



CITY OF NEWPORT BEACH
Citizen Advisory Panel Meeting
Balboa Village

AGENDA

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

1. Welcome and Introductions – Cindy Nelson
2. Approval of September 22, 2011, minutes (*Attachment 1*)
3. Review of Project Milestones and Schedule (*Attachment 2*)
4. Final Vision Statement – Cindy Nelson
5. Review of Project 2000 Recommendations
 - a. Overview – Cindy Nelson
 - b. Planning Recommendations – Jim Campbell (*Attachment 3*)
 - c. Public Works/Infrastructure Recommendations – Steve Badum
6. Priority Goals/Objectives of CAP
7. City website – <http://www.newportbeachca.gov/index.aspx?page=1959>
8. Public Comment & Roundtable Discussion
9. Next Meeting –Tuesday, November 15, 2011, 4:00 pm – 5:30 pm
10. 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



D R A F T

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

Minutes

**Newport Harbor Nautical Museum
600 East Bay Avenue
Thursday, September 22, 2011
4:00 p.m. to 5:30 p.m.**

Mayor Michael Henn, Council Member Liaison
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Committee Members:
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1. Welcome and Introductions – Cindy Nelson
2. Approval of August 23, 2011 meeting minutes (*Attachment 1*)

The meeting minutes from the August 23, 2011, meeting were approved as presented by a 3 yes to 0 no vote.

Committee Member Hoover arrived at 4:07 p.m.

Committee Member Rodheim arrived at 4:15 p.m.

3. Update on Nautical Museum - Rita Stenlund

Rita Stenlund, Executive Director of the Newport Harbor Nautical Museum, provided an update on the future plans for the museum. She invited everyone to a planned open house to be held on October 23rd where the Newport Harbor Nautical Museum will unveil its new vision called “ExplorOcean.” The planned facility will include the museum exhibits but the new facility will include enhanced cultural, educational and entertainment programming. They plan an interactive theater, concessions or dining and fun filled attractions for kids (including some free attractions). A preview center will open to the public the day after the open house where the plans and programming will be available to the public.

4. Update on Balboa Theater - Craig Smith

Craig Smith provided an update on future plans for the Balboa Theater. He began with a brief outline of the history of the theater. He noted that the City purchased the property

in the 90s and leases the property to the Foundation. He indicated that it is the Foundations vision to reconstruct the theater to provide a 300-seat flexible venue for performing arts and community events including dance, drama, music, films, lectures, etc. The Foundation will be hiring a professional operator in the near future to plan and operate the theater. They plan a collaboration with the Newport Beach Film Festival and ExplorOcean. The project has received approval from the City and the Coastal Commission. A building permit has been filed and is ready to be issued. The Foundation is in the middle of a fundraising effort and they need approximately \$4 million to begin construction.

5. Vision and Brand for Balboa Village - Cindy Nelson

Cindy Nelson presented an overview of the results of the visioning exercise conducted at the prior meeting. From the exercise, three vision statements were presented for discussion.

“Balboa Village...A fun and unique waterfront destination where the old and new blend to offer enjoyable cultural, dining and shopping experiences.”

“Balboa Village...A unique place between the bay and the sea where history meets the fun of the future.”

“Balboa Village...A fun and unique place between the bay and the sea with enjoyable cultural, dining and shopping experiences.”

Committee Member Rodheim expressed support for the third statement.

Committee Member Hoover expressed a desire include a reference to a “jewel.”

Committee Member Stratton indicated the vision statement should reflect reality that Balboa Village is not just a family friendly place; it is more than that with its bars, etc. He also expressed support for a reference to a “jewel.”

Committee Member Rodheim stated that the village has an identity issue. When you think of Balboa, most people think of Balboa Island and any vision or brand statement needs to include a distinction setting Balboa Village apart from Balboa Island.

A general discussion ensued and Cindy Nelson read several revised draft statements.

Committee decided to allow Committee Members Rodheim and Stratton work with staff to come up with draft vision statement.

6. Review of Project 2000 Recommendations - Cindy Nelson

Cindy Nelson indicated that the recommendations from the Project 2000 report remain largely applicable today and that we would be discussing them in more depth at the next meeting

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

8. Public Comment & Roundtable Discussion

The topic of a walking tour of the village was discussed and interested parties were encouraged to contact staff.

Carol McDermott indicated that the Planning Commission approved a proposal to use the building at the southwest corner of Balboa Boulevard and Palm Street as a restaurant. The vacant art-deco building was once a restaurant before it was occupied by an art gallery. She noted her desire to support a proposed restaurant. The proposal is on appeal to the City Council with a hearing scheduled in the near future. She expressed the opinion that the project is consistent with the goal to revitalize the area and she expressed a willingness to educate anyone about the merits of the proposal.

9. Next Meeting –Wednesday, October 26, 2011, 4:00 p.m. – 5:30 p.m.

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

ATTACHMENT 2

Balboa Village Citizen Advisory Panel

Project Milestones and Schedule

August CAP Meeting

- Discuss background documents and economic study as framework
- Vision clarification
- Review of milestones and schedule

September CAP Meeting

- Update on Balboa Theater and Nautical Museum
- Refine vision, discuss brand identity
- Detailed review of Project 2000 recommendations/actions to date
- Identification of new key goals and objectives (short to mid-term)

October CAP Meeting

- Review of City and neighborhood parking studies to date
- Overview/Discussion of Parking Management District Options
- Refinement of objectives

November CAP Meeting

- Discussion of preliminary work performed by economic consultant
- Continued discussion on parking management options

December CAP Meeting

- “Dark” pending final report from economic consultant before proceeding with more specific recommendations by CAP; or use the time to discuss parking issues further if needed.

January 2012 CAP Meeting

- Presentation by economic consultant on findings/recommendations
- Begin identifying action plan to move forward with specific recommendations of consultant

February 2012 CAP Meeting

- Finalize action plan for Neighborhood Revitalization Committee consideration

March 2012 CAP Meeting

- Develop final recommendations to Neighborhood Revitalization Committee re: parking management plan

April 2012

- Neighborhood Revitalization Committee considers CAP recommendations

May 2012

- City Council considers NRC recommendations

ATTACHMENT 3

Project 2000, A Planning Vision for the Balboa Peninsula, Newport Beach, California

Balboa Peninsula Planning Advisory Committee Recommendations

Progress Report focusing on Balboa Village

Peninsula Wide Recommendations

- I. Community Image – commit to City Planning and Enforcement policies that stand for the following objectives.
 - A. A quality community...
 - B. A quality destination...
 - C. A place where business owners provide quality goods and services...
 - D. A place where quality hospitality is assured...
 - E. A community where there is a zero tolerance policy for pollution or activities that impact the environment and reputation...
 - F. A place that takes pride in and protects heritage of sailing, boating and water sports recreation.

The City remains committed to these objectives through its infrastructure planning, development review, policing/enforcement activities, and economic development policy.

- II. Revise and Beautify Newport and Balboa Boulevards by realigning and designing attractive median landscaping

- A. Eliminate one-way only on Newport Boulevard from 30th to 26th

Examined by Public Works Department and change considered economically infeasible due to the excessive right of way costs.

- B. Provide an attractive realignment of mix-master including a monument or fountain

An operational analysis of the mix-master intersection was conducted by Parsons Transportation Group in 2000 at the request of the City. The results indicated that the existing configuration is optimal and there was no analysis of aesthetic enhancements . Landscaping or a monument or fountain would need to be designed to avoid impeding necessary vehicle site distances for safety.

- C. Reduce center divider parking between McFadden Square and Alvarado Street and replace with planting – expand parking in Lido and McFadden Square

Implementation anticipated expanded parking in Lido Village and Cannery Village on private property and in combination with vacated streets. Additionally it anticipated the reconfiguration of the mix-master with a round-a-bout to expand parking in McFadden Square. Feasibility studies for the creation of expanded public

parking in Lido and Cannery Village has not been accomplished. The operational analysis of the mix-master concluded that it operates optimally and that a round-a-bout would not be as efficient for traffic circulation and it would not create additional parking as hoped. Eliminating public parking along Balboa Boulevard would be viewed as an impact to public access by the Coastal Commission without the provision of parking to off-set the loss in the same area. Alternative transportation may be an off-set to reduced parking; however, this recommendation may not be appropriate to pursue today given changes in the community since the Project 2000 report was created and with the Marina park project planned for construction in the near future.

D. Underground utilities

Currently we have 15 assessment districts completed, 3 approved, 1 proposed, 4 inactive and 1 failed within the Balboa Peninsula area. Additional information is provided at City's website. <http://www.newportbeachca.gov/index.aspx?page=1171> .

E. Provide widened sidewalks and bike lanes on Balboa Boulevard

Currently portions of the Balboa Boulevard have bike lanes and wide sidewalk, however, at this time there are no plans to add addition bike lanes and widen sidewalks on the remainder of Balboa Boulevard due to the cost of addition right of way needed and removal of parking. Examined by Public Works Department and change not considered feasible.

F. Create "Balboa Peninsula" entry monuments at Balboa/Coast Highway and on Newport Boulevard.

The establishment of an entry monument at the intersection of Coast Highway and Balboa Boulevard has not be accomplished. The City has constructed a large "Balboa Peninsula" entry monument on Newport Boulevard just north of Finley Avenue and south of Short Street.



III. Parking and Transportation Management

- A. Inventory current capacity and utilization by user

Inventory and utilization for many areas including Balboa Village accomplished (Walker Parking study).

- B. Resident preferred parking zones

Not accomplished.

- C. Time and cost management programs to ensure rotation and availability for business

Many meters replaced in 2011, and fees in certain areas have been increased. Needs further study.

- D. Strict enforcement of time limits

City contracted with Central Parking in 2011, and further study would be needed.

- E. Consider off-peninsula parking programs with shuttles

The General Plan Circulation Element Policy C1.2.2 encourages remote visitor parking and shuttle service. Coastal Land Use Plan Policy 2.9.1-7 requires a study of alternative transportation funding mechanisms including shuttles in conjunction with the preparation of the LCP Implementation Plan. To date, no formal study has been prepared.

- F. Recast regulations and consolidate parking districts and meter zones and assign revenues for needed infrastructure

Studied in 2010, and staff presented recommendations to the City Council at a study session. Further study and refinement of the recommendations was requested.

- G. Seek a trolley shuttle (land and water)

Not directly studied, but a recent attempt 2006 by OC Cruiser, to establish regular small bus routes on the peninsula was unsuccessful and now they operate strictly as a vehicle for hire service. A water taxi working group of the Economic Development Committee was created. Although a water taxi is encouraged, a monetary subsidy would likely be necessary to make the venture economically viable.

IV. Recreation and Hospitality

- A. Las Arenas and Marina Park

Marina Park project pending Coastal Commission permitting.

- B. McFadden Square

ETCO mixed-use project approved and awaiting building permit issuance upon the applicant securing construction financing. The project does not include visitor

accommodations, but short-term vessel berthing is provided within a new marina configuration.

C. Lido Village

Revitalization and City Hall reuse is the subject of the 2011 Concept Plan and pending design guidelines.

D. Visitor hospitality - perform annual inspections and monitor standards to assure quality

Program not developed.

V. Planning and Economic Policy

A. Planning

1. Physical and environmental limits

Continuous effort.

2. Redevelop blighted commercial properties

Encouraged when property owner anticipates improvements. Recent projects include: Redevelopment/expansion of Balboa Inn south of the boardwalk, new artist studio at 605 E. Balboa, Sanitation District pump station, and two duplexes under construction at 505-507 E. Bay Avenue.

3. Consider establishment of redevelopment Project Area

Area would not qualify.

4. Update the Local Coastal Program and get certified

Coastal Land Use Plan certified in 2005 with a major update to implement the 2006 General Plan update certified in 2009. Implementation plan under preparation.

5. Conform Specific Plans – modify existing specific area plans to conform to the Project 2000 plan

Specific Plans were not modified and both specific area plans were replaced by the Comprehensive Update of the Zoning Code in late 2010.

6. Respect permanent resident uses by adopting standards for short-term rentals

Short Term lodging prohibited in single family areas in 2004.

7. Hospitality zones – provide incentives

Not accomplished

8. Land use regulations – adopt balanced regulations to promote quality and eliminate incompatible uses

Zoning Code update of 2010, provides mixed-use standards and eliminates commercial uses in residential areas. Several properties on the fringe of the commercial core changed to residential uses.

9. Improve quality tenant mix
Specific program not developed.
10. Bed and Breakfast zones
Program not developed.

B. Economic Policy

1. Increase revenue and allocate costs
 - a. Parking management
2011 meter changes may increase revenue. Palm Street lot expanded in 2010, revenues are expected. Modified parking rates and time management studied in 2010, and staff presented recommendations to the City Council at a study session. Further study needed. In-lieu parking being studied presently.
 - b. extra police enforcement costs directed to generators
Specific program not developed; however, Chief Johnson is considering regulatory reform to allow for cost shifting to businesses who incur inordinate police services.
 - c. charter/fishing/rental fees
Current per passenger fee has not been studied.
 - d. market rate mooring and dock fees
After appropriate study, City Council increased mooring rates in 2010. The study of dock fees is being undertaken in consultation with the Harbor Commission and community.

VI. Bay Planning

- A. Constitute a single Harbor Commission with full responsibility for the Harbor and Tidelands.
The City Council retains full policy making authority. The Harbor Commission was established as an advisory commission in 2002. The Harbor and Bay Element of the General Plan was adopted in 2002. The City Council adopted a Harbor Area Management Plan in 2010. The City Council also created an ad-hoc Tidelands Management Committee in 2010, and they are currently looking to develop a Tidelands Infrastructure Master Plan. Consolidating these various efforts with the Harbor Commission is a policy matter for the City Council.
- B. Marine Service industry
In 2010, the Harbor Commission began to identify important marine service industry sites and they are presently developing recommendations to address them.

- C. Hospitality for visiting yachtsmen
The City is improving the visitor serving amenities for Newport Harbor, including the reproduction of the Newport Harbor Cruising Guide, dinghy storage, improvements and addition of public docks, and improving public access. The proposed Marina Park project will include berthing opportunities for visiting boats within a new small basin.
- D. Charter/fishing/rental boat regulations – ensure resident respectful conditions on industry to control conflicts with recreational boating, to control noise and trash and provide adequate parking
Harbor Resources and Planning continue to monitor the excursion industry and conditions on new permits require appropriate controls and parking.
- E. Improve bay circulation – remove or relocate moorings and relocate visitor anchorage to Marina Park
The location of moorings have not changed, and the improved boating traffic throughout Harbor with amenities and access is a priority for Harbor Resources. The proposed Marina Park project will include berthing opportunities for visiting boats within a new small basin.
- F. Improve transient access and moorings
The Harbor Resources Division maintains available moorings for transient boaters and continues active enforcement and removal of derelict boats from moorings.

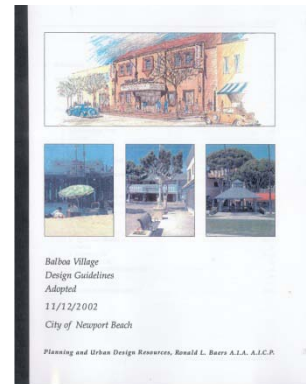
VII. Security and Alcohol

- A. Adopt alcohol serving limits
Typical Conditional Use Permits now require additional operational conditions to address alcohol consumption. The new Operator’s License will also allow for improved control of late night activities for new uses by the Police Chief.
- B. Balance alcohol serving uses
No new bars have been permitted in Balboa Village and no new late night restaurants have been permitted.
- C. Increase police and security
Potential police substation concept has been debated, but it is not considered an efficient use of scarce resources.
- D. Enforce and audit Conditional Use Permits
The City enforces existing use permits when complaints and/or violations occur. A comprehensive audit of each existing use permit has not be accomplished to date. Due to resource constraints, the City does not have an established monitoring program.

VIII. Aesthetics, Signage and infrastructure

A. Mandatory design standards

Mandatory design guidelines were adopted 2002. Only 4 non-residential projects have been proposed and found consistent with the design guidelines; 1) Balboa Inn expansion, 2) Sanitation District pump station, 3) Bal Harbor Liquor and Deli exterior renovation, and 4) artist studio reconstruction at 605 E. Balboa.

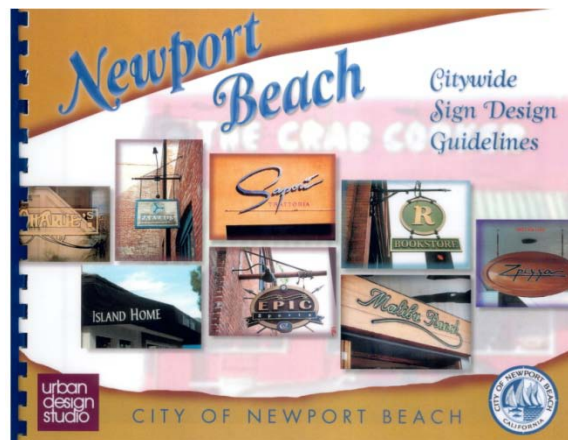


B. Underground utilities to improve aesthetics

The establishment of new districts is encouraged and fostered by Public Works staff if there is interest from property owners. Currently we have 15 assessment districts completed, 3 approved, 1 proposed, 4 inactive and 1 failed within the Balboa Peninsula area (information provide at City's website). Information on how property owners can begin the process of forming a district is available of the City's website. <http://www.newportbeachca.gov/index.aspx?page=1171>

C. New sign ordinance

Balboa Sign Overlay (design guidelines) was adopted in 2000. The overlay and guidelines were incorporated within a comprehensive Citywide update of the sign adopted in ordinance in 2005.



D. Aesthetic and maintenance standards

The City does not regulate the painting of buildings and painted signs are not allowed. Murals would be allowed provided they are not considered commercial signs. The City's property maintenance ordinance applies to properties in severe distress would need to be amended to apply in a more proactive.

E. Business Improvement Districts

The B.I.D. provides holiday décor and banners, prepared and participates in promotional marketing with Visit Newport Beach, maintains a website that promotes the village, partly funded the wayfinding sign program and they support revitalization of the village. Balboa Village B.I.D. was been staffed by economic development staff until early 2010. Administration and support has been transitioned to the City Manager's Office.

F. Public signage

A "Balboa Village" monument sign with temporary banner space was installed at the corner of Palm Street and Balboa Boulevard in 2010. New blue and yellow, oval-shaped wayfinding signs were installed in the summer of 2011.

G. Project Green – landscape all public areas and establish a volunteer seasonal planning program.

Conceptual design for landscape enhancements for Balboa Boulevard from Coast Highway to McFadden square is underway and is the scope of a separate CAP. Landscape enhancements were included in the Balboa Village street improvements that were installed in 2002. Volunteer program has not been initiated.

Balboa Village District Recommendations

A. Improve aesthetics and pedestrian walkways

1. Improve City parking facilities

Completed in 2002 with the Balboa Village street improvement program. The expanded Palm Street parking lot was completed in 2011.

2. Provide public transportation alternatives (tour bus, OCTA and off-peninsula parking with shuttles)

Balboa Pier parking lot was reconfigured to improve bus access and parking. The General Plan Circulation Element Policy C1.2.2 encourages remote visitor parking and shuttle service. Coastal Land Use Plan Policy 2.9.1-7 requires a study of alternative transportation funding mechanisms including shuttles in conjunction with the preparation of the LCP Implementation Plan. To date, no formal study has been prepared.

3. Reconstruct Main Street south of Balboa Boulevard as pedestrian only

Examined by Public Works Department and change not considered feasible and it was not included in the Balboa Village street improvement program. A zero curb was installed in this area of Balboa Village to enhance the pedestrian experience in this area.

4. Consolidate and expand parking along Bay Avenue

The Balboa Village street improvement program enhanced aesthetics; however, no additional parking was created along Bay Avenue.

- B. Family Marine Recreation Theme
Formal theme has not been adopted or publicized. City encourages the preservation and enhancement of historic structures.
- C. Open Bay Front and upgrade the Fun Zone
Bay front kiosks for retail and services have been maintained. Short term dinghy tie-ups have not been added. A visible visitor center has not been established. Relocating commercial vessels when not in use to off-shore moorings not considered. New waterfront dock suitable for public access and historical vessels has been considered by the Newport Harbor Nautical museum as part of their visioning process and would be allowable if it meet current harbor standards.
- D. Improve quality and tenant mix to enhance quality and attractiveness
No formal program has been established.
- E. Establish an advisory design review board
No design review process or board has been authorized.

Financing the Vision – acknowledge economic and demographic factors.

1. Lower assessed valuation of commercial lots leads to declining tax revenue
2. Diminished City reserves leads to diminished capital projects
3. Declining commercial element leads to lower quality and lower tax revenue
4. Dependence on day and short term visitors and resulting increased City burdens
5. Growth in bars and nightclubs
6. Prior planning by RUDAT not been implemented
7. More year-round residential base with remodeling and higher quality homes
8. Change in retail merchandising has shifted resident serving services off the peninsula
9. Land use conflicts
10. Unique demographics of peninsula when compared to the City.

These ten economic and demographic trends were cited and all remain present to a greater or lesser degree today.

Reversing the trends - next steps are

1. Immediate professional planning intervention
Implementation of Project 2000 recommendations as a comprehensive strategy was not directed by the City Council. Targeted improvements were prioritized and completed.
2. Integrate community based needs and village infrastructure in city-wide capital budget/planning effort
Ongoing
3. Strengthen and expand the BID, prioritize improvement funding, monitor tenant behavior and deliver the image
City continues to financial subsidize the BV B.I.D., Balboa Village street improvements were made in 2002 and the City Council continuously addresses CIP funding priorities.
4. Create zoning and improvement incentives
Specific incentives not established. Zoning Ordinance allows for increased height and parking waivers when findings can be met.
5. Cooperate with the EDC and VCB to attract quality tenants, extend visitor's stays
Business attraction and promotion was not prioritized. Staff did have a retail study (Buxton) prepared that identified specific users that might find the peninsula attractive; however, due to resource constraints and other priorities, proactive encouragement of these potential users has not been accomplished.
6. Convert strategic sites to higher and better uses
The City encourages property owners to redevelop to higher and better uses. A prime example is the Balboa Inn expansion where the City granted additional building height to make the project work.
7. Form special assessment districts to finance resident serving infrastructure and public improvements
Not completed.
8. Ensure that visitor burdens are financed through appropriate user fees
Parking and other user fees require further study.
9. Judicious of municipal bonding for public improvements
Public improvements within the Village have not necessitated the issuance of bond financing.
10. Continued assessment of fair share traffic impact and other mitigation fees
The Fair Share impact fee is adjusted for cost of living increases yearly and an update of the fee based upon the 2006 General Plan is under review.