

Action Meeting Minutes
NEIGHBORHOOD REVITALIZATION COMMITTEE

Location: Council Chambers
Thursday, June 14, 2012 - 4:00 p.m.

I. Call Meeting to Order

Council Member Henn convened the meeting at 4:00 p.m. and reviewed the meeting protocol. The following persons were in attendance:

Committee Members

- Michael Henn, Council Member (Chair)
- Rush Hill, Council Member
- Ed Selich, Council Member

City Staff

- Kimberly Brandt, Community Development Director
- Brenda Wisneski, Deputy Community Development Director
- Jim Campbell, Principal Planner
- Dave Webb, Deputy Public Works Director/City Engineer
- Cindy Nelson, Project Consultant
- Leonie Mulvihill, Assistant City Attorney
- Marlene Burns, Administrative Assistant

II. Approval of Minutes for February 16, 2012 (Attachment 1)

Council Member Selich moved to approve the minutes of the February 16, 2012, meeting as corrected, and Council Member Hill seconded the motion; and **the minutes were approved unanimously.**

Public Comments on non-agendized Items

Chair Henn invited comments from the public on non-agendized items. There was no response and the public comments portion of the meeting was closed.

III. Balboa Village Citizen Advisory Panel - Council Member Henn

- A. Draft Balboa Village CAP Implementation Plan, May 2012 (*Attachment 2*)
Balboa Village Implementation Plan Exhibits:

- Brand Development Process (*Exhibit 1*)
- KMA Market Analysis and Strategies (*Exhibit 2*)
- Parking Plan (*Exhibit 3*)
- Implementation Matrix (*Exhibit 4*)

1. Brand Promise – Gary Sherwin, Visit Newport

Gary Sherwin, Visit Newport, provided a PowerPoint presentation addressing the formation of the CAP, developing a long-term vision for the area, definition of a brand, understanding what makes Balboa Village different, and the formation of a working group to help with the process. He addressed the methodology, research, and developing a Brand Promise.

Don Anderson continued addressing details of the research, community outreach, on-line survey, databases used, existing association contacts and results. He presented details of the results of the survey including sampling and responses received. He highlighted the need to communicate appropriately regarding the area (e.g., Balboa Village versus Balboa Island), reasons for visiting, and perceptions of Balboa Village.

It was noted that visitors tend to rate the area much more highly than did residents. They have a much more positive impression of the area. Mr. Anderson identified different names used by visitors and residents for the area.

Discussion followed regarding the equity in the term "Fun Zone" and it was suggested to leverage name recognition with "Balboa Village Fun Zone."

Chair Henn indicated additional helpful information was elicited by the survey.

Discussion followed regarding percentages of visitors for the purpose of dining and other activities as well as their thoughts about the area.

2. Overview of Balboa Village Implementation Plan - Cindy Nelson (*Attachment 3*)

Cindy Nelson noted that the implementation plan must be believable and stated the recommendations including implementation of the vision. She thanked CAP Members for their work on this project. She addressed the purpose of the CAP and addressed initial boundaries, key issues identified by the CAP early in the process, and discussion regarding expansion of the Fun Zone. Ms. Nelson noted that the CAP felt that having both Balboa Village and Fun Zone in the title is important for both residents and visitors. She addressed modifications to signage and way-finding signs.

Ms. Nelson addressed challenges and opportunities, the possibility of a small boutique hotel in the area and key projects including ExplorOcean and the Balboa Theater. She addressed a City-owned property which may present future development opportunities. Ms. Nelson reported that the CAP felt the order of the recommendations to be important. These include the creation of new revenue streams, a commercial façade program, and preservation of some existing signs.

Discussion followed regarding the possibility of developing incentive programs for commercial improvements and increasing support for keeping the sidewalks clean.

Ms. Nelson continued listing details of the recommendations including tenant improvements, the importance of demonstrating a commitment to the area, and deferring a tenant outreach program. She addressed the importance of creating partnerships with ExplorOcean and the Balboa Theater to ensure projects come to fruition. She addressed special events and activities during the off-peak season, and the limited City staff resources.

Discussion followed regarding the possibility of hiring a professional promoter consultant for event planning and using existing resources.

Ms. Nelson reported that the City of Huntington Beach operates a City-run recreational vehicle program on their beach parking lot during off-peak seasons. She addressed the initial investment and possible additional net revenues to be generated.

Discussion followed regarding maintaining the current infrastructure.

Ms. Nelson addressed future mixed-use development opportunities on the City-owned parking lot.

Commissioner Selich indicated that he is skeptical regarding developing a hotel far from the water.

Ms. Nelson recommended allocating additional funding to the BID for marketing and additional programs that will help convey the vision brand promise. She addressed the importance of beginning to convey the message of the vision.

Discussion followed regarding evaluating existing programs, sorting out a successful approach, and modifying recommendations subject to developing a strategy.

Ms. Nelson reported the BID is currently working on amending their boundaries. She presented planning and zoning recommendations, the possibility of maintaining the current eclectic architecture or using theme architecture, applicable current sign guidelines, zoning, development of a management plan, existing

adequate parking for commercial and beach use, new development opportunities, and the possibility of eliminating parking requirements for new commercial developments.

Discussion followed regarding providing credit for on-street parking.

Community Development Director Kimberly Brandt reported that staff is moving forward with preparing the implementation plan for the Local Coastal land-use plan but elimination of parking can be considered through zoning.

Ms. Nelson addressed in-lieu parking fees for Balboa Village and noted the yearly revenue generated.

Discussion followed regarding restaurant parking and Ms. Nelson reported that the businesses have indicated an interest in a valet parking system using the City lot during off hours. Restaurant uses will generate a need for managed parking. Ensuing discussion pertained to pooling valet parking, the possibility of a district-wide shared parking program, and moving to a district-wide analysis model rather than assessing each individual property.

Ms. Nelson addressed continuing Code Enforcement efforts and parking management plan. She reported that the consultant recommends removing time limits from metered spaces and implementing a demand-based pricing for on- and off-street parking. She noted that there is a proposal on the table if the City Council approves the recommendation. She addressed the possibility of treating the Balboa Village as a commercial parking benefit district and noted that the CAP felt strongly that this is a means to create a permanent, on-going revenue stream to fund eligible projects and programs in the Village.

Discussion followed regarding State laws under which commercial parking districts fall, parking enhancement funds, developing a tailored solution with a governance structure and consideration of setting precedence.

Ms. Nelson reported the possibility of creating a residential parking permit program, other related studies, needing to offer parking options to Bay Island residents and parameters discussed.

Discussion followed regarding a related guest-parking program.

Chair Henn noted the recommendations were crafted relative to other jurisdictions and in light of programs that the Coastal Commission has approved elsewhere.

Ms. Nelson reported that the understanding with the CAP is if the City Council supports the concept, staff would start having a more meaningful dialogue with the Coastal Commission to identify studies or additional steps to be taken to ensure a complete application and minimize processing time.

Discussion followed regarding obtaining resident input and determining appropriate boundaries for the program.

Ms. Nelson addressed an employee parking permit program, setting aside spaces in the large beach lot for employee parking, formally establishing a shared parking district, and constructing new parking.

Chair Henn suggested exploring the idea of shared bicycle rental concepts throughout the City.

Ms. Nelson addressed way-finding signage and the need to do a better job to direct public to different parking alternatives in the area.

Chair Henn noted a time limitation and reported the need to continue this item to another meeting for continued discussion.

Ms. Nelson addressed the public infrastructure and development of a streetscape plan for the area. It was agreed that the area needs improvement and recommended allocating funds to engage a landscape architectural firm to enhance the plan that was previously done and develop specific recommendations for

improvements in the area, including the boardwalk area. She recommended that the City take over the on-going maintenance of the boardwalk.

Chair Henn addressed the eclectic architecture but noted that a sense of place is still needed to define an identity with streetscape and landscaping. He stressed the need for a carefully designed plan.

Council Member Selich felt that the maintenance needs to be to more than just the boardwalk.

Chair Henn indicated that he would like to have MOD present a set of strategies and alternatives regarding levels of maintenance.

Council Member Hill agreed with the need for a consistent maintenance program.

Chair Henn indicated the need to schedule another meeting, referenced a summary memorandum with recommendations and changes to be distributed with the agenda to complete the discussion and take comments from the CAP and the public.

Council Member Hill addressed access to the Village and felt the issue needs consideration.

A continuation of the meeting to another date was recommended in order to address the remaining portion of the Agenda.

Staff is to communicate the date of the upcoming meeting, once the date has been determined.

V. Adjournment

Chair Henn adjourned the meeting at 5:39 p.m.

The agenda for the Regular Meeting was posted on May 31, 2012, at 3:04 p.m. on the City Hall Bulletin Board located outside of the City of Newport Beach Administration Building.



Michael Henn, Chair