

BURNS, MARLENE

From: Burns, Marlene
Sent: Wednesday, January 15, 2014 3:09 PM
Subject: FW: Lido Village Revitalization-Desired and Necessary Mix of Uses

Good afternoon,

Please find the attached correspondence received related to the LUEAA Committee and the GP/LCP Committee.

Thank you,

marlene

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From: Denys Oberman [<mailto:dho@obermanassociates.com>]
Sent: Wednesday, January 15, 2014 2:38 PM
To: eselich@roadrunner.com; ngardner@aol.com; kcurry@newportbeachca.gov; Petros, Tony; Hill, Rush; ldaigle@aol.com; Mike Henn
Cc: Brandt, Kim; Brown, Leilani
Subject: Lido Village Revitalization-Desired and Necessary Mix of Uses

PLEASE DISTRIBUTE THIS CORRESPONDENCE TO : CITY COUNCIL MEMBERS and GENERAL PLAN LAND USE AMENDMENT COMMITTEE and LOCAL COASTAL PLAN UPDATE COMMITTEE

AND ENTER INTO THE PUBLIC RECORD.

Council:

Yesterday evening, approximately 40 citizens interested in the Lido Village revitalization attended the City Council Study Session, at which the President of developer DJM Partners presented an overview of his plans for redevelopment of the Lido Marina Viillage. We appreciated the presentation, as well as the Council's thoughtful questions concerning

The project.

We are excited about the project and its prospective positive impact on the Lido/Balboa Peninsula area for both the Community and the City. However, we have some significant potential concerns which we request be addressed.

1. The specific mix of uses as presented appears to be heading significantly "downscale" from those described previously by DJM, and those which the Community has repeatedly indicated are synergistic and compatible with how the city wishes to shop ,consume, entertain :
-The specific retail and upscale edgy boutiques described previously and embraced by the community in prior presentations appear to have disappeared, in favor of "affordable eating and bakeries", other

more “downscale” concepts which the Peninsula area already has more than its fair share of.

Brentwood Country Mart is NOT our vision of the Lido Village, while a nice modest strip.

-An “apothecary” was exhibited at the apex of the village corner. There is already a pharmacy/trinkets shop right across the street. One is more than enough.

We request of the City, and will do the same of the Developer---NO BAIT AND SWITCH. The Peninsula area has more demand for Upscale than just Lido, as does the surrounding community.

- 2. For clarity, we wish the city to direct that there be No Bars in Lido Village----there is already over-concentration of these uses in the Peninsula area, and the public and police have provided abundant evidence and testimony as to the impacts.(we do understand that dining will have alcohol served, but request no alcohol establishments serving food as ad hoc extension, which are in character and impact, Bars.

The citizens of this community have been requesting for years that the city establish a Land Use plan at least defining compatible and incompatible uses, and regulating concentration of uses so that undesirable concentration is not permitted. This is a mature area in need of revitalization, not a blank massive plot of land available for single developer subdivision, so this will only happen if the City does what most cities do in terms of land use direction, to achieve a transformation and favorable outcome.

The Council will be reviewing Land Use element recommendations shortly. We have already made specific testimony and recommendations to the Committees, which we request be passed along with the Committee’s deliverables to the Council.

We will be communicating the community’s specific feedback and desires directly to the developer, DJM, and others as well.

THE RIGHT MIX IS REQUIRED TO ESTABLISH A STRONG REVENUE BASE FROM THE RESIDENTS, TO COMPLEMENT DESIRABLE VISITOR BASE, AND PROMOTE SUSTAINABLE ECONOMIC RE, WHILE PRESERVING DESIRABLE CHARACTER AND DEMOGRAPHICS OF THE AREA.

THIS DIRECTION IS THE WIN/WIN FOR ALL STAKEHOLDERS.

Thank you for your consideration and assistance in facilitating a successful Revitalization outcome.

Lido and Peninsula residents:

- Denys Oberman
- Linda Klein
- Cynthia Koller
- Diane Dixon
- Bettina Deininger
- Willis Longyear
- Drew Wetherholt

Cc: Coastal land use collation participants

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Regards,
Denys H. Oberman, CEO



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