



**APPROVED**

**CITY OF NEWPORT BEACH  
Citizen Advisory Panel Meeting  
Balboa Village**

**MINUTES**

**City Hall Council Chamber  
3300 Newport Boulevard  
Thursday, November 3, 2011  
8:00 a.m. to 9:00 a.m.**

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Mayor Michael Henn, Council Member Liaison  
Kimberly Brandt, Community Development Director  
Brenda Wisneski, Deputy Community Development Director  
Steve Badum, Public Works Director  
Jim Campbell, Principal Planner  
Fern Nueno, Assistant Planner  
Cindy Nelson, Project Consultant

Committee Members:  
Terri Pasquale  
Mark Hoover  
Ralph Rodheim  
Craig Smith  
Jim Stratton

The meeting was called to order at 8:05 a.m. All Committee Members were present, except for Terri Pasquale.

1. Welcome and Introductions - Cindy Nelson

Ms. Nelson gave an overview of the Neighborhood Revitalization Committee (NRC) and the Citizen Advisory Panels (CAP). She continued with a discussion of the Balboa Village meetings to date, the vision statement, the economic consultant, and a discussion of the history and landmarks in the area.

2. Overview of Balboa Village Revitalization Efforts - Cindy Nelson

Ms. Nelson summarized the improvements done within the last 10-15 years, including the City parking lot, landscaping, and street/sidewalk improvements. A goal with these efforts is to have the City work with property owners to create an environment where the businesses can thrive. The end result of will be an implementation strategy with action items.

3. Comments from Property Owners

A few property owners spoke at the meeting and the comments are listed below:

- Property owners of rental properties just want the rent money
- Would like to see something different done with the area
- The visitors to the area are not spending a lot of money
- The area needs something like a high-rise hotel to keep people in the area.
- There is a dichotomy with some people wanting change and the others wanting the area to remain as is.
- We need to draw people to the area

- We should not get rid of uses without having a replacement lined up, such as the carousel in the Fun Zone.
- We cannot just focus on vacationing patrons; we need businesses for the residents.
- Adults do not want to raise children in this area nor have roommates, so we need smaller units available year-round. Specifically, we need fewer 2 and 3 bedroom apartments and more 1 bedroom and studio apartments, which would help with the need for more full time residents.

#### 4. Public Comments

- Need for an Ace Hardware or something similar in the area that would sell to both to locals and tourists, more so to each depending on the season, similar to the one in Corona del Mar.
- Ms. Nelson stated that we need to incentivize the property owners to improve the storefronts (cleaning up, painting, putting up new signage, etc.). She continued by stating the need to have residents and visitors support the commercial properties.
- The property owners have no financial incentives to clean up the properties if they cannot collect a higher rent.
- Businesses often come and go, but employees want steady work. The businesses have seasonal businesses. The Fun Zone brings families to the area.
- We need a collective effort with the entire community. Capital Investment needed in this area by both public and private sources.
- We need more destinations that people can go to regularly. The Fun Zone is fun, but how often can one visit it? Restaurants are a good draw.
- Committee Member Rodheim stated that we need to work together. We need the property owners to participate, and then the property values will rise.
- Ms. Nelson commented that we need to start a dialog with the property owners and spread the word.
- Mayor Henn stated the purpose of this meeting was to elicit comments.
- The telephone company should be pressured into cleaning up because they are a public company.
- Mayor Henn said that the City will meet with the property owners of the ATT telephone building.
- Ms. Nelson mentioned that Code Enforcement will be at the next CAP meeting.
- Committee Member Rodheim confirmed that Brenda Wisneski and Cindy Nelson will work with ATT. Also, if they no longer need the building they should donate it to the City.
- Rita Stenlund announced that the preview center for ExplorOcean is open and the Museum wants feedback. They will be starting an ambitious public outreach campaign soon.
- We need a draw to the area to bring about other businesses, such as the businesses that popped up near train stations when the Redline was constructed in Los Angeles.
- In October 2012, the Balboa Theater will hold a beach festival, which will be an opportunity for business owners.
- Committee Member Smith said that we need a system where people can contact someone. Ms. Nelson will send out staff's contact information to the CAP distribution list.

- The idea of a redevelopment area was mentioned, but that requires findings for blight, and this area may not qualify. Furthermore, redevelopment areas are going away.
  - A resident spoke in favor of saving the Fun Zone and in opposition to ExplorOcean. The OC Westways AAA magazine with the Fun Zone on the cover was mentioned. The ExplorOcean is more of a theme park than a museum and will create a traffic problem.
  - Question the value of ExplorOcean as a source of being an economic engine for the area.
  - We need resident-serving and seasonal businesses. It would be best to find someone established in the community to open a second location, such as Ace Hardware or Gary's Deli.
  - We need to work on the parking requirement because lack of one parking spaced ruined a proposed mixed use project.
  - We need to work with the Business Improvement District and community associations.
  - We need a historic preservation consultant (there will be one brought on board).
  - This area needs more people / more bodies as tourist and as residents.
  - Need for a local market in the area, similar to the one on Balboa Island.
  - Possible expansion of the Fun Zone, but with more modern elements / games, interactive education that mix the old with the new etc.
  - We need to get the Theater open soon, to add more restaurants, have a better mix of shops, and less shop turnover.
  - Need to find a way to get the other property owners who did not attend this morning to participate in future meetings.
5. City website – <http://www.newportbeachca.gov/index.aspx?page=1959>
6. Next Steps

Ms. Nelson summarized the next steps and announced the next meeting on November 15, 2011.