

TECHNICAL ASSISTANCE PANEL



Urban Land
Institute

Orange County/Inland Empire

City of Newport Beach
September 11, 2013



ABOUT THE URBAN LAND INSTITUTE

Founded in 1936, as a non-profit research and education organization (not a lobbying group).

Over 30,000 worldwide - public and private sector professionals in all aspects of land use planning and real estate development.

ULI Orange County/Inland Empire is one of the 10 largest District Councils in the world with 900 members.

Mission: To provide leadership in the responsible use of land in creating and sustaining thriving communities worldwide.



TECHNICAL ASSISTANCE PANELS (TAP)

Advisory services since 1947.

TAPs at the local level (vs. a national panel) with members volunteering their time and giving back to the community.

Annual YLG Pro Bono TAP conducted for charitable organization.

Provide public sector with a tool to solve complex real estate and land use issues in a uniquely objective, transparent way.

Professionals with expertise in real estate, planning, financial, design, marketing, and development provide unbiased findings and recommendations



GUIDING PRINCIPLES

The final outcome of every ULI TAP is objectivity, transparency and replicability.



PARTICIPANTS

Panelists:

Chris Bennett, *Director,
Development, LAB Holding*

Simon Hibbert, *Senior Designer,
JZMK Partners*

Jeff Mayer, *Director,
International Planning,
Bassenian/Lagoni*

Michael Ruane, *Chairman, ULI
Orange County/Inland Empire*

Shaheen Sadeghi, *CEO, LAB Holding*

Matt Shannon, *Managing Director,
Urbanus LLC*

John Shumway, *Principal, The
Concord Group*

ULI Staff and Support:

Phyllis Alzamora, *Executive Director,
ULI OC/IE*

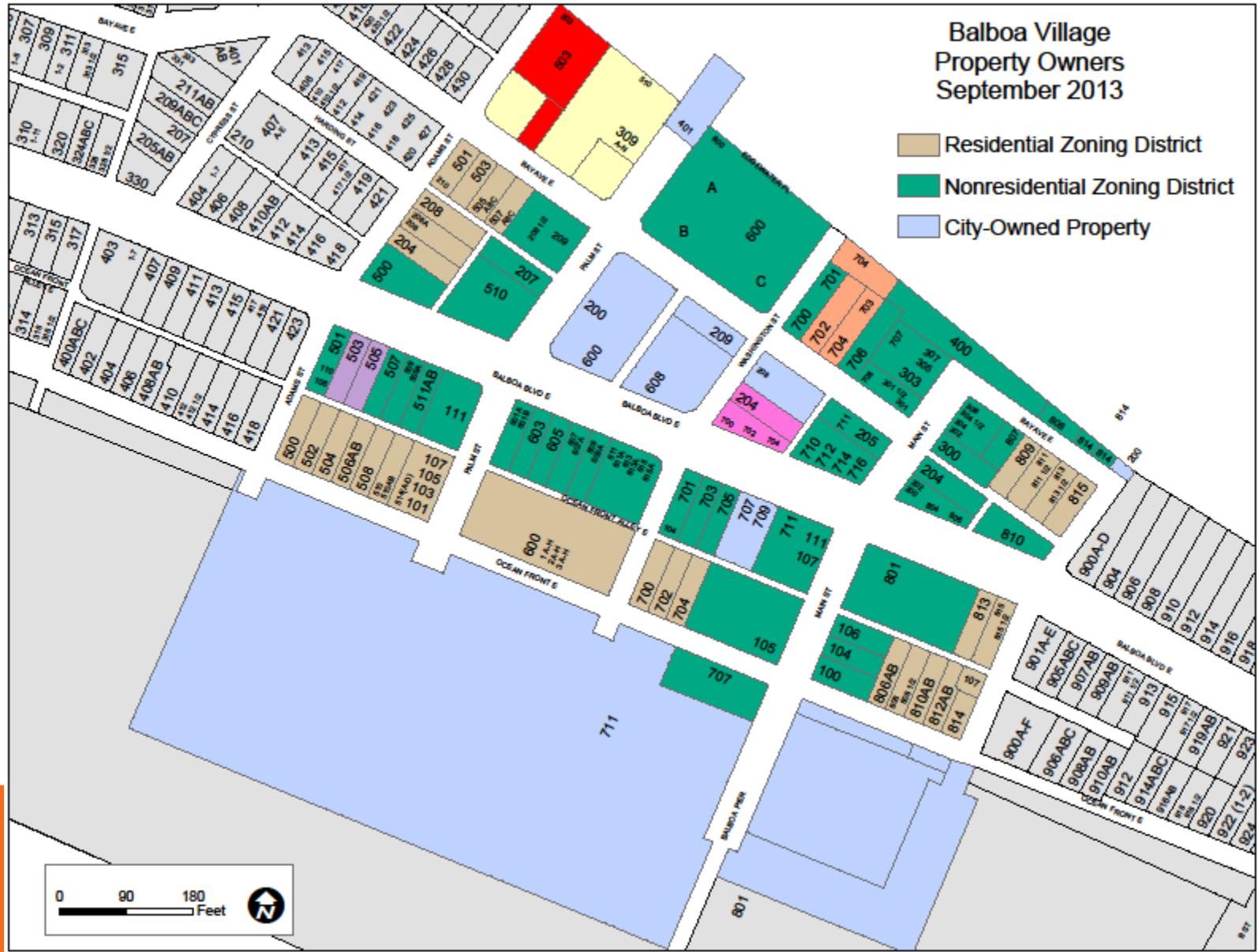
Jane DeLorenzo, *Report Writer*

TAP BACKGROUND

- ULI met with Bob Voit, Voit Real Estate Services and Councilman Mike Henn to discuss viability of doing a TAP in Balboa Village.
 - City, BVAC, and ULI defined the Scope of Work for 29-acre site.
 - Panelists toured site, conducted due diligence and interviewed stakeholders.
 - Key findings and recommendations outlined in this presentation with a written report to be completed by November 6, 2013.
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Balboa Village Property Owners September 2013

- Residential Zoning District
- Nonresidential Zoning District
- City-Owned Property



TAP QUESTIONS – PUBLIC REALM

1. What is the importance of existing Balboa Village Public Realm Corridors, Entry Areas, and Focal Points for vehicles, boats, bicyclists and pedestrians?
 2. Of the existing Balboa Village public realm corridors, entry areas, and focal points for vehicles, boats, bicyclists and pedestrians, what specific improvements need to be made to these key areas?
 3. What areas within the public realm are well-suited for special events and activities?
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TAP QUESTIONS - DESIGN

1. How should the current street, boardwalk, and sidewalk improvements be updated and enhanced to create a stronger identity and connectivity in the public realm corridors, entry areas and focal points?
 2. Should there be one or two defined architectural theme(s)/style(s) for Balboa Village?
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OPPORTUNITIES & CONSTRAINTS

Opportunities

- Strongest sense of place on the Peninsula
- Strong culture in Balboa Village
- Authentic “patina” of the character and personality in and around Balboa Village (mature area, charming, eclectic)
- Many elements to create “an experience “ are already here

Constraints

- Unpleasant experience driving to Balboa Village
- Rents for tenants that City & residents would like to have
- Different viewpoints/needs from various stakeholders (city, residents, tenants, visitors)
- Framework here, but it’s in decline and only functioning for one group , i.e. visitors

Vision

- World class site – deserves a better arrival experience along the peninsula (it's much more than 29 acres).
 - Focus on the Village character and improve experience for the local community.
 - Develop a core – Central Park/Plaza to create a heart for the Village.
 - Connect all of the elements for pedestrians (ocean, bay, central plaza).
 - Improve restaurants, products, and services.
 - Create a balance of the four Cs: Community, Culture, Commerce and Consciousness.
 - Need all stakeholders (tenants, owners, residents, and city) working together.
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PUBLIC REALM

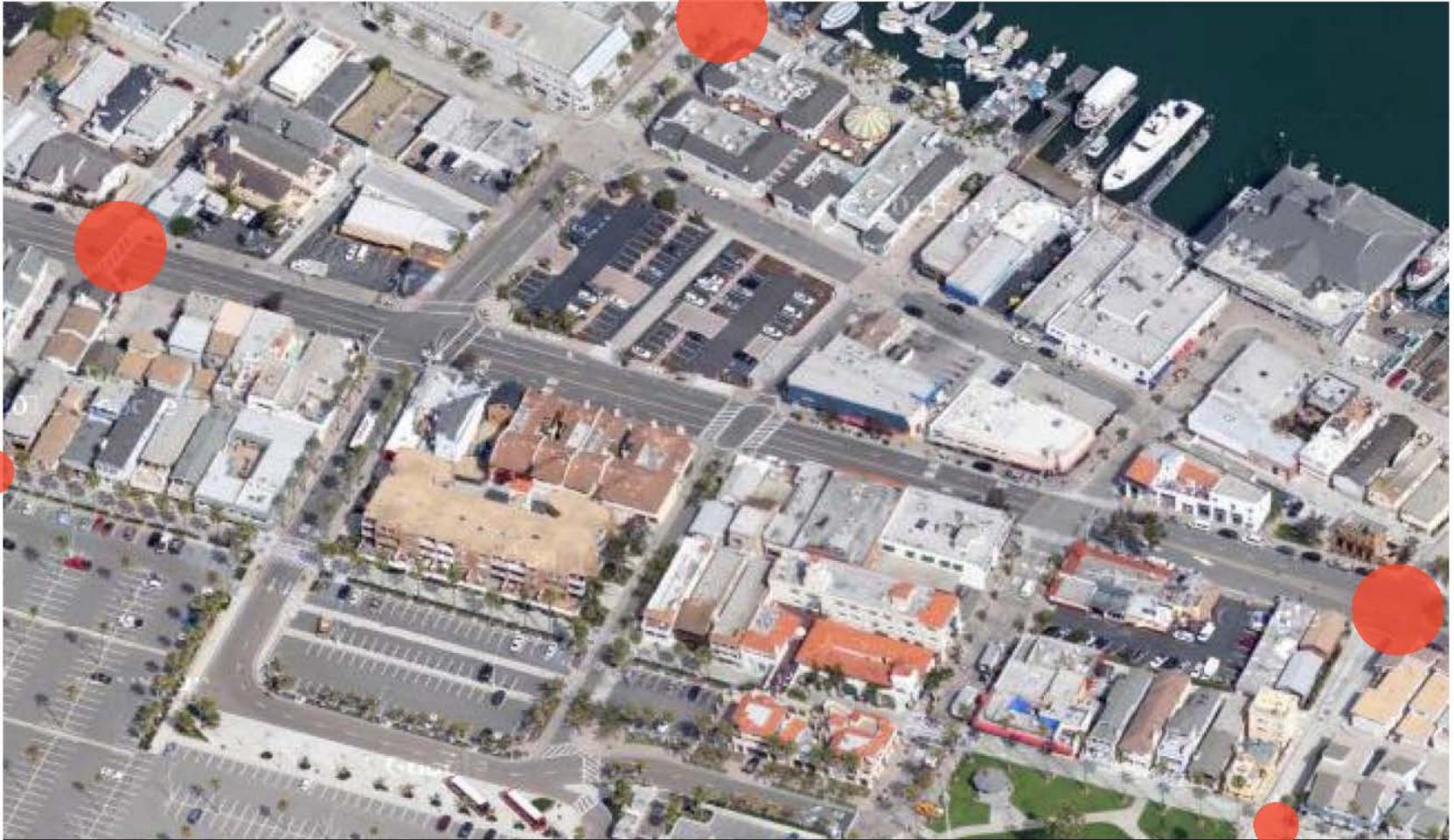


ARRIVAL INTO THE VILLAGE – ENTRY AREAS

Balboa Village Entry Areas: Ferry, Balboa Blvd. & Adams St., Boardwalk & Adams St., Balboa Blvd. at A St. and Boardwalk at A St.

- Balboa Blvd and Ferry are the most important entries
- Propose entry gateways
 - At Adams St. and A St. along Balboa Blvd. and Boardwalk
 - Palm at the Ferry
- Create a sense of arrival from Ferry
 - Revitalization along Palm St. that extends to Ocean
 - Govern façade improvements to buildings adjacent to Ferry landing with new urban design guidelines, i.e. form-based code





ENTRY AREAS (CONTINUED)

- Make arrival/transportation to the Village a fun experience (look at the Ferry!)
 - Wheel-based trolley that looks like rail or preferably an actual rail line, water taxis, bike-sharing stations up and down peninsula
 - Suggestion: Might be better investment for City to subsidize transportation than build a parking structure.



PUBLIC REALM CORRIDORS

Existing Balboa Village Public Realm Corridors: Main St., bayside boardwalk, beach boardwalk, Balboa Blvd., Palm St., Bay Ave., Washington St.

- Recommendations for public realm corridors
 - Focus on bringing in better quality restaurants and services for locals
 - Activate streets that act like alleys – Bay Avenue
 - Buildings should front Palm St.
 - Ocean parking lot
 - Add dining experiences “on the sand”
 - Add two-and-three-sided buildings in certain areas



FOCAL POINTS

Existing Balboa Village Focal Points: Pavilion, Ferry sign, Ferris Wheel, Balboa Park, Ruby's, Balboa Inn, beach, bayside

- These focal points present major opportunities for improvements.
- Need to ask “How important are the focal points?”
 - Wayfinding
 - Landmark
 - Orientation
 - Architectural cues
 - Branding



FOCAL POINTS (CONT.) MAJOR CONSIDERATIONS/IMPACT

- The Pavilion is a most recognizable icon and should be celebrated.
- Balboa Blvd.
 - Create focal points at key intersections
 - Main St. and Balboa Blvd.
 - Palm St. and Balboa Blvd.
- Palm St. terminating at the Ocean Parking Lot.
- ExplorOcean creates a new focal point
 - Look at how it impacts the Village and interacts with other focal points.
- Balboa Theatre
 - Delivery and operation is key to its success.

SPECIFIC IMPROVEMENTS TO KEY AREAS

- “MOST BANG FOR THE BUCK”
 - Create sidewalk and outdoor cafés.
 - Façade improvements that enhance pedestrian experience.
 - Create a “storefront fund” (Ex: Portland, OR)
 - Orient buildings along Palm St. to face street
 - Gateway and wayfinding signage keeping heritage of current vintage signs
 - Landscaping
 - Soften where vertical building edge meets the horizontal sidewalk edge
 - Add more seating
 - Create tree canopy over sidewalks
 - Create parklettes
 - Night-lighting
 - Improve/upgrade
 - Add string lighting across streets
 - Close Bay Avenue to vehicular traffic.

YEAR-ROUND ACTIVITIES

Areas within the public realm that are well-suited for special events and activities: Balboa Park, Boardwalks, beach, streets, alleys, and sidewalks

- Types of events and activities for Balboa Village that attract residents and visitors to the area on a year-round basis:
 - Farmers Market
 - Craft shows
 - Art shows
 - Vintage car/boat shows
 - Expanded Holiday Boat Parade venue
 - Craft Beer Fest
 - Seasonal Music Festivals
 - Taste of Balboa
 - Food trucks



DESIGN

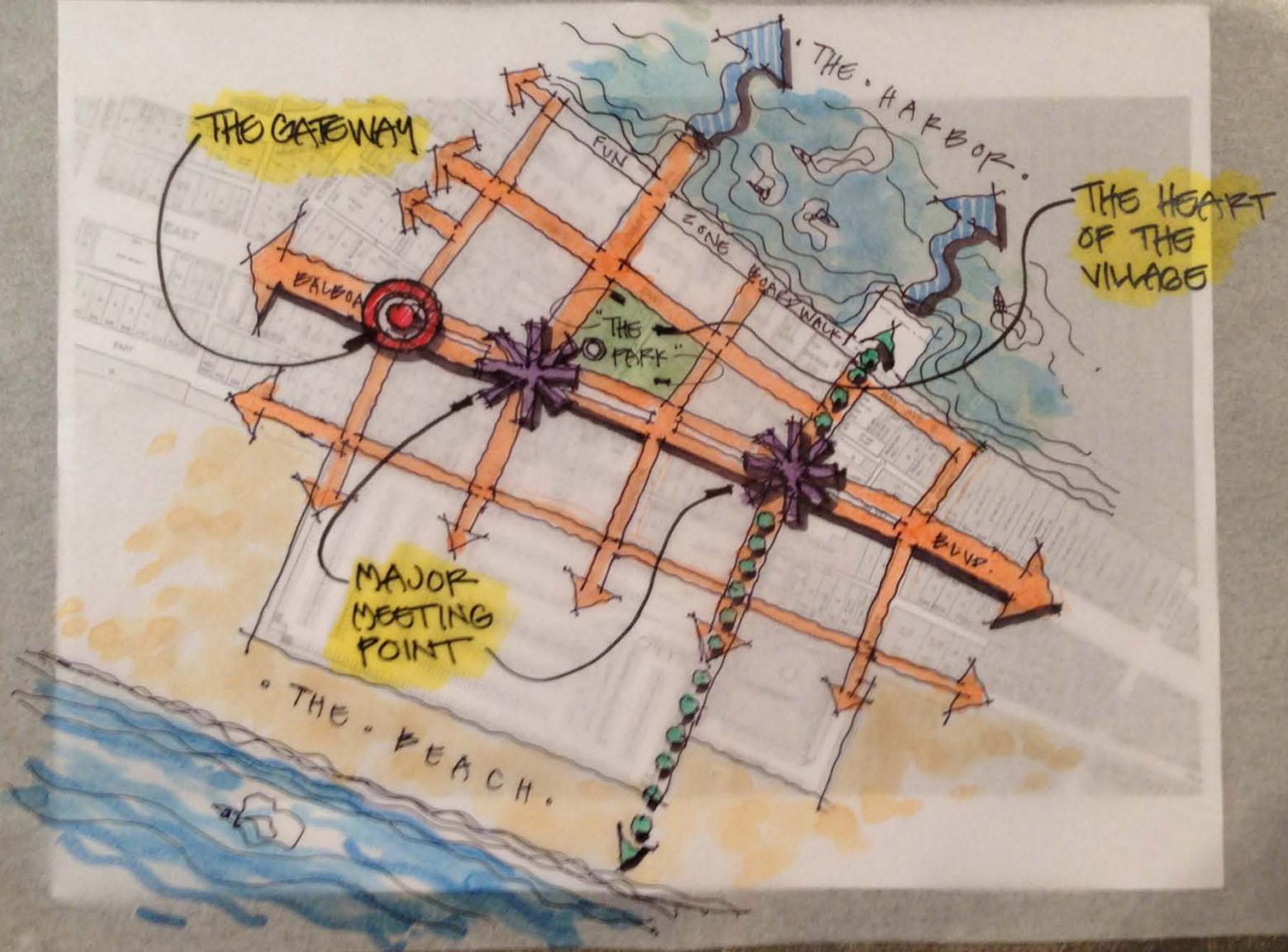


CONNECTIVITY IN THE VILLAGE

Recommendations to create a stronger identity and connectivity in the Village:

- Not pedestrian-friendly with narrow sidewalks, no street canopy and one-sided development on Balboa Blvd.
 - Restripe Balboa Blvd. to widen sidewalks, add another parallel parking lane and create a median (imagine the median with canopy trees!)
 - Introduce a Plaza into the heart of the Village.
 - Strengthen connection between the ocean and the bay by creating more areas for congregation in the form of a Village core (Ex: Central Plaza) widening sidewalks, making façade improvements
 - Create continuity with landscape, hardscape, street furniture, lighting, signage
- Move to implement Parking Management Plan.
- We support “Park Once” concept.





ARCHITECTURAL THEMES/STYLES

- Improvements to business façades on private property
 - Façade improvements will enhance aesthetics, but will not solve the Village infrastructure challenges.
 - Orient buildings adjacent to Palm St. toward Palm St.
 - Restore original character of Balboa Theatre and other historic buildings
 - Signage criteria for restaurants and retail



ARCHITECTURAL THEMES/STYLES (CONT.)

- Open opportunities to creative space, i.e. furniture making, galleries, sculpture, work/live
- Create Boardwalk dining opportunities
- ExplorOcean - key element, may be a catalyst, but not the sole solution. It will be a great educational and cultural exhibit, but the scale of the main building and parking structure is a concern.

PRIORITIZING IMPROVEMENTS/GUIDELINES

- How should the “blocks” be prioritized for the future City-sponsored façade incentive program and/or targeted tenant attraction program?
 - Central Park/Plaza
 - Balboa Blvd.
 - Palm St.
 - Bay St.
 - Main St.
 - Alleys
 - Incorporate new form-based code/design guidelines to guide the quality of the Village urban character and improve pedestrian experience.
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**THANK YOU FOR
YOUR TIME**

**Questions or
Comments?**

