Mariner’s Mile Charrette

California Chapter Chairman
Congress for the New Urbanism
City of Newport Beach
HIGHWAYS TO BOULEVARDS
RECLAIMING URBANISM
REVITALIZING CITIES

DESIGNING WALKABLE URBAN
THOROUGHFARES

SPRAWL RETROFIT
We Were Asked To…

1. Improve the vehicular flow on Coast Highway
2. Enhance the pedestrian experience
3. Improve bicycle safety
4. Create a new public waterfront access

5. Create a new public waterfront access and open space.
What We Heard

- Improve **access** to the **water**.
- **Traffic** is the number one **problem**.
- **Widen** Coast **Highway** to 6 lanes.
- Don’t **widen** the **highway**.
- Not enough **parking**.
- Neither **safe** nor enjoyable for **pedestrians** and **bicyclists**.
- Need better **crossings** for pedestrians along Coast Hwy.
- Make the area more **attractive** and inviting.
- Create a **beach village**.
Character Zones
Character Zones
Our **BIG** Ideas

1. Be for **Newport Beach**
   Civic Pride, Kid Safety, Quality of Life

2. Create Mariners’ **Village Core**
   Pedestrian-oriented and bicycle friendly, mixed-use

3. Be **Maritime**
   Celebrate heritage, water access, signage, art
Option 1
7-Lane Throughway
Option 2
Waterfront Village
Automobile Issues
Current Issue #1 - Congestion
Current Issue #1 - Congestion

Potential Solution
– Add More Lanes
Seven Lane Widening

Five To Seven = 20% Increase
Seven Lane Widening
Travel Time Through Corridor

Current Peak: 5.5 minutes
Widened Peak: 4.6 minutes

Assumptions: 20/25mph peak speeds; 30 sec signal delay, 0 unsignalized delay
Seven Lane Widening
Travel Time To/From Corridor

Current Peak: 3.25 minutes
Widened Peak: 3.3 minutes

Assumptions: 20/25mph peak speeds; 30 sec signal delay, 60/90 unsignalized delay
Current Issue #2 - Turbulence
Current Issue #2 - Turbulence

Potential Solution – Remove Turbulence
Access Management

Well Managed Arterial Access Can:
• Improve Capacity By 20-40%
• Reduce Crashes By 30-60%

Source: FHWA
Access Management

Travel Time Through Corridor

Current Peak: 5.5 minutes
Managed Peak: 4.5 minutes

Assumptions: 20/30mph peak speeds; 30 sec signal delay, 0 unsignalized delay
Access Management
Travel Time To/From Corridor

Current Peak: 3.25 minutes
Managed Peak: 2 minutes

Assumptions: 20/30mph off-peak; 30 sec signal delay, 60 unsignalized delay
What About Volume?

Current Capacity

<table>
<thead>
<tr>
<th>Lanes</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>31,000</td>
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No Park Capacity

<table>
<thead>
<tr>
<th>Lanes</th>
<th>Capacity</th>
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</thead>
<tbody>
<tr>
<td>7</td>
<td>40,000</td>
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</table>

Network Capacity

<table>
<thead>
<tr>
<th>Lanes</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>15,000</td>
</tr>
<tr>
<td>6</td>
<td>36,000</td>
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</tbody>
</table>

Current Volumes are 43,000 – 48,000

Capacity Values for Automobile LOS C
Trip Length

Trips Totally Within Study Area  6%
Trips That Start OR End in Study Area  52%
Trips Through Study Area  42%
Trip Length

- Trips Totally Within Study Area: 6%
- Trips That Start OR End in Study Area: 52%
- Trips Through Study Area: 42%
Parking
Issues
Example: Office (150k SF):
Real Demand

Unshared Supply
Example: Restaurant (150k SF):
Real Demand
Example: Residential (1000 units):
Real Demand
## Parking Demand Ratios

<table>
<thead>
<tr>
<th>Use</th>
<th>SF</th>
<th>%</th>
<th>ITE Rate</th>
<th>Unshared Supply</th>
<th>Peak Shared Rate</th>
<th>Shared Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional</td>
<td>30,000</td>
<td>4%</td>
<td>3.2</td>
<td>96</td>
<td>1.68</td>
<td>51</td>
</tr>
<tr>
<td>Office</td>
<td>120,000</td>
<td>14%</td>
<td>2.47</td>
<td>296</td>
<td>1.3</td>
<td>156</td>
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<tr>
<td>Hotel</td>
<td>305,000</td>
<td>36%</td>
<td>0.64</td>
<td>195</td>
<td>0.34</td>
<td>104</td>
</tr>
<tr>
<td>Retail</td>
<td>380,000</td>
<td>46%</td>
<td>2.55</td>
<td>969</td>
<td>1.34</td>
<td>510</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>835,000</strong></td>
<td><strong>46%</strong></td>
<td><strong>2.55</strong></td>
<td><strong>969</strong></td>
<td><strong>1.34</strong></td>
<td><strong>510</strong></td>
</tr>
</tbody>
</table>

**Assumptions:** All parcels within walking distance of “sharable” parking supply

Analysis case assumes full or near-full participation in program
Parking

- Maintain/provide on-street parking
- Existing Parking Demand = 821 spaces
- Additional Parking (under recommended) = 580 spaces
- Parking structures satisfy parking required for new space.
- Reduced parking requirements for single room occupancy to allow for mixed use residential

* Based on 3 parking garages and 64 on-street metered parking spots to accommodate growth. Does not include existing off-street parking.
Why a Parking Strategy for Mariner’s Mile

- Attract tenants
- Control parking costs
- Promote shared efficiencies

- Ensure easy access
- Minimize traffic
- Use other modes & make a place

- Control spillover
- Benefit the community
- Use existing off-site resources
Walksheds
Three Parking Structures

3-Minute Walksheds
Economic Analysis
## Scenario Summary

Above existing conditions

<table>
<thead>
<tr>
<th>Category</th>
<th>Option 1</th>
<th>Option 2</th>
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<tbody>
<tr>
<td>Commercial Sq. Ft</td>
<td>34,500 sq. ft</td>
<td>120,000 sq. ft</td>
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<tr>
<td>Residential Units</td>
<td>0</td>
<td>200 units</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>113 rooms</td>
<td>288 rooms</td>
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<tr>
<td>Parking Spaces (new)</td>
<td>400 spaces</td>
<td>586 spaces</td>
</tr>
<tr>
<td>Sales Tax (estimate)</td>
<td>$480,000/annually</td>
<td>$1,784,000/annually</td>
</tr>
<tr>
<td>Transient Occupancy Tax (estimate)</td>
<td>$155,906/annually</td>
<td>$397,354/annually</td>
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</table>
120,000 sq. ft New Ground Floor commercial (office, retail, hotel)

<table>
<thead>
<tr>
<th></th>
<th>Option #1</th>
<th>Option #2</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual</td>
<td>Annual</td>
<td>Annual</td>
</tr>
<tr>
<td>Sales tax, annual</td>
<td>$480,093</td>
<td>$1,784,002</td>
<td>$1,303,909</td>
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<tr>
<td>TOT, annual</td>
<td>$155,906</td>
<td>$397,354</td>
<td>$241,448</td>
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New Urbanist Boulevard
Waterfront Village
Implementation
Investment Inhibitions

• Highly fractured ownership structure
• Challenging site (very shallow in places)
• Lack of parking for intensification
• Severe (35 ft.) height limitation
• Challenging entitlement environment
• Coastal Commission approval required
• Public vote required for many scenarios
• Nearby property owners have been known to oppose development
Infrastructure

- Coast Highway (restriping and median construction)
- Avon Street Extension
- Bike Path on Cliff (construction)
- Parking Structures (4 – construction)
  - West (Sterling BMW)
  - Central (McCune)
  - Newport Theatre Arts Center incl. Park extension
  - East
- Waterfront Boardwalk (construction)
- Piers (4 – construction)
  - Riverside Ave.
  - Tustin Ave.
  - Pedestrian Crossing
  - Avon St. Extension
- View Corridors
  - Riverside Ave. (Billy’s redevelopment, plaza construction)
  - Tustin Ave. (Pizza Nova relocation, plaza construction)
  - Pedestrian Crossing (Jack Shrimp relocation, plaza construction)
  - Avon St. Extension (plaza construction)
New Buildings

- Hotels – 3 hotels/484 new keys (excludes Holiday Inn’s existing 83)($783,000/yr. TOT)
  - 5-star on waterfront – integrating A’maree’s
  - 4-star inland – on McCune or Ardell site
  - 3-star – Holiday Inn Express redevelopment
- Retail – 120,000 s.f. ($1.15 million in sales tax; 345 jobs)
  - Avon Street as OC’s Rodeo Drive?
- Residential – 200 units
  - Studios and 1-/2-bedrooms
  - Townhouses
City Adoption
  Master Plan
  Design Regulations

Infrastructure Construction
  Coast Highway – restripe and construct median
  Avon Street – extend (includes new intersection)
  Newport Theatre Arts Center Parking Structure + Park Waterfront Boardwalk
  Piers (4) + View Corridors
    Riverside Ave. (Billy’s redevelopment, plaza const.)
    Tustin Ave. (Pizza Nova relocation, plaza const.)
    Pedestrian Crossing (Jack Shrimp relocation, plaza const.)
    Avon St. Extension (plaza construction)

Project Management/Coordination
Refine Recommendations and Alternatives
Prepare Report and Deliverables by end of Next Month

NEXT STEPS