I. Call Meeting to Order

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

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
      2. Overview of Balboa Village Implementation Plan Cindy Nelson (Attachment 3)
      3. Recommended Action:
         a. Review and provide comment
         b. Forward to (tentative dates):
            • Planning Commission – July 5, 2012
            • Harbor Commission – July 11, 2012
            • City Council – August 14, 2012

IV. Public Comment

V. Adjournment

Please refer to the City Website, http://www.newportbeachca.gov/index.aspx?page=1831, for additional information regarding the Neighborhood Revitalization Committee.
Attachment No. 1
Draft Minutes – February 16, 2012
1. **Call Meeting to Order**
   Council Member Henn convened the meeting at 4:05 p.m. The following persons were in attendance:

   **Committee Members**
   - Council Member Michael Henn (Chair)
   - Council Member Ed Selich
   - Council Member Rush Hill

   **City Staff**
   - Kimberly Brandt, Community Development Director
   - Brenda Wisneski, Deputy Community Development Director
   - Dave Webb, Deputy Public Works Director
   - Leonie Mulvihill, Assistant City Attorney
   - Monika Goodwin, Administrative Assistant
   - Dennis Stone, Project Consultant

2. **Approval of Minutes for December 15, 2011**
   Chairman Henn left the room at this time.

   Council Member Selich moved to approve the minutes of December 15, 2011 meeting, regarding Item E. Lido Village/City Hall, and Council Member Rush seconded; and the minutes were approved (2-0; Council Member Henn absent).

3. **Approval of the Joint Minutes for December 20, 2011**
   Chairman Henn returned to the room at this time.

   Council Member Selich moved to approve the minutes of the joint December 20, 2011, Balboa Village Advisory Panel (CAP) and NRC meeting, and Council Member Henn seconded; and the minutes were approved unanimously.

   **Approval of Minutes for January 12, 2012**

   There were several requests for amendments to the minutes. Council Member Henn moved to approve the amended minutes of the January 12, 2012, meeting, and Council Member Selich seconded; and the amended minutes were approved unanimously.

4. **Status of CAPs**
   A. **Balboa Village**

   Chairman Henn reported on the activities of the CAP noting it formed a subcommittee to consider branding opportunities with the assistance of staff and Visit Newport Beach. He expects an update at the upcoming CAP meeting of February 21, 2012, regarding its progress. He added that at the last meeting the CAP viewed a presentation on Code Enforcement. The next CAP meeting will include an update on the subcommittee's findings on branding, presentation of the initial recommendations on parking issues, and an update report from the economic consultants.

   **Public Comment**

   Mr. Dan Purcell asked about the carousel sale and Chairman Henn reported there was no discussion on that issue at the last CAP meeting.
Public Comment closed.

B. Corona del Mar Entry
Consultant Dennis Stone provided a PowerPoint presentation including an overview of the process and concept plan resulting from recent CAP deliberations. He acknowledged CAP members, staff and others who participated in the process. He addressed potential changes for improved areas, such as landscaping, widening the sidewalk, pavement materials, signage, safety improvements, preliminary costs estimates and ideas for potential secondary uses.

Chairman Henn asked and Ms. Brandt responded that this is an action item for NRC recommendation. Council Member Hill stated the plan speaks to the vision, addressed parking issues and measures to mitigate. Council Member Hill moved to present the item to Council, and Chairman Henn seconded the motion. Council Member Selich stated he would like to hear what others have to say about the item before taking action, noting there are some issues relative to parking and circulation to address.

Public Comment
Mr. Dan Purcell expressed concerns regarding the existing clock tower and felt that whatever is done in the area should be top-quality. He asked Council to review all commercial refuse storage areas in Corona del Mar and suggested the possibility of consolidating trash areas.

Ms. Debbie Allen reiterated her support for the plan and noted the neighborhood is concerned about the height of the palm trees and requested the addition of a condition stating that palm trees are not to exceed thirty-two (32) feet in height. Chairman Henn stated the issue will be included.

Mr. Dick Nichols wondered as to the benefits of the project, opined the sidewalk is not useable as a place for meetings because there is not enough space, and inquired regarding bicycle lanes. He felt that not all of the restaurants in the area are being considered and stated that traffic will be impacted by the removal of the lane.

Chairman Henn inquired regarding the bicycle lane and Mr. Stone responded by illustrating the location of the bike lane. Discussion followed regarding the lack of room for bicycle lanes.

Mr. Tom Gray stated his opposition to eliminating lanes along Coast Highway. He reported alternate routes that he takes to avoid Coast Highway and expressed concerns regarding backed up traffic and opined the plan will result in increased traffic congestion and accidents.

Mr. Tony Brine, City Traffic Engineer, stated it is an operational issue rather than a level of service or capacity issue. He reported that a temporary lane closure to simulate a lane drop prior to MacArthur had been done previously, similar to what is being proposed and there were no real issues observed with traffic flow. He suggested repeating this at this location to monitor impacts on traffic. Chairman Henn asked regarding the triangle near Golden Spoon and Mr. Brine reported the attempt there is to channelize the traffic for better definition.

Council Member Selich agreed with Mr. Gray's idea and suggested also restriping before hard improvements are completed to see how it works and what adjustment, if any, is necessary.

Chairman Henn directed staff to include this in the agenda report.

Council Member Hill noted there are arguments on both sides regarding this project.

Mr. Mike Nolan expressed concerns over traffic and parking with the increased density.
Chairman Henn indicated he respects Mr. Nolan's passion regarding the issues, but stated that before the concept plan can be enacted, additional public input will be gathered and consideration will be given to resolving the parking problems and whether or not there will be an exacerbation of traffic problems.

Mr. Jim Mosher expressed confusion over seven (7) Corona del Mar items listed on the agenda. Chairman Henn noted there is material attached to the presentation that addresses each individual item.

Mr. Jim Mosher suggested an alternate concept including keeping the traffic configuration as it currently exists and extending the sidewalk to where the parking is currently. He addressed capacity and expressed safety concerns relative to the pedestrian sidewalk on Carnation Avenue and opined there is a safety issue with the bicycle lane.

Mr. Steve Nellis felt that focusing on technicalities contributes to losing the beauty of the plan. He expressed support for the plan, felt the wider sidewalks would be improvements for restaurant owners and felt that having a merging lane and parking spaces in the middle of an intersection is confusing but felt that the parking issue can be resolved.

Mr. Tony Brine affirmed that moving the parking would be an improvement.

Mr. Jim Walker stated this has been a long time coming and that the concept provides a real enhancement for Corona del Mar because it encourages people to walk. He felt there is a safety issue with parking near the Golden Spoon and noted people will try to go across Carnation while others are merging from three lanes to two lanes. He addressed traffic flow and noted the existing restaurants have concerns regarding lack of parking. He suggested a compromise to resolve the parking issue and stated support of the project.

Mr. Ron Hendrickson indicated that striping will be a problem since people will ignore them and cross anyway. He expressed concern with elimination of a lane and that widening the sidewalks, allowing for outside dining by existing restaurants, was secondary to the reduction of the size of the intersection. He opined there could be a safety issue relative to sidewalk activities that could distract drivers and felt that better and more communication is needed before the item goes before Council.

Ms. Theresa Powers agreed that communication needs to be improved; addressed increased traffic at the new City Hall which will impact the proposed project and noted that business cannot be conducted on public property such as sidewalks.

Chairman Henn reiterated that no final action will be taken at this time as this is a concept plan recommendation to Council and will be subject to much more public input before finalization.

Assistant City Attorney Mulvihill stated the City often allows private businesses and citizens to use public properties through an encroachment permit. She added that outdoor dining on public property can be conducted through a similar process.

Mr. Bernie Svalstad supported the idea of striping and placing cones, referenced various meetings regarding the subject project, and felt there are ways to resolve some of the issues brought up. He commented in support of the project.

Ms. Karen Jacoby spoke in opposition to the lane closure and suggested the City provide resident permits or other compensation for their side of the street.

Chairman Henn stated that the before mentioned ideas are valued.

Deputy Public Works Director/City Engineer Webb reported staff received one email comment from Mr. Ernest Schroeder expressing support for the project but also concerns regarding removing parking in front of his property.

Mr. Ernest Schroeder spoke in favor of the project, but not removing the parking.
Mr. Helmut Reis indicated support for the concept, referenced other coastal cities and challenges with finding parking spaces.

Mr. Robert Hawkins said, “A concept plan may be fine, but with all of these details, the City needs to conduct environmental analysis before considering approval of the Project.”

Ms. Mulvihill noted this is a concept plan and that at the time it goes before Council, the staff report will identify the appropriate environmental analysis or exemption which the Community Development Department will make.

Ms. Novell Hendrickson noted the CAP meeting was reminiscent of a previous plan in 2000, referenced a Walker parking study and felt that Corona del Mar has plenty of parking. She felt the concept is premature and that more outreach and input is necessary before the item goes to Council.

Mr. Gary Picket expressed appreciation for the information, correspondences and notices issued by the City to keep him informed.

Mr. Robert Hawkins commented on waiving a 50-space parking requirement for Avila’s Restaurant and now deletion of nine (9) parking spaces is being proposed. He reiterated the need for further analysis.

Public Comment Closed

Council Member Hill commented this is a worthwhile project for the Council to consider and noted the City’s wish for improvements.

Council Member Selich provided a brief history of the project including ideas generated by resident input, the vision plan and presentations made to various groups and people. He stated one of the major goals of the vision plan was to make Corona del Mar more pedestrian-friendly.

Council Member Hill moved, Chairman Henn seconded, to direct staff to forward the concept plan to Council for its meeting on February 28, 2012, subject to additional recommendations and including the minutes of this meeting. The motion carried, unanimously.

Council Member Hill thanked the CAP.

5. **Public Comment**

Mr. Dan Purcell inquired regarding the status of the carousel. Chairman Henn did not have comments on this issue, but if the community wants to raise it that would be alright.

Mr. Dick Nichols spoke on the benefits of undergrounding three lanes on Coast Highway.

Chairman Henn noted that public comments were closed.

6. **Next Meeting on March 15, 2012, at 4:00 pm**

7. **The meeting was adjourned at 5:50 p.m.**
Action Meeting Minutes

NEIGHBORHOOD REVITALIZATION COMMITTEE

Location: Council Chambers
Thursday, February 16, 2012 - 4:00 p.m.

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Attachment No. 2

Please proceed to the following links:

Draft Balboa Village CAP Implementation Plan, May 2012

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)
Attachment No. 3
Overview of Balboa Village Implementation Plan
Balboa Village
Implementation Plan

- Citizen Advisory Panel (CAP) appointed in June 2011
- Purpose: Set a new vision and develop implementation strategy for Balboa Village
Balboa Village Revitalization Area
Key Issues/Opportunities

- Parking
- Zoning
- Appearance and Sense of Place
- Commercial Investment
Brand Name:  **Balboa Village Fun Zone**

**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.
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.
Expand the Fun Zone

Expanded Balboa Fun Zone

- Existing Fun Zone
- Expanded Fun Zone
Expand the Fun Zone

- Expansion of the Fun Zone boundaries will have an impact on way finding and monument signage
Market Analysis

Constraints

- Small, close in population limits new commercial development
- Access and visibility constraints limit development opportunities
- Intervening commercial opportunities along route to Balboa Village
- Parking is difficult during peak periods
- Coastal Commission entitlement process is lengthy and uncertain
- Existing parcel patterns and city parking requirements make it difficult to redevelop properties
Market Analysis
Opportunities

- Market support for a small, boutique hotel
- Strong market for residential rental and ownership housing
- Residential is an economic engine for mixed-use development
- Cultural catalysts, i.e. ExplorOcean and Balboa Theater
- City owned property on Palm Street as catalyst development project
1. Develop and implement Commercial Façade Improvement Program

Example:

**Minor:** Up to $15,000 rebate per building for exterior paint, awnings, signs

**Major:** Up to 25’ frontage
- 25’ to 50’: $25,000
- 50’ to 75’: $37,500
- 75’ and above: $50,000

$15,000 match

Program details to be developed, and funding identified.
Commercial Façade Program
Commercial Façade Program
Commercial Façade Program
2. Develop and implement a Targeted Tenant Attraction Program
3. Support new cultural amenities such as ExplorOcean and Balboa Theater
Economic Development Recommendations

4. Develop a special events initiative for Balboa Village
   • Capitalize on efforts of Balboa Theater and ExplorOcean
   • Identify new community activities/events during non-peak season
   • Partner with BID and neighborhood associations
5. Develop an operating budget and implementation strategy for an off-peak season recreational vehicle use program

- Generates approximately $200,000/year for 35-45 spaces
- Initial capital investment in utilities – approx. $800,000
6. Future mixed-use development on City-owned Palm Street parking lot

The KMA report identified 3 options:

- Parking Structure: $535,000/year annual operating deficit
- 45 room hotel over 1 level public parking - $25,000/year net ground lease revenues
- Mixed-use residential/retail – over $200,000/year net ground lease revenues (no public parking)
7. Allocate additional funding ($25,000) to Balboa Village BID for marketing and programs that convey the new Vision Brand Promise for the area.

8. Modify the boundaries of the BID to delete area between Adams and Coronado Streets.
Planning/Zoning
Recommendations

Planning: Current design guidelines are applicable.

Zoning:

1. Eliminate parking requirements for new commercial development and intensification of use applications (LCP)
2. Eliminate in lieu parking fee for Balboa Village and terminate current payee obligations.
3. Evaluate changes in 5 years
4. Encourage mixed-use development
5. Continue code enforcement efforts
Parking Management Plan

- Balboa Village has large supply of parking, mostly off-street
- Parking supply is underutilized except for summer weekends
- “Hot spots” of demand exist even during non-peak season
- Drastic seasonal parking demand with highly constrained capacity on summer weekends
- Current parking pricing discourages use of off-street facilities
- Parking turnover is low
- Adequate parking for existing and future commercial uses
1. Remove time limits for metered spaces. Implement demand based pricing for on and off-street parking

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<tr>
<th>On-street</th>
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<tbody>
<tr>
<td>Peak period (Summer): 8 AM – 6 PM, 7 days</td>
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<tr>
<td>$2.00 per hour (0-2 hours)</td>
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<td>$2.50 per hour (2+ hours)</td>
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<tr>
<td>Off-peak period (non-Summer): 8 AM – 6 PM, 7 days</td>
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<tr>
<td>$1.00 per hour (0-2 hours)</td>
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<td>Peak period (Summer)</td>
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<td>$1.50 per hour (no max)</td>
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<td>Off-peak period (non-Summer)</td>
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<td>$.50 per hour (no max)</td>
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</table>
2. Establish a commercial parking benefit district in Balboa Village
   • Determine legal means to create district given existing BID and Parking Zone (Neighborhood Enhancement Area)
   • Create a permanent, ongoing revenue stream to fund eligible programs/activities in Balboa Village
3. Establish a Residential Parking Permit Program (RPPP) to manage parking “spillover” into neighborhoods
Proposed RPPP Boundaries
RPPP Parameters

- Eligibility: all residences, including rental property owners, and Bay Island residents
- City residents living on boats not eligible
- 4 permits per household; $20 for first 2 permits; $60 for 3rd; $100 for 4th permit
- No parking 4pm – 9am, 7 days per week, excluding holidays – PERMIT HOLDERS EXEMPT
- Permits do not apply to existing “green zones” for commercial use or median on West Balboa Boulevard
- Compliance with California Coastal Commission
4. Establish and Employee Parking Permit Program

- Approximately 100 spaces in municipal beach lot
- Hours of operation: 6am – 10am, week days
- 1 permit per employee @ $50/year
- Compliance with California Coastal Commission

5. Revise minimum parking requirements for new development; terminate in-lieu parking program for existing participants (Zoning section)
Parking Plan
Recommendations

6. Formally establish Balboa Village as a shared parking district
   • Improve way finding signage
   • Require new private parking be made available to public
   • Develop mutually agreeable operating agreements for public use of private parking where possible
   • Purchase or lease existing parking before construction new lots or garages

7. Develop a coordinated way finding signage program

8. Identify and implement targeted improvements to bicycle and pedestrian facilities
1. Engage an architectural firm to update conceptual streetscape plan and way finding signage program.
Public Infrastructure and Streetscape

Newport Beach, California

Balboa Village
Balboa Island Ferry
Nautical Museum
Coast Highway
Public Infrastructure and Streetscape

2. Regular maintenance of Boardwalk by City ($15,050/year for biweekly cleaning)
Create a governance structure to oversee implementation of Plan recommendations.
## Implementation Plan Matrix

- Recap of recommendations
  - Priority ranking based on CAP feedback
  - Implementation factors to be considered
  - Estimated costs to implement
Next Steps

- Approval of Implementation Plan by NRC
- Review by Planning Commission – July 5
- Review by Harbor Commission – July 11
- Review/approval by City Council – August 14
Thank You!

City of Newport Beach

BALBOA VILLAGE IMPLEMENTATION PLAN

May 2012