



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE AGENDA

ExplorOcean
600 East Bay Avenue
Wednesday, January 8, 2014 - 4:00 p.m. to 5:30 p.m.

Committee Members:

Michael Henn – Council Member (Chair)
Tony Petros – Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village Merchant Association Member
Grace Dove – 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

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- I. **Call Meeting to Order**
 - II. **Public Comment on Non-Agendized Items** (comments limited to 3 minutes)
 - III. **Approval of Minutes** (Attachment 1)
Recommended Action: Approve December 11, 2013 Minutes.
 - IV. **Finalize Parking Implementation Plan** (Attachment 2)
Recommended Action: Review Parking Strategies and Recommend City Council Approval
 - V. **Review 2014 Work Program** (Attachment 3)
Recommended Action: Finalize 2014 Work Program
 - VI. **Public Comment**
 - VII. **Adjournment** *Next Meeting Date: Wednesday, February 12, 2014, 4:00 p.m. to 5:30 p.m.*

Please refer to the City Website, <http://www.newportbeachca.gov/index.aspx?page=2196>, for additional information regarding the Balboa Village Advisory Committee.

AN AGENDA FOR THIS MEETING HAS BEEN POSTED AT LEAST 72 HOURS IN ADVANCE OF THE MEETING AND THE PUBLIC IS ALLOWED TO COMMENT ON AGENDA ITEMS.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

ATTACHMENT 1

December 11, 2013 Meeting Minutes

**CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Regular Meeting
Location: ExplorOcean, 600 East Bay Avenue
Wednesday, December 11, 2013 - 4:00 p.m. to 5:30 p.m.**

I. Call Meeting to Order

Chair Henn called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Balboa Village Advisory Committee Members:

Michael Henn – Council Member (Chair)
Ralph Rodheim – Balboa Village Merchant Association
Grace Dove – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – Member-At-Large Representative

Tony Petros – absent
Gloria Oaks – absent

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items

Interested parties were invited to address the Committee on Non-Agendized Items.

Howard Hall noted that he is feeling disheartened because even with concurrence from the consultant regarding the residential parking permit program (RP3) boundary and regular attendance at the meetings, his opinion does not have an effect on the Committee's recommendation. However, when someone else came in for just two meetings and expressed an anti-RV sentiment, that idea was removed from the Committee's recommendations. He feels discouraged and thinks that his opinions on the boundary are not taken into consideration by the Committee.

Chair Henn responded that the Committee members have heard Mr. Hall's comments and while it is not currently an appropriate time to address this issue, they will soon be making specific actions for Council regarding boundary changes.

Jim Mosher noted that this Committee was the innovator of recordings being made available on the City website; however, a few weeks ago the links with the recordings all disappeared and are no longer accessible. Additionally, the Committee has now met thirteen times and while the agendas and documents are posted, they are poorly organized on the website and are difficult to locate. He noted that it is hard to follow what the Committee is working on and public engagement could be improved if the website is re-organized.

Kimberly Brandt, Community Development Director, responded that staff is able to pull the documents and will organize the website better.

Jim Mosher added that he could not find a record of the Merchant Association on the Secretary of State's website

Committee Member Rodheim answered that Scott Palmer is the administrator and he will email to find out the status.

There being no others wishing to address the Committee, Chair Henn closed the Public Comment on Non-Agended Items portion of the meeting.

III. Approval of Minutes

Recommended Action: Approve November 13, 2013 Minutes

Committee Member Stratton arrived to the meeting at 4:11 p.m.

Committee Member Pollack moved to approve the minutes of the November 13, 2013 meeting as presented, and Committee Member Rodheim seconded the motion; the motion carried unanimously.

IV. Non-Residential Parking Requirements

Recommended Action: Confirm Modified Parking Requirements

Chair Henn introduced the item, asking for clarification regarding the schedule and timeline, as previously agreed upon and discussed.

Brenda Wisneski, Deputy Community Development Director, answered, noting that all the parking programs and projects that were reviewed by the Committee thus far will be presented as a package in January to better see how they all work together. Among the topics that will be reviewed include residential parking, the creation of the parking district, demand-based pricing, and parking requirements.

Chair Henn reviewed the list of items and asked how each item would be incorporated.

Brenda Wisneski replied that current requirements, existing parking situations, and any potential

changes to provide flexibility in parking would be discussed.

Chair Henn noted that the January agenda would allow time for a quick recap and discussion of the work program.

Brenda Wisneski presented on the non-residential parking requirements, noting that the Parking Management Plan, as adopted by the Council, recommends the reduction of parking requirements in the short term and the establishment of a multi-modal fee to fund parking improvements and alternative transportation in the area. Ms. Wisneski continued presenting the existing regulations, possible parking waivers through discretionary review, and the results of the survey work. She discussed the occupancy rate maps and the tables that she compiled that demonstrate which locations exceed the target rates and which are at or below the target rates. She noted that even if the parking standards were made more flexible, that would not result in drastic changes due to the size of the parcels and development standards such as floor area and height limitations.

Chair Henn asked how ExplorOcean is treated in the analysis of the proposed parking standards.

Kimberly Brandt explained that the parking analysis was done based on the existing square footage within Balboa Village, including the existing ExplorOcean facility. The analysis does not include the General Plan Amendment and future project for ExplorOcean, which is a unique situation.

Brenda Wisneski explained that the following options are available for parking requirements:

1. Eliminate Parking Requirements for:
 - a) New development, additions, and change of use, or
 - b) Additions and change of use, or
 - c) Change of use
2. Allow reconstruction and maintain existing parking conditions
3. Modify parking requirements for retail and restaurant
4. Increase shared parking opportunities
5. Monitor increased demand and parking conditions

Ms. Wisneski noted that the General Plan and Zoning Code allow for nonconforming buildings within Balboa Village to be redeveloped at the same intensity, height, and parking, but do not have a similar provision for conforming buildings.

Discussion carried regarding the options of which way to vote, between options *a*, *b*, and *c*, and numbers one through five, as explained by Ms. Wisneski.

Ms. Brandt discussed the three or more year monitoring and analysis, and how there could be a more frequent annual reporting period.

It was noted by Ms. Wisneski that Brian Canepa continues to recommend the elimination of parking requirements in conjunction with the impact fee, while she encourages eliminating parking requirements for change of use only, which would be option 1-c, as well as options 2, 3, 4, and 5.

Chair Henn clarified that any parking program would be reviewed 3-5 years after implementation, also noting that the least restrictive would be option *a*, which is also most appealing to a developer.

Brenda Wisneski discussed additional square footage requirements, as they would apply to restaurants or small businesses.

Committee Member Rodheim asked how a small restaurant would grow, as the use would not be changed but simply improved, while complying with a parking requirement.

Kimberly Brandt explained that if they are not adding floor area, there would no parking requirement. If the City wishes to encourage additions, then option *b* should be adopted.

Chair Henn noted current design guidelines and parking restriction options, explaining that as they go down the ladder, they become more restrictive.

Mr. Rodheim expressed concern over small developments being discouraged from growth, while he would like development to be encouraged.

Discussion carried regarding the ladder of restrictions, noting that to provide equitable outcomes, option *a* would most fairly allow for that.

Committee Member Dove discussed resulting changes in character that the Committee may want to be maintained, if the incentive is for buildings to be torn down.

Chair Henn noted that architectural design guidelines need to be amended to maintain the historic feel.

Ms. Dove noted that there are many preservation programs available that can be used as incentives.

Brenda Wisneski explained the Façade Improvement Program and the need to possibly discuss sign guidelines and design guidelines.

Committee Member Pollack noted that he is more in favor of *a* over *c*, as people would have incentives to try new things out with better results over a decade of growth and review.

Mr. Rodheim spoke out in favor of 1-*a*, 4, and 5, and Chair Henn agreed, explaining that over a span of time, it will do more for new businesses and growth.

Chair Henn stated that design guidelines could be implemented without the creation of a historic district.

Ms. Dove discussed intensification and how residents would be impacted. The Newport Beach Hotel was discussed for the very successful work they have done.

Mr. Stratton noted that several very successful entertainment, recreation, and cultural establishments would be impacted by the elimination of parking requirements. Their parking would be maxed out and would have a huge, adverse affect on the establishment.

Mr. Rodheim encouraged practical parking solutions including an off-site shuttle.

Ms. Dove noted that off-site shuttle systems have, historically, crashed and burned through bankruptcy.

Mr. Stratton encouraged members to face reality that there is not enough parking, despite the report's findings.

Chair Henn noted that the requirements are inclusive of employees.

Ms. Dove replied that healthy restaurants have too many employees that are not reflected in the parking requirements or the study so far, as well as people who visit the beach.

Mr. Stratton noted that residents in the Village use blue pole parking, and that additional parking needs to be built.

Chair Henn replied that developers would not elect to have no parking on site.

Mr. Rodheim answered that the City does not have to approve that, either.

Mr. Stratton discussed the Bubbles establishment and the in-lieu fee.

Ms. Brandt commented on the multi-modal fee and the uniqueness of the Bubbles situation. It is also important to remember that these standards that are being discussed are for commercial uses not residential uses.

Chair Henn asked how much would be lost if 1-a was adopted, and that the actual impact would be very minimal as not many spaces are being eliminated.

Mr. Pollack noted that a restaurant such as Bubbles would attract locals and not encourage people to drive long distances.

Fern Nueno, Associate Planner, stated that existing restaurants would be allowed to more easily

move locations or expand.

Chair Henn replied that this would be temporary and that it would take a decade to fully assess, and City Council still needs to have a discussion over each item. The recommendations of this group carry weight for the Council's discussion.

Committee Member Rodheim moved to adopt *1-a*, *4*, and *5*, with the design guidelines, Committee Member Stratton seconded the motion.

Before voting, Committee Member Dove noted that she has issues with businesses being required to share parking.

Brenda Wisneski explained that new developers can come in and utilize existing lots and it would be addressed with an agreement.

Chair Henn asked how other jurisdictions handle this issue.

Ms. Wisneski responded that shared parking would be a condition of approval of the project and would be made available to the public, and noted that there is also the option of leasing meters.

Chair Henn discussed shared use of parking spaces, as well as the mixed uses of parking spaces.

Mr. Rodheim encouraged the wording to be edited so that "must" be deleted, thus amending the motion to delete the word "must."

Mr. Pollack noted that ExplorOcean has some of the largest parking available in the area and has a parking agreement with the Pavilion.

Chair Henn opened public comments for the item.

Janis Dinwiddie discussed self-parking versus valet parking, and which option is most popular, utilized, and appealing to patrons of the Village.

Jim Mosher wanted to clarify if this would be reviewed again in 3 years as well as parking occupancy and whether the separate memo is available. Additionally, the square footage and off-street provided spaces do not seem to be comparable.

Brenda Wisneski replied that the numbers will be reviewed.

Committee Member Rodheim moved to adopt *1-a*, *4*, and *5*, with the design guidelines, Committee Member Stratton seconded the motion; the motion carried unanimously.

Chair Henn noted that the term "temporary" needed to be defined, and whether or not it would be 3 years or more.

Mr. Pollack suggested that specific terms needed to be defined in the annual report for increased parking opportunities.

Mr. Rodheim stated that there should be incentives for residents and Brenda Wisneski replied that there is new meter technology available.

Mr. Pollack thanked Ms. Wisneski for the thorough memo.

In response to a question from Chair Henn, Ms. Brandt noted that the Coastal Commission review of the integrated parking strategies plan would be submitted as an entire package for a Coastal Development Permit (CDP) and the goal is to have someone at Coastal Commission assigned exclusively to the Newport Beach projects. With recent funding, a hiring process is underway at the Coastal Commission.

Chair Henn asked about the timeline for implementation.

Kimberly Brandt noted that at the City level, it will be completed in 2014 and it should be through the Coastal Commission process by 2015. Discussion continued regarding the process and timing.

v. Public Comment

Committee Member Rodheim addressed special events, with a direct thank you to the City of Newport Beach, as goals have been achieved, and the power outlets have been added to the poles and the poles have been decorated and lighted. Mr. Rodheim also thanked Janis Dinwiddie for her work. He noted that attendance was excellent for recent events. A "Paint the Town" event was highly successful, bringing back the sentiment that the Village is for the community and for the people. Progress is being made and a good plan needs to be established for 2014.

Janis Dinwiddie stated that she also thanks the City for the events.

Jim Mosher asked that the documents for the current committee work plan be placed on the City website, as well as being mindful of creating realistic work plans.

Howard Hall asked if he could address comments made during public comment on non-agendized items, and noted resentment over the decisions made by the Committee despite the comments he submitted and the consultant agreeing with him over lack of congestion issues.

Chair Henn noted that the item would be discussed at the next meeting.

vi. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:34 p.m.

Next Meeting Date: Wednesday, January 8, 2014, 4:00 p.m. to 5:30 p.m.

ATTACHMENT 2

DRAFT Balboa Village Parking Implementation Plan

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN

OVERARCHING CONCEPT

The overarching concept of managing parking in Balboa Village is to create a “park-once” environment which, in turn, will make parking more convenient and provide greater flexibility for meeting future parking demands. The management strategies are intended to work together as a cohesive package to ensure their highest effectiveness. The strategies have been tailored to Balboa Village based on extensive outreach, field research and guidance from the Balboa Village Advisory Committee (BVAC).

REVIEW PROCESS

To date, the parking strategies have been accepted at the conceptual level with the Newport Beach City Council’s approved the Balboa Village Master Plan in September 2012. Since then, the strategies have been further developed by the Balboa Village Advisory Committee with the intent that they would be forwarded to the City Council for final approval and implementation. The following lists the steps and schedule for gaining final approval and ultimate implementation.

1. Public Outreach – Feb/March 2014
 - a. Merchants Association
 - b. Property Owners
 - c. Residents
2. CEQA Review – Feb/March 2014
3. Public Hearings – Planning Commission April 2014; City Council May 2014
4. Coastal Commission - Potential to incorporate into proposed Local Coastal Program, rather than submittal of a Coastal Development Permit.

STRATEGIES

Extensive analysis and background information has been developed for each strategy. The following is intended to provide a summary for purposes of final review and approval. The links to the strategy memos and meeting minutes are provided for each strategy for additional information.

Strategy 1: Establish Parking Benefit & Shared Parking District

download the memo detailing the concept at:

<http://newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17388>

1. Program Guidelines
 - a. Boundary – All commercial streets and public parking lots within the Village (see Figure 1)
 - b. Use of Parking Revenue (approx. \$150,000 annually)
 - i. Façade Improvement Program
 - ii. Streetscape improvements (including signage, ped/bike access)
 - iii. Special events

Figure 1
Parking District Boundary



DRAFT - December 23, 2013

- iv. Shuttle System
 - v. Reserve funding for parking in future
 - c. Shared Parking
 - d. Governance Structure
 - i. City to manage funds with input from merchants, property owners and residents.
 - ii. Monitoring/Evaluation at appropriate times to be conducted by experts, vetted by the community and reviewed by Council.
- 2. Committee Comments
 - a. Maintain parking revenue within District
 - b. Revenue should not be used toward standard “maintenance”
 - c. BVAC Approved the concept on August 14, 2013. The meeting minutes can be accessed here: http://www.newportbeachca.gov//Pln/BVAC_Agendas/08-14-2013/2013-08-14_BVAC_Minutes_Approved.pdf
- 3. Implementing Documents
 - a. Amendment to Municipal Code

Strategy 2: Employee Parking Permit Program (download the memo detailing the program at: <http://newportbeachca.gov/index.aspx?page=2197>)

- 1. Program Guidelines:
 - a. Boundary
 - i. Peak - Median on Balboa Blvd., Medina Way to 8th Street – 4 blocks; 104 spaces
 - ii. Off-Peak (Labor to Memorial Day) - Balboa Pier Lot
 - b. Enforcement through License Plate Recognition
 - c. Employers register on behalf of employees with license plate information. Simple process needed
 - d. Outreach needed to share goals of the project and gain support from employers and employees
 - e. Pricing \$50 annual permit; \$25 seasonal (4 months)
 - f. Hours of Operation – not valid between 3am and 5am to discourage overnight parking
 - g. Monitor permit issues and utilization rates of employees through LPR data
- 2. Committee Comments/Action:
 - a. Confirm # of Employees: peak and off-peak season
 - b. Confirm availability of median – Survey results during off peak indicated less than 75% occupancy with the exception of Medina and Island Ave on Saturday afternoon.
 - c. Employer Feedback
 - d. No tiered costs
 - e. Conflict with Tuesday street sweeping (8:30am to 12:30am) during off peak.
 - f. May 8, 2013 – Approved in concept with amendments (*the link to the meeting minutes may be accessed at: http://www.newportbeachca.gov//Pln/BVAC_Agendas/05-08-2013/2013-05-08_BVAC_Minutes_Approved.pdf*)
- 3. Implementing Documents

- a. Permit mechanism – coordinate with finance and parking consultant

Strategy 3: Suspend In-Lieu Parking Fees

- 1. Program Guidelines
 - a. Nine locations in Balboa Village participate in the existing in-lieu fee program which generates \$13,950 annually for the area.
 - b. These locations would be freed of this obligation.
- 2. Committee Comments
 - a. Agreed with the elimination of program.
- 3. Implementing Documents
 - a. Amend Ordinance repealing in-lieu parking program.

Strategy 4: Eliminate Parking Requirements *(the memo addressing this concept can be accessed at: <http://www.newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17393>)*

- 1. Program Guidelines
 - a. Require no additional parking for new development or intensification of uses
 - b. Discretionary process would evaluate potential loss of private parking spaces.
- 2. Committee Comments
 - a. Need to revise Design Guidelines
 - b. Reassess Program within 5 years of implementation. Document land use changes and present information to decision-makers.
 - c. Concerned potential loss of private parking spaces. There are 285 private spaces, 180 are within Newport Landing.
 - d. December 11, 2013 - BVAC approved in concept (see draft minutes)
- 3. Implementing Documents
 - a. Zoning Code Amendment: CEQA review, PC/CC Hearings, Coastal Commission
 - b. Potential to incorporate into proposed Local Coastal Program, rather than CDP.

Strategy 5: Parking Meter Rates

- 1. Program Guidelines
 - a. Demand Based Pricing – variable pricing to account for seasonal fluctuations, higher rates at meters to increase turn over at desired spaces
 - b. Use of Smart Meters for all curb spaces
 - c. Hours & Rates
 - On-street*
 - Peak period (Summer)
 - 8 AM – 6 PM, 7 days
 - \$2.00 per hour (0-2 hours)
 - \$2.50 per hour (2+ hours)
 - Off-peak period (non-Summer)
 - 8 AM – 6 PM, 7 days
 - \$1.00 per hour (0-2 hours)

- \$1.50 per hour (2+ hours)

Off-street

Peak period (Summer)

- \$1.50 per hour (no max)

Off-peak period (non-Summer)

- \$.50 per hour (no max)

- d. Monitor and Adjust as needed. Allow for staff adjustments up or down \$0.25 per hour up to 4x per year, with upper limit of \$3.00 per hour.
 - e. Commercial validation up to 2 hours in pier lot year round.
 - f. Residents free parking during off-season - \$10/year.
- 2. Committee Comments
 - a. Need validation and reduced rates for residents
 - 3. Implementing Documents
 - a. Amend Municipal Code

Strategy 6: Residential Permit Parking Program (download the memo detailing the report here:

<http://newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17385>)

- 1. Program Guidelines
 - a. Permit required to park on residential streets between 7th Street and Adams Street.
 - b. Hours of Operation: 4pm to 9am, 7 days a week, excluding holidays.
 - c. All residents within the boundaries, Bay Island and mooring owners are eligible.
 - d. Maximum of 4 permits per household
 - e. With use of license plate recognition (LPR) the issuance of a physical permit would not be required. "Permit" issuance may be entirely on-line.
 - f. Vacation rentals may acquire guest passes. "Hangtags" will be easier to manage, however, will also more expensive to enforce.
 - g. One guest permit (hangtag) per household per calendar year at no cost. Option to acquire one-day hangtags for special occasions. Identify maximum number of temporary permits per household per year. Temporary guest permit \$1/hangtag.
- 2. Committee Comments
 - a. Cost of guests passes should be no higher than cost to administer.
 - b. Identify maximum number of guest permits on holidays.
- 3. Implementing Documents
 - a. Amend Municipal Code

Figure 2
Residential Permit Parking
Program Boundary



ATTACHMENT 3
2014 Work Program



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
100 CIVIC CENTER DRIVE
NEWPORT BEACH, CA 92660
(949) 644-3227**

Memorandum

To: Balboa Village Advisory Committee
From: Fern Nueno, Associate Planner
Date: December 19, 2013
Re: 2014 Work Program

At the first meeting of the Balboa Village Advisory Committee (BVAC) in December 2012, the BVAC established priorities for Year One (2013) and Year Two (2014). The items in process and completed to date include the parking strategies, restructuring of the Balboa Village Business Improvement District, maintenance of the boardwalk area, a special events initiative, continued focus on code enforcement efforts, and support of new cultural facilities (ExplorOcean and Balboa Theater). The proposed priorities for Year Two (2014) are listed below:

Year Two Priorities (2014)

1. Develop a conceptual streetscape plan, including targeted improvements to bicycle and pedestrian facilities.
2. Develop a coordinated public signage and wayfinding sign program.
3. Revise the existing Design Guidelines, including modifying the implementation process.
4. Develop and implement a commercial facade improvement program.
5. Develop and implement a targeted tenant attraction program.

The report from the Urban Land Institute (ULI) Technical Assistance Panel (TAP) will be reviewed by the Committee and used to execute the Year Two priorities. Each recommendation within the TAP report will be vetted at a future BVAC meeting and incorporated as appropriate into the plans and programs established in 2014.

Items 1-3 are major programs that will require sufficient review and effort in order to implement meaningful changes in a timely manner. Staff recommends that the City retain a consultant with experience and extensive knowledge in these areas to assist in the development of these plans.

Items 4 and 5 should be implemented concurrently with Items 1-3 so that the Facade Improvement and Tenant Attraction Programs are tied to the streetscape and public realm plans developed for the area. An outside consultant is not necessary to develop Items 4 and 5 as the Committee and staff have adequate resources to accomplish these priorities.

The priorities are discussed in the Master Plan (excerpts attached), which is available online: <http://newportbeachca.gov/Modules/ShowDocument.aspx?documentid=14799>

The 2014 priorities are summarized below:

Develop a conceptual streetscape plan, including targeted improvements to bicycle and pedestrian facilities.

The streetscape and public rights-of-way in Balboa Village are generally in good condition, but there is room for improvement. The City has put forth effort to improve the area, including installing new decorative sidewalks, street trees, and planters. In addition, the City acquired property and expanded the Palm Street public parking lot. The intent is to incorporate existing improvements and build upon the original work. Creating an enhanced landscape/streetscape design plan will also guide future development in the area.

Develop a coordinated public signage and wayfinding sign program.

The streetscape improvement plan will also address signage in the area, including wayfinding signs. Wayfinding signage helps orient visitors, shoppers, and residents, pointing them to area parking facilities, restaurants, retail establishments, pedestrian and bicycle routes, and other important destinations. The City currently has a themed wayfinding sign program for key areas of the City. Further study of this program is warranted to identify additional signage needs in Balboa Village to enhance effectiveness and visibility.

Revise the existing Design Guidelines, including modifying the implementation process.

The City Council adopted Design Guidelines for Balboa Village in November 2002. These guidelines are not contained in the Zoning Code as development standards but rather are intended to guide owners, developers, and staff in the review of new development in Balboa Village. The guidelines address building form, setbacks, architectural features, and signage considerations. The current guidelines are still applicable and additional changes may not be necessary. However, the Design Guidelines are important for implementing other revitalization strategies and should be reviewed in further detail by the Committee. The BVAC has the opportunity to recommend stronger enforcement options for projects to be designed consistent with the guidelines.

Develop and implement a commercial facade improvement program.

In an effort to incentivize property owners to invest in the rehabilitation of their buildings, the Master Plan recommends creating a facade improvement program and funding a portion of

the costs to rehabilitate the commercial structures. These types of programs are common in special districts such as Balboa Village, and the success of such a program would lead to a renewed sense of place.

Develop and implement a targeted tenant attraction program.

A complementary effort to the Facade Improvement Program is a key tenant, targeted marketing program. In order to attract a few key tenants and developments to the area (e.g., sit-down restaurant, quality boutique retail) financial incentives on the part of the City may be required to encourage such uses to locate in Balboa Village. These could include fee waivers for plan check and building permits or a tenant improvement loan program to offset the expense of opening a new restaurant in the area. Once the incentive programs are developed, a method to provide outreach will be needed to make potential tenants aware of the opportunities.

Proposed Schedule

Following the work on the parking strategies, the 2014 work program priorities can be initiated in March. Staff and the Committee will begin to work on the facade improvement and tenant attraction programs (Items 4 and 5) in March 2014. For Items 1-3, funding for the consultant work will need to be requested of the City Council for the next budget year. Therefore, staff and the Committee can begin working on these items beginning in July 2014, pending budget approval.

- Residential development is an economic engine for mixed-use development opportunities; carries the cost of ground floor commercial
- Cultural catalysts - ExplorOcean and Balboa Theater
- City-owned parking lot on Palm Street may be developed and serve as a catalyst to promote economic development in Balboa Village

Strategies:

- Pursue adoption of a Local Coastal Plan to expedite project review/permit issuance
- Eliminate parking requirements for new or intensified commercial uses
- Support/facilitate development of ExplorOcean/Balboa Theater
- Create financial incentive programs to encourage façade improvement and rehabilitation of commercial properties
- Support and encourage a variety of events and activities in the Village to improve community interest and increase business sales for local merchants
- Consider developing the Palm Street parking lot with a mixed use project, either hotel or residential with a small amount of ground-floor commercial
- Identify new revenue sources to assist in funding programs and projects recommended for Balboa Village

The following recommendations were made by the CAP in order of priority by category based on need and the ability to make the greatest impact with the limited resources available.

ECONOMIC DEVELOPMENT

A number of economic development related tools and strategies must be employed in Balboa Village to enhance its ability to be a viable commercial and tourist district. The following priority recommendations are ranked in the order provided:

1. Develop and Implement a Commercial Facade Improvement Program

There are approximately 55 commercial buildings located in Balboa Village, some of which contain residential units above the ground floor commercial space. Many of these buildings are in need of exterior renovations, such as paint, signage, awnings, window casings, and structural repairs. The KMA report concluded that, while commercial space rents in this area are adequate by market comparison, on balance, the property owners do not perceive that investing in exterior improvements will generate significant rent increases. The deterioration of these buildings is a key contributor to the overall declining appearance and appeal of the area to residents and visitors alike.

In an effort to incentivize property owners to invest in the rehabilitation of their buildings, it is recommended that the City Council create a facade improvement program and fund a portion of the costs to rehabilitate these commercial structures. These types of

programs are common in special districts such as Balboa Village, and the success of such a program would lead to a renewed sense of place.

As noted in the KMA study, there are several options the City could consider when developing such a program. The CAP is recommending that a tiered, matching fund grant program be created. The program would be designed to insure that City funds are not expended until such time as the owner's funds are available, such as requiring an escrow account for draw-down purposes. The City should consider a range of rebates based on the extent of improvements needed for a particular building, as suggested below:

Minor Building Improvements

These would include items such as sign removal and replacement, and exterior painting (no major repairs involved). The rebate would be based on scope as opposed to building frontage, with a not to exceed rebate of \$15,000 per building.



Major Building Improvements

Up to 25' frontage	\$15,000
25' to 50' frontage	\$25,000
50' to 75' frontage	\$37,500
75' and above	\$50,000

Key to the program's success will be the targeting of initial funding to a model block that will have the most impact upon completion. This will demonstrate to the owners the potential for their buildings, and give tenants, residents and visitors renewed hope in the

revitalization of the area's commercial district. Often, these building improvements will lead to interior tenant improvements with existing businesses and/or attract new tenants to better serve the area. The specifics of such a program and potential funding sources will be developed if, and when, the City Council approves moving forward with such an incentive. A potential funding source would be the use of CDBG funding which is discussed in further detail below.



2. Develop and Implement a Targeted Tenant Attraction Program.

A complementary effort to the Facade Improvement Program is a key tenant, targeted marketing program. Based on the findings of the KMA market study, there exists a limited opportunity to attract a few key tenants and developments to the area (e.g., sit-down restaurant, quality boutique retail, and a boutique hotel). To do so, however, may require financial incentives on the part of the City to encourage such uses to locate in the Village. These might include fee waivers for plan check and building permits, and perhaps a tenant improvement loan program to offset the expense of opening a new restaurant in the area. Once the incentive programs are developed, a method to provide outreach will be needed to make potential tenants aware of the opportunities. First

- Designated area: approximately 100 spaces in the north western portion of the Balboa Village municipal beach parking lot
- Hours of operation: 6 a.m. - 10 a.m., weekdays
- Number of permits issued: 1 per employee
- Permit Cost: \$50 per year, no proration
- Compliance with California Coastal Commission

5. Revise minimum parking requirements for new development, and terminate in lieu parking program for existing participants.

As noted above, there is adequate parking in Balboa Village to serve existing commercial uses as well as proposed future development opportunities, such as the Balboa Theater, ExplorOcean and the limited amount of new commercial development that might occur. This also takes into consideration the intensification of existing land uses, e.g., retail converting to restaurant. See recommendations in the Planning/Zoning section below.

6. Formally establish Balboa Village as a shared parking district.

Shared parking is the most effective tool in parking management. Due to different periods of peak demand, uses can easily share parking facilities, thereby limiting the need to provide additional off-street parking. Key policy recommendations are noted below:

- Work with existing owners and businesses to ensure private parking is made available to the public when not needed for its primary commercial use
- Develop mutually agreeable operating and liability arrangements for public use of private parking facilities
- Require as a condition of approval that all newly constructed private parking in any non-residential development or adaptive reuse project be made available to the public.
- Allow parking to be shared among different uses within a single mixed-use building by right.
- If new public parking supply is needed in the future, first purchase or lease existing private parking lots or structures from willing sellers, and add to the public parking supply before building new lots/garages.

7. Develop a coordinated wayfinding program for Balboa Village.

Wayfinding signage helps orient visitors, shoppers and residents alike, pointing them to area parking facilities, restaurants, retail establishments, pedestrian and bicycle routes, and other important destinations. Parking wayfinding signs can also display real-time availability data.

The City of Newport Beach currently has a theme wayfinding sign program for key areas of the city. Further study of this program is warranted to identify additional signage needs in Balboa Village to enhance the effectiveness and visibility for visitors, customers, and residents.



8. In coordination with the City's Bicycle Safety Committee, identify and implement targeted improvements to bicycle and pedestrian facilities in Balboa Village.

The City's Bicycle Safety Committee is currently in the process of developing a plan and set of strategies to improve bicycle safety and conditions, including Balboa Village. Their recommendations should be implemented in collaboration with the strategies identified in this plan.

PUBLIC INFRASTRUCTURE/STREETSCAPE

The streetscape and public rights-of-way in Balboa Village are generally in good condition, but there is room for improvement. Since 2000, the City has invested over \$12 million in the area, including new decorative sidewalks, street trees, and planters. In addition, the City acquired property and expanded the Palm Street public parking lot. A walking tour of the area revealed the need for new or improved streetscape, street furniture, wayfinding/parking signage and enhanced maintenance of the area.



The following actions are recommended to address the physical appearance of the public areas in Balboa Village:

1. Engage an architectural firm to update the original conceptual streetscape and public signage (wayfinding and parking) plan for the Village, taking into consideration the improvements made to date by the City and the future development plans of ExplorOcean along the bay front.

The intent with this recommendation is not to reinvent the wheel, but rather take into account the various public improvements made in the area over the last ten years such as the planter pots along Main Street and Balboa Boulevard, enhanced pavement, street trees, street furniture and signage. In addition, the boardwalk area will be added to the modified streetscape plan. The intent is to incorporate existing improvements to the extent possible, and build upon the original work for the plan into the future. Creating an enhanced landscape/streetscape design plan will also guide future development in the area, such as ExplorOcean, along key public access routes such as the Boardwalk. A unified streetscape will then become the "theme" if you will, rather than imposing a theme design for the commercial buildings in the Village. The plan will also address additional public signage in the area, which was a recommended action by the parking consultant in order to ease traffic congestion and direct people easily to public parking options, etc.



The cost to undertake an updated conceptual landscape design is approximately \$20,000. Once completed, then the next steps would be replacement of the planting in the pots along Main Street and Balboa Boulevard, and refurbishment, replacement or installation of new trash receptacles, benches and other streetscape items identified in the plan. There is currently \$100,000 allocated to improve disability street access citywide (curb access ramps) in Community Development Block

Grant funds. Upon approval of the Master Plan, the City Council could re-consider allocating these funds or allocate future funds for the enhanced streetscape design and improvements. Installation of additional enhanced streetscape improvements will be build upon the improvements previously installed and will further unify and enhance the physical appearance of Balboa Village.