



**CITY OF NEWPORT BEACH
Balboa Village Citizen Advisory Panel
& Neighborhood Revitalization Committee Joint Meeting
ACTION MINUTES**

**Newport Harbor Nautical Museum
600 East Bay Avenue, Newport Beach
Tuesday, December 20, 2011 -- 4:00 p.m. to 5:30 p.m.**

Neighborhood Revitalization
Committee Members:

Chair Michael Henn, Council
Member
Rush Hill, Council Member
Ed Selich, Council Member

Committee Members:

Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton
Terri Pasquale

Staff Members:

Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CD Director
Jim Campbell, Principal Planner
Tony Brine, City Traffic Engineer
Dave Webb, Deputy PW Director/City Engineer
Leonie Mulvihill, Assistant City Attorney
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant
Dennis Stone, 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 4:05 p.m.
2. **Roll Call** All Committee Members were present, with the exception of Mark Hoover, who arrived at 4:18 p.m. during Item 4c.
3. **Approval of Minutes** – The meeting minutes from November 15, 2011, were approved by a 4 yes to 0 no vote.
4. **Current Business**
 - a. Recap of Business Owners Meeting – Cindy Nelson, Project Consultant

Ms. Nelson gave a short overview of the Business Owners Meeting and follow-up individual meetings, which included discussions of parking, condition of buildings, property owner upgrades, the slow economy, rent, and vacancies.
 - b. Update on Design Guidelines Review – Terri Pasquale, Committee Member

Committee Member Pasquale discussed the design guidelines adopted in 2002 and stated that they are still relevant. The sub-committee looked at the Lido Village Guidelines and the Irvine Company tenant guidelines.
 - c. Discussion of Economic Conditions – Kathe Head/Kevin Engstrom, KMA

Mr. Engstrom made a presentation 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:

- KMA is working on three tasks for Balboa Village and Lido Village. Task I is researching market conditions (the focus of the presentation). Task II is to test the feasibility of development programs. Task III is to prepare implementation strategies based on development program testing.
- KMA is working on an economic analysis report, which will include sales numbers and other economic data.
- The market research includes demographic data, employment business concentrations for a one mile radius from the study areas, and existing market conditions.
- Retail leakages – Leaking sales to neighboring cities. Newport Beach is exporting sales in home furnishings, building materials, general merchandise, and miscellaneous retail (florist, office supply, etc.).
- There is anecdotal evidence that there are too many commercial uses in Balboa Village. KMA can look into this further.
- The Balboa Theatre can be catalytic and spur spending for dining. ExplorOcean is also potentially catalytic.
- The waterfront has a history and could improve the area. The boat parade increases customers and sales in the area. Fishing, charter boats, and whale watching could potentially help the area.
- The report will be finished by the end of January/beginning of February.
- Committee Member Hoover stated that the data needs to be specific to the Balboa Village and Lido Village areas, not just city-wide data.
- Committee Member Stratton emphasized that we need to get things done and not just have another report.
- Council Member Selich mentioned a potential conflict with the Coastal Commission. We need to identify a plan if the KMA findings area in conflict with the Coastal Commission.
- Committee Member Stratton asked that KMA include in their report income and demographic information specific to Balboa Village, in addition to the greater market area under study, as opposed to noting only the overall City income profiles.

d. Discussion of Parking Management Options – Brian Canepa, Nelson Nygaard

Mr. Canepa made a presentation 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:

- Comments can be provided to Cindy Nelson through the first week of January 2012 (cc54@cox.net or 714-402-1852).
- Parking should be treated as a shared resource in a “Park Once” district.
- A meeting was held with the Coastal Commission to discuss some preliminary concerns. The Coastal Commission is concerned with availability of parking and is open to the idea of shared parking. The Coastal Act protects public access to coastal waters.
- Committee Member Stratton expressed that he should have been consulted regarding the residential parking permit idea.
- Committee Member Rodheim is not in favor of allowing non-City residents to purchase a parking permit.
- A member of the public suggested that construction vehicles should be allowed free parking permits to keep the vehicles out of the alleys.
- Concerns were expressed by the public about parking meters, including pricing, meter passes, and the different rates on Balboa Island and the Balboa Peninsula.

- A member of the public indicated that when meters were installed in the area, it resulted in visitors parking farther into the residential neighborhood to avoid paying parking meter fees, which has a negative impact. An option to limit this impact would be to do away with all on-street meters.
- Mr. Canepa explained that the recommendation does not include any new meters and suggested a lower meter price during the off-season.
- Council Member Henn stated that the parking should be priced for what it is: premium parking.
- Mr. Canepa suggested that the CAP members give the yes or no for each parking strategy, discuss the hours, and then talk to Coastal Commission again.
- Council Member Henn emphasized that the purpose of the meeting is to gather input and that there will be further opportunities to provide input.
- A member of the public suggested that the CAP may not like the parking permit idea, but the City Council can consider it for other areas in the City.
- In reference to the employee parking permit idea, the parking spaces should be shared with the general public, hence the limited hours. Once the allotted hours have passed, the spaces are available to employees or the general public.
- Council Member Hill stated that we want turnover and we do not want the beach goers to park all day in front of a retail store.
- Mr. Canepa explained that pricing can help with turnover, but we don't want to encourage people to leave if they want to stay and shop/eat.
- A suggestion was made from a member of the public that the first 90 minutes should be free and then it should cost after that.
- A portion of the revenue from parking fees go to the tidelands fund or general fund, depending on where the fee was collected.
- The City-owned lot on the previous market site was built with money from 3 reserve accounts within the City's General Fund.
- Committee Member Rodheim suggested bicycle valet during peak times for free, similar to Santa Monica.
- A recommendation was made to improve the signage. For example, a person should know before turning into the lot that there is a two hour time limit.
- Mr. Canepa explained that real time information and wayfinding are part of the recommendation.
- A member of the public asked if boat owners living/staying on the boat are allowed to park on the street.
- In-lieu parking fees were discussed. The in-lieu fees must be tied to a minimum parking requirement and can lead to a lengthier entitlement process. A lot goes into calculating an in-lieu fee. An alternative is the transportation impact fee, which can be put into a mobility fund and used for roadway improvements, new/enhanced transit services, additional parking, new bicycle and pedestrian infrastructure, and TDM programs.
- Committee Member Rodheim thanked Mr. Canepa and stated his agreement with Committee Member Stratton.
- Committee Member Hoover is not interested in the non-residential parking permits.

- Committee Member Stratton would like to address in-lieu fees. Certain businesses are already paying in-lieu fees (from before the City moratorium) and there needs to be equity among the businesses.
- Council Member Henn expressed that the CAP is generally on the right track, he likes the employee permit suggestion, and the elimination of the minimum parking requirement with a transportation impact fee.
- Committee Member Hoover stated that we should pursue a parking management district.
- Committee Member Rodheim mentioned an image branding challenge and recommended a sub-committee for branding. Committee Members Rodheim and Stratton volunteered.
- Committee Member Rodheim requested that staff run the agenda by the CAP members prior to finalizing and posting.

5. **Public Comment**

- Members of the public brought up ideas including a board walk extending to the wedge for walking with a bicycle path and a City bike program with publicly available bikes, including some in parking lots (such as the yellow bike programs).
- A question was asked if the parking benefit district is consistent with the Walker study and Mr. Canepa confirmed that it is the same area.

6. **Next Meeting** – Balboa Village CAP - Tuesday, January 17, 2011, 4:00 p.m. - 5:30 p.m.

Next Meeting – NRC - Thursday, January 12, 2012, 4:00 p.m. – 5:30 p.m.

7. **Adjournment** - The meeting was adjourned at 6:00 p.m.