CITY OF NEWPORT BEACH
Balboa Village Citizen Advisory Panel
& Neighborhood Revitalization Committee Meeting
AGENDA

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:

Mayor Mike Henn, Chair
Rush Hill, Council Member
Ed Selich, Council Member

CAP Committee Members:

Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton
Terri Pasquale

Staff Members:

Mayor Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CD Director
Jim Campbell, Principal Planner
Steve Badum, Public Works Director
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**

2. **Roll Call**

3. **Approval of Minutes** – Balboa Village CAP, November 15, 2011 *(Attachment 1)*

4. **Current Business**
   a. Recap of Business Owners Meeting – Cindy Nelson, Project Consultant
   b. Update on Design Guidelines Review – Terri Pasquale, Committee Member
   c. Discussion of Economic Conditions – Kathe Head/Kevin Engstrom, KMA *(Attachment 2)*
   d. Discussion of Parking Management Options – Brian Canepa, Nelson Nygaard *(Attachment 3)*

5. **Public Comment**

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**

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).

ATTACHMENT 1

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

D R A F T

Newport Beach City Hall, Council Chambers
3300 Newport Boulevard
Tuesday, November 15, 2011 -- 4:00 p.m. to 6:00 p.m.

Committee Members:	*Staff Members:*
Terri Pasquale	Mayor Michael Henn, Council Member Liaison
Mark Hoover	Kimberly Brandt, Community Development Director
Ralph Rodheim	Brenda Wisneski, Deputy CDD Director
Craig Smith	Jim Campbell, Principal Planner
Jim Stratton	Steve Badum, Public Works Director
	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 4:05 p.m.
2. **Roll Call** All Committee Members were present, with the exception of Ralph Rodheim.
3. **Approval of Minutes** – The meeting minutes from the October 26, 2011, and November 3, 2011, meeting were approved by a 4 yes to 0 no vote.

   Committee Member Rodheim arrived at 4:10 p.m.
4. **Current Business**
   a. Confirmation of 2012 Meeting Dates. The following meeting dates were confirmed:
      Tuesday, January 17, 2012
      Tuesday, February 21, 2012
      Tuesday, March 20, 2012
      Tuesday, April 17, 2012
      Tuesday, May 15, 2012
      Tuesday, June 19, 2012

   b. Discussion of Brand Promise for Balboa Village – Cindy Nelson and Gary Sherwin, Visit Newport Beach

      Cindy Nelson gave an introduction to the topic of branding and introduced Gary Sherwin of Visit Newport Beach. Mr. Sherwin gave a presentation (PowerPoint is attached) and a summary of the key points is below:

      - Visit Newport Beach is a destination marketing organization, formerly known as a conference and visitors bureau. They sell Newport Beach from a global perspective as a destination. They do advertising, promotions, sales, and often work with the local hotels.
      - A brand is the combination of both functional and emotional benefits that creates a distinct impression in the mind's eye. An example is Tommy Bahama, which sells a relaxed, upscale weekend lifestyle. A lot of research goes into branding. The brand promise is an internal guiding star, not something seen by the consumer. You must be able to deliver on the brand promise.

- Visit Newport Beach uses booklets, magazines, and online arenas to promote the City. There is an international effort in the United Kingdom and Australia.

After the presentation, Mr. Sherwin fielded questions from the CAP members and attendees of the meeting. The key issues are summarized below:

- Because of the popularity of "staycations," we need to bring people to the Balboa Village from the region and Newport Beach area.
- When people come just for the day, we do not collect the transient occupancy tax. We need to convert Los Angeles guests into overnight guests.
- The Balboa Village brand promise is something that we can create in the future that ties in with the vision for the area. The brand promise should be specific to the area and identify what differentiates Balboa Village from other destinations. Mayor Henn suggested that we decide what we want the brand promise to be in the future and then figure out what we need to do to get there.
- We should focus on defining the experience in the future. What are we lacking and what do we do to get to the end product?
- The brand must be good for both the visitors and the residents.
- Balboa Village is family oriented. "Newport Old Town" has an emotional draw.
- We need to hang on to some aspects of the Fun Zone.

c. Discussion of Public Safety Issues– Dale Johnson, Police Captain

Captain Johnson discussed City-wide and Balboa safety and crime information including the following:

- The number one crime is property crime. With the rise of craigslist and e-bay, it is becoming increasingly more difficult to recover stolen items.
- The highest number of property crimes is from cars/vehicles and most of those involve unlocked doors (crimes of opportunity).
- Police officers are assigned to specific geographic areas (beats).
- At any given time, there is at least one (1) officer in the Balboa Village/Peninsula/Wedge area.
- Officers are encouraged to walk around their area, not just stay in the car.
- There have not been any recent big events in the area, just a few isolated issues.

After the presentation, Captain Johnson fielded questions from the CAP members and attendees of the meeting. The key issues are summarized below:

- There are specific areas that need more attention (including bicycle riders going the wrong way on Island Avenue, traffic down East Bay Avenue, and rowdy patrons of Cabo Cantina). Captain Johnson took note of the specific concerns, mentioned that the Police Department has focused and worked to improve traffic issues, and discussed the inherent conflicts between certain land uses.
- Certain types of businesses are associated with higher levels of crime, but the City needs to balance the needs of the businesses and residents (traffic, crime, etc.).
- In reference to the need for a substation, Captain Johnson indicated that the City used to have a foot beat and that the need for an increased presence is tied to calls for service. The Police Department encourages people to report all crimes so that the statistics are accurate. A suggestion was made to use alerts and associations to spread the word.
- The Police Department has worked with Visit Newport Beach to create a training program for officers and lifeguards. Often the officers and lifeguards are the only City employees that visitors to the City have contact with. The Police Department tries to be as helpful as possible, even leading people to destinations when they have time instead of just giving

directions. This is a cultural change to make the City more visitor-friendly. The Police Department represents the City.

- Captain Johnson left flyers (attached) regarding safety and crime prevention and also encouraged people to sign up for Nixle, a notification system for law enforcement.

d. Discussion of Code Enforcement Issues – Matt Cosylion, Code Enforcement Supervisor

Due to time constraints, this item was postponed to a future meeting date.

e. Introduction of Parking Management Plan Approach – Cindy Nelson and Brian Canepa, Nelson Nygaard

Ms. Nelson explained that the City hired an economic consultant, Keyser Marston, who retained Nelson Nygaard for the parking analysis. The consultants will attend some CAP, Neighborhood Revitalization Committee, stakeholder, and public meetings.

Mr. Canepa gave a presentation (PowerPoint is attached). The key points of his presentation and comments/questions from the attendees of the meeting included the following:

- Some goals of the process include public outreach, prioritizing residential needs, and economic development.
- Mayor Henn clarified that the parking consultant will not be collecting new data, just using the existing data from previous studies. Mr. Canepa confirmed that he will use the Walker Parking Consultants study.
- Mr. Canepa discussed shared parking, off-site parking, public parking lots, way finding, parking pricing strategies, and other parking strategies for the Balboa Village Parking Management Plan.
- The California Coastal Commission will need to approve certain policy changes and they are tasked with ensuring public access to the coast.
- There is a possibility of creating a resident parking permit system. Some residential properties do not provide enough or any parking for the dwelling units.
- Metering is an option and residents could purchase passes to park at the meters that are located in front of residential properties.
- The residential finger of the BID should be removed from the study area.

5. **Public Comment**

6. **Next Meetings** – Tuesday, December 20, 2011, 4:00 p.m. - 5:30 p.m. at the Nautical Museum

7. **Adjournment** – Three committee members needed to leave so there was no longer a quorum and the meeting was adjourned at 6:12 p.m.

VISIT Newport BEACH CALIFORNIA
VISIT Newport BEACH CALIFORNIA

Destination Marketing Organization

A **destination marketing organization** (or formerly known as a convention and visitor bureau) promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on conference sales, tourism marketing, and services.

Visit Newport Beach Inc.

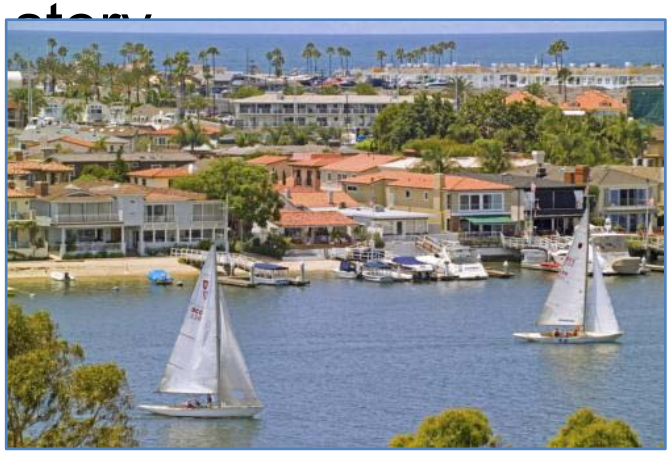
Gary Sherwin
President & CEO
Visit Newport Beach Inc.

MISSION STATEMENT:

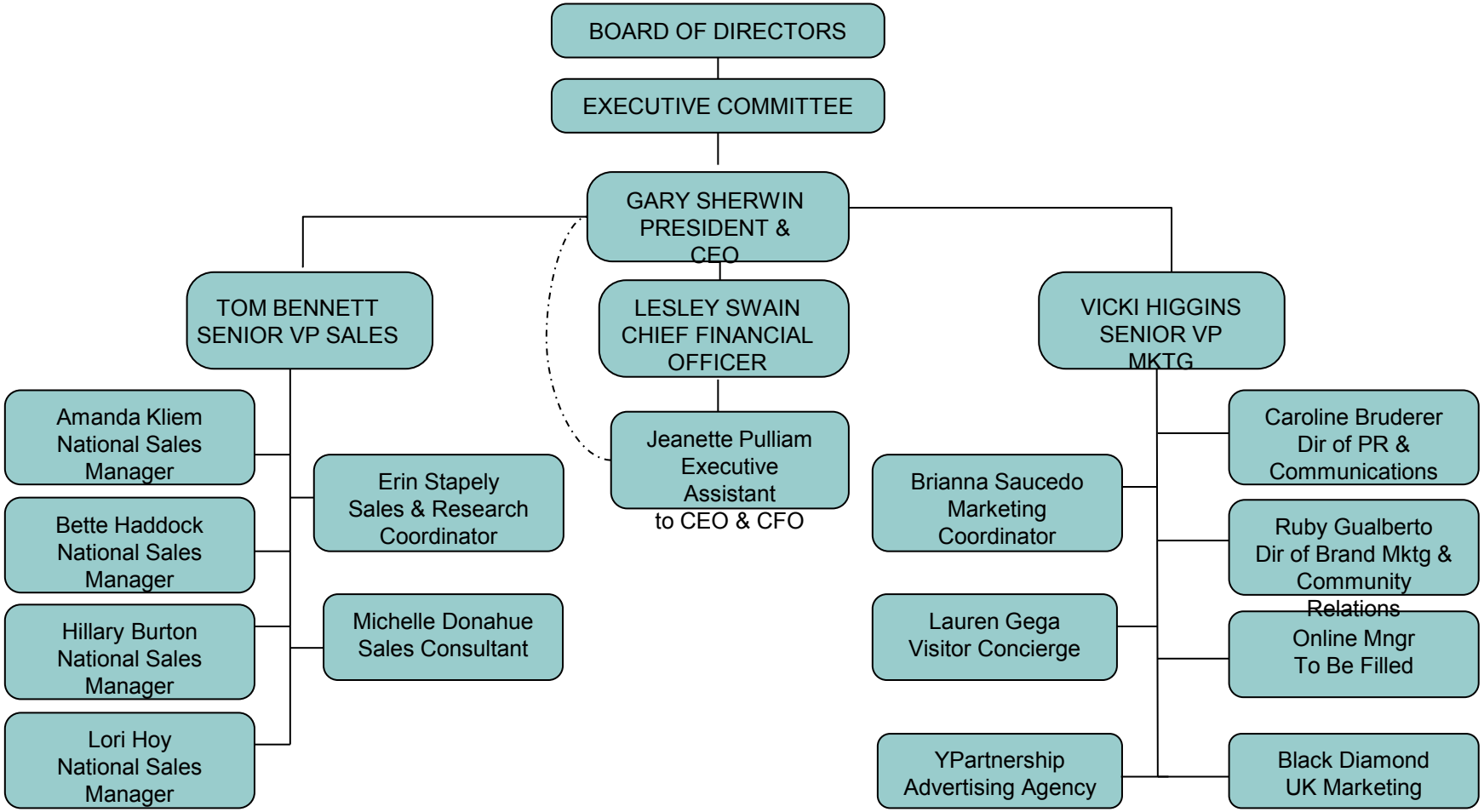
As the City of Newport Beach's official destination marketing organization, the mission of Visit Newport Beach Inc. is to partner with the tourism and hospitality industry by protecting and nurturing the destination brand and to deliver additional spending by leisure and conference visitors leading to enhanced community economic vitality and quality of life.

VISION

As a brand-driven and entrepreneurial destination leadership organization, Visit Newport Beach Inc. is innovative and professional in securing new visitor business to the city. It does for its stakeholders what they cannot do for themselves in telling the compelling Newport Beach story.



ORGANIZATIONAL CHART



EXECUTIVE COMMITTEE

2011-2012

Chairperson	Paul Devitt	Hyatt Regency Newport Beach
Vice Chairperson	Tom Johnson	Johnson PR & Marketing
Secretary	Linda M. Beimfohr	Hornblower Cruises & Events
Treasurer	Laura Davis	Fashion Island
Members at Large	Paul Ohm	Fairmont Newport Beach
	Andy Theodorou	Newport Dunes
Waterfront Resort & Marina		
Past Chairperson	Debbie Snavely	GM Newport Beach Marriott
Hotel & Spa		

BOARD OF DIRECTORS

Chairperson:
Paul Devitt Hyatt Regency Newport Beach

Tom Johnson Johnson PR & Marketing
Brion Amendt Newport Channel Inn (2011-2012)
Kandee Anderson Newport Beach Marriott Bayview
Seymour Beek Balboa Island Ferry, Inc.
Linda M. Beimfohr Hornblower Cruises & Events
Candace Bisconte ACCESS Destination Services
Homer Bludau Homer Bludau, former City Manager
Wendy Boyd American Express
Laura Davis Fashion Island
Richard R. Evanich Island Hotel
Dave Kiff City of Newport Beach
Giuseppe Lama Pelican Hill
Robert Leck Radisson Hotel Newport Beach

Richard Luehrs NB Chamber of Commerce
Paul Ohm Fairmont Newport Beach
Cynthia Pirtle-Cowell Newport Beach Public Library
Steve Plummer Tustin Ranch Golf Club
Terri Reid The Balboa Bay Club & Resort
John Robinson Amelia's Balboa Island
Gregg Schwenk Newport Beach Film Festival
Debbie Snavely Newport Beach Marriott Hotel & Spa
Charles Taft Holiday Inn Express Newport Beach
Andy Theodorou Newport Dunes Waterfront Resort & Marina
Anna Ulloa-Cantos Disneyland Resort

WHAT IS A BRAND?

- A brand is the combination of both functional and emotional benefits that creates a distinct impression in the mind's eye.

WELL KNOWN BRANDS

TOMMY BAHAMA

- relaxed, upscale weekend lifestyle

BMW

- the ultimate driving machine (Joy)

DISNEYLAND

- creating magic memories

NEWPORT BEACH BRAND DEVELOPMENT

- Development through a research methodology
- The goal was to create a distinctive and unique communitywide understanding of the product

BRAND PROMISE

BRAND PROMISE:

Newport Beach is an Orange County coastal fantasyland that represents a “taste of the perfect life,” a place where visitors can experience a friendly, sophisticated, aspirational lifestyle that permits them to escape from daily reality. Comprised of a collection of unique islands and neighborhoods that form their own distinct character, the destination offers a combination of affluence, quaintness, casual glamour and attention to detail. Coupled with the manmade and natural beauty of the destination, this is the place that allows the visitor to relax and recreate the dream of what can be.

CONVEYING THE BRAND

- KEYWORDS:

Aspirational Lifestyle

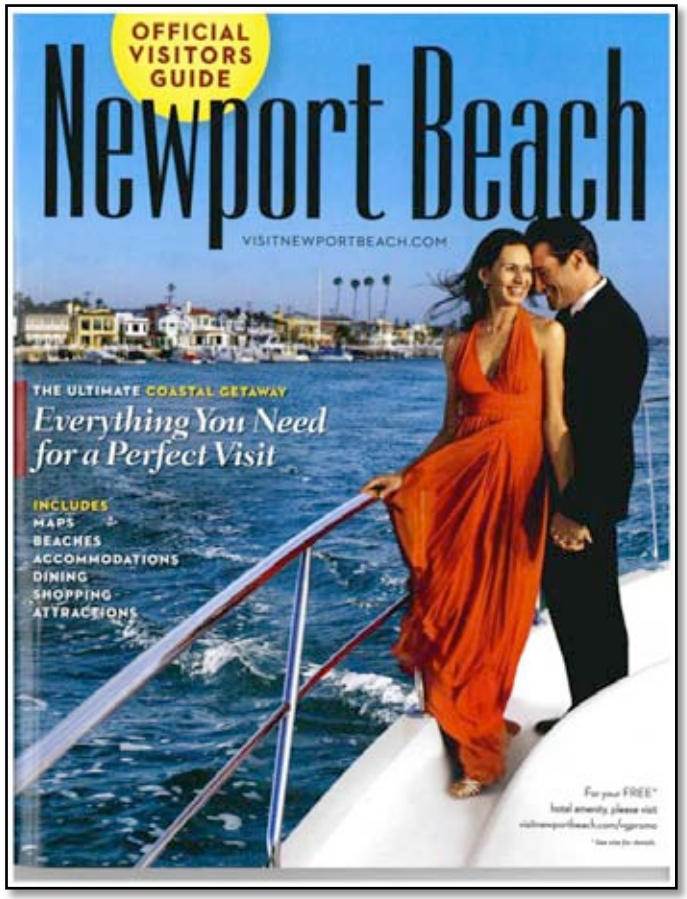
CONVEYING THE BRAND COLLATERAL

COLLATERAL:

Visitors Guide
A luxury magazine format showcasing all Newport Beach has to offer.

Map of Newport Beach
Highlighting the unique neighborhoods

Great Stays
Accommodations Guide to hotels, inns, vacation home rentals, RVs, and cottages.



CONVEYING THE BRAND ADVERTISING

ADVERTISING:

Ads and Advertorials: Elegant yet approachable. Fun yet sophisticated. Perfectly capturing the essence of Newport Beach. Showcasing the opportunities every visitor has to live the dream life in Newport Beach.

CONVEYING THE BRAND ONLINE

WEBSITE

MOBILE SITE

MOBILE APPLICATIONS

QR CODES

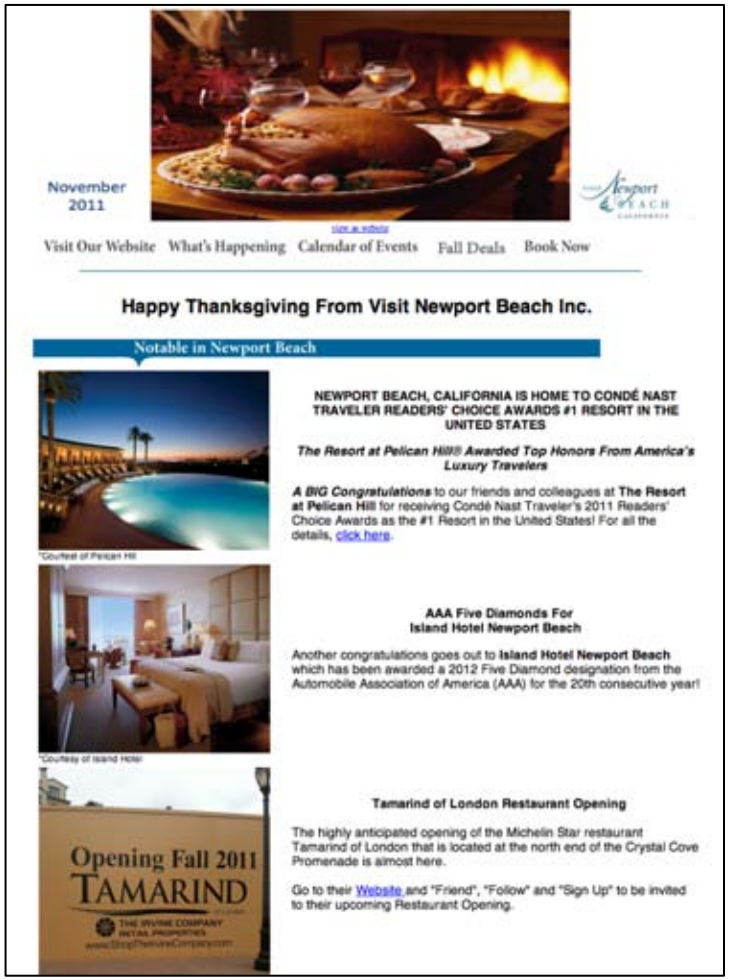
CONVEYING THE BRAND ONLINE

E-COMMUNICATIONS:

E-Communications bring value to the reader by capturing the essence of Newport Beach with news, new businesses opening in the area, and upcoming events.

E-Communications are sent to:

- Consumers
- Community Partners
- Media
- Travel Trade / International
- Meeting Planners



November 2011

Visit Our Website | What's Happening | Calendar of Events | Fall Deals | Book Now

Happy Thanksgiving From Visit Newport Beach Inc.

Notable in Newport Beach

NEWPORT BEACH, CALIFORNIA IS HOME TO CONDÉ NAST TRAVELER READERS' CHOICE AWARDS #1 RESORT IN THE UNITED STATES

The Resort at Pelican Hill® Awarded Top Honors From America's Luxury Travelers

A BIG Congratulations to our friends and colleagues at **The Resort at Pelican Hill** for receiving Condé Nast Traveler's 2011 Readers' Choice Awards as the #1 Resort in the United States! For all the details, click here.

AAA Five Diamonds For Island Hotel Newport Beach

Another congratulations goes out to **Island Hotel Newport Beach** which has been awarded a 2012 Five Diamond designation from the Automobile Association of America (AAA) for the 20th consecutive year!

Tamarind of London Restaurant Opening

The highly anticipated opening of the Michelin Star restaurant Tamarind of London that is located at the north end of the Crystal Cove Promenade is almost here.

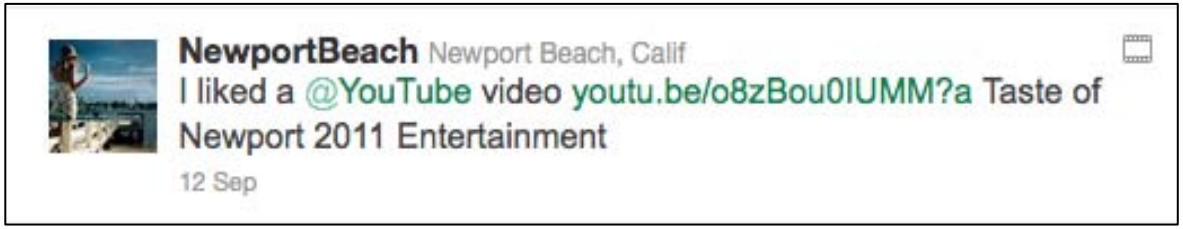
Go to their Website and "Friend", "Follow" and "Sign Up" to be invited to their upcoming Restaurant Opening.

CONVEYING THE BRAND
SOCIAL MEDIA

SOCIAL MEDIA:

22k+ Facebook Fans

30.3k+ YouTube Views



6.5k+ Twitter Followers

CONVEYING THE BRAND INTERNATIONAL MARKETING

INTERNATIONAL EFFORTS:

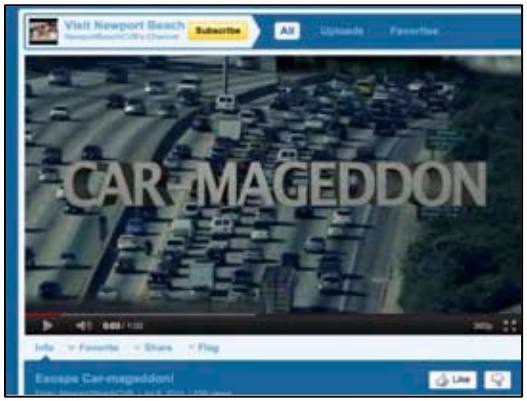
UK

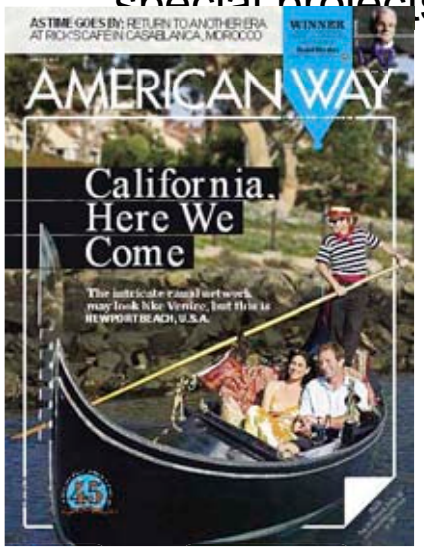
AUSTRALIA

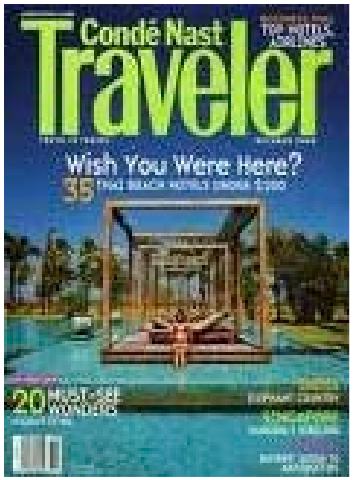
CONVEYING THE BRAND
PUBLIC RELATIONS

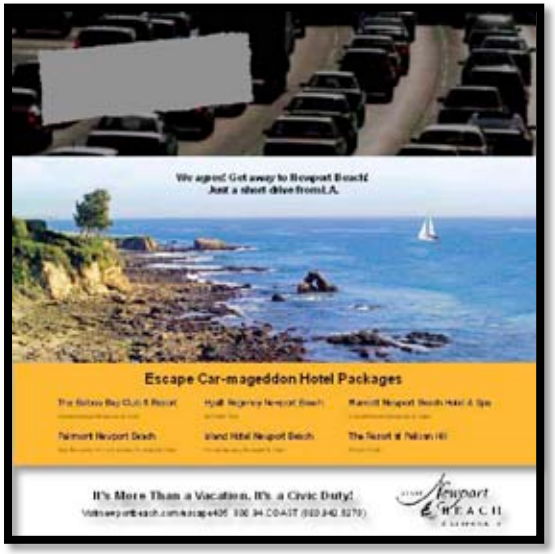
PUBLIC RELATIONS:

- Integrate traditional and social media tactics for extensive media and audience exposure
- Unique and brand-centric stories & video
- Secure PR for our partners through special projects, media visits and story









BALBOA VISIONING THOUGHTS

- The Balboa Village is a critical part of the overall Newport Beach brand – what aspect of the brand does it own?
- How can it authentically deliver on that brand?
- What can it bring that no other part of the city can offer?
- It is more than product features – what can it deliver that is emotional?

THANK YOU!

We Need Your Help To Curb Vehicle Crime

Help Reduce Vehicle Crime

- Avoid leaving valuables in your vehicle, but if you don't have a choice, conceal them prior to arriving at your destination. This includes purses, diaper bags, gym bags, laptops, cameras, camera equipment, cell phones, etc.
- Lock and secure all doors and windows even if you're gone for only a few minutes. (i.e. the gas station)
- When parking outside of your garage, treat your garage door opener as if it were a key to your home and remove it from your vehicle.
- If your vehicle has an alarm activate it!
- Lock and remove valuables even when you park your vehicle inside your garage.
- Always park your vehicle in a well lighted area.
- Report all suspicious activity immediately by calling the police at 949-644-3717.
- Call 9-1-1 if you see a crime in progress.

THIRD ROW SEAT LOCK IT!

Theft Prevention

Since the first of the year, there have been 16 third row seats taken from SUVs. The most recent thefts occurred on September 19th, when suspects stole four seats from three separate locations in Newport Beach. In addition to third row seats, suspects also have been removing the in-dash navigation systems from many of the vehicles.

The following vehicle makes and models have been targeted:

- Cadillac Escalade
- Chevy Tahoe and Suburban
- GMC Yukon

If you have an SUV with a third row seat, please follow these tips:

- Use a cable lock to secure the third row seat to your vehicle.
- Remove the seat when not in use.
- Park your vehicle in your garage.
- When possible, back in your vehicle against a solid object to prevent access to the rear door.
- Engrave your vehicle's VIN (Vehicle Identification Number) on the frame of the seat.

These tips may not prevent a burglar from breaking into your vehicle, but should help to prevent them from taking the seats.

Holiday Safety at Your Front Door

Don't FALL for a CON

Crooks use various techniques to steal from their victims. Sometimes they pose as door-to-door salesmen, repair persons, local students earning money for school, housecleaners, or possibly police officers or federal agents. What should you do when a stranger knocks?

- Rule number one: always keep your front door locked and NEVER open it to a stranger.
- If a repairman or delivery person knocks, ask to see their identification before opening the door.
  - If you are suspicious, call the business to verify.
  - Always research the phone number yourself. Do *not use the number provided by the individual at your door.*
- If the person says it's an emergency and asks to use your phone, offer to call 9-1-1 for them and have them wait outside.
- If the person identifies himself as a law enforcement officer, ask to see his badge and ID card through the window or peephole.
  - If you are still uncertain of their legitimacy, you can contact the police department at 949-644-3717. The dispatcher will be able to confirm that he or she is a real officer. If not, an officer can be dispatched to your residence.
- Never open the door to a stranger, but you should acknowledge that you are home when someone knocks. Often, burglars will first knock at your door to confirm that you are not home before attempting a break-in.
- What should you do at Halloween when trick-or-treaters knock at your door?
  - If you wish to receive trick-or-treaters, leave your porch light on.
  - Keep your door locked between trick-or-treaters.
  - Always look out your peephole or window prior to opening the door. If you don't feel comfortable about answering it, tell the trick-or-treaters that you are no longer passing out candy.
  - If they become upset or threatening and do not leave, call the police.
  - Don't forget to turn your pouch light off when you are done handing out candy.
- Remember, always report suspicious activity to the police immediately by calling: 949-644-3717.

HALLOWEEN Safety

- **Wear a costume that makes it easy for you to walk, see and be seen.**
- **Be sure your costume is short enough to avoid tripping.**
- **Use reflective tape on your costume.**
- **Plan your trick-or-treat route ahead of time, picking streets that are well lit.**
- **Carry a flashlight.**
- **Make sure an adult accompanies younger children while they are trick-or-treating.**
- **Set a time for older kids to be home, and make sure they understand the importance of being on time.**
- **Never cross the street between parked cars or in the middle of the block.**
- **Have children wait until they get home to sort, check, and eat their treats.**
- **Throw away any treats that are not wrapped and sealed by a food company.**

Crime Awareness and Prevention

Close the Door on Crime!

Thousands of dollars worth of property are stolen from open garages in Newport Beach each year! Most of these thefts occur in broad daylight, when garage doors are left open and unattended.

- **Always close your garage door.**
- **Keep the pedestrian door locked.**
- **Lock your vehicle when you park in the garage.**
- **Lock your bike to a stationary object within your garage.**
  - **Record your bike's serial number and have it licensed either at the police department or your local fire station (fee: $2.00).**

A bike license will help the police to identify and return a stolen bike to its rightful owner.

AREA COMMANDERS

AREA 1
Lt. Jeff Brouwer
644-3730
jbrouwer@nbpd.org

AREA 2
Lt. Tom Fischbacher
644-3730
tfischbacher@nbpd.org

AREA 3
Lt. Rob Morton
644-3730
rmorton@nbpd.org

IMPORTANT NUMBERS

Nonemergency
644-3717

Traffic
644-3742

Graffiti Hotline
644-3333

4 Ways to STOP

UNWANTED SOLICITATIONS AT HOME

1. **NEWPORT BEACH DO NOT SOLICIT REGISTRY**
   Register your home address by visiting the link below to have your home added to the City's Do Not Solicit Registry.

   www5.newportbeachca.gov/do-not-solicit/register.aspx

2. **NATIONAL DO NOT CALL REGISTRY**
   Register your home phone and cell phone with the National Do Not Call Registry by visiting the link below.

   NATIONAL DO NOT CALL REGISTRY

   www.donotcall.gov

   Or you can call 1-888-382-1222 from the number you wish to register.

3. **PRESCREENED CREDIT CARD OFFERS**
   When you call or visit the website, you'll be asked to provide certain personal information. The information you provide is confidential and will be used only to process your request to opt out.

   To opt out for five years: **Call toll-free 1-888-5-OPT-OUT (1-888-567-8688) or visit www.optoutprescreen.com**

   To opt out permanently: You may begin the permanent Opt-Out process online at: **www.optoutprescreeen.com.** To complete your request, you must return the signed *Permanent Opt-Out Election form*, which will be provided after you initiate your online request.

4. **DIRECT MARKETING ASSOCIATION**
   Register with the Direct Marketing Association to stop receiving unsolicited commercial mail for five years by visiting the link below. *This will reduce most of your unsolicited mail. (cost $1.00)*

   www.dmachoice.org

For more information on Consumer Protection visit the Federal Trade Commission's website at: www.ftc.gov

Neighborhood Watch
NEWPORT BEACH UPDATE
CHIEF JAY JOHNSON
SEPTEMBER 2011

Now You See It...Now You Don't

Don't make it easy for thieves. They are on the lookout for items left in cars, grocery carts, dressing rooms, checkout counters and restaurant tables. It takes only seconds to grab your property and get away. Purse and wallet thefts are crimes of opportunity and occur in our city more often than people think.

In recent months, there have been several purses taken while women were out dining. In most cases, the women simple hung their purses over the backs of their chairs only to find them missing when they were finished dining.

Victims also have reported having their purses, wallets, and cell phones taken while at several of our local bars. In most cases, the victims had left their property unattended at the bar or on a table while visiting with fellow patrons, thus providing the ever-vigilant thief the perfect opportunity.

MINIMIZE THE OPPORTUNITY FOR LOSS:

- Carry a purse with a closing zipper.
- Use a purse hanger when you dine out.

- If you place your purse in a shopping cart, make sure that it is secured by the child safety belt.
- Don't walk away from your purse and leave it hanging from a stroller.
- Carry only what you'll need:
  - Small amounts of cash
  - Only the credit cards you plan to use.
  - Don't leave jewelry or other items of value in your purse.
  - Don't carry anything that is irreplaceable unless you absolutely must, even if it has no cash value.
- If you must carry a large amount of cash or valuable items, do not carry them in your purse or wallet. Carry valuables in an inside pocket.

GUARD AGAINST PICKPOCKETS

- Be especially cautious in busy stores, shopping centers, at public events, on public transportation, and at the beach. Thieves are attracted to crowds. Noise and confusion help conceal their crimes.
- Pickpockets often work in teams: one creates a distraction by bumping or shoving, dropping something, or asking a question while others lift wallets from pockets or handbags.
- When in public be sure your handbag clasp or zipper is closed and that your wallet or checkbook doesn't protrude from your handbag.
- Men should carry their wallet in an inside jacket pocket or side pant pocket, never in the rear pocket.

NBPD WANTS TO CONNECT WITH YOU. If you would like to receive crime alerts, traffic and community advisories, and more via your email or text, please sign up at

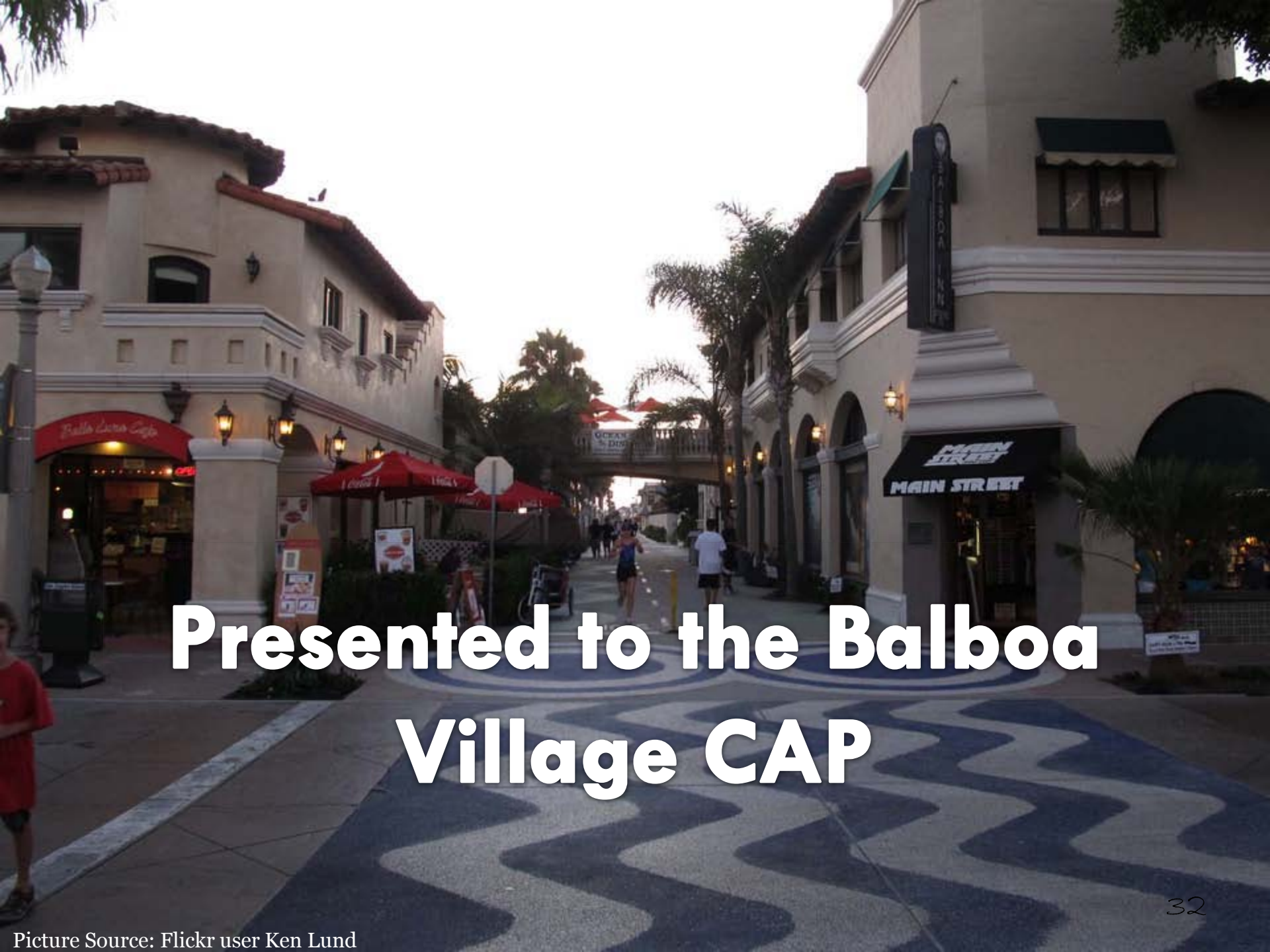
WWW.NIXLE.COM

NEWPORT BEACH

BALBOA VILLAGE PARKING PLAN

Presented by Brian Canepa

November 15, 2011



Presented to the Balboa Village CAP

Picture Source: Flickr user Ken Lund

Agenda

- Who is Nelson\Nygaard?
- What is the Balboa Village Parking Management Plan?
- Existing Conditions
- Parking Strategies to Consider
- Questions and Comments

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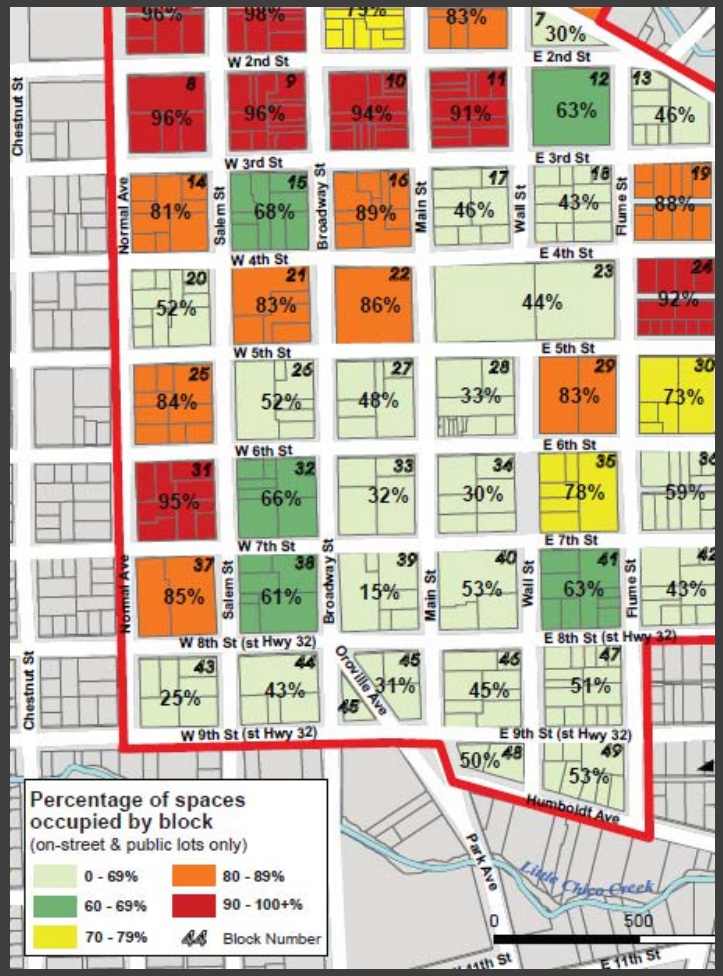
WHO IS NELSON\NYGAARD?

Who is Nelson\Nygaard?

- Effective parking management through **community goals**
  - Residential protection
  - Economic development
  - Congestion management
  - Historic preservation

Who is Nelson\Nygaard?

- What we do:
  - Parking Policy
  - Demand Analysis
  - Parking Management
  - Build Stakeholder Consensus
- Where we do it:
  - Nationwide projects completed for cities, public agencies, developers, universities and nonprofits



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WHAT IS THE BALBOA VILLAGE PARKING MANAGEMENT PLAN?

What is the Balboa Village Parking Management Plan?

What is the Balboa Village Parking Management Plan?

- What it will include:
  - Public input and outreach
  - Assessment of existing parking supply and demand
  - Assessment of future parking supply and demand
  - Development of parking strategies
  - Comprehensive Parking Management Plan

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EXISTING CONDITIONS

Existing Conditions

- Increasing regional population
- Balboa Village is a popular destination
- Limited number of on-street spaces

Parking Type	Total Inventory	% Total Supply
On-Street Parking	280	17%
Off-Street Parking	1,356	83%
Total	**1,636**	**100%**

Existing Conditions

- Seasonality of parking demand
- Highest demand on weekends during the Summer
- Turnover rate of 1.84 vehicles per space over 11 hours
- Over half (52%) of spaces used by long term parkers (5 + hours)

Day	10:00 AM	1:00 PM	7:00 PM
Weekday	52%	67%	58%
Weekend	86%	**96%**	84%

Existing Conditions

- CNBCA Parking Study:
  - Finding parking in Balboa Village is often difficult, even for residents
  - Many existing homes lack private parking
  - Prioritize resident parking needs, especially in areas adjacent to high public use venues

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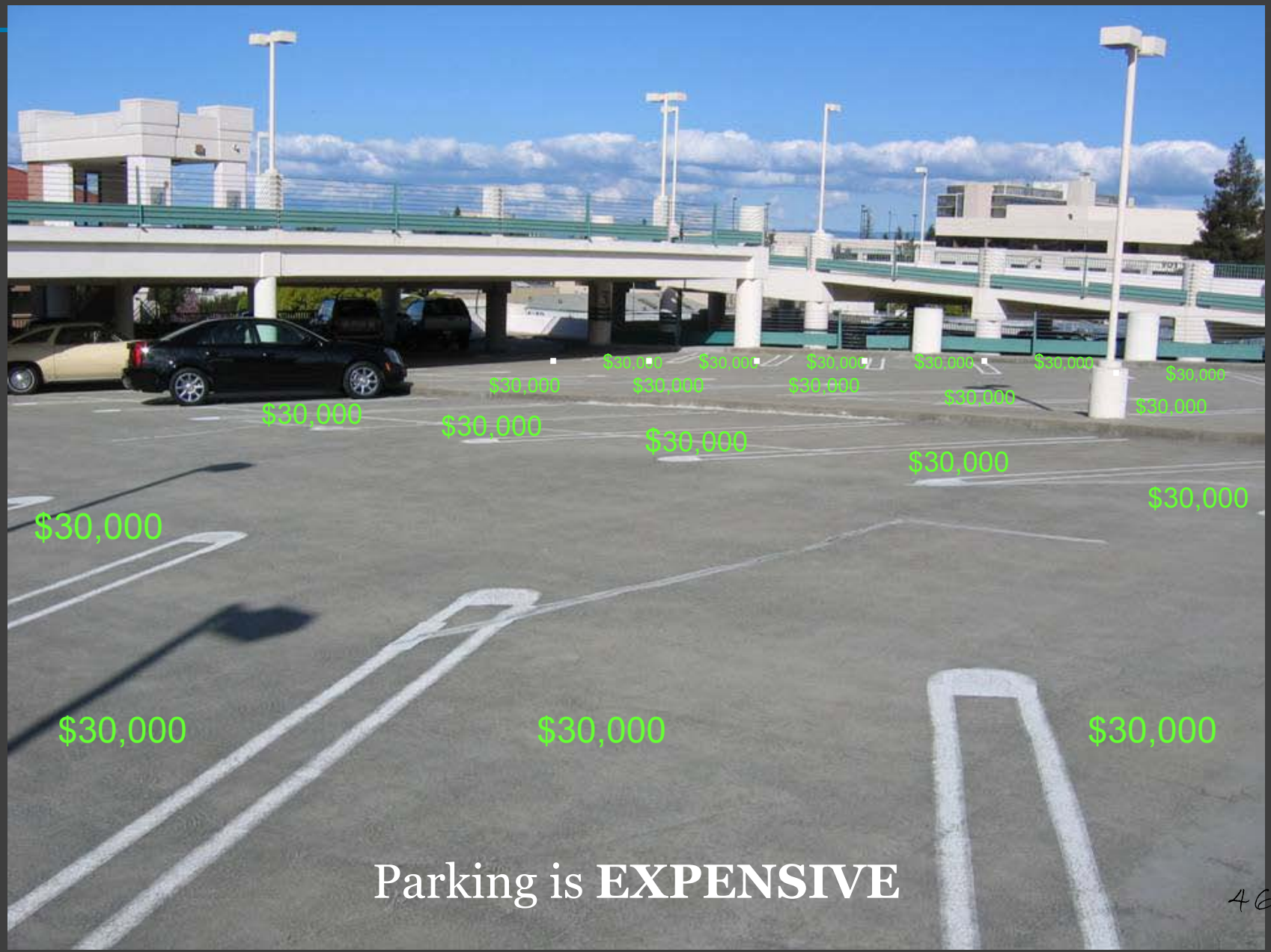
PARKING STRATEGIES

Parking Strategies

- Two ways to solve a parking shortage
  1. Expand supply
  2. Better manage existing supply while improving alternatives
- Parking supply and management is the difference between creating a *community* and *sprawl*

Parking Strategies



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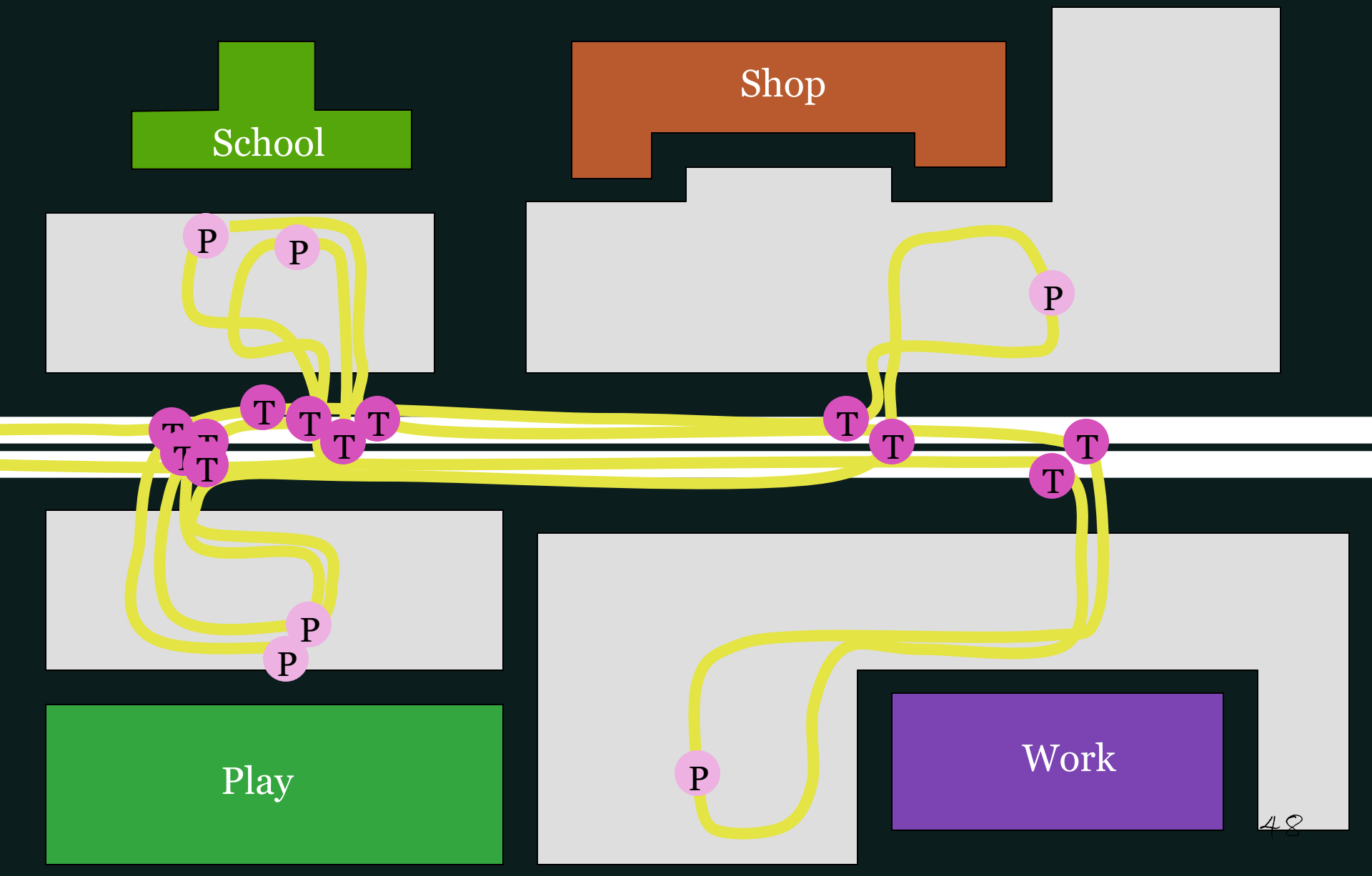
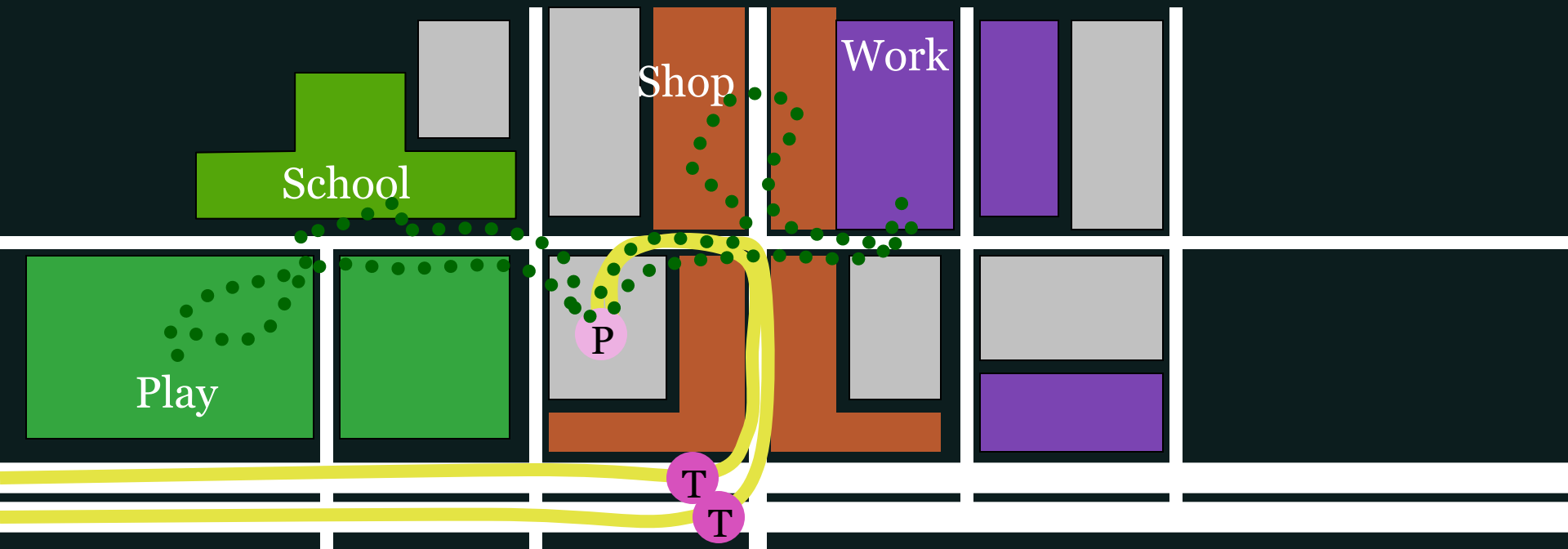
Parking Strategies – Park Once

- Share private facilities when not needed
- Allow shared and off-site parking
- Develop new parking only as needed
  - Lease available parking
  - Demand management measures
- Treat parking as a district resource

Conventional Development



Mixed Use, Park Once District



Results:

- <½ the parking
- <½ the land area
- ¼ the arterial trips
- 1/6th the arterial turning movements
- <¼ the vehicle miles traveled

Parking Strategies - Optimization

- Wayfinding programs
- Real-time information on parking availability

Parking Strategies - Pricing

- Demand-responsive pricing
  - Beach users
  - Employees
  - Shoppers
- Modification of hours of operation
- Time limits
- Commercial metered zones
- Unbundled parking

SOLE
38
ATM
Dr. Martens

Hours of Operation
Sunday - Thursday
11 AM to 8 PM
Friday - Saturday
11 AM to 12 midnight
Except Holidays

YOUR METER MONEY WILL
MAKE THE DIFFERENCE IN
OLD PASADENA
· SIGNAGE · LIGHTING
· BENCHES · PAVING
The City of Pasadena

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CARODINS
WARDROBE

Parking Strategies – Off-Site Shuttle Service

- Encourages use of off-site/fringe parking facilities
- Frees most convenient spaces for priority users
- Useful strategy for special events, such as Party Boating

Image Source: Stephen Rees (Flickr)

Parking Strategies – Residential & Employee Permits

- Residential Parking Permit District
  - Critical for addressing spillover parking
  - Requires neighborhood vote
- Employee Parking Permits
  - Encourages employees to park in non-prime spots
- Parking Benefit Districts
  - Residents park free or cheaply
    - Limits permits to available curb space
  - Sell excess space to nonresidents
    - Residents decide how to spend revenue
  - Examples
    - Santa Cruz, West Hollywood, Boulder, CO, Austin, TX

Parking Strategies – Residential & Employee Permits

- California Coastal Commission Concerns
  - Mission: "To protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations"
  - Plans and regulates the use of land and water in the coastal zone
  - Activities that change the intensity of use of land or **public access to coastal waters** generally require approval from the Coastal Commission

CALIFORNIA COASTAL COMMISSION

Parking Strategies – Parking Requirements

- Parking demand varies with geographic factors:
  - Density
  - Transit Access
  - Income
  - Household size
- Cities can tailor parking requirements to meet demand, based on these factors
- Does not seek to *constrain* demand

Chantilly II
European Cuisine

Parking Strategies – Parking Requirements

How much is enough?

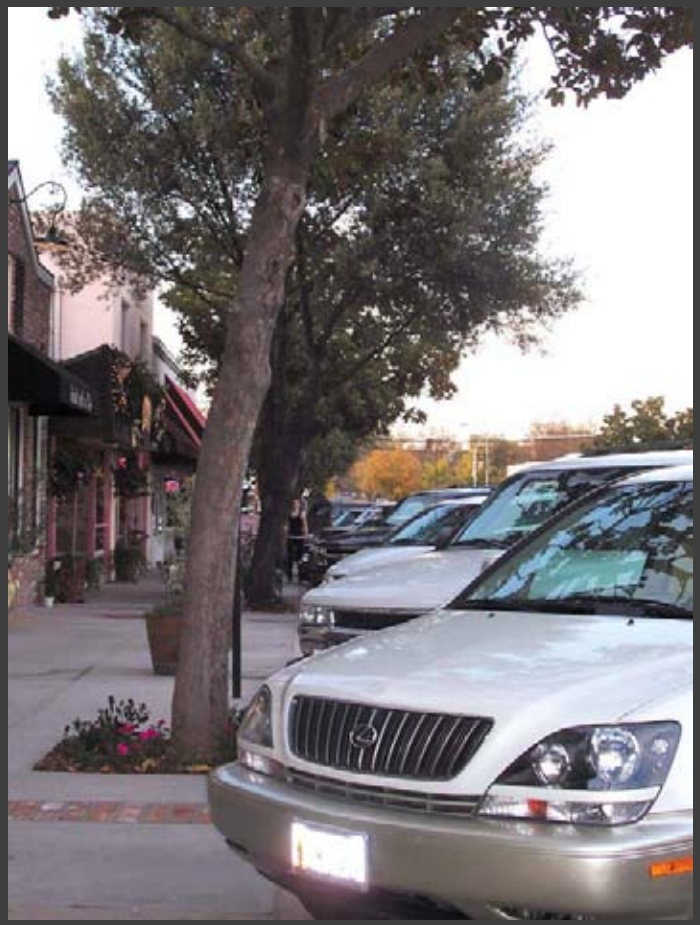
- No right answer
- No such thing as set "demand" for parking:
  - Pricing, Availability, Choices
- Supply is a value judgment based on wider community goals
- Don't confuse supply and availability

Parking Strategies – Parking Requirements

- Minimums
  - Blended Commercial
  - Shared/Off-Site
  - On-Street
  - Small Business
- Maximums
  - Reduces traffic impacts
  - Maximizes land use area

Parking Strategies – In-Lieu Fee

- Annual vs. one-time fee
- Allow fee to meet minimum/maximum parking requirement
- Purchase or lease existing private parking facilities and add to the "pool" of public parking or alternative modes



Questions?

Picture Source: Flickr user onestickyrice

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Attachments 2 - 3

Joint Balboa Village Citizen Advisory Panel & Neighborhood Revitalization Committee Meeting Agenda
December 20, 2011

Please proceed to the following links:

Attachment 2: Market Overview Presentation of Balboa Village, Lido Village & Mariner's Mile, 12-20-11

Attachment 3: Balboa Village Parking Plan Presentation, December 20, 2011

Attachment 3: Strategy Sheets, 12-20-2011:

Wayfinding

Bicycle and Pedestrian Improvements

Commercial Parking Benefit District

Demand-Based Parking and Elimination of Time Limits

Employee Parking Permits

Eliminate Minimum Parking Requirements for Non-Residential Uses

Shared Parking District

Transportation Impact Fee

Residential Parking Permits