



CITY OF NEWPORT BEACH
Balboa Village Citizen Advisory Panel Meeting
MINUTES

Newport Harbor Nautical Museum
600 East Bay Avenue, Newport Beach
Tuesday, February 21, 2012 -- 4:00 p.m. to 5:30 p.m.

CAP Members:

Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

Staff Members:

Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CDD Director
Tony Brine, City Traffic Engineer
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

**"Balboa Village...a unique destination between the bay and sea
where history meets the excitement of the future"**

1. **Call Meeting to Order** – The meeting was called to order at 4:04 p.m.
2. **Roll Call** – All CAP Members were present.
CAP Member Smith left at 5:00 p.m.
3. **Approval of Minutes** – January 17, 2012
CAP Member Stratton motioned to approve the January 17, 2012, meeting minutes, the motion was seconded by CAP Member Smith, and the motion was approved by a 5 yes to 0 no vote.
4. **Current Business**
 - a. **Branding Working Group – Status Report**

A meeting was held with Gary Sherwin of Visit Newport Beach, Cindy Nelson, and CAP Member Stratton. Future tasks include an online questionnaire for residents and business owners, crafting a brand promise, and incorporating the core values from the previous visioning exercise.

At the last CAP meeting, a member of the public questioned if the Council resolution creating the CAP provided for the creation of “working groups” and asked whether formal action needed to be taken by the CAP to appoint non-CAP Members. Staff sought an opinion from the City Attorney’s Office and determined the need to formally vote on the appointment of non-CAP Members to the working group. A motion was made by CAP Member Stratton and seconded by CAP Member Smith to appoint Peyton Reed as a non-CAP member participant in the working group. The motion was approved by a 5 yes to 0 no vote.
 - b. **Parking Management Plan**

Brian Canepa, Nelson Nygaard, made a presentation and answered questions from CAP members and attendees of the meeting. The PowerPoint presentation is available online at <http://www.newportbeachca.gov/index.aspx?page=1962>. The parking strategies discussed include demand responsive pricing, parking benefit district, residential parking permits, employee permits, minimum parking requirements and fees, shared parking district,

wayfinding, bicycle and pedestrian improvements, and ongoing data monitoring. The key issues from the discussion are summarized below:

- Mr. Canepa clarified that no new meters are proposed, the prices and hours will vary, and the off-street meters would be free after 6:00 p.m.
- Regarding the parking benefit district (PBD), the funds would be used for Balboa Village, there will need to be an oversight body, and no revenue analysis has been done yet for the potential funds.
- The recommended cost of the residential parking permit (RPP) fees was determined by looking at other jurisdictions. RPPs would be available for each unit (duplexes, condos, etc.). There are 800+ units within the proposed RPP zone. Suggestions were made to include the median on Balboa Boulevard and to eliminate the area that extends from 7th Street to Adams Street from the Business Improvement District (BID).
- Regarding employee parking, the hours available could be adjusted seasonally and for weekends/weekdays.
- The question of expanding the beach lot brings up concerns with costs, maintenance, removing public beach, and the actual need for additional beach parking.
- The minimum parking requirements and in lieu fees were discussed. Some existing in-lieu parking fees from prior to the moratorium are still being paid. The recommendation to City Council may include a fair way to address the existing fees, such as not requiring a continuation of the payments. The fees would be only for new development or intensification of use. The pros and cons of impact and in-lieu fees were discussed. Ms. Brandt suggested that the recommendation could be a hybrid of the options and the City could revisit the situation in two years to assess any parking problems, redevelopment, etc. Ms. Nelson pointed out that changing development standards can be viewed as an incentive the City can offer to encourage new investment.
- Metered parking fees and time limits were brought up. Mr. Canepa discussed the adjustable parking rates that could increase after two hours and be based on the amount of use. Some people will not visit the area because they do not want to pay for parking. However, with free parking the system gets abused and visitors cannot find parking.

c. Economic Feasibility Analysis

Kevin Engstrom, KMA, made a presentation on market conditions and implementation strategy, and answered questions from CAP members and attendees of the meeting. The PowerPoint presentation was attached to the agenda and is available online. The key issues from the discussion are summarized below:

- There might be more of a demand for parking in the future with ExplorOcean and Balboa Theater. The parking consultants considered these two projects in their analysis.
- The Palm Street lot is the only City-owned property within the Balboa Village area, aside from the beach lot, therefore development options were considered that could be a catalyst for new investment in the area.
- In order to entice new businesses, tenant loans could be provided to improve financial feasibility.
- Another option is a facade easement/rehabilitation program. The time frame is typically 5-10 years for the easement/facade program. The City would construct all facade improvements at its cost and maintain an easement for 10 years to ensure the physical appearance of the building..
- A member of the public suggested that the Balboa Lot could be a nice space to have for craft fairs, markets, etc. if the lot is not developed with a structure.

5. **Staff and CAP Comments**

Cindy Nelson discussed the timeline. The March meeting will include a discussion on the brand promise and the implementation plan. The April meeting will revolve around review and approval of the draft implementation plan. The implementation plan will be forwarded to the Neighborhood Revitalization Committee (NRC) in May, and then forwarded to the City Council for review in June/July

6. **Public Comments**

- A member of the public questioned whether the remaining scheduled CAP meetings were necessary.
- A member of the public mentioned Irvine Company's Bayside Drive remodel and opined that the ExplorOcean project would be better at a that location.

7. **Next Meeting** – Tuesday, March 20, 2011, 4:00 p.m. - 5:30 p.m.

8. **Adjournment** – The meeting was adjourned at 6:07 p.m.