



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE AGENDA

ExplorOcean
600 East Bay Avenue
Wednesday, March 12, 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
Brad Sommers, Senior Civil Engineer
Fern Nueno, Associate Planner

-
- 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 February 12, 2014 Minutes
 - IV. **Bicycle Master Plan – Paul Martin, Alta Planning + Design**
Recommended Action: Review Draft Bikeways Plan and provide recommendations for the Balboa Village area to the Bicycle Master Plan Oversight Committee
Bicycle Master Plan: <http://www.newportbeachca.gov/index.aspx?page=2297>
Interactive Draft Bikeways Plan Map: <http://newport-soulside.dotcloud.com/page/about>
 - V. **Review 2014 Work Program Action Plan** (Attachment 2)
Recommended Action: Review Action Plan
 - VI. **Review Project Scopes of Work** (Attachment 3)
 1. Design Guidelines
Recommended Action: Review & Finalize Scope of Work
 2. Streetscape Improvements and Wayfinding Sign Program
Recommended Action: Review & Finalize Scope of Work
 - VII. **Public Comment**
 - VIII. **Adjournment** *Next Meeting Date: Wednesday, April 9, 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).

INTENTIONALLY BLANK PAGE

ATTACHMENT 1

February 12, 2014

Meeting Minutes

INTENTIONALLY BLANK PAGE

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Special Joint Meeting of the Newport Beach City Council, Planning Commission,
and
Balboa Village Advisory Committee
Location: ExplorOcean
600 East Bay Avenue
Wednesday, February 12, 2014 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member/Chair Henn called the meeting to order at 4:05 p.m. He introduced and thanked those in attendance participating in the process.

The following persons were in attendance:

Balboa Village Advisory 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
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items

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

Jim Mosher shared details of the prior night's City Council meeting, noting amendments to the code concerning the Balboa Village parking program.

Chair Henn stated that he was aware of these amendments.

Chair Henn noted Michael Toerge's attendance at the meeting and thanked him for his presence. Mr. Toerge is running for City Council in Nancy Gardiner's district and has served on the Planning Commission.

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

III. Approval of Minutes

Recommended Action: Approve January 8, 2014 Minutes

Jim Mosher stated that his comments on the bottom of page three should be clarified to say, "Land Use Element Amendment Advisory Committee."

Action: Committee Member Rodheim moved to approve the minutes of the January 8, 2014 meeting as amended, Committee Member Pollock seconded the motion; which carried with Council Member Petros abstaining, as he was absent at the January 8th meeting (6 ayes, 1 abstain, 0 noes).

IV. Review 2014 Work Program

Recommended Action: Finalize 2014 Work Program

Chair Henn introduced the item and deferred to staff for a presentation.

Associate Planner Fern Nueno discussed the background of the Work Program, completed and ongoing tasks, and how it continues to evolve and develop.

Community Development Director Kimberly Brandt stated that City Council approved the initiation of the amendments last night and it includes the comprehensive parking strategy, zoning code, and residential parking. Staff may now begin to study it with Jim Campbell as the project manager. Public workshops will be held, as well as public hearings, appearances at the Planning Commission, and review from the Balboa Village Advisory Committee. Once all the amendments and programs have been approved by Council, the Coastal Commission Application can be completed and submitted.

In regards to the Special Events Initiative and the Urban Land Institute report, Committee Member Rodheim thanked the City for the Christmas event, noting that the Spring event will take place on April 13th. The process for immediate approval of location of certain special events at the Palm Street parking lot is in progress, and he noted that City assistance is greatly appreciated.

Kimberly Brandt noted that it requires a special permit, which is already in progress.

Ms. Nueno highlighted the different improvement programs, with recommendations to hire outside consultants for certain programs that require more expertise.

Chair Henn noted that he would like to not wait until July 1, the beginning of the financial year, to contract outside consultants. He would like to move more quickly with these items and will explore the financial options with the City Manager.

Council Member Petros added that with the momentum gained from last night's City Council meeting, he concurs that we should not wait until July 1st to retain a consultant. He mentioned that the Bicycle Master Plan (BMP) Oversight Committee is reviewing draft

bikeways plan, and that this is an opportunity to integrate the recommendations within the Balboa Village Master Plan into the BMP. It was determined that the BVAC would invite the BMP bicycle consultant and staff to the March meeting to provide Committee Members an opportunity to hear about the BMP and submit comments.

Committee Member Stratton noted his hesitation in hiring another outside consultant. The City has paid the consulting firms of Walker, Nelson\Nygaard, and Cindy Nelson with the Citizen Advisory Panel, which have recommended multiple things that are all the same regarding the development and revitalization of Balboa Village. If we were to hire another consultant, he would like to see very specific recommendations instead of general thoughts and ideas.

Kimberly Brandt stated that there are some consulting firms they have in mind, and once the funding is available, they can look into further options.

Discussion carried regarding which items would be appropriate for future agendas, as well as public streetscapes.

Grace Dove urged that all details be discussed, including specific pros and cons, such as impacts of bike storage lockers and bike share.

In response to public comment, the remaining budget and funding for BVAC were discussed.

Chair Henn noted that he is anxious to move through this rapidly and complete the planning effort. Discussion followed regarding the role of the Committee and staff.

Kimberly Brandt explained the process of approvals and amendments and when it will return to this Committee, and provided recommendation on the public involvement portion.

Council Member Petros stated that he hopes the findings from the outside consultants provide useful recommendations for getting people around the City. He suggested that wayfinding is more than just signage and should include directing people with landscaping, colors, pavement, etc.

Action: Chair Henn moved to finalize the work program and request funds for an outside consultant at an accelerated rate, Committee Member Rodheim seconded the motion; which carried unanimously.

V. Urban Land Institute Report

Recommended Action: Recommend strategies to include in 2014 Work Program

Fern Nueno presented the Urban Land Institute (ULI) Report, going through the booklet to review and describe each of the components in the report and requested feedback on

specific recommendations. The theme under the public realm included alternative transportation and restaurant attraction. In form based code recommendations, issues of parking and new developments were outlined. A slideshow was presented that highlighted each component of the report.

Discussion carried regarding alternative transportation such as a trolley and water taxi. Committee Member Dove noted that alternative transportation ideas have failed in the past and the committee should analyze why that has happened and if the conditions are similar now, prior to implementing any changes. It was stated that this item can be agendized for future meetings and does not have to be solved in one meeting.

The committee stated a desire to delete the form based codes and the Central Plaza from the recommendations. It was determined that the ideas behind the form based codes would be used when reviewing and implementing the design guidelines. Attracting more quality restaurants is a topic that could be tabled until further notice. Signage and outdoor dining is still on the forefront of the discussions, as they will encourage Balboa Village to be successful. Signage and streetscape were focal points of interest amongst the Committee.

Ms. Nueno presented the public events and ideas that would bring residents together, such as art shows, farmers market, craft beer festival, and Taste of Balboa. Committee Member Rodheim stated that the spring event in April will include a vintage car element. Staff will include all the discussed recommendations in the 2014 schedule and present it to the Committee at the next meeting.

Action: The committee concurred in supporting the recommendations within the ULI Technical Assistance Panel report, with the exception of form based codes and the Central Plaza.

VI. Public Comment – None.

VII. Adjournment

There being no further business to come before the Balboa Village Advisory Committee, Chair Henn adjourned the meeting at 5:24 p.m.

Next Meeting Date: Wednesday, March 12, 2014 4:00 p.m. to 5:30 p.m.

ATTACHMENT 2
2014 Work Program

INTENTIONALLY BLANK PAGE

**BALBOA VILLAGE ADVISORY COMMITTEE
2014 WORK PROGRAM SCHEDULE**

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BICYCLE AND PEDESTRIAN IMPROVEMENTS										
1. Presentation from Bicycle Master Plan (BMP) Oversight Committee Consultant. Committee to review BMP and provide comments	A									
COMMERCIAL FACADE IMPROVEMENT PROGRAM										
1. Review facade improvement program types and components and provide direction to staff										
2. Review and approve program			A							
TARGETED TENANT ATTRACTION PROGRAM										
1. Review tenant attraction programs and provide direction to staff										
2. Review and approve program				A						
DESIGN GUIDELINES*										
1. Review guidelines and provide direction to staff and consultant										
2. Review and approve guidelines and implementation process						A				
SPECIAL EVENTS INITIATIVE										
1. Review and receive an update on special events										
STREETSCAPE PLAN*										
1. Provide initial direction to staff and consultant										
2. Review plan and provide direction to staff and consultant										
3. Review and approve plan								A		
WAYFINDING PROGRAM*										
1. Provide initial direction to staff and consultant										
2. Review program and provide direction to staff and consultant										
3. Review and approve program								A		
IMPLEMENTATION OF REVITALIZATION STRATEGIES										
1. Review by City Council of 2014 priorities										CC
2. Staff efforts for parking strategies						PC	CC			

*Schedule may change pending consultant selection and scope

BVAC Meeting Agenda Item A=Action Item

INTENTIONALLY BLANK PAGE

ATTACHMENT 3

Scopes of Work Memo

INTENTIONALLY BLANK PAGE



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
100 CIVIC CENTER DRIVE
NEWPORT BEACH, CA 92660
(949) 644- 3297**

Memorandum

To: Balboa Village Advisory Committee
From: Brenda Wisneski, Deputy Community Development Department
Date: March 5, 2014
Re: Project Scopes of Work

The City Council authorized additional funding in the current budget cycle to allow the Balboa Village Advisory Committee (BVAC) to begin implementation of the 2014 Work Program. With these additional funds, we can solicit proposals from qualified firms to assist us in updating the Balboa Village Design Guidelines, developing a streetscape improvement plan, and creating a wayfinding sign program. An important component of the Request for Proposals (RFP) is the scope of work which defines the project objectives. The following details the scope for each project. Once finalized by the BVAC, the scopes of work will be incorporated into the RFPs and circulated to no less than three firms. The next steps may include interviews, selection, City Council approval and initiation of professional agreements. The projects should be kicked off in May 2014.

SCOPES OF WORK

In 2011, the City Council identified Balboa Village as a focused revitalization area. With the guidance of two citizen panels, the Balboa Village Master Plan was adopted in September 2012 and the Balboa Village Parking Implementation Program is under review. The programs within these documents have the potential to significantly change the appearance of the Village by eliminating parking requirements for new uses and development, offering incentives for façade improvements, and implementation of street improvements and a sign wayfinding program. It is the desire that these changes be conducted consistent with the Balboa Village vision.

With the adoption of the Balboa Village Master Plan, the City endorsed the following brand vision and promise for the Village which is intended to serve as the guide post for all future policy decisions, programs and activities of the City, property owners, businesses and residents to ensure that the vision is realized for the area:

Brand Vision Statement - 2020

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach, and is an inviting, family-friendly entertainment, shopping and dining district. Recognized as Newport Beach's original town site, the revitalized neighborhood is anchored by a complementary mix of large and small scale attractions, including the dynamic new ExplorOcean interactive center, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone is a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality yet steeped in tradition.

Brand Promise Statement - 2012

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive harbor and beach activities, dining, and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.

Update Balboa Village Design Guidelines

The Balboa Village Design Guidelines were adopted in 2002 and have not been amended. Incentives are anticipated which will spear changes to the area, including new development and renovations. An update to the Guidelines is needed to address architectural styles and pedestrian experience in a manner which will preserve the Village's character and scale.

- Task One:* Evaluate existing Design Guidelines and identify areas of potential change. Consider opportunities to revise and strengthen the Guidelines to ensure that future development reflects the Balboa Village vision.
- Task Two:* Review adopted documents to best understand recent effort to revitalize Balboa Village, including the Balboa Village Master Plan and Balboa Village Technical Assistance Panel Report.
- Task Three:* Community Outreach and Participation. Conduct regular meetings with the Balboa Village Advisory Committee.
- Task Four:* Revise document with new graphics and text.

Streetscape Improvement Plan

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. The Master Plan recognized the need to take into account the public improvements already made in the area, but create an enhanced landscape/streetscape design plan which may become a theme for the area. In addition, the boardwalk area will be added to the modified streetscape plan.

Task One: Evaluate existing conditions.

Task Two: Review adopted documents (Balboa Village Master Plan and Balboa Village Technical Assistance Panel Report) to best understand concepts previously discussed to improve upon the public realm within Balboa Village. A few concepts to consider may include:

- Improving the pedestrian experience (wider sidewalks, quality night lighting) and creating or improving upon pedestrian connections.
- Improve upon the arrival experience into Balboa Village via Balboa Boulevard, as well as the Balboa Ferry.
- Identify and recommend improvements to create focal points at key intersections.
- Enhanced landscaping.
- Identify opportunities for outdoor seating.

Task Three: Community Outreach and Participation. Conduct regular meetings with the Balboa Village Advisory Committee to identify specific objectives of the effort.

Task Four: Obtain feedback from the City Public Works and Maintenance Division to best understand previous efforts, as well as opportunities and constraints within the area.

Task Five: Develop conceptual streetscape plan which achieves the identified objectives and the needs of all modes of transportation and users.

Task Six: Develop cost estimate to implement improvements. Prioritize improvements based on cost, feasibility and level of benefit to determine phased construction plan.

Wayfinding Sign Program

The Parking Management Program recommended developing a coordinated wayfinding program to better orient visitors, shoppers, and residents alike, pointing them to area parking facilities, retail establishments, pedestrian and bicycle access routes, and other important destinations.

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.

Task One: Review existing signage within the public realm.

Task Two: Community Outreach and Participation. Conduct regular meetings with the Balboa Village Advisory Committee to identify specific objectives of the effort.

Task Three: Obtain feedback from the City Public Works Department to best understand the sign objectives of the City and previous efforts.

Task Four: Produce a Sign Plan which will include one or more sign styles which are well-designed and are consistent with and support the character of the neighborhood. The Plan shall recommend specific sign locations, and may recommend removing or relocating existing signs.

Task Five: Develop cost estimate.