

**BALBOA VILLAGE**  
**VISIONING EXERCISE RESULTS**  
**8-23-11**

**THE QUESTION: In 5 years, what new and unique experiences will Balboa Village be known for?**

**Family Entertainment**

- Events, i.e. concerts or movies on the beach
- Ferris wheel and arcade area
- Retain carousel
- Art fairs, dances, bands, farmers' market, antiques/marine swap meet in city-owned parking lot(s)
- Well rounded family entertainment district
- Tastefully restore the fun zone
- Retain commercial enterprises for whale watching, sport fishing, boat rides, and entertainment charters
- City should provide land to relocate the carousel, i.e. near kiosk/Balboa Pier

**Public Safety**

- Manage drinking better
- Increased security – back to foot patrol during peak season
- Consider a police substation

**Streetscape Enhancement**

- Routine cleaning of sidewalks, street, alleyways
- Beautification of public sidewalks, boardwalk, etc.
- Pedestrian friendly
- Long term plan for maintenance
- Improved landscaping with a consistent pattern and style
- Easy access, pedestrian walkways

**Parking**

- No parking meters
- Relocate parking for large fishing boats/charters
- Residential permit parking
- Develop a parking structure to serve commercial needs
- Parking validation program
- Parking in lieu fee if inadequate on-site parking for businesses
- CDM and Balboa should have parking meters like BV
- Limit the number of vehicles on the Peninsula – consider a shuttle during peak season
- Consider having off-site parking locations for visitors, and encourage use of bicycles, electric shuttles, golf carts and other low-impact vehicles
- Free parking

- Overnight residents parking only
- Enlarge parking areas at certain street termini along the ocean front
- Water taxi from off-site parking to destinations in the Village

### **Private Property Land Use/Maintenance**

- Offer incentives to stimulate private investment in building renovation and/or new tenants
- Tax-incentive based plan to encourage and support year round businesses
- Coordinate sign program for commercial tenants
- Consider less commercial and more residential
- Replace old buildings with new ones that have a classic old design
- Encourage hotel and mixed-use development
- Stylish architecture w/coordinated colors and design features; need consistency
- Enforce existing codes to require owners to repair/improve their properties

### **Shopping Experience**

- Up to date, clean and attractive
- Eliminate tattoo parlors and undesirable tenancies
- A balanced blend of shops, restaurants, etc.
- Survey residents to see which businesses they frequent and why/why not
- Better use of liquor store at corner of Palm and Balboa

### **Dining Experience**

- Up to date, clean and attractive
- Exciting restaurants with outdoor dining
- Stable restaurants that can survive the seasonal nature of the Village
- Attract name brand restaurants and Starbucks
- Attract restaurants that will appeal to area residents
- Less bars
- Affordable, unique restaurants
- Perhaps fewer restaurants so those that remain are successful
- Need a gourmet food store, wine and cheese shop, pastry and coffee shop
- Find out why some restaurants closed, i.e. Bubbles, Emerald Forest and Parker's

### **Cultural Experience**

- A Nautical Museum that is pertinent and self-sustaining
- Viable and vibrant performing arts theater (Balboa Theater)
- Walk to dining, theater, concert at Balboa Theater
- Continued city support and funding for the arts in the area, at Newport Beach at large
- Balboa Theater and Nautical Museum are pillars of the community
- Nautical Museum should be for all ages – not a nursery school
- Develop a performing arts center, galleries, theater, community center
- A nautical learning center with tall ships in the harbor
- Consider a second floor on the Balboa Theater and show surf flicks on roof, have plays like "South Pacific", allow families to bring lawn chairs and enjoy the outdoors

- Should we give up on the current lessee of Theater and look for another operator? Been too long in the making.

### **Sense of Place/Historic Value**

- We want to look like Balboa Island
- Promote Village as a “historic district” and identify as “Balboa Historic Village”
- New signage, print materials to denote “Balboa Historic Village”
- Historic places: Pavillion, Ferry, Balboa Theater, Balboa Inn
- Create a theme village, i.e. Solvang and Leavenworth via zoning overlay
- A place for locals & visitors alike to gather, dine, be entertained and enjoy cultural facilities like the Nautical Museum and Balboa Theater
- Reclaim and brand Newport Beach Historic Central District (Newport’s Old Town), and develop a long-term plan for continuity
- Be known for having good water quality in the harbor
- Vacation destination but maintain balance with quiet residential atmosphere
- World class harbor
- Ecotourism
- Aim for something like “State Street” in Santa Barbara
- Sun and surf in summer; theater and restaurants in winter
- Do not emulate an Irvine Company planned community
- Restored, iconic California beach town with casual dining, shops that appeal to residents’ needs but which will attract visitor revenues in the summer
- A well-kept resident serving community rather than a well-known and widely advertised visitor attraction brand
- Get rid of the name “Village”
- A fun learning experience for “kids” of all ages; diverse entertainment and arts opportunities; restaurants/shops that local residents want to patronize year round; a strong historical connection to Newport Beach’s roots; a great place to connect with the ocean and the bay; a safe place for families to enjoy; a place that’s unique – you know you’ve been to someplace different and you want to go back.
- Balboa Village will be recognized as Orange County’s “jewel” – waterfront destination where families will enjoy cultural, entertainment and enriching experiences. Explore the ocean, dining, retail, entertainment, theater and the beautiful ocean and harbor.