

# Work Program



Balboa Village Advisory Committee  
February 12, 2014



# 2013 Work Program

Completed and Ongoing:

1. Restructuring of the Balboa Village Business Improvement District
2. Maintenance of the Fun Zone Boardwalk Area
3. Special Events Initiative
4. Continued Focus on Code Enforcement Efforts
5. Support of New Cultural Facilities (ExplorOcean and Balboa Theater)
6. Parking Strategies

# 2014 Work Program

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 Design Guidelines, including modifying the implementation process.
4. Commercial facade improvement program.
5. Targeted tenant attraction program.

# ULI Technical Assistance Panel Recommendations



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# ULI Recommendations



- Public Realm
- Focal Points
- Year-Round Activities
- Design Issues

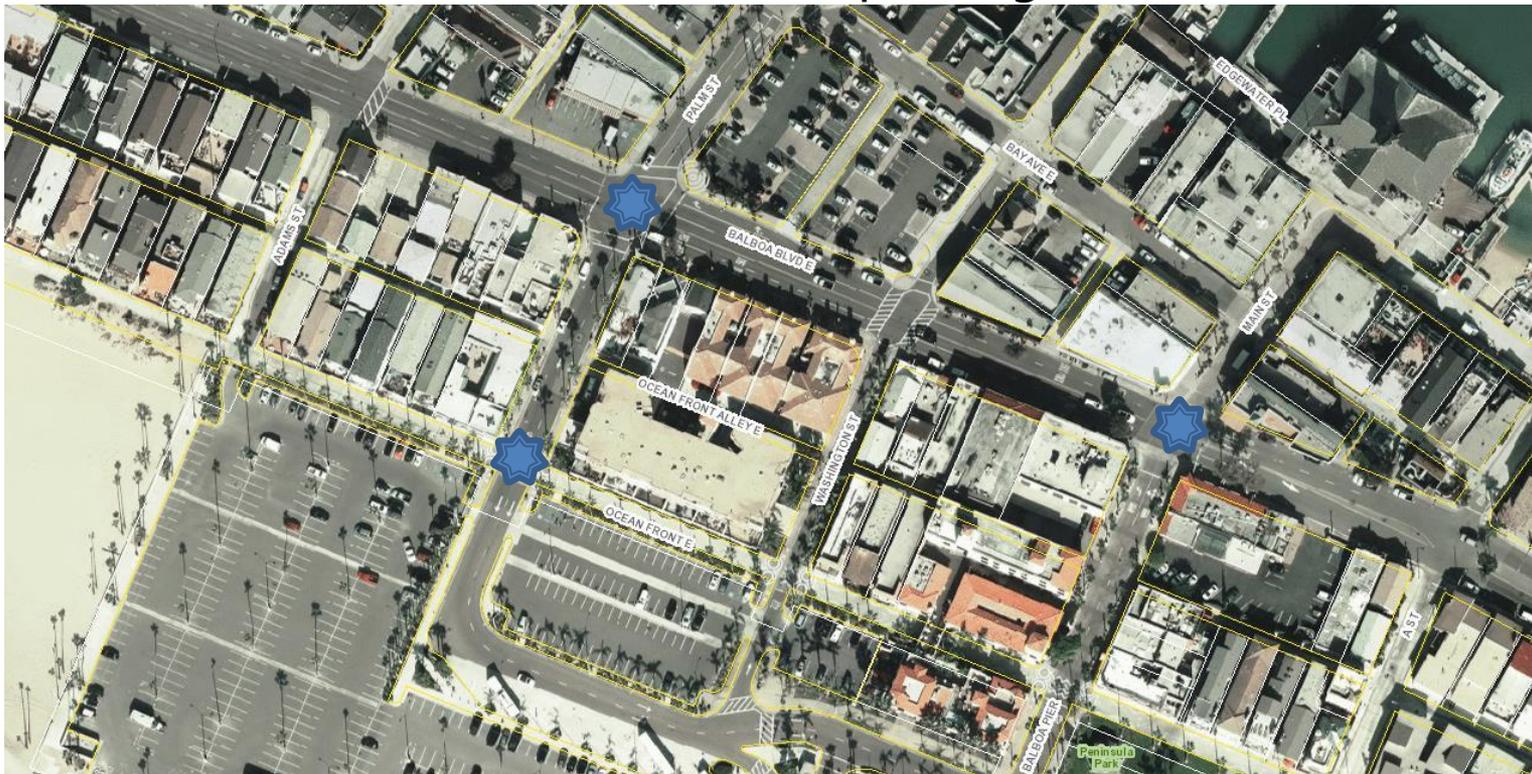
# ULI Recommendations



- Public Realm
  - Alternative transportation – trolley , water taxi, bike sharing
  - Palm Street
  - Gateway signage
  - Attracting quality restaurants and services for local residents
  - Outdoor dining
  - Corridors for special events

- Focal Points

- Main Street at Balboa Boulevard
- Palm Street at Balboa Boulevard
- End of Palm Street at ocean parking lot



# ULI Recommendations



- Year-Round Activities (Special Events)
  - Farmers Market
  - Craft Shows
  - Art Shows
  - Boat Shows
  - Vintage Car Shows
  - Craft Beer Festival
- Design Issues
  - Connectivity – Central Park or Plaza
  - Streetscape – lighting, landscaping
  - Architectural Themes and Styles
  - Form Based Code

# Prioritizing Blocks

- 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

# ULI 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, improved entries
- Special Events – street closures