Agenda

- Summary of August 18, 2011 Meeting
- Approval of July 27, 2011 Meeting Minutes
- Review of August 18th, 2011 Discussion Summary
- Review of Draft Design Guidelines
- Development Slogan
- Next Steps - Planning Commission Presentation September 22nd.
- Public Comments and Round Table Discussion
- Next Meeting - Community Open House: October 6th 2011, 4:00 - 5:30 PM
Cornerstones of Lido Village Design Guidelines

Unification - Creating a Sense of Place
- Present a unifying theme for Lido Village.
- Define and enhance gathering spaces.
- Promote connectivity throughout the village.
- Improve way-finding.

Flexibility - Builder/Owner Friendly
- Offer various options for achieving common goals.
- Allow for individual ownerships to make improvements independently and accommodate early entitlers.
- Grant regulatory weight to the guidelines as a design process tool for property improvements.

Visual Appeal - Create an Identity for the Village
- Define “Newport Eclectic” aesthetic.
- Illustrate vision for art, architecture, and landscaping.
- Create an attractive Gateway Village.
- Maximize view corridors and scenic opportunities.

Sustainability - Economic and Environmental
- Encourage environmentally sustainable practices.
- Conserve water resources and design for energy efficiency.
- Celebrate native landscapes.
- Consider economic realities and viability.
Feedback - From 80% Draft

- Comments from Staff & Council, CAP Members, Design Team, and Citizens.
- Generalities and Specific: better review process
- Continually Evolving; Need more feedback for next draft.

3 General Categories of Comments

General Comments
- Content, specificity, and suggestions.

Design
- Specific elements, visioning and themeing.

Action Plan
- Implementation, phasing, and responsibility.
General Comments

- Too technical for the general public.
- Reduce wordiness of the document
- Determine criteria for shall vs. should
- Too much emphasis on the background and history of the process of developing alternative 5B.
- Need to show design suggestions for buildings. More specific solutions as opposed to generalities.
- Incorporate Good vs. Bad - Examples thru out the city of where good architecture is applied.
- “Newport Eclectic” Too vague, Hodge-podge of architectural styles.
- Avoid dated or timed references within the design guidelines. Make the document applicable 5 - 10 years out from today.
- Further explanation in the appendix of architectural terms and definitions.
- Look at tying into other study areas and Newport Beach.
- Avoid negative comments about existing conditions within the village.
Design

- There are still concerns about Concept Plan 5B. Many comments on how the plan can and should be improved.
- Suggestions are to remove buildings and right-of-ways within the Village to connect to the bay.
- Incorporate major improvements into public zones or public realm. Street ROW, city lands etc.
- Pedestrian Safety; Incorporate elements that provide a safe environment for pedestrians.
- Traffic Calming. Slow the speed along Via Lido and 32nd street.
- Update code to allow for modern retail components to be improved; Heights, FAR, Parking Ratios, etc.
- Change ordinance to improve signage and monumentation: Interactive media displays and City Pride.
- Signage: Welcome and leaving. Remind people of what a special place Lido Village is.
- Incorporate more landscape elements into the village. Green streets and micro gardens.
- Incorporate interpretive or educational components.
Action Plan

- Give the general plan some teeth. Don’t let the document sit on the shelf once its completed.
- Provide incentives for reluctant land owners to participate.
- Include an expedited process for participants who use the guidelines as a tool for improvement.
- Look into phasing solutions within the public realm that will pull land owners along with improvements.
- Timing and phasing with other CAP’s and city priorities.
- How are these going to be funded?
- Amend existing zoning to allow for greater building heights.
These Design Guidelines have been prepared to assist those proposing new development or redevelopment in the Lido Village study area. These Design Guidelines will provide a basis for the evaluation and review of the applications by property owners or tenants to the City of Newport Beach. These guidelines are intended to be a component of the existing design review process that the city already has in place.

As a policy [contemplated] by the City of Newport Beach, the Design Guidelines apply to the modification of existing structures or new structures within the Lido Village boundaries. These could include façade modifications, building footprint changes for commercial and residential buildings. The Design Guidelines will serve as a design manual to which improving parties can refer.

Incentive based flexibility could be granted to owners/tenants if improvement incorporate additional elements of public benefit. Potential incentives could assist improving parties with expedited processing, design assistance or public partnership in improvements. Additional open space, plazas, courtyards, pedestrian connections, view sheds, and coastal access could be acceptable public benefits.

Within the City of Newport Beach’s Zoning Code there are requirements for development and new land uses to adhere to design guidelines. In section 20.16.020 paragraphs C - F require land owners to follow design guidelines or criteria as a condition of approval.

The Community Development Department may update and revise the Design Guidelines from time to time as the village evolves and building technologies/best practices change. The Community Development Department also has the authority to make staff level decisions regarding interpretation of the design guidelines. See enclosed zoning code.

City of Newport Beach Zoning Code 20.16.020

C. Development Standards. Use and/or structures shall comply with all applicable development standards of this Part, the provisions of Part 3 (Site Planning and General Development Standards), Part 4 (Standards for Specific Land Uses), and other adopted criteria, guidelines, and policies adopted by the City related to the use and development of land.

D. Conditions of Approval. Uses and/or structure shall comply with all conditions imposed by a previous permit and other regulatory approvals. (Design Guidelines). Failure to comply with imposed conditions shall be grounds for revocation of the permit in compliance with Chapter 20.68 (Enforcement).

E. Other Development Criteria, Guidelines and Policies. The city may adopt criteria, guidelines, and policies separate from [the] this Zoning Code that may affect the use and development of land. All applicable standards, criteria, guidelines, policies, and procedures related to development on file with the Department shall apply when appropriate as determined by the applicable review authority.
Slogans from the Public

- “Live, Life, Lido”
- “Get Happy, Go Lido”
- “So... Go Stroll Lido”
- “Lido Village, Newport’s Historic Gateway”
- “Lido Village, Take a Look”
- “Beach to Bay, Lido Village”
- “Love Lido Living”

Examples

- “No more tears”
  Johnson’s Baby Shampoo
- “The milk chocolate melts in your mouth—not in your hand.”
  M&M’s
- “Connecting people.”
  Nokia
- “It’s everywhere you want to be”
  VISA
- “Safety, Service, and Professionalism”
  City of Newport Beach- Fire Department
Good examples

- Identifying architectural solutions that are appropriate for Lido Village.
LIDO VILLAGE DESIGN GUIDELINES

City Website: http://www.newportbeachca.gov/index.aspx?page=1959
Public Comment

- Imagery and Content - We need your help in gathering additional images for reference.
- “Newport Eclectic”, do we need more specific architectural style? Image defining style that unifies Lido Village and surrounding study areas?

Next Steps

- Incorporate public comments and edits to the document.
- Include more examples of good vs. bad.
- Provide additional graphics to support design intent.
- Slogan development for Lido Village. We need more input and favorite selection.

Next Meetings

- September 22, 2011 Planning Commission Meeting
- Open House: October 6th 2011. Storefront along Via Lido