

PROJECT 2000

A Planning Vision for the Balboa Peninsula

Newport Beach, California



A Report Submitted to the City Council of
The City of Newport Beach

By the
Balboa Peninsula Planning Advisory Committee
("BPPAC")

January 20, 1997

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MODEL

The word "MODEL" is written in a blue, cursive, handwritten style. Below the word are three horizontal, wavy blue lines that resemble a stylized signature or a decorative flourish.

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Cover Photo Courtesy of Newport Beach Conference & Visitors Bureau



The Balboa Peninsula Objectives Revisited

"The completion of these improvements should add impetus to the development of this community as a residential and yachting center. Ten years ago it was doubtful whether Newport Harbor was to become a second class commercial harbor featuring fish canneries and other allied industries which require access to the sea but do not need deep channels or extensive water ways, or whether the trend of affairs should lead it to become a Coney Island with concession zones and cheap amusements as its claim to fame, or whether it would take the course it has followed and become a high-class rendezvous of people who love the sea and like to live where they can breathe the ocean air and listen to the music of the pounding surf. The fact that there is no commerce in Newport Harbor, no fish canneries, no sewage running into the bay and no other source of contamination, adds to the attractiveness of the place and assures the yachtsman a pleasant environment. Local yachtsmen cherish the hope that others of the fraternity making their home port elsewhere will become more frequent visitors in the future. The front door is going to be wide open and visitors will be always welcome."

From the Log of the Newport Harbor Yacht Club

By Joseph A. Beek, *Staff Commodore*

November, 1929

Acknowledgments

All members of Balboa Peninsula Planning Advisory Committee (BPPAC) wish to thank Councilman John Hedges for his leadership in moving to form BPPAC in 1995 and Mayor Jan Debay and members of the Newport Beach City Council for recognizing the need to establish planning policies that will revitalize the Balboa Peninsula's economic climate and residential quality of life. Your leadership and encouragement for the District Workshop process has been met with an unprecedented coalition of resident and merchant involvement and the extended opportunity for all members of the

community to participate in this important and challenging assignment. In particular, the Committee would like to thank City Manager Kevin Murphy, Assistant City Manager Sharon Wood, Planners John Douglas and Patty Temple, and numerous City staff for their patience and assistance during this assignment, especially during the data collection phase of the project. Also, we would be remiss not to acknowledge the early guidance of Carol Hoffman who actively participated in the Committee's development of the 15 Point Plan in 1995.

Balboa Peninsula Planning Advisory Committee

Committee Members

Fritz L. Duda

Committee Chairman
Owner
Fritz Duda Company
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Timothy C. Collins

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Owner/Principal
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Councilmembers

Jan Debay, Mayor
John Hedges, Councilmember
(March, 1995 - Dec., 1996)

Dennis O'Neil, Councilmember
John Noyes, Councilmember
(effective Dec., 1996)

City Staff

Sharon Wood
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Patty Temple
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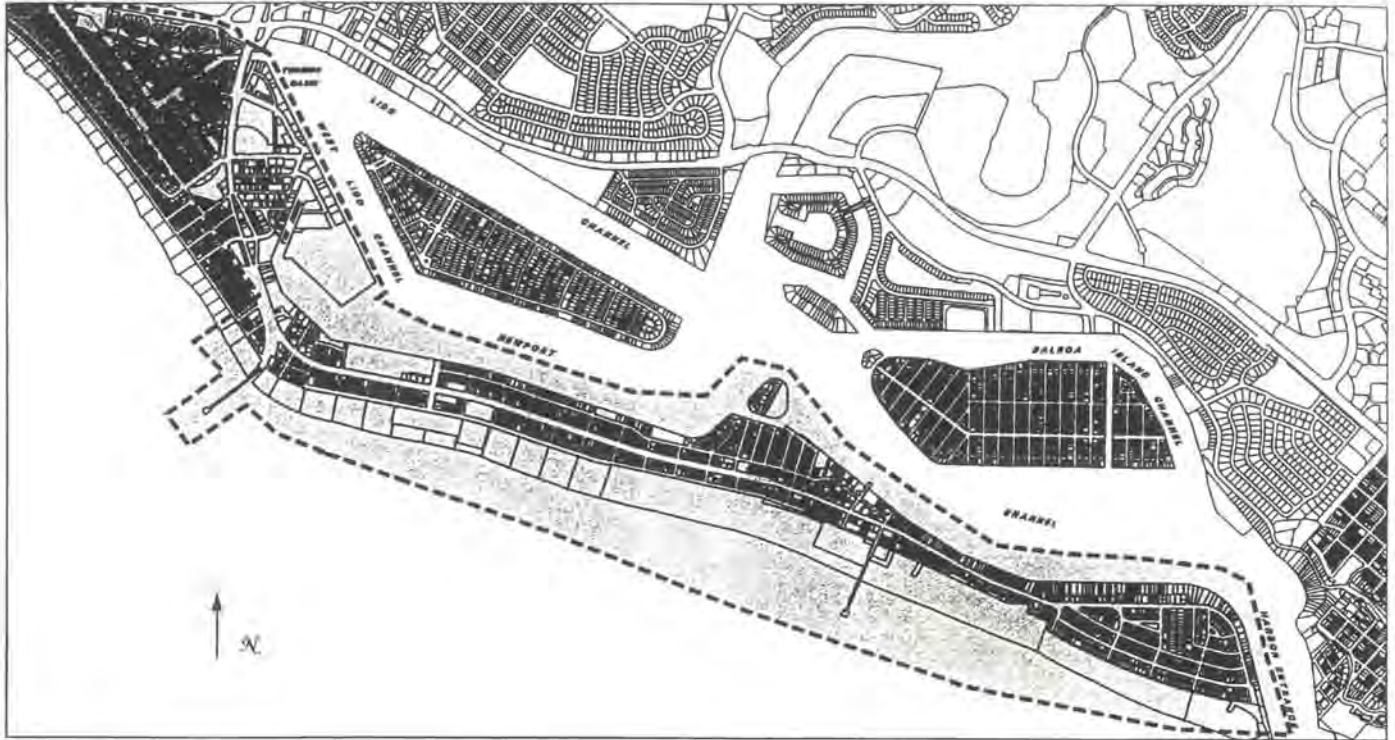
Advisory Consultants

William Blurock, FAIA
Blurock Partnership

Jack Camp
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*Also member of the Newport Beach Planning Commission

Balboa Peninsula Study Area



The Committee's Assignment

BPPAC (or the Committee) was commissioned by the City of Newport Beach according to Resolution No. 95-32 dated March 13, 1995 (Appendix A) to advise City Council and make recommendations to facilitate the revitalization of Balboa Peninsula's commercial land use element while enhancing the integrity of its residential community. The Committee was assigned to:

- Develop a Study Scope: To investigate the general problem and to determine how best to address it in terms of the precise geographical boundaries, the staffing and/or consultant requirements and a work program. The work program would be designed to provide ample opportunities for public hearings and citizens' input.
- Determine Funding Requirements: To determine what funds or other resources are necessary to complete the study outlined in the first task and shall seek to secure such funds by making recommendations to the City Council, seeking grants or other appropriate means.¹
- Coordinate and Monitor Study Program: To direct and participate in the study process and ensure that periodic progress reports are made to the City Council.
- Recommend Implementation Measures: To recommend to the City Council a plan, including priorities, of the ongoing organizational and financial commitments necessary to implement the preferred alternatives.

¹ On February 26, 1996, the City Council approved a Budget Amendment to cover an expenditure of \$30,000.00 which was subsequently applied to the Urban Design Camp engagement.

BPPAC Work Program

Phase I - BPPAC 15 Point Plan

The work of the Committee commenced on March 13, 1995. The initial work of the Committee consisted of review and information gathering whereby planning staff and department heads contributed both information and suggestions relative to the various planning issues to be addressed on the Balboa Peninsula. The Committee also took time to revisit prior studies and reports on planning matters, particularly the Regional Urban Design Assistance Team (RUDAT) reports from 1983 and 1993, Traffic Studies in 1968 and 1986, the current Specific Plans for the districts and the recent report by Linda S. Congleton & Associates on the retail/commercial land use element on the Peninsula. As the Committee's preliminary recommendations took shape, a member of the Committee met with every potentially affected City department head and solicited ongoing input and comments from the Economic Development Committee. As a result of these sessions, the Committee formulated a 15 Point Plan and presented a preliminary report to the joint City Council, Planning Commission and Economic Development Committee working session on July 11, 1995. The 15 Point Plan addressed the following issues:

1. **Balboa Peninsula - Sense of Place:** Differentiate the unique roles of the four principal commercial areas of the Peninsula.
2. **Mission Statement:** Adherence to the Mission Statement which will enhance and expand residential elements; consolidate and redevelop quality commercial; enhance landscape/streetscape; consider establishment of a Redevelopment Area Plan; and, provide incentives to assure the accomplishment of both transitional and long term planned objectives.
3. **Residential Compatibility**
4. **Strategy for Attracting Quality Visitors**
5. **Crime and Security**
6. **Parking Management Plan**
7. **Open Bayfront to Visiting Boater Access**
8. **Quality Hospitality**
9. **Maintenance and Code Enforcement**
10. **New Sign Ordinance**
11. **Traffic Circulation**
12. **Major Site Opportunities (for Redevelopment)**
13. **Transfer Traffic and Parking Impacts**
14. **Community Issues Management**
15. **Transitional Interim Measures**

Phase II - The Workshop Process

In order to facilitate a community based planning process, the Committee recommended that an outside consultant be retained in order to conduct community workshops in four key areas on the Peninsula. These areas were designated as:

1. Lido Town Center (formerly referred to as Lido Village/Civic Center)
2. Cannery Village
3. McFadden Square
4. Balboa Village (formerly referred to as Central Balboa)

Upon receipt of the 15 Point Plan by the City Council on February 26, 1996, the firm of Urban Design Camp was retained in order to facilitate a workshop process, utilizing the Plan as a

guideline, and to return with a concept plan for the Peninsula. Individual representatives were appointed by the City Council to participate in the workshop sessions which were also open to and attended by other interested members of the community. Through the workshop process, each of the four key areas identified issues and provided suggestions that were incorporated into the Urban Design Camp Report (attached as Appendix C).

In order to ensure a comprehensive participatory process, the Committee also conducted Peninsula-wide workshops to review both the Urban Design Camp Report and discuss Peninsula-wide issues with the Committee. During these workshops, priorities were established with respect to each of the four key areas and subsequently in some instances, due to their identification in multiple districts or overlap or potential of certain recommendations to accomplish multiple objectives, such items evolved to a status of Peninsula-wide recommendations. The combined workshops and Peninsula-wide review process was completed on approximately December 11, 1996, when the Committee adopted the BPPAC Comprehensive Recommendations which formulates the outline in the Committee Comprehensive Planning Recommendations section of this report to the City Council.

In summary, the Committee estimates that in excess of 535 volunteer hours were consumed by the workshop and Committee outreach phase of the project. Also, the Committee accepted both public and written comments, and suggestions from a total of 48 citizens.

Balboa Peninsula Background

History

With Pacific Electric's extension of its Red Car rail lines from Huntington Beach to Newport in 1905, a new beach community, formerly only available to the adventurous, was opened to both Southern Californians and national visitors. Based on the suggestion of E.J. Louis, at the time vice-consul for Peru in Los Angeles, a portion of the Newport peninsula was named Balboa in honor of the 15th century Spanish explorer, Vasco Nunez De Balboa.

The historic Balboa Pavilion was built in 1906 as a Victorian Bath house and served as the terminal for the Pacific Electric Red Car and has since been the most recognizable focal point and visitor attraction of the Balboa Peninsula. The Pavilion has since been designated a California point of Historic Interest. In 1936, the City built the Balboa Fun Zone along Abbott's Landing, providing residents and visitors with California's oldest coastal amusement center. With these two attractions as a mainstay, Balboa became a resort town relying heavily upon tourists to sustain economical needs and over the years Balboa was reported to "...live on drinking, gambling, and a dance hall. Balboa was a beach resort, plain and simple. It was hell on wheels from Memorial Day to Labor Day. Then it went into hibernation for the rest of the year."²

Since its hurried beginning, the Peninsula has slowly evolved through the maturation of four District villages: Lido Town Center, McFadden Square, Cannery Village and Balboa Village. Historical growth and commercial development of the Peninsula have been shaped by its dependence on the coastal resources for its economic well being. As recently as the early 1950's, the area was principally a summer vacation resort.

Balboa Village's historic roots were entertainment, with nationally known dance halls like the Rendezvous Ballroom and world renown music groups like the Stan Kenton Band. Today, the village emphasizes family entertainment and ocean recreation, and hosts a diverse blend of activities and places. These include boating, fishing, swimming, shopping, dining, and people

watching. Village anchors include the historic Balboa Pavilion, the symbol of Balboa, Edgewater bayfront promenade, Main Street, Balboa Pier and beach, and the beachside boardwalk.

McFadden Square is the heart and center of historic Newport Beach, noted primarily for its fishing fleet (the Dory Fleet), and pier fishing. Vacationers populated the area during the popular summer months and the area still serves as the primary destination for beach visitors.

Cannery Village started out as a boat yard on the bay across from the active McFadden Pier area. With the commercial fishing industry booming on the Rhine channel, fish canneries began operating adjacent to the docks in the bay and it soon dominated the entire service industry. The narrow streets of Cannery Village still provide settings reminiscent of the renowned fishing fleet days and is filled with unique shops, galleries, restaurants, bars, boating services and other marine related establishments.

Lido Town Center was a later development incorporated into the Peninsula but nevertheless an important step in the evolution of the Peninsula. It attracted retailers who focused more on the needs of permanent residents rather than merely summer and recreational needs. It also houses the Newport Beach City Hall administrative offices, serving the needs of the entire municipality.

From the 1950's on, the Peninsula's year-round resident population increased creating negative impacts to traffic circulation and parking. Inadequate provisions were in place to provide a parking management program providing for both resident and commercial needs, nor did the planning process deal with the major transitions occurring both on and around the Peninsula.

The influx of both visitors to these areas and the general population growth of Orange County resulted in a large number of residential properties being converted to year round rental properties. Orange County retail growth, in conjunction with this intensified housing use, also created adverse impacts to existing traffic circulation and parking. Expansion and changes in retail offerings, with the evolution of Fashion Island, South Coast Plaza, and Triangle Square, have created an abundance of

²from "Bawdy Balboa" by Judge Robert Gardner

retail options and resulted in diminished services locally for year-round Peninsula residents. Balboa Peninsula retailers have become dependent upon visitors for their livelihood and many face difficulty in providing competitive goods and services. The Congleton study, commissioned by the City and completed in July 1995, reported that “newly-introduced specialty retail and dining offerings located closer to regional Orange County residents’ homes have negatively impacted Newport Beach’s on-street shopping districts.”³

With minimal planning incorporated into the booming growth (in day visitors) along the Peninsula, the area has seen reactive spot commercial development tailored to meet the demands of visitors without much discretion or consideration for optimal residential-retail mix. The concentration of establishments selling alcoholic beverages on the Peninsula is a key testament. It has seemingly carried on the tradition of the “hell on wheels” Balboa rather than fostering a balanced year-round commercial growth and transition that responds to the year-round residential and seasonal visitor population.

Marine Heritage

From its early beginnings, the Balboa Peninsula has enjoyed a tradition which, not surprisingly, centered around its port and the various marine uses and attractions.

During the first four decades of the 1900's, Balboa was known primarily to fishermen who used the upper channel for cannery purposes, and visiting recreational boaters and yachtsmen who developed summer cottages and yacht clubs to pursue an environment previously found only in Los Angeles or San Diego harbors.

Despite the evolution of the Peninsula as a year-round residential community, its superior coastal attractions are preserved today in five distinct marine traditions:

- The Dory fishing fleet at McFadden Square,
- The harbor excursion and Catalina Island ferry transport and fishing fleet of Balboa Village,

- The Peninsula-wide yachting and sailing fleet supported by seven yacht clubs, the world class Orange Coast College Sailing Center and the Newport Aquatics Center,
- The marine craftsmen, sail lofts, sales and service providers of the Cannery Village, and
- The 9,000 plus boats that line the piers, marina slips and anchorages along the Peninsula and the adjacent five islands which comprise Newport Harbor; all of these boaters rely upon the Peninsula for access to marine support services, visitor touring and hospitality attractions.

These modern marine aspects of the Peninsula were and continue to be a tradition, a heritage, and an asset to be preserved for generations to come. Even the best example of beach/resort communities (i.e. Laguna Beach, Monterey and Carmel) cannot compete with the combined attractions of the Balboa Peninsula and strong historical significance of Newport Beach’s marine heritage. There is no more relevant historical perspective on today’s planning challenges for the Balboa Peninsula than that which can be found in the 1929 excerpt from the Newport Harbor Yacht Club member publication which is cited at the preface to this report, entitled “The Balboa Peninsula Objectives Revisited”.



•Dory Fleet at McFadden Square•

³ Newport Beach Retail Consultation, July 21, 1995, Linda S. Congleton & Associates

Current Conditions

The Balboa Peninsula presents a very complex web of planning opportunities and constraints. With its Bay/Harbor amenities, entertainment, dining and recreational features, it is an integral part of the Newport Beach community which has international name recognition and a reputation that exudes the California experience. The Peninsula is composed of four strongly established neighborhoods with its own unique characteristics and many overlapping concerns. All four Districts address the waterfront resource in different ways. Each receives different benefits and all experience similar frustrations. There is a clear need to link and coordinate the overlap activities and services provided by the Districts while continuing to improve and enhance the unique qualities of each. The four Districts should be seen as primary assets of the community, complementary to the whole and not as competitive components. The study found that the worst condition of one neighborhood negatively impacts the best conditions in adjacent areas (whether commercial or residential). There are assets and liabilities associated with the Peninsula which are summarized as follows:

Assets:

- Newport Bay and harbor
- Beaches
- Climate
- Recreational activities
- Proximity to other "destination points"
- Cohesive quality neighborhood residential structure
- Recognizable name
- Traditions and historical site



•Bay Wildlife•

Balboa Peninsula Profile*

Population:	12,995
Median Age:	34.5 years
Median Household Income:	\$57,380
Average Household Income:	\$113,982
Total Number of Dwellings:	6,142
	43% owner occupied
	57% renter occupied
Tourist Population:	20,000-100,000/day
Number of Boats:	9,000
Residential Piers:	1,230
Commercial slips and side ties:	2,119
Bay Moorings:	1,221

*Source: City of Newport Beach and Linda Congleton Report



•Life on the Bay•



•Visitor Boating•

Liabilities:

- Reactionary vs. proactive planning policy
- Poor traffic circulation
- Inappropriate high concentration of ABC licenses
- Higher crime rate and resulting higher municipal service costs
- Lack of parking management plan
- Shortage of quality hospitality housing
- Blighted aesthetic appearances
- Poor road conditions
- Lack of signage programs and enforcement
- Lack of balanced resident and visitor serving retail
- Poor quality visitor serving retail



•Examples of Peninsula Liabilities•

Creating a New Balboa Peninsula Plan

In order to reverse historic trends, the community must make a long term commitment to creating a new plan and vision for the Peninsula.

Notwithstanding community image, quality of life and environmental issues, the adverse economic and social costs to the City with respect to the Balboa Peninsula “Status Quo” should constitute a compelling issue that requires immediate and thoughtful action.

Many community leaders have talked about their own vision for the Peninsula often citing other quality communities the City should seek to emulate. Most if not all of these communities are the products of disciplined village plans that were formulated decades ago and strictly nurtured and controlled by disciplined planning, land use, aesthetic and regulatory standards. Indeed, these communities have ranked the village planning and entitlement process (including in many cases Redevelopment initiatives) as a high priority and a function that cannot be left for market forces alone to dictate or determine.

With respect to the Balboa Peninsula, Newport Beach has generally adhered to a laissez-faire or “complaint based” policy based upon theory that at

the end of the day, market and economic forces would produce the desired result. During this extended period, an extensive framework of regulation and zoning ordinances were adopted in order to deal with issues or problems that rose to the necessity of Planning Commission or Council action. In effect, the regulatory scheme in the City principally addresses quantity (e.g. floor area ratios, height limitations, setback limitations, etc.) with little or no attention or devotion to qualitative considerations. While numerous studies (outlined elsewhere in this report) were undertaken and specific plans adopted, much of what has been studied (and in some cases adopted pursuant to specific plans) has not been implemented in terms of proposed infrastructure and capital improvement projects. The Committee submits that the following transitions and changes that have occurred over these many decades make it clear that continuation of the historic laissez-faire planning policy in the City will not cause positive change. While the following list is not all inclusive, and it is not the Committee’s charge to cite blame, we submit that these issues must be acknowledged and understood in order to forge a new beginning and create meaningful and positive change.



•New Peninsula Residential Element•

Peninsula Demographics and Residential Transition

- The Balboa Peninsula serves predominantly as a community of permanent year-round residents as opposed to a second home resort community.
- Nationally recognized commercial and retail shopping, restaurant and cultural activities are available to residents and visitors at South Coast Plaza, Fashion Island and redeveloped portions of Costa Mesa. A significant portion of relatively small shop retail commercial properties is no longer attractive or competitive to residents or visitors on the Balboa Peninsula.
- Major freeway and highway vehicular access has been added and the volume of traffic has significantly increased which seasonally overburdens the inherent geographic limitations of the Peninsula.
- Public works projects including street widening, adding parking for visitors and the expeditious movement of day visitor vehicles have predominated and contributed to a reduced quality of life for residents and long term seasonal visitors, and impaired the continued viability of commercial/retail areas.



•New Peninsula Residential Element•

In effect, Planning Commissions and Councils have attempted to manage planning by permit and regulation as opposed to adhering to disciplined land use planning policy that has qualitative and long term objectives. It is clear from consulting with planning staff that both the granting and administration of conditional use and similar permits on the Balboa Peninsula is a major issue that can and should be addressed in connection with future planning policy. Most permit applications result in numerous conditions prescribed by staff or imposed by the Police Department, Planning Commissioner, or Council person in order to alleviate community concerns that the proposed use or operation will constitute a responsible and compatible use of the subject property. In most cases, conditions prescribed are numerous and require extraordinary staff time, departmental review and ultimately review and approval by both Planning Commission and City Council. Frequently, such conditions are so numerous that it is impractical to fully monitor the compliance of the permit holder.

Based upon the Committee's discussions with planning staff, the City has no adequate system to account for the numerous use and similar permits granted over many decades. Moreover, there is no annual audit or other review process established to assure compliance. Due in part to recent annual budget crisis and resultant City staff reductions, compliance with conditions are only reviewed on a "complaint basis". In most instances, there is no

revenue source assessed to cover the cost of annual compliance reviews, revocation proceedings or similar administrative and legal costs and expenses. Indeed, in one or more recent instances, the City has invested extraordinary legal and administrative costs in attempting to terminate uses that probably should have never been granted initially had adequate planning policies been in place.

The Committee recognizes that certain State Court decisions have permitted use permits to, in effect, run with the land and succeed to new and different owners or operators. The Committee submits, however, that there are many adequate alternative legal mechanisms to deal with both existing conditional use permits as well as modifications that are in the process of being implemented by the City. More importantly, the Committee believes a positive planning process will reduce the need and expense associated with conditional use and other permit applications. When reasonable plans and rules are established, it becomes clear to developers, users and operators that the City is committed to redevelop and upgrade its commercial/residential interaction (and is not inclined to deviate from the established permitted uses). By the adoption of this Comprehensive Report and its recommendations, plus the supporting Staff Implementation Plan, the City will have achieved a first step towards a new beginning.

Building on Strengths - Catalysts for Change

A new planning approach can build on the recent efforts of the City Council in concert with residents, merchant associations and Business Improvements Districts ("B.I.D.'s"). Several specific projects are cited as good catalysts for change and brought a focus to the need for more comprehensive plans and programs to achieve a competitive strength, heightened attraction value, and resident serving compatibility for the commercial element. The Committee cites the following projects where positive examples provide the opportunity to build on strengths:

Lido Town Center

- The soon to be constructed Citizens Park on the abandoned gas station sites at the Arches Bridge, a good example of partnership potential between the resident community and the City.
- The renovation of St. James Church and the Vons Pavilion center with its enhanced architecture and parking management.
- The closure of the Thunderbird Club and Atlantis as a result of City enforcement procedures.



McFadden Square

- The renovation and historic architectural preservation of the old Forgit Hardware building and its conversion to first floor office plus Cafe Carluccio with quality residential on the second floor.
- The utilization of the City's outside dining ordinance and added attraction for the cafe suited restaurants.
- The addition of a mid-week Outdoor Farmers Market to attract off-season utilization of the parking facilities and a unique service to the residents.
- Growth in the bed and breakfast offering (Portofino and The Doryman Inn).



Cannery Village

- The formation of a resident and restaurant operators task force to address the negative influence of over-concentration of liquor licenses.
- The opening of restaurants like Aubergine which provide gourmet quality dining options for residents and visitors.
- The first phase of new modular home Redevelopment of the Lido Peninsula Trailer Park.



Balboa Village

- Widening of the sidewalks and building facade and landscape improvements on north Main Street.
- Conversion of the former Wells Fargo Bank parcel to a short term parking lot with landscaping provided by community volunteers.
- The pending restoration of the Balboa Theatre and efforts of the theatre association to deliver a legitimate community theatre arts attraction.
- Balboa Boat Rentals addition of the classic Phoenix motor yacht, an historical vessel unprecedented in our tour boat fleets.



Peninsula Wide

- Street improvements associated with a four block section of Balboa Boulevard from 12th Street to 16th Street which offers enhanced streetscape along with roadway surface and subsurface improvements.

Community Action Plan

Overall Theme

The committee received comments and discussed views from numerous residents and business owners on the Peninsula. Not surprisingly, there were many different views with respect to what was “wrong” as well as various suggested solutions. While most of the suggestions were constructive, it became apparent that a consensus of comment centered around the fact the Peninsula had developed a negative rather than a positive image over the past several decades. Typical comments were to the effect that “it doesn’t stand for anything anymore,” “the commercial retail has deteriorated,” “a conglomeration of tattoo parlors, T-shirt shops, fast food joints and cheap bars,” “a place to drink and party.” Clearly, if the Balboa Peninsula is to redevelop and revitalize in a quality fashion, an overall theme or niche must be

developed that will cast the commercial and retail elements in a positive light and at the same time provide residential compatibility.

Many members of the community cited similarly situated coastal beach communities that had quality images. Laguna Beach, with its annual Festival of Arts, was often cited as a community that had developed a theme that attracts quality retail, artisans and craftsman along with high quality visitors. Laguna enjoys a more balanced commercial and retail element. The committee believes there is a substantial heritage and foundation that can and must form the basis for an overall cultural theme for the Balboa Peninsula that will reverse current trends and provide a positive transition. The following steps should be followed:

Establishing Residential Objectives

Establishing long term objectives is the basis for any meaningful community action plan. If real change is to be implemented on the Balboa Peninsula, objectives must be articulated that form the basis for a disciplined Redevelopment. The beach and bay amenities along with a rich history of water sports and beach oriented recreational activities form the obvious basis for clearly defining schematic objectives. Those communities that were often cited by residents as being representative of what the Peninsula “should aspire to be” typically had long standing village or town plans that had been established generations ago with a qualitative planning and regulatory environment that assured strict adherence to an overall theme and qualitative objectives. The Committee has proffered herein a set of planning policy statements and objectives which we respectfully offer the Council for their consideration.

Building on Strengths

Over recent decades, the residential element on the Balboa Peninsula has enjoyed a positive transition. The inventory of single family residential has improved in quality as the Peninsula has become a year-round residential community. As the retail and commercial elements have experienced a negative transition, it is incumbent on City planners and decision makers to recognize the risks inherent in further deferring a comprehensive planning strategy. A declining commercial element will ultimately adversely impact the value of residential. Conversely, the strength of the Balboa Peninsula’s residential transition affords an opportunity for the City to provide positive impacts by encouraging and expanding the residential element with zoning and planning incentives that encourage consolidation of small lots and afford additional quality residential development opportunities with respect to both detached single family residences and attached product. The Committee recommends that overall objectives recognize the

- a) strength and opportunity with respect to the residential element; and
- b) the consolidation and Redevelopment necessity with respect to the commercial retail element.

**BALBOA PENINSULA LAND USE
ECONOMIC PROFILE**

Residential (950 Parcels)

- Contributes 66% of City revenue
- Property Tax revenue to City - \$485,000
(Valuation \$282 million; tax \$2.8 million)
- Rising valuation, last 3 years, due to new construction/remodel
- Offers greatest potential for growth and increased revenue

Commercial (150 Parcels)

- Contributes 34% of City revenue
- Property Tax revenue to City - \$254,000
(Valuation \$151 million; tax \$1.5 million)
- Other City revenue (Sales Tax, Business License, Bed Tax, & Misc.) \$1.2 million
- Poses greatest risk of declining valuations and blighted conditions

Source: City Revenue Department
(Excludes: Building Permits, Parking and Mooring Fee income)

A New City Approach to Planning

Newport's history and policy with respect to planning has been influenced by numerous external circumstances. The Irvine Company, as the City's largest property owner, established comprehensive master plans for the development of its properties. The City has benefitted from these foundations which were largely dictated and implemented by third parties with the City reacting to plans as opposed to promulgating its own. Consequently, while these various developments provide outstanding examples of quality planning and development, the City has not heretofore applied similar expertise to establish progressive village or town plans for the Balboa Peninsula. Although the 1983 RUDAT studies and previous specific plans for McFadden Square/Cannery Village (1986) and Central Balboa (1994) were adopted in prior failed efforts to force change, none of the plans were ever fully implemented. As the City of Newport Beach approaches full build out, it is indeed fitting that the City Council has recognized that it is time to get back to Old Newport, the once sleepy peninsula, to devote the same attention and City resources for Redevelopment that our major land owners have enjoyed over the last three decades of new development.

The Committee recommends that the City dedicate staff priority and utilize outside consultant resources in order to foster this comprehensive new City approach to planning on the Balboa Peninsula, which approach will take into consideration the following:

Recognize Transitional Changes

New City planning should recognize the quality transitional changes and opportunities that have occurred in the residential sector as well as the wider area commercial retail developments at South Coast Plaza, Fashion Island and a redeveloped Costa Mesa that effectively render much of the Balboa Peninsula commercial retail sector less competitive and attractive. City planners must also recognize that seasonal commercial businesses appealing solely to summer visitors cannot compete on a qualitative year-round basis.

Realistic Expectations

New City planning should recognize that a potentially smaller and consolidated (but quality) commercial retail element may be more appropriate than alternatives that contemplate maintaining or expanding the current inventory of the commercial retail development on the Peninsula. According to the Congleton report, when measured by resident supportable standards, there would appear an excess of commercial space, by as much as 13,000 square feet in the Balboa Village alone. This condition has necessitated a significant merchant dependence upon seasonal visitors. Conversion of excess, marginally performing commercial to a greater hospitality purpose must be explored.

Achieving a Balance

New City planning should take inventory of current uses and recognize that a qualitative approach to both commercial retail mixes and uses is fundamental to any well planned commercial element with balanced tenant mix. Many mechanisms are available to meet these goals. Laguna Beach controls its tenant mix with what it calls a "resident serving ordinance" while other communities have strict controls on signage, design review and limitation of specific uses.

A Council Commitment - Planning and Policy Objectives

To generate a new planning culture, the City Council must provide the support mechanisms necessary to and for City management and staff to move ahead. The Committee submits that adoption of the following key Council planning and policy objectives by a unified Council is a necessary step and a preferable alternative to the past practices cited elsewhere in this Report.

1. Recognition of Necessity

A new planning, Redevelopment and regulatory policy must be implemented now for the following reasons.

- A. Continued deterioration of the Peninsula's commercial elements will produce higher enforcement costs and lower economic returns to the City, and will ultimately adversely impact residential values.
- B. City-wide taxpayers cannot be expected to continue paying extraordinary costs associated with high liability and maintenance expense without achieving corresponding economic benefits, paid for in part by area visitors.

- C. Residents are entitled to a professional standard of planning, infrastructure and commercial compatibility consistent with the established quality residential element.
- D. Newport's reputation for quality and environmental commitment is principally measured by the impressions and experiences of visitors to the Balboa Peninsula.
- E. Expected benefits include increased property values, year-round business vitality and resulting growth in sales tax, reduced City expense in control of negative influences, and other fiscal benefits which flow from a quality and balanced commercial element.

2. Geographic Constraints

The Balboa Peninsula consists of a limited area in a narrow configuration that has inherent constraints in terms of the movement of vehicles, people and ultimate capacity considering both residential need and enjoyment, visitor burden, and reasonable environmental considerations. A new plan and policy must respect these limitations.

3. Quality Street Network

Historically, the City planning has prioritized public works that favored the movement of traffic. One way streets, right turn only lanes and related traffic engineering schemes are not consistent with developing quality village cores that provide convenience for both residents and visitors. In order to develop quality town and village cores, a street network must be redesigned that responds to the village resident needs as opposed to simply moving people and vehicles at peak periods.



4. Architectural Guidelines

A new planning policy must establish architectural guidelines that will provide an impetus for the use of materials and color palettes that reflect the character and tradition of the Peninsula.

5. User Friendly Changes

User friendly changes must be considered in order to provide greater ease of travel by bicyclists and pedestrians. Again, wider streets, added parking and narrow sidewalks do not produce reasonable or user friendly access for pedestrians and bicyclists. These conditions have displaced more pedestrian and bike traffic to the Oceanfront boardwalk. The inherent vehicular traffic and parking limitations on the Peninsula must be confronted in order to provide pedestrians and bicyclists reasonable means of access to both the beach and bay as well as a connection between the commercial retail elements.

6. Parking Management

The action plan must include a well designed parking management program. Due to the competing uses for parking on the Peninsula, a parking management plan must take into consideration seasonal requirements, respond to the consolidated village theme and provide residents with preferred parking zones. The plan must take into consideration the potential for upgrading the quality of visitors to the Peninsula by recognizing that residents themselves attract quality visitors to the Peninsula. Reasonable preferences to accommodate this resident visiting population has the potential for enhancing a redeveloped retail commercial element. Of equal importance are the placement of visitor parking near key commercial village cores as opposed to residential streets where access to businesses is difficult,

and the use of off-site or dedicated parking facilities, including bus loading and staging areas, by high traffic generators.

Beyond the operational benefits to be derived from a Parking Management Program, there is a proven opportunity and source for the City to finance needed visitor infrastructure and improvements via a fair application of parking revenues, whether by meter collections or in-lieu fees. Few such mechanisms are available to assess the fair and full burden of visitor impacts. The Committee strongly advocates a review and realignment of the existing parking districts and meter zones to ensure maximum funding of the Parking Management Program and proposed new parking facilities. The table below shows the 1995 City revenue generated from parking sources.

PARKING REVENUE BY DISTRICT: (Does not include median parking revenue)		MEDIAN PARKING REVENUE:	
<u>Area (# of meters)</u>	<u>Revenue</u>	<u>Area (# of meters)</u>	
Cannery Village (333)	\$ 75,859	McFadden to 15th St. (111)	\$ 57,086
Lido Shopping Area (228)	83,953	15th St. to 10th St. (147)	36,024
McFadden Area (269)	319,371	10th St. to Alvarado (168)	35,064
Balboa Village (465)	354,059	Ocean Front Lot (219)	319,458
1295 meters Total	\$833,242	645 meters Total	
\$519,632			
BALBOA PIER LOT (611)	\$1,100,000		
TOTAL - ALL DISTRICTS, ALL METERS	\$2,453,000		

Source: City of Newport Beach, Revenue Dept.

7. Bay Management

Each of the four Peninsula districts shares a unique resource, the Newport Bay. It is the consensus of the Committee, and the many workshop participants, that the Bay and Beach are our major tourist attractions. Given the public, non-commercial character of the beach amenity, the Bay becomes the common asset to be more commercially showcased in creating a unique sense of place.

Due to the recovering local economy and growth in recreational boating, coupled with the City's expanded emphasis on tourism, especially Conference and Visitors Bureau promotion of the harbor as an entertainment venue, the growth in competing use of a limited marine resource has placed unprecedented pressure on the Bay.

Evidence of such pressure is seen in the growth of tour/charter boat operations. These boat trips range from one time charters for private party use to major operators that use the Bay on a weekly, if not daily, basis for scheduled and charter cruises. In some instances, this has resulted in certain negative impacts on the harbor and its adjacent residents. These impacts include the following:

- **Bay Pollution.** Residents have expressed their concern related to the potential for the pollution and contamination of both water and air as a result of the operation of large diesel boats in the Bay.
- **Litter.** There is an impact with regard to the disposal of cigarettes and other similar small items that are jettisoned.
- **Noise and Invasion of Privacy.** Residents have complained that noise emanating from these vessels disturbs residents in close proximity to the Bay, especially during the evening hours when these cruise vessels idle in close proximity to living areas often with passengers at advantaged heights peering into their private living areas.
- **Safety.** Newport Bay does not have the size inherent in larger cruising waters (San Diego and Los Angeles Harbors). Accordingly, there are limitations as to the size and number of tour boats that can be accommodated in the Bay without interfering with the free use and safety of the Bay by smaller craft. Also, tour boat operators may, in effect, compound the alcohol and security problem by providing numerous floating bars and restaurants that are not subject to comprehensive City entitlement process and regulations as are land based establishments.
- **Recreational Interference.** Newport Bay hosts many small craft sailing events, kayakers, rowers and other recreational users. The City of Newport Beach Parks and Recreation Programs, Orange Coast College and numerous yachting and sailing clubs use the Bay for sailing instruction and junior sailing events. The charter/tour boat industry has grown to the point that many of these events are routinely interrupted. All such competing uses must be better coordinated so that neither activity is adversely impacted. Participants and their families who visit Newport Beach in connection with these events provide a substantial positive economic contribution to the City. Losing junior, collegiate and other sailing events would create a negative economic impact on the City, especially its summer youth recreation programs.

Bay Management



- **Parking.** Visitors patronizing cruise boats utilize a substantial amount of available public parking facilities which in many cases negatively impacts private parking facilities dedicated to specific use permits. The City of Newport Beach has largely unenforced regulations requiring tour boat operators to provide parking. Current regulations require that the operator apply to the City Revenue Department for approval stating the point of disembarkation and providing written evidence from the property owner who will provide appropriate parking, that permission is granted and that such parking does not infringe upon any dedicated parking required for another use permit. Without a comprehensive permitting system, the current regulation does not adequately protect Peninsula parking availability.

Any form of over utilization, be it private or charter, threatens the harbor quality and overburdens limited financial resources. Despite public charter boat regulation by Federal (Coast Guard, FCC), State (ABC, Water Quality Board, AQMD, EMA) and County (Harbor Department/Sheriff), the City has exerted limited permit regulation and enforcement. Despite growing public use and the generation of just under \$200,000 in fees from harbor related rentals and taxes as shown in the following table, the City incurs a net annual deficit from the operation of its tidelands.

BAY MANAGEMENT FEE INCOME - 1995		
Mooring Rental		\$ 15,000
•	Approximately 1,200 moorings	
•	850 Off-shore, 350 On-shore	
•	20-30 available for rent on any given day	
•	\$5/day - 20 day maximum	
Slip Rental		\$ 7,000
•	5 Slips available for rent	
•	\$10/day plus \$.40/foot for any boats over 25 feet	
•	No limit on length of stay	
Charter Permit Fee ^{1,2}		\$46,000
•	Total number of charters	1,516
•	Average number of trips per day	4.15
•	Total number of passengers	89,925
Charter Passenger Tax ^{1,2}		\$123,000
•	Passenger Tax is charged as follows:	
	\$0 if cost is less than \$25	
	\$.50 if cost is between \$26 - \$50	
	\$1.00 if cost is greater than \$50	
TOTAL - All Sources		<u>\$191,000</u>
¹	Period 7-1-95 to 6-30-96	
²	Does not include Catalina Flyer	
Source: City of Newport Beach, Revenue Dept./Fire and Marine Dept.		

No commercial waterfront (or harbor/tideland) use or project on the Peninsula, whether private or public, should be allowed to proceed without sufficient City fee assessment and monitoring of its full impact upon the Bay asset and, where warranted, mitigation program for negative influences (pollution, noise and traffic, both vehicular and vessel, etc.). For these reasons, the Committee recommends the development of a Bay Management Plan to incorporate the recommendations contained in Part VI of the Committee Comprehensive Planning Recommendations of this Report.

Bay Management



8. Alcohol and Security

The end goal of any prudent community planning process is the ability to achieve a balance or mix of commercial uses that serve both residents and visitors to the community. While achieving a commercially viable balance, the community and its residents benefit from both convenience and positive economic contributions emanating from the commercial sector.

The greatest imbalance existing on the Balboa Peninsula with respect to specific use types is the over abundance of alcohol serving and dispensing businesses. According to the State of California Alcoholic Beverage Control Board, the City of Newport Beach has permitted some 104 commercial uses which permit the sale of alcohol or so-called "liquor licenses". These establishments consist of restaurants, bars, nightclubs, package stores and charter boats. Some are included in the category of "off-sale licenses" since they dispense package goods for off-premises consumption. The charter boat category has experienced dramatic growth in recent years due in part to the ease in securing City permits and the absence of regulatory and approval standards which are typically attached to such comparable land based use permits (e.g. parking, entertainment, business hours). For example, certain boats operating from private landings are currently impacting parking spaces that are also concurrently required for or utilized by the adjacent commercial uses.

Historically, no inventory of uses (including alcohol serving businesses) was maintained by the City Planning Department. While various data was and is available from City departments and public data bases, it is not provided to the Planning Commission for their consideration in discretionary use permit and related proceedings. The new planning process must first consider data relative to the existing balance of alcohol related commercial uses located on the Peninsula before granting more use permits.

Due to the extraordinary police enforcement and security issues on the Peninsula, the Committee assembled data from both City staff, the County of Orange, and the State Alcoholic Beverage Control Board in order to better understand the nature and extent of the problem as well as the Peninsula's standing with respect to similarly situated beach communities in the area. The number of licenses on the Peninsula along with City wide statistics and other beach communities are represented in the chart below.

ABC LICENSES		
O.C. CITIES	PER 1,000 RESIDENTS	PER SQUARE MILE
Huntington Beach	1.72	11.5
Seal Beach	2.07	3.0
Laguna Beach	4.10	12.7
Newport Beach	4.70*	23.3*
Balboa Peninsula**	8.10	64.1
* Highest among all Orange County Cities		
** Based on following Peninsula assumptions:		
Licenses: 109		
Population: 13,537 (including West Newport and Lido Isle)		
Square Miles: 1.7 (including beaches, excluding Bay area)		
Source: O.C. Economic Development Consortium; Communities in Prevention, Census 1995		

In order to assess the impact on the community, the Committee was able to secure a March, 1995 research study by the University of Southern California Office of Health Science. This report is the result of a several year study of several communities in California. The USC study makes it clear that there is a direct correlation between violent crime and the density of alcohol outlets allowed or permitted in any community. It comes as no surprise that the Balboa Peninsula experiences a high rate of crime when compared to the remainder of the City. The Committee secured crime and enforcement data from the City Police Department which is summarized in the chart below.

CRIMINAL STATISTICS - 1995			
	Peninsula Only	Entire City of Newport Beach	Peninsula as a Percent of Total (vs. 24% of population)
Criminal Arrest	2,081	3,717	55.99%
Alcohol Related Arrests	890	1,552	57.35%

Note: Based upon typical patrol force manning, and excluding seasonal or night shift adjustments, 3 of the 8 City wide patrol cars are dedicated specifically to the Peninsula.

Source: Newport Beach Police Department

As the data suggests, the Peninsula experiences an extraordinarily high crime rate with an estimated 56% of the total criminal arrests in the City (and corresponding dedication of 37% of the annual police budget) attributable to the geographic area comprising the Peninsula. Since prior City planning and policy has not taken into consideration this large imbalance, the Committee believes it is incumbent upon the City to address this issue with both interim and long term strategies. In addition to both the quality of life and economic objectives articulated with respect to this issue, the Committee believes that the existing imbalance contributes to negative image and potential City liability issues.

In order to mitigate this imbalance, the Committee has recommended a number of both interim and long term solutions outlined in Part VII of the Committee Comprehensive Planning Recommendations of this Report.

With respect to interim solutions, there is an urgent need to develop a comprehensive policy that will initiate a positive transitional change. Curfews and other interim measures were discussed by the Committee along with preliminary responses from the City Attorney's office. While the City Attorney has noted some state law limitations with respect to curfews, the Committee believes there are other ample mechanisms available to the City in order to assess these high enforcement costs and regulate the alcohol serving and dispensing element of uses on the Peninsula in order to achieve both transitional and long term objectives. For example, a recent California Appellate Court case involving Oakland upheld the City's imposition of impact fees on licensees who were found to negatively impact community health and welfare.

While the Committee commends recent efforts by residents and license holders in Cannery Village to provide better private security and related initiatives for patrons and residents, the Committee submits that the established data is compelling and should motivate an immediate change in City policy in order to realize a reasoned quantitative and qualitative improvement over future years. In that regard, the Committee supports an early conclusion to the City staff's effort to propose a City-wide Alcohol Control Policy.

9. Signage and Aesthetics

The Committee strongly encourages the City to give early project implementation priority to developing both Peninsula-wide and village themes which present a strong historical sense while maximizing the unique marine aspects of each village (e.g. shipbuilding, marine recreation, fishing, etc.) plus all of the positive destination attractions which the bay, ocean and yachting traditions have to offer.

Three prior RUDAT studies have addressed all or a portion of Balboa Peninsula's urban design issues. The first two studies, done in 1983, considered the Peninsula as a whole; the second study, done in 1993, considered the commercial segment of Balboa Peninsula commonly known as Downtown Balboa. These two studies, some ten years apart, both emphasized the need for improved streetscape, referring to landscape design, street lights, removal of overhead utility lines, improved pedestrian corridors, view enhancement and signage.

The subject of signage was not treated separately in either study, but the 1993 study addressed certain specific themes such as gateway signage and festive banners.

The 1996 Urban Design Camp workshop study project issued a report making a recommendation to establish an overall Peninsula signage theme with different, but compatible, themes for each District. In addition, the report recommended modifications to the City-wide sign code to incorporate the following specific provisions:

1. Prohibit free standing signs except monument signs.
2. Prohibit rooftop signs.
3. Limit the amount of window display signs.
4. Encourage flags, banners and other festive signage for special events.



The report also recommended unique regulations in each District addressing sign colors, illumination and materials. The report included a model titled "Sign Standards for Commercial Uses".

The current City of Newport Beach Municipal Code contains a sign ordinance which is uniformly applicable (with the exception of Planned Developments and Specific Plan areas) to all commercial areas in the City.

Title 20 of the Municipal Code was comprehensively reviewed and revised in 1996 based on recommendations of City staff, a subcommittee of the Planning Commission, input from the Economic Development Committee and from public hearings conducted by the Planning Commission. Public hearings by the

City, and its vote on the recommended text forwarded by the Planning Commission, are currently planned to be scheduled for implementation the first part of 1997. The sign ordinance was not comprehensively reviewed as to substantive matters as part of that process.

The existing sign ordinance provides certain standards for signs in commercial districts and generally permits and regulates the following aspects of ground signs, pole signs, wall signs, and projecting signs:

- Size/Height/Scale
- Illumination (brightness)
- Animation
- Projection



Signage and Aesthetics



Analysis: Conflicts in Standards - Insufficient Design Guidelines

Streetscape has consistently been identified as a major element through which the image of the Peninsula business districts can be upgraded, and the residential quality of life improved. A comprehensive sign program is a significant component in reducing visual clutter, projecting a high quality image, thematic design, and establishing visual boundaries between commercial and residential areas. Three of the four Peninsula business districts are presently each governed by all or portions of different sign standards: Lido Town Center area by the sign ordinance, and Balboa Village area and Cannery Village/McFadden Square each by its own specific area plan (to the extent sign standards are set forth in that particular plan), and otherwise, by default to the provisions of the sign ordinance.

Mechanisms and resources for sign standards and maintenance enforcement have been inadequate. The same mechanism applies to all violation of the standards, whether of significant economic consequence or minor in nature. There are no design guidelines or standards, including within the specific area plans, except those related to public safety, brightness, and the prohibition of animated or inflated signs.

Recommendations

- Provide for the creation of a single overlay zone for signage for Balboa Peninsula.
- Prohibit painting of commercial structures that, in effect, constitute constructive sign treatments or business identity.
- Implement signage themes which unify rather than separate the three physically adjacent business Districts: Lido Town Center, Cannery Village and McFadden Square. Each is a small District, distinct only in the microcosm of the Peninsula.
- Develop a distinct pattern of commercial and residential signage to create visual boundaries for the visitor which promote greater consciousness and respectful behavior in residential areas.
- Build in strong enforcement measures, and obtain commitments from the Business Improvement Districts to allow for an initial pre-enforcement step of referral of the complaint by the City to the B.I.D., and encourage B.I.D. efforts to promote voluntary compliance.
- As per State planning and zoning law, provide for categories of legal non-conforming status based on economic investment in the non-conforming signage, and whether conformance involves additional investment or removal expense.
- A mandate from the City Council to identify staff plus an external consultant to develop a one-text proposal for signage for a Balboa Peninsula overlay district. The input group should include certain City staff, specific Council appointed committees representing a cross section of the commercial/retail/residential elements. Such groups would then forward its recommendation for a language-specific Balboa Peninsula overlay district sign ordinance to the Planning Commission, then on to the City Council for adoption.
- An expedited review and recommendation for public/directional/and highway entry signs.

10. Hospitality

The Committee considered and reviewed both the capacity and quality of existing Peninsula lodging and hospitality components. These components fall into three general categories:

1. Hotel and Motel Facilities
2. Multi Unit Residential Properties
3. Privately Owned Detached Residential Properties

While the Peninsula boasts extensive beach and bay recreational opportunities, the hotel-motel lodging and hospitality component represents only 95 rooms. The largest number of rooms is represented at the Balboa Inn. There is no high quality resort oriented facility available to provide visiting tourists with accommodations comparable to lodging and hospitality provided by similarly situated beach communities (e.g., Carmel, Laguna Beach, Del Mar, Mission Bay, Coronado). Accordingly, the Peninsula is unable to compete with these communities for regional, national and international tourists. These visitors typically opt for communities where quality lodging and hospitality are available in facilities that are of high quality and provide convenient proximity to bay and beach recreational amenities.

The City of Newport Beach has numerous high quality hotel and lodging facilities at Fashion Island and the airport area; however, these facilities are not in close proximity to the beach recreational areas on the Balboa Peninsula. Indeed, numerous first time visitors from outside the area are dismayed to find that the major hotel and motel accommodations in the City of Newport Beach are not located at or within walking distance of the beach itself. Also in limited supply are the bed and breakfast inns which have proven so successful in other coastal

resort communities. The Committee believes that the lack of quality hospitality and lodging facilities will continue to penalize the Peninsula and the City in its efforts to attract quality visitors to the area. City shuttle buses or similar public transportation between the Peninsula and Fashion Island are potential mitigation measures; however, they alone cannot solve the visitors' negative perception.

While many residents on the Peninsula may be opposed to the concept of a resort hotel, it is clear that initial reactions are principally motivated by initial perceptions of the type of facilities contemplated. For example, when facilities are identified with well-known resort facilities in other communities such as the Hotel Del Coronado, Shelter Island's Beach Club, and similar facilities in Laguna Beach, Del Mar, Carmel, Monterey, etc., the receptivity of this type of lodging-hospitality element evokes far different and positive responses. Also, the Committee cites the existing Best Western Motel at 18th Street, which has long served as a good neighbor as an example of suitable hospitality. As suggested in the recent study by Keyser Marston of the alternative uses for the Marina Park site, the Committee strongly supports further study of candidate sites for hospitality purposes.





The remaining two existing lodging and hospitality components available on the Peninsula consist of multi family residential, primarily duplex units, and detached single family residences. These components are typically rented on a short term or weekly basis during the summer season. These rental opportunities are scattered widely throughout the Peninsula and are principally administered by real estate rental agents along with some owner/operators. Again, with the exception of area residents who are familiar with the “ins and outs” of securing a Peninsula rental, this lodging and hospitality element does not have the same public convenience or identity that can be attributed to lodging and hospitality facilities available in other high quality beach communities. Perhaps more importantly, these components generally do not have a quality reputation or any consistency associated with them. At the upper end, they represent a small element of high quality personal residences that are

rented on a very limited and selected basis. At the less desirable end of the spectrum are a wide array of weekly beach rentals that have little or no qualitative assurance for the visiting public and in many cases cast a negative taint on the positive hospitality elements and the immediately adjacent permanent residents.

Over several decades of transition, the Committee believes there has been a deterioration with respect to the quality of short term and weekly residential properties. In many instances, both multi-unit residential and detached single family residences do not meet reasonable or minimum hospitality standards. In other instances, such uses are conducted in primarily single family neighborhoods attracting potential nuisance to the Peninsula residents, especially when offered without proper standards and protections for security, noise control, etc.

Pricing is a major issue as weekly rentals on the Peninsula range from approximately \$1,000 per week for units off the beach or bay, generally shared by a number of individuals, to a rate of \$5,000 per week for an upscale single family residence on the beach or bay servicing a single family of four to six during the summer rental season. Due to the limited availability and pricing considerations, many of these units are no longer rented for family vacations; rather, they are rented for multiple occupancy or assemblages that far exceed reasonable occupancy limits otherwise permitted by conventional lodging and hospitality facilities. In some instances, non-discriminating agents and owners permit higher or multiple occupancy in order to extract high rental rates. In effect, the Peninsula affords a large supply of party house rentals that all too often represent noise and nuisance elements that are not compatible or consistent with residential enjoyment by permanent residents nor a positive vacation experience by other short term visitors who are occupying properties that adhere to quality hospitality standards and strict occupancy limits. The Committee believes that adoption and enforcement of hospitality standards for the Peninsula could have a positive impact equal to that resulting from the City ordinance to control “party rentals” in West Newport.

In the final analysis, the vacationing public have many options available. The Balboa Peninsula has acquired a reputation for attracting short term visitors that are not compatible (both economically and in quality) with the expectation and needs of residents, families and other vacationers who are capable of making more positive contributions to the area. It should be noted that this issue impacts all of the various interests, both residential and commercial on the Peninsula. For example, so called “crash pad or party rentals” interfere not only with residential owners but have an equally negative impact on long term renters as well as short term vacationers. On the commercial side, these elements generally do not make a positive contribution with respect to patronizing retail shops and quality restaurant facilities. Also, these elements often bring an unacceptable level of crime and other nuisances which burden the City resources.

The Committee believes the City must upgrade and expand its lodging and hospitality facilities on the Peninsula by taking the following actions:

1. Regulate short term and weekly rentals. A firm but not intrusive hospitality ordinance should be enacted that provides the following:
 - a. Limits weekly and short term rentals to prescribed hospitality zones.
 - b. Requires annual inspections for minimum hospitality standards to be administered as a self funding measure by either City personnel or a third party contract service provider.
 - c. Requires of all rental agents to enforce hospitality standards in dealing in weekly and short term rentals with appropriate revocation and penalty provisions for both agents and owners who violate standards prescribed by the ordinance.

2. Bed and Breakfast.

Establish bed and breakfast zones in the selected areas, consistent with the model ordinance established by the American Bed and Breakfast Association. Meaningful economic incentives should be provided in selected commercial areas in order to encourage owners to transition their properties from uneconomic or blighted commercial to quality inns and/or owner occupied bed and breakfast hospitality use, especially when such uses serve as a natural buffer between commercial and residential uses.

3. Peninsula Resort Lodging.

Select key Redevelopment sites under a comprehensive Redevelopment Plan that will assist in consolidating and assembling sufficient key locations that will serve as resort lodging sites. The Committee proposes that the following sites be considered for these key hospitality amenities:

- a. Lido Marina Village, as a component of a mixed-use Redevelopment Plan.
- b. Southcoast Shipyard property.

It should be noted that both of the above locations are adjacent to high or medium intensity commercial uses and afford the opportunity to integrate marine recreation and both permanent and visiting boater marina facilities. District traffic, parking, and pedestrian circulation objectives may be best accelerated and maximized within such Redevelopment designs.

The Committee believes that these facilities should be considered only after third party professional planning consultants assist in establishing Redevelopment Project Areas and strict criteria are formulated that will lead to competitive requests for proposals from highly qualified resort hotel developers and operators.

4. Prohibit party rentals. The City hospitality ordinance should include an ordinance prohibiting one night or similar party rentals of multi unit residential or single family private residences. The ordinance should be designed to eliminate current practices whereby "prom night" or other party type arrangements are provided by rental agents under the guise of a "weekly rental". Such new ordinance should complement the existing City ordinance which has been successfully applied in West Newport to curtail "party rentals".

Committee Comprehensive Planning Recommendations

Balboa Peninsula Planning Advisory Committee's intent is to provide specific plans that will create a mission and sense of place for the Peninsula and to differentiate unique roles of four principal areas: Lido Town Center, McFadden Square, Cannery Village and Balboa Village. The primary objective of the Committee's recommendations is to design and maintain a strategic plan with planning disciplines which will continually strive to improve the entire Peninsula while maintaining a sense of community between and uniqueness for each of the four Districts.

The overall objective is to re-establish Balboa Peninsula as a more economically viable waterfront community in terms of quality of life, image, and property values. The following is a summary of the Committee's recommendations:

Peninsula Wide Recommendations

- I. **Community Image** - Commit to City planning and enforcement policies that stand for these objectives:
 - A. A quality community where residents can depend on the quiet and secure enjoyment of their homes and dwelling units.
 - B. A quality destination to visit and enjoy the natural resources provided by Newport's beach and bay.
 - C. A place where business owners provide quality goods and services serving both the needs of residents and visitors that are respectful of the character and integrity of the area.
 - D. A place where quality hospitality is assured in a variety of accommodations that encourage family vacations, visiting boaters and day users to enjoy and have convenient access to our recreational elements.
 - E. A community where there is zero tolerance for pollution, litter and all forms of conduct or activities that adversely impact the environment, especially our ocean and bay, and reputation as a quality place to live and visit.
 - F. A place that takes pride in and protects its heritage and traditions of sailing, boating and water sports recreation.

Newport Boulevard/Balboa Boulevard



II. **Revise and Beautify Newport and Balboa Boulevards** - Realign and design attractive median landscaping for both Newport and Balboa Boulevards following these guidelines:

- A. Eliminate the “one way” only lanes on Newport Boulevard from 30th Street to 26th Street in favor of a two-way configuration pursuant to the Urban Design Camp concept plan. Reclaimed right-of-way should be converted to parking, hospitality and/or residential use.
- B. Provide an attractive realignment and merger of Balboa and Newport Boulevards. Create plan that includes fountain or monument art work that gives character and tradition to key area.
- C. Reduce center divider parking spaces in residential blocks from McFadden Square to Alvarado Street and replace with an expanded raised tree planter median. Transfer parking to proposed and expanded McFadden Square and Lido-Cannery Village parking centers.
- D. Initiate an underground conversion plan of overhead utilities to enhance visual aesthetics throughout the Peninsula area. This program would be instituted as both stand alone district projects and as complementary to other major street improvement projects.
- E. Provide widened sidewalks and bicycle lanes on Balboa Boulevard (space permitting) to allow more convenient resident and visitor access by bicyclists and pedestrians from McFadden Square to Balboa Village. Recognize that boardwalk congestion will be reduced by providing reasonable and continuous bicycle and pedestrian ways on Balboa Boulevard. A balance should be given to aesthetics plus pedestrian and bicycle flows in assessing vehicular traffic engineering issues.
- F. Create “**Balboa Peninsula**” entrance monuments at Pacific Coast Highway, Balboa Boulevard, and Newport Boulevard key ports of entry with coordinated direction signage to four key villages.



Newport Boulevard/Balboa Boulevard

III. **Parking and Transportation Management** - Adopt a parking and transportation management plan that includes:

- A. Inventory of current capacity and identify utilization by user groups.
- B. Resident preferred zones and stickers for residents and authorized visitors.
- C. Time and cost management programs to ensure constant rotation and availability in the four principal business areas.
- D. Strict enforcement to assure that time limits and related features of the plan are carried out.
- E. Consider off Peninsula parking solutions with shuttle services during summer season.
- F. Recast regulations, realign and consolidate parking districts, meter zones, and funds flow to have a program that assigns collected revenue to better finance needed infrastructure improvements while assessing a fair burden on visitor impacts.
- G. Seek a trolley shuttle (land and water) connection to other Districts on and off the Peninsula to reduce auto traffic and serve as more of an "Outing/Destination" attraction.



IV. **Recreation and Hospitality** - Designate the following key sites and locations as special study areas that afford opportunities to provide quality residential, recreational and hospitality improvements.

A. **Las Arenas and Marina Park Site Opportunity:**
Community Recreation Center - Water sports and junior sailing center, visiting boaters facility and marina, and appropriate marine recreational amenities. (Note: According to outside consultant/legal counsel, current mobile home park use may be in conflict with permitted use under State tidelands regulations; extension of leases is thus assumed to be an unacceptable land use.)

B. **McFadden Square Site Opportunity** (Southcoast property): Hotel and marina with visiting boaters facilities.

C. **Lido Town Center Site Opportunity:**
Encourage continued Redevelopment of the area with high quality residential and resident and visitor serving commercial uses; opening bay front to visiting boaters.

D. **Visitor Hospitality:** Establish the following visitor hospitality measures:

1. Require annual inspections and hospitality permits for short term (less than 30 days) residential rentals.
2. Monitor standards to assure visitors that minimum quality hospitality accommodations are met. Display "approved" signage that confirms minimum standards are met.



Las Arenas



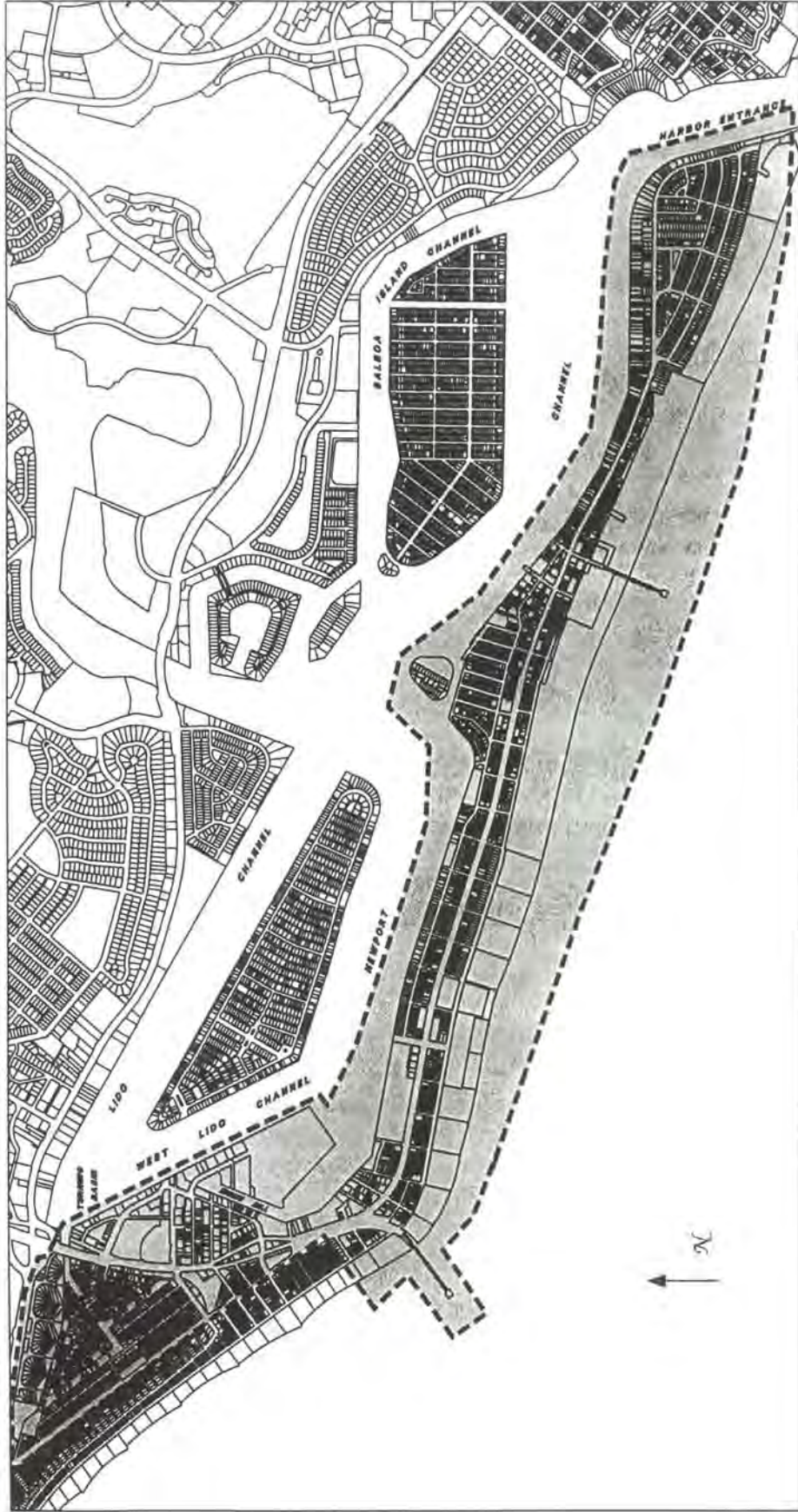
- V. **Planning and Economic Policy For the Peninsula** - Initiate a comprehensive review and revise as appropriate the existing ordinances to provide both interim and long term incentives and disciplines to achieve the following objectives:

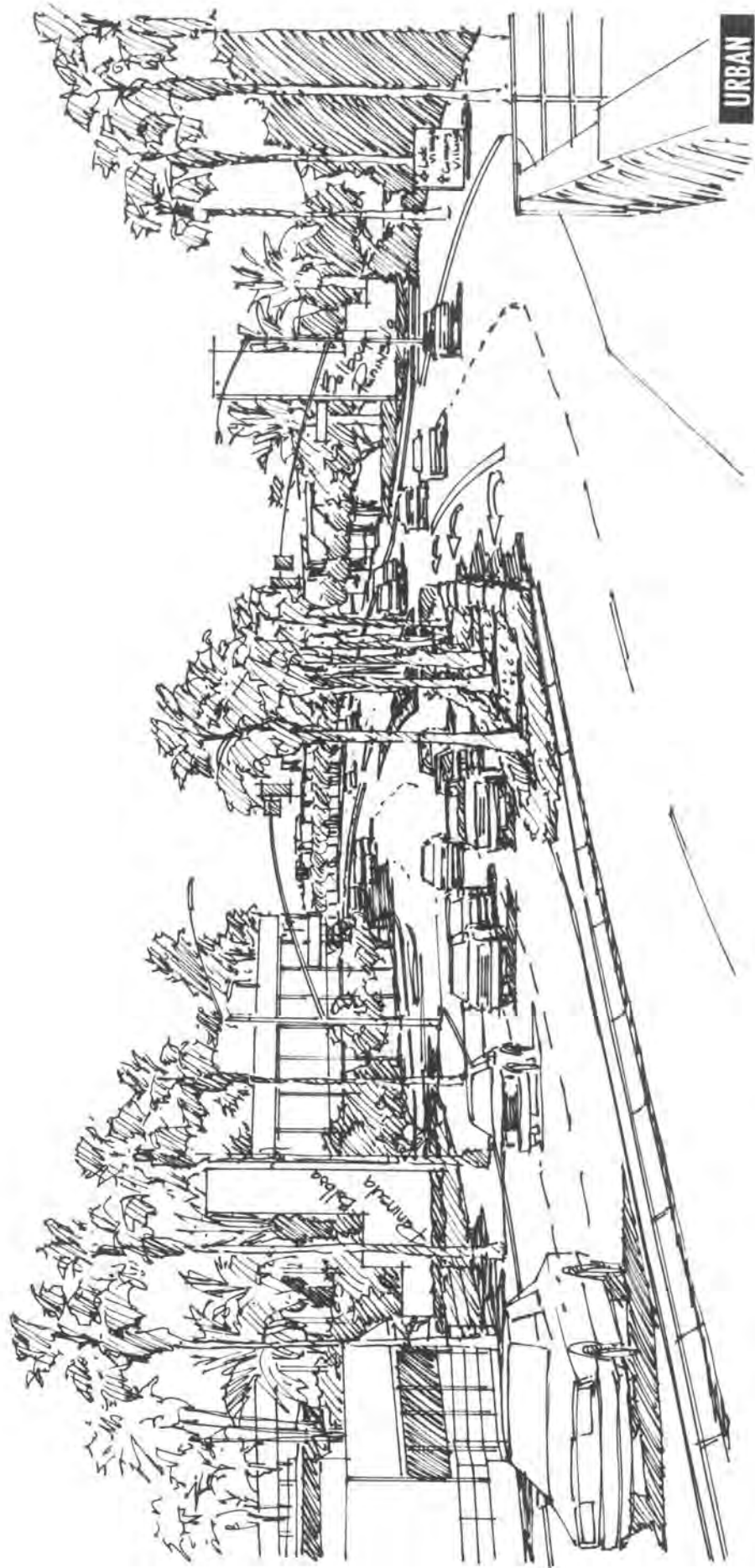
A. **Planning Policy:**



1. **Physical and Environmental Limits.** Recognize inherent physical and environmental constraints that exist on the Balboa Peninsula and in the Bay. Take into consideration its geographic configuration, traffic circulation limitation, parking and ultimate visitor and vehicular capacity limitations. Carefully consider cumulative Peninsula-wide environmental and economic impacts before limits are exceeded.
2. **Redevelop Blighted Commercial.** Recognize the inability of current blighted and under-performing commercial uses to compete or meet qualitative criteria. Consider use of Redevelopment process to consolidate, concentrate and redevelop four quality commercial villages:
 - a. Lido Town Center
 - b. Cannery Village
 - c. McFadden Square
 - d. Balboa Village
3. **Establish Redevelopment Area.** Consider establishment of both Redevelopment Project Areas and assessment districts as mechanisms to achieve revised plans for implementing a viable and quality commercial core for each of the key commercial villages.
4. **Update Local Coastal Plan (“LCP”).** Incorporate adopted BPPAC recommendations in the City’s LCP certification process.
5. **Conform Specific Plans.** Direct staff to immediately screen and modify specific plans to conform with planning objectives of this report. Establish Redevelopment Project Areas and key study areas to assure positive transitions and provide control mechanisms. Adopt incentives, such as modified parking and/or FAR regulations, to accommodate desired high quality uses and tenants that will contribute to the upgrading of the area.

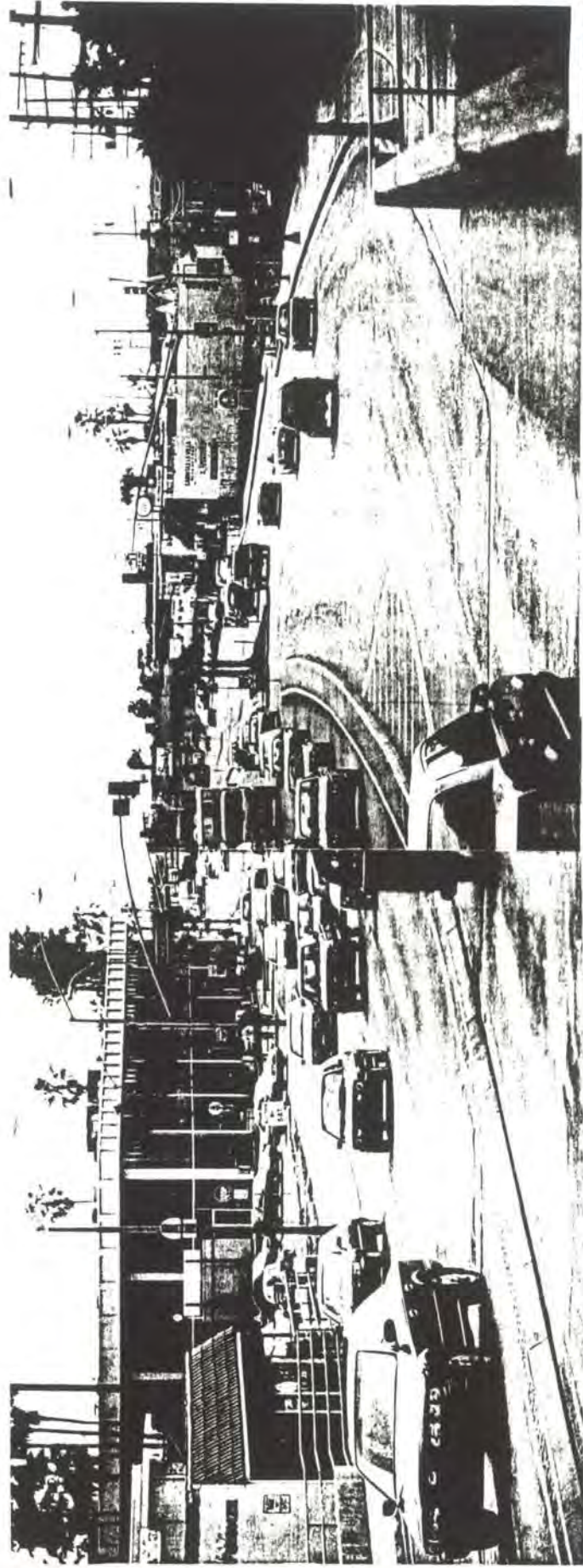
Balboa Peninsula Study Area





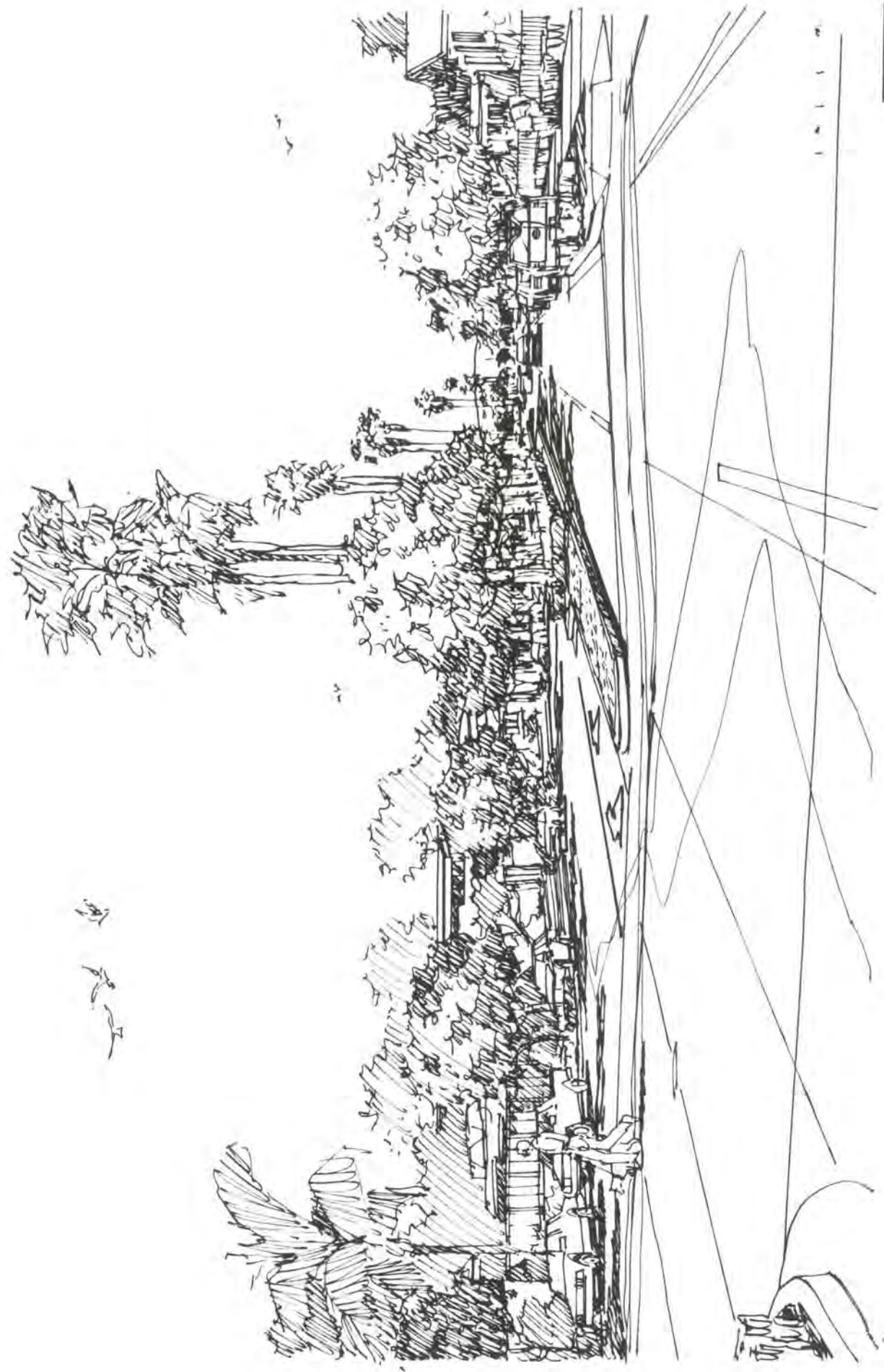
Proposed • Balboa Peninsula Entry

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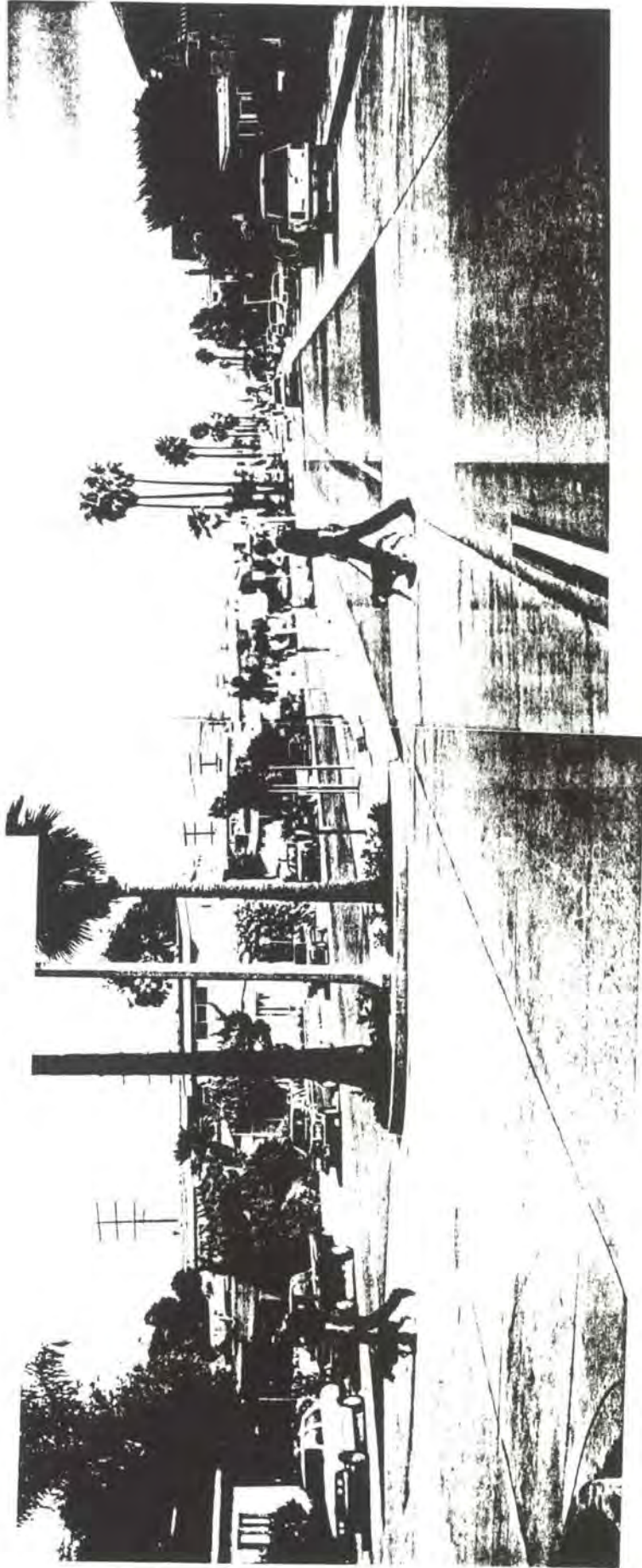
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Existing • Balboa Peninsula Entry



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AREA STUDY

Proposed • Balboa Blvd. @ Residential Area - Sidewalk/Parking



Existing • Balboa Blvd. @ Residential Area - Sidewalk/Parking

6. **Respect Permanent Residential Uses.** Establish zones and adopt standards for weekly and shorter term rentals in selected areas that are not principally owned or occupied by full time single family residential users.
7. **Hospitality Zones.** Provide entitlement incentives to foster development of quality hospitality and bed and breakfast zones in key areas near piers, Balboa Village, McFadden Square, Cannery Village, Lido Town Center and areas proximate to more intensive uses.
8. **Land Use Regulations.** Adopt balanced planning regulations that encourage quality retail and resident compatible uses, services and tenant mix. The goal is to displace blighted and low quality commercial establishments.
9. **Improve Quality and Tenant Mix.** Enhance quality and attractiveness of retail tenant mix to residents and visitors. Prepare Peninsula-wide and District specific tenant mix and Village management plans and recruitment programs. Identify all marketing and promotional programs with name and logos to clarify the distinct Districts.
10. **Bed and Breakfast Incentive Zone.** Establish bed and breakfast and quality inn zoning on periphery of each Village core in lieu of blighted or non-competitive commercial elements. Zoning should contain development regulations which respect the historic small lot pattern of the Peninsula.

B. Economic Policy:

- I. **Increase Revenues - Allocate Costs.** Allocate economic costs and expenses associated with non-resident and visitor burdens directly to these sectors. Initiate funding alternatives and increase fair share revenue contributions, and, where practical, transfer costs from local taxpayers to third party users. Key examples include but are not limited to:
 - a. parking management plan revenues,
 - b. imposition of extra police enforcement and maintenance costs on special burden generators,
 - c. charter/fishing/rental boat permit fees and passenger taxes,
 - d. market rate mooring and docking fees and other appropriate taxes, fees and assessments.

VI. **Bay Planning – Improve the regulatory process and institute practice consistent with City-wide hospitality role while preserving environmental quality and resident use of our greatest natural assets.**

- A. **City Harbor Commission.** Constitute a single **City Harbor Commission** with full responsibility for harbor and tidelands policy, entitlement, permitting, management and maintenance of the harbor and control of its users. Support and expand efforts to monitor environmental impacts of commercial uses and improve water quality of the bay. Consolidate the current multi-agency harbor control and enforcement. Approach the County and explore transfer of Orange County Sheriff's functions for harbor patrol and mooring administration to City departments.
- B. **Marine Service Industry.** Preserve marine industry sales and service, firms (i.e. shipyards, marine hardware, fuel docks, etc.) to preserve heritage and ensure ample services to residents and visiting boaters.
- C. **Hospitality for Visiting Yachtsmen.** Promote harbor to visiting yachtsmen and open access to villages from bay by installing short term bay boat and dinghy docks at strategic locations. Improve the visitor service and hospitality role of the Harbor Department staff; improve communications between residents, users, and the Harbor Department by instituting a "ride along" program.
- D. **Charter/Fishing/Rental Boat Regulations.** Ensure resident respectful conditions on charter/fishing/rental boats, particularly to control noise, route of travel, and conflict with recreational boat activities.
 - 1. For operators using City owned dock facilities, competitive bidding for commercial license permits with specifications that prescribe reasonable limits on the size of vessel, number, and frequency of charters.
 - 2. For operators using private dock facilities, the City should modify permit policy to prescribe stricter requirements and conditions for adequate parking, security, trash containment and other lawful mechanisms to mitigate user impact on such facilities and adjacent business and resident uses.
 - 3. Expanded interaction of the newly constituted Marine Operators Alliance with local Yacht Club Sailing Program directors to continue the effort to reduce seasonal regatta conflicts.
- E. **Improve Bay Circulation.** Remove/relocate moorings which impose on major traffic corridors; relocate existing visitor anchorage from turning basin to an area in closer proximity to services and hospitality (e.g. Marina Park facility).

- F. **Improve Transient Access and Moorings.** Convert certain moorings from long term to transient use; cluster them near key village attractions (i.e. recreation, dining, hospitality and marine services) and near to dinghy docks. Discourage continued mooring control by owners of derelict boats.

VII. **Security and Alcohol** - Provide on an urgency basis, strict control measures that are designed to:

- A. **Adopt Alcohol Serving Limits.** Establish Peninsula-wide policies and specific criteria that requires on and off-premises sale of alcoholic beverages to be compatible with adjacent land uses.
- B. **Balance Alcohol Serving Uses.** Establish target ratios that are consistent with similarly situated beach communities (e.g. Huntington Beach, Seal Beach, Laguna Beach). Limit all new bars until reasonable ratios are achieved. Control and reduce adverse community impacts resulting from the existing high concentration of on and off-sale liquor licenses on the Peninsula.
- C. **Increase Police and Security.** Establish zero tolerance police and security measures on the Peninsula; maximize visibility of police personnel and consider a substation by joint use with fire station, library or other public facilities.
- D. **Enforce and Audit Conditional Use Permits.** Inventory and audit all existing establishment conditional use permits. Enforce, revoke or amend those that are not in compliance. Increase City enforcement staff to assure compliance with existing ordinances and previously issued conditional use permits. Scrutinize applications for permit modifications where intensification of use may be involved.

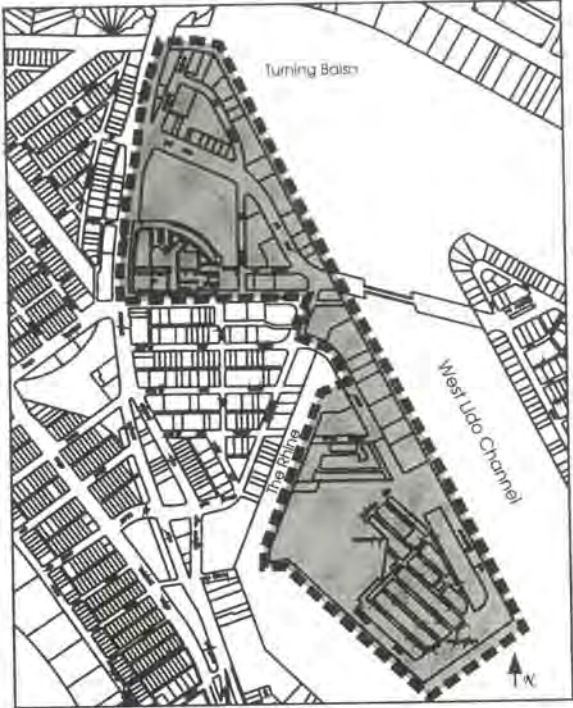
- VIII. **Aesthetics, Signage and Infrastructure** - Adopt design standards and criteria for commercial signage and infrastructure planning and modify specific area plans to include the following:
- A. **Mandatory Design Standards.** Mandatory design standards and reviews that are compatible with established and developed quality commercial areas in each of the four villages.
 - B. **Underground Utilities.** Prioritize under grounding of utilities and provide oversight relative to electrical, telephone and cable service maintenance cost allocations and service capability to accommodate long term Peninsula utility requirements.
 - C. **New Sign Ordinance.** Adopt a new signage ordinance that provides for an amortization period of not more than five years with respect to existing non-conforming commercial signs, building painting and similar displays in order to implement and phase in a new sign ordinance and design criteria specifically designated for the Balboa Peninsula and its principal commercial elements. Provide City budget for amortization costs from Years 6 through 15.
 - D. **Aesthetic and Maintenance Standards.** Prohibit painting of commercial structures that, in effect, constitute constructive sign treatments or business identity treatments that are not compatible with quality commercial areas. Provide regulatory maintenance standards to respond to future deterioration or neglect after initial sign or graphic installations.
 - E. **Business Improvement Districts.** Permit and encourage business improvement districts to provide seasonal lamppost banners that identify Village events, seasonal activities and other non-product sponsored community activities.
 - F. **Public Signage.** Design and articulate public directional, street and related signage that is thematically compatible and projects a quality community appearance.
 - G. **Project Green.** Enhance the landscaping of all public areas including establishment of a “**PENINSULA PROJECT GREEN PLAN**”. Initiate resident volunteer seasonal planting programs in public areas and an annual spring flower fair festival at McFadden Square to highlight the Peninsula’s dedication to attractive street and residential plantings.

Lido Town Center

Lido Town Center

The Lido Town Center District (referred to in the workshops as Lido-Civic Center) is a multi-urban use village located in a triangular area east of Newport Boulevard, north of 32nd Street and Newport Bay. The District developed over many economic cycles and many legislative changes that have left varied influences on land use and architecture. The multiple uses include a variety of urban elements such as medium rise office buildings, one and two story office and commercial buildings, governmental and commercial plazas, a parking structure, churches, restaurants, clubs, marinas, a theater and several types of residential dwellings.

The principle problem in the District is that a majority of these urban elements are distributed along or adjacent to the several blocks of Via Lido which should be a village business street. In actuality, Via Lido is a major thoroughfare to and from Newport Boulevard, the 55 Freeway, the Pacific Coast Highway and local shopping on 17th Street in Costa Mesa, for the 870 households on Lido Isle, the many condominiums and mobile home parks located on the Lido Peninsula and the trades people serving these residents.

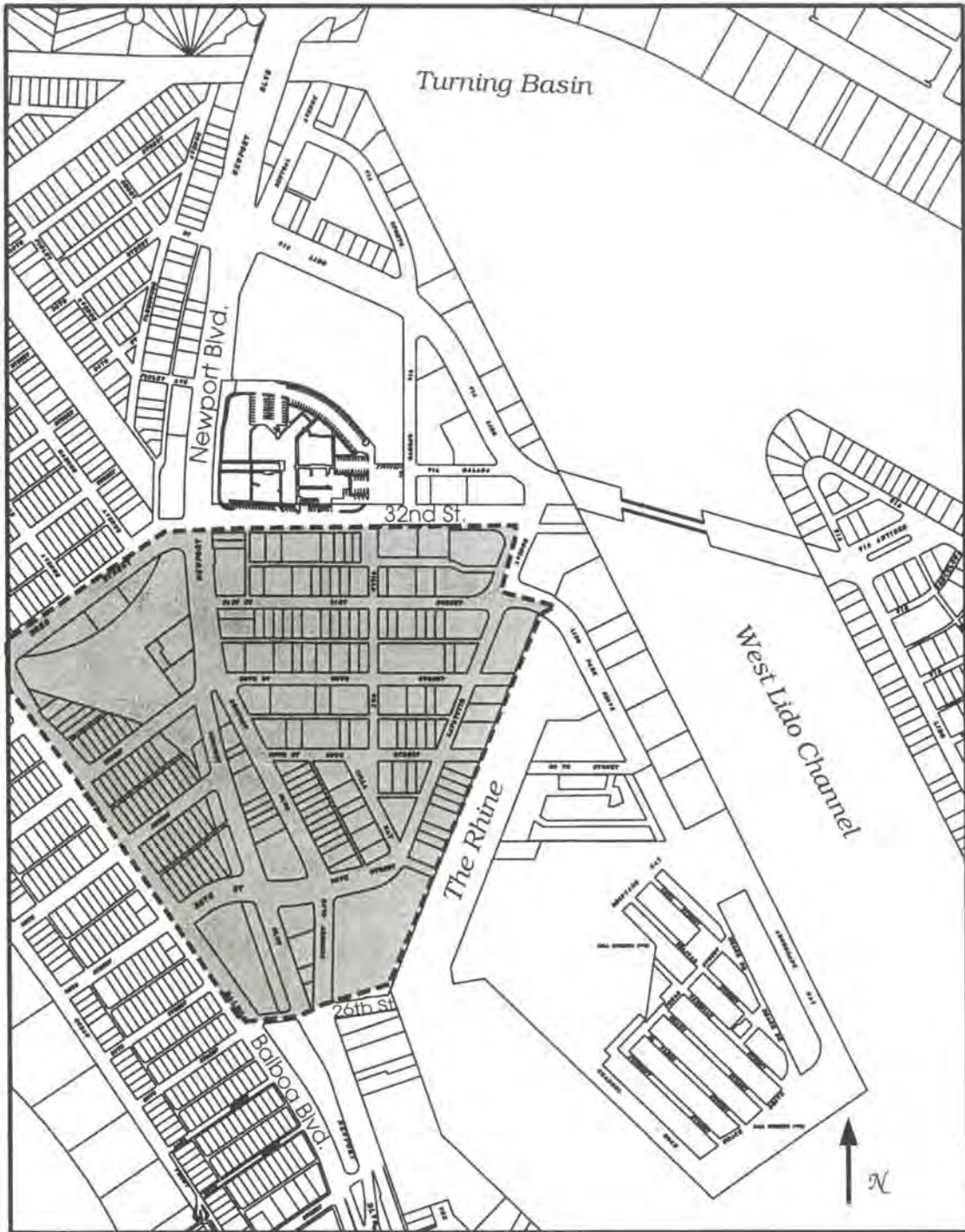


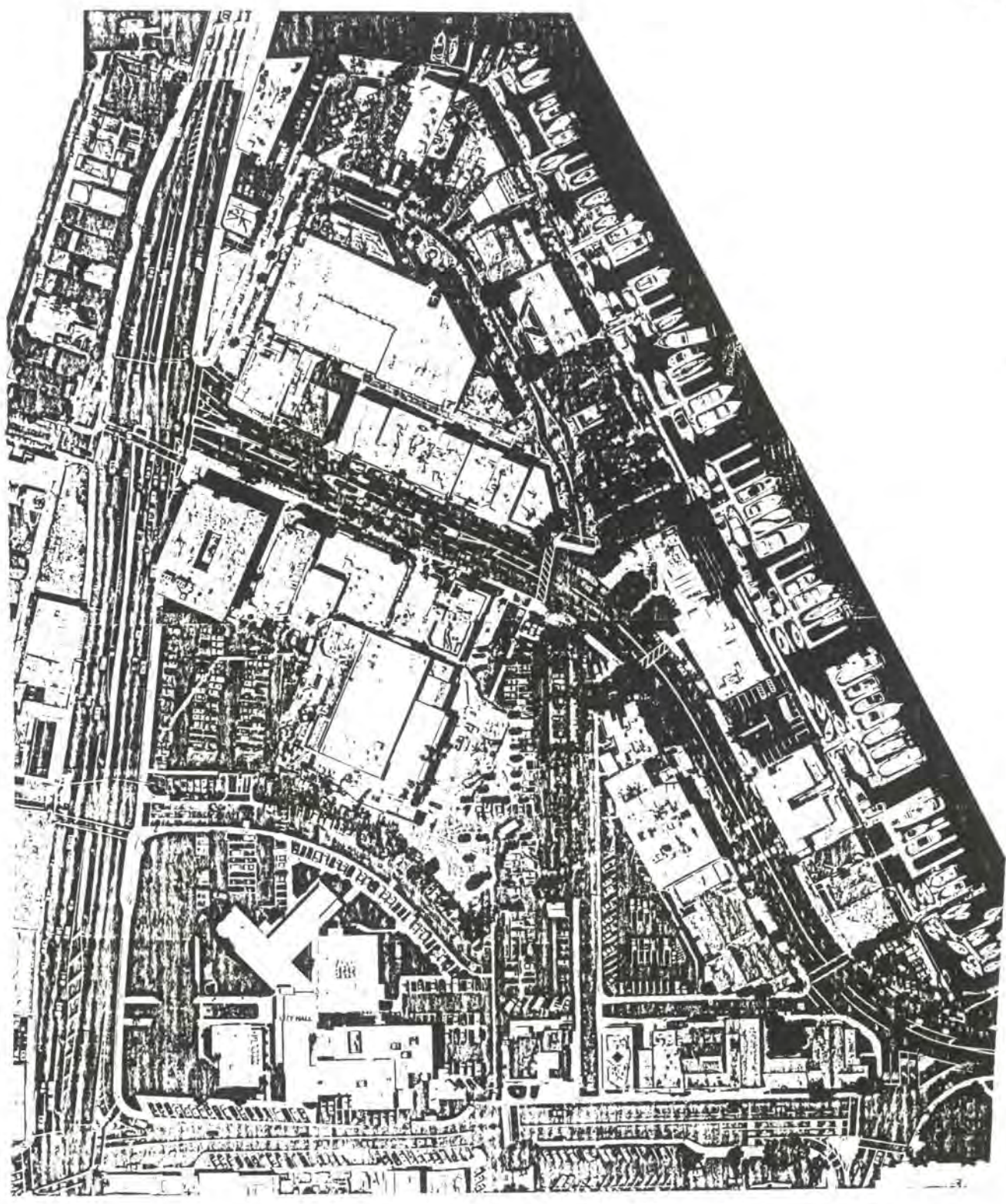
Although the District functions, to some degree, for the people who work, trade, recreate, or dwell within the locale, substantial benefits would be derived from comprehensive planning for street usage, automobile and boat parking, and City ordinances that encourage greater private investments in quality facilities.

District Recommendations are:

- A. **Town Square.** Consolidate the areas bounded by Via Lido, Newport Boulevard and 32nd Street by abandoning Via Oporto and Via Malaga thereby creating a village triangle for the mix of commercial uses. Provide attractive landscape and seating areas linking City Hall, shopping, office and church uses with convenient pedestrian walkways. The Committee recommends identifying the District as Lido Town Center or a similar reference as a means to distinguish the area.
- B. **Via Lido Shopping Street.** Establish Via Lido as the Village shopping street with diagonal parking to accommodate additional parking for store-front business.
- C. **Reconfigure and Improve 32nd Street.** Reconfigure 32nd Street to serve as a convenient alternative route for residents and visitors.

Cannery Village

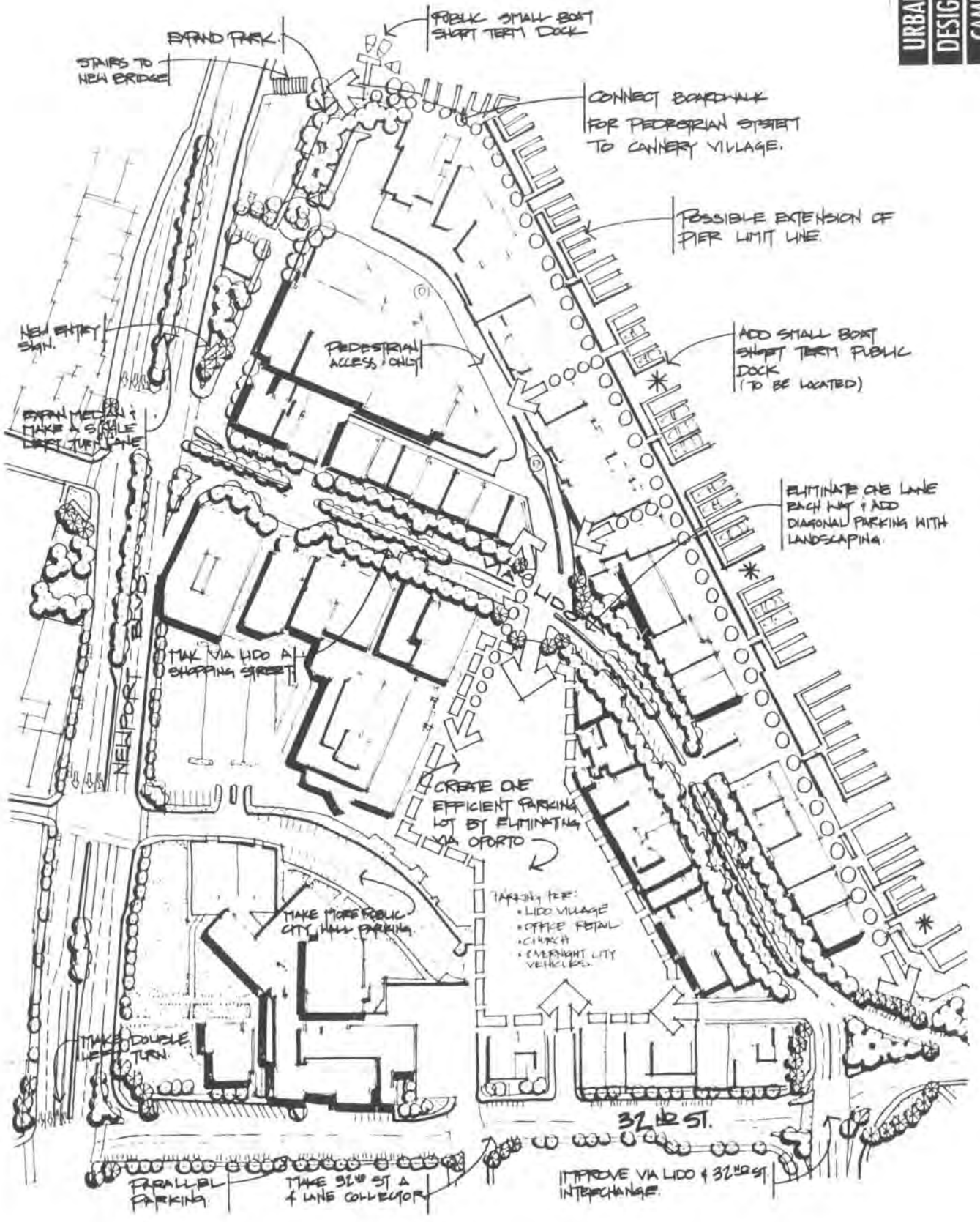




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Existing • Lido Village - 32nd Street & Circulation

MATTHEW FREEMAN
URBAN DESIGN CAMP



Proposed • Lido Village - 32nd Street & Circulation

D. **Town Square - Cannery Parking Center.** Establish a parking district within the block bounded by 32nd Street, Villa Way and Lafayette Avenue. Construct a parking structure with 32nd Street ingress/egress attractive landscaping to serve (a) currently inadequate City Hall requirements and (b) visitors to Lido Town Center and Cannery Village. This parking structure would also accommodate overflow beach parking and replace street parking which would be lost to other District improvements.

E. **Relocate Fire and Marine Department.** Consider relocation of existing Fire and Marine buildings as adjunct to new 32nd Street parking facility.

F. **Redevelop Lido Marina Village.** Initiate the formation of a Redevelopment Area at Lido Village to assist conversion of blighted and uneconomic commercial to quality medium density residential, bed and breakfast, hotel, and including improved restaurant and retail elements; require Redevelopment Plan that opens bay views and provides convenient pedestrian and visitor access to docks and bay. Link Mariners Mile pedestrian access with Via Oporto through park triangle.

G. **Provide Bay Boat Access.** Establish short term visiting dinghy docking facility for convenient access by small craft to Via Lido and Town Square commercial and retail establishments.



Lido Town Center

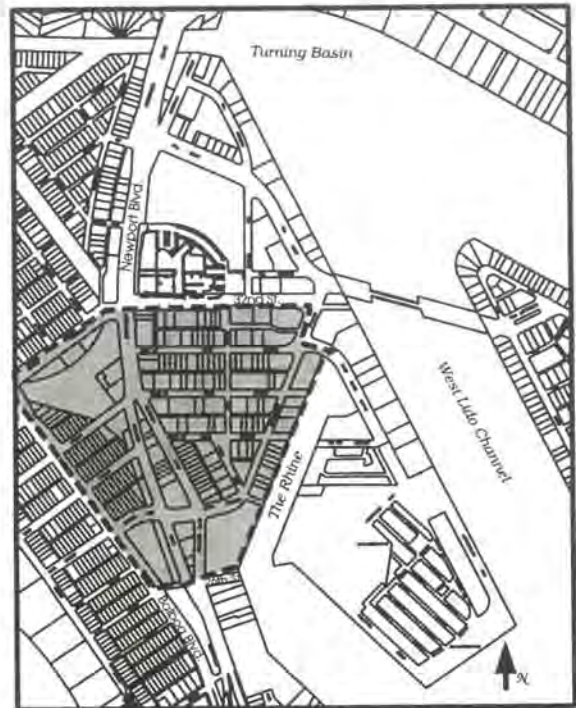


Cannery Village

Cannery Village

As referenced in the introduction, Cannery Village's genesis was the fishing industry of the 1930's. It developed in a manner that provided narrow streets with a multitude of mixed uses. It is important to recognize the diverse nature of this uniquely developed District and maintain the quaintness of the area.

While certain commercial industrial uses complement the area needs relating to the boating and marine element, other uses are not necessarily compatible with the District. At the same time, current traffic circulation must be addressed in order to more effectively service the District both from a vehicle and pedestrian standpoint. In preserving the yachting/boating service business, it is desirable to discourage certain industrial uses. With its disproportionate share of bars and nightclubs, certain restrictions must be put in place which will reduce the number of these uses and develop much more compatible uses such as quality restaurants.



The District recommendations are:

- A. **Recognize Mixed Use Tradition.** Recognize the diverse and mixed use nature of this important traditional area which combines small art oriented specialty retail, residential, resident serving and related eclectic assemblage of related uses.
- B. **Preserve Yachting Service Business.** Encourage the preservation of boater serving commercial uses such as sail making, marine craftsmen, small craft sales, accessory shops and related established boating service uses that rely on proximity and convenient access to the bay. Give incentives for businesses to create visitor attraction and observation areas to see the trade or specialty (i.e. Mystic Seaport Village).
- C. **Discourage Incompatible Industrial Users.** Discourage industrial users and long term dry boat storage that are not compatible with established pedestrian orientation and diversity of uses comprising the Village core.
- D. **Restrict Bars and Nightclubs.** Reduce the number of nightclubs and bars (both existing and new) that are not compatible with quiet enjoyment of the neighborhood and replace them with quality restaurants or other appropriate uses.
- E. **Circulation Improvement.** Reconfigure 32nd Street as the major access from Newport Boulevard to the Village. Improve vehicular circulation and reestablish traditional pedestrian circulation patterns with priority over vehicular traffic circulation.

- F. **Public Signage.** Provide clear directional signage to encourage parking at the 32nd Street parking district block which is recommended to service Lido Town Center and Cannery Village Districts. Reassess role of 30th Street public parking lot with design of Town Square structure.

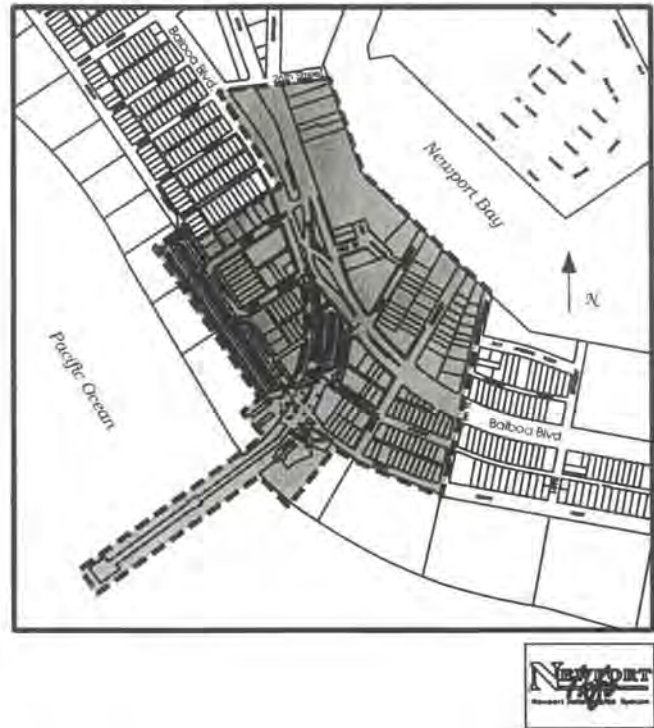


McFadden Square

McFadden Square

McFadden Square represents the historical center of Newport Beach. Its mix of restaurants, small retail stores, fast food outlets, offices, bed and breakfast, tackle shops, the Dory Fleet, the pier and the beach has always been and will continue to be a recognizable feature of McFadden Square.

In order to preserve and upgrade this most valuable area, specific steps must be taken. These include: renovation and refurbishment of existing architecture, vehicular access and circulation, parking, pedestrian circulation, improvement of public transportation, development of hospitality related uses to address both local and visitor needs.

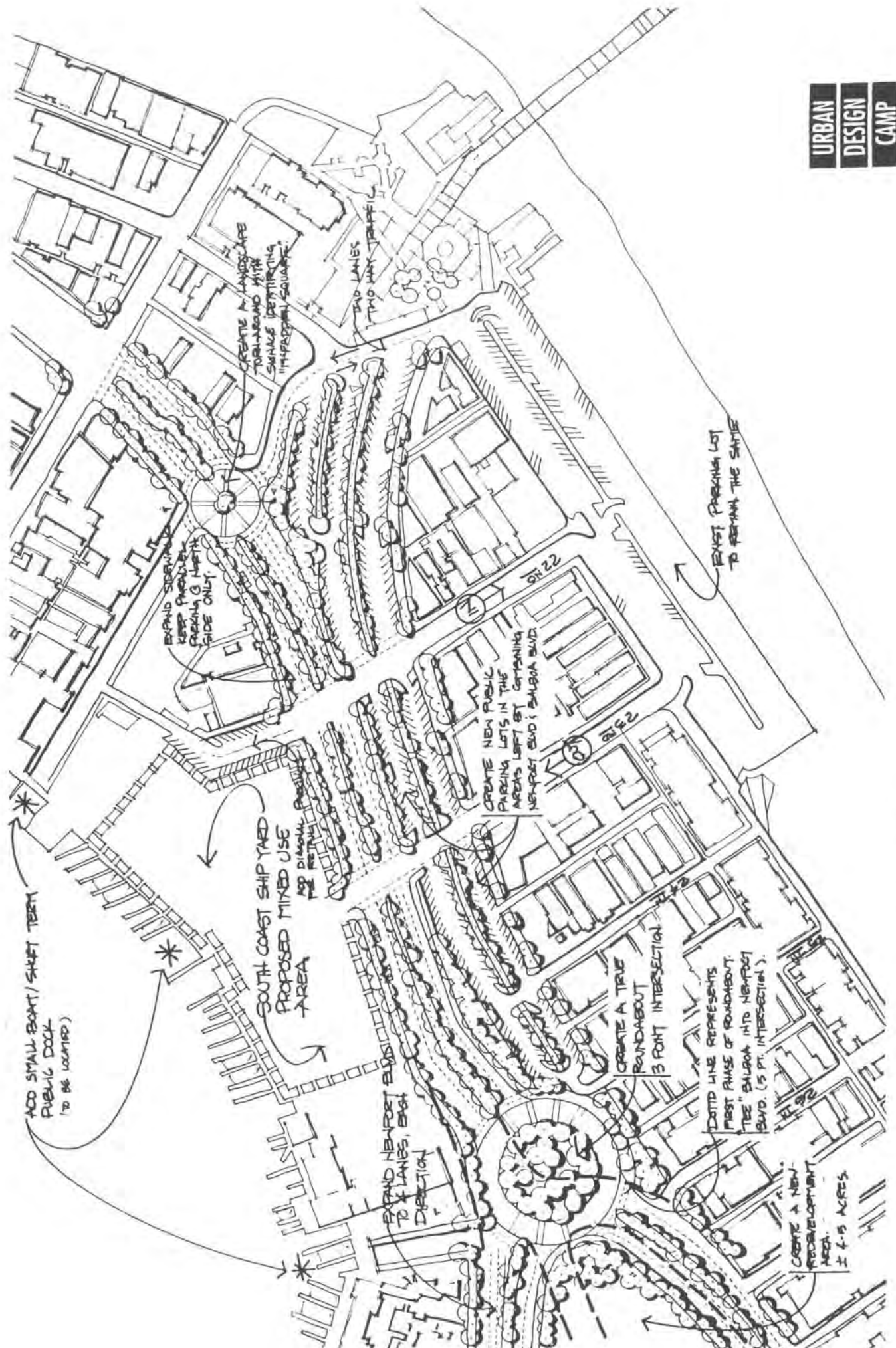


The District recommendations are:

- A. **Redesign Circulation and Access.** Redesign the traffic circulation element at McFadden Square consistent with the conceptual design as presented in the Urban Design Camp Report that provides for combining Newport and Balboa Boulevards through McFadden Square.
- B. **Improve Parking.** Reconfigure existing parking areas to provide better access and circulation. Dedicate parking management plan provisions that respond to commercial and residential elements.
- C. **Establish Redevelopment Area.** Establish a Redevelopment Area that will facilitate Redevelopment of the blighted commercial elements and provide incentives for quality historic building renovations. The theme of the area should respond to and enhance the old town character of the Square and provide incentives to allow traditional
- D. **Designate Key Hospitality Site.** Designate a key site for a hospitality facility that will accommodate between 100 and 150 rooms to serve visitors including special facilities to accommodate visiting boaters, e.g., the Southcoast property.
- E. **Improve Visitor Serving Commercial.** Encourage quality visitor serving uses and reduce the number of bar and nightclub establishments. Replace with quality restaurants and maximize ambiance of outside dining adjacent to pedestrian areas.
- F. **Provide Public Transportation Alternatives.** Improve bus access, both tour and OCTA, and remote, off Peninsula parking opportunities for high traffic generation users.

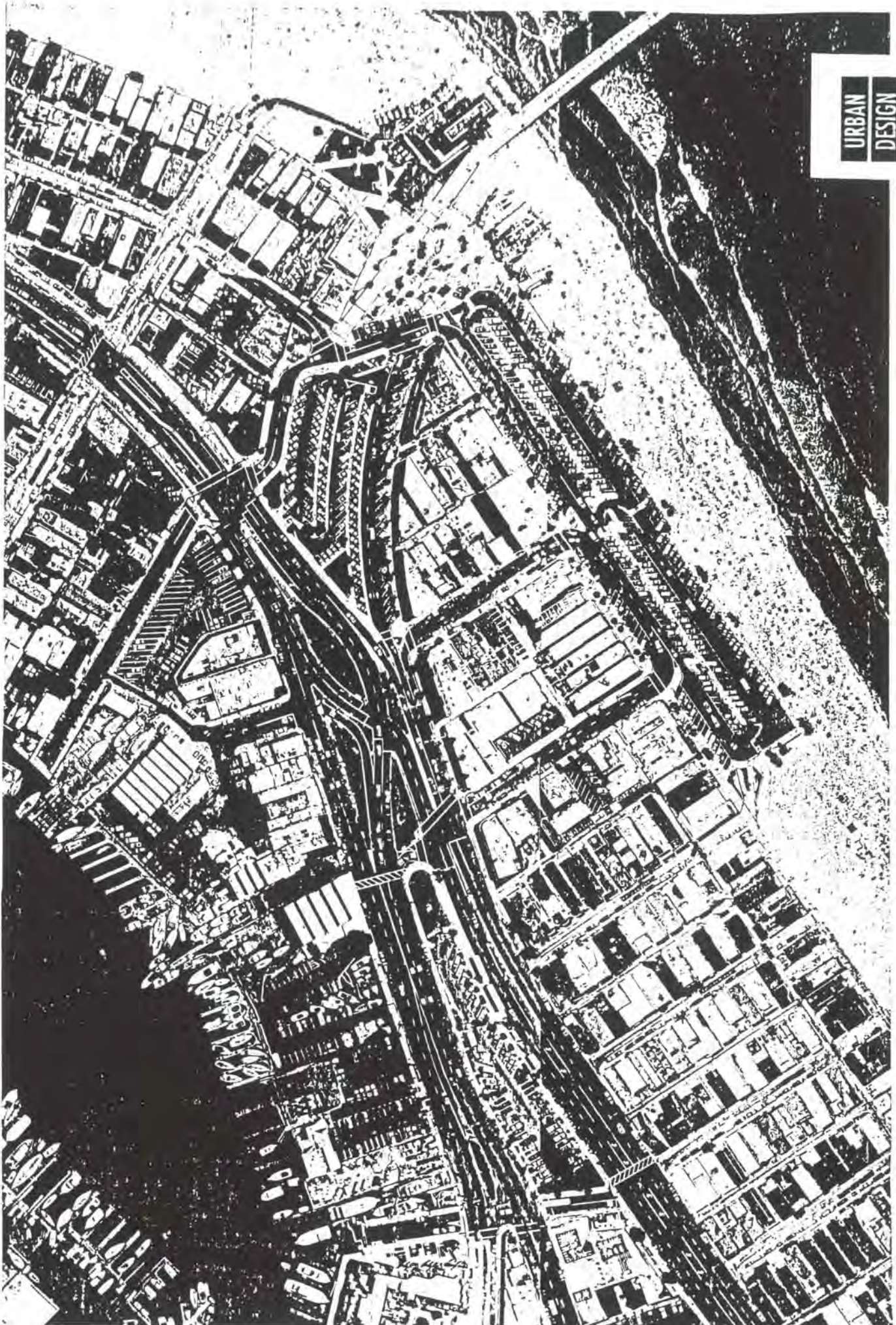
McFadden Square



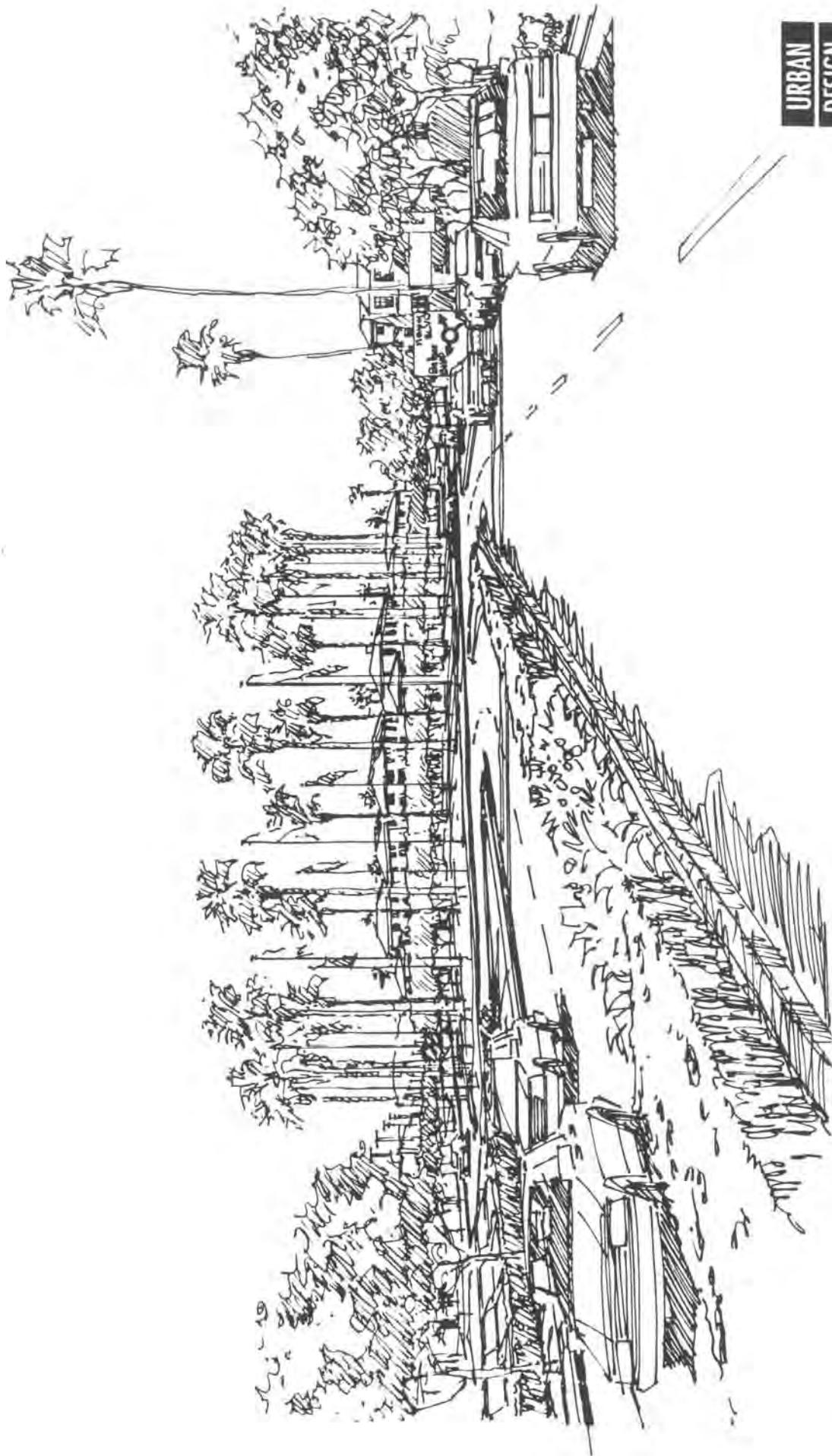


Proposed • Mixmaster Options Plan

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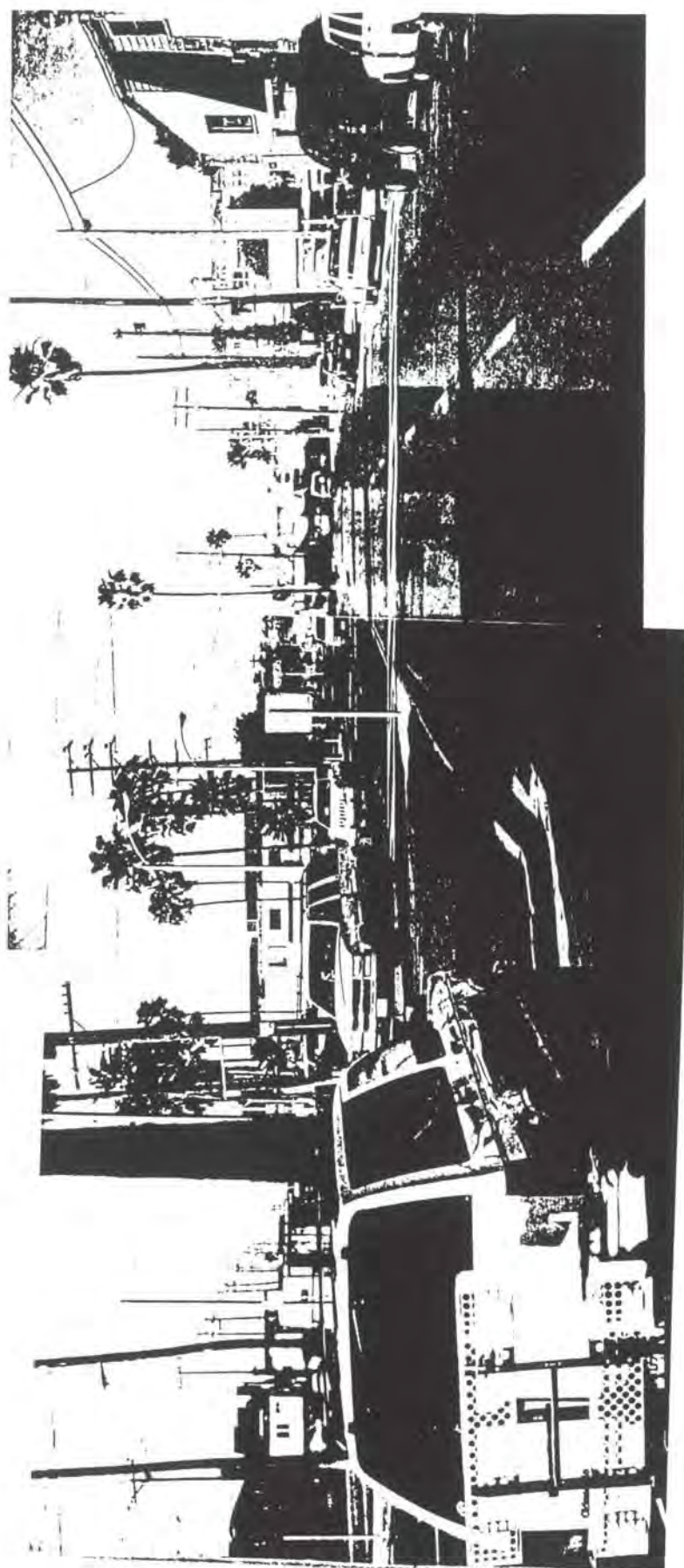


Existing • Mixmaster Options Plan



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Proposed • Mixmaster Plan



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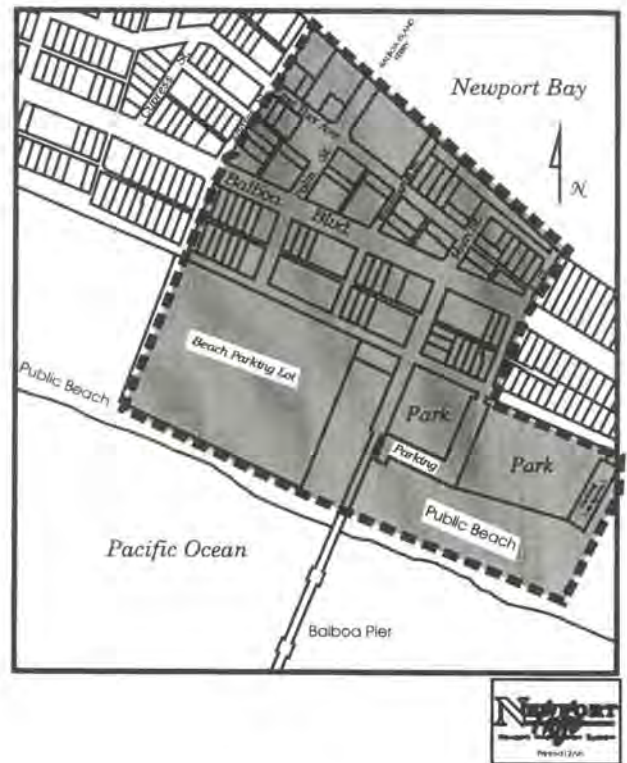
Existing • Mixmaster Plan

Balboa Village

Balboa Village

Balboa Village revitalization will include a series of orchestrated improvement projects which will widen sidewalks, enhance streetscape aesthetics with street trees and landscaping, provide more convenient parking and traffic circulation, creative signage and enhance architectural character.

The revitalization will recognize Balboa Village's uniqueness: a place of character between beach and bay. Balboa's assets need to be linked together by pleasant tree-lined walkways that allow people to easily enjoy the diverse Village resources, from Balboa Pier to the bayfront promenade. Eliminating vehicular traffic on some streets, redesigning the main parking lot, implementing a user friendly parking management system, and improving walkways will enhance the Village.



Aesthetically, improvements will include landscaping; street furniture; entry artwork; clear and attractive signage; undergrounding overhead utility lines; establishing a local design review process; upgrading the Fun Zone area by opening up the Edgewater promenade to the bay and creating additional space for outdoor dining and social gathering; and providing local residents and visiting boaters with short-term docking facilities.

The historical Balboa Pavilion has been selected as the symbol for the Village.

The District recommendations are:

- A. **Improve Aesthetics and Pedestrian Walkways.** Develop a Streetscape Implementation Master Plan for all Village streets and walks, to be implemented via a combination of City public works funds and an assessment district, and provide wider sidewalks and landscaping on Balboa Boulevard as Phase I. Other priority improvements include:
 1. **Improve City Parking Facility.** As part of a comprehensive parking management plan, redesign the main City parking lot to increase parking and replace spaces lost by widening sidewalks throughout the Village, increase convenience of parking to serve Village businesses by incorporating pedestrian walks connecting parking to Village and bay, and improve landscaping. Redirect lot egress via Washington Street and create a central turn-around near Balboa Inn.
 2. **Provide Public Transportation Alternatives.** Improve bus access, both tour and OCTD, and off-Peninsula parking opportunities for high traffic generation users.

3. **Main Street Pedestrian Walk.** Reconstruct Main Street south of Balboa Boulevard for pedestrian use only.
4. **Bay Avenue Improvements.** Seek expanded parking close to resident serving businesses by consolidating parking areas along Bay Avenue and enhance street aesthetics.

B. Family Marine Recreation Theme. Establish a Family Marine Recreation theme to encourage preservation and enhancement of historic structures.

C. Open Bay Front - Upgrade Fun Zone. Upgrade the Fun Zone area by opening bay front walkways, eliminating kiosks and other vendor obstructions along the sea wall. Provide bay boat and dinghy docks for local residents and visiting boater short term docking facilities. Establish a new Central Balboa Visitors/Ticket Sales/Reservations Center with visibility from Balboa Boulevard. Consider relocation of commercial vessels to offshore moorings during non-use. Add waterfront dock area suitable for attractive quality yachts and historical vessels.

D. Improve Quality and Tenant Mix. Enhance quality and attractiveness of retail tenant mix to residents and visitors. Prepare tenant mix and Village management plan and recruitment program. Identify program with name and logo to clarify Balboa as a distinct destination.

E. Design Review. Implement an advisory project design and architectural review program to allow an opportunity for members of the community to provide input and comment on proposed development and Redevelopment Projects prior to approvals.

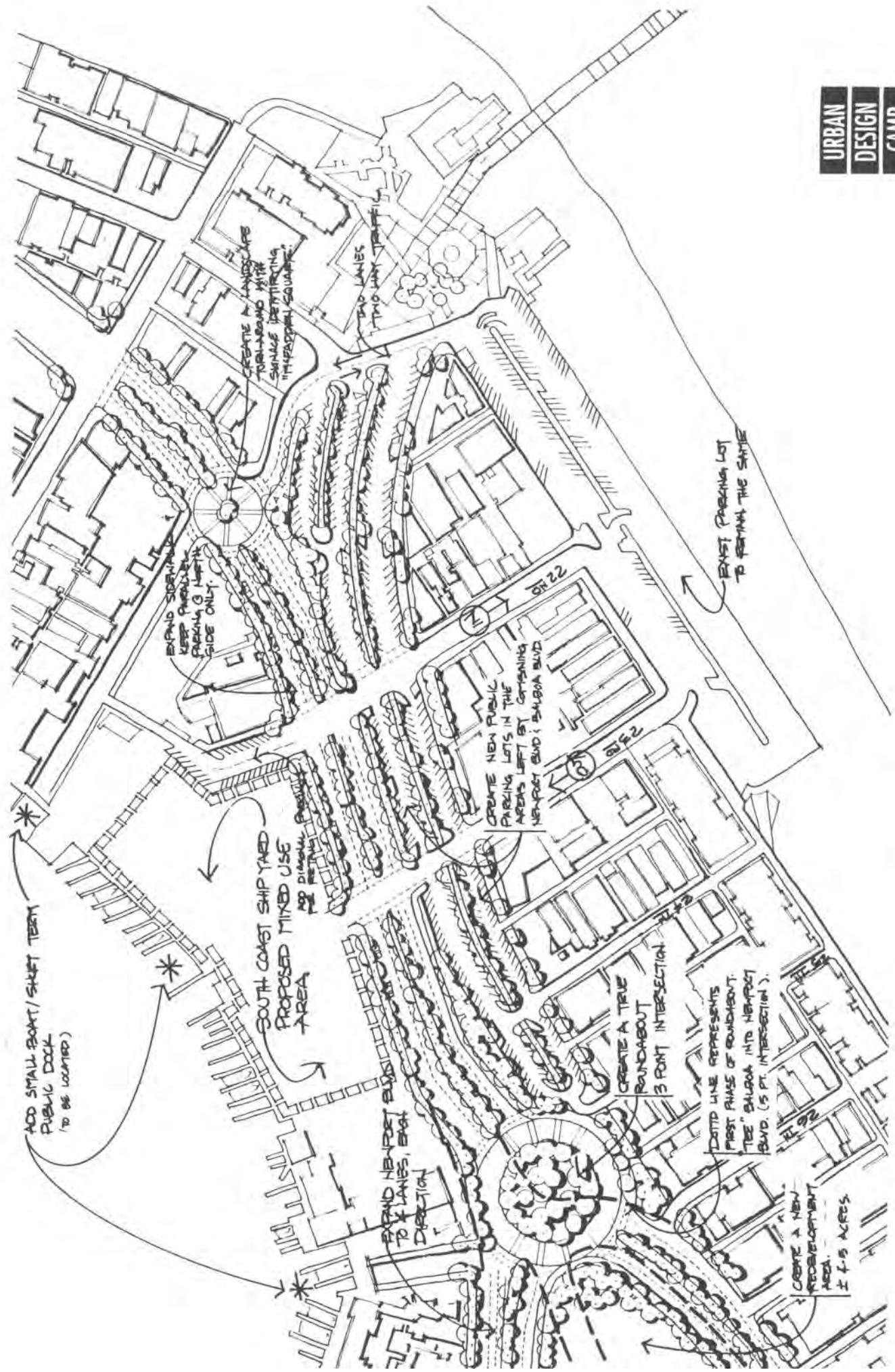


Balboa Village



Balboa Village



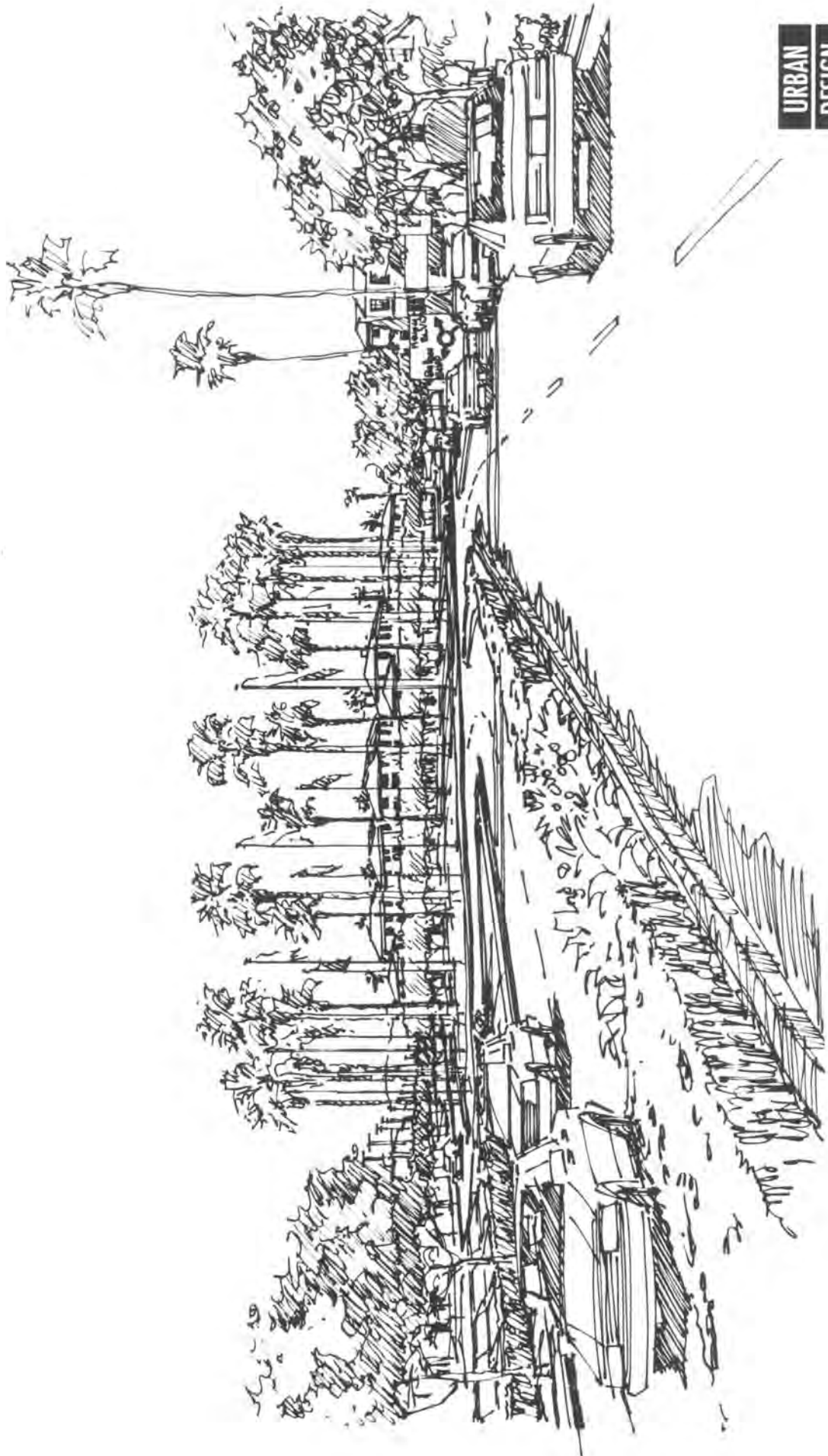


Proposed • Mixmaster Options Plan

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Existing • Mixmaster Options Plan





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Proposed • Mixmaster Plan

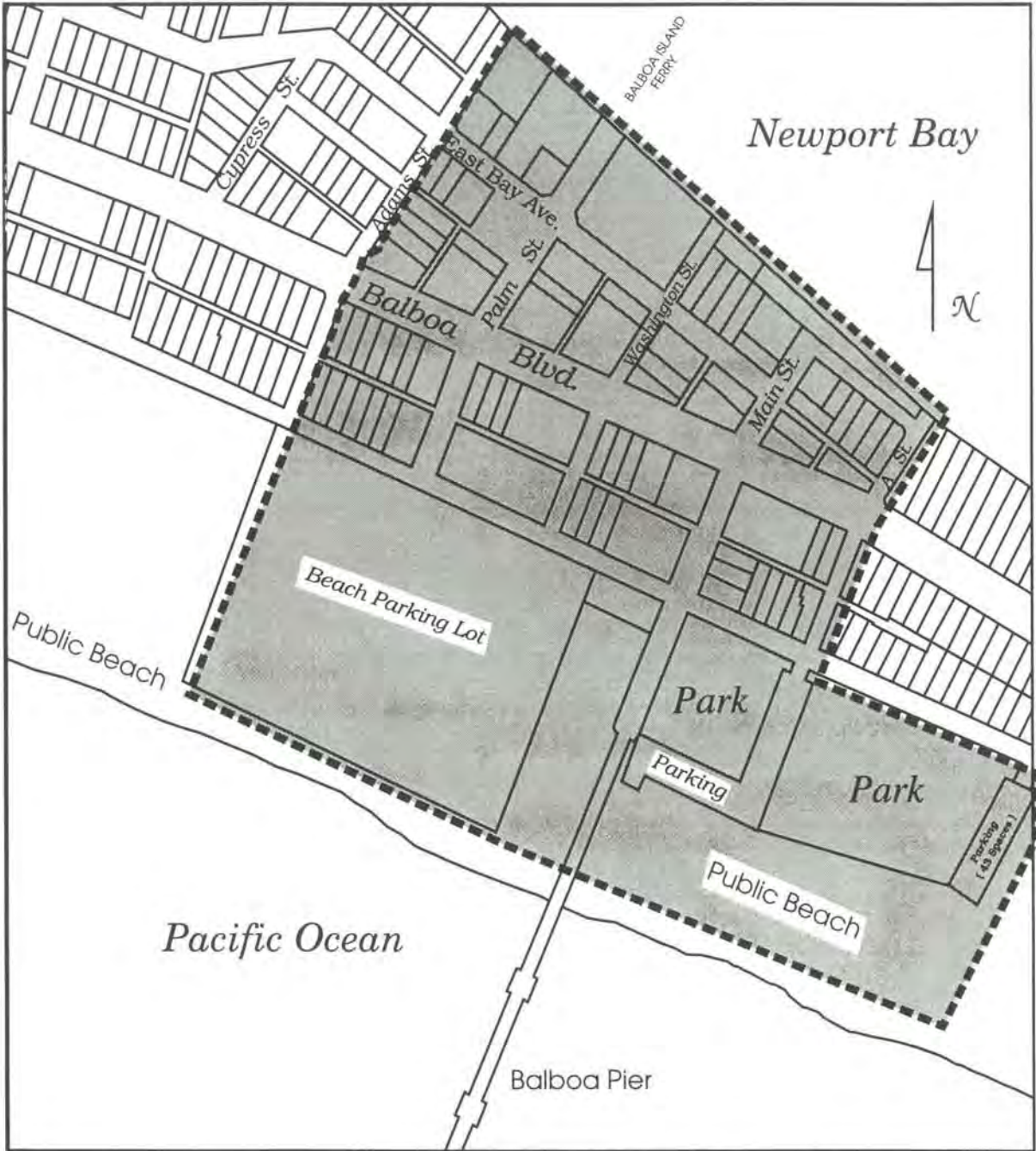


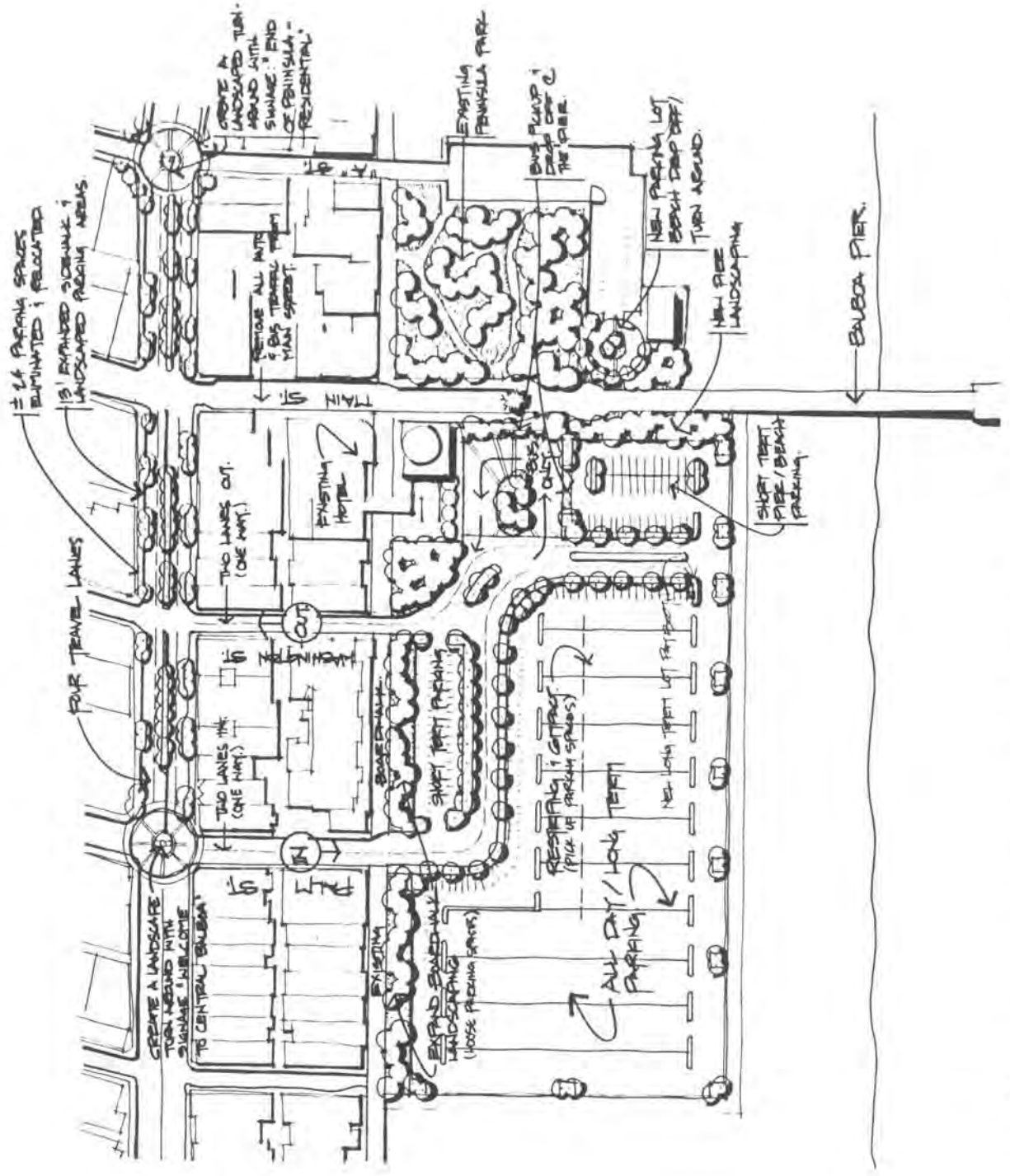
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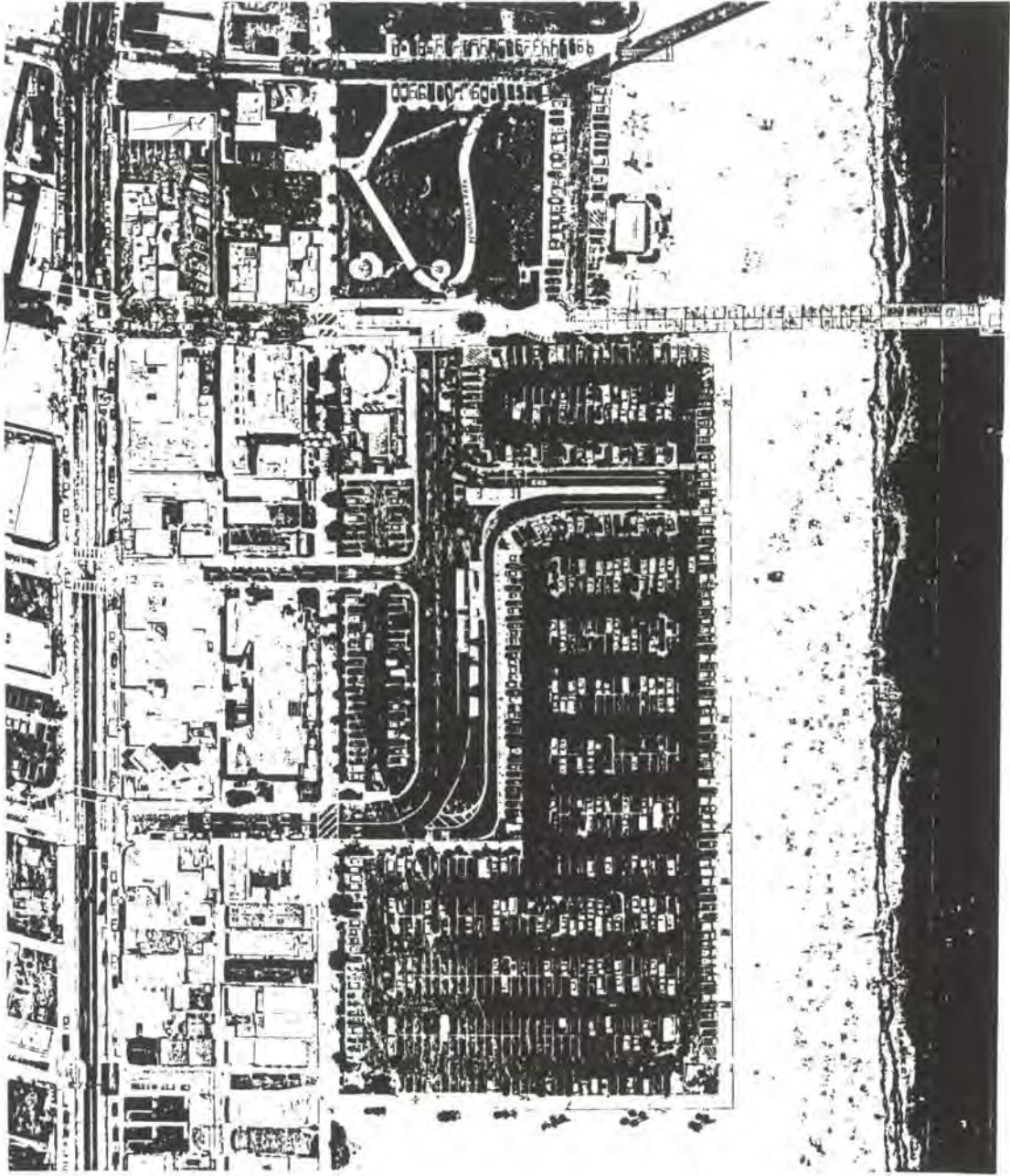
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Balboa Village

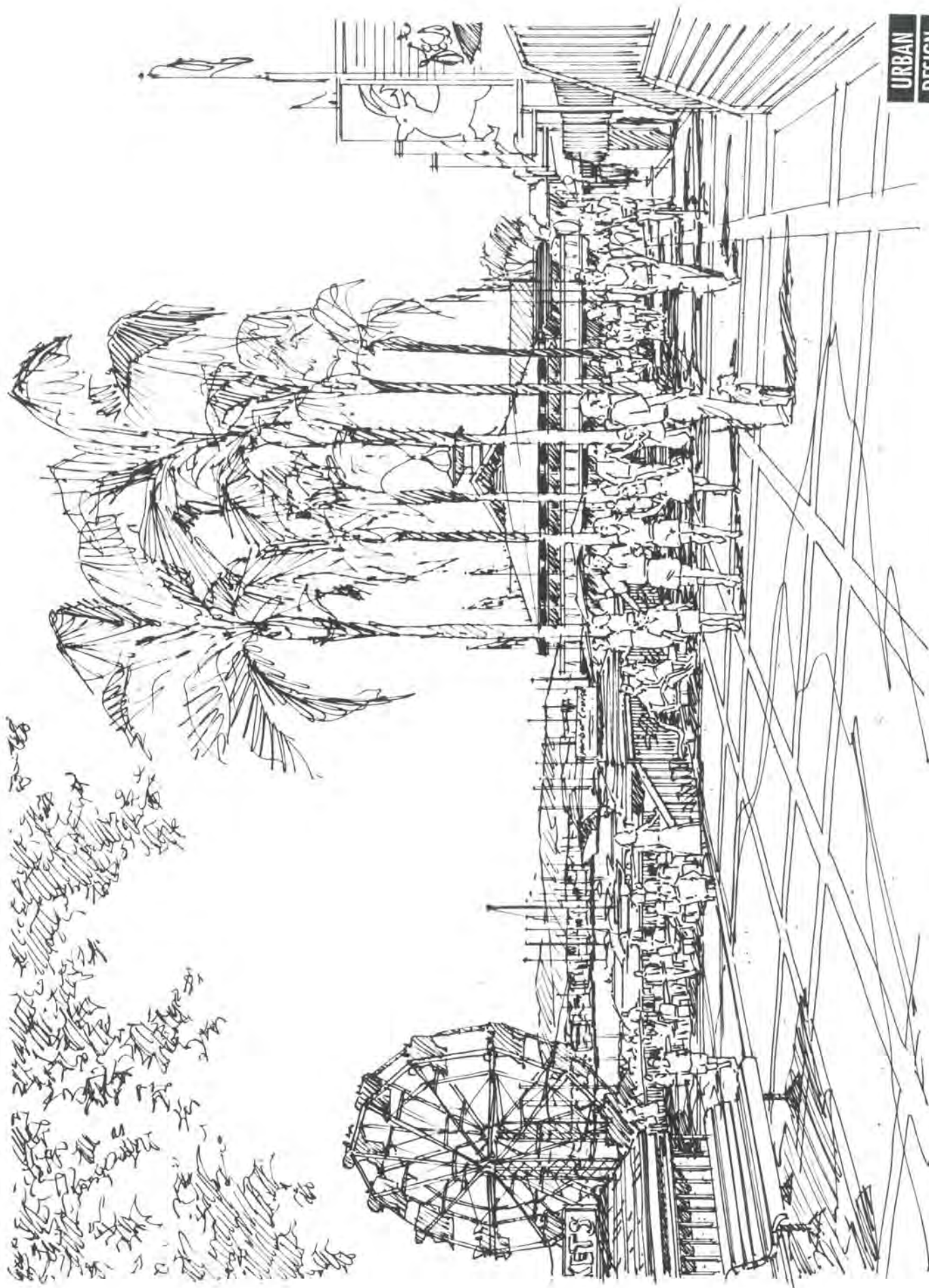




Proposed • Central Balboa Public Beach Parking Lot Plan

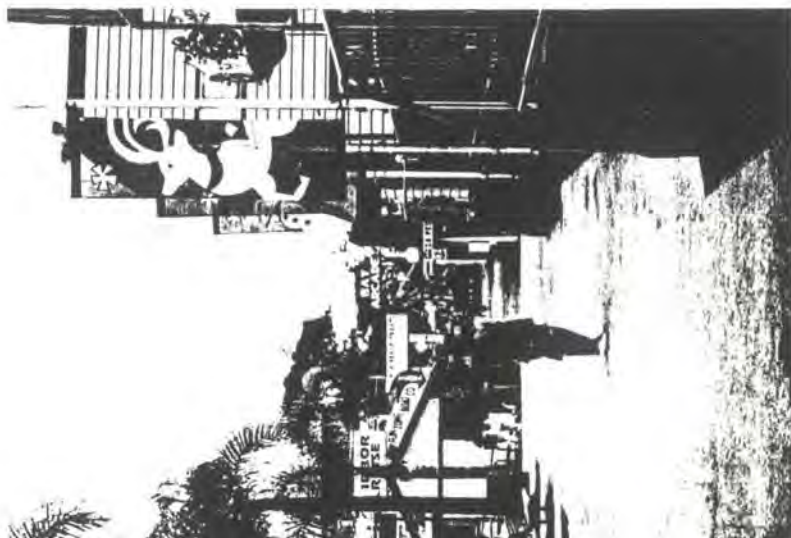


Existing • Central Balboa Public Beach Parking Lot Plan



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Proposed • Central Balboa - Pavillion/Boardwalk



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Existing • Central Balboa - Pavilion/Boardwalk

B. Financing the Vision - Cost of Status Quo and the Economics of Change

The Committee well appreciates the financial implications of its recommendations. However, before the question is asked "How are we going to pay for the Vision?", consider first the past and continuing costs of the "Status Quo". Local taxpayers are writing checks to subsidize negative influences and will continue to do so until a new approach is taken to City planning. The present conditions and negative economic impacts are summarized as follows:

1. Lower assessed valuation on commercial properties means declining tax revenue.
2. Diminished City reserves have resulted in shrinking City budgets; most capital budget expenditures go to replace/restore aging infrastructure or to maintain visitor facilities.
3. Decline in Peninsula commercial element promotes a lower quality visitor and lower sales tax contribution to City.
4. Dependence upon day and short term visitors increases City burdens (parking, trash, maintenance, crime control) and provides only seasonal short term benefits. This condition has been exacerbated by the loss of approximately \$100,000 of Orange County funding.
5. Growth in bars and nightclubs has resulted in over-concentration and year-round negative influences.
6. Prior planning studies by RUDAT have been ignored so the blighted and deteriorating conditions continue and worsen.

Reversing Negative Economics

Before meaningful financial plans can be developed which address the negative economic factors, several fundamental changes in City economic patterns should be acknowledged. These changes are mostly demographic and most are beyond the control of the City. We cite the following:

1. More year-round residential base and expectation of quality environment; no longer a community of beach houses; continuous residential remodeling and additions of high quality homes.
2. Change in retail merchandising (new regional power centers and malls, e.g. South Coast Plaza, Fashion Island, Triangle Square, plus big box discount stores, e.g. Home Depot, Price Club, etc.) have shifted resident serving uses off the Peninsula and provided visitors with many selections that make the Peninsula commercial element less viable. Replacing departed tenants with nightclubs, bars, and low quality shops has produced negative impacts.
3. Mixed use land use has brought unforeseen conflicts (especially in small lot environment of the Peninsula).

4. Demographics - Unique to the Peninsula⁴
 - a. Median Age - 34 (vs. 40 City wide)
 - b. Median Income - \$57,380 (vs. \$64,417 City wide)
 - c. Multi-family housing serves students and young professionals (approximately 48% of households are apartment/duplex)
 - d. Lack of growing families which are prime retail consumers (only 16% of households)
 - e. Upscale, executive, and retired comprise approximately 34% of households

Reversing the Trend - Taking the Next Steps

The Committee's scope of work did not include definitive implementation plans, particularly the source of funding. However, at each juncture, there has been a conscious effort to quantify, define, prioritize and balance the needs. By doing so, we have been able to input to the City Manager and the staff a set of recommendations that are more readily submitted to analysis and more rapidly advanced to the City Council for debate and the political process which will produce a plan of action.

The main focus of the City staff has been to study the Committee's preliminary recommendations based upon past practice, prior and current budget expenditures and, generally, the perspective of past attempts or studies of similar purpose. In virtually every department input, either the incomplete understanding of the recommendation, lack of staff time to further study the issue, some past policy constraint, or a need for consultant input has caused the staff to stop short of full support. However, our differences are being constructively debated and an implementation plan is taking shape. The Committee appreciates the dynamic process of evaluating change, especially when major systems and new policy thinking are advocated.

The Committee foresees the need for high level interaction with the City Council, City Manager, City financial officer and City Attorney to explore alternate funding mechanisms. However, such contact has been deferred until the Council receives this report and further budget estimates can be generated by the affected department heads. Accordingly, we are able to offer only the following concepts which will require another round of staff and consultant input before the implementation plan can begin to evolve.

1. Immediate professional planning intervention to "jump start" staff response and implementation schedule for report recommendations.
2. Integrate community based needs and Village infrastructure improvements in City-wide capital budget/planning. Re-prioritize as appropriate. Piggyback planned public works projects as opportunities to incorporate related recommendations.
3. Strengthen and expand the role of B.I.D.s to prioritize and partially fund Village improvements and destination attractions, and monitor tenant behavior, deliver image, etc.
4. Create zoning and improvement incentives for property owners and developers to attract property conversion and upgraded land use.
5. Cooperate with both EDC and VCB efforts to attract quality tenants and visitors, extend visitors' length of stay and thus maximize their contribution to local economy and tax base.
6. Convert strategic sites to higher and better use with resulting financial returns.
7. Form Special Assessment Districts to finance resident serving infrastructure and public improvements that maintain or increase property values and enhance general ambiance of the Villages and Peninsula.

⁴ Source: Linda S. Congleton & Assoc.
Report dated 7-21-95

8. Ensure that visitor burdens are financed through appropriate user fees (i.e. parking management, charter boat franchise fees, etc.) and State funding sources (gasoline tax, etc.): plus Federal grants (UDAG, etc.). Assess extra enforcement costs to high rate violators and special burden contributors (bars, etc.)
9. Judicious use of municipal bonding capacity for public improvements plus revenue bonds to be debt serviced by income from Redevelopment and increased sales or property taxes (i.e., leverage parking district funds).
10. Continued assessment of fair share Traffic Impact and other mitigation fees to owner/developers of Redevelopment Projects.



The City Manager will be delivering a Staff Report to the City Council concurrent with this Committee report. The Staff Report will include certain budget projections for future capital projects which, in substance, attempt to show the potential funding of our recommendations. We caution the Council that, except for the early budgeted fees for needed consultant work, such projection for final planning, engineering and construction costs are at best of rough order and magnitude. These are projected numbers and should not be considered as all inclusive or indicative of the action plans and priorities which may evolve when a more thorough financial feasibility review is undertaken and alternative funding sources are identified. A subcommittee of BPPAC members has been formed to work with staff to advance a financing plan for your later consideration. We expect to conclude this final phase of our Committee's assignment prior to the scheduled sunset of our Committee on June 30, 1997. We look forward to working with the staff to advance a financing plan for your later consideration.

Your attention is also directed to Volume 1, Implementation Strategies of the Urban Design Camp Report for various funding options to be investigated.

About the Committee

Fritz L. Duda, Chairman

Bay Island, Newport Beach

Mr. Duda is the President and Owner of the Fritz Duda Company, a privately held real estate investment building and development company. He is a member of the Board of Directors of The Vons Companies, Inc. (NYSE), is a sustaining member of the Urban Land Institute and has served on numerous ULI panel study groups. He is a member of the University of Notre Dame's College of Architecture and Engineering Advisory Council.



Timothy C. Collins, Co-Chairman

Peninsula Point, Newport Beach

Mr. Collins is the Owner and Principal of T.C. Collins & Associates, a firm specializing in real estate development consulting with emphasis in entitlement processing, financing and project construction and property management; he was previously an executive and Co-founder of Jet America Airlines and MGM Grand Air. He received his Bachelor of Science in Commerce from the University of Santa Clara and is a licensed CPA.

Don Dabney

Lido Island, Newport Beach

Mr. Dabney retired in 1989 from a career in Human Resources with Hughes Aircraft where his emphasis was in engineering recruiting and employment. Don served two terms as President of the Board of Lido Isle Community Association. He is an alumnus of USC where he earned his degree in Geography.



Jim Dobrott

Lido Isle, Newport Beach

Mr. Dobrott is a resident of Lido Isle and is presently retired. He served as President of W. R. Grace Development corporation and previously was employed by Rinker Development and Shell Oil Co. He received his bachelor degree from Loyola University.

Anne Gifford

Central Balboa, Newport Beach

Ms. Gifford is an attorney with J-A-M-S Endispute, an arbitration/mediation firm, and over the past 20 years has both legal experience and hands-on business experience, including The Wickes Companies and Dayton-Hudson Corporation. She received her law degree from San Diego Western State University. She is currently the Chair of the Newport Beach Planning Commission.



Rush N. Hill, II

Newport Heights, Newport Beach

Mr. Hill is the Chairman and Founding Partner of the Hill Services Companies; and previously worked as Education Advisor in Governor Reagan's administration. He has a business administration degree and an architecture degree from Cal Poly in San Luis Obispo, and is a registered architect in California and seven other states. He is a member of the Board of Directors of Orange Coast College Foundation, Chairman of the Newport Beach City Council Ad Hoc Economic Development Committee, and Chairman of the Board of Directors of the Newport Harbor Area Chamber of Commerce.

Michael Kranzley

Balboa Village, Newport Beach

Mr. Kranzley is a Vice President at Paine Webber in Newport Beach. Former President of the Lido Sands Homeowners Association and member of the Bicycle Trails Committee, Mike is currently serving as Vice Chair of the Newport Beach Planning Commission. He also served on the Planning Commission Steering Committee for the Comprehensive Review of Title XX Zoning Code.



Timothy L. Strader

Corona Del Mar

Mr. Strader is a 26 year resident of Corona Del Mar and is President of The Legacy Company. He was a partner with Don Koll in the development of Koll Center Newport and Lido Village. He received his law degree from UCLA. He is a member of the Board of Directors and Executive Committee of the Orange County Performing Arts Center. He is a member of The State Contractors License Board and remains active in real estate development and management.

William Wren

Peninsula Point, Newport Beach

Mr. Wren is the President of William A. Wren Company, a real estate consulting firm. Previously he spent 20 years with Chevron Land and Development Company as a Senior Project Manager and has also participated in several different Urban Land Institute projects. He has an economics degree and an MBA from Stanford University. He is a Director for the Orange County Chamber of Commerce and is a member of numerous community committees and charitable groups.

Community Representatives

- District Planning Workshops -

Facilitators: Urban Design Camp
Jack Camp - President, Urban Design Camp
Mike Adams - Urban Design Camp
William Blurock, FAIA - Blurock Partnership, Advisor to Jack Camp and BPPAC

◆

Cannery Village

John Barry
John Curci
Gary Disano
Jane Elliott
Russ Fluter
Bill Hamilton
Steve Lewis
Buzz Person
Michael Porter

◆

Balboa Village

Ron Baers
Bob Black
Don Donaldson
Bill Ficker
Ray Handy
Chan LeFebevre
Dan Thompson
John Wortmann

◆

Lido Town Center

John Cotton
Bill Dunlap
Jerry King
Tod Ridgeway
John Sipple
Clarence Turner

◆

McFadden Square

Gary Adams
Marcia Dossey
Henry Johnson
George McGaffigan
Rob Roubian
Fran Ursini

Appendix "A"

RESOLUTION NO. 95-32

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWPORT BEACH ESTABLISHING THE BALBOA PENINSULA PLANNING ADVISORY COMMITTEE.

WHEREAS, the City Council has received communication from residents and business people that the type and quality of commercial development on the Balboa Peninsula does not well serve the residents on the Peninsula and the City as a whole; and

WHEREAS, the City Council desires to investigate the nature and extent of this problem and to seek solutions; and

WHEREAS, the City Council in addressing this problem desires to appoint a Committee composed of community members all of whom are knowledgeable in commercial redevelopment and some of whom live and work on the Peninsula.

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Newport Beach hereby establishes the Balboa Peninsula Planning Advisory Committee as follows:

MEMBERSHIP: The Chairman of the Committee shall be Fritz Duda. The remaining members shall consist of three members at large and three members who live in and shall represent the Peninsula/Lido Area.

TERM: The Committee shall sunset upon presentation of its final report to the City Council or December 31, 1995 which ever occurs first unless the term is extended by action of the City Council.

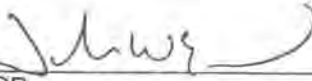
FUNCTION AND DUTIES:

1. Develop a Study Design.
The initial task of the Committee shall be to investigate the general scope of the problem and to determine how best to address it in terms of the precise geographical boundaries, the staffing and/or consultant requirements and a work program. The work program shall provide ample opportunities for public hearings and citizen input.
2. Determine Funding Requirements.
The Committee shall determine what funds or other resources are necessary to complete the study outlined in the first task and shall seek to secure such funds by making recommendations to the City Council, seeking grants or other appropriate means.
3. Coordinate and Monitor the Study Program.
In concert with City staff, the Economic Development Committee or others as appropriate, direct and participate in the study process and ensure that periodic progress reports are made to the City Council.
4. Recommend Implementation Measures.
Upon completion of the study program and the identification of solutions, this Committee shall recommend to the City Council the ongoing organizational and financial commitments necessary to implement the preferred alternatives.

STAFFING:

The Committee shall receive assistance primarily from the Assistant City Manager and periodically from other City departments as necessary. The Economic Development Committee shall also provide assistance and coordination as necessary.

ADOPTED this 13th date of March 1995.



MAYOR

ATTEST:



CITY CLERK



Appendix "B"

BALBOA PENINSULA PLANNING ADVISORY COMMITTEE

BALBOA PENINSULA PLANNING POLICY RECOMMENDATIONS

(Revised October 11, 1995)

DESIGNATE BALBOA PENINSULA AS A SPECIAL PLANNING DISTRICT. DEVELOP A PLAN FOR COMMERCIAL PLANNING AND RESIDENTIAL POLICY ELEMENTS THAT MEETS BOTH TRANSITIONAL AND LONG-TERM OBJECTIVES.

POLICY CONSIDERATIONS NECESSARY TO ESTABLISH POSITIVE CHANGES.

1. Balboa Peninsula - Sense of Place: Provide specific plans that will create a mission and sense of place to differentiate unique roles of the four principal commercial areas:
 - Lido - Civic Center
 - McFadden Square
 - Cannery Village
 - Central Balboa

2. Mission Statement: Adhere to mission statement for a quality community which would include:
 - Enhance and expand residential element.
 - Consolidate and redevelop concentrated quality commercial elements.
 - Enhance landscape and streetscape for residential and commercial elements.
 - Consider Redevelopment Agency and comprehensive Redevelopment Area plans.
 - Revise planning and zoning ordinances to provide incentives for both transitional and long term plan objectives.

3. Residential Compatibility:
 - Encourage resident-compatible commercial-retail uses.
4. Strategy for Attracting Quality Visitors:
 - Encourage uses that attract visitors who make a positive economic and social contribution.
 - Discourage uses that attract visitors who make a negative economic and/or social contribution.
 - Focus on key historical and cultural sites that provide greatest improvement potential.
5. Crime and Security:
 - Reduce and control quality of on and off sale liquor license establishments.
 - Consider limitations and restrictions on liquor stores, bars and theater-nightclubs.
 - Increase patrol levels.
 - Consider highly visible police substation at or near Central Balboa.
6. Parking Management Plan: Establish and implement a Peninsula Parking Management Plan that:
 - Restrict visitor parking in residential areas.
 - Gives resident users priority privileges.
 - Allocates financial burdens to high impact users which adversely impact residential and commercial-retail businesses and which provide little or no economic benefit to City.

- Prohibits credit for remote parking facilities in entitlement process without appropriate mitigation (i.e., provision for shuttle or transportation services).
- Reduce dependency for vehicular access and parking. Encourage pedestrian access.

7. Open Bay Front:

- Open bay front in Central Balboa and selected key areas for visiting yacht facilities to provide access by bay and bring tourists to area by water.
- Establish Bay Management Plan to enhance service and control for yachting, recreational and resident users.
- Discourage negative influences and uses that interfere with stated objectives.

8. Quality Hospitality:

- Establish Bed and Breakfast zones
- Establish key sites and incentives for quality lodging and hospitality facilities
- Vigorously enforce short term lodging ordinance and establish minimum hospitality quality standards as a condition to permitting short term rentals.

9. Maintenance and Code Enforcement: Increase code enforcement and establish a maintenance ordinance to address deferred and declining commercial and residential elements.

10. New Sign Ordinance: Establish a comprehensive sign ordinance for the Peninsula Villages.

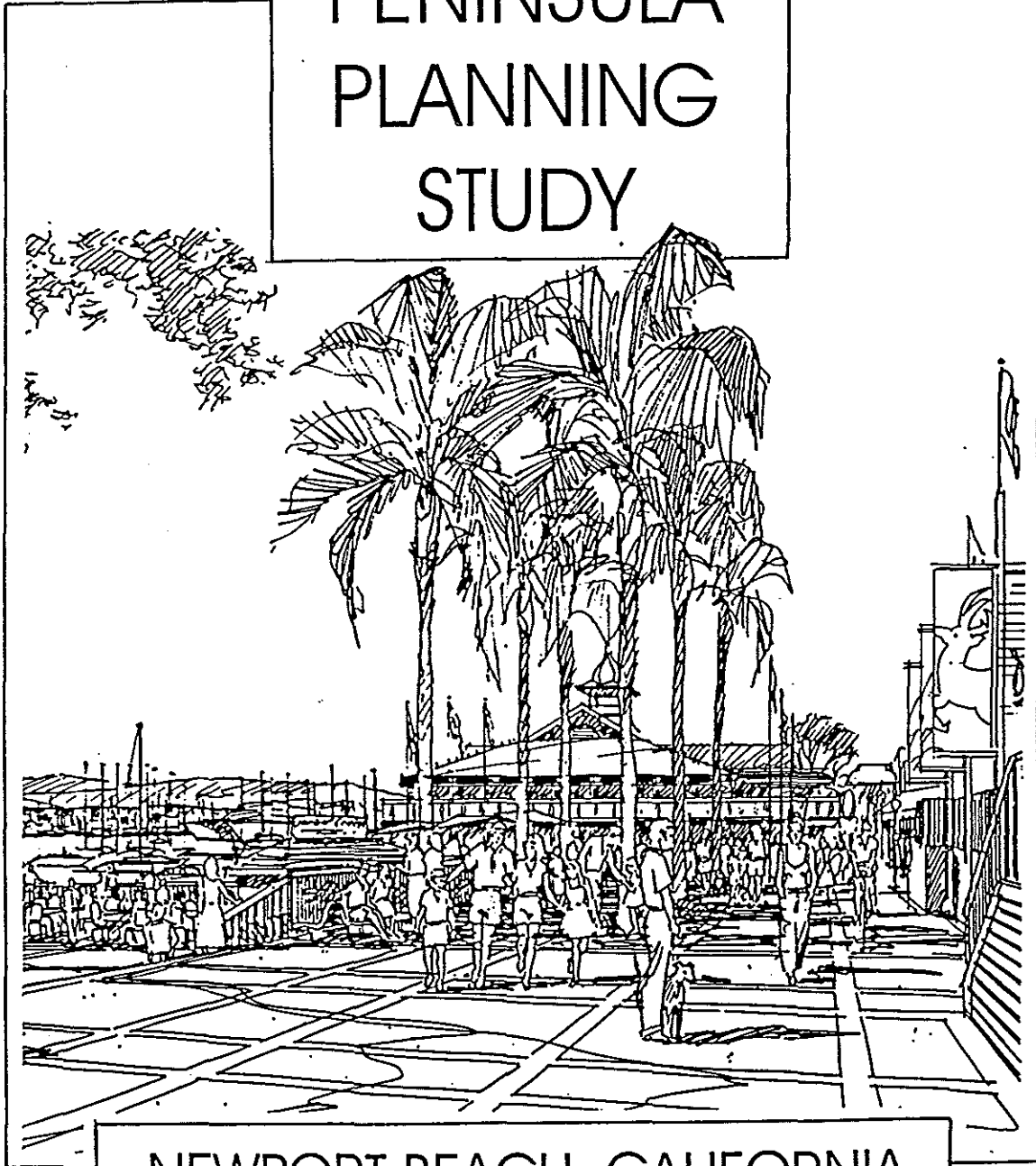
11. Traffic Circulation: Develop a new traffic circulation plan which recognizes:

- The necessity for a new circulation plan at McFadden Square.

- Peninsula capacity limitations and residents' necessity for reasonable ingress, egress and compatible commercial-retail elements.
12. Opportunities: Maximize opportunities and existing economic strengths. Key examples:
- The Bay as an amenity.
 - Marine sales and service industry.
 - Visiting yachting and regatta participants.
 - 15th Street Marina, hospitality, lodging and yachting center potential.
13. Transfer Traffic and Parking Impacts: Transfer high traffic and parking impact uses off Peninsula.
14. Community Issues Management: Institute a community issues management strategy to clearly understand the community issues and develop support for key elements of the plan. Prioritize the key catalysts that stand for quality change. Coordinate planning program with Economic Development Program.
15. Transitional Interim Measures: City Council must be willing to invoke urgent transitional ordinances and zoning controls designed to:
- Prevent addition of commercial uses that are inconsistent with stated objectives.
 - Control expansion or transfer of existing undesirable uses.
 - Proactively seek desirable uses for strategic sites.
 - Control existing enforcement costs.
 - Demonstrate to community at large that City is committed to change.

(BPPAC-15.PT)

BALBOA PENINSULA PLANNING STUDY



NEWPORT BEACH, CALIFORNIA

**URBAN
DESIGN
CAMP**

MASTER PLANNING
URBAN DESIGN

BALBOA
PENINSULA
PLANNING
STUDY

prepared for
the city of
NEWPORT BEACH, CALIFORNIA

prepared by
Urban Design Camp
JANUARY, 1997

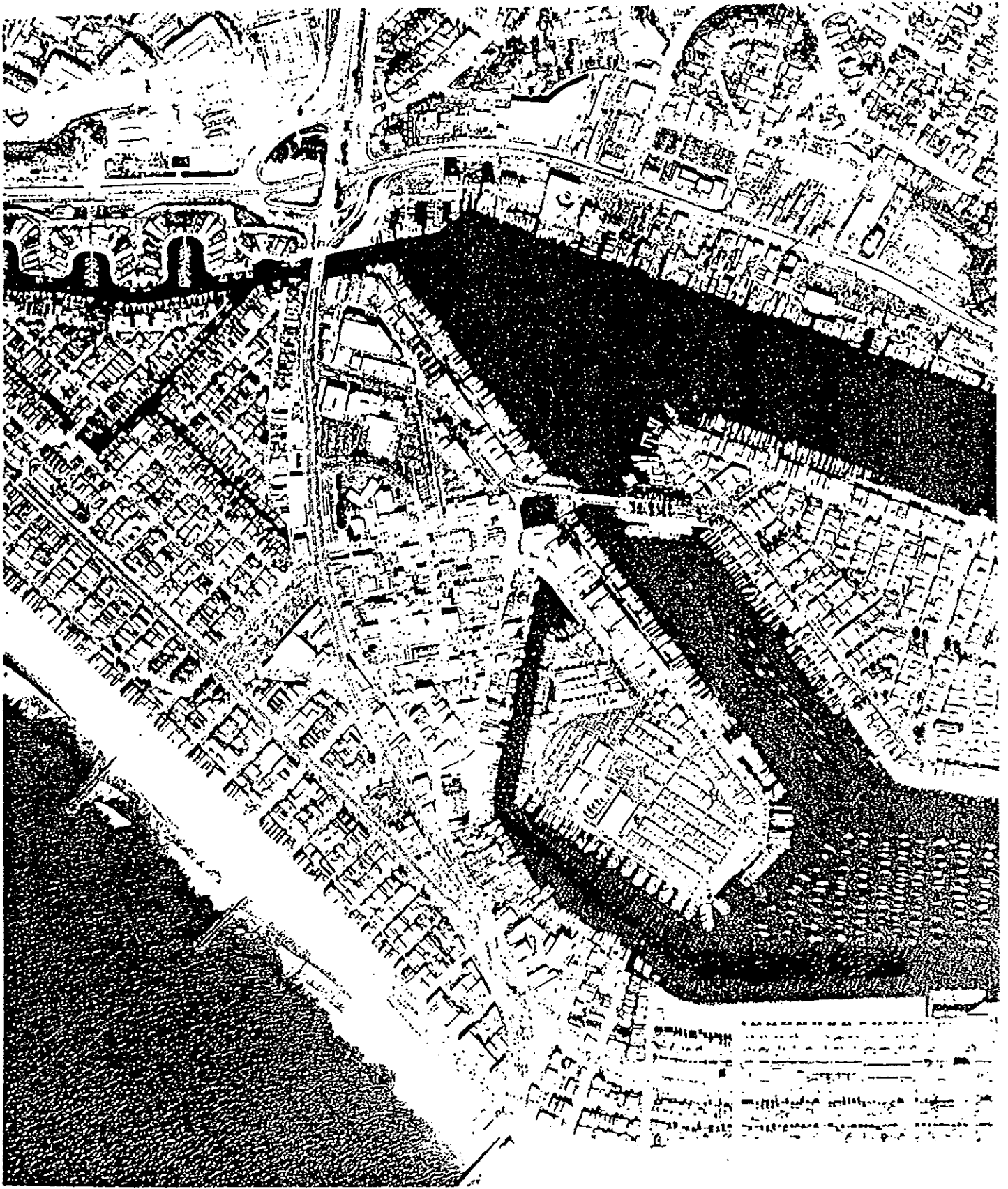
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INTRODUCTION

In May of 1996, the City Council authorized a contract with Urban Design Camp for the expressed purpose of identifying current issues, discovering common concerns and developing alternative concept plans to improve the quality of life on the Balboa Peninsula.

The Balboa Peninsula Planning Study is intended to identify ways in which the area can be improved to the benefit of the entire community. To discover the Peninsula-wide issues and concerns a series of District by District (Village) planning workshops were conducted. These brainstorming sessions focused primarily on the individual Village issues, but the District representatives were also challenged to identify Peninsula-wide concerns.

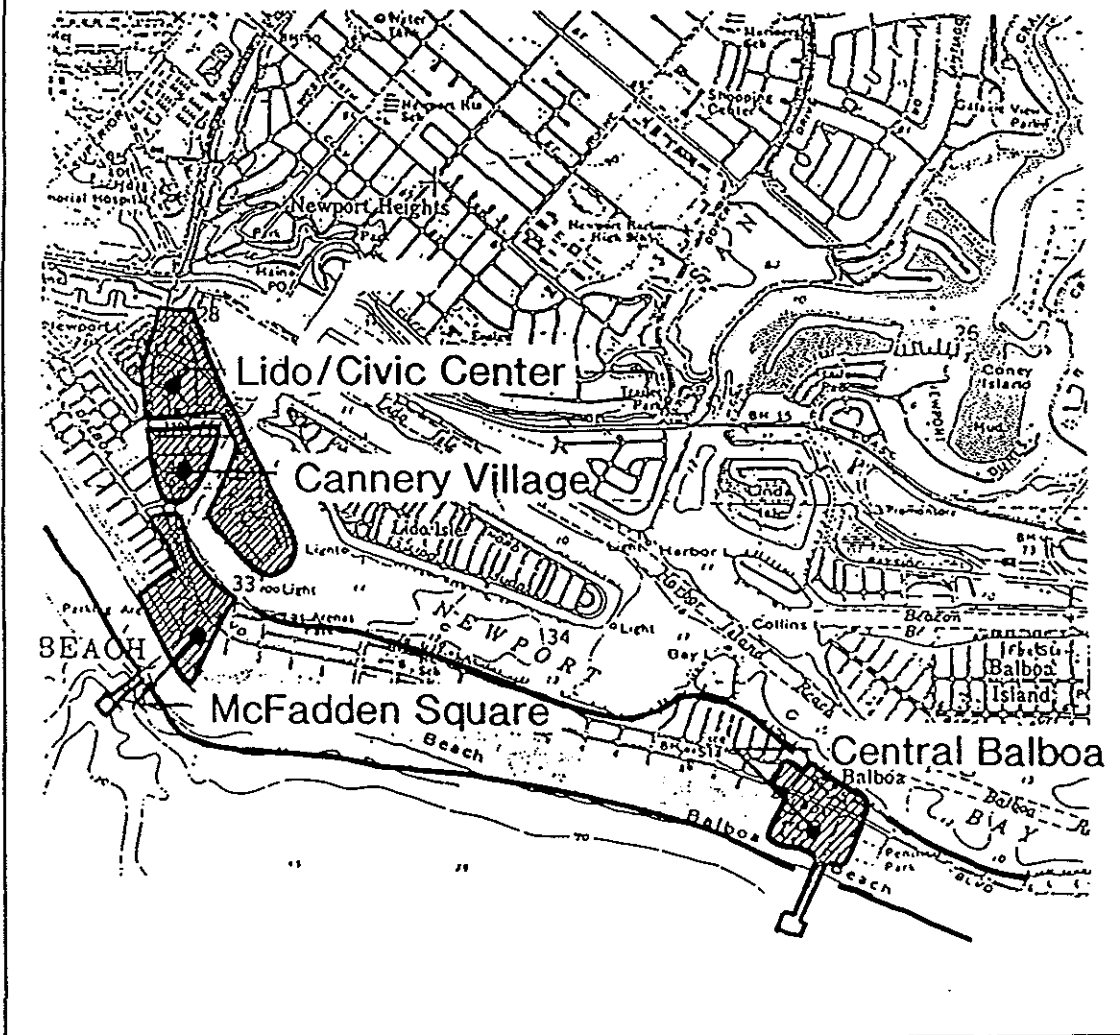
The Planning Study was initiated by the Balboa Peninsula Planning Advisory Committee (B.P.P.A.C.), a city appointed task force. The Planning Study is a follow-up to a 15 Point Policy Plan, prepared by B.P.P.A.C., intended to establish positive changes on the Peninsula. B.P.P.A.C. representatives have served as advisors, to the consultant, throughout the project and participated in the individual District meetings.

The Planning Study builds on the 15 Point Policy Plan and focuses on the four Districts of the Peninsula (Lido/Civic Center, Cannery Village, McFadden Square and Balboa Village). Over the period of nine months, the consultant team worked with representatives from each District were appointed by the City Council with recommendations from the B.P.P.A.C. A wide variety of interests have been represented, including; residents, property owners, business tenants and community groups. Throughout the study process the level of participation and enthusiasm was excellent.

The planning workshops revealed many issues and concerns common and unique along the Balboa Peninsula. In addition to offering an opportunity for community participation, the planning workshops provided the consultant team a forum for discussing traditional and innovative planning techniques and ideas. This combination of desires and techniques can now be balanced with fiscal and political realities forming a cohesive and comprehensive plan to effectuate positive changes for the Peninsula. The recommendations in this study have been reviewed and discussed with the various District representatives and has been well received.

Important to the success of this Planning Study is the recognition of the characteristics unique to each District; and the need to reinforce and enhance these features in order to preserve them. The modern commercial and entertainment activities of the Lido District are balanced by the historic McFadden Square activities. The potentially active high energy Fun Zone and pier of Balboa Village are nicely contrasted with the quaint shopping and dining to be found in Cannery Village. Respect and understanding of these collective features as a whole is critical to properly plan for the future of the Balboa Peninsula.

BALBOA PENINSULA



BALBOA PENINSULA PLANNING STUDY

Newport Beach, California is a diverse coastal community which has evolved through the assemblage of a number of interrelated villages. Some of the more unique villages are located on the Balboa Peninsula. A composition of waterfront and coastal dependent activities and uses combine to create a unique environment for the city.

The Balboa Peninsula is a community with a long history of coastal related development and activities. The community is dependent upon various coastal resources for its economic well being. The Peninsula is an area that attracts a wide variety of individuals. It is this diversity that is the basis of many of the area's concerns.

The Balboa Peninsula is comprised of four District villages strung along an interconnected spine of roadways, each village offering both unique and similar services and activities for residents and visitors alike. Each District attempts to provide goods and services to their respective residents and to some extent compete with each other for the attention of visitors to the Peninsula. The similarities of the four Districts are readily apparent. However, the characteristics of each District are very different and it is through these shared differences that the unique elements which form and identify the villages emerge. This combination of different but similar areas make the Balboa Peninsula a worldwide attraction and resource.

The Balboa Peninsula Planning Study offers strategic planning recommendations for policies and ideas to effectuate change on the Peninsula. This study is not intended to be a Master Plan or Specific Plan to guide or regulate development on a District by District, block by block or lot by lot basis. Ideally, a Master Plan for the Balboa Peninsula will be prepared in the near future. A quality Master Plan will effectively influence the quantity, size, variety and liveliness of new and expanded development and activities; stimulate private investment and leverage the relatively limited public resources. There is also a need to coordinate government activities and responsibilities with Peninsula-wide and District concerns. A Peninsula Master Plan will not only establish a vision and guide the long range physical development of the area, but may also promote timely decisionmaking and a continuity of public improvements.

CONCEPT PLANS

The Balboa Peninsula Planning Study presents Concept Plans which identify and highlight general objectives and specific solutions for the Peninsula and each of the four Districts. The Study began with a workshop in each of the four Districts to identify the areas of concern. The planning workshops provided an opportunity for Peninsula District representatives to brainstorm their unique and collective problems. Potential solutions were discussed and characterized according to their importance and priority (low, medium, or high). The priority levels were applied to solutions based on their impact and ability to reach the identified objectives. The issues were next analyzed for their amenability to change (easy, moderate, or difficult). The goal being to identify the most effective solutions to close the gap between the current problems and the community objectives.

Throughout the study many issues were raised and concerns expressed. In order to provide a comparative format for review, the District by District and Peninsula-wide issues have been categorized into the same major headings (land uses, access/circulation, parking, image/aesthetics and safety). The study focuses on these common concerns and recommends potential short-term (3-5 years), mid-term (5-10 years), and long-term (10+ years) solutions for consideration.

The workshops provided an opportunity for identification of the issues, and when combined with the independent research, the recommendations became apparent. The list of consultant recommendations and solutions are a result of analyzing the problems which are most amenable to change and achieve the most significant impact. Following the suggested solutions is a note to indicate the degree of difficulty for implementation. Many issues and solutions were identified, all were evaluated and those which had a reasonable expectation of success have been included in this study.

Strategies to facilitate change have also been identified. An implementation strategies section has been included which discusses a number of programs and funding sources which may be applicable and should be considered by the city. Finally, the study concludes with recommended next steps, listing special studies, capital improvement projects and community programs.

BALBOA PENINSULA CONCEPT PLAN

The Balboa Peninsula is a very important component to the City of Newport Beach. In order to adhere to the identified mission statement of the Peninsula, 'to establish a quality community,' a number of issues need to be addressed and priorities established. The overriding concern for the Peninsula as a whole is the need and desire to create a sense of place. Public improvements need to be employed which establish a unified design theme for landscaping, lighting, and directional signage along the Peninsula's boulevards. Land uses and activities should be established uniquely for each of the Districts, with a greater amount of attention to resident serving needs. Discovering the appropriate mix of retail tenants for each District is critical.

The circulation system is in need of major improvements. Access to and between the Districts is cumbersome and awkward. Pedestrian, boating, bicycling and public transportation have received little attention. The Peninsula has a substantial supply of parking, however, there is a need to develop a parking management program and plan to optimally use the existing resources.

The overall image of the Peninsula is in need of major upgrading. Peninsula welcome signs and arrival statement signage, along with upgraded landscaping and lighting would greatly improve the area's image. Views and access to the water are limited and should be capitalized upon. The family recreation of boating should be considered as a theme, to be incorporated as a unifying element for the overall image of the Peninsula.

The first priority should be to improve the area's image, the overall appearance is in need of substantial upgrading. The public image of the Balboa Peninsula begins at the intersection of Newport Boulevard and Pacific Coast Highway. A major entry node statement should be created for this critical site. The City is currently planning improvements to the intersection which makes this an ideal time to incorporate specific design features into the bridge elevations, area landscaping and entry signing.

The overall image of the Peninsula to a great extent is determined by the view of and from Newport and Balboa Boulevards. There are many public and private components which comprise the total image; primarily landscaping, lighting, signage, building setbacks and area maintenance. Design guidelines should be prepared for public and private development along the boulevards.

The negative image associated with the boulevards is further compounded by the frustrations associated with the confusing and congested traffic patterns throughout the area. A Circulation Plan to facilitate access to the various Districts in an efficient and effective manner is critical. Newport and Balboa Boulevards should continue to serve as the primary arterials with limited cross traffic and access points into the District villages.

Finally, the concerns about parking needs to be fully explored and investigated. Convenient and accessible parking is critical to the commercial viability of the Peninsula. The Peninsula must achieve and maintain a workable balance of parking availability for visitors, shoppers, employees and residents. There is a real need for a quality Parking Management Plan to develop adequate parking layouts and regulations to manage the existing supply of parking resources and facilities.

Peninsula-wide objectives should support and strengthen the differences in the individual Districts. This can be achieved by encouraging unique features and reducing competitive uses. Improvements in one or both of these areas will greatly affect the character and economic well being of the Balboa Peninsula, and help enhance the livability of the Peninsula and create a unique place in which people want to spend time.

BALBOA PENINSULA OBJECTIVES & RECOMMENDATIONS

OBJECTIVE - LAND USE

DEVELOP AN APPROPRIATE MIX OF COMMERCIAL, RECREATION AND RESIDENTIAL USES AND ACTIVITIES.

Recommendations:

Short-Term

- In order to cluster commercial activities into central cores within each District, establish incentives for commercial enhancement and development within specific District core boundaries (i.e., facade improvement, grants or loans, shared parking options, expanded hours of operation, outdoor dining options, etc.). (moderate)
- Draft an ordinance permitting bed and breakfast activities in the transition areas between the Districts' commercial core and the residential areas. (moderate)
- Permit outdoor dining in select areas without any additional regulations, restrictions, or requirements other than public access. (easy)
- Permit outdoor sales without further regulations. (easy)

Mid-Term

- Prohibit any expansion or new commercial development outside the determined District core boundaries. (moderate)
- Encourage a conversion of commercial to residential use by permitting a higher density of residential, and/or bed and breakfast activities. Note: Any new or expanded residential uses must be able to provide sufficient off-street parking in order to be compatible with surrounding residential uses. (moderate)

- Encourage portable cart sales in select areas (i.e., lease public areas in limited amounts). (easy)
- Develop a business recruitment committee (through Business Improvement Districts) to attract new commercial tenants. (moderate)
- Establish incentives to attract quality hospitality facilities (i.e., new or improved adjacent public recreation, use of public parking, etc.). (moderate)
- Develop guest boat docking facilities for visiting boaters, in each District throughout the Peninsula. (difficult)

Long-Term

- Orchestrate a Relocation and Acquisition Program to move businesses outside of the central core areas into existing vacant, underutilized or underdeveloped properties within District cores. (difficult)
- Establish a higher density residential or mixed-use area with surplus property from Mix-Master Street alignment. (difficult)
- Master Plan and develop a community recreation boating and conference center around Marina Park; including existing community center, expanded beach, parking, and recreation facilities. (difficult)
- Expand pier limit lines for additional public marinas. City should initiate in select locations. (difficult)

OBJECTIVE - ACCESS/CIRCULATION

IMPROVE ACCESS AND CIRCULATION PATTERNS THROUGHOUT THE PENINSULA

Recommendations:

Short-Term

- Develop a circulation system that prioritizes the movement of traffic along Newport Boulevard first, Balboa Boulevard second, and select collector streets third (i.e., 32nd Street). (moderate)

- Develop Peninsula-wide directional signing program to each District from Newport and Balboa Boulevards in landscaped medians. (moderate)
- Reduce the number of curb cuts to access private property along boulevards, if other access points exist. (moderate)
- Eliminate on-street parking in select locations along Newport and Balboa Boulevards, preferably outside the commercial core areas. (difficult)
- Incorporate a "welcome to the Balboa Peninsula" entry statement with the current redesign of Newport Boulevard and P.C.H. (moderate)

Mid-Term

- Acquire property for entry node landscaped areas and welcome statements. (moderate)
- Acquire additional rights-of-way and develop a landscape median the length of Newport and Balboa Boulevards. Place directional and District Identification signage in median. (moderate)
- Reconfigure Balboa Boulevard to "Tee" into Newport Boulevard near 26th Street. (difficult)
- Reduce cross traffic along the boulevards by connecting medians and limiting intersections. (moderate)
- Limit the number of left turn pockets and pedestrian crossings. (moderate)
- Create key entry nodes to each District at 32nd Street, 28th Street, 22nd Street, and Palm Street along the boulevards. (difficult)
- Establish a series of inter-connecting pedestrian walkways throughout the Peninsula, with boardwalks, sidewalks, paths, etc. (moderate)

Long-Term

- Create theme structures as entry monuments for each District, (i.e., archways over the boulevards). (difficult)
- Synchronize all traffic signals along Newport and Balboa Blvd. (difficult)
- Create a traffic circle or roundabout at the intersection of Newport Boulevard and Balboa Boulevard. (difficult)
- Connect the separated sections of Newport Boulevard, relocate the island of commercial activities. (difficult)
- Develop a transportation center near McFadden Square to collect and overlay all public and charter buses and provide shuttles to adjacent Districts. (difficult)
- Explore the implementation of an electric vehicle ordinance for the entire Peninsula (i.e., City of Palm Desert). (difficult)
- Investigate the re-establishment of a "Red Car" like system along Newport and Balboa Bivds. and connect to "Mariner's Mile." (difficult)

OBJECTIVE - PARKING

DISCOVER THE PENINSULA'S TRUE YEAR-ROUND AND SEASONAL PARKING DEMAND AND PROVIDE ADEQUATE PARKING OPPORTUNITIES

Recommendations:

Short-Term

- Implement special permit parking program, different from the current program, providing for annual permits for Peninsula residents, Peninsula employees, city residents, visitors/non-residents. (easy)
- Install short, mid and long-term parking meters, working 24 hrs. (easy)
- Allow compact size parking stalls in select locations, limited to 25% of total spaces in any single location. (easy)

- Replace parallel parking with diagonal where appropriate. (moderate)

Mid-Term

- Consolidate public parking facilities where possible. (moderate)
- Replace parallel parking along Newport Boulevard with adjacent parking courts where feasible. (difficult)
- Develop a Peninsula-wide Parking Management Plan, including a shared parking program. (moderate)
- Provide bicycle parking facilities in the District core areas. (moderate)
- Establish resident only parking, by permit for select hours in select locations. (difficult)
- Develop a mandatory parking permit purchase program concurrent with business license renewal. (easy)
- Develop designated employee parking areas. (easy)
- Develop a program to share the public beach parking. (easy)
- Eliminate all free public parking areas. (easy)
- Establish a parking meter fee of \$.25 per quarter hour for most commercial core meters, with a two (2) hour maximum stay. (moderate)
- Establish a parking meter fee of \$.25 per ten minutes for new Short-Term meters, with a twenty minute maximum stay and locate adjacent to resident serving commercial. (moderate)
- Relocate all Long-Term meters (10-12 hours) to beach area or district perimeters. (moderate)
- Develop a remote parking facility off the Peninsula, with a shuttle system for special events and activities, (i.e., county facility, Hoag Hospital). (moderate)

- Revise current parking regulations and establish parking meter zones consistent with District boundaries. (easy)
- Combine all parking revenues, fees and fines and develop an equitable system for distribution of funds back to the Districts for area improvements including the creation of new parking opportunities, maintenance, clean up, parking related services, shuttle services, landscaping, sidewalk repair and replacement, and other related expenses. (moderate)

Long-Term

- Develop a public transit center for passenger transfer to shuttle bus system. Include bus layover areas, airport transfers, commuter parking, etc. (difficult)
- Develop consolidated public parking facilities, including structured parking where warranted near the district cores. (difficult)
- Develop a full cost recovery in lieu fee option for new and expanded commercial activities. (moderate)
- Create a parking fund account for the in-lieu fees which can only be used for the creation of new parking opportunities. (moderate)
- Eliminate non-essential curb cuts and provide new on-street parking spaces. (moderate)
- Develop a city parking enforcement and collection program through the Police Department. (difficult)

OBJECTIVE - IMAGE/AESTHETICS

IMPROVE THE OVERALL IMAGE AND PHYSICAL APPEARANCE OF THE BALBOA PENINSULA

Recommendations:

Short-Term

- Street sweep and water down Newport and Balboa Boulevards on a daily basis. (moderate)

- Replace all public identification signage with consistent theme signs including: street signs, District identification, building identification and location signs (i.e., blue background with white lettering). (moderate)
- Remove all non-conforming private signage. (difficult)
- Improve the appearance and quality of residential uses by adopting and enforcing the "Uniform Housing Code." (easy)

Mid-Term

- Unify all street lights along Newport and Balboa Boulevards including: size, height, spacing, design and color tint of the lights (i.e., a brighter white). (moderate)
- Develop a landscaped street tree program for the entire length of Newport and Balboa Boulevards. The design should include a consistent theme Peninsula-wide in the medians (i.e., palm trees and colorful plants) and smaller scale street trees within or behind the sidewalk individualized in each District. (moderate)
- Develop landscape design standards for trees on private property adjacent to the boulevards. (moderate)
- Develop a street tree lighting program in the commercial areas, and uplighting for the palm trees in the landscaped medians. (moderate)
- Install standards on the street lights to accommodate display banners and condition all City events to provide banners sufficient to properly impact the boulevards. (moderate)
- Develop new residential regulations and standards unique to the Peninsula as a whole (i.e., parking, outdoor storage, exterior lighting, fencing and walls, landscaping, etc.) (moderate)
- Draft new regulations concerning weekly and monthly residential seasonal rentals (i.e., require owner or manager residence on site, payment of transient occupancy tax and business license, etc.). (moderate)

- Establish a proactive code compliance enforcement program for all properties adjacent to the boulevards including: general maintenance and repair, painting, weeding, storage, trash, etc. (moderate)

Long-Term

- Acquire the rights-of-way necessary and construct landscape medians, a minimum of 8 feet wide to an ideal of 14 feet wide. (difficult)
- Acquire property and construct entry nodes for each District. This can be achieved within the median or proposed traffic circle for McFadden or on adjacent properties to Newport Boulevard like in Lido Village.. Cannery Village and Central Balboa should consider a form of identification signage that would span over the boulevards. (difficult)
- Establish a limited number of specifically designed pedestrian crossing locations on the boulevards. Design a special painted area on the pavement and install traffic control devices. (moderate)
- Establish specific zoning regulations for properties adjacent to Newport and Balboa Boulevards (i.e., establish uniform setbacks, minimum landscape standards, building height and bulk, limited access, etc.). (moderate)
- Develop private signage standards and regulations for areas adjacent to and/or visible from Newport and Balboa Boulevards. These regulations should include maximum ratio of signage square footage with building facade, maximum intensity of illumination, elimination of free standing signage (except monument signs), roof signs, window displays greater than 15% of the opening, temporary signage, animated signage and inflatable signage. Other private signage should be reviewed on a District by District basis. (difficult)

OBJECTIVE

IMPROVE THE PUBLIC PERCEPTION OF THE BALBOA PENINSULA

Recommendations:

Short-Term

- Incorporate a phrase like "located along the beautiful Balboa Peninsula" in all public advertising and publications. (easy)
- Encourage the staging of more year-round special events (i.e. a Farmer's Market). The events, although occurring in one District can be used to promote the entire Peninsula. (moderate)

Mid-Term

- Create an extensive public relations campaign for the Peninsula as a whole, with the Chamber of Commerce. (easy)
- Encourage the formation of a Business Improvement District in each of the four Districts. (moderate)
- Expand the Police on Bikes Program for all Districts. Consider combining this service with parking control. (moderate)

Long-Term

- Create a water oriented boating theme for the Peninsula. (moderate)
- Establish specific bay to ocean pedestrian crossings. (moderate)
- Acquire property or limit development and expansion on property which provides unique opportunities for public access to the waterfront. This can be visual as well as physical. (difficult)
- Expand the number of waterfront access opportunities. Interconnect the system of boardwalks and improve the existing view shed along the public rights-of-way. (difficult)

OBJECTIVE

ENHANCE THE UNIQUE QUALITIES WITHIN THE INDIVIDUAL DISTRICTS TO
CREATE A PENINSULA-WIDE SENSE OF PLACE

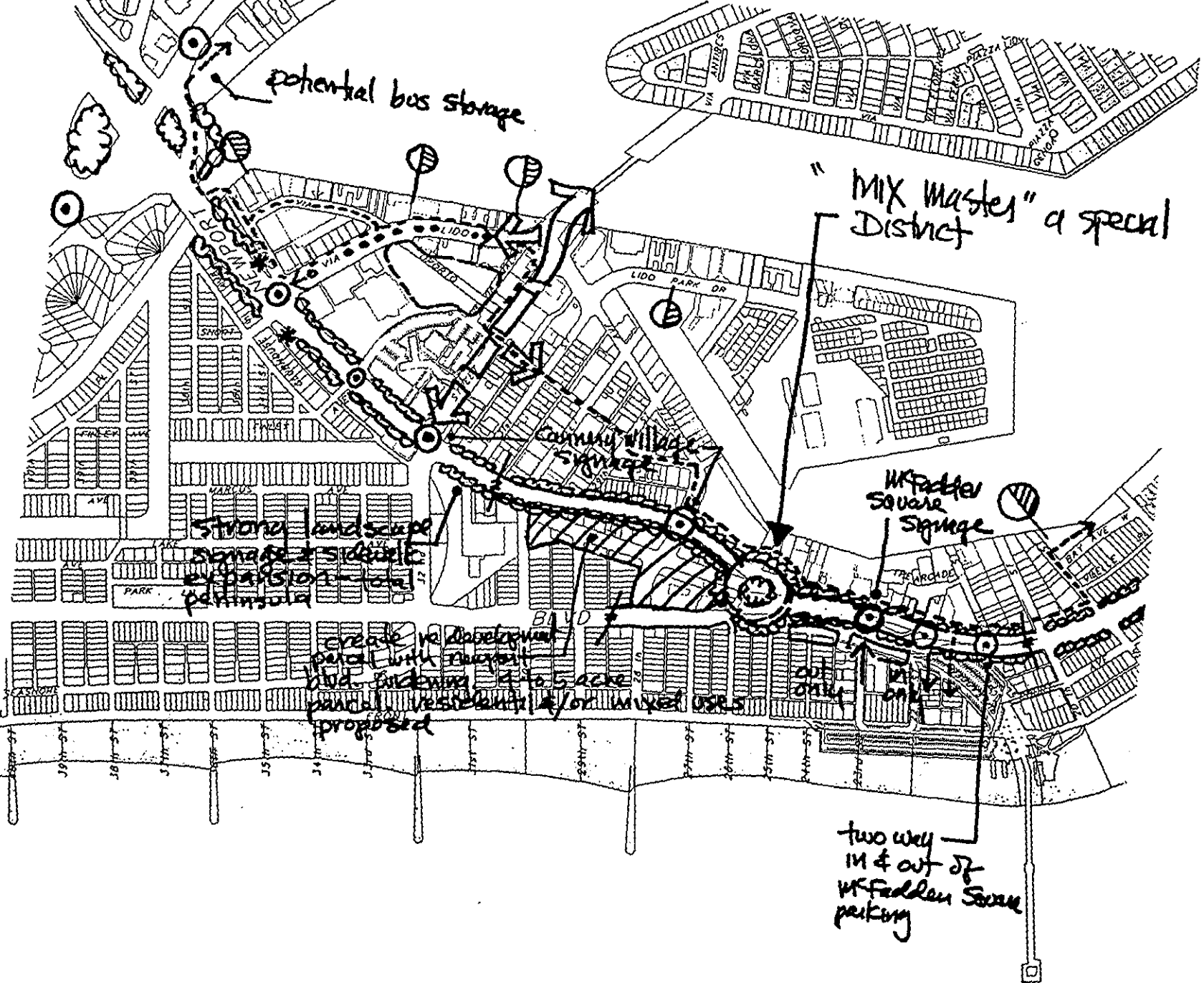
Recommendations:

Short-Term

- Develop specific standards for District by District rehabilitation and development. (moderate)
- Create different themes for each District that are compatible with the Peninsula as a whole. (easy)

Mid-Term

- Amend current District Specific Area Plans to establish recommended District themes and develop overall Specific Plan for the Peninsula as a whole. (moderate)
- Investigate the formation of a Peninsula-wide Redevelopment Project Area, in order to facilitate physical improvements. (difficult)



potential bus storage

"MIX MASTER" a special District

strong landscape sense & sidewalk expansion peninsula

K Fadden Square

create redevelop parcel with mixed use parking, residential &/or mixed uses proposed

two way in & out of K Fadden Square parking

Balboa Peninsula Planning Study

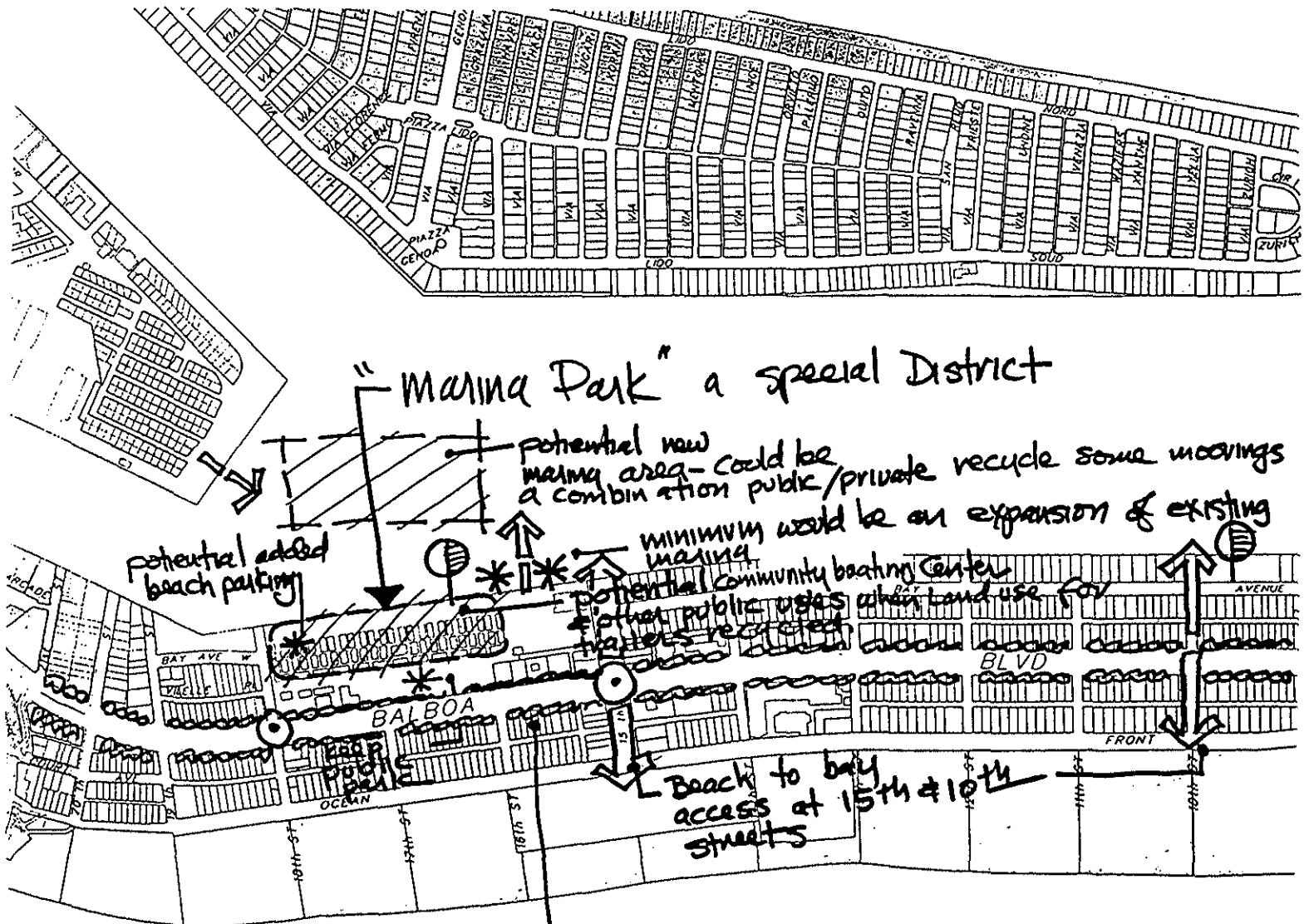
Concept Plans for Balboa Peninsula Overall - Area One



MASTER PLANNING
URBAN DESIGN

Balboa Peninsula Planning Study

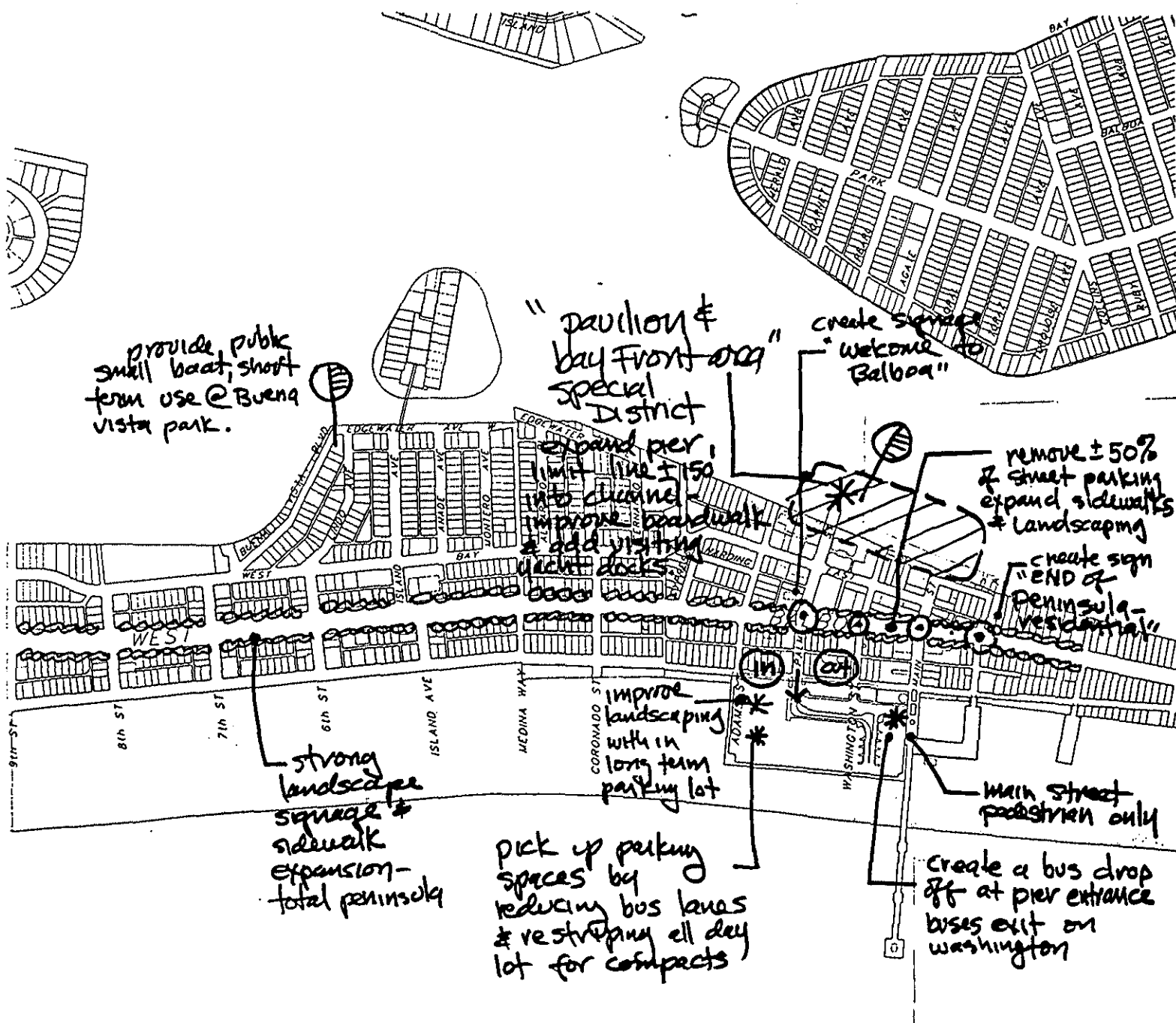
Concept Plans for
Balboa Peninsula
Overall - Area Two

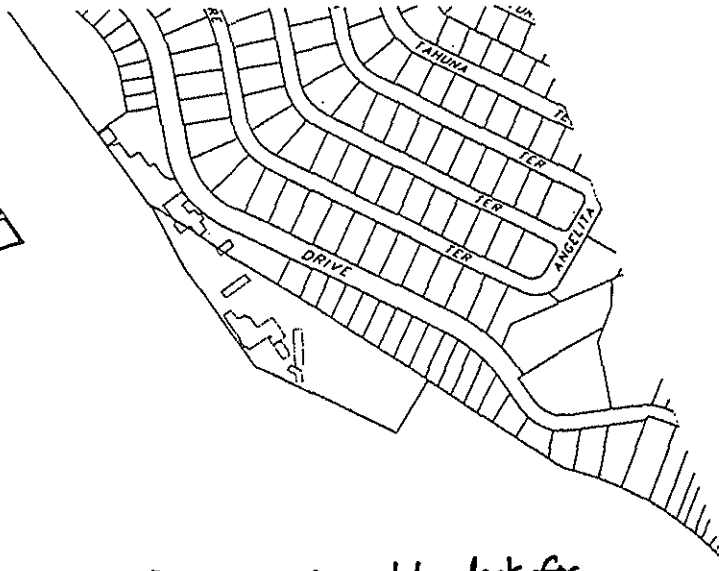


MASTER PLANNING
URBAN DESIGN

Balboa Peninsula Planning Study

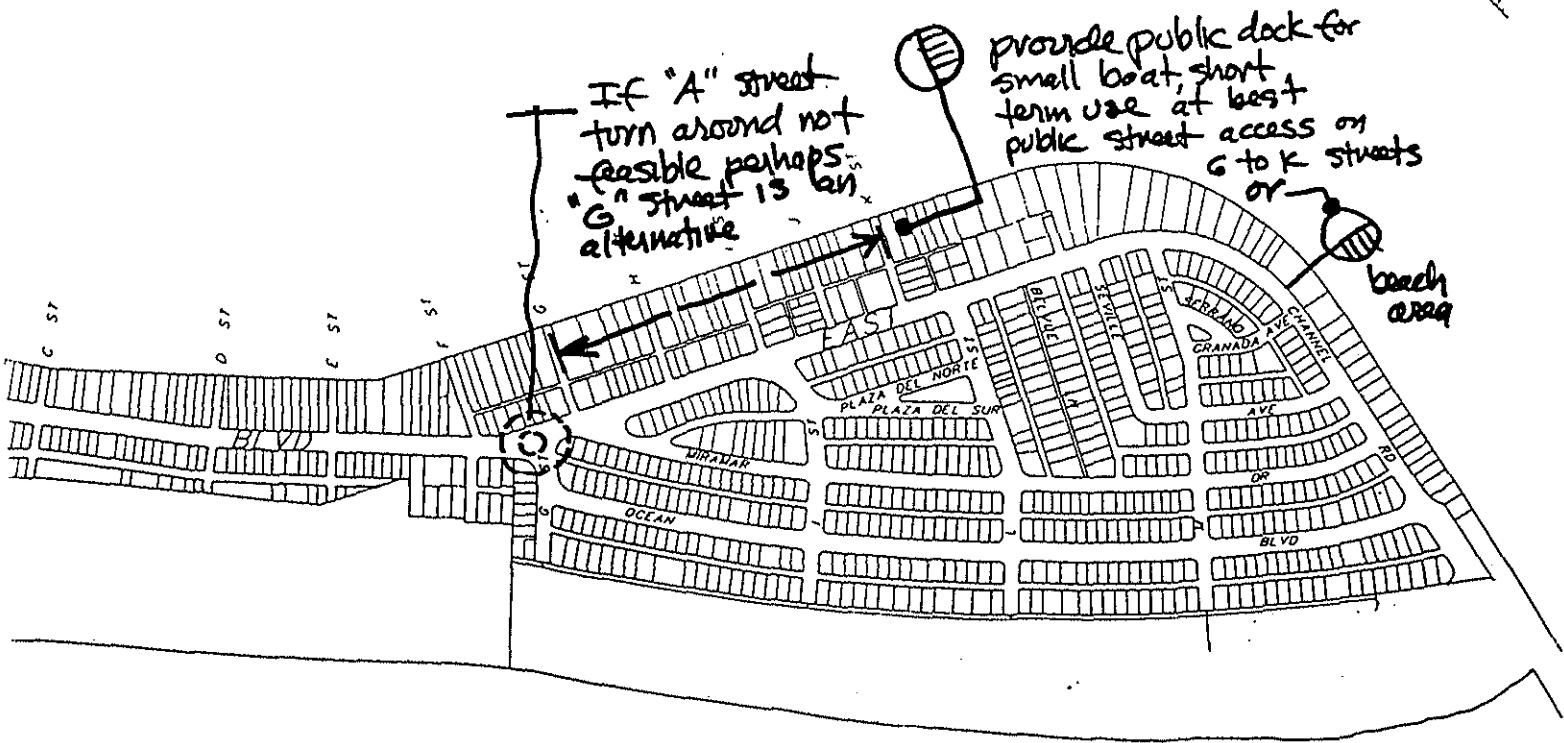
Concept Plans for
Balboa Peninsula
Overall - Area Three



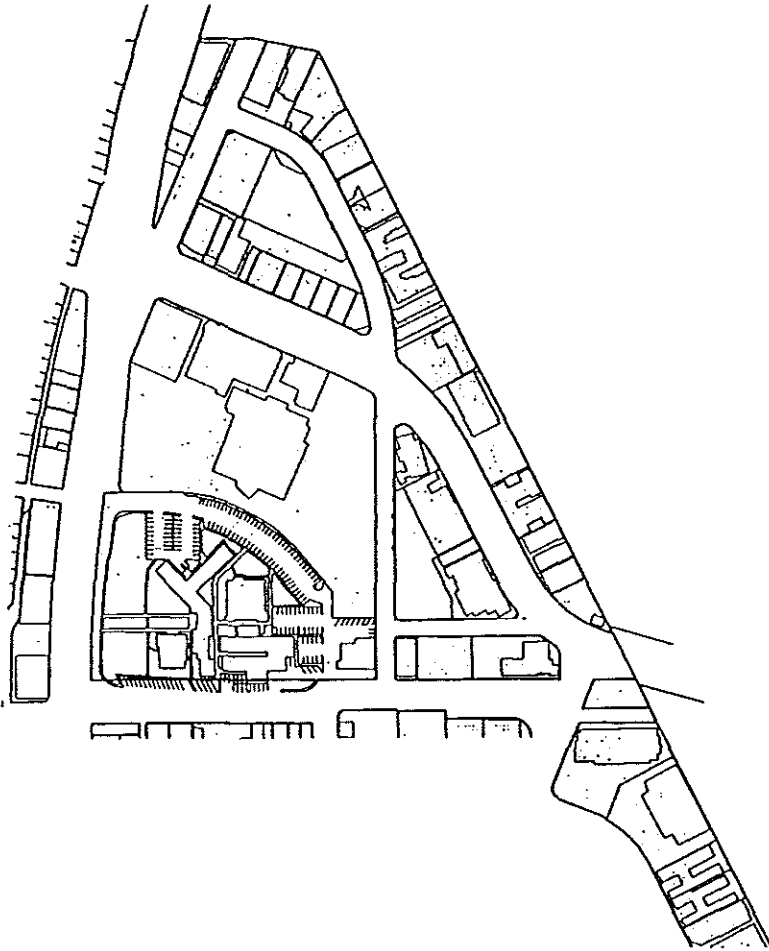


Balboa Peninsula Planning Study

Concept Plans for
Balboa Peninsula
Overall - Area Four



LIDO/ CIVIC CENTER



LIDO/CIVIC CENTER CONCEPT PLAN

The Lido/Civic Center is a large diverse District including a major retail area, the City's governmental center and a substantial amount of residential activity. The District is comprised of newer more modern structures distinguishing itself from the other more historic Districts of the Peninsula.

Lido Village and Lido Marine Village offer shopping and dining opportunities for area residents and visitors alike. The retail shops mostly cater to the year-round needs of the local population. The District also provides many professional offices and daily houses a fairly large work force. Lido Marine Village, developed as a mixed use project, has experienced marginal success. The development needs to capitalize better on the adjacent asset of the bay. Water oriented retail, restaurants, entertainment and recreation seem best suited for the site. The inclusion of a residential option as a means of occupying vacant office space should be carefully analyzed.

The District is bisected by Via Lido, a major street that serves as a collector to convey residents out of the area. 32nd Street to the south could serve the area better as a through traffic conduit, allowing Via Lido to become a true shopping street with convenient parking, wider sidewalks, street trees and handsome store fronts.

There is an abundance of parking in the District; however, it is comprised of a variety of public, private, on-street, off-street, free and fee spaces. Parking is very poorly organized and has become a detriment to the area. A shared parking facility and plan could greatly enhance the District.

Lido Peninsula is also part of the District and offers the community a special location for future development. The Peninsula should be master planned as a whole and developed in phases. However, it is unlikely that anything will happen in the near future.

The Lido/Civic Center District should continue to serve as the retail hub of the Balboa Peninsula. A series of planning and design recommendations need to be employed to enhance the area and restore its retail prominence. This District has the potential to accommodate the largest buildings and greatest intensity of development on the Peninsula.

Parking is the key component to making the District successful. The existing parking resources need to be reconfigured and cleverly managed to address the variety of demands in the District. Short term convenient retail customer parking should be provided along Via Lido and a new shared parking facility should be developed behind Lido Village and City Hall. The existing parking structure should be used for long term parking of area employees, and should be considered for tour and charter boat parking.

The current pattern of retail, office and government services should remain and be expanded upon. The District can easily accommodate more entertainment type uses. Residential uses should be allowed as a means of occupying vacant office space. The bayfront Area needs to take more advantage of the location with public walkways, small parks and view sheds. Primary access to the District should come from Newport Boulevard through 32nd Street.

The Lido/Civic Center District is bound by Newport Boulevard, 32nd Street and the bay. In addition, the District includes Lido Peninsula. The District is divided into three sub areas; Lido Village, City Hall and Lido Peninsula. Each sub area has slightly different designations. Lido Village is designated for recreation, marine, retail and service commercial. City Hall is designated for retail and service commercial, and allows governmental, educational, and institutional facilities. No residential uses are permitted. Lido Peninsula is designated for recreation and marine commercial and single family attached residential. In addition, Lido Peninsula is zoned Planned community anticipating some future change.

The following pages identify the objectives and recommendations for the Lido/Civic Center Concept Plan. The recommendations have been categorized as short-term, mid-term, and long-term; and highlighted on maps at the end of the section. The ease or difficulty of accomplishment has also been noted.

LIDO/CIVIC CENTER OBJECTIVES & RECOMMENDATIONS

OBJECTIVE - LAND USE

REESTABLISH AND ENHANCE A MIX OF RETAIL, OFFICE, RESIDENTIAL AND GOVERNMENT ACTIVITIES.

Recommendations:

Short-Term

- Create a retail shopping street along Via Lido by reducing street section to one travel lane in each direction with new diagonal parking. (moderate)
- Encourage outdoor dining and sales in designated areas. (easy)
- Encourage special events such as sidewalk sales, art exhibits, afternoon concerts, etc. (moderate)

Mid-Term

- Develop a shared parking program for the site behind the Civic Center adjacent to Via Oporto. (moderate)
- Allow residential development and conversion for select upper story locations. (moderate)
- Provide public boat docking facilities in Lido Marine Village. (moderate)
- Encourage more restaurants, through regulation incentives, (i.e., shared parking). (moderate)

Long-Term

- Consolidate public parking uses by eliminating streets and alleyways. (difficult)
- Investigate the development of an entertainment center. (difficult)
- Develop a waterfront park and assembly area for public gatherings, (i.e., the site next to the Elk's facility). (moderate)
- Expand governmental service base, concentrate other civic activities into District. (moderate)
- Allow medium density residential and/or mixed-use activities to replace strip commercial uses on west side of Newport Boulevard. (moderate)

OBJECTIVE - ACCESS/CIRCULATION

DEVELOP A CIRCULATION SYSTEM WHICH PROVIDES BETTER ACCESS TO AND WITHIN THE DISTRICT.

Recommendations:

Short-Term

- Redesign 32nd Street to be an east-west collector street and southern access point to the District. (moderate)
- Redesignate Via Lido as two lane/two way shopping street with diagonal parking. (moderate)
- Maintain Via Oporto in Lido Marine Village for pedestrian and access to the parking structure only. (easy)
- Maintain small left turn pocket on Newport Boulevard for entrance to City Hall and Lido Village. The primary access to the District should be from Newport Boulevard through 32nd Street with a double left turn pocket. (difficult)
- Maintain small single lane left turn pocket on Newport Boulevard for Via Lido. (moderate)

Mid-Term

- Establish entrance nodes to the Village from Newport Boulevard at Via Lido and 32nd Streets. (difficult)
- Establish a pedestrian priority circulation system using sidewalks, boardwalks and along Via Lido. (moderate)
- Create interconnected waterfront boardwalk through the Village, and connect to Cannery Village. (moderate)
- Develop a series of theme directional signs. (moderate)
- Redesign the Newport Boulevard/32nd Street intersection and the Via Lido/32nd Street intersection to accommodate additional Lido Island traffic and District traffic. (difficult)
- Create pedestrian, bicycle, electric cart path across channel to Mariner's Mille. (difficult)

Long-Term

- Vacate Via Oporto south of Via Lido and Via Valada and make part of shared parking facility. (difficult)
- Investigate a traffic circle at 32nd and Lafayette Avenue. (difficult)

OBJECTIVE - PARKING

PROVIDE CONVENIENT AVAILABLE PARKING TO FACILITATE ALL RETAIL, RESTAURANT, ENTERTAINMENT, OFFICE AND GOVERNMENT ACTIVITIES.

Recommendations:

Short-Term

- Increase parking supply by replacing parallel parking with diagonal parking along Via Lido. (moderate)
- Allow compact size parking stalls in select locations. (easy)

- Redesignate employee parking at City Hall to public parking. Relocate employee parking to remote areas. (moderate)
- Implement special permit parking program (other than existing city program). (moderate)
- Install short and long term meters (working 24 hours a day). (easy)
- Designate employee only parking areas. (easy)

Mid-Term

- Review parking patterns and study District parking demand. (moderate)
- Develop a parking management plan. including a shared parking resources program (i.e., designate the parking structure for all District employees). (moderate)
- Increase use of parking structure by eliminating public parking facilities along Central Ave. and adjacent to the Elk's facility. (moderate)
- Provide bicycle parking facilities. (easy)
- Investigate alternative access to existing parking structure. (easy)

Long-Term

- Develop a combined or shared valet parking system for restaurant and entertainment patrons. (moderate)

Remove some on-street parking to accommodate circulation plan along 32nd Street and Newport Boulevard. (moderate)

OBJECTIVE - IMAGE/AESTHETICS

REESTABLISH AND ENHANCE THE VILLAGE ATMOSPHERE OF RETAIL AND ENTERTAINMENT FOR THE PENINSULA.

Recommendations:

Short-Term

- Limit the amount and type of signing allowed for commercial uses. (moderate)

Eliminate non-conforming signs. (difficult)

Mid-Term

- Develop sign guidelines for the District, encourage an abundant use of lighting including neon. (moderate)
- Develop uniform street and landscape lighting program. (moderate)
- Encourage banners for special events. (easy)
- Use special pavers or patterns for pedestrian paths. (moderate)
- Develop a street tree program. (moderate)
- Encourage quality architectural styles and designs through flexible design guidelines. (moderate)
- Develop a facade improvement, loans and grants, program. (moderate)
- Explore a theme lighting, landscaping and signing for District identification. (moderate)
- Create entry nodes to the Peninsula and District along Newport Boulevard (i.e., Via Lido and 32nd Street). (difficult)

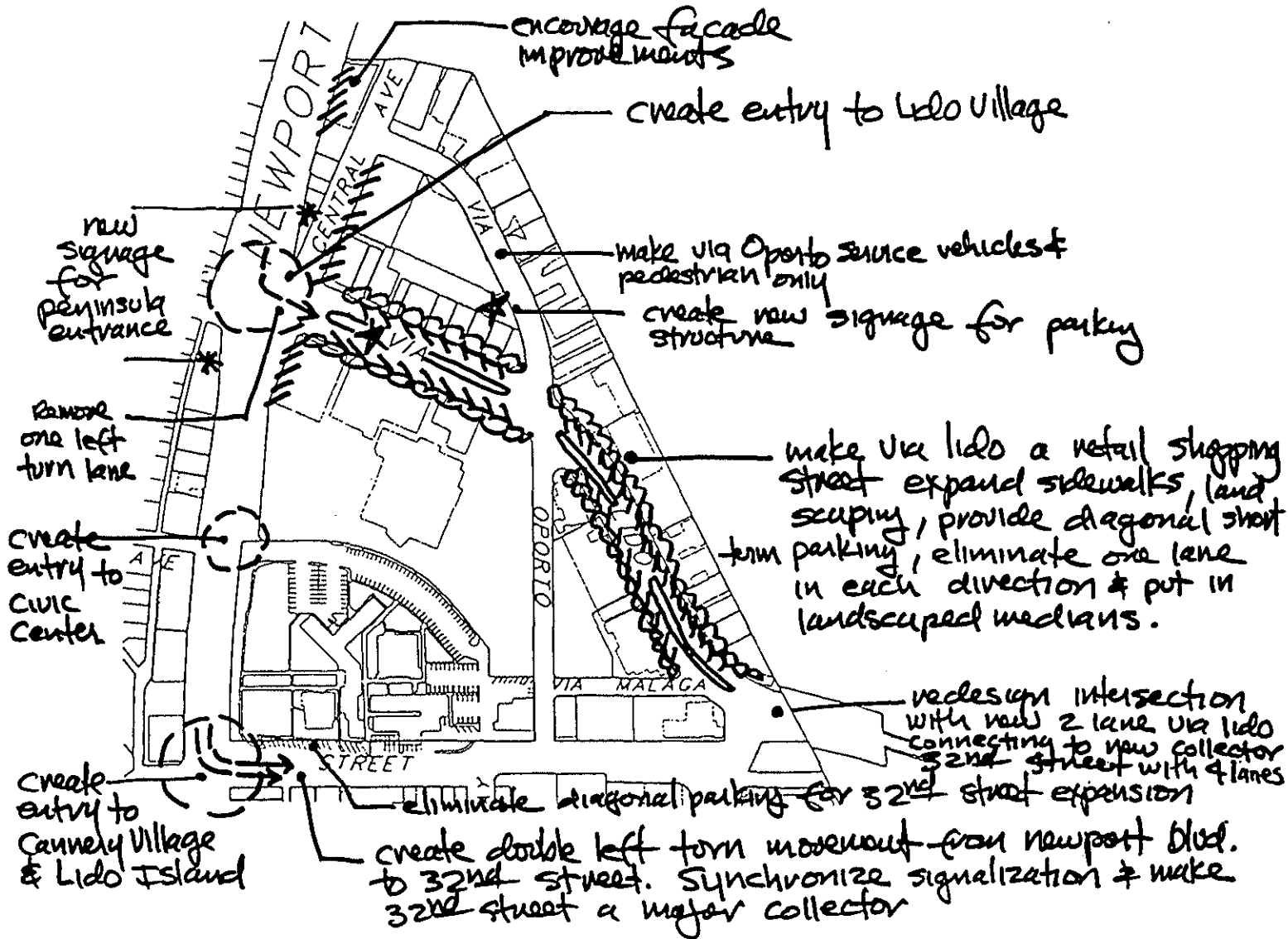
Long-Term

- Rehabilitate exterior of City Hall and improve landscaping. (difficult)
- Develop a Business Improvement District. (moderate)
- Encourage facade improvements for District, with special attention to the Newport Boulevard frontage. (difficult)

Balboa Peninsula Planning Study

Concept Plans for
Lido/Civic Center
District

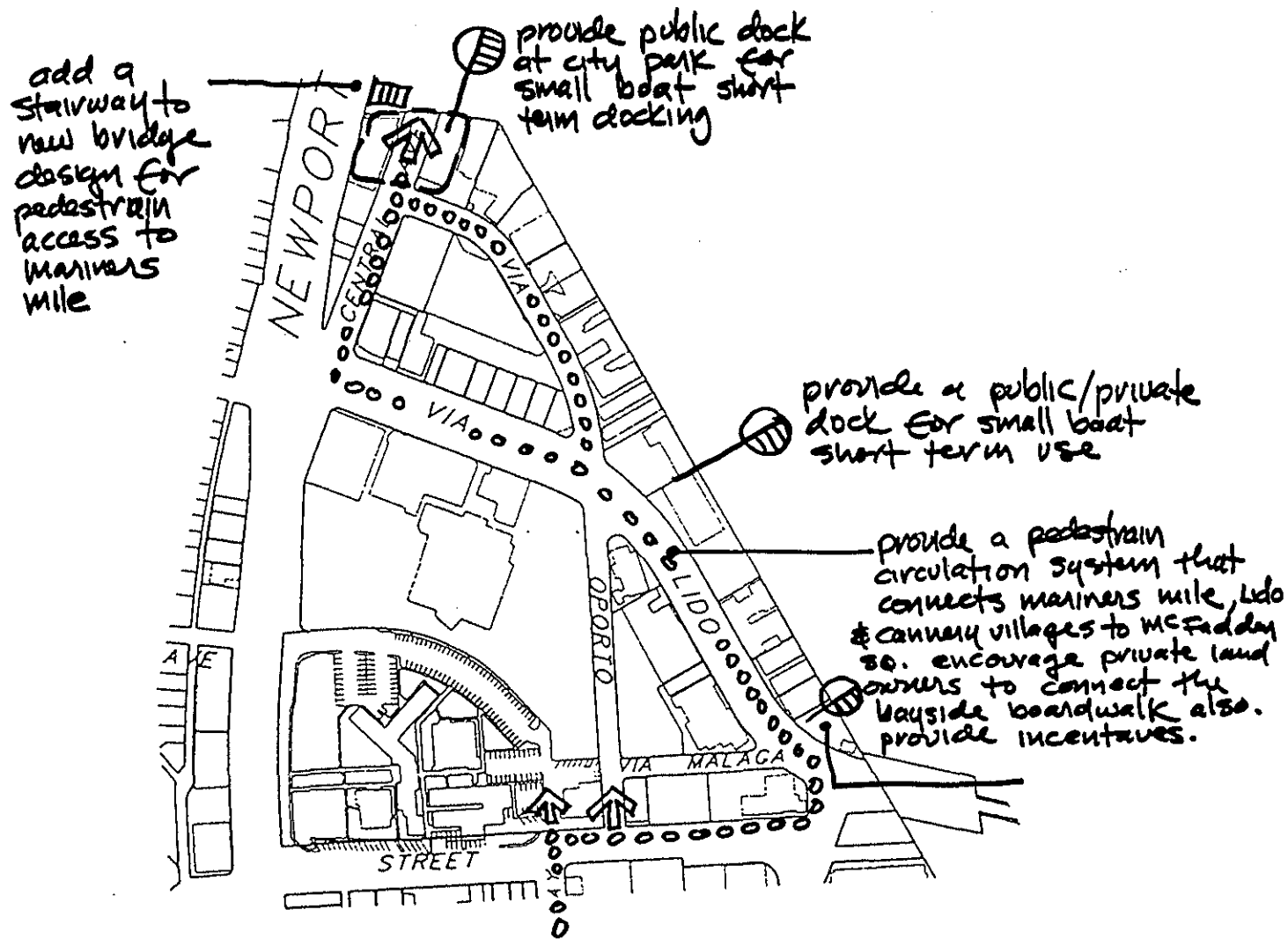
Short-Term
Recommendations



Balboa Peninsula Planning Study

Concept Plans for Lido/Civic Center District

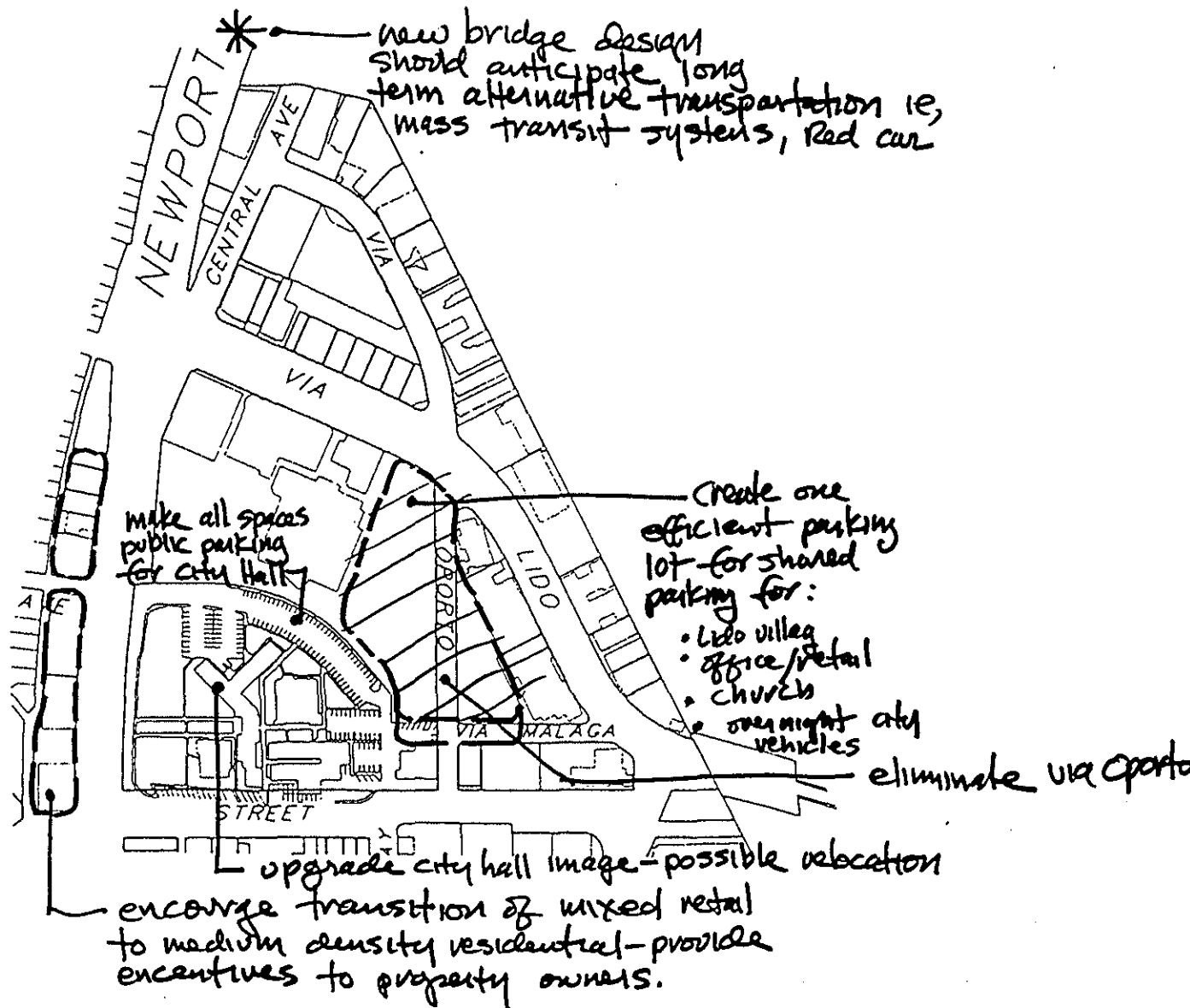
Mid-Term Recommendations



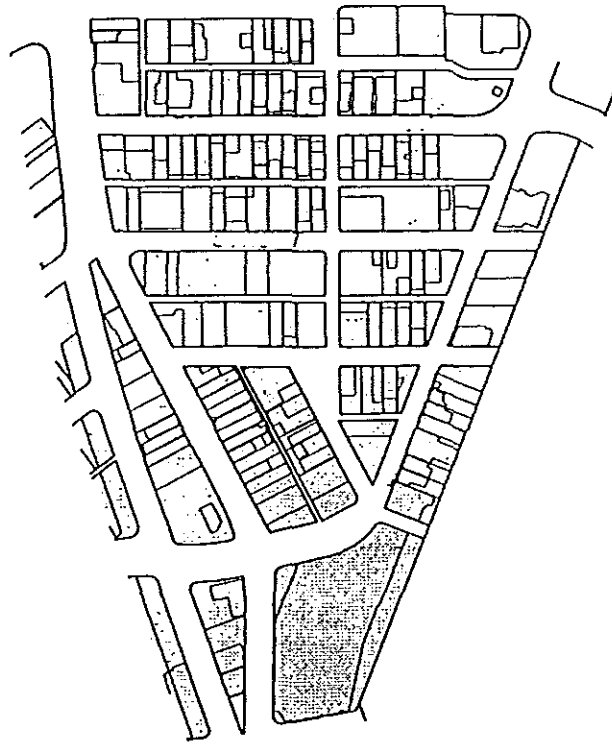
Balboa Peninsula Planning Study

Concept Plans for
Lido/Civic Center
District

Long-Term
Recommendations



CANNERY VILLAGE



CANNERY VILLAGE CONCEPT PLAN

Cannery Village is a unique collection of retail, industrial, office and residential activities. The Village includes a wide variety of structures and a large amount of under developed sites. The area offers an abundance of character and charm and provides the Peninsula with one of its most interesting Districts. The Village started out as the boat yard on the bay across from the active McFadden Pier area. Following the dredging of the Rhine Channel commercial fishing boats began to occupy the waterfront. Fish canneries began operating on docks in the bay and soon an entire marine service industry dominated the area.

Today Cannery Village is home to many art galleries, art studios, restaurants, curio shops and professional offices along with the remaining marine service uses. The Village should continue to attract art related activities, with specialty food opportunities and limited residential. Incentives should be used to enhance the arts related activities and transition away from the marine industrial uses. The perimeter areas of the Village, along 32nd Street and Newport Boulevard, are well suited for the more intense restaurant, bar and retail activities. The core area should maintain the quiet and quaint qualities that have evolved over the years. Structures should be small scale limited to one and two stories, with greater intensity permitted on the perimeters.

Cannery Village needs to develop a more effective vehicular and pedestrian circulation system. Pedestrian movement should have priority over vehicles, therefore, maintain the narrow street system with on-street parking. Also expand sidewalks and develop a system of paseos between blocks and through the alleyways. In addition, the Village should explore the benefits of how detailed specific development regulations and design guidelines can be employed to preserve and enhance a truly unique resource of the Peninsula.

The Cannery Village is bound by 32nd Street on the north, Newport Boulevard on the west, 26th Street to the south and the Rhine channel of the bay on the east. The District is designated for recreation, marine, retail and service commercial; general industrial (marine industrial), and two-family residential uses.

The following pages identify the objectives and recommendations for the Cannery Village Concept Plan. The recommendations have been categorized as short-term, mid-term, and long-term; and highlighted on maps at the end of the section. The ease or difficulty of accomplishment has also been noted.

CANNERY VILLAGE OBJECTIVES & RECOMMENDATIONS

OBJECTIVE - LAND USE

MAINTAIN AND ENHANCE A MIXED USE, ART ORIENTED, SPECIALTY RETAIL AND OFFICE DISTRICT.

Recommendations:

Short-Term

- Develop a site specific master plan identifying the optimum mix of retail, restaurant, marine, residential and office uses. (moderate)
- Amend Specific Area Plan to restrict activities to specific areas (i.e., marine industrial only allowed east of Lafayette Avenue and business with later hours of operation should be located on the perimeter of the District). (moderate)

Mid-Term

- Allow residential uses on a project by project basis in order to maintain an adequate mix of activity, including residential within commercial projects and stand alone residential. (moderate)
- Discourage industrial activities in the Village core. (easy)
- Develop a Village square or neighborhood park for public gatherings. (moderate)
- Provide for performing arts uses. (moderate)
- Provide public boat docking facilities (i.e., 29th Street). (difficult)

- Develop convenient dry boat storage facilities adjacent to Bayfront. (moderate)
- Provide for bed & breakfast facilities consistent with Peninsula-wide regulations on a project by project basis. (moderate)
- Develop incentives within the Specific Area Plan to accommodate desired land uses (i.e., restaurants, art galleries and studios, specialty retail, etc.) to take advantage of shared parking programs, or other incentives. (moderate)

Long-Term

- Limit the amount of alcohol related businesses. (difficult)
- Discourage storage and industrial related activities in the commercial core. (difficult)
- Discourage the expansion of marine related industrial west of Lafayette Ave. As these activities phase out, encourage a recycling to restaurant and other visitor serving activities, or office/residential use. (moderate)
- Develop incentive program to maintain marine related uses along the bayfront. (difficult)
- Relocate commercial uses on islands within Newport Boulevard to vacant parcels within the Village. (difficult)
- Allow medium density residential uses in the surplus right-of-way areas, west of Newport Boulevard (created by proposed new alignment of Newport Boulevard). (moderate)

OBJECTIVE - ACCESS/CIRCULATION

ACCOMMODATE BETTER ACCESS TO AND WITHIN THE DISTRICT.

Recommendations:

Short-Term

- Develop a collector street system around the District. (moderate)
- Redesign 32nd Street to be an east-west collector street and northern access point to the District. (moderate)
- Redesign Lafayette as a two-way collector street around the Village core. (moderate)
- Redesignate Villa Way to two-way traffic; acquire additional right-of-way on west side to maintain pedestrian sidewalk. (difficult)
- Create a primary Village entrance at 29th Street and Newport Boulevard. (moderate)

Mid-Term

- Develop an interior pedestrian circulation system. (easy)
- Create one-way loop system within the Village by redesignating 31st Street one-way east and 30th Street one-way west. (easy)
- Maintain 29th Street two-way with access from Newport Blvd. (easy)
- Establish secondary entrance nodes to the Village from Newport Blvd. at 32nd and 28th Streets and 32nd Street and Villa Way. (moderate)
- Establish a pedestrian priority circulation system using sidewalks, alley ways, boardwalk and paseos. (moderate)

Long-Term

- Develop a traffic circle at 32nd and Lafayette Avenue as an entrance node to the Village. (difficult)

OBJECTIVE - PARKING

PROVIDE CONVENIENT AVAILABLE PARKING TO FACILITATE ALL COMMERCIAL, RESIDENTIAL, OFFICE AND INDUSTRIAL ACTIVITIES.

Recommendations:

Short-Term

- Designate parking facilities on the perimeter of the District. (moderate)
- Consolidate public parking facilities. (moderate)
- Remove some on-street parking to accommodate circulation system (i.e., Lafayette Street). (moderate)
- Replace parallel parking with diagonal parking where appropriate. (moderate)
- Allow compact size parking stalls in select locations. (easy)
- Implement special permit parking program (for residents and employees), other than existing city program. (easy)
- Install short-term meters (on street) and mid-term meters (in lots), working 24 hours a day. (easy)
- Relocate long-term parking for non District employees to perimeter parking lots. (moderate)

Mid-Term

- Develop a parking management plan, including a shared parking program. (moderate)
- Provide bicycle parking facilities. (easy)
- Develop a combined or shared valet parking system for restaurant patrons. (moderate)

Long-Term

- Review parking patterns and study District parking demand. (moderate)
- Remove additional on-street parking to accommodate vehicle and pedestrian circulation plan. (moderate)
- Develop a shared parking facility and program on the perimeter of the Village and reduce the on-site parking requirement. (moderate)

Relocate on-street parking along Newport Boulevard to public parking facilities within the Village. (difficult)

OBJECTIVE - IMAGE/AESTHETICS

PRESERVE AND ENHANCE THE VILLAGE ATMOSPHERE AND CHARACTER OF THE DISTRICT.

Recommendations:

Short-Term

- Create a new entry statement to Village at 32nd Street and Villa Way. (moderate)
- Limit the amount and type of signing allowed for commercial uses. (moderate)
- Eliminate non-conforming signs. (difficult)
- Maintain small lot development pattern. (easy)
- Encourage the use of an "Old Newport" theme in the Village. (easy)
- Maintain tight narrow street pattern. (easy)

Mid-Term

- Develop sign guidelines for District; (i.e., allow only externally illuminated wall, awning or window signs). (moderate)
- Develop uniform interior street lighting program. (moderate)
- Encourage banners for special events. (easy)
- Use special pavers or patterns for pedestrian paths. (moderate)
- Develop a street tree program. (moderate)
- Encourage a variety of architectural styles and designs through flexible design guidelines. (easy)
- Develop a Business Improvement District. (moderate)
- Create new Village entry statements at Newport Boulevard and 32nd and 28th Streets. (moderate)

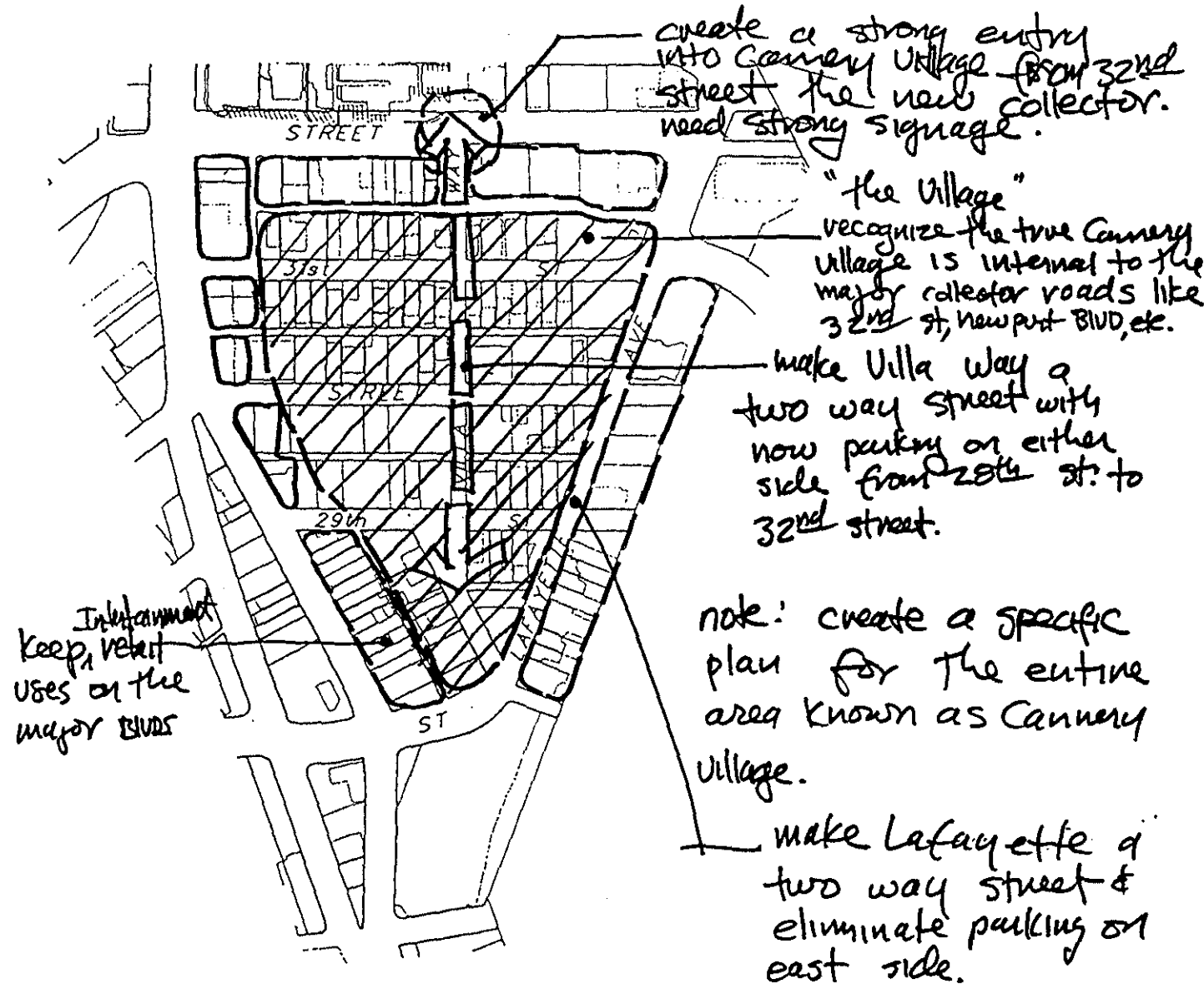
Long-Term

- Discourage boat and vehicle storage in the core area. (difficult)
- Underground utilities. (difficult)
- Develop a facade improvement program along Newport Boulevard. (moderate)

Balboa Peninsula Planning Study

Concept Plans for Cannery Village District

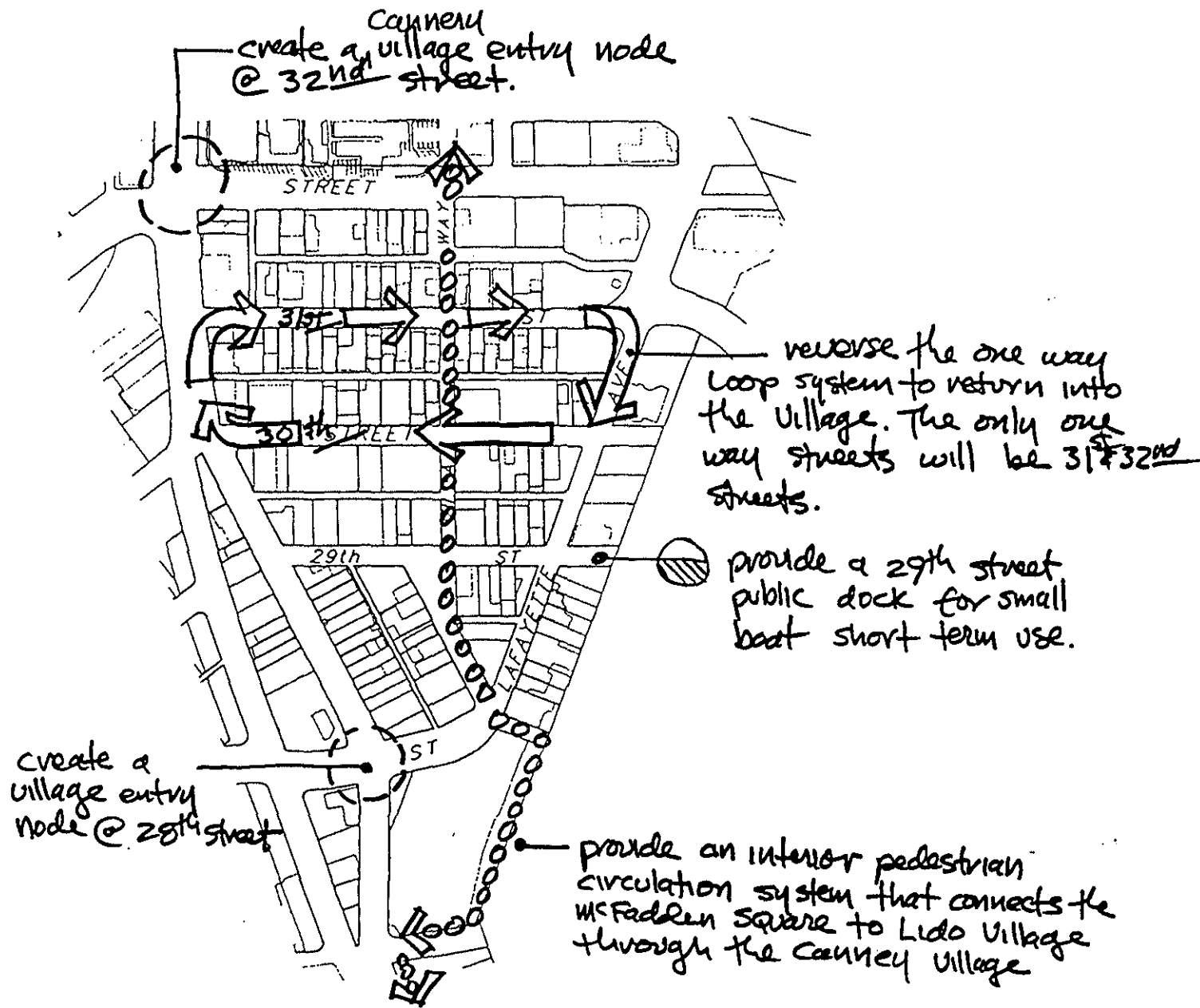
Short-Term Recommendations



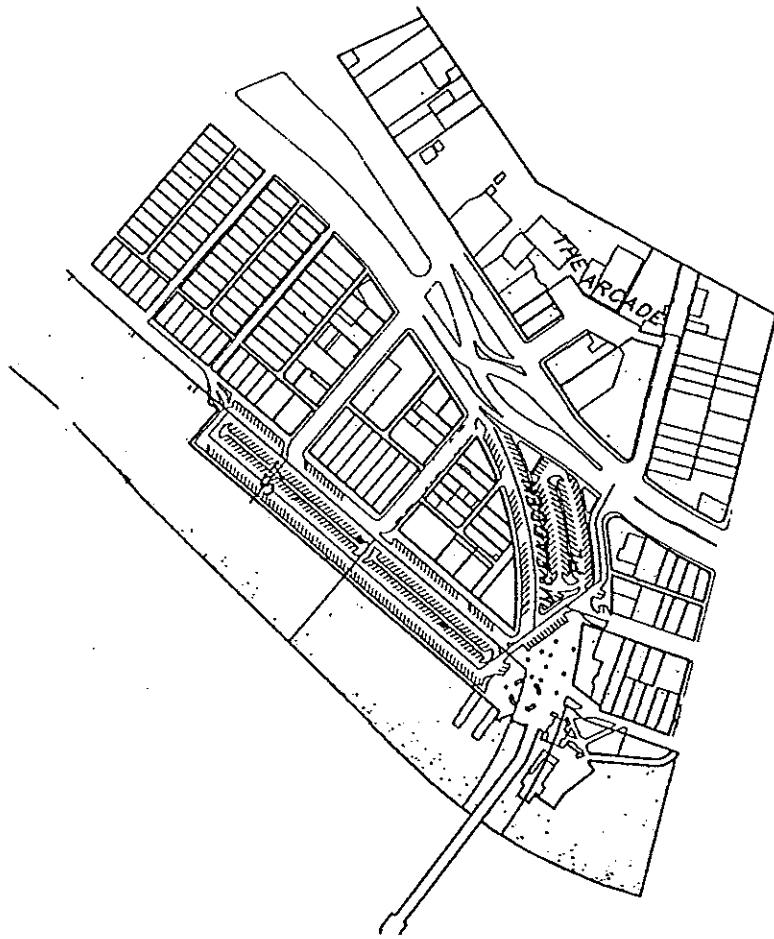
Balboa Peninsula Planning Study

Concept Plans for Cannery Village District

Mid-Term Recommendations



MCFADDEN SQUARE



MCFADDEN SQUARE CONCEPT PLAN

McFadden Square is the heart and center of historic Newport Beach, officially designated as "Old Town." The construction of the Newport Pier and subsequent rail connection brought commerce to the coastal area prior to the turn of the century. The railroad was constructed primarily to transport goods arriving from the ocean. However, passenger travel from inland areas to the beach for recreation became popular. Land development responded with hotels, retail shops and beach cottages, clustered around McFadden Square. The red car rail lines continued the stream of visitors to the area. The once sparsely populated sandspit was subdivided into numerous 20 by 85 foot lots to accommodate the new vacationers. Many of the early vacation homes remain today and contribute to the historic character of the District.

McFadden Square still serves as the primary destination for beach visitors. This attraction creates numerous traffic, parking, and security problems associated with a beach area. The District has a tremendous opportunity to attract quality commercial and recreational activities providing a greater degree of flexibility is employed in the regulation of new ideas. A greater effort should be exercised to encourage more year-round and less seasonal business. Easy access and convenient parking as suggested in the Peninsula-wide Plan will contribute to the future success of the District. The McFadden Square District is in need of nurturing attention to once again become the heart of the city.

McFadden Square has an opportunity to become the transportation hub for the Balboa Peninsula. The development of a transit center with connecting shuttle service to other Districts will anchor McFadden Square as the central point for Peninsula activity.

McFadden Square should continue to function as a location for visitors and residents alike to enjoy a variety of beach related uses and restaurants. The District should take advantage of its unique orientation to both the bay and the ocean. The bayside commercial activities should be expanded and public boat docking facilities should be added. Easy, convenient and safe pedestrian access must be designed to effectively connect the bay and ocean sides of the District. Although parking has always been a concern in the District, a realignment of the circulation system (Newport and Balboa Boulevards

intersection) will yield a significant amount of new parking opportunities. The traffic round about proposed for this interchange will not only facilitate traffic flow but will also provide a unique physical element to create a theme entry monument for the District.

Design guidelines should encourage larger buildings to maintain the architectural prominence of the remaining structures. Residential and office space should be encouraged in the upper stories. Higher density residential and bed & breakfast use should be considered as transitional uses between the commercial and residential areas. New development should also maintain view sheds at the ends of public rights-of-way. A shared parking program may need to be developed to provide sufficient incentive for large scale development.

McFadden Square is bound by the ocean and the bay from 19th Street to the alley between 23rd and 24th Streets north along Balboa Boulevard to 21st Street. The District is designated for recreation, marine, retail, and service commercial; single family attached, two-family and multi-family residential land uses.

The following pages identify the objectives and recommendations for the McFadden Square Concept Plan. The recommendations have been categorized as short-term, mid-term and long-term; and highlighted on maps at the end of the section. The ease or difficulty of accomplishment has also been noted.

MCFADDEN SQUARE OBJECTIVES & RECOMMENDATIONS

OBJECTIVE - LAND USE

ACHIEVE AND MAINTAIN THE APPROPRIATE MIX OF COMMERCIAL, RESIDENTIAL, AND RECREATIONAL ACTIVITIES.

Recommendations:

Short-Term

- Amend Specific Area Plan (zoning) to be more flexible including incentives desired for designed uses. (moderate)
- Increase the floor area ratios for commercial development. (moderate)
- Encourage outdoor dining in designated areas. (easy)
- Develop public boat docking facilities at the end of 21st and 26th Streets. (difficult)

Mid-Term

- Develop a shared parking program and reduce the on-site requirement. (moderate)
- Allow residential within commercial projects, second floor and above only. (moderate)
- Allow temporary commercial sales from carts or mobile vendors in designated areas (i.e., adjacent to the pier). (easy)
- Encourage special event activities such as a Farmer's Market. (moderate)

- Encourage more commercial uses on and adjacent to the pier. (moderate)
- Allow for the Dory Boat Market area to expand. (difficult)
- Draft regulations for bed and breakfast uses, in transitional areas. (moderate)

Long-Term

- Allow higher density residential as a transition area adjacent to the commercial areas. (moderate)
- Discourage commercial uses outside of the core area, (i.e., south of 21st Street). (difficult)
- Develop public/private boat short-term docking facilities at the South Coast Ship Yard property. (moderate)
- Develop a master development plan for the South Coast Ship Yard property. (moderate)

OBJECTIVE - ACCESS/CIRCULATION

ACCOMMODATE BETTER ACCESS TO AND THROUGH THE DISTRICT WITH MINIMAL TRAFFIC CONGESTION.

Recommendations:

Short-Term

- Start improvement on the Newport and Balboa Boulevards Interchange. (difficult)
- "Tee" Balboa Boulevard into Newport Boulevard at 26th Street. (difficult)
- Redesignate 21st Street two-way into beach parking facility. (easy)

Mid-Term

- Explore the use of a traffic circle or roundabout at 26th Street for the Newport and Balboa Boulevards Interchange. (difficult)
- Synchronize traffic signals along Newport Boulevard. (difficult)
- Designate 22nd Street one-way into and 23rd Street one-way out of beach parking facilities. (moderate)
- Create pedestrian priority areas with specific paver patterns, (i.e., the alleyways on the beach side of Balboa Boulevard between 21st and 24th Streets). (moderate)
- Develop a system of pedestrian promenades along Newport Boulevard and the oceanfront with connections to the bayfront and pier. (moderate)
- Develop a combination pedestrian bikeway system. (moderate)

Long-Term

- Explore a shuttle bus system from McFadden to other Districts. (difficult)
- Provide tourist and charter bus parking facilities for the Peninsula. (difficult)
- Develop a transportation center within District. (difficult)
- Develop a pedestrian walkway from McFadden Square to the Bay frontage, along 23rd and 21st Streets. (moderate)

OBJECTIVE - PARKING

PROVIDE CONVENIENT AVAILABLE PARKING TO FACILITATE ALL COMMERCIAL, RESIDENTIAL, AND RECREATIONAL ACTIVITIES.

Recommendations:

Short-Term

- Create new parking courts on bay side of Newport Boulevard (i.e., 26th & 21st Streets). (moderate)
- Replace parallel parking with diagonal parking where appropriate (i.e., 22nd Street bayside of Newport Boulevard). (moderate)
- Allow compact size parking stalls in select locations (easy)
- Implement a resident permit parking program. (moderate)
- Maintain parallel parking and install short term parking meters adjacent to select commercial locations, (i.e., both sides of Newport and Balboa Boulevards). (easy)
- Create new parking facilities adjacent to Newport Blvd. (on both sides) concurrent with a redesign of Newport and Balboa Blvds. (difficult)

Mid-Term

- Establish seasonal beach parking procedures in select location, (i.e., pay when entering, one daily rate, annual passes, etc.). (moderate)
- Develop a parking management program, including shared facilities, short and long-term meters, etc. (moderate)
- Provide bicycle parking facilities. (moderate)
- Provide bus parking and layover locations in existing parking lot. (difficult)
- Develop a shared valet parking program for area restaurants. (difficult)
- Allow a merchant parking validation program. (moderate)

Long-Term

- Develop a transit center for passenger transfer to shuttle bus system. Include bus layover parking facility. (difficult)

OBJECTIVE -IMAGE/AESTHETICS

UPGRADE AND ENHANCE THE HISTORIC COMMERCIAL CHARACTER OF THE DISTRICT.

Recommendations:

Short-Term

- Develop a proactive plan to improve the Districts' character.
- Limit the amount and type of signing allowed for commercial uses (i.e., signing should be proportional to building size). (moderate)
- Eliminate non-conforming signage. (difficult)
- Implement a street tree lighting program. (moderate)
- Provide additional litter canisters. (easy)
- Expand sidewalk areas along Newport Boulevard where feasible. (moderate)

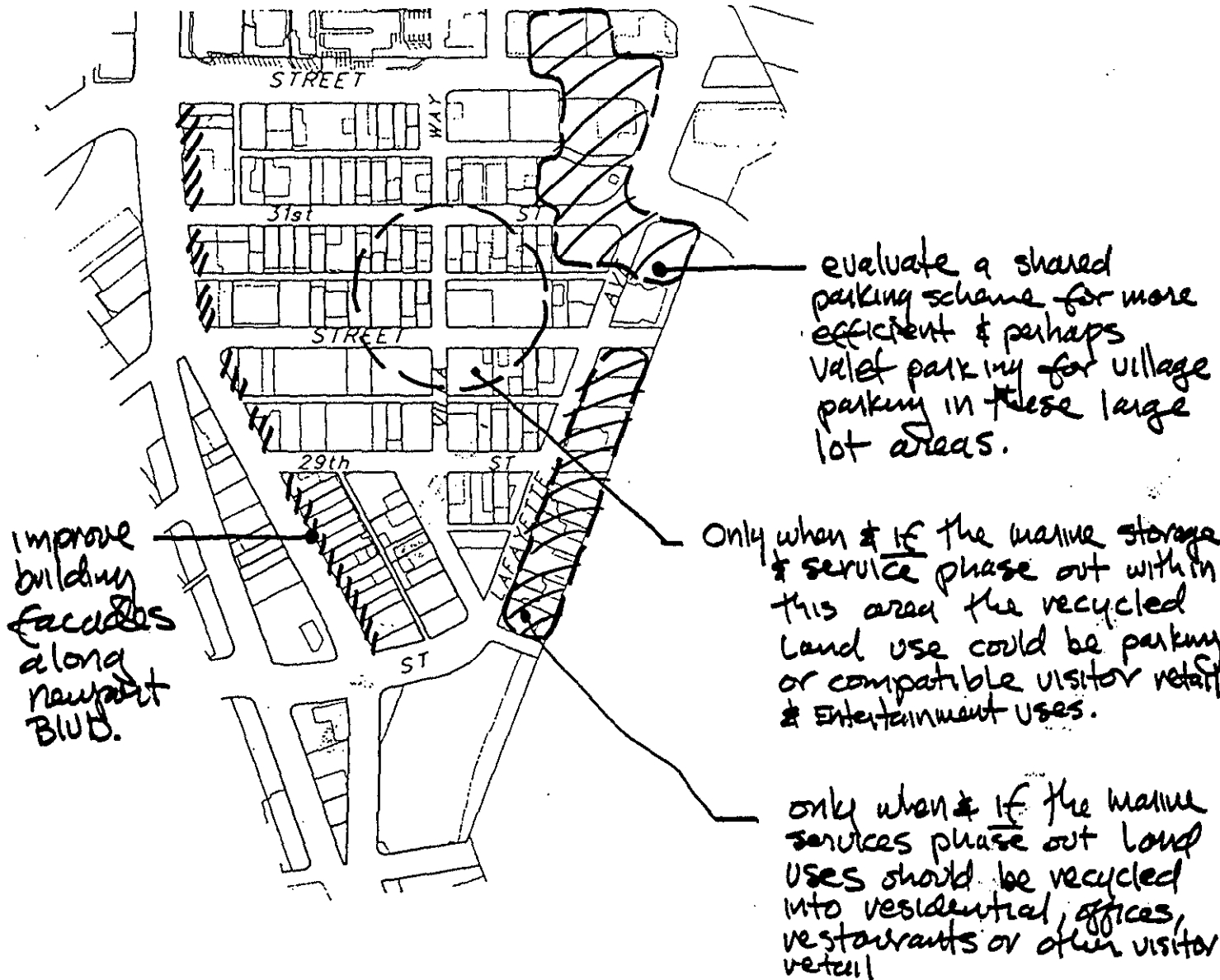
Mid-Term

- Provide incentives for historic restorations. (moderate)
- Underground utility lines. (difficult)
- Install theme street lights. (moderate)
- Develop restrictive regulations on pier fishing. (moderate)
- Organize a Business Improvement District. (moderate)
- Develop a regular maintenance program for pedestrian areas. (moderate)
- Develop a street tree program different from the boulevard trees and unique to the District. (moderate)

Balboa Peninsula Planning Study

Concept Plans for
Cannery Village
District

Long-Term
Recommendations



MASTER PLANNING
URBAN DESIGN

Long-Term

- Develop a facade Improvement program for the areas adjacent to Newport Boulevard. (difficult)
- Create a major entry node statement at 21st Street. (difficult)
- Establish an architectural review service for new and rehabilitated development projects. (difficult)
- Develop a landscape and tree program for the beach parking facility and continue to the pier and around McFadden Square. (difficult)

Balboa Peninsula Planning Study

Concept Plans for
McFadden Square
District

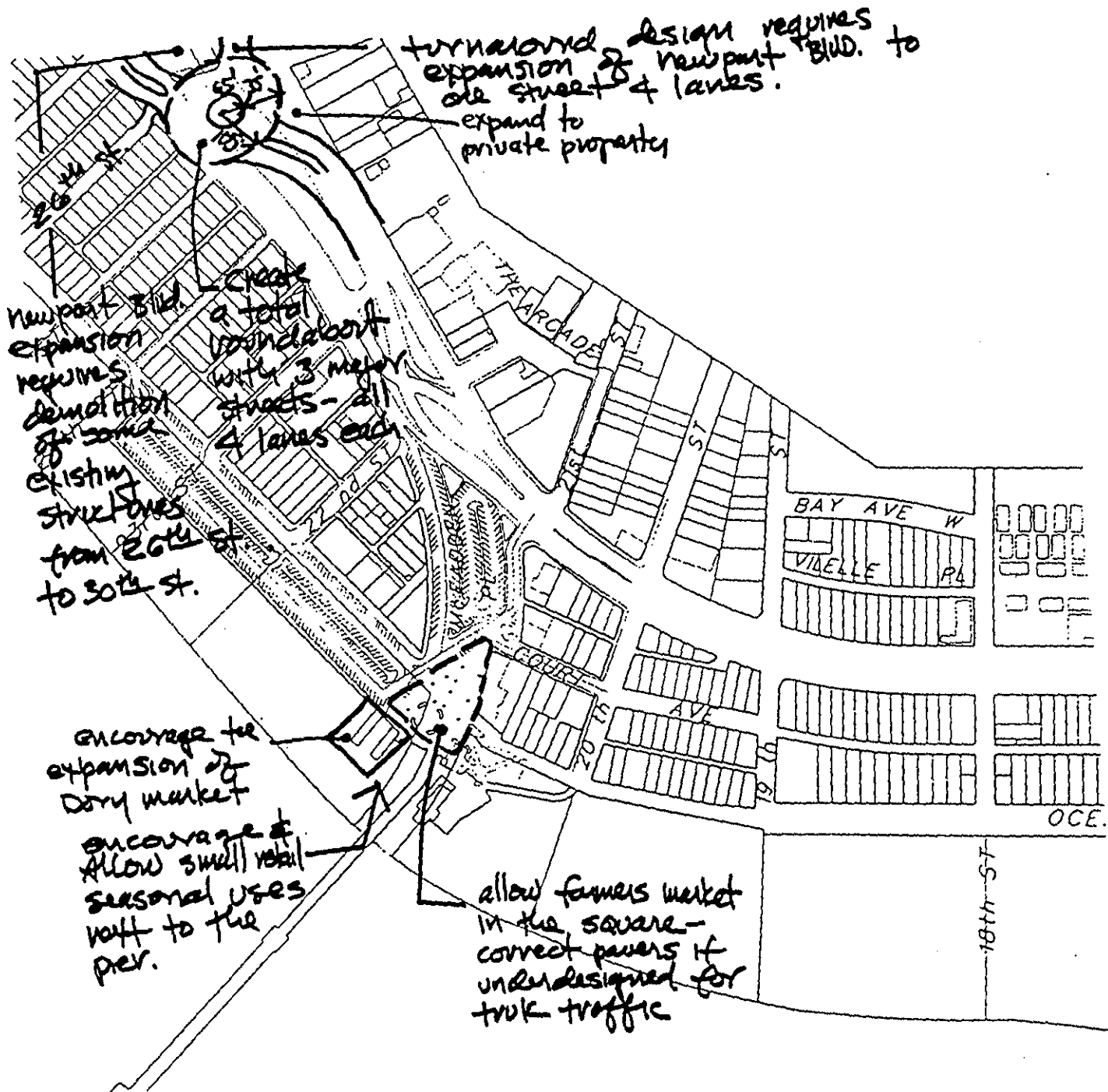
Long-Term
Recommendations

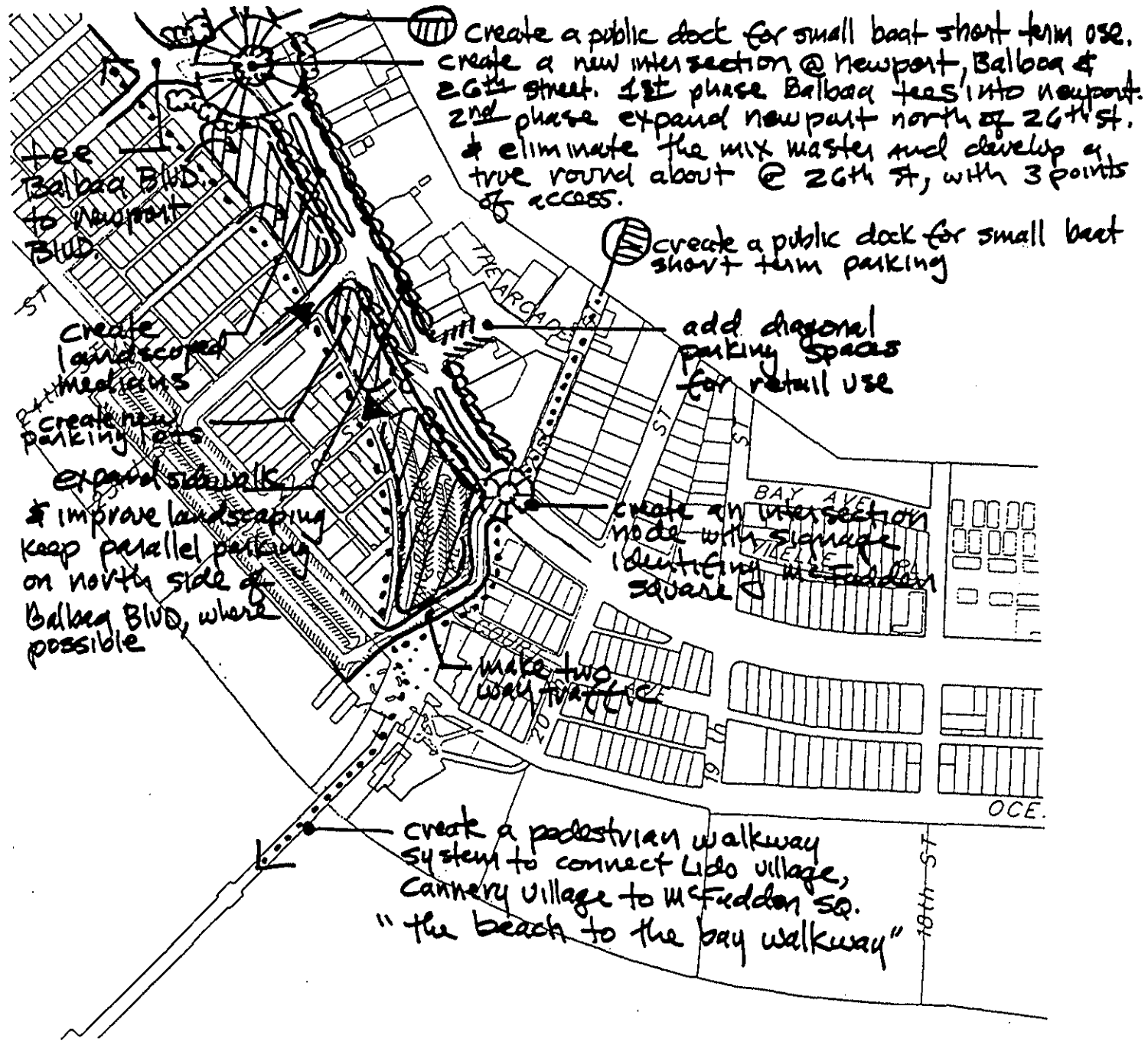


Balboa Peninsula Planning Study

Concept Plans for
McFadden Square
District

Mid-Term
Recommendations





Balboa Peninsula Planning Study

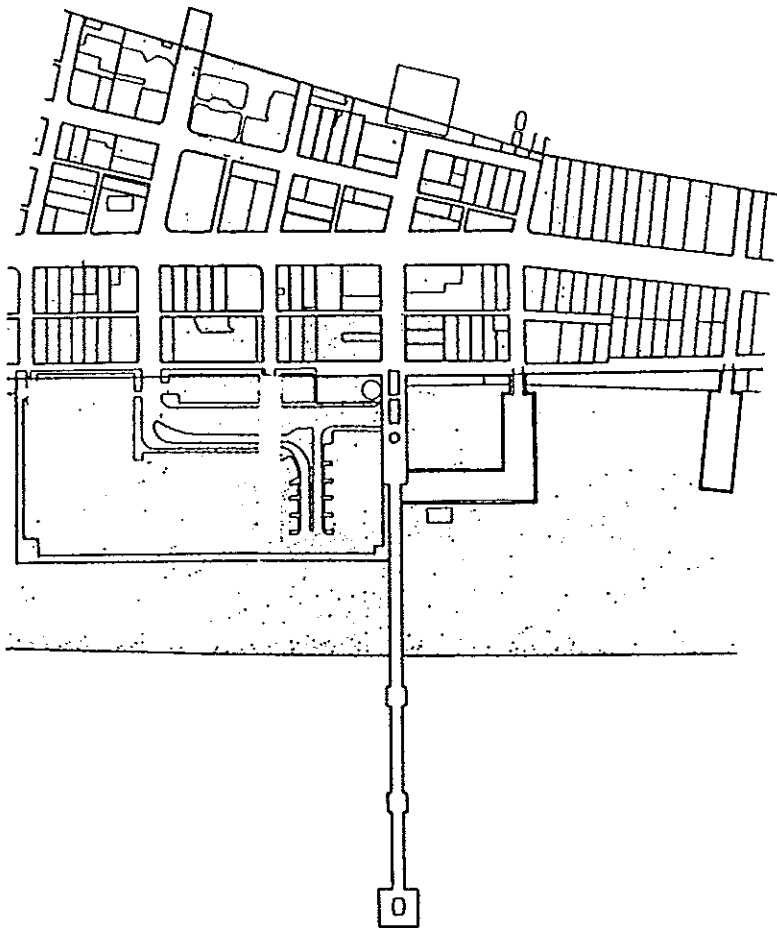
Concept Plans for
McFadden Square
District

Short-Term
Recommendations



MASTER PLANNING
URBAN DESIGN

CENTRAL BALBOA



CENTRAL BALBOA CONCEPT PLAN

Central Balboa is possibly the best known but least understood District of Newport Beach. Numerous studies and plans have been prepared for the area; but surprisingly little has changed. Central Balboa lies in the middle of an intensely developed three mile long narrow spit of land that culminates in a dead end. The District is rich with unique and diverse features and attractions. The connection and linkage of the bay and the ocean is more evident in Central Balboa than anywhere else in the city. This feature needs to be reinforced and highlighted. The vast amount of beachfront parking should serve as a staging location for the majority of service, entertainment and recreational activities of the area. Pedestrian linkages should then extend to the bayfront, reinforcing the bay and ocean connection.

The commercial section of Balboa Village continues to offer a vast selection of seasonally popular retail outlets; while the selection of resident serving retail continues to decline. This fluctuation of commercial activity can be better managed with a proactive planning approach to the District. The creation of convenient, safe and accessible short term parking may provide sufficient incentive to attract more resident serving commercial uses.

The recommendations from the previous studies have to some extent been incorporated in the "Central Balboa Specific Area Plan." Many of the recommendations in this study are a repeat of previous conclusions. In particular there are many worthwhile thoughts expressed in the 1993 Regional/Urban Design Assistance Team (R/UDAT) Study.

The Fun Zone and related activities around the Pavilion including the boat docking areas should be expanded toward the water to take better advantage of the ideal location. Additional recreational activities and more attractive pedestrian areas will attract a greater number of visitors to the area.

The overall appearance of Central Balboa can be greatly enhanced with additional landscaping and improved sidewalks along Balboa Boulevard. A landscape plan should be developed which identifies the village and distinguishes the commercial core from the rest of the Peninsula. New and expanded structures should remain relatively small scale, scattered parking facilities should be clustered and a parking management system employed.

Balboa Village is in great need of special attention. An effort needs to be taken to limit commercial activities to a central identifiable core area. Transitional areas should encourage additional hospitality activities, like bed and breakfast facilities. The remaining portions of Central Balboa should be limited to residential uses, with multi-family developments restricted by the ability to provide parking. In order to preserve this community treasure, Central Balboa needs to enhance its unique character and distinctive collection of structures and features.

Central Balboa is bound by the ocean and the bay between Adams Street and "A" Street. The District is designed for retail and service commercial, single family and two family residential, and allows governmental, educational and institutional facilities.

The following pages identify the objectives and recommendations for the Central Balboa Concept Plan. The recommendations have been categorized as short-term, mid-term and long term; and highlighted on maps at the end of the section. The ease or difficulty of accomplishment has also been noted.

CENTRAL BALBOA OBJECTIVES & RECOMMENDATIONS

OBJECTIVE - LAND USE

ESTABLISH AND ENHANCE THE APPROPRIATE MIX OF RETAIL, RESIDENTIAL, RECREATIONAL ACTIVITIES FOR THE DISTRICT.

Recommendations:

Short-Term

- Encourage the clustering of retail activities in the Village core between Adams and "A" Streets.
- Allow more residential development and conversion for select commercial properties outside the central core. (moderate)
- Encourage outdoor dining and sales in the core area only. (easy)
- Encourage special events such as sidewalk sales, art exhibits, afternoon concerts, etc. (moderate)
- Encourage larger boats to move to off shore moorings when not loading or unloading. (easy)
- Provide public short-term boat docking facilities at the Fun Zone and Pavillion. (moderate)

Mid-Term

- Consolidate resident serving and compatible commercial adjacent to Balboa Boulevard. (moderate)
- Review economic studies and determine the appropriate mix of retail activity. (moderate)

- Draft regulations for bed and breakfast facilities and provide incentives for activities in transitional areas between commercial core and residential areas. (moderate)
- Encourage temporary commercial activity from carts on and adjacent to the pier. (moderate)
- Encourage second floor activities in the Village core to help establish a clear architectural mass. (difficult)
- Expand the Promenade area in front of the Fun Zone and relocate satellite structures. (moderate)

Long-Term

- Expand pier limit line and extend the boat docking facilities further into the bay. (difficult)
- Create a public walkway system at water level around the Pavilion. (moderate)
- Relocate some boating activities to off shore moorings. (difficult)
- Explore the feasibility of more second story and outdoor areas walkways. (difficult)
- Consolidate private parking lots along Bay Street for short term parking facilities. (difficult)
- Encourage expansion and upgrading of edgewater improvements; including the Fun Zone. (difficult)

OBJECTIVE - ACCESS/CIRCULATION

ACCOMMODATE BETTER ACCESS TO AND THROUGH THE DISTRICT.

Recommendations:

Short-Term

- Develop a Circulation System within the District which allows for adequate traffic flow through the District.

- Maintain Palm Street as one-way two lanes into beach parking and Washington Street as one-way two lanes out. (easy)
- Redesignate Main Street south of Balboa Boulevard for pedestrian only (service access may still be permitted). (easy)
- Establish entrance node to the Village at Palm Street. (moderate)
- Develop new bus drop off and pick-up area adjacent to the pier. (moderate)

Mid-Term

- Create a leaving the Village node with turnaround at "A" St. (difficult)
- Establish a pedestrian priority circulation system using sidewalks, boardwalks, and alleyways. (moderate)
- Develop a series of theme directional signs. (moderate)
- Redesign Bay Street as parking court with short term diagonal parking between Main and Adams Streets. (moderate)
- Synchronize traffic signals along Balboa Boulevard. (difficult)
- Develop beach handicap access facilities at 'A' and 'B' Street ends. (moderate)

Long-Term

- Connect parking lots on the south side of the pier ("A" & "B" Streets. (difficult)
- Maintain entrance to beach parking at Palm Street with exit at "A" Street. (moderate)
- Redesignate Washington Street to pedestrian only. (easy)
- Redesignate 'A' Street as one-way two lanes out of the beach parking facility. (moderate)

OBJECTIVE - PARKING

PROVIDE CONVENIENT AVAILABLE PARKING TO FACILITATE ALL RETAIL, RESTAURANT, ENTERTAINMENT, AND RECREATIONAL ACTIVITIES IN THE DISTRICT.

Recommendations:

Short-Term

- Redesign beach parking lot with efficient layout, including turnarounds, landscaping, clear entrances, directional signing, pedestrian connections, etc. (moderate)
- Develop a parking management plan and create a shared parking program that establishes short term parking for retail customers, long term parking for employees in more remote areas, and day parking for visitors to the area. (moderate)
- Develop a pool of parking facilities within core area of the District for employees, visitors, and residents alike.
- Replace parallel parking with diagonal parking, where appropriate. (moderate)
- Allow compact size parking stalls in select locations. (easy)
- Implement special permit parking program for residents and employees (other than existing city program). (moderate)
- Install short and long term meters, (working 24 hours a day). (easy)

Mid-Term

- Provide bicycle parking facilities. (moderate)
- Develop a combined or shared valet parking system for restaurant patrons. (difficult)
- Eliminate some on-street parking along Balboa Boulevard to allow for wider sidewalks and improved landscaping. (moderate)

- Review parking patterns and study parking demand. (moderate)
- Create a short term parking court along Bay Street (i.e., Palm Street to "A" Street along Balboa Boulevard). (moderate)
- Restructure parking fees and collection methods. (easy)
- Restripe and configure beach parking facility for maximum efficiency. (moderate)
- Explore potential for a parking improvement district. (moderate)

Long-Term

- Encourage shuttle buses into the District from a remote parking location outside of the District. (difficult)
- Explore long term sport fishing and Catalina Flyer parking in remote facilities. (moderate)
- Connect beach parking facilities on both sides of the pier. (moderate)
- Provide for tour bus parking in remote locations with drop off areas and shuttle service to District. (difficult)
- Explore option of additional parking as needed on existing soccer field, recreate soccer field south of current location. (difficult)

OBJECTIVE - IMAGE/AESTHETICS

REESTABLISH AND ENHANCE THE VILLAGE ATMOSPHERE OF FUN, RETAIL AND ENTERTAINMENT FOR THE COMMUNITY.

Recommendations:

Short-Term

- Develop a 'Welcome to Balboa Village' entry statement at Palm Street and Balboa Boulevard. (moderate)

- Limit the amount and type of signing allowed for commercial uses. (moderate)
- Eliminate non-conforming signs. (difficult)
- Establish a landscape/streetscape master plan for all streets in the Village. (moderate)
- Encourage an upgrade of the bayfront and boardwalk areas. (moderate)
- Create a landscape buffer area between the ocean side boardwalk and beach parking lot. (moderate)
- Create entry and exit nodes for the District along Balboa Boulevard. (difficult)

Mid-Term

- Provide wider sidewalks and a landscaped median along Balboa Boulevard between Palm Street and "A" Street. (difficult)
- Develop sign guidelines for the District. (moderate)
- Develop uniform street lighting program. (moderate)
- Encourage banners for special events. (easy)
- Use special pavers or patterns for pedestrian paths. (moderate)
- Develop a street tree program. (moderate)
- Encourage the preservation, enhancement and promotion of historic features. (moderate)
- Maintain recreational ball fields as public open space. (easy)
- Maintain a Business Improvement District, encourage property owner participation. (moderate)

- Explore a theme lighting, landscaping and signing for District Identification. (moderate)
- Encourage building facade enhancements. (moderate)
- Develop a unique landscape theme, (i.e., preserve existing canopy of trees over Main Street and part of Balboa Boulevard). (moderate)
- Expand and upgrade oceanside boardwalk and promenade with landscaping and hardscaping between Adams and "B" Sts. (difficult)

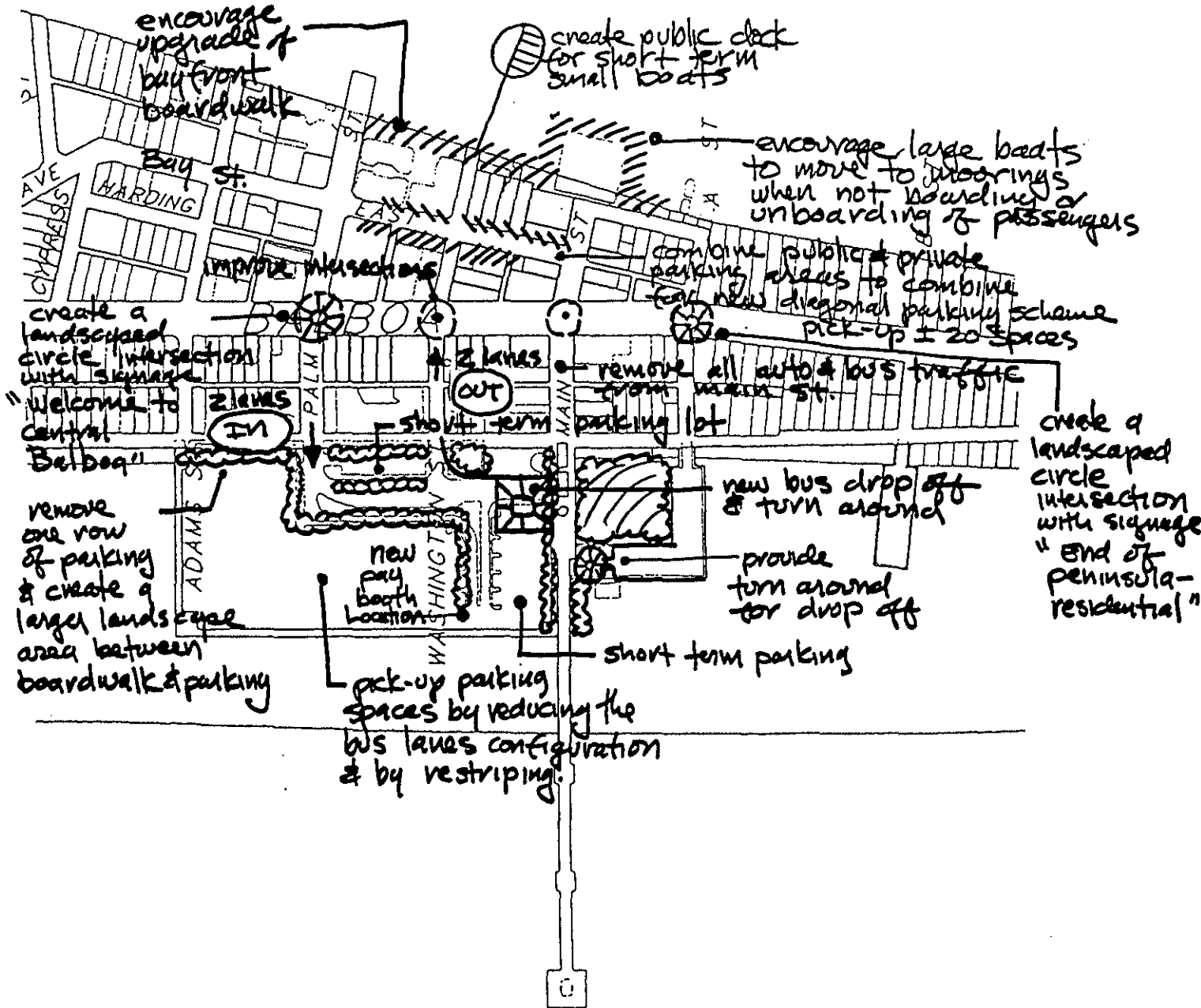
Long-Term

- Remove overhead utility lines. (difficult)
- Establish an architectural review service for new and rehabilitated projects. (moderate)
- Maintain grid and small lot development pattern. (easy)
- Establish a festive environment with lighting, signing, banners, color awning, landscaping, etc. (moderate)
- Create more water view opportunities. (difficult)
- Establish a capital improvement program to be partially funded through a Village Assessment District. (moderate)
- Expand beach front landscape buffer area and create new pedestrian entry nodes.
- Explore the use of public open space area for special event or overflow parking. If parking becomes permanent, relocate open space to the east of 'B' Street. (moderate)

Balboa Peninsula Planning Study

Concept Plans for
Central Balboa
District

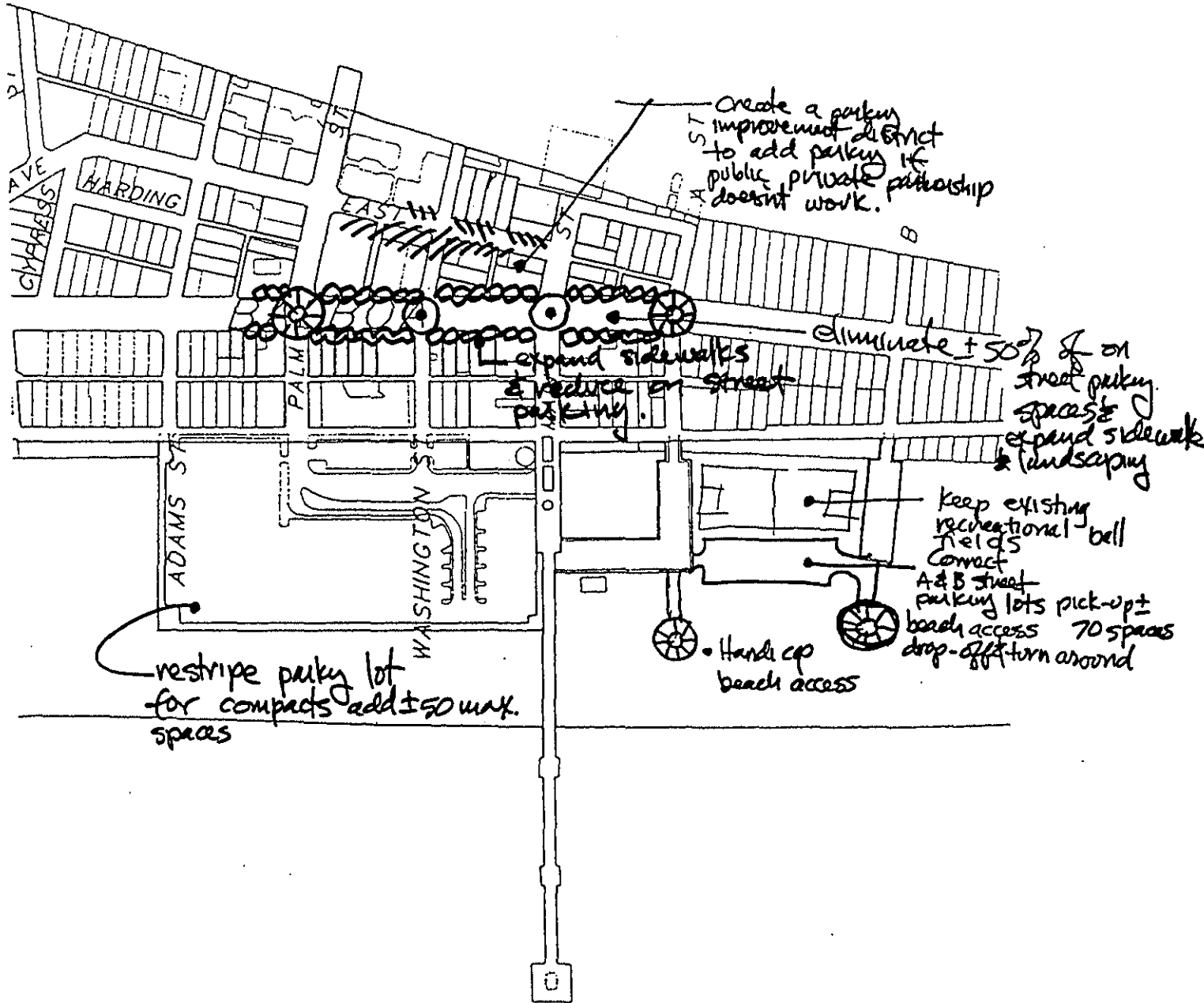
Short-Term
Recommendations



Balboa Peninsula Planning Study

Concept Plans for Central Balboa District

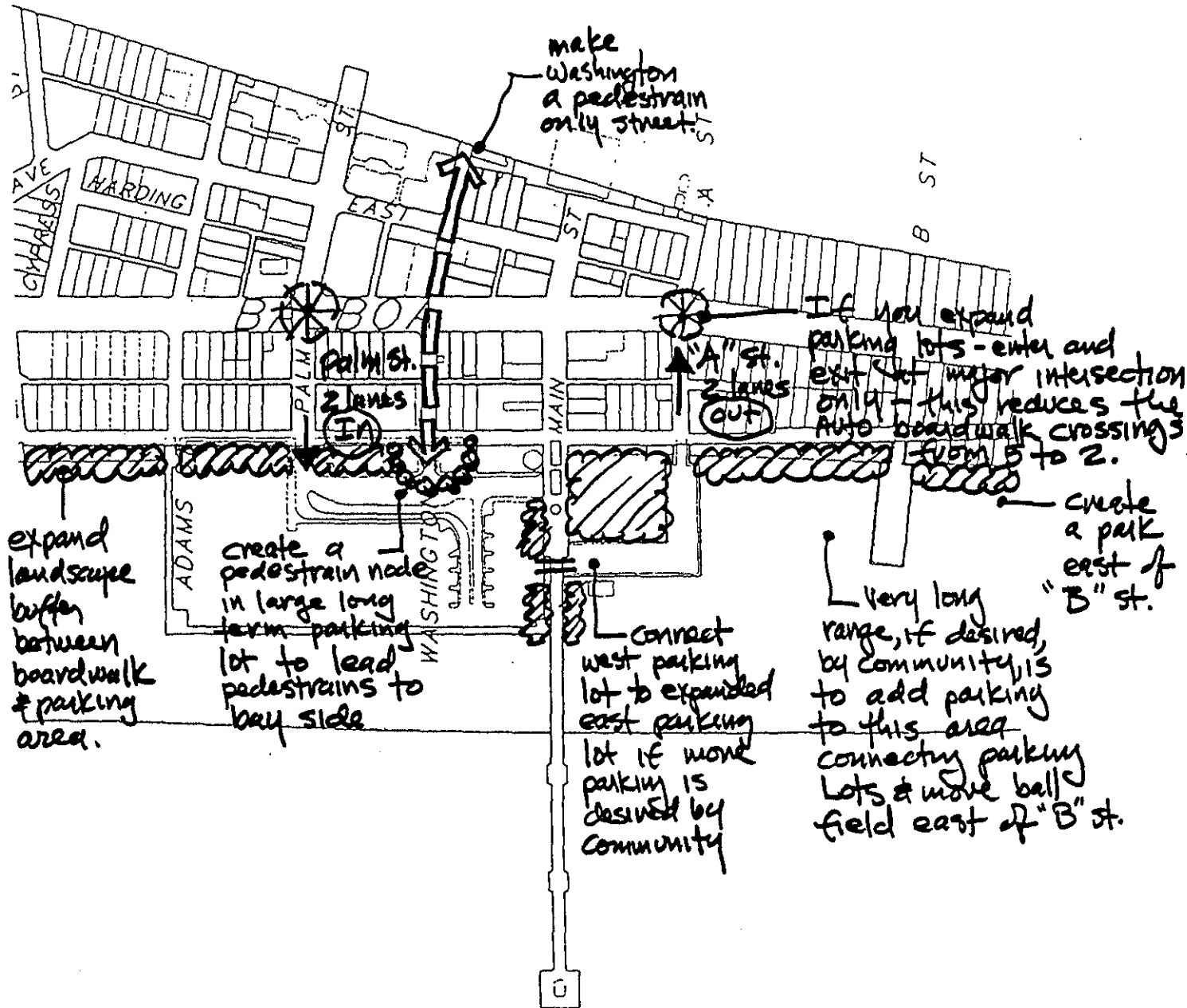
Mid-Term Recommendations



Balboa Peninsula Planning Study

Concept Plans for Central Balboa District

Long-Term Recommendations



SPECIAL STUDIES

SPECIAL STUDY AREAS

In addition to the development of concept plans for the Peninsula and each of the four Districts, a number of other interrelated special study areas have been reviewed. These special areas of concern have been identified and studied in greater detail due to the potential impact any positive change will have on the entire Peninsula. These catalyst projects for the area should be aggressively pursued and analyzed to better understand their potential impact on the overall Peninsula's quality of life.

The identified special study areas include:

1. Marina Park
(Balboa Boulevard and 15th Street)
2. The Fun Zone and Pavillion
(Balboa Village expand pier lines and expand Fun Zone Promenade)
3. Balboa Village
(New Streetscape Concept and Beach Parking Plan)
4. Lido Village
(New Circulation Plan)
5. The Mix-Master
(New Circulation and Parking Plan)

The City should conduct detailed analysis of the recommended study areas. The studies identify potential development projects and opportunities to implement community-wide goals. The City should explore ways in which these projects can be encouraged and/or assisted to become feasible, viable community enhancements. The City may need to develop site specific plans and detailed recommendations in order to obtain the optimum benefits for the Peninsula and the City of Newport Beach.

MARINA PARK SPECIAL STUDY NO. 1

The Marina Park location (Bayside between 19th and 15th Streets), has long been recognized as an under utilized asset for the City. The site provides the City with an opportunity to develop a community boating center. Such a facility take advantage of the existing assembly building and park improvements. The existing marina could be nearly doubled in size and capacity. This would allow for many of the existing moorings to be relocated, allowing for additional boating waterways. The location provides the City with an ideal setting for sailing and other small water craft schools. The academic possibilities and the commercial potential are tremendous. The assembly area can be expanded to accommodate workshop and conference facilities. Depending on market conditions, a small lodging facility and restaurant may also be considered.

In addition to the commercial potential for the site, a number of public improvements should also be proposed. The location is well suited for a small boat launch and guest boat docking facilities (19th - 15th Streets). Additions to the public park may include additional active sport (i.e., basketball, tennis, etc.) or larger passive areas (i.e., gardens). The public beach area can be improved with additional convenient public parking and new restroom facilities. The site is well situated to provide the community with a facility which would attract both locals and visitors to the area.

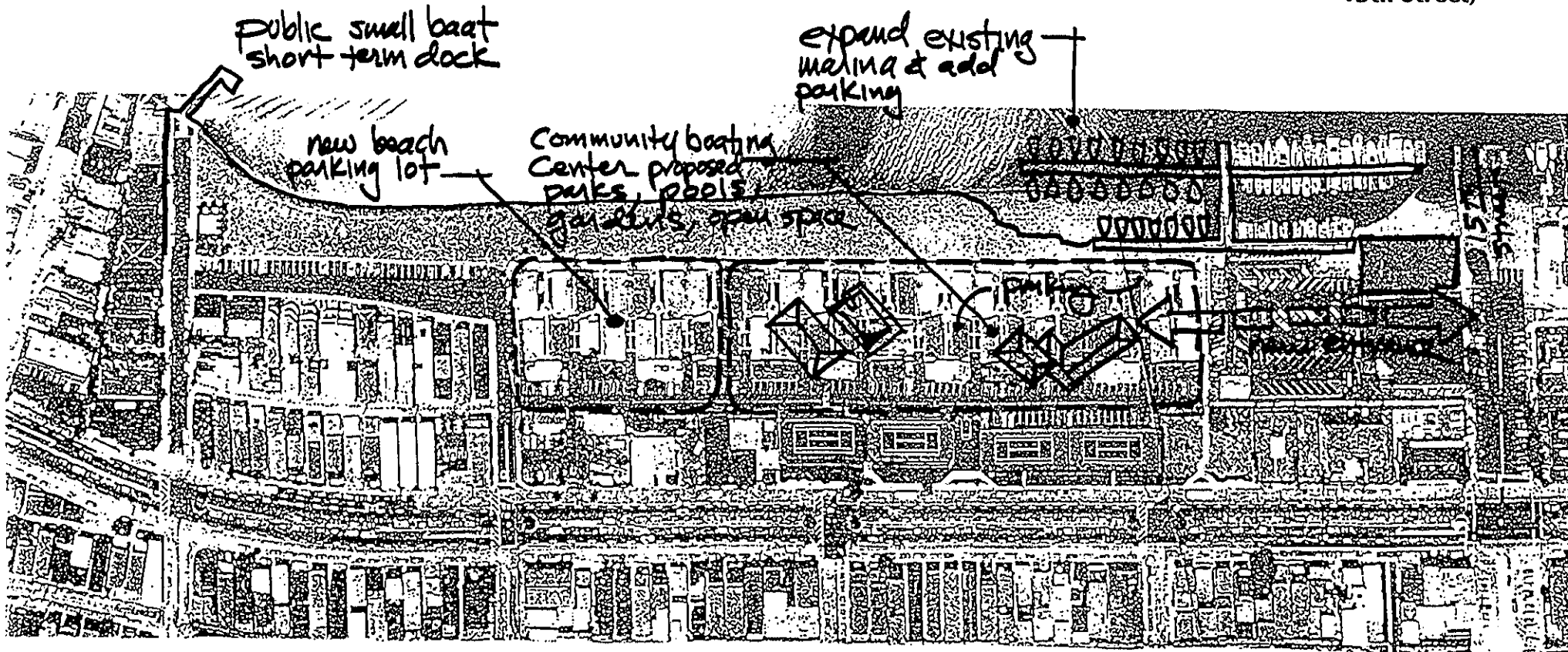
Balboa Peninsula Planning Study

Concept: Development of a Community
Boating Center

- Expand existing Marina
- New Community Center/Conference Center
- Potential Restaurant Site
- Expand Public Beach parking
- New restroom/shower facilities
- New public boat dock at 19th Street
- Expand Marina Park facilities along Balboa Blvd. to bayfront ..

Special Study
No. 1

Marina Park
(Balboa Blvd. &
15th Street)



THE FUN ZONE & PAVILION SPECIAL STUDY NO. 2

The Fun Zone and Pavillion of Balboa Village have long been landmarks and regional attractions. The area provides an opportunity for a greater intensity and variety of activities, with the proper planning and design. The first step is for the City to initiate an expansion of the pier line an additional 150 feet. This expansion will allow additional boat slips, guest docking facilities, boat and watercraft rental and more.

The existing bulkhead line should no longer be the limit line for the Bayside Promenade. The boardwalk should be expanded over the existing dock to provide areas for outdoor dining and other commercial ventures, in addition to new open space.

The commercial boating operation should be encouraged to only dock for boarding and disembarking passengers. The remainder of the time these operations should be moored off shore.

The Pavillion building should be included in this expansion of the Boardwalk Promenade. A walkway system should be constructed around the pavillion with new areas for outdoor dining and guest boat docking.

Any redesign of the Fun Zone area should include the installation of a public information booth and a consolidated activities ticketing operation. This area will continue to serve as an attraction for both locals and visitors and with a little creating effort can offer much more for the community.

Balboa Peninsula Planning Study

Special Study
No. 2-A

Fun Zone & Pavilion (Central Balboa)

Concept: Expand Pier Limit Line

- Extend pier line 150 feet into the bay
- Expand Boat Docking Facilities
- Maintain an adequate navigation channel for various boating activities
- City needs to initiate the pier limit expansion planning



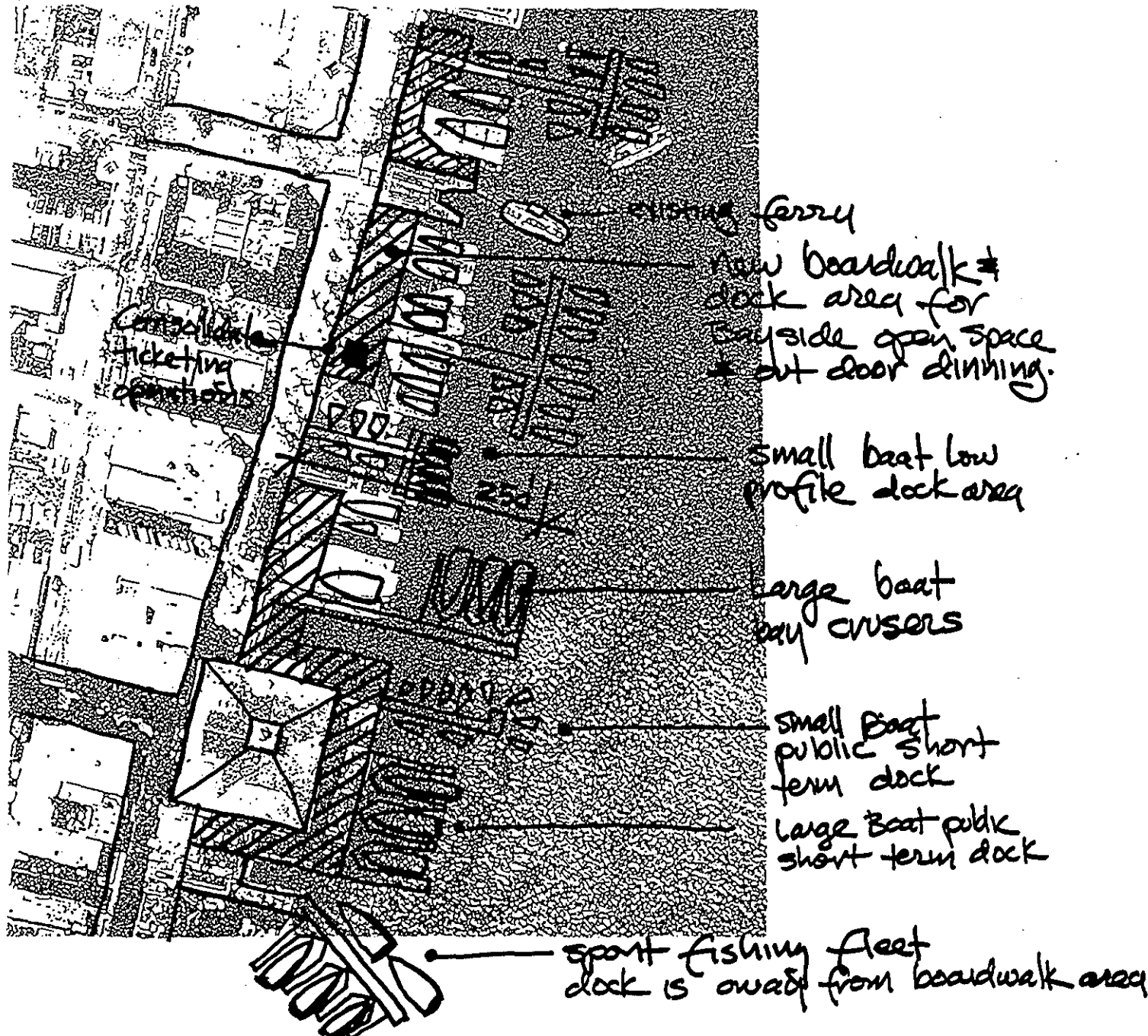
Balboa Peninsula Planning Study

Special Study No. 2-B

Fun Zone & Pavilion (Central Balboa)

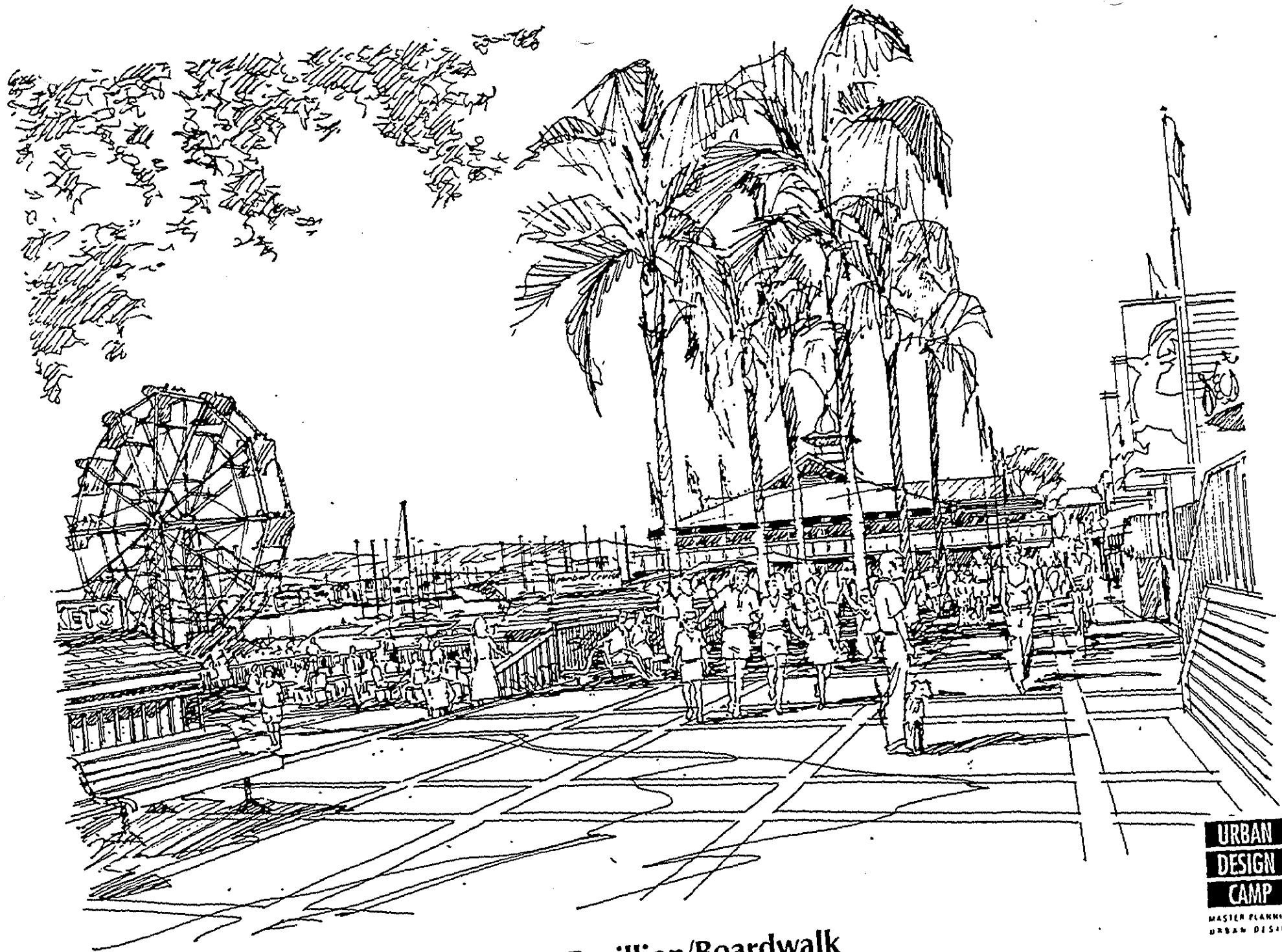
Concept: Expand Fun Zone & Pavilion
Area

- Expand boat docking facilities
- Create a wider Bayfront Promenade over the water
- Consolidate excursion boat ticketing operations
- Install public information kiosks
- Encourage outdoor dining
- Provide new visitor boat docking facilities
- Expand pier limit line (approx. 150' into bay)
- Provide new opportunities for landscaping
- Open up bay frontage along the boardwalk





Existing • Central Balboa - Pavilion/Boardwalk



URBAN
DESIGN
CAMP
MASTER PLANNING
URBAN DESIGN

Proposed • Central Balboa - Pavillion/Boardwalk

BALBOA VILLAGE SPECIAL STUDY NO. 3

The Village of Balboa is the heart of the Central Balboa District. The District has a challenge to retain and attract resident serving commercial operators and provide a sufficient variety of visitor attracting activities to maintain an economic vitality.

While market conditions may indicate that there is an insufficient resident population base to attract additional resident serving commercial outlets; there are some planning and design ideas which can be implemented to encourage specialty retailers. These ideas include the addition of convenient short-term parking, wider sidewalks, additional landscaping and interesting building facades.

The competition for available parking in the commercial, residential and beachfront areas, is probably the single most important issue. A parking study needs to be conducted with new parking opportunities identified and a new parking fee structure implemented. The following pages illustrate concepts for new parking layouts for the Village.

Balboa Village has had the benefit of numerous studies and special projects and should continue to build on these efforts. The ideas in the study have evolved from the past efforts.

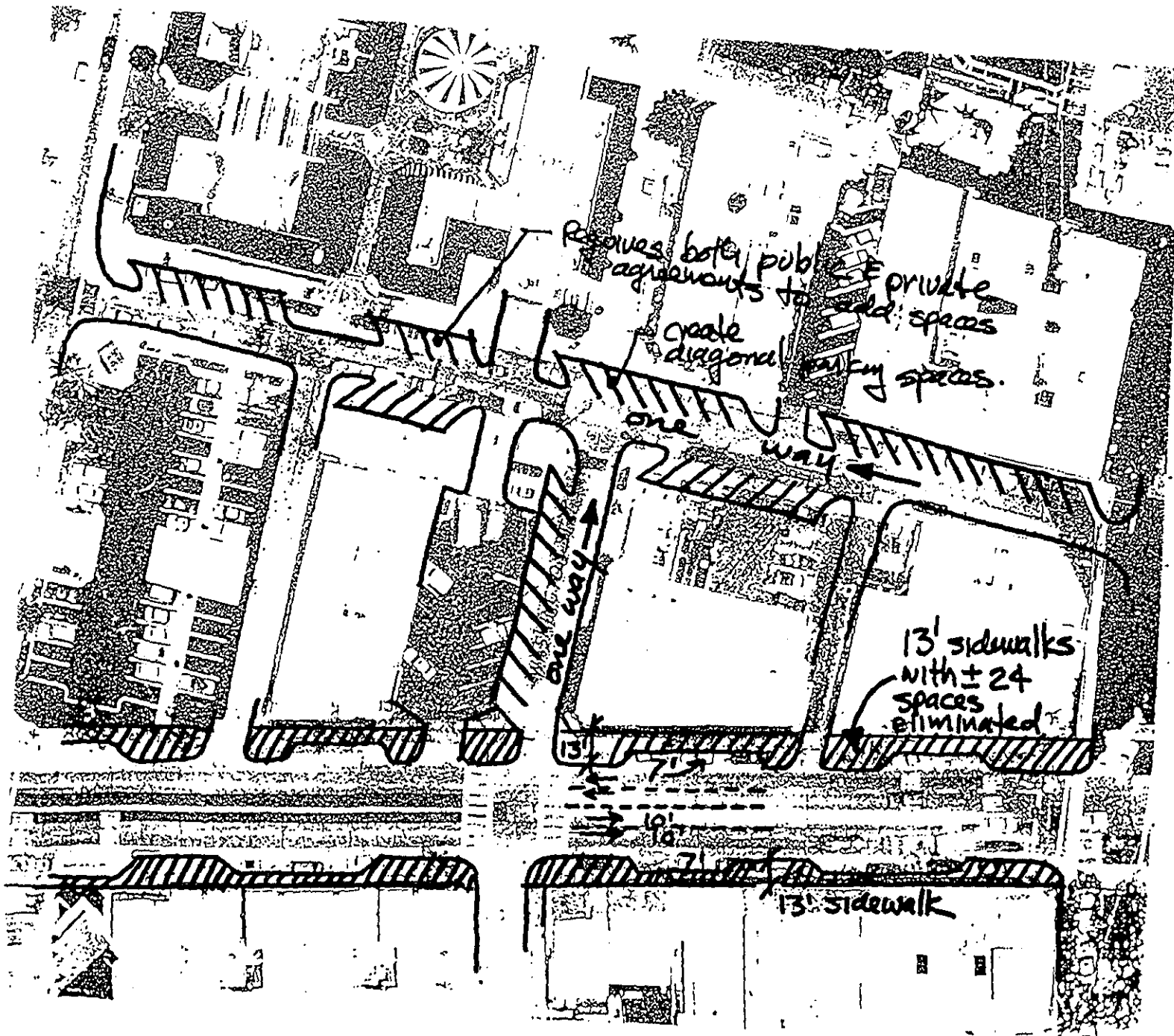
Balboa Peninsula Planning Study

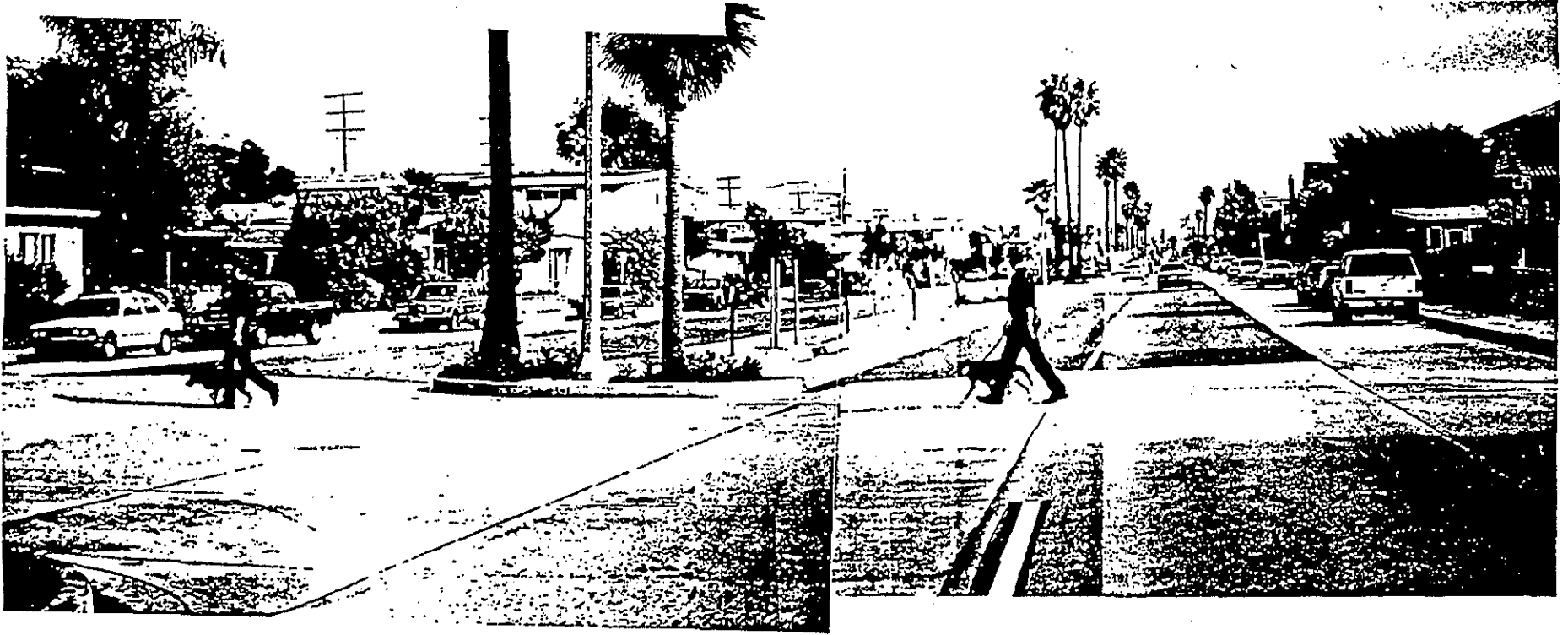
Special Study No. 3

Balboa Village

Concept: Create new short term resident serving commercial parking

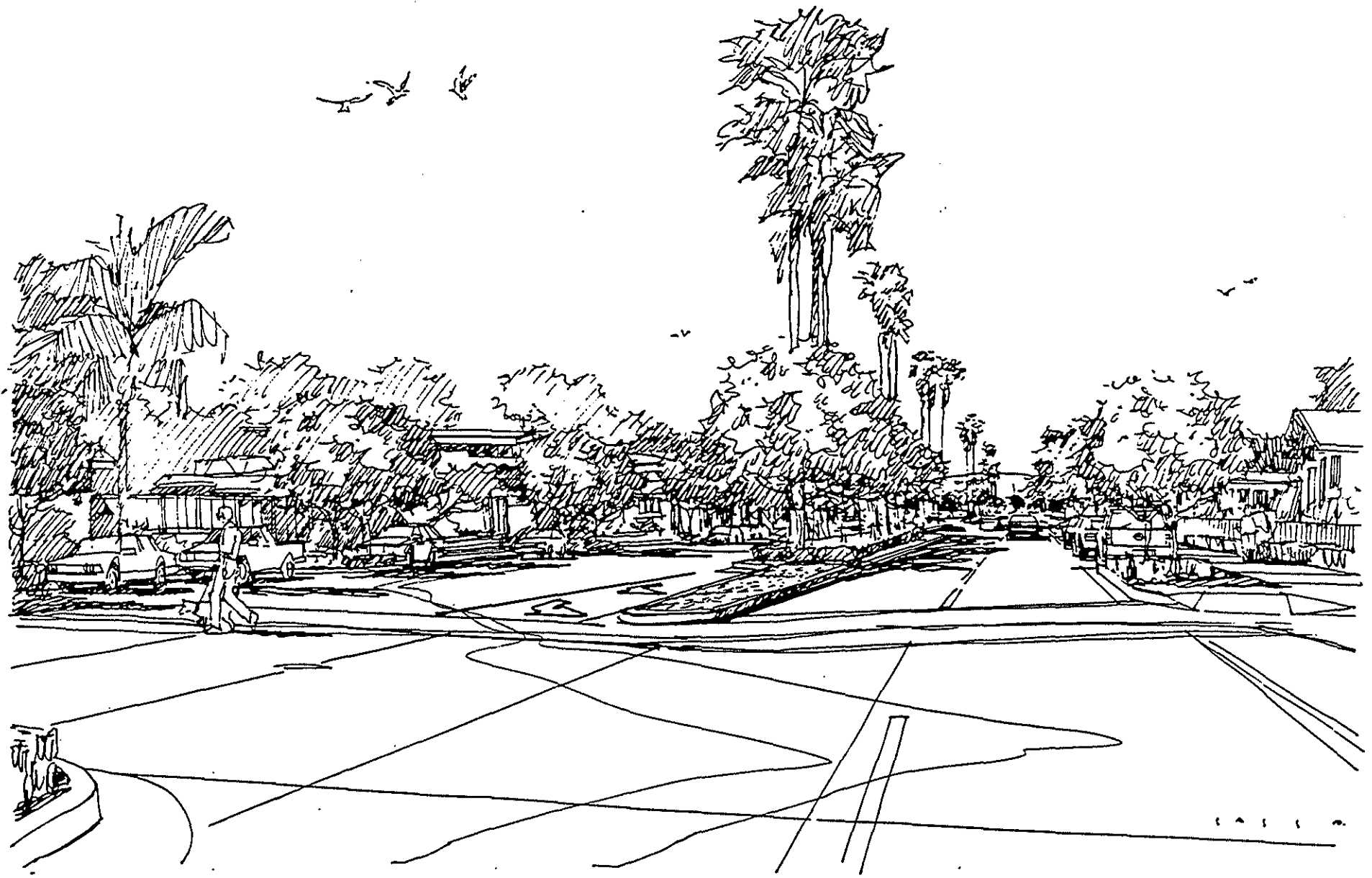
- Acquire additional right-of-way on the southside of Bay Street
- Remove approximately 20 parallel parking spaces on Bay Street (between Main Street and Palm) and replace with approximately 48 diagonal parking spaces.
- Install short term parking meters (\$0.25 per 15 minutes)
- Designate Washington Street as one way between Balboa Blvd. and Bay Street and install new diagonal parking
- Expand sidewalk and landscaping area along Balboa Blvd. between Palm Street and "A" Street
- Remove approx. one half of the existing on street parallel parking space along Balboa Blvd. (approx. 24 spaces)
- Plant new street trees along Balboa Blvd.
- Maintain two travel lanes in each direct
- Convert all parking meters to short term



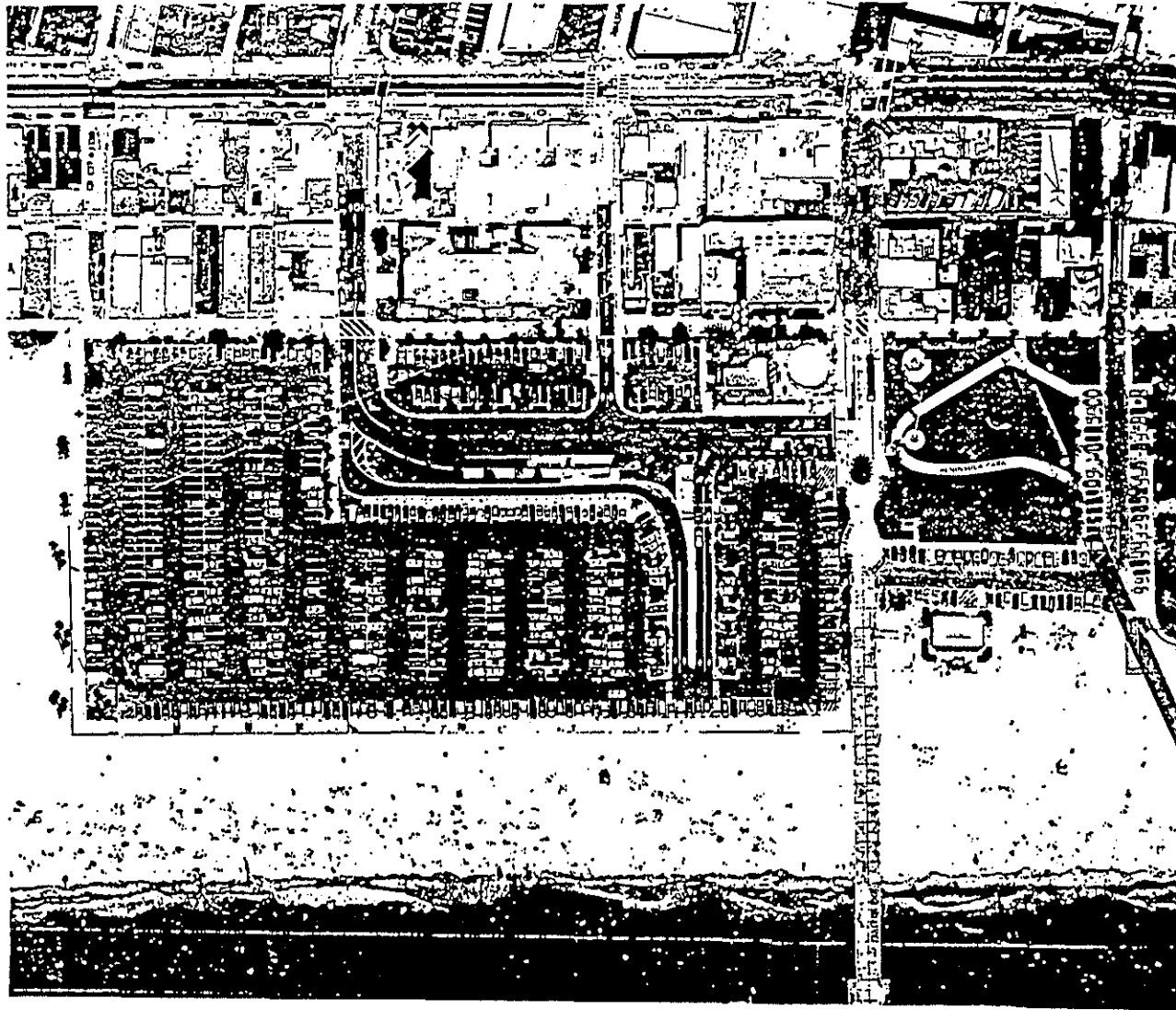


Existing • Balboa Blvd. @ Residential Area - Sidewalk/Parking

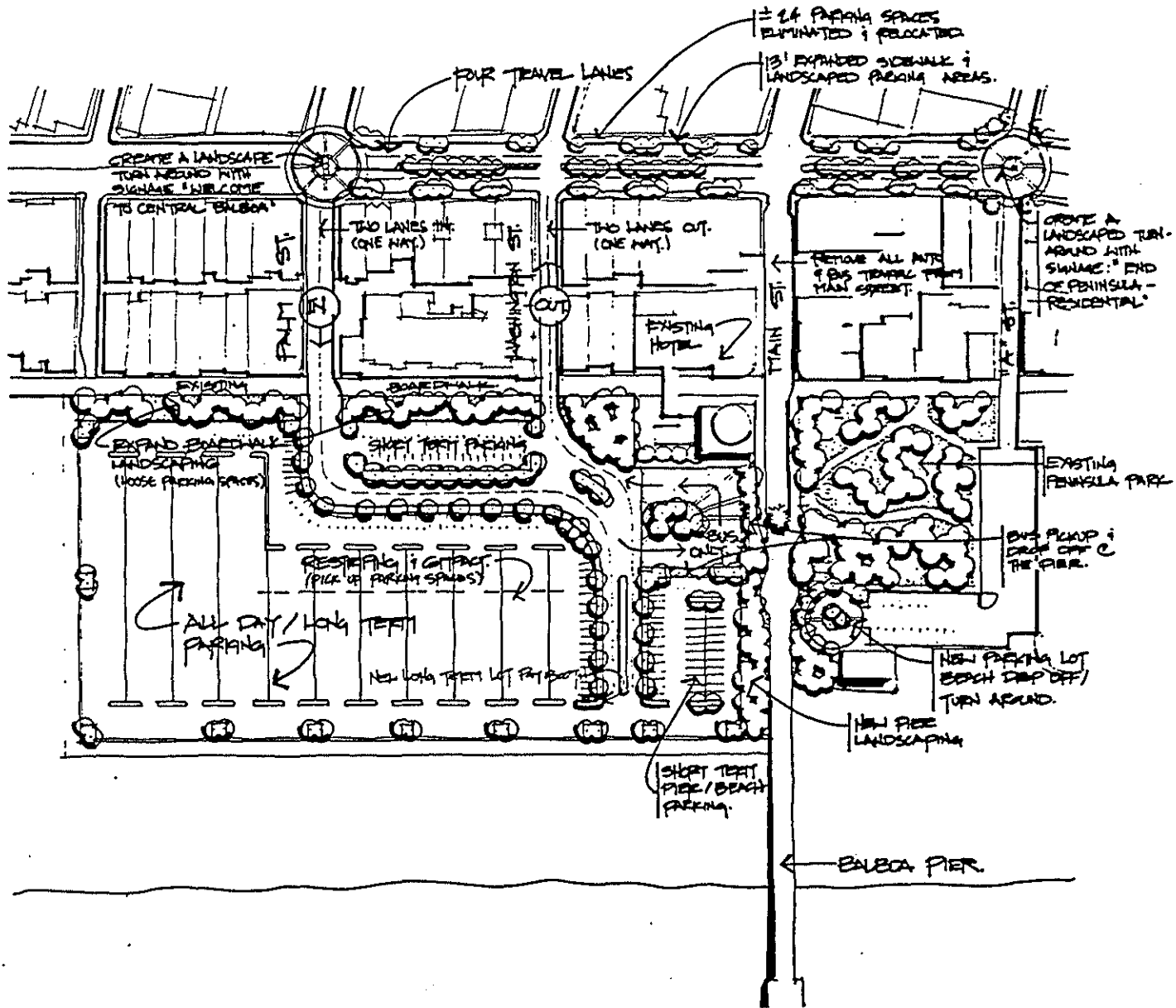




Proposed • Balboa Blvd. @ Residential Area - Sidewalk/Parking



Existing • Central Balboa Public Beach Parking Lot Plan



Proposed • Central Balboa Public Beach Parking Lot Plan

LIDO/CANNERY VILLAGE SPECIAL STUDY NO. 4

Lido Village lies at the major entry location to the Balboa Peninsula. This location warrants special design considerations for entry statements and directional signing. Circulation to and through the Village is one of primary concerns. The primary entryway to the Village should be via 32nd Street from Newport Boulevard. This street has sufficient right-of-way and also serves as a primary link to Lido Island and Peninsula and can serve as a major entry to Cannery Village. The intersection of 32nd Street, via Lido and Lafayette Avenue needs to be carefully redesigned to direct commercial onto Via Lido. Access to the Village should be maintained from Newport Boulevard at Via Lido, however, limited to a single left turn pocket.

Via Lido should be redesigned as a typical shopping street with one travel lane in each direction and new convenient storefront diagonal parking. Additional parking should be provided in shared parking facilities. This clustering of the parking supply allows for a greater portion of the Village to be designed to accommodate pedestrian activities. Expanded public open space facilities should also be included within the Village to provide the public with additional bayfront recreation. Expansion of the pier line should also be explored to provide for additional permanent and guest boat docking facilities.

Lido Village has the potential and opportunity to function as the primary core area for the City of Newport Beach. The following pages offer some ideas on how the Village entryways can be designed and a conceptual layout for circulation.

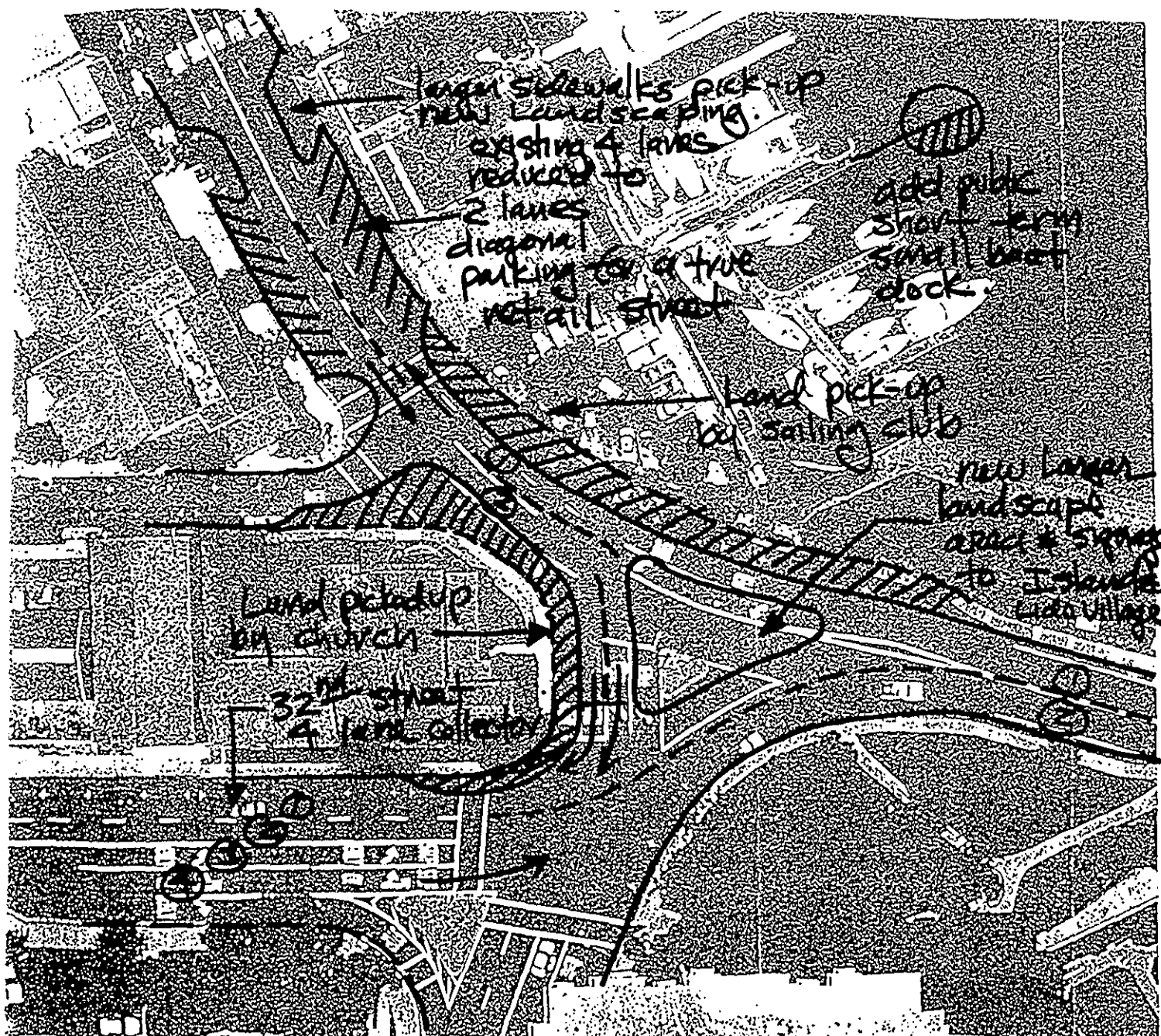
Balboa Peninsula Planning Study

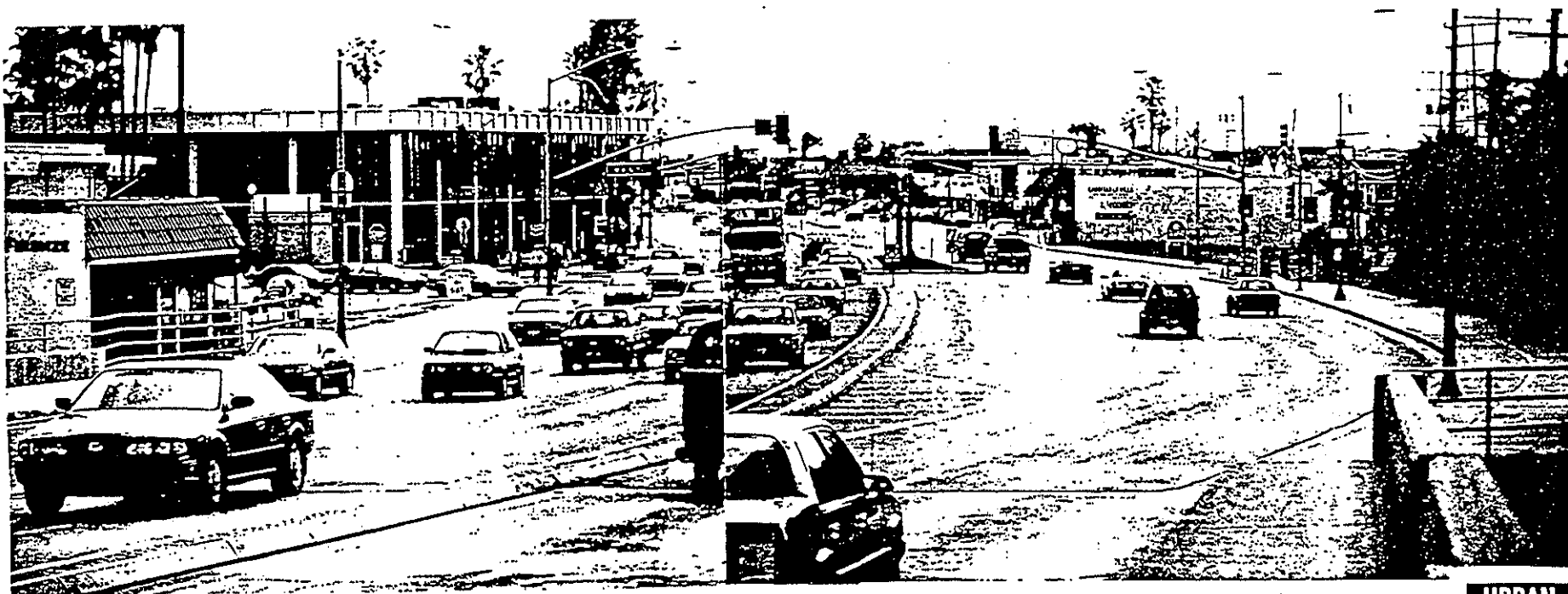
Special Study No. 4

Lido/Cannery Village (Entrance intersection)

Concept: Create new traffic intersection
at 32nd and Lafayette

- Change Via Lido from four travel lanes to two lanes (one in each direction)
- Remove parallel parking along Via Lido with diagonal parking (approx. double parking supply)
- Expand sidewalks and landscape areas along all streets
- Create new entrance sign location within new landscape area
- Expand 32nd Street and two travel lanes in each direction





Existing • Balboa Peninsula Entry

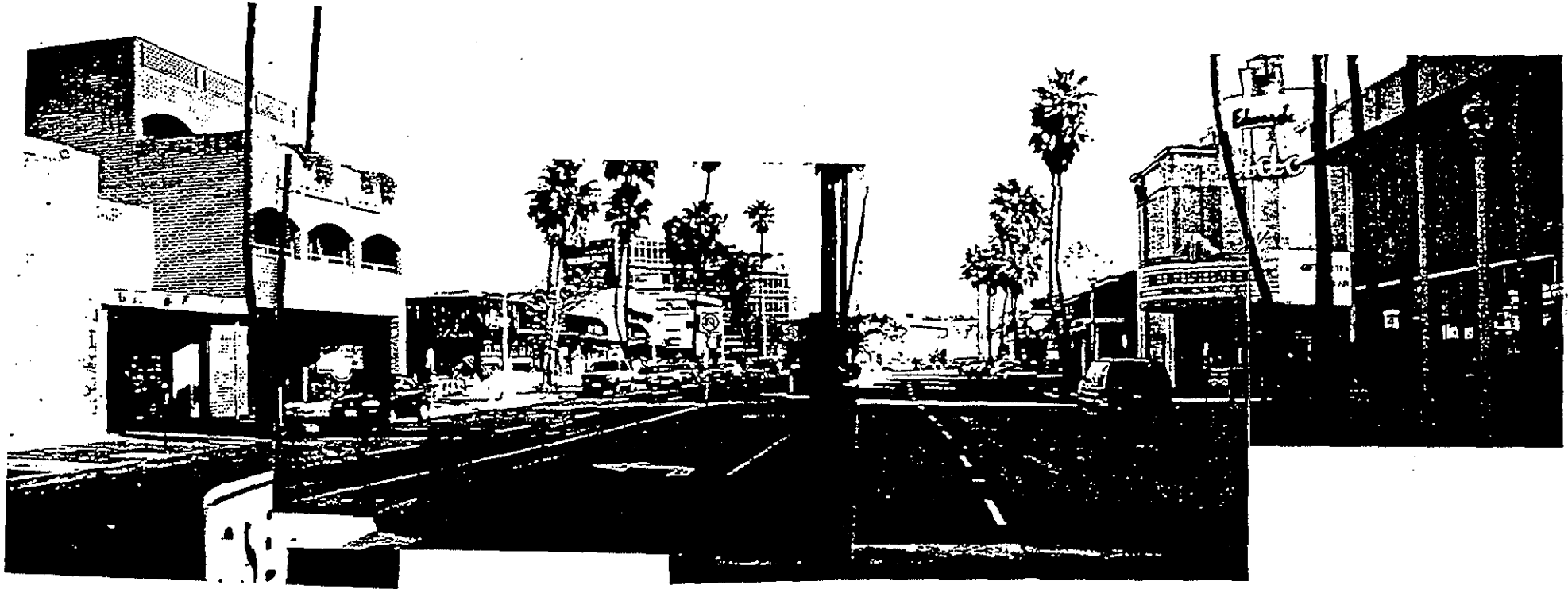
**URBAN
DESIGN
CAMP**

MASTER PLANNING
URBAN DESIGN



Proposed • Balboa Peninsula Entry

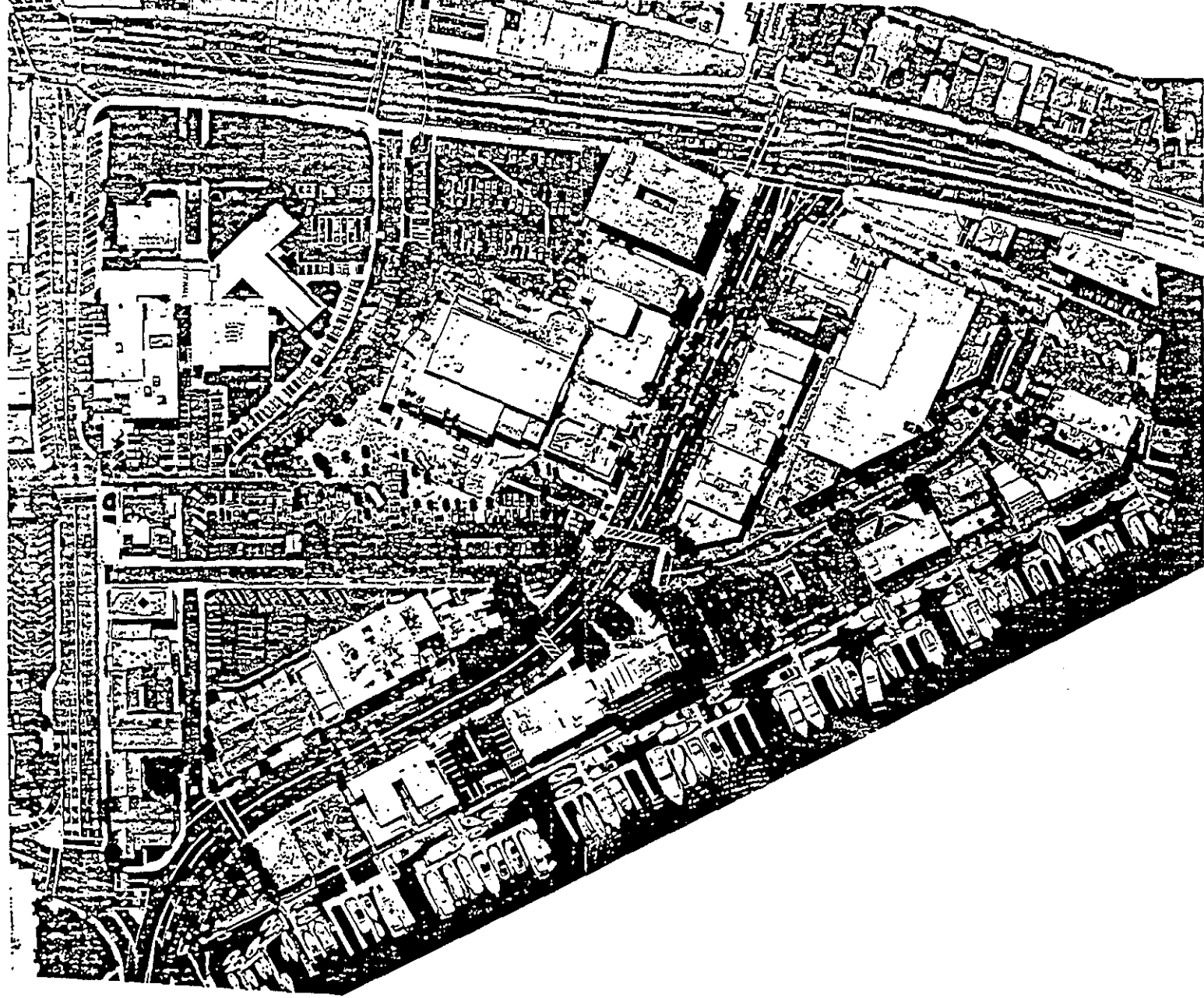
**URBAN
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CAMP**
MASTER PLANNING
URBAN DESIGN



Existing • Lido Village - Via Lido Way Entrance



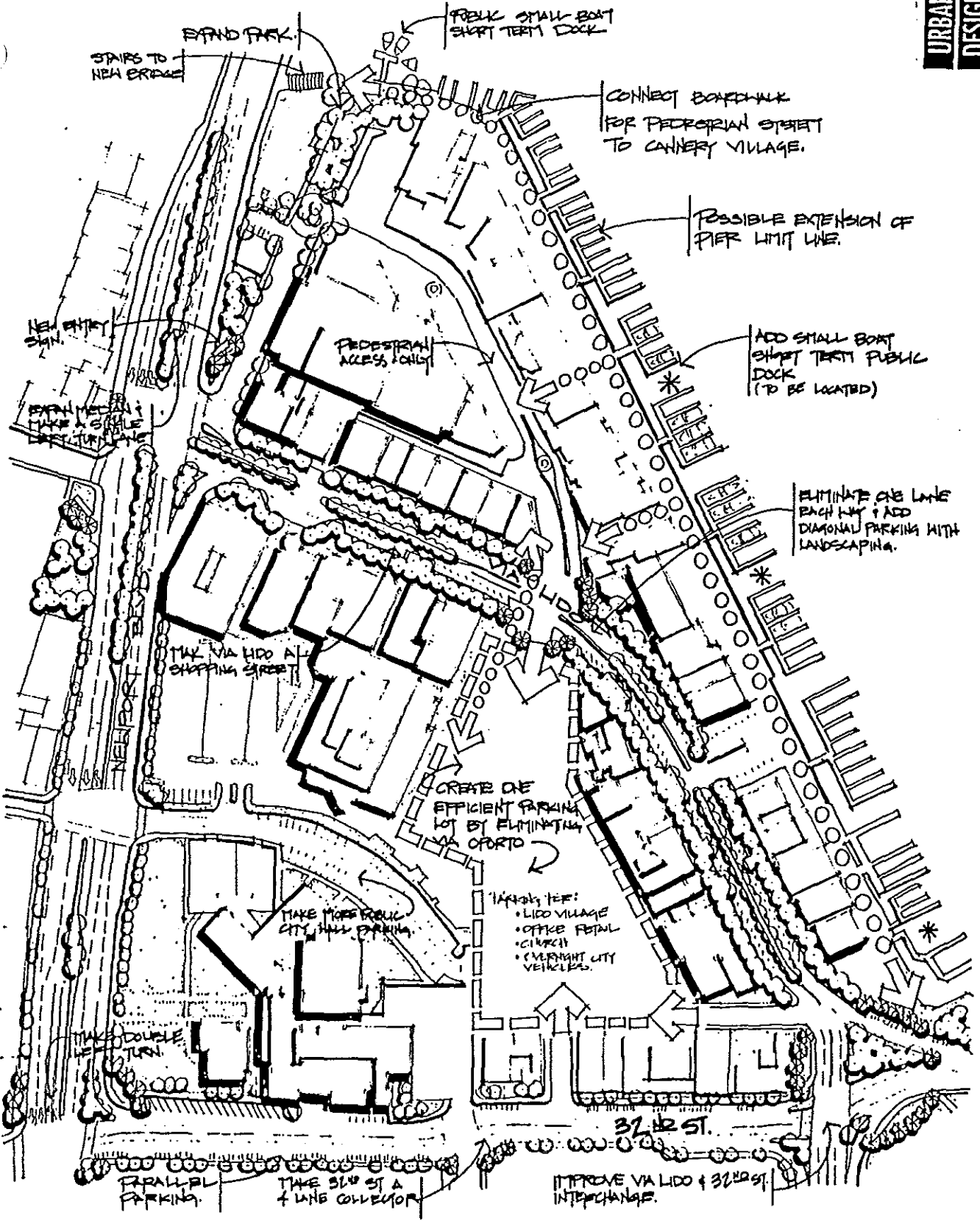
Proposed • Lido Village - Via Lido Way Entrance



Existing • Lido Village - 32nd Street & Circulation

URBAN
DESIGN
CAMP

MASTER PLANNING
URBAN DESIGN



Proposed • Lido Village - 32nd Street & Circulation

THE MIX-MASTER SPECIAL STUDY NO. 5

The Mix-Master Intersection (the convergence of Newport and Balboa Boulevards) has received a great deal of study and redesign over the years. This study suggests yet another concept, to incorporate a traffic circle or roundabout as a means of efficiently directing traffic through the area.

The proposed project can be implemented in three phases. The first maintains a split Newport Boulevard and has Balboa Boulevard "Tee" into Newport at 26th Street. This first phase provides for new parking opportunities adjacent to McFadden Square.

The second phase proposes the elimination of the split in Newport Boulevard with five-way intersection and the relocation of the existing commercial businesses. Additional property acquisitions may also be necessary to adequately design the new intersection. The revised alignment of Newport Boulevard will result in surplus properties on the western side of the boulevard. This area would be appropriate for new multi-family residential or mix-use developments.

The final project phase would complete the traffic circle with new theme landscaping and sidewalk areas. On street parking should be preserved, but reconfigured adjacent to commercial areas.

This concept also focuses attention on the bayfront area around the South Coast Ship Yard, reinforcing a future potential for a new mixed-use activity area. Designed and constructed, the Mix-Master Project will establish a future landmark for the Peninsula.

Balboa Peninsula Planning Study

Special Study No. 5-A

Mix Master (Newport and Balboa Boulevards intersection)

Concept: Traffic circulation
improvement

- "Tee" Balboa Boulevard into Newport Boulevard as a first phase measure
- Establish a landscape lighting theme for the boulevards
- Install a village entrance monument
- Develop a master plan for the southcoast shipyard property and adjacent bayfront
- Create new parking opportunities adjacent McFadden Square



Balboa Peninsula Planning Study

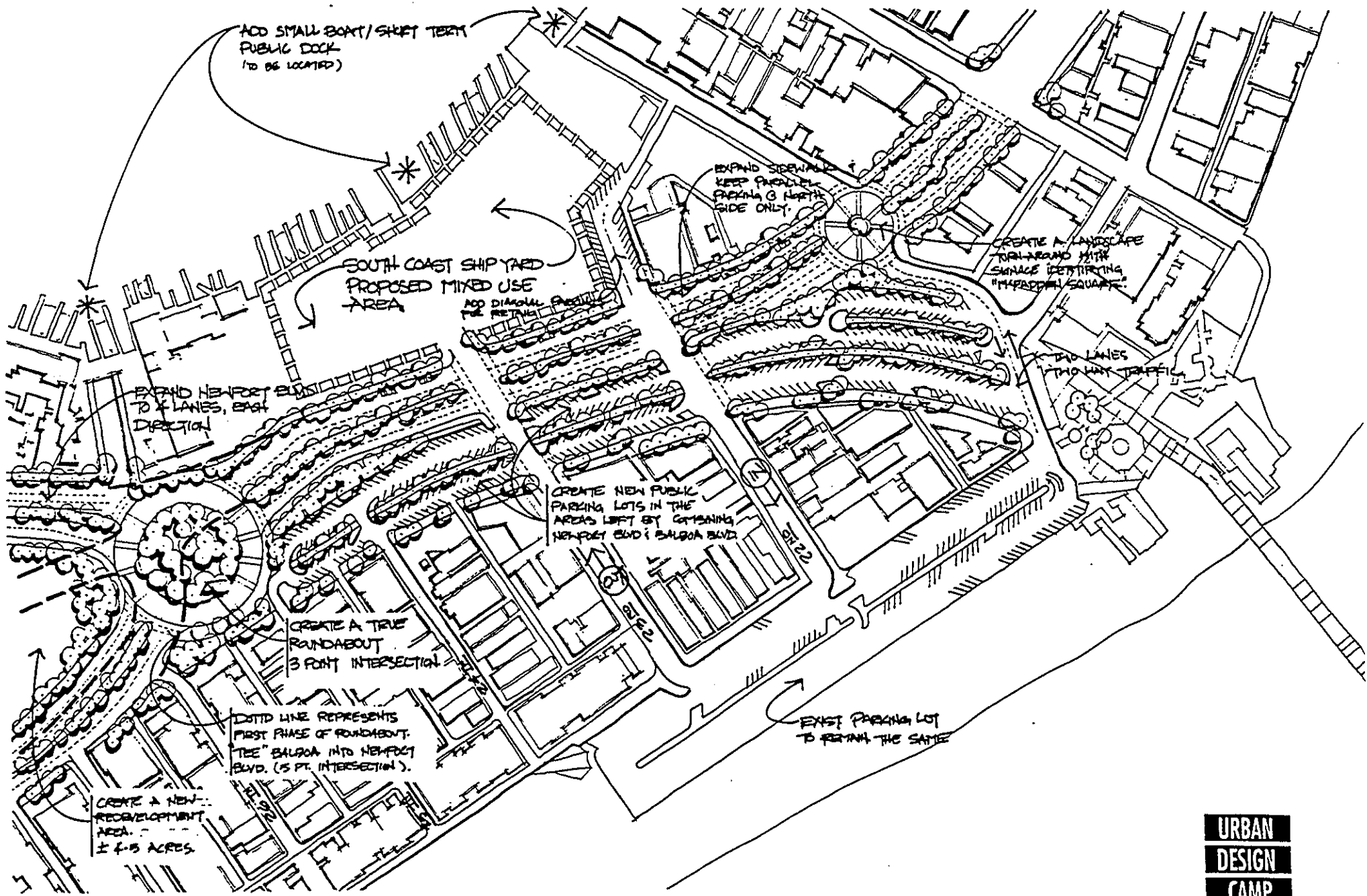
Special Study No. 5-B

Mix Master (Newport and Balboa Boulevards intersection)

Concept: Traffic circulation
improvement

- Remove the split in Newport Boulevard and relocate existing commercial facilities
- Develop a reuse plan for multi-family residential and/or mixed-use on the surplus properties created by the realignment of Newport Boulevard
- Create a small boat short term docking facility adjacent southcoast shipyard
- Complete round about (traffic circle) and establish a themed landscape area as a third phase





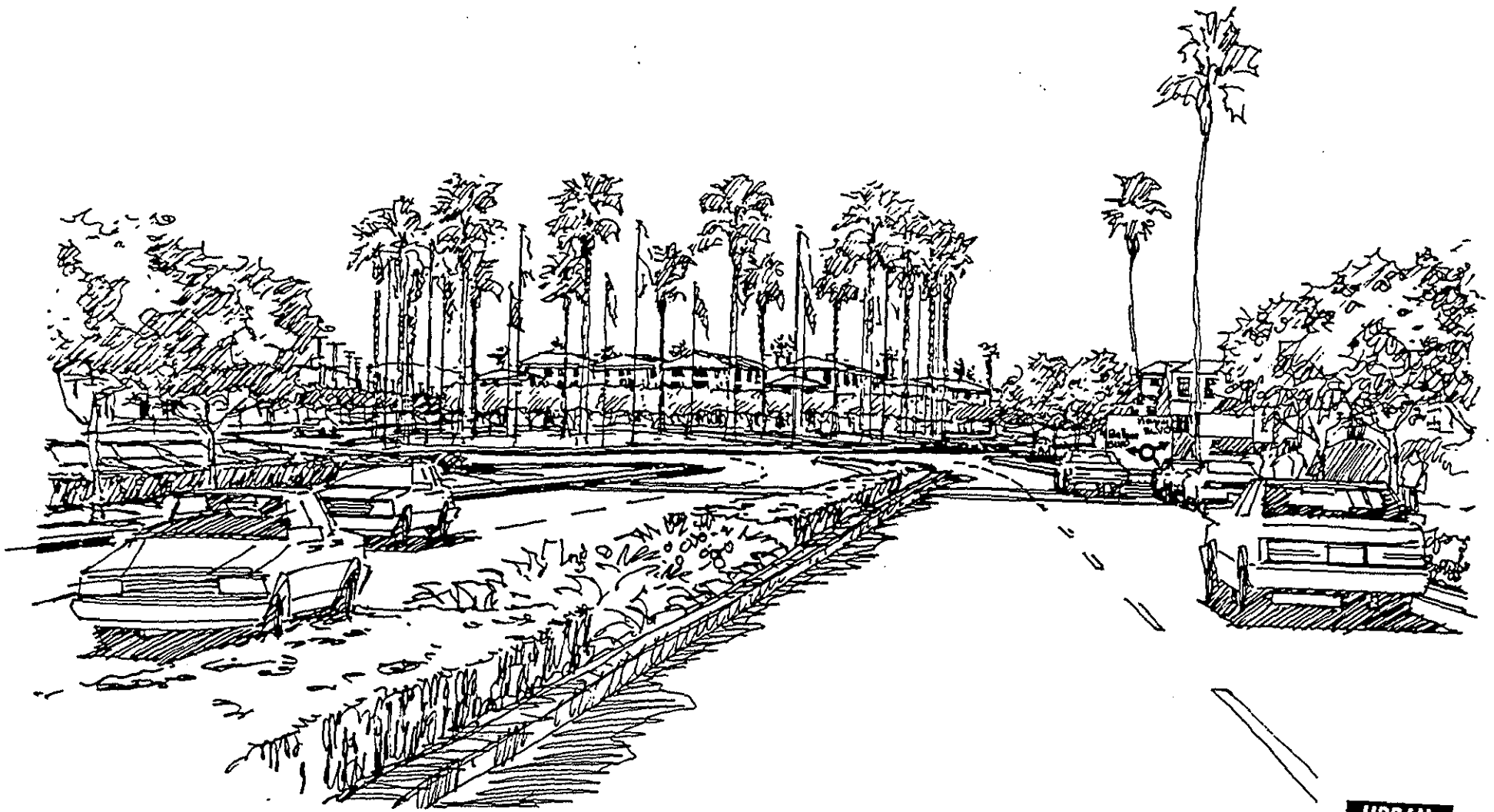
Proposed • Mixmaster Options Plan



Existing • Mixmaster Plan

**URBAN
DESIGN
CAMP**

1000 15TH AVENUE
SAN FRANCISCO, CA



Proposed • Mixmaster Plan

FUNDING IDEAS

- Community Development Block Grants
- Affordable Housing in-lieu fees
- Gas tax funds
- Measure "M" funds
- Underground utility district
- Traffic impact fees
- Business Improvement District funds
- Special Districts tax/fee
- Special assessments
- Revenue Bonds
- Parking surcharge
- Coastal Conservancy funds
- Land and Water Conservation funds
- Create a redevelopment area
- Facade grants/loans
- Tree Forestration program
- Donated trash receptacles
- Donated trees
- Adopt a tree, sidewalk, pavers, benches
- Lease rights of way for commercial activity
- Raise parking rates
- Lease public areas for community events

IMPLEMENTATION STRATEGIES

The Balboa Peninsula has long served as an area of mixed uses and activities. The area contains the City's initial commercial core and the original residential neighborhoods. The Peninsula also became the center for the recreation and marine services which have contributed to the City's identity. In order for the Peninsula to continue as a community focal point, the recommendations outlined in this study need to be considered. Implementation of the suggested recommendations amount to a significant expense of time, money, energy and commitment. The following addresses some suggested strategies of implementation.

There are a number of methods to finance public improvements and maintain a quality standard of living for the Peninsula. The most direct means of funding is from the City's General fund which is annually budgeted by the City Council. The revenues which comprise this fund are derived primarily from property taxes, sales taxes and municipal fees. However, there are a number of other monies which the City administers and can be earmarked for select projects. Community Development Block Grant Funds are available to the City for community enrichment projects; in FY '95-'96 approximately \$300,000 was budgeted for handicap access improvements. Sidewalks, streetscape improvements, community parks, and related public improvements are all eligible projects.

The cost for landscaping public areas can be partially subsidized by other programs sponsored by the National Urban Forestration Program, State of California Tree Forestration Program, the Tree Society of Orange County, the Tree People or the formation of a local Adopt A Tree Program. Local nurseries are also a good source of discounts or donations for special projects. A source of inexpensive labor for planting can be found in the California Conservation Corp. This group can also design, construct and install public information and directional signs. Corporate and individual sponsors are ideal for the acquisition of streetscape items such as litter receptacles, benches, water fountains, transportation shelters, bike racks and plaza pavers. Typically, advertising or recognition is offered in exchange for the acquisition cost.

The City funds transportation and street improvements projects with Gas Tax Funds, Measure "M" monies and Local Traffic Impact Fees. Allocation of these funds are determined on an annual basis. Streets, sidewalks and other public improvements can also be completed as a condition on new development projects. Overhead utilities lines can be removed by forming an Underground Utility District. Southern California Edison was advancing funds to communities to enable multiblock projects. However, the policies are changing and further investigation is necessary to determine feasibility.

There are a number of special waterfront and recreation related funding sources. Land and Water Conservation Funds can be used for many public recreation projects from community buildings to restrooms to parking facilities. Smaller scale coastal access projects such as stairways, walkways, boardwalks, observation areas and boat docks can be funded with Coastal Conservation Funds. The State Waterways and Boating Commission is looking for demonstration projects for new and expanded boat docking and marina developments which could benefit select locations.

Possibly the best source of revenues for public improvements on the Peninsula is parking related fees and fines. The current parking controls, rates and methods of fee collection are in need of adjusting. Short-term, mid-term, long-term and overnight parking rates need to be increased. Parking permits should also be required for all residents and employees of the Peninsula. The distribution of parking revenues should be returned to the Districts in which they were generated. These funds can be used for a number of related public improvements in addition to parking development and maintenance, for example sidewalk paving, landscaping, signing, and entrance monuments.

In addition to parking authorities, other special improvement Districts can be formed. The cost for improvements generated by these Districts are generally financed with funds received from special property tax assessments. Special Assessment Districts can be a very effective means of sharing project costs with the City. Cities can also sell Revenue Bonds for specific types of capital improvement projects and general obligation bonds for other types of improvements.

An effective way to localize the decisionmaking process is through the formation of Business Improvement Districts. Funding is obtained from property owners and business tenants within a specific area. Fees are often based on the size (square footage or linear footage) of participating members. Funding can be used for a

variety of projects, programs and maintenance. A very effective program is a building facade grant or loan program.

The option of creating a Redevelopment Agency is often discussed as a method for dramatically changing an area. While redevelopment can be a very effective tool, the continually changing state regulations make the formation of a Redevelopment Project Area very time consuming (approximately two years) and cumbersome. In addition, redevelopment is most effective as a way to subsidize private development projects for public and community betterment. However, if the desire is to finance primarily public improvements than there is other equally effective legislation available, such as the Street Lighting and Landscape Act.

Cities also have the ability to raise funds by leasing or renting community facilities such as parks, plazas, rights-of-way, etc. for special events; and sidewalks and boardwalks, for outdoor dining, and cart sales. Special user fees can also be charged for boat docking and boarding and other unique activities to the area.

In addition to raising funds, there are a number of things which can be considered to achieve a greater degree of economic vitality within each District. The District core areas should continue to serve as commercial centers, with an emphasis on retail activities. The development of second stories (above two stories only in Lido/Civic Center and McFadden square) should be encouraged with an option for office, residential or additional retail activities above the first floor. This multi-use aspect is intended to create a lively place to be day or night for both visitors and residents. Office uses should be encouraged to increase the daytime population and help establish the desired vibrant atmosphere.

The commercial emphasis can be achieved by providing an unbroken commercial link in the core areas at the pedestrian level; varying intensities of development can be accommodated as well. The larger scale new development should not detract from smaller infill projects, rehabilitation and new development should be encouraged and designed in a compatible manner. The District cores are surrounded by transitional areas which should be used to coordinate gradual change in terms of buildings, heights, scale and uses between the adjacent residential areas. In order to offer the visual, climatic and recreation amenities of these unique areas to a greater number of people, higher residential densities should be considered. Affordable housing in lieu of fees may be used to facilitate select projects.

Balboa Peninsula Planning Study

Special Study No. 6

Sign Code Regulations

Concept: Establish an overall Peninsula signage theme with different but compatible themes for each District

- Prohibit free standing signs except monument signs
- Prohibit roof top signs
- Limit the amount of window display signs
- Encourage flags, banners and other festive signage for special events
- Develop unique regulations in each District addressing sign colors, illumination, materials, etc.

SIGN STANDARDS FOR COMMERCIAL USES					
USE OF SIGN	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	OTHER STANDARDS
Business Identification	Freestanding	One per site provided the structure on the site is setback a minimum of twenty (20) ft. and that the site has a minimum of 100 ft. of frontage.	15 sq. ft. or 40 sq. ft. for wooden sand-blasted signs.	6 ft.	<ol style="list-style-type: none"> 1. All freestanding signs shall be located in a landscaped planter with no portion of the sign extending beyond the perimeter of the planter. 2. All freestanding signs must be of the monument type. 3. Copy shall be limited to center identification and/or major tenant identification. 4. Internal illumination is permitted for channel letters only.
	Wall or Awning	One per street or parking lot frontage for each separate business.	1.0 sq. ft. per linear foot of building frontage	8 ft.	<ol style="list-style-type: none"> 1. Signs shall be channel letters for wall signs. 2. Internal illumination is permitted for channel letters only. 3. No painted signs permitted. 4. Maximum letter height is 18 inches.
	Under canopy or projecting	One per business	4 sq. ft.	Minimum ground clearance 8 ft.	<ol style="list-style-type: none"> 1. No internal illumination permitted.
	Window	One per business	15% of total window area	6 ft.	<ol style="list-style-type: none"> 1. Copy shall be limited to business name, address, phone number. 2. Letters may be vinyl or painted.
Tenant Directory	Wall	One per site	12 sq. ft.	8 ft.	<ol style="list-style-type: none"> 1. Sign shall be unilluminated. 2. Sign shall be located and oriented to the pedestrian rather than to the street. 3. All freestanding signs shall be located in a landscaped planter with no portion extending beyond the perimeter of the planter.
Special	Flags Banners Pennants	Unspecified	Unspecified	Unspecified	Flags, banners, and pennants are permitted as temporary signs pursuant to the sign code.

The Balboa Peninsula Planning Study proposes to continue this combination of uses and activities with designations which provide for mixed-use activities intended to encourage a variety of uses. The amount of residential use permitted should be maximized. A greater amount of homeowner resident patronage and increased pedestrian traffic, created by people living in the Districts, will improve the area's overall image; thereby creating a more attractive and safe village environment which local residents can appreciate and recommend to out-of-area visitors.

Marketing/promotion/advertising programs need to be developed in conjunction with Business Improvement Districts for promoting/marketing seasonal and off-season events. Events and festivals should include merchandising and entertainment tie-ins with businesses in the Districts. The future of the Balboa Peninsula, like so many other communities, lies in the making of effective political decisions. Community leadership is vital for the formulation and implementation of a concise and clear future vision for the Peninsula. The City and business community have to take the necessary steps to make the Balboa Peninsula the lively, beautiful, fun place it can be.

The overall image of the Peninsula is a major concern. A Peninsula-wide set of design guidelines, including building architecture, landscaping and signage should be included. Some thoughts on new sign code regulations have been included in Special Study No. 6. While many of the design and land use policies can be best developed with a Peninsula-wide set of standards, specific District by District, regulations should be established to enhance the unique area features. A new Specific Plan with Peninsula-wide policies and District by District development regulations should be prepared which combine and modify the current Specific Plans. Design Review Committees should be created in each District to assist City staff in the review process. This review may be voluntary or mandatory depending on how detailed the design regulations become.

TOP TEN RECOMMENDATIONS

1. Local Coastal Plan	<ul style="list-style-type: none"> • General Fund
2. Peninsula-wide Master Plan (Including: Design & Landscape Guidelines)	<ul style="list-style-type: none"> • General Fund
3. District by District Specific Plan (coordinated with Master Plan and including Development Regulations)	<ul style="list-style-type: none"> • New application fees
4. Boulevard Beautification Program (including: Sidewalks, Landscaping, and Signage) Newport & Balboa Blvds.	<ul style="list-style-type: none"> • Special Assessment • Parking Revenues
5. Parking Management Plan (including: supply & demand, parking space study, revenue production, fee schedule, and capital projects)	<ul style="list-style-type: none"> • Parking Revenues
6. Amend Circulation Patterns in each District with additional on-street parking	<ul style="list-style-type: none"> • Parking Revenues
7. Newport Boulevard Intersection Improvements - Via Lido & 32nd Street	<ul style="list-style-type: none"> • Measure M Funds • Gas Tax Monies
8. Newport Boulevard and Balboa Boulevard Intersection - Mixed-Master Improvements	<ul style="list-style-type: none"> • Measure M Funds • Gas Tax Monies
9. Develop public small boat guest docking facilities (including: Lido Village - 2, Cannery Village - 2, McFadden Square - 2, and Balboa Village - 1)	<ul style="list-style-type: none"> • Land & Water Conservation Funds • Coastal Conservancy Funds
10. Bayside Balboa Village Improvements (including: a new pier line, larger boardwalk, and expanded boat docking facilities)	<ul style="list-style-type: none"> • Revenue Bond • Special Assessment • State Waterways Commission

CONCLUSION

The Balboa Peninsula Planning Study has assembled the various concerns and issues of residents and business owners alike. The issues have been presented in great detail with a series of recommendations which can be implemented in future years.

A primary recommendation is to develop a new Master Plan and Specific Area Plan (zoning) for the Peninsula as a whole. The current Specific Area Plans for McFadden Square, Cannery Village and Central Balboa should be combined, refined and simplified in order to better regulate a single identifiable image for the Peninsula. A greater emphasis in the regulations needs to be placed on identifying, preserving and enhancing the unique qualities of each District. Special concern must be taken in drafting regulations for signing and landscaping. These elements need to be addressed from both a Peninsula-wide approach and on a District by District basis. The Districts need to express unique themes in both signing and landscaping and distinguish their individual character. This can be achieved with different development standards for each District. However, while individual expressions should be encouraged compatibility with an overall Peninsula design theme must be maintained. Signing, landscaping, lighting, building setbacks and size are key components. The current draft zoning regulations should be modified with these concerns in mind. The City should retain the services of a professional planning consultant to develop a Master Plan theme and propose the necessary regulatory tools.

While the image and aesthetics of the Peninsula are important, the functionality of the infrastructure and public facilities are critical. As outlined throughout the study, adequate circulation is vital to maintaining a basic quality of life on the Peninsula. Newport and Balboa Boulevards must be improved to allow them to function as grand boulevards. Synchronizing traffic signals, limiting curb cuts and conflicting intersections, limiting on-street parking facilities all contribute to the ease of access to the Districts. The introduction of alternative forms of transportation need to be carefully addressed and accommodated. The circulation and transportation systems suggested in this study should be reviewed by a professional transportation consultant. Specific detailed plans and sections should be developed to better understand the community benefits which can be obtained by the outlined recommendations.

Historically, parking has been the number one issue of concern when considering any proposed change. The provision for adequate parking is vital to the successful operation of the entire Peninsula. Residents, business owners, visitors, developers and planners each have a different definition of the word "adequate," pertaining to parking. Parking strategies for the Peninsula are complicated further by the bayfront and beach and the different types of parking needs for these users.

Over the years, a number of parking strategies have been prepared. These studies have identified various means to address the different parking needs of the various users, however, few of the ideas have been implemented. A realistic and practical Parking Management Plan needs to be developed by a professional parking consultant. The basic premise that convenient, safe, and accessible parking should be available for all existing commercial, residential, and recreational activities must be clear. The City should concurrently develop a locally administered Coastal Plan. Local control of all development activity is the best way for a community to properly anticipate and facilitate the future communities needs and demands.

The City of Newport Beach needs to resolve a number of potential conflicts in planning the direction of the various Districts. Future planning and implementation needs determine how to weigh the balance of needs and demands of property owners, business tenants, area residents and visitors. There is also the need to understand inter community competition between the Peninsula and Mariners Mile and Balboa Island. Finally, there is a need to resolve the conflicts that result from the individual desires from various groups and the realities of marketability and predictable impacts.

The Planning Study has discussed and identified a number of special projects and the need for specific studies. The phasing of these projects will occur over many years and will need to be adjusted to address then current concerns. The study has anticipated project phasing and identified short-term projects which will produce the most dramatic positive changes in the most timely and cost effective manner. The study has further analyzed the short-term projects and developed a recommended list of the top ten projects for immediate consideration.

The Balboa Peninsula Planning Study has hopefully renewed interest in discovering ways to revitalize this important community to the City of Newport Beach. There is a great deal of additional work which needs to be completed before the City can truly enjoy the fruits of these labors. The recommendations in this report calling for additional studies by professional consultants should not

be considered a negative reflection of City staff. City staff has been extremely professional and responsive throughout this study. They have demonstrated the skills and professionalism necessary to perform the recommended studies outlined. However, their current day to day workloads leave little time to prepare objective, proactive and non-political planning studies for the highly controversial topics suggested in this study.

The Balboa Peninsula of Newport Beach has been the subject of many special plans and studies for many years. This study attempts to highlight former studies, develop a current consensus on important issues and outline strategies for making the necessary community changes. The City needs to accept the responsibility of pursuing these changes. Urban Design Camp would like the opportunity to continue working with the City to implement creative ideas and concepts; and establish a framework for improvements which create an attractive, unique, vibrant and viable community.

APPENDIX

APPENDIX

An Appendix has been prepared for this study in two separate volumes.

VOLUME 1

CONTENTS

- Introduction
- District Workshop
Issues Identification
- B.P.P.A.C
Fifteen Point Plan
- Concept Alternative
Traffic and Parking Review
Linscott, Law and Greenspan

VOLUME 2

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- District Workshop
Agendas and Minutes
- District Workshop
Exercise Sheets

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**BALBOA
PENINSULA
PLANNING
STUDY**

**APPENDIX
VOLUME 1 OF 2**



MASTER PLANNING
URBAN DESIGN

Appendix Volume 1

CONTENTS

- **Introduction**
- **District Workshop
Issues Identification**
- **B.P.P.A.C.
Fifteen Point Plan**
- **Concept Alternative
Traffic and Parking Review
Linscott, Law and Greenspan**

**BALBOA
PENINSULA
PLANNING
STUDY**

**SUMMARY REPORT
OF
PLANNING WORKSHOPS**

September 1996



MASTER PLANNING
URBAN DESIGN

BALBOA PENINSULA PLANNING WORKSHOPS

In order to properly identify and understand the areas of concern and issues of the Balboa Peninsula, citizen groups were appointed for the four major Districts of the Peninsula (Lido/Civic Center, Cannery Village, McFadden Square and Balboa Village) and a series of District by District planning workshops were conducted. The workshops employed a group of problem solving exercise to provide a systematic, easily understood, and practical method for addressing problems.

The planning workshop exercise is designed to continually move problems toward solutions by breaking them down into manageable pieces, identifying responsibilities and determining relevant concerns. This type of analysis brings vague discussions into focus and ideally ends with clear direction. The results of all the brainstorming and discussion evolves into the development of various of concept alternatives, action plans and strategies to effectuate change.

The Balboa Peninsula planning workshops provided an opportunity for each District to express and describe their unique and collective problems. These expressed concerns have been the foundation on which the consultant team conducted an analysis and evaluation of the Balboa Peninsula. In the final round of planning workshops, potential solutions were discussed and characterized according to their importance and priority (low, medium, high)). The priority levels were applied to solutions based on their impact and ability to reach the identified objectives. The issues were next analyzed for their amenability to change (easy, moderate, or difficult). The goal being to identify the most effective solutions to close the gap between the current problems and the community objectives.

Three rounds of planning workshops were conducted for each of the four Districts. The concerns presented and discussed on the following pages originated from the District representatives. The issues, objectives and solutions have been reviewed and amended by the District representatives, and reflect a group consensus of those in attendance at the workshops.

**BALBOA
PENINSULA
PLANNING
STUDY**

**DISTRICT
WORKSHOP**

**ISSUES
IDENTIFICATION**

**BALBOA
PENINSULA**

**PENINSULA WIDE
CONCERNS**

LAND USES
(6/28/96)
(Revised 8/2/96)

Balboa
Peninsula

Issue Description

- The desire to enhance and develop resident serving commercial activity
- The need to develop an appropriate mix of commercial tenants
- The lack of harbor entrances and bayfront activities

Objectives

- To encourage and enhance waterfront uses
- To attract higher quality tenants and more varied users
- To increase property values
- To encourage the consolidation of commercial uses
- To create a viable commercial atmosphere

Solutions

- Develop incentives to encourage a greater variety of resident serving commercial
- Develop a visitor marina with guest docking
- Rewrite regulating ordinances to facilitate and encourage desired activities
- Develop a bed and breakfast facility ordinance and opportunities in transitional areas (The area between commercial and residential)
- Explore all possible regulating options for alcohol related sales
- Investigate enhancement and expansion of Marina Park at 15th Street
- Develop regulations for weekly vacation rentals

ACCESS/CIRCULATION

(6/28/96)

(Revised 8/2/96)

Balboa
Peninsula

Issue Description

- The circulation patterns are confusing and destinations are poorly defined
- Need to accommodate various forms of individual and public transit
- Poor circulation to and within Districts

Objectives

- To facilitate resident access on the Peninsula
- To attract more retail shoppers
- To accommodate area visitors
- To improve the visual appearance of the streetscape
- To create more pedestrian ways

Solutions

- Prepare a traffic implementation plan
- Develop an interconnective series of pedestrian walkways
- Establish a system of public boat docking facilities
- Install an integrated directional signage program
- Design a number of entry and arrival monuments
- Encourage alternative forms of transportation including public transit to all Districts from remote parking facilities
- Reconfigure the Newport and Balboa Boulevards interchange
- Improve Newport Boulevard and PCH interchange
- Synchronize traffic signals along Newport and Balboa Boulevards
- Enhance the visual appearance and effectiveness of Newport and Balboa Boulevards

PARKING
(6/28/96)
(Revised 8/2/96)

Balboa
Peninsula

Issue Description

- The Peninsula has a competition for available parking spaces with an inability to provide enough parking for all demands
- There is an inconsistency in parking regulations on the Peninsula
- Fees generated by parking is the most equitable means of assessing visitors to the area for the true cost of their demand on the City's resources

Objectives

- To discover the Peninsula's true parking demand compared to summer only
- To identify the differences in parking demand by District
- To create additional parking opportunities where appropriate
- To improve the usage of existing parking facilities

Solutions

- Provide short term convenient parking adjacent to resident serving commercial uses
- Consolidate long term parking facilities
- Develop shared parking programs and facilities in select locations
- Develop a parking management plan for existing parking facilities
- Redirect parking revenues back to the areas which generated them
- Preserve residential parking facilities
- Investigate a transit center
- Provide charter bus layover areas and drop off areas
- Revise parking regulations with respect to parking meter zones and distribution of parking supply

IMAGE / AESTHETICS
(6/28/96)
(Revised 8/2/96)

Balboa
Peninsula

Issue Description

- The character of the area is lacking a sense of community and linkage
- The need for water quality improvement

Objectives

- To create a sense of place
- To establish a recognition of each District's historic resources
- To create a quality image for the water
- To develop better views of the water
- To upgrade the village character of the individual districts
- To upgrade the Peninsula's infrastructure

Solutions

- Develop a peninsula wide lighting and public signage theme
- Develop unique but compatible individual village themes throughout the Peninsula
- Develop consistent and/or compatible streetscape plans
- Develop a theme landscaping or street tree program
- Develop a uniform maintenance and repair program for all public improvements peninsula wide
- Provide for better code compliance through a stricter enforcement program
- Develop a sign code program that provide a uniform compatibility without inhibiting creativity
- Provide landscaped medians where feasible
- Develop entry nodes for each village
- Improve the visual appearance of Newport and Balboa Boulevards including landscaping, street lighting, building setbacks, on street parking, signing, etc.

**LIDO
VILLAGE**

LAND USES
(Revised 6/14/96)
(Revised 7/26/96)

**Lido Village/
Civic Center
District**

Issue Description

- The District needs to identify a distinct purpose and direction.

Objectives:

- To attract more resident serving and visitor serving commercial uses
- To attract higher quality tenants, more varied users and design professionals
- To increase property values
- To accommodate more residential opportunities

Solutions

High Priority

- Develop more family restaurants and theaters (one-two additional screens)
- Discourage additional night club activities
- Permit more residential in fill projects
- Provide for mixed use projects
- Review zoning ordinances and explore appropriate changes
- Determine the appropriate mix of residential and commercial uses
- Develop a visitor's Marina and short term docking spaces
- Reinforce the concept of being a "point of destination"
- Develop a pedestrian friendly environment

Medium Priority

- Develop and Entertainment Center Master Plan (i.e. Triangle Square)
- Encourage hotel development
- Install fiber optic system underground to encourage more professional offices and internet occupancies
- Expand the public area next to the Elk's Building

Low Priority

- Designate an additional gas station site (prefer central location)
- Develop a new City Hall and Civic Center

ACCESS/CIRCULATION

(Revised 6/14/96)

(Revised 7/26/96)

Lido Village/
Civic Center
District

Issue Description

- Poor circulation to and within the District

Objectives

- To improve pedestrian and vehicular patterns
- To improve access to Lido Island and Lido Peninsula
- To guide visitors to select areas of the District

Solutions

High Priority

- Install directional signal
- Develop signage specific for the Village
- Develop an organized circulation plan
- Block off Via Oporto to vehicles
- Create pedestrian ambiance in Lido Village and Marina.
- Correct bottleneck at Arches Bridge
- Install traffic control devices for pedestrian crossings
- Remove left turn pocket from Newport Blvd. to Via Lido

Medium Priority

- Review one and two way circulation patterns
- Develop a footbridge to the Mariners Mile area
- Improve access to Lido Island from 32nd Street
- Develop a mono-rail from Mariner's Mile
- Develop a bicycle circulation plan

PARKING
(Revised 6/14/96)
(Revised 7/26/96)

**Lido Village/
Civic Center
District**

Issue Description

- The District has a continuous hassle over available parking spaces

Objectives

- To improve shared usage of existing parking facilities
- To develop free, convenient and available parking for resident serving commercial

Solutions

High Priority

- Review parking utilization patterns
- Develop a managed parking program
- Short and long term meters
- Develop joint use parking plans with reciprocal agreements
- Develop a shared parking plan for Lido Village, Marina and Elks Club.
- Provide free church parking on Sundays
- Develop user friendly safe access to well lit parking facilities
- Develop District wide shared parking program

Medium Priority

- Close certain streets to create more parking
- Expand existing parking structure for Lido Marina, Lido Village and City Hall

Low Priority

- Install charter boat parking

IMAGE/AESTHETICS
(Revised 6/14/96)
(Revised 7/26/96)

**Lido Village/
Civic Center
District**

Issue Description

- The District needs to preserve the Village character

Objectives

- To establish a pedestrian friendly environment
- To bring back the former commercial luster to the area
- To improve the area infrastructures
- To make the area more attractive

Solutions

High Priority

- Develop a standardized streetscape design for area
- Reevaluate current codes
- Establish theme lighting, landscaping, signing for community identification
- Create a pedestrian environment
- Improve streetscape and landscaping on Newport Blvd.
- Develop a better integration of commercial areas
- Upgrade area infrastructure
- Develop a theme for the area

Medium Priority

- Redesign 32nd Street improve streetscape and preserve parking
- Develop entry nodes with historic story of Peninsula with statues

Low Priority

- Redesign or rebuild City Hall

**CANNERY
VILLAGE**

LAND USES
(Revised 6/12/96
(Revised 7/24/96)

**Cannery
Village
District**

Issue Description

- The District has a number of objectionable, marginal and under utilized land uses

Objectives

- To maintain a mixed use area
- To create more art studios, design uses and specialty retailers
- To limit manufacturing and warehousing uses

Solutions

High Priority

- Review zoning ordinances and explore appropriate zone changes
- Determine the appropriate mix of residential and commercial uses
- Explore incentive programs for property owners to help implement the ideal mix of uses
- Do not allow more night clubs
- Enhance marine retail
- Discourage hard liquor establishments
- Maintain marine light industrial as visitor attraction

Medium Priority

- Encourage the relocation of construction, service and storage uses
- Review ABC regulations
- Encourage bed and breakfast uses
- Encourage more outdoor uses
- Relax marine incentive provisions of the zoning
- Encourage performing art uses

ACCESS/CIRCULATION

(Revised 6/12/96)

(Revised 7/24/96)

**Cannery
Village
District**

Issue Description

- Access to the Village is poor

Objectives

- To improve visitor access to the Village
- To keep the notion of "Newport Beach's best kept secret"

Solutions

High Priority

- Maintain narrow streets
- Install directional signage
- Promote the Village location with advertising
- Review one and two way circulation patterns
- Develop an organized circulation plan
- Install wider sidewalks
- Improve access from Newport Boulevard
- Make Villa Way and LaFayette two-way
- Develop bayside boardwalk

Medium Priority

- Develop signage specific for the Village
- Eliminate the triangle island adjacent to the Village

PARKING
(Revised 6/12/96)
(Revised 7/24/96)

**Cannery
Village
District**

Issue Description

- The Village has an adequate parking supply with spot areas of concern

Objectives

- To improve the usage of existing parking facilities
- To develop a clear definition of public parking

Solutions

High Priority

- Maintain public parking facilities
- Review parking utilization patterns
- Develop a managed parking program
- Install short and long term meters
- Develop a parking permit program
- Resolve parking issues on 29th and 30th Street
- Review parking along Villa Way

Medium Priority

- Develop night time parking plan
- Review the parking utilization in private lots

Low Priority

- Develop remote parking facilities for buses

IMAGE/AESTHETICS

(Revised 6/12/96)

(Revised 7/24/96)

Cannery
Village
District

Issue Description

- The Village atmosphere needs preservation
- The water quality of "The Rhine" needs improvement

Objectives

- To upgrade the Village character
- To eliminate litter problem
- To maintain the great sense of community
- To stop vandalism in Village

Solutions

High Priority

- Reevaluate current codes
- Establish Village identification signage
- Establish theme lighting, landscaping, signing for community identification
- Enforce clean up laws
- Develop a litter clean up program ("Litter-Free Zone")
- Enforce noise ordinance
- Develop a marketing program
- Develop a merchants association
- Create a walking environment
- Conduct community fairs
- Install public trash receptacles

Medium Priority

- Develop a standardized sign code but avoid "sameness"
- Reinforce small lot provisions
- Reinforce historic elements "Old Newport"
- Review the amount of public storage
- Rename Lafayette Street to "Cannery Row"

Low Priority

- Explore a canal or pipeline to circulate water better

SAFETY
(Revised 6/12/96)
(Revised 7/24/96)

**Cannery
Village
District**

Issue Description

- The Village needs continuous police enforcement of existing regulations

Objectives

- To increase police visibility
- To reduce crime incidences
- To reduce police response time

Solutions

High Priority

- Increase police awareness of Village concerns
- Create positive police visibility
- Patrol bars more frequently

Medium Priority

- Improve area lighting
- Add one police unit specifically for the Cannery
- Implement bicycle police patrol on weekends
- Enforce traffic laws on bicyclers
- Install pedestrian crossings on Newport Blvd.

**MCFADDEN
SQUARE**

LAND USES
(Revised 6/11/96)
(Revised 6/18/96)
(Revised 7/23/96)

**McFadden
Square
District**

Issue Description

- The need to develop a way of achieving the appropriate mix of commercial, residential and recreational uses
- The lack of a Harbor entrance and public dock space in the District.

Objectives

- To encourage the consolidation of commercial uses in the District's core area and accommodate higher density residential uses on the periphery
- To improve access to the District
- To create better access to the Bay and Bayfrontage
- To improve the retail tenant mix by creating more upscale specialty retail opportunities

Solutions

High Priority

- Develop a Balboa Peninsula entrance
- Develop a peninsula wide consistent lighting theme
- Develop public boat docking facilities at 19th Street
- Develop boat and vehicle parking facilities for public dock users
- Explore appropriate zone changes
- Allow higher density residential in the transitional areas
- Organize regularly scheduled special events with City sponsorship and assistance
- Encourage bed and breakfast facilities, and good transition zone use
- Enhance and provide more space for the Doryman's Fish Market.
- Encourage outdoor dining
- Propose more flexibility with variances and ordinance to upgrade retail activity
- Encourage commercial uses on and adjacent to the pier
- Explore alternative uses for Marina Park
- Review ordinances to determine inhibitors to new development and rehabilitation
- Review mixed used provisions in zoning ordinance
- Investigate Farmer's Market potential and alternative locations

LAND USES con't.
(Revised 6/11/96)
(Revised 6/18/96)
(Revised 7/23/96)

**McFadden
Square
District**

Solutions

Medium Priority

- Develop more public restroom facilities
- Increase usage of bayfrontage private and public
- Extend public boardwalk on bayfront and wider boardwalk on oceanfront
- Increase usage of oceanfront property for recreational activities and special events
- Develop buffers between residential and commercial uses
- Explore the potential for additional surface and structured parking at inland locations

Low Priority

- Explore incentive programs for property owners to help implement the ideal mix of uses
- Redesign and rebuild pier for various commercial and recreational activities

ACCESS/CIRCULATION

(Revised 6/11/96)

(Revised 6/18/96)

(Revised 7/23/96)

McFadden
Square
District

Issue Description

- Access and flow to the District and between areas of the District is poor and awkward
- Need to be able to accommodate boat, bicycle, pedestrian, public transit and individual vehicle transportation

Objectives

- To improve resident and visitor access by boat
- To maintain McFadden Square as a destination
- To create safe and attractive pedestrian walkways
- To develop a better use of the alleys for pedestrians, cars and service vehicles

Solutions

High Priority

- Reconfigure traffic patterns
- Reconfigure Balboa Blvd. and Newport Blvd.
- Provide more signalized crosswalks
- Reconfigure pedestrian flow
- Install better street lighting
- Develop parking lot control system which discourage vehicle circling looking for a vacant space
- Restrict, regulate and enforce activities in the alleys
- Need for better pedestrian access from the bay to the beach

Medium Priority

- Develop uniform entrance signs and directional signs
- Develop pedestrian circulation system with pavers, lighting, etc.
- Explore shuttle transportation system from a centralized transportation center

Low Priority

- Explore pedestrian malls or mini malls on 22nd and 23rd Streets

PARKING

(Revised 6/11/96)

(Revised 6/18/96)

(Revised 7/23/96)

**McFadden
Square
District**

Issue Description

- The District experiences competition for the available parking spaces
- Peninsula wide parking is limited and expensive, the City supplies parking with a double standard city wide

Objectives

- To improve the usage of existing parking facilities
- To provide new convenient parking areas
- To develop a transportation center

Solutions

High Priority

- Develop a managed parking program including:
 - Short and long term meters
 - Parking permit program
 - Pay as you exit program
 - A validation program
 - Location and amount of change machines
 - Signage to better explain parking rules
 - Special parking for boat patrons, transients and locals that travel by boat
- Direct district parking revenues to district parking improvements
- Explore the acquisition and consolidation of parking areas 23rd -28th Street including a new parking structure
- Provide bicycle parking facilities
- Return parking revenues to the Districts to create parking improvement

Medium Priority

- Develop long term parking area for buses
- Explore options and facilities necessary for a transportation center

IMAGE/AESTHETICS

(Revised 6/11/96)

(Revised 6/18/96)

(Revised 7/23/96)

McFadden

Square

District

Issue Description

- The commercial character of the District needs enhancing
- The water quality in ocean and bay needs improvement

Objectives

- To eliminate non-conforming signage and prohibit excess signage
- To establish a village character with consistent lighting
- To establish better lighting for pedestrian convenience and safety
- To eliminate the litter problem

Solutions

High Priority

- Reevaluate current codes
- Establish consistent lighting standards with fixtures and illumination
- Enforce clean up laws - empower additional individuals
- Require individual trash cans for all tenants
- Investigate water quality concerns with the county
- Implement boat dumping policies and enforcement program
- Enhance beach recreational activities, volleyball, fire rings, basketball, etc.
- Discourage resident use of public trash facilities
- Develop a charming old world pier
- Keep the pier clean
- Limit fishing hours on the pier
- Enforce fishing rules
- Create special fishing areas
- Develop a maintenance program
- Organize a Business Improvement District
- Prohibit skateboarding in pedestrian areas
- Steam clean sidewalks
- Increase Harbor patrol and monitoring debris
- Underground utilities
- Upgrade entire city infrastructure
- Direct community and police involvement to identify hot spots and issues and establish tolerance levels for enforcement
- Implement noise ordinance

IMAGE/AESTHETICS cont'd.

(Revised 6/11/96)

(Revised 6/18/96)

(Revised 7/23/96)

**McFadden
Square
District**

Medium Priority

- Develop a standardized sign code to encourage clean and simple signing without a contrived look
- Create a citizens committee to provide input on a new sign code and possibly oversee sign approvals
- Develop a litter clean up program
- Hire a cleaning contractor to maintain sidewalks and alleys
- Enforce noise ordinance of public speakers and provide a designated area
- Empower lifeguards to cite litter violators
- Develop wider sidewalks
- Improve pedestrian, bicycling and in-line skating flow and safety, develop minimum width standards for these activities
- Prepare a marketing program with the Chamber of Commerce city wide or peninsula wide
- Provide public refuse bags for dogs
- Develop Harbor boardwalk on public and private land in commercial areas
- Install entrance way signs for the Peninsula
- Develop landscape guidelines and material pallet unique to area weather conditions
- Develop District design review guidelines as suggestions only
- Replace existing street trees and explore tree lighting

Low Priority

- Explore skateboard parks

**BALBOA
VILLAGE**

LAND USES
(Revised 6/4/96)
(Revised 7/30/96)

**Balboa
Village
District**

Issue Description

- The area has an over supply of commercial space
- The District needs to identify the appropriate mix of retail, residential and recreational uses

Objectives

- To encourage more attractive/new commercial development
- To capitalize on bayfront and beachfront exposure
- To create a viable commercial atmosphere

Solutions

High Priority

- Develop a greater variety of resident serving commercial
- Develop incentives to upgrade retail areas
- Develop a visitor marina with guest docking or provide off shore moorings with dinghy docking
- Review zoning
- Support the continuation of the property owner based Business Improvement District (B.I.D.) and encourage greater property owner participation
- Formulate an assessment District for capital improvements using matching public and private resources
- Upgrade the existing Fun Zone
- Upgrade the Balboa Inn
- Tie together village, bay and beach activities
- Encourage more hotel development
- Encourage bed and breakfast activity in transitional areas

Medium Priority

- Reduce the amount of designated commercial space in isolated areas
- Review alternative pier and beach area uses

ACCESS/CIRCULATION

(Revised 6/4/96)

(Revised 7/30/96)

**Balboa
Village
District**

Issue Description

- The District experiences traffic congestion summer, holidays and peak hours
- The area circulation patterns are confusing and destinations are poorly defined
- Resident, merchants, and the city all view the circulation issues differently

Objective

- To facilitate resident access to Peninsula Point and reduce the number of misdirected visitors
- To attract more retail shoppers
- To improve the visual appearance of the streetscape

Solutions

High Priority

- Improve Balboa Boulevard by eliminating some parking and creating wider sidewalks
- Develop directional signing program
- Develop a traffic management plan on and off the Peninsula
- Synchronize traffic signals
- Enhance pedestrian walkways
- Develop traffic turn arounds
- Develop an arrival statement in Village
- Use bay/water taxis
- Formulate an assessment District for capital improvements using matching public funds

Medium Priority

- Maintain the basic grid pattern
- Discourage block consolidation
- Encourage alternate forms of vehicular transportation

PARKING
(Revised 6/4/96)
(Revised 7/30/96)

**Balboa
Village
District**

Issue Description

- The District has a continual competition for available parking spaces
- The District's public parking facilities are poorly designed and managed with too much emphasis on beach demand

Objectives

- To discover the District's true parking demand based on land use policies and market conditions
- To provide adequate resident and visitor parking opportunities
- To maintain sufficient parking for the "Catalina Flyer"
- To improve parking for Central Balboa merchants

Solutions

High Priority

- Develop a program and plan to address parking needs
- Develop a parking management plan for existing supply
- Develop tour bus layover parking areas (outside the village) and drop off zones
- Develop a parking adjusted to specific users
- Conduct a parking user survey
- Develop a parking validation system
- Issue resident parking stickers
- Develop parking regulations and enforcement for charter boat and sport fishing boat passengers
- Redesign beach parking lot
- Develop a remote parking facility with shuttle into District
- Return parking revenues to the District to create parking improvements

Medium Priority

- Create employee parking areas
- Develop special dock areas for boat patrons
- Implement a free parking program for the off season

IMAGE/AESTHETICS

(Revised 6/4/96)

(Revised 7/30/96)

**Balboa
Village
District**

Issue Description

- The character of the area is lacking a sense of community
- The District needs to develop an image of a family oriented water recreation place to go with more than a beach

Objectives

- To create a quality image for the area
- To improve the design of new and remodeled buildings
- To develop better views of the harbor and from the harbor
- To establish a clean and secure feeling
- To preserve the historic image

Solution

High Priority

- Upgrade the appearance of Balboa Boulevard
- Organize on street parking
- Develop gateways to the village
- Remove overhead utility lines
- Replace old sidewalks and streets
- Create wider sidewalks
- Designate no parking areas
- Emphasize pedestrian activities and experience
- Add landscaped frontages and medians
- Develop streetscape and lighting plans
- Relocate small buildings along bayfront boardwalk
- Improve the Fun Zone and boardwalk
- Develop a sign program which addresses murals
- Appoint an architectural committee to review changes
- Formulate an assessment District for capital improvements using matching public and private resources

Medium Priority

- Develop consistent landscaped parkways along Balboa Boulevard
- Develop a District theme
- Develop regulations for the operation of sport fishing boats
- Explore the creation of a Redevelopment Agency to work along with the Business Improvement District
- Develop design guidelines
- Develop a public art program
- Highlight the District's history, and showcase as potential theme

**BALBOA
PENINSULA
PLANNING
STUDY**

**B.P.P.A.C.
Fifteen Point Plan**

BALBOA PENINSULA PLANNING ADVISORY COMMITTEE "FIFTEEN POINT PLAN"

The Balboa Peninsula Planning Advisory committee (B.P.P.A.C.) developed a set of policy recommendations for the Balboa Peninsula and presented them to the City Council in October, 1995.

The B.P.P.A.C. "15 Point Plan" has become the policy outline intended to effectuate positive changes for the entire Peninsula. The current planning study has reviewed the B.P.P.A.C. Plan and developed a series of point by point strategies for implementation of the plan.

1. Establish a sense of place for the Balboa Peninsula and differentiate the unique roles of the four districts.

Strategies:

- Develop a new Specific Area Plan for the Balboa Peninsula as a whole.
- Identify the areas of similar concern and interdependence and draft Peninsula-wide regulations for the following:
 - * Bed & Breakfast facilities
 - * Weekly & monthly seasonal rentals
 - * Commercial conversion to residential
 - * Mixed use development
 - * Outdoor dining
 - * Public accessways
 - * Shared parking facilities
 - * Public boat docking facilities
 - * Outdoor sales and portable carts
 - * Special events and activities
- Establish a provision to allow and encourage unique regulations within the District core areas.

2. Improve the overall quality of life on the Balboa Peninsula

Strategies:

- Expand opportunities for new residential uses in upper story locations, providing sufficient parking is available.

- Allow commercial to residential conversion for areas outside the District cores.
- Permit higher density residential uses as a transitional area buffer between low density residential and district commercial cores.
- Provide incentives for concentrating commercial activities in the District cores: (i.e., share parking, facade improvement programs, enhanced streetscape in District core, etc.).
- Create landscaped boulevards along Newport and Balboa Boulevards with enhanced medians, wider sidewalks, uniform directional signage, theme landscaping and lighting throughout the Peninsula.
- Explore the creation of a Redevelopment Agency for the Peninsula as a whole. As an alternative, investigate the formation of a special District (as permitted under the Street Lighting and Landscape Act) for specific projects.
- Develop a new Peninsula-wide Specific Area Plan as suggested under Point No. 1.

3. Encourage resident compatible commercial uses.

Strategies:

- Place greater restrictions on uses and activities with potential negative impacts (i.e., limit hours of operation).
- Provide short-term convenient parking adjacent to the desired retail activities.

4. Encourage retail uses and recreational activities that attract quality visitors.

Strategies:

- Determine those uses described on a district by district basis and establish provisions and regulations to provide incentives for specific activities.
- Enhance public areas and establish a schedule of regular entertainment activities.

5. Reduce the amount of crime and improve the feeling of security throughout the Peninsula.

Strategies:

- Create a uniform street lighting program
- Expand bicycle Police patrols
- Establish Police Substations within the District.
- Restrict the approval of additional alcohol related sales.

6. Develop a Peninsula-wide Parking Management Plan and Program.

Strategies:

- Implement a resident only parking permit program for commercial areas.
- Provide short-term public parking for resident serving commercial uses.
- Require employee parking in remote locations.
- Develop Peninsula-wide shuttle system to coordinate satellite parking facilities.

7. Create opportunities for public access and views of the bayfront.

Strategies:

- Provide for a transfer of development rights provision on select sites in order to provide waterfront opportunities.
- Develop view shed regulations and development standards to preserve and enhance public rights-of-way views.
- Provide new visitor boat docking facilities at select locations throughout the Peninsula.
- Establish public open space areas along the waterfront.

- Extend pier headlines in exchange for public access and walkway system.
- Develop an active boating program and encourage public participation, through spectating.
- Encourage second floor commercial in select locations, to take advantage of water views.

8. Create opportunities for new and expanded quality hospitality facilities.

Strategies:

- Develop stricter requirements and regulations for weekly and monthly rentals.
- Develop bed & breakfast regulations in transitional areas.
- Create incentives for hotel development in specific locations (i.e., park requirements).

9. Develop a proactive code compliance enforcement program.

Strategies:

- Adopt the Uniform Housing Code
- Investigate the use of outside contractor to conduct code enforcement for a percentage of violation revenues.

10. Develop a comprehensive sign ordinance for the Peninsula.

Strategies:

- Develop a uniform program of directional and informational signing, for the Peninsula as a whole.
- Develop specific sign code provisions for each District regulating the size, location, shape, materials, illumination, colors, etc. Each District should develop different but compatible regulations.

11. Develop a Peninsula-wide circulation system to and between the various Districts on the Peninsula.

Strategies:

- Interconnect Newport and Balboa Boulevards as one major roadway through the Peninsula.
- Limit access to the boulevards and across the boulevards.
- Create specific locations for access points to the Districts.
- Improve circulation within the Districts to better facilitate the Districts.
- Synchronize the traffic signals along the boulevards.
- Improve the Balboa Peninsula entrance intersection of Newport Boulevard and Pacific Coast Highway.

12. Prepare a program to strengthen the Peninsula's economy by maximizing opportunities.

Strategies:

- Provide development and/or operational incentives for projects that provide waterfront public amenities.
- Provide for enhanced and expanded boating facilities and operations.
- Expand existing dock areas by extending the pierhead lines.
- Provide incentives for expanded and enhanced marine sales and service.
- Develop a Master Plan for Public Improvements to Marine Park (15th and Balboa Boulevard) including; a community center, marina, expanded parking, and potential boutique hotel.
- Expand oceanfront commercial activities adjacent to the Municipal piers.

13. Develop a traffic and parking management system that relocates the negative impacts out of the District.

Strategies:

- Develop a centrally located transportation center as a collection and distribution point for all area visitors.
- Develop a shuttle system for circulation between districts.
- Reestablish a water taxi system with a series of public docks.

14. Develop a community issues management program for the Peninsula as a whole.

Strategies:

- Coordinate planning, economic and public improvement activities through a well understood system of priorities and phasing.

15. Develop a series of transitional activities to direct future activities on the Peninsula.

Strategies:

- Implement a city-wide policy that revenues produced within an area should also be reinvested into the same area (i.e., parking fees).
- Develop a five year capital improvement program for the Peninsula.
- Establish a district by district business improvement district to provide the catalyst for small projects.
- Investigate district by district assessment areas to help finance larger projects.
- Explore revenue bonds for specific projects to revitalize a District.
- Investigate the advantages of a Peninsula-wide Redevelopment Agency.

BALBOA PENINSULA PLANNING ADVISORY COMMITTEE

BALBOA PENINSULA PLANNING POLICY RECOMMENDATIONS (Revised October 11, 1995)

DESIGNATE BALBOA PENINSULA AS A SPECIAL PLANNING DISTRICT. DEVELOP A PLAN FOR COMMERCIAL PLANNING AND RESIDENTIAL POLICY ELEMENTS THAT MEETS BOTH TRANSITIONAL AND LONG-TERM OBJECTIVES.

POLICY CONSIDERATIONS NECESSARY TO ESTABLISH POSITIVE CHANGES.

1. Balboa Peninsula - Sense of Place: Provide specific plans that will create a mission and sense of place to differentiate unique roles of the four principal commercial areas:
 - Lido - Civic Center
 - McFadden Square
 - Cannery Village
 - Central Balboa

2. Mission Statement: Adhere to mission statement for a quality community which would include:
 - Enhance and expand residential element.
 - Consolidate and redevelop concentrated quality commercial elements.
 - Enhance landscape and streetscape for residential and commercial elements.
 - Consider Redevelopment Agency and comprehensive Redevelopment Area plans.
 - Revise planning and zoning ordinances to provide incentives for both transitional and long term plan objectives.

3. Residential Compatibility:
 - Encourage resident-compatible commercial-retail uses.
4. Strategy for Attracting Quality Visitors:
 - Encourage uses that attract visitors who make a positive economic and social contribution.
 - Discourage uses that attract visitors who make a negative economic and/or social contribution.
 - Focus on key historical and cultural sites that provide greatest improvement potential.
5. Crime and Security:
 - Reduce and control quality of on and off sale liquor license establishments.
 - Consider limitations and restrictions on liquor stores, bars and theater-nightclubs.
 - Increase patrol levels.
 - Consider highly visible police substation at or near Central Balboa.
6. Parking Management Plan: Establish and implement a Peninsula Parking Management Plan that:
 - Restrict visitor parking in residential areas.
 - Gives resident users priority privileges.
 - Allocates financial burdens to high impact users which adversely impact residential and commercial-retail businesses and which provide little or no economic benefit to City.
 - Prohibits credit for remote parking facilities in entitlement process without appropriate mitigation (i.e., provision for shuttle or transportation services).

- Reduce dependency for vehicular access and parking. Encourage pedestrian access.
7. Open Bay Front:
- Open bay front in Central Balboa and selected key areas for visiting yacht facilities to provide access by bay and bring tourists to area by water.
 - Establish Bay Management Plan to enhance service and control for yachting, recreational and resident users.
 - Discourage negative influences and uses that interfere with stated objectives.
8. Quality Hospitality:
- Establish Bed and Breakfast zones
 - Establish key sites and incentives for quality lodging and hospitality facilities
 - Vigorously enforce short term lodging ordinance and establish minimum hospitality quality standards as a condition to permitting short term rentals.
9. Maintenance and Code Enforcement Increase code enforcement and establish a maintenance ordinance to address deferred and declining commercial and residential elements.
10. New Sign Ordinance: Establish a comprehensive sign ordinance for the Peninsula Villages.
11. Traffic Circulation: Develop a new traffic circulation plan which recognizes:
- The necessity for a new circulation plan at McFadden Square.
 - Peninsula capacity limitations and residents' necessity for reasonable ingress, egress and compatible commercial-retail elements.

12. Opportunities Maximize opportunities and existing economic strengths.
Key examples:
 - The Bay as an amenity.
 - Marine sales and service industry.
 - Visiting yachting and regatta participants.
 - 15th Street Marina, hospitality, lodging and yachting center potential.
13. Transfer Traffic and Parking Impacts: Transfer high traffic and parking impact uses off Peninsula.
14. Community Issues Management Institute a community issues management strategy to clearly understand the community issues and develop support for key elements of the plan. Prioritize the key catalysts that stand for quality change. Coordinate planning program with Economic Development Program.
15. Transitional Interim Measures: City Council must be willing to invoke urgent transitional ordinances and zoning controls designed to:
 - Prevent addition of commercial uses that are inconsistent with stated objectives.
 - Control expansion or transfer of existing undesirable uses.
 - Proactively seek desirable uses for strategic sites.
 - Control existing enforcement costs.
 - Demonstrate to community at large that City is committed to change.

**BALBOA
PENINSULA
PLANNING
STUDY**

**Linscott, Law & Greenspan
Report**



M E M O R A N D U M

August 8, 1996

VIA FACSIMILE (714) 833-3098

TO: Jack Camp, Urban Design Camp

FR: Jack Greenspan

JACK

RE: PARKING MANAGEMENT PLAN - BALBOA PENINSULA

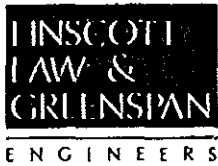
Based on Tuesday's meeting, I am sending along the below in response to your question regarding what should be addressed in a Parking Management Plan for the Balboa Peninsula. Briefly, there is no set format or organization. Each plan is specific to the locale and to what is expected as an end result. As I see it, the following is applicable to Balboa Peninsula.

1. Objective. To develop an off-street parking program that increases the available supply of parking, provides easily read directional signing, and improved access which meets the need for both long-term and short-term parking needs at an appropriate charge.
2. Off-Street Parking. In conjunction traffic access and circulation planning, identify opportunities to develop additional parking at Newport Pier. Explore ways to increase parking at Balboa Pier by encouraging private parking facility upgrades.
3. On-Street Parking. Acknowledge trade-off between spot curb parking losses and the need to improve traffic access and circulation in Cannery Village and on 32nd Street. Insure that curb parking meter charges are coordinated and in line with off-street charges.
4. Directional Signing. Install easily read and understood signs directing motorists to parking. This can be combined with district signage to produce a unified program. Signage should blaze a trail to parking and back off the peninsula.
5. Short-Term Parking. Designate a well located supply of parking spaces for short-term parking (24-minute free and 60-minute metered) and intermediate length (two hour) to serve resident need to access local businesses.



6. Long-Term Parking. Designate long-term parking spaces for beachgoers and visitors. Long-term metered spaces should have an incremental time length (say 15-minutes) which is compatible with the short term meters and is extendable out to several hours depending on locale.
7. Pedestrian Ways. Clearly defined and signed pedestrian ways should be developed to link parking to desired destinations. Safety implications, potential conflict with other pedestrian traffic, and possible effect on local traffic access and circulation also need to be considered.
8. Design Criteria. Utilize City code criteria or develop peninsula specific criteria for consideration (dimensions, layout, lighting, etc.).

1832mem.01



M E M O R A N D U M

August 9, 1996

VIA FACSIMILE (714) 833-3098

TO: Jack Camp, Urban Design Camp

FR: Jack Greenspan *JAG*

RE: BALBOA PENINSULA

Here are my thoughts and recommendations relative to the Balboa Peninsula traffic access and circulation issues that you have highlighted.

1. "The Mixmaster." Replacing the "Mixmaster" with a traffic circle would produce a dramatic change. From a visitor viewpoint, driving into the traffic circle would announce that the motorist was entering Balboa Peninsula. The circle clearly has a ceremonial value as well as aesthetic value. However, the public is generally unfamiliar with traffic circles and may not feel comfortable traversing one as opposed to the more familiar signalized intersection. In this instance I believe that your objectives will be better served with a signalized intersection that "Tees" Newport Boulevard into Balboa Boulevard. This would produce the least left-turn conflict. It would also make it easier for Peninsula traffic to use PCH/Superior and by-pass Lido Village. In addition Balboa Boulevard would have a continuous configuration, which will make directions easier. The alternative configuration, in which Balboa Boulevard would "Tee" into Newport Boulevard-Balboa Boulevard (east), rather than the existing merge, would create more left-turn conflict. From a parking development standpoint, employing a "Tee" rather than a traffic circle should enable you to produce more off-street spaces as you realign these streets.
2. Via Lido Left-turn. I do not believe that the existing SB Newport Boulevard left-turn at Via Lido should be removed. The Via Lido left-turn should be maintained as an access and circulation element for Lido Village. However, there are currently around 600 PM peak hour left-turns using the existing SB dual left-turn lanes on a typical weekday. Much of this traffic is destined for Lido Isle and could be diverted to an improved 32nd Street intersection. Making Via Lido a more shopper friendly street by going to one lane on each direction instead of the present two lanes, and increasing curb parking will make 32nd Street a more attractive route to Lido Isle. This will involve changing the existing dual left-turn to a single left-turn lane. The change at Via Lido depends on whether it is possible to add a second SB left-turn at 32nd Street. In any event, the ability to turn left at Via Lido should be left alone.



3. 32nd Street Dual Left-turn. A preliminary look at the Newport Boulevard/ 32nd Street intersection indicates that a second SB left-turn lane may be feasible. This will require eliminating some metered curb parking spaces and restriping, as well as modifying the existing traffic signal. Please note that the preceding is not based on a detailed geometric study, and a major modification involving the free-right-turn island on WB 32nd Street could potentially be required in order to install a second SB left-turn lane.

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**BALBOA
PENINSULA
PLANNING
STUDY**

**APPENDIX
VOLUME 2 OF 2**



MASTER PLANNING
URBAN DESIGN

Appendix Volume 2

CONTENTS

- District Workshop
Agendas and Minutes
- District Workshop
Exercise Sheets

**BALBOA
PENINSULA
PLANNING
STUDY**

**DISTRICT
WORKSHOP**

AGENDAS AND MINUTES

Balboa Peninsula Planning Workshop

Outline of Activities

Orientation Workshop

- May 15, 1996

Round One Workshops

- May 24, 1996 Lido/Civic Center
- May 22, 1996 Cannery Village
- May 23, 1996 McFadden Square
- May 21, 1996 Central Balboa

Round Two Workshops

- June 14, 1996 Lido/Civic Center
- June 12, 1996 Cannery Village
- June 11 & 18, 1996 McFadden Square
- June 4, 1996 Central Balboa

Round Three Workshops

- July 26, 1996 Lido/Civic Center
- July 24, 1996 Cannery Village
- July 23, 1996 McFadden Square
- July 30, 1996 Central Balboa

Workshop Summary Meeting

- August 13, 1996

AGENDA

BALBOA PENINSULA PLANNING ADVISORY COMMITTEE

District Planning Workshop Orientation

May 15, 1996

Newport Harbor Yacht Club

5:00 RECEPTION

5:30 WELCOME

KEVIN MURPHY
City Manager

- Introductions
- Background and Purpose of Study
- Composition of Project Team
 - District Representatives
 - BPPAC Liaisons
 - Urban Design Camp
 - City Staff
- Intended Accomplishments

OVERVIEW OF THE BALBOA PENINSULA

FRITZ DUDA
TIM COLLINS
Co-Chairs, BPPAC

- BPPAC Purposes
- Accomplishments to Date
- 15 Point Plan

PROJECT CONSULTANT PRESENTATION

JACK CAMP
Urban Design Camp

- Company Background
- Formulation of Districts
- Project Format, Scope of Services and Timing
- Project End Product

QUESTIONS AND ANSWERS

7:15 ADJOURN



MEMORANDUM

DATE: June 14, 1996

TO: Kevin Murphy, City Manager
City of Newport Beach

FROM: Jack Camp, President
Urban Design Camp

SUBJECT: **Work Product No. 5**
Balboa Peninsula Planning Study
Report Summarizing Four District Workshops

Orientation Meeting

The District Planning Workshops began with an orientation meeting on May 15, 1996. Kevin Murphy, City Manager stated the City was making a commitment that this was not going to be another planning study to be conducted and later shelved. The City has expressed the need for change particularly economic change. He stated that the desire is to find the ways for the Balboa Peninsula to improve and Newport Beach to age gracefully.

Tim Collins, representing the Balboa Peninsula Planning Advisory Committee (B.P.P.A.C.) expressed the desire for economic development which is resident serving. The B.P.P.A.C. developed a 15 Point Plan which was discussed and reviewed for those in attendance. In addition the Linda S. Congleton economic analysis of the retail patterns and expectations for Central Balboa was reviewed.

Finally Jack Camp (Urban Design Camp) serving as a planning consultant outlined the new planning study and explained the process by which the issues for each District will be obtained and potential solutions formulated.

The meeting concluded with each District's representatives gathering to select a District Coordinator and schedule meeting dates.

Mr. Kevin Murphy
City of Newport Beach

June 14, 1996
Page 2

Round One District Planning Workshops

All individual District meetings started with an orientation, by the consultant, to the process and explanation of the forms to be filled out. Each of the sessions lasted about 2-3 hours with the consultant available at the beginning to start exercise and toward the end to address any questions. Many of the Districts conducted additional first round meetings in order to be assured that all the issues were presented.

First round meetings were conducted as follows:

Central Balboa	May 21, 1996
Cannery Village	May 22, 1996
McFadden Square	May 23, 1996
Lido Village	May 24, 1996

Round Two District Planning Workshops

These individual District meetings reviewed summary sheets prepared by the consultant from the issues sheets completed by the District representatives. The issues were further explained with additional concerns being addressed. The solutions presented were also discussed as to priority and ability for implementation.

Mr. Kevin Murphy
City of Newport Beach

June 14, 1996
Page 3

Second round meetings were conducted as follows:

Central Balboa	June 4, 1996
McFadden Square	June 11, 1996 and June 18, 1996
Cannery Village	June 12, 1996
Lido Village	June 14, 1996

The planning workshops have proven to be a very effective tool for the gathering of all the various issues important to the Peninsula. The level of participation and enthusiasm has remained high throughout the process. The individual districts are working hard to achieve a group consensus on the various issues and the results to date are very encouraging.

A meeting summary has been attached to this memo.

cc: Sharon Wood
John Douglas

kg/wpl/adams/vn-murp1



June , 1996

PLANNING WORKSHOP

Meeting Agenda

1. Define meeting objectives
2. Review first phase District Planning Workshop issue identification
3. Work through each identified issue and potential new issues as a group using the following process:
 - Identify the issue
 - Define the objective
 - Brainstorm effects
 - Determine change potential
 - Create solutions/action plans
4. Explain next project phase - concept alternatives
5. Questions and answers
6. Adjournment

kgwplcampvgen2



**Lido Village/Civic Center District
Round Two Planning Workshop
June 14, 1996 (7:30 - 10:30 a.m.)
Summary Report**

Attendance: District Representatives - Todd Ridgeway (Coordinator), John Cotton, Bill Dunlap, Tony Shaw, Clarence Turner

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of the exercise and a more detailed explanation of the process. The objective of the round two meeting was explained and a brief overview of the issues were discussed.

In response to an expressed concern about potential funding for various project, the consultant team prepared and presented an overview of possible funding sources for consideration by the District and the City.

Issue Identification

The District completed 12 issues sheets. A summary sheet was prepared from the groups May 24, 1996 meeting and distributed to each District representative.

The consultant further summarized the District issues into four major topics (land uses, access/circulation, parking, image/aesthetics).

The major topics were then presented by issue descriptions, objectives and potential solutions. The highlights for further refinement came from the District issues sheets. The issues sheets have been attached to this report.

The exercise next challenged the group to review and discuss each issue and evaluate the identified solutions. This resulted in a prioritization of potential solutions (high, medium or low). The discussion then focused on the difficulty to implement the identified solutions (easy, difficult or impossible).

The meeting concluded with a consensus of those participating that all the major issues and concerns of their District and the Peninsula as whole had been adequately expressed. A summary of the Districts issues, objectives and solutions is attached to this report.



**Cannery Village District
Round Two Planning Workshop
June 12, 1996 (5:00 - 7:00 p.m.)
Summary Report**

Attendance: District Representatives - Michael Porter (Coordinator), Gary DiSano, Jane Elliott, Russ Flueter, Steve Lewis, Buss Person

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of the exercise and a more detailed explanation of the process. The objective of the round two meeting was explained and a brief overview of the issues were discussed.

In response to an expressed concern about potential funding for various projects, the consultant team prepared and presented an overview of possible funding sources for consideration by the District and the City.

Issue Identification

The District completed 11 issues sheets. A summary sheet was prepared from the groups May 22, 1996 meeting and distributed to each District representative.

The consultant further summarized the District issues into five major topics (land uses, access/circulation, parking, image/aesthetics and safety)

The major topics were then presented by issue descriptions, objectives and potential solutions. The highlights for further refinement came from the district issue sheets. The issue sheets have been attached to this report.

The exercise next challenged the group to review and discuss each issue and evaluate the identified solutions. This resulted in a prioritization of potential solutions (high, medium or low). The discussion then focused on the difficulty to implement the identified solutions (easy, difficult or impossible).

The meeting concluded with a consensus of those participating, that all the major issues and concerns of their District and the Peninsula as a whole had been adequately expressed. A summary of the District's issues, objectives and solutions are attached to this report.



**McFadden Square District
Round Two Planning Workshop
June 11, 1996 (1:00 - 5:00 p.m.)
Continued June 18, 1996 (4:00 - 6:00 p.m.)
Summary Report**

Attendance: District Representatives - Marcia Dossey (Coordinator), Henry Johnson,
(6/11/96) Garold Adams (late)

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

Attendance: District Representatives - Marcia Dossey (Coordinator), Garold Adams,
(6/18/96) Rush Hill, Henry Johnson, George McGaffigan, Bob Rubian

City Staff - Sharon Wood, John Douglas

Consultant - Mike Adams (Urban Design Camp)

The meeting started with a review of the exercise and a more detailed explanation of the process. The objective of the round two meeting was explained and a brief overview of the issues were discussed.

In response to an expressed concern about potential funding for various projects, the consultant team prepared and presented an overview of possible funding sources for consideration by the District and the City.

Issue Identification

The district completed 32 issues sheets. A summary sheet was prepared from the groups round one workshop, May 23, 1996 and distributed to each District representative.

The consultant further summarized the district issues into five major topics (land uses, access/circulation, parking, image/aesthetics and safety)

The major topics were then presented by issue descriptions, objectives and potential solutions. The highlights for further refinement came from the District issue sheets. The issue sheets have been attached to this report.



**Central Balboa District
Round Two Planning Workshop
June 4, 1996 (1:30 - 6:30 p.m.)
Summary Report**

Attendance: District Representatives - Ron Baers (coordinator), Bob Black, Don Donaldson, Bill Ficker, Ray Handy, Michael Kransley, Chan LeFebvre, Dan Thompson, John Wortman

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of the exercise and a more detailed explanation of the process. The objective of the round two meeting was explained and a brief overview of the issues were discussed.

In response to an expressed concern about potential funding for various project, the consultant team prepared and presented an overview of possible funding sources for consideration by the District and the City.

Issue Identification

The District completed 22 issues sheets. A summary sheet was prepared from the groups round one workshop, May 21, 1996 meeting and distributed to each District representative.

The consultant further summarized the district issues into four major topics (land uses, access/circulation, parking, image/aesthetics).

The major topics were then presented by issue descriptions, objectives and potential solutions. The highlights for further refinement came from the district issues sheets. The issues sheets have been attached to this report.

The exercise next challenged the group to review and discuss each issue and evaluated the identified solutions. This resulted in a prioritization of potential solutions (high, medium, or low). The discussion then focused on the difficulty to implement the identified solutions (easy, difficult or impossible).

The meeting concluded with a consensus of those participating, that all the major issues and concerns of their District and the Peninsula as whole had been adequately expressed. A summary of the district's issues objectives and solutions is attached to this report.



Meeting Agenda

Planning Workshop No. 3

July , 1996

1. Review summary reports from Planning Workshop No. 2.
2. Explain status of overall planning study and "Planning Concept Alternatives" report.
3. Review preliminary recommendations for the Balboa Peninsula.
4. Review and discuss specific recommendations for the District.
5. Explain next phase of the study.
6. Question and answers.
7. Adjourn to Peninsula Wide Planning Workshop scheduled for Tuesday, August 13, 1996 @5:00 p.m. (Location to be determined.)



**Lido Village/Civic Center District
Round Three Planning Workshop
July 26, 1996 (8:00 - 10:30 a.m.)
Meeting Memorandum**

Attendance: District Representatives - John Cotton, Bill Dunlap, Jerry King, John Simple, Clarence Turner

B.P.P.A.C. - Young Yang

City Staff - Sharon Wood

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of comments generated from the District Round Two Summary Report. Some changes were requested to the previous report. For example:

- Inclusion of a monorail or other type of transportation link to the rest of the community.
- Development of a shared parking program.
- Develop bike and pedestrian paths.

The District Representatives next reviewed the Peninsula and District Concept Plans. Concern was expressed for the amount and location of new parking opportunities and impact to the District residents on circulation ideas.

The consultants stated throughout the discussion that implementation of the suggested actions could be accomplished in phases. The object of the recommended plan is to provide a variety of solution, small steps, medium steps and grand plans.

Overall the plans were well received and many additional thoughts were added for inclusion in the final recommendations including:

- The use of new entry nodes as an opportunity to tell the history of the Peninsula.
- Enhancement of the public area next to the Elk's Building.
- Elimination of the left turn pocket from Newport Boulevard onto Via Lido.

Attached to this memorandum is the District Summary Report as amended.



**Cannery Village District
Round Three Planning Workshop
July 24, 1996 (4:00 - 6:00 p.m.)
Meeting Memorandum**

Attendance: District Representatives - Michael Porter (Coordinator), John Barry, Gary DiSano, Jane Elliott, Russ Flueter, Bill Hamilton

B.P.P.A.C. - Young Yang

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of comments generated from the District Round Two Summary Report. Minor changes were suggested to the previous report.

The District representatives next reviewed the Peninsula and District Concept Plans. Concern was expressed for the amount and location of new parking opportunities and impact to the District residents on circulation ideas.

The consultant stated throughout the discussion that implementation of the suggested actions could be accomplished in phases. The object of the recommended plan is to provide a variety of solutions, small steps, mediums steps and grand plans including:

- The need to expand Villa Way to two-way traffic, even at the expense of sidewalks.
- The desire for a bayside boardwalk.
- Clustering parking opportunities.

Attached to this memorandum is the District Summary Report as amended.



**McFadden Square District
Round Three Planning Workshop
July 23, 1996 (4:00 - 6:00 p.m.)
Meeting Memorandum**

Attendance: District Representatives - Marcia Dossey (Coordinator), Henry Johnson, George McGaffigan, Bob Rubian, Fran Ursini

B.P.P.A.C. - Rush Hill, Young Yang

City Staff - Sharon Wood, John Douglas

Consultant - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of comments generated from the District Round Two Summary Report. Minor changes were suggested to the previous report.

The District representatives next reviewed the Peninsula and District Concept Plans. Concern was expressed for the amount and location of new parking opportunities and impact to the District residents on circulation ideas.

The consultants stated throughout the discussion that implementation of the suggested actions could be accomplished in phases. The object of the recommended plan is to provide a variety of solutions, small steps, medium steps and grand plans.

Over all the plans were well received and many additional thoughts were added for inclusion in the final recommendations including:

- Providing new parking opportunities on both sides of the redesigned Newport Boulevard.
- Exploring a new electric rail line between McFadden and Central Balboa.
- Develop a transportation center which serves as a city hub for visitors.
- Drop the idea of a sailing theme but develop unifying elements to distinguish Districts.
- Reintroduce water taxi service.

Attached to this is the District Summary Report as amended.



Central Balboa District
Round Three Planning Workshop
July 30, 1996 (2:00 p.m. - 5:00 p.m.)
Meeting Memorandum

Attendance: District Representatives - Ron Baers (Coordinator), Bob Black, Don Donaldson, Bill Ficker, Ray Handy, Michael Kransley, Chan LeFebvre, John Wortman

B.P.P.A.C. - Tim Collins, Anne Gifford, Young Yang

City Staff - Sharon Wood, John Douglas

Consultants - Jack Camp, Mike Adams (Urban Design Camp)

The meeting started with a review of comments generated from the District Round Two Summary Report. A number of changes were suggested to the prioritization in the report of certain issues. In addition, other items were added or amended.

A general concern was expressed that the Peninsula wide issues were too general and needed to provide greater detail. Discussion of the following issues resulted in a change to a higher priority:

- Redesign of the beach parking lot.
- Development of a remote parking facility with shuttle.
- Development of wider sidewalks.
- Upgrading the Fun Zone.
- Sign code violation enforcement.
- Development of new resident compatible retail.
- Elimination of over head power lines.

The District Representatives next reviewed the Peninsula and District Concept Plans. Concern was expressed for the amount and location of new parking opportunities and impact to the District residents on circulation ideas.

The consultant stated throughout the discussion that implementation of the suggested actions could be accomplished in phases. The object of the recommended plan is to provide a variety of solutions, small steps, medium steps, and grand plans.

Overall the plans were well received and many additional thoughts were added for inclusion in the final recommendations for example:

- The need for wide sidewalks, even at the expense of on street parking.
- Parkway landscaping or landscaping behind the property line.
- Landscaping between the curb and house important.
- Diagonal parking in front of residential property not a good idea.
- The Central Balboa residential area adjacent to the commercial core should have a special treatment.

Attached to this memorandum is the District Summary Report as amended.

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BPPAC's DISTRICT MEETING

**Tuesday - August 13, 1996
4:00 - 6:30 PM**

A G E N D A

- I. Introduction - Fritz Duda, Chairman, BPPAC
- II. Welcoming Remarks - Sharon Wood, Assistant City Manager
- III. Overview of Project Study Process - Tim Collins, Co-Chairman, BPPAC
- IV. Workshop Summaries and Recommendations - Jack Camp, U.D.C.
 - Peninsula-wide Issues - Overview
 - Lido Village/Civic Center
 - Cannery Village
 - McFadden Square
 - Central Balboa
 - Revisit Peninsula-wide Recommendations
- V. Workshop Participant's Comments and Critiques
- VI. Designation of Volunteers - Tim Collins, Co-Chairman, BPPAC
- VII. Concluding Remarks - Sharon Wood, Assistant City Manager

**BALBOA
PENINSULA
PLANNING
STUDY**

**DISTRICT
WORKSHOP**

**EXERCISE
SHEETS**

**LIDO
VILLAGE**

BALBOA PENINSULA PLANNING STUDY
Newport Beach, California

DISTRICT PLANNING WORKSHOP
LIDO VILLAGE/CIVIC CENTER
May 24, 1996

The Lido Village/Civic Center group met on May 24, 1996 at the Elks Club in Lido Village. Members present were Tony Shaw, Bill Dunlap, Clarence Turner, John Sipple, Don Dabney and Tod Ridgeway. Members absent were Jerry King, Tim Strader and John Cotton.

Maps were distributed that defined the study area as including Lido Marina Village (waterfront property), Elks Club and adjacent public parking within Lido marina Village, Lido Village (Fritz Duda property), old city hall and fire station, St. James Episcopal church, and Lido peninsula (John Curci property of approximately 15 acres).

The group attempted to define peninsula wide issues and then district issues as follows:

Peninsula Issues:

Traffic and basic circulation.
Limited pedestrian friendly areas.
Itinerant occupancy of com'l areas.

Possible Solutions: (meeting of 6-14)

District Issues:

Create more efficient and greater parking for Marina Village.
Block off Via Oporto to vehicles.
Need for hotel-Marina Village.
Signage for Lido and Lido Marina Village.
Create pedestrian ambiance in Lido Village and Marina.
Need for more restaurants and theaters.
Shared parking for Lido Village, Marina and Elks Club.
Bottleneck at Arches bridge.
Non integration of commercial areas.
Lido Island access.
Lido Peninsula.

Parking structure for all of Lido Village, Lido Marina and City Hall.

Propose mono-rail from Mariners Mile

Propose using 32nd Street
Master plan with Hotel, visitor marina and high density residential.

Create high density residential and/or hotel in Lido Village area.
Create joint parking for Lido Village and Marina and St. James Church.
City Hall-redesign and rebuild and/or demolish and relocate.
Create new street scapes on Newport Blvd. and entire district.
Itinerant occupancy of Lido Marina.
Antiquated infrastructure in Lido area.

Lido Village and Lido Marina-master plan as entertainment center.
Add fiber optical system to underground for computer & graphic users.

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District LIDO VILLAGE / CIVIC.

Peninsula Issue RETAIL / RESIDENTIAL NEEDS Number _____

Issue Description:
WHY NOT A NEW GASOLINE STATION FORMAT. FOR THE PENINSULA
SUCH AS WHERE NEWPORT / BALBOA BLVDs - ARE DEDICATED HAVE SEVERAL GASOLINE
RETAILERS SHARE ONE SITE WHERE TRAFFIC CAN ENTER FROM EITHER SIDE.

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
ONE DEDICATED SPACE, CHOICE OF BRANDS	KEEP CONSUMERS IN THE AREA.	HELPS OTHER RETAIL

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements

Conclusions:

Action Plan:



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District Lido - Civic Center

Peninsula Issue _____ Number _____

Issue Description: <u>Residential - Re Zoning</u>		
Positive Aspects (Works well-can improve) <u>Red use problems such as Dupont Bank Bldg -</u>	Objectives/Strategies <u>Change zoning</u>	Possible Solutions or Improvements <u>Eliminate vacancy in Rosecrest and night club uses</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>landlord resistance</u>	Objectives/Strategies <u>convince them of CONVINCE need for change</u>	Possible Solutions or Improvements
Conclusions:		
Action Plan:		



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District LIDO VILLAGES CIVIC CENTER / CANNERY VILLAGES

Peninsula Issue RETAIL USES / BUSINESSES

Number _____

Issue Description:
~~REMOVE~~ ADD FIBER OPTICAL SYSTEM TO UNDERGROUND UTILITIES FOR COMPUTER / GRAPHIC DESIGNS, STATE OF THE ART HOOK UPS.

Positive Aspects (Works well-can improve)
ARBA ATTRACTS PROFESSIONAL DESIGNERS OF ALL TYPES

Objectives/Strategies
MORE ARCHITECTS, DESIGNERS, GRAPHIC ARTIST WOULD BE ATTRACTED TO ARBA
POWERFUL COMPUTER/DESIGN SHOULD ATTRACT HIGH LEVEL BUSINESSES

Possible Solutions or Improvements
COULD BE ELECTRONICALLY/OPTICALLY LINKED TO HONG, OR HUGHES, ETC.

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
REQUIRES INVESTMENT

Objectives/Strategies
CAN THIS BECOME A CENTER DESIGNERS AND ARTISTS.

Possible Solutions or Improvements
WORK WITH TRABLE Companies AND UTILITIES -

Conclusions:

Action Plan:



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District LIDO VILLAGE

Peninsula Issue ITINERANT OCCUPANCY OF COMMERCIAL AREAS Number _____

Issue Description: THE SHOPS/RETAILERS IN LIDO VILLAGE DIE A LINGERING DEATH FOR VARIOUS REASONS. THIS RESULTS IN LOWER PROPERTY VALUES, LESSER QUALITY OF TENANT AND CAN EVENTUALLY LEAD TO A DEPRESSED AREA THAT IS THE GATEWAY TO LIDO ISLAND. DEPRESSED NEIGHBORHOODS LEADS TO DEPRESSED AREAS.

<p>Positive Aspects (Works well-can improve) AREA OK FOR SOME TENANTS. BUT NEEDS A BROADER BASE/APPEAL TO A MORE VARIED TYPE OF USER</p>	<p>Objectives/Strategies BEEF UP DESIRE/ATTRACTIVE NESS OF THE AREA</p>	<p>Possible Solutions or Improvements DEVELOP A THEME FOR THE AREA. E.G. A PLACE FOR LOCAL ARTISTS TO LIVE/WORK PLAY AND DISPLAY THEIR WORKS</p>
--	---	--

Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change) LACKS A STEADY ^{CLIENTELE} AND CONVENIENT ACCESS PATRONS MUST DRIVE TO GET THERE "AS IS" IT IS NOT A DESTINATION POINT</p>	<p>Objectives/Strategies MAKE AREA MORE PEOPLE FRIENDLY. CUT TRAVEL TIME TO LOCATIONS OF RECREATION/SHOPPING. MAKE THE AREA FEEL LIVED IN.</p>	<p>Possible Solutions or Improvements CHANGE ZONING TO ALLOW RESIDENTIAL USE IN AREA I.E. PROVIDE FOR MIXED USE.</p>
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Conclusions:
THE AREA HAS ALWAYS SEEMED TO LACK DIRECTION AND PURPOSE.

Action Plan: START WITH ZONING ANALYSIS TO DETERMINE WHAT CAN GO IN THERE, DETERMINE WHAT CITY WOULD LIKE TO SEE HAPPEN IN AREA AND WORK OUT THE DETAIL TO MAKE IT HAPPEN.



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District LIDO VILLAGE

District Issue OLD CITY HALL - OUTDATED Number _____

Issue Description:
PERHAPS THE TIME HAS COME TO DEMOLISH AN FATIGUED CITY HALL COMPLEX AND REPLACE IT WITH A NEW, MODERN FACILITY TO SERVE THE CITY FOR THE NEXT 100 YEARS

<p>Positive Aspects (Works well-can improve) DOES THE JOB - BUT ARE WE LAGGING BEHIND??</p>	<p>Objectives/Strategies SET A NEW TONE FOR THE CITY AND SURROUNDING AREA</p>	<p>Possible Solutions or Improvements BUILD A NEW CITY HALL I.P. A NEW CIVIC CENTER. GIVE US AN IDEAL</p>
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Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change) 1. IT IS OLD 2. IT IS INEFFICIENT 3. IT'S A NO WHERE IN A NO PLACE</p>	<p>Objectives/Strategies 1. BE THE GENESIS FOR A REVIVAL OF THE AREA. 2. CREATE A CENTRAL IDENTITY FOR CITY 3. PLAN FOR NEXT 100 YRS</p>	<p>Possible Solutions or Improvements 1. TEAR DOWN CITY HALL 2. BUILD A NEW ONE 3. BRING IT CLOSE AND CAUSE CONFERENCE AND VISITOR'S BUREAU INTO AREA.</p>
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Conclusions:
NEED TO KEEP UP & NEED TO STAY AHEAD IN THE RACE OF COMPETITION FROM OTHER PARTS OF COUNTY

Action Plan:
1. REVIEW GENERAL PLAN - SEE WHAT WE HAVE - DETERMINE WHAT WE COULD HAVE.
2. CHECK WITH ALL AGENCIES TO DETERMINE WHAT KIND OF RESTRAINTS ARE IN PLACE.

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District LIDO VILLAGE / CIVIC CENTER

District Issue OVERFLOW PARKING REQUIREMENTS / PARKING MANAGEMENT Number _____

Issue Description: THERE ARE TIMES WHEN AVAILABLE PARKING IN THE AREAS CURTAILS THE OBJECTIVES OF THE MAIN TENANTS / PROPERTY OWNERS / VISITORS IN THE AREA OF THE CIVIC CENTER, THE PAVILION SHOPPING AREA AND LIDO VILLAGE. THE CHURCH HAS A PROBLEM ON SUNDAYS, CITY HALL HAS A PROBLEM DURING THE WEEK AND THE SHOPPING COMPLEX HAS A PROBLEM DURING THE SUMMER AND PEAK HOLIDAY PERIODS.

<p>Positive Aspects (Works well-can improve)</p> <ol style="list-style-type: none"> 1. DIFFERENT DEMAND PERIODS BY CITY, CHURCH AND BUSINESS HELPS. 2. USE OF PARKING METERS ROTATE USERS - HELPS BUSINESS. 3. INGRESS / EGRESS IS GOOD, CONSIDERING THE AREA. 	<p>Objectives/Strategies</p> <ol style="list-style-type: none"> 1. INCREASE JOINT USE BY MAJOR USERS IN AREA. 2. PROVIDE MORE PARKING FOR COMMERCIAL USERS TO HELP STABILIZE AREA. 3. PROVIDE FREE PARKING FOR SUNDAY CHURCH ATTENDEES. 	<p>Possible Solutions or Improvements</p> <ol style="list-style-type: none"> 1. CONSTRUCT PARKING GARAGE. 2. INSTALL MONORAIL LEADING TO AND FROM AREA TO CITY PARKING LOT. 3. CREATE RECIPROCAL PARKING AGREEMENTS. I.E. BETWEEN COMMERCIAL, CITY & CHURCH.
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Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <ol style="list-style-type: none"> 1. CONTINUOUS NASSLE OVER AVAILABLE PARKING. 2. LACK OF PARKING DETERS POTENTIAL CUSTOMERS. 3. CREATES NEGATIVE PERCEPTIONS DEPRESSES PROP. VALUES. 	<p>Objectives/Strategies</p> <ol style="list-style-type: none"> 1. MAKE PARKING / ACCESS USER FRIENDLY. 2. MAKE IT EASY TO SHOP, GO TO CITY HALL, GO TO CHURCH. 3. BRING BACK THE COMMERCIAL CLUSTER TO THE AREA. 	<p>Possible Solutions or Improvements</p> <ol style="list-style-type: none"> 1. DEMOLISH CITY HALL, BUILD A NEW ONE THAT IS BOTH LEAD AND BUILDING EFFICIENT. WILL CREATE NEW CLUSTER INTO THE AREA. 2. WORK TOGETHER.
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Conclusions: CHEAP, AVAILABLE PARKING IS A KEY INGREDIENT FOR MOST, IF NOT ALL NON RESIDENTIAL DEVELOPMENTS. PLUS EASY ACCESS IF PARKING IS NOT READILY AVAILABLE. PERHAPS A REDEVELOPMENT AGENCY MIGHT PRODUCE LONG TERM DESIRED EFFECTS.

Action Plan:
BRING THE PROPERTY OWNERS TOGETHER TO DISCUSS THEIR OBJECTIVES, PROBLEMS, MONEY ETC & COME UP WITH PLAN TO RESOLVE ISSUES.

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District ALL PENINSULA

Peninsula Issue TRAFFIC AND PEDDESTRIAN USE Number _____

Issue Description:
IN BUSINESS AREAS: BALBOA NEWPORT PIER AREAS - REDESIGN ROADWAYS

TO PUT THROUGH TRAFFIC UNDER BRIDGE PLAZAS FOR SHOPPING-

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements

Conclusions:

Action Plan:



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District _____

District Issue Lido Village - Civic Center Number _____

Issue Description: <p style="text-align: center;">Close Certain Streets - Parking</p>		
Positive Aspects (Works well-can improve) <p>Creates Village Atmosphere</p>	Objectives/Strategies <p>Close or narrow Certain streets</p>	Possible Solutions or Improvements <p>Joint Planning agreement between property owners and city</p>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <p>Creates need for additional parking lots or structures</p>	Objectives/Strategies	Possible Solutions or Improvements
Conclusions:		
Action Plan:		

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District _____

Peninsula Issue Lido - Civic Center Number _____

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Issue Description: <u>ON-Street Parking</u>		
Positive Aspects (Works well-can improve) <u>Creates a new village atmosphere</u>	Objectives/Strategies <u>Remove on street parking</u>	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>creates need to increase off street parking</u>	Objectives/Strategies <u>Build new parking lots a streets -</u>	Possible Solutions or Improvements
Conclusions:		
Action Plan:		



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District LIDO VILLAGES

Peninsula Issue STREETSCAPES

Number _____

Issue Description:
32nd STREET NEWPORT TO LAFAYETTE AVE
IT IS A BROAD TO WAY ALLEY

Positive Aspects (Works well-can improve)
LARGE WIDE STREET
(SPACE)

Objectives/Strategies

Possible Solutions or Improvements
CIVIC CENTER IMPROVE DESIGN/LANDSCAPE
MAINTAIN PARKING LOT LANDSCAPE

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
IT IS A STREET THAT
DOESN'T KNOW WHAT IT
IS ABOUT EXCEPT FOR
PARKING, ALLEY, FIRE TRUCKS.

Objectives/Strategies

Possible Solutions or Improvements
RETHINK SPACE ALLOCATIONS

Conclusions:

Action Plan:



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District: LIDO VILLAGE

Peninsula Issue STREET SCAPES -- Number _____

Issue Description:
NEWPORT BULD. DEVELOPE LANDSCAPE FOR CHARACTER (16 PCH Corona Del Mar)

<p>Positive Aspects (Works well-can improve)</p> <p><u>BENOTIFOL LAWN @ CITY HALL.</u></p>	<p>Objectives/Strategies</p>	<p>Possible Solutions or Improvements</p>
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Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p><u>IMPROVE STREET APPEARANCE @ 32nd ST SHOPPING CENTER (SUPPORT JUNK FOOD CENTER)</u></p>	<p>Objectives/Strategies</p>	<p>Possible Solutions or Improvements</p> <p><u>RETHINK AND REDESIGN</u></p>
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Conclusions:

Action Plan:



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District Lido - Civic Center

Peninsula Issue _____ Number _____

Issue Description:

Residential - Re Zoning

Positive Aspects (Works well-can improve)

Reduce problems
such as Dupont
Bldg -

Objectives/Strategies

Change zoning

Possible Solutions or Improvements

Eliminate parking
in these areas
and night club uses

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)

Landlord resistance

Objectives/Strategies

~~convince~~ team of
CONVINCE need to change

Possible Solutions or Improvements

Conclusions:

Action Plan:

**CANNERY
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District CANNON

Peninsula Issue IDENTIFICATION

Number ①

Issue Description: <u>NEED FOR A PENINSULA ENTRY</u>		
Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>THE VACANT LOTS & UNSIGHTLY BUILDINGS ON EITHER SIDE OF THE BRIDGE</u>	Objectives/Strategies <u>CLEAN UP THE ENTRY</u>	Possible Solutions or Improvements <u>REMOVE MURAL</u> <u>CREATES ANOTHER ENTRY POINT</u> <u>IMPLEMENT THE BRIDGE STATION</u>
Conclusions:		
Action Plan:		



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District CANNON

Peninsula Issue TRAFFIC/CIRCULATION

Number (2)

Issue Description: <u>INCREASED CIRCULATION DOWN THE PENINSULA - BETTER ACCESS TO CANABRY</u>		
Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>TRIANGLE IMPEDS CIRCULATION & ACCESS</u>	Objectives/Strategies <u>REORGANIZING THE TRIANGLE</u>	Possible Solutions or Improvements <u>TRAFFIC STUDY</u>
Conclusions:		
Action Plan:		

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District CANNERY VILLAGES

District Issue SENSE OF NEIGHBORHOOD

Number ①

Issue Description: THERE IS A GREAT SENSE OF COMMUNITY

Positive Aspects (Works well-can improve)

- "UNIQUENESS"
- "OLD NEWPORT"
- SMALL LOT CHARACTER
- "ARTISTIC CURIOSITY"
- "WORKING CHARACTER"

Objectives/Strategies

- CREATE HISTORIC BACKGROUND
- INCREASE THE NUMBER OF ARTISTS OF ALL TYPES

Possible Solutions or Improvements

- PR (ie PILOT STORIES) & COAST MAGAZINE
- ~~PR~~ CREATE AN ENVIRONMENT SO THAT IT IS FINANCIALLY ATTRACTIVE FOR THE ARTIST/DESIGNER TO LOCATE HERE
- LANDSCAPE DEFINITION

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)

- 2 LARGE LAND OWNERS
- NO CONSISTENCY

Objectives/Strategies

Possible Solutions or Improvements

- COMMUNITY FAIR
- COMMUNITY IDENTIFICATION
- MAKE EVERYONE MORE PEDESTRIAN SENSITIVE
- ~~MARKET~~ MERCHANT ASSN. OR VILLAGES ASSOCIATION

Conclusions:

Action Plan:



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District CANNERY VILLAGE

District Issue TRASH/LITTER

Number ②

Issue Description: TRASH INCLUDING BOTTLES, FOOD, ETC. IN STREETS AND ALLEYS AS WELL AS THE RHINE

Positive Aspects (Works well-can improve)

NONE

Objectives/Strategies

Possible Solutions or Improvements

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)

- NEIGHBORHOOD IMAGE
- HEALTH
- SAFETY

Objectives/Strategies

CLEAN THE STREETS, ALLEYS, PARKING LOTS, RHINE ON A REGULAR BASIS

Possible Solutions or Improvements

- CREATE "LITTER FREE" ZONE
- ADD PUBLIC TRASH RECEPT. IN APPROPRIATE LOCATIONS

Conclusions: NEED PUBLIC TRASH CANS

Action Plan:

District CANNERY VILLAGE

District Issue PUBLIC IMAGE / IDENTIFICATION

Number ②

Issue Description: UPGRADE THE PUBLIC IMAGE AND DEFINE THROUGH SIGNAGE THE CANNERY VILLAGE

<p>Positive Aspects (Works well-can improve) <u>THERE ARE NOW 2 SIGNS W/ CANNERY VILLAGE EXISTING VILLAGE PAIR WHEN PEOPLE FIND IT THEY WANT TO LIVE AND/OR WORK HERE</u></p>	<p>Objectives/Strategies <u>INCREASE VILLAGE SIGNS COORDINATE/ADVERTISE THE PAIR CONCEPT & GENERAL AWARENESS OF THE VILLAGE CREATE AN ENTRANCE SIGN</u></p>	<p>Possible Solutions or Improvements <u>MONTHLY FAIRS</u> <u>CREATE FLOORS</u> • COORDINATION OF LIGHTING FOR INDIVIDUAL SHOPS & OFFICES • CONTEST OR PROGRAM FOR BOAT PARADES LIGHTING & DECORATION • WRITE A HISTORY OF THE AREA (<u>CLASSIC LOOK</u>)</p>
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Status Quo • Current Level of Activity • No Change • ENCOURAGE LANDSCAPING ON INDIVIDUAL LOTS

<p>Negative Aspects (Doesn't work-well - needs improvement/change) <u>OVERLAP/CONFLICT OF PUBLIC SIGNS EG. NO PARKING/PLANNING TO BUY ETC.</u></p>	<p>Objectives/Strategies <u>REDUCING THE EYE CLUTTER</u></p>	<p>Possible Solutions or Improvements <u>COORDINATED PUBLIC SIGNAGE</u></p>
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Conclusions: COORDINATION OF ADVERTISING/PA/ & SIGNAGE

Action Plan:



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District CANNERY VILLAGE

District Issue POLICING

Number ④

Issue Description: <u>ENFORCEMENT OF EXISTING REGULATIONS</u>		
Positive Aspects (Works well-can improve) <u>REASONABLE VISIBILITY</u>	Objectives/Strategies <u>MAINTAIN & INCREASE POLICING</u>	Possible Solutions or Improvements <u>ADD ONE UNIT UNIT SPECIFICALLY FOR CANNERY VILLAGE</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>NOT ENOUGH VISIBILITY</u> REASONABLE	Objectives/Strategies <u>INCREASE POLICING</u>	Possible Solutions or Improvements <u>AS ABOVE</u>
Conclusions: <u>NEED FOR MORE VISIBILITY</u>		
Action Plan:		



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District CANBY VILLAGE

District Issue PUBLIC NUISANCE & NOISE

Number 5

Issue Description: <u>VANDALISM, URINATION THROUGHOUT THE VILLAGE</u>		
Positive Aspects (Works well-can improve) <u>NONE</u>	Objectives/Strategies <u>_____</u>	Possible Solutions or Improvements <u>_____</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) AS A RESULT OF THE BARS <u>AS A RESULT OF THE BARS BUILDINGS & PROPERTIES ARE VANDALIZED</u>	Objectives/Strategies <u>ELIMINATE THE NOISE AND THE NUISANCE</u>	Possible Solutions or Improvements <ul style="list-style-type: none">• INCREASED POLICE AWARENESS• INCREASED POLICE AWARENESS• BETTER IMPROVED LIGHTING• SPEED BUMPS IN ALLEYS• POLICE THE BARS
Conclusions: <u>REDUCTION OF INCIDENTS</u>		
Action Plan:		

District CANNERY VILLAGE

District Issue TRAFFIC & CIRCULATION

Number 6

Issue Description: <u>VILLAGE ISN'T ACCESSIBLE AS ACCESSIBLE AS IT COULD BE</u>		
Positive Aspects (Works well-can improve) <ul style="list-style-type: none"> • CREATES A "FIND" • NO THROUGH TRAFFIC • NO SIGNIFICANT DEMAND • STREETS ARE NARROW 	Objectives/Strategies KEEP THE NOTION THAT THE VILLAGE IS "THE BEST KEPT SECRET" IN NEWPORT	Possible Solutions or Improvements TIE IN W/ ADVERTISING & IMAGE DIRECTIONAL SIGNS ON THE PROXIMATED SIGNS SPECIFIC TO THE VILLAGE
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <ul style="list-style-type: none"> • PEOPLE GO IN WRONG DIRECTION • UNCLEAR WHERE THEY WANT TO GO • BICYCLISTS IGNORE THE DIRECTIONS • STREETS ^{STREETS} ARE NARROW ^{PARKING CREATES} A SIGNIFICANT IMPACT 	Objectives/Strategies CLARIFY STREET DIRECTIONS	Possible Solutions or Improvements MAP TIED W/ PR & ADVERTISING LOOK AT STREET STREET OUT WAY/SUB WAY ISSUES ELIMINATE THE TRIANGLE ON THE OUTSIDE OF THE VILLAGE
Conclusions: <u>NEED AN ORGANIZED CIRCULATION PLAN.</u>		
Action Plan:		



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District CANNERY

District Issue PARKING

Number ~~1~~ 2

<p>Issue Description: <u>STREET PARKING & LOT PARKING IN THE VILLAGES</u> <u>PARKING GENERALLY OK</u> <u>HOWEVER, THERE ARE SOME CONCERNS REGARDING W/ SPOT AREAS</u></p>		
<p>Positive Aspects (Works well-can improve)</p> <p><u>APPEARS THAT WE HAVE ENOUGH</u> <u>PARKING DURING THE DAY.</u> REGARDING</p>	<p>Objectives/Strategies</p> <p><u>NO CHANGE</u></p>	<p>Possible Solutions or Improvements</p> <p><u>_____</u></p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p><u>NIGHTTIME PARKING IS</u> <u>A PROBLEM IN SOME AREAS</u> <u>EG. ON 30TH & 24TH</u> <u>TRAVEL MAX & THE CHURCH</u> <u>DON'T USE THEIR LOTS TO</u> <u>OPTIMUM CAPACITY.</u></p>	<p>Objectives/Strategies</p> <ul style="list-style-type: none"> <u>CLEAR DEFINITION OF PUBLIC PARKING</u> <u>UTILIZATION OF UNOCCUPIED PARKING LOT</u> 	<p>Possible Solutions or Improvements</p> <p><u>AREAS SHOULD <u>ENTER THE</u></u> <u>METAL PATTERN LIKE THE VILLAGES?</u> <u>OPEN TRAVEL MAX PARKING @</u> <u>VICENT</u> <u>SEND TO BUSES TO PUBLIC LOTS</u></p>
<p>Conclusions: <u>BUS PARKING</u> <u>ENFORCE LONG TERM PARKING RESTRICTIONS</u></p>		
<p>Action Plan:</p>		



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District CANNERY VILLAGE

District Issue LAND USE

Number ⑤

Issue Description: OBJECTIONABLE, MARGINAL, & UNDER UTILIZED LAND USES

Positive Aspects (Works well-can improve)
CAFES, ARTIST STUDIOS, ANTIQUE STORES
AND SPECIALTY RETAIL
MIXED USE

Objectives/Strategies
FACILITATE THE INCREASE IN
THESE USES

Possible Solutions or Improvements
ARTIST STUDIO/DESIGNER STUDIOS
COUPLED WITH RETAIL SHOWROOMS
E.G., THE SURFWEAR INDUSTRY
LOOK AT FOOD & BREAKFAST USES?
~~RETAIL~~ LOOK AT ZONING & FINANCE
ISSUES FOR MIXED USE

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)
BARS, NIGHTCLUBS
MARINE SERVICE

Objectives/Strategies
ENCOURAGE MORE ACTIVE POLICING
~~RETAIL~~ DO NOT ALLOW ANY MORE
NIGHTCLUBS IN THE CORE OF
THE VILLAGE
KEEP MARINE RETAIL AND MOVE
SOME CONSTRUCTION, SERVICE &
STORAGE ELSEWHERE

Possible Solutions or Improvements
ADD 1 PATROL
REVIEW ZONING & ABC

REVIEW ZONING & ABC

Conclusions:

Action Plan:

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District CANNERY VILLAGE

District Issue ENVIRONMENT

Number 9

Issue Description: <u>DEBRIS & SMELL FROM THE RHINE</u>		
Positive Aspects (Works well-can improve) <u>THE RHINE CAN BE AN ATTRACTION</u>	Objectives/Strategies	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>DEBRIS IN THE RHINE SMELL THROUGH THE SEWERS</u>	Objectives/Strategies <u>REMOVE THE DEBRIS & SMELL</u>	Possible Solutions or Improvements <u>A CANAL OR PIPELINE TO CIRCULATE THE BAY/RHINE WATER</u>
Conclusions:		
Action Plan:		

**MCFADDEN
SQUARE**

District 11th Jagger Square

District Issue Public (Vehicular & Pedestrian) (Visitor & Tourist) Number 1 (1)

Issue Description:

Circulation

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
<u>Proximity to Port for visitors/tourists</u> <u>High Volume</u> <u>Good for Business</u>	<u>Easy Ingress/Egress</u> <u>Visitors/Tourists view Jagger Square as distinct point</u>	<u>Reconfigure to make access to area easier</u>

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements
<u>Possible</u> <u>Poor accessibility to Jagger area</u> <u>Excessive delay, safety, circulation</u> <u>poor guide signage</u> <u>create a smoother ingress/egress</u> <u>traffic noise (motorcycles, radios)</u>	<u>Access to 20th-23rd streets on Bay side</u> <u>Access to Jagger Square</u> <u>allow visitors/tourists for visibility entrance to area</u>	<u>Improve impulse access to area</u>

Conclusions:
Poor access & flow to areas (ocean & bay) & between

Action Plan:
Reconfigure traffic pattern

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District McFadden Area

District Issue Traffic

Number 1 (2)

Issue Description: <u>Pedestrian Flow</u>		
Positive Aspects (Works well-can improve) <u>McFadden & Bay Side are gathering places</u> <u>Pedestrian corridors feeds area</u> <u>Icons that draw people</u>	Objectives/Strategies <u>McFadden viewed as a pedestrian destination area</u> <u>Improve & Encourage draw & retention of visitors/tourists</u>	Possible Solutions or Improvements <u>Reconfigure Balboa Blvd/Newport Blvd accessibility</u> <u>Review & determine who visitors/tourists are & what they use area</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Not good pedestrian link between ocean & bay</u> <u>Safety</u>	Objectives/Strategies <u>Improve flow & Safety</u>	Possible Solutions or Improvements <u>Reconfigure Pedestrian flow is High Priority</u> <u>Signalized crosswalks</u> <u>Bridge</u> <u>Water lighting signage</u>
Conclusions: <u>Poor pedestrian transition between ocean & bay area</u>		
Action Plan: <u>Reconfigure traffic pattern</u>		



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District McFadden Square

District Issue Traffic

Number 1(3)

Issue Description: <u>Harbor Access</u>		
Positive Aspects (Works well-can improve) <u>Large harbor frontage property</u>	Objectives/Strategies <u>Capture Visitors</u>	Possible Solutions or Improvements <u>Create public dock space Harbor Entrance</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>No public docks/mooring for boat visitors</u>	Objectives/Strategies <u>Accessibility for visitors by boat</u>	Possible Solutions or Improvements <u>Make a harbor friendly entrance, 20th to 25th St signage, lighting</u>
Conclusions: <u>Limited or no boat access (parking) to area</u>		
Action Plan: <u>Create an ^{attractive} friendly harbor entrance to McFadden area w/ parking facilities</u>		



District McCadden Square

District Issue Traffic

Number 1(4)

Issue Description:

Alley work
(21st place alley)

Positive Aspects (Works well-can improve)

Alley with pedestrian access

Objectives/Strategies

Encourage alley improvements
for pedestrian traffic

Possible Solutions or Improvements

Provide public works money
to dress up
Encourage incentives to
landlords for improvement

Status Quo • Current Level of Activity • No Change

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Negative Aspects (Doesn't work-well - needs improvement/change)

Under lit
Used as toilet
Safety

Objectives/Strategies

Improve hazardous conditions
to alley

Possible Solutions or Improvements

Creative use of alley

Conclusions:

Alley not being used to fullest potential due to poor conditions

Action Plan:

Create an exciting environment for pedestrian usage

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District W. Fadden Square

jud - Parking Structure @ 26th
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District Issue Parking

Number 2(1)

Issue Description:
Parking Program

Positive Aspects (Works well-can improve)
Blue Meters
Ocean front lots
Genevieve #

Objectives/Strategies
Create best use for lots
in the area

Possible Solutions or Improvements
Create a managed parking
program

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
Limited space
Expensive
Not conducive to visitors
No signage validation

Objectives/Strategies
Improve usage of lots
Electronic signage

Possible Solutions or Improvements
Create managed parking
program

Conclusions:
See Linda Congleton Study

Action Plan:
Short & long term meters required, permits, pay as you exit, validation
user friendly & better signage explaining rules, more change machines

Short term booths (summer) (solar paint booths not used anymore)



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District McFadden Square

District Issue Parking

Number 2 (2)

Issue Description: <u>Funds from meters for new lots</u>		
Positive Aspects (Works well-can improve) <u>Generate revenue opportunity to obtain private property for parking</u>	Objectives/Strategies <u>Increase parking of area</u> <u>Increase parking, consolidate 26 to 28th area</u>	Possible Solutions or Improvements <u>Dedicate cash to area</u> <u>Purchase 26 to 28th Clark street property & join with city property 22 to 26th for bus lot, transit station center public restroom</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>City loses our funds</u> <u>More parking spaces</u> <u>less usable land / blgs.</u>	Objectives/Strategies <u>Direct funds to area</u>	Possible Solutions or Improvements <u>Dedicate cash to area</u>
Conclusions: <u>More creative use of cash directly to area</u>		
Action Plan: <u>Cash generated from area meters to be dedicated to area parking improvements.</u> <u>purchase of private property for transportation center</u>		

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District Mr Addison Square

District Issue Commercial Land Use

Number 3 (1)

Issue Description: <u>Best Use of Area</u>		
Positive Aspects (Works well-can improve) <u>High density of commercial</u> <u>One set of public restrooms</u>	Objectives/Strategies <u>Preserve commercial, build out</u> <u>Add more public restrooms</u>	Possible Solutions or Improvements <u>Explore appropriate zone</u> <u>Changes to accomplish commercial use</u> <u>maximization</u> <u>City to build another restroom in</u> <u>5th St parking area in conjunction</u> <u>with transportation center</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Landlord mentality re tenant mix</u> <u>(short term)</u> <u> zoning juxtaposition of comm/res</u> <u>blg's in need of improvement</u>	Objectives/Strategies <u>Educate landlord re long term</u> <u>upscale revitalization</u> <u>Preserve & enhance positive</u> <u>character of area & address</u> <u>deterioration of some buildings</u>	Possible Solutions or Improvements <u>Create understanding of long term</u> <u>tenant mix</u> <u>offer incentives (city?)</u> <u>Reevaluate & study comm/res zoning</u> <u>from planning perspective</u> <u>Give incentives for transition</u>
Conclusions: <u>Need for zoning/mix review of comm/res</u>		
Action Plan: <u>Reevaluate comm/res mix to allow best use & proper use of commercial area</u>		

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District McCadden Square

District a Issue Commercial Land Use

Number 3 (2)

Issue Description: <u>Signage - Stores</u>		
Positive Aspects (Works well-can improve) <u>Store front space</u> <u>Eclectic Signage</u>	Objectives/Strategies <u>Advertise & notice space</u> <u>to be attractive</u>	Possible Solutions or Improvements <u>Prohibit excessive signage</u> <u>local committee of business people</u> <u>to assist in approved signage</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>non conforming signage</u> <u>Excessive, large, too many, color</u>	Objectives/Strategies <u>Standardization</u> <u>Amount & type</u> <u>Not someone's - no plain</u> <u>Vanilla</u>	Possible Solutions or Improvements <u>Reevaluate codes</u> <u>existing code working or not</u>
Conclusions: <u>Need to standardize signage to allow attractive advertising</u> <u>varied</u>		
Action Plan: <u>form committee to oversee signage</u>		

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District Mc Jagger Square
District Issue Lighting Number 4

Issue Description: <u>Consistent Lighting</u>		
Positive Aspects (Works well-can improve) <u>Pedestrian areas, walkways</u> <u>Visibility</u> <u>Square</u> <u>Pier</u>	Objectives/Strategies <u>Lighting & standards fixtures</u> <u>conductive to create</u> <u>ambience & environment</u>	Possible Solutions or Improvements <u>Addition / change of theme</u> <u>lighting throughout area.</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Glare</u> <u>Disruption of pedestrian level</u>	Objectives/Strategies <u>light for safety</u>	Possible Solutions or Improvements <u>Mix lighting</u>
Conclusions: <u>Consistent lighting needed to create village ambience & environment</u>		
Action Plan: <u>Contact city re funds, BID possibility, research for future rehab effort & funds</u>		

District Mc Fadden St

District Issue Crime / police

Number 5 (1)

Issue Description: <u>Good Police Visibility</u>		
Positive Aspects (Works well-can improve) <u>Continued visibility</u> <u>Good enforcement w/ strong</u> <u>psychological training for</u> <u>police force</u>	Objectives/Strategies <u>improved relations</u> <u>visitor knowledge</u> <u>verbal dissuasion of problems</u> <u>reduce crime - good police image</u>	Possible Solutions or Improvements <u>Education of police</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>not enough arrests</u> <u>not enough observation &</u> <u>visibility</u>	Objectives/Strategies <u>Improved police image</u>	Possible Solutions or Improvements <u>Education of police</u>
Conclusions: <u>not enough police visibility during peak times,</u> <u>w/ public & ^{presence} questioning out of main area (keep low key)</u> <u>good police communication</u>		
Action Plan: <u>Education on improved</u> <u>police coverage during peak hours.</u> <u>Improved relations with public & more better</u>		



District McFadden

District Issue Police

Number 5 (2)

Issue Description:
Visibility at Transients sleeping
Substation Patrol - time limits

Positive Aspects (Works well-can improve)
Reduce crime
Reduce per. crime
transients, disorder
Reduction of police force

Objectives/Strategies
Reduce response time
Keep police in area longer
Create positive visibility

Possible Solutions or Improvements
Modify lifeguard area to include
substation for police
visibility

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
Stop in's by curious visitors
Interfer w/ lifeguard
~~Interfer~~

Objectives/Strategies
Reduced crime in
W. Newport

Possible Solutions or Improvements
Build/modify substation
for visibility & response

Conclusions:
Substation needed for crime reduction & presence in area

Action Plan:
Modify ^{lifeguard} substation for police ^{observation} / visibility

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District McJadden

District Issue Litter - Stopping

Number 5

Issue Description:

Visitor trash - Ocean Front Residents
not using or using public trash cans

Positive Aspects (Works well-can improve)

Stop littering
Visitors ^{need to} keep area clean
Attractive & clean area hidden

Objectives/Strategies

a year round keep clean
clean area

Possible Solutions or Improvements

BID to allow contractors to
keep area clean & monitored
city to add staff to keep clean
Enforcement of laws

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)

Greater effort to stop littering
Poor signage
Visitors not informed

Objectives/Strategies

Enforce laws ^{with laws when}
& ~~with~~ ~~appropriate~~
education

Possible Solutions or Improvements

Inform property owners they
must give tenants trash cans to
stake out high litter areas to
enforce
Empower life guards to enforce ^{& city}
litter laws

Conclusions

ocean front residents
using trash cans
need for better enforcement of litter laws

Action Plan:

Empower more individuals for better enforcement.



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District McFadden TX

District Issue Public Speakers

Number 6 (1)

Issue Description: <i>noise ordinances Can loud individuals getting bible verses or thoughts disrupting visitors.</i>		
Positive Aspects (Works well-can improve) <i>Free speech allowed Limit individual speaker times Create visitor friendly area</i>	Objectives/Strategies <i>Allow free speech w/ in a limited time to visitors & regulars are not annoyed</i>	Possible Solutions or Improvements <i>Create application to speakers limited hours so no disruption to ideas</i>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <i>Freedom of speech impeded Infringe not loud speaking allowed</i>	Objectives/Strategies	Possible Solutions or Improvements
Conclusions: <i>no excessive or lengthy ^{public} speaking</i>		
Action Plan: <i>limited location for speaker & time limitation</i>		

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District McFadden

District Issue Events & Calendarization

Number 4 (10)

Issue Description: <u>Regularly scheduled</u>		
Positive Aspects (Works well-can improve) <u>City assists w/ \$ for events</u> <u>city sponsored events in area</u> <u>APP elicit more members to assist in obtaining types of events</u>	Objectives/Strategies <u>use area to assist</u> <u>visibilty to visitors &</u> <u>generate revenue &</u> <u>destination</u>	Possible Solutions or Improvements <u>city sponsorship of annual events</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>deduction of staff time</u> <u>costs to city</u>	Objectives/Strategies <u>Provide sponsorship &</u> <u>assistance w/o costs</u> <u>increase to city</u>	Possible Solutions or Improvements <u>Coordination of city &</u> <u>Area members for</u> <u>events</u>
Conclusions: <u>city needs to be more involved in area events, especially where</u> <u>city property & ownership exists</u>		
Action Plan: <u>request city staff assistance (time & \$) to prepare & plan events</u> <u>in area to attract visitors/tourists -</u>		

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District McAdams

District Issue sidewalks (Pier)

Number 7

Issue Description: <u>Stream cleaning - more - regular</u>		
Positive Aspects (Works well-can improve) <u>Create BID funds to regularly clean</u> <u>Uses other than pedestrian</u> <u>Restaurants - outdoor tables</u> <u>SPAs</u>	Objectives/Strategies <u>Well maintained</u> <u>Walkway to enhance</u> <u>all</u>	Possible Solutions or Improvements <u>Establish BID</u> <u>to encompass stream cleaning</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Need for additional \$</u> <u>extended sidewalks</u> <u>or widened sidewalks</u>	Objectives/Strategies <u>Improve pedestrian,</u> <u>skate & bicycle flow &</u> <u>safety</u> <u>in line</u>	Possible Solutions or Improvements <u>Better maintained walkway</u> <u>allowing better usage</u>
Conclusions: <u>Better maintenance of sidewalks & pier needed to enhance area</u>		
Action Plan: <u>BID established next to include regular stream cleaning of area</u> <u>walkways & city to maintain regularly.</u>		

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District Issue Pier / Plaza

Number 7

Issue Description: <i>Cleanliness</i> <i>surface</i> <i>excessive wear (tiles)</i> <i>faster</i> <i>transients</i> <i>newspaper dispensers</i>		
Positive Aspects (Works well-can improve) <i>create a charming old world</i> <i>env, inviting visitors</i> <i>Crisp, sharp pier</i> <i>more visitors</i>	Objectives/Strategies <i>a spotless, quaint pier area</i> <i>visitor friendly to all</i>	Possible Solutions or Improvements <i>City do not NPA with</i> <i>revitalization efforts</i>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <i>limited fishing hours</i> <i>state boards (no)</i> <i>fishermen not obeying rules</i>	Objectives/Strategies <i>Enforce existing laws</i> <i>Keep clean</i>	Possible Solutions or Improvements <i>some pricing of area for</i> <i>better enforcement</i>
Conclusions: <i>Pier & Plaza not kept in presentable condition for good presentation</i> <i>to visitors / tourists</i>		
Action Plan: <i>create through BID & city implementation a quaint & charming & inviting</i> <i>well maintained area.</i>		



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District McJadden

District Issue Water Quality

Number 8

Issue Description: <u>trash, oil & debris in ocean bay</u>		
Positive Aspects (Works well-can improve) <u>clean environment</u>	Objectives/Strategies <u>signage patrol fines clean beach area</u>	Possible Solutions or Improvements <u>close ductal more maintenance</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>monitoring hard city/state costs</u>	Objectives/Strategies <u>eliminate debris/trash</u>	Possible Solutions or Improvements <u>city staff to keep beach clean</u>
Conclusions: <u>need to improve quality of water</u>		
Action Plan: <u>city/state to increase monitoring, patrolling, cleaning of ocean bay</u>		

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District McCadden Square

District Issue Ocean Front Usage

Number 9

Issue Description: <u>Best use of Ocean front properties</u>		
Positive Aspects (Works well-can improve) <u>attractive to visitors</u> <u>large frontage</u> <u>Best use of properties</u>	Objectives/Strategies <u>to obtain best mix, usage</u> <u>of property</u>	Possible Solutions or Improvements <u>attractive, diversified</u> <u>retailed & business</u> <u>that add to increase visitors</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>In sufficient parking</u> <u>Best use</u> <u>limited mixed use</u> <u>limited area</u>	Objectives/Strategies <u>Improved usage</u>	Possible Solutions or Improvements <u>Maximize areas,</u> <u>look at zoning ordinances</u> <u>Increase useable area</u>
Conclusions: <u>Maximized use not apparent</u>		
Action Plan: <u>Review zoning, Building codes to increase usage of oceanfront properties</u>		

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District Mc Fadden Square

District Issue Bay Front Usage

Number 10

Issue Description: <u>Lack of useage of Bay front property</u>		
Positive Aspects (Works well-can improve) <u>large area on bay</u> <u>additional entrance to area</u>	Objectives/Strategies <u>Increase useage from bay</u>	Possible Solutions or Improvements <u>Create entrance to area</u> <u>from harbor</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Lack of how entrance</u> <u>to the bay</u> <u>Lack of public docks</u>	Objectives/Strategies <u>maximize area bay</u> <u>usage</u>	Possible Solutions or Improvements <u>Create B.D. #</u> <u>City assistance to incorporate</u> <u>entrance & docks</u>
Conclusions: <u>Lack of facilities & entrance from harbor to area</u>		
Action Plan: <u>Create friendly entrance & facilities for boats so accessibility to area</u> <u>is created</u>		

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District Issue B.I.D. Number 11

Issue Description: <i>Formation</i> <i>funds from all members' creating cash flow</i>		
Positive Aspects (Works well-can improve) <i>Increased \$ for area</i> <i>joint effort</i> <i>city supported</i>	Objectives/Strategies <i>Benefits to area from \$</i> <i>sidewalk cleaning</i> <i>signage</i> <i>events</i> <i>marketing</i>	Possible Solutions or Improvements <i>begin procedure</i> <i>form bid</i> <i>Involved city in efforts</i>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <i>Controlled growth</i> <i>Budgeted Income</i>	Objectives/Strategies <i>directed & planned focus</i> <i>Income for upkeep, growth</i>	Possible Solutions or Improvements <i>BID w/ city assist</i>
Conclusions: <i>BID to be formed for area directed dollars & growth</i>		
Action Plan: <i>NPA members to prepare paperwork to move forward w/ BID formation</i>		



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District McFadden Square

Peninsula Issue Sense of Place

Number 1

Issue Description:
No sense of place for residents / visitors

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
<u>Ocean Bay</u> <u>Pier(s)</u> <u>Icons</u> <u>mental properties</u> <u>embodimentization</u>	<u>Better marketing</u> <u>Define Boundaries</u> <u>Define peninsula</u>	<u>Peninsula lighting program</u> <u>Linking all villages</u> <u>Consolidation of marketing efforts</u> <u>for Peninsula Bride</u>

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements
<u>Parking</u> <u>Difficult Circulation</u> <u>Flooding</u> <u>Poor Identity</u>	<u>Create managed program for better parking / flow</u> <u>Improve Roadway to eliminate flooding</u>	<u>Program to improve infrastructure & roadway, etc.</u> <u>Create identity for peninsula</u>

Conclusions: Needs Theme, Boundary definition
Visitor friendly peninsula w/ user friendly commercial district / markets

Action Plan:
User friendly harbor, better penin marketing plan, better tenant mix
promote more ownership, Peninsula pride
(site, ball is on peninsula)
place you want to be or visit.

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District McFadden

Peninsula Issue Traffic

Number 2

Issue Description: <u>Circulation & flow</u>		
Positive Aspects (Works well-can improve) <u>Proximity to Port -</u> <u>High Volume of Visitors</u> <u>Good for business</u> <u>Bayfront accessibility</u>	Objectives/Strategies <u>Easy Ingress/Egress to Penin</u> <u>Peninsula destination point</u> <u>Easier bayfront accessibility</u>	Possible Solutions or Improvements <u>Reconfigure roadways to</u> <u>make roadway more</u> <u>user friendly for</u> <u>access across</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Poor accessibility</u> <u>Excessive delay, safety, circulation</u> <u>poor guide signage</u> <u>Poor McFadden Mit master</u> <u>Excessive noise</u>	Objectives/Strategies <u>Easier accessibility</u> <u>Less delay better circulation</u> <u>Better safety & signage</u> <u>Redo mit master</u> <u>Reduce noise</u> <u>Improved bay accessibility</u>	Possible Solutions or Improvements <u>Revise roadway, mit master</u> <u>for reduction in delays, noise</u> <u>Better signage (electronic)</u> <u>Create user friendly harbor</u> <u>entrances</u>
Conclusions <u>High Visitor volume limited by inaccessibility, delay, not effective capture of tourists.</u>		
Action Plan: <u>Create managed program to improve roadway, circulation, reduce delay.</u> <u>Create harbor friendly accesses.</u>		

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Peninsula Issue Parking

Number 3

<p>Issue Description: <i>Lack of adequate parking for commercial areas</i> <i>Need to provide adequate seasonal parking</i> </p>		
<p>Positive Aspects (Works well-can improve)</p> <p><i>Visit draw by vehicle</i> <i>Commercial areas</i> <i>Residential areas</i> <i>Meters & Lots</i></p>	<p>Objectives/Strategies</p> <p><i>Increase & consolidate parking in commercial & residential areas</i> <i>Increase fee areas or build new</i></p>	<p>Possible Solutions or Improvements</p> <p><i>McFadden transportation center (26-28th) w/shuttles</i> <i>No increase in fees - or shorter times</i> <i>Acquire land</i></p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p><i>Inadequate parking facilities</i> <i>Inadequate lighting</i> <i>Poor signage</i> <i>Poor traffic flow</i></p>	<p>Objectives/Strategies</p> <p><i>Adequate year-round parking facilities</i> <i>Better signage</i> <i>Better flow</i></p>	<p>Possible Solutions or Improvements</p> <p><i>Design parking program</i> <i>Transportation Center</i> <i>Acquire land</i></p>
<p>Conclusions:</p> <p><i>Need for transportation center to accommodate buses, seasonal parking.</i> <i>Create parking program to manage penin. parking both seasonal, commercial & residential</i></p>		
<p>Action Plan:</p> <p><i>Create Managed parking program for peninsula. Create transportation center w/shuttles for specific areas to accommodate all aspects</i></p>		



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Peninsula Issue Sensit. Mix

Number 4

Issue Description: <u>Commercial Land Use</u> <u>Best use of areas</u> <u>& Density</u>		
Positive Aspects (Works well/can improve) <u>Village areas - viable</u> <u>Peninsula - home to villages</u> <u>Ocean, Bay</u>	Objectives/Strategies <u>Bring villages to just</u> <u>peninsula area while</u> <u>keeping individuality</u>	Possible Solutions or Improvements <u>Enhance</u> <u>Peninsula & village</u> <u>charm / individuality</u> <u>for better use of each area.</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Diversity of tenant mix - unique</u> <u>Increase allowable sq ft or</u> <u>special use permits for expansion</u>	Objectives/Strategies <u>Review zoning ordinances</u>	Possible Solutions or Improvements <u>Increase sq ft.</u> <u>Review parking,</u> <u>Create, buy more area</u> <u>McFadden transportation area</u> <u>is / shuttles.</u>
Conclusions: <u>Review plan for increased commercial in villages. Capture individuality</u> <u>while combining forces.</u>		
Action Plan: <u>Peninsula synergistically working together. Commercial increase for best</u> <u>use of areas. Parking program.</u>		

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District McFadden

Peninsula Issue Infrastructure

Number 5

Issue Description: <u>Update & modernize city utility & telephone services</u>		
Positive Aspects (Works well-can improve) <u>Inplace mostly operative</u>	Objectives/Strategies <u>Underground all Improve services</u>	Possible Solutions or Improvements <u>City upgrade & underground procedures for initiation</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Old & deteriorating Undergound utilities certain areas ^{united utilities} cannot ^(single not 3 phase) split</u>	Objectives/Strategies <u>Create updated system, underground & improvement of services</u>	Possible Solutions or Improvements <u>Redrow, create plans for updates, undergrounding to provide better services & visual enhancement</u>
Conclusions: <u>obstruction of visual freedom</u>		
<u>Deteriorating infrastructure minimizes services, much down dined impairing quality of life</u>		
Action Plan: <u>Initiate plan to upgrade & underground all infrastructure to bring peninsula into modern standards and improvement of life & business services.</u>		



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District McFadden II
Peninsula Issue Crime (Dogs)

Number 6

Issue Description: <u>Mandatory Doggy Bag for Dog Litter</u>		
Positive Aspects (Works well-can improve) <u>Beach Sidewalks</u>	Objectives/Strategies <u>Public Use free of litter & dog refuse</u>	Possible Solutions or Improvements <u>Enforcement Doggy bag dispensers Periodically</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>No poles w/ bags no disposal area designated</u>	Objectives/Strategies <u>Dog area? New abiding dog owners responsible for dogs</u>	Possible Solutions or Improvements <u>Community awareness (ie, Bal Is) Signage</u>
Conclusions: <u>Area suffers from dog debris left by irresponsible owners (we find it difficult to clean up after pets)</u>		
Action Plan: <u>Create doggy bag poles, Enforcement, Signage, Community involvement</u>		

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Peninsula Issue Quality of Life

Number 7

Issue Description:

~~Transients~~
~~Issues~~
Noise

Positive Aspects (Works well-can improve)

Ocean, Amenities
Bay
Visitors
Residents

Objectives/Strategies

Safe, clean, quiet enjoyment
of living for residents
& visitors

Possible Solutions or Improvements

Create/modify laws
to establish decibel tolerance
levels.

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)

~~sleeping on public docks~~
Better fishing rules
~~parking on public property~~
Loud music cars/motorcycles

Objectives/Strategies

Better enforcement
of violations

Possible Solutions or Improvements

Harbor &
Police involvement
Established & enforce tolerance
levels.
Community involvement

Conclusions: unless unsafe to order

Not as desirable lifestyle for residents. Peace, health disturbed by rowdy visitors/
short-term residents

Action Plan:

~~Establish~~ community & police involvement. Establish tolerance levels &
enforce.

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Peninsula Issue Boating

Number 8

Issue Description: <i>Crime by visiting leaders</i> <i>Rules for Bay Traffic</i> <i>Harbor Entrances</i> <i>Bay front Useage</i>		
Positive Aspects (Works well-can improve) <i>Large harbor frontage</i> <i>accessible by foot & boat</i>	Objectives/Strategies <i>Capture visitors from bay</i> <i>Make pedestrian friendly</i>	Possible Solutions or Improvements <i>Boardwalk</i> <i>Harbor Entrance</i>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <i>Limited signage</i> <i>" enforcement</i> <i>No public dock</i> <i>No boardwalk</i>	Objectives/Strategies <i>Better signage</i> <i>" Enforcement</i> <i>public docks</i> <i>Boardwalk</i>	Possible Solutions or Improvements <i>Increased & more visible signage</i> <i>& enforcement</i> <i>Add public docks</i>
Conclusions: <i>Useable Harbor frontage needs to be modified for entrance & visitors -</i> <i>more accessibility to area</i>		
Action Plan: <i>Create Harbor Entrance, that's user friendly to capture visitors</i> <i>& boardwalk & docks</i> <i>Increase patrol & signage</i>		



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Peninsula Issue Ocean Front Useage

Number 9

Issue Description:		
Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements
Conclusions:		
Action Plan:		

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District McFadden

Peninsula Issue Bed Tax & Number 10

Issue Description:
Bed & Breakfast Units Revenue Sharing for our district
Sum/Winter Rentals - change to B & B Designated area

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
<u>add more units -</u> <u>increased revenue</u> base <u>Increased visitor/tourists</u>	<u>add income for city</u> <u>increase visitor/tourists</u>	<u>Add designated area for</u> <u>B & B to distinguish from</u> <u>other rentals</u>

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements
<u>hard to meet codes when food prepared</u> <u>Increase visitor traffic</u> <u>no benefit directly to areas</u> <u>No designated area</u> <u>No taxes generated by non resident</u>	<u>ordinances change</u> <u>of rental areas</u> <u>lack of freedom of choice</u>	<u>Do not designate B & B area</u> <u>but allow throughout peninsula</u> <u>Establish ordinances so as not to</u> <u>city requirements</u> <u>create excessive visitor traffic</u>

Conclusions:
B & B inclusions in rental area w/ proper city laws.
and revenue sharing for areas.

Action Plan:
allow city to establish regulations for B & B w/ regular rental areas.
Revenue sharing for areas. no increase in obligation

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District McFadden
 Peninsula Issue Lighting

Number 11

Issue Description: <u>Consistency or Uniformity to define peninsula</u>		
Positive Aspects (Works well-can improve) <u>I identify area visibility charm</u>	Objectives/Strategies <u>Give peninsula a charm & identity visible to tourists visitors</u>	Possible Solutions or Improvements <u>Uniform light fixtures along Boardwalk pier streets</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Costs max hours safety</u>	Objectives/Strategies <u>Effective costs Minimum time expenditure enforcement</u>	Possible Solutions or Improvements <u>Organized & planned long term plan to update/change light fixtures to one type consistent on peninsula</u>
Conclusions: <u>Lighting Identity & charm needed for peninsula to create definition while providing/increasing safety.</u>		
Action Plan: <u>Installation of a consistent style of fixture, agreed to by areas, to increase safety and provide identity & charm</u>		

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District Mcadden

Peninsula Issue Boardwalk Number 12

Issue Description: <u>Additional boardwalk for bikers, skaters, pedestrian</u> <u>Speeding</u>		
Positive Aspects (Works well-can improve) <u>Oceanfront property</u> <u>Bay front property</u>	Objectives/Strategies <u>pathways for public</u> <u>enjoyment</u>	Possible Solutions or Improvements <u>Add bayfront walkway</u> <u>enlarge add ocean ipathway</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>Speeding problems</u> <u>not consistent enforcement</u> <u>on boardwalk areas</u>	Objectives/Strategies <u>Hazardous conditions</u> <u>continuous walkway</u>	Possible Solutions or Improvements <u>Better signage, enforcement</u> <u>Add bayfront boardwalk</u> <u>& increase add oceanfront</u>
Conclusions: <u>add bay a sidewalk along the bay</u> <u>from jetty to Santalena</u> <u>ocean-wider elongate a secondary path on public land for public use</u> <u>River</u>		
Action Plan: <u>increase Have city increase pathways in peninsula</u>		



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District CENTRAL BALBOA

Peninsula Issue ACCESS TO PENINSULA Number 1

Issue Description: Bal. Pl. needs repair
 Signage would help lost tourists
 Exiting especially important.
 USE
 Summer-holiday congestion discourages visitors
 Central Bal traffic flow is confusing.

Positive Aspects (Works well-can improve)
 CONGESTION HAS IMPROVED FLOWING OUT DUE TO
 SYN. LIGHTS & CITY HALL
 PALERMO W/PL. LAMPAI - AND
 " LIGHTING ADEQUATE
 WATERWAYS - BAY

Objectives/Strategies
 ACCEPT A LEVEL OF CONGESTION
 IMPROVE LOOK OF P.A.L. PL.
 USE BAY

Possible Solutions or Improvements
 MAINTAIN QUALITY OF PD - ADD LANDSCAPE TO
 FRONTAGES AND MEDIAN
 2 BAYS NOW DONE @ SCHOOL IS GOOD - CARRY ON
 WATER TAXIS

THRUOUT

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
 needs improvement/change)
 Parking prob. 45-50 chgs of year - May - Sept
 PAL. PL. DRAINAGE STILL A PROBLEM.
 UNCLEAR SIGNAGE - TOURISTS GET LOST
 CONGESTION IN SUMMER MONTHS
 BUSES COME DOWN PENINSULA EMPTY.
 NO U-TURNS ON BAL. BLVD. INCONVENIENT TO
 RESIDENTS

Objectives/Strategies
 MAKE TRIP TO CENTRAL BALBOA PLEASANT
 IMPROVE TURN-AROUND - LOOP SYSTEMS

Possible Solutions or Improvements
 DURING HEAVY TRAFFIC, CONSIDER DIVERTING
 TRAFFIC AT TOP OF PENINSULA.
 ALT FORMS OF TRANSIT - FUAI, ELECTRIC CABS
 LINKS FROM OFF-SITE PARKING
 LOOK AT TRAMS DURING PEAK HRS.
 LOOP SYSTEM FOR TURN-AROUND

Conclusions: linked to PARKING AND SIGNAGE
 CONSIDER NO U-TURNS ELIMINATED IN OFF-SEASON
 AND MAYBE AT ALL TIMES SINCE CAUSING PROBLEM
 IS MINIMAL.

Action Plan:

City of Newport Beach

Balboa Peninsula Planning Study



District CENTRAL AREA

District Issue ACCESS

Number 1

<p>Issue Description: ^D SUMMER/HOLIDAY CONGESTION DISCOURAGE SHOPPERS FROM VISITING C.B. ^D MANY VISITORS TO BEACHES FROM RESIDENTS DIFFERENT C.B. TRAFFIC "CONGESTION" - CHANGING USES, COMMERCIAL USED AND</p>		
<p>Positive Aspects (Works well-can improve)</p> <p>STREETS ARE WIDE ENOUGH LIGHTING ADEQUATE 9 MONTHS/YEAR ACCESSIBLE</p>	<p>Objectives/Strategies</p> <p>IMPROVE "LOOK" OF BALBOA BEACH MORE BEACH/TROPICAL FRIENDLY AMBIENCE (SUNBATH?)</p>	<p>Possible Solutions or Improvements</p> <p>MAINTAINING QUALITY OF ROAD/LIGHT TREE, LANDSCAPING IMPROVEMENT MEDIAN LANDSCAPING IMPROVEMENT</p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p>CONGESTION IN SUMMER MONTHS WALK BEHIND "PROMENADE" DISCOURAGE PEOPLE VISITING BEACH SPEND FROM COMING DOWN TO BEACH. PEOPLE GET "LASS" FROM MARKET</p>	<p>Objectives/Strategies</p> <p>MAKE TRIP TO C.B. IS PLEASURABLE ONE MAKE TRIP TO P.P. EASIER ENCOURAGE MONEY SPENDING VISITOR</p>	<p>Possible Solutions or Improvements</p> <p>1. ALTERNATIVE FORMS OF TRANSPORT 1. DIVISIVE / FUN TRANSIT 2. OFFICE ALTERNATIVE MASS TRANSIT (BUS?) 3. CLEWING A CITY SQUARE WITH 4. TRAFFIC FLOWING AROUND (OUT & INTENDING ON P.P. 5. LOOPS / RING (DOWN)</p>
<p>Conclusions: INADEQUATE FROM VISITORS / SHOPPERS TRAFFIC IN "CONGESTION" TRIP TO C.B. IN SHOPPING OCCASION VIA DRIVE BEACHES AND NEGATIVE EVENT WITH CURRENTLY VISITORS VISITING BEACHES FROM BEACHES. STREETS ARE WIDE ENOUGH (OR IN SOME IN THE VISITOR ARE) STREETS ARE NOT ADEQUATE</p>		
<p>Action Plan: REVIEW 5/3/93 RING - IMPROVE - (EASIER STRATEGY (9)) - (EASY LOW COST) EVALUATE COSTS / SOURCE OF FUNDS FOR VARIOUS MASS TRANSIT</p>		

- (1) RESTRICTING AT TOP OF TRIP. FLOW INTO BALBOA - SIGNS / BARRICADES
- ↳ REDIRECTING TRAFFIC TO LESS UTILIZED OR CURRENTLY UNBUILT PARKING WITH SHUTTLE SERVICE
- ↳ SIGN - COORDINATION WITH ALTERNATIVE TRIP PLAN

District CENTRAL BALBOA

District Issue CIRCULATION Number 2

Issue Description: CIRCULATION ROUTES TO CENTRAL BALBOA DESTINATIONS (BEACH, PAY, PARKING, BOATS, ENTERTAINMENT) ARE UNCLEAR AND DIRECTIONAL SIGNS DON'T HELP. PEAK HOUR CONGESTION FRUSTRATES RESIDENTS AND VISITORS ALIKE

Positive Aspects (Works well-can improve)
GRID PLAN PROVIDES GOOD BASIC FRAMEWORK
MAIN CORRIDOR (BALBOA BLVD.) IS WIDE ENOUGH TO ALLOW ALTERNATIVES TO BE EXPLORED

Objectives/Strategies
WORK WITH GRID RR PEDESTRIANS AND VEHICLES
ACCEPT LIMITS OF STREET SYS. CAPACITY AND SET REALISTIC GOALS ON TRAFFIC VOLUME TO BE ACCOMMODATED AND AMOUNT OF CONGESTION
LOOK FOR OFF-INSULA SOLUTIONS TO TRAFFIC MANAGEMENT
TAKE HOLISTIC APPROACH TO CIRCULATION - LOOK AT ALL MODES AS WAY TO PROMOTE NON-VEHICULAR ACCESS

Possible Solutions or Improvements
EXTEND GRID INTO BEACH LOT.
} CONGESTION MANAGEMENT PLAN - INCREASE TRAFFIC LINES IN PEAK HRS W/ NO PARKING
EXPLORE TRANSIT ACCESS, OFF-SITE PARKING
ACCOMMODATE PUBLIC TRANSIT, BIKERS, WALKERS AS HIGH PRIORITY

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
CIRCULATION SIGNAGE AND ROUTES TO FERRY, PARKING LOTS, BOATS ARE UNCLEAR
NO CLEAR TURN-AROUND IN VILLAGE
PEAK HOUR CONGESTION FRUSTRATES RESIDENTS
LACK OF SYNCHRONIZED TRAFFIC SIGNALS
LOST TOURISTS IN RESIDENTIAL AREAS
CITY DOESN'T SHARE PERCEPTION OF RESIDENTS & BUSINESS RE: TRAFFIC PROBLEMS

Objectives/Strategies
DEVELOP CIRCULATION PLAN/SIGNAGE PLAN
REMOVE BARRIERS TO RESIDENTS ACCESS CAUSED BY VISITORS.

Possible Solutions or Improvements
STRONG SUPPORT OF CITY TO SYNCHRONIZE SIGNALS @ MAIN, WASHINGTON, PALM.
TREAT VILLAGE AS PARKING ZONE WHERE MOST VISITOR TRAFFIC IS FUNNELED TO BEACH LOT.
CLEARLY DEFINED TURN-AROUND IN VILLAGE
PROMOTE NON-VEHICULAR ACCESS
SEPARATE THROUGH TRAFFIC FROM VILLAGE-DESTINED TRAFFIC
TIME LIGHTS W/ DEMAND SYS.
IF WASHINGTON SIGNAL, ACTIVATE IN PEAK TIMES

Conclusions: CENTRAL BALBOA IS A SMALL AREA WITH LOTS OF ATTRACTIONS FOR VISITORS (AND POTENTIALLY RESIDENTS). IT WILL BE CONGESTED DURING PEAK HOURS. THEREFORE, MANAGE CONGESTION AND PROVIDE NON-VEHICULAR ACCESS
COORDINATE

Action Plan: PARKING, SIGNAGE, AND CIRCULATION PLANS TO BE COORDINATED AS PACKAGE OF IMPROVEMENTS.

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District CUMBERLAND

District Issue PARKING

Number 3

Issue Description: PARKING IS A MAJOR ISSUE WITH THE DISTRICTS AND VISITORS WHO USE THE SPACES (DIS-CABLE). CITY DOES NOT HAVE SUFFICIENT/PROPER ALLOCATION OF PARKING SPACES. PLAN IS COMPLEX, WITH THE BEACH, ALONG CUMBERLAND, LAKE "HAWK" MANAGEMENT STRATEGY TO ADDRESS PARKING NEEDS OF RESIDENTS, VISITORS, BUSINESSES, EMPLOYEES, ETC.

Positive Aspects (Works well-can improve)
MAJOR PARKING PROBLEMS - CAN BE GREATLY IMPROVED
IF BEACH LOT

Objectives/Strategies
PLAN & PROGRAM TO MEET CENTRAL BALBOA PARKING NEEDS
SET REALISTIC OBJECTIVES ON HOW MUCH PARKING TO PROVIDE, FOR WHO, AND WHERE

Possible Solutions or Improvements
DOUBLE DECK BEACH LOT
PROMOTE THE EFFICIENCY AND TIME ZONES
PROVIDE MORE PARKING IN OFF-SEASON/OFF-PEAK TIMES
POH PARKING LOT AS REMOTE LOT W/ TRAM SERVICE
COULD BE A PARKING STRUCTURE

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
BEACH LOT HAS INEFFICIENT LAYOUT, CUMBERSOME ACCESS, IS UNCOMFORTABLE (WINDY?)
LACK OF VISIBILITY OF THE BEACH LOT
DESTINATION FROM BEACH DISTRICT IS TOO LONG
LACK OF VIS. PARKING (TOUR BUS)
PARKING ALLOCATION/PRICING NOT SUFFICIENT, SHOPPERS
CITY GOVT DOES NOT SHARE PERCEPTION OF PARKING PROBS.

Objectives/Strategies
DEFINE PARKING PROBLEMS FOR HAWKLAND AND CENTRAL BALBOA
IMPROVE INFRASTRUCTURE & PEDESTRIAN CONNECTIONS TO VILLAGE, AND INCREASE CAPACITY
EXPAND PARKING VIA
PUBLIC TRANSIT/TO ADJACENT BEACH
REMOTE PARKING SITES
PARKING ALLOCATED AND PRICED FOR PRIMARY USER GROUPS - LONG-TERM TO SHORT-TERM & RESIDENTS
EDUCATE CITY ON PARKING ISSUES

Possible Solutions or Improvements
SURVEY PARKING LOT USERS - DESTINATION, TIME, ETC. AND PRICES
PROMOTE IN VARIOUS TIME ZONES, COMFORT STALLS, DIRECT ENTRANCES/LITS, LIGHTING FOR COMFORT & CLARITY, ENHANCE LANDSCAPING, & IMPROVE PEDESTRIAN WALKS
TRAM SERVICE FROM PARKING SITES - DURING PEAK PERIODS
PROVIDE TOUR BUS PARKING
PARKING MANAGEMENT PLAN
PARKING VALUATION FOR SHOPPERS
CITY TO WORK W/ BALBOA AND PITS ON PARKING MANAGEMENT PLAN

Conclusions:
RESIDENTIAL BLOCKS AND TO VILLAGES IMPACTED BY VISITOR PARKING
NEED OBJECTIVE DATA ON EXISTING PARKING USE, REALISTIC POLICIES ON ALLOCATING THIS SCARCITY RESOURCE TO BENEFIT RESIDENTS, VISITORS, BUSINESSES, ETC.

EDUCATE CITY ON PARKING ISSUES

CITY TO WORK W/ BALBOA AND PITS ON PARKING MANAGEMENT PLAN
RESIDENT PARKING OFFERS
VALET PARKING OPTION FOR RESIDENTS/ITS, OTHER SHOPS
PROVIDE EMPLOYEE PARKING
PROVIDE SPECIAL ZONE FOR BOAT PATRONS

Action Plan: PREPARE & IMPLEMENT PARKING MANAGEMENT PLAN - ELEMENTS INCLUDE OFF-SITE RESOURCES, PRICING, VARIOUS TIME ZONES, ENFORCEMENT, ALLOCATE CAPITAL IMPROVEMENT MONEY TO REDO BEACH LOT

BUSINESSES/BEACH PARKING NOT RELATED PROPERLY LOT

ENHANCE CONVENIENCE OF PARKING TO BUSINESSES BY CLOSER RELATIONSHIP - ADJACENT.

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District CENTRAL BALBOA

District Issue LAND USE Number 4

Issue Description: <i>visitors access to weekly rentals only, few hotel rooms,</i>		
Positive Aspects (Works well-can improve) <i>Plenty of room for successful businesses Attractive beach 1972 S.P. gave flexibility Emphasize Edgewater zone for Bay uses, Bay Terrace</i>	Objectives/Strategies <i>make comm attractive Highlight history Visitix boater accommodations Good look yachts attract visitors Accommodate</i>	Possible Solutions or Improvements <i>alternatives for upgrades - but question viability of omitted use bldgs. Change Marina for visitors on bayfront Update RUMAT land use districts to play to strengths - particularly Bayfront.</i>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <i>Underperforming commercial distracts from image Failures create neg. impressions Onsite visitors go off-pen. to hotel Where's ocean and bay? MIXD Residential - Commercial doesn't work EXCURSION BOATS ON BAY - TOO MANY, SAFETY CONCERNS</i>	Objectives/Strategies <i>Draw new bus. REGULATE</i>	Possible Solutions or Improvements <i>Tighten controls on new, uses. More incentives for change Use eminent domain Streetscape / landscape improvements Tear down underutilized comm. Create pedestrian emv. Hotel site</i>
Conclusions: <i>Too much commercial. Don't attract upper end. Bldgs. unattractive</i>		
Action Plan: <i>Reduce Commercial Space</i>		

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District CENTRAL BALBOA

Peninsula Issue ENHANCEMENT OF LAND USE

Number 4

Issue Description: DISTRICT HAS EXCESS COMMERCIAL LAND USE - RESIDENTIAL ELEMENT HAS LOST RESIDENT SERVING COMMERCIAL - VISITOR SERVING COMMERCIAL IS TOO DEPENDENT UPON SEASONAL VISITOR TO BE SUCCESSFUL - HIGH LAND COST AND RESTRICTIVE ZONING REGULATIONS HAVE STOPPED DEV./OR RE-DEV. - MUCH NON CONFORMING USE - AREA SPECIFIC PLAN HASNT BEEN IMPLEMENTED FULLY

<p>Positive Aspects (Works well-can improve)</p> <ol style="list-style-type: none"> '92 SPECIFIC PLAN GAVE FLEXABILITY TO REDEVELOP PEDESTRIAN ORIENTATION OF MAIN ST. IS FOR COMPLETE & SOME STORE FRONT IMPROVEMENT HAS STARTED RESIDENTS SEEM RESIGNED TO DRIVING DISTANCES FOR COMM. NEEDS ASSESSMENT DISTRICTS HAVE SEEDED IMPROVEMENTS 	<p>Objectives/Strategies</p> <p>PLAY UPON STRENGTHS - EXAMPLE BUSINESSES THAT ATTRACT HIGHER QUALITY VISITOR OR WHICH MAXIMIZE ACCESS/USE OF BAY</p> <p>ENHANCE RESIDENTIAL ELEMENT</p> <p>BUILD IN MORE INCENTIVES FOR CHANGE</p> <p>ACCEPT THE VISITOR IMPACT - CATER TO IT.</p>	<p>Possible Solutions or Improvements</p> <p>CONTINUE STREET IMPROVEMENTS AND PEDESTRIAN / STORE FRONT UPGRADES</p> <p>ENCOURAGE USES THAT CATER TO OVERNITE VISITOR / SPECIALS / SPECIAL EVENTS</p> <p>ADD HARBOUR ACCESS TO PEDESTRIAN / FUNCTIONAL AS PRIORITY PROGRAM (EDGEWATER DISTRICT - PDIST 93)</p> <p>EVALUATE ROLL OF SHORT TERM RENTAL HOUSING</p>
<p>Status Quo • Current Level of Activity • No Change " " OF WATERFRONT HOUSING</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <ol style="list-style-type: none"> NO ARCHITECTURAL THEME FOR AREA CENTRAL DESIGN THEME OF BUSINESS DISTRICT IS VAGUE AND INEFFECTIVE LANALORAS CANT ATTRACT QUALITY TENANTS - RESORT TO UNDESIRABLE USE PUBLIC IMPROVEMENTS / FUNDING HAVE LAGGED 	<p>Objectives/Strategies</p> <p>CONSOLIDATE / REDEVELOP SLIGHTLY OR MARGINAL COMMERCIAL</p> <p>DEFINE RESIDENT SERVING TENANT THAT ARE MISSING - RECRUIT THEM</p> <p>USE EMINENT DOMAIN TO FURTHER PURPOSES</p>	<p>Possible Solutions or Improvements</p> <p>DEFINE SPECIAL LAND USE CATEGORY FOR WATERFRONT / HISTORICAL / BED AND BREAKFAST USES</p> <p>IDENTIFY CANDIDATE PROPERTIES</p> <p>GIVE INCENTIVES TO BUSINESSES THAT SERVE RESIDENTS & VISITOR</p> <p>SETTLE ON A THEME & CREATE A DESTINATION QUALITY & HOTEL SITE</p> <p>FORM REDEVELOPMENT AGENCY & ACCESS</p>
<p>Conclusions: 5) FLEX. ON FLOOR AREAS & PARKING HAVEN'T PRODUCED POSITIVE CHANGE</p> <p>STATE & FEDERAL PROGRAMS FUND EXAMINE USE PERMITS / ZONING @ SALE OR TRANSFER OF PROPERTY</p>		

Action Plan:



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District CENTRAL BUSINESS

District Issue LAND USE

Number 4

<p>Issue Description: Large amount of underutilized or underperforming commercial space Residents want to "soften" front facades Vision: plan needs to "creaky" front edge - very few street corners</p>		
<p>Positive Aspects (Works well-can improve)</p> <p>Presence of Room for businesses Interactive Business Commercial "Presence" / Freeway</p>	<p>Objectives/Strategies</p> <p>More existing commercial space Attraction Encourage commercial business to locate in CB High-quality design - historical preserved</p>	<p>Possible Solutions or Improvements</p> <p>Provide incentives for building upgrades BID strategies for attraction, capital and business Market history</p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p>Underperforming commercial buildings "Semi-detached" buildings Financially viable negative regional Overbuilt areas for retail/food service No "main street" feeling Where's the "main street" feeling</p>	<p>Objectives/Strategies</p> <p>Encourage successful businesses Drive new investment in buildings Utilize the density of the district / Bay (Highway)</p>	<p>Possible Solutions or Improvements</p> <p>Take down or underutilized commercial Create a pedestrian environment Allow B/B's Look in retail Mixed-use buildings Street scape / landscape improvements</p>
<p>Conclusions: Lot with low level commercial use is not attracting the different families. Empty retail units and buildings are not attractive</p>		
<p>Action Plan: Zone zoning - reduce commercial zoning - security and create value Encourage BID activity Look in B/B base / Main street</p>		

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District CAMPUS BALBOA

District Issue IMAGE

Number 5

<p>Issue Description: <u>WHAT IS THEME OF AREA</u> <u>CLEANLINESS & SECURITY KEYS TO IMAGE</u></p>		
<p>Positive Aspects (Works well-can improve) <u>TEAMIT SEARCH PROGRAM OF BMOA - LOOK FOR UP-SCALE MIX</u> <u>ROMANCE AND HISTORY OF BALBOA</u> <u>BETTER COMMUNICATIONS BETWEEN MERCHANTS & COUNCIL</u> <u>CITY PICKS UP TRASH</u> <u>MERCHANTS WORKING HARD TO BROADEN APPEAL</u></p>	<p>Objectives/Strategies <u>NEED TO USE IT AS RESOURCE</u> <u>CREATE A DRAW TO GET REPEAT VISITORS</u></p>	<p>Possible Solutions or Improvements <u>FIND NEW, BETTER, QUALITY STORES, IMPROVE MIX</u> <u>DEVELOP HISTORY SHOWCASE</u></p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change) <u>CLEANLINESS IN FRONT OF STORES</u> <u>BLDG FACADES NEED WORK</u> <u>POLICE PRESENCE LACKING AT NIGHT - YOUNG SKATE-BOARDERS AT NIGHT, GANGBANGERS</u> <u>"HASSLE TO GO TO BALBOA"</u> <u>"BOARDWALK IS DANGEROUS"</u> <u>"TAKES AN HOUR TO GET OFF PENINSULA"</u></p>	<p>Objectives/Strategies <u>PROGRAM W/ MERCHANTS AND CITY ON CLEANING</u> <u>MORE POLICE PRESENCE - ESPECIALLY AT NIGHT</u> <u>RESOLVE VIA CIRCULATION AND PARKING</u></p>	<p>Possible Solutions or Improvements <u>EA. MERCHANT DOES THEIR JOB</u></p>
<p>Conclusions: <u>"SOLVING" ATM/MILKE IS DESIRABLE</u> <u>FAMILY RECREATION, FUN PLACE TO BE</u></p>		
<p>Action Plan:</p>		



LACK OF FOOT TRAFFIC ON E. BALBOA BLVD. CONTACT BIE: RAY FRONT USES - TODAY - FUN, ARCADES
 TOO MANY "ARCADES"
 FUTURE - UPGRADE TO ? - VISITING MARTINIS

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District C. Historic/Parkside

District Issue Image Number 5

<p>Issue Description: Tempted to create conceptual drawing strategy with a nice payoff (OTHER THAN BEACH) Not "the place is so" with a mark if you are not going to that beach "MARK" OF TEE-SHIRT STRIPS</p>		
<p>Positive Aspects (Works well-can improve) History - Romantic, simple time Business Planning - historical</p>	<p>Objectives/Strategies Measure the history - history "spontaneous" zone in CB Make it a alternative highlighting from a long Bring people from dining/entertainment</p>	<p>Possible Solutions or Improvements Highlight: Pavilion - pedestrian mall with pavilion as landmark</p>
<p>Status Quo • Current Level of Activity • No Change</p>		
<p>Negative Aspects (Doesn't work-well - needs improvement/change) Crowded No payoff (shops)</p>	<p>Objectives/Strategies Create less crowded image Create "draw" People want to "go" there (the way through it) - CB - other people</p>	<p>Possible Solutions or Improvements Implement circulation/parking strategies - incentives } through the success</p>
<p>Conclusions: (i.e. have the "low" pedestrian form a successful business area)</p>		
<p>Action Plan: BID / implement various circulation/parking/development aspects of P/UDAT-13 market "why" come to CB</p>		

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District CENTRAL BALBOA

District Issue IMPLEMENTATION Number 6

Issue Description: IS FUNDING PART OF PROGRAM - WHAT ROLE IS ECONOMICS 100+ GOOD IDEAS TO IMPLEMENT		
Positive Aspects (Works well-can improve)	Objectives/Strategies SET PRIORITIES BUILD A CONCEPT-VISION THAT WILL BRING INVESTMENT	Possible Solutions or Improvements GET THINGS DONE HOLD CITY ACCOUNTABLE
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) LACK OF FUNDS IS THERE LEADERSHIP AT CITY TO ACT ? IS THERE LEADERSHIP FROM OWNERS/MERCHANTS TO ACT ?	Objectives/Strategies FIND \$/RESOURCES } COMBINATION OF PUBLIC-PRIVATE FUNDING	Possible Solutions or Improvements COMMIT MONEY & RESOURCES REDEVELOPMENT AREA PROPERTY OWNER ROLE ASSESSMENT DISTRICT SUMMERED BY P.MOA - THEN LOBBY TO CITY FOR MATCHING \$
Conclusions: HAVE TO CONSIDER FUNDING SOURCES LOBBY FOR POLITICAL SUPPORT FOR CENTRAL BALBOA IMPROVEMENT PROGRAM.		
Action Plan: GO AFTER \$.		

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District CENTRAL BALBOA

District Issue STREETSCAPE-LIGHTING

Number 7

Issue Description: MOST CENTRAL BALBOA STREETS DO NOT PROVIDE A HIGH QUALITY EXPERIENCE, IMPROVE SHOPFRONTS FROM ENHANCING, VILLAGE "CHARM", LACK STREET TREES OR OTHER MEANS TO SHELTER AND SHADE PEDESTRIANS, LACK STREET FURNITURE THAT CONTRIBUTES TO "SENSE OF VILLAGE", AND LACK STREET-VILLAGE LIGHTING.

<p>Positive Aspects (Works well-can improve) BOARDWALK AND BOARDWALK - CLEAN UP IMAGE, OPEN UP TO BAY MAIN ST. INTERMEDIATE MAIN ST. MAIN ST. TREES SIDEWALKS LINED WITH BUILDING FRONTS - CREATES INTEREST FOR PEDESTRIANS, GIVES VILLAGE SCALE TO STREETS</p>	<p>Objectives/Strategies COMPREHENSIVE STREETSCAPE PLAN & IMPROVEMENT PROGRAM</p>	<p>Possible Solutions or Improvements "EMBARCADERO" OF BALBOA ALONG BAY - OUTDOOR SITTING-DINING, REMOVE OBSTACLES TO PEOPLE USE, ACCESS TO WATER FRONT AT PAVILLION, MAINTAIN BUILDING EDGES, AVOID HOLES IN FABRIC</p>
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Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change) E. BALBOA RD., E. BAY, PALM, WASHINGTON, MAIN, AND ALLEYS OVERHEAD WIRES TOWN LACKS NIGHT LIGHTING - LOOKS CLOSED LACK OF GATEWAYS/ENTRANCES TO VILLAGE</p>	<p>Objectives/Strategies COMPREHENSIVE STREETSCAPE PLAN & IMPROVEMENT PROGRAM COMPREHENSIVE STREET-PARKING-WALKWAY LIGHTING TO CREATE SENSE OF SAFETY, WARMTH, & FRIENDLINESS</p>	<p>Possible Solutions or Improvements STREETSCAPE-LANDSCAPE-LIGHTING ASSESSMENT DISTRICT WIDEN SIDEWALKS, PLANT STREET TREES, ELIMINATE SOME OF ON-STREET PARKING, COHESIVE STREET FURNITURE, PAVING PATTERNS, SIDEWALK ART, GET RID OF STREET CLUTTER (HANDS, ETC), UPGRADE BANQUERS, ENCOURAGE FLOWER BOXES, PLANTERS, MAKE CROSS-WALKS DECORATIVE ART UNDERGROUND PARKING ALLEY MAINTENANCE/CLEAN-UP PROGRAM INSTALL DECORATIVE & AESTHETIC LIGHTING FOR STREETS, ALLEYS, PARKING WALKWAYS, MAKE VILLAGE INVITING AT NIGHT. CREATE DISTINCTIVE GATEWAYS TO VILLAGE</p>
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Conclusions:
DESIGN AND IMPLEMENT STREETSCAPE IMPROVEMENTS FOR E. BALBOA RD., E. BAY, ELSEWATER, PALM, WASHINGTON, MAIN, BOARDWALK THAT WILL PROVIDE SAFE, COMFORTABLE, PLEASANT SIDEWALKS FOR THE VILLAGE, AND PROVIDE DIRECT CONNECTIONS FROM PARKING TO VILLAGE DESTINATIONS

Action Plan: PREPARE DESIGN/CONSTRUCTION PLANS FOR COMPREHENSIVE STREETSCAPE IMPROVEMENT PROGRAM
DEFINE PHASING PROGRAM/IMPLEMENTATION PRIORITIES
DEFINE FUNDING PROGRAM



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District CLIFFSIDE

Peninsula Issue STREETWAY

Number 7

Issue Description: BALBOA BLVD IS THE ONLY ROUTE THAT PROVIDES ACCESS TO PENINSULA DESTINATIONS. ITS VISUAL APPEARANCE IS UNBECOMING FOR THIS IMPORTANT CORRIDOR AND "FRONT DOOR" FOR THE PENINSULA. IT LACKS LANDSCAPING, PEDESTRIAN SCALE AND RESIDENTIAL AND BUSINESS FRONTAGES GENERALLY LACK FRONT YARD LANDSCAPING/CONSISTENT FENCE-WALL TREATMENT. AFFECTS ENTIRE PENINSULA. A DREARY 3 1/2 MI. DRIVE

Positive Aspects (Works well-can improve)
TRAFFIC FLOWS O.K. w/ 4 THROUGH LANES
REMODELLED & NEW RESIDENTIAL ENHANCE IMAGE -

Objectives/Strategies
ENCOURAGE OWNERS TO MAINTAIN PRIORITY

Possible Solutions or Improvements
LANDSCAPE SITES - VIA LIQUOR GAS STA, CITY HALL,
CENTER MEDIAN COMMERCIAL, CITY PARKING LOTS,
MORE TREES IN MEDIAN, ELIMINATE PARKING AT PINE TREE ONTO TOWN
ENFORCEMENT AND GIVE LINES FOR MEDIAN LANDSCAPE

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)
LOOKS LIKE "CRAP"
CENTER MEDIAN PARKING, CONGESTS TRAFFIC, IS DANGEROUS, SPARSELY LANDSCAPED, GIVES PARKING LOT IMAGE
SIDEWAYS TOO NARROW - UTILITY OF STRIPWAYS, OVERGROWN FRONT YARD VEGETATION, UGLY FENCES AND WALLS.
LACK OF LANDSCAPING, NO THEME
SCALE OF STREET TOO WIDE, NO VISUAL RELIEF

Objectives/Strategies
REDESIGN BOULEVARD
CREATE A POSITIVE, AESTHETICALLY PLEASING IMAGE FOR THE CORRIDOR

Possible Solutions or Improvements
ELIMINATE MEDIAN, INSET PARKING LINES, CONSIDER DIAGONAL PARKING/OTHER OPTIONS, TRIBUTS
DESIGN STANDARDS FOR FRONT YARDS
WIDER SIDEWALKS, CONSISTENT STREET TREES

Conclusions:
THE "BOULEVARD" SHOULD BECOME A GRAND WAY WHICH ENHANCES THE IMAGE OF THE PENINSULA, INCLUDING WIDEN SIDEWALKS, STREET TREES PLANTING, BEAUTY AND "COURTESY" OF THE STREET. INCORPORATE A SHUTTLE "BEACH JITNEY" ROUTE WITH WELL DESIGNED STOPS AND SIGNS, IMPROVED ON-STREET PARKING, DESIGN STANDARDS FOR FRONT YARDS, FENCES, LANDSCAPING, ETC. AND DIRECTIONAL SIGNS.

Action Plan: PREPARE MASTER PLAN AND IMPLEMENTATION PROGRAM
PREPARE FUNDING PROGRAM



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District CENTRAL BALBOA

District Issue MANAGEMENT Number 8

Issue Description: ^{FOR A TYP. SHOPPING DISTRICT,} MGMT. COSTS \$, PAID FOR BY TENANTS, INCLUDING INSURANCE, MAINTENANCE, ETC. COSTS \$.35/ft. ^{SECURITY,} BALBOA DOESN'T HAVE THE \$ TO COME NEAR THIS COST. NEED PROMOTION, ADVERTISING, TENANT SEARCH, ETC. BY PROFESSIONAL MGMT. NEED TO CONVINCE PROPERTY OWNERS/MERCHANTS TO PAY FOR MGMT. SERVICES.

<p>Positive Aspects (Works well-can improve)</p> <p>BID</p>	<p>Objectives/Strategies</p> <p>WE CONVINCE BALBOA TO BE PAY APPROPRIATE \$ FOR PROPER MGMT.</p> <p>CONTINUE CONTINUE</p>	<p>Possible Solutions or Improvements</p> <p>HIRE "TOWN MANAGER"</p> <p>BUILD RELATIONS BETWEEN CITY, MERCHANTS, BUILD RELATIONS BETWEEN MERCHANTS AND RESIDENTS</p> <p>SPECIAL EVENTS COORDINATOR</p> <p>TOWN DIRECTORY-MAILER</p> <p>JOINT MARKETING FOR PENINSULA</p>
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Status Quo • Current Level of Activity • No Change

<p>Negative Aspects (Doesn't work-well - needs improvement/change)</p> <p>LANDLORDS NOT INVOLVED</p> <p>BID COLLECTIONS DIFFICULT</p>	<p>Objectives/Strategies</p> <p>HAVE A STAKE IN VILLAGE</p>	<p>Possible Solutions or Improvements</p> <p>CONSIDER LANDLORD BASED, NOT TENANT BASED FOR BID.</p> <p>ZERO OUT CITY POLICIES</p>
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Conclusions:

Action Plan:



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District CENTRAL BALBOA

District Issue AESTHETICS Number 9

Issue Description:		
Positive Aspects (Works well-can improve) CHANGE ON MAIN ST.	Objectives/Strategies CREATE QUALITY IMAGE OVERALL FOR PENINSULA	Possible Solutions or Improvements MARKET
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) OVERHEAD WIRES, POLES, GUY WIRES, SERVICE DROPS WIDTH OF SIDEWALKS LACK OF COMMUNITY CHARACTER - IN RESIDENTIAL AND COMMERCIAL PARKING TOO NEAR CORNERS & DRIVEWAYS LACK OF COORD. ON SIGNS AND AWNINGS	Objectives/Strategies PENINSULA-WIDE EFFORT WIDEN W/ CONSISTENT PARKWAY ENHANCE DESIGN QUALITY ORGANIZE ON-STREET PARKING	Possible Solutions or Improvements SUBTLE CHANGES THAT WON'T BE COSTLY ARCHITECTURAL COMMITTEE TO GIVE ADVICE AND INCLUDE LANDSCAPE ARCHITECTURE ADVICE GATEWAYS TO VILLAGE
Conclusions: START RIGHT AWAY AND DO SOMETHING TO START BALL ROLLING		
Action Plan:		

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District CENTRAL BALBOA

District Issue AESTHETICS

WF Number 9A

Issue Description: <u>OVERHEAD WIRES/POLES/GUYS/SERVICE DROPS.</u>		
Positive Aspects (Works well-can improve) <u>NONE.</u>	Objectives/Strategies <u>N/A</u>	Possible Solutions or Improvements <u>N/A</u>
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs improvement/change) <u>VISUALLY PORTRAITS THE MOST NEGATIVE ELEMENT. LINES PASS OVER HOUSES AND POLE CONFINE VIEWS AND ALLEY AND SIDEWALKS.</u>	Objectives/Strategies <u>REMOVE ALL OVERHEAD LINES AND ASSOCIATED POLES ETC.</u>	Possible Solutions or Improvements <u>SAME AS OBJ/STRAT.</u>
Conclusions: <u>THIS SHOULD BE A HIGH PRIORITY AND SHOULD BE ENCOURAGED AS A PENINSULA WIDE PLAN. IT WILL BE CHEAPER AND BETTER SUPPORTED IF PEOPLE VIEW THE COST OF AESTHETICS AS ADDING TO THEIR LAND VALUE</u>		
Action Plan: <u>THE CITY MUST TAKE A PRO-ACTIVE POSITION JUST AS THEY HAVE ON ALLEY PAVING ETC. INDIVIDUALS IN NEIGHBORHOODS CAN HELP BUT CITY MUST TAKE AGGRESSIVE LEADERSHIP + EDISON CO.</u>		

District CENTRAL BALBOA.

District Issue AESTHETICS.

WF Number 9B

Issue Description:

WIDTH OF SIDEWALKS AND ASSOCIATED PLANTING/PARKING ETC.
'AND COLOR/MATERIAL

Positive Aspects (Works well-can improve)

EVEN NARROW WALKS.
WITH A 7' 2" PARKWAY
AND SOME PLANTING
CAN BE PLEASANT.

Objectives/Strategies

LEAVE AS IS BUT
SLIGHTLY IMPROVE
AND COORDINATE.

Possible Solutions or Improvements

UNIFORM PARKWAY
PAVING & PLANTING
RECOMMENDATIONS.

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)

4-5' SIDEWALK - NO PARKWAY
CARS TOO CLOSE TO PEDESTRIANS
AND HOUSES OR YARDS.
PARTICULARLY BALBOA BLVD.

Objectives/Strategies

MOVE CURB MIN 2'
BRICK PARKWAY AND
ADD MINIMUM TREES.

Possible Solutions or Improvements

MOVE CURB MIN 2'
BRICK PARKWAY AND ADD
MIN. TREES. REMOVE 1/2
OF METERED PARKING IN
CENTER OF BALBOA BLVD
IF NECESSARY.

Conclusions:

Action Plan:

1. PROVIDE PLAN TO DEFINE WHERE THIS IS NEEDED
AND RECOMMEND PRECISE IMPROVEMENTS
2. GET PUBLIC WORKS TO HOLD ON CURRENT WORK UNTIL RESOLVED.

District CENTRAL BALBOA

District Issue ARCHITECTURE

WE. Number 9C

Issue Description:

CHARACTER OF COMMUNITY IS LACKING
IN RESIDENTIAL & COMMERCIAL

Positive Aspects (Works well-can improve)

WE HAVE SOME EXCELLENT
EXAMPLES - BEACH COTTAGES
BALBOA INN, PAVILLON
ETC.

Objectives/Strategies

IMPROVE DESIGN OF
NEW AND REMODELED
BLDGs.

Possible Solutions or Improvements

ILLUSTRATE EXAMPLES
OF GOOD SOLUTIONS.

Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)

ARCHITECTS / DESIGNERS /
SPEC BUILDERS ALL GUILTY

Objectives/Strategies

SHOW HOW GOOD DESIGN
CAN BE AFFORDABLE
AND NOT COST MORE.

Possible Solutions or Improvements

VOLUNTEER ARCHITECTS
COMMITTEE TO
REVIEW ALL PLANS
COLORS ETC. AND
RECOMMEND AND COMMENT.

Conclusions:

Action Plan:

GET ARCHITECTS TO GIVE TALKS TO COMMUNITY ASSOCIATIONS
TO ENCOURAGE BETTER CONSTRUCTION & DESIGN QUALITY.
ASK CITY TO APPOINT COMMITTEE CHAIR.
ANY COMMITTEE ACTION ON REVIEW MUST BE FAST.

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District CENTRAL BALBOA

Peninsula Issue AESTHETICS

WF Number 9D

Issue Description: 1. PAVING TOO NEAR CORNERS AND DRIVEWAYS. 2. PAVING OFF STREETS.		
Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
Status Quo • Current Level of Activity • No Change		
Negative Aspects (Doesn't work-well - needs Improvement/change) 1. CARS "SQUEEZE" IN AND EVEN OVERLAP DRIVES AND CROSS WALKS. NEIGHBORHOOD LOOKS CONGESTED. 2. BROKEN OLD PAVING LOOKS ABANDONED.	Objectives/Strategies 1. KEEP CARS BACK FROM ACCESS AND CIRCULATION POINTS 2. REPAVE STREETS.	Possible Solutions or Improvements PAINT CURBS RED. 10' FROM CORNER RADIUS, 2-3' FROM DRIVEWAYS.
Conclusions:		
Action Plan: <u>REVIEW WITH PUBLIC WORKS.</u>		



District CENTRAL BARBOSA.

District Issue SIGNS/AWNING'S ETC. WA Number 9E

Issue Description: SOME COORDINATION OR ALL SIGNING. /S NEEDED. AS WELL AS OTHER ATTENTION GETTERS LIKE AWNING'S ETC.

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
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Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements <u>VOLUNTEER REVIEW COMMITTEE TO REVIEW ALL SIGNS/MATERIALS AWNING'S / COLORS ETC.</u>
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Conclusions:

Action Plan: ASK CITY TO APPOINT COMMITTEE CHAIR. ANY COMMITTEE ACTION ON REVIEW MUST BE FAST.

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District CENTRAL BALEOA

District Issue PUBLIC ART & MURALS & SIGNS Number 9

Issue Description:
THE USE OF MURALS TO DECORATE BUILDING FACADES HAS GOTTEN OUT OF CONTROL. THERE IS A LACK OF QUALITY CONTROL, CONTENT CONTROL, AND PURPOSE. THIS IS, PERHAPS, A MANAGEMENT AREA THAT NEEDS TO ADDRESS "PUBLIC ART" THROUGHOUT THE VILLAGE

Positive Aspects (Works well-can improve)	Objectives/Strategies	Possible Solutions or Improvements
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Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well - needs improvement/change)	Objectives/Strategies	Possible Solutions or Improvements
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Conclusions:

Action Plan:

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District CENTRAL BOLSON

Peninsula Issue VISITING YACHTS

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Number DR. DONALDSON

Issue Description: VISITING YACHT FACILITIES

Positive Aspects (Works well-can improve)
HARBOR DEPT HAS 5 SLIPS
LITTLE USE. REJ. PATLSON
ON BOARD AT ALL TIMES
ANY MOORING NOT IN USE
MAY BE RENTED AT HARBOR
WASTELAND OFFICE
15TH AMERICAN LEGION KC
GUEST DOCK LESS THAN 400 LBS

Objectives/Strategies WHAT IS THE
15TH AMERICAN LEGION
THE AMERICAN LEGION CONSTRUCTED
55 BOAT MOORING SLIPS 40%
OPEN FOR THE PUBLIC TO RENT
THE LEGION BUILT THE ENTIRE
COMPLEX. NO CITY FUNDS USED
CITY RECEIVE 40% OF GRS. 50%
OF DRY STORAGE. CITY RECEIVE
\$100,000

Possible Solutions or Improvements
IF I UNDER STAND 15TH ST
MAYBE IT WOULD BE IN FRONT
OF THE MARINA PARK.
THIS WOULD BE A NO PROFIT
ENTERPRISE. LOSS OF OVER \$500,000 +
THE CITY NOW RECEIVES PUBLIC LOSS
OF BEACH AND TRAY. LOSS OF
SMALL BOAT BEACHING. CITY SHALL GAIN
SCHOOL FOR THE BENEFIT OF A FEW

what size boat?

6 M.O.S. Status Quo • Current Level of Activity • No Change

Negative Aspects (Doesn't work-well -
needs improvement/change)
NEWPORT IS THE HIGHEST SLIP
RENT ON THE COAST.
GUEST SLIPS, HI VACANCY FACTOR
HI CONSTRUCTION COST. WOULD
REQUIRE CITY FUNDING FOR SLIP
VACANCY FACTOR. VISITING YACHTS
MAN. PARTY A LOT DISTURBE
MARINA TOWN.

Objectives/Strategies IRVINE CO
HAS THREE MARINAS FOR SALE.
HAS CANCELED THE NEW CONST.
IN LOWER COSTWAYS.
THE SMALL CHART WATERWAYS
LOW INT LOANS HAVE DIED UP
THE COMMISSION IS TO BE
ELIMINATED.
SLIPS ARE HI COST UP KEEP. INS. TAXES.

Possible Solutions or Improvements
CORP OF ENGINEERS RE ALIEN
ALL MOORINGS, LOOK INTO
PAUL TROTTER IDEM OF OFF SHORE
CIRCULAR SLIPS. (NO PUBLIC HEADS
REQUIRED)
IMPROVE USE OF SPACE (WATER)

Conclusions:

Action Plan:



District CENTRAL BALBOA

District Issue VIEW FROM THE HARBOR & OF THE HARBOR Number 11

Issue Description:
IMPROVEMENT OF THE HARBOR

Positive Aspects (Works well-can improve)
WELL PROTECTED HARBOR - SUPER HARBOR DEPT. HARBOR IS CLEAN OF FLOATSUNK. ALL MARINAS ARE WELL KEPT.

Objectives/Strategies
UPGRADE BOY MOORING - BOATS, SOME ARE BIRD INFESTED. SOME ARE JUNK. TIGHTEN REGS OF BOAT MOORING

Possible Solutions or Improvements
INFORCE REGULATIONS ON (BOAT MUST BE OPERABLE) PROVIDE CLEAN UP FACILITIES AT EA. PUMPA OUT STATION. PROVIDE SHIP STOWAGE PORTABLE WATER SUNNY!

Status Quo • Current Level of Activity • No Change:

Negative Aspects (Doesn't work-well - needs improvement/change)
SOME BOATS NEED A GOOD CLEANING. BETTER CARE. HOLDING TANK ENFORCEMENT.

Objectives/Strategies
NOT MUCH CAN BE EXPECTED OF SOME MOORING OWNERS. BOAT MUST BE IN OPERATING CONDITION.

Possible Solutions or Improvements
PROVIDE A SERVICE DOLK AT A CHARGE. BETTER CONTROL OF TRASH FROM MOORINGS TRASH CANS AT PUBLIC STREET PIERS. NEED ADDITIONAL PICK UPS.

Conclusions:

Action Plan:

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