

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN

OVERARCHING CONCEPT

The overarching concept of managing parking in Balboa Village is to create a “park-once” environment which, in turn, will make parking more convenient and provide greater flexibility for meeting future parking demands. The parking management strategies are intended to work together as a cohesive package to ensure their highest effectiveness. The strategies have been tailored to Balboa Village based on extensive outreach, field research and guidance from the Balboa Village Advisory Committee (BVAC).

REVIEW PROCESS

To date, the parking strategies have been accepted at the conceptual level with the Newport Beach City Council’s approved the Balboa Village Master Plan in September 2012. Since then, the strategies have been further developed by the Balboa Village Advisory Committee with the intent that they would be forwarded to the City Council for final approval and implementation. The following lists the steps and schedule for gaining final approval and ultimate implementation.

1. Public Outreach – Feb/March 2014
 - a. Merchants Association
 - b. Property Owners
 - c. Residents
2. CEQA Review – Feb/March 2014
3. Public Hearings – Planning Commission April 2014; City Council May 2014
4. Coastal Commission - Potential to incorporate into proposed Local Coastal Program, rather than submittal of a Coastal Development Permit.

STRATEGIES

Extensive analysis and background information has been developed for each strategy. The following is intended to provide a summary for purposes of final review and approval. The links to the strategy memos and meeting minutes are provided for each strategy for additional information.

Strategy 1: Establish Parking Benefit & Shared Parking District

download the memo detailing the concept at:

<http://newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17388>)

1. Program Guidelines
 - a. Boundary – All commercial streets and public parking lots within the Village (see Figure 1)
 - b. Use of Parking Revenue (approx. \$150,000 annually)
 - i. Façade Improvement Program
 - ii. Streetscape improvements (including signage, ped/bike access)
 - iii. Special events

Figure 1
Parking District Boundary



January 13, 2014

- iv. Shuttle System
 - v. Reserve funding for parking in future
- c. Shared Parking
- d. Governance Structure
 - i. City to manage funds with input from merchants, property owners and residents.
 - ii. Monitoring/Evaluation at appropriate times to be conducted by experts, vetted by the community and reviewed by Council.
- 2. Committee Comments
 - a. Maintain parking revenue within District
 - b. Revenue should not be used toward standard “maintenance”
 - c. BVAC Approved the concept on August 14, 2013. The meeting minutes can be accessed here: http://www.newportbeachca.gov//Pln/BVAC_Agendas/08-14-2013/2013-08-14_BVAC_Minutes_Approved.pdf
- 3. Implementing Documents
 - a. Amendment to Municipal Code

Strategy 2: Employee Parking Permit Program (download the memo detailing the program at: <http://newportbeachca.gov/index.aspx?page=2197>)

- 1. Program Guidelines:
 - a. Boundary
 - i. Peak - Median on Balboa Blvd., Medina Way to 8th Street – 4 blocks; 104 spaces
 - ii. Off-Peak (Labor to Memorial Day) - Balboa Pier Lot
 - b. Enforcement through License Plate Recognition
 - c. Employers register on behalf of employees with license plate information. Simple process needed
 - d. Outreach needed to share goals of the project and gain support from employers and employees
 - e. Pricing \$50 annual permit; \$25 seasonal (4 months)
 - f. Hours of Operation – not valid between 3am and 5am to discourage overnight parking
 - g. Monitor permit issues and utilization rates of employees through LPR data
- 2. Committee Comments/Action:
 - a. Confirm # of Employees: peak and off-peak season
 - b. Confirm availability of median – Survey results during off peak indicated less than 75% occupancy with the exception of Medina and Island Ave on Saturday afternoon.
 - c. Employer Feedback
 - d. No tiered costs
 - e. Conflict with Tuesday street sweeping (8:30am to 12:30am) during off peak.
 - f. May 8, 2013 – Approved in concept with amendments (*the link to the meeting minutes may be accessed at: http://www.newportbeachca.gov//Pln/BVAC_Agendas/05-08-2013/2013-05-08_BVAC_Minutes_Approved.pdf*)
- 3. Implementing Documents

- a. Permit mechanism – coordinate with finance and parking consultant

Strategy 3: Suspend In-Lieu Parking Fees

1. Program Guidelines
 - a. Nine locations in Balboa Village participate in the existing in-lieu fee program which generates \$13,950 annually for the area.
 - b. These locations would be freed of this obligation.
2. Committee Comments
 - a. Agreed with the elimination of program.
3. Implementing Documents
 - a. Amend Ordinance repealing in-lieu parking program.

Strategy 4: Eliminate Parking Requirements *(the memo addressing this concept can be accessed at: <http://www.newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17393>)*

1. Program Guidelines
 - a. Require no additional parking for new development or intensification of uses on the landside. No change to requirements for waterside uses.
 - b. Discretionary process would evaluate potential loss of private parking spaces.
2. Committee Comments
 - a. Need to revise Design Guidelines
 - b. Reassess Program within 5 years of implementation. Document land use changes and present information to decision-makers.
 - c. Concerned potential loss of private parking spaces. There are 285 private spaces, 180 are within Newport Landing.
 - d. December 11, 2013 - BVAC approved in concept (see draft minutes)
3. Implementing Documents
 - a. Zoning Code Amendment: CEQA review, PC/CC Hearings, Coastal Commission
 - b. Potential to incorporate into proposed Local Coastal Program, rather than CDP.

Strategy 5: Parking Meter Rates

1. Program Guidelines
 - a. Demand Based Pricing – variable pricing to account for seasonal fluctuations, higher rates at meters to increase turn over at desired spaces
 - b. Use of Smart Meters for all curb spaces
 - c. Hours & Rates
 - On-street*
 - Peak period (Summer)
 - 8 AM – 6 PM, 7 days
 - \$2.00 per hour (0-2 hours)
 - \$2.50 per hour (2+ hours)
 - Off-peak period (non-Summer)
 - 8 AM – 6 PM, 7 days

- \$1.00 per hour (0-2 hours)
- \$1.50 per hour (2+ hours)

Off-street (A, B and Pier Lot)

Peak period (Summer)

- \$1.50 per hour (Maintain Maximum Rate)

Off-peak period (non-Summer)

- \$.50 per hour (Maintain Maximum Rate)

- d. Monitor and Adjust as needed. Allow for staff adjustments up or down \$0.25 per hour up to 4x per year, with upper limit of \$3.00 per hour.
 - e. Commercial validation up to 2 hours in pier lot year round.
 - f. Newport Beach residents free parking during off-season - \$20/year. Two hour max.
2. Committee Comments
 - a. Need validation and reduced rates for residents
 3. Implementing Documents
 - a. Amend Municipal Code

Strategy 6: Residential Permit Parking Program (download the memo detailing the report here:

<http://newportbeachca.gov/Modules/ShowDocument.aspx?documentid=17385>)

1. Program Guidelines
 - a. Permit required to park on residential streets between 7th Street and Adams Street.
 - i. Two phase implementation. Phase One - Island to 7th Street. Evaluate annually to determine potential to expand.
 - b. Hours of Operation: 4pm to 9am, 7 days a week, excluding holidays.
 - c. All residents within the boundaries, Bay Island and mooring owners are eligible.
 - d. Maximum of 4 permits per household. \$20/permit for three year period.
 - e. With use of license plate recognition (LPR) the issuance of a physical permit would not be required. "Permit" issuance may be entirely on-line.
 - f. Vacation rentals may acquire guest passes. "Hangtags" will be easier to manage, however, will also more expensive to enforce.
 - g. One guest permit (hangtag) per household per calendar year at no cost. Option to acquire one-day hangtags, or another permit mechanism, for special occasions. Identify maximum number of temporary permits per household per year. Temporary guest permit \$1/hangtag.
2. Committee Comments
 - a. Cost of guests passes should be no higher than cost to administer.
 - b. Identify maximum number of guest permits on holidays.
3. Implementing Documents
 - a. Amend Municipal Code

Figure 2
Residential Permit Parking
Program Boundary

