

**CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES**

Location: ExplorOcean, 600 East Bay Avenue
Wednesday, August 14, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member Petros called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Committee Members:

Michael Henn – Council Member (Chair)
Tony Petros – Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village Merchant Association Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items. There was no response and Council Member Petros closed Public Comment on Non-Agendized Items.

Council Member Petros welcomed members of the Urban Land Institute Technical Assistance Panel. Phyllis Alzamora introduced members of the Urban Land Institute Technical Assistance Panel.

Council Member and Chair Michael Henn arrived at this juncture.

III. Approval of Minutes (Attachment 1)

Recommended Action: Approve June 12, 2013 Minutes

Interested parties were invited to address the Committee on this item. There was no response and Chair Henn closed public comments for this item.

Committee Member Rodheim moved to approve the minutes of the June 12, 2013 meeting as submitted, and Committee Member Stratton seconded the motion; and the motion carried unanimously.

Chair Henn requested increasing the font size on the minutes.

IV. Project Status and Next Steps

Recommended Action: Review achievements and next steps. No action required.

Associate Planner Fern Nueno presented details of the report noting that the Committee has done a lot of work including establishing initial goals and modifying the schedule. She addressed the Parking Management Program and various related tasks. She presented the modified schedule and addressed the Master Plan Parking Strategies reviewed thus far. She added that data collection has been on-going and addressed the field surveys and programs needing Coastal Commission approval.

Chair Henn noted the survey work was one component of the Master Plan being worked on, which has to do with a completely integrated approach to parking management, pricing, and governance. The plan includes a Parking Benefit District and Residential Permit Parking Program for the residential areas immediately west of the commercial area. It includes a significant change of approach on zoning, including shared parking, suspending the in lieu fee for parking, and suspending the zoning requirements for off-site and site-specific parking.

Committee Member Rodheim noted that parking is the number one issue for the Balboa Village Merchants Association.

Chair Henn added that the intent is to unlock the ability for flexible redevelopment in the area.

Discussion followed regarding the length of stay, and creating a place where people can spend more time. It was noted that some people spend the day on the beach and there is a fishing fleet on the Bay side whose guests need to park and also those using the Catalina Flyer. Consideration should be given to accommodating the different types of users.

Chair Henn reported that the recommendation is to not have limitations on street metered parking.

Ms. Nueno addressed objectives in using demand-based parking. Committee Member Rodheim noted that residents need to be accommodated as well and the peak and off seasons must be addressed.

Ms. Nueno addressed other strategies the Committee hopes to accomplish including boardwalk area maintenance strategies and the Commercial Façade Improvement Program.

Committee Member Rodheim announced that the BID is now the Balboa Village Merchants Association (BVMA). He reported that the goal has not changed but continues to be driving business to the area and enhance the area for residents and visitors, alike. Under the "Special Events Initiative" the desire is to make a "wow" statement for the holidays including placing lights on street poles. He addressed related costs and the possibility of funding by the City, although he noted that the BVMA would pay for the decorations. Mr. Rodheim reported that the City has retained Janice Dinwiddie to put together a program and that as the "wow" factor; the BVMA would like to place an ice-skating rink at the beach. He addressed the cost and stated the BVMA recommends the action for 2014.

Ms. Dinwiddie reported working with a major installation company to help design concept ideas for décor in the area. She distributed copies of the concepts noting it will have a nautical theme.

Mr. Rodheim addressed the Christmas Boat Parade and the desire to keep people in the area beyond the time of the parade.

Chair Henn noted the intent is to make the area a destination spot during the holiday season. In addition to the winter event, another special event is planned during the Newport-Ensenada Yacht Race in the spring.

Mr. Rodheim noted the importance of parking and reported the Committee is asking the City to consider off-site shuttle parking during the Christmas Boat Parade with the BVMA and the City sharing costs. Additionally, he addressed plans for the Newport-Ensenada Yacht Race including a Taste of Balboa, Mariachi Fiesta Theme, and a Chalk Art Festival.

Chair Henn summarized the two major yearly signature events in addition to summer time activities that will create year-round excitement and activities in the area. In addition, Chair Henn reported on major development undertakings including the Balboa Theater and ExplorOcean.

Ms. Nueno addressed next steps, the related schedule for the remainder of 2013 and 2014, and priorities going forward.

Mr. Rodheim reported that one of the challenges encountered is the matter of name identity. The Committee is working with Visit Newport in terms of branding.

Discussion followed regarding the funding status and timeline of the two major redevelopment projects.

Interested parties were invited to address the Committee on this matter.

Howard Hall addressed the issue of naming and felt that the survey was flawed in that the area's historic name (Balboa) was not included as a multiple-choice option and had to be written in.

There being no other wishing to address the Committee, Chair Henn closed public comments for

this item.

V. Discussion with the Urban Land Institute Technical Advisory Panel

Recommended Action: No action required.

Community Development Director Kimberly Brandt introduced the item noting it will provide an opportunity to review plans for an upcoming panel on September 11, 2013, and allow an opportunity for questions and answers. She deferred to Phyllis Alzamora.

Ms. Alzamora reported that between now and September 11, 2013, the Panel will be conducting its due diligence including data gathering and discussions focusing on the subject areas specified by the City. She addressed the workshop planned for September 11, where the Panel will develop recommendations, present the results in the afternoon, and subsequently produce a written final report generated within six to eight weeks.

Council Member Petros commented working with ULI in the past and expressed excitement at the opportunity to work with ULI again. He noted that their work is informed by the input they receive and encouraged colleagues, residents, and business owners to provide comments. He stated that the product won't be a "bricks and sticks" outcome but rather policy matters directing the future of the area. He stressed for stakeholders to take advantage of the opportunity and provide input.

Discussion followed regarding communicating with the Panel and sharing contact information.

Ms. Alzamora reported that ULI is a non-profit think tank for use in planning and real estate development. She noted no special interests and addressed the organization's mission. She reported that members volunteer their time to generate recommendations for consideration and possible implementation.

Staff noted that the scope of work was drafted at a prior meeting but encouraged comments.

Interested parties were invited to address the Committee on this item.

Jim Mosher verified the open part of the meeting planned for September 11, 2013. It was noted that the open portion of the meeting will begin at 4:00 p.m.

Ms. Alzamora indicated that the more public participation at that meeting, the better it will be, stressing the value of community input.

The meeting will be a noticed public meeting and staff will check with the City Attorney's Office to determine the possibility of attendance by Council.

Discussion followed regarding the possibility of sending invitations to all of the area's business owners, publishing the meeting in the local newspapers and obtaining an appropriate venue to

accommodate attendees.

In response to an inquiry by the Panel, Chair Henn reported that this is a district that has a lot of history in the boundaries described and addressed important aspects of the surroundings and revitalization efforts. He added that the permit for Marina Park has been approved, summarized elements of the plan as well as other development projects being undertaken.

Ensuing discussion pertained to the need to be sensitive to and attract nearby residents to the area, the importance of addressing the issue of parking, the makeup of Balboa Village through history, present formation by attrition, adjacency issues over time, City-owned property at the Village, and creation of the Fun Zone. It was noted that the work of ULI will be well-received.

Council Member Petros noted that the area is one of the key assets of the City.

Discussion continued regarding the benefits and traditions of the area and goals for the Balboa Theater and the related Foundation. It was noted that the Balboa Theater business plan is forthcoming. It will be a multi-purpose facility for various types of events and will have no food element at this point.

It was noted that the City passed landmark legislation establishing a fund paid for by development fees, a portion of which will be contributed toward capital campaigns to build cultural attractions within the borders of the City and the installation of public art.

Chair Henn also addressed funding of a Long-Range Master Plan for Arts and Cultural Development in the City and dedicated to arts programming.

Ensuing discussion followed regarding the perspective on lighting in the area.

A member of the public commented on land-use in the Village, but also other activities including beach and use and boating and the need to take those areas and uses into account.

There being no others wishing to address the Committee, Chair Henn closed public comments.

VI. Parking Benefit District & Shared Parking Implementation (Attachment 2)

Recommended Action: Approve Parking Subcommittee Recommendations.

Deputy Community Development Director Brenda Wisneski highlighted a memo produced by Nelson\Nygaard and addressed the Parking Subcommittee and recommendations as stated in the staff report. She addressed boundaries, management techniques, shared parking strategies, meters, demand-based pricing, limiting time limits, and other strategies suggested for implementation. She spoke about the revenue sources in various areas, limitations on the use of funds, neighborhood enhancement zones, and reinvestment of revenues in the area.

Discussion followed regarding the Tidelands area, Corona del Mar, location of the proposed

Balboa Village District, and parking revenue that could be viewed as reinvestment money for Balboa Village.

Chair Henn noted the need for Nelson\Nygaard to update their report.

Ms. Wisneski addressed potential expenditures discussed by the Subcommittee and recommendations in terms of potential expenditures.

Discussion followed regarding funding available and including a maintenance of effort clause.

Council Member Petros commented on transportation parking planning and felt that to be the City's undertaking and should not be specifically called out in the recommendations.

Chair Henn added landscaping, streetscape maintenance, and street cleaning as being tasks for which the City is responsible.

It was noted that appropriate signage should be included as well.

Chair Henn pointed out items missing including the Façade Improvement Program, Special Event Support costs, enhancement of public enjoyment, and access to the peninsula. He added enhancement for area visitation under Enhancement Criteria.

Ms. Wisneski addressed parking funds and management of same by the City.

Council Member Petros commented on the role of the Subcommittee and suggested consideration of oversight of fund balances, prioritizing current projects, recommending new projects, review the parking utilization studies, and review of the parking rate structure.

Discussion followed regarding merchant allocation of free parking and future exploration of the item, subsidies, and an exploration of methods to facilitate resident parking and visitation to the area. Ensuing discussion pertained to parking requirements and availability in the summer versus the winter.

Chair Henn addressed a revenue potential of \$350K per year for the Village. He felt that Tidelands parking money could be used for way-finding signs for the area and enhancement of public access (i.e., shuttle service or lighting). He suggested including a recommendation to explore use of Tidelands-restricted parking money for uses complimentary to the purposes of the Master Plan.

Discussion followed regarding the long-term possibility of a parking structure, Tidelands revenues versus expenses, the proposed meter rates and requiring that they be analyzed on an on-going basis, balancing supply and demand, and including an evaluation process within the plan.

Interested parties were invited to address the Committee.

Bill Dildine addressed the boundaries of the Parking District and commented on the concept of shared parking and suggested noticing affected property owners.

Ms. Brandt reported it is a voluntary program.

Grace Dove commented on the need to use Tidelands revenues towards the Tidelands.

Chair Henn reported that staff will explore the limits of using Tidelands revenues.

Howard Hall felt that access to the peninsula should be a consideration and commented on problems with signals and synchronization during peak times.

Chair Henn commented on efforts by the City to address the matter, related results, and continuing improvement efforts.

Council Member Petros commented on the 55-Freeway Access Study and impacts of the project on traffic in the City and the Peninsula.

Bill Dildine commented positively on the City's Junior Life Guard Program.

There being no others wishing to address the Committee, Chair Henn closed public comments.

VII. Public Comment

Interested parties were invited to address the Committee. There was no response and Chair Henn closed Public Comment.

VIII. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:49 p.m.

Next Meeting Date: Wednesday, September 11, 2013 4:00 p.m. to 5:30 p.m.