

# Mariner's Mile Charrette

CONGRESS  
FOR THE  
NEW  
URBANISM

California Chapter Chairman  
Congress for the New Urbanism  
City of Newport Beach



# California



# HIGHWAYS TO BOULEVARDS

RECLAIMING URBANISM  
REVITALIZING CITIES



DESIGNING  
WALKABLE URBAN  
THOROUGHFARES



SPRAWL  
RETROFIT

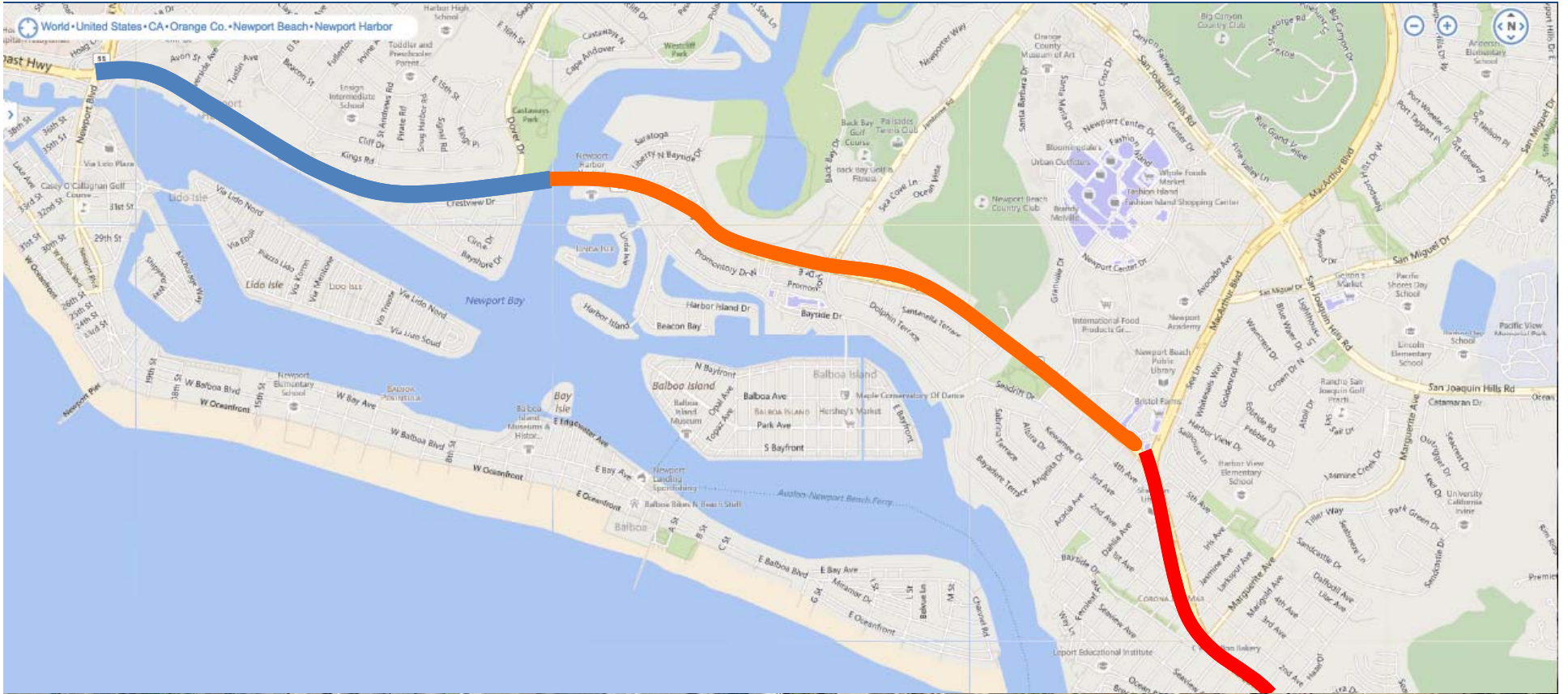




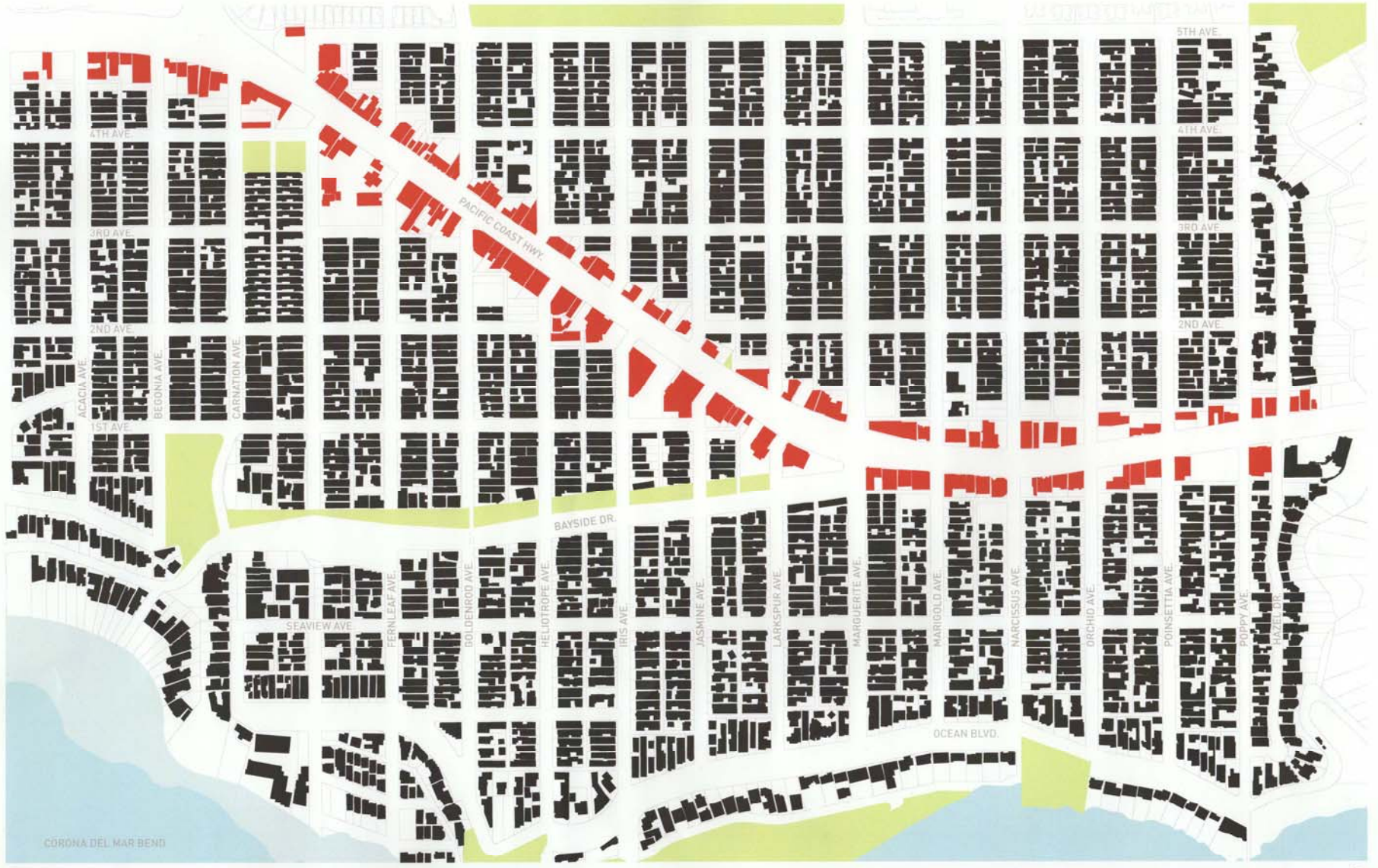
# What We Heard

- 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**.









■ RETAIL   
 ■ RESIDENTIAL   
 ■ GREEN SPACE   
 ■ BODIES OF WATER

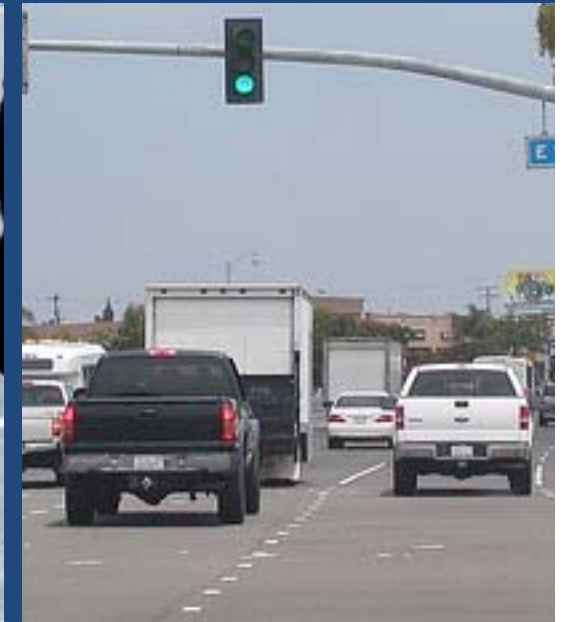
CORONA DEL MAR VILLAGE





MARINERS MILE NEWPORT BEACH 









HIGHWAY ZONE

TRANSITION ZONE

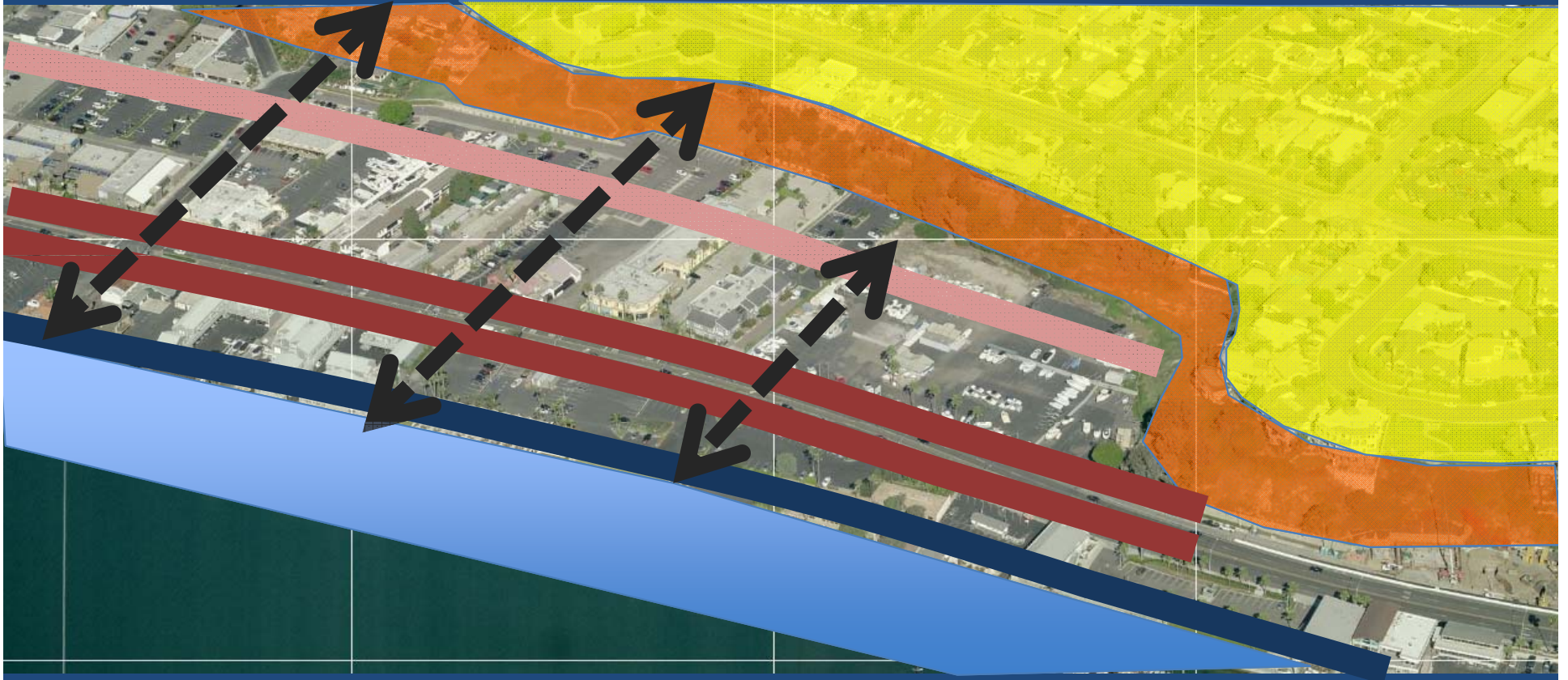
VILLAGE CORE ZONE

TRANSITION ZONE

HIGHWAY ZONE

# 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

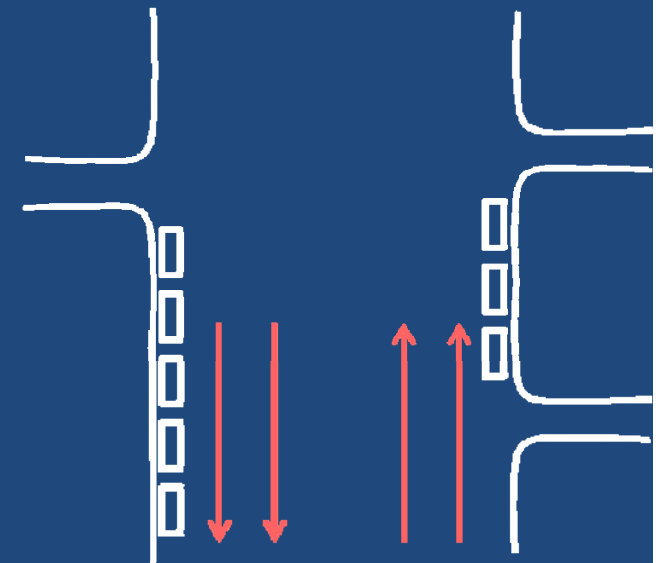
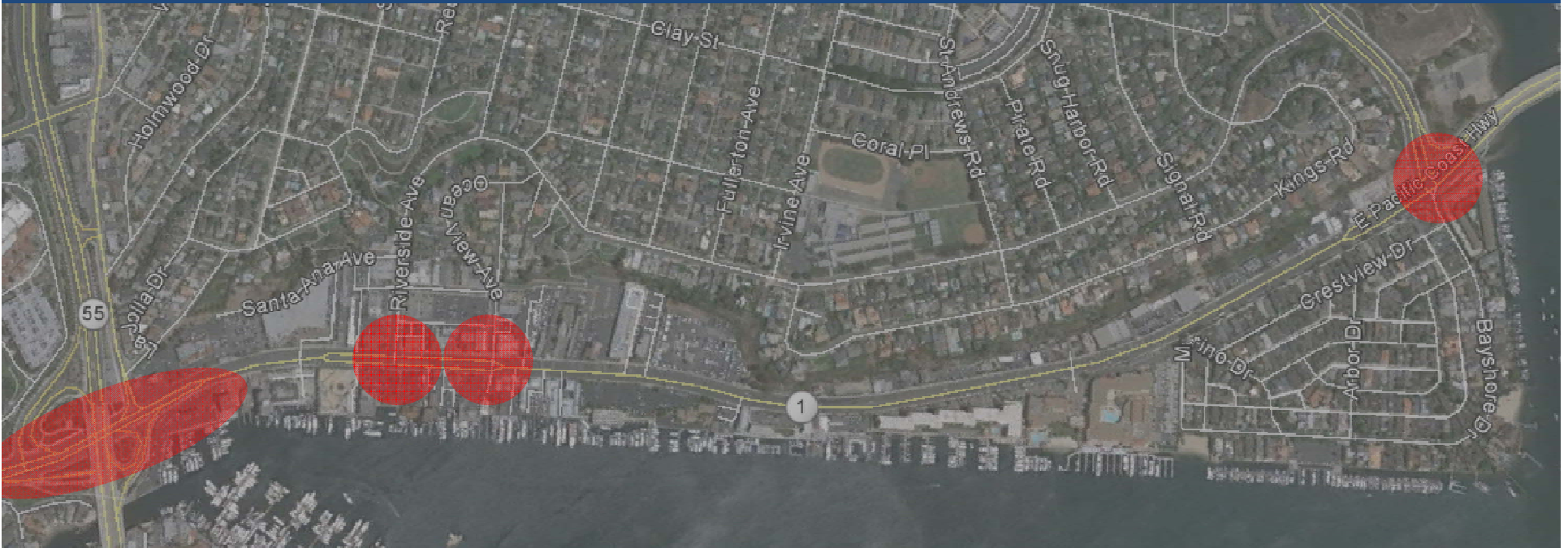
# Option 2

## Waterfront Village

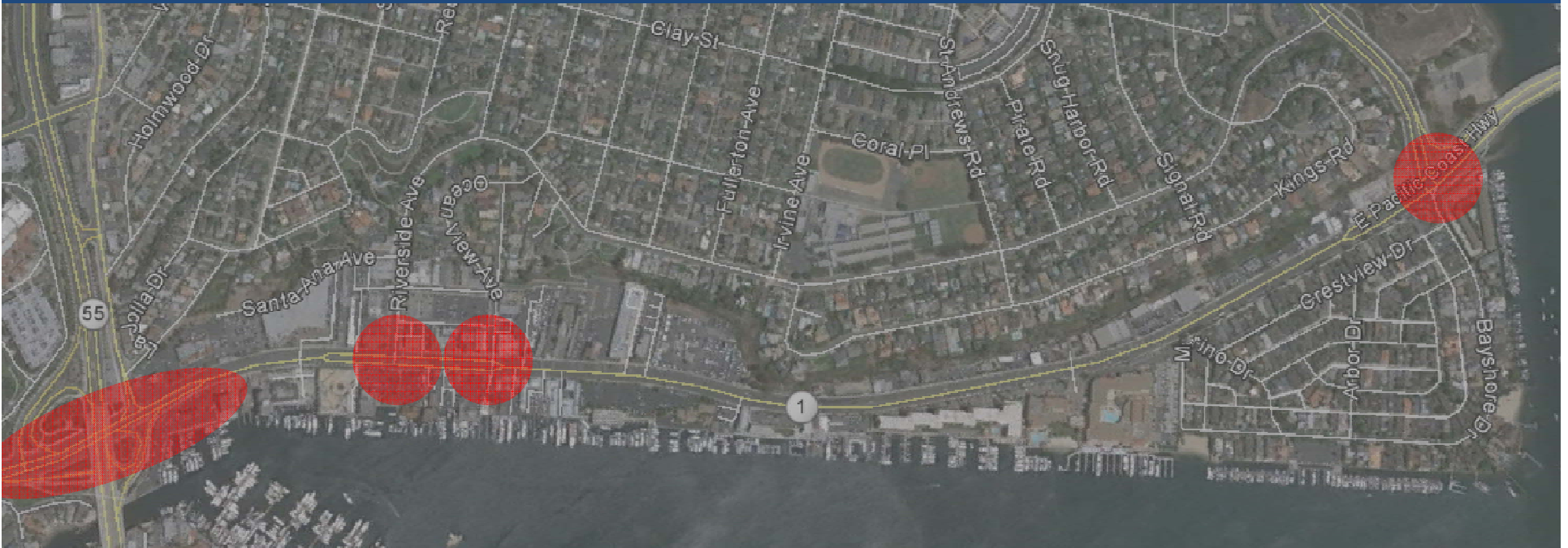


# Automobile Issues

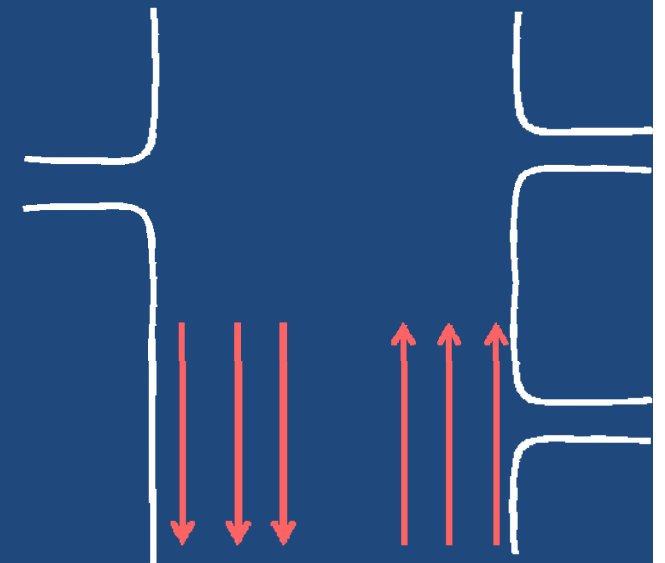
# Current Issue #1 - Congestion



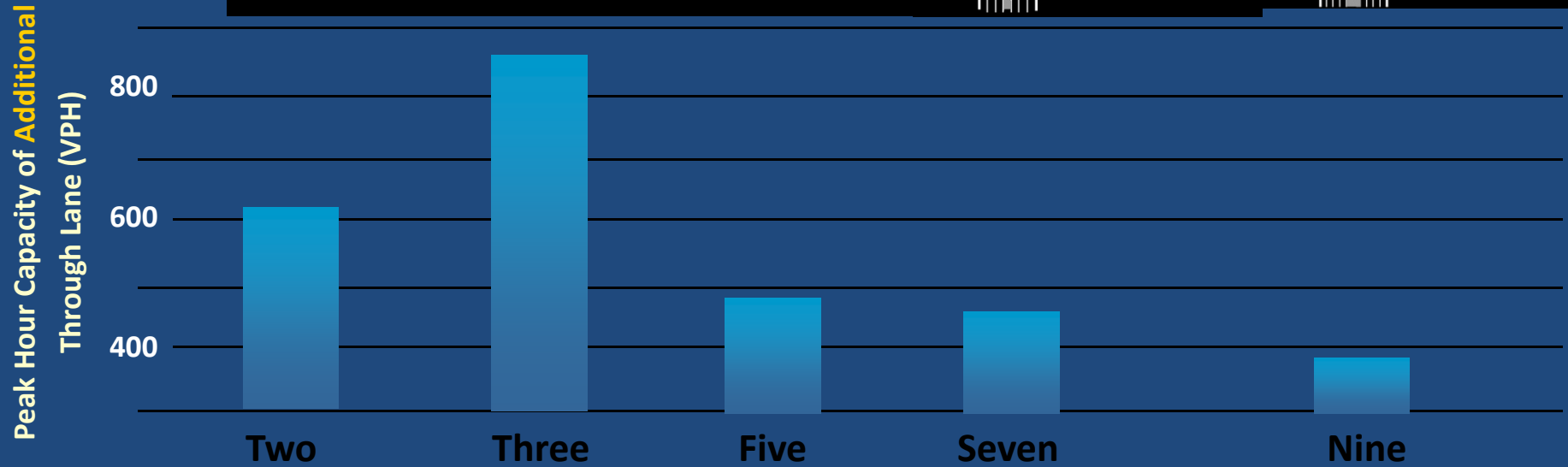
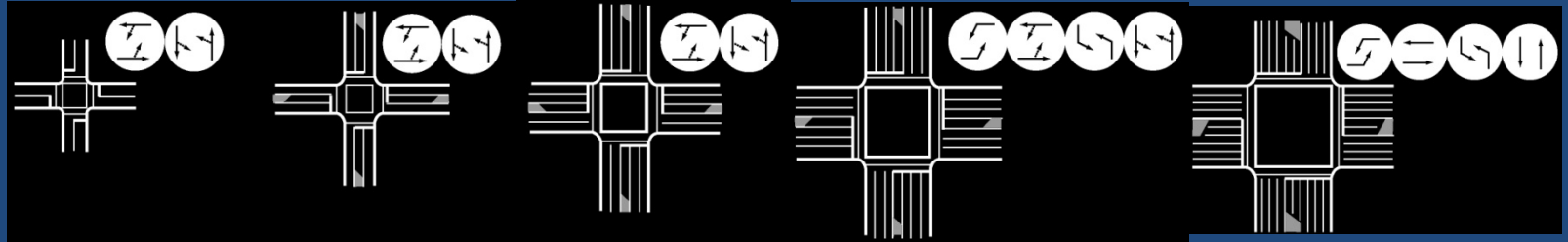
# Current Issue #1 - Congestion



**Potential Solution**  
– Add More Lanes



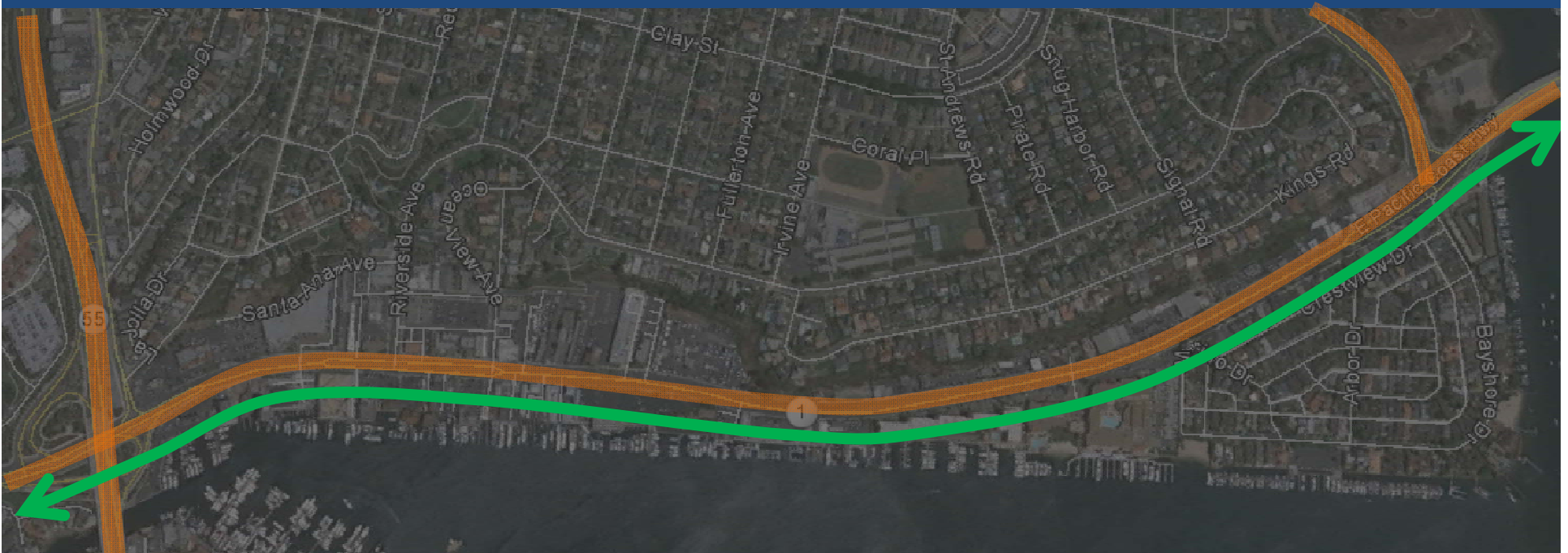
# Seven Lane Widening



**Five To Seven = 20% Increase**

# Seven Lane Widening Travel Time Through Corridor

Current Peak: 5.5 minutes  
Widened Peak: 4.6 minutes



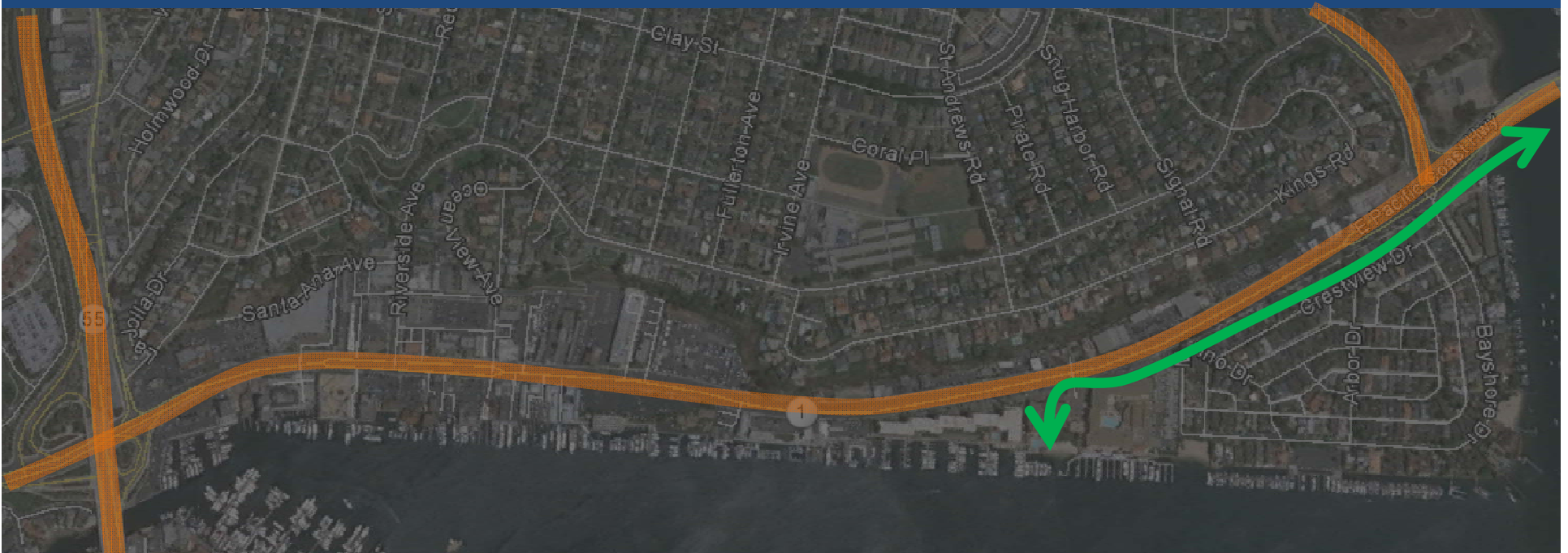
*Assumptions: 20/25mph peak speeds; 30 sec signal delay, 0 unsignalized delay*



# Seven Lane Widening Travel Time To/From Corridor

Current Peak: 3.25 minutes

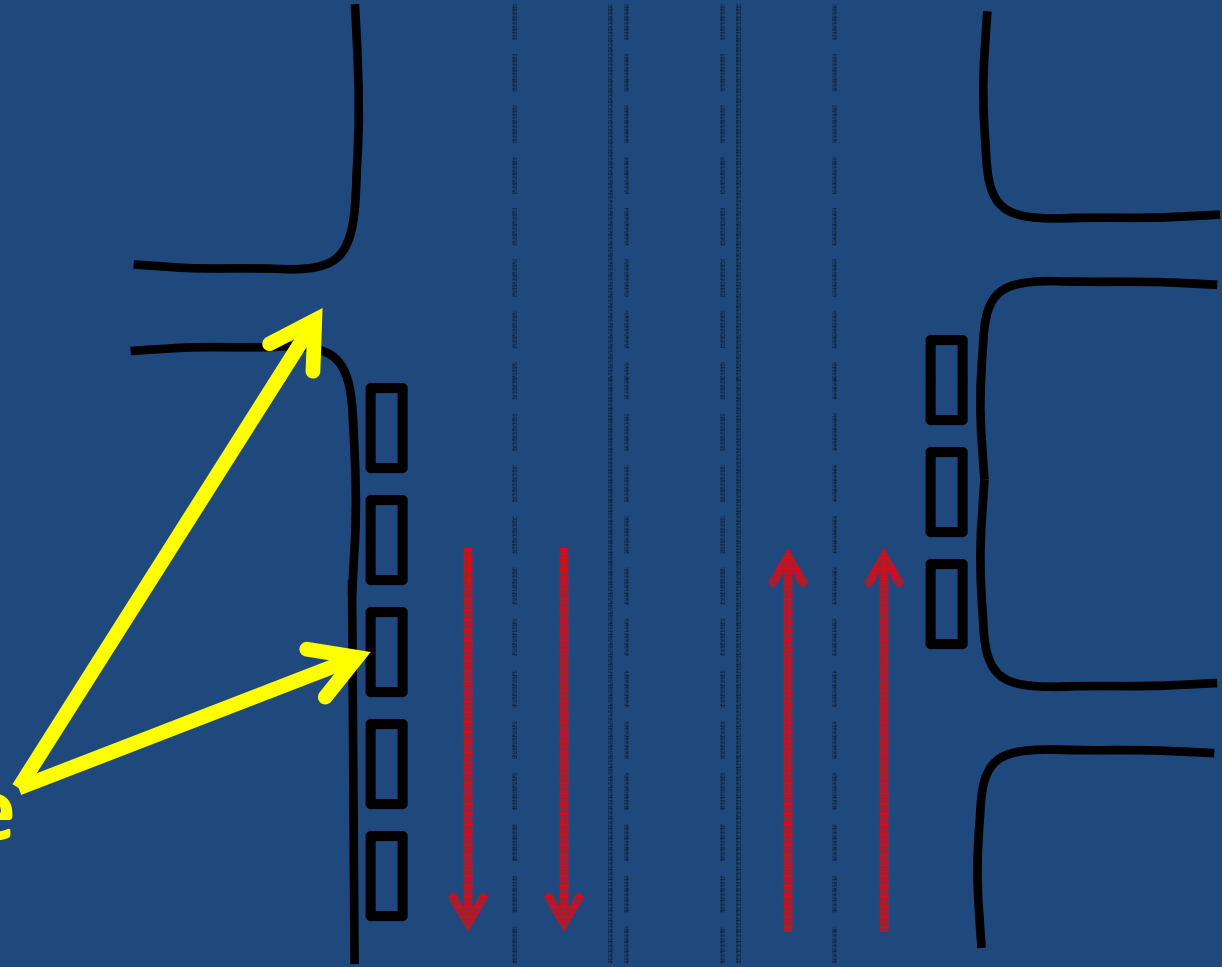
Widened Peak: 3.3 minutes



*Assumptions: 20/25mph peak speeds; 30 sec signal delay, 60/90 unsignalized delay*

# Current Issue #2 - Turbulence

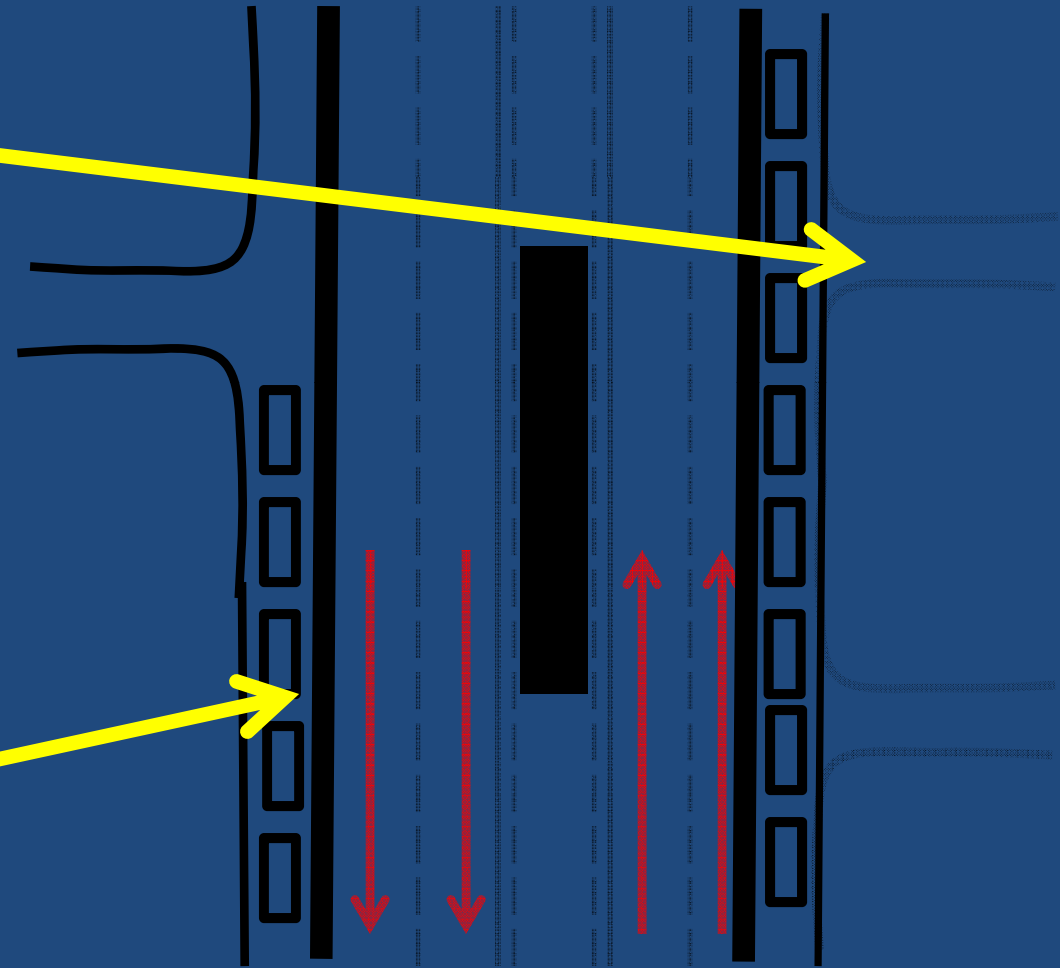
**Turbulence**



# Current Issue #2 - Turbulence

Less  
Driveways

Barrier



Potential Solution – Remove Turbulence

# Access Management

Well Managed Arterial Access Can:

- Improve Capacity By 20-40%
- Reduce Crashes By 30-60%

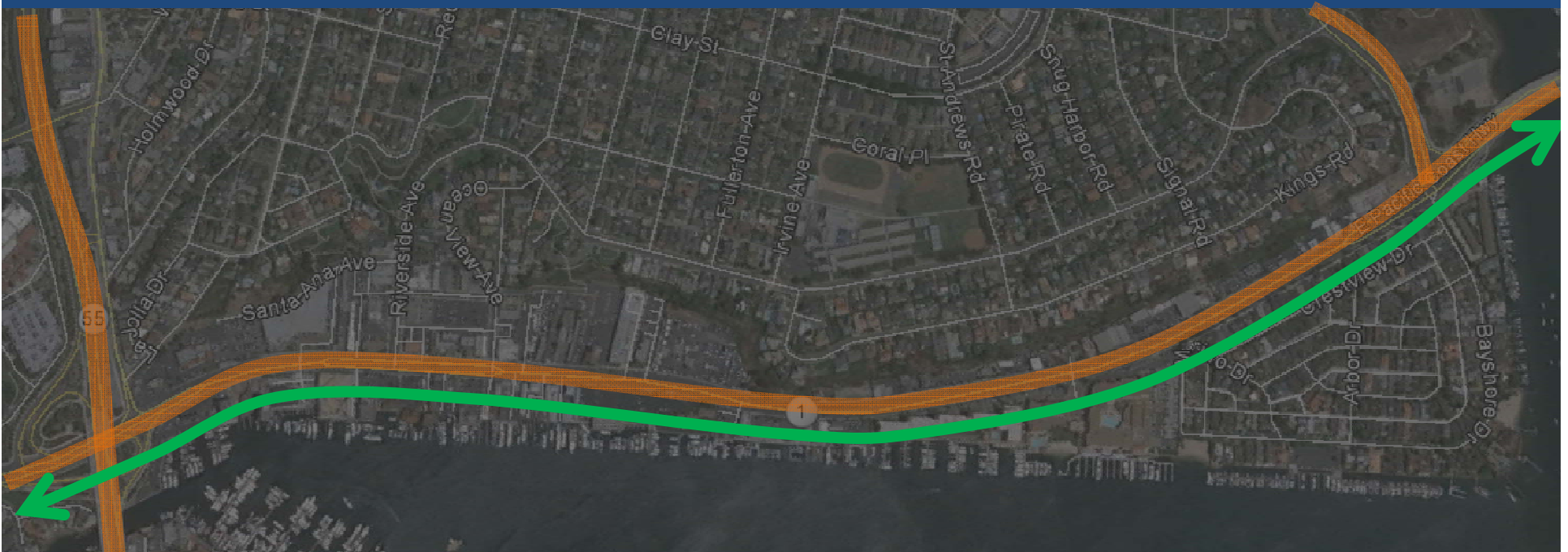


Source : FHWA



# Access Management Travel Time Through Corridor

Current Peak: 5.5 minutes  
Managed Peak: 4.5 minutes



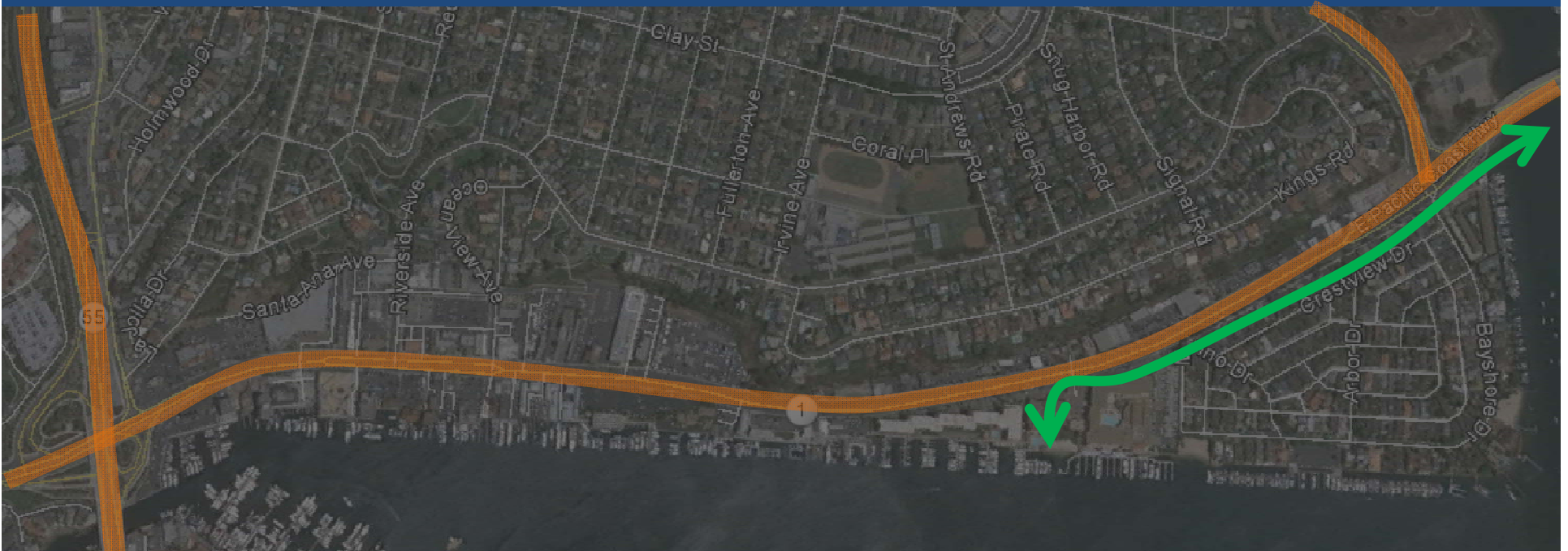
*Assumptions: 20/30mph peak speeds; 30 sec signal delay, 0 unsignalized delay*



# 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**

5 Lanes = 31,000

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**No Park Capacity**

7 Lanes = 40,000

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**Network Capacity**

2 Lanes = 15,000

6 Lanes = 36,000

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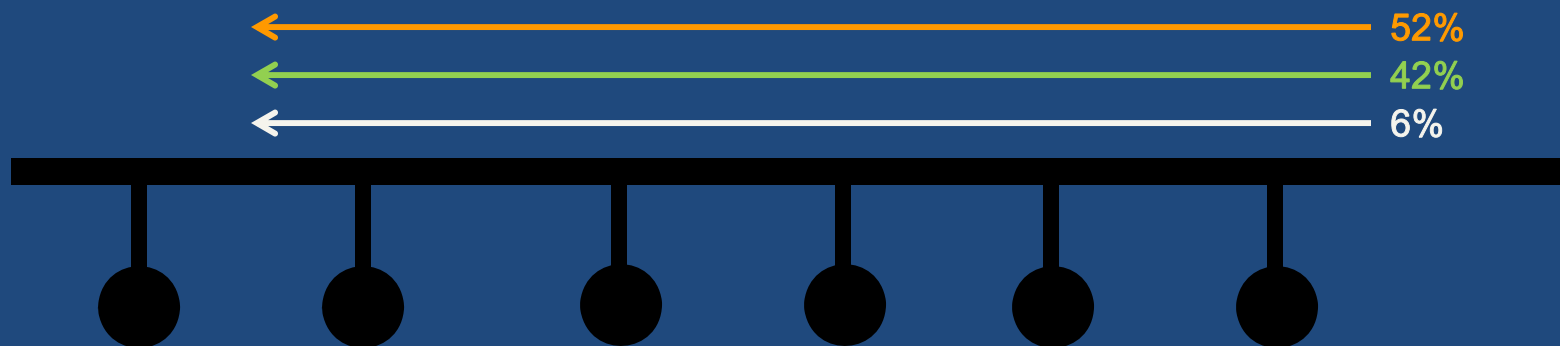
**Current Volumes are 43,000 – 48,000**

# Trip Length

Trips Totally Within Study Area 6%

Trips That Start OR End in Study Area 52%

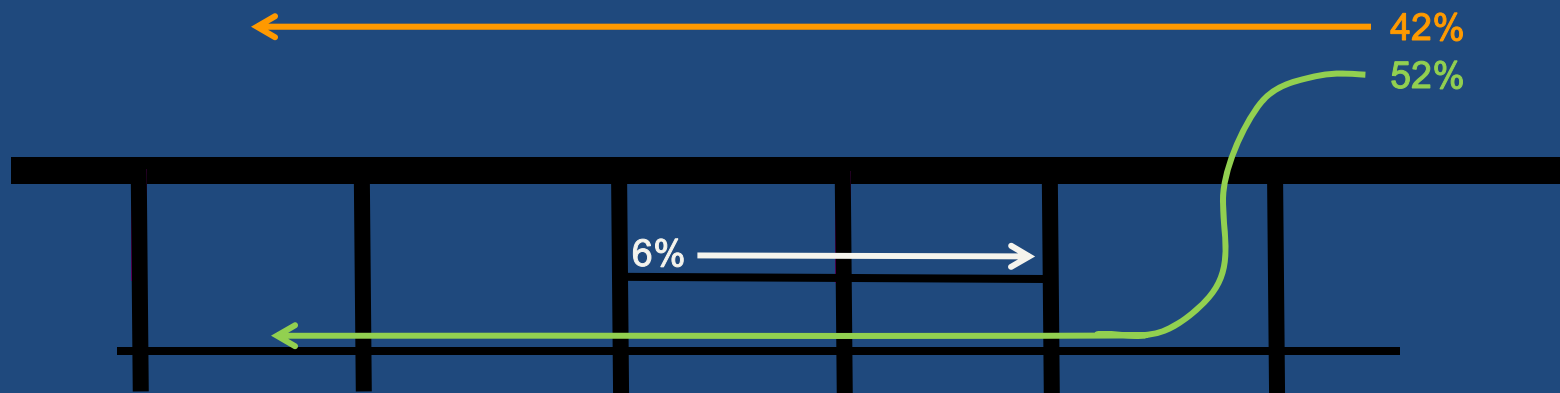
Trips Through Study Area 42%





# Trip Length

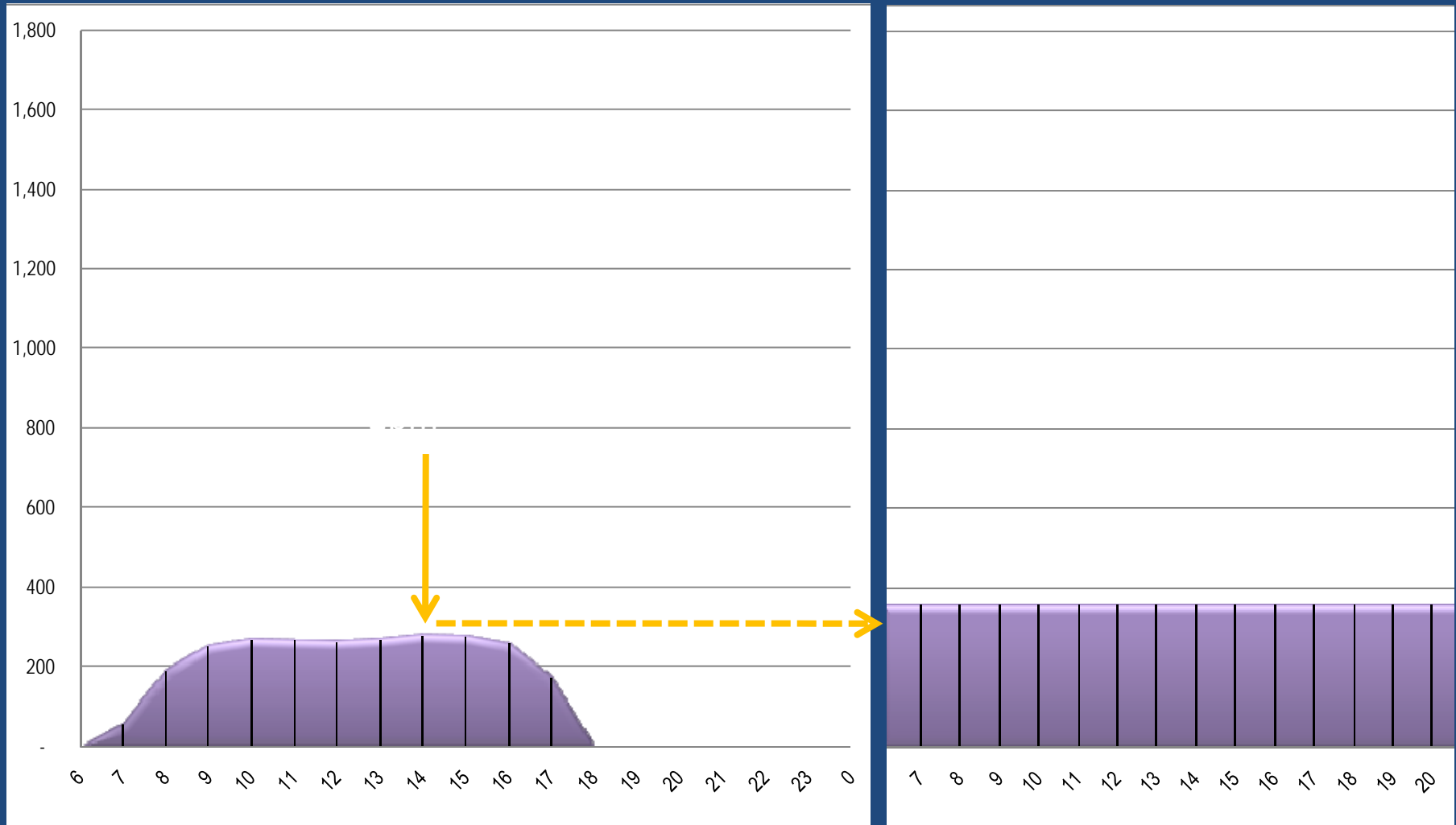
Trips Totally Within Study Area	6%
Trips That Start OR End in Study Area	52%
Trips Through Study Area	42%



# Parking Issues

# Unshared Supply

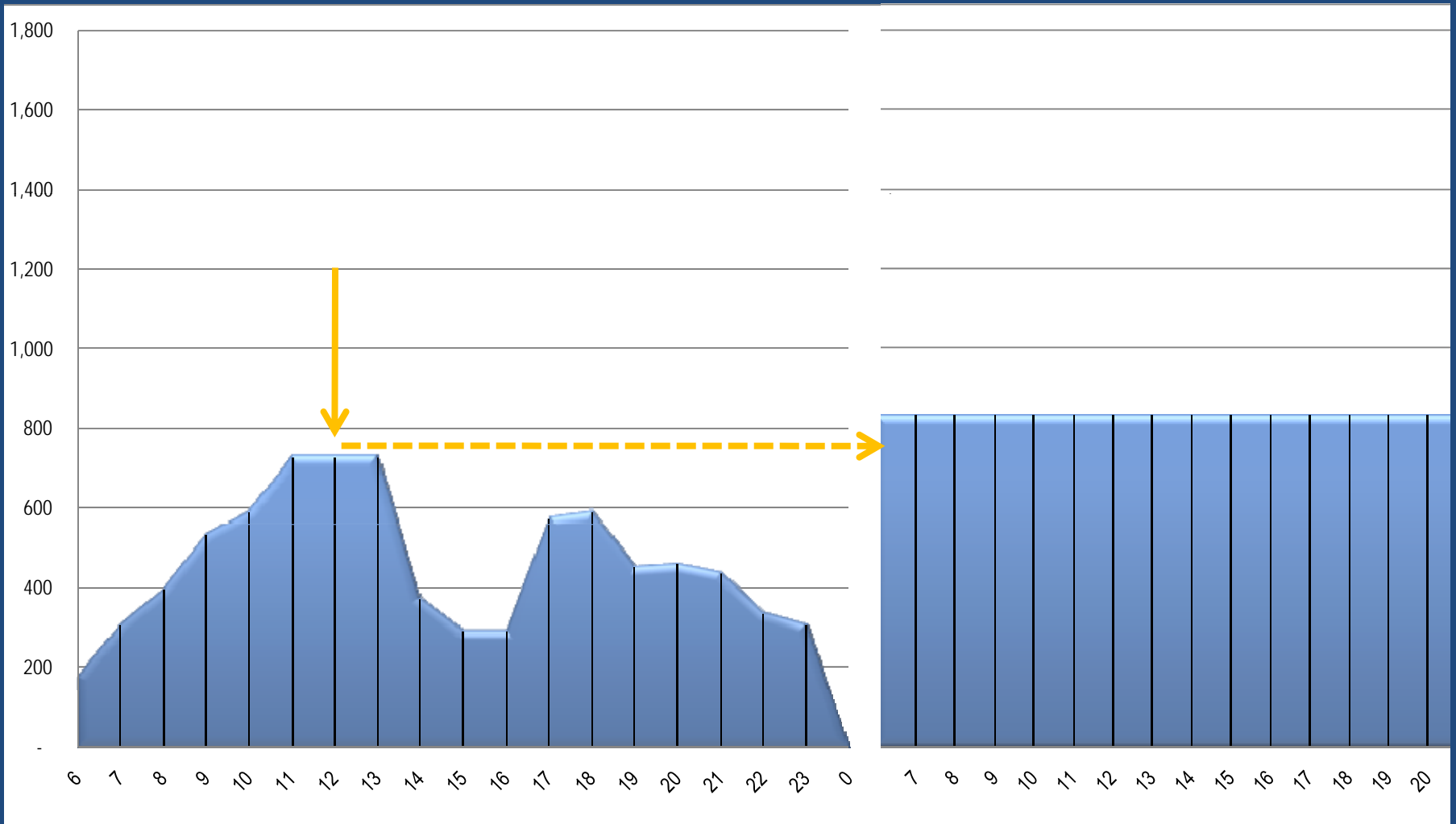
*Example: Office (150k SF):*  
Real Demand





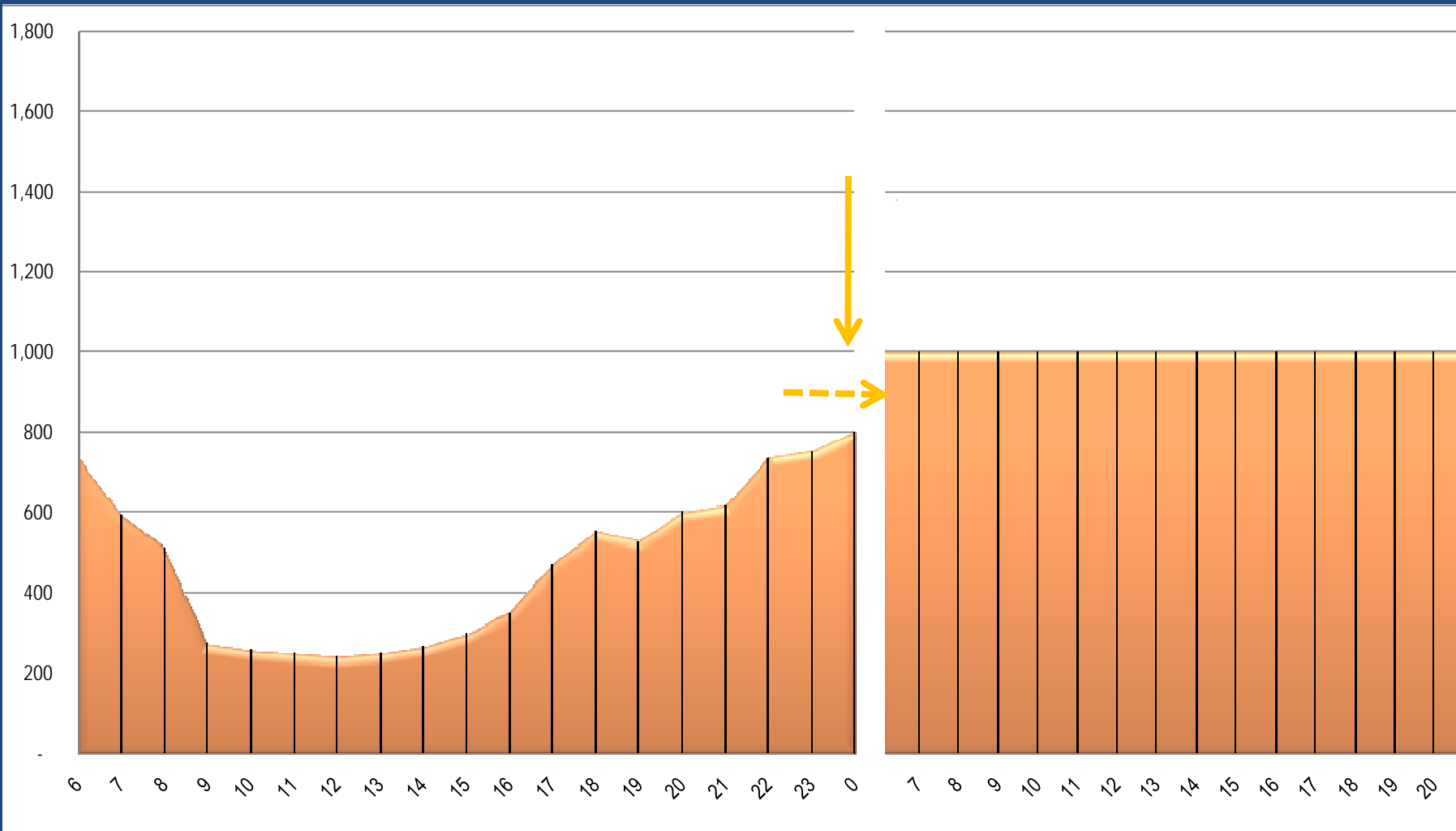
# Unshared Supply

*Example: Restaurant (150k SF):*  
**Real Demand**

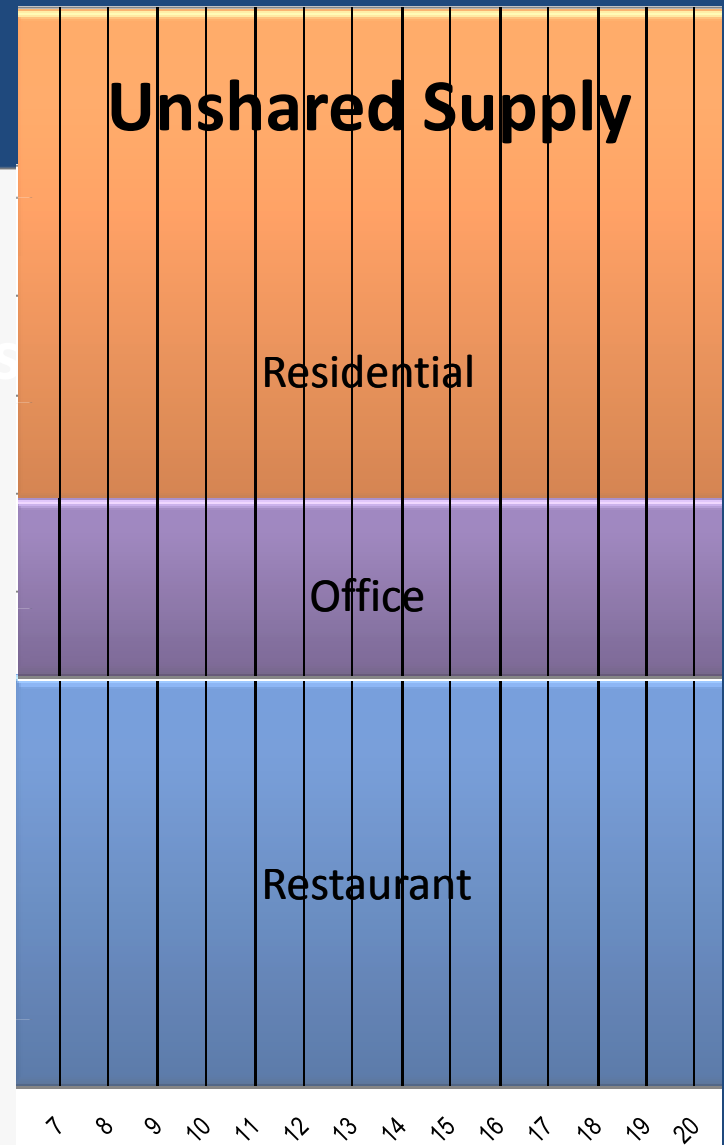
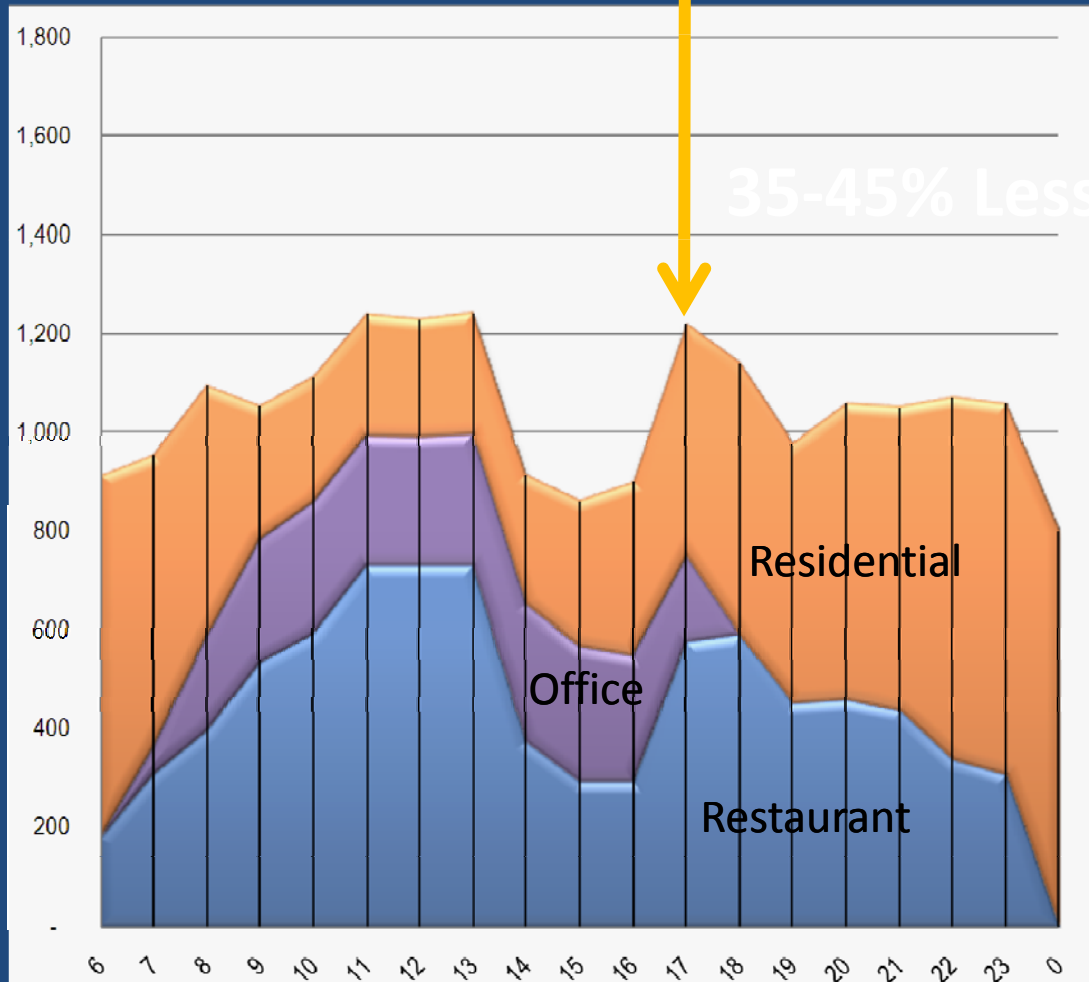


# Unshared Supply

*Example: Residential (1000 units):*  
Real Demand



# Shared Parking





# Parking Demand Ratios

Use	SF	%	ITE Rate	Unshared Supply	Peak Shared Rate	Shared Supply
Institutional	30,000	4%	3.2	96	1.68	51
Office	120,000	14%	2.47	296	1.3	156
Hotel	305,000	36%	0.64	195	0.34	104
Retail	380,000	46%	2.55	969	1.34	510
<b>Total</b>	<b>835,000</b>			<b>1,556</b>		<b>821</b>

*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
- Benefit the



- Use other modes & make a place

- Control spillover



- community



- Use existing off-site resources





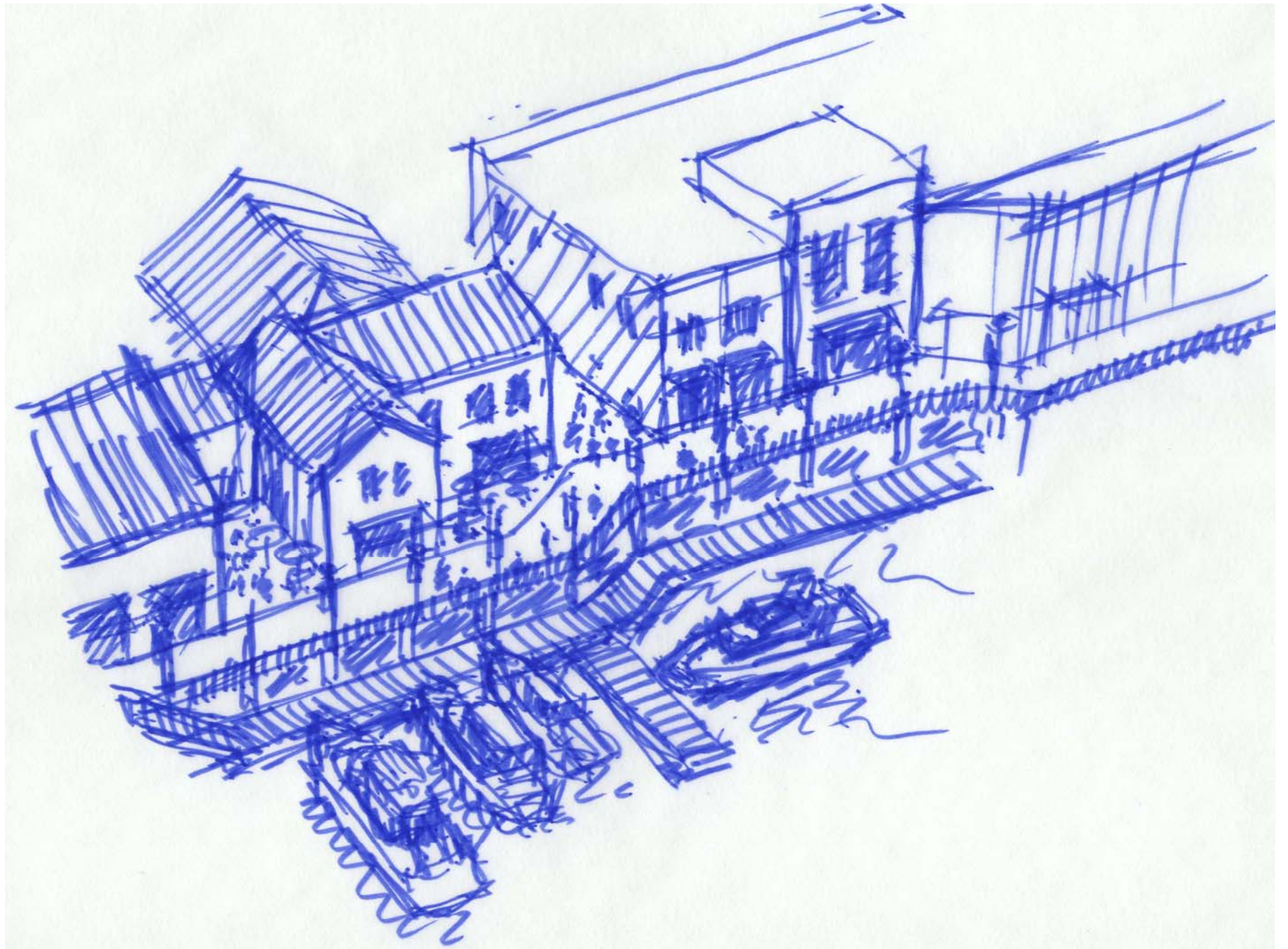
# Walksheds

# Three Parking Structures

## 3-Minute Walksheds















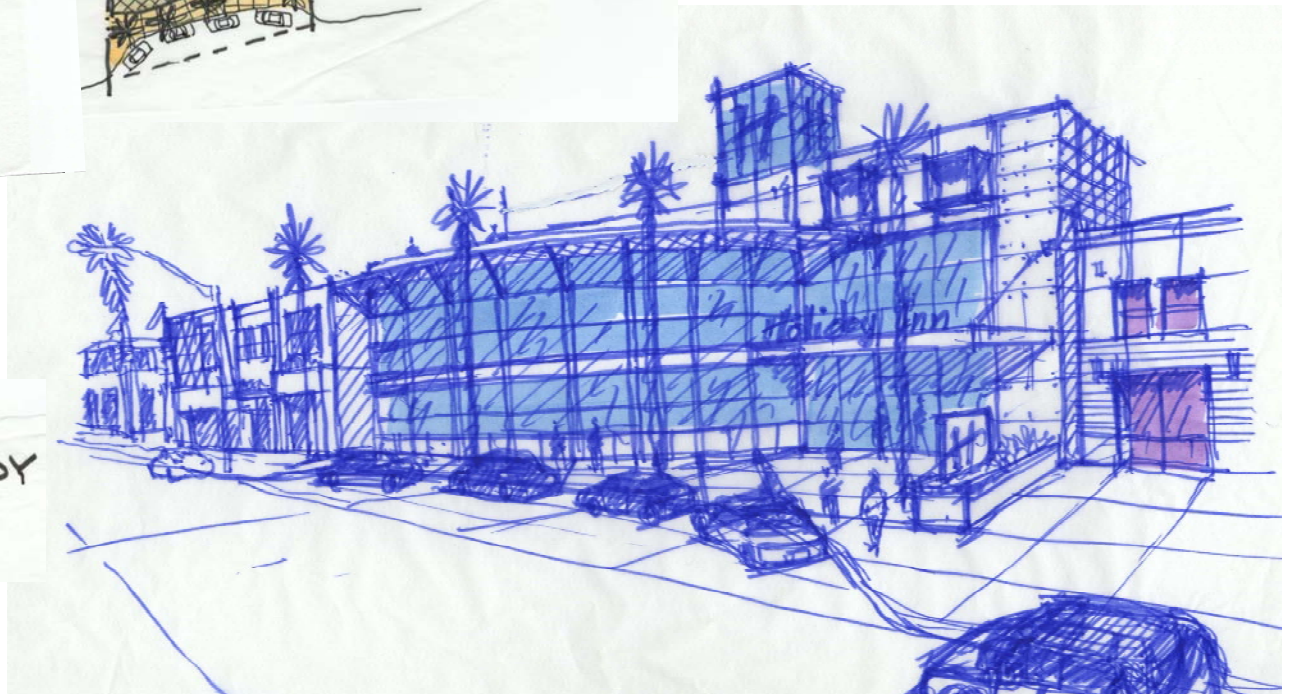




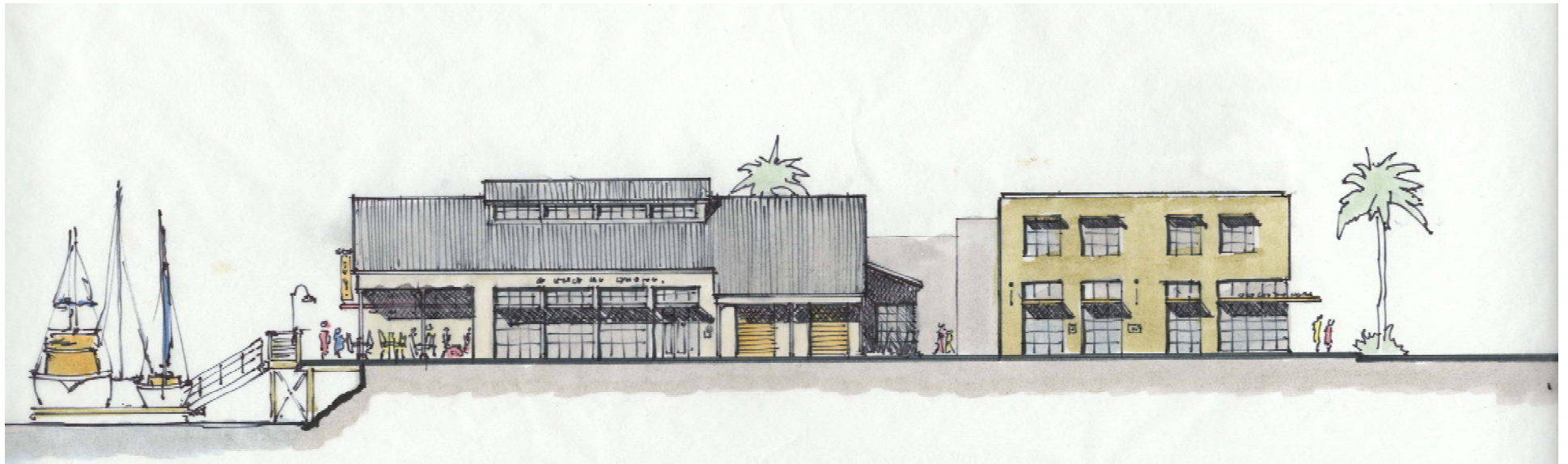
- EXIST'G RMS: 83
- RATE: \$140-250
- VACANCY: 30%  
LOW SEASON
- EXIST'G SF  
± 42-43K
- INCREASE IN VALUE  
EXIST'G @ LOW RATE  
→ \$2.9M/YR
- PROPOSED @ LOW RATE  
→ \$4.3M/YR
- INCREASE = \$1.4M/YR
- POTENTIAL NEW CONST  
COST @ \$60K/RM  
= \$13.2M
- NEW SF  
- 2 STORY: 51,200 SF  
- 3 STORY: 82,800 SF

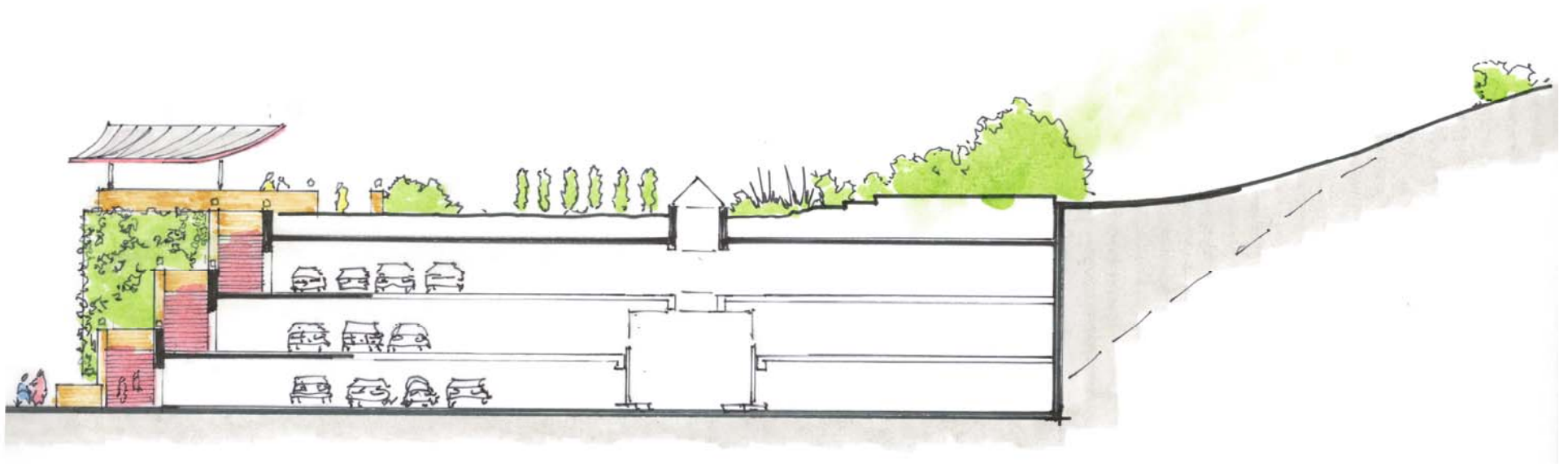


HOLIDAY INN CASE STUDY  
CONCEPT PLAN - SITE









# Economic Analysis

# Scenario Summary

Above existing conditions

	Option 1	Option 2
Commercial Sq. Ft	34,500 sq. ft	120,000 sq. ft
Residential Units	0	200 units
Hotel Rooms	113 rooms	288 rooms
Parking Spaces (new)	400 spaces	586 spaces
Sales Tax (estimate)	\$480,000/annually	\$1,784,000/annually
Transient Occupancy Tax (estimate)	\$155,906/annually	\$397,354/annually



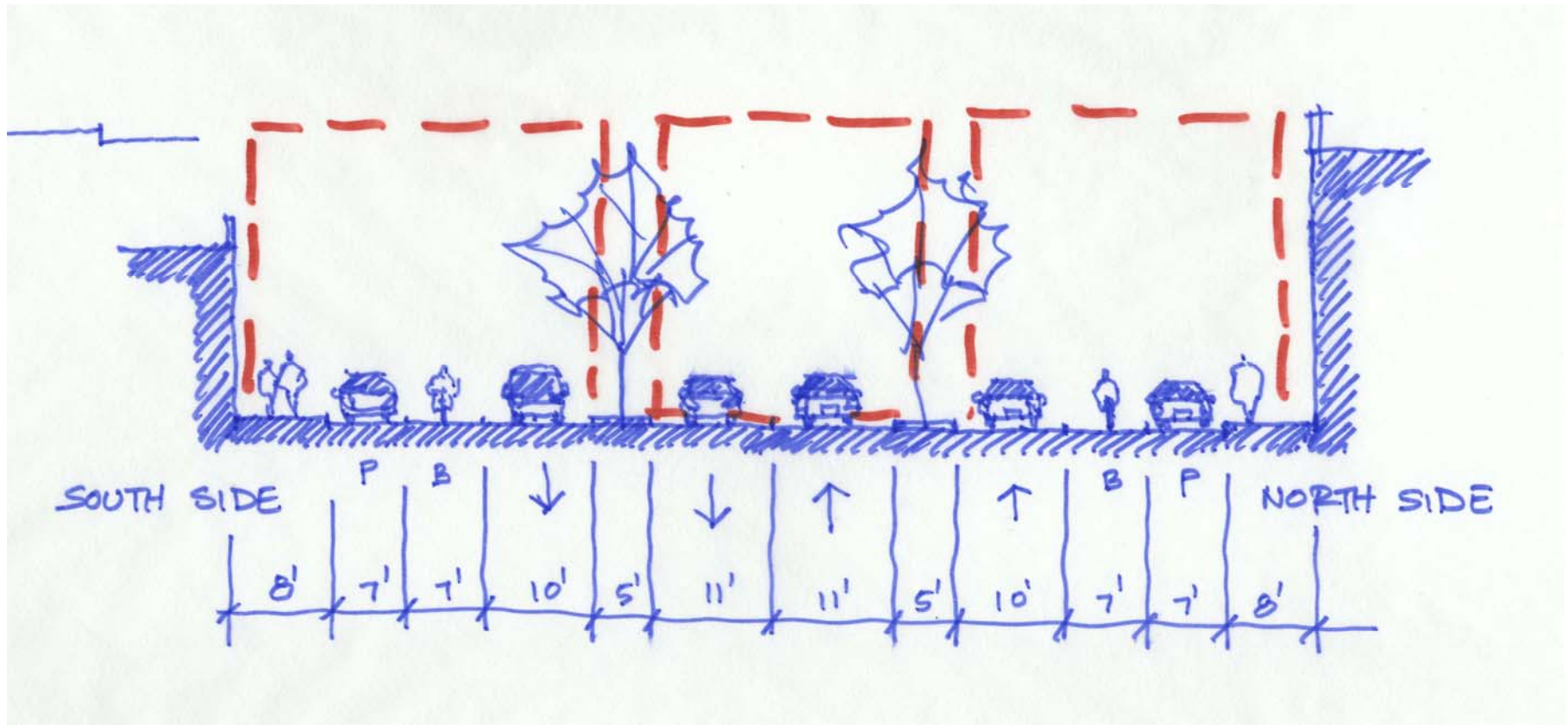
# 120,000 sq. ft New Ground Floor commercial (office, retail, hotel)

	<b>Option #1</b>	<b>Option #2</b>	<b>Difference</b>
	Annual estimate	Annual estimate	Annual estimate

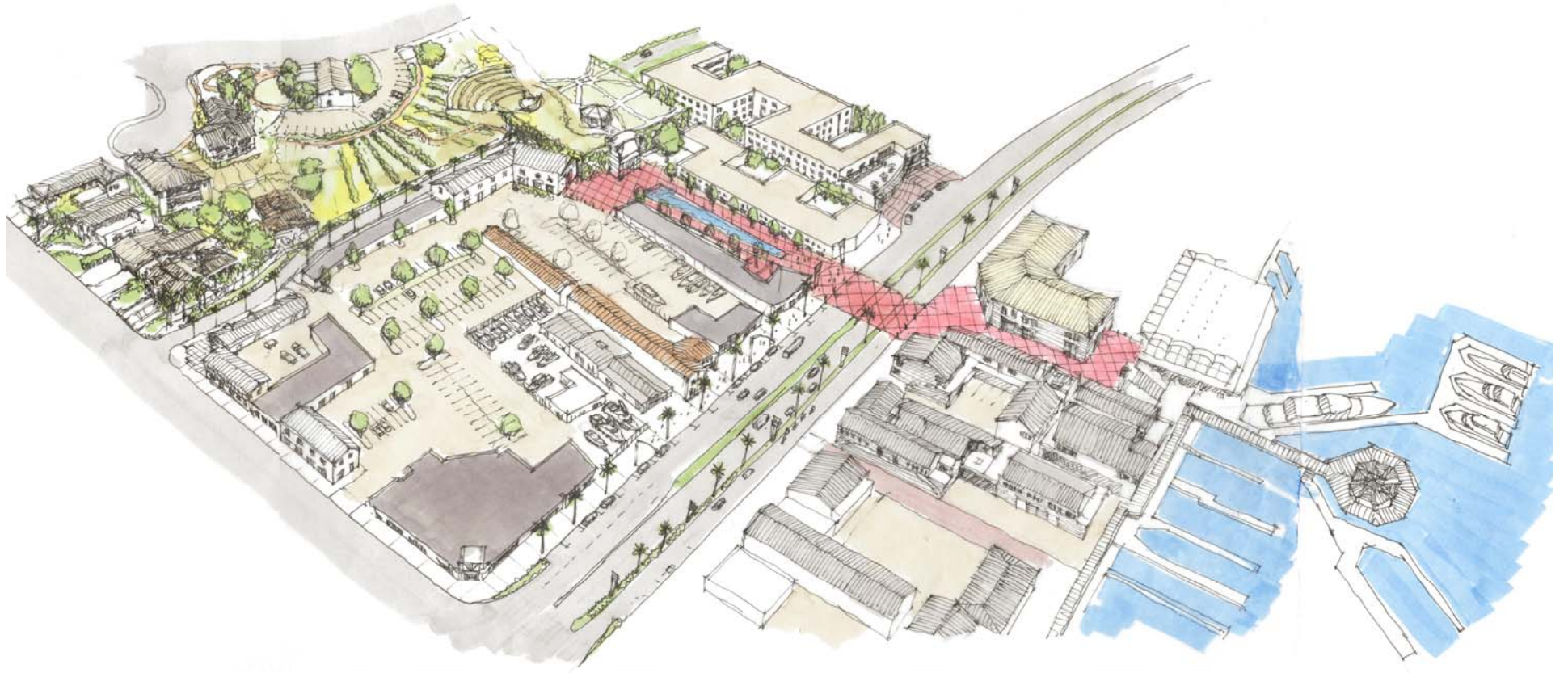
Sales tax, annual	\$	480,093	\$	1,784,002	\$	1,303,909
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TOT, annual	\$	155,906	\$	397,354	\$	241,448
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# New Urbanist Boulevard



# 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 1-1/2-bedrooms
  - Townhouses



# Sequence

## 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**



CNU  
California