

## 3300 Newport Boulevard: Shopoff-Wolff Venture



The Shopoff Group and The Wolff Company are pleased to present our response to the Request for Proposals No. 13-35 for the City Hall Site Reuse for the former City Hall site at 3300 Newport Boulevard. In collaboration with the City of Newport Beach, the Shopoff-Wolff Venture will help 3300 Newport Boulevard become a new landmark within your city, an iconic gateway to the Balboa Peninsula and a fulcrum for positive local neighborhood activity. The project has the potential to create economic vibrancy for decades to come, and will provide substantial economic benefits to the community.

The unique location and attributes of 3300 Newport Boulevard create a unique opportunity to retain and emphasize a public presence of accessibility, use and visual appeal that is informed by the character of the Lido Village area. The project is planned for 99 units which will trend towards larger unit sizes averaging 1,500 square feet. The units will include a mix of flats and townhouses with large decks and large windows and sliding glass doors to promote outdoor connections to the indoor space. In addition, up to 15,000 square feet of upscale retail space is planned as part of the project to provide retail uses and services to neighbors, residents, peninsula visitors and the Newport Beach community in general. We envision a restaurant, a coffee or bagel shop, boutique food stores, and other boutique retail stores.

3300 Newport Boulevard incorporates key goals and elements of the Lido Village Design Guidelines to fulfill the vision set forth by the community for redevelopment of the site. The following key attributes are fulfilled with our proposal:

1. Provides a pedestrian experience that reinforces the public realm within the Village, including pedestrian ways along Newport Boulevard and 32nd Street and a pedestrian way that travels through the Town Square and interior plaza areas to a northern greenbelt along the northern perimeter.
2. Creates a sense of place for residents, visitors, and Newport Beach citizens with over one acre of public open space, including a Town Square and interior plaza with seating, landscaping, and water features.
4. 3300 Newport Boulevard will be a vibrant mixed use project that blends public and private spaces with upscale retail shopping that will serve residents while providing public spaces and services for visitors.
5. 3300 Newport Boulevard is scaled to take advantage of the building heights allowed under the Mixed Use - Lido Village (MU-LV) zoning, while appropriately addressing adjoining properties and views.
6. Vehicular access will be taken from Finley Avenue and 32nd Street. Parking will be provided for residents and visitors within structured parking as well as expanded diagonal parking along 32nd Street.
7. Incorporation of the two mature Ficus trees into the Town Square will provide for shade, while preserving mature trees.

