



# CITY OF NEWPORT BEACH

## Balboa Village Citizen Advisory Panel Meeting

### AGENDA

**Newport Harbor Nautical Museum**  
**600 East Bay Avenue, Newport Beach**  
**Tuesday, May 15, 2012 - 4:00 p.m. to 6:00 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  
Jim Campbell, Principal Planner  
Steve Badum, Public Works Director  
Fern Nueno, Assistant Planner  
Cindy Nelson, Project Consultant

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1. **Call Meeting to Order**
  2. **Roll Call**
  3. **Approval of Minutes – May 2, 2012 (Attachment 1)**
  4. **Current Business**
    - a. Draft Implementation Plan (Attachment 2)  
**Recommended Action:** Recommend approval and forward to the Neighborhood Revitalization Committee (NRC)
    - b. Project Schedule Update  
**Recommended Action:** Review and discuss
  5. **Staff and CAP Comments**
  6. **Public Comments**
  7. **Next Meeting – TBD**
  8. **Adjournment**

This meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the agenda be posted at least seventy-two (72) hours in advance of each meeting and that the public be allowed to comment on agenda items before the committee and items not on the agenda but are within the subject matter jurisdiction of the Citizen Advisory Panel. Public comments are generally limited to either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or [cityclerk@newportbeachca.gov](mailto:cityclerk@newportbeachca.gov)).

# **Attachment No. 1**

Draft Minutes – May 2, 2012



## CITY OF NEWPORT BEACH Balboa Village Citizen Advisory Panel Meeting MINUTES

**Newport Harbor Nautical Museum  
600 East Bay Avenue, Newport Beach  
Wednesday, May 2, 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  
Jim Campbell, Principal Planner  
Fern Nueno, Assistant Planner  
Cindy Nelson, Project Consultant

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1. **Call Meeting to Order** – The meeting was called to order at 4:00 p.m.

2. **Roll Call** – All Citizen Advisory Panel (CAP) Members were present.

3. **Approval of Minutes** – March 20, 2012

CAP Member Hoover motioned to approve the March 20, 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

Gary Sherwin and Don Anderson 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 branding meetings were held with the CAP working group, Brenda Wisneski, and Cindy Nelson. The key discussion points from after the presentation are below:

- CAP Member Rodheim noted his concern with the implementation of the Brand Promise. The brand paints a picture of the nostalgic, physical look, while new projects such as ExplorOcean do not fit with that theme architecturally.
- Mr. Sherwin responded that nostalgia is a feeling, not just a look. The Brand Promise is not a set of design guidelines.
- The Fun Zone is currently a specific area within Balboa Village (BV). The proposed name for the area is Balboa Village Fun Zone, which will have the same boundaries as the BV Business Improvement District (BID) with the pier included also.
- A member of the public suggested that the word “harbor” should be included in the Brand Vision because of the harbor’s uniqueness.
- The survey results indicated that people would like more upscale, quality shopping options.
- Council Member Henn thanked Gary and Don for their hard work. Mr. Henn mentioned his past experience working for large companies that paid a lot of money for similar consultant work and that the City hired the consultants for this project for significantly less money.
- CAP Member Rodheim suggested that an aggressive outreach be done so that more people attend the next meeting to discuss the Brand Promise.

- b. **Project Schedule Update**
  - On May 15, 2012, the CAP will review the draft Implementation Plan (IP). At that meeting, it will be determined if additional meetings are necessary prior to making a recommendation to the Neighborhood Revitalization Committee (NRC). The IP will be reviewed by the NRC on June 14<sup>th</sup> or a later meeting date if necessary. After the NRC review, the Planning Commission and then the City Council will review the IP.
  - CAP Member Rodheim recommended that the Harbor Commission also see the IP because of the potential influence on the waterfront.
  - Wayfinding signs will need to be updated to reflect the new Brand Name should the City Council approve the recommendations.
  - Ms. Nelson noted that the IP will include a short-, mid-, and long-term schedule for the strategies recommended. Once the City Council direction is provided, staff can then develop a more refined work plan and schedule to begin implementation of the recommendations.
  - It was reiterated that staff will work with the Coastal Commission in advance on the proposed residential parking permit application should the City Council approve moving forward.
5. **Staff and CAP Comments**
  - CAP Member Rodheim noted that correspondence was received from Howard and Kathleen Hall who were unable to attend the meeting.
  - Ms. Nelson confirmed that the draft IP will be sent to the community associations and BID.
6. **Public Comments** – No additional public comments
7. **Next Meeting** – Tuesday, May 15, 2012, 4:00 p.m. - 6:00 p.m.
8. **Adjournment** – The meeting was adjourned at 5:30 p.m.

## **Attachment No. 2**

Draft Implementation Plan

Please proceed to the following links:

[Balboa Village Draft Implementation Plan](#)

[Exhibit 1](#) - Brand Development Process

[Exhibit 2](#) - KMA Market Analysis& Strategies

[Exhibit 3](#) - Parking Plan

[Exhibit 4](#) - Implementation Matrix

**Balboa Village Implementation Strategies**

**High**

1. Remove meter time limits; implement demand based pricing
2. Establish Residential Parking Permit Program
3. Establish Employee Parking Permit Program
4. Eliminate parking requirements for commercial uses
5. Eliminate in lieu parking fee program
6. Pursue adoption of Local Coastal Plan
7. Continue code enforcement efforts
8. Develop and implement Commercial Façade Program
9. Support new cultural facilities
10. Develop special events initiative
11. Develop RV beach parking program
12. Allocation additional funds to BID
13. Amend boundaries of BID
14. Update conceptual streetscape plan
15. Assume maintenance of Boardwalk

**Medium**

1. Develop coordinated way finding signage program

**Low**

1. Establish commercial parking benefit district
2. Evaluate parking changes for effectiveness
3. Identify and implement targeted bicycle and pedestrian improvements
4. Develop targeted tenant attraction program
5. Develop Palm Street parking lot



# Balboa Village Implementation Plan

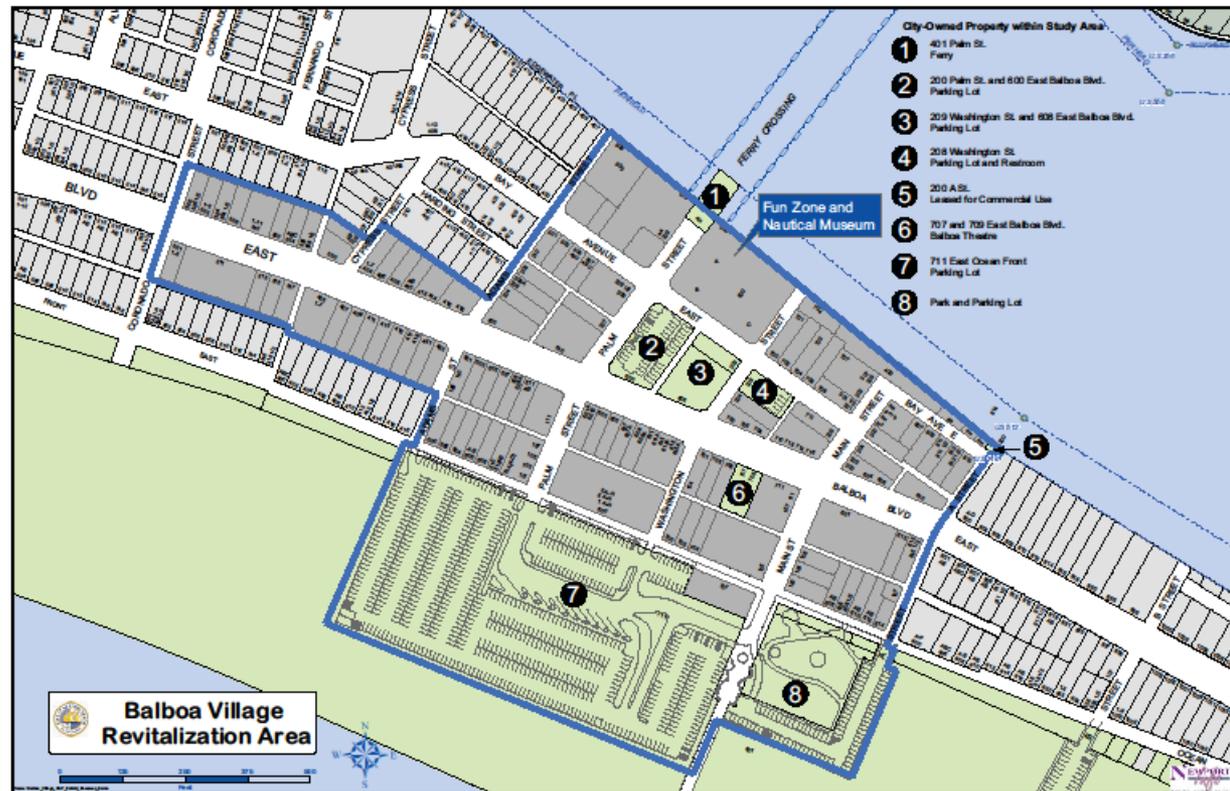


- Citizen Advisory Panel (CAP) appointed in June 2011
- Purpose: Set a new vision and develop implementation strategy for Balboa Village

Materials Received  
PowerPoint Presentation  
Balboa Village CAP Meeting  
05/15/12



# Balboa Village Revitalization Area





# Key Issues/Opportunities



- Parking
- Zoning
- Appearance and Sense of Place
- Commercial Investment



# Vision for Balboa Village



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.



# Vision for Balboa Village

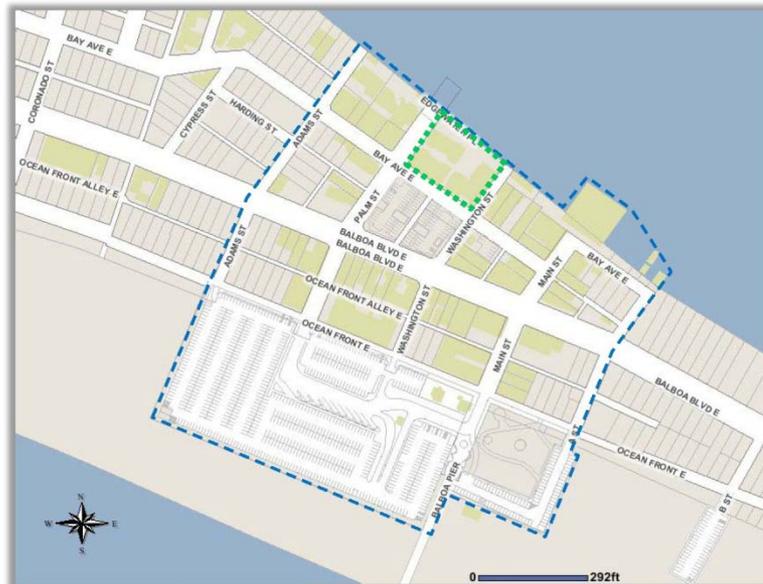


## Brand Promise for 2012

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



# 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



# Parking Plan Recommendations



1. Remove time limits for metered spaces. Implement demand based pricing for on and off-street parking

|  |
|--|
| <b>On-street</b>   |
| <b>Peak period (Summer): 8 AM – 6 PM, 7 days</b>         |
| ▪ \$2.00 per hour (0-2 hours)                            |
| ▪ \$2.50 per hour (2+ hours)                             |
| <b>Off-peak period (non-Summer): 8 AM – 6 PM, 7 days</b> |
| ▪ \$1.00 per hour (0-2 hours)                            |
| ▪ \$1.50 per hour (2+ hours)                             |
| <b>Off-street</b>  |
| <b>Peak period (Summer)</b>                              |
| ▪ \$1.50 per hour (no max)                               |
| <b>Off-peak period (non-Summer)</b>                      |
| ▪ \$.50 per hour (no max)                                |



# Parking Plan Recommendations



2. Establish a commercial parking benefit district in Balboa Village
  - Requires ordinance amendment to existing Neighborhood Enhancement Area
  - Existing debt obligations and Tidelands operational costs
  - To be considered in future years



# Parking Plan Recommendations



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 3<sup>rd</sup>; \$100 for 4<sup>th</sup> 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



# Parking Plan Recommendations



## 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



# 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



# Economic Development Recommendations



## 1. Develop and implement Commercial Façade Improvement Program

Example:

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

|                                  |                |
|----------------------------------|----------------|
| <b>Major:</b> Up to 25' frontage | \$15,000 match |
| 25' to 50'                       | \$25,000       |
| 50' to 75'                       | \$37,500       |
| 75' and above                    | \$50,000       |

Program details to be developed, and funding identified.

# Commercial Façade Program



# Commercial Façade Program





# Commercial Façade Program



# Economic Development Recommendations



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





# Economic Development Recommendations



5. Develop an operating budget and implementation strategy for a recreational vehicle use program during non-peak season
  - Generates approximately \$200,000/year for 35-45 spaces
  - Initial capital investment in utilities – approx. \$800,000





# Economic Development Recommendations



## 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)



# Economic Development Recommendations



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.



Balboa Village Business Improvement District

 Residential area recommended to be removed from the Business Improvement District

# Public Infrastructure and Streetscape



1. Engage an architectural firm to update conceptual streetscape plan and way finding signage program.



# Public Infrastructure and Streetscape



# Public Infrastructure and Streetscape



2. Regular maintenance of Boardwalk by City (\$15,050/year for biweekly cleaning)





# Implementation Plan Matrix



## Parking

1. Remove time limits for all metered spaces; implement demand based pricing for all public parking.
2. Establish a commercial parking benefits district.
3. Establish a residential parking permit program.
4. Establish employee parking permit program.
5. Develop coordinated wayfinding sign program.
6. Identify and implement targeted improvements to bicycle and pedestrian facilities.



# Implementation Plan Matrix



## Planning/Zoning

1. Eliminate parking requirements for new commercial development and intensification of use applications.
2. Eliminate in-lieu parking fee permanently, including current payees.
3. Evaluate changes to determine impact on new investment in Balboa Village.
4. Pursue adoption of Local Coastal Plan.
5. Continue focused code enforcement efforts.



# Implementation Plan Matrix



## Economic Development

1. Develop and implement Commercial Facade Improvement Program.
2. Develop and implement Targeted Tenant Attraction Program.
3. Support new cultural facilities (ExplorOcean/Balboa Theater).
4. Develop special events initiative.
5. Develop operating budget and implementation strategy for RV parking during non-peak season.
6. Consider development of Palm Street parking lot for mixed-used project.
7. Allocate additional funding to Balboa Village BID.
8. Modify boundaries of Balboa Village BID to delete area from Adams to Coronado Streets.



# Implementation Plan Matrix



## Public Streetscape

1. Develop conceptual streetscape and public signage plan.
2. Assume maintenance of boardwalk area.

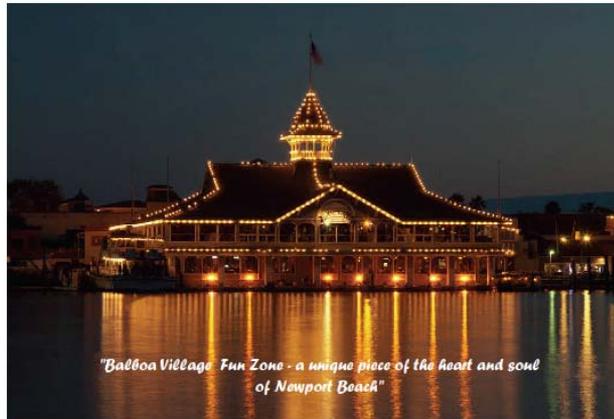


# Next Steps



- Approval of Implementation Plan by CAP
- Review/approval by NRC – June
- Review by Planning Commission/Harbor Commission – June/July
- Review/approval by City Council – July/August

# Thank You!



City of Newport Beach

## **BALBOA VILLAGE IMPLEMENTATION PLAN**

May 2012

