

ULI Technical Assistance Panel Recommendations

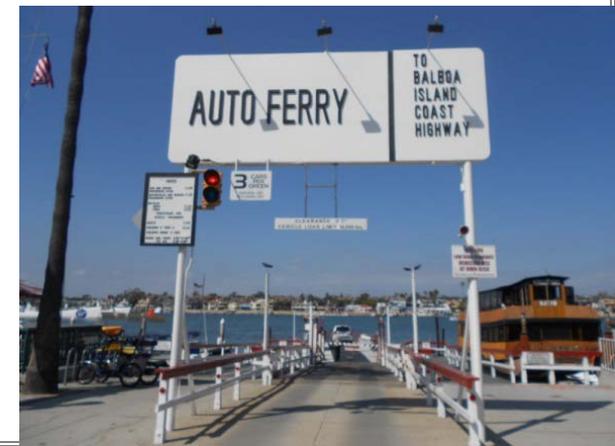


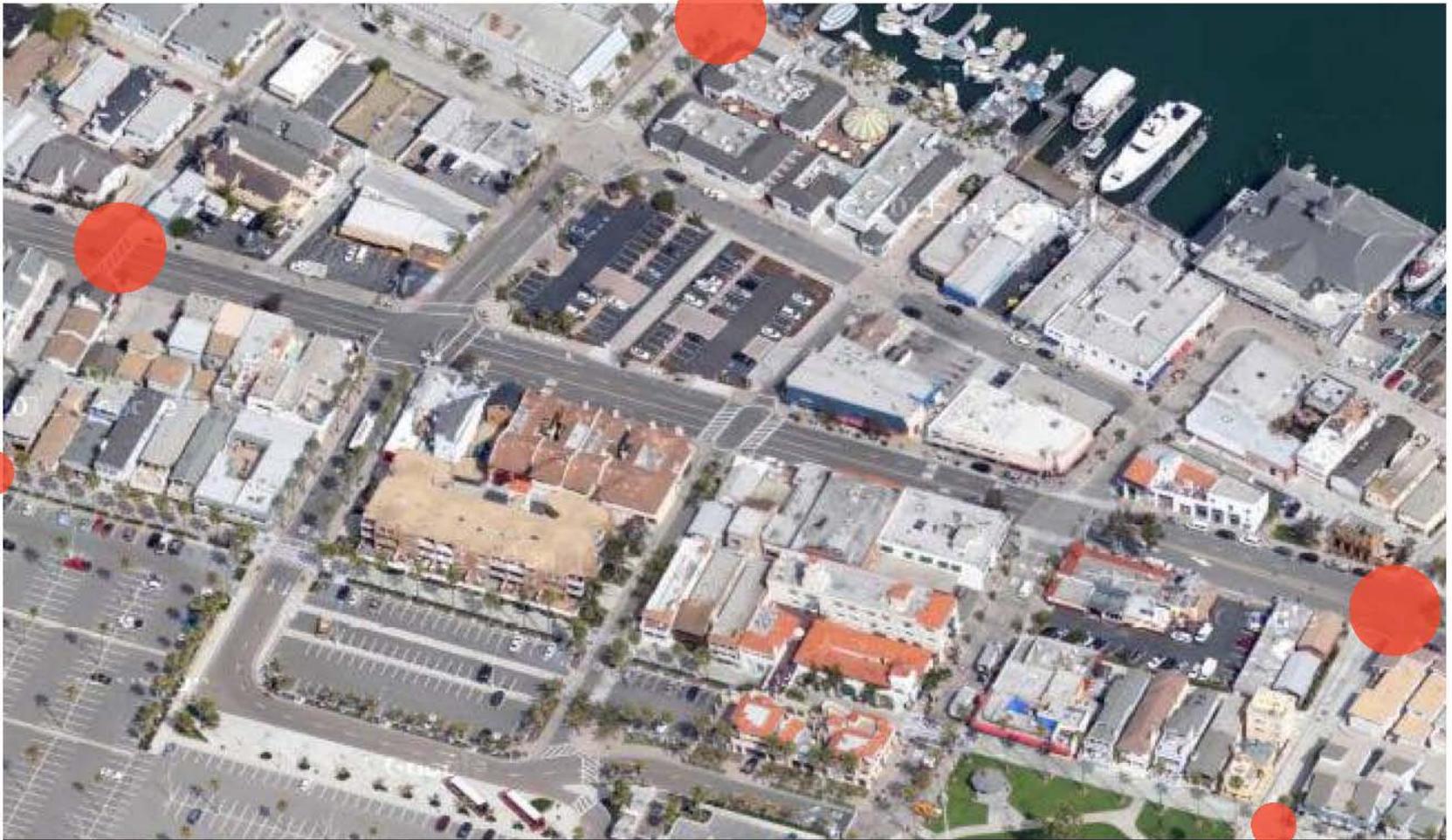
Balboa Village Advisory Committee
November 13, 2013

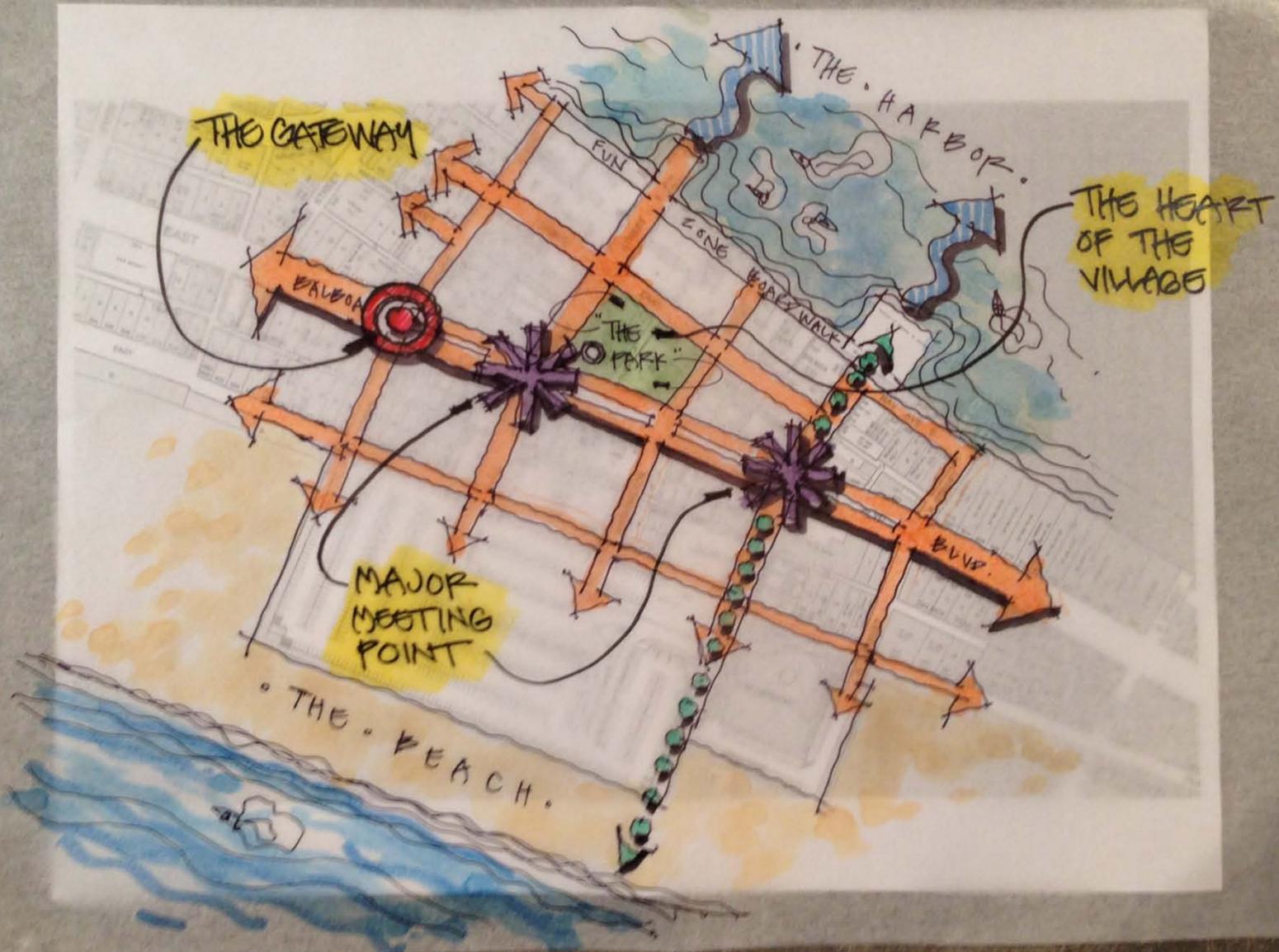


ARRIVAL INTO THE VILLAGE – ENTRY AREAS

- **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
 - Façade improvements to buildings adjacent to Ferry with new urban design guidelines, i.e. form-based code







PUBLIC REALM CORRIDORS

- **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

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

Special Events Areas: 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



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



Prioritizing

- 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.

Recommendations



- Gateway Signage
- Design Guidelines (including signs) – authentic personality
- Alternative Transportation
 - Trolley
 - Water taxi
 - Bike Sharing
- Central Park or Plaza @ Palm Lot
- Street Improvements – connectivity, landscaping, lighting
- Special Events – street closures

Things Underway

- Park Once Concept
- Façade Improvement Program
- Balboa Theater
- Merchants Association/Special Events

