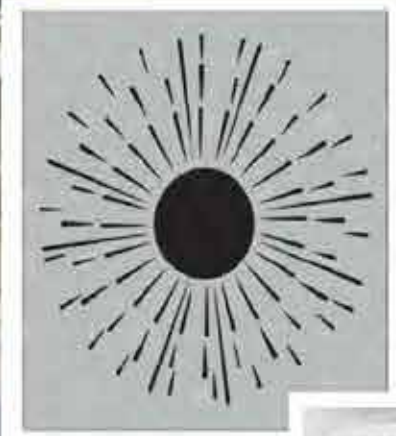




C O R O N A , C A





At the heart of historic Corona, Souh Side Social emerges as a downtown for tomorrow. A community built to celebrate artisans and chefs in a setting designed to bring people together.

SOL is an escape from the business of everyday. This is a place built to foster inspiration, gathering, collaboration, community, creation, education, and industry.

“We shape our buildings-
thereafter, they shape us.”

- WINSTON CHURCHILL





South Side Social

This project sits at the critical intersection of Main and 6th Streets.



Downtown

South Side Social is surrounded by new and established businesses, professional office space, civic uses and a medical campus creating a distinctive pedestrian opportunity



Parking

Plentiful surface parking sits directly in front of the project in addition to public parking on the surrounding downtown streets.



AREA MAP

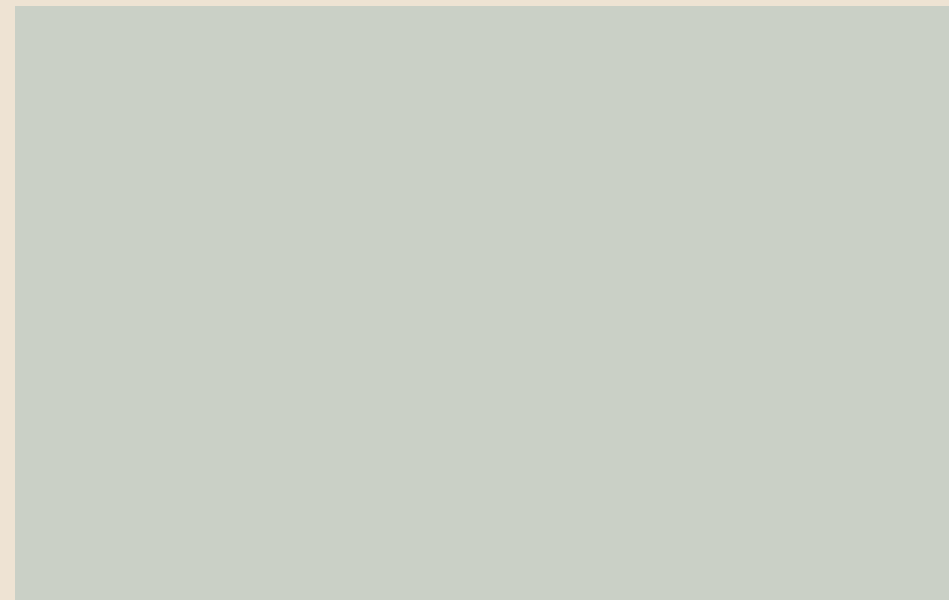
The project sits at the center of Corona, conveniently located just off the 91 Freeway and at the axis of the two main commercial arteries; Main Street and 6th Street, providing easy access for both locals and regional visitors.

Sitting at the heart of Circle City, South Side Social is poised to be re-established as the downtown for a thriving and rapidly growing Corona community.



DESIGN

South Side Social is envisioned as a modern interpretation of the Spanish architectural heritage of old town Corona. Fussy ornamentation is replaced by simplified substantial forms and a muted material palette. Modest architectural lines create a sense of order and calm and provide a clean canvas to showcase the gardens, the shops and the people visiting downtown.

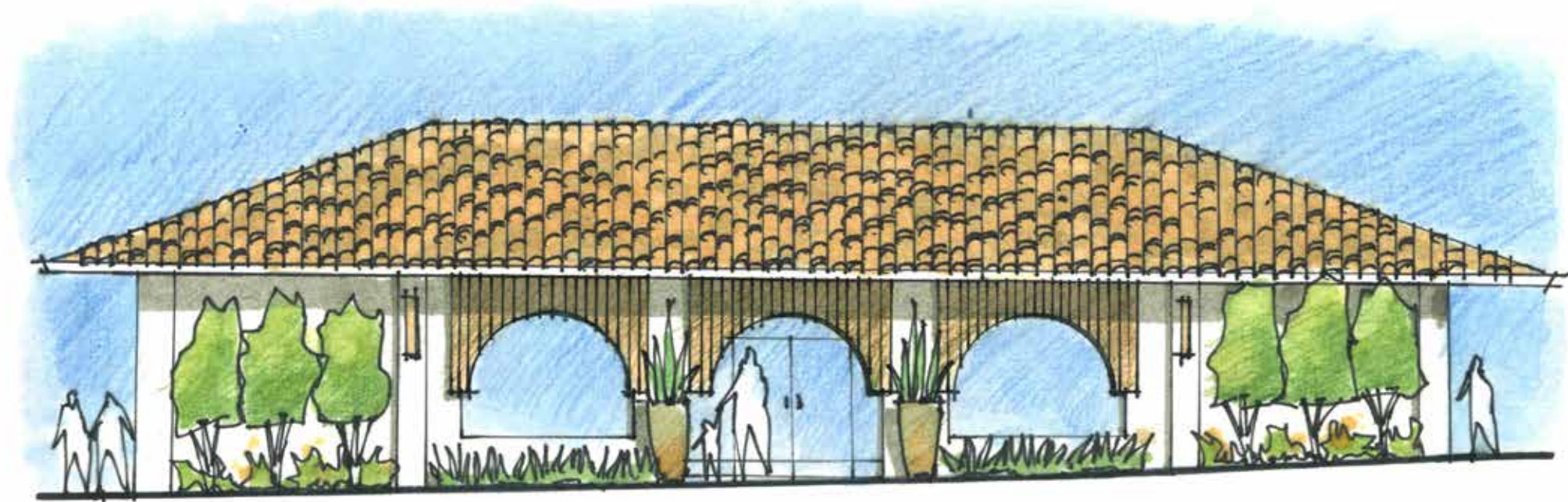
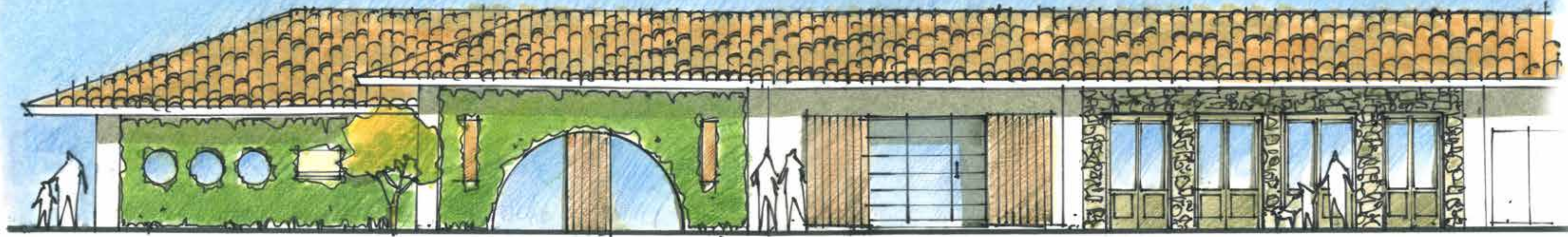


“Any work of architecture which does not express serenity is a mistake.”

- LUIS BARRAGAN









CADENCE ALES

THE SHOW

JON'S PIES

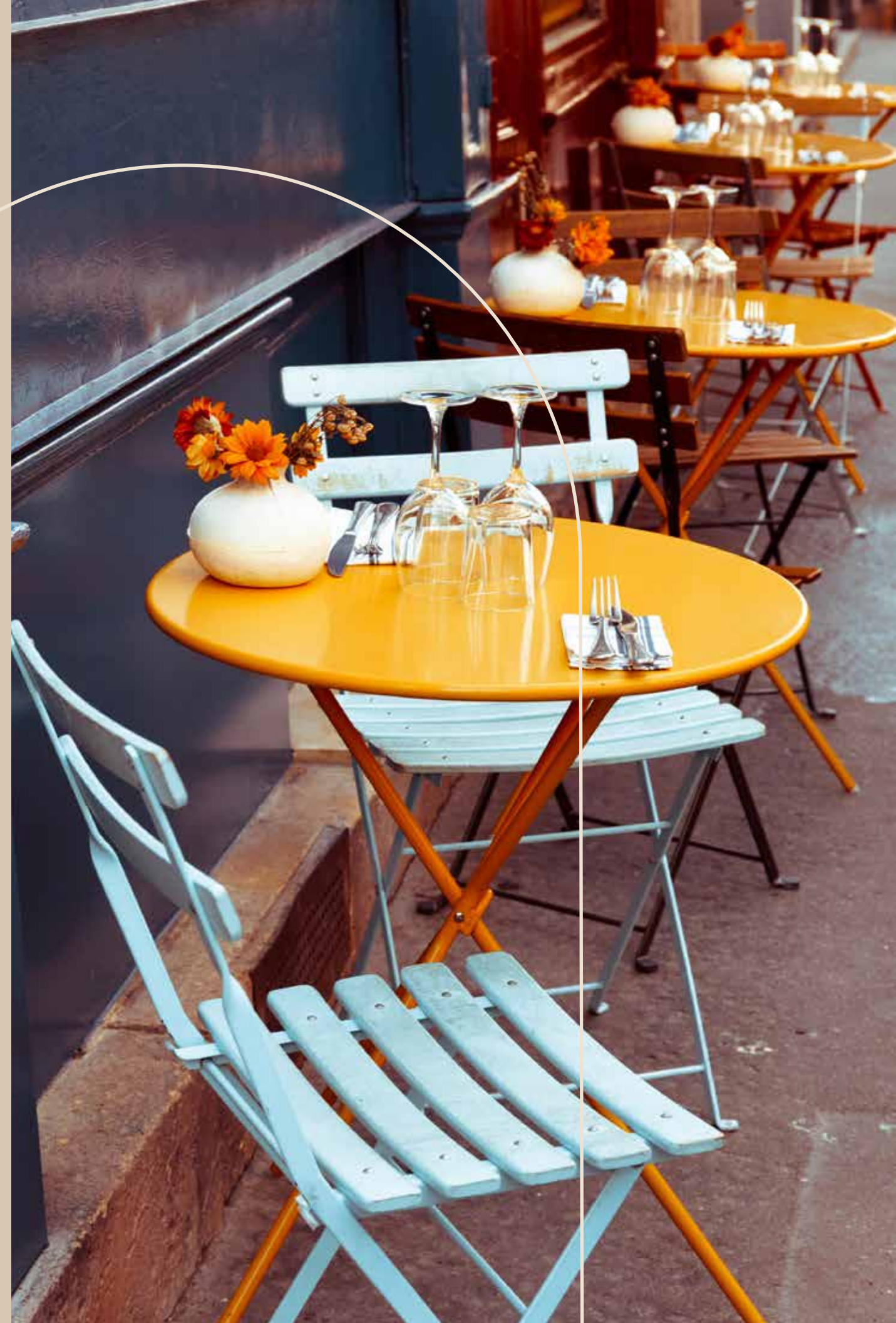
PIZZA



SHOPS

A NEW DOWNTOWN

South Side Social is a collective of artists, makers and merchants working together to build the new downtown for Corona. New takes on classic main street shops intermingle with restaurants and entertainment to showcase the best of Corona.





“The work of today is the history of tomorrow, and we are its makers.”

– JULIETTE GORDON LOW





C O R O N A , C A

106 E 6TH ST A	1041 SF
106 E 6TH ST B	714 SF
114 E 6TH ST	1751 SF
122 E 6TH ST	1752 SF
138 E 6TH ST	LEASED
675 S MAIN ST	3108 SF
683 S MAIN #101	3389 SF
683 S MAIN #103	1539 SF
683 S MAIN #105	LEASED
683 S MAIN #109	1594 SF

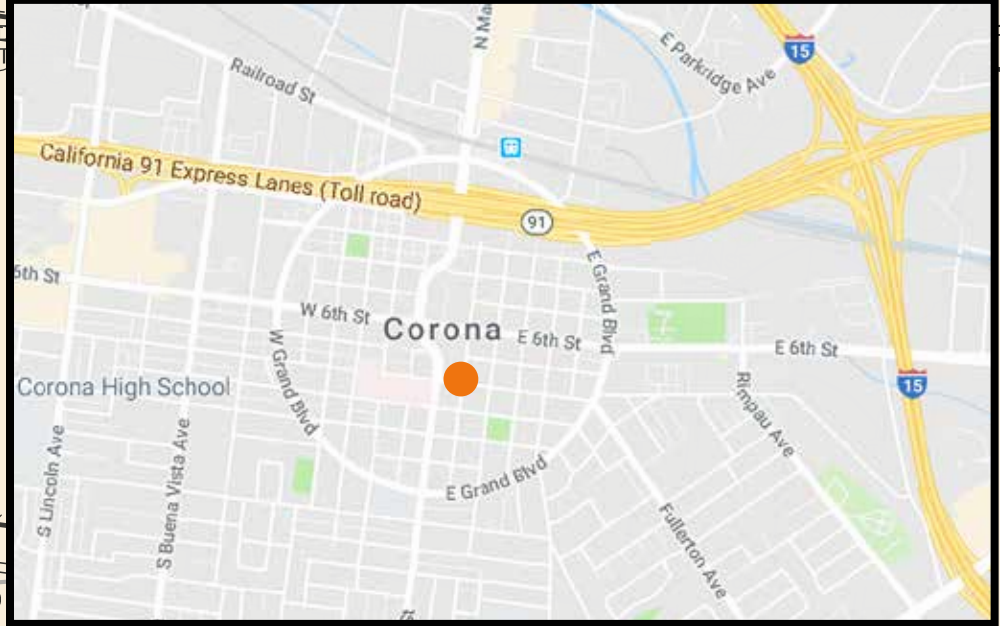
675 S MAIN ST
PARCEL 13
APN: 117-191-021-3

683 S MAIN ST
SUITE 101

683 S MAIN ST
SUITE 103

CIRCLE CITY
TAVERN

683 S MAIN ST
SUITE 109



SHOP SPACE

E SEVENTH (PUBLIC STREET)



THE GARDENS

AN URBAN OASIS

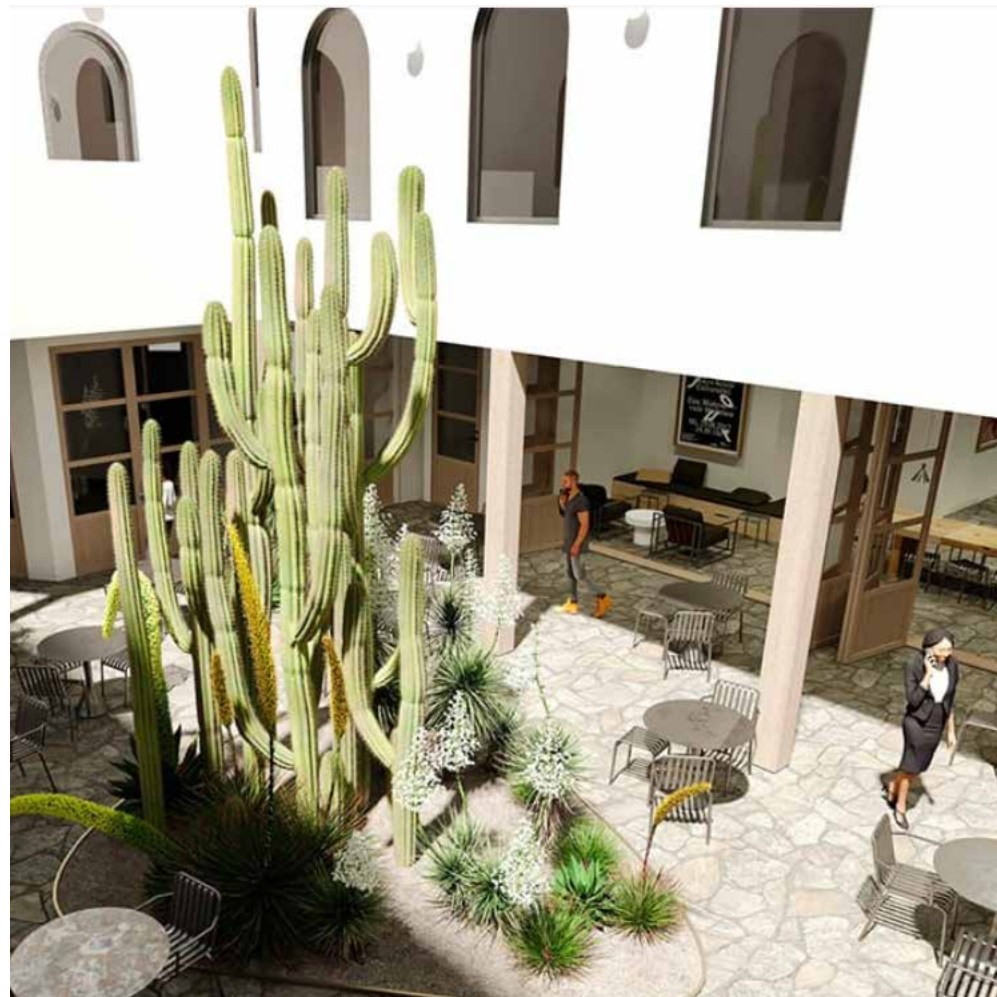
The Main Street buildings of South Side Social open to a garden courtyard that will serve as the gathering space of the project. At the Sixth Street buildings, outdoor diners will sit on patios surrounded by shade trees and shops will spill out into small front yards. Firepits will create a welcoming glow to the gardens in the evenings.

Stepping into South Side Social will be a departure from its urban downtown setting.

“When a man plants a tree,
he plants himself.”

– JOHN MUIR





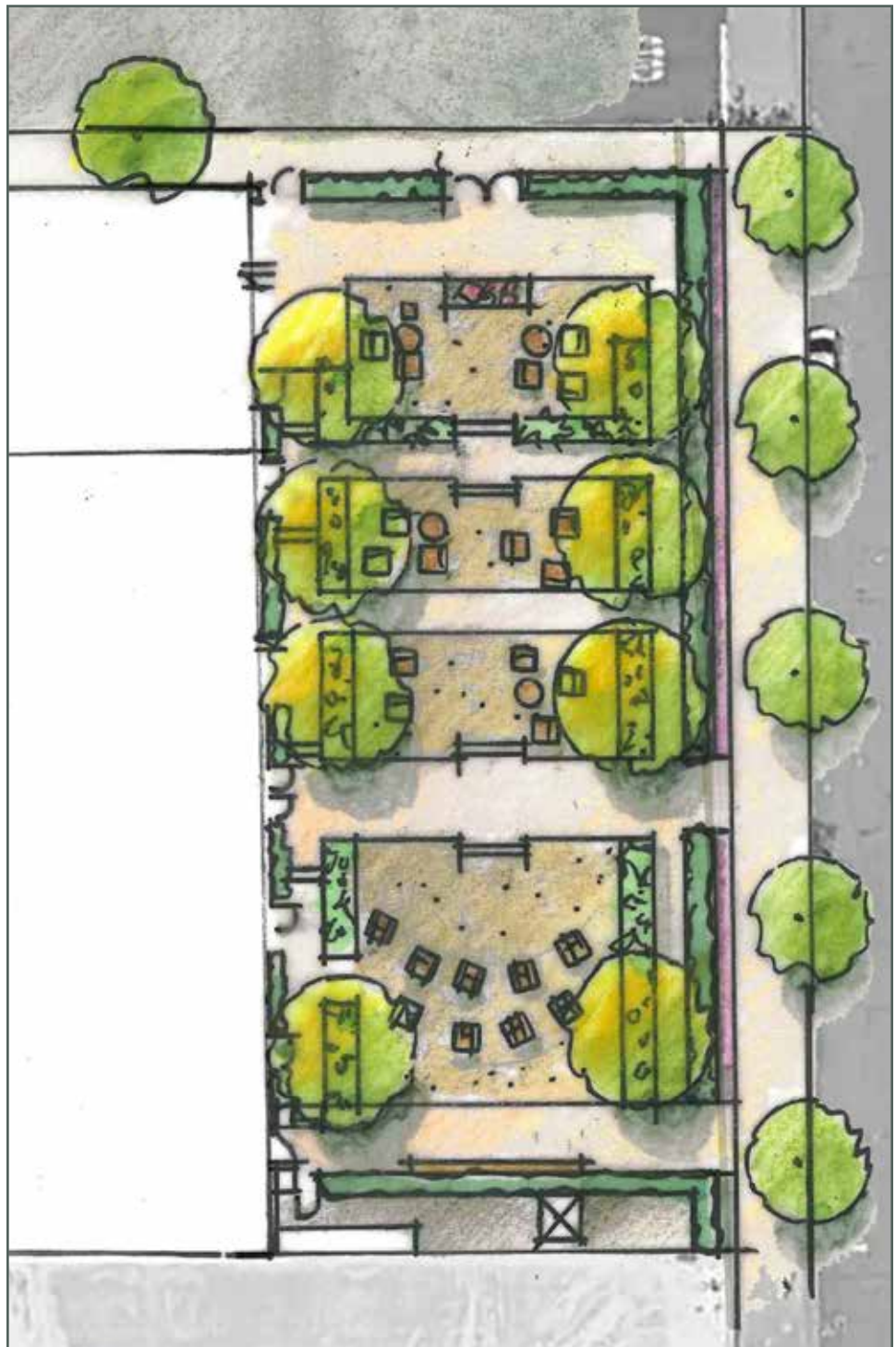
SIXTH STREET

MAIN STREET



The Backyard

The backyard of the project is designed to accommodate an array of programming from garden concerts and outdoor movies. The spaces on Main Street connect directly to the three garden terraces for outdoor dining.



SOCIAL SPACE

A LIVING ROOM FOR THE COMMUNITY

The space is built to invite the neighborhood to enjoy and participate in regularly programmed events, concerts, gatherings, outdoor markets, etc. This ongoing cultural calendar will feature something for all ages and backgrounds.





Ongoing programs will establish South Side Social as a social hub and serve to introduce new people to the project.

These programs are an opportunity to support local artists and enhance the cultural offerings of Corona.

CIRCLE CITY

HISTORY

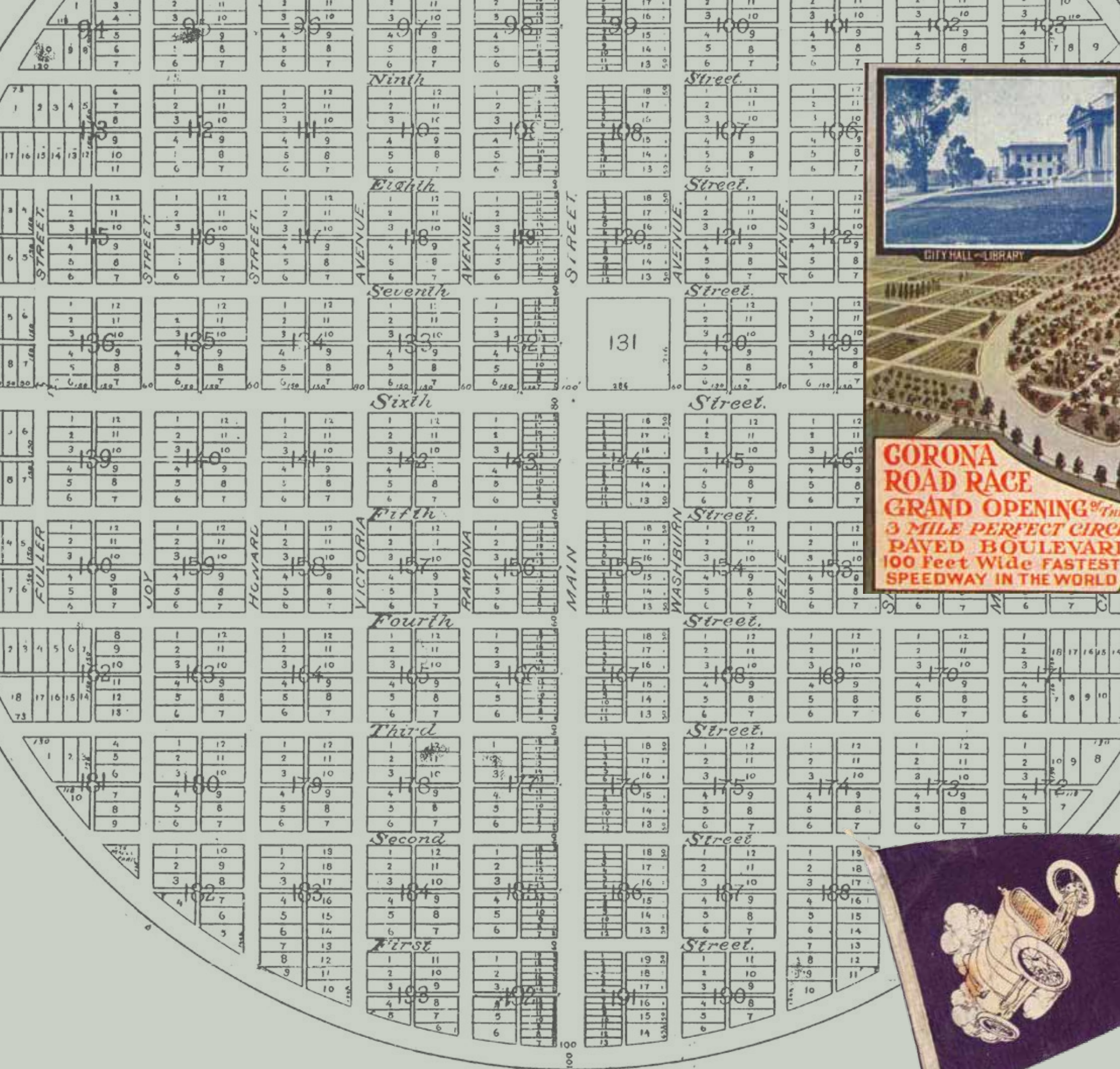
Originally founded in 1886 as "South Riverside", Corona was renamed for its circular Grand Boulevard, where three international automobile races were held in 1913, 1914 and 1916.

Corona was established around the citrus industry and was the Lemon Capital of the World at one time.



THE CIRCLE CITY CORONA, CALIFORNIA





GRAND PRIZE AUTO CLASSIC
CORONA SEPT. 9TH

CITY HALL - LIBRARY **HIGH SCHOOL**

CORONA ROAD RACE
GRAND OPENING OF THE
3 MILE PERFECT CIRCLE
PAVED BOULEVARD
100 Feet Wide FASTEST
SPEEDWAY IN THE WORLD



CORONA
ROAD - RACE
APR. 8 1916



The LAB Group began its journey to combat retail monotony almost 30 years ago. In the midst of Orange County's suburbia and perfectly planted palm trees, they recognized a need for a homey, indoor-outdoor hang out with shops and restaurants geared for the young at heart, and not offered in every mall on every corner. The "LAB" stands for "Little American Business" The goal for LAB projects is to create spaces that support local and independent businesses.



LAB PROJECTS:

- THE LAB
- THE CAMP
- ANAHEIM PACKING HOUSE
- FARMERS PARK
- MAKE BUILDING
- LEISURETOWN
- SOBECA DISTRICT

- CASINO SAN CLEMENTE
- CAMPOUT
- SOL- CORONA
- THE BEAT- LONG BEACH
- MARCOS
- PACKARD BUILDING
- SOLO BUILDING

ANAHEIM PACKING DISTRICT



ANAHEIM PACKING HOUSE

THE LAB



THE CAMP



THE CAMP



CENTER ST.

MAKE BUILDING



SEED PEOPLE'S MARKET AT THE CAMP

ANAHEIM PACKING DISTRICT



CASINO SAN CLEMENTE

lab