



Location: Corona, Riverside County

Timeframe: 2009 - 2010

Project Partners: City of Corona

Project Services

- Existing conditions study
- Economic and market analysis
- Design guidelines
- Policy recommendations



This Demonstration Project analyzed land use conditions and the market feasibility for specific redevelopment project sites within Downtown Corona and provided recommendations on appropriate use mix and site design parameters.

Goals

- Maximize the development potential of underutilized parcels
- Evaluate the adequacy of existing bicycle connections from downtown sites
- Become a destination center for visitors, commerce, and residents

Beginning in the 1970s, new commercial centers were developed outside of the Downtown area and attracted the major grocery store chains and retailers by their larger parcels and convenient parking. Downtown Corona evolved into an inconsistent mix of community and automobile oriented uses, including retail, auto supply and auto service, restaurant, personal and business services. As a result, the Corona Mall has been a grossly underutilized and highly visible one-story commercial center. The goal of the analysis was to provide recommendations on appropriate use mix and site design parameters that will maximize the development potential of these underutilized parcels. In addition, this project evaluated the adequacy of existing bicycle connections from these downtown sites to the North Main Street transit areas.

Results

- Combined study area of 24 acres
- Analysis of retail, office, and residential markets in Corona
- Development recommendations included:
 - Restaurant cluster and office and retail-anchored development to create destination centers
 - Conceptual site design including gathering spaces on rooftops
- Residential and office infill capacity
 - Downtown: High density housing with potential for 20 to 60 DUs per acre.
 - 8th and Main: Office space for 50,000 sq. ft.