south. The I-15 freeway provides access to Corona from Ontario and San Bernardino to the north and from San Diego to the south. A new interchange on the I-15 was recently been completed at Yuma Drive. This interchange provides direct access to North Main Street via Yuma Drive and greatly improves accessibility into the project area from the north. The I-15/91 freeway interchange is located approximately one mile to the east of the *North Main Street District Specific Plan* area.

Just south of SR-91, on Main Street, is the area generally referred to as "Downtown Corona." Grand Boulevard is a circular street that completely encompasses the approximate limits of the downtown area. Main Street is perpendicular to and bisects Grand Boulevard. The *North Main Street District Specific Plan* area borders the northernmost portion of Grand Boulevard.



Chapter 1.0  
Summary



1-5

## 1.2 PROJECT SUMMARY

The *North Main Street District Specific Plan* consists of 258.0 acres in the north-central portion of the City of Corona. This Specific Plan area is part of a larger redevelopment area which was established by the City in 1996 and expanded in size with the adoption of the Downtown Revitalization Specific Plan (SP-98-01) in June 1998.

The Land Use Plan for the *North Main Street District Specific Plan* project is organized into separate areas based on land use. These areas include: the Corona Entertainment Center which serves as the central focus of the entire Specific Plan by providing for food, entertainment, and retail/recreation opportunities; the Corona Retail Center, 65-acre area targeting general merchandise and comparison retailing such as apparel, household furnishings, and other similar types of uses; the Corona Transit Center, an area emphasizing transportation-related uses; the Corona Business Center, an office, multi-tenant, and business park complex; the Single Family Condominium area for residential use; and two smaller areas including a Service Commercial area, and an Industrial use designation.

Excellent access opportunities are afforded to the project area. In addition to the site's proximity to State Route 91 and the I-15 freeway, North Main Street serves as the central "spine" of the Specific Plan. Several east-west streets intersect North Main Street and offer opportunities to serve as activity nodes within the project via vehicular, pedestrian, and visual enhancements. Suggested roadway improvements throughout the study area include landscaped medians, special landscaping, enhanced paving, and other improvements intended to upgrade the area aesthetically, improve ingress and egress movements, and enhance the Specific Plan area's image and identity. Capacity improvements will be necessary to the State Route 91 interchange at Main Street; however, the improvements will be implemented separately from this Specific Plan.

The infrastructure improvements necessary to support planned ultimate development within the project area are included in the City's Master Plans for water, sewer, and storm drains. All of the systems will be operated and maintained by the City of Corona.

The creation of viable and workable urban design guidelines is a key component in effectively supporting the intention of the *North Main Street District Specific Plan*. A creative, yet flexible, set of guidelines and design criteria for landscaping, architecture, and signage has also been incorporated into the Specific Plan, providing direction for gateway concepts, streetscape improvements, project identification, theming, landmark elements, hardscape elements, and architectural guidelines, etc. The design concept for the project seeks to create and identifiable positive image for the overall Specific Plan area, while also recognizing and embracing the *North Main Street District Specific Plan* area as an integral part of the City of Corona.

### 1.3 SPECIFIC PLAN DOCUMENT ORGANIZATION

The *North Main Street District Specific Plan* defines a vision and establishes guidelines for the short and long term revitalization of the *North Main Street District Specific Plan* area. The basic approach for preparing this Specific Plan has been to recognize the interrelationship between land use, design, regulation, and sound economic, market, and financial considerations. The Specific Plan is arranged into six chapters and a separately bound collection of technical appendices as follows:

- **Chapter 1.0-Summary:** Includes a discussion of purpose and intent of the Specific Plan, authority and scope for the Specific Plan, project background, a description of the project location, and a brief project overview.
- **Chapter 2.0-Planning Context:** Includes existing and surrounding land use discussions, a summary of existing infrastructure within the project area, and a brief discussion of potential Opportunities and Constraints.
- **Chapter 3.0-Plan Elements:** This Chapter serves as the core of the document and contains an in-depth project description. The Chapter includes the Land Use Plan, Circulation Plan, Infrastructure Plan, and Community Facilities & Services Plan.
- **Chapter 4.0-Development Regulations:** This Chapter contains a discussion of permitted and conditionally permitted uses, as well as the development standards for the project.
- **Chapter 5.0-Design Guidelines:** A creative, yet flexible, set of guidelines and design criteria for landscaping, architecture, and signage providing direction for gateway concepts, streetscape improvements, project area identification and theming, landmark elements, hardscape elements, and architectural guidelines.
- **Chapter 6.0-Implementation Plan:** Contains the phasing plan, financing strategies and other implementation measures, a process for development/design review, and procedures for amending this Specific Plan.
- **Technical Appendices:** Includes a General Plan Conformance section describing how the project complies with the City of Corona General Plan and the final Mitigation Monitoring Plan for the Specific Plan.

## 1.4 SPECIFIC PLAN OBJECTIVES

The following objectives of the *North Main Street District Specific Plan* provide a framework for purpose and intent of the Plan. These objectives were amended by SPA07-005.

1. To create a revitalized North Main Street district that is attractive, economically vibrant and dynamic.
2. To provide opportunities for transit-oriented residential and commercial development (TODs) and transit-adjacent development (TADs) that increase transit ridership and decrease automobile trips.
3. To stimulate the production of TODs and TADs by making zone changes that allow for intensified housing and mixed-use developments along Main Street, a focused transportation corridor.
4. To provide improved local and regional circulation facilities that enhance the flow of vehicular traffic, ensures pedestrian safety and accessibility, and provides facilities for alternative modes of travel.
5. To create a corridor design vision along North Main Street that maximizes the connection and potential interdependency of the MetroLink Station and RTA bus hub with Specific Plan businesses, job providers, and residences.
6. To develop a vibrant North Main Street gateway to the City through economic development and encouraging housing opportunities within the Specific Plan area.
7. To provide opportunities for the construction of high density residential and mixed used developments that combine residential with retail, commercial, and/or office uses to enhance the North Main Street District.
8. To provide locations for office and light industrial uses that are compatible with the Specific Plan's commercial and residential uses.
9. To provide a vibrant high quality urban environment with enhanced sidewalks, pedestrian street crossings, street trees, gateway monumentation and directional signage.
10. To integrate existing land uses with new development, and encouraging renovation of existing facilities compatible with the Design Guidelines of the *North Main Street Specific Plan*.

*Chapter 1.0*  
*Summary*

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11. To reinforce the objectives of the North Main Street Specific Plan by encouraging the assembly of smaller land parcels to create larger and better integrated residential, commercial, office and industrial projects.

To provide aesthetically appealing residential units on the cusp of commercial development that are easily accessible and meet the daily needs of residents.

## **2.0 PLANNING CONTEXT**

### **2.1 GENERAL PLAN LAND USES**

At the time of adoption, the entire *North Main Street District Specific Plan* area was designated by the City of Corona General Plan as either *General/Community Commercial* or *Light Industry*. These land use designations are depicted in Exhibit 3, *General Plan Land Use Designations Prior to Specific Plan Adoption*. At adoption, the General Plan was amended to reflect the land use designations and patterns illustrated in Exhibit 4-0, *General Plan Land Use Designations at Time of Specific Plan Adoption*. A more detailed discussion of the General Plan land uses conformity is contained in Appendix I of the Technical Appendices.

In conjunction with SPA07-005, the General Plan was amended to reflect the land use designations and patterns illustrated in Exhibit 4-1, *General Plan Land Use Designations per GPA07-003*.

### **2.2 EXISTING ZONING AT THE TIME OF PLAN ADOPTION**

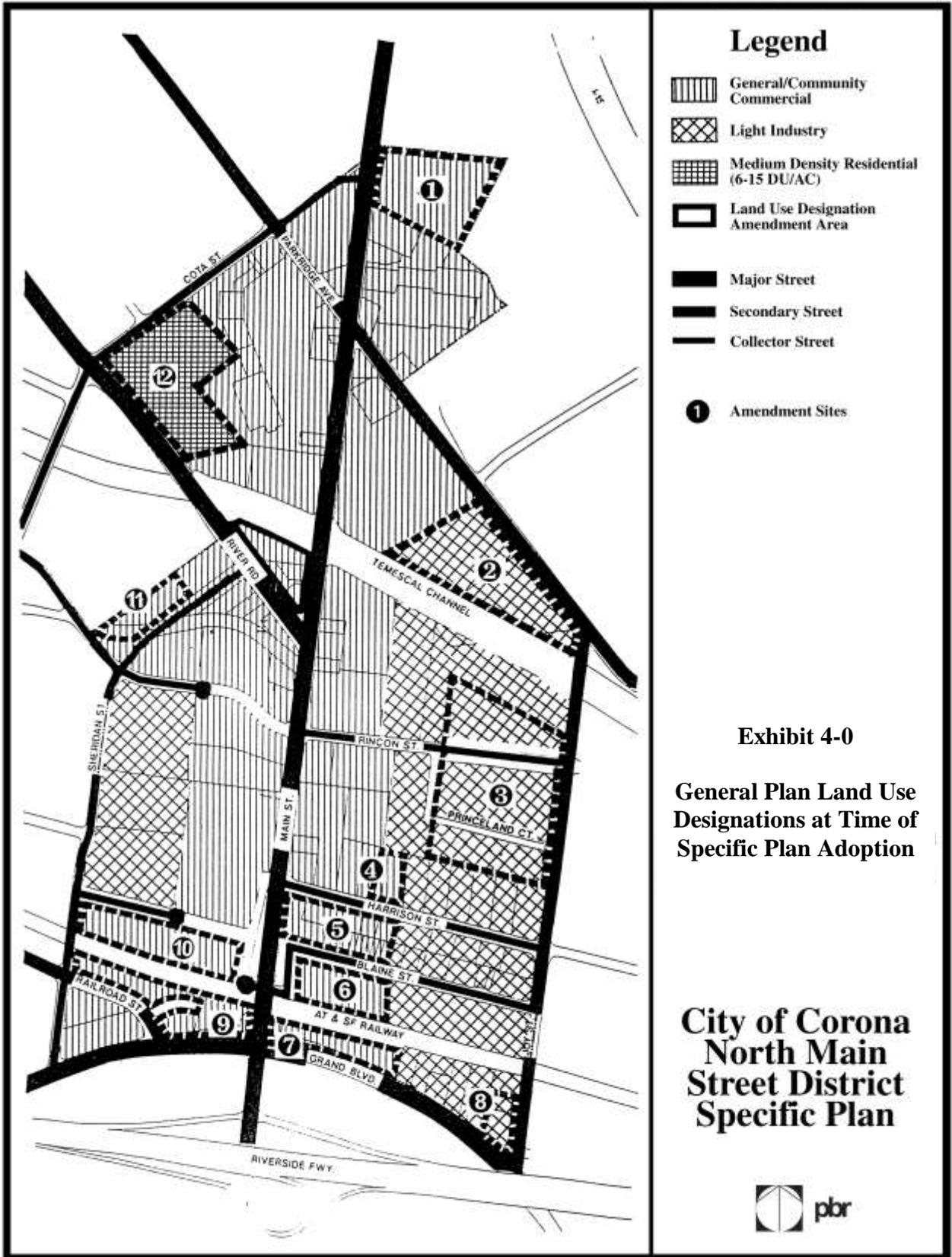
At the time of Specific Plan adoption, there were five separate existing zoning classifications found within the Specific Plan area. These zones were Light Manufacturing (M-1), Restricted Commercial (C-2), General Commercial (C-3), Professional and Office (C-P), and the Birtcher Business Center Specific Plan (SP-82-2). The locations and distribution of each of these zones within the Specific Plan area is depicted in Exhibit 5, *Existing Zoning Prior to Specific Plan Adoption*.

### **2.3 SURROUNDING LAND USES AT THE TIME OF PLAN ADOPTION**

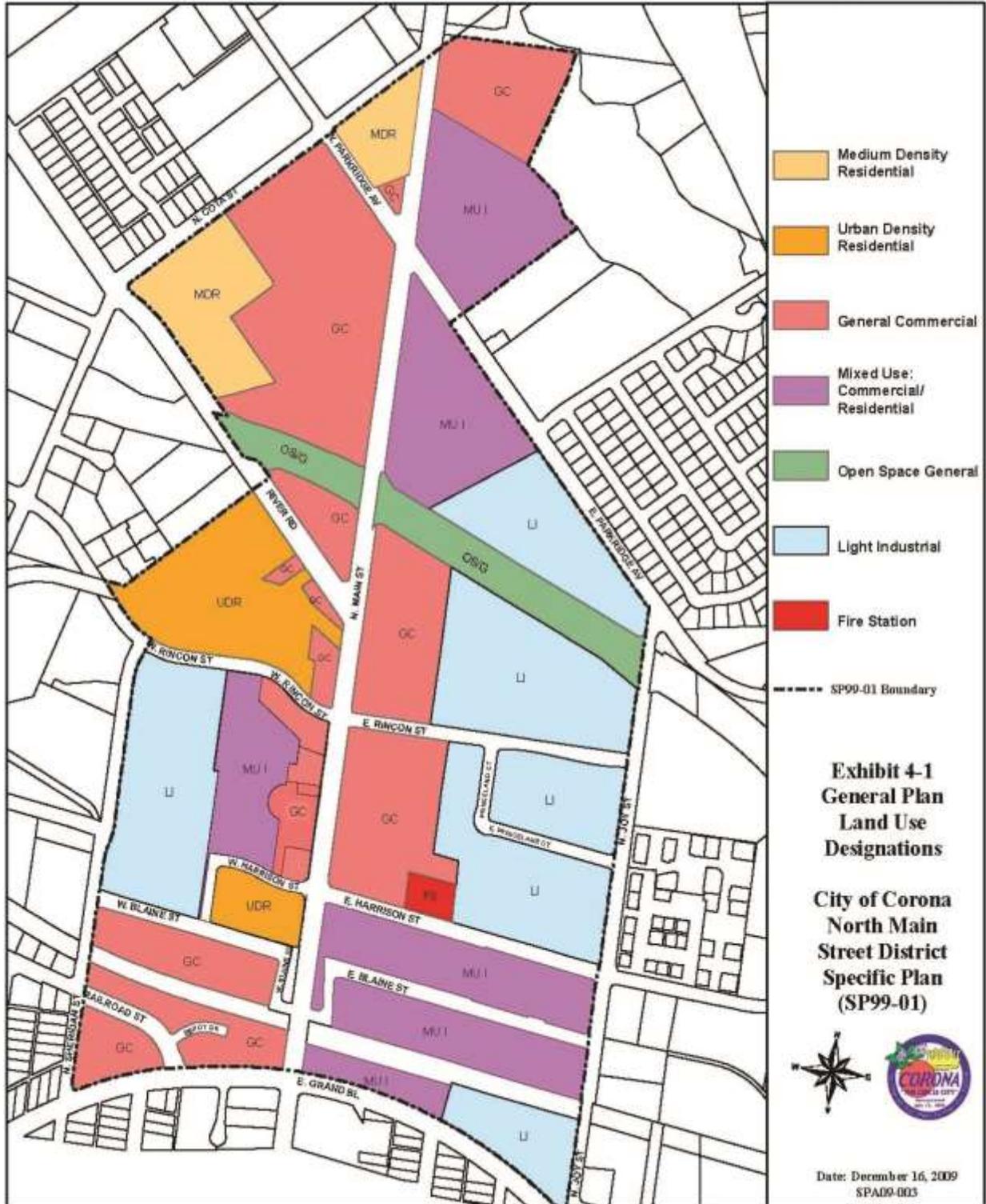
The area surrounding the *North Main Street District Specific Plan* area is largely developed. To the south, Grand Boulevard separates the Specific Plan area from an existing mix of residential and commercial land uses in Downtown Corona. To the west, the project vicinity contains largely light industrial uses. The area located northwest of Cota Street contains a mix of single family detached and multi-family dwelling units. On the northwest side of Cota Street, there is an existing mini-storage yard. The area to the north of the Specific Plan area lies within the city limits of Norco. There is a residence on a large parcel of land near Parkridge Avenue at the terminus of Cota Street. Currently, the owners of this parcel use much of the property for storing firewood which they cut and sell. Closer to North Main Street (called Hamner Avenue in Norco), there is a small collection of businesses, including a private income tax business. These businesses are located below the grade of Hamner Avenue.

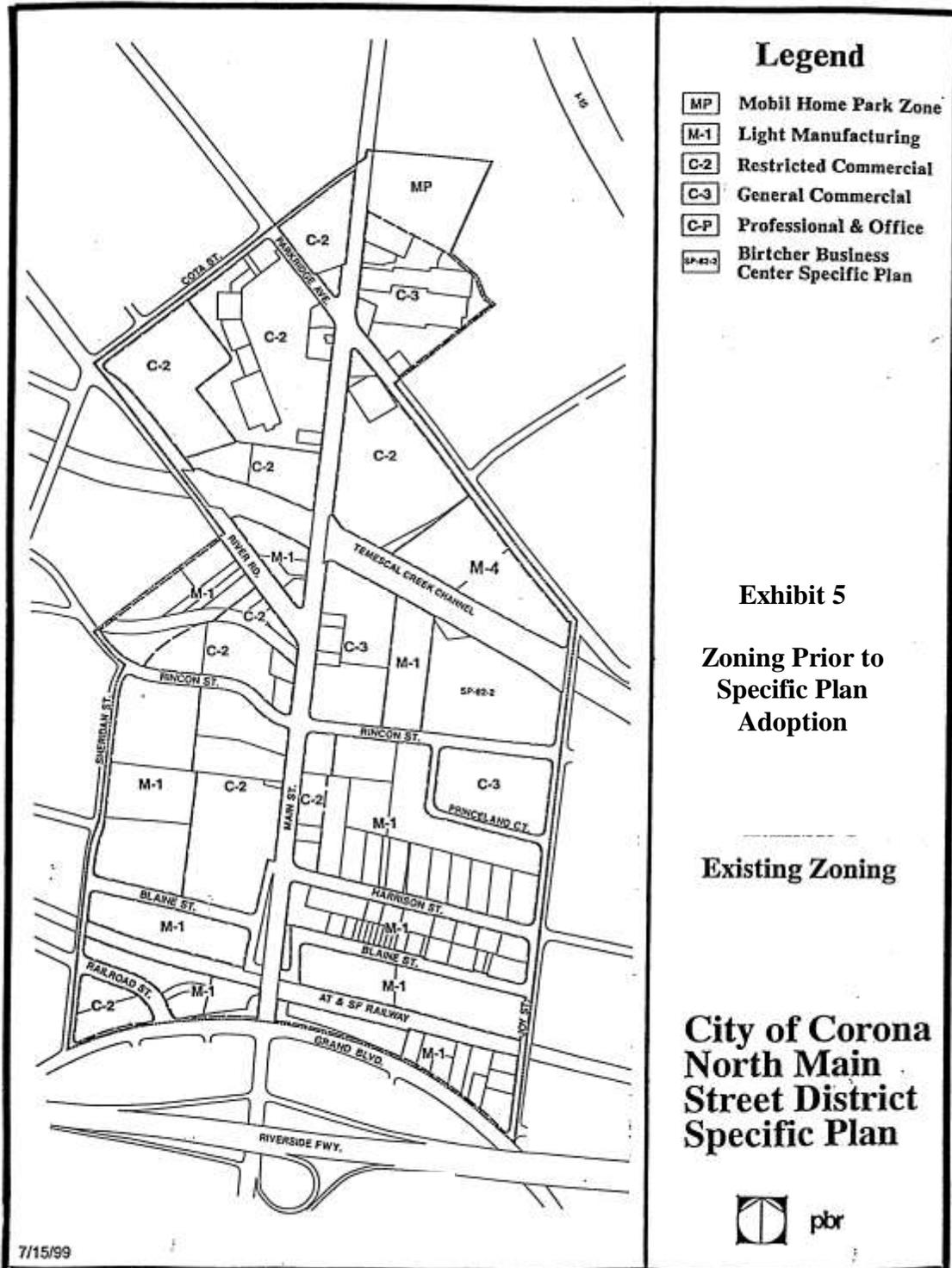
East of North Main Street and north of the existing “Amberlite” mobile home park, the land is currently undeveloped. In addition, there are several large parcels of vacant land located directly east of the mobile home park and the existing retail center at the northeast corner of North Main Street/Parkridge Avenue. These vacant lands extend eastward to the I-15 freeway and are designated by the City of Corona General Plan as Low Density Residential [0-6 dwelling units per acre (du/ac)].





Chapter 2.0  
 Planning Context



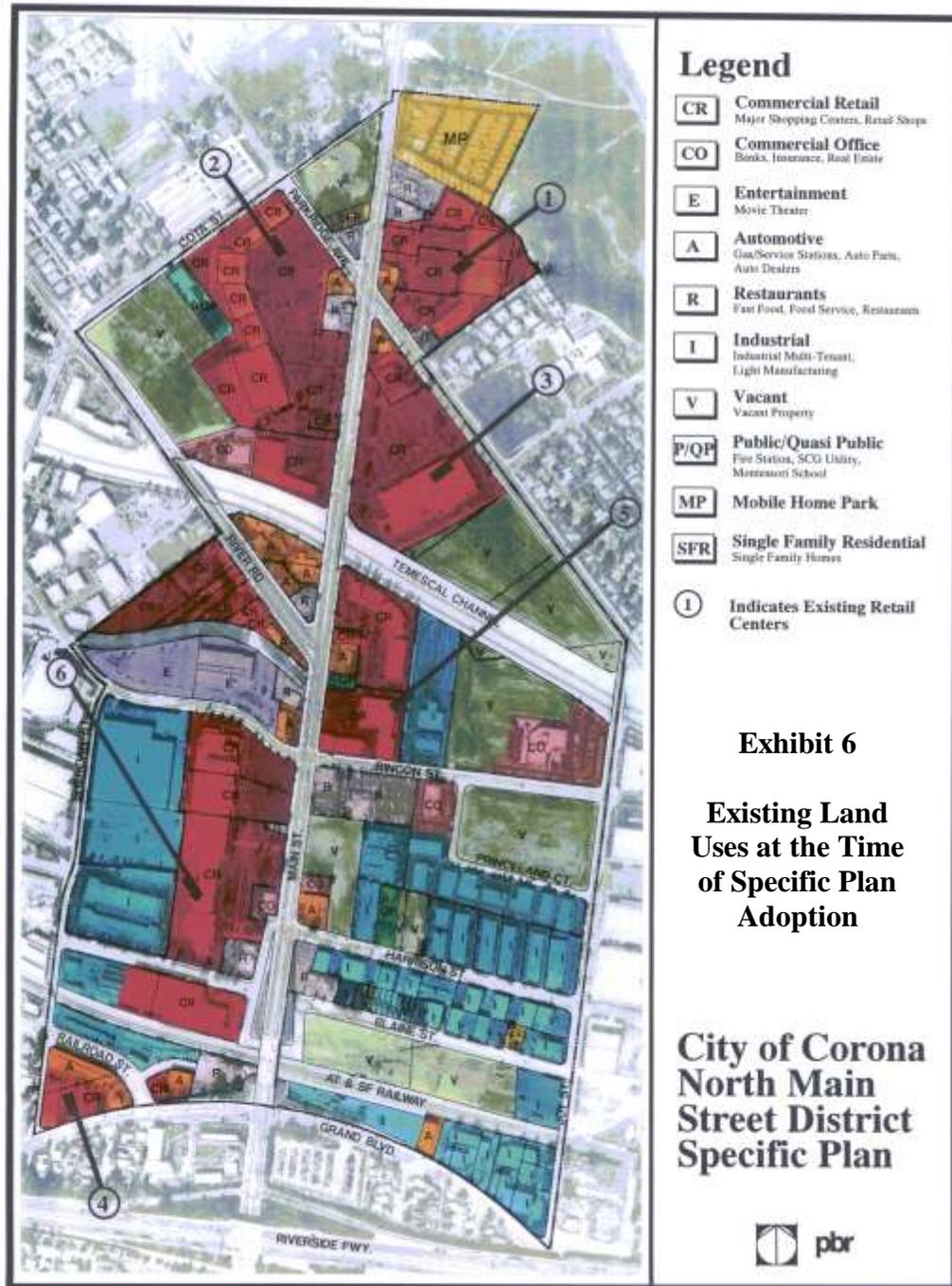


The area to the east of the Specific Plan area, north of the Temescal Creek channel, is devoted primarily to single family detached residential development (designated on the City’s General Plan Map as Low Density Residential development). Parkridge Elementary School, which serves Kinder-garten through Grade 6 students, is located on the east side of Parkridge Avenue, north of Corona Avenue. The school’s playing fields abut Parkridge Avenue. North of the elementary school, there is an existing apartment complex. East of Joy Street and south of Temescal Creek, the land is devoted to light industrial uses.

## 2.4 EXISTING LAND USES WITHIN THE SPECIFIC PLAN AREA AT THE TIME OF SPECIFIC PLAN ADOPTION

At the time of Specific Plan adoption, the Specific Plan area contained a mix of different land uses, including retail, office, light industrial/manufacturing, and public/quasi-public land uses. In addition, there were several vacant parcels of land scattered throughout the study area. A detailed description of each of the existing established land use categories within the Specific Plan follows. Each parcel within the project area has been evaluated and placed into a specific land use category based on existing land uses (see Exhibit 6, *Existing Land Uses*). These categories and their corresponding acreage are depicted in Table 1, *Existing Land Uses*, below.

<b>TABLE 1: EXISTING LAND USES AT THE TIME OF SPECIFIC PLAN ADOPTION</b>	
LAND USE CATEGORY	ACREAGE
Commercial Retail (CR)	69.3 AC
Commercial Office (CO)	6.2 AC
Entertainment (E)	6.4 AC
Automotive (A)	7.4 AC
Restaurants (R)	8.3 AC
Industrial (I)	47.3 AC
Vacant (V)	47.3 AC
Public/Quasi Public (P/QP)	2.6 AC
Mobile Home Park	6.9 AC
Single Family Residential	0.4 AC
Temescal Creek Channel	10.1 AC
Road, Easements and Open Space	45.4 AC
<b>TOTAL</b>	<b>257.6 AC</b>



### **2.4.1 Commercial Land Uses at Plan Adoption**

The commercial uses in the Specific Plan were concentrated along the length of North Main Street within the study area. There were essentially six existing retail centers found within the Specific Plan area. These sites are indicated in Exhibit 6. Significant vacancy and underutilized leased properties existed within these areas.

### **2.4.2 Office/Industrial Land Uses at Plan Adoption**

Office/research & development/multi-tenant properties were located in the approximately 46-acre area (excluding the AT&SF railway right-of-way) bounded by the Temescal Creek channel on the north, Joy Street on the east, Grand Boulevard on the south, and North Main Street on the west. Two high quality, multi-story office buildings exist on Rincon Street, between North Main Street and Joy Street. The State Office of Economic Development is situated on a parcel on the east side of River Road, just north of the Temescal Creek channel. Additionally, two other small office parcels are located on either side of North Main Street at Harrison Street.

The Specific Plan area also contains a mix of industrial multi-tenant buildings and light manufacturing uses in an area located on the east side of Sheridan Street, between the AT&SF railway right-of-way and Rincon Street.

### **2.4.3 Public/Quasi-Public Land Uses at Plan Adoption**

At the time of Specific Plan adoption, there were three parcels devoted to public/quasi-public land uses in the plan area. There is a Montessori school located on Cota Street, adjacent to the Butterfield Stage Center. A fire station (Station No. 2) is located on Harrison Street which is owned and operated by the City of Corona. And lastly, an ARCO Gas Company utility facility occupies a site on North Main Street, opposite the terminus of River Road.

### **2.4.4 Residential Land Uses at Plan Adoption**

A mobile home park is located in the northern portion of the Specific Plan area, on the east side of Main Street. This park (known as the “Amberlite” mobile home park) contains approximately 80 mobile homes on 6.9 acres. Access to the mobile home park is available only from North Main Street. A wide grass buffer area exists between the mobile homes and the actual street right-of-way.

### **2.4.5 Vacant Land at Plan Adoption**

The *North Main Street District Specific Plan* area contained numerous vacant properties, including several large undeveloped parcels. One of the largest vacant parcels was located at the corner of Cota Street and River Road, adjacent to the existing Butterfield Stage Center. Another large parcel was bounded by Rincon Street on the north, Joy Street on the east, and Princeland Court on the south and west. Four other vacant parcels were located in the area bordered by the

Temescal Creek channel on the south, Joy Street to the east, and Parkridge Avenue to the northeast. Other nearly vacant parcels are located along Blaine Street, north of the AT&SF railway right-of-way, between North Main Street and Joy Street. Several long, narrow vacant parcels extend from Rincon Street, west of North Main Street, northward to the Temescal Creek channel. Additionally, an “L-shaped” parcel abuts both North Main Street and Harrison Street. Several smaller parcels of undeveloped land are scattered throughout the project area.

## **2.5 EXISTING INFRASTRUCTURE AT THE TIME OF PLAN ADOPTION**

### **2.5.1 Existing Traffic and Circulation System at Plan Adoption**

Primary regional access to the Specific Plan area is available from SR-91 at the Main Street interchange. A recently completed interchange just north of the project area at Yuma Drive (now Hidden Valley Parkway) provides access to the I-15 freeway.

The *North Main Street Specific Plan* area is well served by existing streets. These streets include the following:

- North Main Street: Classified by the City as a four-lane Major street. This north-south street serves as the “spine” for the entire *North Main Street District Specific Plan* area and is important from a regional perspective.
- Grand Boulevard: This circular road forms the southern boundary of the Specific Plan area and plays an important functional and aesthetic role in defining the interrelationship between the *North Main Street District Specific Plan* area and Downtown Corona. A four-lane undivided street is shown on the City’s General Plan as a Major street. Because of its historical importance to the City, as well as the fact that it serves as an entrance into Downtown Corona and the “Circle” area, Grand Boulevard is designated by the Community Design and Scenic Highways Element of the General Plan as a Scenic Highway.
- River Road: This four-lane undivided street connects North Main Street with the City of Norco extending in a northwesterly direction from North Main Street, across the Temescal Creek channel, to Cota Street and beyond. River Road is depicted on the City’s Circulation Plan as a Major and functions as an important regional transportation route.
- Joy Street: This north-south road is designated as a Secondary on the City’s Circulation Plan between Grand Boulevard and Parkridge Avenue. At present, it is a two-lane undivided street. Joy Street forms the eastern boundary of the Specific Plan area and connects Grand Boulevard with Parkridge Avenue to the north.

- Parkridge Avenue: A northwest-southeast traveling road that crosses through the project area from Cota Street to Joy Street. This four-lane undivided street extends from Joy Street, past Cota Street, and crosses into the City of Norco where it terminates at 2nd Street. It is classified as a Secondary street on the City's Circulation Plan.
- Sheridan Street: A north-south street which is designated on the City's Circulation Plan as a Collector street from Grand Boulevard, north to Harrison Street. Between Blaine Street and Rincon Street, Sheridan Street is not designated on the plan. At present, Sheridan Street exists as a two-lane undivided road which serves as the western boundary for a portion of the *North Main Street District Specific Plan* area.
- Cota Street: Cota Street is a two-lane north-south running street. It extends from Railroad Street (outside of the project area), north to River Road, then travels in a northeasterly direction until it terminates at Parkridge Avenue.
- Rincon Street: Rincon Street is an east-west transportation route which extends from Joy Street, west to the Prado Flood Control Basin at Cota Street. It is designated on the City's Circulation Plan as a Collector street. At present, the road consists of two undivided lanes.
- Harrison Street: Shown on the City's Circulation Plan as a two-lane Collector street, this road extends from Parkridge Avenue (outside of the project area) to North Main Street. Harrison Street is a two-lane undivided street. Past North Main Street Harrison connects with Blaine Street in an awkward fashion.
- Blaine Street: Within the Specific Plan area, this street is divided into two separate segments by North Main Street. Access to these two segments is provided by a convoluted route underneath North Main Street that abuts a portion of the AT&SF railway right-of-way. This street runs parallel to Rincon and Harrison Streets. The two-lane undivided roadway is designated in the General Plan as a Collector street.
- Railroad Street: Designated on the City's Circulation Plan as a Secondary, this two-lane street extends from Grand Boulevard, west to Serfas Club Drive in the western portion of the City. The portion of Railroad Street within the project area is from Grand Boulevard to Sheridan Street. This street exists as a two-lane undivided road.

- Princeland Court: This street is not depicted on the City's Circulation Plan. It exists as a two-lane undivided local street which forms a "dog leg" between Joy Street and Rincon Street.
- The Atchison Topeka and Santa Fe (AT&SF) Railway: This regionally important railroad corridor connects the City of Riverside to the east with Los Angeles to the west. This corridor contains several lines of railroad tracks for freight use, and is also used for passenger service including the Metrolink commuter train.

### **2.5.2 Existing Storm Drain System at Plan Adoption**

The *North Main Street District Specific Plan* area generally drains from east to west, and is traversed by the Temescal Creek channel which crosses underneath North Main Street, just north of River Road. A significant portion of the project area is identified on the FEMA Flood Insurance Rate Map (FIRM) as being subject to potential flooding during the 500 year flood. However, the FIRM indicates that the 100 year flood is adequately contained within the confines of the Temescal Creek channel.

According to the City's Master Plan of Drainage, the storm drains in the southerly portion of the project area contain a number of deficiencies. Implementation of the City's adopted Master Plan of Drainage Improvements will accommodate the anticipated future growth within the project area.

### **2.5.3 Existing Water System at Plan Adoption**

The source of supply for the City's water system is a combination of import from Metropolitan Water District of Southern California (MWD) and local groundwater. Water is distributed within the study area through a network of interconnected water mains varying in size from 8 to 16 inches in diameter. The existing water system was modeled under a variety of operating conditions including average day demand, maximum day demand, peak hour demand, and maximum day demand plus fire flow at a number of different locations. With implementation of the City's adopted Master Plan of Water, adequate pressure and fire protection flow capacity for the area can be provided.

### **2.5.4 Existing Sewer System at Plan Adoption**

The sewer system serving the study area drains generally to the south and west. The majority of flows generated from within the North Main Street District, together with some additional flows from the north and east, are carried from the study area in an existing 18-inch gravity main which generally follows the alignment of Harrison Street. An existing pump station at the intersection of Parkridge Avenue and Joy Street serves the northern and eastern areas of the project.

## **3.0 PLAN ELEMENTS**

The Land Use Plan and related elements of the *North Main Street District Specific Plan* have been developed with substantial input from Corona City Staff, area business owners, and community residents, in an attempt to reverse the areas declining trend and promote new development in, and redevelopment of, existing land uses within the *North Main Street District Specific Plan* area. The intent of this Specific Plan is to ensure that the project area invents itself during the next 10 to 20 years as the project area builds out with the highest and best use. In 2008, the Specific Plan was amended to reflect innovative development opportunities in the North Main Street District.

### **3.1 LAND USE PLAN**

The Land Use Plan is organized into eight separate districts based on land use. These districts include: the Commercial Retail District, an area targeting general merchandise and comparison retailing; a site designated as “Transitional Retail”, which currently supports a mobile home park; the Transit Commercial District, an area emphasizing transportation related commercial uses; the Business Park District, for office, multi-tenant and business park complexes; the Industrial District, an area devoted to industrial uses; the Single Family Condominium District; the Urban Density Residential District, areas for innovative, in-fill high density residential uses; and the Mixed Use District, areas combining high density residential with commercial uses. Each of these areas is discussed more fully below.

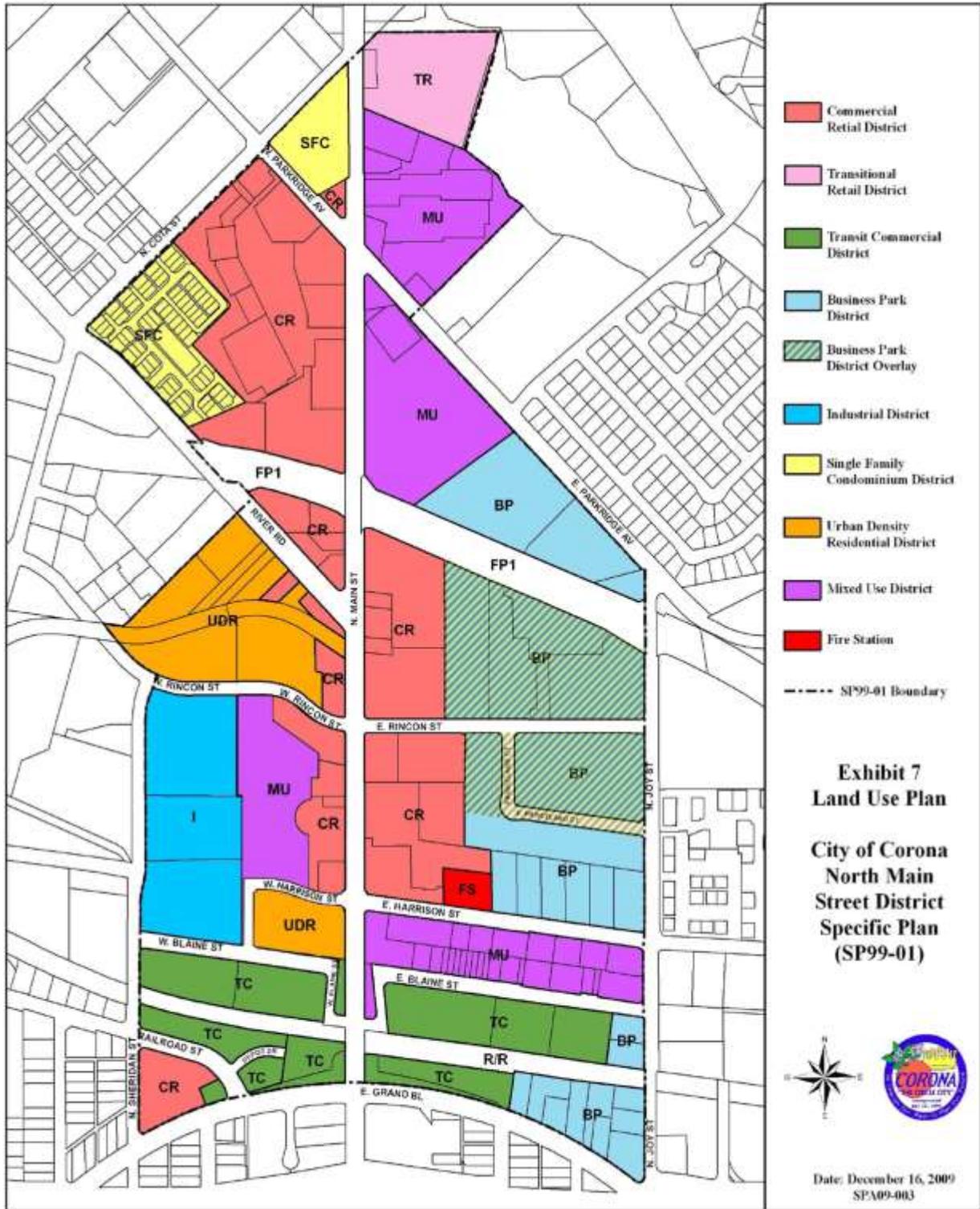
Table 2, *Land Use Plan Table: North Main Street District Specific Plan*, summarizes the target acreages—for each district within the Specific Plan area. In addition, Table 2 relates directly to Exhibit 7, *Land Use Plan*.

*Chapter 3.0  
Plan Elements*

<b>TABLE 2 LAND USE PLAN NORTH MAIN STREET DISTRICT SPECIFIC PLAN</b>				
<b>LAND USE MAP TITLES</b>	<b>LAND USE MAP INITIALS</b>	<b>PROPOSED LAND USES</b>	<b>LAND USE ACREAGE</b>	<b>2008 EXISTING LAND USES</b>
Commercial Retail	CR	Commercial Office	50.3 AC	commercial office
Transitional Retail	TR	commercial	6.9 AC	80 mobile homes
Transit/Commercial	TC	commercial RTA bus hub	13.2 AC	commercial recycling center Metrolink station
Urban Density Residential	UDR	apartments condominiums	19.0 AC	commercial
Single Family Condominium	SFC	detached condominiums attached condominiums	8.3 AC 3.8 AC	detached condominiums attached condominiums
Mixed Use	MU	apartments condominiums commercial	36.0 AC	commercial
Business Park	BP	industrial office	50.7 AC	industrial office 1 single family homes
Industrial	I	industrial	13.6 AC	industrial
Temescal Creek	---	—	10.1 AC	—
Roads, Easements and Open Space	---	—	46.1 AC	—
<b>TOTALS</b>	<b>---</b>		<b>258.0AC*</b>	

\* Additional 0.4 Acres is a result of City Boundary Adjustment with City of Norco (Annexation 115)

Chapter 3.0  
Plan Elements



### **3.1.1 Commercial Retail (CR) District**

The Commercial Retail district covers an area of approximately 53.7 acres, or approximately 22 percent of the 257.6-acre Specific Plan area. This area is primarily fronts Main Street from Harrison Street to the northern City border. The intent of this district is to attract a general merchandise tenant mix with amenities that appeal to residents and customers such as open space, parks, plazas and pedestrian walkways.

Currently, the district contains an eclectic mix of architectural building types with a range of building materials and colors. The landscaping of the area is, in most cases, minimal, and there is no general landscape theme to the district. In order to unify the diverse elements of the Commercial Retail District, this Specific Plan establishes special color, materials, and landscaping palettes and guidelines for use within the district. Chapter 4, DESIGN GUIDELINES, in this document contains a complete discussion of recommended colors, materials, and plants for use within the Specific Plan area. It also sets forth general architectural, landscape architectural, and signage design guidelines. It is the intent of this Specific Plan that each shopping center within the CR District will be able to reflect its own identity, theme, and signage, while the various palettes and design guidelines will help to impose a sense of unity and harmony to the district as a whole.

### **3.1.2 Transitional Retail (TR)**

The northernmost portion of the Specific Plan area contains an existing mobile home park on approximately 6.9 acres. Because of the parks location directly on North Main Street, there is the potential for this property to eventually transition from the existing residential use to higher intensity commercial development. The area to the south of the mobile home park already is developed with a nearly 100,000 square foot shopping center that includes a McDonalds restaurant and several smaller stores. A freeway access ramp and overpass recently opened to traffic just northeast of the site at the I-15 freeway and Hidden Valley Parkway Drive. In addition, an expansion of the Target Center in adjacent Norco has been approved and is under construction. The Center is being expanded to include several regional-serving big box users, a grocery store, and several smaller, locally-serving stores.

If allowed to transition from residential to retail development, this site will be permitted to develop with approximately 75,875 square feet of retail and support commercial uses. A program to relocate the existing mobile homes and/or residents of the mobile home park will need to be developed by the property owner and approved by the City before the site will be permitted to transition to commercial use. The City shall be encouraged to provide affordable housing in other sections of the City outside of the *North Main Street District Specific Plan* area for existing mobile home park residents.

### **3.1.3 Transit Commercial (TC) District**

This Transit Commercial District contains parcels on either side of the AT&SF railroad right-of-way, north of Grand Boulevard and south of Blaine Street, between Sheridan and Joy Streets. The Transit Commercial District consists of approximately 13.2 acres.

Vehicular access from SR-91 to the portion of the district located south of the AT&SF right-of-way is easily available via Main Street to Grand Boulevard. Access from SR-91 to the northern portion of the district (north of the railroad tracks) is circuitous at best. One route requires drivers to travel north on Main Street, then east on Harrison Street and south on Joy Street, before finally reaching Blaine Street. Another route requires drivers to proceed west on Harrison Street and loop under North Main Street, adjacent to the railroad. A third potential access route requires drivers to use Grand Boulevard to reach Joy Street and eventually Blaine Street. To improve the accessibility of the northern portion of the district, as well as providing better access for emergency vehicles traveling from the existing City fire station on Harrison Street, this Specific Plan proposes a north-south connector road between North Main and Joy Streets which would connect Harrison Street directly to Blaine Street.

It is the intent of the Transit-Commercial District to promote the development and use of mass transit, car pooling and related uses. Typical uses in this district are expected to include a Metrolink station, and Park and Ride lot for car poolers, a bus transfer point, as well as a variety of support commercial uses including shops and restaurants specially designed and built to meet the needs of nearby residents, commuters and transit users. Detailed site planning will need to be undertaken prior to development of the District to finalize the actual mix of land uses, lot acreages, and building square footages to be constructed in the district.

Of special importance in the District are security concerns resulting, in part, from the Park 'N Ride lot, the Metrolink station, and other possible mass transit uses. These areas should be designed to promote surveillance by police and other security personnel.

### **3.1.4 Business Park (BP) District**

The Business Park District contains a total of approximately 50.7 acres, consisting of approximately 41.6 acres south of the Temescal Creek channel and 9.1 acres north of the channel. Access to the various parcels within the District is readily available via Blaine, Harrison, Rincon, and Joy Streets, and from Parkridge Avenue.

This district will provide the City of Corona with land suitable for a wide range of office, business park, research and development (R&D), and light industrial uses. The intent of the District is to encourage a diversity of building types and products within a clearly defined and identifiable setting. Larger parcels offer increased flexibility in building and site design. It is anticipated that these parcels could build out with 2-3 story office buildings, two story office/R&D buildings, two story garden-style office buildings. The smaller parcels within the District are expected to build out with incubator businesses/multi-tenant buildings, or two or more parcels could be combined to form larger parcels capable of supporting a wider variety of office and R&D uses. The entire district is expected to develop with a target building square footage of 810,300 square feet.

A 9.1-acre area within the Business Park district, located south of the Temescal Creek channel and west of Joy Street, is designated as the Business Park Overlay (BPO) area. The BPO district is limited to primarily office use with some minor commercial uses.

### **3.1.5 Industrial (I)**

Industrial uses are concentrated along Sheridan Street, in the western portion of the *North Main Street District Specific Plan* area. The intent of this industrial area is to provide the opportunity for light and medium industrial uses to locate within the project site. Heavy industrial uses are not appropriate within the Specific Plan area and shall not be permitted. The entire area devoted to industrial uses encompasses approximately 13.6 acres, or about five percent of the 257.6-acre Specific Plan area. A target building square footage of 240,000 square feet (approximately equal to the amount of existing development in this portion of the Specific Plan) has been identified for this area.

### **3.1.6 Single Family Condominium (SFC)**

Single family detached condominiums are located at the northeast corner of River Road and Cota Street and single family attached condominiums are located near the northwest corner of Parkridge Avenue and N. Main Street. The intent of the SFC area is to provide the opportunity for “village” like residential use to be located within the Specific Plan area, near shopping and public transit. The area devoted to SFC encompasses approximately 12.1 acres or about 4.6 percent of the 258.0 acre Specific Plan area. Single family condominiums can include both attached and detached units and a density no greater than 15 dwelling units per acre based on adjusted gross acreage.

### **3.1.7 Urban Density Residential District (UDR) District**

The Urban Density Residential (UDR) District is intended to accommodate and promote high density residential development not exceeding 60 dwelling units per acre. The district creates opportunities for integration between the commercial and residential uses along the Main Street corridor as well as enhanced commuter transit options with the nearby Metrolink Station and bus transfer hub. The District encompasses approximately 19.0 acres generally located west of Main Street between Blaine Street and River Road.

### **3.1.8 Mixed Use District (MU) District**

Mixed Use District (MU): This district is intended to provide opportunities for well-designed commercial projects or projects that combine residential with non-residential uses such office, retail, business services, personal services, public spaces and uses, and other commercial amenities. The District area covers approximately 36.0 acres in three areas bordering the east side of Main Street.

## **3.2 CIRCULATION PLAN**

North Main Street forms the central “spine” of the Specific Plan. Three east-west streets intersect North Main Street at right angles: Blaine Street, Harrison Street, and Rincon Street. Two additional streets, Parkridge Avenue and River Road, intersect North Main Street at a diagonal. Several other streets form the Specific Plan area boundary, including Grand Boulevard to the

south, Sheridan Street and River Road to the west, Cota Street to the northwest, Parkridge Avenue to the northeast, and Joy Street to the east. Railroad Street connects Grand Boulevard with Sheridan Street. Exhibit 8, *Circulation Plan*, depicts the ultimate roadway classifications planned for the Specific Plan area.

Main Street is classified as a major arterial six-lane roadway from Sixth Street in Downtown Corona to Hidden Valley Parkway at the city boundary with the City of Norco. North Main Street travels in a north-south direction through the heart of the project area. Main Street provides direct access to the Riverside (SR-91) Freeway at the south end of the specific plan area. The roadway is currently configured a six-lane roadway from Grand Boulevard to Parkridge Avenue. However, the sections to the north and south of that segment, from Parkridge Avenue to Hidden Valley Parkway and from Sixth Street to Grand Boulevard, which are outside of the specific plan area, are configured as four-lane roadways.

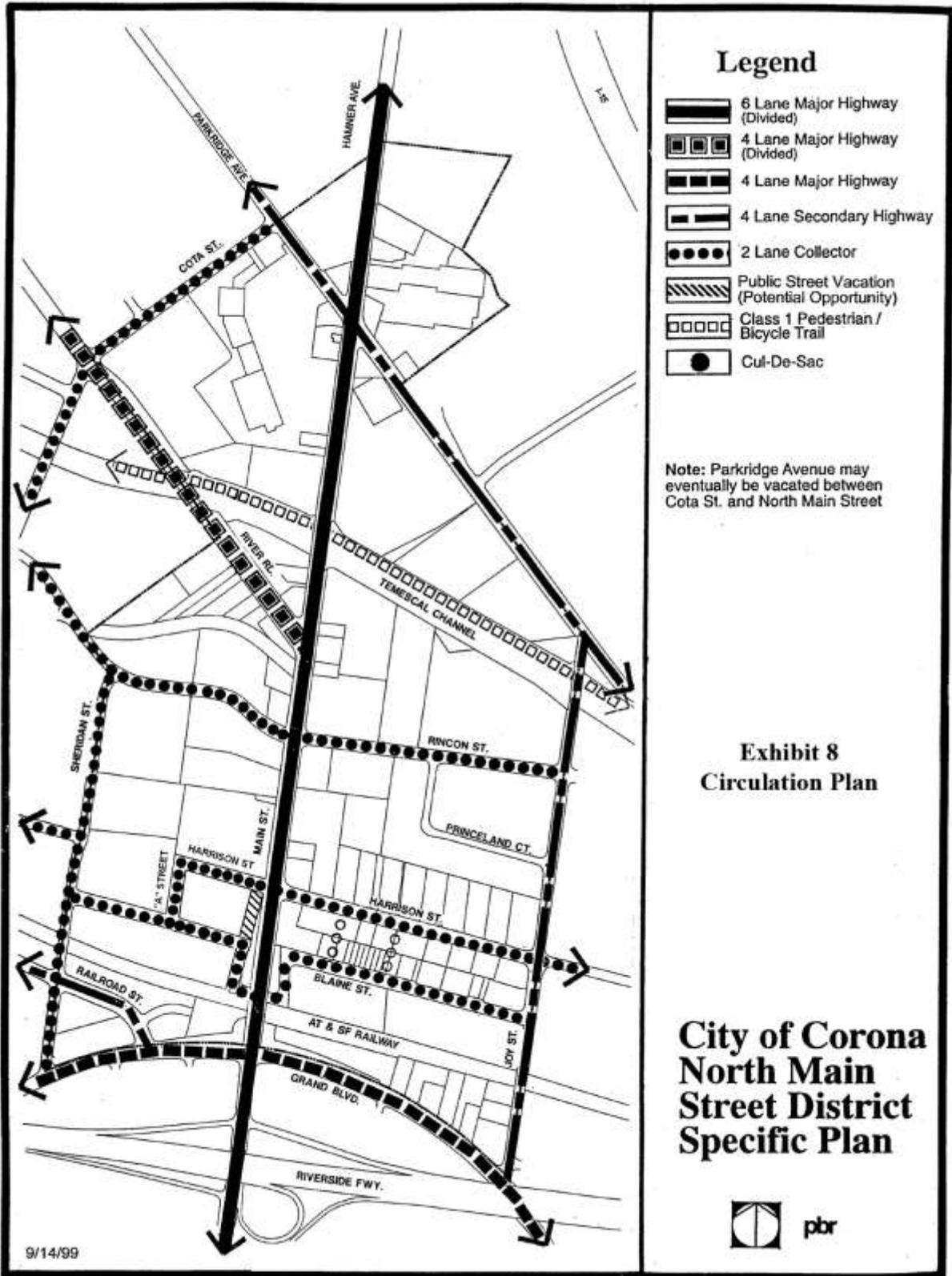
To accommodate future traffic volumes on North Main Street, throughout the Specific Plan area and outside of the Specific Plan area, as well as aesthetically upgrade the project area and strengthen its identity, the following circulation related improvements are planned:

#### **General Circulation Related Improvements**

- **North Main Street Improvements:** Involves the expansion of the street segment between SR-91 to Hidden Valley Parkway to six lanes, largely by restriping. Some curb reconstruction is required, notably near Grand Boulevard and on the southeast corner of Harrison Street. Also, some minor additional right-of-way will be needed at each of the Grand Boulevard corners to provide adequate turn radii, and similarly at Harrison Street. Of importance is the fact that the proposed widening does not require any structural widening to the bridge over the AT&SF railroad tracks. The extra lanes can be accommodated by reconstructing the median and restriping to create six lanes.

As part of the planned improvements to North Main Street, the number of ingress and egress points along the street will be reduced and access points will be consolidated where feasible. Access will be limited partially by construction of a series of 12 foot wide raised landscaped medians along the length of North Main Street. A new 3 way traffic signal intersection will be added between Rincon Street and Harrison Street to facilitate access to the property west of Main Street. The City may elect to require that all medians, or portions of some of the medians, are constructed with mountable curbs to allow emergency vehicles to cross over the median(s). For this reason, or because the median narrows to less than 4 feet in width, some portions of the median may be paved with enhanced materials such as colored concrete, colored stamped concrete, aggregate concrete, brick pavers, concrete pavers, etc., instead of being landscaped with plant materials.

- **River Road Improvements:** Continuation of the landscaped median that exists west of the Specific Plan area is proposed between Cota Street and North Main Street.



- **Rincon Street Improvements:** Rincon Street will be widened from Main Street to Sheridan Road with deceleration lanes for driveway entries on the westerly bound traffic lane. No street widening is anticipated for the easterly bound traffic from Sheridan Road to Main Street.
- **Residential Private Streets:** For residential developments in the Single Family Condominium designation, the streets shall have a minimum width of 36 feet. For private alley ways in the SFC area, there shall be a 24-foot minimum width. A 30-foot minimum width for private alley ways will be required for garage-face to garage-face.
- **Harrison Street:** Realign and extend westerly Harrison Street as a collector street from the intersection of Main Street and Harrison Street. Harrison Street will have a minimum pavement width of 44 feet on 56 feet of right of way.
- **“A” Street:** Construct a new public street that will connect Harrison Street west of Main Street to Blaine Street. “A” Street will have a minimum pavement width of 44 feet on 51.5 feet wide right of way.
- **Blaine/Harrison Streets Connection:** Construct a new public street that will connect Blaine Street to Harrison Street by 2020. The street will begin at the main entrance to the Metrolink station parking lot and form a fourth leg of the intersection.
- **Intersection Traffic Signal Improvements:** Continually make improvements to the City’s Advanced Transportation Management System as determined by the City’s Traffic Engineer.
- **Driveway Access and Management:** As part of project specific CEQA site review, incorporate an analysis of access management and on-site circulation. Include in the analysis access management of driveways along North Main Street such as driveway consolidation and parking lot connectivity, elimination of driveways within the functional area of an intersection, acceleration and deceleration pockets from unsignalized access to reduce the conflict due to speed only where adequate sidewalks can be maintained.

Additionally, the following improvements are planned for outside of the Specific Plan boundaries:

- **North Main Street/SR Interchange Improvement:** The future improvements to this interchange are represented as an additional westbound on-ramp carpool lane by 2010.
- **Railroad Street:** Widen from two lanes to four lanes from Buena Vista to Grand Boulevard by 2010.
- **Rincon Street:** Extend from Lincoln Avenue to Cota Street by 2020.

**Intersection Related Circulation Improvements**

- **Intersection of Lincoln Avenue and Harrington Avenue:** By 2010, signalize the intersection when signal warrants are satisfied and when field conditions satisfy the need for signalized traffic control and as approved by the City's Traffic Engineer.
  
- **Intersection of Main Street and Rincon Street:** By 2020:
  - Northbound and Southbound: Add right-turn pockets and convert existing shared-through right-turn lanes to a through-lane and a right-turn lane;
  - Eastbound: Add left-turn lane (dual left turn lanes). Add right-turn pocket;
  - Eastbound and Westbound: Convert phasing to protected left-turn phasing with right turn overlap phases;
  - Additional right-turn only access driveways between Planning Area 2 and North Main Street.
  - Eastbound: Add left-turn lane (dual left turn lanes) and add a right-turn pocket. Convert phasing in the eastbound and westbound direction to protected left-turn phasing with right turn overlap phase in the eastbound direction only.
  
- **Intersection of Main Street and Parkridge Avenue:** By 2020:
  - Westbound: Add through lane and add dedicated free right turn;
  - Eastbound: Add through lane and right turn pocket;
  - Northbound and Southbound: Add right-turn pockets and convert existing shared-through right-turn lanes to a through-lane and a right-turn lane.
  
- **Intersection of Main Street and Harrison Street:** By 2020:
  - Northbound and Southbound: Add right-turn pockets and convert existing shared-through right-turn lanes to a through-lane and a right-turn lane. The addition of a northbound right turn pocket will require modification of the existing railroad track overpass;
  - Westbound: Add left-turn pocket to create dual left turns and add right turn pocket.

- **Intersection of Main Street and Grand Boulevard:** By 2020:
  - Northbound: Add right-turn pocket;
  - Southbound: Add right-turn pocket. The addition of a southbound right-turn pocket may require the widening of the North Main Street bridge over the railroad tracks.
- **Intersection of Main Street and SR-91 Westbound On-Off Ramps:** By 2020, for southbound traffic, convert shared through-right turn lane into a through lane and add a right turn pocket (right of way acquisition may be required).
- **Intersection of Cota Street and Rincon Street:** By 2020, signalize the intersection when signal warrants are satisfied and when field conditions satisfy the need for signalized traffic control and as approved by the City Traffic Engineer.
- **Intersection of Sheridan Street and Rincon Street:** By 2020, signalize the intersection when signal warrants are satisfied and when field conditions satisfy the need for signalized traffic control and as approved by the City Traffic Engineer.
- **Intersection of Sheridan Street and Blaine Street:** By 2020, signalize the intersection when signal warrants are satisfied and when field conditions satisfy the need for signalized traffic control and as approved by the City Traffic Engineer.

### **Transit Related Circulation Improvements**

- **Riverside Transit Agency (RTA)** and Riverside County Transportation Commission are constructing a Corona Bus Rapid Transit Station to one block north of SR-91 and one-half mile west of I-15 next to the Corona Metrolink Station to provide intercity train commuters access to the RTA bus system. The multi-modal transportation project involves development of a 2.11 acre vacant lot as a bus transit terminal with a 10-15 bus bay plaza, parking area and potential retail shops to accommodate transit patrons.
- **Preserve right-of-way for pedestrian access** from North Main Street to the Metrolink Station on Blaine Street
- **Create a pedestrian connection** under the North Main Street bridge to the west of the Metrolink Station.
- **Improve crosswalks** across Blaine Street, north of the Metrolink Station.

- **Connect proposed Temescal Creek Channel multi-use trail to the Metrolink Station.** The trail could potentially have two connections: from the north along Joy Street or from the east along Harrison or Blaine Streets from Joy Street.
- **Transit supporting facilities**, such as bus turnouts, passenger drop-offs or bus shelters, will be incorporated in new commercial centers or when subject to major renovation and improvement, where appropriate and as coordinated with local transit agencies.
- **Temescal Creek Channel Trail:** A Class I pedestrian/bicycle trail is proposed along the north side of the Temescal Creek channel, within the existing drainage right-of-way. In addition to vehicular circulation, the Circulation Plan proposes a Class I trail for pedestrian and bicycle use which would connect with the City's bikeway system. The western extension of the trail (outside of the Specific Plan area) would connect with the regional Santa Ana River bike trail. If built, this trail would be constructed within the Temescal Creek channel right-of-way, on the north side of the existing concrete drainage channel. Access to the Class I trail would be provided at periodic intervals along the length of the trail. The City of Corona is encouraged to enter into a possible cooperative agreement with the Riverside County Flood Control & Water Conservation District for pedestrian/bicycle access, hardscape improvements, and landscaping along the Temescal Creek channel.
- **Street Landscaping:** Street trees will be planted along all streets within the project area within public rights-of-way.
- **Special Enhanced Intersection Treatments** are planned at North Main Street and Parkridge Avenue, North Main Street and Rincon Street, and North Main Street and Harrison Street. These intersections will include special landscaping.
- **Gateway Entry Monumentation** and landscaping will occur at the northern and southern entrances into the Specific Plan area.
- **Temescal Creek Channel Trail:** A Class I pedestrian/bicycle trail is proposed along the north side of the Temescal Creek channel, within the existing drainage right-of-way. In addition to vehicular circulation, the Circulation Plan proposes a Class I trail for pedestrian and bicycle use which would connect with the City's bikeway system. The western extension of the trail (outside of the Specific Plan area) would connect with the regional Santa Ana River bike trail. If built, this trail would be constructed within the Temescal Creek channel right-of-way, on the north side of the existing concrete drainage channel. Access to the Class I trail would be provided at periodic intervals along the length of the trail. The City of Corona is encouraged to enter into a possible cooperative agreement with the Riverside County Flood Control & Water Conservation District for

pedestrian/bicycle access, hardscape improvements, and landscaping along the Temescal Creek channel.

- **SR-91 Ramp Reconfiguration:** Currently, the eastbound on-ramp at SR-91 and North Main Street exceeds the City’s acceptable traffic standard of LOS “D” during the PM peak hour due to the high number of turning movements entering the on-ramp. This intersection is unsignalized, but has detector loops connected to the Third Street intersection to the south. Backup from the southbound left turn lane affects performance of the five intersections to the north, creating congested conditions throughout much of the day. Planned improvements have been identified by the City for improving this condition. The interchange improvement is required regardless of whether the *North Main Street District Specific Plan* is implemented. Therefore, the infrastructure improvements to the North Main Street/SR-91 interchange will be implemented separately from this Specific Plan. The SR-91 ramp at Main Street is currently a bottleneck; it will be seriously deficient in the future. The major problem is the southbound left turn onto the eastbound on-ramp. This is unsignalized, and relies on gaps in the traffic created by the Third Street intersection with Main Street.

The proposed improvement is to redesign the eastbound ramps as a standard diamond interchange. The eastbound loop off-ramp would be eliminated and the eastbound on-ramp would be moved to form a single intersection with the eastbound off-ramp. Double southbound left turn lanes would provide access to the SR-91 eastbound on-ramp. The eastbound off-ramp would be expanded to four lanes to compensate for the loss of the loop off-ramp, and the westbound off-ramp would also be widened to four lanes. Because the proposed improvements are regional in nature and will benefit Downtown Corona and other areas within Corona, as well as the *North Main Street District Specific Plan* area, a portion of the funding for the ramp improvements may come from the City and project area business/property owners.

### 3.3 INFRASTRUCTURE PLAN

The infrastructure improvements proposed in this Specific Plan include the water, sewer, and storm drain systems necessary to support the planned ultimate development of the project area as presented in Section 3.1, LAND USE PLAN. All of the systems will be operated and maintained by the City of Corona. A discussion of these required improvements is contained below.

#### 3.3.1 Drainage Plan

The Temescal Creek channel, as it currently exists, has adequate capacity through the Specific Plan area to convey the 100 year flow of 29,000 cubic feet per second (cfs). The maximum discharge in the concrete channel since records have been kept (commencing in December 1980) is 4,720 cfs on March 1, 1983.

The South Norco channel has a 100 year peak discharge at Hamner Avenue in Norco of 570 cfs according to the Flood Insurance Study. Flows are intercepted at a depression at the southeast corner of the mobile home park and carried to North Main Street in a 66-inch RCP. The 66-inch RCP crosses under North Main Street and a small triangular parcel within the Specific Plan area. Once it leaves the project site, the pipe transitions to a 75-inch RCP.

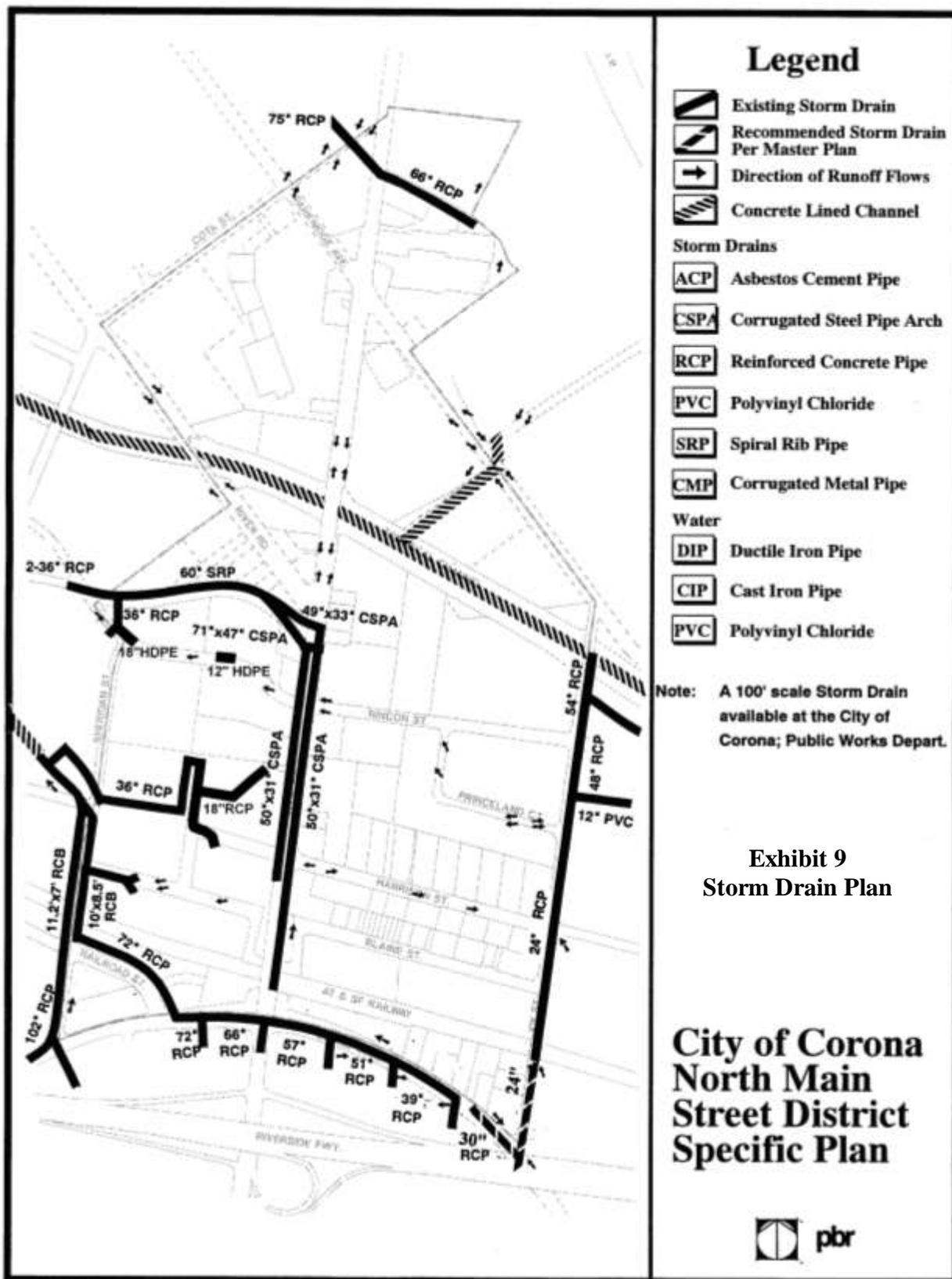
The Joy Street Drain has a total master planned flow of 110 cfs at its junction with the Temescal Creek channel. The existing drain size of 54-inch, 48-inch and 24-inch RCP, extending south to the railroad tracks, needs to be extended south to Grand Boulevard to pick up the flow from a proposed 30-inch RCP line.

The 60-inch spiral rib pipe in the old North Main Street channel has a design capacity for a 100-year flow of 177 cfs. It is a relatively new facility and was designed by Riverside County. The hydraulic grade line is as much as 1.5 feet above the existing ground through portions of the drain, but is near or below the ground elevation at Rincon Street and at North Main Street. While the 50-inch by 31-inch storm drains in North Main Street are not a part of the backbone system, they should be evaluated in conjunction with any planned improvements to the street. Since they are metal pipe constructed at flat grades, it may be necessary to reconstruct all or a portion of the lines. By adding raised medians in North Main Street, it may be necessary to add additional catch basins and upsize the pipe in order to keep one lane free from running or ponded water during a 100 year rainfall.

The City of Corona Master Plan of Drainage uses a percent impervious factor of 90 for industrial and commercial uses. This is the highest factor used in the Master Plan, and produces the greatest amount of runoff from a given area with all other factors being the same. The new development proposed for the Specific Plan area will continue to emphasize commercial/office and industrial land uses. Therefore, no change in the master planned storm water flows for ultimate development conditions within the Specific Plan area is expected. Master planned deficiencies and recommended improvements will consequently remain the same.

All of the identified deficiencies and recommended storm system improvements occur in the southern portion of the project area. The recommended improvements are depicted on Exhibit 15, *Storm Drain Plan*, generally as follows:

- Approximately 200 feet of a 51-inch RCP in East Grand Boulevard from the Park and Ride facility to Victoria Avenue (Line 1-A);
- Approximately 200 feet of a 30-inch RCP in East Grand Boulevard from Howard Street to Joy Street (Line 52);
- Approximately 500 feet of a 24-inch RCP in Joy Street from East Grand Boulevard to the railroad tracks.



### **3.3.2 Water Plan**

The source of supply for the City's water system is a combination of import from Metropolitan Water District of Southern California (MWD) and local groundwater. The City has three treatment plants, 20 producing wells, 17 reservoirs (with one under construction) with 37.3 million gallons (MG) of capacity, and 18 booster pump stations. The water system consists of six primary pressure zones; each zone serves areas of varying elevation. The Specific Plan area is located within the 905 Service Zone.

The ultimate water requirements to planning year 2020 the year projected for build-out of the City of Corona General Plan was developed in the *City of Corona Water System Master Plan* based on land use water factors. The values were determined based on the best available data and information, and on factors developed for other water agencies adjusted due to Corona's water conservation program. The study area only has three General Plan land uses B commercial, residential and light industry. These water use factors for these uses are determined by acre-foot per year (AFY). One acre-foot of water or the amount of water applied to an acre of land at a depth of one foot, is approximately 325,850 gallons.

Per the EIR prepared for SPA07-005 in 2008, the 75-acre project site prior to the amendment had an average water demand of 0.118 mgd or 132.62. The project site subsequent to SPA07-005 will have a projected average water demand of 0.162 mgd or 181.30 AFY. At build-out, the project will generate a water demand beyond what was assumed for the area under the City's Urban Water Management Plan (UWMP); however, the UWMP does account for new development within the City that could increase the demand for water, including any planned development within the specific plan area. Accordingly, as the UWMP accounts for new development within the City, the projected water demand would be within the projected water supply and demand totals. The net increase in water demand under SPA07-005 would be within the available and projected water supplies for the normal, single-dry, and multiple-dry years scenarios through the year 2030 as described in the UWMP.

The *City of Corona Water System Master Plan* identifies zone-wide master plan improvements for the 905 Service Zone. The document, prepared in September 2005, includes recommendations for construction of the following improvements:

- Approximately 7.5 million gallons of additional storage in 2020;
- The Rincon Groundwater Treatment Project;
- The El Sobrante Groundwater Treatment Project.

The *City of Corona Water System Master Plan* contains recommendations to construct various 12-inch pipeline distribution facilities when required to replace obsolete and/or undersized pipe. Those recommended within the study area include 2,000 linear feet in Parkridge Avenue from Corona Avenue to Cota Street, and 616 linear feet in Cota Street from Parkridge Avenue to River Road.

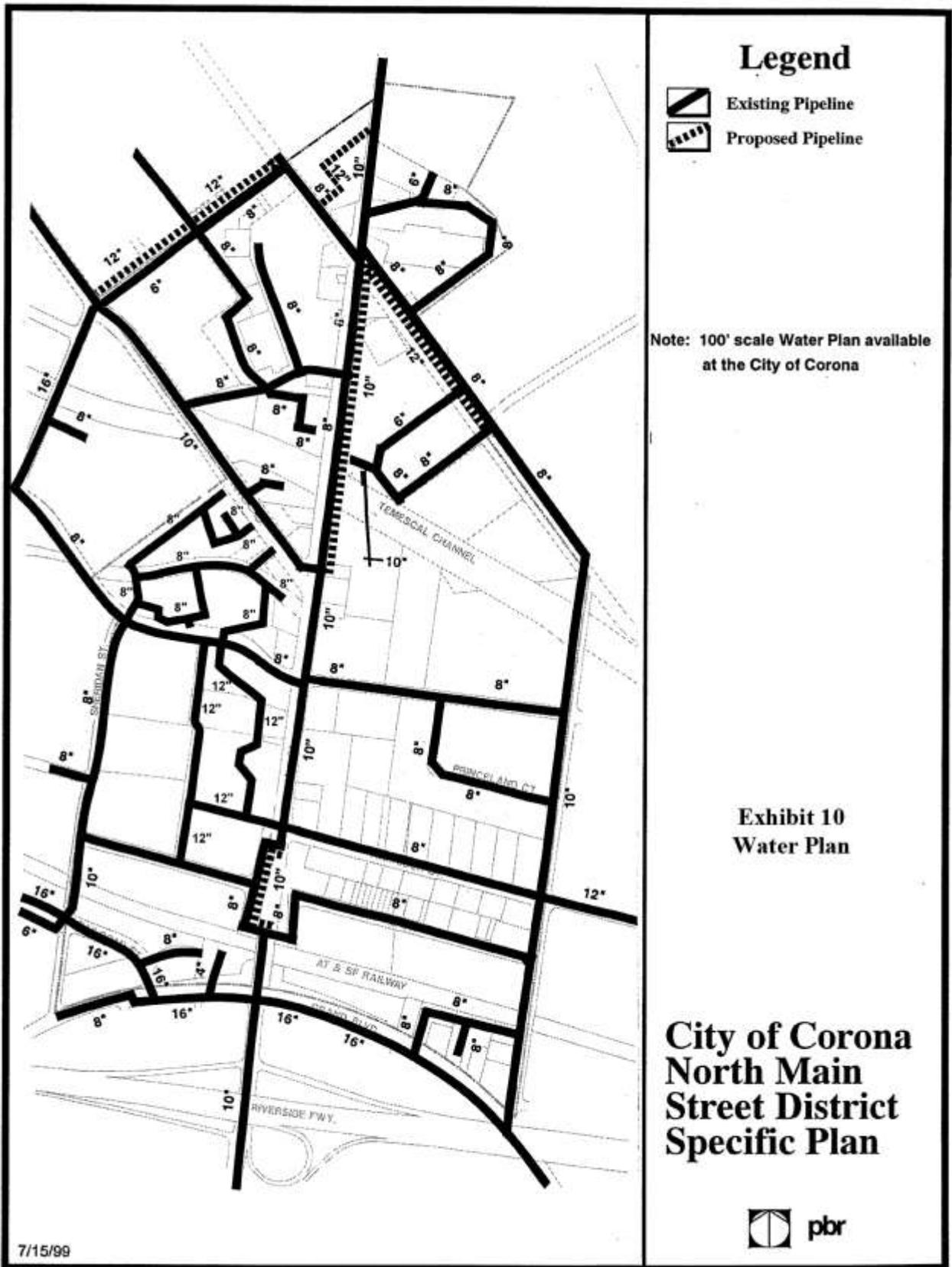


Exhibit 10, *Water Plan*, identifies the proposed water system improvements in the North Main Street District. The water main in North Main Street is the backbone of the project area's distribution system, and the existing 8-inch main should be replaced to ensure adequate fire protection within the project area. Approximately 4,200 linear feet of the water main will need to be upgraded to a 12-inch line. With the implementation of these improvements, adequate pressure and fire protection flow capacity can be provided. The improvements are projected for the year 2010.

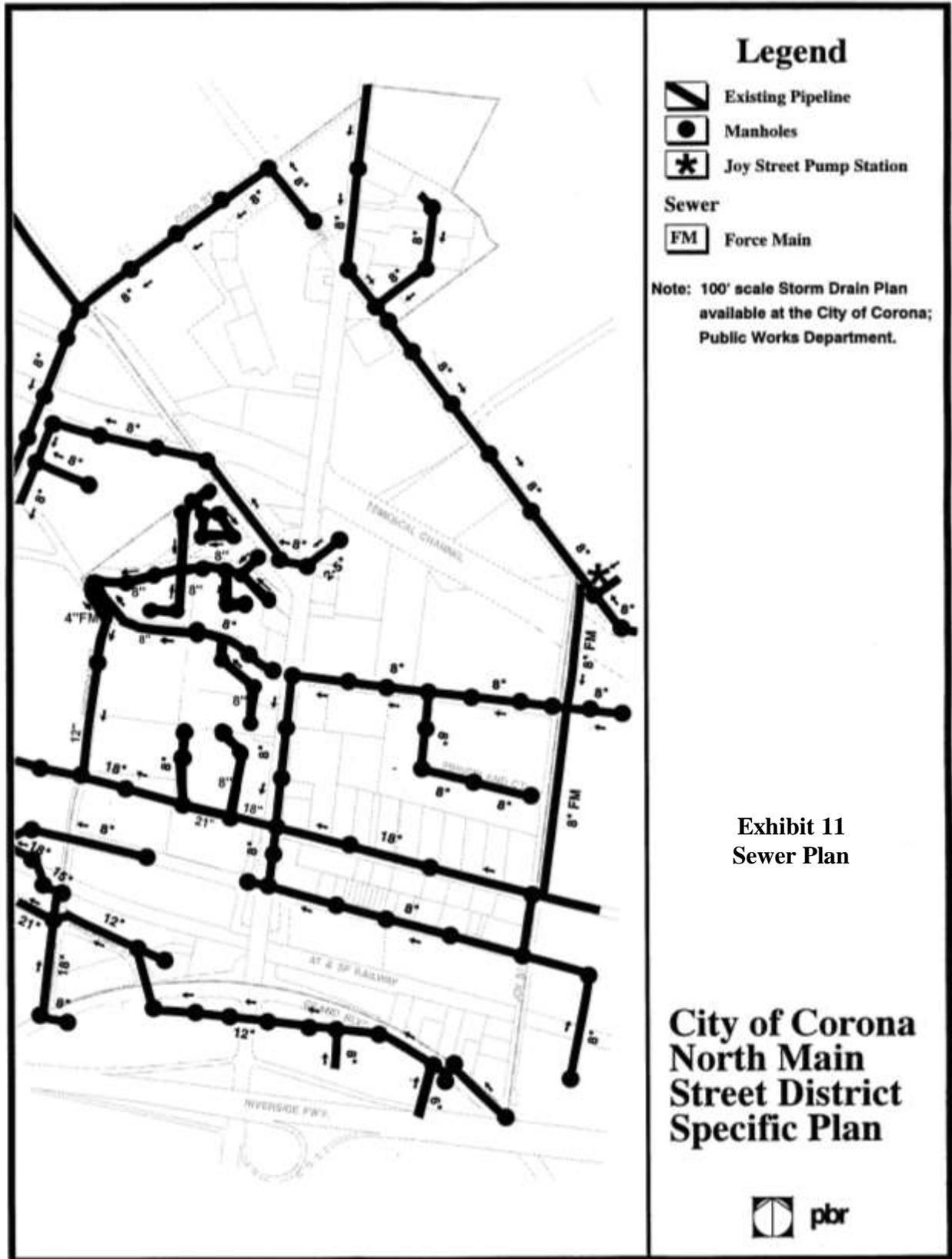
### **3.3.3 Sewer Plan**

The majority of wastewater flows generated in the specific plan area plus additional flows from north and east of the plan area are conveyed to an existing 18-inch gravity main located along Harrison Street. This section was determined to be deficient in the City of Corona Sewer Master Plan, prepared September 2005. The master plan recommends that this section of 173 feet of 18-inch main be replaced with a 21-inch pipe. An existing pump station located at the intersection of Parkridge and Joy Street serves the northern and eastern areas of the specific plan area. Currently, the sewer system in the specific plan area is fully operational. Exhibit 11, *Sewer Plan*, depicts the existing sewer system infrastructure for the North Main Street District.

The 75-acre project area amended by SPA07-005 in 2008, would generate an average wastewater flow of approximately 510,532 gallons per day (gpd) or 0.51 million gallons per day (mgd) or 571.87 acre feet per year (AFY). It would generate a peak wastewater flow of approximately 700,313 gpd (0.70 mgd) or 776.14 AFY. This is substantially more wastewater than under pre-amendment land use designations. Wastewater generated within the specific plan area as amended by SPA07-005, would result in a deficient capacity for 1,690 feet of 8-inch, 445 feet of 18-inch, and 1,000 feet of 21-inch sewer lines within the City's service area. Accordingly, existing sewer lines located in the project area would need to be upgraded to a larger size. The sewer reaches identified in Table IVJ-19 of the EIR completed for SPA07-005 in 2008 will need to be upsized.

Furthermore, to avoid creating additional downstream deficiencies, specifically in the Cota Street siphon system, a new 8-inch gravity sewer pipe is proposed from the intersection of North Cota Street and Harrington Street to an existing City manhole, which will divert existing and new sewage generated from the project site to the sewer main located in Harrington Street. Table IV.J-20 of the EIR prepared for SPA07-005 lists the deficient sewers that will require replacement when the proposed sewer in Harrington is implemented.

Future projects proposed under the specific plan would be subject to all applicable regulations and components found in the Sewer Master Plan and will be subject to the payment of connection fees as required to construct an incremental expansion of the sewage system. Individual development in the specific plan would require coordination with the City Department of Public Works for permitting and connection fees.



### **3.3.4 Solid Waste Disposal**

The City of Corona currently contracts for solid waste disposal with U.S.A. Waste which has offices at 700 South Temescal Street. Once collected, the waste is deposited in the El Sobrante Landfill which is owned by U.S.A. Waste. The landfill is located at 10910 Dawson Canyon Road in unincorporated Riverside County. The various businesses and, if constructed, residences will pay fees directly to U.S.A. Waste for solid waste disposal services.

## **3.4 COMMUNITY FACILITIES AND SERVICES PLAN**

### **3.4.1 Fire Service**

The Corona Fire Department serves the *North Main Street District Specific Plan* from Fire Station No. 2 which is located within the Specific Plan area at 225 East Harrison Street. Emergency response time to all parts of the Specific Plan area is five minutes and 59 seconds for 90 percent of priority in the “first-in” service boundaries of Fire Station No. 2. This response time meets the City’s criteria for residential, industrial, and commercial development response times. To ensure that the project meets the General Plan water supply criteria, all developments within the Specific Plan will be provided with the water supply for fire flows as required by the City of Corona Fire Department. Fire flow requirements are: 1,500 gallons per minute (gpm) of at least two hours duration for one and two family dwellings, 2,500 gpm of at least two hours duration for multiple dwelling units, 3,000 gpm of at least three hours duration for commercial uses, and 3,500 gpm of at least two hours duration for commercial/industrial uses. Adequate fire flow is an integral part of the building permit process and water supply has been determined to be sufficient to meet anticipated demand per the EIR prepared for SPA07-005 in 2008.

### **3.4.2 Police**

Law enforcement service for the project area is provided by the City of Corona Police Department which operates out of a facility located at 730 Corporation Yard, approximately 0.6 miles from the center of specific plan area. Funding for police protection within the Specific Plan area will be obtained from property and sales tax revenues generated by existing and planned retail, service commercial, entertainment, office, residential and industrial uses in the North Main Street District. The project area will be adequately served by the existing police protection facilities and services.

### **3.4.3 Parks and Recreation Facilities**

The *North Main Street District Specific Plan* area is served within a 1.5 mile radius by City Park, Husted Park, River Road Park, Sheridan Park, and Victoria Park. All future development projects will be required to either dedicate land for the development of parks and recreational facilities or pay commensurate developer impact fees. A Class I bike trail is proposed along the north side of the Temescal Creek channel. This trail, if eventually constructed by the City, will be visible from project area streets including Joy Street, North Main Street, and River Road. Access to the bike trail will be provided at periodic intervals along the length of the trail. The City will need to enter

into a cooperative agreement with the Riverside County Flood Control & Water Conservation District in order to development the trail within the Temescal Creek channel flood control right-of-way.

### **3.4.4 Schools**

The project area is located within the Corona-Norco Unified School District. Any students generated by the residential development projects would most likely attend the following schools:

- Elementary School: Parkridge Elementary School (Grades K-6)  
750 Corona Avenue  
Corona, CA 92879
- Intermediate School: Auburndale Intermediate School (Grades 7-8)  
1255 River Road  
Corona, CA 92880
- High School: Centennial High School (Grades 9-12)  
1820 Rimpau Avenue  
Corona, CA 92881

In addition, any K-6 student within the Corona-Norco Unified School District may enroll in Lincoln Alternative Elementary, a fundamental school. The School District also offers a fundamental program for grades 7 and 8 at Corona Fundamental Intermediate. Both schools are operated on year-round schedules with limited enrollment.

If one or more of these schools is at capacity at the time that the residential dwellings are occupied, and if the school(s) cannot accept a student from the subject development, the school district will bus the students, at district expense, to the nearest school with room on the same calendar. Residential projects will be required to pay school fees as required by the State of California.

### **3.4.5 Hospitals and Medical Services**

The project area is served by the Corona Regional Medical Center at 800 South Main Street in Downtown Corona. The City of Corona contracts for paramedic services from Goodhue Ambulance Service. Goodhue serves Corona from two locations within the city limits: one station is located at 7th Street & Ramona Avenue, and the other station is in the 300 block of Maple Street.

## **4.0 DEVELOPMENT REGULATIONS**

### **4.1 GENERAL PROVISIONS**

#### **4.1.1 Introduction to the Specific Plan Development Regulations**

The *North Main Street Specific Plan* is intended to promote redevelopment of and new development in the Specific Plan area. The intent of these Development Regulations is to revitalize North Main Street, establish a strong tax base for the City, and instill new vitality into an area that experienced decline and blight during the late 1980's and early 1990's. To accomplish these goals, the Specific Plan includes this Chapter which sets forth permitted uses and development standards for various land use areas referred to as a district within the *North Main Street District Specific Plan* area. In 2007, the Specific Plan was amended to reflect innovative development opportunities in the North Main Street District. This Specific Plan identifies a total of eight separate districts within the *North Main Street District Specific Plan* area, as follows:

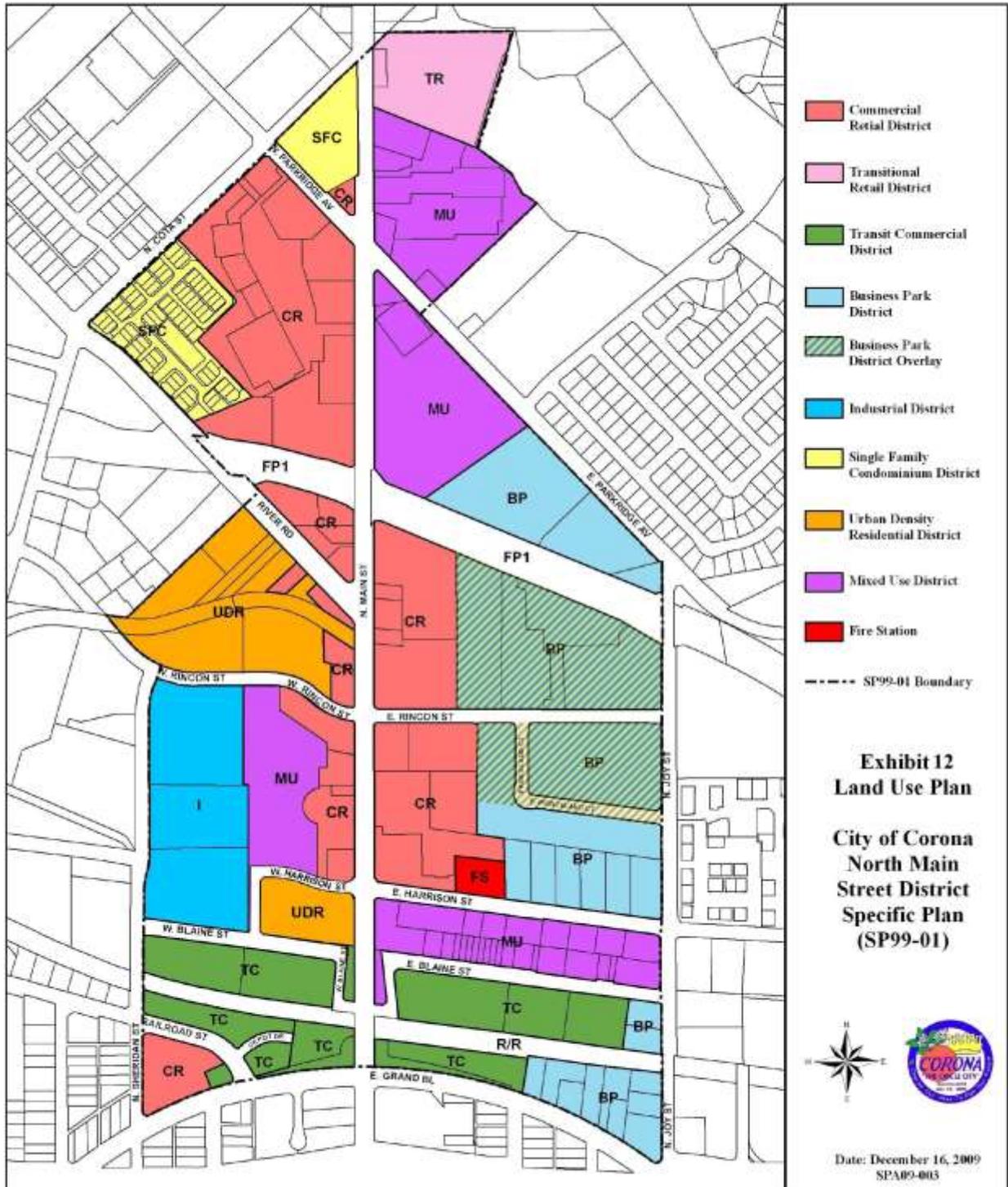
- Commercial Retail (CR) District
- Transitional Retail (TR) District
- Transit Commercial (TC) District
- Business Park (BP) District
- Industrial (I) District
- Single Family Condominium (SFC) District
- Urban Density Residential District
- Mixed Use District

The districts, as well as the relationships of the districts to one another, are depicted on Exhibit 16, *Land Use Map*.

#### **4.1.2 Relationship Between City Zoning & the North Main Street Specific Plan Development Regulations**

In accordance with California Government Code 65860, each city within California must adopt a zoning ordinance which is consistent with the city's General Plan. The City of Corona has adopted a zoning ordinance (Title 17 in the Corona Municipal Code) that is consistent with and serves to implement the City's adopted General Plan. Both the Corona Zoning Ordinance and the Development Regulations for the *North Main Street District Specific Plan* area are designed to be consistent with the Corona General Plan.

Chapter 4.0  
Development Regulations



The eight districts described in this Chapter apply only to the *North Main Street District Specific Plan* area. The districts and corresponding standards do not apply outside of the Specific Plan area boundaries. These Development Regulations for the North Main Street District supersede all provisions, standards, and requirements of the City of Corona Zoning Ordinance (Title 17 of the City's Municipal Code), except in those instances where the North Main Street District Development Regulations remains silent. In instances where these Development Regulations do not address specific issues or other relevant considerations, then the Corona Zoning Ordinance shall apply for those particular issues and considerations only. If a conflict arises between Title 17 of the Corona Municipal Code and the North Main Street District Development Regulations, then the standards contained in this Chapter shall take precedence.

### 4.1.3 Definitions

The individual words and groups of words used in this Chapter are defined in Chapter 17.04 of Title 17 of the Corona Municipal Code.

## 4.2 DISTRICT DESCRIPTIONS

This section of the Development Regulations for the *North Main Street District Specific Plan* area describes in detail each of the eight districts located within the project area. The approximate location and configuration of each district are depicted in Exhibit 12, *Land Use Map*. A description of each district's purpose is contained below:

**Commercial Retail (CR) District:** This district is intended for a broad range of retail commercial uses. Much of this district is already developed with retail and service commercial uses. The purpose of this district is to reestablish this portion of Corona as a focused area for general merchandise/convenience goods retailing. The CR Zone is designed to allow for mid-size box and big box users (40,000 square feet to more than 100,000 square feet) with building footprints and parking requirements that cannot be easily accommodated in downtown Corona. In addition to larger retail uses which will have a more regional and citywide focus, this district also will contain a mix of smaller retail uses intended to meet the needs of neighborhood and community residents.

**Transitional Retail (TR) District:** The TR District is intended to serve as an extension of the CR District. Since this district is located closer to the I-15/ Hidden Valley Parkway (formerly Yuma Drive) interchange than any other district within the North Main Street District Specific Plan area, this area is ideal for accommodating freeway-oriented and regional-serving uses. However, until such time as this district redevelops with retail commercial uses, it shall remain in its present use as a mobile home park. Commercial development will not be allowed in this district unless the entire mobile home park transitions to commercial uses. Development of only a portion of the mobile home park with commercial uses is not permitted under any circumstances.

**Transit Commercial (TC) District:** This district is designed to provide an area within the City of Corona for transit-oriented retail and office uses that promote the use of mass transit and carpooling. A Metrolink station, bus transfer station, and a Park ‘n Ride lot are located in this District. In addition, this district could include support retail uses, a hotel or motel, or office uses, since the intent is to provide uses that will complement and take full advantage of the adjacent transit-related uses.

**Business Park (BP) District:** The BP District is intended for office and professional uses, as well as light manufacturing and light industrial uses. The purpose of this district is to create a high quality business park environment with consistent landscaping and signage requirements. Some single family residential is allowed in a limited area under a Conditional Use Permit.

**Business Park Overlay (BPO) Subdistrict:** The BPO subdistrict is restricted to office and professional uses. The purpose of this special area is to compliment and enhance the high quality office development that is currently found in the area.

**Industrial (I) District:** This district is intended for light manufacturing and light industrial uses. This zone incorporates setbacks, lot coverage, landscaping, wall/fencing, and access standards to ensure that the resultant development accommodates a variety of uses and is also aesthetically pleasing. Outdoor storage of materials is permitted provided that such materials are screened by walls, berms, and/or landscaping.

**Single Family Condominium (SFC) District:** This district is intended for residential single family condominiums close to shopping and public transit. The SFC district incorporates architectural guidelines to establish a cohesive design theme, as well as development standards to ensure that the resultant development is aesthetically pleasing.

**Urban Density Residential (UDR) District:** This district is intended to accommodate and promote high density residential development that integrates functionally and aesthetically with the adjacent commercial uses along Main Street as well as with the nearby commuter transit options.

**Mixed Use District (MU):** This district is intended to provide opportunities for well-designed commercial projects or projects that combine residential with non-residential uses such office, retail, business services, personal services, public spaces and uses, and other commercial amenities. Acceptable building types include mixed-use commercial blocks, stacked units, recessed court, live-work, or a combination of styles and uses.

### 4.3 PERMITTED USES IN EACH DISTRICT

The following table sets forth the uses permitted in each district within the *North Main Street Specific Plan* area:

TABLE 3 -- PERMITTED USES									
P = Permitted Use C = Conditional Use MCUP = Minor Conditional Use Permit X = Not Permitted A = Accessory Use S = Special Use T = Temporary Use	<b>DISTRICT</b>								
LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
<b>ANIMAL USES:</b>									
Animal hospitals, with no outdoor kennels	P	X	X	P	X	X	X	X	X
Pet shops and pet grooming	P	P	X	X	X	X	X	X	P
<b>AUTOMOTIVE RELATED USES:</b>									
Automobile body, fender repair, and painting service (indoor only)	X	X	X	X	X	X	X	X	X
Automobile parts center and supply store	P	P	X	X	X	X	X	X	P
Automobile repair garages, provided no machining is conducted on the premises, no outdoor storage of parts, and outdoor parking of automobiles waiting for service shall not exceed 5 days	A	X	X	P	X	C	X	X	X
Automobile service station subject to the provisions of Chapter 17.72 of the Corona Municipal Code (with convenience stores as an accessory use).	P	P	X	X	X	X	X	X	P
Automobile upholstery and detailing	X	X	X	X	X	P	X	X	X
Car wash, full service	C	C	X	X	X	X	X	X	X
Motorcycle sales in door only (new and used), rental and service.	P	P	X	X	X	X	X	X	X

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Tire shop, retail sales and minor auto repair such as brakes, lube and tune.	C	C	P	X	X	X	X	X	X
<b>TRANSPORTATION AND PARKING USES:</b>									
Bus station or depot	X	X	C	X	X	X	X	X	X
Park and Ride lot	X	X	P	X	X	X	X	X	X
Parking lot for automobiles (See Chapter 17.76 of the Corona Municipal Code for improvements required)	P	P	P	P	P	P	X	X	P
Parking structures	P	P	P	P	P	P	X	A	P
Train and Metrolink station/depot	X	X	P	X	X	X	X	X	X
<b>ENTERTAINMENT AND RECREATION USES:</b>									
Amphitheaters (outdoor) with seating for 100 or less people	C	X	X	X	X	X	X	X	C
Amphitheaters (outdoor) with seating for 101 or more people	X	X	X	X	X	X	X	X	X
Amusement/theme parks and centers, including outdoor golf and batting cages	C	C	X	X	X	X	X	X	C
Arcade, game or video	P	P	P	X	X	X	X	X	M CUP
Cinemas (including multiplexes) and theaters (including Imax theaters), excluding adult entertainment	C	X	X	X	X	X	X	X	X
Cultural center or museum	P	X	M CUP	X	X	X	X	X	P
Cyber Cafes <sub>8</sub>	P	X	M CUP	X	X	X	X	X	P
Discos and dance, night or teen clubs (excluding adult entertainment)	C	C	X	X	X	X	X	X	C
Indoor sports centers and arcades for recreational use, including, but not limited to, batting cages; basketball courts; billiards, bowling, handball or racquetball courts; tennis courts; golfing cages; etc.	C	C	X	X	X	X	X	C	C

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Parks and playgrounds subject to the provisions of Chapter 2.36 in Title 17 of the Corona Municipal Code	P	P	P	X	X	X	X	P	P
Performing arts centers	C	X	X	X	X	X	X	X	C
Recreation and sports facilities, public (includes baseball parks, ice arenas, basketball arenas, football stadiums, miniature golf and similar events and uses intended for large crowds).	C	C	X	X	X	X	X	X	X
Skating rinks (ice or roller)	C	C	X	X	X	X	X	X	C
Smoking lounges 9	M CUP	X	M CUP	X	X	X	X	X	M CUP
<b>RETAIL COMMERCIAL USES:</b>									
Antique shop (genuine)	P	P	X	X	X	X	X	X	P
Art gallery	P	P	P	P <sup>3</sup>	P <sup>3</sup>	X	X	X	P
Bicycle shop, assembly and rental	P	P	X	X	X	X	X	X	P
Bookstore	P	P	P	X	X	X	X	X	P
Building material sales (indoor storage only)	P	P	X	X	X	X	X	X	X
Building material sales (outdoor storage allowed)	X	X	X <sup>11</sup>	X	X	X	X	X	X
Coffee and tea shops and boutiques	P	P	P	X	X	X	X	X	P
Clothes and wearing apparel shops (new)	P	P	P	X	X	X	X	X	P
Coins and stamps, purchase and sales	P	P	X	X	X	X	X	X	P
Computer software, hardware sales and service (retail)	P	P	X	X	X	X	X	X	P
Confectionery or candy store (sales only)	P	P	P	X	X	X	X	X	P
Convenience store	X	P	X	X	X	X	X	X	X
Costume rental	P	P	P	X	X	X	X	X	P
Decorating or drapery shop	P	P	X	P	P	X	X	X	P
Department store (in MU District must be less than 10,000 sf)	P	P	X	X	X	X	X	X	P

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Discount store or factory outlet having a floor area in excess of 10,000 sq. ft.	P	P	X	X	X	X	X	X	X
Drugstores and pharmacies, no drive-through in TC District	P	P	P	X	X	X	X	X	P
Fabric and sewing supply stores	P	P	X	X	X	X	X	X	P
Floor covering sales	P	P	X	P	X	P	X	X	P
Florists or flower shops	P	P	P	P <sup>3</sup>	P <sup>3</sup>	X	X	X	P
Gift shops or card shops	P	P	P	A	A	X	X	X	P
Grocery stores or supermarkets	P	P	X	X	X	X	X	X	P
Grocery, specialty or gourmet (including specialty beer, wine and cheese sales). Health food or beverage stores 2,000 sf or less	P	P	P	X	X	X	X	X	P
Guns and firearms sales	P	X	X	X	X	X	X	X	X
Health food store over 2,000 sf	P	P	X	X	X	X	X	X	P
Hobby shop	P	P	X	X	X	X	X	X	P
Home furnishings, large (over 5,000 sf )	P	P	X	X	X	X	X	X	X
Home furnishings, small, specialty, new items only (5,000 sq.ft. max floor area)	P	P	X	X	X	X	X	X	P
Jewelry store	P	P	P	X	X	X	X	X	P
Linen & bath store	P	P	X	X	X	X	X	X	P
Liquor store, sale for off-site use only	C	X	X	X	X	X	X	X	X
Locksmith	P	P	P	X	X	X	X	X	P
Market, meat and butcher shops (retail only)	P	P	X	X	X	X	X	X	P
Market, produce (retail)	P	P	X	X	X	X	X	X	P
Mart, indoor - multi-tenant and antique, crafts and other items	C	C	X	X	X	X	X	X	X
Music and video stores (permitted in TC District if less than 2,00 sf)	P	P	P	X	X	X	X	X	X

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Newsstand	P	P	P	P	P	X	X	X	P
Nurseries and garden supplies (retail)	P	P	X	X	X	X	X	X	P
Office supply store	P	P	X	P	P	X	X	X	P
Paint and wallpaper store	P	P	X	X	X	X	X	X	X
Radio, television and appliance store	P	P	X	X	X	X	X	X	P
Shoe repair	P	P	P	X	X	X	X	X	P
Shoe store	P	P	P	X	X	X	X	X	P
Sporting goods store	P	P	X	X	X	X	X	X	P
Stationery store (permitted in TC District if less than 2,000 sf)	P	P	P	P <sup>3</sup>	P <sup>3</sup>	X	X	X	P
Tobacco store <sup>10</sup>	M CUP	X	M CUP	X	X	X	X	X	M CUP
Toy store (permitted in TC District if less than 2,000 sf)	P	P	X	X	X	X	X	X	P
<b>EATING AND DRINKING ESTABLISHMENTS:</b>									
Bakery goods shop (retail) (donuts and bagels)	P	P	P	A	A	X	X	X	P
Coffee houses and sales, including roasting and packaging	P	P	P	X	X	X	X	X	P
Delicatessen (including outdoor dining)	P	P	P	P	P	X	X	X	P
Ice cream/yogurt shop	P	P	P	X	X	X	X	X	P
Kiosk, retail vending (mobile)	M CUP	M CUP	M CUP	X	X	X	X	X	M CUP
Microbreweries/Craft Breweries (defined in CMC Chapter 17.04)	P	P	P	P	X	P	X	X	P
Pizza parlors (including take-out and delivery service)	P	P	P	X	X	X	X	X	P
Pubs and taverns (with on-site consumption of alcoholic beverages only; no liquor may be removed from the premises)	C	C	C	X	X	X	X	X	C

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Restaurant or café (take-out restaurants and outdoor dining at tables permitted) (No dancing, theatrical performances, or drive-in/drive-thru restaurants permitted)	P	P	P	X	X	X	X	X	P
Restaurant, drive-thru	C	C	X	X	X	X	X	X	X
Restaurant or café with entertainment (Dancing, theatrical performances, live entertainment, excluding adult entertainment)	P	X	C	X	X	X	X	X	P
Winery, tasting and sales	P	P	X	X	X	X	X	X	P
<b>SERVICE COMMERCIAL USES:</b>									
Bank or savings & loan	P	P	X	P	P	X	X	X	P
Bank or savings & loan, drive-thru	C	C	X	X	X	X	X	X	X
Barber and beauty shops	P	P	X	A	X	X	X	X	P
Day care, commercial or large family	C	C	X	C	A	X	X	X	C
Day spa (full service beauty and health facility that offers exercise, nutrition, massage, stress management, education, and beauty treatments)	P	X	X	X	X	X	X	X	P
Dry cleaners, clothes cleaning, dyeing and pressing establishments (retail)	P	P	P	X	X	X	X	X	P
Health, fitness and exercise clubs and centers	C	C	X	C	C	X	X	X	C
Hotels and motor inns (may include restaurants and pubs, dancing, live entertainment, banquet halls and convention facilities, and other similar accessory uses)	C	C	C	X	X	X	X	X	X
Laundry, self-service	X	X	X	X	X	X	X	X	P
Massage, physical therapy	X	X	X	P	P	X	X	X	P
Messenger service	X	X	X	P	P	P	X	X	P
Office general	P	P	P	X	P	X	X	X	P

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Office, industrial (architectural and engineering, health care sales and administration, industrial associations and trade groups, industrial medicine, insurance, labor unions, manufacturing representatives, real estate (commercial and industrial), telecommunication equipment sales, title insurance, and escrow agents.	P	P	P	P	P	P	X	X	P
Photocopying services	P	P	P	P	P	P	X	X	P
Photographer/photography studios	P	P	X	P	P	X	X	X	P
Post office (U.S.) or private postal annex	P	P	P	P	P	P	X	X	P
Printing shop (excluding rotary offset presses)	P	P	X	P	P	P	X	X	X
Tailor shop, custom making	P	P	P	X	X	X	X	X	P
Tanning salon	P	P	P	X	X	X	X	X	P
Tattoo and body piercing salons <sup>7</sup>	<sup>M</sup> CUP	X	<sup>M</sup> CUP	X	X	X	X	X	<sup>M</sup> CUP
Telephone answering service	X	X	X	P	P	X	X	X	X
Travel Agency	P	P	P	P <sup>3</sup>	P <sup>3</sup>	X	X	X	P
<b>LIGHT MANUFACTURING/BUSINESS PARK USES:</b>									
Antique restoration	X	X	X	P	X	P	X	X	X
Auction house (no animals)	X	X	X	C	X	C	X	X	X
Bakery goods, wholesale, manufacturing and processing (no retail sales permitted on the premises)	X	X	X	P	X	P	X	X	X
Beverage manufacturers and distributors, including breweries (no retail sales permitted on the premises)	X	X	X	P	X	X	X	X	X
Blueprinting and reprographic services	P	P	P	P	P	P	X	X	X
Boat and marine sales and repair	X	X	X	C	X	C	X	X	X
Bottling and bottle washing	X	X	X	X	X	P	X	X	X
Building materials sales	X	X	X	X	X	P	X	X	X

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<b>LAND USE</b>	<b>CR</b>	<b>TR</b>	<b>TC</b>	<b>BP</b>	<b>BPO</b>	<b>I</b>	<b>SFC</b>	<b>UDR</b>	<b>MU</b>
Cabinet and carpenter shop	X	X	X	P	X	P	X	X	X
Catering establishment	P	P	X	P	X	X	X	X	X
Clay products (kiln not over 16 cubic feet)	X	X	X	P	X	P	X	X	X
Computer hardware/software sales and service (wholesale)	X	X	X	P	P	P	X	X	X
Confectionery and candy manufacturing, processing and sales	X	X	X	P	X	P	X	X	X
Cosmetics, manufacturing and processing	X	X	X	P	X	P	X	X	X
Dairy products, manufacturing and processing and wholesale and warehousing uses	X	X	X	P	X	P	X	X	X
Data processing equipment sales and service	X	X	X	P	P	P	X	X	X
Electroplating, manufacturing and processing	X	X	X	P	X	P	X	X	X
Electronics, appliance production or repair	X	X	X	P	X	P	X	X	X
Equipment rentals and repair (excepting farm equipment)	X	X	X	X	X	P	X	X	X
Exhibit halls and meeting halls	C	C	C	C	C	X	X	X	C
Film and camera sales, processing and exchange	P	P	X	X	P	X	X	X	P
Fix-it and repair shop	P	P	X	P	X	P	X	X	P
Food processing	X	X	X	P	X	P	X	X	X
Furniture transfer and storage	X	X	X	X	X	P	X	X	X
Glass blowing and novelty	P	P	X	P	X	P	X	X	P
Home and business maintenance services	X	X	X	P	X	P	X	X	X
House trailer, used as a construction project office during time of construction while a valid building permit is in force	P	P	P	P	P	P	X	X	P
Ice cream/yogurt manufacturing	X	X	X	P	X	P	X	X	X

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<b>LAND USE</b>	<b>CR</b>	<b>TR</b>	<b>TC</b>	<b>BP</b>	<b>BPO</b>	<b>I</b>	<b>SFC</b>	<b>UDR</b>	<b>MU</b>
Interior decorating shop	P	P	X	P	P	X	X	X	P
Iron works, ornamental	X	X	X	X	X	P	X	X	X
Laundry agency (no washing of clothes on the premises)	P	P	X	P	X	X	X	X	P
Laundry, industrial and commercial	X	X	X	P	X	P	X	X	X
Machine shops and tool repair	X	X	X	C	X	P	X	X	X
Mail order businesses	X	X	X	P	P	P	X	X	X
Manufacturing, assembly, and fabrication of goods from materials including, but not limited to, bone, canvas, cellophane, cloth, cork, feathers, felt, fiber, fur, glass, hair, leather, paper, plastics, precious or semiprecious stones or metal, textiles, tobacco, wood and yard.	X	X	X	P	X	P	X	X	X
Mattresses, manufacturing and renovating	X	X	X	X	X	P	X	X	X
Metal engraving	X	X	X	P	X	P	X	X	X
Microfilm service	X	X	X	P	P	P	X	X	X
Mini-storage and mini-warehouse	X	X	X	X	X	X	X	X	X
Motor homes and mobile home sales, rental and/or service	X	X	X	X	X	P	X	X	X
Musical instrument manufacturing	X	X	X	P	X	P	X	X	X
Medical/dental equipment sales and rental	X	X	X	P	P	P	X	X	X
Novelties manufacturing	X	X	X	P	X	P	X	X	X
Optical goods, manufacturing and processing	X	X	X	P	X	P	X	X	X
Packaging business	X	X	X	P	X	P	X	X	X
Paint spray booths	X	X	X	P	X	P	X	X	X
Parcel delivery service (does not include private postal annex)	X	X	X	P	X	P	X	X	X
Perfumes, blending and bottling	X	X	X	P	X	P	X	X	X

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Pest control operators and services	X	X	X	P	X	P	X	X	X
Pharmaceuticals processing	X	X	X	P	X	P	X	X	X
Plastic extrusion lamination molding	X	X	X	P	X	P	X	X	X
Plumbing shop	X	X	X	P	X	P	X	X	X
Postal distribution center	X	X	X	P	X	P	X	X	X
Public scales	X	X	X	P	X	P	X	X	X
Publishing books, periodicals and newspapers	X	X	X	P	X	P	X	X	X
Radio and broadcasting studio and offices	C	C	C	C	C	X	X	X	X
Recycling collection facilities, large	X	X	X	X	X	X	X	X	X
Recycling collection facilities, small	A	A	A	A	A	A	X	X	X
Refrigeration plants and repair	X	X	X	P	X	P	X	X	X
Research, design laboratories, including experimental, research, and physical and chemical testing	X	X	X	P	P	P	X	X	X
Retail sale of products manufactured, assembled, fabricated or processed in whole or in part on premises, if the floor area used for such sale is less than 15 percent of the total floor area, subject to the approval of the Board of Zoning Adjustment pursuant to Chapter 17.98.020.L (CMC). Off-street parking requirements for commercial uses shall apply to the portion used for sales.	X	X	X	A	A	A	X	X	X
Reverse vending machines located within a permitted commercial structure	P	P	P	P	P	P	X	X	P
Scientific equipment assembly	X	X	X	P	P	P	X	X	X
Sign manufacturing	X	X	X	P	X	P	X	X	X
Sign painting	P	P	X	P	X	P	X	X	X
Silk screens, manufacturing and processing	X	X	X	P	X	P	X	X	X
Toiletries processing	X	X	X	P	X	P	X	X	X

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
Toy manufacturing	X	X	X	P	X	P	X	X	X
Tree surgeons	X	X	X	P	X	P	X	X	X
Upholstery shop	X	X	X	P	X	P	X	X	X
Vending machine sales and service	X	X	X	P	X	P	X	X	X
Vitamin processing	X	X	X	P	X	P	X	X	X
Wholesale and distribution only in conjunction with manufacturing or when in conjunction with corporate office headquarters and point of sale	X	X	X	P	X	P	X	X	X
<b>RESIDENTIAL USES:</b>									
Single family detached condominiums	X	X	X	X	X	X	P	P	A <sup>12</sup>
Single family attached (townhome) condominiums	X	X	X	X	X	X	P	X	X
Single room occupancy development subject to Section 4.4.1.C	X	X	X	X	X	X	X	C	C
Multiple family residential uses including senior facilities	X	X	X	X	X	X	X	P	A <sup>12</sup>
Mobile homes and mobile home parks	X	P	X	X	X	X	X	X	X
Recreational facilities intended for the private use by the residents of a permitted residential development and their guests	X	A	X	X	X	X	P	P	P
Uses customarily incident to a mobile home park including, but not limited to, laundry and restroom facilities, offices, and private recreational facilities	X	A	X	X	X	X	X	X	X
Pet keeping: maximum of 3 weaned dogs and 3 weaned cats within residential developments	X	P	X	X	X	X	P	P	P
<b>HEALTH CARE SERVICES AND USES:</b>									
Hospitals	X	X	X	C	X	X	X	X	X
Laboratory, medical or dental	X	X	X	P	P	P	X	X	X
Medical or dental offices and clinics	P	P	X	P	P	X	X	X	P

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LAND USE	CR	TR	TC	BP	BPO	I	SFC	UDR	MU
<b>PUBLIC/QUASI-PUBLIC USES:</b>									
Churches, synagogues and similar religious organizations meeting in existing business assembly areas (off-peak or weekend only) <sup>6</sup>	C	C	C	C	X	X	X	X	X
Fire Station	X	X	X	P	X	X	X	X	X
Institute or academy, sports, and recreation	X	X	X	C	C	X	X	X	X
Police station or substation	P	P	P	P	P	X	X	X	X
School or studio for art, design, music or dance	P	P	P	P	P	X	X	X	P
School, business college or private trade	P	P	P	P	P	X	X	X	P
School, private, day care, elementary, intermediate or high school	C	C	C	C	C	X	X	X	C
<b>MISCELLANEOUS:</b>									
Similar uses permitted by Planning Commission determination <sup>2</sup>	P	P	P	P	P	P	P	P	P
Temporary uses subject to the provisions of Chapter 17.99 of the Corona Municipal Code <sup>4</sup>	P	P	P	P	P	P	X	X	P

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**TABLE 3 NOTES:**

<sup>1</sup> Accessory Use means an incidental, related, and appropriate use which is clearly subordinate to the main use of the lot or building. Accessory uses shall not alter the principal use of the subject lot or affect other properties in the zone. The accessory use or uses shall constitute no more than 20% of the total area of a lot or building.

<sup>2</sup> Similar uses permitted by Planning Commission determination: The Commission may, by resolution of record, permit any other uses which it may determine to be similar to those listed above; provided such uses are not or will not be dangerous or offensive by reason of the emission of dust, gas, noise, fumes, odors, vibrations, or otherwise in conformity with the intent and purpose of the Zone, and not more obnoxious or detrimental to the public health, safety and welfare, or to other uses permitted in the Zone. See Chapter 17.88 in Title 17 of the Corona Municipal Code for the procedure.

<sup>3</sup> These uses shall be permitted subject to compliance with the property development standards contained in Section 4.3.7 in these Development Regulations, and only when such uses are conducted wholly within a totally enclosed building in which 50 percent or more of the floor area thereof is occupied by one or more of the uses permitted as a matter of right within the Business Park Zone.

<sup>4</sup> Temporary uses are intended for events that are held in conjunction with an established commercial business holding a valid business license that normally operates in that location. Specific events include 1) Outdoor display and sale of merchandise such as sidewalk sales, and 2) grand opening events which involve outdoor activities and entertainment.

<sup>5</sup> Removed by SPA07-005.

<sup>6</sup> Major Conditional Use Permit (CUP) subject to Chapter 17.92 Corona Municipal Code.

<sup>7</sup> Tattoo and body piercing salons shall adhere to the following supplemental development standards. 1) 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. 2) Patrons receiving tattoo or body piercing services shall be screened from the main entrance or lobby and from any storefront window by privacy walls. 3) Storefront windows shall not be painted or covered in any manner that prevents exterior visibility into the premises. 4) The operator of the tattoo and/or body piercing salon shall adhere to applicable regulations imposed by the County Health Department. 5) The floors, furnishings and equipment of tattoo and body piercing establishments shall be kept clean and properly disinfected at all times during business hours.

<sup>8</sup> Cyber Cafes shall adhere to the following supplemental development standards. 1) The owner/operator shall prohibit minors during school operating hours. 2) The owner/operator shall have present one employee over the age of 18 during all hours of operation. 3) Cyber Cafes with more than 30 computers shall have one additional employee over the age of 18. 4) The owner/operator shall maintain the presence of a security guard on Friday and Saturday nights. 5) The owner/operator shall install and maintain a video surveillance system. 6) Storefront windows shall not be painted or covered in any manner that prevents exterior visibility into the premises.

<sup>9</sup> A "smoking lounge" is defined as a business establishment that is dedicated, in whole or part, to the smoking of tobacco or other substances, including but not limited to establishments known variously as cigar lounges, hookah cafes, tobacco clubs or tobacco bars. Smoking lounges may include the sale of tobacco in compliance with Corona Municipal Code Chapter 5.19. Refer to C.M.C. Section 17.33.160 for supplemental development standards.

<sup>10</sup> A "tobacco store" is defined as a retail store utilized primarily for the sale of tobacco products and accessories; and in which at least 80% of the square footage of the available retail floor and shelf space is devoted to the sale of tobacco-related products and accessories. Tobacco stores shall adhere to the following: 1) The sale of drug paraphernalia, as defined in Corona Municipal Code Chapter 9.10, is prohibited; and 2) The provision of Corona Municipal Code Chapter 5.19 (Tobacco Sales Restrictions).

<sup>11</sup> Ganahl Lumber is permitted to continue its current operations as a pre-existing non-conforming use.

<sup>12</sup> Residential must be a component of a mixed use development.

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## 4.4 PROPERTY DEVELOPMENT STANDARDS

### 4.4.1. Miscellaneous Development Standards

#### A. Project-Wide Development Standards

The following standards shall apply to all land and buildings in all zones in the *North Main Street Specific Plan* area:

1. Auxiliary Structures/Equipment and Utilities: The following standards related to auxiliary structures/equipment and utilities shall apply:
  - (a) All roof appurtenances including, but not limited to, air conditioning units and mechanical equipment, shall be shielded and architecturally screened from ground level views from on-site parking areas, adjacent public streets, and adjacent properties.
  - (b) All ground mounted mechanical equipment, including heating and air conditioning units, and trash receptacle areas, shall be completely screened from surrounding properties by use of a wall, wrought iron or tubular steel fencing, landscaping, or combination thereof, or other acceptable screening devices, or shall be wholly enclosed within a building.
  - (c) All utility connections shall be designed to coordinate with the architectural elements of the site so as not to be exposed except where necessary. Pad mounted transformers and/or meter box locations shall be included in the site plan with the appropriate screening treatment. All new and existing utility connections within the boundaries of the project shall be placed underground, where reasonable and feasible, in accordance with the City of Corona, Public Utilities Commission, and local utility company standards. Transformer, terminal boxes, meter cabinets, pedestals, ducts, and other facilities may be placed above ground provided they are screened with landscaping or other appropriate screen devices.
2. Walls, Fences and Landscaping: The provisions of Chapter 17.70 in Title 17 of the Corona Municipal Code shall apply, except as otherwise provided for in Chapter 4.0, DEVELOPMENT REGULATIONS, and Section 5.2.7, *Fences and Walls (Public and Private)*, in this Specific Plan. Where there is a conflict or potential conflict between the development standards contained in Chapter 17.70 of the Corona Municipal Code and the standards contained in this Chapter and in Section 5.2.7 in this Specific Plan, the provisions of this Specific Plan shall take precedence.
3. Access: The provisions of Chapter 17.68 in Title 17 of the Corona Municipal Code shall apply in all zones.

4. Off-Street Parking: The provisions of Chapter 17.76 in Title 17 of the Corona Municipal Code shall apply in all Districts; however, a reduction in the off-street parking requirements imposed by Chapter 17.76, except for residential, may be granted by the Planning Commission subject to preparation of a shared parking analysis by a traffic engineer registered by the State of California. Shared parking is generally defined as parking space that can be used to serve two or more individual land uses without conflict or encroachment. Shared parking methodology operates under the assumption that different land uses have different peak parking demand times. For example, since retail/commercial developments typically have peak periods (early afternoon) that differ from restaurant uses (around noon and in the evening) and from office uses (between 10:00 a.m. - noon on weekdays and minimal on Saturdays), it is appropriate to utilize the concept of shared parking to forecast the overall parking demand for mixed use developments and shopping centers. Hence, the objective of a shared parking analysis is to project the peak parking requirements for the use(s) in question, based on the combination parking demand patterns of the various land uses in the development or shopping center. This type of analysis usually results in a peak parking demand that is significantly lower than either the summation of individual peak demand factors or the City's parking code requirements for each use.
  
5. Compact Parking Spaces: Parking lots with twenty-five (25) or more off-street parking spaces may have up to forty percent (40%) of such spaces designated for compact vehicles. Parking lots with twenty-four (24) or fewer spaces may have up to twenty-five (25) percent of such spaces designated for compact vehicles. All such spaces shall be clearly marked.
  
6. Parking Space Dimensions for Stalls within Parking Structures  
  
The minimum dimensions for 60 and 90 degree angled parking spaces may be 9 feet by 18 feet. Sixty (60) degree angled parking stalls located in parking structures may also utilize a minimum one-way drive aisle width of 16 feet – 6 inches, and 90 degree angled parking stalls may utilize a minimum two-way drive aisle width of 24 feet.
  
7. Off-Street Loading: The provisions of Chapter 17.78 in Title 17 of the Corona Municipal Code shall apply in all zones in the *North Main Street Specific Plan* area.
  
8. Performance Standards: All uses established or placed into operation after the effective date of this Specific Plan as adopted by the City of Corona City Council shall comply at all times hereafter with the performance standards set forth in Chapter 17.84 in Title 17 of the Corona Municipal Code. All performance measurements, unless otherwise specified, shall be taken at the property line of the operation in question.

**B. Special Landscape Requirements (Applies to All Zones)**

The required front and side yards for all lots or building sites within the *North Main Street Specific Plan* area shall be fully landscaped. All required front and side yards shall include the installation and continuous maintenance of an operable irrigation system. Additionally, all development must meet the landscape requirements of Corona Municipal Code Chapter 17.70 that impose stricter regulations for landscape and irrigation design in order to comply with state law regarding water conservation.

**C. 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 on-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.

### 4.4.2 Commercial Retail (CR) District

The following property development standards set forth in this section shall apply to all land and buildings in the CR District in the *North Main Street Specific Plan* area:

<b>TABLE 4 -- CR DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	None. Height limited by Floor Area Ratio (FAR).
LOT REQUIREMENTS:	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
Floor Area Ratio (FAR)	0.5
SETBACKS:	
Main Street Setback	10 foot landscaped setback from the property line.
Cota Street Setback	10 foot landscaped setback from the property line.
Parkridge Avenue Setback	10 feet from the property line.
River Road Setback	10 foot landscaped setback from the property line.
Minimum Setback from TR Zone	No building setback is required along the boundary that separates the CR and TR Zones, provided that when any use in the CR Zone abuts residential development in the TR Zone, there shall be a landscaped and maintained yard of not less than 10 feet along the Zone boundary that separates the CR Zone from the residential properties.
Minimum Setback from BP Zone	15 feet. A minimum 5 ft. wide landscaped buffer shall be installed directly adjacent to the BP Zone boundary.
Minimum Setback from Adjacent Off-site Residential Uses	15 feet of which no less than 10 feet directly adjacent to the Zone boundary shall be landscaped.
Miscellaneous Setback Regulations	10 feet from any property line that abuts any property or properties located outside of the Specific Plan area boundaries. When any part of a property located within the CR Zone abuts residential development, there shall be a landscaped and

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**TABLE 4 -- CR DISTRICT STANDARDS**

	maintained yard of not less than 10 feet along the Zone boundary that separates the CR Zone from the residential properties.
Setback Landscaping	All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, or paved with decorative paving materials (e.g., brick pavers, colored concrete, stamped concrete, stone, textured or brushed concrete, concrete pavers, or tiles). Required yards may incorporate a combination of landscape and hardscape/paving elements, subject to Precise Plan review.

### 4.4.3 Transitional Retail (TR) District

The following property development standards set forth in this section shall apply to all land and buildings in the TR District in the *North Main Street Specific Plan* area:

<b>TABLE 5 -- TR DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	Residential buildings and structures shall not exceed 30 feet in height. Height on commercial buildings is limited by Floor Area Ratio (FAR).
<b>LOT REQUIREMENTS:</b>	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
Floor Area Ratio (FAR)	0.5.
<b>SETBACKS:</b>	
Main Street Setback	10 foot landscaped setback from the property line.
Minimum Setback from CR Zone	For non residential structures in the TR Zone, no building setback along the boundary that separates the TR and CR Zones is required. However a 10 ft. wide building setback is required for residential buildings (i.e., mobile homes) in the TR Zone that abut the CR Zone. This 10 ft. setback shall be landscaped; no roads, parking areas, porches or other structural encroachments, or patios are permitted within this setback.
Minimum Setback from Adjacent Off-site Residential Uses	15 feet for non residential uses of which no less than 10 feet directly adjacent to the Zone boundary shall be landscaped. 10 feet is required for mobile homes.
Miscellaneous Setback Regulations	10 feet from any property line that abuts any property or properties located outside of the Specific Plan area boundaries. When any part of a property located within the TR Zone abuts residential development, there shall be a landscaped and maintained yard of not less than 10 feet along the Zone boundary that separates the TR Zone from the residential properties.

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<b>TABLE 5 -- TR DISTRICT STANDARDS</b>	
Setback Landscaping	All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, or paved with decorative paving materials (e.g., brick pavers, colored concrete, stamped concrete, stone, textured or brushed concrete, concrete pavers, or tiles). Required yards may incorporate a combination of landscape and hardscape/paving elements, subject to Precise Plan review.

#### 4.4.4 Transit Commercial (TC) District

The following property development standards set forth in this section shall apply to all land and buildings in the TC District in the *North Main Street Specific Plan* area:

<b>TABLE 6 -- TC DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	None. Height limited by Floor Area Ratio (FAR).
LOT REQUIREMENTS:	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
Floor Area Ratio (FAR)	0.5.
SETBACKS:	
North Main Street	10 foot landscaped setback from the property line.
Grand Boulevard	10 foot landscaped setback from the property line.
Street Side Yard and Interior Side Yard Setbacks	10 ft. from the property line for buildings 40 ft. and under in height. For buildings over 40 ft. in height, increase 10 ft. setback by 5 ft. for every additional 10 ft. in building height above 40 ft., provided that in no case shall the setback be required to exceed 25 ft.
Setback Landscaping	10 ft. from the property line for buildings 40 ft. and under in height. For buildings over 40 ft. in height, rear yard setback shall be 20 ft.
Setbacks for Parking Structures:	
Blaine Street	10-foot landscape setback from property line.
For Interior Side Yard and Rear Yard Setbacks see standards above.	

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**TABLE 6 -- TC DISTRICT STANDARDS**

Setback Landscaping	<p>A minimum of 10 feet of all required side yards, directly adjacent to the property line(s), shall be fully landscaped. The landscaping shall include the installation of concrete curb planters and shall be continuously maintained by an irrigation system operable at all times.</p> <p>All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, or paved with decorative paving materials such as, but not limited to, brick pavers, colored concrete, stamped concrete, stone, textured or brushed concrete, colored concrete pavers, or tiles. Required yards also may be designed to incorporate a combination of landscape and hardscape/paving elements, subject to Precise Plan review.</p>
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#### 4.4.5 Business Park (BP) District

The following property development standards set forth in this section shall apply to all land and buildings in the BP District in the *North Main Street Specific Plan* area:

<b>TABLE 7 -- BP DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	3 stories or 50 feet, whichever is lesser, provided that residential buildings and structures shall not exceed 30 feet in height.
<b>LOT REQUIREMENTS:</b>	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
<b>SETBACKS:</b>	
Grand Boulevard:	15-foot landscaped setback from the property line.
Front Yard Setback	15 feet from the property line, provided that a front yard located immediately adjacent to or across the street from an area zoned for residential use shall have a front yard of not less than 25 feet.
Street Side Yard Setback	15 feet from the property line.
Interior Side Yard Setback	10 foot building separation required. Interior side yards may be equal (no less than 5 feet) or unequal (10 feet and 0 feet).
Rear Yard Setback	10 feet from the property line.
Interior Side and Rear Yard Setbacks for Non Residential Parcels Abutting Residential Uses	20 feet from the property line. No less than 10 feet of this required setback shall be landscaped directly adjacent to the Business Park Zone boundary.
Special Yard Requirements	The provisions of Section 17.64.030 in the Corona Municipal Code shall apply.
Setback Landscaping	All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, except where vehicular or pedestrian access is provided or required.

#### 4.4.6 Industrial (I) District

The following property development standards set forth in this section shall apply to all land and buildings in the I District in the *North Main Street Specific Plan* area:

<b>TABLE 8 -- I DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	3 stories or 40 feet, whichever is lesser.
<b>LOT REQUIREMENTS:</b>	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
<b>SETBACKS:</b>	
Front Yard Setback	15 feet from the property line, provided that a front yard located immediately adjacent to or across the street from an area zoned for residential use shall have a front yard of not less than 25 feet.
Street Side Yard Setback	15 feet from the property line.
Interior Side Yard Setback	10 foot building separation required. Interior side yards may be equal (no less than 5 feet) or unequal (10 feet and 0 feet).
Rear Yard Setback	10 feet from the property line.
Setback from Adjacent ESR Zone	10 feet from the property line. A minimum of 5 feet of this setback must be landscaped.
Special Yard Requirements	The provisions of Section 17.64.030 in the Corona Municipal Code shall apply.
Setback Landscaping	All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, except which vehicular or pedestrian access is provided or required.

#### 4.4.7 Single Family Condominium (SFC) District

##### A) Single Family Detached

The following property development standards set forth in this section shall apply to all land and buildings in the SFC District in the *North Main Street Specific Plan* area which are developed as Single Family Detached Condominiums:

<b>TABLE 9A – SFC DISTRICT STANDARDS – SINGLE FAMILY DETACHED</b>	
MAXIMUM STRUCTURE HEIGHT (FT).	30 ft. and no more than two stories
LOT REQUIREMENTS <sup>1</sup> :	
Minimum Lot Area (sq. ft.)	2,000 – EUA
Maximum Lot Coverage	60% <sup>2</sup>
Minimum Lot Depth (ft.)	60 <sup>5</sup>
Minimum Lot Width (ft.)	30
Maximum Density (units/acre)	15
BUILDING SETBACKS FROM EXCLUSIVE USE AREAS:	
Front (ft.) <sup>3</sup> : - Front-on Garage - Side-on Garage - Main Structure/Dwelling <sup>6</sup>	18 ft. 10 ft. minimum 10 ft. minimum
Rear (ft):	10/3 <sup>4</sup>
Side (ft):	5 ft. minimum
Street Side (ft.)	10 <sup>8</sup> ft. minimum
BUILDING SEPARATION (FT):	15/10 <sup>7</sup>
OTHER SETBACKS:	
River Road	15 ft.
Cota Street	15 ft.
Adjacent commercial zone	15 ft.
PARKING:	2 covered spaces per unit, plus one guest space for every five units <sup>9</sup>

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1. Minimum dimensions for the SFC designation applies to the exclusive use area (EUA) associated with an individual dwelling unit, unless otherwise noted.
2. Single Family Condominium (SFC) units shall not exceed a maximum Exclusive Use Area (EUA) coverage of 60%.
3. No more than 3 adjacent units shall have the same setback facing a street.
4. A minimum setback of 3 feet is allowed for alley loaded garage only. In all other instances, an average setback of 10 feet is allowed to accommodate units with a staggered building design.
5. A minimum lot depth of 50 feet is allowable if a lot width of 55 feet is exceeded.
6. This setback is required for units that front public or private streets.
7. If the front of the units are internally oriented and face the front of other units then a minimum 15 foot building separation shall be applied. In all other instances, buildings shall have a minimum separation of 10 feet.
8. A 10 foot setback shall be maintained from the street right-of-way to the dwelling unit with 5 feet of the setback provided between the dwelling unit and EUA.
9. Visitor parking can be accommodated on private streets

**Supplemental SFC Development Standards for Single Family Detached Condominiums**

General provisions for the SFC designation are as follows:

1. The land area allocated to each residential unit for the building footprint and private usable open space shall be designated as the “exclusive use area”.
2. Open space associated with each dwelling unit, including front, side and rear yards as defined in the purchase agreements as “exclusive use areas” shall be maintained by the homeowner. Other common areas such as greenbelts, parkways, and median landscaping shall be the responsibility of the homeowner’s association.
3. A minimum of 100 square feet per unit shall be provided in common recreation facilities; such as pools, spas, children’s play area, tennis or other court areas, barbecues with tables and shade structures. However the requirement for a common recreational facility for a subdivision may be waived by 50% in favor of all units having a minimum exclusive use area of 5,000 square feet with rear yards being at least 20 feet deep and 1,000 square feet in area.
4. Usable private open space area at a minimum of 700 square feet shall be provided for each unit. Usable private open space includes hardscape and landscaped yard areas at grades of 5-to-1 slope or less. Private space associated with each unit on the front, side, or rear yards may be counted as open space.
5. Exclusive Use Areas (EUA) within a given residential planning area may vary to achieve aesthetically desirable variation in product and street design.
6. Each dwelling unit shall be a minimum of 1,200 square feet in area.
7. Garages shall have the appearance of two-car garages from the street. Three car garages may be allowed with the third space provided in tandem, as side-on garage, or as a third garage located within the rear of the residential unit. However, at no time may a lot contain more than one driveway or exceed the maximum driveway width of 30 feet within the front setback area.

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8. Perimeter fencing on the street side of residential developments shall have a minimum height of six feet. When a residential project abuts a commercial or industrial area, an eight foot high decorative block wall shall be constructed on the project's perimeter.
  
9. Perimeter fencing on the street side of a residential development shall be of decorative block or a combination of decorative block and wrought iron/plexiglass with decorative pilasters spaced no more than 75 feet apart. Fencing for residential projects shall be reviewed through the Precise Plan process.
  
10. All interior walls within residential developments shall be of decorative material, such as splitface and slumpstone block, wrought iron fencing, vinyl or stucco. Chain link and wood fences are prohibited except for wood picket fences.

**B) Single Family Attached**

The following property development standards set forth in this section shall apply to all land and building in the SFC District in the North Main Street Specific Plan which are developed as Single Family Attached Condominiums/Townhomes:

<b>TABLE 9-B – SFC DISTRICT STANDARDS – SINGLE FAMILY ATTACHED CONDOMINIUM/TOWNHOMES</b>	
Maximum Structure Height (ft.)	40 ft. and no more than three stores
Lot Requirements	
Minimum Lot Area (sq. ft.)	7,200 sq. ft.
Maximum Lot Coverage	60%
Minimum Lot Depth (ft.)	100 ft.
Minimum Lot Width (ft.)	60 ft.
Maximum Density (units/acre)	15
Building Setbacks from Interior Drives	
- Front Garage (ft.) <sup>(1)</sup> - Main Structure/Dwelling at First Floor <sup>(1)</sup>	3 ft. minimum 10 ft. minimum
Rear (ft.)	10 ft.
Side (ft.) (interior)	5 ft.
Building Separation (ft.) - Two Story Buildings - Three Story Buildings	17.5 ft. 20 ft.

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Other Setbacks	
North Main St. (ft.)	15 ft.
Parkridge Ave. (ft.)	10 ft.
Parking - Studio or single bedroom unit - Two bedroom unit - Three or more bedroom unit - Guest Parking <sup>(2)</sup>	- 1.5 covered spaces - 2.0 covered spaces - 2.5 covered spaces - 1 uncovered guest space / 5 units
Minimum Dwelling Unit Area (sf.)	750 sf. (Exclusive of open porches and garages)

- (1) This setback is required where garages front onto private drives or alleys. Setbacks from private drives and/or alleys shall be a minimum of 3 feet from the second and third stories.
- (2) Guest parking shall be allowed in designated spaces only. Guest and resident parking will not be allowed within designated private drives.

Supplemental SFC Development Standards for Single Family Attached Condominiums / Townhomes.

1. An enclosed cabinet type storage area will be provided for each covered parking space. The space of the storage shall not be less than 100 cubic feet, and no dimension for the measurement of the space shall be less than three feet.
2. The following standards shall apply for outdoor living space:
  - a) Each lot shall contain a minimum of 200 square feet of useable outdoor living space for each dwelling unit, exclusive of front yards.
  - b) Not less than 50 square feet shall be provided in private outdoor living space contiguous to the unit. This required space may be provided in private areas screened from ground level exterior visibility at, on or above ground level. When a private area greater than 96 square feet within a minimum width of 8 feet is provided for each dwelling unit, the total outdoor living space requirement can be reduced by 25% to 150 square feet per unit.
  - c) The required outdoor living space shall be provided in the following ways:
    - (1) Not less than 50% of the required space shall be provided for usable active recreation. This required common area must accommodate amenities such as pools, children's play areas, play court areas, barbeques with tables, shade areas, walking paths and paved recreation areas.
    - (2) Outdoor living areas shall be seasonably accessible to dwelling units served;

- (3) Driveways shall not be included in calculations of outdoor space.
3. Garages shall have the appearance of two-car garages from the street. Three car garages are allowed with the third space provided in tandem, as side-on garage, or as a third garage located within the rear of the residential unit. However, at no time may a unit contain more than one driveway or exceed the maximum driveway width of 30 feet.
  4. Perimeter fencing on the street side of residential developments shall have a minimum height of six feet, as measured from the street side of the fence/wall. When a residential project abuts a commercial or industrial area, a minimum 6 foot high decorative block wall (7 foot high maximum) shall be constructed on the project's perimeter. Alternatives to block walls, such as parted green fences, can be provided subject to approval of the Community Development Direction.
  5. Perimeter fencing on the street side of a residential development shall be of decorative block, ~~or~~ a combination of decorative block or wrought iron/plexiglass with decorative pilasters spaced no more than 75 feet apart. Fencing for residential projects shall be reviewed through the Precise Plan process.
  6. All interior walls within residential developments shall be of decorative material, such as splitface and slumpstone block, wrought iron fencing, vinyl or stucco. Chain link and wood fences are prohibited except for wood picket fences.

#### 4.4.8 Urban Density Residential (UDR) District

The following property development standards set forth in this section shall apply to all land and buildings in the UDR District in the *North Main Street Specific Plan* area:

<b>TABLE 10 – UDR DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT	5 stories or 60 feet, whichever is lesser.
LOT REQUIREMENTS	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage	
Maximum Lot Dimensions	
Maximum Density (units/acre)	60 du/ac.
BUILDING SETBACKS	
Rincon Street Setback	10 ft from property line
River Road Setback	10 ft from property line.
Harrison Street Setback	10 ft from property line.
Local or Private Street Setback	5 ft from property line.
Miscellaneous Setback Regulations	10 feet from any property line that abuts either the IP Zone or properties located outside of the Specific Plan area boundaries, excluding parking structures.
BUILDING SEPARATION	15 ft minimum set back from building to building, and 10 ft minimum setback from building to carport
SETBACK LANDSCAPING	All required yards that border public dedicated streets shall be landscaped with trees, shrubs, ground covers, annuals, perennials, and/or turf, except where vehicular or pedestrian access is provided or required
PARKING	
Studio or single bedroom units	1.0 covered spaces per unit.
Two or more bedroom units	1.0 covered space and 1.0 uncovered space per unit.

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Guest parking	1 space per every five units. Guest parking must be provided on-site.
Senior Housing	Per CMC 17.76
PRIVATE USEABLE OPEN SPACE	No requirement.
COMMON USEABLE OPEN SPACE	Minimum 100 sq ft per unit per site.
STORAGE AREA	Minimum 100 cu ft per unit with no dimension less than three feet.

#### Other Requirements

1. Residential projects adjacent to collector and arterial streets and adjacent to non-residential land uses require the preparation of a noise analysis per the performance standards of CMC 17.84.
2. A trash pick-up area of not less than six (6) square feet per dwelling unit shall be provided on site. Location and design must obtain the approval of the Community Development Department and the city's waste hauler.

#### Design Standards

2. Projects shall be designed to enhance pedestrian interaction with the nearby entertainment, commercial, and transit uses. Building setback areas shall be landscaped and designed to encourage pedestrian movement through hardscape elements such as decorative crosswalks, pedestrian level lighting, and decorative bollards separating vehicular and pedestrian traffic.
3. Building articulation and detailing should be used to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding developments. Building design shall avoid large monotonous facades, long straight-line building fronts, plain box shapes, and barren exterior treatment.
4. Building wall plans should provide undulation or relief so as not to not overwhelm adjacent uses and traffic corridors with disproportionate or imposing size.
5. Building design should promote privacy to the greatest extent possible. Landscaping should be used to aid in privacy screening and as a buffer between commercial and residential uses.
6. The following architectural elements may encroach into the required setbacks: balconies, awnings, galleries, arcades, and bay windows.
7. Fences and walls are discouraged unless needed for specific screening, safety, or noise purposes. If needed, the style and materials shall blend with site and building design.

Open Space

8. Common useable open space shall be provided in large, meaningful areas convenient to the majority of the dwelling units and with amenities appropriate to the size and type of development project.
9. All balconies, patios, or other private open space that front a public street or commercial parking lot should be substantially enclosed for privacy, screening, and noise attenuation.
10. Rooftop open space may be used as common or private useable open space with useable and appropriate amenities.

Supplemental Parking and Access Standards

11. No recreational vehicle shall be parked in any parking space.
11. Primary vehicular access to the parking areas must be provided on-site.

**4.4.9      Mixed Use (MU) District**

The following property development standards set forth in this section shall apply to all land and buildings in the MU District in the *North Main Street Specific Plan* area:

<b>TABLE 11 --MU DISTRICT STANDARDS</b>	
MAXIMUM STRUCTURE HEIGHT (ft.)	None. Height limited by Floor Area Ratio (FAR).
<b>LOT REQUIREMENTS:</b>	
Minimum Lot Area (sq. ft.)	No requirement.
Maximum Lot Coverage (Building Coverage)	No requirement.
Maximum Lot Dimensions	No requirement.
Floor Area Ratio (FAR)	Commercial only: 0.5. Mixed Use: 2.0.
<b>BUILDING SETBACKS</b>	
Front	No requirement.
Street Side	10 foot landscaped setback from the property line.
Interior Side and Rear	For buildings under 30 ft in height: 10 ft  For buildings over 30 ft. in height: 10 ft plus 2 ½ ft for every 10 ft of height to a maximum of a 25 ft setback
Minimum Setback from BP Zone	15 feet. A minimum 5 ft wide landscape buffer is required directly adjacent to BP Zone boundary.
<b>PARKING<sup>1</sup></b>	
Commercial	Per CMC 17.76
<b>Residential (ancillary to commercial uses)</b>	
Studio or single bedroom units	1.0 covered spaces per unit
Two or more bedroom units	2.0 covered spaces per unit
Guest parking	1 space per every five units.
COMMERCIAL/RESIDENTIAL RATIO	3 Residential Units per 1,000 s.f. of commercial
<b>USEABLE OPEN SPACE FOR RESIDENTIAL USES</b>	
PRIVATE USEABLE OPEN SPACE	No requirement.

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<b>TABLE 11 --MU DISTRICT STANDARDS</b>	
COMMON USEABLE OPEN SPACE	Minimum 100 sq ft per unit per site.
STORAGE AREA	Minimum 100 cu ft per unit with no dimension less than three feet.

**Other Requirements**

1. Residential components adjacent to collector and arterial streets and adjacent to non-residential land uses require the preparation of a noise analysis per the performance standards of CMC 17.84.
2. A trash pick-up area of not less than six (6) square feet per dwelling unit shall be provided on site. Location and design must obtain the approval of the Community Development Department and the city’s waste hauler.

**Design Standards**

1. Mixed Use buildings on street frontages must contain retail, commercial or office uses on the ground level. Residential uses may begin on the second floor of a live/work or mixed use building or in one or more separate buildings at the rear of the property.
2. All new projects within ¼ mile of the Metrolink station must be designed and oriented to enhance pedestrian movement between adjacent uses, particularly the Metrolink station and transit hub.
3. All new projects within ¼ mile of the Metrolink station and transit hub shall provide a clear pedestrian pathway to facilitate movement from the project to the station/hub.
4. Projects on Blaine Street shall be designed to minimize the impact of the nearby railway on residential units. Buildings, windows, balconies, and patios should be oriented to reduce the impact of noise, rail emissions, and traffic on project residents. Design suggestions include courtyards, forecourts, or galleries as designed below.
  - a. Courtyard: Units built around a central open space.
  - b. Forecourt: Recessed entry or side-oriented courtyard.
  - c. Gallery: Public sidewalk along primary frontages covered with single story “patio” cover; upper story units begin at property line.
  - d. Arcade: Interior sidewalks in larger projects covered by upper story units.
5. Building form and articulation in mixed-use projects shall emphasize commercial and public entrances and de-emphasize residential and service areas. Building articulation and detailing should avoid monotonous facades, be compatible with the scale of surrounding development, and incorporate architectural detailing.

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6. Portions of the front building elevation should be set back to allow for outdoor uses such as patio dining, entry forecourts, and other amenities appropriate to the Mixed Use District.
7. Landscaping should be used to aid in screening residential uses for privacy and as a buffer from commercial development.
8. Fences and walls are discouraged unless needed for a specific screening, safety, or noise purposes. If needed, the style and materials shall blend with site and building design.

Footnotes

- <sup>1</sup> Shared parking arrangements are encouraged per Section 4.4.1(A)(4) of this specific plan.

## **5.0 DESIGN GUIDELINES**

### **5.1 ARCHITECTURE GUIDELINES**

#### **5.1.1 Architectural Concept Summary**

Although the North Main Street District contains some vacant land, most of the property within the project area dates from the 1970s, 1980s, and early 1990s and is characterized by a range of disparate uses and a discordant mix of building types and architectural styles. This section of the Specific Plan is intended to provide architectural design guidance for new construction, retrofitting and renovating existing buildings, and enhancing existing retail centers with the project area.

To facilitate review of these guidelines, the architectural design criteria within this Specific Plan has been divided into four main categories:

- Corona Retail District
- Corona Business Center (includes the Industrial use area)
- Single Family Condominium
- Other Districts

Architectural diversity and eclecticism are encouraged throughout much of the *North Main Street District Specific Plan* area, and climatically sensitive design shall be incorporated when appropriate. New buildings in each district shall be contemporary in character and design. Diversity and eclecticism shall emerge from: 1) varied building forms and geometrics; 2) interesting combinations and juxtapositions of exterior materials and finishes; and 3) the use of climatically sensitive building elements.

In addition to new construction, the renovation or rehabilitation of existing buildings, developments, and shopping centers within the Specific Plan area is strongly encouraged. When renovating and rehabilitating existing facilities, as many of the design guidelines for new architecture as possible (as presented herein) should be incorporated. By applying design guidelines proposed for new architecture to the rehabilitation of existing architecture, the entire district, over time, will eventually be unified into a cohesive whole that accommodates diversity of forms, follows guidelines for the use of color and materials, and therefore, reinforces district identity while minimizing visual clutter.

The combination of architectural diversity and environmental sensitivity, in addition to the various guidelines presented below, is intended to provide the City of Corona with a comfortable environment for City residents, visitors, and employees, as well as an appropriate and lasting architectural identity.

## 5.1.2 Commercial Retail District Architecture

Architectural Design Guidelines for the Commercial Retail facilities are designed to strengthen the Centers connection to the entire *North Main Street District Specific Plan* area. Architectural design features are primarily designed to accommodate the retail nature of these districts.

### **Architectural Design:**

- Buildings within the Corona Retail District shall be energetic and visually stimulating. Diversity of form and design between buildings is encouraged.
- Design shall respect the hot, dry climate in Corona whenever possible, incorporating elements such as trellises, large overhangs, cooling towers, and water fountains.

### **Building Massing/Height:**

- Varying building heights are encouraged to contribute to variability in street elevations. Vertical architectural elements such as clock towers are encouraged to increase visibility and wayfinding.
- Building massing shall ultimately strive to respect pedestrian scale. Large expanses of building mass shall be broken up into smaller volumes and planes when appropriate to enhance this pedestrian scale. In addition, building elements such as porticos, trellises, punched window openings, etc. shall be utilized to further emphasize the pedestrian sense of scale.
- Some building mass, when possible, should be placed on the street to increase pedestrian activity and to enliven the streetscape.

### **Roofing:**

- Roofing Geometries. Roof geometries shall be varied so as to provide a visually interesting streetscape. Entire roof lines as seen from an elevation view may not be flat. Domes, vaults, and other various curving forms are encouraged when possible.
- Roofing Materials. On roofs visible from the street, metal roofing and composition shingles are permitted.

**Building Materials:**

- The Commercial-Retail District shall express a freshness of appeal for the retail shopping experience. For example, a building with primarily stucco exterior may employ stone cladding to offset and emphasize various components or portions of the building. Color painted wood trellis work may then frame windows and shade outdoor eating/waiting/gathering areas. Colorful corrugated fiberglass panels may then be used to further shade these areas and provide additional accent pieces. Wood trellis work may utilize steel hardware that incorporates joinery that expresses dynamism and freshness.
- Two categories of building materials are emphasized:
  - Primary, or Base, Building Materials. These materials constitute the majority of the building. Acceptable materials include: stucco and/or tile cladding and concrete block.
  - Accent Building Materials. These materials provide an additional layer of building components, enhancing building exteriors and refining pedestrian scale. Building components using accent materials include: window frames, trellises, lighting fixtures, handrails, etc. Acceptable materials include: metal (including corrugated), tile, glass, stone, and wood.
- Unacceptable exterior materials include highly reflective and mirrored glazing, and wood siding.
- Materials suggested here do not constitute an exhaustive list. Additional materials considered to enhance the design intentions of the *North Main Street Specific Plan* area shall be permitted.
- The actual building materials and materials palette for each commercial retail development shall be reviewed by the City as part of the Precise Plan review process.

**Building Colors:**

- Colors used in the Commercial Retail district shall be energetic and vibrant, and contemporary.
- The actual building colors and color palette for each development within the Corona Retail Center shall be reviewed by the City as part of the Precise Plan review process.

**Architectural Detailing:**

- When possible, building details within the Corona Retail District should work to emphasize building forms, colors, materials, and environmentally sensitive building elements. The highest level of detailing should be concentrated in areas of intense pedestrian activity. Detailing within the Retail District may range from an attractive wood and steel trellis system to a simple stucco screed line used for a color break.

**Building Entries:**

Building entries shall be readily visible by pedestrian and vehicular users alike. Building entries shall incorporate a level of detailing that respects and reinforces pedestrian scale.

**Building Signage:**

- Signage shall be mounted on buildings and integrated into the architecture. Sign colors should read well against the building facade colors). Refer to Section 5.3.4, *Commercial Retail District Signage*, for additional signage criteria.

**Mechanical Equipment:**

- Exterior components of mechanical, electrical, and plumbing systems shall not be located on the exterior of the building, nor be visible from the exterior ground plane unless such components form an integral part of the building's design as instructed by the architect.

**5.1.3 Corona Business Park Architecture (Includes Industrial Uses)**

Architecture within the Corona Business Park district shall contribute to the creation of a pleasant and professional environment in which to work. Flexibility has been incorporated into the design guidelines for this area in order to allow for various building types to accommodate a variety of uses and businesses.

**Architectural Design:**

- Architecture shall contribute to consistency in the entire Corona Business Center whenever possible.

- Inconsistencies in building design from one building to another shall be granted, within reason, to allow for varying functional and programmatic requirements of respective businesses.
- Buildings shall be contemporary in design and appearance. Design shall incorporate clean lines devoid of historic or stylistic allusions or imagery.

**Building Massing/Height:**

- Buildings shall strive to complement each other in massing and height with an overall consistency in building forms encouraged.

**Building Materials:**

- Building materials are intended to express economy and efficiency of design conducive to a clean, appropriate and professional work environment. Materials should be durable and convey a sense of permanence. They also should not call attention to themselves, but contribute to the overall visual and architectural consistency of the entire Corona Business Center. For examples, a concrete block building may contain painted aluminum window frames, painted metal doors, and painted metal light fixtures. A painted wood trellis may frame and shade a walkway from an adjacent parking structure.
- Two categories of building materials are emphasized:
  - Primary, or Base, Building Materials. These materials constitute the majority of the building. Acceptable materials include: stucco, concrete, brick, and stone.
  - Accent Building Materials. These materials provide an additional layer of building components, enhancing building exteriors and refining pedestrian scale. Building components using accent materials include: window frames, trellises, lighting fixtures, handrails, etc. Acceptable accent materials include: metal, tile, glass, decorative brick or stone, and wood (as accent pieces only).
- Unacceptable exterior materials include: highly reflective and mirrored glazing and wood siding.
- Materials suggested here do not constitute an exhaustive list. Additional materials considered to enhance the design intentions of the *North Main Street Specific Plan* area shall be permitted.

- The actual building materials and materials palette for each development within the Corona Business Park Center shall be reviewed by the City as part of the Precise Plan review process.

**Building Colors:**

- Primary building colors shall be neutral and contribute to overall consistency within the Business Park.
- The following general color classifications apply to development within the Corona Business Park:
  - Primary Building Colors shall be chosen from a range of off whites.
  - Accent Building Colors for elements such as trellises, metalwork, window mullions, etc. shall be subdued. These colors shall be chosen from a range of purples/mauves, blues, and blue-greens.
- The actual building colors and color palette for each development within the Corona Business Park shall be reviewed by the City as part of the Precise Plan review process.

**Roofing:**

- Roofing Geometries. Roofs should be flat, except in certain circumstances where programmatic usage requires otherwise.

- Roofing Materials. Composition shingles and other similar types of roofing material are not permitted, except in exceptional circumstances where matching existing conditions deems otherwise.

**Architectural Detailing:**

- As with building materials, detailing should be used to reflect technology and efficiency of design. Detailing also should be used to contribute to an overall consistency within the Business Park. Again, the highest level of detail should be used in the areas of most intense human activity. Also, to reduce historical allusions, detailing should be clean. For example, roof forms should be flat, with simple parapet details. Sloping, hipped, gabled, etc., roof forms with various roofing materials should be avoided. As a second example, fenestration should be simple, reflecting function and structure when appropriate; arbitrary and/or decorative patterns, sloping glazing, etc., should be avoided.

**Building Entries:**

- Building entries shall be readily visible by both pedestrian and vehicular users. Building entries shall incorporate a level of detailing that respects, reinforces, and heightens pedestrian scale.

**Mechanical Equipment:**

- Exterior components of mechanical, electrical, and plumbing systems shall not be located on the exterior of the building, nor be visible from the exterior ground plane, unless such components form an integral part of the building's design as instructed by the architect.

**5.1.4 Single Family Condominium Architecture**

**A) Single Family Detached**

The Single Family Detached Condominium use is designed to serve as a family-oriented residential community with an intimate village feel with tree-lined streets and cottage-style residences.

**Architectural Design (See Exhibits X - Z):**

- Architecture within the Single Family Detached Condominium area shall be designed to establish a neighborhood theme which mimics the housing tracts of the 1920's and 1930's, utilizing design features from several architectural styles including but not limited to American Colonial, Spanish, and European Cottage.

**Building Massing/Height:**

- Varying building heights are encouraged to contribute to variability in street elevations.
- Building massing shall strive to respect pedestrian scale. The combination of units with differing heights, varied street setbacks, the use of staggered garage setbacks, yard variation, varied building art details, and treatments to create interest and avoid flat unit walls is encouraged.

**Roofing:**

- Roof geometries shall be varied so as to provide a visually interesting streetscape. Barrel or flat tile roofs, varying overhangs, varying roof pitches, hip and gable roofs, and built up fascia area permitted.
- Cement and other synthetic, fire-resistive roofing materials which give the appearance of tile with a matte finish are permitted.
- Metal and fiberglass roofing materials are prohibited.
- Mansard and gambrel roof forms are prohibited.

**Building Materials:**

- Two categories of building materials are emphasized:
  - Primary, or Base, Building Materials. These materials constitute the majority of the building. Acceptable materials include: stucco and wood.
  - Accent Building Materials. These materials provide an additional layer of building components, enhancing building exteriors. Building components using accent materials include: window frames, trellises, exposed rafter tails, beam accents, and exposed chimneys. Acceptable materials include: brick, stone, tile, stucco, wood and wrought iron.
- Unacceptable exterior materials include highly reflective and mirrored glazing, plywood and particleboard exterior finishes, unpainted metal.
- The building materials and materials palette for each SFC development shall be reviewed by the City as part of the Precise Plan review process.

**Building Colors:**

- Exterior colors should be an authentic representation of the architectural styles present in the particular SFC development.
- The building colors and color palette for each development within the SFC designation shall be reviewed by the City as part of the Precise Plan review process.

**Architectural Detailing:**

- Architectural detailing is encouraged to include the following features:
  - Structural Accents. Accents that are encouraged include exposed rafter tails, wood beam accents, exposed tall chimneys, simple railing designs, decorative use of wrought iron, brick, stone and/or tile accents, sand or sculpted stucco finishes, horizontal and/or vertical siding.
  - Doors and Windows. Multi-paned windows, recessed windows and doors, rectangular and/or arched shaped windows and doors, slat/louver shutters and built up window sills are encouraged.

**Landscape Accents and Treatments:**

- Within SFC areas, tree-lined streets, trellises, arbors and pergolas, shaded sitting and play areas, and open space common areas with walkways are encouraged to contribute to a residential village atmosphere. Entry monumentation and enhanced entryways providing textured driveway paving shall be provided.

**Additional Elements Required:**

- An enclosed two-car garage with roll-up doors is required for each SFC unit.
- All flashing, sheet metal, vent stacks and pipes shall be painted to match adjacent building surfaces.

**Additional Elements Encouraged:**

- Additional design and architectural elements are encouraged in SFC areas:
  - The use of reverse building plans to add articulation is encouraged.

- Structural massing should be used to maintain a human scale, with articulation of building fronts encouraged.
- Residential units with differing heights and yards are encouraged to create visual interest.
- The use of varied building art details and treatments to create interest and avoid flat unit walls are encouraged.
- The used of staggered garage setbacks, rear garages, or side-on garages to enhance the street scene appearance is encouraged.
- Full recessed opening are encouraged and projecting windows may be used to add articulation to wall surfaces.
- The incorporation of window or door surrounds and similar architectural statements are encouraged.
- Rectangular, half-round or full-round attic vents on walls are encouraged.
- Varied street setbacks are encouraged.
- Gutters and downspouts should be concealed unless designed as a continuous architectural feature

**Elements Prohibited:**

- The following are prohibited in SFC areas:
  - Exposed pole or column foundations on the downhill side of lots.
  - Metal and fiberglass roofing materials.
  - Mansard and gambrel roof forms.
  - Plywood and particleboard exterior material finishes.
  - Asphalt driveways
  - Motor homes.
  - Recreational vehicles (RV's)

- Unless screened from view of other properties, exterior storage of accessory vehicles including trailers, boats, personal watercraft, dirt bikes and other all-terrain or similar vehicles shall be prohibited.

**Mechanical Equipment:**

- All mechanical equipment shall be screened from public view.

**B) Single Family Attached**

The Single Family Attached Condominium use is designed to serve as a family-oriented residential community with an intimate village feel with cottage-style residences.

**Architectural Design:**

- Architecture within the Single Family Attached Condominium area shall be designed to establish a neighborhood theme, utilizing design features and architectural detailing from several architectural styles including but not limited to American Colonial, Spanish and Contemporary European.

**Building Massing/Height:**

- Varying building heights are encouraged to contribute to variability in street elevations.
- Building massing shall strive to respect pedestrian scale. The combination of units with differing heights, varied building art details, and treatments to create interest and avoid flat unit walls are is encouraged.

**Roofing:**

- Roof geometries shall be varied so as to provide a visually interesting streetscape. Barrel or flat tile roofs, varying overhangs, hip and gable roofs, and built up fascia area permitted.
- Cement and other synthetic, fire-resistive roofing materials which give the appearance of tile with a matte finish are permitted.
- Metal and fiberglass roofing materials are prohibited.
- Mansard and gambrel roof forms are prohibited.

**Building Materials:**

- Two categories of building materials are emphasized:

- Primary, or Base, Building Materials. These materials constitute the majority of the building. Acceptable materials include: stucco and wood.
- Accent Building Materials. These materials provide an additional layer of building components, enhancing building exteriors. Building components using accent materials include: window frames, trellises and articulated base enhancement. Acceptable materials include: brick, stone, tile, stucco, wood and wrought iron.
- Unacceptable exterior materials include highly reflective and mirrored glazing, plywood and particleboard exterior finishes, unpainted metal.
- The building materials and materials palette for each SFC development shall be reviewed by the City as part of the Precise Plan review process.

**Building Colors:**

- Exterior colors should be an authentic representation of the architectural styles present in the particular SFC development.
- The building colors and color palette for each development within the SFC designation shall be reviewed by the City as part of the Precise Plan review process.

**Architectural Detailing:**

- Architectural detailing is encouraged to include the following features:
  - Structural Accents. Accents that are encouraged include wood beam accents/trellage, simple railing designs, decorative use of wrought iron, brick, stone and/or tile accents, sand or sculpted stucco finishes, horizontal and/or vertical siding.
  - Doors and Windows. Multi-paned windows, recessed windows and doors, rectangular and/or arched shaped windows and doors, slat/louver shutters and built up window sills are encouraged.

**Landscape Accents and Treatments:**

- Within SFC areas, trellises, arbors and pergolas, shaded sitting and play areas, and open space common areas with walkways are encouraged to contribute to a residential village atmosphere. Entry monumentation and enhanced entryways providing textured driveway paving shall be provided.

**Additional Elements Required:**

- An enclosed two-car garage with sectional roll-up doors is required for each SFC unit.
- All flashing, sheet metal, vent stacks and pipes shall be painted to match adjacent building surfaces.

**Additional Elements Encouraged:**

- Additional design and architectural elements are encouraged in SFC areas:
  - The use of reverse building plans to add articulation is encouraged.
  - Structural massing should be used to maintain a human scale, with articulation of building fronts encouraged.
  - Residential units with differing heights are encouraged to create visual interest.
  - The use of varied building art details and treatments to create interest and avoid flat unit walls are encouraged.
  - Full recessed openings are encouraged and projecting windows may be used to add articulation to wall surfaces.
  - The incorporation of window or door surrounds and similar architectural statements are encouraged.
  - Rectangular, half-round or full-round attic vents on walls are encouraged.
  - Concealment of gutters and downspouts is encouraged unless designed as a continuous architectural feature.

**Elements Prohibited:**

- The following are prohibited in SFC areas:
  - Exposed pole or column foundations on the downhill side of lots.

- Metal and fiberglass roofing materials.
- Mansard and gambrel roof forms.
- Plywood and particleboard exterior material finishes.
- Asphalt driveway approaches
- Motor homes.
- Recreational vehicles (RV's)
- Unless screened from view of other properties, exterior storage of accessory vehicles including trailers, boats, personal watercraft, dirt bikes and other all-terrain or similar vehicles shall be prohibited.

**Mechanical Equipment:**

- All mechanical equipment shall be screened from public view.

### **5.1.5 Other Districts in the Specific Plan Area**

**Transitional Retail (TR) Architectural Guidelines:**

- Architectural guidelines for the Transitional Retail Area fall under the guidelines of the Commercial Retail Center. Because this area serves as a secondary entry into the *North Main Street Specific Plan* area, gateway entry signage and features shall fall under the guidelines set forth in Section 5.3, *Signage Guidelines*, of this document.

**Industrial (I) Architectural Guidelines:**

- Architecture within this area shall not interfere with the functionality, visibility, or usefulness of the Corona Entertainment District in any way. Additionally, the products, tools, and byproducts of the industry practiced within this area shall be obscured from public view whenever appropriate and reasonable. Building design shall strive for conformity with existing industrial structures within the area whenever possible. Additional guidelines to information given here shall be found in the guidelines for the Corona Business Park, with appropriate allowances for variations in use.

**Urban Density Residential (UDR) District Architectural Guidelines**

- Architectural innovation is encouraged in the UDR District.
- The actual building materials and materials palette for each commercial retail development shall be reviewed by the City as part of the Precise Plan review process.

#### **Mixed Use (MU) District Architectural Guidelines**

- Architectural innovation is encouraged in the MU District.
- The actual building materials and materials palette for each commercial retail development shall be reviewed by the City as part of the Precise Plan review process

## **5.2 STREETScape AND LANDSCAPE GUIDELINES**

The purpose of these Streetscape and Landscape Guidelines is to provide an overall strategy for the development and revitalization of the *North Main Street District Specific Plan* area. This section of the Design Guidelines contains a discussion of Streetscape Character, Recommendations for Streetscape Improvements, and a Recommend Plant Selection List. To assist the City of Corona in implementing these guidelines, a *Conceptual Landscape Plan* (see Exhibits 13a and 13b) has been created depicting gateway entry monumentation locations, the streetscape planting program, urban design streetscape treatments, locations for Business Park entry monumentation, screening/buffer zones, and the proposed landscape treatment along the portion of the Temescal Creek Channel that traverses the project site. This section of the Design Guidelines also contains detailed cross sections, plan views, and elevations of the various landscape features planned within the North Main Street District. The locations of these features are depicted on an overall key map (see Exhibit 14a and 14b, *Landscape Key Plan*).

### **5.2.1 Streetscape Character**

The greatest opportunity for organizing the visual aspects of the site is through creating a clear streetscape system. All streetscape components must be understood as an interrelated whole to achieve the visual cohesiveness desired. The design components, in addition to the landscape treatments, are intersections, pedestrian circulation, lighting, and signage.

#### **Urban Design:**

- The integrated design and appearance of the street, sidewalks and other public spaces are referred to in urban design as the streetscape. Urban design can be defined as the visual and functional relationship between people and the physical environment. Urban design is based on the premise that the physical environment can be designed and that a desired physical form can be created through the use of

various design methods. Urban design has the entire outdoor environment. It involves the design and appearance of both public and private improvement and includes building, open space areas, streets, walkways and landscaping. In addition to relating to appearance and aesthetic appeal, urban design is also concerned with the effectiveness of the space.

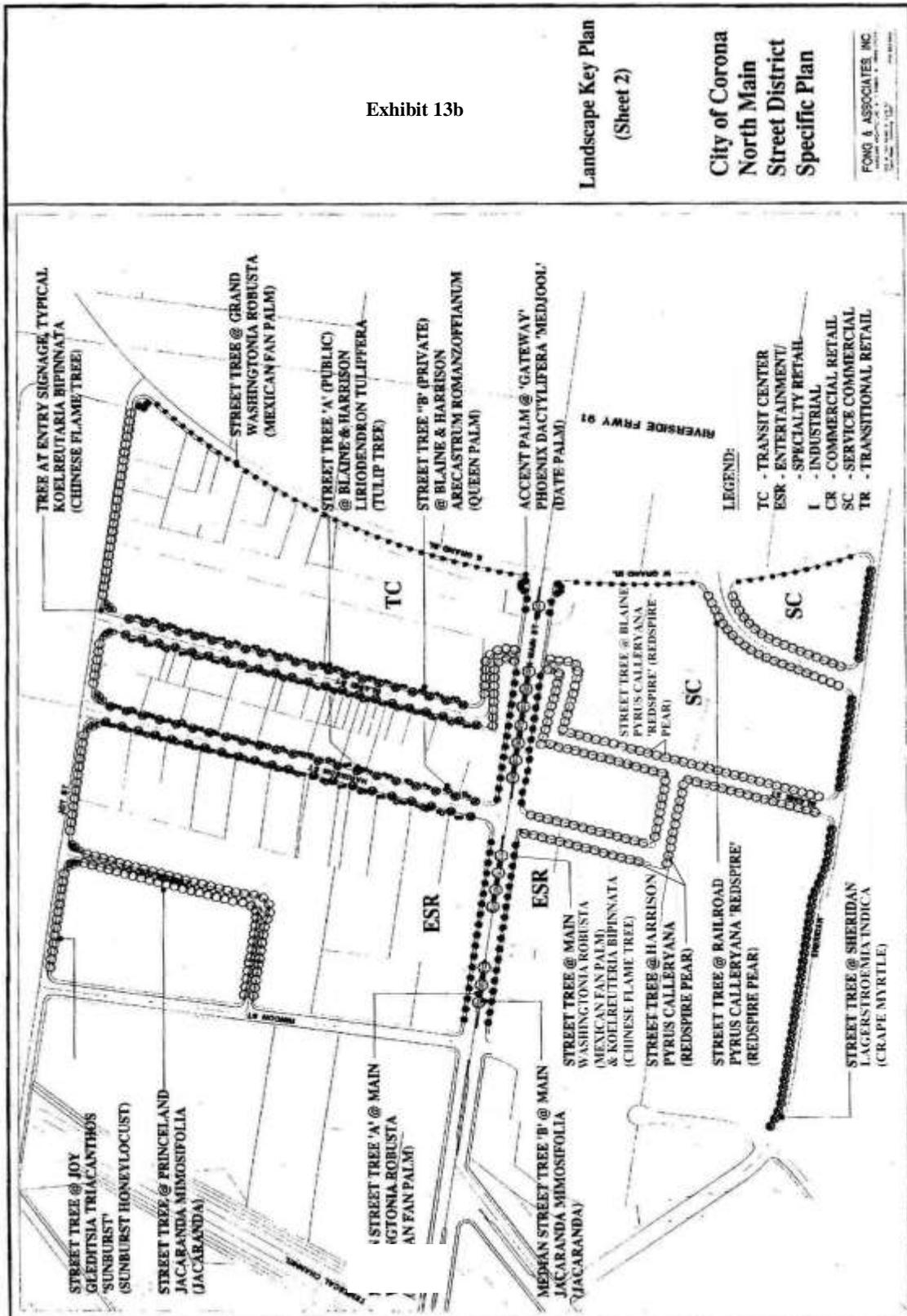
**Character:**

- The streets and sidewalks of the *North Main Street District Specific Plan* area currently contribute very little to the character of the environment and impact negatively on the quality of the outdoor experience. In some portions of the project area, particularly along North Main Street, streetscape conditions exist which diminish the pedestrian experience. Heavy traffic and wide, congested intersections at several locations area intimidating and unattractive to pedestrians.

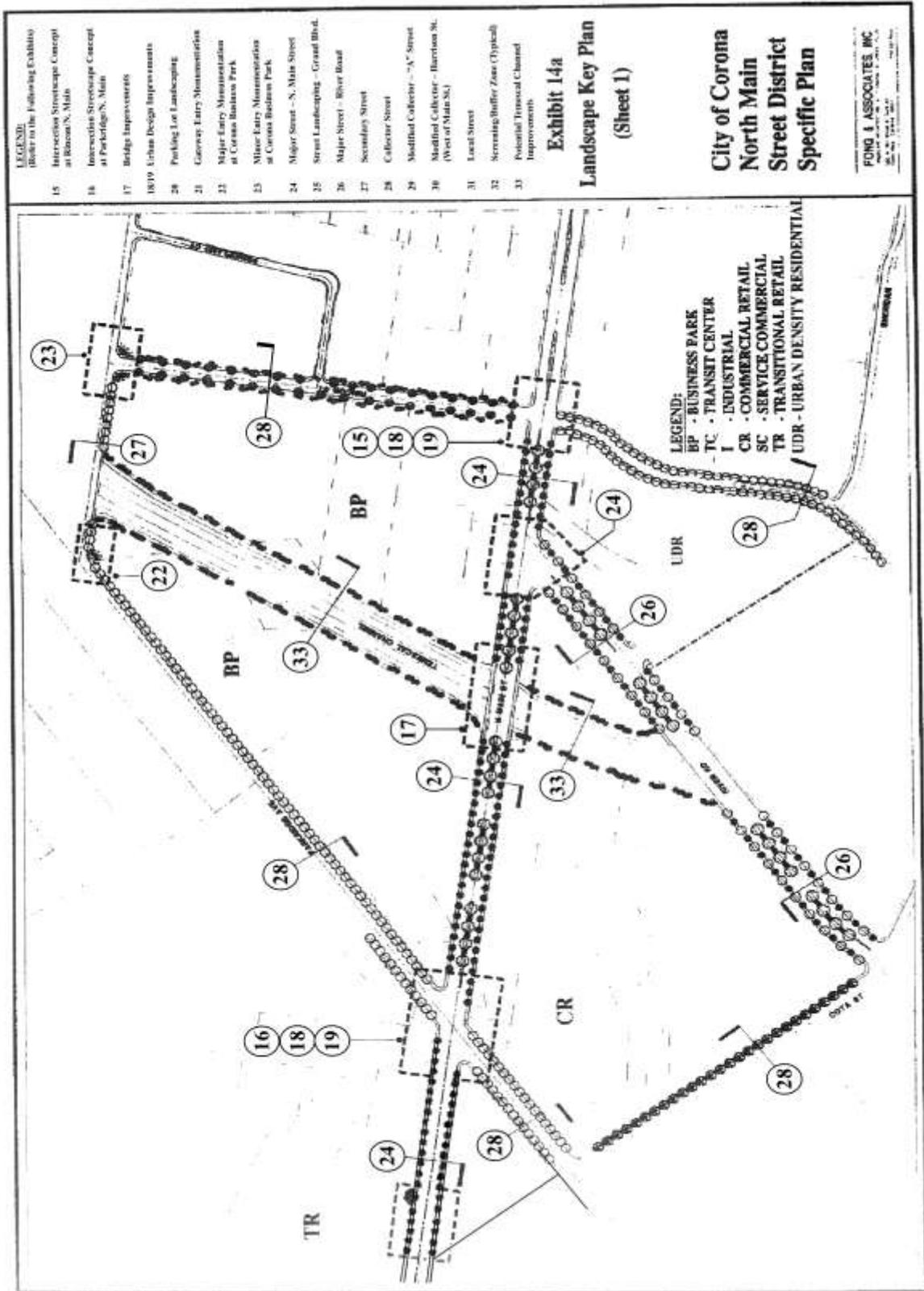


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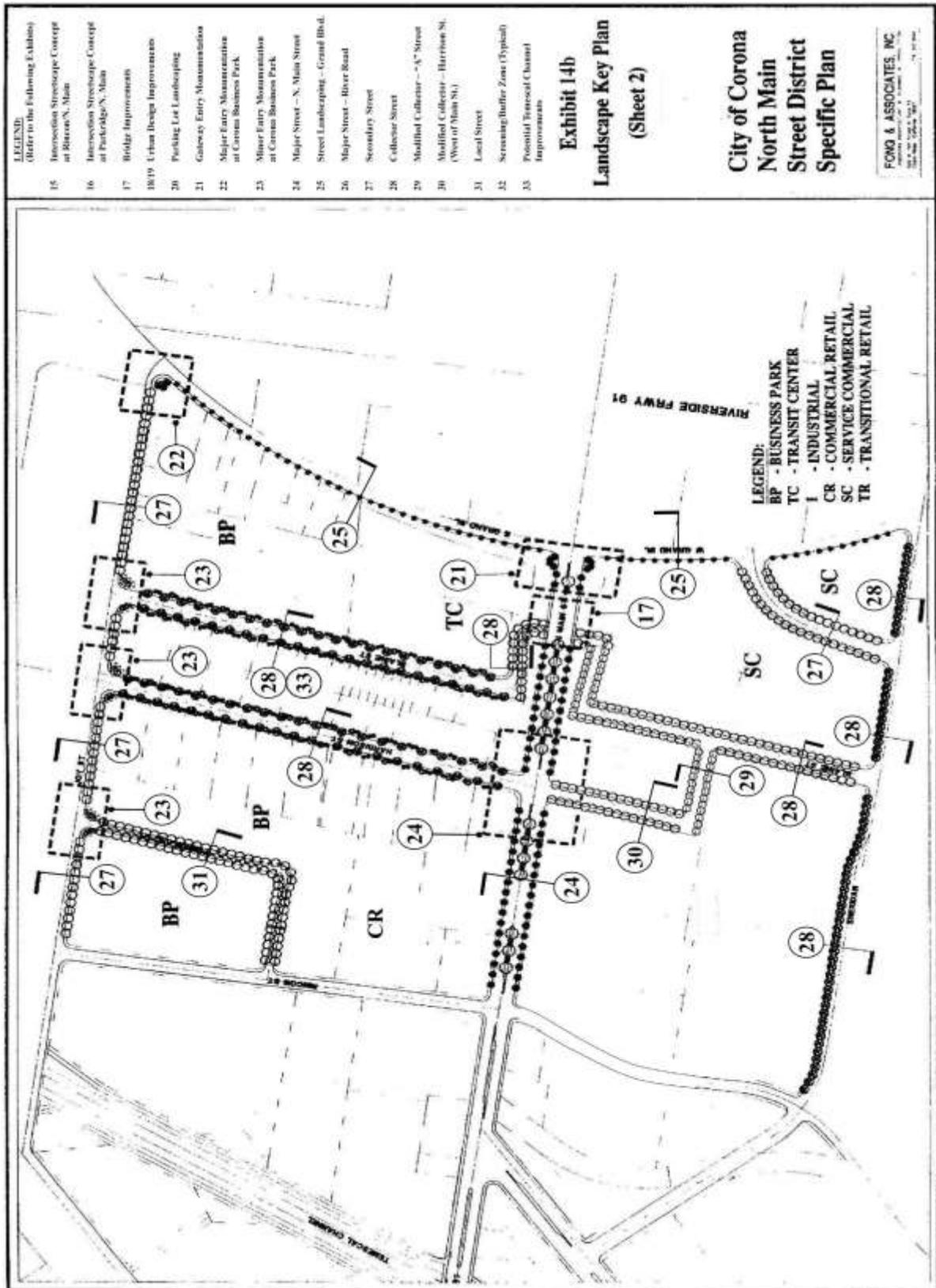
Exhibit 13b



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Design Guidelines



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## 5.2.2 **Recommendations for Streetscape Improvements**

### **Sidewalks (Public):**

- An overall program of replacement of public sidewalks should be implemented which incorporates a simple palette of hardscape materials such as cast-in-place exposed and/or broom finish concrete.

### **Intersections (Public):**

- Two intersections have been illustrated for typical intersection improvements: 1) Rincon Street at North Main Street, and 2) Parkridge Avenue at North Main Street (See Exhibit 15, *Intersection Streetscape Concept at Rincon/North Main*, and Exhibit 16, *Intersection Streetscape Concept at Parkridge/North Main*.)

### **Bridges and Overpasses (Public):**

- There are three bridges located within the project area: a bridge over the AT&SF railroad tracks near Grand Boulevard, and two bridges over the Temescal Creek Channel. It is anticipated that these bridges will not need to be widened to accommodate the planned development within the North Specific Plan Main Street District. However, an upgrading of each bridge through installation of new railings or painting of existing railings, planter boxes, banners, and specially designed lighting fixtures would dramatically improve the appearance of these bridges heighten the sense of arrival, identity, and destination. The City will need to work with the necessary agencies to accomplish an overhaul of these bridges. A possible design for bridge improvements is depicted in Exhibit 17, *Existing Bridge Improvements*

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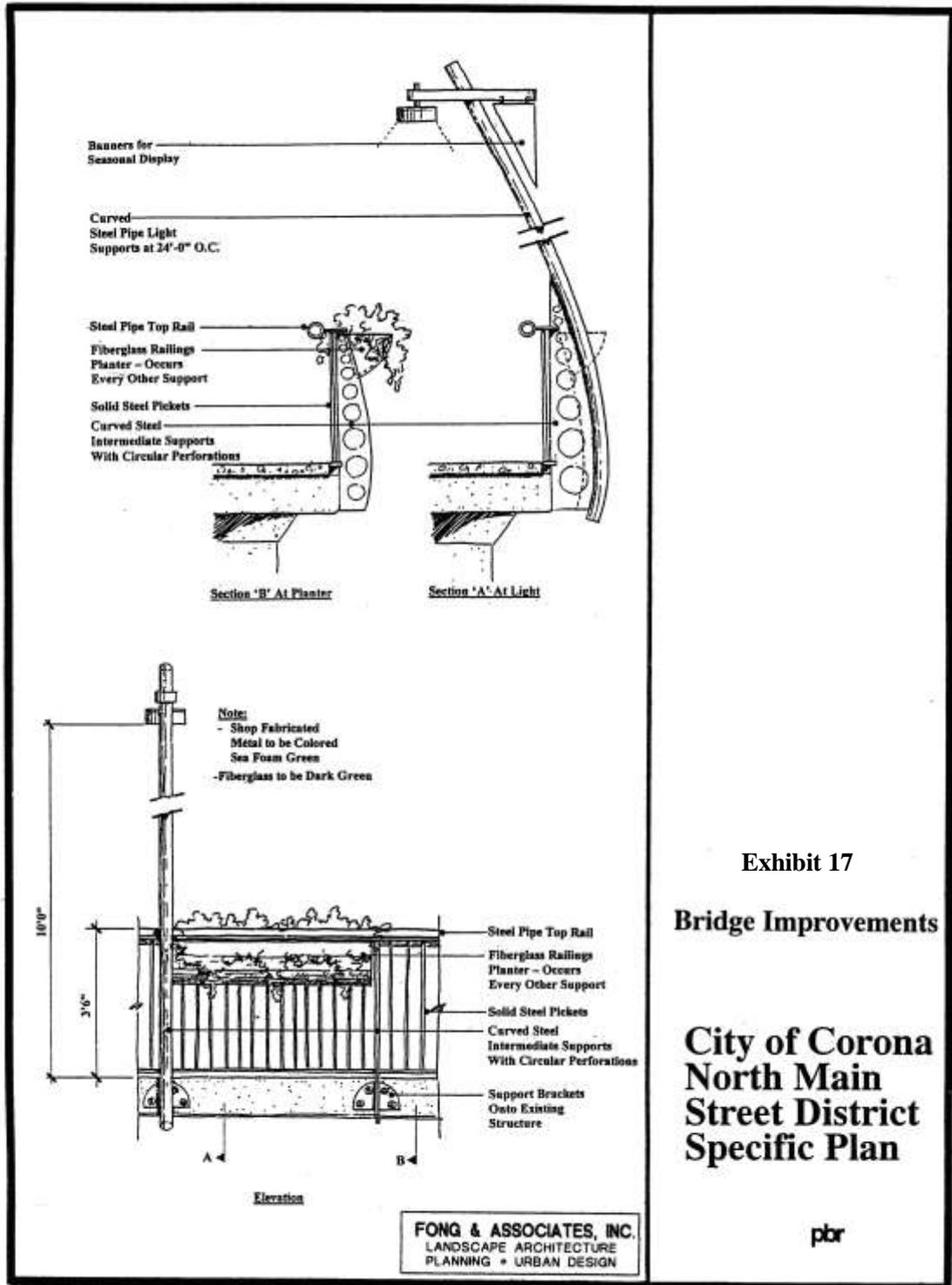


Exhibit 17  
Bridge Improvements

City of Corona  
North Main  
Street District  
Specific Plan

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### **5.2.3 Recommendations for Landscaping on Private Parcels and Within Privately-Owned Projects**

Many of the existing parking lots, building perimeters, patios, courtyards, and other privately owned areas within the Specific Plan area need to be re-landscaped and upgraded to create an enhanced visual perception of the area. In order to accomplish this goal, the following recommendations and provisions have been developed to encourage and assist in revitalization of these areas:

#### **Linkages (Private):**

- It is the intent of this Specific Plan to encourage private developers and builders to provide pedestrian linkages that connect retail areas, parking areas, plazas, courtyards, patios, and other areas to one another and with the enhanced parkway planned along North Main Street. These pedestrian linkages should include trees or other landscaping along their length to provide canopy and shade for pedestrians and create an aesthetically pleasing urban environment.

#### **Urban Pedestrian Areas (Private):**

- Where appropriate and feasible, small gathering areas should be constructed at periodic intervals adjacent to the North Main Street parkway. The *Landscape Key Plan* (Exhibits 26a and 26b) indicates possible locations which might be appropriate for these areas. These urban pedestrian areas could be designed as plazas and courtyards or merely small landscaped areas that offer a visual respite from the urban environment. They are intended to complement the North Main Street streetscape program and encourage pedestrian activity along North Main Street. These areas could include elements such as, but not limited to: benches, enhanced paving, trees and shrubs, bus shelters, shade structures, planter boxes, and fountains. Two possible concepts for design of these areas are shown in Exhibit 18, *Urban Design Elements - Concept A*, and Exhibit 19, *Urban Design Elements - Concept B*.

#### **Internal Patios, Courtyards and Plazas (Private):**

- Patios and courtyards offer employees and visitors the opportunity to be outside to stroll, rest, and experience a higher level of excitement and visitation. The design intent is to create spaces which maximize human comfort and enjoyment. These spaces should be constructed internally to the project and should be designed as project focal points.

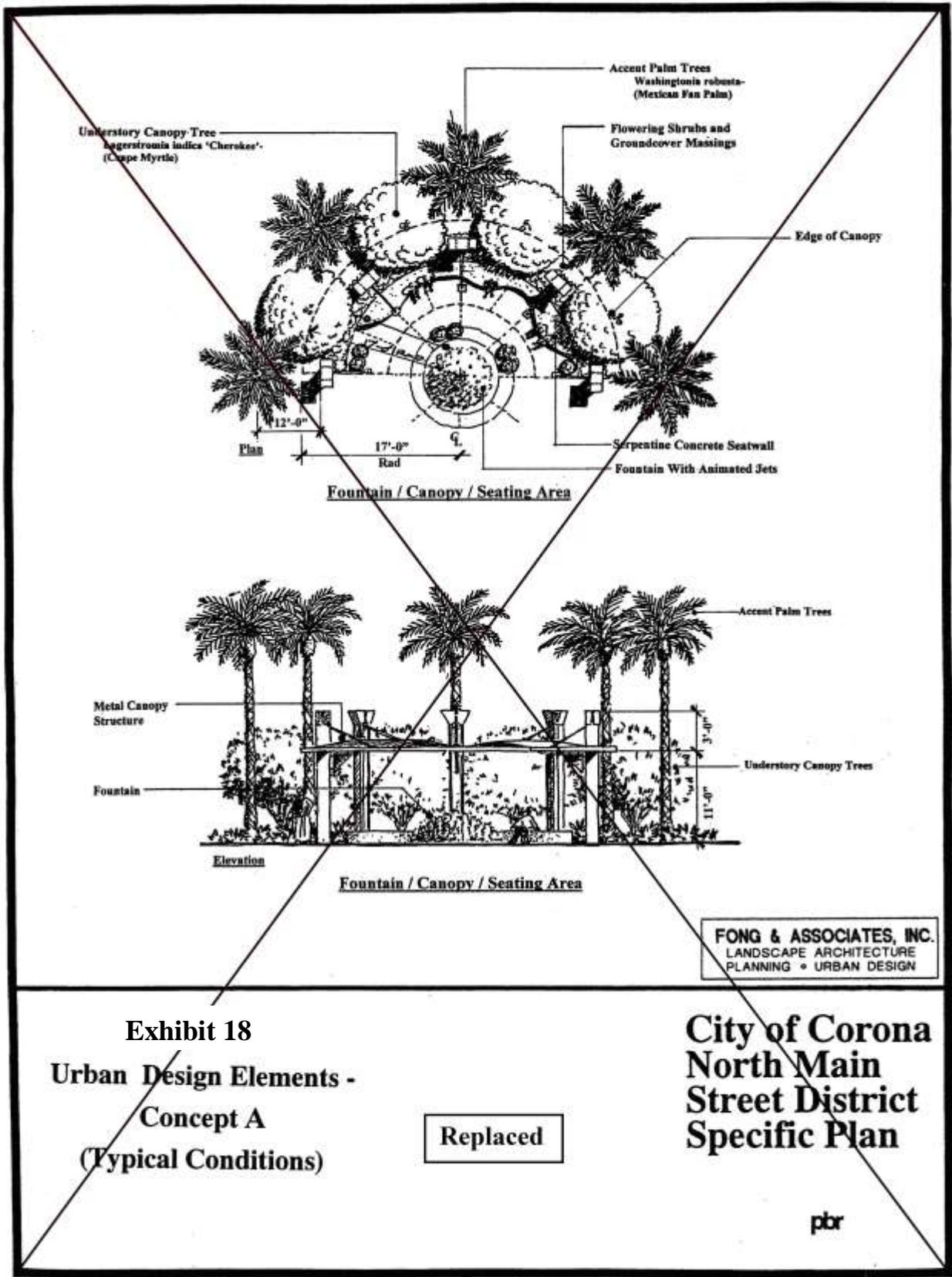
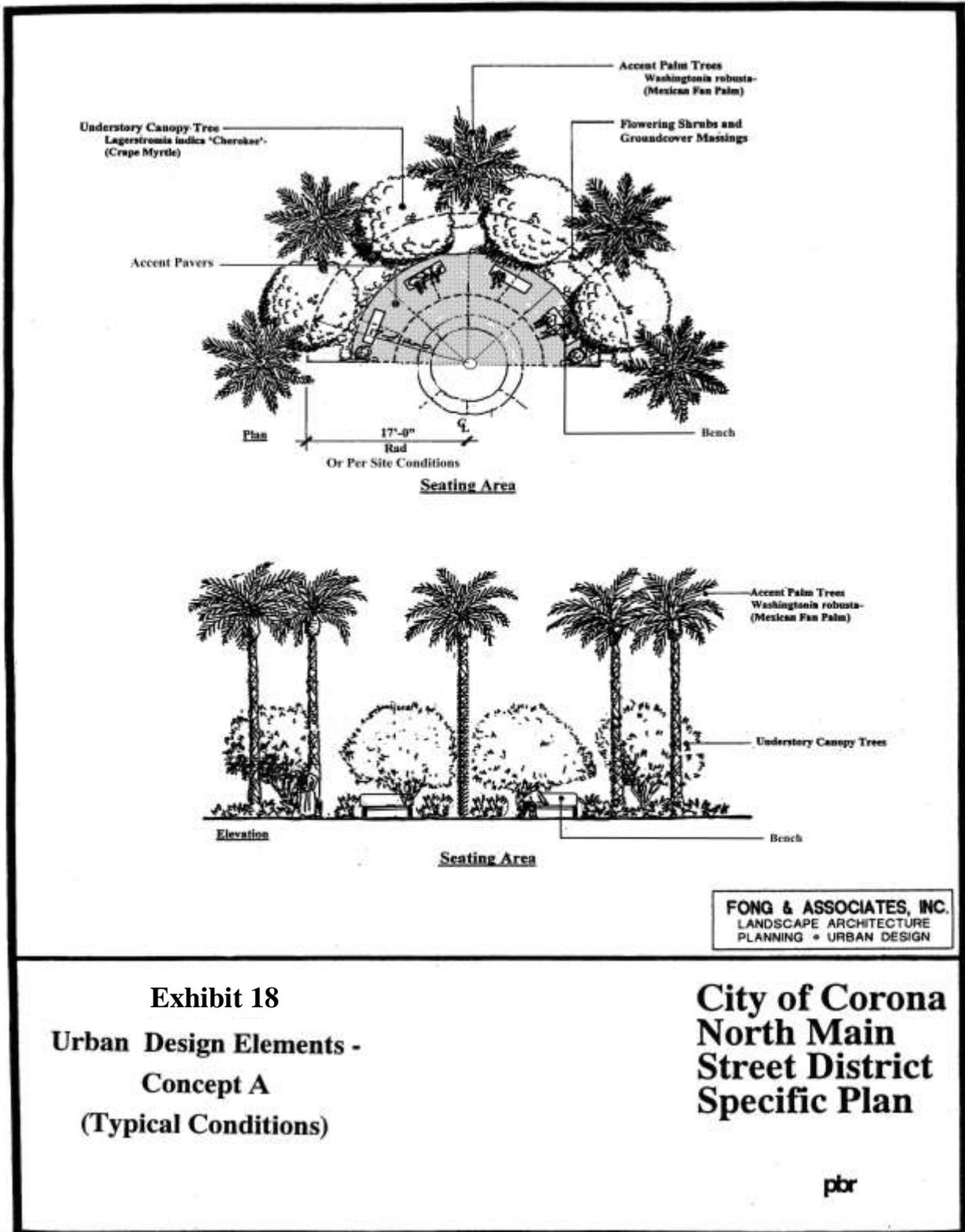


Exhibit 18  
Urban Design Elements -  
Concept A  
(Typical Conditions)

Replaced

City of Corona  
North Main  
Street District  
Specific Plan

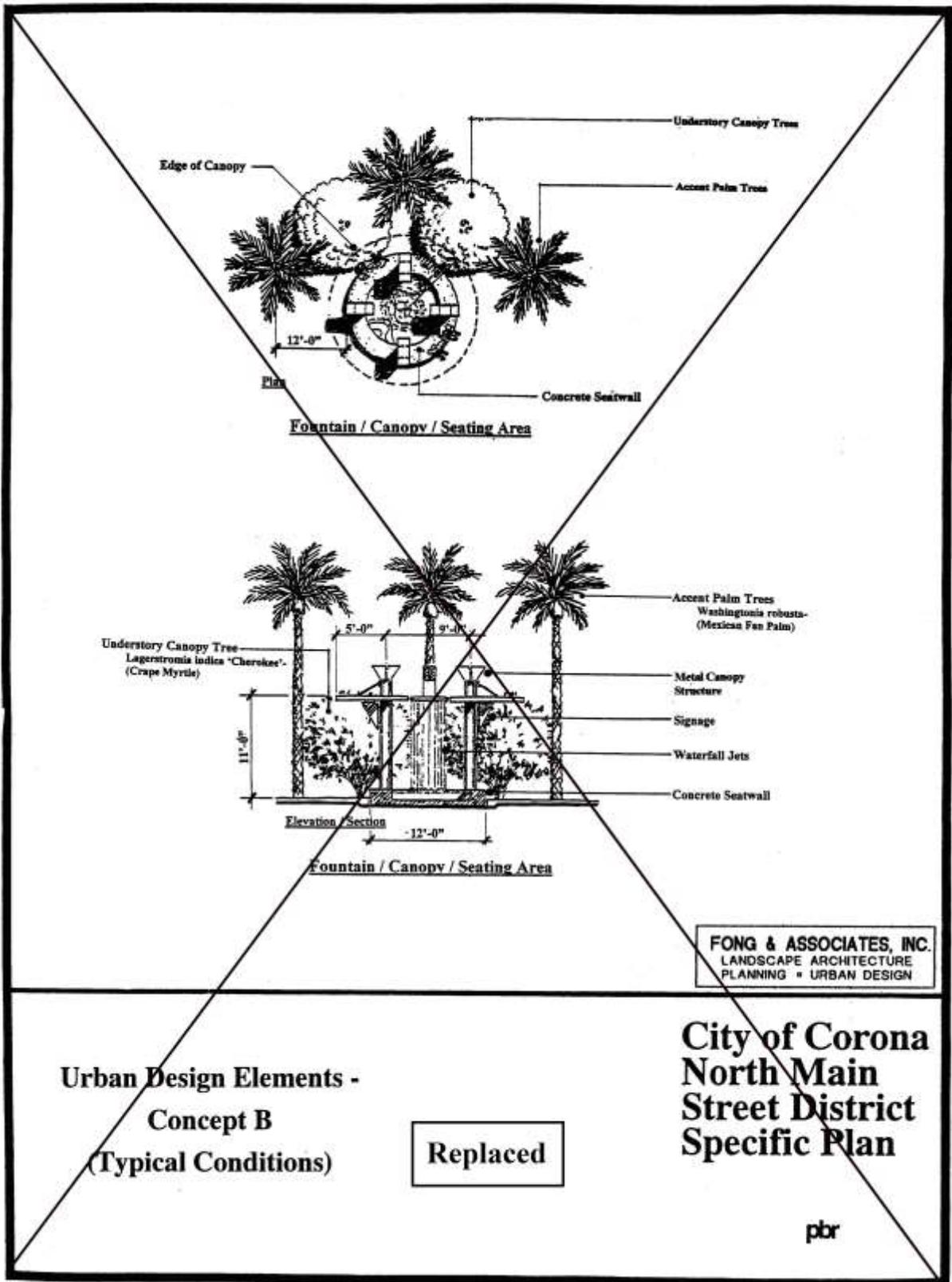
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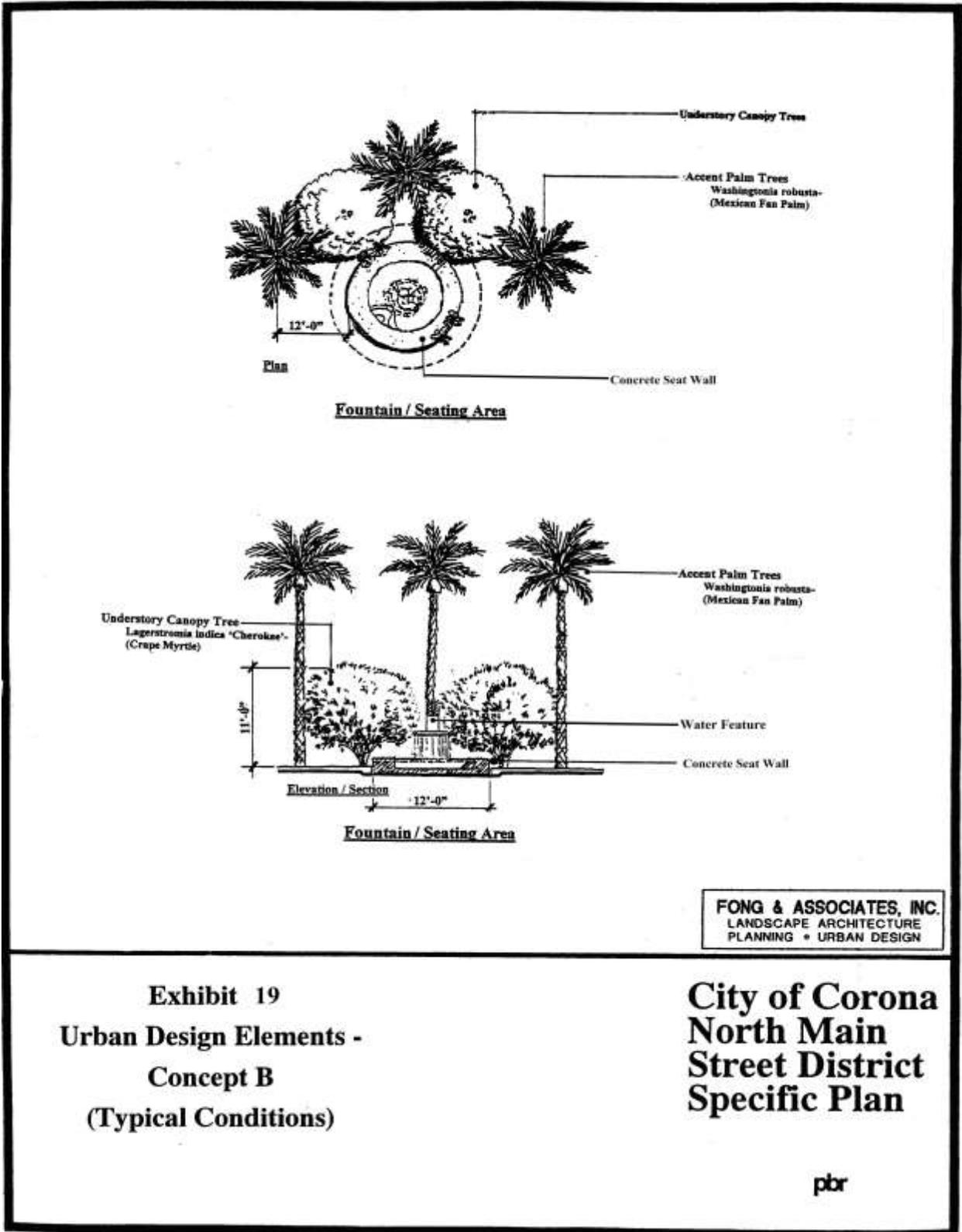


**Exhibit 18**  
**Urban Design Elements -**  
**Concept A**  
**(Typical Conditions)**

**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**

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**Exhibit 19**  
**Urban Design Elements -**  
**Concept B**  
**(Typical Conditions)**

**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**

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**Building Perimeters (Private):**

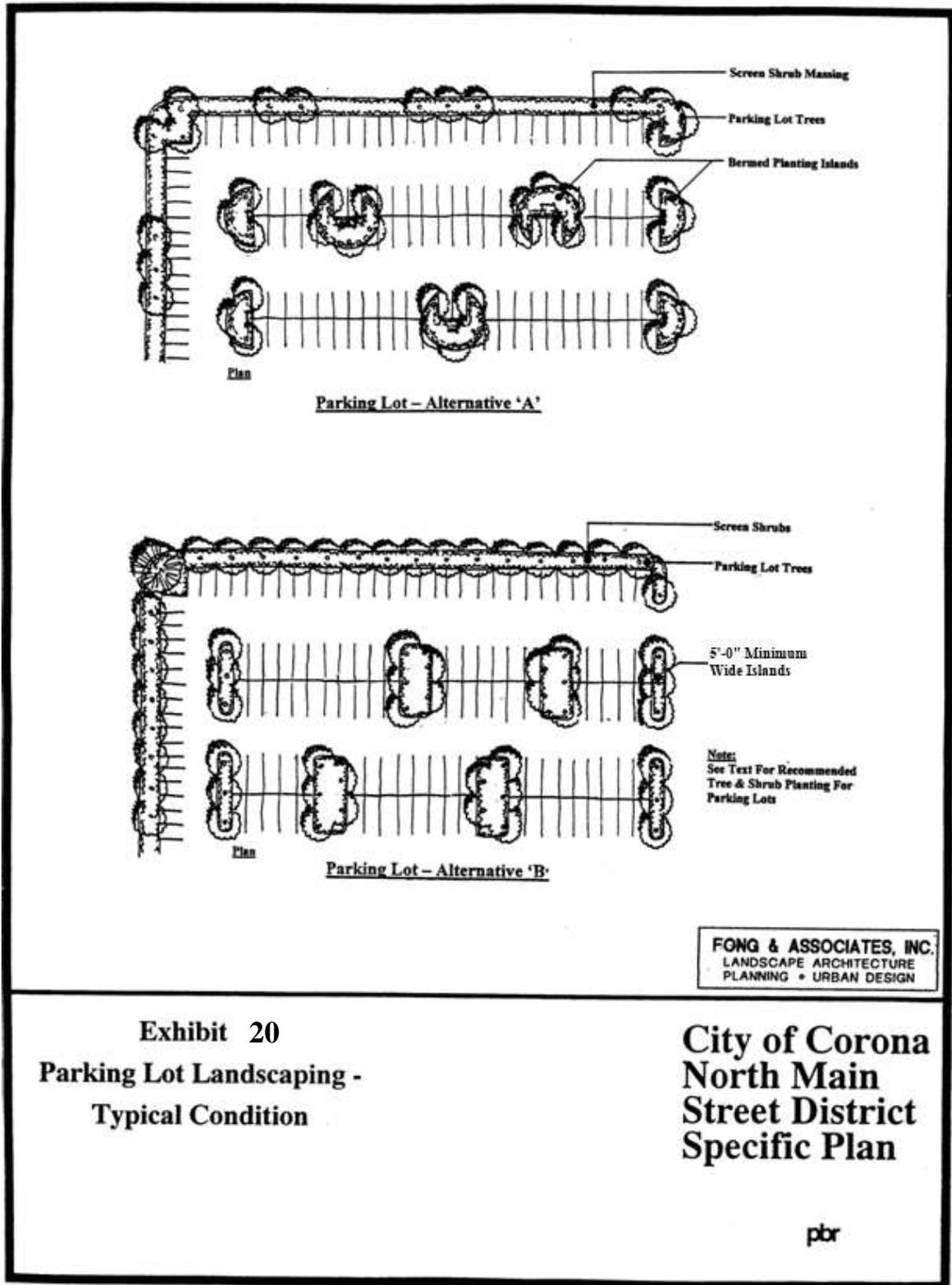
- Building perimeter plantings should soften the connection of the buildings to the site. Shrubs shall be used at building bases. Where necessary and appropriate, trees shall be used to provide visual relief of long, unbroken building elevations and to provide adequate shading and relief from the sun.
- Entrances to buildings offer opportunities for special landscape and hardscape treatments. Accent plantings which introduce color, texture, and fragrance are highly recommended. Overall, a cohesive appearance throughout each project site is the objective; therefore, plant materials are restricted to those listed on the Plant Selection List (see Section 5.2.5).

**Parking Lot Landscaping (Private):**

- Parking lots within shopping centers and private projects shall be designed to facilitate vehicular circulation, while accommodating the needs of pedestrians. In key areas within parking lots, cross walks may be delineated through the use of enhanced paving materials. Areas off limits to cars may also be defined by raised curbs, bollards, and other similar design devices intended to identify pedestrian zones. Lighting along pedestrian walkways could incorporate lower light standards to reinforce pedestrian scale.
- Large expanses of parking shall be visually broken up by planting trees, particularly at the ends of and along the length of aisles (see Exhibit 20, *Parking Lot Landscaping - Typical Condition*). Trees will also serve to provide partial shade to cars and will serve to cool down the paved areas. A minimum standard of one (1) shade tree will be required for every eight (8) parking spaces.

**5.2.4 Entry Monumentation (Public)**

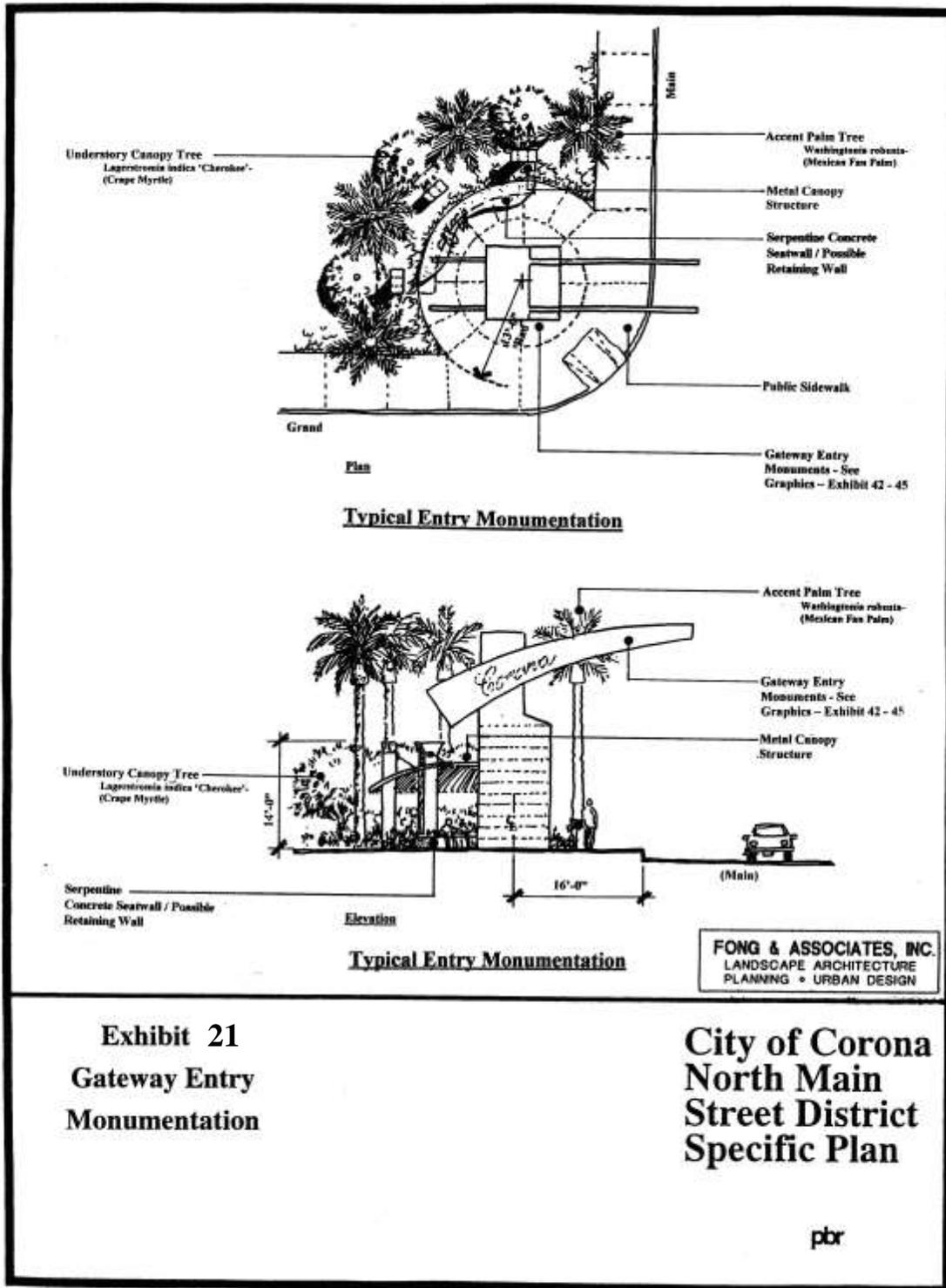
The North Main Street District will be identified by the establishment of major gateway entry monumentation at the southern and north entries of the area on North Main Street. (See Exhibit 21). In close collaboration with the site signage program, elements of hardscape such as canopy structures, fountains, paving and seating elements should be developed using unifying materials such as cast-in-place, exposed aggregate concrete, interlocking pavers stone, and metal for structural elements. Plant Materials shall be of the same palette as recommended at the Primary Street at the Corona Entertainment Center. (See Exhibit 21, *Gateway Entry Monumentation*, as well as Exhibit 22, *Entry Monumentation for the Corona Business Park*.)

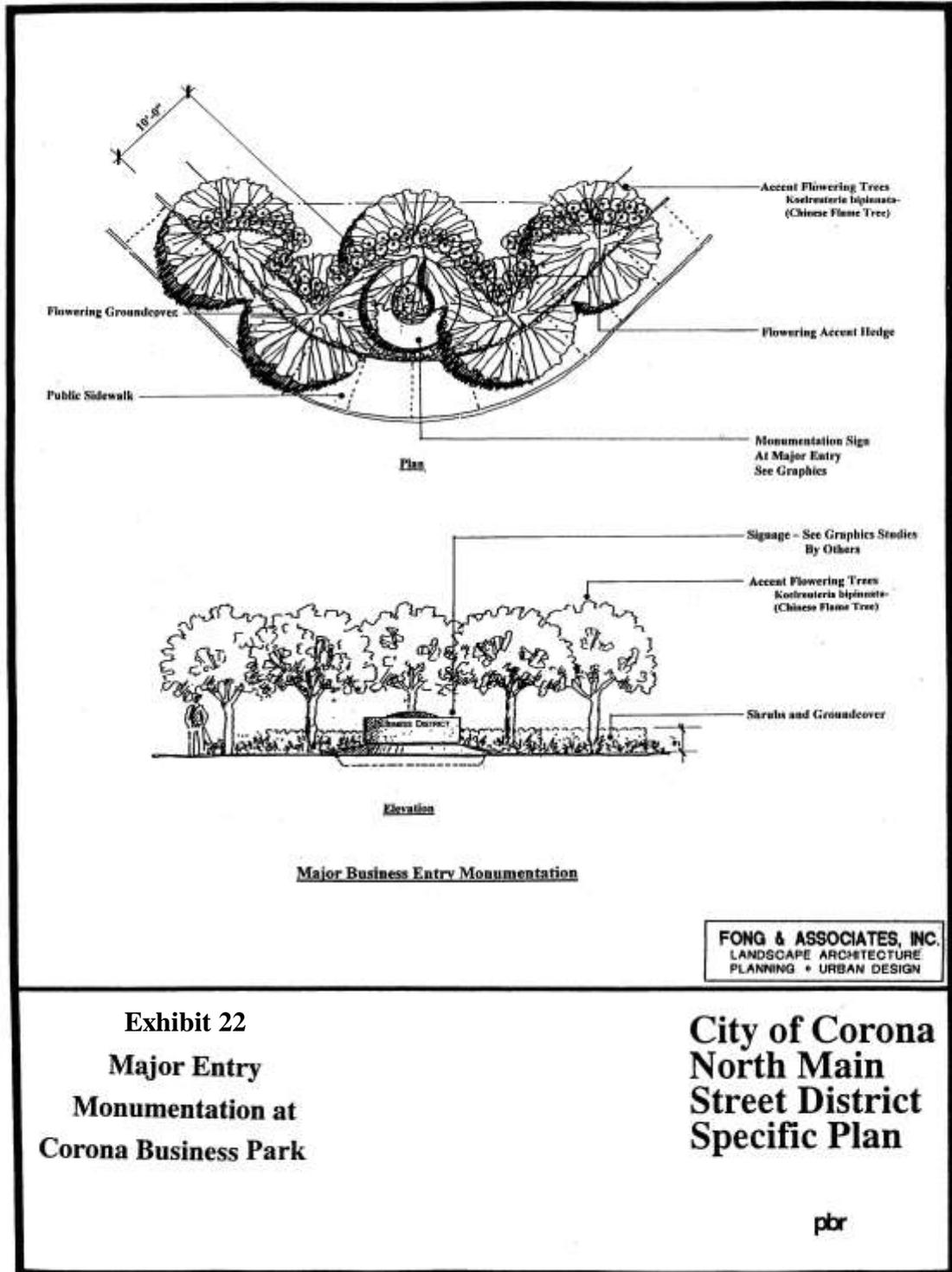


**Exhibit 20**  
**Parking Lot Landscaping -**  
**Typical Condition**

**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**

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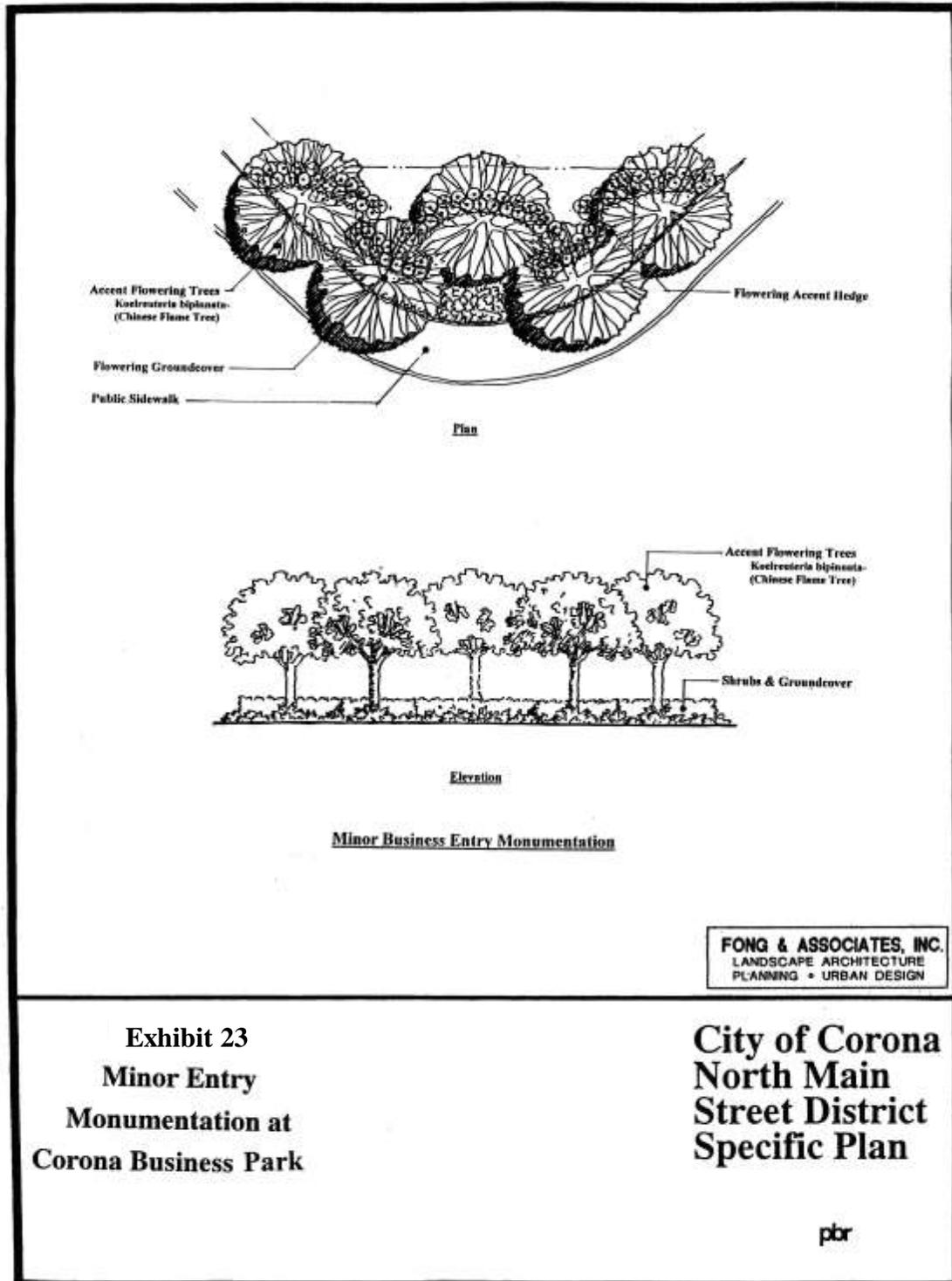




**Exhibit 22**  
**Major Entry**  
**Monumentation at**  
**Corona Business Park**

**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**

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### **5.2.5 Landscape Lighting (Public)**

Existing street lighting which now exists maintains minimum safety lighting requirements at primary streets, but does not address enhancement of the area to encourage increased pedestrian usage. In coordination with the Signage program, a secondary level of pole lights (such as 12'-0" standards, or equal), bollard, up-lights and step lights should be encouraged to provide for pedestrian friendly spaces.

### **5.2.6 Buffers and Screens (Public/Private)**

Landscape buffers should be incorporated into plantings along site perimeters to provide visual relief from unsightly vistas and enhance the overall aesthetic appearance of the Specific Plan area, particularly when being viewed by train and Metrolink passengers.

### **5.2.7 Fences and Walls (Public/Private)**

Fencing and walls shall be used in public streets and private right-of-ways to separate and screen areas. Wrought iron fencing, stucco walls, decorative block, and chain link fencing can provide varying degrees of densities for the purpose of screening, securing, and aesthetically enhancing the appearance of streets.

Wrought iron fencing should be used in highly visible street frontages and retail centers. Wrought iron construction provides a semi-transparent barrier between public roadways and commercial and business areas. Panels and support footing shall be spaced a maximum of 12'-0" apart for adequate support.

Concrete masonry unit walls with painted stucco finish or decorative block should be used to provide a solid separation of spaces between roadways and residential communities. Traffic noise and hazards can be minimized using this type of wall. Concrete masonry unit walls with stucco finish may be individually adapted to reflect the design character of each district.

Chain link fencing with optional colored plastic coating and dark netting can screen and secure transitional areas such as commercial, business, or industrial centers. Chain link fencing allows an affordable, yet effective solution for large, less visible spaces. Netting and colored plastic coating may aesthetically improve or camouflage the chain link fence.

### **5.2.8 Temescal Channel (Public)**

An evaluation of the feasibility of a public access trail along the channel should be encouraged. The *City of Corona General Plan* shows a pedestrian and bicycle trail along Temescal Creek. The City will be encouraged to work closely with the Riverside County Flood Control & Water Conservation District to try and develop a public trail along the flood control channel. (See Exhibit 42 - *Potential Temescal Channel Improvements.*)

### **5.2.9 Landscape Maintenance (Public/Private)**

In cooperation with the street tree maintenance at public works, there should be some evaluation of the formation of a Community Facilities District (CFD) or property owners association for the purpose of overall maintenance of landscaping. A landscape maintenance specification manual should be prepared to encourage a long term view of landscape maintenance and pruning methods for shrubs and trees. Cooperation with property owners should be encouraged and a CFD may be considered to assess property land owners for a pro-rated portion of that maintenance as an association fee.

### **5.2.10 Recommended Tree Selection List**

It is the intent of these Streetscape and Landscape Guidelines to provide flexibility and diversity in the selection of plant materials within the project area, while encouraging the use of a limited palette of primary trees shrubs and ground covers in order to give greater unity and thematic identity to the *North Main Street District Specific Plan* area. Therefore, the plant palettes in this Section and in Section 5.2.11 are recommended for plantings of trees and shrubs along streets, in parkways, in parking areas, and adjacent to buildings within the North Main Street District. Specific trees, shrubs and ground covers will be selected by the landscape architect(s)/designer(s) at the time that street improvements plans are prepared or when individual development projects are submitted to the City of Corona for processing.

### **Gateways and Urban Design Elements**

#### **Urban Design Elements & Gateway Entry Monumentation (See Exhibits 18, 19, & 21):**

- Tree >A=:  
*Lagerstroemia indica >Cherokee= - Crape Myrtle*  
(plant 48≅ box trees @ 15'-0" o.c.)
- Tree >B=:  
*Washingtonia robusta - Mexican Fan Palm*  
(plant palms with 25' to 30' trunk heights @ 15'-0" o.c.)

#### **Entries at Corona Business Park (See Exhibit 22a and 22b):**

- Entry Tree:  
*Koelreuteria bipinnata - Chinese Flame Tree*  
(plant 36≅ box trees in triangular spacing @ 15'-0" feet o.c.)

## **Major Streets**

### **North Main Street (See Exhibit 24):**

- Edge Street Tree >A=:  
*Washingtonia robusta* - Mexican Fan Palm  
(plant palms with 25' to 30' trunk heights @ 15'-0" o.c.)
- Edge Street Tree >B=:  
*Koelreuteria bipinnata* – Chinese Flame Tree  
(plant 48≅ box trees @ 40'-0" o.c. in sidewalk area; triangular space trees with Edge Street Tree >A=.
- Median Street Tree >A=:  
*Washingtonia robusta* - Mexican Fan Palm  
(plant palms with 25' to 30' trunk heights @ 50'-0" o.c.; plant in clusters of two trees)
- Median Street Tree >B=:  
*Jacaranda mimosifolia* - Jacaranda  
(plant 48≅ box trees @ 50'-0" o.c.)

### **Grand Boulevard (See Exhibit 25):**

- Street Tree >A=:  
*Washingtonia robusta* - Mexican Fan Palm  
(plant palms with 25' to 30' trunk height @ 40'-0" o.c.)
- Street Tree >B=:  
*Quercus agrifolia* - Coast Live Oak  
(plant 48≅ box trees @ 40'-0" o.c.)

### **River Road (See Exhibit 26):**

- Street Tree >A=:  
*Washingtonia robusta* - Mexican Fan Palm  
(plant palms with 20' to 25' trunk heights in tree grates @ 40'-0" o.c. in dedicated landscape maintenance zone; triangular space palms with Street Tree >B=.)

- Street Tree >B=:  
*Koelreuteria bipinnata* – *Chinese Flame Tree*  
(plant 48≅ box trees in tree grates @ 40'-0" o.c.; triangular space trees with Street Tree >A=.)
- Median Street Tree >B=:  
*Jacaranda mimosifolia* - *Jacaranda*  
(plant 48≅ box trees @ 50'-0" o.c.)

### Secondary Streets

#### **Joy Street (See Exhibit 27):**

- Street Tree:  
*Gleditsia triacanthos* >Sunburst= - *Sunburst Gleditsia*  
(plant 36≅ box trees @ 30'-0" feet o.c.)

#### **Parkridge Avenue (See Exhibit 27):**

- Street Tree:  
*Gleditsia triacanthos* >Sunburst= - *Sunburst Gleditsia*  
(plant 36≅ box trees @ 30'-0" feet o.c.)

#### **Railroad Street (See Exhibit 27):**

- Street Tree:  
*Pyrus calleryana* >Redspire= - *Redspire Pear*  
(plant 24≅ box trees @ 30'-0" o.c.)

#### **Rincon Street (See Exhibit 27):**

- Street Tree:  
*Pyrus calleryana* >Redspire= - *Redspire Pear*  
(plant 24≅ box trees @ 30'-0" o.c.)

### Collector Streets

#### **Blaine Street (east of North Main Street)(See Exhibit 28):**

- Street Tree:  
*Arecastrum romanzoffianum* - *Queen palm*  
(plant approx. α 48≅ box trees and β 36≅ box trees @ 12'-0" o.c.)

**Blaine Street (west of North Main Street) (See Exhibit 28):**

- Street Tree:  
*Pyrus calleryana* >Redspire= - Redspire Pear  
(plant 24≅ box trees @ 30'-0" o.c.)

**Cota Street (See Exhibit 28):**

- Street Tree:  
*Magnolia grandiflora* - Southern Magnolia  
(plant 36≅ box trees @ 30'-0" o.c.)

**Harrison Street (See Exhibit 28):**

- Street Tree >A=:  
*Liriodendron tulipifera* > Tulip Tree  
(plant trees 50'-0" o.c. in tree grates)

**Sheridan Street (See Exhibit 28):**

- Street Tree:  
*Gleditsia triacanthos* >Sunburst= - Sunburst Gleditsia  
(plant 36≅ box trees @ 30'-0" feet o.c.)

**Local Streets**

**Princeland Court (See Exhibit 29):**

- Street Tree:  
*Jacaranda mimosifolia* - Jacaranda  
(plant 36≅ box trees @ 30'-0" o.c.)

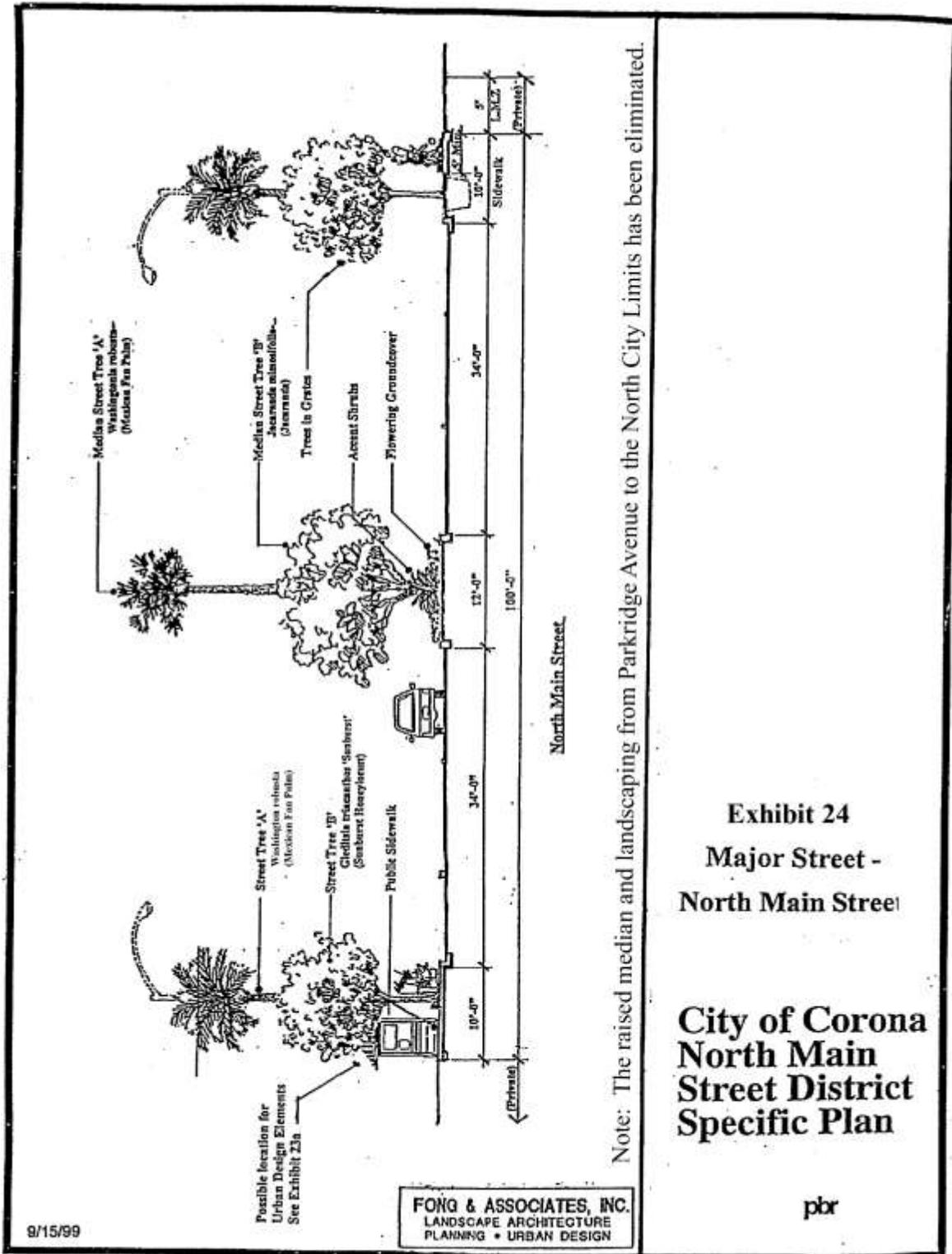
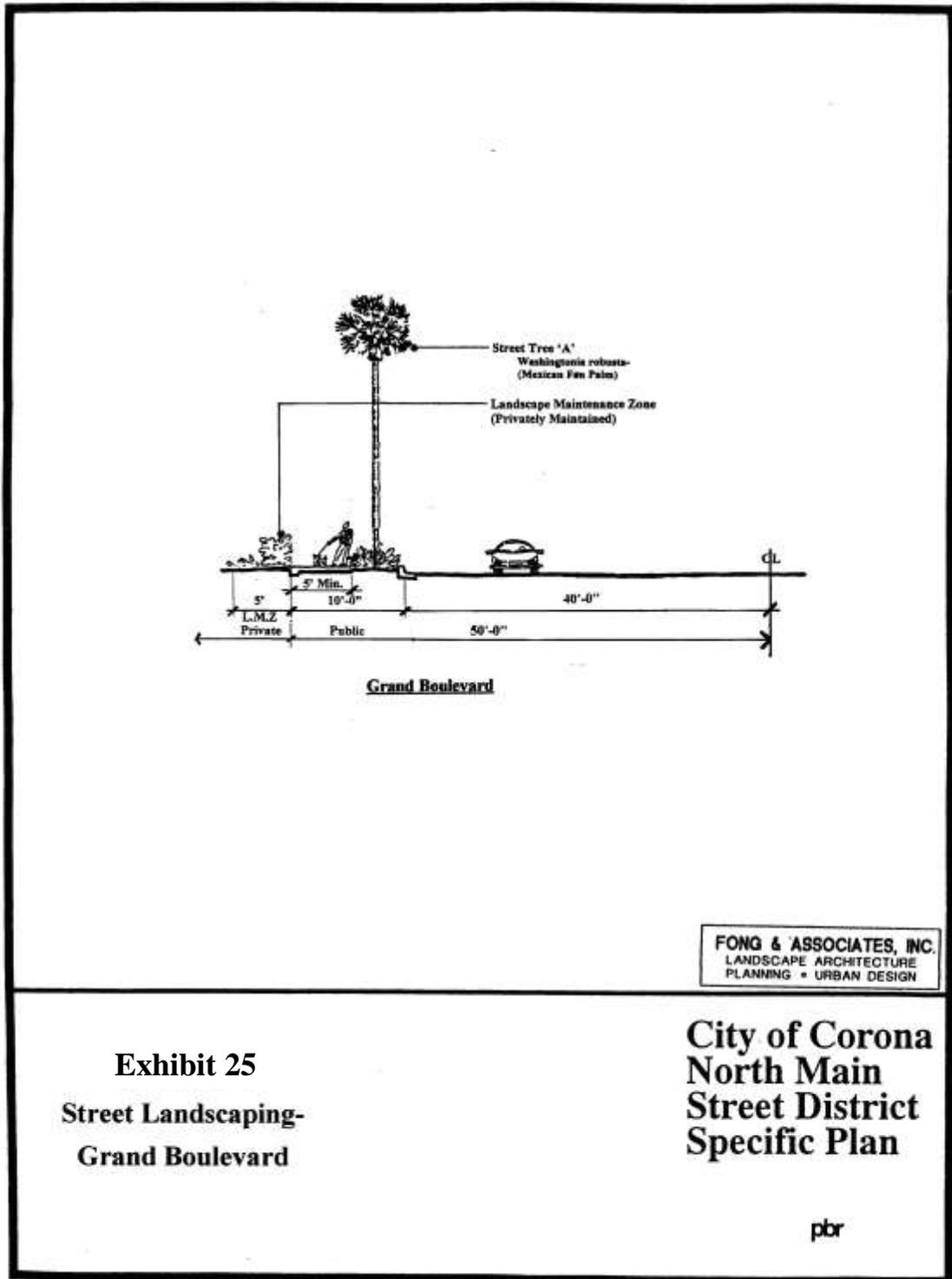
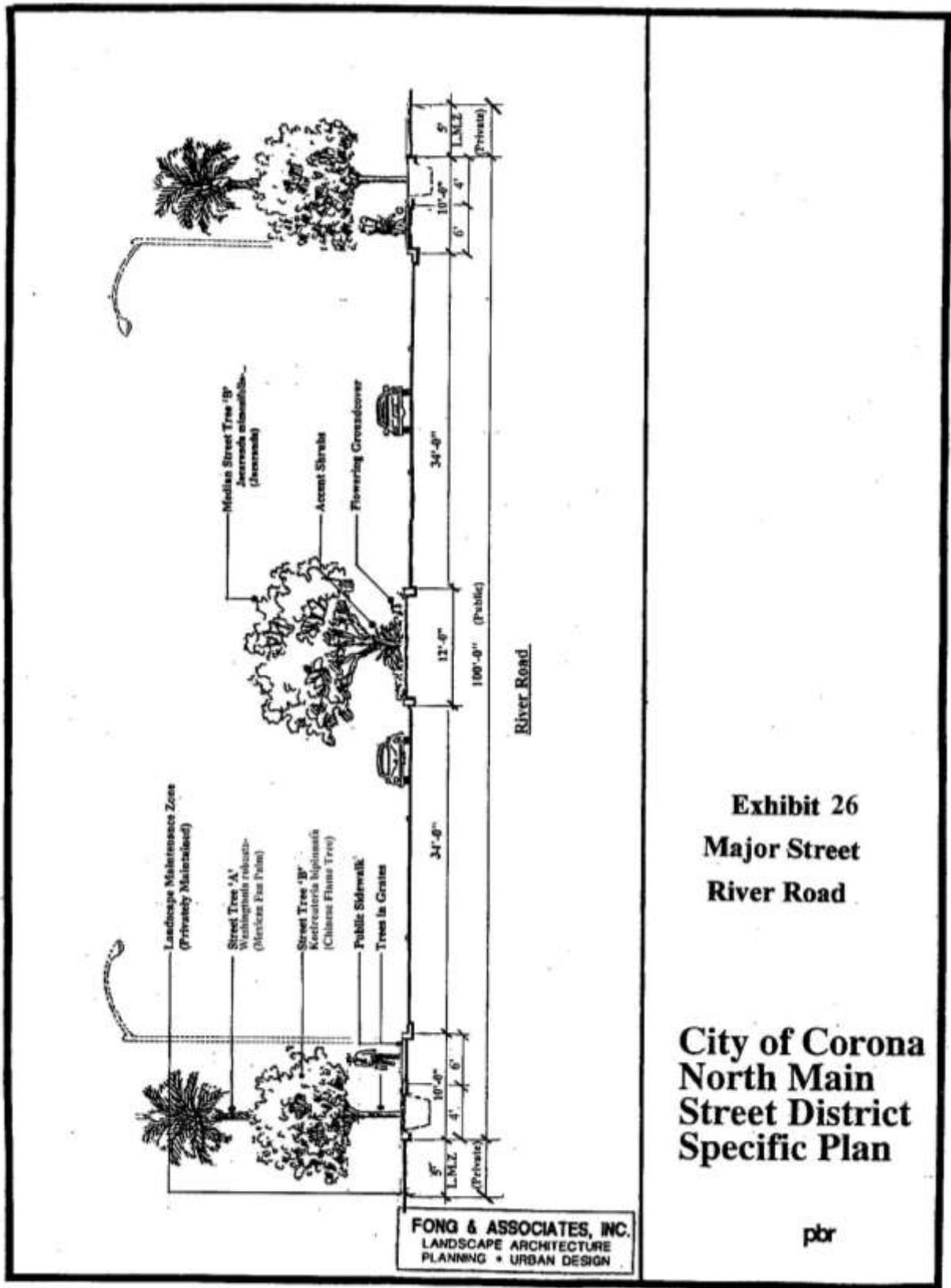
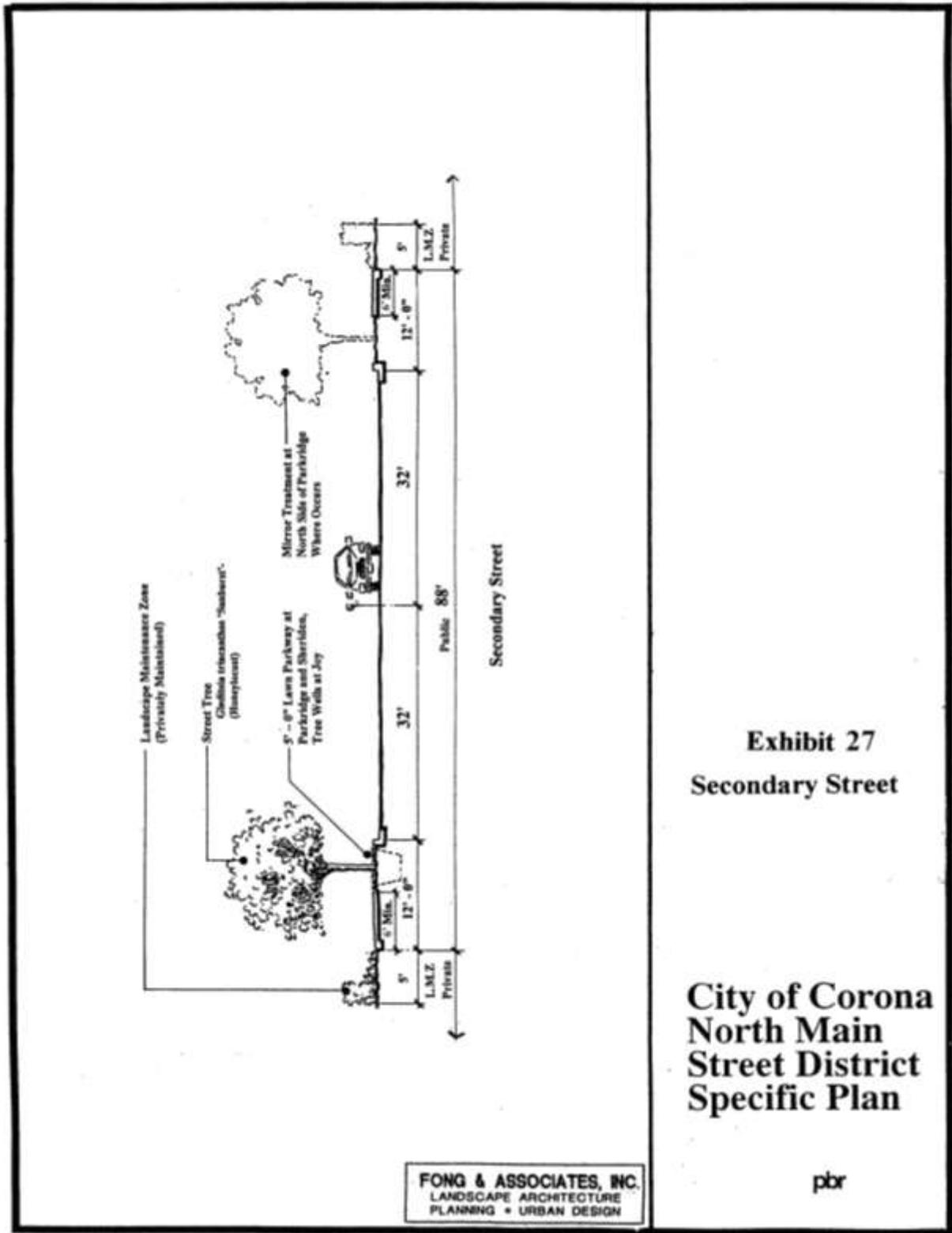


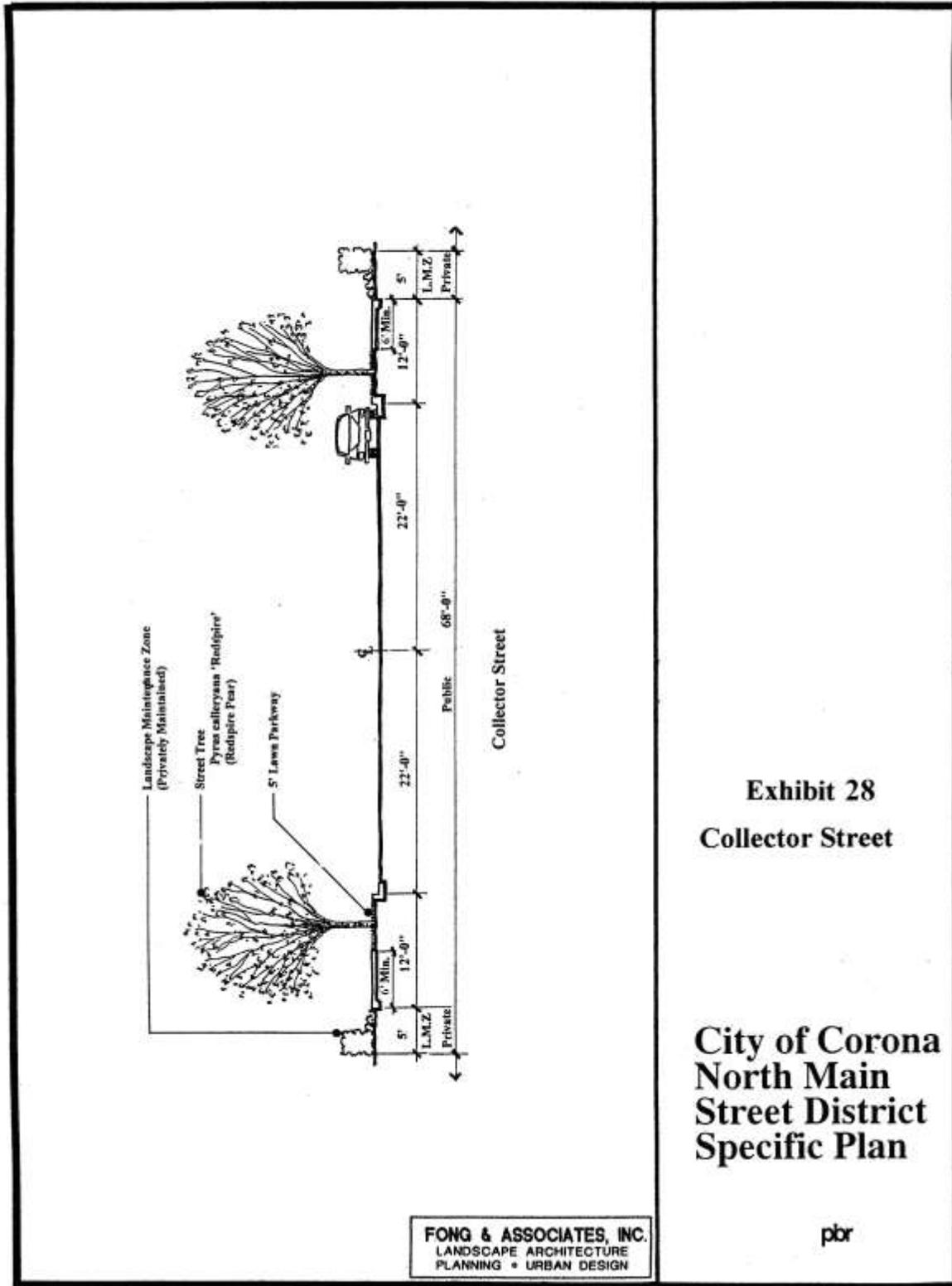
Exhibit 24  
Major Street -  
North Main Street

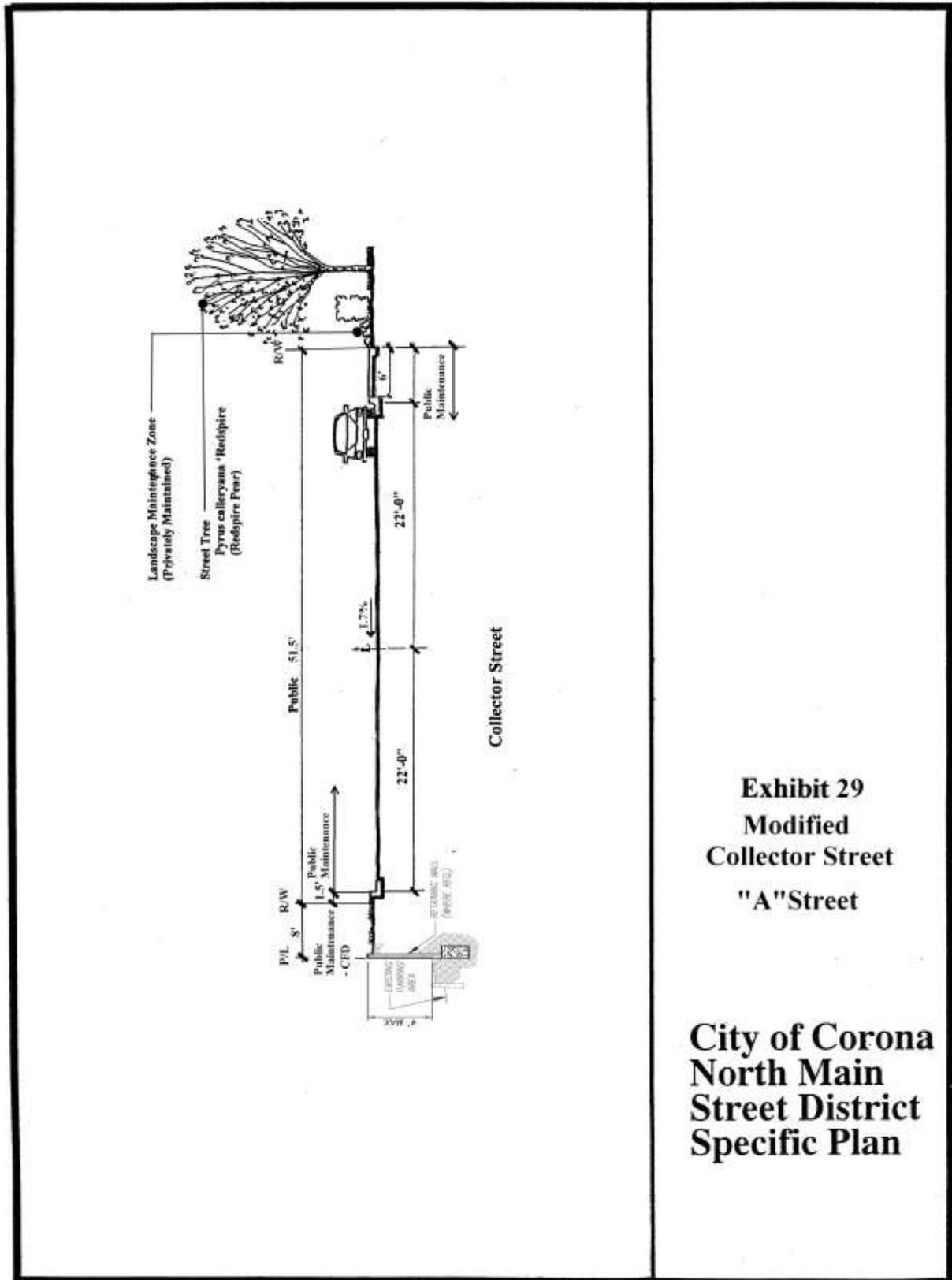
City of Corona  
North Main  
Street District  
Specific Plan





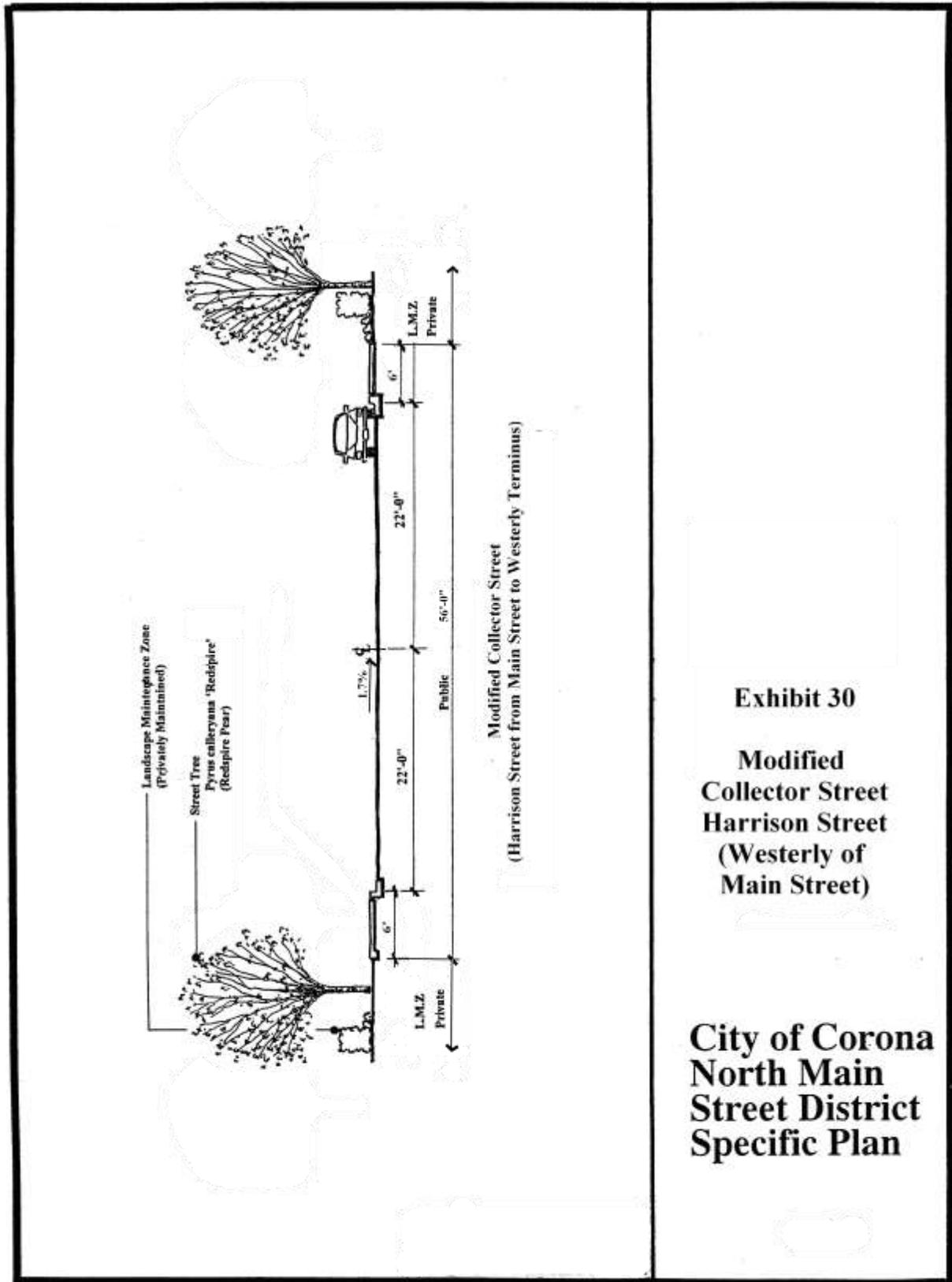






**Exhibit 29**  
**Modified**  
**Collector Street**  
**"A" Street**

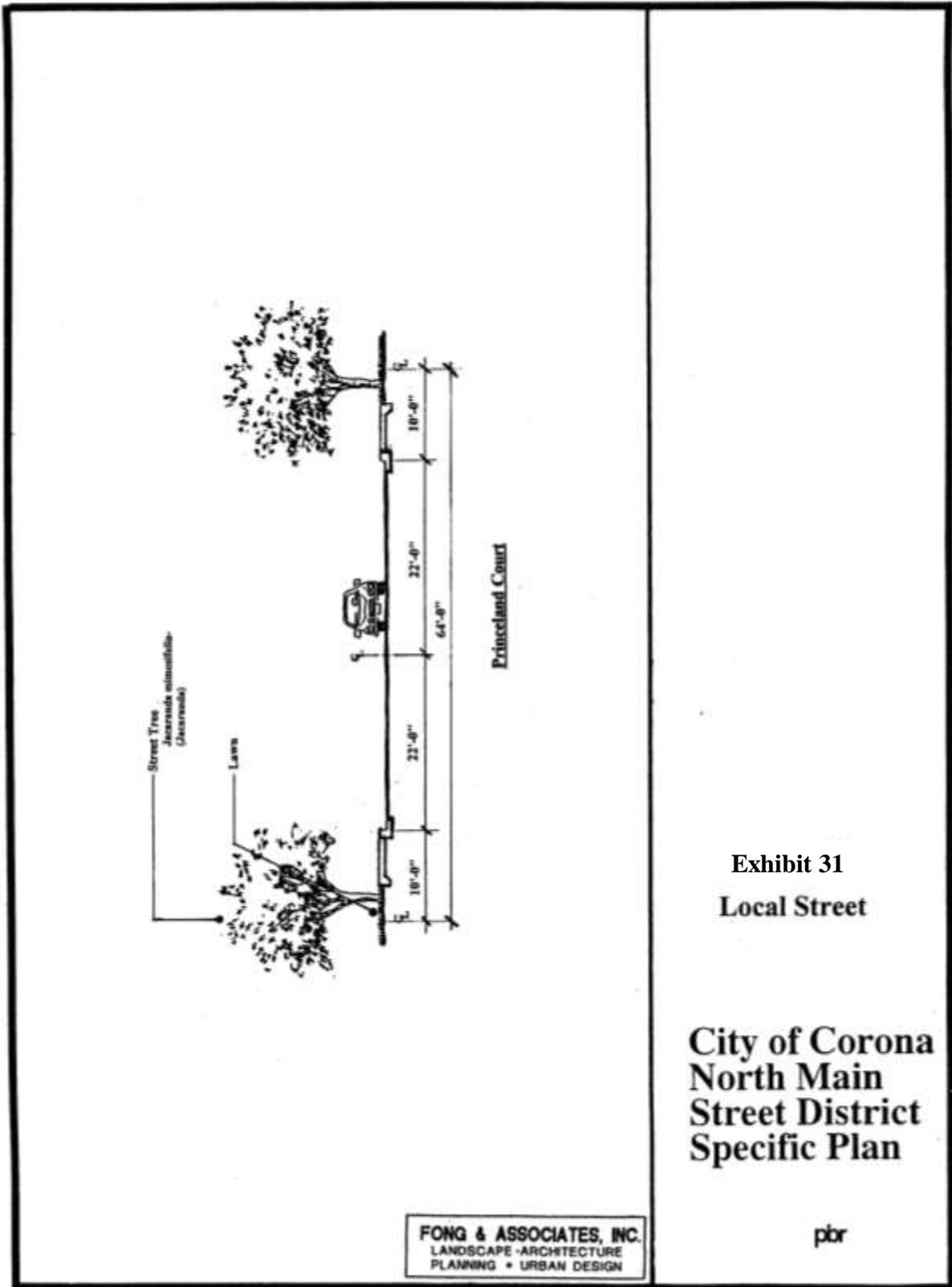
**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**



**Exhibit 30**

**Modified  
Collector Street  
Harrison Street  
(Westerly of  
Main Street)**

**City of Corona  
North Main  
Street District  
Specific Plan**



**Screening and Buffer Zones (See Exhibit 30):**

- Trees:
  - Pinus canariensis* - Canary Island Pine  
(plant 24≅ box trees @ 1 tree per 750 square feet)
  - Rhus lancea* - African Sumac  
(plant 24≅ box trees @ 1 tree per 750 square feet)

**Potential Temescal Creek Channel Landscape Improvements (See Exhibit 31):**

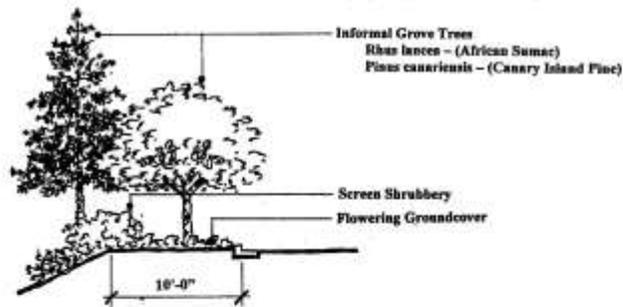
- Trees:
  - Pinus canariensis* - Canary Island Pine  
(plant 24≅ box trees @ 1 tree per 750 square feet)
  - Rhus lancea* - African Sumac  
(plant 24≅ box trees @ 1 tree per 750 square feet)

**Interior Parking Lot Landscaping (See Exhibit 20 - Page 5-25):**

- Parking Lot Trees:

(Unless otherwise noted below, all trees shall be 24≅ minimum box trees. Actual spacing of trees will depend on the landscape design for each parking lot, but in no case shall there be less than 1 tree for every 6 8 spaces on average.)

  - Pyrus calleryana* >Redspire= - Redspire Pear
  - Koelreutaria paniculata* - Goldenrain Tree
  - Geijera parviflora* - Australian Willow
  - Cassia leptophylla* - Gold Medallion Tree
  - Eriobotrya deflexa* - Bronze Loquat
  - Lagerstroemia indica* >Cherokee= (Indian Varieties)
  - Magnolia grandiflora* - Southern Magnolia
  - Sophora japonica* - Japanese Pagoda Tree



Screening/ Buffer Zones (Typical)

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LANDSCAPE ARCHITECTURE  
PLANNING • URBAN DESIGN

Exhibit 32  
Screening/Buffer Zone  
(Typical)

City of Corona  
North Main  
Street District  
Specific Plan

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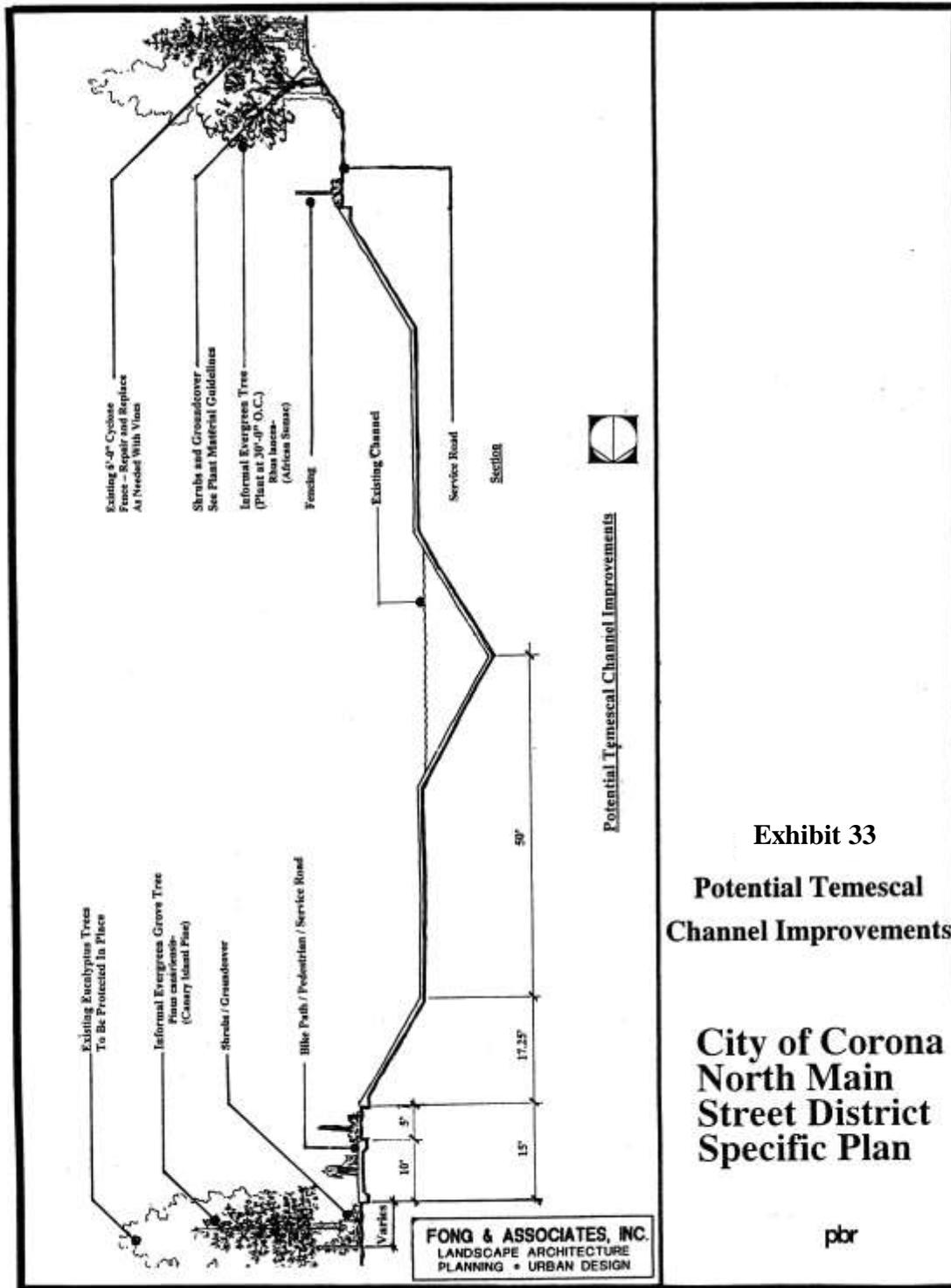


Exhibit 33  
Potential Temescal  
Channel Improvements

City of Corona  
North Main  
Street District  
Specific Plan

### **5.2.11 Recommended Shrub/Groundcover Selection List (See Also Section 5.2.10)**

Shrubs shall be planted at a ratio of 70% - 1 gallon; 20% - 5 gallon, and 10% - 15 gallon trees.

#### **Large Shrubs:**

*Acanthus mollis* (Bear=s Breech)  
*Dietes vegeta* (Fortnight Lily)  
*Feijoa sellowiana* (Pineapple Guava)  
*Ficus microphylla* >Green Gem=(Indian Laurel)  
*Hesperaloe parvifolia* (Red Yucca)  
*Leucophyllum frutescens* >Compacta=(Texas Silverleaf)  
*Pennisetum setaceum* >Rubrum=(Purple-leaf Fountain Grass)  
*Phormium tenax* Sp. (New Zealand Flax)  
*Photinia fraseri* (Photinia)  
*Pittosporum eugeniodes* (Pittosporum)  
*Syzygium paniculatum* (Australian Bush Cherry)  
*Xylosma congestum* (Shiny xylosma)

#### **Medium Shrubs:**

*Buxus microphylla* >Japonica=(Japanese Boxwood)  
*Cheranthus* >Bowles Mauve=(Shrubby wallflower)  
*Dietes bicolor* (Fortnight Lily)  
*Helictotricon sempervirens* (Blue Oat Grass)  
*Pennisetum villosum* (Feathertop)  
*Raphiolepis* Sp. (India Hawthorne)  
*Westringia rosmarinifolius* (Rosemary Bush Westringia)

#### **Small Shrubs:**

*Armeria maritima* (Sea Pink)  
*Artemisia pycnocephalla* (Sandhill Sage)  
*Convolvulus mauritanicus* (Ground Morning Glory)  
*Elymus arenarius* >Glauca=(Blue Lyme Grass)  
(a.k.a. Leymus arenarius >Glaucus=)  
*Erigonum umbellatum* >Polyanthemum=(Sulfur Buckwheat)  
*Festuca amethystina* (Sheep=s Fescue)  
(a.k.a. Festuca ovina >Glauca=)  
*Juniperus conferta* Sp. (Shore Juniper)  
*Juniperus horizontalis* Sp. (Creeping Juniper)  
*Lavandula angustifolia* Sp. (English Lavender)  
*Nandina dom.* >Harbor dwarf=(Dwarf Heavenly Bamboo)

#### **Groundcover:**

Chapter 5.0  
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*Acacia redolens* (Prostrate Acacia)  
Annual color (In season)  
*Arctotheca calendula* (Cape Weed)  
*Hedera helix >hahnii* (Hahn=s Ivy)  
*Lantana montevidensis* (Trailing Lantana)  
*Trachelospermum jasminoides* (Star Jasmine)

**Vines:**

*Ficus pumila* (Creeping Fig)  
*Hardenbergia violacea* (Happy Wanderer)  
*Lonicera japonica* Sp. (Japanese Honeysuckle)  
*Parthenocissus tricuspidata* (Boston Ivy)

## 5.3 SIGNAGE GUIDELINES

### 5.3.1 Intent and Purpose

The intent of these Signage Design Guidelines is to reinforce the development of a positive image and identity for the project area. One of the significant challenges faced in developing the North Main Street District Signage Guidelines was to provide a sense of continuity with the overall community of Corona, while also creating graphic variety and vitality within the individual districts of the Specific Plan area. In order to assist the City in developing a comprehensive signage program for the North Main Street District, the approximate locations of various types of proposed signage (i.e., gateway entry monumentation, Business Center entries, street light decorations) have been identified. These signage locations are depicted on Exhibit 32, *District Signage Key Plan*.

This section includes a written description of the various types of signs, nomenclature, wayfinding tools, and identifiers proposed for the Specific Plan area, along with graphic illustrations of the signage. These exhibits are conceptual in nature; they have been included in this document to indicate a general direction for identification, theming, and wayfinding/signage within the Specific Plan area. The exhibits are not intended to depict construction level designs, styles, colors, materials, or textures, etc.

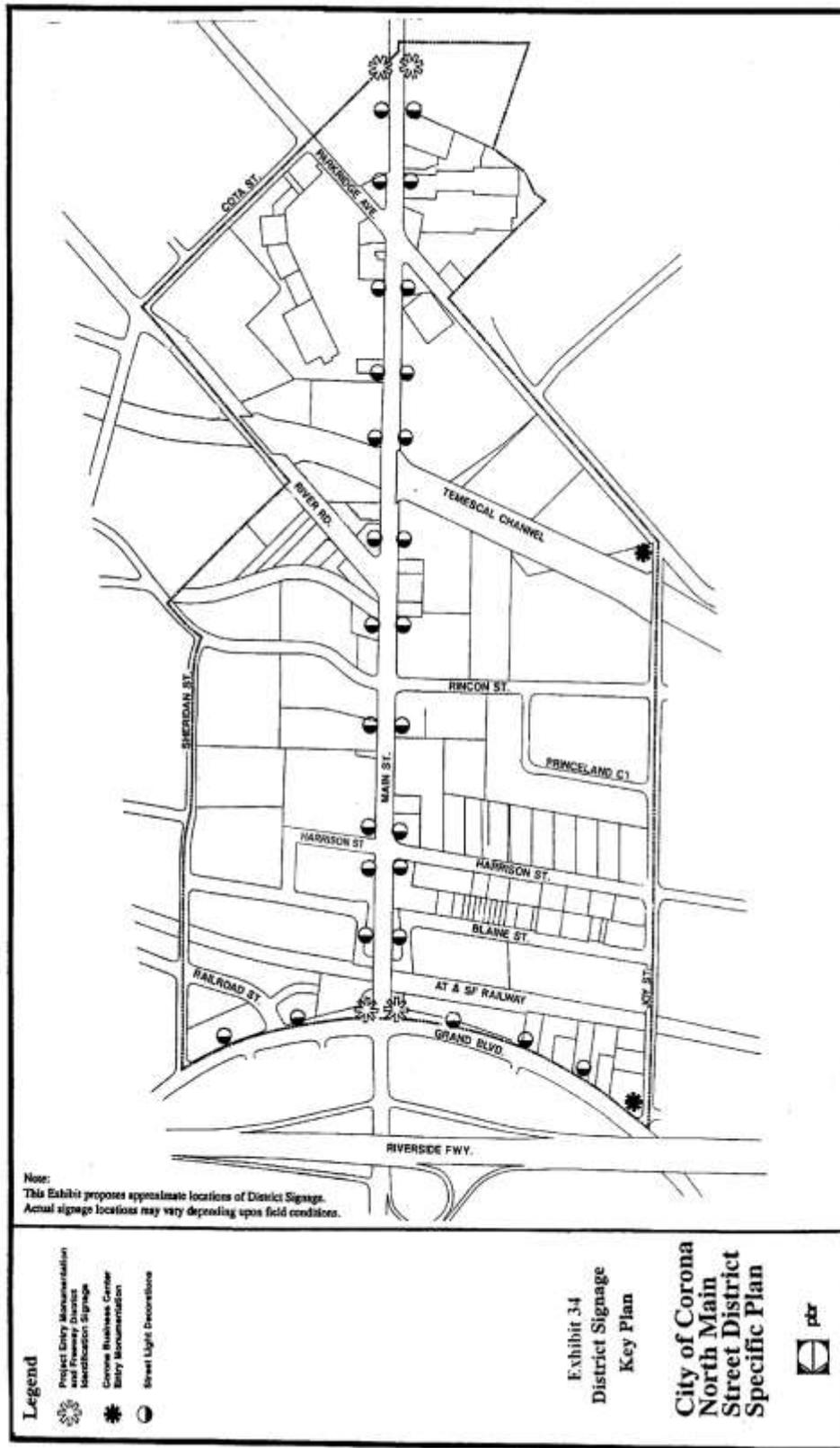
A detailed wayfinding/signage program for the *North Main Street Specific Plan* area, including design development, fabrication details, bid documents, etc., for actual signs, will be determined by the City of Corona, separately from the design and approval process conducted for this Specific Plan.

### 5.3.2 Project Identity

A unifying element (or elements) should be created that becomes, in effect, the Asignature≅ of the North Main Street District and which reinforces the project areas identity. The element(s) should reoccur throughout the Specific Plan area, particularly along North Main Street. If the element is a banner, sign, or logo, it could be mounted on street light pole fixtures in conjunction with banners or other Street Light Decorations. Strong colors should be used on the unifying element(s) to evoke the strength, activity, and vitality of the North Main Street District.

The nomenclature for different districts within the Specific Plan area could also reinforce the project area=s identity by repeating words “Corona” and “Center” as a hub of activity. Suggested nomenclature for the primary districts within the Specific Plan area is as follows: Corona Entertainment Center, Corona Business Center, Corona Retail Center, Corona Transit Center, etc. Design elements should be combined (such as musical or abstracted guitar influences) on the environmental graphic elements to create dynamic forms and color combinations. If incorporated into the signage, the musical elements would serve as references to the Fender Guitar Museum and the performing arts center as possible key land uses within the project area.

Chapter 5.0  
Design Guidelines



### **5.3.3 Overall Project Imagery**

#### **Project Area Visibility from the I-15 and 91 Freeways:**

- Freeway visibility to the City is key to attracting potential customers and enticing commuters to exit the freeway. Dynamic landmarks tall enough to be seen from the freeway at both the north and south entry points of the City and the *North Main Street District Specific Plan* area are recommended to act as gateways to the newly revitalized area. The north version may be the same size or smaller than the south version. (See Exhibits 33-36 for various possible concept alternatives for freeway/district identification signage.)

#### **Signage Color Palette for Streets and Public Rights-of-Way:**

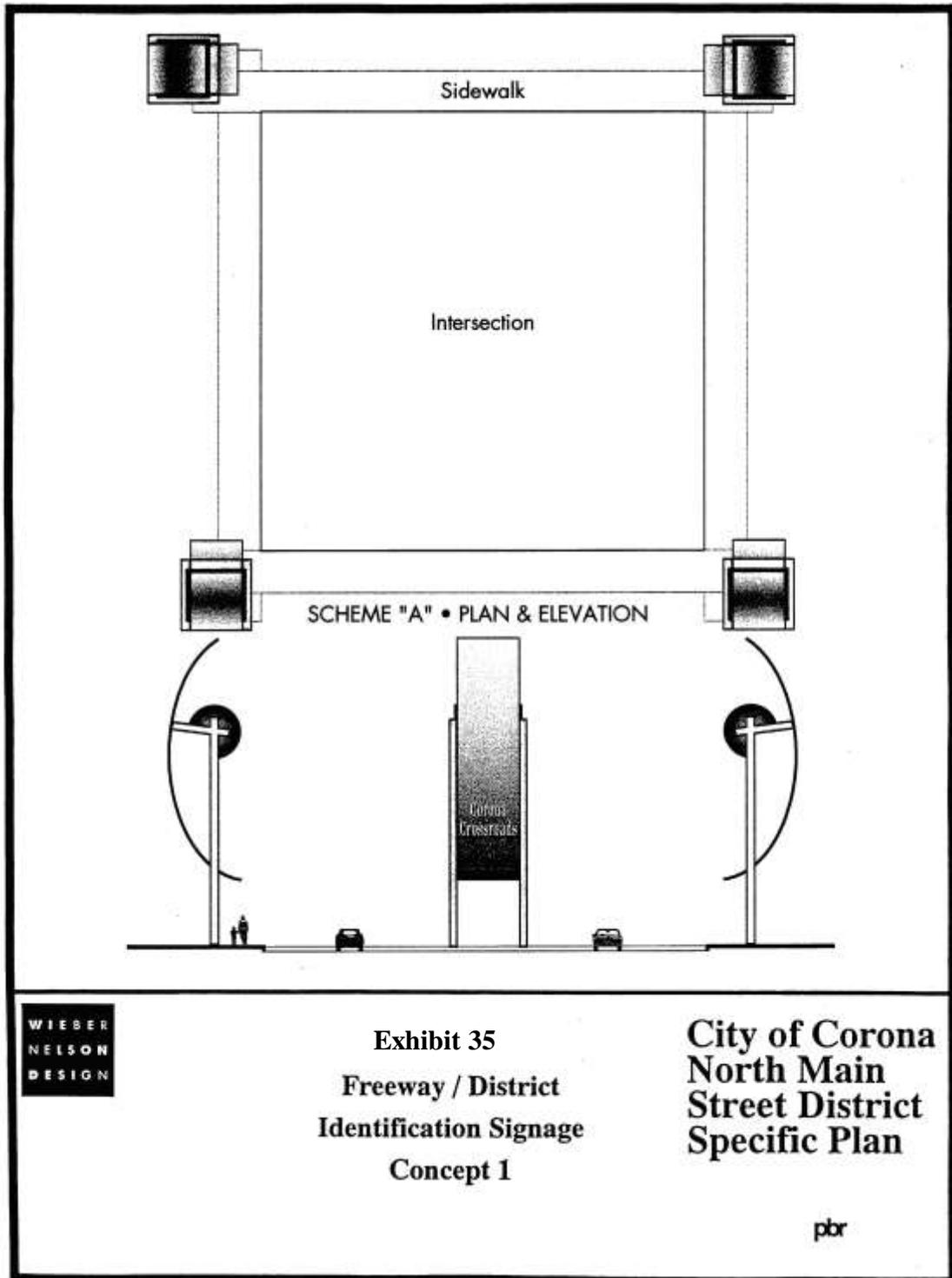
- To partially compensate for the intense heat and sunlight which typifies the Inland Empire climate during much of the summer and early fall months, this signage program recommends emphasizing colors in the cool range of the spectrum (e.g., blue, green, purple, etc.) for the informational, directional, and imagery signage used along the streets and public rights-of-way in the Specific Plan area. These cool colors should be used together in visually dynamic combinations so as to attract visitors to the cool/comfortable/enjoyable environments within the Specific Plan area.
- The signage program for the *North Main Street District Specific Plan* allows for limited use of hot colors (e.g., red, orange, yellow, etc.) as accent colors within the project area, except in the Corona Entertainment and Corona Retail Centers where hot accents are encouraged.

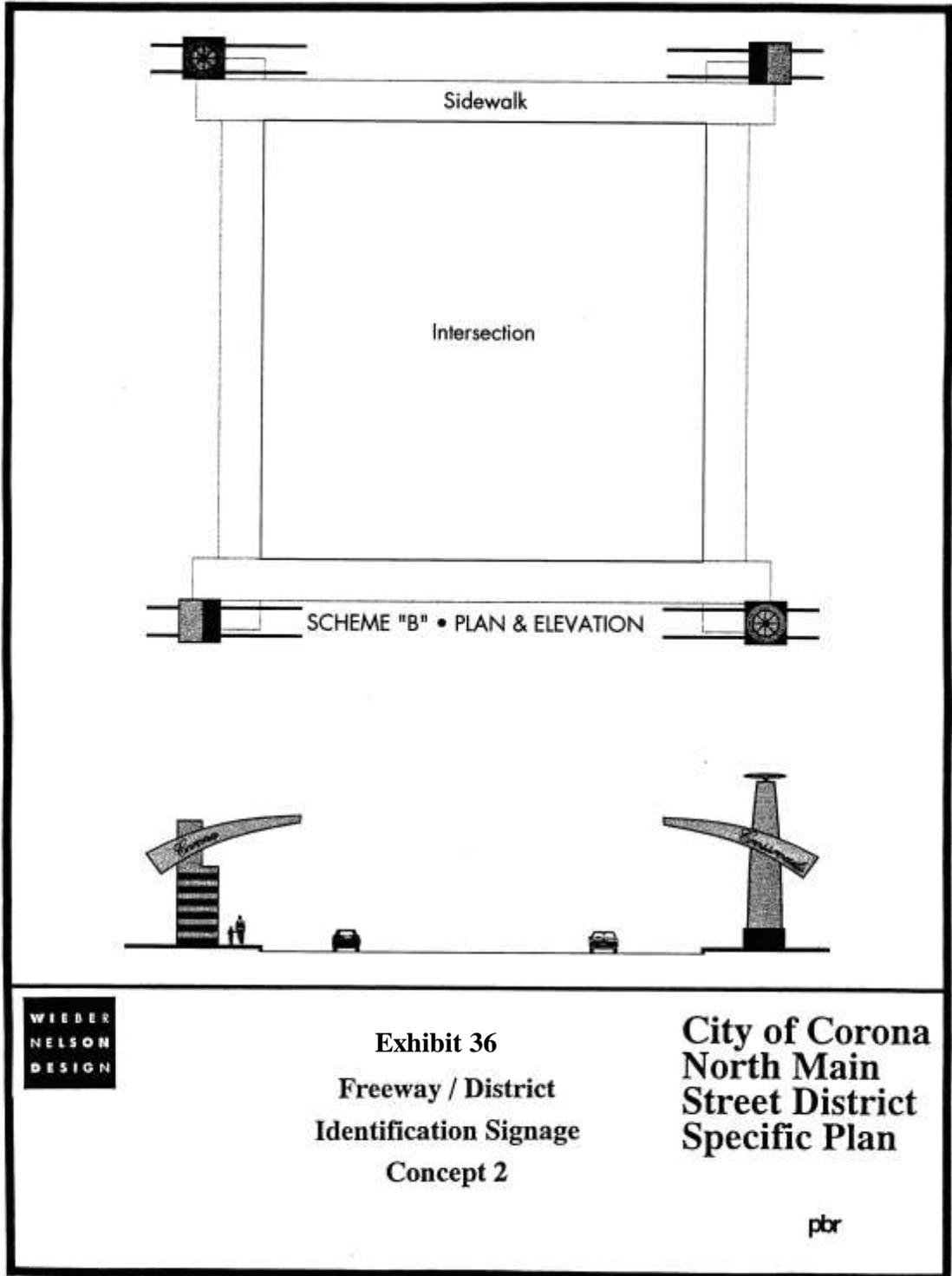
#### **Materials and Finishes:**

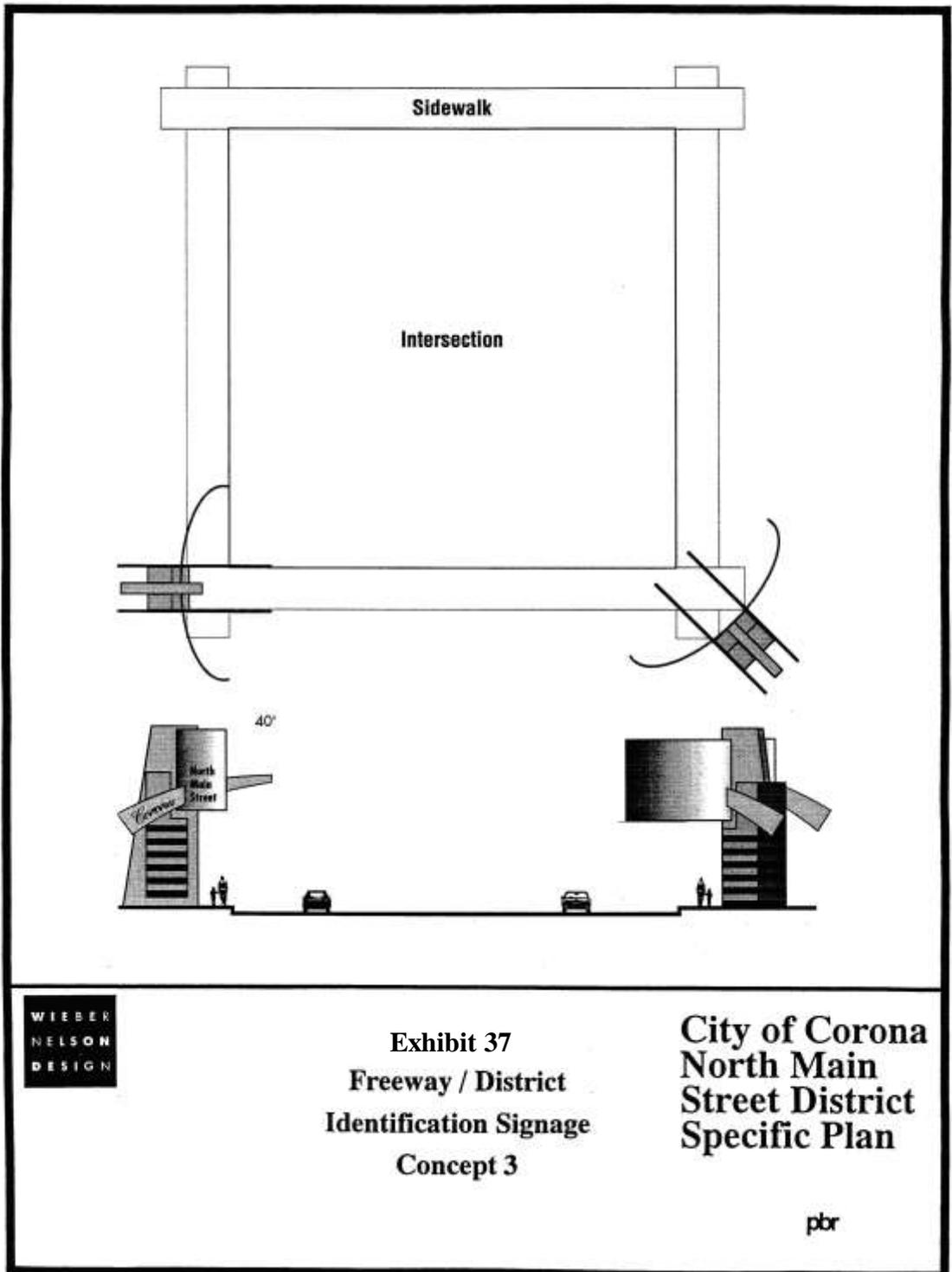
- A variety of materials and finishes could be utilized on the environmental graphic elements. References to Fender Guitar materials and finishes may be reinterpreted. A mix of colored, perforated and natural aluminum and steel could be used. Surfaces may be treated differently such as anodized, random brushed, pearlescent and/or patterned finishes. Materials from the architectural palette are encouraged. Stone and wood, found in many hot climates may be used to soften and complement the hard materials.

#### **Lighting and Street Light Decoration (See Exhibits 39-41):**

- It's important that the freeway/district markers have a strong daytime and nighttime presence that can look dramatic under different conditions. A combination of internal and external illumination will accentuate the shapes and colors of the elements.





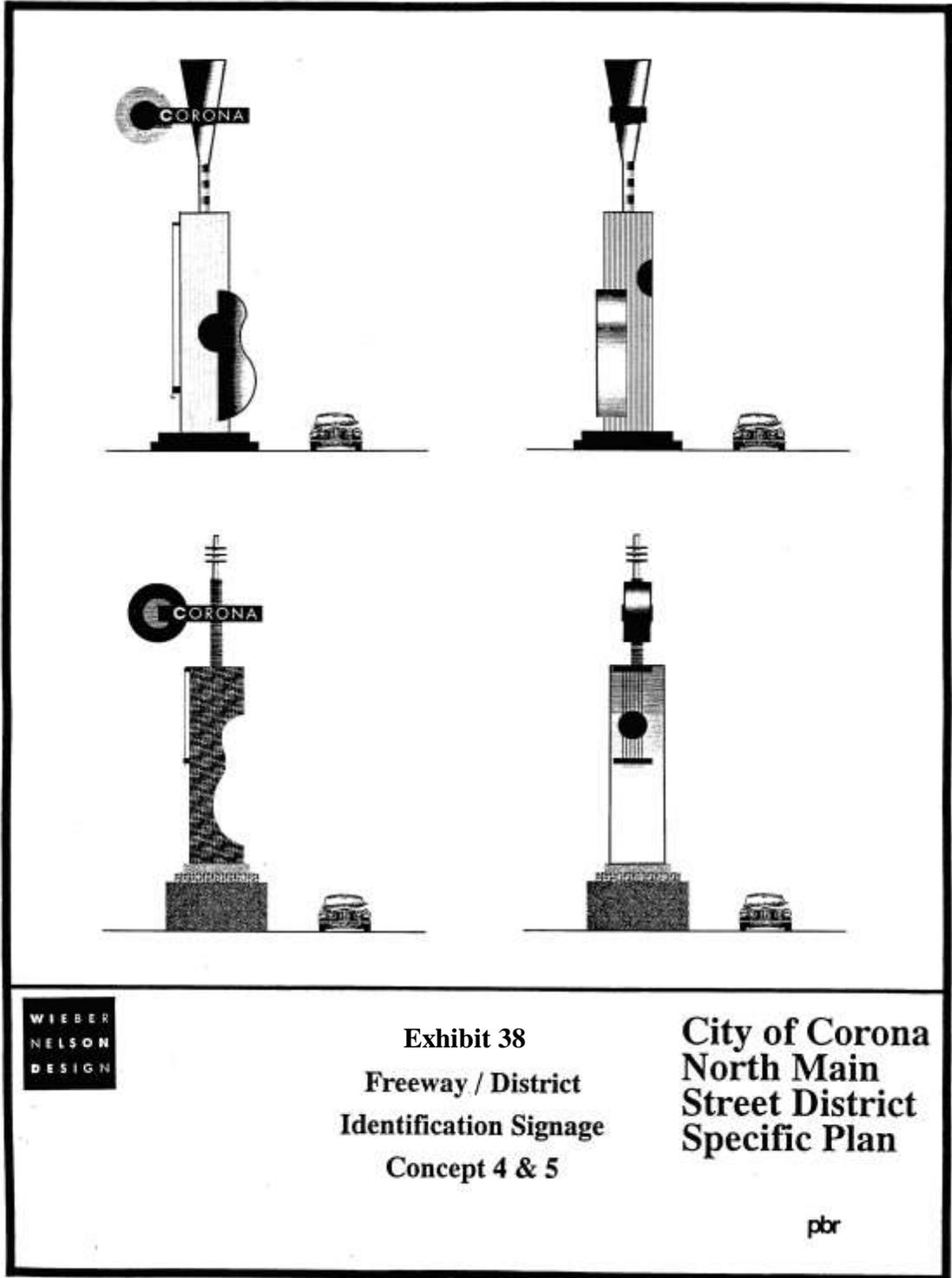


WIEBER  
NELSON  
DESIGN

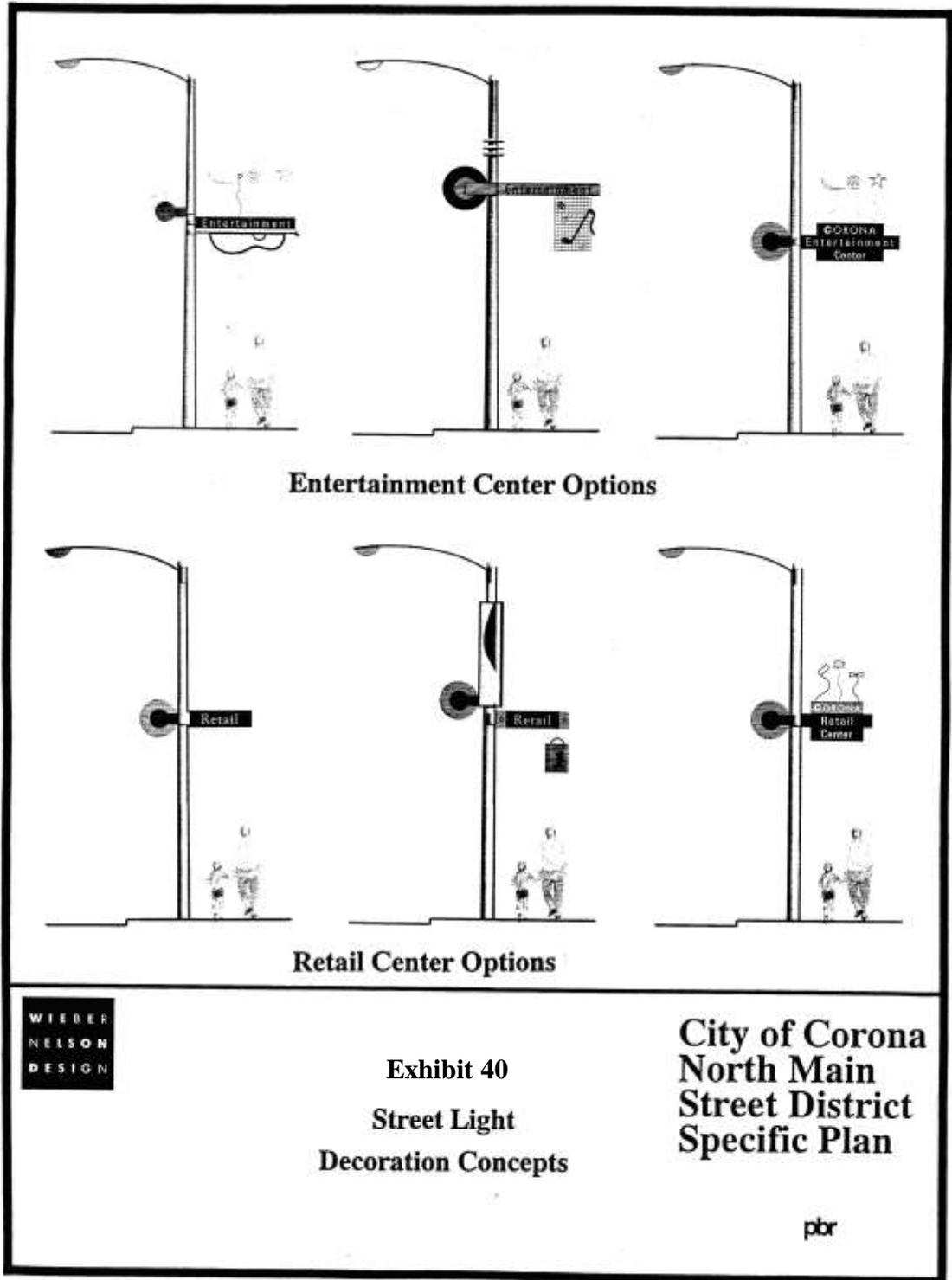
Exhibit 37  
Freeway / District  
Identification Signage  
Concept 3

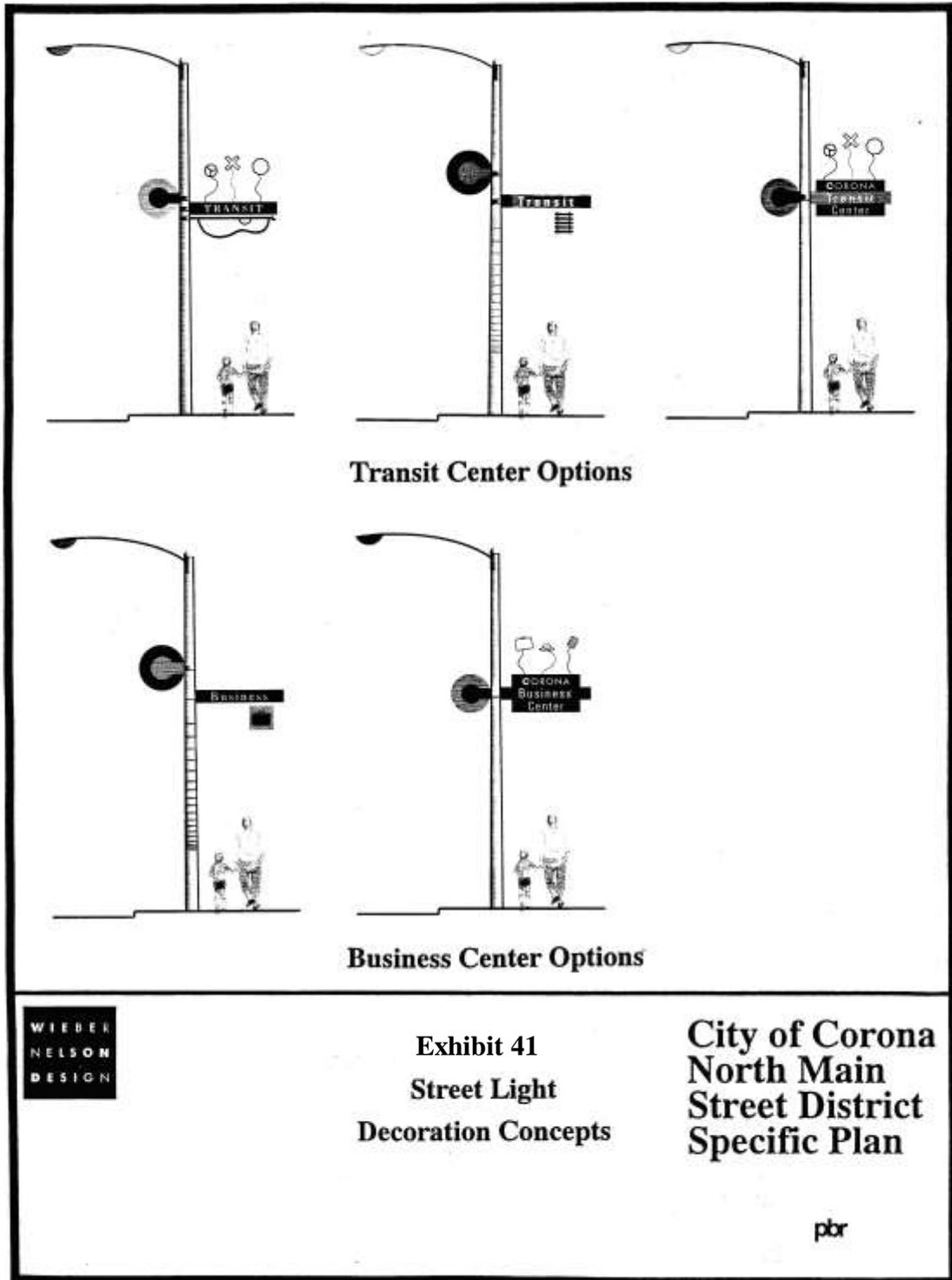
City of Corona  
North Main  
Street District  
Specific Plan

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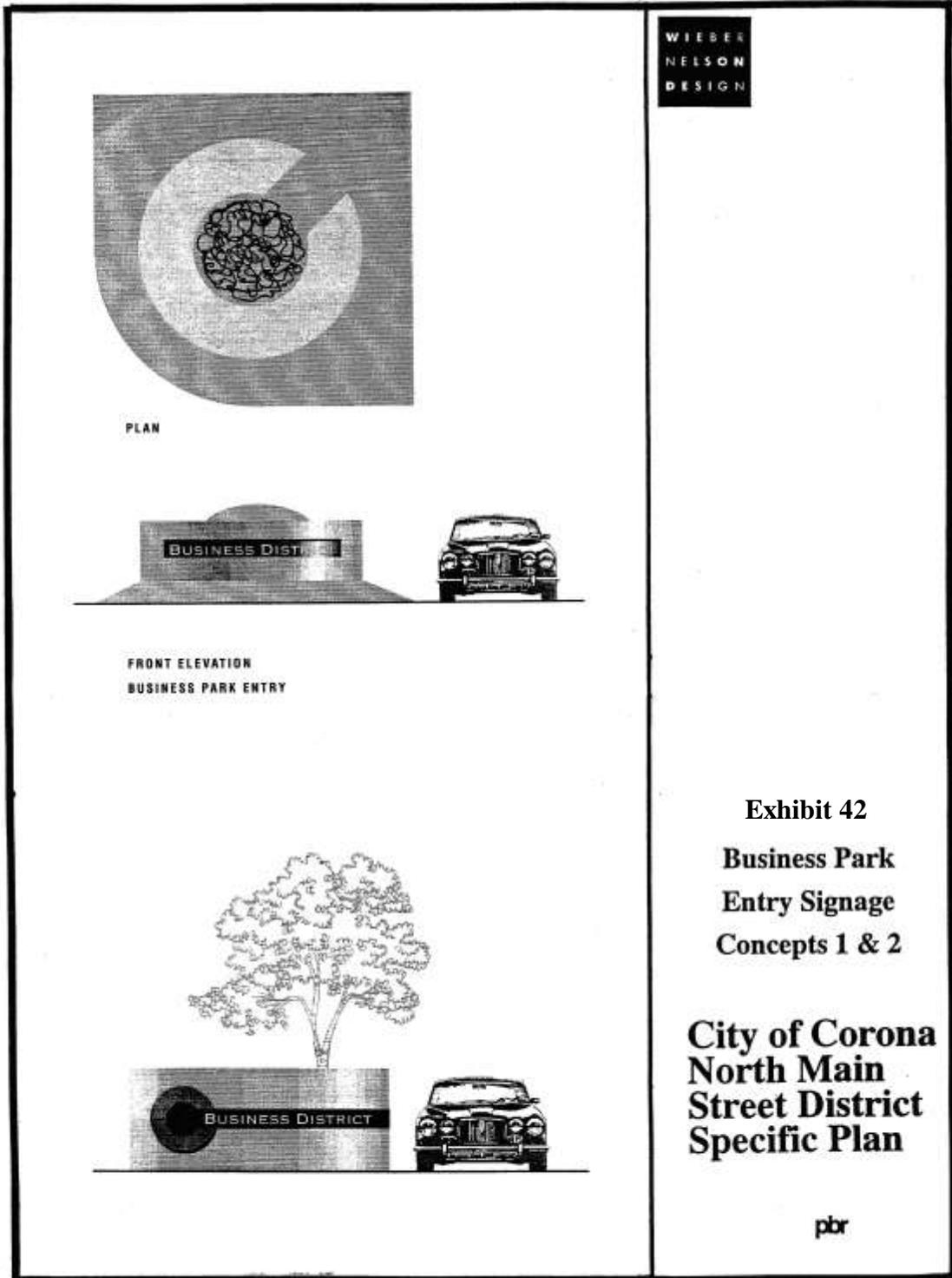




- It is recommended that existing cobra type street light standards be utilized and decorated with dimensional elements and graphics to reinforce each individual district's identity. These would initially be located down the length of North Main Street and could potentially extend along other major arteries and around downtown to strengthen paths of travel. Identity elements are also suggested for use within the study area on other types of light standards, including smaller, human scale lighting fixtures such as Kim lights, bollards, etc., which should be used in focused areas to emphasize pedestrian orientation.

**Corner Entry Markers:**

- These entry markers would identify districts such as the business park and residential areas with the use of low corner walls and landscape to mark the perimeter points of districts. They would be more traditional and low-key in their approach, while introducing important project identity elements in plan view or other subtle ways. Exhibit 40 depicts possible designs for business park entry monumentation elements.



### **5.3.4 General Signage Standards (Applies to All Districts within the Specific Plan Area)**

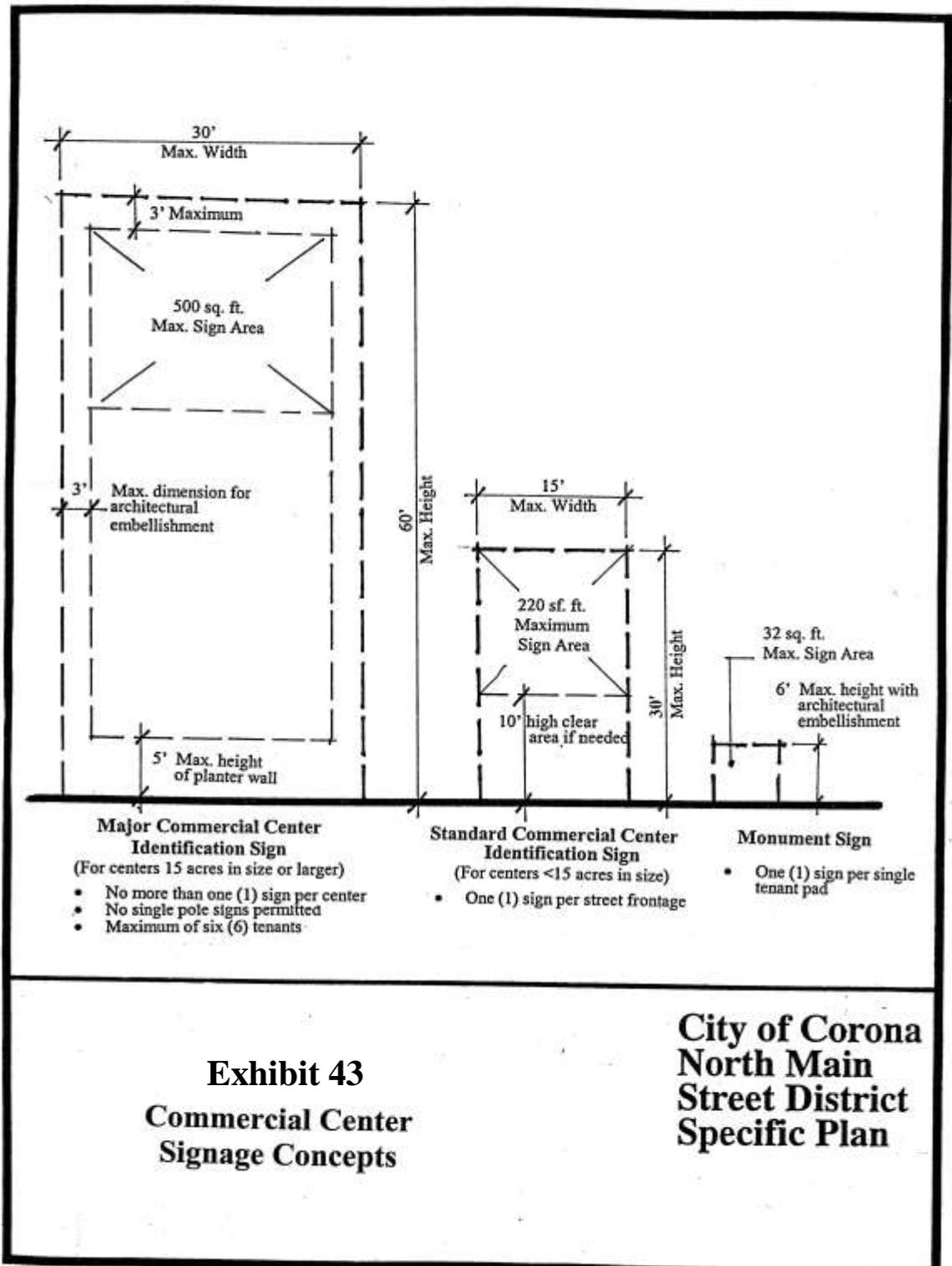
The following provisions shall apply to all development within the *North Main Street District Specific Plan* area:

- Unless authorized by other provisions of this Chapter, no person shall post, erect, or maintain any sign within the public right-of-way or upon public property.
- The provisions of this Chapter shall not apply to signs posted, erected, or maintained by the City of Corona on public property for a proper, public purpose. Such signs include traffic/pedestrian control signs and other signage necessary to ensure human safety. All other City signs shall be subject to the regulations of this Chapter.
- No sign shall be posted, erected, or maintained:
  - So as to obstruct a clear view of any intersection formed by the crossing of two or more streets (applies to both public and private streets).
  - That is illuminated if the sign faces any residentially zoned property (provided, however, that signs in the Commercial Retail District may face uses in the Transitional Retail District).
  - That interferes with the effectiveness of or obscures any public sign.
- No sign shall be erected so as to obstruct any door or fire escape of any building or to obstruct free passage over any public right-of-way.
- No sign shall be erected that would unreasonably obscure from any public view existing, conforming signs on adjacent properties.
- Prohibited signs shall include brightly flashing signs and signs that generate sound. Signs featuring electronic graphics or art as part of a Commercial or Mixed Use development project may be permitted subject to Precise Plan review.
- No vehicle or trailer shall be parked that is utilized as a portable sign for the purpose of providing directional/informational signage or additional on-site signage, or serving as an attention getting device.

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- When a business establishment closes, relocates, changes names, or abandons any sign or structure, the existing sign(s) shall either be removed, obscured from view, or refaced within 30 days of the change of business. If new signs are erected, all such signs shall be required to conform to the requirements of this Chapter.
- Where this Chapter remains silent regarding specific signage requirements and definitions, the requirements and definitions contained in Section 17.74, *Signs*, in Title 17 of the Corona Municipal Code shall apply.
- A coordinated design approach is encouraged for signage throughout the project area, including Major and Secondary Project Identification Signs, freestanding Monument Signs, Standard Retail Center Identification Signs, and Directional/Informational Signs. Major Commercial Center Identification Signs and Standard Commercial Center Identification Signs shall be generally designed within the limits depicted on Exhibit 41, *Commercial Center Sign Concepts*. Additional sign locations may be approved by the City on a case-by-case basis, subject to the Precise Plan review process.



**Major Commercial Center Identification Sign**  
(For centers 15 acres in size or larger)

- No more than one (1) sign per center
- No single pole signs permitted
- Maximum of six (6) tenants

**Standard Commercial Center Identification Sign**  
(For centers <15 acres in size)

- One (1) sign per street frontage

**Monument Sign**

- One (1) sign per single tenant pad

**Exhibit 43**  
**Commercial Center**  
**Signage Concepts**

**City of Corona**  
**North Main**  
**Street District**  
**Specific Plan**

### 5.3.5 Commercial Center Signage Standards

#### **Commercial Center Signage Criteria:**

- Signage Concept: Commercial center and Mixed Use signs are intended to establish a lively, contemporary pedestrian oriented atmosphere. The mounting height of these signs will be lower than in typical retail centers to contribute to the activity at the pedestrian level. The use of exposed neon in reverse channel and open channel letters, as well as dimensional shapes and logos is encouraged. The signs should be engaging and multi-layered, but tasteful in character. Various technologies should be explored for the graphic elements.
- Colors: Sign colors throughout a commercial center should be clear and vibrant. Exciting color combinations with high contrast accents are encouraged. Sign colors should read well against the building facade colors.
- Materials and Finishes: Unusual combinations of metals, carved wood, rigid foams, meshes, perforated materials, tiles, and painted and glossy finishes are encouraged.
- Required Sign Review: All new commercial centers within the *North Main Street Specific Plan* must submit a Comprehensive Sign Program as part of the requirements for the Precise Plan review process. The Comprehensive Sign Program shall include, as a minimum, the following:
  - Sign Plan depicting the location of each and every proposed sign.
  - Sign dimensions (height, width) for each and every proposed sign.
  - Sign area of each sign (total sign area, not just message area, in square feet).
  - Sketches and elevations depicting proposed sign design, including colors & materials, copy (type face, lettering size, logos, etc.), architectural embellishments, etc.
  - Color & building materials palette(s) for all proposed signs.
  - Any additional items identified by City Staff as being important to understanding the design intent of the proposed sign(s).

#### **Project Signage Standards:**

- Major Commercial Center Identification Signs (For centers 15 acres in size or larger):
  - *Number of Signs*: No more than one (1) Major Commercial Center Identification Sign may be erected per center. Sign may be double sided.

In addition, major commercial centers may one (1) Standard Commercial Center Identification sign (as defined below) per street frontage.

- *Location(s):* Major Commercial Center Identification Signs should be located close to the street right-of-way, but must not block cars entering and exiting the retail center. Sightlines for the safe operation of motor vehicles must be preserved and not blocked by any signs.
- *Maximum Sign Dimensions:* Signs shall not exceed 60 feet in height or 30 feet in width; provided, however, that the copy area of the sign shall not exceed 500 square feet. Architectural embellishments are permitted, and may extend out a maximum of 3 feet in any direction from the main body of the sign, provided they do not comprise more than 40% of the total area of the main body of the sign.
- *Design:* Pole signs are prohibited. Each sign shall incorporate architectural elements and embellishments and must be constructed of at least two different building materials. Each sign shall be installed within a landscaped area of not less than 200 square feet (raised planter boxes are acceptable, provided that the sign height, inclusive of the planter box height, does not exceed 60 feet in height).
- *Text (Copy):* Each Major Commercial Center Identification Sign shall include a list of some or all of the major tenants located within the center; however, that no more than 6 tenants shall be permitted on any one sign. Tenant logos and tenant names (in any color and type style) are permitted. In addition, the name, logo, and address of the shopping center (if available) are permitted as well. Copy may appear on both sides of the sign.
- *Colors, Materials and Finishes:* Signage colors, materials, and finishes should compliment those used on the major buildings on-site. Multiple materials are encouraged for use on each sign (a minimum of two different materials are required). Signs should incorporate vibrant colors that create a dynamic sense of excitement.
- *Lighting:* Signs may be illuminated by external and/or internal light sources. Use of neon lighting and fiber optics is encouraged.
- Standard Commercial Center Identification Signs (For centers under 15 acres in size):
  - *Number of Signs:* No more than one Standard Commercial Center Identification Sign permitted per street frontage. Additional signs may be

allowed as part of the Comprehensive Sign Program required for the Precise Plan review process. Sign may be double sided.

- *Location(s):* Standard Commercial Center Identification Signs shall be oriented near the respective street frontage on which they are allowed subject to setback requirements and shall not obstruct visibility of cars or pedestrians.

Theaters, cinemas, museums, cultural centers, and performing arts centers may be permitted identification signage in addition to the center identification signs. A Comprehensive Sign Program delineating the proposed location(s), height(s), dimensions, and designs (e.g., colors, materials, etc.) for additional identification signage shall be required as part of the Precise Plan review process required for these uses.

- *Maximum Sign Dimensions:* Signs shall not exceed 30 feet in height and 15 feet in width; provided, however, that the maximum sign area shall not exceed 220 square feet for the entire sign structure, not just the message area.
- *Design:* Pole signs are prohibited. Each sign shall incorporate architectural elements and embellishments and must be constructed of at least two different building materials. Each sign shall be installed within a landscaped or decoratively paved area of not less than 100 square feet. Raised planter boxes are acceptable, provided the sign height, inclusive of the planter box height, does not exceed 30 feet in height).
- *Text (Copy):* The name and address of the shopping center and tenant names are permitted on Standard Project Identification Signs. The tenant names may be more than one color, although each tenant may elect to use their own particular type style. Tenant logos are permitted, and the logo for the shopping center or project is allowed. Copy may appear on both sides of the sign.
- *Colors, Materials and Finishes:* Signage colors, materials, and finishes should compliment the architecture on-site. Multiple materials are encouraged for use on each sign (a minimum of two different materials are required). Signs should incorporate vibrant colors that create a dynamic sense of excitement.
- *Lighting:* Signs may be illuminated by external and/or internal light sources. Use of neon lighting and fiber optics is encouraged.

- Monument Signs:
  - *Number of Signs:* One freestanding Monument Sign is permitted for each single-tenant pad. Signs may be double sided.
  - *Location(s):* Monument Signs should be located for maximum visibility, close to the street right-of-way. However, the sign must not block cars entering or exiting the site; and sightlines set forth in CMC Section 17.70.050 for the safe operation of motor vehicles must be preserved. The proposed location of the Monument Sign on-site shall be submitted to the City of Corona as part of the Comprehensive Sign Program required for the Precise Plan review process.
  - *Size:* The primary body of each sign shall not exceed 6 feet in height, including architectural accents and embellishments. The total area of each sign (including architectural accents and embellishments) shall not exceed 32 square feet.
  - *Text (Copy):* Only the tenant name, tenant logo, and the building address are permitted on each Monument Sign. Copy may appear on both sides of the sign.
  - *Colors, Materials and Finishes:* Signage colors, materials, and finishes should compliment those used on the architecture on-site.
  - *Lighting:* Signs may be illuminated by external and/or internal light sources. Use of neon lighting and fiber optics is permitted.
- Wall/Building Mounted Signs (applies to all commercial projects):
  - *Number:* The total number of Wall/Building Mounted Signs shall be no greater than the number of tenants in said building, with the exception that:
    - In-line tenants with only a single storefront such as with an integrated Mixed Use or Commercial project shall be allowed a wall sign and either a secondary or logo sign subject to the total allowable area based on unit frontage. In-line tenants with more than one building frontage such as end units and second story units may have up to two wall signs with secondary or logo signs subject to the placement provisions of CMC 17.74.
    - Freestanding buildings may have wall signs and either secondary or logo signs on up to three sides of the building. Second story buildings

with separate tenant leasehold may have the same provisions as the first level all subject to the placement provisions of CMC 17.74.

- *Location(s)*: Signs should be located to promote visibility. The location(s) of each and every proposed wall mounted sign(s) as it appears on the building(s) shall be shown submitted to the City of Corona as part of the Comprehensive Sign Program required for the Precise Plan review process.
- *Size: (Tenants up to 19,999 sq. ft.)* The permitted size of the wall mounted signs for each tenant shall not exceed 50 sq. ft. in area.
- *Size: (Tenants 20,000 sq. ft. and greater)* The permitted size of the wall mounted signs for each tenant shall be calculated as follows: One square foot of signage shall be permitted for each linear foot of building frontage on the side of the building where the main entrance is located, provided that no sign shall exceed 75% of the building frontage length. (For example, if a building has an 100 foot long front facade, then each permitted wall mounted sign could have an area of up to 75 square feet.) For buildings with multiple tenants, the building frontage shall be defined as the portion of the front facade that relates to that particular building tenant.
- *Height*: Signs may project up to 10 feet above the maximum height of the building, subject to City of Corona approval. Such signs shall be incorporated into the overall design of the building through use of integrated materials, forms, colors, etc.
- *Design*: Individual channel letters are recommended for Wall/Building Mounted Signs. Can signs are prohibited. All Wall/Building Mounted Signs shall be built as 3-Dimensional signs and shall incorporate dimensional elements. No sign, including any light box or other structural part, shall project more than 18" from the building face.
- *Colors, Materials and Finishes*: Signage colors, materials, and finishes should compliment those used on the wall or building to which the sign is attached. Vibrant colors are encouraged. Graphic elements and dimensional logos should be incorporated into signs.
- *Lighting*: Signs may be illuminated by external and/or internal light sources. Neon lighting and fiber optics are encouraged. No can lighting is permitted.
- Blade Signs:

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- *Number:* No more than one blade sign shall be permitted per building entry (excludes employee, service, and emergency entries).
  - *Location(s):* Signs shall be located over or adjacent to the sidewalk from which the primary building entry occurs.
  - *Size:* Signs shall not be larger than 4 square feet in size for the entire sign structure, not just the message area.
  - *Text:* Copy shall be limited to the tenant=s name and logo only. Tenant=s may elect to use their own particular type and logo colors and styles. Tenant=s logos may be used in addition to or in place of the text.
  - *Colors, Materials and Finishes:* Signage colors, materials, and finishes should compliment those used on the wall or building to which the sign is attached. Vibrant colors are encouraged. Graphic elements and dimensional logos should be incorporated into signs.
  - *Lighting:* Signs shall be externally illuminated. No neon lighting is permitted on Blade Signs.
- Canopy/Awning Signs: Awnings and canopies are permitted, but may not be used as signage (no text or logos permitted). However, blade signs may be erected under awnings and canopies.
  - Window and Door Signs: White vinyl letters are permitted on doors only. Letters shall not exceed 3≅ in height. No lettering or logos are permitted on windows.
  - Directional/Informational Signage on Private Property: Directional/Information Signs shall not exceed 7 feet in height. Signs may be double sided. The entire sign (including message area and sign structure) shall not exceed 20 square feet in area. Directional/Informational Signs shall be externally lighted. No internal or neon lighting is permitted. The exact number and locations of proposed directional signs shall be submitted to the City of Corona for review as part of the Comprehensive Signage Program required for the Precise Plan review process.
  - Directional/Informational Signage Within Public Rights-of-Way.: Directional/Informational Signs within public rights-of-way may consist of either freestanding kiosks or pole-mounted signs or banners/signs erected on light standards. All public Direction-al/Informational Signs must be approved by the City as part of a Comprehensive Signage Program for the *North Main Street District Specific Plan* area.
  - Additional signage may be considered in conjunction with a complete sign program and a Precise Plan review.

### **5.3.6 Corona Business Park Signage (Includes Industrial Uses)**

#### **Corona Business Park District Signage Criteria:**

- Signage Concept: Signs throughout the Corona Business Center should establish a sophisticated, contemporary atmosphere. The use of subtle lighting on signs such as reverse reading channel letters and fiber optics or external illumination is encouraged. The scale of the signs in the Business Center should be proportionate to the architecture. The signs should be readable from a greater distance by vehicles, with smaller scale signage provided at the driveways.
- Number of District Entry Monumentation Signs: One freestanding/monument sign (or a pair of signs) is required at each of the following intersections:
  - B Joy Street/Parkridge Avenue
  - B Grand Boulevard/Joy Street
- Maximum District Sign Dimensions: 5 feet (height) x 18 feet (width).
- Design: Signs shall be mounted directly on a solid base on the ground. Each sign shall be installed within a landscaped area of not less than 200 square feet. Pole signs are prohibited
- Colors: Recommended colors for the Corona Business Center are muted with a grey undertone. A 40%-60% contrast between background and copy should be maintained. Signage colors should complement the building colors.
- Materials and Finishes: Recommended materials include stone, natural and painted metals, and materials from the adjacent architectural facades and hardscape.
- Lighting: Signs shall be lighted by external light sources only. Where feasible, light sources should be concealed from view by sign elements, landscaping, or other design features. Internally illuminated freestanding/monument signs are not permitted.
- Required Sign Review: All projects within the Corona Business Center (including Industrial uses) must submit a Comprehensive Sign Program as part of the requirements for the Precise Plan review process. The Comprehensive Sign Program shall include, as a minimum, the follow-ing:
  - Sign Plan depicting the location of each and every proposed sign.
  - Sign dimensions (height, width) for each and every proposed sign.

- Sign area of each sign (total sign area, not just message area, in square feet).
- Sketches and elevations depicting proposed sign design, including colors & materials, copy (type face, lettering size, logos, etc.), architectural embellishments, etc.
- Color & building materials palette(s) for all proposed signs.
- Any additional items identified by City Staff as being important to understanding the design intent of the proposed sign(s).

**Project Signage Standards:**

- Monument Signs:
  - *Number of Signs:* One freestanding Monument Sign is permitted for each street frontage of a project. Signs may be double sided. Street addresses shall be included on freestanding/monument signs when appropriate.
  - *Location:* Signs should be located near the street right-of-way and close to the major building entry.
  - *Design:* Pole signs are prohibited. Each sign shall incorporate architectural elements and embellishments. Signs may be designed as retaining walls or waised planter boxes. Each sign shall be installed within a landscaped area of not less than 150 square feet.
  - *Maximum Sign Dimensions:* 32 square feet for the entire sign structure, not just the message area. Maximum permitted height of signs shall be 6 feet and shall be located outside the corner cut off areas set forth in CMC Section 17.70.050
  - *Colors, Materials and Finishes:* Signage colors, materials, and finishes should compliment those utilized on the major buildings on-site.
  - *Lighting:* Signs shall be lighted by external light sources only. Internally illuminated freestanding/monument signs are not permitted. Where feasible, light sources shall be concealed by sign elements, landscaping, or other design features.
- Wall/Building Mounted Signs (Also Known as Enterprise Identification Signs): The provisions contained in Section 17.74.190 in Title 17 of the Corona Municipal Code for AEnterprise Identification Signs shall apply, except as provided for below:
  - *Number:* The total number of Wall/Building Mounted Signs shall be no greater than the number of tenants in said building.

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- *Location(s)*: Signs should be located to promote visibility. The location(s) of each and every proposed wall mounted sign(s) as it appears on the building(s) shall be shown submitted to the City of Corona as part of the Comprehensive Sign Program required for the Precise Plan review process.
  
- *Maximum Sign Dimensions*: The permitted size of the wall mounted signs for each tenant shall be calculated as follows: One (1) square foot of signage shall be permitted for each linear foot of building frontage on the side of the building where the main entrance is located, provided that no sign shall exceed 50% of the building frontage length. (For example, if a building has an 50 foot long front facade, then each permitted wall mounted sign could have an area of up to 25 square feet.) For buildings with multiple tenants, the building frontage shall be defined as the portion of the front facade that relates to that particular building tenant.
  
- *Height*: Signs may not project above the building cornice, parapet, or roof line.
  
- *Maximum Letter/Symbol Heights*: The following formula may be used to determine maximum letter/symbol heights:

<u>Building Height (Stories)</u>	<u>Maximum Letter Height</u>	<u>Maximum Symbol Height</u>
1	1'-6"	2'-0"
2	2'-0"	2'-6"
3	2'-6"	3'-0"

The height of the area on which the sign appears shall not be less than twice the height of the sign. For example, if the sign is 12 inches in height, the background area must be a minimum of 24 inches in height.

- *Building Address Signs*: All buildings are required to display permanent address identification on the exterior wall facing the street at which the postal address occurs. For ground floor businesses, building address signs may be painted on windows or doors. The design of building address signs shall be consistent on each building and within each business complex. The numeral height should typically range from 10 to 12 inches in size. In no case shall the numeral height be larger than 24 inches or smaller than 6 inches. The address shall consist of individual numerals.
  
- *Colors, Materials and Finishes*: Signage colors, materials, and finishes should compliment those used on the major buildings on-site.

- *Lighting:* Signs may be either internally illuminated or non-illuminated, but must be consistent on each building. Neon, if used, should be used sparingly.
  
- Blade Signs: Blade Signs are not appropriate within the Corona Business Center and are not permitted.
  
- Canopy/Awning Signs: Awnings and canopies are not permitted within the Corona Business Center.
  
- Window and Door Signs: White vinyl letters are permitted on doors only. Letters shall not exceed 3" in height. No lettering or logos are permitted on windows.
  
- Directional/Informational Signage on Private Property: Directional/Information Signs shall not exceed 7 feet in height. Signs may be double sided. The entire sign (including message area and sign structure) shall not exceed 20 square feet in area. Directional/Informational Signs shall be externally lighted. No internal or neon lighting is permitted. The exact number and locations of proposed directional signs shall be submitted to the City of Corona for review as part of the Comprehensive Signage Program required for the Precise Plan review process.
  
- Directional/Informational Signage Within Public Rights-of-Way: Directional/Informational Signs within public rights-of-way may consist of either freestanding kiosks or pole-mounted signs or banners/signs erected on light standards. All public Directional/Informational Signs must be approved by the City as part of a Comprehensive Signage Program for the *North Main Street District Specific Plan* area.

### **5.3.7 Sign Amortization/Abatement**

This section includes specific sign amortization/abatement requirements, as well as suggested amortization procedure options that could be used as the basis for initiating and/or enticing nonconforming signs to be replaced or updated:

- A nonconforming sign that does not conform to the standards set forth in this Chapter (Chapter 4.0) shall not be:
  - Structurally altered to extend its useful life.
  - Expanded.
  - Re-established after damage or destruction of 50% or more of its value, as determined by the City of Corona Building Department.

- No new sign shall be approved for a site, structure, building, or use that contains nonconforming signs unless such nonconforming signs are removed or modified to conform to the provisions of this Chapter. No building permit shall be issued for any structures, building expansions, or new building construction on the site which contains nonconforming signs, unless all signs on the site are brought into conformance with this Chapter. This standard shall not apply to interior alterations which do not substantially change the character or intensity of the site or use.
- Options to encourage nonconforming signs to accelerate their amortization period could include, but are not limited to, the following:
  - City and/or Redevelopment Agency financial assistance with property owners to encourage the removal of old, nonconforming signage and installing new signage that meets the intent and requirements of this Chapter. For example, the City/and or Agency could choose to pay a portion of the total signage costs (i.e., removal of old signage and design & installation of new signage). Optional amortization programs are defined below:
    - Within 2 years of adoption of this Specific Plan: City/Agency pays 50% of total signage costs
    - Within 4 years of adoption of this Specific Plan: City/Agency pays 30% of total signage costs
    - Within 5 years of adoption of this Specific Plan: City/Agency pays 10% of total signage costs
    - Anytime after 5 years: City/Agency pays 0% of total signage costs
- City requires that all signs within the Specific Plan area be replaced within a specified time period (i.e., no later than 6 years from the date of adoption of this Specific Plan).
- City of Corona or the Redevelopment District arranges for low interest business loans for property owners/business owners who wish to update their signage.
- City elects to waive or reduce some of the development and processing fees (e.g, building permit fees, rezoning fees, etc.) associated with business and property owner improvements to property within the Specific Plan area.

### **5.3.8 Signage Design Review**

The Planning Commission shall be the reviewing/approving authority for all district-wide signage (i.e., District Signage) to be erected within the *North Main Street District Specific Plan* area. The Planning Director shall be responsible for reviewing all design proposals for individual project specific signage (e.g., freestanding/monument signs, Center Identification Signs, wall signs, blade signs, directional signage, etc.). Appeals on decisions made regarding project related signage shall be forwarded to the Planning Commission for final decision.

## **6.0 IMPLEMENTATION PLAN**

This chapter contains the provisions for the administration of the Specific Plan, as well as, recommendations for financing of the various revitalization programs.

### **6.1 SPECIFIC PLAN ADMINISTRATION**

#### **6.1.1 Project Review Requirements**

A Precise Plan shall be prepared, submitted and approved for all commercial, industrial, public, quasi-public development proposals within the Specific Plan area. Individual project approval requests for any proposed development shall be filed with the Planning Director. All development applications, including Tentative Tract Maps, Parcel Maps, Precise Plans for all new buildings and additions, and Conditional Use Permits, shall be prepared and processed according to the requirements of Chapter 17.102 of the City of Corona Municipal Code. Subsequent to City staff review and comment, all development applications shall be reviewed by the City's Planning Commission for consideration and action.

In order to determine consistency between individual project applications and the North Main Street District Specific Plan, the following basic design components (as referenced throughout this document) will be evaluated:

- (1) Site Planning:
  - Setbacks
  - Orientation
  - Open Space
  - Circulation
  - Grading
  - Buffers/Edge Treatments
  - Vistas (to and from)
  - Streetscene(s)
  - Parking
    - Location
    - Circulation & Access
    - Efficiency
    - Entry Character & Landscaping
    - Lighting
    - Screening

- (2) Architecture:
  - Building Height, Massing, Size & Style
  - Color & Materials Palette
  - Roof Types (form/materials/colors)
  - Scale
  - Wall Articulation (materials/colors)
  - Windows/Doors
  - Building Details
  
- (3) Landscape Architecture:
  - Overall Concept
  - Plant Material Palette
  - Hardscape Palette
  - Locations
  - Size & Number of Landscape Materials
  - Lighting
  - Color
  - Furniture
  - Edge Components
  - Streetscene(s)
  
- (4) Signage/Advertising:
  - Character
  - Location(s)
  - Type(s)
  - Orientation
  - Materials
  - Size(s)
  - Colors
  - Illumination
  
- (6) Special Items:
  - Streetscaping
  - Entry Monumentation/Gateways
  - Linkages/Surrounding Uses/Pedestrian Relationships
  - Design Considerations:
    - Store Windows/Visual Interest
    - Plazas/Courtyards/Gathering Places
    - Community Serving Spaces
    - Water Elements
    - Strong Thematic Entry Statement
    - Trees/Potted Plants Tied to Building Details
    - Pedestrian Environment/Chairs/Benches

Landmarks/Critical Image Markers (evaluated with the “Big Picture” in mind to ensure proper execution)  
Views into North Main Street (maximize initial impact of landmarks and perception of an area)  
Pedestrian Scale (evaluate nodes/points of intersection and concentrated activity; entice pedestrian movement)  
Project Security/Crime Prevention Measures/Defensible Space

### **6.1.2 Precise Plan Review**

The approval by the Planning Commission of Precise Plans shall be based upon the following findings:

- (1) General Plan Conformity. The project conforms with the goals and objectives of the General Plan.
- (2) Specific Plan Conformity. The project conforms with the intents and the *North Main Street District Specific Plan* and the design guidelines and development standards of the appropriate land use district.
- (3) Compatibility. The proposed structure(s), site plan, and landscaping are in scale and harmony with existing and future development adjacent and in the vicinity of the site.
- (4) On Site Design. The proposed structure(s), site plan, and landscaping: (a) create an internal sense of order; (b) provide a visually pleasing setting for occupants, visitors and the general community; (c) are appropriate to the function of the site; and (d) provide safe and convenient access to the property for pedestrians, cyclists, and vehicles.
- (5) 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 Specific Plan, Zoning Ordinance, Building Code, or other provisions of the Corona Municipal Code that exist on the site.
- (6) Signage. The design and location of the 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 there are no illegal signs on the site.

### **6.1.3 Administrative Review**

Any proposed development under 650 square feet, addition, exterior modification, or individual sign shall be reviewed and approved by the Planning Director prior to the issuance of any building permit. Any approval granted shall be pursuant to findings of consistency with the provisions of this Specific Plan and the approved Precise Plan for the project.

### **6.1.4 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.

### **6.1.5 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.

### **6.1.6 Administrative Modifications**

Administrative modifications to the development standards of this Specific Plan of up to 10% may be approved, or conditionally approved, by the Zoning Administrator (per CMC Chapter 17.99) upon demonstration that the proposed adjustment would 1) enhance the overall appearance and function of the project, 2) would be compatible with, and would not be detrimental to, adjacent property or improvements; and 3) would advance the goals of the Specific Plan.

### **6.1.7 Amendments to the Specific Plan**

Major amendments to the *North Main Street District Specific Plan* shall be processed by the City of Corona as follows: Once the proposed amendment has been submitted to the Planning Department, City Staff shall make a determination on the completeness of the amendment package, and then issue public notice of the upcoming public hearings. In addition, City Staff will prepare a staff report on the amendment and forward it to the Planning Commission for review. The Planning Commission, in turn, will forward the amendment with their recommendation(s) to the City Council for a final decision. The City Council may elect to: 1) approve the amendment unconditionally; 2) approve the amendment with conditions; 3) deny the amendment; or 4) send the amendment back to City Staff for further refinement and/or modification.

Minor modifications which serve to implement or expand this Specific Plan shall be submitted to the City of Corona Planning Director in the form of a written amendment request. If the Planning

Director determines that the proposed amendment is in substantial compliance with the intent and purpose of this Specific Plan, the amendment shall be forwarded to the Planning Commission for action. If approved by the Planning Commission, the approval shall be deemed final, unless appealed to the City Council.

The *North Main Street Specific Plan* shall not be approved or amended unless the following findings are made by the Planning Commission and City Council:

- (1) The Plan or amendment systematically implements and is consistent with the General Plan.
- (2) The Plan or amendment provides for the development of a comprehensively planned project that is superior to development otherwise allowed under the conventional zoning classifications.
- (3) The Plan or amendment provides for the construction, improvement, or extension of transportation facilities, public utilities and public services required by the long term needs of the project and/or other area residents, and complements the orderly development of the City beyond the project's boundaries.

### **6.1.8 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.) No nonconforming use shall in any way be physically expanded or extended on the same or on adjoining property.
- b.) 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.
- c.) Where a structure is nonconforming only by reason of inadequate setbacks, yard size or open space, structural additions, alternations 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.
- d.) When a nonconforming structure is damaged by fire or other natural disaster or calamity, or by the public enemy to an extent that is 50% or more of the estimated replacement costs of duplicating the entire structure, or is voluntarily razed or is required by law to be razed, the structure shall not be restored except in full conformity with the development regulations of the district in which it is located and the nonconforming use (if applicable) shall not thereafter be resumed.

- e.) Any large recycling collection facility existing within the North Main Street Spec 4f1c Plan boundaries 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).
  
- f) The establishment of the ESR District over the existing developed industrial properties located on Harrison and Blame Streets, east of Main Street, renders these structures and the existing industrial uses non-conforming. In recognition that this area may take several years to transition to entertainment - commercial uses and structures, the continued occupancy of light industrial uses maybe permitted in industrial buildings constructed prior to the adoption date of this Specific Plan, provided that:
  - 1) The use is not detrimental to the other uses and properties within the ESR District.
  - 2) The building or use is not enlarged or expanded beyond the limits of the existing structure in place at the time of adopting the Specific Plan.
  - 3) This provision shall expire upon the transition of 50 percent or more of the properties within this specific sub-area of Harrison and Blame Streets to uses and structures consistent within the ESR District.
  - 4) This provision shall not apply to vacant properties or to properties where the pre existing industrial structure has been removed or replaced.
  
- g) Pre-existing permitted uses which are now rendered conditionally permitted by this Specific Plan shall be allowed to continue said use without having to obtain a CUP provided that the use was established at the location prior to the date of adoption of this specific plan.

### **6.1.9 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 of occupancy permit issued under this Specific Plan shall be subject to the penalty provisions as provided in the City of Corona Municipal Code.

## **6.2 PUBLIC IMPROVEMENTS**

Implementation of the *North Main Street District Specific Plan* is expected to occur over a 5 to 15 year time frame. Because the vast majority of land within the Specific Plan area is under private ownership and is subject to the needs and desires of private property owners, as well as to constantly changing economic conditions and consumer tastes, it is not possible to accurately project a development phasing plan for the project area. This Specific Plan allows property owners and developers the flexibility to respond to changing circumstances in the housing and nonresidential building markets. However, in order to provide the City with some security that the public infrastructure (e.g., water, sewer, storm drains, etc.) and services (e.g., police, fire, etc.) necessary to adequately serve the proposed development is in place when the development/use becomes operational, this Specific Plan requires that all required infrastructure and services be installed and made available prior to issuance of a certificate of occupancy for any building or other habitable structure within the North Main Street District.

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. Some public improvements should be installed as early as possible during the implementation process - these are the “high priority public improvements.” Other public improvements are not as critical to the revitalization of the Specific Plan area and have been designated as “medium priority” or “low priority” according to their relative importance.

**High Priority Public Improvements:**

- (1) 91 Freeway/Main Street interchange improvements.
- (2) Raised landscaped medians in North Main Street and River Road.
- (3) Street tree plantings and replacement along North Main Street.
- (4) Gateway entry monumentation at both the northern and southern entrances into the Specific Plan area on North Main Street.
- (5) Water main improvements in North Main Street.
- (6) Street light decorations/signage on North Main Street.

**Medium Priority Public Improvements:**

(The timing of these improvements will be dependent upon the redevelopment of adjacent properties).

- (1) Northern roadway extension of Sheridan Street to River Road.
- (2) Street tree plantings along Grand Boulevard.
- (3) Northern roadway extension of Cota Street from Parkridge Avenue to North Main Street.
- (4) Enhanced intersection treatment within the Corona Entertainment/Specialty Retail district.
- (5) Conversion of an existing portion of Rincon Street, from a point approximately 400 feet east of Sheridan Street, east to North Main Street, to a private street. The alignment of and design standards for this portion of Rincon Street may be modified as part of this conversion.
- (6) Creation of Harrison Street and Blame Street cul-de-sacs.
- (7) Enhanced intersection treatment at Parkridge Avenue/North Main Street.
- (8) Storm drain improvements for Joy Street and Grand Boulevard.

**Low Priority Public Improvements:**

- (1) Corona Business Center entry monuments/signs at Grand Boulevard/Joy Street and Parkridge Avenue/Joy Street.
- (2) A north-south connector roadway from Harrison Street to Blame Street, approximately midway between North Main Street and Joy Street. This street should be sized, designed, and constructed to meet the anticipated traffic volumes.
- (3) Street tree plantings on Harrison Street, Joy Street, Parkridge Avenue, Rincon Street, and River Road.
- (4) Street tree plantings on Princeland Court and Sheridan, Blame, Railroad, and Cota Streets.
- (5) Pedestrian/bicycle trail along the north side of the Temescal Creek channel.

## **6.3 IMPLEMENTATION PROGRAM STRATEGIES**

The following implementation strategies form the basis for moving forward with the logical future development/revitalization of the *North Main Street District Specific Plan*. The enactment of the following suggested measures will occur by “separate acts” following the adoption of this Specific Plan by the City of Corona.

### **6.3.1 Financing Strategies/Funding Options**

Critical for the successful implementation of the *North Main Street District Specific Plan* is the establishment of a framework for financing and funding strategies. Section 65451 of the California Government Code requires that a specific plan include the financing mechanisms necessary to implement a proposed project. Therefore, this Specific Plan includes the following rough cost estimates and financing options, the outlook for assistance requirements, program feasibility, and identifies the roles and responsibilities of City, Redevelopment Agency, developers, property owners, and business owners. This information is intended to serve as the foundation for creation of an economic development strategy.

A detailed assessment of implementation mechanisms for the proposed *North Main Street District Specific Plan* was provided by Keyser Marston Associates, Inc. (KMA).

#### **Planned Infrastructure Improvements:**

This Specific Plan identifies a series of infrastructure improvements proposed for public rights-of-way within the Plan area. These improvements can be grouped in four major categories:

- (1) Transportation improvements, including street widening and interchange improvements at State Route 91.
- (2) Streetscape and intersection improvements, including trees, shrubs, and hardscape.
- (3) Signage and monumentation, including wayfinding and district identity.
- (4) Water and storm drain system improvements.

A variety of potential financing sources and mechanisms are available to the City and property owners to implement the necessary infrastructure improvements.

**Overview of Financing Mechanisms:**

(1) Public Sector Mechanisms: The City/Agency currently has three specific programs or funding sources that can be targeted toward selected infrastructure improvement costs. These include:

(a) *Capital Improvement Program (CIP)*. The Capital Improvement Program (CIP) is the City's multi-year planning instrument used to facilitate the timing and financing of capital improvements. The CIP identifies the sources of funds available for capital improvement projects. Capital improvements are projects which generally do not recur annually and may include:

- Lease or purchase of land and rights-of-way.
- Construction of buildings or facilities.
- Public infrastructure construction.
- Purchase of major equipment and vehicles.
- Studies and plans associated with capital projects.
- Projects requiring debt obligation and borrowing.

The City's current CIP covers the fiscal years 1996 to 2000. Projects for the initial year of the five-year plan are authorized to be funded and receive expenditures. The CIP approves projects for subsequent years on a planning basis, but allocation of funds cannot be guaranteed until subsequent years.

(b) *Redevelopment/tax Increment*. The *North Main Street District Specific Plan* area lies within one of the City's Redevelopment Project areas. Tax increment financing can be used for:

- Construction of off-site improvements such as infrastructure and parking.
- Land assembly and disposition.
- Direct property acquisition cost write-down.
- Payment of City permits and fees and costs.
- Rehabilitation loans and grants.

- (c) Community Development Block Grants (CDBG). These funds are Federal grants can be used for a range of economic development projects and activities. Section 108 loans can be used by CDBG communities to undertake large development projects by guaranteeing loans secured by the communities' future CDBG funds. Currently the City receives approximately \$800,000, or 2%, of its annual capital improvements expenditures. Using this mechanism, the City could raise nearly \$4.0 million on a one-time basis for economic development purposes.
- (2) Private Sector Mechanisms: Several other mechanisms are available to the City, but would impose the financing burden on property and/or business owners. These include:
- (a) *Business Improvement Districts (BBID/PBID)*. Historically, BIDs have involved assessments on business owners through the business license fee to raise funds that can then be used for marketing, promotion, security, special events, streetscape improvements, parking, and other costs. The City Council is permitted by State law to assess business owners for funding of improvements or specific activities that benefit the area businesses. If more than 50% of the business owners in the BBID object, the district must be discontinued. Assessments are collected as part of the local business license fees and for warded to the BBID for use in funding BBID activities. BBIDs/PBIDs are appealing to property and business owners because the funds raised are controlled by the private sector rather than the City. The City could/may choose to channel CDBG funds, redevelopment tax increment, or transient occupancy tax (TOT) funds to BIDs to offset costs associated with specific projects or programs.
  - (b) *Special Assessment Districts/Community Facilities Districts (CFDs)*. Special assessment districts are used to fund capital facilities such as roads, water, sewer, and flood control. Typically, property owners petition a City to form a district to finance large-scale infrastructure improvements. Special Assessment Districts require assessments on property owners in proportion to benefit received. CFDs, or Mello-Roos Districts, can be used for the same improvements, as well as schools, libraries, and government facilities. However, CFD assessments are levied on an allocation formula and not necessarily in proportion to benefit received.
  - (c) *Parking District/Landscaping District*. Parking and landscaping and lighting districts are allowed under California law. These districts are more common in urbanized areas.
  - (d) *Development Impact Fees*. Development impact fees are paid by developers to defray all or a portion of the costs of any public facility which benefits the project. Fees may be levied to fund either capital facilities or ongoing services.

**Improvement Costs:**

- (1) There are four major categories of proposed project related improvements. These total \$10.7 million and can be broken out as follows:
  - (a) Water and storm drain improvements, \$2,260,000.
  - (b) Transportation improvements, \$1,020,000.

- (c) Streetscape and intersection improvements, \$6,870,000.
  - (d) Signage and monumentation, \$560,000.
- (2) On a preliminary basis, a portion of these costs could potentially be funded through existing financing mechanisms such as the CIP, CDBG funds, tax increment, and other non-local grants. City staff estimates that approximately \$5.3 million, or nearly one-half of the estimated improvement costs for the Specific Plan area, could be allocated against existing mechanisms. The balance of \$5.4 million remains unfunded at this time.

### **6.3.2 Small Lot Consolidation Incentives**

It is the expectation of this Specific Plan that development within the project area will generally occur on a lot-by-lot basis. This Specific Plan encourages lot consolidation in order to allow for more flexibility in possible land uses, building designs, and site and parking lot layouts, while minimizing curb cuts and ingress and egress points into parking areas to encourage the smooth flow of traffic on streets within the *North Main Street District Specific Plan* area. The installation of raised medians along portions of North Main Street and implementation of the North Main Street Median and Access Plan also would facilitate traffic movement and increase safety.

For the purposes of the incentives as provided for within this section, owner-initiated adjustment of parcel lines under common ownership via the City's Lot Line Adjustment process or the consolidation of lots through a Subdivision Map is allowed within the Mixed Use (MU) and Urban Density Residential (UDR) Districts. Incentives may be provided for owner-initiated lot line adjustments or subdivision map consolidation of properties that serve to achieve orderly transit-focused residential development and improved level of pedestrian use.

- (1) **Initiation by Property Owner.** Proceedings to adjust the lot lines of or consolidate contiguous parcels may be initiated by petition of the owner of record of parcels.
- (2) **Review Procedure.** The Board of Zoning Adjustment (BZA) has the authority to approve a voluntary lot line adjustment. A lot line adjustment may be approved if it is found that all of the properties involved are in common ownership and the parcels are found to have been legally created as defined by the Subdivision Map Act Section 66412.6 of the Government Code. Subdivision maps remain under the approval authority of the city's Planning and Housing Commission and the City Council pursuant to the Subdivision Map Act.
- (3) **Development Requirements.** Lot line adjustments and consolidating subdivision maps approved under the provisions of this section shall be subject only to those conditions which ensure that the proposal meets the development standards and requirements for the MU and UDR Districts.
- (4) **Incentive Bonuses.** The following incentives may be provided at the discretion of the Planning and Housing Commission through the Precise Plan process where lots are being consolidated within MU and UDR Districts:

- a. Required parking may be reduced by a maximum of 20 percent provided a finding can be made that adequate parking will be available to serve the subject project or if the project site is located within 1,000 feet of public transportation (i.e., Metrolink station, RTA bus transfer station, or active bus stops);
- b. Area of permitted signs may be increased by a maximum of ten (10) percent in any Mixed Use designation provided a finding can be made that the increased area does not detract from the beautification and streetscape improvement objectives set forth in this Specific Plan;
- c. Front yard setbacks may be reduced by a maximum of twenty (20) percent in any Mixed Use or UDR designation provided a finding can be made that the reduced setback will not negatively impact adjacent land uses, will not trigger significant impacts, or detract from the beautification and streetscape improvement objectives set forth in this Specific Plan. Furthermore, properties which front Grand Blvd. shall continue to maintain a minimum distance of 60 feet from building to the centerline pursuant to Section 17.86.020 of the Corona Municipal Code.

### **6.3.3 Comprehensive Sign Program Development for the Entire Specific Plan**

Although this Specific Plan includes a series of general signage design criteria for the various districts in the Specific Plan area, the next step in the development/redevelopment process is preparation of a Comprehensive Sign Program. This program shall, at a minimum, contain the following elements:

- Development of a logo/type treatment or mark that will be used throughout the North Main Street District in a variety of applications.
- Design of a project entry landmark element that is visible from the SR-91 and I-15 freeways.
- Design of one gateway entry sign (to be used at two locations) for the Corona Business District.
- Design of a North Main Street District project-wide identification element or design of specific district identification elements for each district within the Specific Plan area (e.g., the Corona Entertainment Center, the Corona Transit Center, etc.).
- Design of a North Main Street District project-wide identification element or design of specific district identification elements for each district within the Specific Plan area that are smaller in scale and intended for mounted on light standards.

The Sign Program shall be designed to be compatible with the “Urban Design” elements as discussed in Section 5.2, *Streetscape and Landscape Guidelines*, in this Specific Plan.

The Comprehensive Sign Program could also contain the following optional components if the City of Corona determines the desirability of these components:

- Design of Downtown Corona identification elements to be mounted on existing light standards.
- Design of Downtown Historic Route markers.
- Design of Directional/Informational Signs to the major public Downtown destinations.

### **6.3.4 Special Events/Marketing Strategy**

It is highly desirable that an Events Coordinator position be established on either a paid or volunteer basis or a volunteer committee created to work closely with the City of Corona Chamber of Commerce and the City's economic development department to organize monthly and annual public events and public relations/information materials. Events should be held in either the Entertainment/Specialty Center or the Commercial Retail district. Possible events could include automobile shows and exhibits, music related events, weekly farmers markets, cooking contests, fairs, carnivals, festivals, special runs and marathons, and other similar activities that will generate interest and publicity and attract shoppers to the North Main Street District.