



CITY OF NEWPORT BEACH
Citizen Advisory Panel Meeting
Lido Village Design Guidelines

AGENDA

Newport Beach OASIS Senior Center, Room 4
801 Narcissus Avenue, Newport Beach
Thursday, October 27, 2011
4:00 p.m. to 5:30 p.m.

Rush Hill, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
David Keely, Senior Civil Engineer
Jim Campbell, Principal Planner
Jaime Murillo, Associate Planner
Todd Larner, Project Consultant
Timothy Collins, Project Consultant
Cindy Nelson, Project Consultant

Committee Members:

Craig Batley
Roberta Buchanan
Bill Dunlap
Hugh Helm
Richard Luehrs
George Schroeder

1. Approval of October 6, 2011, meeting minutes (*Attachment 1*)
2. Update from October, 20, 2011, Planning Commission
3. Design Guidelines- Final Recommendations from CAP
 - a. Study Areas
 - b. Architectural Styles
 - c. Enforceability and Incentives
 - d. Plant Materials/Palette
 - e. Pedestrian Accessibility
 - f. Revised Images/Public Landscape
4. Slogan Determination
5. Public Comment and Roundtable Discussion
6. Next Steps
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 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 LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3276 OR MGOODWIN@NEWPORTBEACHCA.GOV).

ATTACHMENT 1



CITY OF NEWPORT BEACH Citizen Advisory Panel Meeting Lido Village Design Guidelines

Meeting Minutes

**3700 Newport Blvd., Suite 101
Newport Beach, CA
Thursday, October 10, 2011
5:00 p.m. to 6:00 p.m.**

Rush Hill, Council Member Liaison
Kimberly Brandt, Community Development Director (absent)
David Keely, Senior Civil Engineer
Jim Campbell, Principal Planner
Jaime Murillo, Associate Planner
Todd Larner, Project Consultant
Timothy Collins, Project Consultant

Committee Members:
Craig Batley
Roberta Buchanan
Bill Dunlap
Hugh Helm
Richard Luehrs
George Schroeder

The meeting was called to order at 5:10PM.

All committee members were present. Committee members, consultants and staff were introduced. The following items were discussed:

1. Approval of September 1, 2011, meeting minutes

Roberta Buchanan, Committee Member, suggested revisions to Item 6 of the draft meeting minutes. She clarified that there was a general consensus that a “Mid-Century Modern” architectural style was not desirable, but “Modern” was acceptable when combined with other elements. All committee members consented and the September 1, 2011, meeting minutes were approved as modified.

2. Revised Schedule for Adoption of Design Guidelines

Tim Collins, project consultant, explained that the 90% Draft version of the Design Guidelines are available for public review and copies were distributed at the Community Open House preceding the Citizens Advisory Panel (CAP) meeting. The document is also

available on the City website, as well as all other documents associated with development of the Design Guidelines.

Tim Collins and Jim Campbell, Principal Planner, outlined the following schedule of public meetings related to the adoption of the Design Guidelines:

- 10/13/11- Neighborhood Revitalization Committee
- 10/20/11- Planning Commission
- 11/10/11- Ad-Hoc Neighborhood Revitalization Committee
- 12/13/11- City Council

Mayor Michael Henn explained the structure and purpose of the Neighborhood Revitalization Committee (NRC). Mayor Henn explained that the NRC has identified the need for revitalization and established this CAP to guide and implement the revitalization strategy for the Lido Village area, and encouraging public input early in the process. The NRC will ultimately make the final recommendation to the City Council. Tim Collins clarified that a revised draft of the Design Guidelines incorporating changes to the draft as a result of the public participation process will be available by the 11/10/11 NRC meeting.

3. Development of Slogan

Todd Lerner of William Hezmalhalch Architects explained that the intent of creating a slogan for this project is to create a brand identity for the area. He noted that several slogan ideas have been submitted, but that additional input and ideas are needed. In response to questions from the public, Todd Lerner explained that the slogan will be utilized as a marketing strategy to help keep a buzz for the area. Mayor Henn noted that the Balboa Village CAP is also developing a “Tag Line” for their project, similar to a slogan.

George Schroeder, Committee Member, expressed some concern with creating a slogan that may be outdated in the future and recommended that “Lido Village” alone should be the slogan. A member of the public commented that the area doesn’t need a slogan.

4. Public Comment and Roundtable Discussion

Committee members provided the following general comments regarding the 90% Draft Design Guidelines:

- Craig Batley stated that Lido Village is a good name for the area and that a slogan is not needed. He also commented that Maritime architectural styles should be emphasized.
- Roberta Buchanan complemented the consultants on preparing the 90% Draft Design Guidelines and believed the document was very comprehensive and that the landscaping component will help tie all other elements together. She recommended a lighting hierarchy and a need for lighting standards for private developments. She also recommended the pedestrian circulation and views discussion be expanded and that incentives for parking should be included.
- Bill Dunlap noted that the Design Guidelines should be open to modern styles, and that the selected architectural styles of Santa Barbara and Maritime should be tied into such modern designs. He expressed that pedestrian connectivity and parking is a concern, and that maintaining access to and views of the water are important.
- Hugh Helm stated that Lido Village is the current name of the area and that it should remain. He recognized it may take some time for revitalization to occur, but that it is important to develop these Design Guidelines correctly now to guide future development. He complemented the consultants on the preparation of the current draft.
- Richard Luehrs noted that the discussion related to edges and corridors should be clarified and made more concise. He also stated that the public should understand the challenges with redeveloping property when the underlying property owners are located outside the community.
- George Schroeder stated that area should be named “Lido Marina Village” since there is a marina in the area. He also stated that the Design Guidelines will provide the area a better sense of place through consistent landscaping, street lighting, receptacles, benches, and other improvements. During the open house, he noted members of the public generally disliked the sail features, but believed they should be given more thought. He supports the project and stated that the Design Guidelines were well prepared.

Prior to taking questions from the public, Tim Collins introduced Don Howard representing the Fritz Duda Company. Mr. Howard thanked the public for their continued patronage of Via Lido Plaza and noted that they are in the process of securing a tenant for the vacant grocery store building. He mentioned that the Design Guidelines will be used to guide their future redevelopment of the Lido Plaza shopping center and that it is essential for the City to implement the public improvements component.

Tim Collins invited members of the public to ask questions and requested that the questions be focused on the Design Guidelines and clarified that comments will be used to refine the next draft of the Design Guidelines. The following general questions and comments were made:

- Parking and pedestrian circulation needs to be emphasized.
- Pedestrian safety should be improved and sidewalks widened along Via Lido.
- Mid-Century Modern architecture is not desired and the existing Griffith Building should be re-skinned.
- Several comments were made objecting to the selection of Santa Barbara style architecture. Instead of referencing Santa Barbara, comments we made that we should refer to Mediterranean. Some comments suggested that the guidelines only focus on nautical themes.
- Concerns were raised that the Design Guidelines are too thematic, only allows for two styles, and won't allow for enough diversity. Hugh Helm, Committee Member, stated that we don't want cookie cutter designs and that we need diversity; however, the Design Guidelines need to provide for unification and a sense of place. Bill Dunlap, Committee Member, mentioned that designs should be reminiscent of the selected styles but incorporate modern accents and materials.
- A comment was made opposing the conceptual pedestrian bridge connecting Mariner's Mile. Tim Collins clarified that was outside the purview of the Design Guidelines but that feature was one of the most liked features in the January 2011, Conceptual Plan for the area.
- A question was asked if there would be a design review board. Jim Campbell answered that has not been decided yet, but the City currently has a process in place to would ensure compliance. The Zoning Code will require that these Design Guidelines be implemented with any new development project. The City Council will determine whether the redevelopment of the City Hall site complies with the guidelines. For larger private development projects, the Planning Commission will be the review authority and for smaller projects, the Community Development Director would be the review authority.

The meeting was adjourned at 6:30PM.