



*"Balboa Village Fun Zone - a unique piece of the heart and soul
of Newport Beach"*

BALBOA VILLAGE IMPLEMENTATION PLAN

Exhibit 4 Implementation Matrix

May 2012



Balboa Village - Implementation Plan

Recommended Strategy	Year 1	Year 2	Year 3-5	Estimated Cost (1)	Ease of Implementation	Level of Effectiveness	Priority
Economic Development							
1. Develop and implement Commercial Facade Improvement Program. Develop program criteria and application; identify funding sources; obtain City Council approval; outreach to property owners; administer program	Define program parameters; obtain City Council approval & funding; begin Model Block marketing	Continue implementation	Continue Implementation	\$150,000/year 3 buildings; if limit to painting/signage/canopies costs would be significantly lower	Easy to develop and implement provided funding is identified	Highly effective in creating immediate aesthetic improvements to the area	High
2. Develop and implement Targeted Tenant Attraction Program. Identify key tenants; develop incentive program tailored for those tenants; obtain City Council approval of program and funding; outreach to owners and brokers to secure tenants.		Define program parameters; obtain City Council approval & funding; begin implementation	Continue Implementation	TBD	Moderate based on financial resources required to create incentives. Difficult to identify and outreach to potential tenants	Highly effective in encouraging new tenants to the area	Low
3. Support new cultural facilities (ExplorOcean/Balboa Theater). Ongoing, regular communication with entities to identify needs and opportunities; offer assistance in completing planning development application(s).	Prioritize project review; identify additional assistance as needed	Continue support	Continue support	TBD	Easy to continue communications and offer support	Low effectiveness related to specific action	High
4. Develop special events initiative. In conjunction with Parks and Recreation Department, refine project scope and select consultant/promoter to prepare program and identify funding opportunities.	Contract with promoter to develop program and identify funding sources	Implement recommendations	Continue implementation	\$15,000 for initial contract	Easy to explore special events for the area	Highly effective in bringing new visitors and residents to the area	High
5. Develop operating budget and implementation strategy for RV parking during non-peak season. Program to include public outreach and explore requirements from Coastal Commission.	Develop program; obtain Council approval; identify funding sources	Install utility improvements	Manage leasing	\$800,000 initial cost	Difficult based on uncertainty related to acceptance by community and Coastal Commission	Highly effective in bringing new visitors and additional revenue to the area	High
6. Consider development of Palm Street parking lot for mixed-used project. As appropriate, obtain City Council approval to proceed with solicitation of a developer for the property.	Review ExplorOcean plans prior to determination to market site		Market site for development	None	Difficult due to entitlement process	Highly effective in creating a catalyst project for revitalization	Low
7. Allocate additional funding to Balboa Village BID. Develop marketing strategies with input from BID and visit Newport Beach; and monitor implementation.	Approve with annual renewal				Medium based on need to reallocate funding from other sources	Highly effective in bringing additional funding to the area which could be used for marketing and street	High
8. Modify boundaries of Balboa Village BID to delete area from Adams to Coronado Streets. Requires ordinance to be approved by City Council.	Approve with annual renewal			None	Easy to implement	Low effectiveness in creating revitalization of the area	Low

(1) Does not include staff costs

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Parking							
<p>1. Remove time limits for all metered spaces; implement demand based pricing for all public parking.</p> <p>Determine appropriate pricing limits for Ordinance adoption by City Council required. Amendment of existing contract with CPS (meter enforcement) required. Ongoing monitoring required to ensure rates are appropriate.</p>	CPS to implement once ordinance and contract amendment are completed			TBD if install wireless meters	Easy to implement once City Council direction provided	Highly effective in encouraging long term visitors to park in beach parking lot	High
<p>2. Establish a commercial parking benefits district to create permanent, ongoing revenue source.</p>	Establish legal means to create; determine Council policy on revenue source	Set aside revenues for eligible activities.		TBD	Moderate based on the need to reallocate funds	High - Additional funds could be used for revitalization projects	High
<p>3. Establish a residential parking permit program.</p> <p>Program development will require public participation and adoption of an ordinance by City Council. Additional surveys may be required by Coastal Commission to justify need and verify the program would not impact Coastal access. A Coastal Development Permit will also be required.</p>	Develop program, conduct public outreach, prepare Coastal Commission application, and conduct additional surveys if required by Coastal Commission	Implement program		TBD	Difficult based on potential concerns from affected residents and the need to obtain approval from the Coastal Commission	Highly effective in encouraging visitors to utilize available public parking lots, rather than impact residential streets	High
<p>4. Establish employee parking permit program.</p> <p>Survey all businesses, develop program, program approval requires City Council approval of a Resolution.</p>	Develop program	Implement upon City Council approval		None	Medium based on uncertainty of Coastal Commission	Moderately effective - Permits will encourage employees to park in	High
<p>5. Develop coordinated wayfinding sign program.</p> <p>Retain designer, prepare sign program, obtain City Council approval of conceptual plan.</p>	Incorporate with streetscape plan			\$15-20,000 initial contract	Medium based on need to coordinate existing signs	Medium effectiveness - Signage directing visitors to parking areas already exists	Medium
<p>6. Identify and implement targeted improvements to bicycle and pedestrian facilities.</p> <p>Retain designer, prepare plans for identified improvements, perform outreach to community, obtain City Council approval of plans, obtain CDP.</p>	Identify in streetscape plan	Process entitlements	Implement as funds permit	TBD	Difficult because of the type of improvements which would encourage additional walking and biking has not been	Low - The area already provides opportunities for biking and walking	Low
Planning/Zoning							
<p>1. Eliminate parking requirements for new commercial development and intensification of use applications.</p> <p>Incorporate within Local Coastal Plan.</p>					Medium based on uncertainty of acceptance by the	Highly effective to encourage revitalization; provides flexibility for new	High

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Recommended Strategy	Year 1	Year 2	Year 3-5	Estimated Cost (1)	Ease of Implementation	Level of Effectiveness	Priority
2. Eliminate in-lieu parking fee permanently, including current payees. City Council adoption of ordinance is required. Should be implemented with other parking management strategies.	Action taken by City Council			Loss of \$13,500/year if only Balboa Village	Easy to implement on the basis that the program is outdated and does not generate significant funding	Low - As a stand alone program elimination of the fee would have no affect on managing parking	High
3. Evaluate changes to determine impact on new investment in Balboa Village. Determine and measure applicable benchmarks prior to actions. Measure and compare benchmarks on a periodic basis.	Identify and measure appropriate benchmarks	Measure and compare benchmarks	Review program changes	None	Easy to implement. Significant benchmarks will be obvious, new uses, redevelopment, façade improvements	Low - Monitoring alone will not directly result in revitalization of the area	Low
4. Pursue adoption of Local Coastal Plan. Prepare draft Implementation Plan (IP), public outreach, Planning Commission review, City Council adoption of IP by Ordinance, Certification by Coastal Commission required, City Council considers and potentially adopts Coastal Commission suggested modifications (if any).		Draft LCP for public review	Adopted LCP by Council/Coastal	\$150,000 for consultant services to prepare LCP	Difficult - Acquiring a certified LCP will be a challenging and lengthy process	Highly effective in shortening the entitlement process	High
5. Continue focused code enforcement efforts.	Ongoing	Ongoing	Ongoing		Medium	High	High
Public Streetscape							
1. Develop conceptual streetscape and public signage plan. Staff to evaluate areas for improvement prior to directing preparation of plans for signage or street scape improvements. Consider consistency with existing wayfinding program. Include Boardwalk in plan.	Hire architect to prepare plan	Implement plan as funds are available		\$15-20,000 initial contract	Medium based on need to create plan	Highly effective in creating new aesthetic improvements to the area	High
2. Assume maintenance of boardwalk area. Gain acceptance from property owners. Maintenance would include steamcleaning sidewalk installation of new furniture upon completion of streetscape plan.	Begin regular cleaning	Ongoing	Ongoing	\$15,000/year	Easy to implement	Highly effective in immediate improvement of the area	High
Administrative Recommendation							
1. Create a governance structure to ensure implementation plan recommendations are executed in a timely fashion	Determine governance structure and establish work plan.	Ongoing review	Ongoing review		Easy once policy direction provided	Highly effective to ensure progress	High

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