



CITY OF NEWPORT BEACH

Citizen Advisory Panel Meeting

Balboa Village

AGENDA

Newport Beach City Hall, Council Chambers
3300 Newport Boulevard
Tuesday, November 15, 2011 -- 4:00 p.m. to 6:00 p.m.

Committee Members:

Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

Staff Members:

Mayor Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CDD Director
Jim Campbell, Principal Planner
Steve Badum, Public Works Director
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

**"Balboa Village...a unique destination between the bay and sea
where history meets the excitement of the future"**

1. **Call Meeting to Order**
2. **Roll Call**
3. **Approval of Minutes** – October 26, 2011 (*Attachment 1*) and November 3, 2011 (*Attachment 2*)
4. **Current Business**
 - a. Confirmation of 2012 Meeting Dates (*Attachment 3*)
 - b. Discussion of Brand Promise for Balboa Village – Cindy Nelson and Gary Sherwin, Visit Newport Beach
 - c. Discussion of Public Safety Issues– Dale Johnson, Police Captain
 - d. Discussion of Code Enforcement Issues – Matt Cosylyon, Code Enforcement Supervisor
 - e. Introduction of Parking Management Plan Approach – Cindy Nelson and Brian Canepa, Nelson Nygaard
5. **Public Comment**
6. **Next Meetings** – Tuesday, December 20, 2011, 4:00 p.m. - 5:30 p.m.
7. **Adjournment**

This meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the agenda be posted at least seventy-two (72) hours in advance of each meeting and that the public be allowed to comment on agenda items before the committee and items not on the agenda but are within the subject matter jurisdiction of the Citizen Advisory Panel. Public comments are generally limited to either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or cityclerk@newportbeachca.gov).

ATTACHMENT 1



DRAFT

**CITY OF NEWPORT BEACH
Citizen Advisory Panel Meeting
Balboa Village**

MINUTES

**Newport Harbor Nautical Museum
600 East Bay Avenue
Wednesday, October 26, 2011
4:00 p.m. to 5:30 p.m.**

Mayor Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Steve Badum, Public Works Director
Jim Campbell, Principal Planner
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

Committee Members:
Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

The meeting was called to order at 4:05 p.m. All Committee Members were present.

1. Welcome and Introductions – Cindy Nelson

2. Approval of September 22, 2011, minutes (*Attachment 1*)

The meeting minutes from the September 22, 2011, meeting were approved by a 5 yes to 0 no vote, with one change to the spelling of Mark Hoover's name.

3. Review of Project Milestones and Schedule (*Attachment 2*)

Committee Member Rodheim stated that he does not want the committee to end up with just another document at the end of this process. He emphasized the need to focus on visioning, parking, architecture, and code enforcement.

Cindy Nelson discussed the end goal of creating an implementation plan. She also mentioned the upcoming meeting with staff and the commercial property owners within Balboa Village. After expressed interest by some of the people present, it was decided to make the property owner meeting an additional CAP meeting for Balboa Village. All committee members and public are welcome to attend.

Ms. Nelson confirmed that there will be a meeting in December (previously considered going "dark") and that the committee should be caught up on the schedule by then. The economic consultant will have information for the CAP at upcoming meetings.

4. Final Vision Statement – Cindy Nelson

Balboa Village – "A unique destination between the bay and the sea where history meets the excitement of the future."

Committee Member Rodheim read an email that he received with a suggestion for a vision statement. The committee briefly discussed it and decided to use the previously agreed upon vision statement.

5. Review of Project 2000 Recommendations

a. Overview – Cindy Nelson

Cindy Nelson summarized the Project 2000 recommendations and introduced the topic of what has been accomplished since the vision was done.

b. Planning Recommendations – Jim Campbell

Jim Campbell summarized the recommendations and some of the improvements including the street improvements, lighting, sign design guidelines, design guidelines for redevelopment and new construction, entry monument sign, parking, and zoning and land use changes.

Members of the public expressed concern over some of the land use changes and also suggested undergrounding utilities and allowing for more mixed use development.

c. Public Works/Infrastructure Recommendations – Steve Badum

Steve Badum summarized some of the public improvements that were accomplished from the Project 2000 recommendations, including street and sidewalk improvements. He discussed the three phases of the project, the pedestrian oriented design, and Washington Street restrooms. He also mentioned why some of the recommendations were not carried out, such as traffic and parking concerns and conflicting interests with widening sidewalks versus keeping street parking spaces.

Committee Member Rodheim stated that he thinks the City has done its share and now property owners need to do their part.

Mayor Henn mentioned a previous group effort done with private donations to fund additional trees on the peninsula.

6. Priority Goals/Objectives of CAP

a. Appearance

- i. Public areas
- ii. Private building maintenance

b. Parking

- i. Long term (beach) vs. short term
- ii. Enforcement
- iii. Resident permits
- iv. Revenues back to BV

c. Economics

- i. Retail demand analysis

d. Societal

- i. Differing views on future – consensus unlikely

e. Public/Private Stimulus

- i. Balboa Theater
- ii. ExplorOcean
- iii. Commitment to arts/education

f. Natural Hazards

- i. Raising sea walls to protect peninsula
- ii. Some areas have flooded during high tide, including Cypress Street and Island Avenue. Steve Badum will look into this.

g. Other Thoughts

- i. Additional public improvements
- ii. Streetscape design “theme”

- iii. Building design/signage design “theme”
- iv. Code enforcement policy/code changes

h. Discussion

In regards to design guidelines, Cindy Nelson discussed a streetscape design theme and a building design theme.

Mayor Henn compared this to Lido Village design guidelines, which are more comprehensive and regulatory. He further mentioned the active redevelopment in the Lido area.

Committee Member Rodheim stated that the major tenants in Balboa Village all have different design themes and posed if it was even worth the discussion with such differing architectural styles (Balboa Inn, Balboa Theater, Pavilion, and ExplorOcean).

Jim Campbell said that the Balboa Theater was approved consistent with the existing design guidelines, but ExplorOcean has not yet been reviewed by staff.

Members of the public commented that property owners will not redevelop unless mandated or provided a financial incentive and that guidelines need to be implemented for large projects.

Committee Member Rodheim suggested having different design options for new projects.

Committee Member Hoover continued that a project should fit into one of the approved options and not be on the edge of the guidelines.

Committee Member Pasquale discussed general guidelines versus a theme.

A member of the public noted that painted signs are not allowed yet the city is not able to regulate painting the exterior of buildings.

Committee Members Pasquale and Smith will meet to go over guidelines with Dennis Borowsky (resident).

A member of the public suggested regulated design in other ways, such as landscaping and paint color with palette options.

Committee Member Stratton said we need to incentivize people to do improvements.

- 7. City website – <http://www.newportbeachca.gov/index.aspx?page=1959>

8. Public Comment & Roundtable Discussion

Ms. Nelson mentioned the Westways AAA magazine that highlighted the Balboa Peninsula. The discussion topics included parking and transportation management and traffic circulation during busy summer weekends and other heavily impacted times.

Tony Brine, City Traffic Engineer, stated that the City has synchronized the traffic signals and there has been a significant improvement on the peninsula. There is a signal that the City is working with Caltrans on to synchronize as well.

Members of the public commented that the two hour time limit for parking does not resolve the resident parking issues. Residents, fishermen, whale watchers, boat owners, caregivers/service workers, and beach goers are all groups who come to the area and need to park. The idea of incentives and loans to property owners was also discussed.

- 9. Next Meeting –Tuesday, November 15, 2011, 4:00 pm – 6:00 pm

- 10. Adjournment - The meeting was adjourned at 5:30 p.m.

ATTACHMENT 2



DRAFT

**CITY OF NEWPORT BEACH
Citizen Advisory Panel Meeting
Balboa Village**

MINUTES

**City Hall Council Chamber
3300 Newport Boulevard
Thursday, November 3, 2011
8:00 a.m. to 9:00 a.m.**

Mayor Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Steve Badum, Public Works Director
Jim Campbell, Principal Planner
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

Committee Members:
Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

The meeting was called to order at 8:05 a.m. All Committee Members were present, except for Terri Pasquale.

1. Welcome and Introductions - Cindy Nelson

Ms. Nelson gave an overview of the Neighborhood Revitalization Committee (NRC) and the Citizen Advisory Panels (CAP). She continued with a discussion of the Balboa Village meetings to date, the vision statement, the economic consultant, and a discussion of the history and landmarks in the area.

2. Overview of Balboa Village Revitalization Efforts - Cindy Nelson

Ms. Nelson summarized the improvements done within the last 10-15 years, including the City parking lot, landscaping, and street/sidewalk improvements. A goal with these efforts is to have the City work with property owners to create an environment where the businesses can thrive. The end result of will be an implementation strategy with action items.

3. Comments from Property Owners

A few property owners spoke at the meeting and the comments are listed below:

- Property owners of rental properties just want the rent money
- Would like to see something different done with the area
- The visitors to the area are not spending a lot of money
- The area needs something like a high-rise hotel to keep people in the area.
- There is a dichotomy with some people wanting change and the others wanting the area to remain as is.
- We need to draw people to the area

- We should not get rid of uses without having a replacement lined up, such as the carousel in the Fun Zone.
- We cannot just focus on vacationing patrons; we need businesses for the residents.
- Adults do not want to raise children in this area nor have roommates, so we need smaller units available year-round. Specifically, we need fewer 2 and 3 bedroom apartments and more 1 bedroom and studio apartments, which would help with the need for more full time residents.

4. Public Comments

- Need for an Ace Hardware or something similar in the area that would sell to both to locals and tourists, more so to each depending on the season, similar to the one in Corona del Mar.
- Ms. Nelson stated that we need to incentivize the property owners to improve the storefronts (cleaning up, painting, putting up new signage, etc.). She continued by stating the need to have residents and visitors support the commercial properties.
- The property owners have no financial incentives to clean up the properties if they cannot collect a higher rent.
- Businesses often come and go, but employees want steady work. The businesses have seasonal businesses. The Fun Zone brings families to the area.
- We need a collective effort with the entire community. Capital Investment needed in this area by both public and private sources.
- We need more destinations that people can go to regularly. The Fun Zone is fun, but how often can one visit it? Restaurants are a good draw.
- Committee Member Rodheim stated that we need to work together. We need the property owners to participate, and then the property values will rise.
- Ms. Nelson commented that we need to start a dialog with the property owners and spread the word.
- Mayor Henn stated the purpose of this meeting was to elicit comments.
- The telephone company should be pressured into cleaning up because they are a public company.
- Mayor Henn said that the City will meet with the property owners of the ATT telephone building.
- Ms. Nelson mentioned that Code Enforcement will be at the next CAP meeting.
- Committee Member Rodheim confirmed that Brenda Wisneski and Cindy Nelson will work with ATT. Also, if they no longer need the building they should donate it to the City.
- Rita Stenlund announced that the preview center for ExplorOcean is open and the Museum wants feedback. They will be starting an ambitious public outreach campaign soon.
- We need a draw to the area to bring about other businesses, such as the businesses that popped up near train stations when the Redline was constructed in Los Angeles.
- In October 2012, the Balboa Theater will hold a beach festival, which will be an opportunity for business owners.
- Committee Member Smith said that we need a system where people can contact someone. Ms. Nelson will send out staff's contact information to the CAP distribution list.

- The idea of a redevelopment area was mentioned, but that requires findings for blight, and this area may not qualify. Furthermore, redevelopment areas are going away.
 - A resident spoke in favor of saving the Fun Zone and in opposition to ExplorOcean. The OC Westways AAA magazine with the Fun Zone on the cover was mentioned. The ExplorOcean is more of a theme park than a museum and will create a traffic problem.
 - Question the value of ExplorOcean as a source of being an economic engine for the area.
 - We need resident-serving and seasonal businesses. It would be best to find someone established in the community to open a second location, such as Ace Hardware or Gary's Deli.
 - We need to work on the parking requirement because lack of one parking space ruined a proposed mixed use project.
 - We need to work with the Business Improvement District and community associations.
 - We need a historic preservation consultant (there will be one brought on board).
 - This area needs more people / more bodies as tourist and as residents.
 - Need for a local market in the area, similar to the one on Balboa Island.
 - Possible expansion of the Fun Zone, but with more modern elements / games, interactive education that mix the old with the new etc.
 - We need to get the Theater open soon, to add more restaurants, have a better mix of shops, and less shop turnover.
 - Need to find a way to get the other property owners who did not attend this morning to participate in future meetings.
5. City website – <http://www.newportbeachca.gov/index.aspx?page=1959>
 6. Next Steps

Ms. Nelson summarized the next steps and announced the next meeting on November 15, 2011.

ATTACHMENT 3

Balboa Village Citizen Advisory Panel 2012 Meeting Date Schedule (January-June)

The location for each meeting will be confirmed at a later date.

The meetings will be held from 4:00 p.m.-5:30 p.m.

Tuesday, January 17, 2012

Tuesday, February 21, 2012

Tuesday, March 20, 2012

Tuesday, April 17, 2012

Tuesday, May 15, 2012

Tuesday, June 19, 2012