

Action Meeting Minutes  
**NEIGHBORHOOD REVITALIZATION COMMITTEE**

Location: Council Chambers  
Thursday, June 28, 2012 - 4:00 p.m.

**I. Call Meeting to Order**

Council Member Henn convened the meeting at 4:00 p.m. and reviewed the meeting protocol. The following persons were in attendance:

Committee Members

- Michael Henn, Council Member (Chair)
- Rush Hill, Council Member
- Ed Selich, Council Member

City Staff

- Kimberly Brandt, Community Development Director
- Brenda Wisneski, Deputy CD Director
- Jim Campbell, Principal Planner
- Dave Webb, Deputy PW Director/City Engineer
- Cindy Nelson, Project Consultant
- Leonie Mulvihill, Assistant City Attorney
- Marlene Burns, Administrative Assistant

**II. Approval of Minutes for June 14, 2012**

Council Member Hill moved to approve the minutes of the June 14, 2012 meeting as submitted, and Council Member Selich seconded the motion; and **the minutes were approved unanimously.**

**III. Draft Balboa Village CAP Implementation Plan, May 2012**

Project Consultant Cindy Nelson presented a review of previous discussions by the Committee on the draft Balboa Village Implementation Plan including agreement that a commercial façade improvement project was warranted in the area, subject to funding and future discussion by City Council. Regarding the targeted tenant attraction program, there was consensus that this would be deferred until a time subsequent to implementation of other recommendations by the Committee, as it premature to determine now if it was needed or how to go about it. There was strong support to facilitate the development of ExplorOcean and the Balboa Theater. Discussion also took place regarding developing a special events initiative for Balboa Village and hire a consultant to develop a special events program for the area in partnership with ExplorOcean, Balboa Theater, the Business Improvement District and the Neighborhood Associations.

Council Member Hill noted that Visit Newport Beach is paid for those activities and suggested that staff contact them for coordination.

Discussion followed regarding rationale for a consultant who would focus on event management and organization versus event marketing. Council Member Henn noted that the scope of work needs a dedicated resource.

Ms. Nelson continued summarizing previous discussions including developing a trial program for an off-peak RV use program in the Balboa Pier parking lot without utility hook-ups, subject to outreach with residents of the surrounding area and the development of parameters. Discussion also took place regarding future mixed-use development on the City-owned Palm Street parking lot with it best deferred to a later time, subject to the final plans being developed by ExplorOcean; additional funding to the Balboa Village BID for marketing; modify the boundaries of the BID; design guidelines especially as it relates to signage; and eliminating parking requirements for new commercial developments and intensification of use applications;

providing incentives to attract new commercial business to the area; and eliminating the in lieu parking fee for Balboa Village. Regarding the latter, the NRC recommended suspension of the program rather than elimination at this point.

Another issue addressed was the pursuit of the adoption of the Local Coastal Plan which is currently in process. She addressed details of the parking management plan discussed as well as getting Council direction on that matter and establishing a resident permit parking program as well as an employee permit parking program and developing a coordinated way-finding signage program. In coordination with the way-finding signage plan and parking, discussion took place regarding additional improvements to use of bicycles in the area, possibly including a shared-bike system. There was consensus that public streetscape needs to be revisited in terms of public improvements with a recommendation to hire an architect to put together a revised conceptual streetscape plan and adding to the Boardwalk area and for the City to assume maintenance of the Boardwalk area. Discussion also took place regarding a developing a very high standard of maintenance for the Village. Ms. Nelson reported that an item which was not previously discussed was the creation of a governance structure.

The CAP felt it important for the City Council to establish an oversight committee that would meet as often as necessary to monitor and promote execution of the approved recommendations and provide additional input.

Council Member Selich asked about the need for a new committee in light of the existence of a BID.

Chair Henn felt it would work well to ensure a major representation of stakeholders in the area and that it would be a committee that would have a defined life, include one or two Council Members, a representative of the BID, a resident representative and representative from ExplorOcean. Its mission would be parallel to the recommendations of the NRC and funding needs would need to be approved by Council as a whole.

Discussion followed regarding the importance of having continuity with the City Council, the need for the BID to be well-represented, and outlining the responsibilities of the proposed committee.

Interested parties were invited to address the Committee on this item. The following is a summary of what was discussed by the public:

- The BID is a good starting point but that it is lacking residential input.
- There is a need for increased resident representation from Visit Newport Beach and the importance of establishing relationships with the business community was discussed.
- One of the challenges involves absentee owners of buildings and getting more of them involved in the governance structure.
- There has been no follow up regarding some of the previous studies and the need for coordination was emphasized.
- The need for a committee to oversee and coordinate to push projects and recommendations through.
- Concerns with the lack of businesses and existing zoning issues.
- Various organizations in other commercial areas of the City, such as in Corona del Mar and the various Chambers of Commerce already exist and seem to be effective, and there is no need to create a new group for Balboa Village.

There being no other wishing to address the Committee, Chair Henn closed public comments for this item.

Chair Henn noted that staff is working on a more coordinated effort in the area and stated the proposed governance committee would be strictly for Balboa Village and will not have oversight elsewhere. He suggested that the recommendations of the NRC need to move forward and that the next step will be a Planning Commission review. He felt the recommendation for a governance structure should stay with staff returning with an outline for review by the NRC, where the mission of the group would be clearly stated, with a defined term, and expectations of accomplishment of objectives and milestones.

Interested parties were invited to address the Committee on the parking recommendations. The following is a summary of what was discussed by the public:

- A resident was in favor of residential parking permits.
- Three residents opposed the concept of residential parking permits.
- The possibility of offering parking validation by existing businesses.
- A residence, for example, which has no garage, requires on-street parking.
- The inclusion of Balboa Island.
- The availability of parking for rentals units.
- The impacts to parking by day users.
- A recommendation was made to permit the area's five blocks and to include Medina Way, allowing two hour free parking in the BID area, including during the winter months, to encourage locals to patronize businesses in the area.
- It was reported that the BID is a parking district and that there are 30, legal, non-conforming units with no parking in the area.
- Inquiry as to the times proposed for the overnight parking permit.
- Concerns with residents not being able to find parking, in addition to tourists.
- Approval of overnight parking permits by the Coastal Commission was noted.
- Concerns that residents have not had to pay for parking on their streets but that now residents will be required to pay for permits.
- Details are needed to determine how residents will be affected, and that they should be resolved prior to approval.

In response to an inquiry by Chair Henn, Assistant City Attorney Leonie Mulvihill reported that under the City's Municipal Code, City Council has the authority to designate an area for resident parking permits.

Principal Planner Jim Campbell further noted that there are criteria within the Municipal Code to establish a preferential parking district if a majority of the residents in the affected area desires the plan. He stated the need for a survey to demonstrate the findings.

Chair Henn noted that another survey would have to be conducted by a disinterested third party.

The following is a summary of what was discussed by the public:

- The need for increased communication to residents.
- Concerns regarding parking enforcement.
- Concerns with establishing a permit parking district, forever, which would run from Adams to Seventh Street and extend into an area that had none of the original criteria that was proposed in the survey.

There being no others wishing to address the Committee, Chair Henn closed public comments for this item.

Council Member Selich reported that residents of Balboa Island acknowledge their parking problems and have learned to live with them and decided against parking permits.

Council Member Hill commented on how residents around Newport Harbor High School are uncertain on how to deal with the issue they have with student parking disrupting their neighborhoods. He indicated that he has been a proponent of residential parking permits but acknowledged related problems.

Chair Henn felt this has to be a resident-driven decision. He addressed existing metered parking, businesses requiring parking, and stated that he saw the potential for problems related to a residential parking program. He also indicated the need for a survey that provides clear information.

Discussion followed regarding addressing details, providing specific information in the proposed survey, offering various options for residents to choose, and considering the seasonal aspects of parking.

Support was expressed for a survey with various alternatives offered.

Community Development Director Kimberly Brandt stated that it could be part of the Committee recommendation that an additional survey be conducted by the City prior to considering a formal ordinance.

Chair Henn agreed with Ms. Brandt's comments.

Ms. Brandt noted that it could be a priority component of the implementation plan.

Interested parties were invited to address the Committee on other aspects of the implementation plan.

The following is a summary of what was discussed by the public:

- Concerns regarding renaming Balboa to make it more marketable, that the plan for input was never publicized, that the survey was not easy to access, and that connecting "Fun Zone" to Balboa is not appropriate.

Chair Henn addressed timing of the Committee meeting and noted that all recommendations will be presented to the Planning Commission on July 19th, which starts at 6:30 p.m., providing working residents the opportunity to attend and provide input.

- A resident commented on the misinformation regarding the location of Balboa Island within Mapquest and Google.
- A concern with the integrity of the survey was noted.

Chair Henn noted the recommendation regarding developing maintenance standards.

- Opposition to adding "Fun Zone" to the Balboa name was expressed.

There being no others wishing to address the Committee, Chair Henn closed public comments for this item.

Chair Henn stated the need to move the plan forward and addressed the two items needing further vetting including developing a governance structure and conducting the resident survey on residential parking permits.

Ms. Brandt addressed the related steps needed and presented the schedule of presentation to the Planning Commission, the Harbor Commission and City Council. She suggested that staff could compose a governance schedule that Council could review as part of the actions based on recommendations from the NRC.

Chair Henn thanked the members of the public who provided their input.

#### **IV. Public Comment**

Interested parties were invited to address the Committee on items not on the agenda.

Bruce Brandenburg thanked the City Manager and staff for their work in District 1 in bringing negotiations to conclusion and reducing rates to all Assessment Districts.

Dan Purcell presented an image of an area outside the current City Hall with a large amount of trash cans and expressed concerns regarding the need for increased maintenance.

Chair Henn expressed his appreciation to the Citizens Advisory Panel, Cindy Nelson, and staff for their work on this project.

**V. Adjournment**

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:30 p.m.

The agenda for the Meeting was posted on June 22, 2012, at 2:45 p.m. on the City Hall Bulletin Board located outside of the City of Newport Beach Administration Building.



Michael Henn, Chair