

MARINERS' MILE REVITALIZATION MASTER PLAN DRAFT



CITY OF NEWPORT BEACH
Community Development Department



Draft April 2017

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EXECUTIVE SUMMARY

In 2011, the City Council recognized the need to revitalize Mariners' Mile and designated it as one of six "revitalization areas" in Newport Beach. The Mariners' Mile Revitalization Master Plan (Master Plan) serves as a roadmap for revitalization of the corridor and provides guidance on how future change associated with the revitalization can result in the best outcome for residents, business and property owners, employees, and visitors. The Plan seeks to leverage both public and private investment through a series of recommended physical improvements, presented in the Plan's Framework Plan. The Framework Plan addresses four key topic areas, including land use & urban design, mobility & streetscape improvements, the public waterfront, and parking solutions in an integrated manner in an effort to create a bright, prosperous, and sustainable future for the corridor.

The Master Plan also includes corridor-wide design guidelines that provide guidance for buildings and structures and streetscape enhancements to ensure that future development is consistent with the character and history of the corridor and achieves the quality of design expected for this area by the community. Finally, the Master Plan concludes with an implementation section, grounded in collaboration among the City of Newport Beach, its constituents, and external agencies and organizations that identifies key action items and funding strategies to implement the recommendations and strategies of the Master Plan. A summary table of action steps, a suggested timeframe, and key partners from the implementation section is provided below (insert summary table).

| Implementation Action | Timeframe | | Key Partnerships | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| | 0-1 yrs. | 2-5 yrs. | City | Other |
| | | | CD = Community Development CM = City Manager FD = Finance Department PW = Public Works Department | |
| Organization and Coordination Strategies | | | | |
| Mariners' Mile Lead and Team Appoint a lead staff member and a cross-departmental City team to coordinate improvement efforts moving forward to ensure coordination following adoption. | X | | CM, CD, PW | |
| Mariners' Mile Steering Committee In advance of establishing a Business Improvement District (BID) establish an ad-hoc steering committee composed of individuals and organizations who can effectively act as advocates for implementing the Master Plan's revitalization action. | X | | CD, PW | Residents, Business & Property Owners |
| Business Improvement District Work with business and property owners to form a Mariners' Mile BID that could fund corridor-wide maintenance, marketing and promotion, and public safety. | | X | CM, CD | Business & Property Owners |
| Application of Mariners' Mile Design Guidelines Application of the plan's design guidelines will play a key role in enhancing the aesthetic character of the built environment, including buildings and structures, streetscape, and landscape. | X | | CD | Business & Property Owners, Developers |
| Pilot Improvement Project Create a pilot improvement project that includes lower-cost, high-impact creative interventions bringing immediate improvements to the Mariners' Mile corridor. | X | | CD, PW | Residents, Business & Property Owners, California Coastal Commission, Caltrans, OCTA |
| Catalyst Development Sites Coordinate with owners of properties within the Village Core, East Commercial End, and Harbor-Frontage Districts to foster the redevelopment of key opportunity sites in those areas for projects with uses and of scale that distinctly identify and create value for Mariners' Mile. | X | | CD, PW | Caltrans, OCTA, California Coastal Commission |
| Parking Strategies | | | | |
| Institute Employee Parking Shuttle Expand the Employee Shuttle Program currently operating along the Balboa Peninsula to also serve businesses in Mariners' Mile, enabling employees to park off-site and board shuttles to employment in Mariners' Mile. | X | | CD, PW | Business Owners, Institutional uses |
| Standardize Valet Parking Agreements Establish and manage a standardized valet program instituting consistent pricing of valet agreements with private valet operators, allowing incoming businesses to use parking spaces in municipal lots directly within or adjacent to Mariners' Mile. | | X | CD, FD | Business & Property Owners |
| Institute an Employee Permit Parking Program Institute a permit parking program to allow employees to park at currently underutilized City-owned lots within or directly adjacent to Mariners' Mile, including the Avon Street municipal lot, or at designated on-street parking spaces. | X | | FD, CD, PW | Business & Property Owners |

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| Parking Strategies | 0-1 yrs. | 2-5 yrs. | City | Other |
| Encourage Private Lots for Public Use Work with property owners interested in providing their parking resources for public use, increasing the number of spaces offered for visitors to Mariners' Mile without having to construct new parking facilities. | X | | PW, CD | Business & Property Owners |
| Parking Wayfinding Program Design and install a coordinated set of wayfinding signage directing visitors and employees to parking locations in Mariners' Mile and providing coordinated informational and regulatory signage. | | X | PW, CD | Caltrans, OCTA |
| Parking Management District Establish a parking management district, allowing all publicly accessible parking, including operations/programs, code adjustments, and financing mechanisms, to be managed as one integrated system and providing a mechanism to create and share parking resources. | | X | CD, PW | Business & Property Owners |

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1 INTRODUCTION & BACKGROUND INFORMATION

INTRODUCTION

The Mariners' Mile Revitalization Master Plan (Master Plan) is a comprehensive strategy to revitalize this important and treasured area of Newport Beach. As displayed in *Figure 1 Local Vicinity Map*, the Mariners' Mile corridor is located in scenic coastal Orange County, extending along approximately 1.5 miles of Coast Highway in southwest Newport Beach. The Master Plan addresses the 65-acre planning area, displayed in *Figure 2 Project Location Map*, generally bound by Newport Boulevard to the west and Dover Drive to the east and lies between Newport Harbor to the south and the Newport Heights and Cliff Haven residential communities to the north. The entire western portion of the planning area is located in the City's Coastal Zone, while only the harbor-side south of West Coast Highway is within the Coastal Zone on the eastern portion of the plan area.

PURPOSE & PROCESS

In 2011, the City Council recognized the need to revitalize Mariners' Mile and designated it as one of six "revitalization areas" in the community. Planning for revitalization in the other areas, including Corona del Mar, Balboa Village, Lido Village, West Newport, and Santa Ana Heights is well underway and in some instances completed. The corridor has

been the focus of or considered by the following studies since 2006.

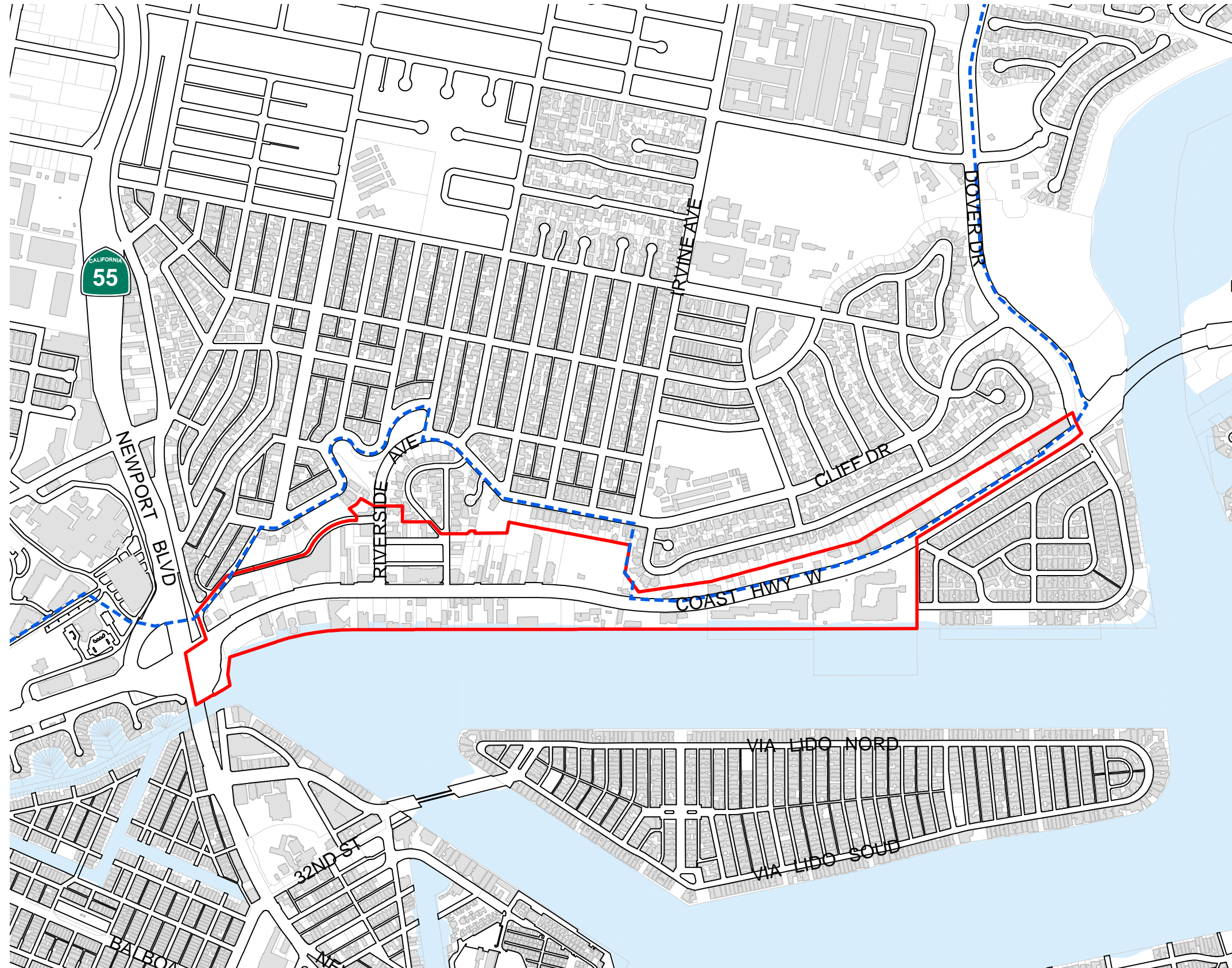
- [The 2008 Mariners' Mile Parking Study](#) (2008 Parking Study) was conducted to provide parking recommendations that would result in the efficient and equitable use of existing parking supply in Mariners' Mile. The Study recognized the fact that commercial interests in Mariners' Mile are greater than other parts of the of Newport Beach and as such sought to balance the commercial needs with those of nearby residents. The Study found that parking is generally available in Mariners' Mile, however in certain areas parking demand is greater than supply during peak parking hours, and conversely in certain areas parking supply is greater than the demand for parking in the area. This condition results in a spatial imbalance, in certain areas, of parking supply and demand.
- To alleviate the parking imbalance, Walker encouraged the City to initiate a paid parking system for Mariners' Mile that raises rates in the most impacted areas and reduces or eliminates rates in underutilized areas. Additionally, the Study encourages implementation of pay and display stations or multi-space meters as the most convenient means by which to implement a paid parking management system. Finally,

FIGURE 1. LOCAL VICINITY MAP

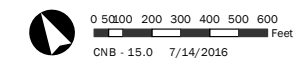


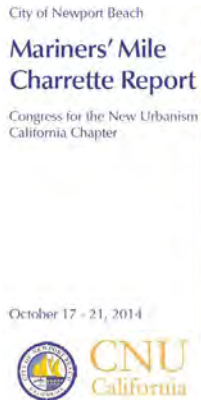
FIGURE 2. PROJECT LOCATION

- Mariners' Mile Boundary
- Coastal Zone Boundary



City of Newport Beach
Mariner's Mile

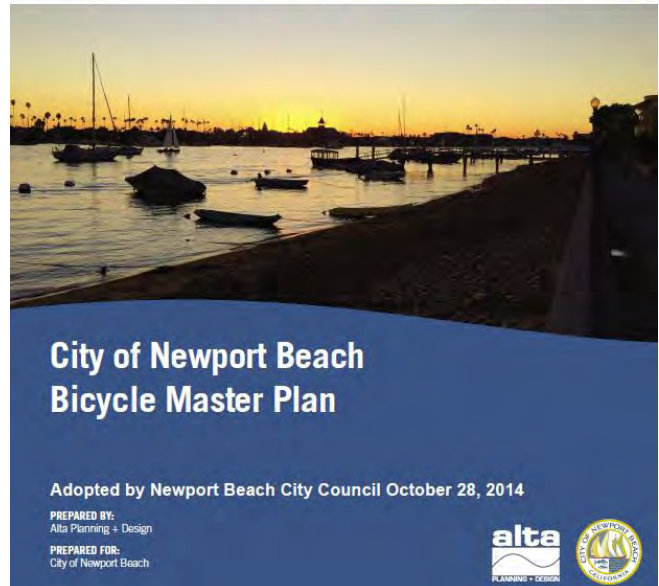




CNU Charrette Report

the Study recommends expanding hours or enforcement to possibly 10:00 PM to discourage employees and visitors from occupying parking spaces for a long period.

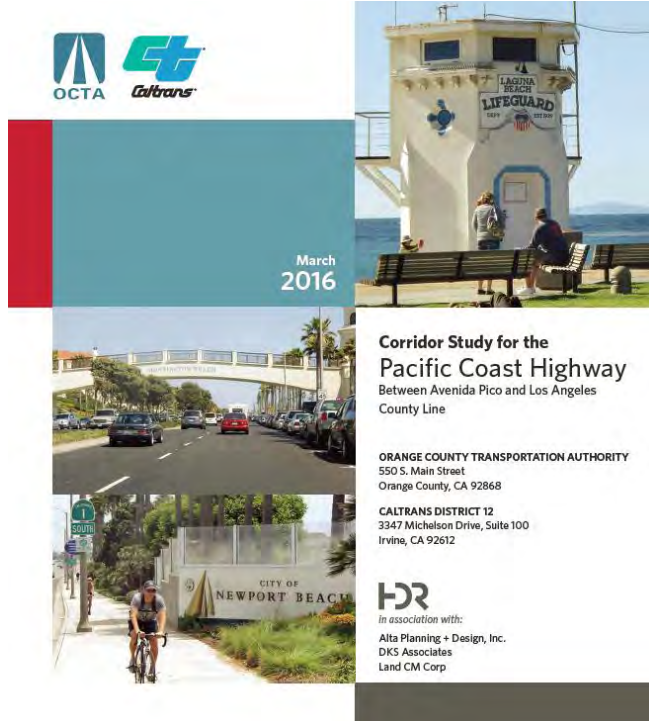
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- In 2014, the Mariners' Mile corridor was the focus of the [California Chapter of the Congress for the New Urbanism's \(CA-CNU\) annual by-design charrette](#). CNU defines a charrette as an intensive planning session where citizens, designers and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan. The project consisted of a 3-month Pre-Charrette data/information



2014 Bicycle Master Plan

gathering phase, the comprehensive 5-day Charrette event phase, and the approximately 2-month Post-Charrette final report delivery phase, resulting in a plan that included new ideas and concepts to improve the corridor.

- The [2014 Bicycle Master Plan](#) best reflects the City's current objectives and approaches to active transportation planning. The Plan presents a broad policy framework as well as targeted strategies for implementing the City's vision of an integrated, high-quality bicycle network. The Plan's policies are general in nature, approaching topics such as facility design, bicycle parking, bicycle education/encouragement programs, bike share, etc. Specific recommendations focusing on the Mariners' Mile corridor include:
 - » 1.4-mile Class II lanes on West Coast Highway between Newport Boulevard and Dover



2016 Corridor Study Report

Drive

- » 0.2-mile Class III route on Santa Ana Avenue between Old Newport Boulevard and Cliff Drive
- » 0.3-mile Class III route on Avon Street between Riverside Avenue and Avon Street's western terminus, with a new Class I segment (approximately 180') connecting the western terminus of Avon Street with Santa Ana Avenue / Old Newport Boulevard
- » "Bicycle Boulevards" on Tustin Avenue and Fullerton Avenue, adjacent to the Mariners' Mile study area. These provide opportunities for bicycle facilities, signage and wayfinding in Mariners' Mile that guide people bicycling to these safe, neighborhood-friendly routes (which are also routes to schools)
- [2016 OCTA Corridor Study](#) for the Pacific Coast Highway (OCTA Study) identifies mobility needs and potential improvement strategies for West Coast Highway in Orange County's six coastal cities, with the primary objective



Field Tour

of enhancing safety and efficiency for all modes. The Study recognizes the need for multi-agency cooperation, especially between local jurisdictions and Caltrans. Mariners' Mile is in Subarea 3, which spans Newport Beach from Santa Ana River to Pelican Point Drive. The Study's 7-step process included the identification of potential improvement options, the development of possible alternatives, and the evaluation of these alternatives in terms of benefits, costs, and feasibility. The OCTA Study recommended travel lanes in each direction with Class II bike lanes and the removal of on-street parking in Mariners Mile. Following completion of the Corridor Study, in May 2016 City Council directed Public Works staff to, among other things, work with Caltrans to use a Modified (reduced) Major Arterial Typical Cross- Section for Right-of-Way and Roadway Design that would result in a 112-foot right-of-way for West Coast Highway that would include three east and west bound travel lanes

(six total), a center turning lane, and a Class II bike-lane in each direction consistent with the 2016 General Plan. Public Works staff prepared detailed concept plans showing the six-lane facility. The plans also identified all existing easements acquired from property owners for ultimate widening.

In 2016, the City initiated a planning process to develop a plan identifying land use and, design, strategies to foster revitalization of the Mariners' Mile area. At the core of the Plan is the intent to preserve the mix of uses, intensities, and height of development permitted by the General Plan and Zoning Ordinance. The result of this process is this Master Plan.

PLANNING PROCESS

The process of preparing the Master Plan included four primary steps, described below, that took the plan from idea, to creation, and ultimately adoption by City Council.

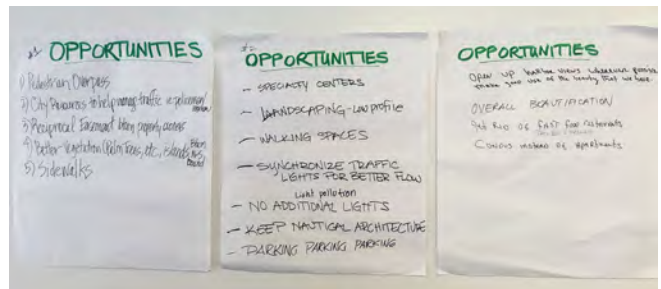
STEP 1: EXISTING CONDITIONS. OPPORTUNITIES AND CONSTRAINTS

The first step in preparing the Master Plan was to understand the existing conditions and current opportunities and challenges relative to the built environment and mobility network. The City and consultant team used a combination of field visits to the plan area, review of City plans, policies, and regulatory documents, and analysis of recent and proposed development activity to develop a detailed understanding of existing conditions, opportunities, and constraints within the area related to the following topic areas:

- Existing land uses
- Building location and form
- Access and circulation
- Parking arraignment and utilization



Workshop 1



Workshop 1

The information obtained in this initial step is compiled into a Mariners' Mile Existing Conditions Report (ECR) is included as an attachment to this plan. Key background information from the ECR is provided in Section II below.

STEP 2: COMMUNITY ENGAGEMENT

Throughout the planning process, the City conducted a robust program of stakeholder meetings and three public workshops to engage the community to inform and receive input from a variety of stakeholders, including residents, business and property owners, and advocacy groups among others.

COMMUNITY WORKSHOPS

During the planning process, three public workshops were conducted inviting residents, business and property owners, and other interested parties to participate in the planning process. The public workshops were conducted at key benchmarks in



Workshop 2

the planning process to allow workshop participants to discuss and provide input for key topic areas.

July 25, 2016: Opportunities, Challenges, and Dreams. At this workshop participants identified their perceptions of opportunities and challenges currently found in Mariners' Mile and shared their dreams for what Mariners' Mile could be in the future. Participants broke out into small groups and were provided aerial photos of the study area on which they placed color-coded dots to identify and document where and how opportunities, challenges, and dreams could be addressed. A representative of each group shared a summary of the groups' findings with the larger audience.

September 26, 2016: Framework for Planning (Joint Planning Commission meeting / community workshop). At this workshop participants responded to and commented on a preliminary "Framework Plan" developed in response to the team's technical studies and public input at the first workshop, including conceptual land use and urban design principles, parking strategies, bicycle and pedestrian improvements, and streetscape enhancements. Similar to the first workshop, participants broke out into small groups and were provided with a large-format version of

the Framework Plan and markers to respond and comment on plan concepts.

January 26, 2017: Master Plan Key Concepts. At this workshop, the planning team presented key concepts for development, design, mobility, and parking as they evolved in response to public comments and through further study to be included in the Master Plan. Workshop participants were invited to provide input and feedback to the team during a question and answer period following the presentation. Participant input was instrumental in shaping the final plan document.

STAKEHOLDER INTERVIEWS

The project team conducted a series of interviews with key stakeholder and constituent groups in Mariners' Mile, including residents, property owners, restaurant and commercial business owners, marine-related/marine-related business owners, and members of the Harbor Commission. The stakeholder interview sessions were intended to provide a forum for identifying and documenting issues and opportunities specific to the various stakeholder groups.

MARINERS' MILE WEBSITE

The City of Newport Beach established a Mariners' Mile Master Plan website (<http://www.newportbeachca.gov/trending/projects-issues/other-important-issues/mariners-mile-planning-charrette/mariner-s-mile-revitalization-master-plan>) to provide residents, business persons, and other stakeholders a comprehensive, one-stop resource regarding the Master Plan and planning process. The website included information on the project schedule, pre-existing studies, policies, and guidelines, applicable reports and documents, and noticed public community workshops and events.

STEP 3: MASTER PLAN DEVELOPMENT

Based on the work completed in steps 1 and 2, and consideration of best practices, City staff and the consultant team developed the Master Plan document. A draft version of the document was published for public review and comment in April 2017. The Master Plan was revised based on feedback received from the public and finalized for adoption hearings.

STEP 4: PUBLIC HEARINGS FOR MASTER PLAN ADOPTION

The Planning Commission and City Council conducted public hearings for the Master Plan's approval and adoption. The Commission's authority is to make recommendations to the Council, while the Council has the sole approval authority.

Public Hearing

TBD

PLAN ORGANIZATION

Following this introductory chapter, the Mariners' Mile Master Plan consists of the following chapters:

SECTION II. VISION AND EXISTING CONDITIONS

The Plan's vision and existing conditions provides the foundation for the plan, this chapter describes where the community's aspirations for the corridor in the future and the context of where the corridor is today.

SECTION III. FRAMEWORK PLAN

The Framework Plan is the heart of the Master Plan. The Framework Plan consists of a Framework Map displaying the conceptual physical location of proposed improvements and narrative text describing the intent of and relationship between the improvements. The Framework Plan is organized into three primary topic areas: Land

Use & Urban Design, Streetscape & Mobility, and Parking Management.

SECTION IV. DESIGN GUIDELINES

Corridor-wide design guidelines follow the Framework Plan. The design guidelines address a variety of topics related to the physical design of the Mariners' Mile, organized into two categories: Buildings & Structures and Streetscape & Landscape. The guidelines provide a point of reference for City staff in evaluating development projects and provide residents, business and property owners, and developers with a comprehensive overview of the City's expectation for quality development in the corridor.

SECTION V. IMPLEMENTATION PROGRAM

The Master Plan concludes with an Implementation chapter that identifies and prioritizes immediate actions that the City can take to implement the plan and documents local, state, and federal funding sources to fund improvements in the plan.



PLAN VISION AND EXISTING CONDITIONS

The 2006 General Plan provides a vision for the future of Mariners' Mile. The vision statement expresses the community's shared intentions and expectations for what Mariners' Mile will be 25 to 30 years in the future. These expectations are based on Newport Beach residents' values about the characteristics and qualities of life important today and which should be retained in the future, as well as how the corridor should evolve and change in response to changing demographic, economic, and market factors. The community engagement process for this Master Plan confirmed that the community's vision for Mariners' Mile today is largely unchanged from the vision established in the 2006 General Plan. As such, the 2006 General Plan vision statement remains the foundation for this Master Plan and serves as the basis from which all plan components are defined.

VISION STATEMENT

"The Mariners' Mile Revitalization Master Plan provides for the enhanced vitality of the Mariners' Mile corridor by establishing a series of distinct retail, mixed-use, and visitor-serving centers. Harbor-fronting properties would accommodate a mix of visitor-serving retail and marine-related businesses, with portions of the properties available for housing and mixed-use structures. View and public access corridors from Coast

Highway to the Harbor would be required, with a pedestrian promenade developed along the length of the Harbor frontage. Parcels on the inland side of Coast Highway, generally between Riverside Avenue and the southerly projection of Irvine Avenue, would evolve as a pedestrian-oriented mixed-use "village" containing retail businesses, offices, services, and housing. Sidewalks would be improved with landscape and other amenities to foster pedestrian activity. Inland properties directly fronting onto Coast Highway and those to the east and west of the village would provide for retail, marine-related, and office uses. Streetscape amenities are proposed for the length of Mariners' Mile to improve its appearance and identity."

EXISTING CONDITIONS

A key element in achieving the vision for Mariners' Mile is understanding the corridor's existing conditions. The following provides an overview of the existing conditions related to land use and urban design, mobility and streetscape, and parking in Mariners' Mile.

LAND USE & URBAN DESIGN

As displayed in *Figure 3 Existing Land Use* multi-tenant commercial land uses occupy just under a quarter (24 percent) of the total land area. Hotel/lodging uses and marine sales/services are prominent uses in Mariners' Mile, each occupying 14 percent of the total land area. Eating/ drinking (11 percent) and auto sales/services (10 percent) are also prominent, while residential (7 percent), office (8 percent), general retail (6 percent), and parking areas (5 percent) occupy smaller portions of Mariners' Mile. The remaining land uses include utilities and vacant land, each accounting for approximately 1 percent of the land area. High land and property values inhibit the amount of marine-dependent and marine-related uses historically found in Mariners' Mile. Collectively, existing development in Mariners' Mile includes 883,618 square feet of non-residential space and 180 residential dwelling units.

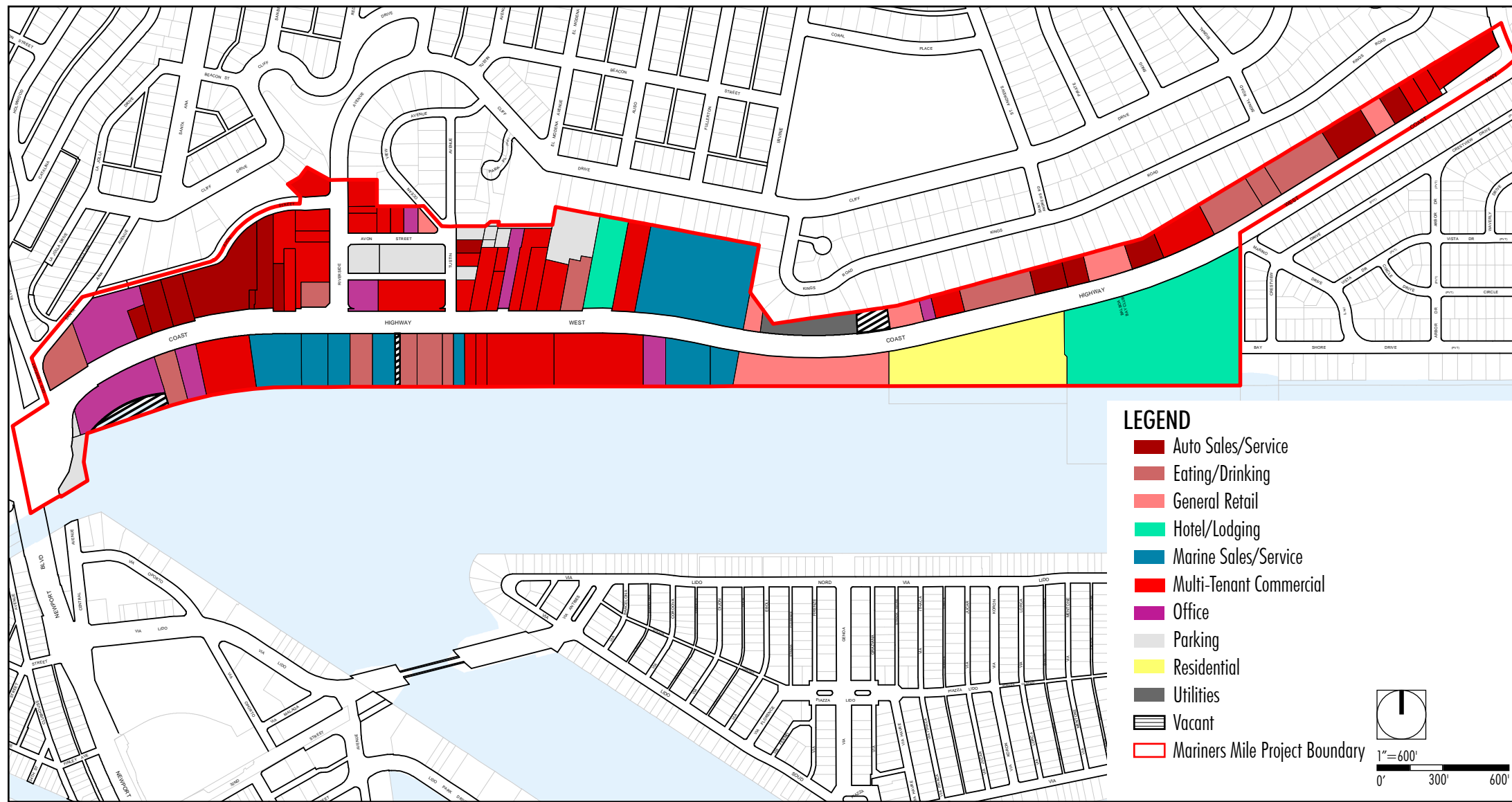
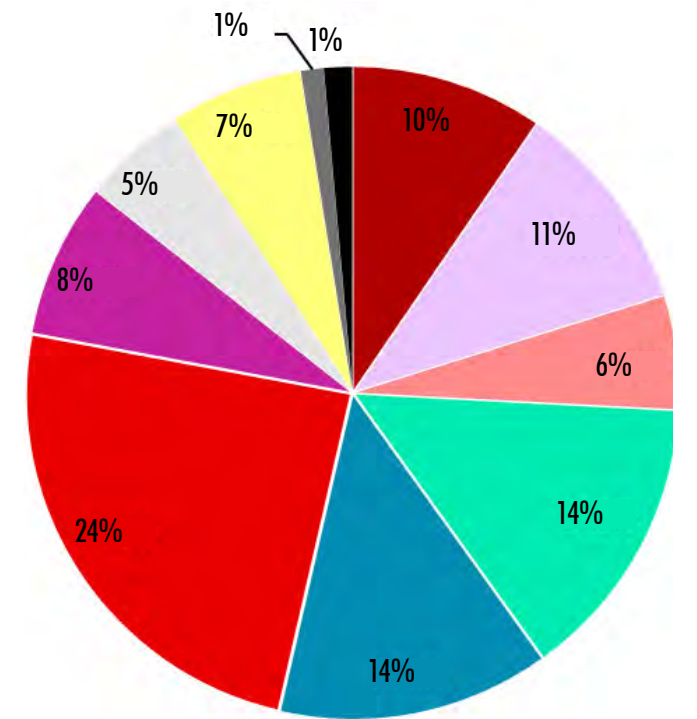


FIGURE 3. EXISTING LAND USE



The unique physical geography and topography of Mariners' Mile is a key factor in shaping the physical form, type, and location of development in the corridor. The area's location between the bay to the south and the bluffs to the north creates a finite amount of flat land suitable for development. Variations in the distance between the bay and bluffs has resulted in extremely shallow lots in some portions of the corridor that constrain the location and design of buildings, particularly the eastern half of the inland side, as well as deeper lots in the center portion of the corridor, as displayed in *Figure 4 Mariners' Mile Parcel Map*. Individual parcels in Mariners' Mile range in size from 2,178 square feet to 358,833 square feet.

Existing building heights range from one-story commercial buildings to an eight-story residential tower; however, the majority of buildings are one to two-stories tall. Buildings are generally interspersed throughout Mariners' Mile without a consistent building orientation or placement on parcels. Some buildings are built directly on street frontages, while others are set back from the street by surface parking lots. Additionally, several parcels are occupied entirely by surface parking lots or storage areas, resulting in a significant gap in the area's development pattern.

Building size, type, and architectural style play a significant role in shaping the visual and functional character of Mariners' Mile. Individual buildings are indicative of and reflect the variety of uses, parcel size, and geography and topography of the corridor. The result is a range of building types and sizes that include large buildings on large parcels housing automotive dealerships to small buildings located on small parcels home to personal services. The diversity in building size and type as well as the incremental nature of development and redevelopment of the corridor has led to an eclectic mix of architectural styles lacking a corridor-wide

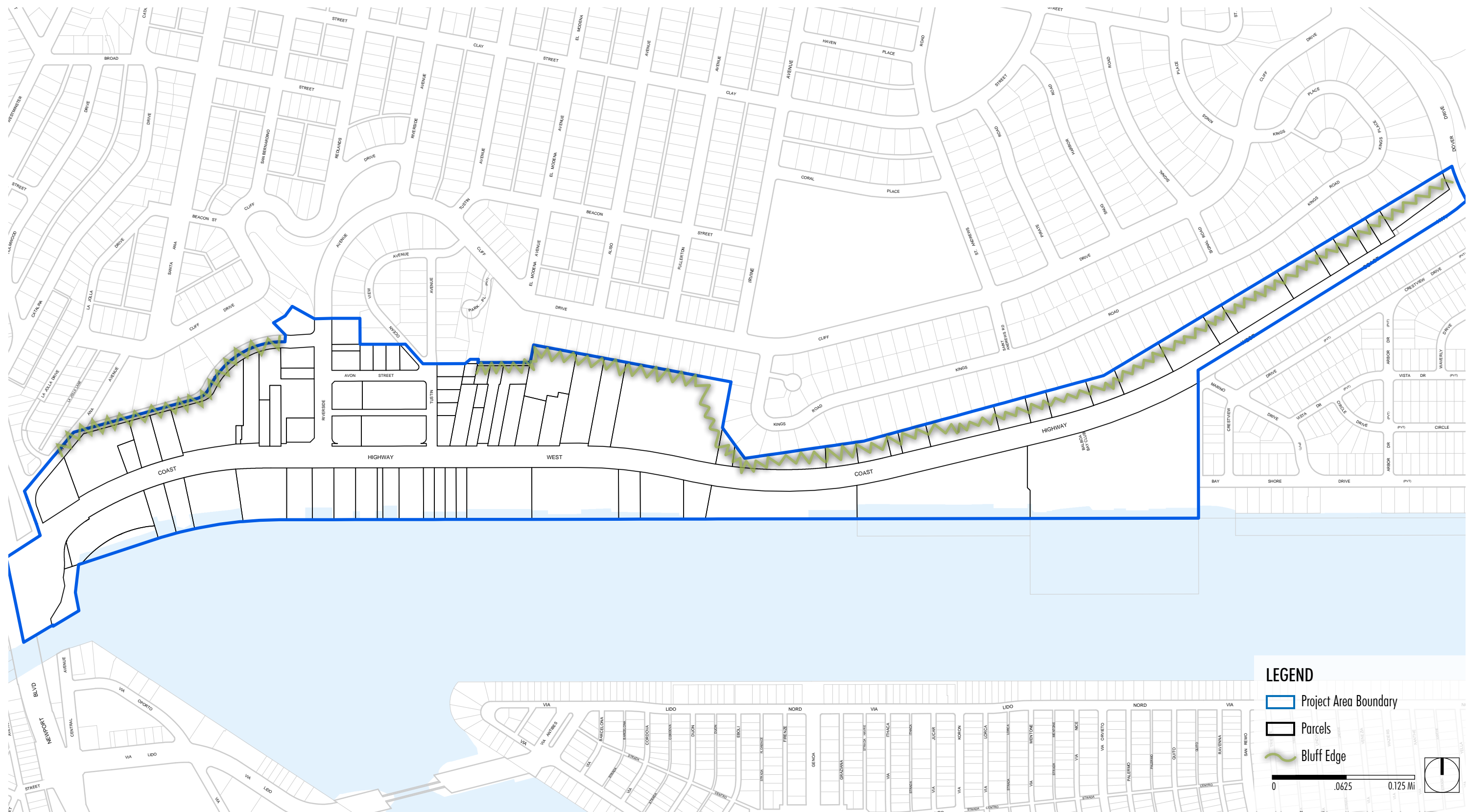
theme or character. However, recent development projects in Mariners' Mile, such as the Orange Coast College and Chapman University rowing and seamanship facilities and the Boy Scouts of America Newport Sea Base, have incorporated unifying nautical design themes.

STREETSCAPE

The current streetscape presents many challenges for pedestrians, bicyclists, and automobiles traveling through and across the area. Sidewalks vary in width, but the majority are less than eight feet wide making them less suitable for active pedestrian use. Frequent curb cuts along the sidewalks provide access for vehicles, but create a billowing and unsafe walking experience for pedestrians, especially where sidewalks are narrow. In addition to the narrow sidewalks and frequent curb cuts, most the corridor lacks basic streetscape amenities, such as trees, plantings, pedestrian benches, trash receptacles, and wayfinding or directional signage. In many cases, particularly along Coast Highway, large cobra-head light poles, parking signage, parking meters, and other utility infrastructure is located directly in the pedestrian sidewalk.

Additionally, the limited number of north-south pedestrian crossings and the long linear distances between the crossings make it difficult for pedestrians to safely access uses along both sides of Coast Highway. This condition is exacerbated by the fact that off-street parking for many harbor-side businesses is located on inland properties, requiring patrons to cross Coast Highway on foot. Parking, including surface parking lots and auto/yacht sales yards, dominate the land area of parcels fronting Coast Highway, which creates an inactive ground level and limited visual appeal. Although the surface parking lots fronting Coast Highway help preserve view corridors to the bay, the lack of

FIGURE 4. MARINERS' MILE PARCEL MAP



active commercial uses has a negative impact on the visitor experience.

MOBILITY NETWORK

The Mariners' Mile mobility network consists of three primary components; the automobile network, bicycle network, and pedestrian network, which collectively provide access to and connectivity within Mariners' Mile. There are four roadways that pass all the way through Mariners' Mile, including West Coast Highway, a regional facility owned and operated by Caltrans, Riverside Avenue, Tustin Avenue, and Avon Street, all local facilities owned and operated by the City.

Automobile Network

The eastern section of West Coast Highway (east of Tustin Avenue) has a slightly narrower right-of-way accommodating two westbound and two eastbound vehicle travel lanes, a center turn lane, and curbside parking in some locations. The western half of Coast Highway, on the other hand, includes three westbound vehicle travel lanes, two eastbound vehicle travel lanes, a center turn lane, and curbside parking on both sides except for the southern side west of Riverside Avenue.

Riverside Avenue, Tustin Avenue, and Avon Street are generally more pedestrian in scale because of their narrower roadway widths. Sidewalks on all three streets are directly adjacent to the roadway, although they are typically buffered from vehicular traffic by either curbside vehicle parking or bike lanes.

Riverside Avenue is a convenient route from Mariners' Mile north to adjacent residential neighborhoods and to schools within these neighborhoods. In addition, children living in the Balboa Peninsula attending Ensign Middle School and Newport Harbor High Schools use Riverside Avenue as their principal route to-and-from

home to school. Therefore, volumes for bicyclists, pedestrians and motorists alike are higher along Riverside Avenue compared to volumes along Tustin Avenue and Avon Street. At the southern section of Riverside Avenue at Coast Highway, there are four travel lanes and two curbside bike lanes. As the road continues northward, its configuration transitions to two travel lanes, two bike lanes, and curbside parking on the north side (within the same right-of-way width).

Avon Street and Tustin Avenue are primarily local-serving streets providing access to commercial and office uses in the Avon Village area. Both roadways provide two travel lanes and curbside parking on both sides. Although Tustin Avenue continues up the hill a few blocks to the residential neighborhoods just above Mariners' Mile, it's very narrow right-of-way width (28' with no sidewalks) discourages automobile through traffic, and residents have expressed a desire to prohibit cut-through traffic through this section of Tustin Avenue.

Bicycle Network

Coast Highway is a popular route for residents, tourists, and long-distance recreational cyclists. There are no designated bicycle facilities or roadway markings along West Coast Highway between Newport Boulevard and Dover Drive. Those who travel along the corridor must negotiate a variety of conditions along the route, and this inconsistency provides challenges to both motorists and bicyclists



Dangerous Ped Crossing

as they maneuver the shared roadway space. One condition is a westbound “shared” vehicle-bicycle travel lane in which bicyclists ride between vehicle traffic and parked vehicles; this is interspersed with sections where the absence of street parking provides a wide (but still undesignated) bicycle travel area. Another condition is eastbound travel, where solid striping separates the vehicle travel lane from the curbside parking lane, providing quasi-markings to separate bicyclists from vehicle traffic but no inner striping to provide a designated bicycle lane. There are even sections near Newport Boulevard where riding on the sidewalk is allowed – and even preferred due to vehicle travel lanes that abut the curb.

Class II bicycle lanes on Riverside Drive provide a valuable connection to residential neighborhoods, Ensign Intermediate School, and Newport Harbor High School, via Cliff Drive and Irvine Avenue bicycle lanes. The lanes lack “best practice” enhancements such as painted buffers, markings through driveway crossings and intersections, or green paint.

Pedestrian Network

In general, West Coast Highway prioritizes vehicles over pedestrians, bicycles, and public transit. Sidewalks are adjacent to the curb and lack landscape buffers for virtually the entire corridor length, although pedestrians are often buffered from vehicular traffic by curbside vehicular parking lanes. Sidewalks vary in width along the corridor but are generally narrow, with typical widths of 5-7 feet. However, some areas, including significant north-side sections along the eastern half of the West Coast highway corridor, are as wide as 12 feet. On the western end of the plan area, the intersection of West Coast Highway and Newport Boulevard poses many challenges for pedestrians and bicyclists, and existing infrastructure, especially on the north side, does not address connectivity

through the underpass. There are two long stretches without pedestrian crossings, although there is generally not a lot of demand for crossing West Coast Highway along these stretches: an approximately 0.6-mile stretch between Tustin Avenue and Balboa Bay Club, and an approximately 0.4-mile stretch between the Balboa Bay Club and Dover Drive.

Riverside Avenue, Avon Street, and Tustin Avenue are more pedestrian friendly than Coast Highway, with narrower widths (34’ for Avon Street and Tustin Avenue, 56’ for Riverside Avenue) and lower vehicular volumes and slower vehicle speeds, particularly on Avon Street and Tustin Avenue. Traffic speeds and volumes are higher on Riverside Avenue, which has four lanes north from West Coast Highway until it is reduced to two lanes a short distance north of Avon Street.

Parking

Parking in Mariners’ Mile consists of a combination of approximately 2,981 on-street, curb-side parking, private surface parking lots, and public surface parking lots. On-street curbside parking is provided along most portions of West Coast Highway and along public streets within Mariners’ Mile, including Tustin Avenue, Avon Street, and Ocean View Avenue. Generally, the free, no time limit parking spaces along West Coast Highway start approximately 400 feet east of Tustin Avenue, which are free and with no time limits. Coin-operated parking meters are



Dangerous Ped Crossing



Riverside Avenue

located from approximately 400 feet west of Tustin Avenue to the Newport Boulevard interchange. Parking meters are also located along a segment of approximately 100 feet of Tustin Avenue north of West Coast Highway. The current parking cost is \$1.75 per hour between 8 AM and 6 PM daily including weekends and holidays. Meter zones and fees are established by Municipal Code Sections 12.44.020 and 12.44.040. Parking time restrictions of 2 hours from 8 AM to 6 PM daily (except Sundays and Holidays) are present on Avon Street, as well as on a portion of Tustin Avenue just south of Avon Street.

The City has several parking permit programs to accommodate the needs of residents and visitors. The most popular of which is the Annual Permit, which allows parking at selected meters and public parking lots, and the Master Parking Permit, which allows parking at almost any public parking location in the City without further payment. The City of Newport Beach's parking permit program is available to residents, businesses, and visitors. It was observed that several cars occupied the public lots displaying Annual and Master permits at metered locations.

Public off-street parking lots are located on Avon Street. Avon Lot 1, just east of Tustin Avenue, includes

16 metered spaces. Avon Lot 2, approximately 300 feet east of Tustin Avenue, includes 125 metered spaces. In addition, several private lots are located in the study area with access driveways from West Coast Highway and the local roads. Per the 2008 Parking Study, there are 2,981 public and private parking spaces, of which, 514 (17% of the total) are on-street.

Overall, parking occupancy in Mariners' Mile area remains below 50 percent, however certain areas have a much higher occupancy than average, with some areas approaching full occupancy. The highest parking demand generally occurs at on-street spaces along the segment of Coast Highway from Old Newport Boulevard extending a half-mile east, and on to the segment of Avon Street between Tustin Avenue and Riverside Avenue. In these areas, parking demand reaches capacity. The parking demand in these areas is driven by the mix of uses near these areas, including restaurant patrons located on harbor-side of Coast Highway and commercial businesses in the core shopping area between Tustin Avenue and Riverside Avenue. Parking remains underutilized in other areas of Mariners' Mile, including Avon Lot 2, which does not benefit from a clearly marked or direct pedestrian route to area commercial uses.



Avon Street

The disparity in parking availability in the area can also be attributed by the presence of parking meters and restrictions in certain blocks, free but time restricted parking along some blocks, and free unrestricted parking along others. These inconsistencies in parking regulations incentivize users to park in areas without time or cost restrictions. Free curbside parking along Avon Street is more utilized than the spaces on Tustin Avenue between Avon Street and West Coast Highway, due to the parking restrictions and fees along Tustin Avenue. The same situation was observed on West Coast Highway at the “free” spaces just east of the segment where parking meters are present.

Development Regulations

Development of properties in Mariners’ Mile is guided and regulated by four primary documents: The City’s General Plan, Zoning Ordinance, Coastal Land Use Plan, and Local Coastal Plan. These documents serve as the regulatory foundation of the Mariners’ Mile Master Plan, as such all of the plan’s recommendations are consistent with



Tustin Avenue



Avon Street Parking



Underutilized Parking Lot

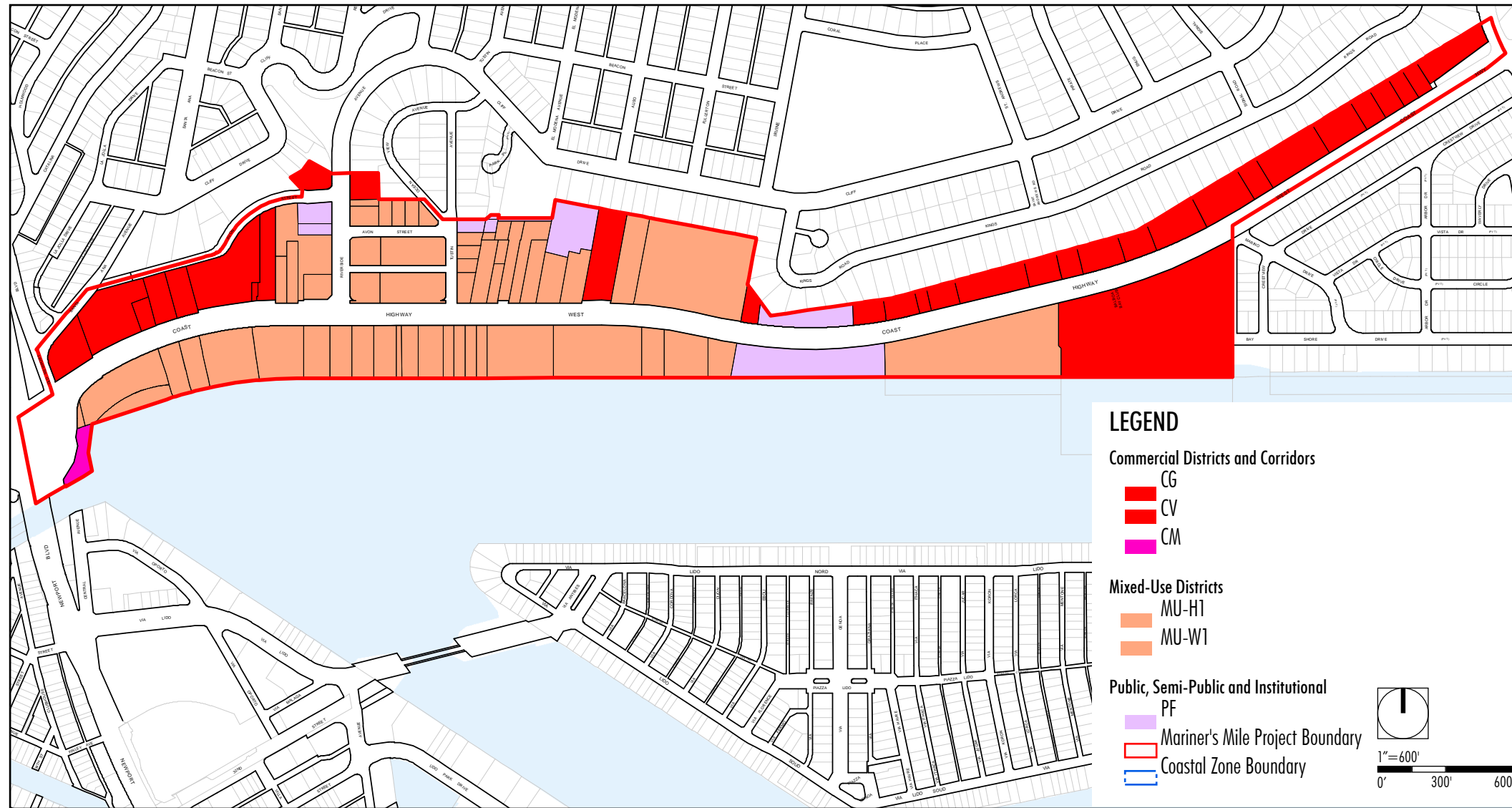


FIGURE 5. MARINERS' MILE GENERAL PLAN LAND USE DESIGNATIONS

| DESIGNATION | USES | DENSITY/INTENSITY |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| GENERAL COMMERCIAL (CG 0.3/0.5) | A variety of citywide and regional serving commercial uses. | 0.3- 0.5 Max FAR (1) (0.5 FAR if parcels are consolidated) |
| RECREATIONAL AND MARINE COMMERCIAL (CM 0.5) | Commercial development on or near the bay and to encourage the continuation of coastal-dependent and coastal-related uses, while maintaining the area's marine theme and character. | 0.5 Max FAR |
| VISITOR SERVING COMMERCIAL (CV) | Commercial development on or near Newport Bay that encourages the continuation of coastal-dependent and -related uses and visitor-serving and recreational uses. | 0.5 Max FAR |
| MIXED-USE HORIZONTAL 1 (MU-H1) | Coastal-related and highway-oriented general commercial uses, mixed-use commercial/retail uses, and stand alone multiunit residential located 100' from Coast Highway frontage. | Single Use: Commercial Max 0.5 FAR / Residential 20.1–26.7 du/acre Mixed Use: Max 1.5 FAR (0.25–0.5 Com. FAR / Max 1.0 Res. FAR) |
| MIXED-USE WATER 1 (MU-W1) | Coastal-related, visitor-serving commercial, mixed-use commercial/retail uses, and multiunit residential. | Single Use: Com. 0.5 Max FAR / Res. 12 du/acre (on max of 50% of property). Mixed Use: Max 1.25 FAR (0.35–0.5 Com. FAR / Res. Max 12 du/acre) |
| PUBLIC FACILITIES (PF) | Public facilities, including public schools, cultural institutions, government facilities, libraries, community centers, public hospitals, and public utilities. | N/A |

(1) 0.5 FAR maximum in CG designation applies to properties where lots are consolidated per GP Policy.



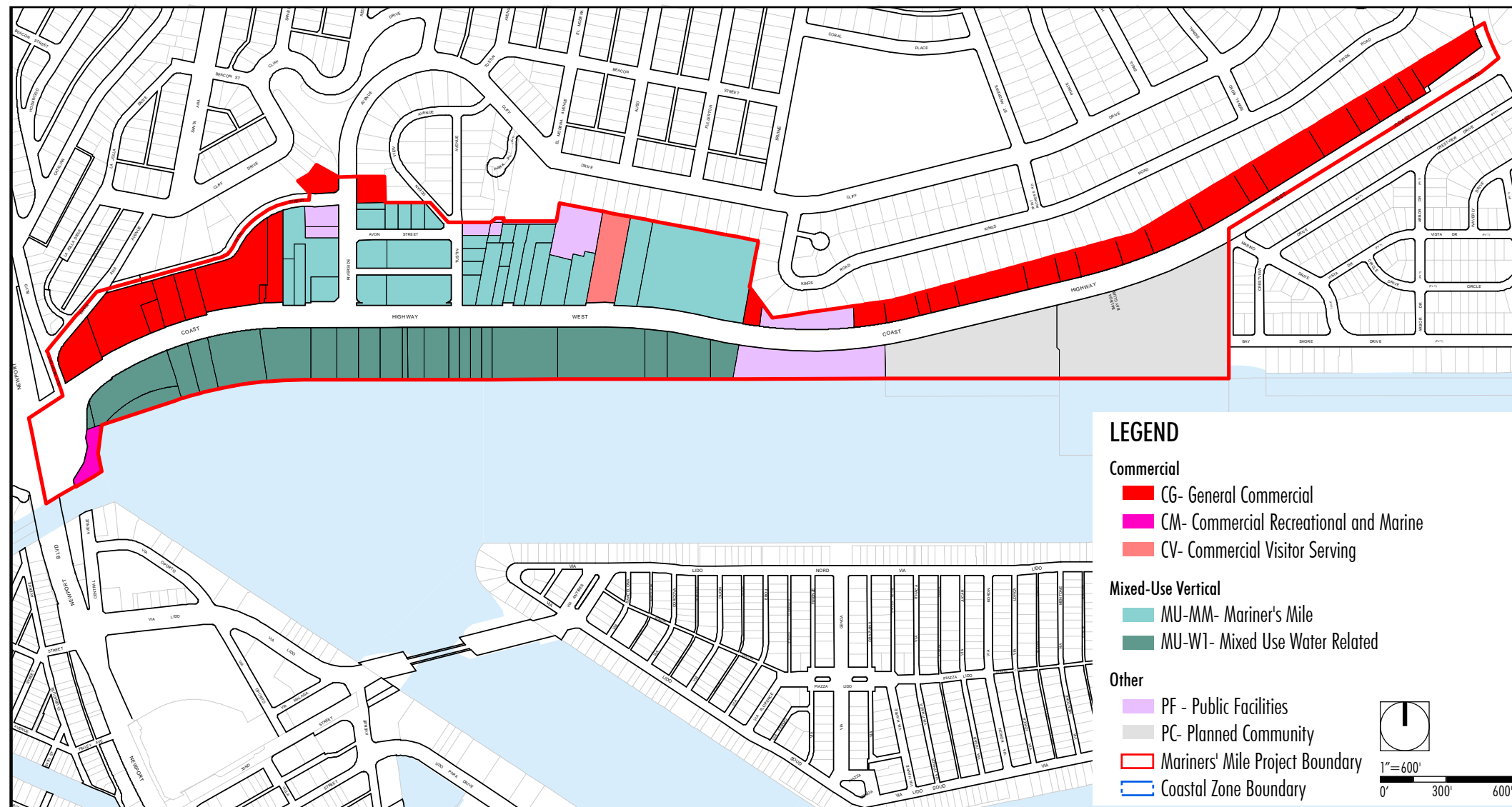


FIGURE 6. MARINERS' MILE ZONING/COASTAL ZONING DISTRICTS

| DESIGNATION | USES | DENSITY/INTENSITY |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| GENERAL COMMERCIAL (CG 0.3/0.5) | A wide variety of commercial activities oriented primarily to serve Citywide or regional needs. | 0.3- 0.5 Max FAR (1) |
| COMMERCIAL RECREATIONAL AND MARINE (CM 0.5) | Commercial development and coastal-dependent and coastal-related uses. | 0.5 Max FAR |
| COMMERCIAL VISITOR-SERVING (CV 0.5) | Accommodations, goods, and services that primarily serve visitors to the City. | 0.5 Max FAR |
| MIXED-USE MARINER'S MILE (MU-MM) | Commercial, multiunit residential, or mixed-use residential/ commercial structures. Residential uses are not permitted within 100 feet of Coast Highway. | Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.25-0.5 FAR / Res. 1.0 Max FAR |
| MIXED-USE WATER (MU-W1) | Multiunit residential, commercial, and industrial uses, including coastal-dependent and coastal related-uses. | Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.35-0.5 FAR / Res. 0.5 Max FAR |
| PLANNED COMMUNITY (PC-45) | Applies to the area occupied by the Balboa Bay Resort, allowing a club facility and lodging. | Cumulative Development: 0.88 FAR |
| PUBLIC FACILITIES (PF) | Public facilities, including community centers, cultural institutions, government facilities, libraries, public hospitals, public utilities, and public schools. | N/A |



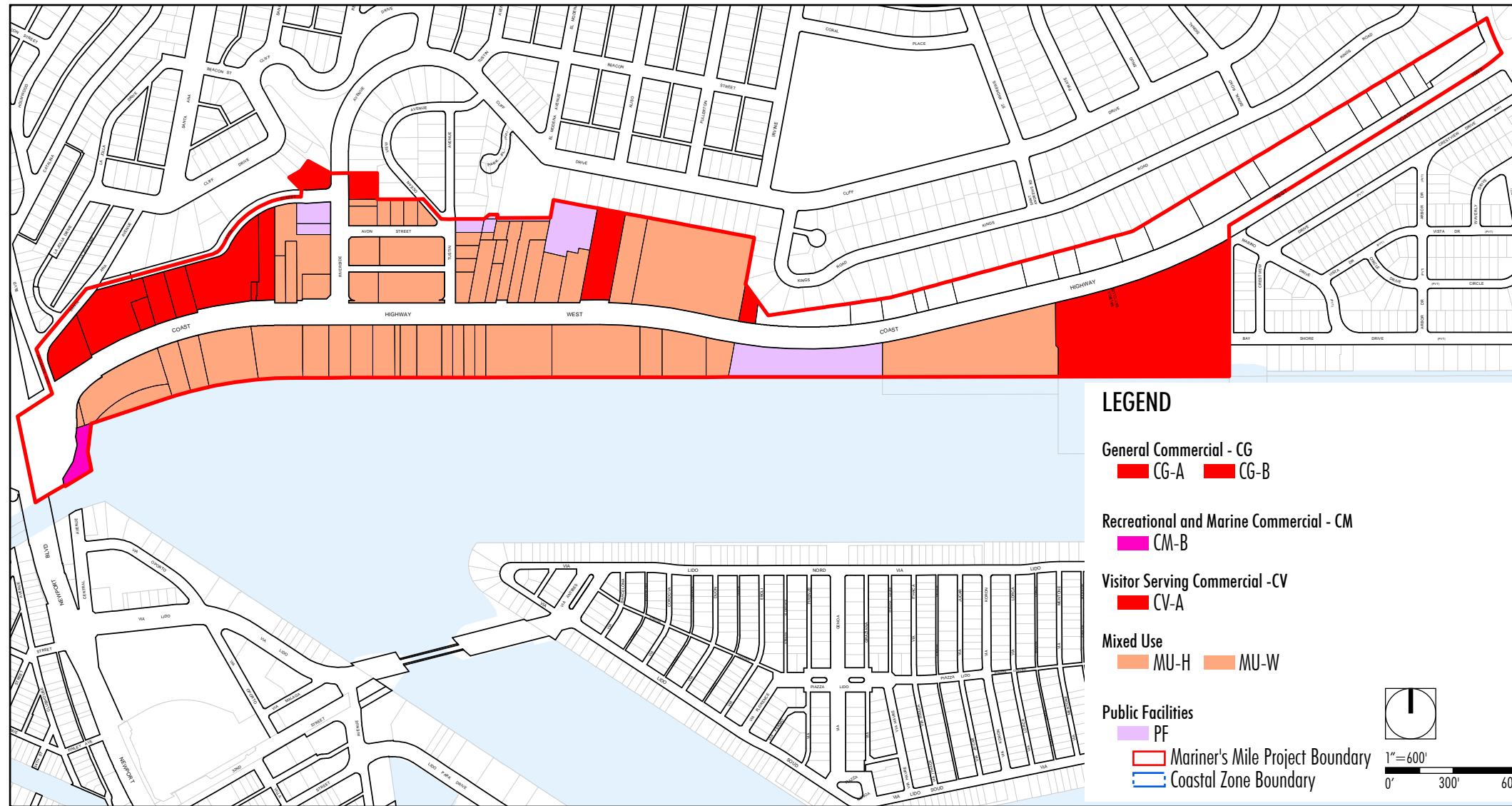


FIGURE 7. MARINERS' MILE COASTAL LAND USE PLAN DESIGNATIONS

| DESIGNATION | USES | DENSITY/INTENSITY |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GENERAL COMMERCIAL (CG-A/CG-B) | A variety of commercial activities oriented primarily to serving citywide or regional needs | 0.3- 0.75 Max FAR |
| RECREATIONAL AND MARINE COMMERCIAL (CM-B) | Commercial development uses on or near the bay in a manner that encourages the continuation of coastal-dependent and coastal-related businesses, visitor-serving and recreational uses, and physical and visual access to the bay. | 0.5 Max FAR |
| VISITOR SERVING COMMERCIAL (CV-A/CV-B) | Visitor serving-uses, goods, and accommodations. Limited Use Overnight Visitor Accommodations (e.g., time shares, fractionals, condominium-hotels) (LUOVA) are an allowed when provided together with traditional overnight, hotel visitor accommodations. | CV-A 0.3 Max FAR / CV-B 1.5 Max FAR |
| MIXED USE HORIZONTAL (MU-H) | Horizontally distributed mix of uses, which may include general or neighborhood commercial, commercial offices, multifamily residential, visitor-serving and marine-related uses, and/or buildings that vertically integrate residential with commercial uses. | Single Use: Nonresidential Max 0.5 FAR / Residential 20.1– 26.7 du/acre Mixed Use: Max 1.5 FAR (0.25–0.5 Retail. FAR / Max 1.0 Res. FAR) |
| MIXED USE WATER RELATED (MU-W) | Commercial development on or near the bay that encourages the continuation of coastal-dependent and coastal-related uses and visitor-serving uses, mixed-use commercial/residential, and overnight accommodations, including LUOVAs. Freestanding residential uses are prohibited in the MU-W. | Single Use: Nonresidential. 0.5 Max FAR / Res. 15 du/acre Mixed Use: Max 1.5 FAR (0.35–0.7 Nonres. FAR / Res. 0.8 Max FAR) |
| PUBLIC FACILITIES (PF) | Public facilities, including public schools, cultural institutions, government facilities, libraries, community centers, public hospitals, and public utilities. | N/A |



these documents and the goals, policies, and development standards contained within. *Figures 5, 6, and 7* display the various General Plan, Zoning Code, and Coastal Land Use Plan designations and/or districts in Mariners' Mile.

Opportunities and Challenges

Mariners' Mile is home to unique opportunities and challenges. These opportunities and challenges are the result of or shaped by several factors – including the areas physical setting, the historic development pattern, mobility network, and parcel size and configuration. *Figure 8 Mariners' Mile Opportunities and Figure 9 Mariners' Mile Challenges* highlight key opportunities and challenges within the Mariners' Mile corridor.

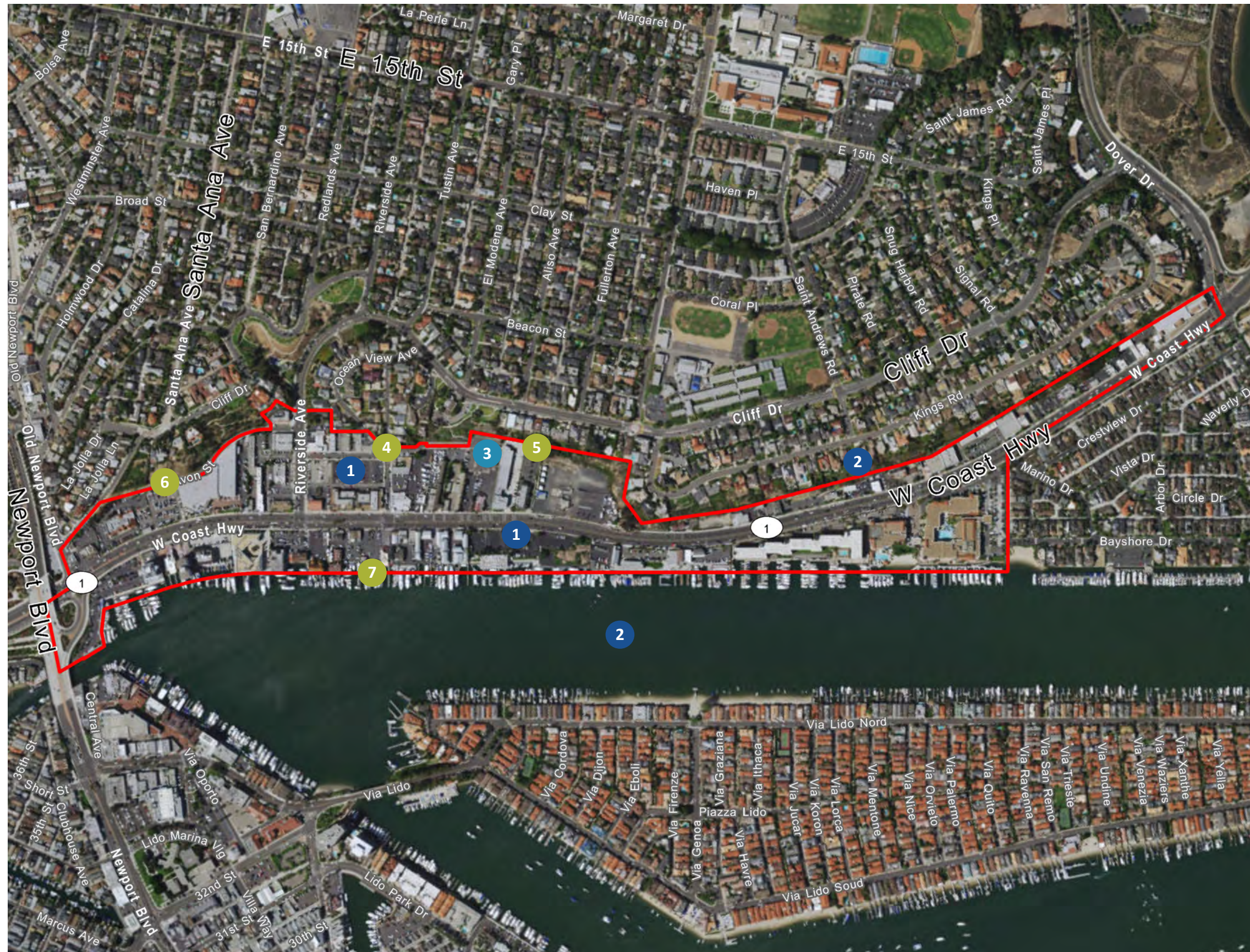


FIGURE 8. OPPORTUNITIES

LAND USE AND URBAN DESIGN

- 1** There are a number of underutilized parcels with surface parking lots along the corridor that have infill and redevelopment potential.
- 2** The corridor is between two attractive natural environments--the bay to the south and the bluffs to the north

PARKING

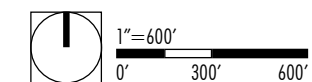
- 3** The City-owned parking lot at Avon Street has a large area that could be used for a parking structure to improve parking efficiency.

MOBILITY AND CIRCULATION

- 4** The Tustin Avenue/Avon Street/Ocean View Avenue intersection provides an opportunity to better connect the residential neighborhood with the commercial district.
- 5** The City has an easement in line with Avon Street behind the Holiday Inn Express, potentially allowing extension of Avon Street eastward.
- 6** Avon Street west of Riverside Avenue (behind Sterling BMW) could be extended as an east-west alternative to Coast Highway for bicyclists and pedestrians and a valuable connection to the retail district.
- 7** Infill and redevelopment provides opportunity to create continuous boardwalks.

Project Site

Source: ESRI, 2015



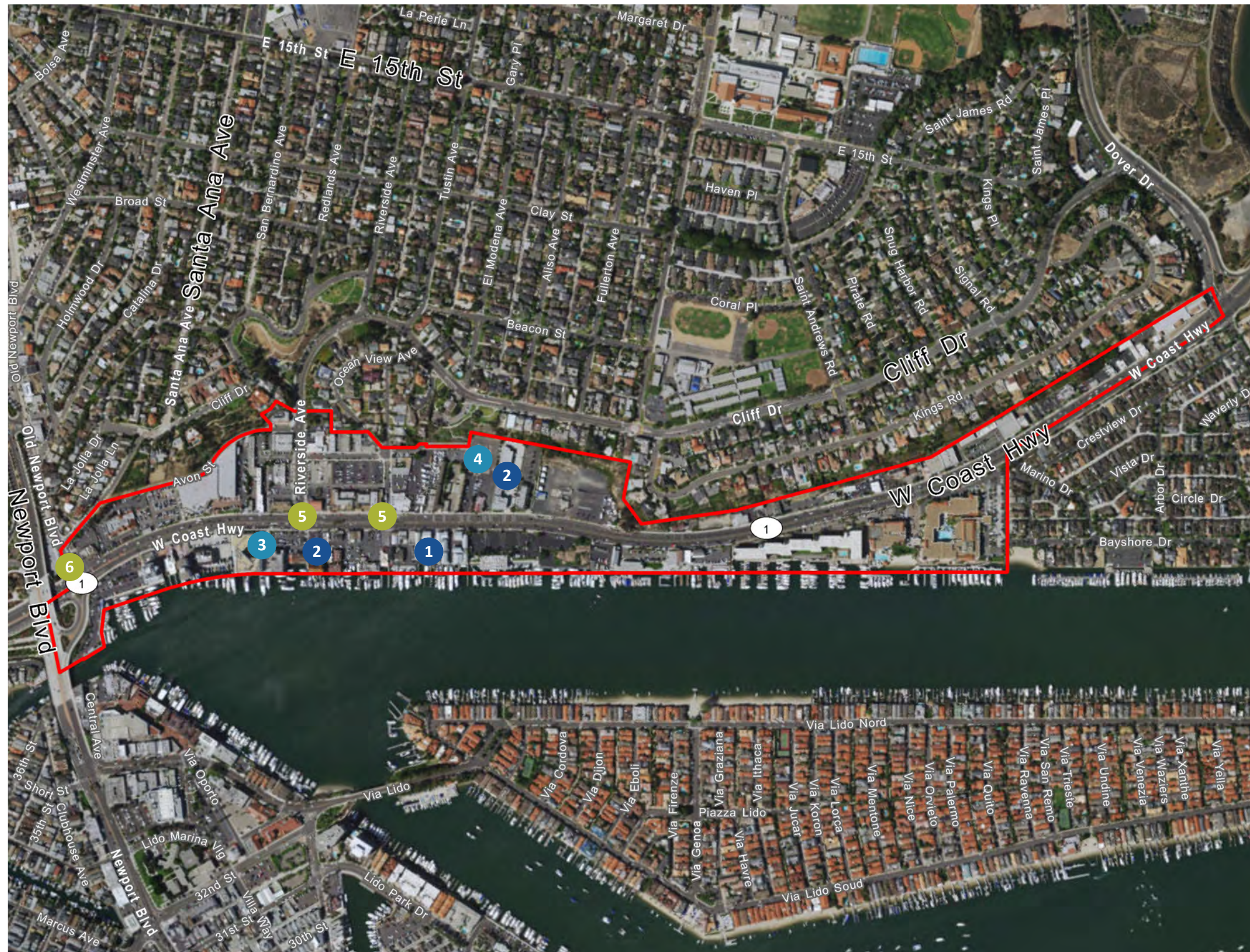


FIGURE 9. CHALLENGES

LAND USE AND URBAN DESIGN

- 1 High land and property values inhibit desired marine-related and marine-dependent uses such as boat building and services.
- 2 Buildings are generally interspersed throughout Mariners' Mile without a consistent building orientation or placement on parcels.

PARKING

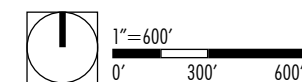
- 3 Inadequate parking on the harbor side of Coast Highway requires the use of valuable inland property to provide parking.
- 4 The layout and distribution of private parking lots are inefficient and do not serve supporting uses to their highest potential.

MOBILITY AND CIRCULATION

- 5 There are few locations for pedestrians to cross Coast Highway, limiting the ability and/or desirability to park and walk to destinations.
- 6 The intersection of Coast Highway and Newport Boulevard poses many challenges for pedestrians and bicyclists, and existing infrastructure, especially on the north side, does not address connectivity through the underpass.

Project Site

Source: ESRI, 2015



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MARINERS' MILE 3 FRAMEWORK PLAN

A vision is incomplete without a plan to achieve the vision. The Framework Plan is the roadmap for how future development and improvements within Mariners' Mile can collectively achieve the community's vision for the corridor, its physical development, and achieve the best outcome for current and future residents, business and property owners, and visitors to this special part of Newport Beach. The Framework Plan takes an integrated, corridor-wide approach, addressing how land use & urban design, mobility & streetscape improvements, a vibrant public waterfront, and parking solutions can provide a framework for a bright, prosperous, and sustainable future for the corridor.

The Framework Plan encapsulates future public and private investments and improvements in four distinct yet interrelated categories: Land Use & Urban Design, Mobility & Streetscape, Vibrant Public Waterfront, and Parking Management. While the categories and the recommended investments and improvements contained within are each individually relevant, the strength of the Framework Plan is in its collective components and coordinated approach to improving the corridor. The Framework Plan displays the conceptual physical location of proposed improvements and narrative text describing the intent of and relationship between the improvements.



Figure 10 Framework Map displays the conceptual physical locations of proposed land use & urban design and mobility & streetscape investments and improvements. While it is important to show conceptual or illustrative locations of possible investments and improvements to provide a visual picture of a possible future of Mariners' Mile, the exact location, design, and timing of investments and improvements are dependent on a variety of market and economic factors, as well as the City's design review and approval process.

FIGURE 10. FRAMEWORK MAP





LAND USE & URBAN DESIGN

The built environment - the parcels, buildings, streets, parking lots, and public spaces – reflects the land use plans, policies, and regulations and the geographic and topographic setting of the corridor. The fragmented and irregular development pattern that is characteristic of the built environment today has resulted in few sites within Mariners' Mile being developed to their full potential.

Given its ideal location along Coast Highway in the heart of coastal Orange County and strong local and regional economic conditions, it is reasonable to anticipate that as revitalization efforts begin, Mariners' Mile will experience increasing market pressures for adaptive re-use of existing buildings, infill, and redevelopment opportunities.

Certain areas within Mariners' Mile have great potential for future positive change in the corridor. These "opportunity areas" are locations currently developed at intensities significantly less than permitted under existing zoning regulations (e.g., properties with small commercial buildings and large surface parking lots) and exhibit site characteristics – such as size, visibility, and/or location - conducive to the quality, contextually appropriate development desired for the area.

As displayed in *Figure 11 Area Districts Map* **opportunity areas** form three unique districts within the Mariners' Mile corridor: Village Core, East-End Commercial District, and Harbor-Frontage Area. Each district has a unique, yet complimentary role to play in the revitalization of the corridor. The following provides an overview of the mix of uses and character and scale of development envisioned for each district.






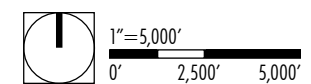
FIGURE 11. OPPORTUNITY AREA DISTRICTS MAP

 Project Boundary

Opportunity Areas

 Opportunity

 Stability



RELATIONSHIP TO THE GENERAL PLAN AND ZONING CODE

The Master Plan maintains the land use designations and applicable development standards specified by the General Plan and Zoning Code. As such, the following mix of uses, character, and scale of development described for the three opportunity areas would conform to the existing General Plan and Zoning Code and would not require any amendments for approval.

VILLAGE CORE (DISTRICT 4)

The Village Core is intended to transition from a predominantly auto-oriented strip commercial area to a pedestrian-oriented neighborhood-serving commercial village environment. As displayed in *Figure 12 Village Core*, Avon Street would serve as the village core main street, providing a spine for infill development and redevelopment projects. Avon Street is situated to allow buildings to front on both sides of the street, creating a true village character. Streetscape improvements, discussed in the Mobility & Streetscape section, would

create an improved pedestrian and bicyclist environment in the core area. Cumulatively, these improvements would facilitate a small-scale commercial area providing neighborhood-serving uses to residents of the surrounding neighborhoods and visitors to the corridor.

The Framework Plan envisions the ground floors of building occupied by active commercial uses, such as restaurants or coffee shops, retail stores, and other active uses. Commercial uses would continue to occupy buildings fronting on West Coast Highway. A limited number of residential uses would be located a minimum distance of 100 feet from West Coast Highway, as required by the Zoning Code, oriented toward Avon Street and Tustin Avenue. The residential uses would primarily consist of attached single-family townhouse residences located along Avon Street (central). The new residential uses, along with residents of adjacent neighborhoods, would provide a customer base for new commercial uses, and introduce a new housing product to the area.



FIGURE 12. VILLAGE CORE

EAST-END COMMERCIAL DISTRICT (DISTRICT 7)

The Framework Plan recognizes the existing auto-oriented commercial nature of the east-end and proposes a series of recommendations to improve and enhance this commercial area while respecting the natural environment and adjacent residential neighborhoods and commercial areas. Like the Village Core, the east-end commercial district is characterized by infill development of underutilized parcels. Development is encouraged to occur as a series of smaller, clustered buildings rather than a single large structure.

As displayed in *Figure 13 East End Commercial District*, multiple buildings on a site or parcel should be clustered around and oriented toward small public plazas, and building frontages should be modulated to establish the visual character of individual buildings and storefronts. The Framework Plan envisions parking located at the rear or side of parcels rather than fronting directly on Coast Highway. Curb cuts and driveways should be consolidated when possible to reduce points of conflict with pedestrians and bicyclists and improve

the flow of vehicular traffic. Under General Plan Policy LU 6.19.13, development intensities can be increased to a floor area ratio of 0.5 where parcels are consolidated to accommodate larger commercial development projects that provide sufficient parking. The east-end commercial district would include extensive on-site landscaping between new commercial development and the public right-of-way and in surface parking lots to soften the commercial strip nature of the district.

The existing composition of permitted, conditional, and prohibited uses would remain on the east end, however, new uses would be reviewed and approved subject to compliance with design guidelines, provided in Section IV of this document, established for the area. The design guidelines are intended to reflect the community’s desire for quality design in the corridor without negatively impacting a property owner’s ability to develop or utilize their property.



FIGURE 13. EAST END COMMERCIAL DISTRICT

HARBOR-FRONTAGE AREA (DISTRICT 3)

The Harbor-Frontage area is intended to serve as a gateway to the Harbor, linking inland residential neighborhoods and commercial uses to the water and linking the harbor-frontage area to the rest of Mariners' Mile corridor. Buildings would be oriented toward the water, with public plazas and open spaces and oriented away from West Coast Highway.

As displayed in *Figure 14 Harbor Frontage Area*, public plazas and open spaces would provide physical and visual connections to the water, while also providing public outdoor space for residents and visitors to connect, interact, and relax. The area would continue to provide a mix of visitor-serving and harbor-related uses, as well as a limited amount of mixed-use development (up to 50 percent of the Harbor-Frontage area), incorporating residential dwelling units with the existing nonresidential uses. A future public dock would allow residents and visitors to access the harbor-frontage area from the water, allowing the harbor to function as an additional "roadway" connecting the east and west sides of Mariners' Mile and linking the corridor to other harbor-adjacent areas of Newport Beach. Additionally, the development of a public dock would activate water-based recreation and leisure activities, such as use of Duffy boats, charters, and

non-motorized water sports. While the plan does not address the specific mix of uses in the area, the plan encourages retention of existing harbor-related and dependent uses that help preserve the area's nautical history. Additional streetscape and public space amenities for the harbor-frontage area are discussed in the Mobility and Streetscape section of the plan

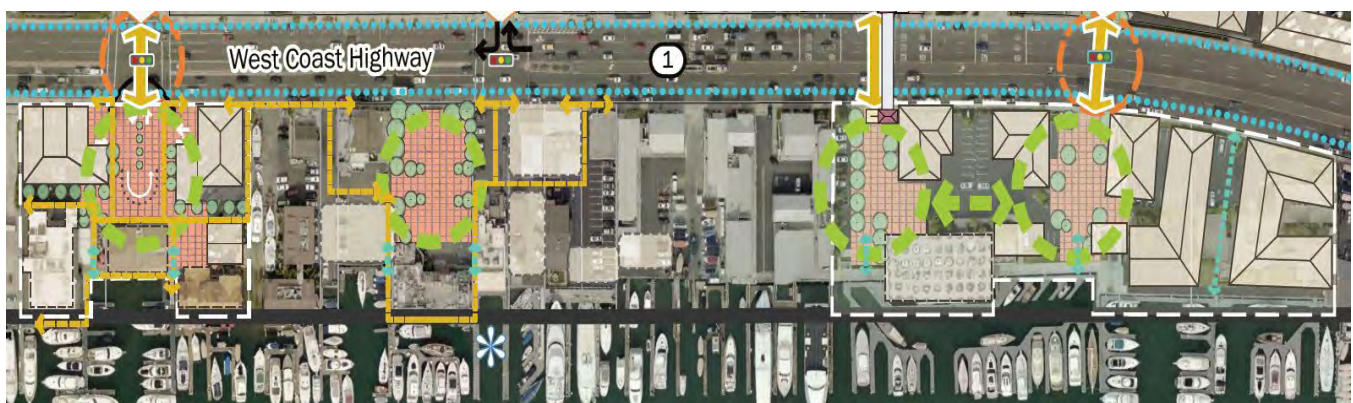


FIGURE 14. HARBOR FRONTAGE AREA

MOBILITY NETWORK & STREETScape DESIGN

INTRODUCTION

This section describes the mobility network & streetscape design component of the Framework Plan. The improvements support the vision and are correlated with the land use and development opportunities described in the previous section to cumulatively result in a better-connected and revitalized Mariners' Mile corridor.

A variety of physical improvements would contribute to a public realm that provide improved access to the water from inland properties and adjacent residential neighborhoods, a safe and well-connected pedestrian and bicycle network, more accessible public parking spaces, improved automobile circulation and safety, and a stronger and more cohesive sense of place throughout the Mariners' Mile corridor.

Like the Land use & Urban Design section, the Mobility Network & Streetscape Design section of the Framework Plan consists of illustrative or conceptual locations for certain public realm features. Final improvements and locations for public realm features would be determined in consideration of the location of new development,

analysis to ensure that traffic patterns and volumes are not adversely impacted, engineering design, and funding availability. To account for this flexibility, this section describes overarching guiding principles for the placement of public realm features and/or alternative siting locations.

STRENGTHENING THE CORE

Avon Street acts as the organizing element of the Village Core area and has the potential to become the backbone of the western half of the inland side of Mariners' Mile. Improving Avon Street is a critical element in strengthening the village core of Mariners' Mile. Proposed improvements vary along the length of the roadway, due to a variety of factors including the existing right-of-way width, existing land uses, proposed land uses, and urban design improvements. As displayed in *Figure 15 Avon Street*, Avon Street improvements are broken into three segments: west, central, and east.



FIGURE 15. AVON STREET

AVON STREET (WEST)

Currently, this westerly segment of Avon Street in Mariners' Mile is a narrow roadway located at the foot of the bluffs leading to a dead end just before Santa Ana Avenue. The roadway is especially narrow adjacent to the existing BMW dealership building. Extending the roadway to allow for vehicular access would require significant alteration of the slope and a retaining wall system. Therefore, it is not recommended. Proposed improvement, provide bicycle connectivity between Avon Village, the residential areas north of Avon Street, to a proposed pedestrian bridge crossing West Coast Highway via a proposed parking structure at the auto dealership. Current conditions and proposed improvements to the westerly portion of Avon Street are displayed in *Figures 16 & 17*. To improve bicycle and pedestrian connectivity within the Plan area, the Plan proposes to add bicycle and pedestrian facilities on the existing roadway. This section of Avon Street would maintain the existing curb-to-curb width of the roadway, however, Class III sharrow markings would be added on the travel lanes for shared lanes with bicyclists and a pedestrian sidewalk developed on the north side of the street by constructing and relocating the existing retaining wall.

In addition, a linear park would be developed along the foot of the existing hillside, extending Avon Avenue toward Santa Ana Avenue. The park would consist of a 12-foot wide multi-use (pedestrian/bicycle) shared path with landscaping and open space on either side. Existing conditions and the proposed improvements to the west end of Avon Street are displayed in *Figures 18 and 19*.

From the improved western portion of Avon Street, pedestrians and bicyclists will be able to use a multi-use corridor to enter a proposed parking structure shared with BMW (discussed below) and connect with a new pedestrian/bicycle bridge, as displayed in *Figure 20 Santa Ana Ped/ Bike*

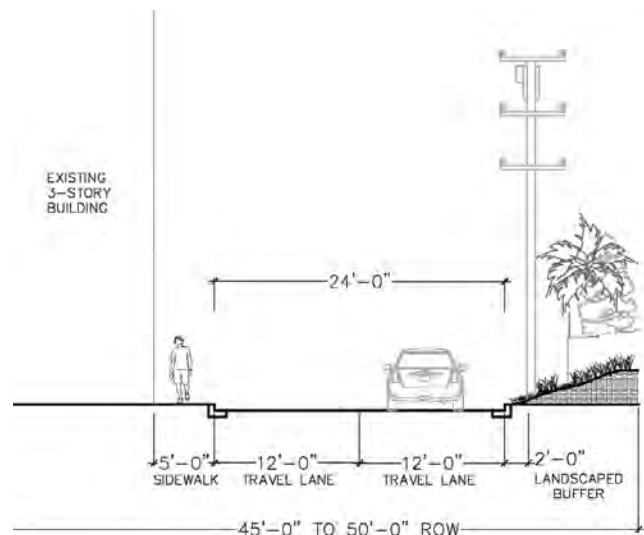


FIGURE 16. EXISTING AVON (WEST) ADJACENT TO CAR DEALERSHIP

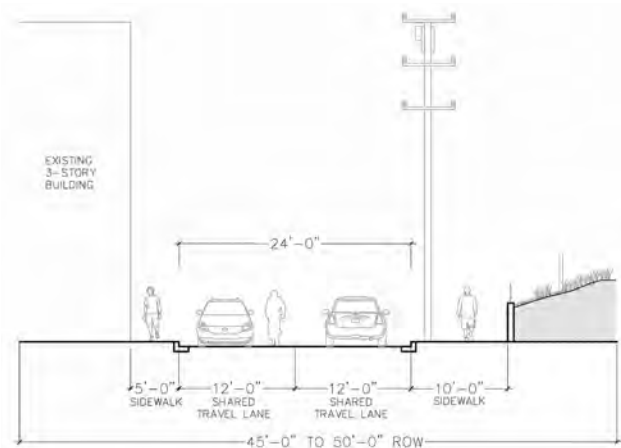


FIGURE 17. PROPOSED AVON (WEST) ADJACENT TO CAR DEALERSHIP

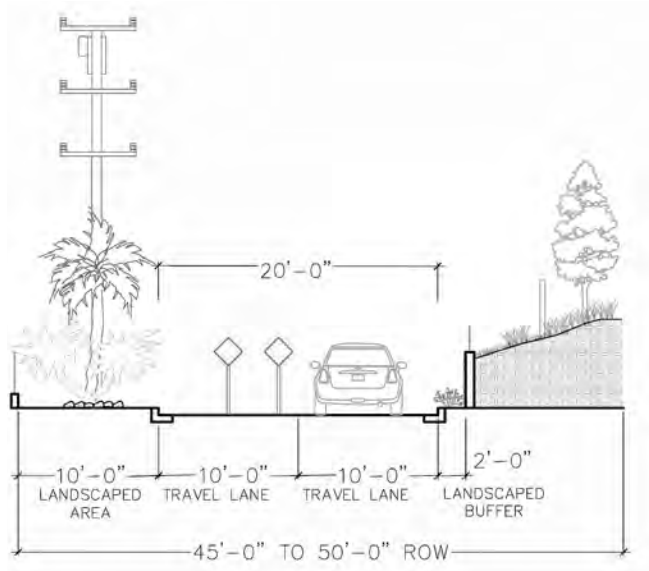


FIGURE 18. EXISTING AVON (WEST) TERMINATION

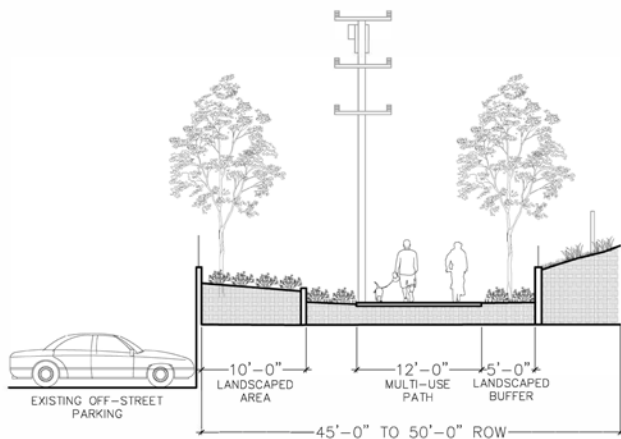


FIGURE 19. PROPOSED AVON (WEST) MULTI-USE PATH

Connection providing access across Coast Highway to the waterfront. To accommodate bikes, the parking structure and pedestrian bridge would be equipped with elevators.

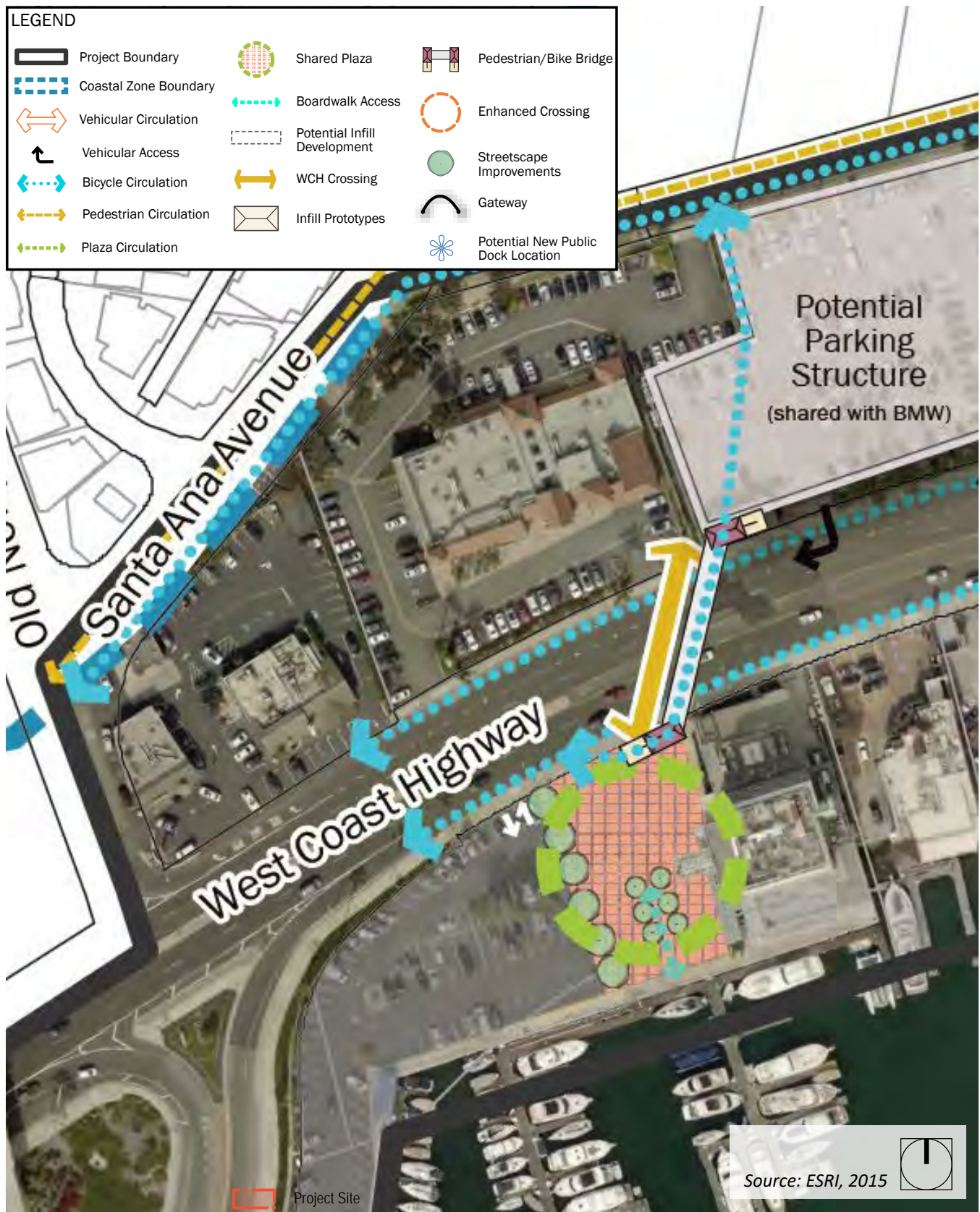
The existing Sterling BMW parking lot at the west end of Mariners' Mile between Coast Highway and Avon Street provides a potential site for a multilevel parking structure. Currently, the lot is utilized by the automobile dealership and does not provide

public parking. A future parking structure could be used by both the dealership and the public, with dealership vehicles securely separated from public parking areas.

A parking structure would comply with a height restriction of 35 feet to minimize visual impact and preserve views to the water from blufftop residences. The top parking level could be open to the sky or covered with a roof. If covered, a roof could be partially or fully covered with a landscaped green roof. With a lot area of approximately 54,000 square feet, the structure would likely have three parking levels providing roughly 400 regular parking spaces. If the dealership occupied one-and-a-half levels, it would have a significantly increased capacity to store vehicle inventory on site – with the added benefit of covered parking for some or all of its inventory. With vehicles parked closely and in rows “valet style”, it is likely that the dealership could store around 250 vehicles in the parking structure. One-and-a-half levels of public parking, with approximately 200 spaces, would increase the public parking supply in Mariners' Mile by around 30 percent.

The proposed parking structure would provide additional public parking near popular restaurants and destinations, including yacht charter departure areas. The proposed parking structure would be easily accessible from Coast Highway via Avon Street and provide additional parking capacity to accommodate future demand for area business, including a location for a future centralized valet and employee parking area. Development of the parking structure would require close coordination between the City and the property owner, and require significant construction, maintenance, and operational costs.

FIGURE 20. AVON STREET PED/BIKE CONNECTION



AVON STREET (CENTRAL)

Existing sidewalks in Avon Village are narrow with multiple driveway entrances, little separation from parking lots at the back of sidewalk, and are not ideal for a walkable retail corridor environment. To the immediate south, the City owns a 30-foot-wide alley in the Village Core, which exclusively serves as access to the existing surface parking lot. A land swap between the City and the Village Core properties at 2615 and 2651 Avon Street would enable the Avon Street right-of-way width to be increased to accommodate wider sidewalks and streetscape amenities and establish a more pedestrian-friendly environment. The increased right-of-way on Avon Street would allow for roadway and streetscape improvements, including Class II bike lanes, wider sidewalks, seating areas, landscaping, outdoor dining, and other streetscape improvements. *Figure 21 Existing Central Avon Street* displays an existing section of Avon Street, while *Figure 22 Proposed Central Avon Street* displays proposed improvements to the central segment of Avon Street.

The proposed central Avon Street section assumes a 1:1 land swap ratio that yields an additional 30 feet of right-of-way. If the land swap occurs at a lower ratio, the width of the sidewalk on the south side could be reduced. Proposed enhancements on Avon Street create a more walkable public space, increasing foot traffic for existing and new businesses, and providing a pedestrian-friendly neighborhood retail environment for residents.



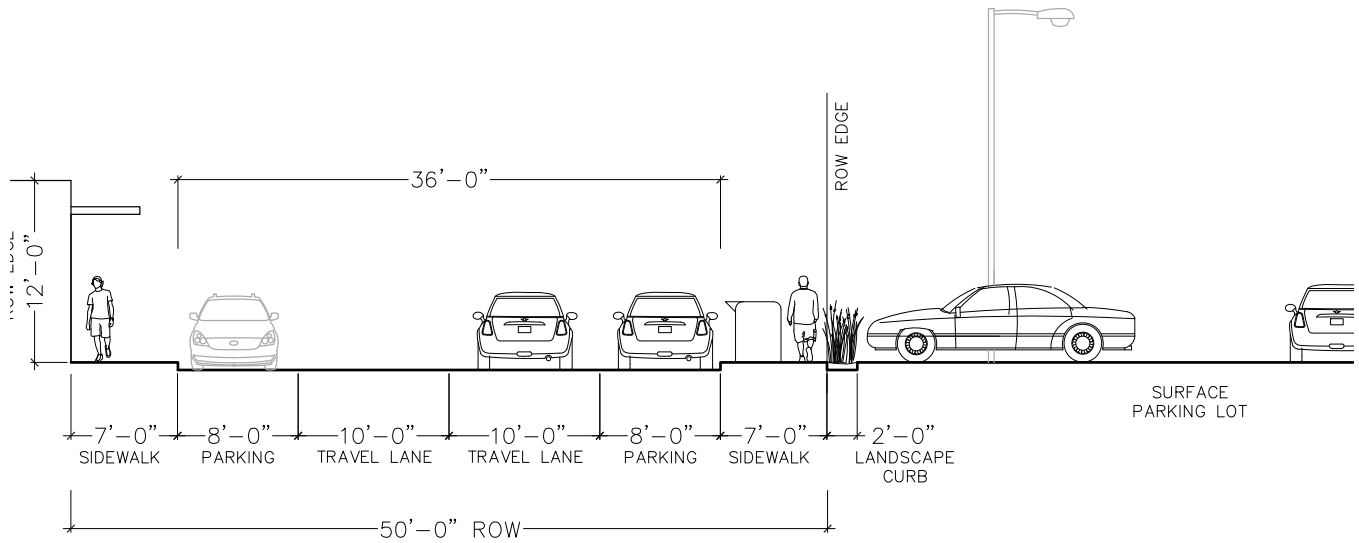


FIGURE 21. EXISTING AVON (CENTRAL) STREET

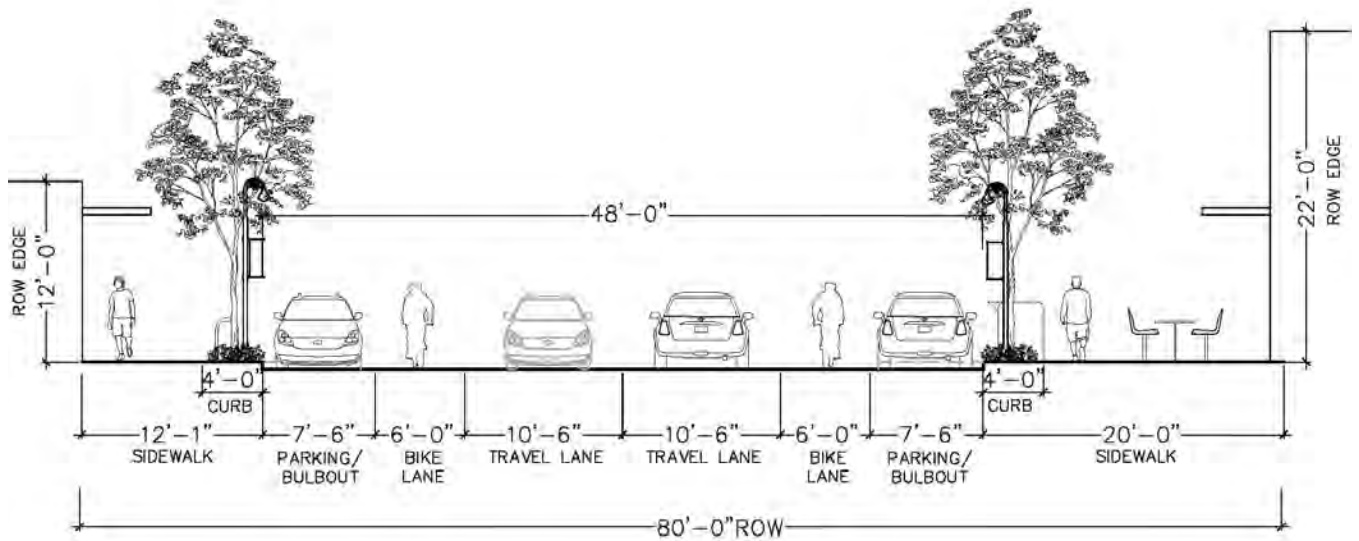
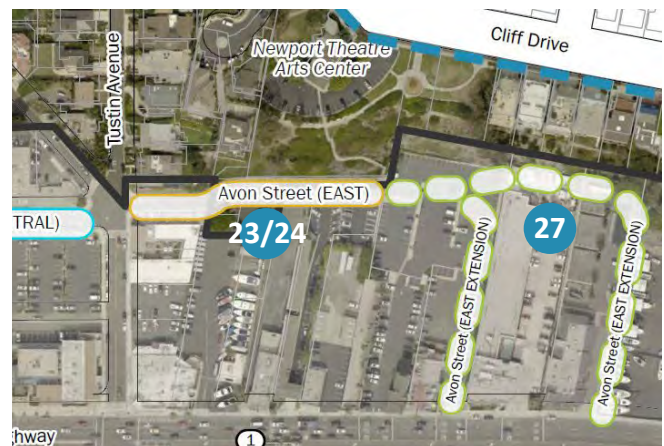


FIGURE 22. PROPOSED AVON (CENTRAL) STREET IMPROVEMENTS

AVON STREET (EAST)

Avon Street currently terminates at the intersection of Ocean View and Tustin Avenues. As displayed in *Figure 23 Existing Avon Street East*, an alleyway connects to the east of this intersection and leads to a City-owned parking lot and pedestrian staircase and pathway to the Newport Theatre Arts Center (Arts Center) located on the upper portions of the bluff. The City is considering modifying the alleyway so that it becomes an extension of Avon Street to the east with Avon connecting to West Coast Highway at a new signalized intersection in one of two potential locations (1) to the west of the existing Holiday Inn Express (2332 West Coast Highway) or (2) on the western edge of the existing boat yard parcel (2244 West Coast Highway). Future private property dedication would be required to accommodate the increased right-of-way width associated with conversion of the alleyway to an extension of Avon Street. This would be coupled by removal of the traffic signal at the West Coast Highway-Tustin Avenue intersection and limiting turn-movements to right-turn in only from the Highway and to the Highway from Tustin Avenue.



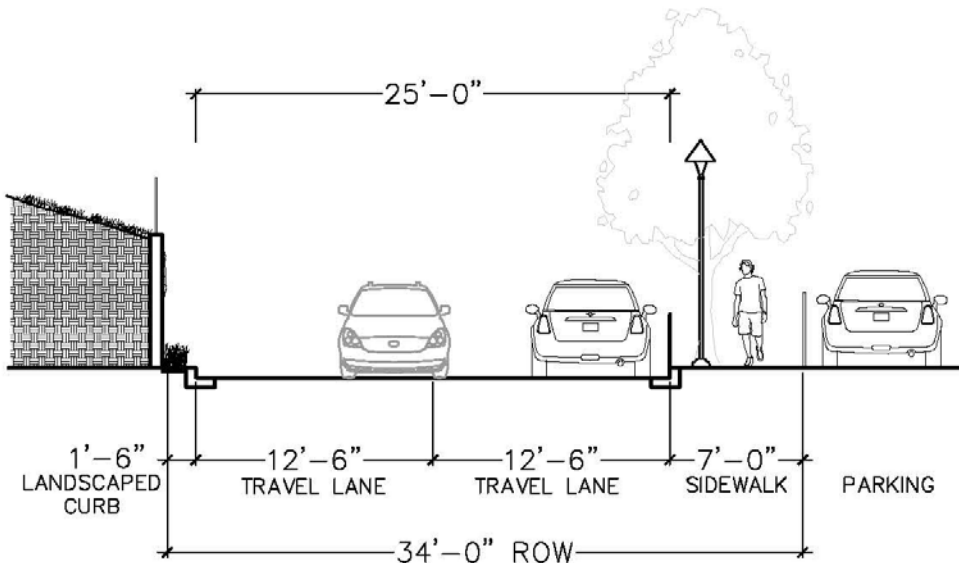


FIGURE 23. EXISTING AVON (EAST) STREET

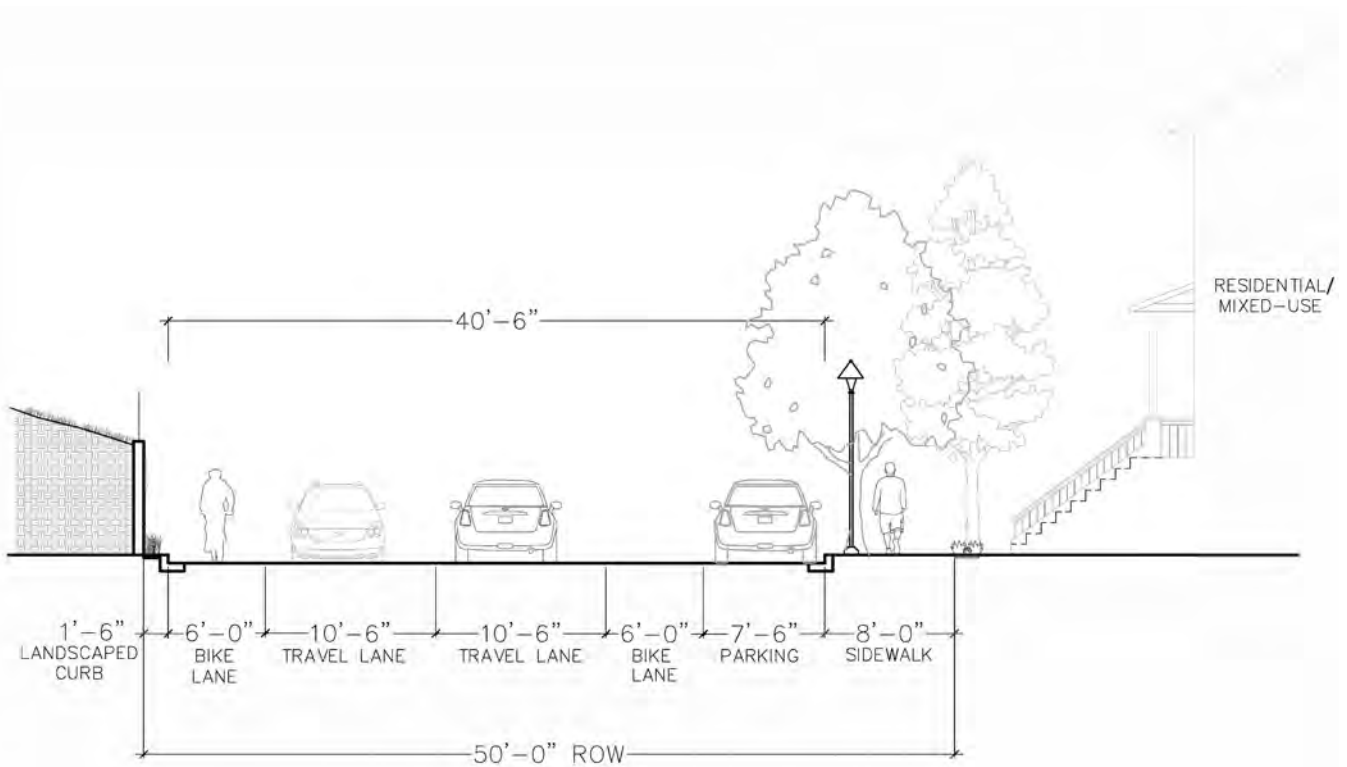


FIGURE 24. PROPOSED AVON (EAST) STREET

Figure 24 Proposed Avon Street East displays proposed improvements to the alleyway between the terminus of Avon Street and the City-owned parking lot.

Figure 25 Avon Street Visual Simulation provides a conceptual visualization of future improvements to the existing Avon alleyway.

Figure 26 Conceptual Avon Street Extension displays

a conceptual vignette of the options for extending Avon Street to connect with West Coast Highway.

The City standard design is 36 feet curb-to-curb for two travel lanes and parking on both sides of the street does not include separated bicycle facilities. To accommodate bicycle lanes, the Plan proposes increasing the street right-of-way to include separated bicycle lanes and reduced widths



FIGURE 25. AVON STREET VISUAL SIMULATION

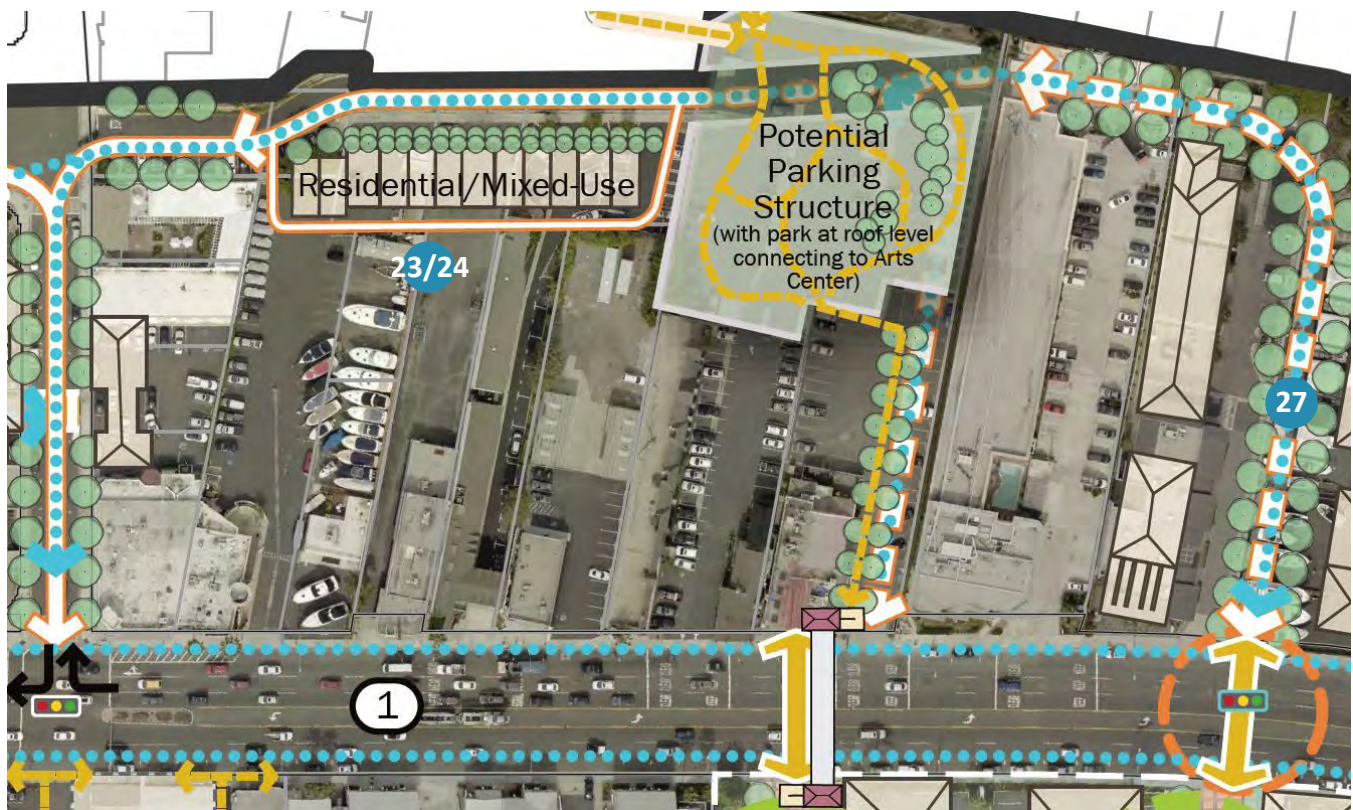


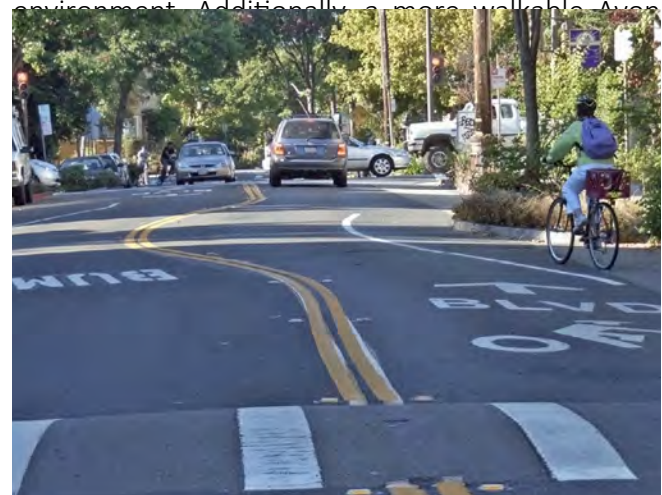
FIGURE 26. CONCEPTUAL AVON STREET EXTENSION

of the parking lanes. A pedestrian/bike pathway could continue at the ground level as a link to a pedestrian/bicycle crossing over Coast Highway to create a continuous connection from the north side to the harbor side. The rooftop park and pedestrian and bicycle bridge would not only provide access between Mariners' Mile and the Newport Theatre Arts Center, but would also provide a green link for residents living above Kings Road to the water as well as the Village Core and Harbor-Frontage districts. A conceptual eastern extension of Avon Street is displayed in *Figure 27*.

The envisioned parking structure would comply with a height restriction of 35' to minimize visual impact, and a rooftop park space would further minimize potential visual impacts when viewed from the blufftop. A parking structure with three parking levels and a rooftop park would likely provide approximately 300-350 public parking spaces, adding 175-225 spaces over the existing

parking lot capacity. The parking lot will increase the public parking supply in Mariners' Mile by 36 percent.

The proposed design of the Avon Street segment from the Avon/Ocean View/Tustin intersection to this important park/parking structure encourages multimodal uses and a pedestrian-friendly environment. Additionally, a more walkable Avon



Bicycle Friendly Street

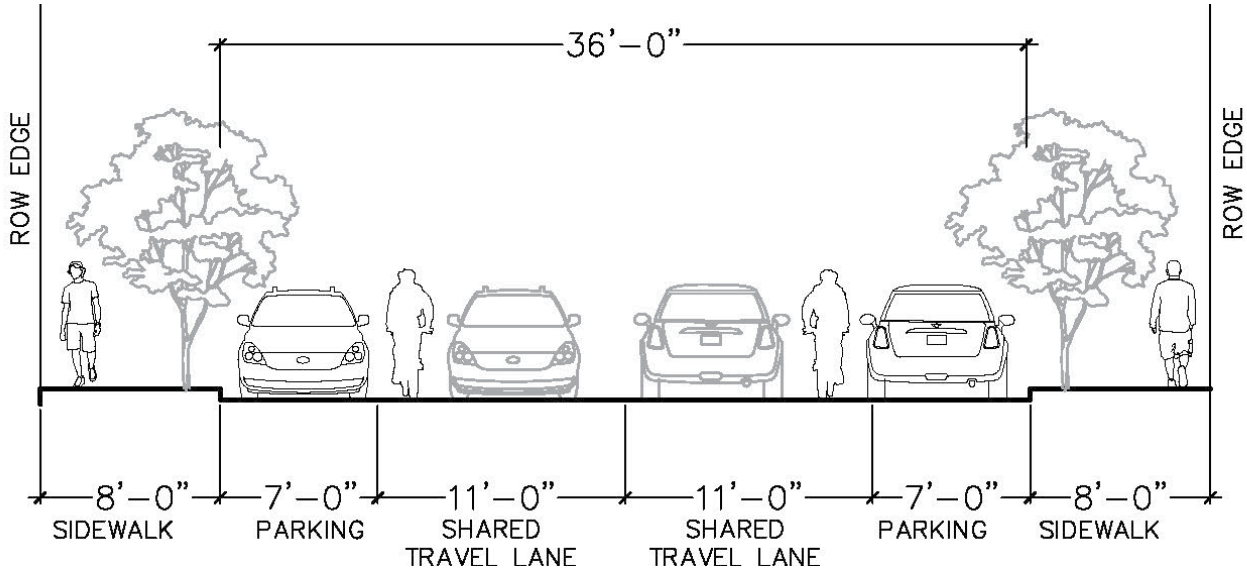


FIGURE 27. AVON STREET CONNECTOR TO COAST HIGHWAY- CITY-STANDARD SECTION

Street could also benefit potential development fronting onto Avon Street (parallel to the bluffs).

VIBRANT PUBLIC WATERFRONT

A major asset of Mariners' Mile is its proximity to Newport Bay, which provides scenic, idyllic views of the waterfront. Currently, access to the waterfront is limited and not intuitive. Very few public pedestrian pathways lead to the water and there are not any public spaces oriented to the sidewalk on Coast Highway. This section describes proposed improvements that would enhance the existing public realm, which includes the public and privately owned areas of Mariners' Mile that are available for everyone to use or see, including streets, squares, and plazas. The proposed improvements create additional public spaces south of West Coast Highway and encourage pedestrian activity and circulation along the waterfront. The public realm includes any publicly- owned streets,

pathways, rights-of-way, parks, publicly accessible open spaces, and any public and civic building and facilities.

PUBLIC PLAZAS

The Plan proposes to activate the public waterfront by creating a series of interconnected plazas that front onto the public sidewalk along the harbor side of West Coast Highway. Many of the proposed plazas are located at West Coast Highway crossings (i.e., enhanced crossings and pedestrian/bicycle bridges) to help serve as gateways from the village side to the harbor side. Plazas situated at pedestrian nodes serve as public spaces that are harmonious with

FIGURE 28. VISUAL SIMULATION OF CONCEPTUAL PLAZA



and contribute to nearby waterfront development. Pedestrian circulation through the connection of these plazas provides points of access to the waterfront. As previously discussed, a future public dock would work in concert with the proposed public plazas to activate the public waterfront and provide access and improve connectivity to harbor-side businesses for a wide range of Newport Beach residents and visitors to the area. A future public dock should be located at a location that allows a seamless transition from harbor side business and public amenities, such as public plazas, to the water. The exact location, size, and configuration of the dock should be determined by working with the City's Harbor Commission, business owners, and recreational water users.

Waterfront plazas adjacent to surface parking areas and businesses designed appropriately with attractive landscaping and paving materials create a shared space to allow a flexible, integrated dynamic between pedestrians, bicyclists, parking motorists, delivery motorists, and valet services. Surface parking continues to act as an interim solution to address Mariners' Mile's short-term parking needs. As Mariners' Mile revitalizes and the proposed parking structures are built in the area, a greater amount of consolidated parking will allow these surface parking areas to develop as standalone public plazas or as public plazas integrated into an infill or redevelopment project.

The City and future parking district could work with property owners to facilitate an agreement to improve the space in exchange for use of spaces in a City-owned parking lot or future structure. The replacement of existing surface parking spaces removed as a result from the creation of public plazas will depend on overall parking supply and demand for Mariners' Mile. *Figure 28*, below, shows a visual simulation of the Conceptual Plaza of a future harbor-side public plaza.

CIRCULATION ALONG THE WATERFRONT

A key aspect of creating a vibrant public waterfront is providing convenient access to and views of the water and its bustling marine activities. The location of existing buildings, bulkheads, and other improvements constrain the ability to develop a continuous boardwalk directly along the harbor front within Mariners' Mile. However, it is possible to create a designated circulation path utilizing a combination of the sidewalk along Coast Highway, shared paths between waterfront plazas, and sections of existing or new boardwalk. Where the boardwalk is not continuous, pedestrian circulation would be supplemented by a circulation network between plazas, while providing connections to boardwalk access points. This approach still provides a continuous pedestrian path through the entire south side of Coast Highway with respites to the water in certain areas. Wayfinding elements and the plaza design need to be incorporated into the circulation pathway to help ensure that the pathway is intuitive to users, attractive, and contributes to the aesthetic and character of Mariners' Mile.

As an initial step in developing a harbor-front circulation path, it is recommended that a detailed plan be developed evaluating existing building and infrastructure constraints along the harbor edge and identifying appropriate design solutions to accommodate continuous pedestrian movement parallel to the Harbor. A proposed initial alignment is displayed in *Figure 29 Circulation Network*.

There are several constraints that do not allow for continuous circulation along the waterfront, the circulation plan should prioritize pedestrian circulation on the harbor-side, allowing residents, employees, and visitors the opportunity to enjoy this community asset. The location of the circulation network should be prioritized according to the following hierarchy:



FIGURE 29. CONCEPTUAL CIRCULATION NETWORK

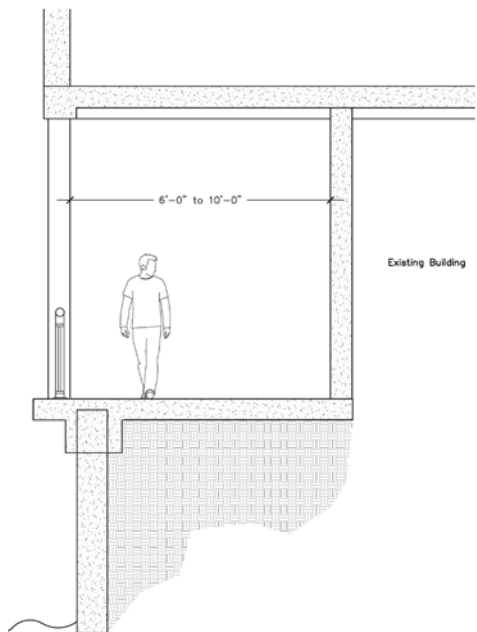


FIGURE 30. EXISTING BOARDWALK

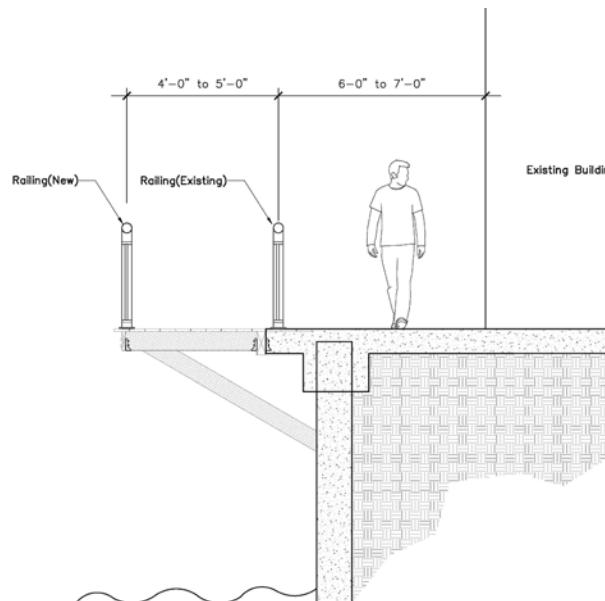


FIGURE 31. CANTILEVERED BOARDWALK

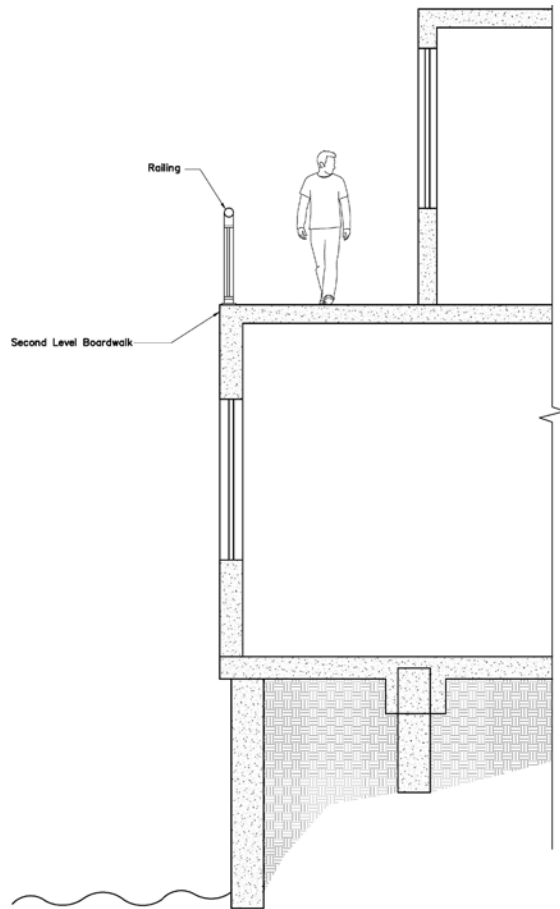


FIGURE 32. SECOND LEVEL ALTERNATIVE CANTILEVERED BOARDWALK

1. Locate boardwalk improvements directly along the harbor frontage.
2. Develop pathways to connect public plazas where buildings, infrastructure, and other improvements limit a water-adjacent path.
3. Locate pedestrian pathways along West Coast Highway sidewalks where infeasible to locate on the harbor frontage.

As discussed above, while a continuous path directly adjacent to the water is preferred, the circulation plan may involve alignments moving the boardwalk to inland portions of properties where the frontage is constrained. A wider boardwalk (8' to 12') would provide a more comfortable walking experience

to encourage pedestrian activity. However, there are instances along the existing boardwalk where the boardwalk is structurally integrated into the existing building, as displayed in *Figure 30 Existing Boardwalk*. Due to these constraints, the existing boardwalk should not be expanded until the adjacent property is redeveloped. If the current boardwalk is constrained by existing development, and there is available air space adjacent to the bulkhead and/or existing boardwalk the City should consider constructing an additional cantilevered boardwalk off the existing bulkhead, as displayed in *Figure 31 & 32 Cantilevered Boardwalk*. This approach would likely require the adjacent docks to be reconfigured to accommodate the cantilevered boardwalk. In the event that infeasible to develop a first level public waterfront boardwalk, a second level boardwalk should be considered in conjunction with new retail or restaurant use.



Valet stands in the area

PARKING MANAGEMENT

The parking management section of the Framework Plan provides a menu of short, medium and long-term parking management strategies for the Master Plan area. These strategies work in conjunction with land use and urban design and mobility network and streetscape design sections to support a cohesive and revitalized corridor. Short-term recommendations focus on operational enhancements that can be implemented without adjustments to the City's parking regulations. Medium-term strategies, which begin with the implementation of a parking management district, include setting up locally generated financing mechanisms, as well as enabling adjustments to existing parking regulations within Mariners' Mile. Once these mechanisms are created, the long-term, capital-intensive opportunities, such as constructing two proposed parking structures discussed previously may be realized. to increase neighborhood parking supply once efficiencies in operations and management of the area's existing supply are fully utilized.



Parking wayfinding signage examples, real-time occupancy signage with directional arrows

SHORT-TERM OPERATIONAL ENHANCEMENTS

Consolidate Loading and Drop-off Zones

Businesses in Mariners' Mile depend on curbside spaces for a variety of important loading and unloading functions including commercial deliveries, taxis/on-demand services, and valet services. However, there are few or no existing dedicated spaces for such functions in Mariners' Mile, so delivery and on-demand car services must compete for space with constituents parking in the area. Creating consolidated drop-off zones for all types of loading and unloading functions will best utilize limited curb space compared to single-use loading zones for separate functions. In Mariners' Mile, commercial deliveries are most common in the early mornings, when restaurants and retail businesses are closed, while customer-related car services (e.g., on-demand rideshare, taxis, and valets) occur largely during the lunch hour and evenings. For the recommendations to be most effective in the consolidated loading zones, different time limits will likely need to be in place for the longer-term loading/unloading of goods in the late-night/morning (20-30 minutes) versus the loading/unloading of people from lunch time through the evening (5-10 minutes).

Institute an Employee Parking Shuttle

With limited, convenient opportunities to park near their places of employment, employees of Mariners' Mile businesses often are pushed to use on-street parking spaces on the residential streets north of Mariners' Mile. This is not only inconvenient and potentially dangerous, particularly for employees of harbor-side businesses crossing West Coast Highway, it is disruptive to residents of the adjacent neighborhoods. To ensure that employees working in Mariners' Mile are not parking in surrounding residential neighborhoods

or on-street parking spaces, it is recommended that the City expand the Shuttle Program soon-to-be operating along the Balboa Peninsula to also serve businesses in Mariners' Mile. This agreement will enable employees to park at Hoag Hospital parking structures and board shuttles to restaurants, retail establishments, and offices in Mariners' Mile.

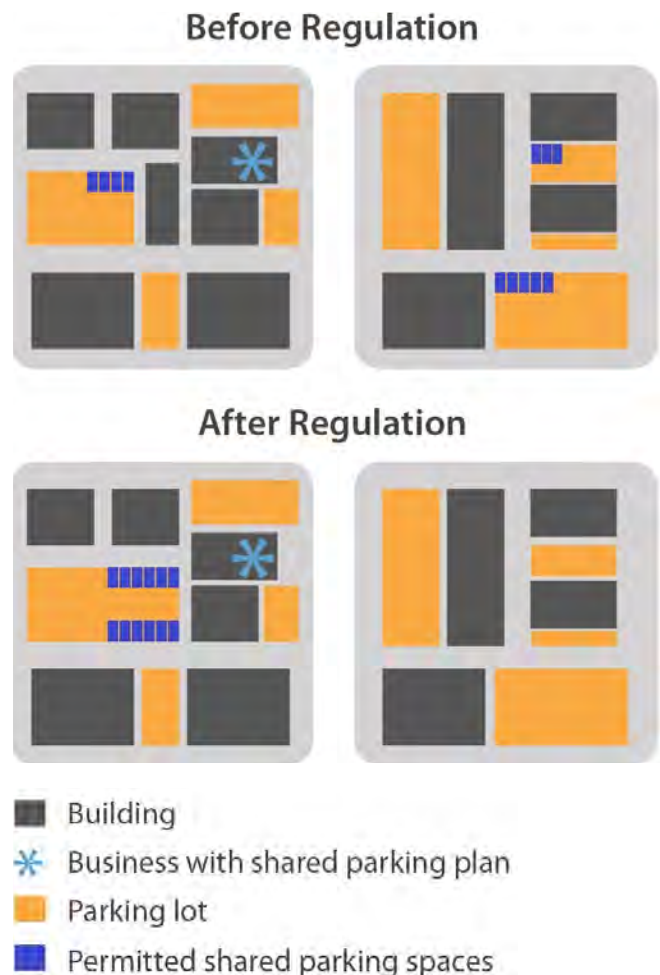
Standardize Valet Parking Agreements

It is recommended that the City establish and manage a standardized valet program instituting consistent pricing of valet agreements with private valet operators. These agreements would allow incoming businesses to use parking spaces in municipal lots directly within or adjacent to Mariners' Mile. Standardized valet parking agreements would streamline the City's valet parking agreement process through the application of consistent rates and designation of specific areas for valet services. This will encourage patrons to use valet services and for operators to use underutilized municipal lots for vehicle parking. Additionally, it would encourage businesses, especially those with limited parking options, to enter into agreements with the City. Existing valet agreements would remain unchanged; however, over time as businesses transition out of and into Mariners' Mile, the existing valet agreements would be replaced. There may be conflict with existing users of City parking resources, particularly during times of peak occupancy. The City would need to carefully manage the agreements and hours of operation to ensure that the valet program does not create unwanted or unintended impacts on area businesses and their customers.

Create a Coordinated Wayfinding Program

As part of improvements proposed for Mariners' Mile, it is recommended that the City design and install a coordinated set of wayfinding signage directing visitors and employees to parking locations in Mariners' Mile. In addition to directional signage, the wayfinding program would design and install coordinated informational and regulatory signage conveying practical information such as parking fees and hours of operation. The wayfinding program should be part of a coordinated signage program unique to Mariners' Mile, that recognizes the history and character of the area. In addition to parking signs, the program may include gateway signs and pedestrian/bicyclist wayfinding

FIGURE 33. SHARED PARKING



and directory signage. Any parking signs that were previously in existence would need to be removed to ensure that messaging is consistent and clutter is minimized. Once parking signs have been installed, it is recommended that parking sensors be installed in public parking structures to allow for the display of real-time parking occupancy on signage and online or through a parking app. This “Smart Parking System” could also incorporate occupancy sensors for public on-street spaces. Wayfinding to parking resources can reduce vehicular traffic, as the number of people driving with the primary purpose of finding parking spaces will decrease as well as direct patrons to easily but previously underutilized parking.

MEDIUM-TERM MANAGEMENT AND REGULATORY CONSIDERATIONS

Create Parking Management District

A key component to parking recommendations in the Mariners’ Mile corridor is to create a parking management district for the area, allowing for all publicly accessible parking to be managed as one integrated system. The formation of a parking management district will enable the consolidation of individual parking operations/programs, code adjustments and financing mechanisms to ultimately expand efficiency and use of available supply, focusing on sharing existing parking resources. A



parking management district for Mariners’ Mile will also allow the City to more effectively respond to issues unique to the neighborhood without requiring code changes in other parts of Newport Beach, while also having the flexibility to adjust regulations as parking demand and supply in the area changes.

Revise Shared Parking Agreements

While there is abundant parking supply available in Mariners’ Mile, even during peak hours, many of these available parking spaces are either not available for public use or are perceived to be that way. It is recommended that existing regulations as described in Chapter 20.40 of the Municipal Code be adjusted to require incoming businesses who submit a shared parking plan (for permits to park off-site) to satisfy code-required parking at one consolidated site, versus being able to provide spaces at multiple sites. This will reduce the “scattered” nature of parking currently encountered in Mariners’ Mile. Additionally, off-site parking approvals will focus on parking that is accessible and proximate to businesses applying for agreements and agreements will more accurately reflect where patrons actually park when visiting businesses. This recommendation is not intended to prohibit or limit new business growth or expansion of existing businesses in Mariners’ Mile, as such a revision should allow off-site parking to be satisfied across multiple lots when a single location is not feasible.

Institute an Employee Permit Parking Program

An alternative to operating an employee parking shuttle for employees would be to institute a permit parking program to allow employees to park at currently underutilized City-owned lots within or directly adjacent to Mariners’ Mile, including the Avon Street municipal lot, or at designated on-

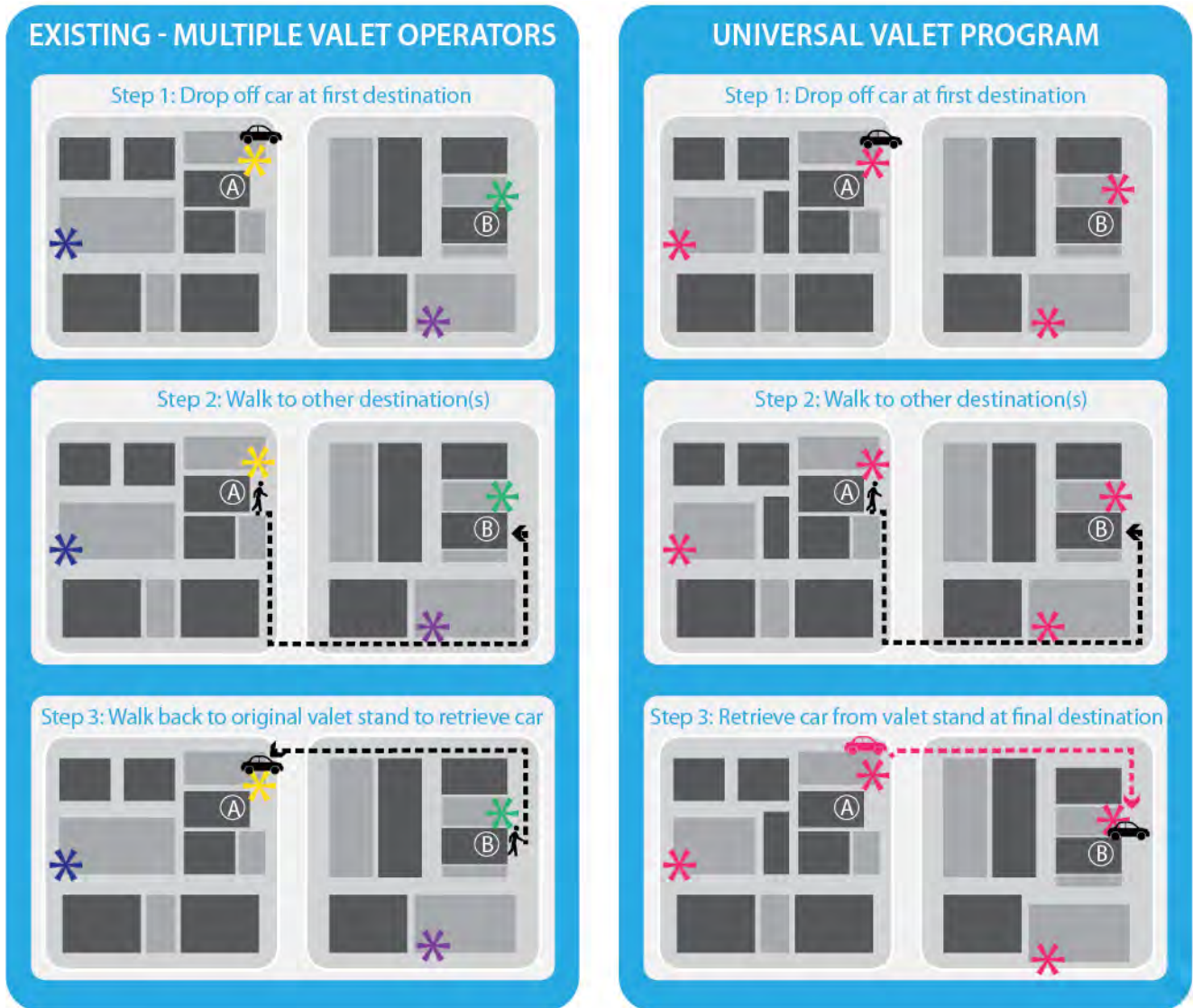


FIGURE 34. UNIVERSAL VALET PROGRAM

street parking spaces. This program may be similar to the existing “ticketless” Balboa Village Employee Parking Permit program. Permits in this program can be purchased seasonally and are tracked by the permit holder’s license plate number. For Mariners’ Mile, monthly permits are recommended due to restaurant employee turnover, and only allowing permits to be valid during certain hours of the day. This program would target underutilized on-street parking spaces and is flexible and easily enforced by the City through license plate recognition software.

- Example patron vehicle drop-off/pick-up location
- Patron's first destination
- Patron's final destination
- Patron's path
- Vehicle delivery path
- Building
- Parking lot
- Regular valet stand (individual operators)
- Universal valet stand (single district-wide operator)



Institute a Universal Valet Program

After the successful implementation of the standardized valet parking agreement recommendation discussed above, the City should consider instituting a universal valet program within Mariners' Mile. This program would utilize a single valet operator to allow for flexibility in drop-off/pick-up of vehicles at valet stands, similar to a successful program currently operating in other southern California destination areas—such as Old Pasadena. If this program is instituted in Mariners' Mile, customers can drop their car off at any designated valet stand in the corridor and can arrange to have their car waiting for them at a different stand.

A universal program would promote customer convenience, enabling a customer to visit multiple businesses in the neighborhood without having to return to the original valet drop off location, while also maximizing efficiency of valet operations, especially in times of peak demand. It also encourages patrons to park at the nearest available valet stand and enjoy the outdoor environment, rather than a business-specific stand, which may reduce vehicular congestion within Mariners' Mile. A universal valet program would require the City or parking district operator to negotiate

a contract with one or a limited number of valet providers. Additionally, without regulatory changes, businesses may choose to not participate in the program, preferring to use their own valet operator.

On-street Parking Regulations and Pricing

Parking regulations in Mariners' Mile currently change block-by-block, with no relation to pricing or the convenience of the parking location. It is recommended that timing and pricing for on-street parking be adjusted with one regulation throughout the entire corridor area (for example, 2-hour maximum at \$1.75 per hour from 8am-6pm,



Signage

FIGURE 35. PRIVATE & PUBLIC PARKING (OFF-STREET)



Monday through Saturday) to increase turnover and availability of on-street parking spaces. Consistent parking regulations and pricing throughout Mariners' Mile would balance parking occupancy throughout the corridor, improve the resident, customer, and visitor experience by eliminating the guesswork associated with choosing when and where to park, and increases the availability of on-street parking spaces for patrons by reducing long-range on-street parking. However, spillover into surrounding residential neighborhoods can be greatly reduced or eliminated as other recommendations, such as the employee shuttle or permit program are implemented.

Encourage Private Lots Available for Public Use

As parking demand increases in Mariners' Mile, it is recommended that the City work with property owners interested in providing their parking resources for public use. By executing an agreement with property owners to advertise their private lots for public use through developing clear parking signage consistent with the Mariners' Mile Wayfinding Program, this can dramatically increase the number of spaces offered for visitors to Mariners' Mile without having to construct new parking facilities. This recommendation would be especially relevant if funding has not been secured for constructing a parking structure in the neighborhood. Based on the 2008 Parking Study, there are approximately 79 percent (2,342) of the 2,967 parking spaces in Mariners' Mile are privately-owned. Although not all of these spaces would be suitable for public use, many are, including the use of two large privately owned lots displayed in ***Figure 35 Private & Public Parking (off-street)***. The City may be required to assume liability coverage during times of public use at privately-owned lots, which could potentially carry significant costs. Additionally, to be effective, recommendations should be coordinated alongside



Paystation

wayfinding/signage recommendations to ensure that patrons understand that parking spaces are publicly accessible.

Install Smart Meters for On-Street Parking Spaces

Encourage the installation of smart parking meters or pay-by-space meters, which accept credit cards, debit cards, and coins, allowing for ease of payment. Meters may also enable ease of enforcement for the City to ensure regulations are being abided by through updated digital interfaces. Investments to replace existing coin-operated meters may be justified once use of parking lots and on-street spaces increase. Smart meters increase flexibility of payment for on-street meters, improving the customer experience and reducing ticket anxiety. This lengthens stays in commercial areas as a result. Additionally, pay-by-space meters reduce clutter generated by individual parking meters, providing additional space for walking and landscaping. Smart meters require significant up-front investment in upgrading infrastructure, replacing existing coin-

operated meters with meters containing credit-card readers and/or pay by-space meters. In addition to up-front capital investments, maintenance and operation costs for meters will also increase in the short-term.

Develop an In-Lieu Fee

It is recommended that incoming developments or changes of use in Mariner's Mile could incorporate a fee in-lieu of providing code-required parking. In-lieu fees can increase design flexibility, often used for adaptive reuse projects that would not be financially or architecturally feasible if required to provide all parking spaces onsite. In-lieu fees are approved through ordinance as adopted by City Council. A public vote is not required to institute an in-lieu fee.

A suggested maximum of 50% of required parking spaces is recommended to be provided on-site for new construction (to minimize short-term adverse impacts to existing supply), while change-of-use projects would qualify satisfying up to 100% of required parking spaces off-site. Fees collected will be dedicated for the construction of city-owned parking facilities within the Mariners' Mile corridor. Revenue is locally generated, with no federal or statewide funding strings attached (i.e. funding deadlines, required project completion), and specifically earmarked for construction of a consolidated parking facility. When developing an in-lieu fee for Mariners' Mile, the cost of the fee itself needs to be substantially lower than the actual cost (50% or less of the cost to build a parking space in a parking structure) in order for incoming developments to use this tool. Since the fee is voluntary to meet required parking needs, the growth of the fund depends on turnover of existing uses and new development projects, which may be limited in times of economic downturn or if the site can satisfy code-required parking on-site without the use of an In-Lieu Fee.

Consider an Enhanced Infrastructure Financing District (EIFD) to Finance Parking Structures and Other Improvements

An Enhanced Infrastructure Financing District (EIFD) for Mariners' Mile could provide an alternative financing mechanism for infrastructure projects with an emphasis on sustainability. Enhanced Infrastructure Financing Districts (EIFDs) are financed through tax increment generated from the growth in property taxes collected from within a designated district boundary.

Because EIFDs are typically used for larger-scale infrastructure projects, it can be considered as a potential way to finance an assortment of infrastructure projects, including parking facilities with green roof treatments, potentially eliminating the need for an in-lieu fee. Because EIFDs are generally intended for large infrastructure projects, it is likely that improvements to Mariners' Mile parking facilities would be integrated into a corridor-wide program of infrastructure improvements. Development and implementation of an EIFD would require public participation and input, as fifty-five percent of voter approval is required for the issuance of bonds.

LONG-TERM OPPORTUNITIES TO EXPAND PARKING SUPPLY

Following the implementation of the short-term operational enhancements, the medium-term management, and regulatory considerations, the City will be well positioned to initiate long-term opportunities to expand the existing parking supply in the corridor. This expansion, as discussed in the network and streetscape design section of the Framework Plan, includes construction of a parking structure at the existing City-owned parking lot on East Avon Street and a parking structure on Avon Street near the existing BMW dealership.

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4 DESIGN GUIDELINES

Mariner's Mile is a unique corridor within the City of Newport Beach with its own set of design issues and opportunities. The Vision and Framework Plan components outlined in the previous chapters can, in part, be achieved through the implementation of specific design recommendations guiding infill and adaptive re-use of public and private properties and improvements to the streetscape and public right-of-way. The Design Guidelines which follow are intended to create opportunities for quality design and development, while maintaining design elements that convey the area's historic setting on the California coastline and its marine and nautical character.

The guidelines are applicable to all development within Mariners' Mile and supplement the mandatory, regulatory use, and design standards of the Zoning Ordinance. The guidelines will be considered in the development review and approval process to encourage and allow high quality design and creativity. The guidelines should be employed as a basis for the creative design process, involving the applicant and City staff in a dialogue to achieve appropriate design solutions. The guidelines are not quantitative standards, and therefore allow for some flexibility.

The Mariners' Mile Design Guidelines are intended to supplement the use and development standards for each applicable zoning district in Mariners'

Mile, as identified in Chapter 1: Introduction of this document and located in the City of Newport Beach Zoning Ordinance. Development standards are mandatory regulations that must be satisfied by all development to which the standards apply prior to the issuing of a development permit. Guidelines however are not mandatory requirements, but provide a defined framework of the design principles that supplement the zoning development standards. Not all guidelines will be applicable to every project or circumstance, depending on the scope, location, and size of the project. The appropriateness of a guideline for a project or circumstance will ultimately be made by the final review authority. Nothing in the design guidelines should prevent an applicant or City staff from proposing design alternatives that meet the intent of an encouraged design guideline and result in quality design.

GUIDELINES FOR BUILDINGS & STRUCTURES

BUILDING SITING AND ORGANIZATION

The siting and organization of buildings on an individual parcel or as part of a larger development are fundamental in establishing the overall look, feel, and function of an area. These building

and siting guidelines will help reinforce desired development patterns to implement the vision for Mariners' Mile.

- **Building Configuration.** Buildings should be configured and clustered to the extent feasible so that the building facade provides a street edge, frames public open space, and maintains views of the bay and the bluffs.
- **Building Orientation.** Buildings should orient towards the street or public open spaces and away from parking areas.
- **Parking Configuration.** Required off-street parking should be consolidated on a site or clustered on a block to the extent feasible to avoid scattered and inconsistent parking configurations.
- **Parking location.** Required off-street parking on the inland side of West Coast Highway should be located at the rear of the lot behind street-facing buildings, not fronting a street or public space.
- **Screening.** Utilities, trash and recycling receptacles, and mechanical equipment should not be located within any front setback areas, public right-of-way or private street, pedestrian/bicycle path, or within 50 feet of a corner and should be screened by landscaping or site-appropriate materials.



Building Siting & Organization

STREET FRONTAGE

A successful commercial and mixed-use district should provide interesting and inviting building facades and street frontages. This can be achieved through design and use guidelines that encourage shopping, walking, and other sidewalk activities.

- **Avon Village Building Location.** New buildings to be constructed as infill of underutilized properties in the Avon Village area should be built to the street-facing property line, unless the size and configuration of the parcel preclude reasonable use of the building, with parking located to their rear or in shared or subterranean structures.
- **East End Building Location.** New buildings to be constructed as infill
- **Ground Floor Transparency.** At least 50 percent of the ground floor façade of buildings fronting a street or public space should consist of transparent, non-reflective windows or doors allowing for a connection and interaction between individuals and activities inside and outside of the buildings.
- **Maximum Width.** The maximum width of a blank facade without any vertical or horizontal architectural design feature or articulation should not exceed 25 feet.
- **Active Uses.** Ground floor spaces of commercial and mixed-use buildings should consist of street-activating commercial uses.



Street Frontage

- **Residential Orientation.** Where allowed, ground-floor residential dwelling units should be oriented toward the street.

BUILDING MASSING

Building mass or scale is defined by the building's components, including the size of the footprint, number of stories, roof shapes, and upper level setbacks. The following guidelines are intended to ensure that new buildings and development complement and enhance the existing built form and natural beauty of Mariners' Mile.

- **Surrounding Uses.** Building mass and form should respect the scale and character of adjacent buildings and surrounding neighborhoods and commercial uses.
- **Large Development Projects.** Large development projects should be designed to appear as a collection of buildings, and should integrate public open space, including plazas, pocket parks, and the like.
- **Varied Size and Mass.** Multiple buildings in single projects should be varied in size and mass. A transition from low buildings at the site perimeter to larger and taller structures on the interior of the site is generally encouraged. Buildings in the Harbor Frontage District should be oriented to provide view corridors from West Coast Highway toward the water.
- **Building Articulation.** Buildings should include vertical and horizontal articulation and modulation to reduce the perception of large-scale, monotonous development.
- **Variety in Façade.** Changes in façade materials, textures, colors, and window patterns should be used.
- **Entrances.** Building entrances should be highly visible to pedestrians and consist of special features designed to activate the street and



Articulation

highlight storefronts. Such features should include glazing, projecting forms, architectural details, and/or awnings.

ARCHITECTURAL DESIGN

Mariner's Mile, due in part to its history of uses and the auto-oriented commercial-corridor development pattern, encompasses a vast range of building types and architectural styles. The building types range from large automobile dealerships and marine supply outlets to strip retail centers, small shops, traditional and drive-through restaurants, and individual offices. The diversity in building types has resulted in an equally diverse and eclectic architectural style in the corridor.

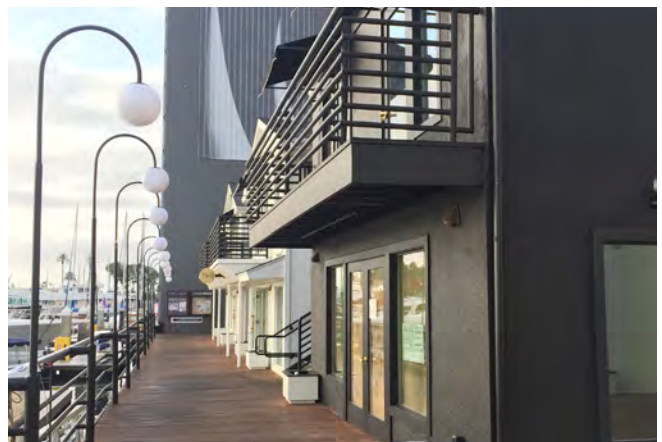
Given the existing mix of building types and architectural styles in the area, it is not reasonable to suggest or encourage a singular type or theme for the corridor. However, it is important to respect the nautical history and character of the area. Through the Plan's community engagement process, three nautical-based styles were determined to be most appropriate for the corridor. The three styles include Coastal, Rustic Nautical, and Modern Nautical.

The Coastal architectural style can be found in certain areas of Mariners' Mile and in other harbor-fronting areas of Newport Beach. This style, characterized by classic shiplap cladding with white or light colored trim and simple gable roofs, block massing, designed to withstand coastal conditions, and weather or age well. Representative suggestive

materials to be considered during the architectural design process include:

- Shiplap/clapboard/shingled siding for building walls
- Varnished teak for balustrades and handrails
- Navy blue or other dark canvas for awnings and sunshades
- White nylon or Dacron for shade spaces
- Brass or bronze for hardware and ornament
- Stainless steel/polished chrome for rails, cable and fittings, and hardware

Existing local examples of this style are displayed below.



Coastal Architecture Style

The Rustic Nautical Style, characterized by features such as metal/copper roofing, an eclectic mix of trim colors, and outdoor decks, is representative of the area's historic harbor-dependent uses and beach town environment. Existing local examples of the Rustic Nautical style are displayed below.

Representative suggestive materials to be considered during the architectural design process include:

- High pitched roofs
- High pitched beams
- Corrugated steel
- Weathered wood
- Ship materials, such as wheels, nets, masts, and anchors



Rustic Nautical Style

Modern Mariners' provides an opportunity to incorporate modern design within the traditional nautical framework. Recent institutional uses, such as City Hall, Marina Park, and the Newport Sea Base have been designed in this style, characterized by large windows, neutral hues, and accents material consisting of stone and metal. This design style incorporates a modern interpretation of harbor features such as ocean waves, light houses, ships hulls, etc. Existing local examples are displayed on the next page.

Representative suggestive materials to be considered during the architectural design process include:

- Wood and exposed beams
- Large open windows and glass features
- Stainless steel and polished chrome
- Light, neutral colors
- Non-ornamental design
- Sweeping building lines

By drawing inspiration from these three styles and adhering to the guidelines provided below, the buildings and development in Mariners' Mile will match the aesthetic beauty of the surrounding natural environment.

- **Individual Projects.** Individual buildings and development projects should adopt a clear and appropriate design concept, presenting a consistent, unifying theme.
- **Compatibility.** Buildings should be designed to fit in with complement existing development, rather than stand out and adversely impact existing development.
- **Building Materials.** Exterior building materials should consist of quality, durable materials that produce long-lasting buildings that can be adaptively reused over time, complement and



Modern Mariners'

enhance surrounding uses, and respect the nautical history and character of the corridor.

- **Building Form and Mass.** Large buildings, including both single and multi-tenant buildings, should use modulation and articulation to create the appearance of a series of smaller buildings to reduce the overall scale and mass of the building. Modulation and articulation should be used in a manner that respects and is consistent with the building's architectural theme.
- **Colors and Features.** Building colors and features should be selected based on compatibility with surrounding uses and respect the nautical history and character of Mariners' Mile.
- **Innovative Design.** Building design should respect and be compatible with adjacent and surrounding development, while also introducing innovative, quality architectural design into the area.
- **Accent Materials.** The use of select architectural features including but not limited to weather vanes, anchors, ships wheels, flags, metal railings, and porthole windows are encouraged to express and reflect the nautical heritage of Mariners' Mile without overstating this aspect of the design. Accent materials should be used



Sustainable Building and Site Design

on all facades of the building, not just the front or street-facing facade.

- **Unifying Element.** The subtle hint of nautical character should serve as a unifying theme or element throughout Mariners' Mile. The overuse of multiple architectural features or gaudy and overstated nautical elements is discouraged.
- **Mixing of Styles.** Designers, architects, and developers should avoid combining elements of more than architectural style or mixing of decorative motifs within a building or development project.

SUSTAINABLE BUILDING AND SITE DESIGN

Energy and water efficiency should be integrated into a project's building and site design from the very beginning stages. The following guidelines suggest the use of natural materials, systems, and features of the site and its surroundings as integral components of building design.

- **Materials and Techniques.** Buildings and development projects should be designed and constructed using the sustainable, energy efficient materials and techniques and should incorporate strategies for the conservation of water, energy, and other natural resources.
- **Natural Climate.** Buildings and development projects should be designed to take advantage of the natural climate, including sun and sea breeze, to limit the use of artificial heating, cooling, and ventilation systems.
- **Windows.** Windows should be situated to take advantage of natural light and be operable to allow residents and patrons of business to enjoy natural ventilation.
- **Solar Access.** Upper levels of buildings should be shaped to allow solar access, light, and air

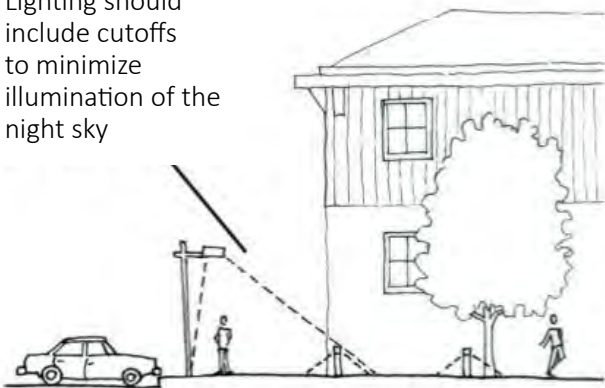
to circulate to adjacent structures, open spaces, and adjoining land uses.

- **Heat and Glare.** Non-reflective coatings, low-emissivity glass, and external shade devices should be used to control heat and glare.
- **Roofs.** White or green roofs should be used as much as possible, while the use of pavement, asphalt, and other heat producing surfaces should be minimized to reduce the heat island effect.

Exterior Lighting

- **Design.** Exterior lighting should be designed as an integral part of the building design, and should complement and enhance the selected

Lighting should include cutoffs to minimize illumination of the night sky



Area of Pedestrian Activity Should have Pedestrian-scaled Lighting

Pedestrian Scaled Lighting

style of the building.

- **Security.** Exterior lighting should be placed to mitigate security concerns, especially in parking lots, pedestrian paths, outdoor gathering spaces, building entries, and any other pedestrian-accessible areas.
- **Light Direction.** To avoid lighting of the night sky, lighting sources should be kept as low to the ground as possible while ensuring safe and functional levels of illumination.

- **Illuminated Features.** Major architectural sculptural features and landscape focal points should be illuminated or have lighting integrated.
- **Parking Lots.** Parking lots should be designed with a greater number of shorter, low-wattage, tightly spaced fixtures rather than a lesser number of taller, higher-wattage fixtures.
- **Uplighting.** Uplighting of buildings, if appropriate, should be minimized and be designed to gently light the building rather than the sky.
- **Limit Light Pollution.** Illumination should generally be focused down toward the ground, avoiding all unnecessary lighting of the night sky. Light sources that are mounted closer to and focus illumination directly onto the ground plane, such as bollard-mounted lighting, stair lighting, and wall- and bench-mounted down-lighting, are desirable. Light fixtures should include internal reflector caps, refractors, or shields that provide an efficient and focused distribution of light and avoid glare or reflection into upper stories of adjacent buildings. Limit timing for exterior lighting in areas where sensitive uses occur nearby such as the East Commercial End, where residential dwellings are located in close proximity to commercial development along West Coast Highway.



Site Access and Circulation

SITE ACCESS AND CIRCULATION

Site access and circulation, how you get to and move within an area, are key factors in the overall user experience of an area. Access and circulation are particularly important in a corridor such as Mariners' Mile, which straddles a major state highway and bound by two natural barriers (the harbor and the bluffs). The following guidelines are intended to facilitate safe and convenient access and circulation for all modes of transportation to and through Mariners' Mile.

- **Accommodate All Modes.** New development should be designed to accommodate all modes of transportation (pedestrians, bicycles, public transportation, vehicles, etc.), rather than serving or focusing on a single mode.
- **Parking Linkage.** Required off-street parking should be connected by a safe and clearly marked pedestrian route to the use or building that it is serving.
- **Consolidated Parking.** If located off-site, all required off-street parking for a use should be located on a single lot or parcel not scattered across multiple lots or parcels.
- **Drop-off/Pick-up.** Valet and ride-sharing drop-off/pick-up locations should be consolidated on a block or site and serve multiple uses or buildings.
- **Street Crossings.** Street crossings, particularly crossings of West Coast Highway, should lead to active retail uses or public spaces.
- **Driveways and Curb-cuts.** The number and distribution of driveways and curb-cuts should be limited, with each being no wider than required by City standards. Multi-building development projects should utilize shared driveways wherever possible.
- **Clear Visual Path.** Where a driveway crosses a

sidewalk or bicycle path, the sidewalk or bicycle path should be clearly demarcated across the entire width of the driveway.

- **Harbor Frontage Walkway.** Emphasize pedestrian access across the waterfront on properties in the Harbor Frontage District.

CIRCULATION ELEMENTS

The following guidelines for circulation elements are intended to provide guidance on the siting, design, and function of the respective improvements.

Pedestrian/Bicycle Bridges.

The Plan recommends pedestrian/bicycle bridges as a method to provide north/south crossings of West Coast Highway to connect non-motorized travelers safely across highway traffic. A pedestrian bridge is currently planned to connect the new inland Orange Coast College Training Center to existing facilities on the Harbor frontage. General guidelines regarding the selection of a viable location for and design of a future pedestrian/bicycle bridge are outlined below.

- Pedestrian/bicycle bridges should provide safe connections between key destinations and pedestrian generators such as:
 - » Connectivity with primary pedestrian paths,



Circulation Elements

plazas, and activity nodes

- » Connectivity with major destination uses and places
- » Connectivity with proposed parking structures
- » Connecting to other structures as a part of new development (e.g., Riverside Avenue with the potential redevelopment of Avon Village)
- » Connecting to bikeways
- Pedestrian/bicycle bridges should provide adequate on-the-ground and vertical building volume to accommodate access for all users, including pedestrians, bicyclists, the elderly, and the disabled. These features include:
 - » Elevator(s) and/or
 - » Ramps at 300 feet length on both sides with an accessible slope of 4.9% and landings as required
 - » Adequate bridge height to allow enough clearance over Coast Highway
- Pedestrian/bicycle bridges should be designed to enhance the aesthetic and character of Mariners' Mile. The pedestrian/bicycle bridge should be:
 - » Visible to motorists and pedestrians, especially at a distance
 - » Iconic to serve as a gateway and/or landmark for Mariners' Mile
 - » Permeable so that it does not create a visual barrier
 - » Is architecturally consistent with the design character of other buildings in the Mariner's Mile area

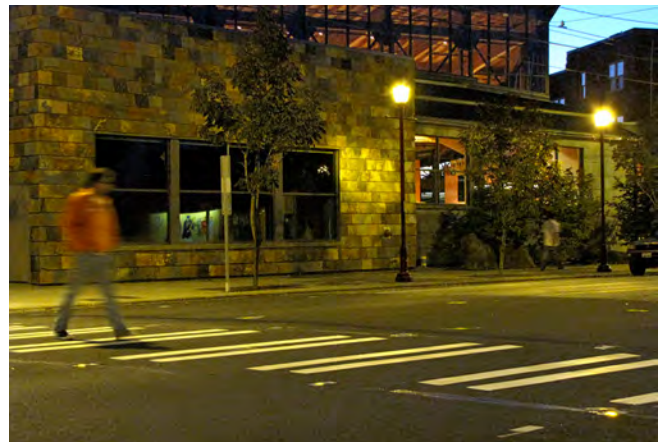
Enhanced Crossings.

The Plan suggests locations for enhanced pedestrian/bicycle crossings to improve the visibility and safety for pedestrian crossings at signalized intersections along Coast Highway. Traffic and engineering analyses will be required

at each location to determine the suitability of



Diagonal Crossing



Highly Visible Crosswalk

crossing improvements and potential impacts of these on traffic volumes, flow, and congestion. The implementation of enhanced crossings, including higher-visibility cross-walks, pedestrian/bicycle scrambles, signage, lighting, and other materials could occur in a phased and experimental approach as described in detail below.

- Provide enhanced crossings to increase pedestrian connectivity, pedestrian safety, and awareness of pedestrian activity to motorists
- Locate enhanced crossings at intersections that provide access to key destinations that generate high pedestrian activity such as:
 - » At high pedestrian activity plazas
 - » At signalized intersections
- Enhanced crossing improvements should be implemented in a phased approach to test feasibility and respond to available funding.
 - **Phase 1:** Stripe perpendicular high-visibility crosswalks
 - **Phase 2:** Add appropriate signage and/or signalization such as pedestrian countdowns, flashing beacons, in-pavement flashing lights, etc.
 - **Phase 3:** Consider transition of crossing to pedestrian and bicycle scramble as pedestrian and bicycle traffic increases.



Shared Plazas

Public Plazas.

The Plan illustrates possible locations of and connections between new harbor-side and inland public plazas. On the harbor-side, implementation is largely dependent on the willingness of the land owner to work with the City to convert the existing use of the parcel, in many cases surface parking, to enhance public space. On the inland side, public plazas can be incorporated into future redevelopment or infill projects. General guidelines about creating and locating public plazas are outlined below.

- Public spaces should be located near or integrated with infill or redevelopment projects to encourage a strong sense of character and identity for the area.
- Public plazas should be designed to be shared spaces, integrating pedestrian, bicycle, vehicle, and valet circulation.
- Areas to sit, congregate, recreate, relax, or recharge should be integrated into the design of public plazas.
- Public plazas should provide locations for outdoor entertainment; landscaping and trees; and maintain view corridors to the water.
- Public plazas should be sited in locations that take advantage of or encourage future pedestrian activity, including the following:
 - » Adjacent to existing pedestrian-active uses such as restaurants, retail, and hotels
 - » At/near West Coast Highway crossings
 - » At/near access points to the boardwalk

ENHANCING STREETScape

This section provides general guidelines for enhancing the overall streetscape in the Mariners' Mile corridor. These guidelines are intended to improve pedestrian-sidewalks and paths within Mariners' Mile with streetscape amenities that enhance the walking environment for residents, patrons of local businesses, and coastal visitors. The guidelines are designed to facilitate streetscape improvements that are complementary with adjacent development, and establish the visual context, unity, and identity of the corridor. Streetscape guidelines apply to both the public and private realms.

The public realm serves several interrelated and overlapping roles, which include providing circulation and access throughout the corridor for non-motorized and motorized travel modes; providing public open space areas for people to meet, interact, and linger; and helping establish the visual context and character to unify and give identity to the entire corridor. The private realm includes building frontages along public sidewalks and/or private pedestrian pathways as well as private gathering spaces such as building entryways and outdoor seating areas. Elements that contribute to streetscape include landscaping, fences & walls, lighting, stormwater management, paving, pedestrian design, street furnishings, wayfinding signage, and gateways. Each of these elements are described in further detail within this section.

Although the guidelines described in this section are applicable throughout the Mariners' Mile Plan Area, including the Avon Village, along West Coast Highway, the Harbor-frontage, and the East-End, several distinctions between the application of the guidelines in different areas are noted throughout this section. It should also be noted that these guidelines may have limited use along West Coast



Landscaping provides a buffer between pedestrians and parking.

Landscape Buffer

Highway since it is a State highway under Caltrans' jurisdiction. Coordination between the City and Caltrans is encouraged for the implementation of the following design guidelines.

LANDSCAPE DESIGN AND FUNCTION

The standards and guidelines in this section are intended to achieve the following objectives:

- Ensure that the overall design of landscaped areas contributes to identity of public and private spaces within Mariners' Mile and to the enjoyment and comfort of the public.
- Conserve water and energy resources to create a more sustainable development.

For the public realm, landscaping should be utilized along the public sidewalk to provide tree canopies for shade and to reduce heat island effect for pedestrians, to sequester carbon emissions, and to promote a unique identity for the area.

For the private realm, landscaping should be utilized to help define the perimeter of the property and to activate building façades; soften building contours; highlight important architectural features; screen less attractive elements; add color, texture, and visual interest; and provide shade.

For both public and private spaces, landscaping should be used at the edges of paths and open space areas to help define the spatial organization of the site. Landscaping can also be placed in areas with a large amount of pavement, such as surface parking lots, to add visual interest and increase tree coverage.

Tree/Plant Palette

A coordinated selection and spacing of tree species and other plantings can help to establish a distinctive identity for Mariners' Mile. Street trees and other plant materials enrich the pedestrian experience, provide a buffer between pedestrians and the street, enhance the streetscape aesthetics, and improve the health, sustainability, and ecological function of the urban environment. The provision of trees and plants should be at different intensities for different areas within Mariners' Mile. The most extensive number of plantings and trees should be located within Avon Village with a focus on providing trees that provide tree canopies and shade since it is anticipated this area will have the highest amount of pedestrian activity. Lesser amounts of trees and plantings should be located along West Coast Highway; taller types of trees would be more suitable for this context.

- **Plant Palette.** The selection of a plant palette for Mariners' Mile should be consistent and well-adapted to the climate and conditions of Newport Beach, contribute to the creation of a walkable pedestrian corridor, and create continuity and identity within various public spaces (i.e., Avon Village, Harbor frontage and plazas). A small palette of species should be repeated regularly over the length of a block or throughout the Plan Area to provide visual continuity and applies to both public and private landscapes. For example, if the sidewalk has adequate width for street trees

TABLE 4-1: TREE & PLANT PALETTE

| Distinct Area Landscape | Palette |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| West Coast Highway Edge Landscape (along the sidewalk) | <p>Tree. Washingtonia filibusta (Washingtonia Hybrid)</p> <p>Hedge. Ligustrum j. 'Texanum' (Texas Privet) to match existing medians or Myrtus communis compacta (dwarf myrtle) or Nadina domestica 'Compacta' (heavenly bamboo) planted at 30 inches on center located at back of walk and/or between walk and curb, trimmed to 30 inches high.</p> <p>Groundplane. Agave attenuate (Agave), Acacia redolens 'Low Boy' (Prostrate Acacia), Callistemon 'Little John' (Dwarf Callistemon) to match existing median</p> |
| West Pacific Coast Highway Traffic Island Landscape | <p>Groundcover/Shrub. Carissa m. 'Green Carpet' at 24 inches on center for island medians up to 6 feet wide; or Bougainvillea 'Crimson Jewel', 'La Jolla', or 'Temple Fire' at 42 inches on center for islands/medians that are at least 6 feet wide.</p> |
| | <p>Tree.</p> <p>Arbutus 'marina' (Marina Madrone) Geijera parvifolia (Australian Willow) Magnolia grandiflora "Little Gem" (Southern Magnolia) Syagrus romanzoffianum (Queen Palm)</p> <p>Parkway Understory.</p> <p>Myrtus communis compacta, dwarf myrtle or Nadina domestica 'Compacta' heavenly bamboo</p> <p>Groundplane.</p> <p>Bougainvillea Sp. (Bougainvillea) Juncus patens (California Gray Rush) Lantana montevidensis, New Gold (Trailing Lantana) Muhlenbergia rigens (Deer Grass) Salvia greggi (Autumn Sage) Senecio mandraliscae (Succulents)</p> |
| Property Wall Landscape (for private properties) | <p>Vine. Bougainvillea 'Barbara Karst' and Bougainvillea 'San Diego Red' at 5 feet on center in front of the wall if space is available, or behind the wall. An alternative for tighter conditions is Ficus pumila (Creeping Fig) at 5 feet on center.</p> |
| Parking Lot Landscapes | <p>Tree. (1) Inland of Coast Highway: Evergreen trees such as Arbutus 'marina' (Marina Madrone) or Magnolia grandiflora 'Little Gem' (Southern Magnolia) at one tree planted for every 4 cars. (2) Waterfront side of Coast Highway: Palm trees such as Washingtonia filibusta (Mexican Fan Palm) with an 8-foot trunk and a subdrainage system to break up expanse of parking lots at one tree planted for every 4 cars.</p> <p>Perimeter Shrub. Ligustrum j. 'Texanum' (Texas Privet), or Myrtus communis compacta, dwarf myrtle or Nadina domestica 'Compacta' heavenly bamboo at 30 inches on center located at back of walk to create hedge to hide bumpers and tires of parked vehicles.</p> <p>Shrub Internal to Parking Lot. Raphiolepis i. 'Clara' (India Hawthorn) at 30 inches on center.</p> |

| Distinct Area Landscape | Palette |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bluff Landscape | <p>Top and Bottom of Bluff. Minimum two rows of Bougainvillea ‘San Diego Red’ at 5 feet on center with triangular spacing approximately 10 feet below the crest of the bluff.</p> <p>Central Bluff Zone. Shrubs, groundcover, and scattered, informally-placed trees. Place trees with sensitivity to views from bluff-top residences. Recommended plants for this area are the following:</p> <p>Trees. Pinus pinea (Italian Stone Pine) with sparse spacing, Lophostemon confertus (Brisbane Box) with sparse spacing, and Phoenix canariensis (Canary Island Palm) with accent/sparse spacing</p> <p>Medium to Tall Shrubs. Arbutus unedo ‘Compacta’ (Dwarf Strawberry Tree) at 30 inches on center, Myoporum carsonii (Carson’s Myoporum) at 4 feet on center, Myoporum lateum (Myoporum) at 10 to 12 feet on center, Rhamnus californica (Coffeeberry) at 8 feet on center, Rhamnus California ‘Eve Case’ (Eve Case Coffeeberry) at 30 inches on center</p> <p>Groundplane. Baccharis p. ‘Twin Peaks’(Dwarf Chaparral Broom) at 8 to 10 feet on center, Ceanothus g.h. ‘Yankee Point’ (Yankee Point Ceanothus) at 8 to 10 feet on center, Coprosma kirkii (NCN) at 42 inches on center, Myoporum m. ‘Pacifcum’ (Myoporum) at 4 feet on center, Lonicera j. ‘Halliana’ (Hall’s Honeysuckle) at 2 feet on center</p> <p>Nurse Crop during Establishment. Achillea millefolium (Common Yarrow)</p> |

and a planting area, the plant palette applies to plantings along the public sidewalk. If there is limited or no adequate width on the sidewalk for planting, then the plant palette applies to the adjacent private property to provide landscaping along the edge of its front property line (edge landscape). *Table 4-1* describes the tree/plant palette for distinct areas along the Mariners’ Mile corridor.

- **Private Property.** In areas with limited right-of-way, or when it is too much of a strain on public resources, street trees can be planted on private property adjacent to the public sidewalk. In these instances, the private property owner would need to take on responsibility for maintenance as displayed in *Figure 36*.
- **Horizontal Clearance.** Appropriate horizontal clearance, or spacing distance between plants, is dependent upon species and subject to approval. Generally, to maintain proper clearance and sight lines, street tree centerlines should be located no closer than:

- » 10-20 feet from a building façade, depending upon tree type
- » 10-25 feet from the curb line of an intersection, depending upon tree type
- » 5 feet from service walks, driveways or alleys
- » 10 feet from fire hydrants, underground utilities (meters and sewers), utility poles, and parking meters
- » 3 feet from sidewalk furniture
- » 3 feet from curb adjacent to vehicular lanes
- » 10-15 feet from street lights
- » 25 feet from stop signs.
- **Tree Spacing.** The maximum spacing for street trees should not exceed 40 feet on center. The minimum spacing for street trees should be 12 feet for trees with small mature size. The optimum spacing should be responsive to species type and canopy characteristics. As a general rule, the following spacing should be used:
 - » Large canopy trees: 30 to 40 feet on center
 - » Medium canopy trees: 20 to 30 feet on center

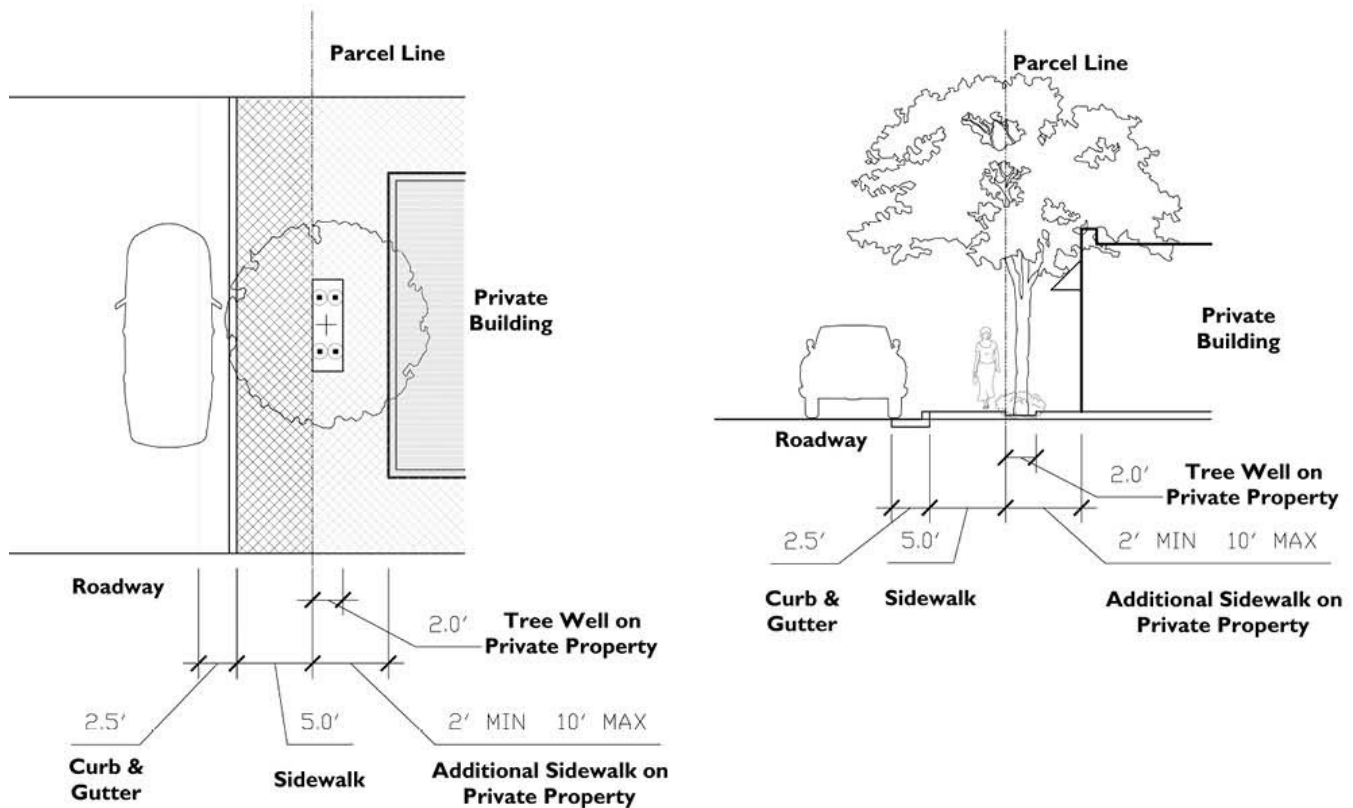


FIGURE 36. STREET TREES PLANTED ADJACENT TO THE SIDEWALK ON PRIVATE PROPERTY

- » Small canopy trees: 15 to 20 feet on center
- **Pruning.** To maintain the health of trees (e.g. safety, longevity) and provide a pleasing form, existing street trees should be pruned per ANSI standards, and should not be topped.
- **Vertical Tree Clearance.** Canopy street trees should be selected that have a branching pattern and bottom canopy height at maturity—generally 14 feet or higher—that will not obscure commercial signage and storefront windows or conflict with truck access. Lower branching heights may be appropriate in plazas or other open spaces.
- **Planting Conditions.** Efforts should be made to provide the best possible conditions for proper tree growth when planting new street trees, including ample soil planting depth, subsurface preparation, aeration, root protection, irrigation, and drainage. Newly planted street trees will need supplemental irrigation until they are established. Irrigation guidelines should be consistent with the City's adopted Water Efficient Landscape Ordinance (WELO). Street trees should be provided with adequate sub-surface root space to allow for growth.
- **Planting Type.** Primary street trees should be planted directly in the ground. The use of above-grade pots or raised planters for primary street trees is discouraged. The use of above-grade pots or raised planters may be appropriate for smaller accent trees.
- **Protecting Tree Roots.** In order to avoid damage

to pavement, appropriate, deep-rooted trees should be selected, and root barriers should be installed as necessary.

- **Accent Trees.** Accent trees should be used to help distinguish the plant palette from the village area to the waterfront. Accent trees are generally smaller than standard street trees and are used to accentuate key locations, such as shopping areas, plazas, and gateways. Accent trees are selected for the foliage color or flower showing. Accent trees should be interspersed as appropriate to the type and use for either spots of color, or large canopies for shading pedestrian gathering areas.
- **Tree Wells.** The size of tree wells, or the soil area in which trees are planted, is an important design consideration when planning for street trees. Tree wells should be used in higher-intensity areas with high levels of pedestrian activity, particularly where there is cross-traffic between on-street parking and adjoining buildings. Tree well size will help to determine which species to plant and will affect available sidewalk width.
- Where possible, individual tree wells should be connected with linear planting strips or larger planting areas. This will increase the soil volumes and potential for a more robust urban forest.
- The minimum square footage of a tree well is 24 square feet (4 feet X 6 feet). Where space is extremely limited, the tree well could be reduced to 16 square feet (4 feet X 4 feet) and planted with appropriately sized trees.
- **Tree Grates.** Tree grates can incorporate decorative art while allowing air and water circulation for healthy trees. Tree grates should be used for all trees placed in the sidewalk within Mariners' Mile. Tree grates should be



Decorative Tree Grate



Tree Grate

flush with the sidewalk, not impede foot traffic, and meet accessibility guidelines.

Understory Landscaping

Understory landscaping refers to the plants at the ground level that grow beneath tree canopies. Understory landscaping may be developed as a component of streetscape improvements to contribute to the quality of the pedestrian experience by adding color, texture, and form that add visual interest, and provide scale, shade, and buffering contributing to the sense of comfort.

- **Location.** The parkway or landscaped buffer separating the sidewalk from the street and adjacent private property are the primary landscape zones
- **Local Climate and Ecology.** Plant species should be selected that are suited to climatic conditions in the coastal zone
- **Reduction of Water Consumption and Conservation.** To minimize maintenance and water consumption, emphasis should be placed on the selection of California friendly, drought-tolerant species, and all landscape areas should be irrigated with high-efficiency automatic drip and low-flow watering systems. The amount of turf grass in landscaping should be minimized, and alternatives to turf should be used wherever practical. Water conservation measures such as gray water irrigation should be prioritized in all public and private landscape areas.
- **Maintenance.** Landscaped areas should be properly maintained, which includes watering, removing debris and litter, modifying tree grates, and pruning and replacing plants when necessary.
- **Decorative non-vegetative groundcover.** River cobble, pebbles, and crushed stone should be used for landscaping composition. Non-vegetative groundcovers should allow proper drainage. Light-colored stone products in colors that harmonize with the native soils and rock formations are recommended. Accent materials such as landscape glass rocks may be used if they are analyzed on-site before installation and determined not to be highly reflective and not to produce undue glare. Any material, such as crushed tires, that may leach harmful chemicals into the soil or generate heat is not permitted.

Irrigation Guidelines

All landscaping should include water efficient landscaping and irrigation, consistent with the City's adopted Water Efficient Landscape Ordinance (WELo), found in Chapter 14.17 of the Newport Beach Municipal Code. The City has set standards for all projects requiring permits and all City projects to meet WELo requirements.

Fences and Walls

Guidelines for fences and walls apply primarily to private development. Fences and walls are used on private properties to define property boundaries and create enclosed spaces.

- **Height.** Fences and walls that are tall enough to obscure buildings should not be used between buildings and public rights-of-way. Exceptions should be made for fences and walls that are necessary to screen maintenance or service areas.
- **Aesthetics.** Fences and walls should use similar materials, heights, and construction techniques throughout a development. These design elements should reflect the material, colors, and design details of nearby buildings.
- **Screening.** Screening fences adjacent to residential properties should be designed so that they maintain a character and scale appropriate to the residential neighborhood.
- **Materials.** Chain link fencing, unfinished or unsurfaced concrete block walls, and barbed wire should not be used in commercial, mixed-use, or multi-family residences.
- **Transparency.** Fences and walls over 42 inches in height should generally be semi-transparent. They should be opaque only at interior property lines or where shielding maintenance or service areas.



Low walls can be used to better delineate uses but still provide visual transparency

Low Walls

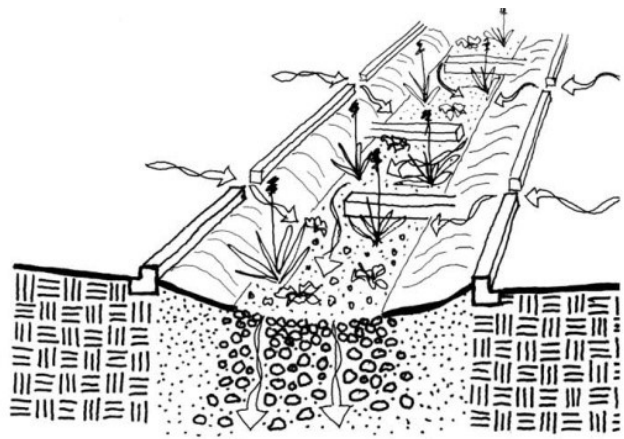
- **Delineation.** Fences or walls that are over 60' in length and visible from a public right-of-way should incorporate changes in appearance along their length. This can be achieved through a change in design details, material, texture, or wall plane.

Stormwater Management

Vegetated swales and rain gardens are examples of landscape features that can be used for stormwater management. Vegetated swales are linear open channels planted with vegetation that filter out sediments as the runoff flows across the surface. Rain gardens are depressions that infiltrate and treat runoff through evaporation and transpiration.

- **Design Features.** Cisterns and other design features should be used to capture, store, and reuse stormwater.
- **Paved Area.** The amount of paved area dedicated to parking should be minimized.
- **Stormwater Detention.** Stormwater detention features should be used to minimize runoff into streets and parking lots. Stormwater detention features include drainage swales and detention basins.

- **Stormwater Runoff.** Stormwater runoff from roofs should be diverted to vegetated swales or detention areas rather than storm drains.
- **Side Slopes.** Side slopes for vegetated swales and rain gardens should have a ratio of 2:1, with 3:1 or flatter preferred.
- **Plant Material.** Plant material used in vegetated swales and rain gardens needs to tolerate inundation and drying periods. Grasses and fine leaf plants are preferred to trap sediments. However, mowed turf is discouraged due to the use of fertilizers and herbicides. Drought tolerant no-mow turf varieties are more desirable.



Infiltrate Stormwater Runoff



Stormwater Curb Treatment

Permeable Paving

Permeable paving significantly reduces the quantity of runoff entering the storm drain systems. Paving systems using open-jointed block paving with permeable aggregates have proven to be a viable approach to stormwater management. The pre-cast pavers are designed to lock together for strength and stability, with openings in the joints where open-graded aggregates allow water to infiltrate.

- **Location.** Permeable pavers should be placed strategically to collect stormwater, such as spots between tree plantings to create a continuous permeable strip or along parallel street parking spots to maximize stormwater intake.
- **Aesthetic.** Permeable paving should complement the character of the street and be appropriate for the space available.



Permeable Pavers in the Parking Lane

Street Right-of-Way Standards and Guidelines

This section provides standards and guidelines for the design of all new public street rights-of-way, as well as improvements to existing rights-of-way within the Plan Area. Application of these standards and guidelines may be limited on West Coast Highway since it is a State highway and under Caltrans' jurisdiction. Any streetscape improvements in the public right-of-way of West Coast Highway would require the approval of Caltrans.

Pedestrian Design

- **Sidewalks.** Sidewalks should be continuous, their widths adequate to support the level of pedestrian activity that is intended and desired, and comply with all applicable requirements of the American with Disabilities Act (ADA).
- **Sidewalk Materials.** Sidewalks should be constructed of high-quality materials and installed to ensure long term use, avoiding frequent replacement. Recycled and/or locally sourced paving materials should be specified wherever feasible.
- **Driveways and Curb Cuts.** Driveways and curb cuts should be minimized to limit conflicts between vehicles, pedestrians, and bicyclists. Wherever possible, driveways for adjacent uses should be consolidated.
- **Curb Ramps.** Curb ramps should be provided at every intersection, and wherever possible, one curb ramp should be provided perpendicular to every pedestrian crossing.
- **Street Furnishings.** Except where infeasible, street furnishings, including street furniture, street lights, tree wells, and utility vaults should be located adjacent to the curb or property line, and kept out of pedestrian pathways.



Clear Pedestrian Pathways

Street Furnishings and Amenities

Street furnishings and amenities can help establish the character and identity of an area, support public use, and contribute to the social and economic vitality of the corridor. Street furniture and other amenities should be located on the sidewalk near the curb or parkway to unambiguously indicate public use, while still maintaining a clear zone for walking.

- **Location.** Street furniture and other amenities such as trash receptacles, kiosks, and newsstands should be located in conjunction with active pedestrian areas such as intersections, key building entries, public open spaces, bus stops, important intersections, and pedestrian streets.
- **Design.** At an area-wide scale, street furniture, such as benches, bollards, shade structures, and refuse containers should be coordinated in type, color, and material to contribute to a sense of identity in the area.
- **Access.** Street furniture should be designed for universal access and to facilitate use by those of all ages and abilities.

Lighting

Pedestrian-scale street lighting will not only help improve security, but will also add to the character of the street and neighborhood. Sidewalks and landscaped areas should be illuminated to enhance safety and comfort. Light standards should be located near the curb and parkway of the sidewalk and should not interfere with pedestrian circulation to ensure that public safety and security criteria are met. The design of light fixtures and the quality of the illumination should add visual interest to the streetscape and contribute to the overall character and attractiveness of the street.

- **Location.** The placement of light fixtures should not interfere with pedestrian movement.
- **Lighting Style.** Street lighting fixtures should be selected to highlight the Mariners' Mile maritime character and oriented towards pedestrians. The light poles should have an aesthetic that complements a high-end maritime character, allow for the fixation of banners, and focuses on potential opportunities for solar energy supply.
- **Banners.** Banners can be affixed to all light public/street poles within Mariners' Mile, or within public plazas and/or on key streets such as Avon Street and Coast Highway. Banners should be designed so that they are attractive and are cohesive with the branding of Mariners' Mile.



Pedestrian-Scaled Street Lamp

- **Unifying Scheme.** A single consistent style and size of pole and fixture should be used within a given area (e.g., Avon Village or harborside) to create a unifying scheme of illumination that is appropriate to the scale of the street and the level and character of nighttime activity. Pole and fixture design should be coordinated with other street furniture and amenities to establish an attractive and unified design character.
 - **Height.** The height of light fixtures generally should be kept low to promote a pedestrian scale and to minimize light spill to adjoining properties. In active and more intimately scaled pedestrian zones, outside of the West Coast Highway right-of-way and frontage, pole-mounted fixtures should not exceed 12 to 15 feet in height from grade to light source. At major intersections, a mounting height of up to 18 feet is acceptable.
 - **Spacing.** Generally, shorter light standards should be more closely spaced to provide appropriate levels of illumination. Although in lower activity areas where lower lighting levels are acceptable, closer spacing may not be necessary.
 - **Limit Light Pollution.** Illumination should generally be focused down toward the ground, avoiding all unnecessary lighting of the night sky. Light sources that are mounted closer to and focus illumination directly onto the ground plane, such as bollard-mounted lighting, stair lighting, and wall- and bench-mounted down-lighting, are desirable. Light fixtures should include internal reflector caps, refractors, or shields that provide an efficient and focused distribution of light and avoid glare or reflection into upper stories of adjacent buildings. Exterior illumination and electronic signage should be limited to the hours of operation or greatly reduced outside of the hours of operation for businesses in the East End Commercial District.
 - **Levels of Activity and Illumination.** Levels of illumination should be responsive to the type and level of anticipated activity, without over-illuminating the area. The level of illumination for pedestrian areas generally should range from 0.5 foot candles in lower activity areas up to 1.0-foot candle at the property line in more critical areas. (A foot candle is a unit of illumination, measured at the distance of one foot from the source of light.). Illumination levels for exterior lighting in the East-End Commercial District should be informed by the results of a photometric study provided by the applicant or property owner.
 - **Illumination of Conflict Areas.** Higher lighting levels should be provided in areas where there is potential for conflict between pedestrians and vehicles, such as intersections and crosswalks, and areas with high levels of nighttime activity. Thus, commercial shopping streets should have higher levels of illumination.
 - **Color Balance.** Color-balanced lamps that provide a warm white illumination and realistic color rendition should be used.
 - **Energy Efficiency.** Energy Star-certified lamps should be used for all pedestrian realm lighting, and hours of operation should be monitored and limited to avoid waste.
- Benches**
- Benches encourage pedestrian activity and enhance gathering spaces along the street. Benches can also provide for the opportunity to include artwork custom designed by artists or the community, reflecting the aesthetics and culture of the neighborhood.
- **Aesthetic.** Public seating should be attractive, yet easy to maintain and enhance the identity

of the neighborhood. The design of benches could integrate elements of maritime history and nautical features to enhance the character of Mariners' Mile.

- **Groupings.** Groupings of benches should be of the same style rather than differing styles adjacent to each other.



Benches Facing Eachother

- **Location.** Bench placement should consider social activity on the street, and seek to enhance areas where people tend to meet and congregate. Benches should also be provided for people to sit while waiting for transportation services such as at internal shuttle bus and/or transit stops.
- **Clear Path.** Where possible, benches should be placed against a building wall, property line, or curb to allow clear pedestrian paths of travel, and to face the sidewalk accommodating neighborhood interaction.
- **Facing Benches.** Facing bench placement is encouraged to help create “outdoor rooms” in areas where people meet and gather.
- **Placement.** Bench placement should not interfere with the pedestrian path of travel.
- **Informal Seating.** The creation of seat walls, steps, and planters that can serve as informal seating areas is encouraged as a means of expanding the seating potential and providing diverse opportunities for social interaction.

Trash and Recycling Receptacles

Trash and recycling receptacles encourage cleanliness and recycling, resulting in a more pleasant street environment.

- **Placement.** Trash and recycling receptacles should be provided for outdoor public spaces such as along sidewalks and/or within plazas.
- Receptacles should not interfere with pedestrian path of travel.
- Separate trash and recycling receptacles should be located regularly at intersections, near major building entrances, near Orange County Transportation Authority bus stops, and adjacent to outdoor seating areas.
- **Design.** Each receptacle should be designed to accommodate recycling with a separate compartment dedicated to recycled waste, prevent wind and rain from entering the container, facilitate convenient access to the liner, and have the option of being anchored to the pavement.
- **Aesthetic.** The style and color of the corridor’s trash receptacles should be coordinated with the selected bench design and be consistent throughout each distinct district within Mariners’ Mile.



Bollards to separate vehicular and pedestrian traffic

Bollards

Bollards are used to prevent vehicles from entering pedestrian zones. Bollards may also be used to mark pathway entries at public-private interfaces.

- **Location.** Bollards should be installed in areas along the curb side of the sidewalk if additional buffer space is needed between the sidewalk and street.
- **Arrangement.** Bollards are typically arranged in a path to separate vehicle traffic from pedestrians and to control parking zones along sidewalks.
- **Placement.** Bollards should be strategically placed to allow a clear path of travel for pedestrians and should not distract or interfere with vehicular circulation.
- **Shared Areas.** Bollards should be carefully utilized in “shared” areas to delineate areas for motorized uses apart from areas for non-motorized uses (i.e., drop-off/pick-up areas in public plazas).
- **Emergency Access.** Bollard placement and design should be coordinated with emergency vehicle access; in certain locations, removable bollards may be appropriate to balance pedestrian protection with emergency access.
- **Aesthetic.** Bollard style and color should be decorative, complement or contribute to Mariners’ Mile’s maritime aesthetic, and be consistent throughout the corridor or within each distinct area within Mariners’ Mile.

Bicycle Racks

Bicycle racks support bicycling by providing safe and convenient locations to park and store bicycles. Bicycle parking within the public sidewalk generally should be accommodated with a number of smaller racks distributed along the length of a block, rather than one or two large concentrations of bike racks

to provide for a convenient, safe and user-friendly place for cyclists to leave their bicycles. Bicycle racks can be free standing or attached to stationary objects such as buildings. Bicycle parking facilities should be provided on Avon Street adjacent to major destinations where there is adequate capacity on the sidewalk.

- **Placement.** Bicycle racks should be located so that parked bicycles do not block the travel path of pedestrians, infringe upon seating areas, or block ingress and egress to parked vehicles. The placement of bicycle racks should also consider the user’s ease of entry and exit with a bicycle. Larger racks should be provided within bulbouts where there is additional public space, while smaller racks should be placed near the curb on sidewalks, where necessary and feasible.
- **Prominent Location.** Bicycle racks should be located in prominent locations on the sidewalk. Placement in view of doors and windows will ensure adequate surveillance from building occupants and visitors. Bicycle parking should not be located in isolated areas, dark locations, or garage recesses.



Bicycle Racks

- **Design.** Bike racks should be designed to allow the bicyclist to secure the bicycle frame to the device at two points of contact. Appropriate bicycle rack designs include the inverted U, the ribbon type rack, or the corkscrew. The design of bike racks may also be a form of public art that is both creative and functional to enhance the character of the street.

Wayfinding

Pedestrian-scale elements such as directional signage, gateways, and surface treatments can help pedestrians, bicyclists, and motorists navigate public spaces, lead them to key destinations, and help create a lively and vibrant atmosphere. The City should consider the development and incorporation of an iconographic logo and/or other graphics that are repeated throughout Mariners' Mile's wayfinding features such as on signs, banners, and gateway features. These graphics could also be used in marketing materials such as brochures



Wayfinding Signage

and maps. More specific guidance for different wayfinding elements are described as follows:

SURFACE TREATMENTS

Surface treatments, such as colored, decorative, and/or patterned paving, can greatly enhance the character of Mariners' Mile's distinct areas, direct pedestrian flow, make street crossings more visible to drivers, and can be used as a street-calming measure. New surface treatments can be incorporated into new sidewalks and plazas. It should be noted that new surface treatments along parcels facing West Coast Highway would be limited and require coordination with Caltrans.

- **Placement.** Placement of decorative paving should complement the character, materials, and design of the street and be appropriate for the space available.
- **Decorative Paving.** Consider using colored or decorative paving as a subtle and intuitive method of creating pedestrian pathways and directing pedestrian travel on the harbor-side.

DIRECTIONAL SIGNAGE

Directional signage for the Harbor-front, bicycle routes, parking, neighborhood shops, and amenities can enhance street character and orient visitors to major destinations. Walking maps, signs with distances and/or arrows, or plaques could be strategically placed, marking unique places in Mariners' Mile.



Continuous Line of Paving in Crosswalk



and/or complementary theme and aesthetic (e.g., a common style and/or color palette) and be professionally constructed of durable high-quality materials to create a unified maritime character within Mariners' Mile.

- **Solar Panels.** Solar powered signs or panels or LED pedestrian lights or other low-energy lights should be installed along the bikeway/pedestrian paths or at crossings or buildings to provide a flexible illuminated solution with no external powering requirement

- **Complimentary.** Signs should be appropriately integrated into their surroundings in terms of size, shape, color, texture, and lighting in order to complement the architecture of the buildings and the immediate neighborhood context.
- **Thematic.** Directional signage should consist of a coordinated system of nautical-inspired signage that guide residents and visitors to and among key destinations and amenities.
- **Placement.** Signs should be strategically placed to ensure a clear path of travel for pedestrians and should not distract or interfere with vehicular circulation. The wayfinding system should be visible to pedestrians and motorists, while maintaining compatibility and consistency with existing signage. Where possible, wayfinding signs should be co-located with other streetscape furniture (e.g., light standards, transit shelters) where possible to reduce visual clutter in the public realm.
- **Consistency.** Signs should have a consistent

GATEWAYS

Gateways are symbols that help establish a destination and signify an arrival. Gateways can help to brand the identity of key destinations in Mariners' Mile. Gateways should be delineated by architectural treatments, landmarks or visual cues, such as signage and wayfinding design elements, to create virtual borders and inform pedestrians and drivers that the area has changed. The design of gateways could include accentuated landscaping with iconic trees, florals, and/or shrubs, highlighted by gentle, context-sensitive up-lighting at night; decorative arches with the words "Mariners' Mile" incorporated; monument signs in the form of low free-standing walls; and public art featuring a nautical theme such as boats or sea creatures. These gateway locations should be designed with elements that unify the key destination to reflect the desired maritime identity and unique character of the area. This Plan recommends siting gateways at any of the following areas:

- **Public Plazas.** Public plaza adjacent to West Coast Highway
- **Avon Village.** At signalized intersections to signify the arrival into the Avon Village.
- **Pedestrian/Bicycle Bridges.** Along West Coast Highway, incorporated into the design of a potential pedestrian/bicycle bridge
- **Flags/Banners.** Installation of flags or banners mounted on the Arches Bridge and the Back Bay Bridge to notify travelers the proximity of Mariners' Mile and to create a more pleasant pedestrian experience.



Gateways

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5 IMPLEMENTATION

Adoption of the Master Plan is not the end of the process, but the beginning. The Master Plan presents what is possible in the Mariners' Mile corridor and how the City, working with private property owners, business owners, developers, agencies, and other private and public stakeholders, can achieve the community's vision for the corridor. The Mariners' Mile Revitalization Master Plan addresses key areas of the built environment, including land use and urban design, streetscape and mobility improvements, and parking solutions. The next steps toward realizing the plan and revitalizing the Mariners' Mile corridor involves prioritizing improvements for the area then exploring management and funding options.

With the exception of a future General Plan amendment to revise the Mariners' Mile boundary area in the General Plan, adoption of the Master Plan does not change or modify the standards, regulations, or entitlement procedures of the applicable sections of the City's Zoning Code, General Plan, Coastal Land Use Plan, or Local Coastal Program. Adoption does set in motion a series of next steps to move the Mariners' Mile vision forward. Many of these next steps will require their own process, timeline, and approval. However, if they are conducted in a comprehensive and holistic manner as recommended by this Plan,

the sum of improvements will be much greater than their individual pieces.

The Plan provides a path to transforming the corridor with a vibrant village area, enhanced streetscapes, improved connectivity from inland surrounding neighborhoods to harbor-side properties, and a range of open space amenities. Revitalizing a corridor of this scale will require phased implementation, most likely triggered by private property owners as they move forward with redeveloping land and public infrastructure and capital improvement projects. As such, most of the recommendations of the Master Plan are long-term in nature and will require significant coordination by City staff with a variety of stakeholders, including local business and property owners, residents, and outside government agencies.

However, there are certain immediate action steps that the City can do to kick-start the revitalization process. A summary table of the action steps, timeframe, and key partners is provided in *Table 5-1*. A full description of the steps and implementation financing sources follows *Table 5-1*.

| Implementation Action | Timeframe | | Key Partnerships | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| | 0-1 yrs. | 2-5 yrs. | City | Other |
| | | | CD = Community Development CM = City Manager FD = Finance Department PW = Public Works Department | |
| Organization and Coordination Strategies | | | | |
| Mariners' Mile Lead and Team Appoint a lead staff member and a cross-departmental City team to coordinate improvement efforts moving forward to ensure coordination following adoption. | X | | CM, CD, PW | |
| Mariners' Mile Steering Committee In advance of establishing a Business Improvement District (BID) establish an ad-hoc steering committee composed of individuals and organizations who can effectively act as advocates for implementing the Master Plan's revitalization action. | X | | CD, PW | Residents, Business & Property Owners |
| Business Improvement District Work with business and property owners to form a Mariners' Mile BID that could fund corridor-wide maintenance, marketing and promotion, and public safety. | | X | CM, CD | Business & Property Owners |
| Application of Mariners' Mile Design Guidelines Application of the plan's design guidelines will play a key role in enhancing the aesthetic character of the built environment, including buildings and structures, streetscape, and landscape. | X | | CD | Business & Property Owners, Developers |
| Pilot Improvement Project Create a pilot improvement project that includes lower-cost, high-impact creative interventions bringing immediate improvements to the Mariners' Mile corridor. | X | | CD, PW | Residents, Business & Property Owners, California Coastal Commission, Caltrans, OCTA |
| Catalyst Development Sites Coordinate with owners of properties within the Village Core, East Commercial End, and Harbor-Frontage Districts to foster the redevelopment of key opportunity sites in those areas for projects with uses and of scale that distinctly identify and create value for Mariners' Mile. | X | | CD, PW | Caltrans, OCTA, California Coastal Commission |
| Parking Strategies | | | | |
| Institute Employee Parking Shuttle Expand the Employee Shuttle Program currently operating along the Balboa Peninsula to also serve businesses in Mariners' Mile, enabling employees to park off-site and board shuttles to employment in Mariners' Mile. | X | | CD, PW | Business Owners, Institutional uses |
| Standardize Valet Parking Agreements Establish and manage a standardized valet program instituting consistent pricing of valet agreements with private valet operators, allowing incoming businesses to use parking spaces in municipal lots directly within or adjacent to Mariners' Mile. | | X | CD, FD | Business & Property Owners |

| Implementation Action | Timeframe | | Key Partnerships | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|------------------------------------------------------------------------------------------------------------|----------------------------|
| | 0-1 yrs. | 2-5 yrs. | City | Other |
| | | | CD = Community Development CM = City Manager FD = Finance Department PW = Public Works Department | |
| Parking Strategies | | | | |
| Institute an Employee Permit Parking Program Institute a permit parking program to allow employees to park at currently underutilized City-owned lots within or directly adjacent to Mariners' Mile, including the Avon Street municipal lot, or at designated on-street parking spaces. | X | | FD, CD, PW | Business & Property Owners |
| Encourage Private Lots for Public Use Work with property owners interested in providing their parking resources for public use, increasing the number of spaces offered for visitors to Mariners' Mile without having to construct new parking facilities. | X | | PW, CD | Business & Property Owners |
| Parking Wayfinding Program Design and install a coordinated set of wayfinding signage directing visitors and employees to parking locations in Mariners' Mile and providing coordinated informational and regulatory signage. | | X | PW, CD | Caltrans, OCTA |
| Parking Management District Establish a parking management district, allowing all publicly accessible parking, including operations/programs, code adjustments, and financing mechanisms, to be managed as one integrated system and providing a mechanism to create and share parking resources. | | X | CD, PW | Business & Property Owners |

IMMEDIATE ACTION STEPS

MARINERS' MILE LEAD AND TEAM.

Consider appointment of a lead staff member and a cross-departmental City team to coordinate improvement efforts moving forward to ensure coordination among City departments, residents, business and property owners, and outside governmental agencies. A key responsibility for the Mariners' Mile lead staff will be to initiate the formation of a future business improvement district (BID). This should involve informing business and/or property owners of the range of benefits and capabilities of the BID and discuss the overall process of and procedures for forming the district. As discussed below, BIDs are created at the request of business and/or property owners within the corridor, therefore an initial education and outreach effort by the City will be beneficial in this process.

MARINERS' MILE STEERING COMMITTEE

In advance of establishing a legally constituted Business Improvement District (BID) for the Mariners' Mile area, the City should consider establishing an ad-hoc steering committee composed of individuals and organizations who can effectively act as advocates for implementing the Master Plan's revitalization action. This can be an important tool in "jump-starting" and maintaining momentum following Plan approval, communicating the Plan's content (what it will do and not do), and achieving community support.

Steering Committee members would be appointed by the City Council for a specified term (1-2 years) with possible re-appointment and consist of a diversity of interests including local property owners, business tenants, residents, institutions, real estate brokers, and financing companies. Representatives from the development industry

(such as the Urban Land Institute) may also be considered to serve as a conduit to understanding of market conditions and development trends, though participants should be limited to those with no specific development interest in Mariners' Mile.

The Steering Committee would be scheduled to meet with Lead City staff on a periodic basis and sunset upon establishment of a BID. Roles may include:

- Acting as a champion in attracting investment, new development, and revitalization of the area.
- Serving as a conduit to financial resources to fund public realm improvements and development, including financial institutions, regional and state grants, public-private partnerships, and others.
- Providing insights regarding evolving market demands and development opportunities in the Mariners' Mile area, including developer perspectives of the elements necessary to achieve successful development of desired uses and improvements.
- Identifying priority public realm revitalization opportunities and priorities.
- Working with developers to ensure that projects meet Master Plan objectives and guidelines.

BUSINESS IMPROVEMENT DISTRICT.

Business Improvement Districts (BIDs) are created by the City of Newport Beach at the request of the business and/or property owners within a respective district or corridor. However, following adoption of the Master Plan, as discussed previously, the lead City staff should immediately begin meeting with business and property owners in the corridor to discuss the purpose and benefit of a Mariners' Mile BID.

When a BID is established, every business in the

district is assessed a levy, based on a percentage of the business license fee, that is allocated for district-specific improvements and/or marketing. BIDs deliver services that supplement services already provided by the City such as:

- **Maintenance:** installing and repairing various public realm improvements, such as identification signage, banners, streetscape improvements, and the like.
- **Public safety:** Led by a dedicated team of public safety “ambassadors” the BID could provide services to ensure residents, employees, and visitors feel safe. This could be particularly valuable for people traveling by foot or bicycle from public parking structures to various businesses during the evening and nighttime hours.
- **Marketing and Promotion.** The BID could develop and implement marketing and promotional material and campaigns to attract quality developers, retail, restaurant, and entertainment, hotel uses to locate in the area. The marketing and promotion efforts could also market Mariners’ Mile as an ideal destination for residents of Newport Beach and greater Orange County to shop, dine, live, and recreate.

PILOT IMPROVEMENT PROJECT

Following adoption of the Plan, the City should consider creating a pilot improvement project that includes lower-cost, high-impact creative interventions that will bring immediate improvements to the Mariners’ Mile corridor and will help carry forward momentum achieved during the planning process. The selected pilot improvement project could include the following:

- Use paint and/or wayfinding signage to identify and direct residents and visitors to the existing harbor-side boardwalk.

- Creation of a pop-up plaza in an underutilized surface parking lot or on-street parking space.
- Installation of temporary streetscape improvements, such as street furnishing, banners, public art, or enhanced pedestrian/bicycle crossings.

The pilot improvement project should be consistent with the framework map and create community excitement for and interest in future improvements. Additionally, pilot improvement projects may help the City obtain funding for future permanent improvements.

PARKING STRATEGIES

The parking strategies identified in Section 3 include several immediate/short-term actions that can be pursued to implement the Mariners’ Mile Revitalization Master Plan. Immediate/short-term parking-related action steps, discussed in further detail in the parking section of Chapter 3, are generally operational in nature and include the following:

- Institute an Employee Parking Shuttle
- Standardize Valet Parking Agreements
- Institute an Employee Permit Parking Program
- Encourage Private Lots to be Available for Public Use

PARKING MANAGEMENT DISTRICT

A key component to parking recommendations in the Mariners’ Mile corridor is to create a parking management district for the area, allowing for all publicly accessible parking to be managed as one integrated system. The City should consider the formation of a parking district, following the successful implementation of immediate/short-term parking strategies. The formation of a parking management district will enable the consolidation of individual parking operations/programs, code

adjustments, and financing mechanisms to ultimately expand efficiency and use of available supply, focusing on sharing existing parking resources. A parking management district for Mariners' Mile will also allow the City to more effectively respond to issues unique to the neighborhood without requiring code changes in other parts of Newport Beach, while also having the flexibility to adjust regulations as parking demand and supply in the area changes. The parking management district would also function as a funding source for future physical improvements in the area.

CATALYST DEVELOPMENT SITES

Following adoption of the plan, the City should coordinate with owners of properties within the Village Core, East Commercial End, and Harbor-Frontage Districts to foster the redevelopment of key opportunity sites in those areas for projects with uses and of scale that distinctly identify and create value for Mariners' Mile. This can catalyze additional development consistent with the vision for the corridor. The first step in the process should be the facilitation of a Developer's Roundtable, which would bring together City staff, property owners within the corridor, local developers, and other key stakeholders to discuss the various development sites and feasible development solutions for those sites that align with the vision for the corridor.

FINANCING

This section presents the various local, regional, state, and federal funding mechanisms and financing strategies that could be used to implement the recommendations of the Mariners' Mile Revitalization Master Plan. This section should be monitored and updated on a regular basis, as new funding sources become available and the

requirements of existing funding mechanisms and financing strategies evolve.

LOCAL FUNDING SOURCES

Capital Improvement Program

The Public Works Department is responsible for the design and construction of the City's roads, intersections, bridges, sidewalks, storm drains, and parks while also protecting and maintaining public property. The City's Capital Improvement Program (CIP) serves as a plan for the provision of public improvements, special projects, on-going maintenance programs, and the implementation of the City's master plans. As such, public, capital improvements included in the Mariners' Mile Master Plan should be integrated into the CIP as appropriate. The CIP budget is adopted annually along with the City's operating budget. Generally, sufficient funds are appropriated for the work to be performed one year at a time. Funding estimates for future components of a project appear in a Five Year Look Ahead section. Projects within the CIP are organized by primary function or benefit into one of the following categories: Facilities; Streets and Drainage; Transportation; Parks, Harbors and Beaches; Water Quality and Environmental; Water; Wastewater; and Miscellaneous. The City should consider including the following projects identified in the Framework Plan into the CIP:

- Streetscape and roadway improvements identified for Avon Street, Riverside Avenue, and Tustin Avenue.
- Potential parking structures to be constructed on the City-owned surface parking lot and BMW dealership lot.
- Harbor-Frontage pedestrian and open space improvements, such as potential pedestrian plazas and public boardwalk.

Enhanced Infrastructure Financing District

As discussed previously, an EIFD could provide an alternative financing mechanism for capital infrastructure projects with an emphasis on sustainability. EIFDs are financed through tax increment generated from the growth in property taxes collected from within a designated district boundary. An EIFD is a separate government entity formed to finance infrastructure projects of communitywide benefit within a given district, using the property tax increment of consenting taxing agencies including cities, counties, special districts, but not schools. A corridor-wide EIFD could be used to finance several large infrastructure projects or facilities contained in the Master Plan, including but not limited to the following types of infrastructure or facilities:

- West Coast Highway pedestrian and bicycle bridges connecting the inland and harbor-side areas of Mariners' Mile.
- Future parks, plazas, and open space areas identified in the Harbor-Frontage area. recreational facilities, open space and libraries.
- Projects which implement a sustainable communities strategy, such as the Avon Street (west) multi-use pedestrian and bicycle path.

Assessment District

This tool may be particularly useful given the anticipated revitalization of the corridor and the increase in taxable value that may follow. In existing neighborhoods and corridors such as Mariners' Mile, groups of property owners may desire to have public facilities and infrastructure improvements sooner rather than waiting for grant funds, funds generated by an EIFD or BID, or general fund monies to become available. Assessment districts could help finance the construction of public improvements on public property, public rights-of-way, and public easements in these areas.

Owners of the real property that receives a special benefit are assessed for the costs, proportional to the level of benefit received. Assessment districts are intended to finance construction of physical improvements. They cannot pay for operations and maintenance or additional services. If additional improvements are desired after an assessment district is established, the entire process is required for those additional improvements.

Assessment districts may be used to finance improvements in one of two general ways. The assessments may repay the City for the upfront costs of improvements. The City may also issue bonds pursuant to an assessment district and use the proceeds to fund the infrastructure improvements and use the assessments to repay the bonds.

Generally, assessment districts can be used to finance the following types of improvements that are recommended by the plan:

- Local streets and streetlights
- Parking facilities
- Landscaping
- Sidewalks

Establishment of an assessment district cannot occur if a majority of the affected property owners object (weighted by the value of the proposed assessment). Prior to holding a vote on an assessment district, the City must pay for engineering design and construction documents and bid the project out. If a majority of property owners reject the assessment district, then the City is out the cost of developing the construction documents. Thus, establishing an assessment district usually requires a great deal of time working with property owners so that the City is relatively certain that they will not vote against establishing the district.

Landscaping and Lighting Maintenance District

Landscaping and lighting maintenance districts (LLMD) can fund the construction of certain public improvements and the operation and maintenance of public improvements. Whether in new development areas of existing neighborhoods, public facility and infrastructure improvements will require ongoing operations and maintenance. A landscaping and lighting maintenance district is one alternative to the general fund for paying those costs. A LLMD requires an annual assessment process for any assessments other than previously approved assessments to pay previously approved and issued debt. A LLMD may fund the following projects identified in the Framework Plan:

- Landscaping improvements in the Avon Street, Riverside Avenue, and Tustin Avenue public rights-of-way
- Public lighting, including a proposed new traffic signal where a possible Avon Street extension connects to West Coast Highway.
- The installation or construction of curbs, gutters, walls, sidewalks, or paving along Avon Street, Riverside Avenue, and Tustin Avenue.

STATE FUNDING SOURCES

Active Transportation Program (ATP)

In September 2013, the State created the Active Transportation Program (ATP), consolidating existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), the Bicycle Transportation Account (BTA), and the Federal and State Safe Routes to School (SRTS). The ATP is intended to promote the use of active modes of transportation, such as walking and biking. The program budget is allocated by the California Transportation Commission (CTC) and varies per year. The ATP program is administered by Caltrans. The most recent Cycle 3 Call-for-Projects

includes 19/20 and 20/21 state funding years totaling about \$240 million. Fifty percent of ATP funds are distributed on a competitive statewide basis, forty percent is provided to Metropolitan Planning Organizations (MPO) in urban areas with populations greater than 200,000 for the large urbanized area competitive program, and the final ten percent goes to small urban and rural areas with populations of less than 200,000. The ATP funds infrastructure and non-infrastructure projects that increase biking and walking, improve mobility and safety for active transportation, enhance public health, and achieve greenhouse gas reduction goals. Projects eligible for ATP funding identified in the Framework Plan may include:

- The West Coast Highway pedestrian and bicycle bridge.
- Avon Street (west) multi-use pedestrian and bicycle path.
- Harbor-Frontage boardwalk improvements
- Pedestrian and bicycle connections between the Newport Theatre Arts Center and future parking structure rooftop park.

“Urban Greening Program” as funded by the State of California Natural Resources Agency.

The Urban Greening Grant is a state-funded grant program established by the Legislature to fund projects that transform the built environment into places that are more sustainable, enjoyable, and effective in creating healthy and vibrant communities. Funded projects are intended to establish and enhance parks and open space, using natural solutions to improve air and water quality. The grant program sees eligible projects as satisfying this by reducing energy consumption and creating more walkable and bikeable trails. The current grant cycle (2017) expects to award approximately 76 million dollars of funds to local, state, and federal governmental agencies and to

nonprofit organizations for projects that sequester and store carbon by planting trees, reduce building energy use by strategically planting trees to shade buildings, and/or reduce commute vehicle miles traveled by constructing bicycle paths, bicycle lanes or pedestrian facilities that provide safe routes for travel between residences, workplaces, commercial centers, and schools.

Eligible projects include but are not limited to green streets and alleyways, greening of public lands and structures, expansion of community spaces, and urban heat island mitigation. Grants are awarded on a competitive basis, with 25 percent of awards to projects that demonstrate a benefit to disadvantaged communities. Potential projects in the Mariners' Mile Revitalization Master Plan that may potentially be eligible for Urban Greening funding include:

- Street-greening improvements to Avon Street, Riverside Avenue, and Tustin Avenue.
- Avon Street (west) multi-use pedestrian and bicycle path.
- Greening/park improvements at existing municipal-owned parking lots throughout Mariners' Mile.
- Future Harbor-Frontage area public plazas and open space areas.

FEDERAL FUNDING SOURCES

USDOT and HUD Funding

The primary sources of federal funding for bicycle and pedestrian facilities are from the US Department of Transportation (USDOT) and the US Department of Housing and Urban Development (HUD). Federal funding sources provide large sums of money to fund projects and programs, but are very competitive, have stringent guidelines, and require robust resources for the initial application process and subsequent reporting. If the City appoints a

lead staff member to oversee the implementation of the Master Plan, that staff should monitor these grant programs and manage projects that receive funding. Projects that are most suitable for federal funding include those that meet the program's requirements, have a high price tag of \$1 million dollars or more, and those in which the City can contribute a percentage (usually 10 to 20 percent) as a local matching fund. Projects eligible for USDOT and HUD funding identified in the Framework Plan may include:

- West Coast Highway pedestrian and bicycle bridges connecting the inland and harbor-side areas of Mariners' Mile.
- Avon Street (west) multi-use pedestrian and bicycle path.
- Harbor-Frontage boardwalk improvements.
- Avon Street (central) pedestrian and bicycle-friendly roadway and streetscape improvements.

Surface Transportation Block Grant

In 2015, President Obama signed into law the Fixing America's Surface Transportation Act (FAST Act). The FAST Act replaces the previous two-year transportation authorization bill, Moving Ahead for Progress in the 21st Century (MAP-21), and provides long-term funding certainty for surface transportation. The FAST Act includes a set-aside Surface Transportation Block Grant (STBG) program funding for transportation alternatives (TA), which were previously a part of MAP-21's Transportation Alternatives Program (TAP). Eligible projects for STBG TA funding include smaller-scale transportation projects, including pedestrian and bicycle facilities, recreational trails, and Safe Routes to School projects. TA funding is sub-allocated based on population through a competitive process. Projects, such as the Avon Street (west) multi-use pedestrian and bicycle path and Harbor-

Frontage boardwalk improvements may be eligible for STBG funding.

Highway Safety Improvement Program (HSIP)

The Highway Safety Improvement Program (HSIP) is also a part of the FAST Act and helps fund projects that reduce fatalities and serious injuries on all public roads. Eligible projects include projects on any public road, bicycle or pedestrian pathway, or trail. The program is data-driven and requires data such as crash experience (data that has already been collected to identify intersections with potential for improved safety), crash potential (further refined data to identify locations with high-risk roadway characteristics), crash rate, etc. HSIP funds are managed and distributed by Caltrans. The minimum funding amount is \$100,000. Projects eligible for HSIP funding identified in the Framework Plan include those projects listed as eligible for USDOT and HUD funding.

Transportation Investment Generating Economic Recovery (TIGER) Grants

The TIGER grant is funded by the U.S. Department of Transportation (USDOT) and provides funding for the construction of large-scale transportation infrastructure projects, including higher-priced bicycle and pedestrian infrastructure. Projects in Mariners' Mile Revitalization Master Plan that may be eligible for TIGER funding could potentially include the proposed bicycle and pedestrian bridges over West Coast Highway. The grant program is highly competitive and supports projects that are considered innovative, including multi-modal and multi-jurisdictional projects.



6 APPENDIX: A

EXISTING CONDITIONS

MARINERS' MILE REVITALIZATION MASTER PLAN

Existing Conditions Report

October, 2016



PLACEWORKS

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1

INTRODUCTION





INTRODUCTION

The Mariners' Mile corridor is a local destination and regional attraction that exemplifies the merging of highway- and water-oriented commercial that typifies many commercial areas along Coast Highway. In 2011, the Newport Beach City Council recognized the need to revitalize Mariners' Mile and designated it one of six revitalization areas in the community. The work in the other areas is already underway or has been completed, but the Mariners' Mile Revitalization Master Plan is the first step in the revitalization of Mariners' Mile. This existing conditions report will serve as the baseline resource and reference throughout the planning process and—along with input from the community—as the foundation for development of the master plan. The report is organized into three topics, each of which plays a key role in the revitalization of Mariners' Mile:

- Land Use and Urban Form
- Parking
- Mobility and Circulation

For each topic area, the report includes an analysis of existing plans, policies, and regulations, as well as an analysis of the existing conditions in Mariners' Mile today. The report concludes with a section identifying the opportunities and challenges to revitalization, organized around the three topic areas.

LOCATION

The Mariners' Mile corridor is in scenic coastal Orange County, straddling approximately 1.5 miles of Coast Highway in southwest Newport Beach. As displayed in Figure 1.1, Project Location, the 65-acre site is generally bounded by Newport Boulevard to the west and Dover Drive to the east and lies between Newport Bay to the south and the Newport Heights and Cliff Haven residential communities to the north.

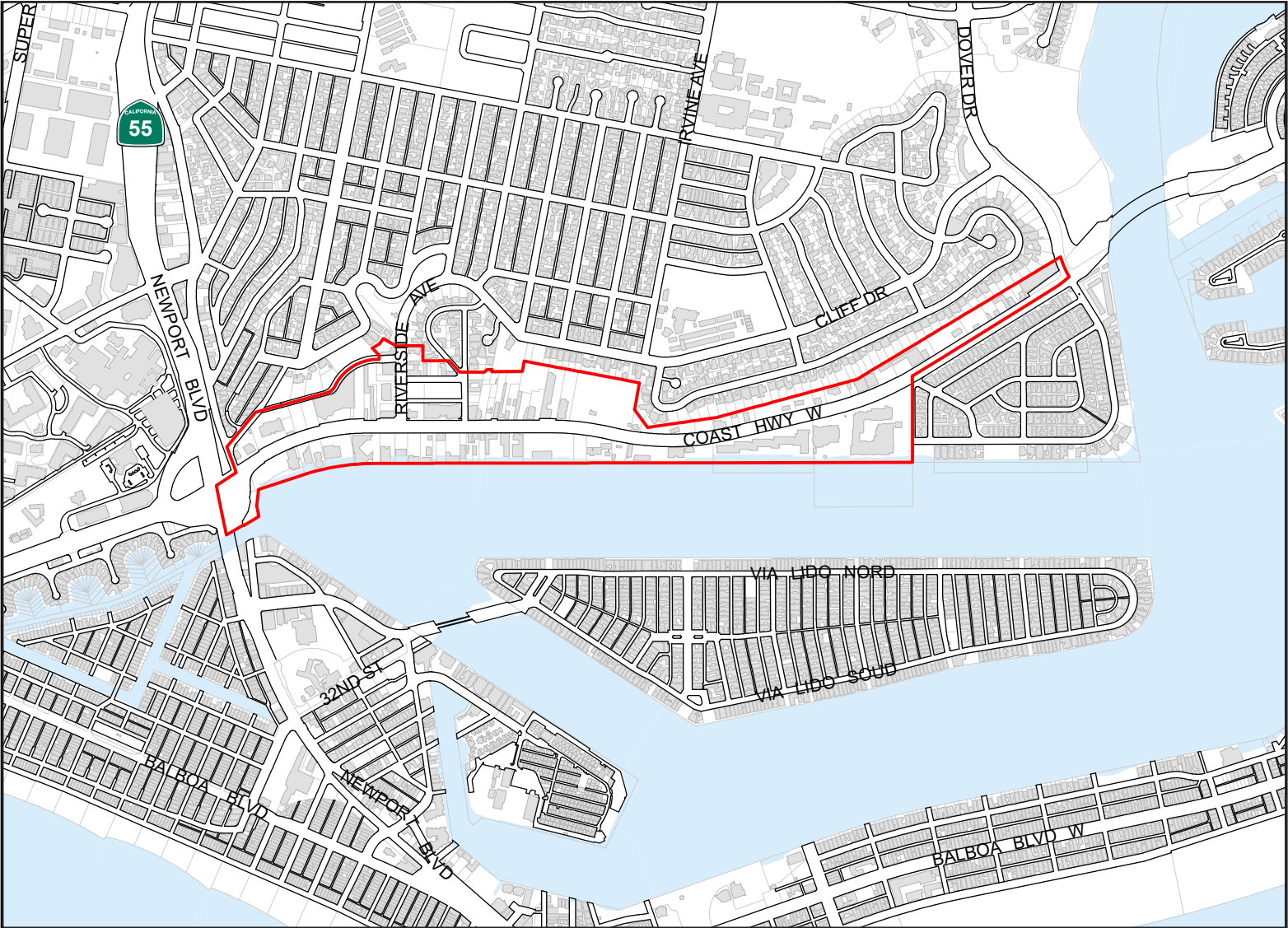


FIGURE 1.1 PROJECT LOCATION

Mariners Mile Project Boundary



City of Newport Beach
Mariner's Mile



CNB - 18.0
9/23/2016

Source: City of Newport Beach, 2016

2

LAND USE AND
URBAN FORM



LAND USE AND URBAN FORM PLANS, POLICIES, AND REGULATIONS

GENERAL PLAN LAND USE ELEMENT

Overview

The General Plan Land Use Element provides the framework for land use and the overall development pattern of the community. The foundation of this framework is the Land Use Diagram, which establishes the various land use categories, depicts the distribution of those land uses throughout the City, and establishes density and intensity standards for the various land uses. The Land Use Diagram is supported by a series of goals and policies that guide future growth and development. Goals and policies are provided for specific land use categories as well as for key districts and corridors, including the Mariners' Mile corridor. The policy overview for Mariners' Mile states:

The General Plan provides for the enhanced vitality of the Mariners' Mile corridor by establishing a series of distinct retail, mixed-use, and visitor-serving centers. Harbor-fronting properties would accommodate a mix of visitor-serving retail and marine-related businesses, with portions of the properties available for housing and mixed-use structures. View and public access corridors from Coast Highway to the Harbor would be required, with a pedestrian promenade developed along the length of the Harbor frontage. Parcels on the inland side of Coast Highway, generally between Riverside Avenue and the southerly projection of Irvine Avenue, would evolve as a pedestrian-oriented mixed-use "village" containing retail businesses, offices, services, and housing. Sidewalks would be improved with landscape and other amenities to foster pedestrian activity. Inland properties directly fronting onto Coast Highway and those to the east and west of the village would provide for retail, marine-related, and office uses. Streetscape amenities are proposed for the length of Mariners' Mile to improve its appearance and identity.



Policies

The following summarizes several key policies in the Mariners' Mile section of the Land Use Element:

- **LU 6.19.1 Differentiated Districts.** Differentiate and create cohesive land use districts for key subareas of Mariners' Mile by function, use, and urban form, including a harbor-oriented district along the waterfront, highway-oriented commercial corridor, and community/neighborhood-serving village.
- **LU 6.19.2 Bay-Fronting Properties.** Encourage marine-related and visitor-serving retail, restaurant, hotel, institutional, and recreational uses, and allow residential uses above the ground floor on parcels with a minimum frontage of 200 lineal feet.
- **LU 6.19.3 Marine-Related Businesses.** Protect and encourage facilities that serve marine-related businesses and industries and encourage coastal-dependent industrial uses to locate or expand within existing sites.
- **LU 6.19.4 Inland side of Coast Highway.** Accommodate a mix of visitor- and local-serving retail commercial, residential, and public uses.
- **LU 6.19.6 Corridor Identity and Quality.** Implement landscape, signage, lighting, sidewalk, pedestrian crossing, and other amenities consistent with the Mariners' Mile Specific Plan District and Mariners' Mile Strategic Vision and Design Plan.
- **LU 6.19.7 Architecture and Site Planning.** The form, materials, and colors of buildings along

the harbor front should be designed to reflect the area's setting and nautical history.

- **LU 6.19.9 Harbor and Bay Views and Access.** Require that buildings be located and sites designed to provide clear views of and access to the harbor and bay from Coast Highway and Newport Boulevard.
- **LU 6.19.10 Waterfront Promenade.** Require that development on the bay frontage implement amenities that ensure access for coastal visitors. Pursue development of a pedestrian promenade along the bay front.
- **LU 6.19.11 Pedestrian-Oriented Village.** Require that inland properties that front internal streets in the Community/Neighborhood Village locate buildings so that they form a semicontinuous building wall along the sidewalk.
- **LU 6.19.13 Lot Consolidation on Inland Side of Coast Highway.** Permit development intensities in areas designated as "CG(0.3)" to be increased to a floor area ratio of 0.5 where parcels are consolidated to accommodate larger commercial development projects that provide sufficient parking.
- **LU 6.19.14 Parking Lot Relocation.** Consider options for the relocation of the City parking lot on Avon Street to better support the corridor's retail uses.





General Plan Land Use Categories

Mariners' Mile is home to six different land use categories: General Commercial (CG 0.3/0.5), Visitor Serving Commercial (CV), Recreational and Marine Commercial (CM), Mixed Use Horizontal (MU-H1), Mixed Use Water Related (MU-W1), and Public Facilities (PF), as displayed in Figure 2.1, Mariners' Mile General Plan Land Use Diagram.

MIXED-USE HORIZONTAL 1 (MU-H1). The MU-H1 category, fronting Coast Highway and adjacent to the Newport Heights and Cliff Haven residential neighborhoods, is intended for both marine-related and highway-oriented general commercial uses. Portions of properties to the rear of the commercial frontage on Coast highway are permitted to be developed for freestanding neighborhood-serving retail, multifamily residential units, or mixed-use buildings that integrate residential with retail uses on the ground floor.

MIXED-USE WATER 1 (MU-W1). The MU-W1 category, fronting both Coast Highway to the north and Newport Bay to the south, is intended for marine-related, visitor-serving commercial and residential uses, as well as mixed-use buildings that include residential units above ground floor commercial or office uses. The MU-W1 category restricts the amount of square footage dedicated to mixed-use structures to less than 50 percent of the total area between the Arches Bridge and the Newport Sea Base.

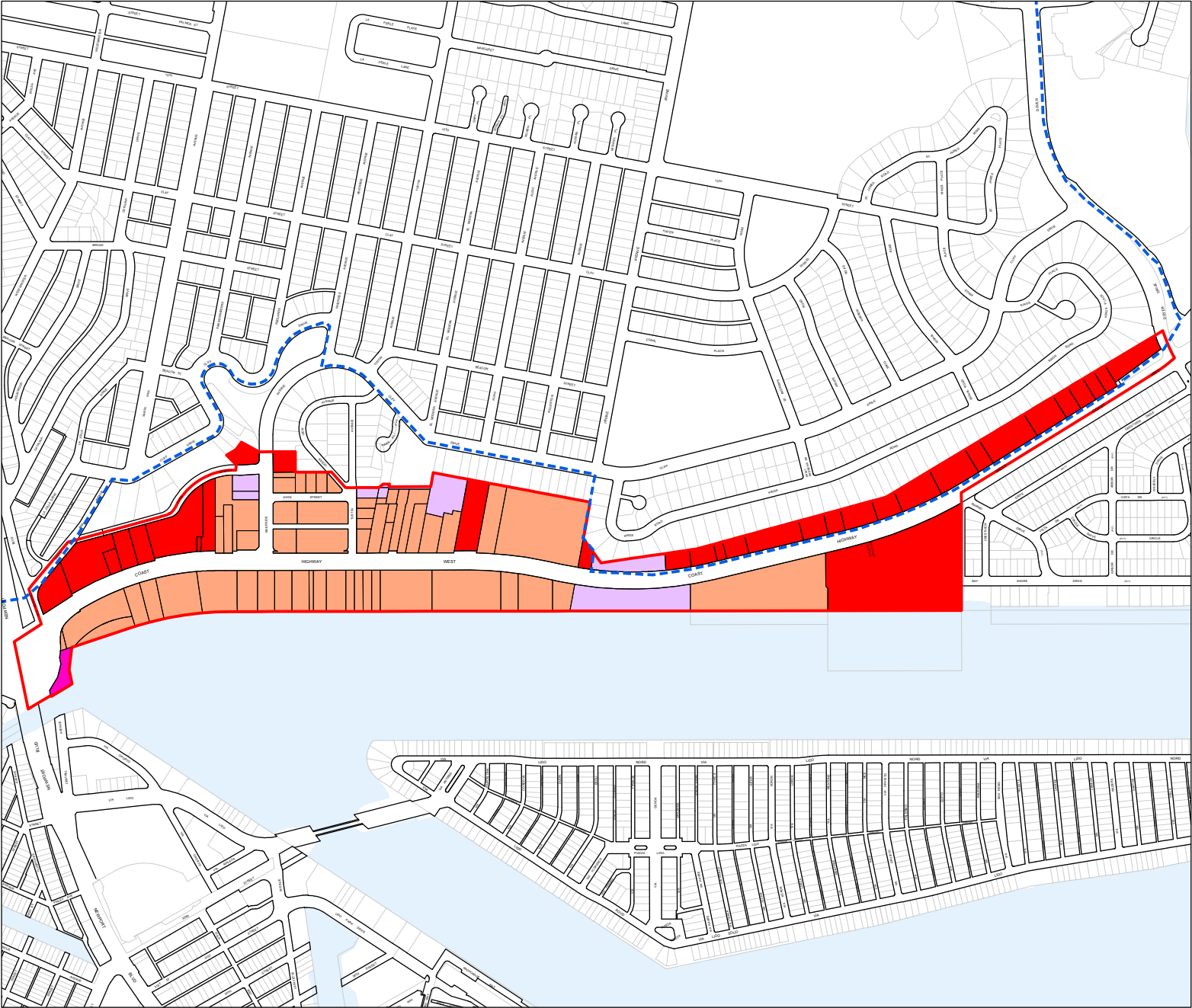
GENERAL COMMERCIAL (CG 0.3/0.5). The CG 0.3/0.5 category, fronting the inland side of Coast Highway on the east and west ends of Mariners' Mile, is intended to allow a variety of citywide and regional-serving commercial uses.

VISITOR SERVING COMMERCIAL (CV). Located in the southeast corner of Mariners' Mile, the CV category provides commercial development on or near Newport Bay that will encourage the continuation of coastal-dependent and -related uses and visitor-serving and recreational uses, while providing physical and visual access to the bay on waterfront commercial and industrial sites.

RECREATIONAL AND MARINE COMMERCIAL (CM 0.5). The CM designation in the southwest corner of Mariners' Mile is intended to provide for commercial development on or near the bay and to encourage the continuation of coastal-dependent and coastal-related uses, maintain the marine theme and character, encourage mutually supportive businesses, encourage visitor-serving and recreational uses, and encourage physical and visual access to the bay on waterfront commercial and industrial building sites on or near the bay.

PUBLIC FACILITIES (PF). The PF category, intended for public facilities, including public schools, cultural institutions, government facilities, libraries, community centers, public hospitals, and public utilities, is on public property on both sides of Coast Highway.

FIGURE 2.1 GENERAL PLAN LAND USE DIAGRAM



Commercial Districts and Corridors

- █ CG
- █ CV
- █ CM

Mixed-Use Districts

- █ MU-H1
- █ MU-W1

Public, Semi-Public and Institutional

- █ PF

Mariners Mile Project Boundary

Coastal Zone Boundary



City of Newport Beach
Mariner's Mile

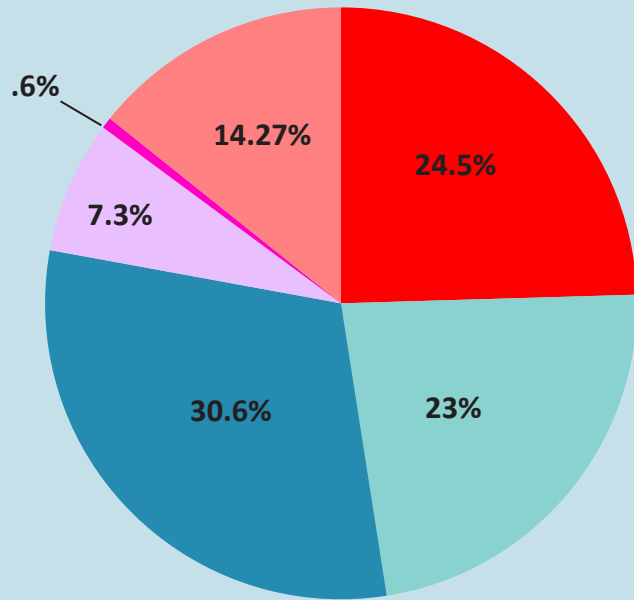


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9/23/2016

Source: City of Newport Beach, 2016

FIGURE 2.2 GENERAL PLAN LAND USES



LEGEND

- General Commercial (CG)
- Visitor Serving Commercial (CV)
- Recreational and Marine Commercial (CM)
- Mixed-Use Horizontal (MU-H1)
- Mixed-Use Water Related (MU-W1)
- Public Facilities (PF)

Development Standards

The General Plan provides standards that guide the physical development of particular sites or properties in the different land use categories, in the form of permitted residential densities and nonresidential intensities, as displayed in Table 2.A.

TABLE 2.A GENERAL PLAN DEVELOPMENT STANDARDS

| LAND USE CATEGORY | DEVELOPMENT STANDARDS |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MU-H1 | Single Use: Commercial Max 0.5 FAR / Residential 20.1–26.7 du/acre Mixed Use: Max 1.5 FAR (0.25–0.5 Com. FAR / Max 1.0 Res. FAR) |
| MU-W1 | Single Use: Com. 0.5 Max FAR / Res. 12 du/acre (on max of 50% of property). Mixed Use: Max 1.25 FAR (0.35–0.5 Com. FAR / Res. Max 12 du/acre) |
| CG 0.3/0.5 | All Uses: 0.3/0.5 Max FAR |
| CV | All Uses: 0.5 Max FAR |
| CM | All Uses: 0.5 Max FAR |
| PF | N/A |

COASTAL LAND USE PLAN

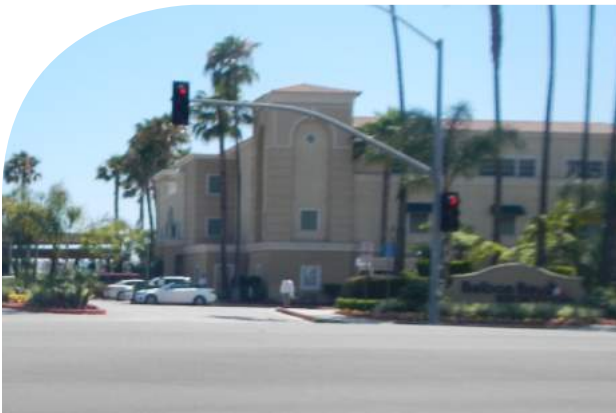
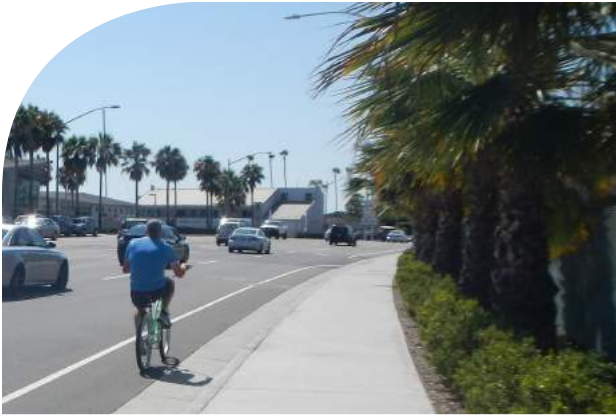
Overview

The Coastal Land Use Plan of Newport Beach's Local Coastal Program, prepared in accordance with the California Coastal Act of 1976, sets forth goals, objectives, and policies and establishes land use categories that govern the use of land and water in the coastal zone in Newport Beach. The Coastal Land Use Plan was derived from the Land Use Element of the General Plan to identify the distribution of land uses in the coastal zone. Like the Land Use Element, the Coastal Land Use Plan has development standards for specific land use categories in the form of residential densities and nonresidential intensities. In the event of a conflict between the development limits of the two documents, the limit that is deemed most protective of coastal resources takes precedence.

Policies

The following summarizes key policies in the Coastal Land Use Plan:

- **2.1.4-1.** For properties on the inland side of Coast Highway in the Mariners' Mile Corridor that are designated MU-H, the Coast Highway frontages shall be developed for marine-related and highway-oriented general commercial uses, and portions of properties to the rear of the commercial frontage may be developed for freestanding neighborhood-serving retail, multifamily residential units, or mixed-use buildings that integrate residential with retail uses on the ground floor.
- **2.1.4-2.** For bay-fronting properties that are designated MU-W, encourage marine-related and visitor-serving retail, restaurant, hotel, institutional, and recreational uses.
 - › Vertically integrated mixed-use structures are allowed when a minimum of 50 percent of the permitted square footage shall be devoted to nonresidential uses. Mixed-use structures may only be developed on sites with 200 feet or more of street frontage along Coast Highway.
 - › In aggregate, no more than 50 percent of the waterfront land area along Coast Highway between the Arches Bridge and the [Newport] Sea Base may be developed with mixed-use structures.
- **2.1.4-3.** Permit development intensities in areas designated CG to be increased to a floor area ratio of 0.5 where parcels are consolidated to accommodate larger commercial development projects that provide sufficient parking.
- **2.1.4-4.** For bay-fronting properties that are designated CV or CM, encourage marine-related and visitor-serving retail, restaurant, hotel/motel, institutional, and recreational uses.
- **2.1.4-7.** For bay-fronting properties, provide plazas and other open spaces that protect existing and provide new view corridors and access from Coast Highway to the harbor.
- **2.1.4-8.** For bay-fronting properties, require that development on the bay frontage implement amenities that ensure access for coastal visitors, including the development of a public pedestrian promenade along the bay front.



Coastal Land Use Plan Categories

Mariners' Mile is home to six land use categories—General Commercial (CG-A/CG-B), Recreational and Marine Commercial (CM-B), Visitor Serving Commercial (CV), Mixed-Use Horizontal (MU-H), and Mixed Use Water Related (MU-W), and Public Facilities (PF), as displayed in Figure 2.3.

GENERAL COMMERCIAL (CG-A/CG-B). The CG category is intended to provide for a wide variety of commercial activities oriented primarily to serving citywide or regional needs.

RECREATIONAL AND MARINE COMMERCIAL (CM-B). The CM category is intended to provide for commercial development on or near the bay in a manner that will encourage the continuation of coastal-dependent and coastal-related uses, maintain the marine theme and character, encourage mutually supportive businesses, encourage visitor-serving and recreational uses, and encourage physical and visual access to the bay on waterfront commercial and industrial building sites on or near the bay.

VISITOR SERVING COMMERCIAL (CV-A/CV-B). The CV category is intended to provide for accommodations, goods, and visitor-serving services. Limited Use Overnight Visitor Accommodations (e.g., time shares, fractionals, condominium-hotels) (LUOVA) are an allowed use when provided together with traditional overnight, hotel visitor accommodations.

MIXED USE HORIZONTAL (MU-H). The MU-H category is intended to provide for the development of a horizontally distributed mix of uses, which may include general or neighborhood commercial, commercial offices, multifamily residential, visitor-serving and marine-related uses, and/or buildings that vertically integrate residential with commercial uses.

MIXED USE WATER RELATED (MU-W). The MU-W category is intended to provide for commercial development on or near the bay that will encourage the continuation of coastal-dependent and coastal-related uses and visitor-serving uses as well as allow for the development of mixed-use structures with residential uses above the ground floor. Freestanding residential uses are prohibited in the MU-W. Overnight accommodations are allowed, as are LUOVA in lieu of allowable residential development, provided the use is above the ground floor.

PUBLIC FACILITIES (PF). The PF category is intended to provide public facilities, including public schools, cultural institutions, government facilities, libraries, community centers, public hospitals, and public utilities.

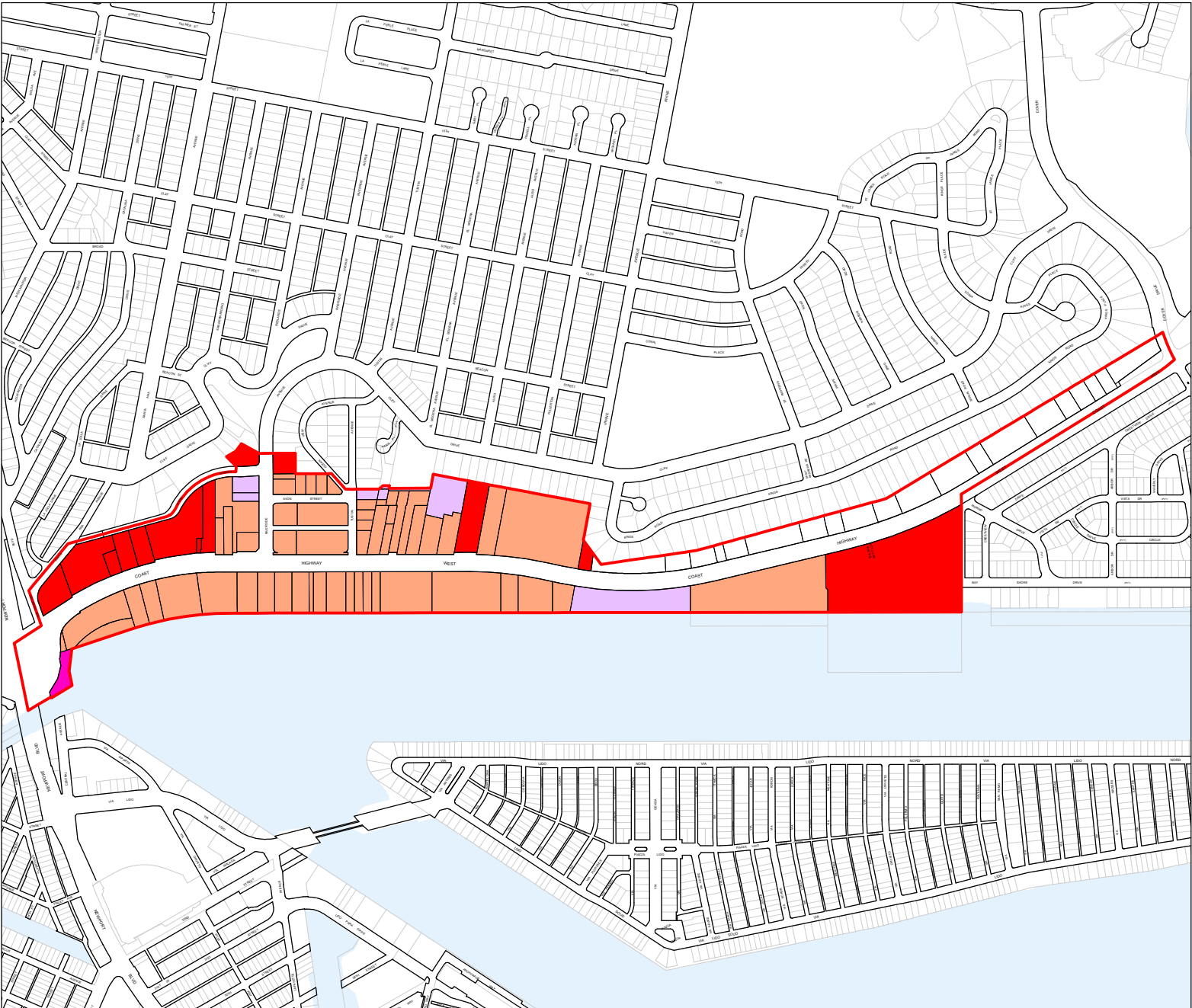


FIGURE 2.3 COASTAL LAND USE PLAN

- General Commercial - CG**
 - █ CG-A, (0.0 - 0.30 FAR)
 - █ CG-B, (0.0 - 0.75 FAR)
- Recreational and Marine Commercial - CM**
 - █ CM-B, (0.0 - 0.50 FAR)
- Visitor Serving Commercial - CV**
 - █ CV-A, (0.0 - 0.75 FAR)
 - █ CV-B, (0.00 - 1.50 FAR)
- Mixed Use**
 - █ MU-H - Mixed Use Horizontal
 - █ MU-W - Mixed Use Water Related
- Public Facilities - PF**
 - █ PF
- Mariner's Mile Project Boundary

Source: City of Newport Beach, 2016



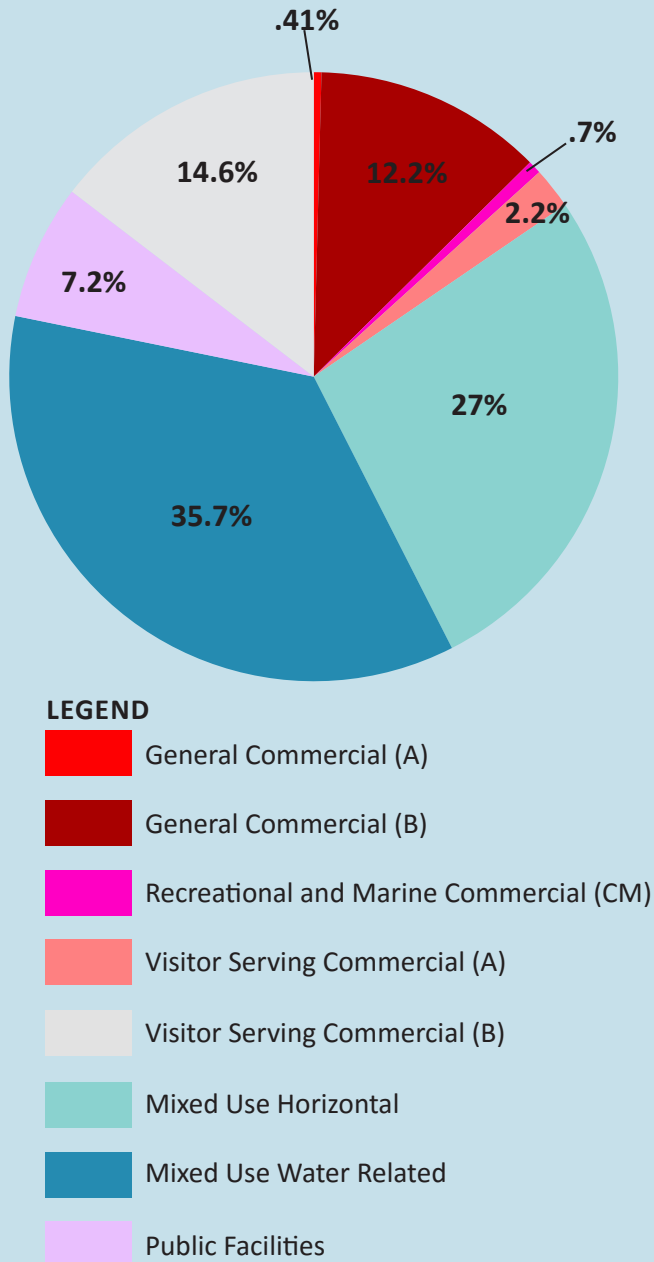
City of Newport Beach
Mariner's Mile



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FIGURE 2.4 COASTAL PLAN LAND USES



Development Standards

Like the Land Use Element, the Coastal Land Use Plan provides standards that guide the physical development of particular sites or properties in the different land use categories, as displayed in Table 2.B below.

TABLE 2.B COASTAL LAND USE PLAN DEVELOPMENT STANDARDS

| LAND USE CATEGORY | DEVELOPMENT STANDARDS |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| CG-A/B | All Uses: 0.3/0.75 Max FAR |
| CM-B | All Uses: 0.5 Max FAR |
| CV-A | All Uses: 0.3 Max FAR |
| CV-B | All Uses: 0 - 1.5 Max FAR |
| MU-H | Single Use: Nonresidential Max 0.5 FAR / Residential 20.1–26.7 du/acre Mixed Use: Max 1.5 FAR (0.25–0.5 Retail. FAR / Max 1.0 Res. FAR) |
| MU-W | Single Use: Nonresidential. 0.5 Max FAR / Res. 15 du/acre Mixed Use: Max 1.5 FAR (0.35–0.7 Nonres. FAR / Res. 0.8 Max FAR) |
| PF | N/A |

ZONING CODE

Overview

The land use categories, permitted densities/intensities, and goals and policies established for the Mariners' Mile corridor in the Land Use Element translate into zoning districts, permitted uses, and permitted development standards in the City's zoning ordinance. As displayed in Figure 2.5, Zoning, the Mariners' Mile corridor consists of seven zoning districts—General Commercial (CG 0.3/0.5), Commercial-Visitor Serving (CV), Commercial Recreational and Marine, Mixed-Use Mariners' Mile (MU-MM), Mixed-Use Water (MU-W1), Public Facilities (PF), and the Balboa Bay Planned Community (PC 45).

Zoning Districts

- **GENERAL COMMERCIAL (CG 0.3/0.5).** The intent of the CG 0.3/0.5 zones are to provide areas appropriate for a wide variety of commercial activities oriented primarily to serve Citywide or regional needs. Permitted uses include a range of general commercial uses, including retail and office uses.
- **COMMERCIAL VISITOR-SERVING (CV 0.5).** The CV district is intended to provide areas appropriate for accommodations, goods, and services that primarily serve visitors to the City. Permitted uses include a range of visitor-serving commercial uses, such as eating and drinking establishments, entertainment and excursion services, and personal services.
- **COMMERCIAL RECREATIONAL AND MARINE (CM 0.5).** The CM district is intended to provide areas appropriate for commercial development on or near the waterfront that encourage the continuation of coastal-dependent and coastal-related uses, maintain the marine theme and character of the area, encourage mutually supportive business, uses, and maintain physical and visual access to the bay.
- **MIXED-USE MARINER'S MILE (MU-MM).** The MU-MM district applies specifically to properties on the inland side of Coast Highway in the Mariners' Mile Corridor. Properties fronting Coast Highway may be developed for nonresidential uses only, and properties to the rear of the commercial frontage may be developed for freestanding nonresidential uses, multiunit residential, or mixed-use residential/commercial structures. Residential uses are not permitted within 100 feet of Coast Highway.
- **MIXED-USE WATER (MU-W1).** The MU-H1 district applies to waterfront properties along the Mariners' Mile Corridor. The MU-W1 district permits both commercial and select residential uses, including marine-related sales, general retail sales and office uses, and food service. A minimum of 50 percent of the allowed square footage in a mixed-use development shall be for nonresidential uses in which marine-related and visitor-serving land uses are mixed. Permitted residential uses must be above the ground floor and are only allowed on lots with a minimum of 200 lineal feet of frontage on Coast Highway.
- **PUBLIC FACILITIES (PF).** The intent for the PF zone is to provide for areas appropriate for public facilities, including community centers, cultural institutions, government facilities, libraries, public hospitals, public utilities, and public schools.
- **PLANNED COMMUNITY 45 (PC-45).** The PC-45 district applies to the area occupied by the Balboa Bay Club, a water oriented, multi-use facility located in the southeast corner of the Mariners' Mile corridor. PC-45 includes two sub-areas, which permit a club facility and lodging facility respectively. The PC designation is intended to implement the goals and policies of the City's General Plan and Local Coastal Plan and ensure City control of a quality development through the adoption of a comprehensive development program.

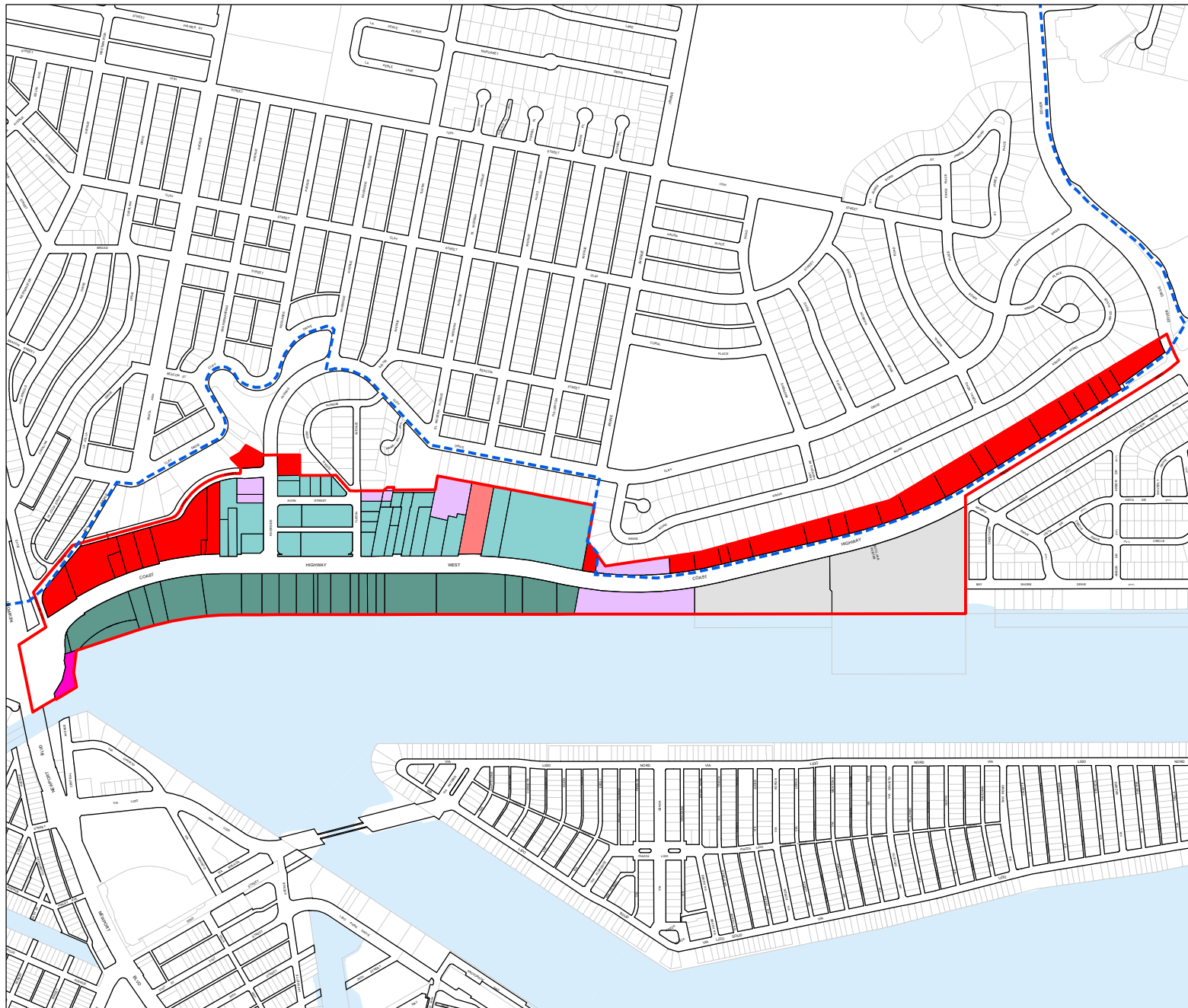




FIGURE 2.5 ZONING

- Commercial**
 - █ CG - General Commercial
 - █ CM - Commercial Recreational and Marine
 - █ CV - Commercial Visitor Serving
- Mixed-Use Vertical**
 - █ MU-MM - Mariner's Mile
 - █ MU-W1 - Mixed Use Water Related
- Other**
 - █ PF - Public Facilities
 - █ PC - Planned Community
- Mariners Mile Project Boundary
- Coastal Zone Boundary



City of Newport Beach
Mariner's Mile



CNB - 18.0
 9/23/2016

Source: City of Newport Beach, 2016

Development Standards

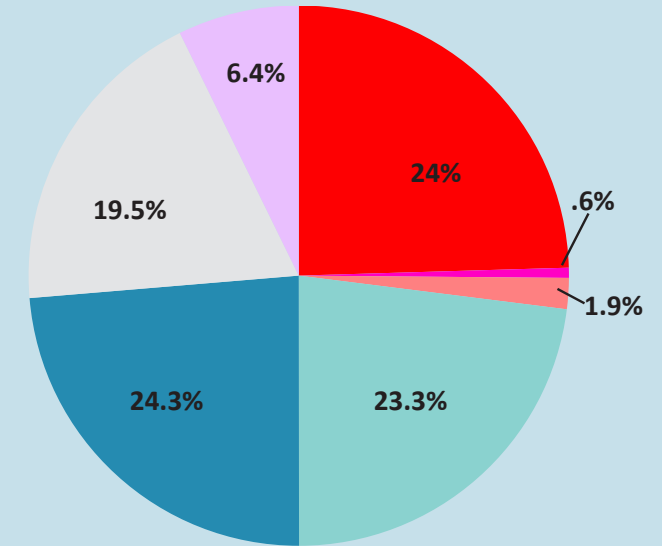
The Zoning Code provides district-specific standards that regulate development in each district. Key development standards are provided in Table 2.C.

TABLE 2.C DEVELOPMENT REGULATIONS BY ZONING DISTRICT

| DISTRICT | DENSITY/INTENSITY | BASE HEIGHT ¹ | OPEN SPACE | SETBACKS |
|---------------|-----------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| CG | 0.3-0.5 Max FAR | 26 ft. / 31 ft. | N/A | Front: 0 ft. Side int ² : 0/5 ft. Side street: 0 ft. Rear ³ : 0/5/10 ft. Bulkhead: 10 ft. |
| CV 0.5 | 0.5 Max FAR | 26 ft. / 31 ft. | N/A | Front: 0 ft. Side int ⁴ : 0/5 ft. Side street: 0 ft. Rear ³ : 0/5/10 ft. Bulkhead: 10 ft. |
| CM 0.5 | 0.5 Max FAR | 26 ft. / 31 ft. | N/A | Front: 0 ft. Side int ⁴ : 0/5 ft. Side street: 0 ft. Rear ³ : 0/5/10 ft. Bulkhead: 10 ft. |
| MU-MM | Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.25-0.5 FAR / Res. 1.0 Max FAR | 26 ft. / 31 ft. | Common: 75 sq.ft./ du ⁴ Private: 5% GFA/du ⁵ | Front: 0 ft. Side int ² : 0/5 ft. Side street: 0 ft. Rear ³ : 0/5/5 ft. Bulkhead: 10 ft. |
| MU-W1 | Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.35-0.5 FAR / Res. 0.5 Max FAR | 26 ft. / 31 ft. | Common: 75 sq.ft./ du ⁴ Private: 5% GFA/du ⁵ | Front: 0 ft. Side int ² : 0/5 ft. Side street: 0 ft. Rear ³ : 0/0/0 ft. Bulkhead: 10 ft. |
| PC-45 | Cumulative Development: 0.88 FAR | 26 ft. / 31 ft. | | Front: 50 ft. Side ⁶ : 150 ft. Rear: 10 ft. Bulkhead: 10 ft. |
| PF | N/A | N/A | N/A | N/A |

1. Flat roof, pitched roof
2. Abutting residential, abutting non-residential
3. Abutting an alley, not abutting an alley, abutting residential
4. Minimum dimensions of 15 ft. x 15 ft.
5. Minimum dimensions of 6 ft. x 6 ft.
6. Along the Bayshores property

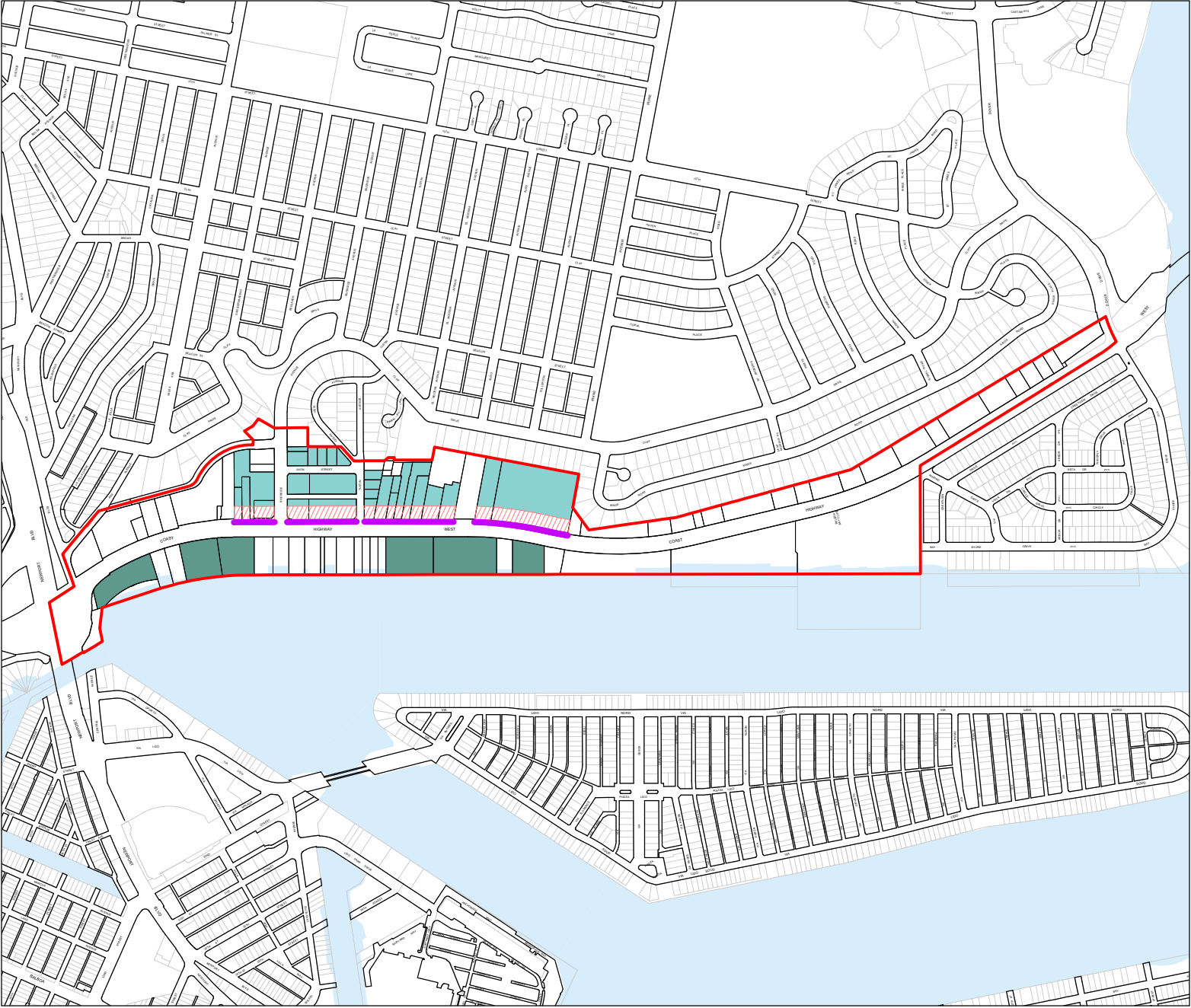
FIGURE 2.6 ZONING DISTRICTS



LEGEND

- Commercial General
- Commercial Visitor-serving
- Commercial Recreational and Marine
- Mixed-Use Mariners' Mile
- Mixed-Use Water Related
- Balboa Bay Planned Community (45)
- Public Facilities (PF)

**Figure 2.7
Residential Uses Permitted**



- Mixed-Use Vertical
 - MU-MM - Mariner's Mile
 - MU-W1 - Mixed Use Water Related
- Coast Highway 100ft Buffer
- Coast Hwy North Curb
- Mariners Mile Project Boundary

Source: City of Newport Beach, 2016



City of Newport Beach
Mariner's Mile



0 500 Feet

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4/7/2017

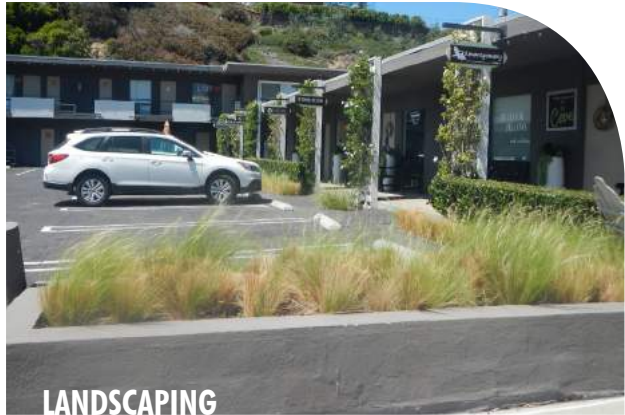
Citywide Standards and Regulations

In addition to the establishment of zoning districts and development standards and regulations, the Zoning Code provides regulations that are applicable to land citywide and differentiate by use, rather than zoning district.

- **LANDSCAPING.** Landscaping standards in Chapter 20.36 of the Zoning Code are applicable to all new multiunit residential and nonresidential projects and to alterations or expansions of existing multiunit residential and nonresidential projects to the greatest extent feasible. The landscaping standards provide safety, maintenance, and water use/irrigation requirements in all zoning districts. Additionally, Chapter 20.36 requires that all setbacks, open areas, and easements be landscaped, except where they are retained and maintained in their natural state. Finally, the landscaping standards provide regulations related to plant material, generally requiring the use of noninvasive, drought-tolerant trees, shrubs, and groundcovers.
- **SIGNAGE.** Signage standards are provided in Chapter 20.42 of the Zoning Code, which generally regulates the types of signs allowed, maximum number of signs and sign area per building, maximum height, location requirements, and lighting requirements by zone district. Additionally, the chapter provides development standards specific to the various signs, including awning signs, changeable copy signs, freestanding signs, ground signs, and wall signs.
- **TRANSFER OF DEVELOPMENT RIGHTS (TDR).** TDR standards are provided in Chapter

20.46 of the Zoning Code. The standards allow for the transfer of development rights in all zoning districts from a “donor” property to one or more “receiving” properties in the same statistical area, as identified in the Land Use Element. When the transfer involves residential units, the transfer must be on a unit-for-unit basis. Approval of a TDR request requires completion of a traffic analysis by the City Traffic Engineer and a land use intensity analysis by the Director of Community Development. When considering approval of a TDR application, the City Council considers findings related to potential community benefits, traffic and development impacts, neighborhood compatibility, and site planning and urban design. Following the transfer of development, the maximum gross floor area allowed on a donor site must be reduced by the amount of the transfer of development to the receiver site.

- **HEIGHT EXCEPTIONS.** The Nonresidential Shoreline Height Limit Area allows the base height limit for nonresidential and mixed-use structures with a flat roof to increase from 26 to 35 feet and nonresidential and mixed-use structures with a sloped roof to increase from 31 to 35 feet. The shoreline height limit applies to all nonresidential zoning districts and mixed-use zoning districts within the boundaries of the Nonresidential Shoreline Height Limit Area. The Mariners’ Mile corridor lies entirely within the Nonresidential Shoreline Height Limit Area.
- **OFF-STREET PARKING:** Off-street parking standards are provided in Chapter 20.40, Off-Street Parking, of the Zoning Code. A detailed analysis of Chapter 20.40 is provided in section 3, Parking.



LANDSCAPING



SIGNAGE



OFF-STREET PARKING

Planned and Entitled Development Projects

There are currently three development projects going through the entitlement process in the Mariners' Mile corridor:

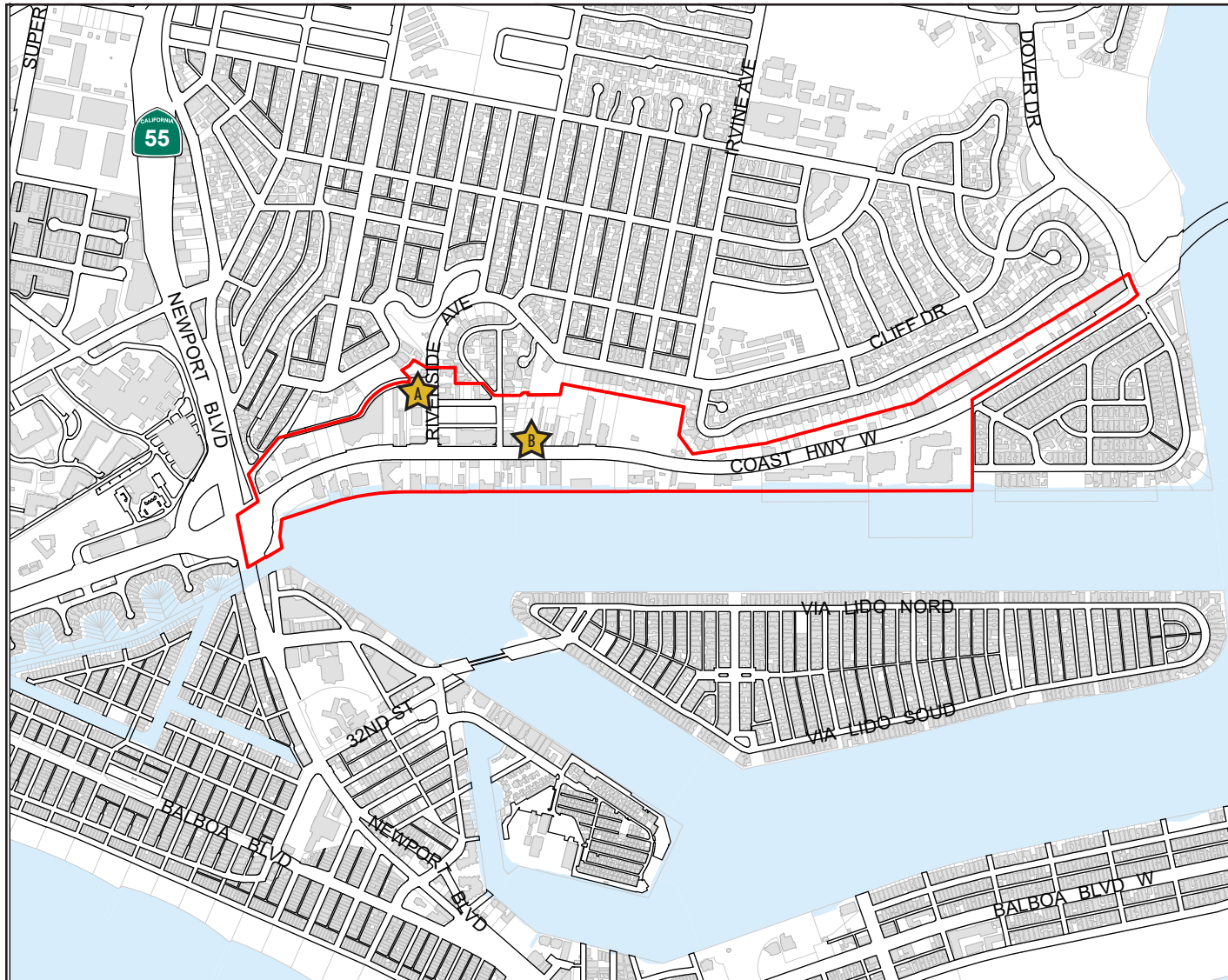


FIGURE 2.8 PLANNED AND ENTITLED PROJECTS

- A 191 Riverside Avenue.** This project, which includes facade and site improvements to the existing retail shopping center, requires a general plan amendment, rezoning to MU-MM, and local coastal plan amendment for a future development project.
- B 2500 Coast Highway.** The project consists of a minor use permit to establish a preschool. (Approved)

EXISTING CONDITIONS

LAND USE

The Mariners' Mile corridor consists of a variety of marine-related and auto-oriented commercial and retail uses, as well as neighborhood-serving commercial, office, and limited residential uses. As displayed in Figure 2.9, Existing Land Use Diagram, inland properties on the east side of the corridor include various eating and drinking establishments, multitenant commercial businesses, and auto sales and service establishments that occupy the shallow and narrow lots fronting Coast Highway, characteristic of this portion of Mariners' Mile. Auto sales and service facilities are dispersed throughout the inland side of Coast Highway and include a large auto sales business on the west end of the corridor and multiple auto sales businesses between Tustin Avenue and Dover Drive.

Inland properties along the west side of the corridor also consist of a mix of multitenant commercial, office, and general retail uses—including salons, restaurants, apparel, and other specialty shops. A cluster of neighborhood-serving multitenant commercial and office uses is on the north side of Avon Street between Riverside Avenue and Tustin Avenue, with businesses such as a coffee shop, hardware store, veterinary clinic, and personal service businesses, among others. In addition to the range of commercial and retail uses, a hotel and large boat sales yard occupy prominent positions in the central area of the inland side of Mariners' Mile.

Bay-side properties are developed with an assortment of marine sales and service uses,

including boat sales and storage, sailing schools, and marinas as well as eating and drinking establishments, general retail, and multitenant commercial uses. The majority of these uses are visitor-serving and/or destination uses whose location on the bay attract customers from across Orange County and travelers passing through the area on Coast Highway. A large site on the eastern end of the project area is developed as the Balboa Bay Club and Resort, which includes a hotel, private club, and residential uses on City tidelands. Residential uses currently consist of the Balboa Bay Club (145 total units) and the Newport Towers (36 total units) on the west end of Mariners' Mile.

As displayed in Figure 2.10 the land use with the greatest share of total area, multi-tenant commercial, occupies less than a quarter (23 percent) of the total land area. Hotel/lodging uses and Marine sales/services are prominent uses in Mariners' Mile, occupying 15 percent and 14 percent of the total land area, respectively. Eating/drinking (11 percent) and Auto sales/services (10 percent) are also prominent in the corridor, and residential (8 percent), office (7 percent), general retail (6 percent), and parking areas (5 percent) occupy smaller portions of Mariners' Mile. The remaining land uses include utilities and vacant land, each accounting for approximately 1 percent of the land area.



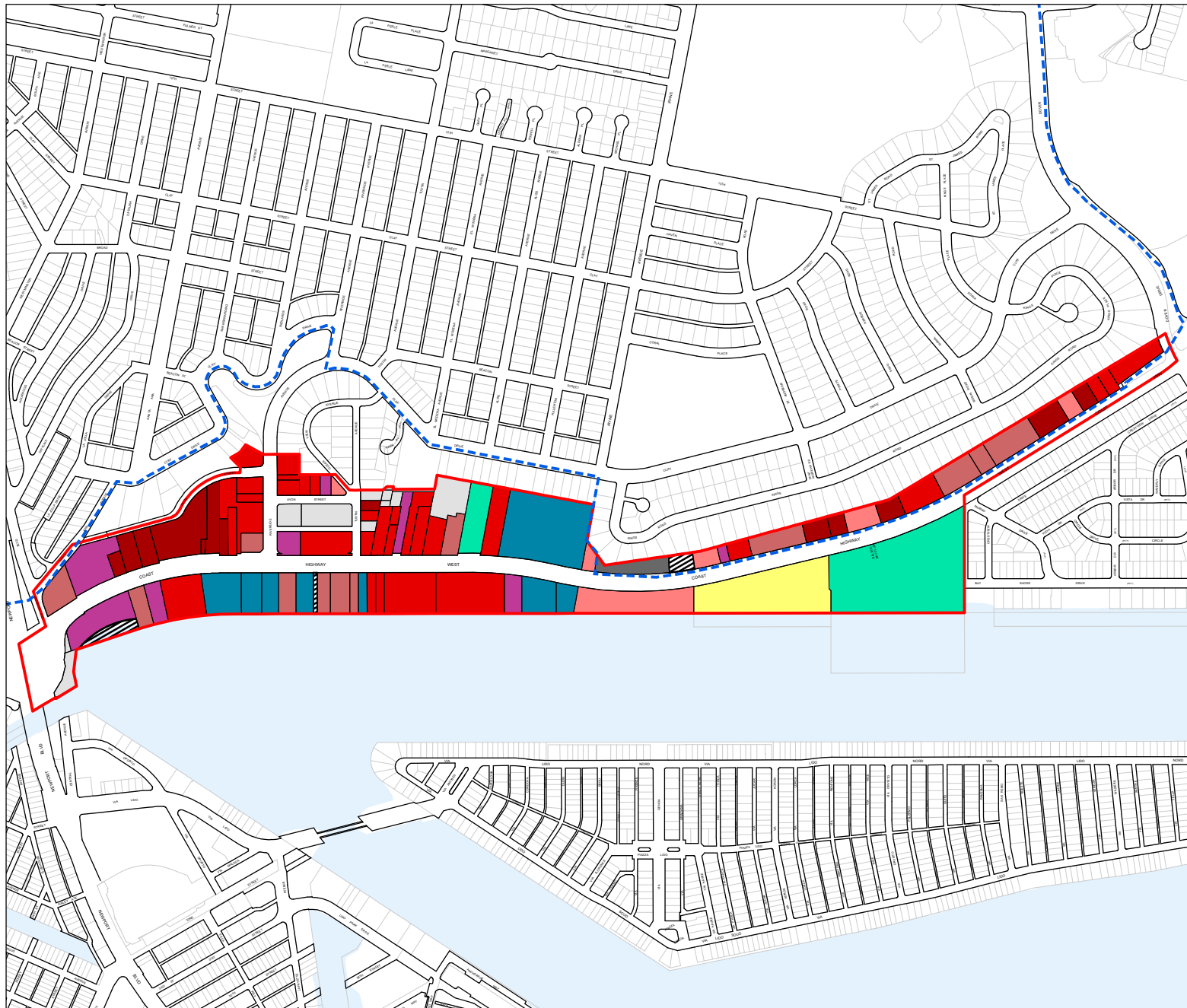


FIGURE 2.9 EXISTING LAND USE DIAGRAM

Existing Land Use

- Residential
- Eating/Drinking
- General Retail
- Multi-Tenat Commercial
- Auto Sales/Service
- Hotel/Lodging
- Marine Sales/Service
- Office
- Parking
- Utilities
- Vacant
- Mariners Mile Project Boundary
- Coastal Zone Boundary



City of Newport Beach
Mariner's Mile

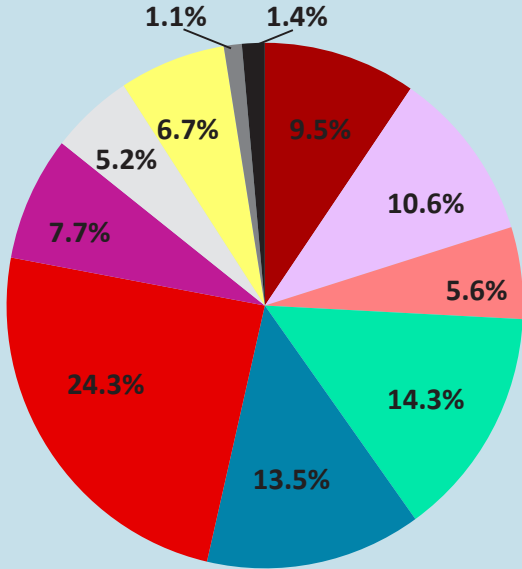


0 500 Feet

CNB - 18.0
9/23/2016

Source: City of Newport Beach, 2016

FIGURE 2.10 EXISTING LAND USES



LEGEND

- Auto Sales/Service
- Eating/Drinking
- General Retail
- Hotel/Lodging
- Marine Sales/Service
- Multi-Tenant Commercial
- Office
- Parking
- Residential
- Utilities
- Vacant

URBAN FORM

The unique physical geography and topography of Mariners’ Mile is a key factor in shaping the physical form, type, and location of development in the corridor. The area’s location between the bay to the south and the bluffs to the north creates a finite amount of flat land suitable for development. Variations in the distance between the bay and bluffs has resulted in extremely shallow lots in some portions of the corridor, particularly the eastern half of the inland side, as well as deeper lots in the center portion of the corridor. The base maximum building heights of 26 ft./31 ft. and maximum of 35 ft. in the Local Coastal Program have helped preserve view from the top of the bluff, which has a grade differential of approximately 50 ft. from top to bottom. The following provides an analysis of key components of the urban form in the Mariners’ Mile corridor today.



Existing Building Location

As displayed in Figure 2.11, buildings are generally interspersed throughout Mariners' Mile without a consistent building orientation or placement on parcels. Parking lots and garden walls occupy more than 70 percent of the street frontage in the Mariners' Mile corridor, resulting in a fragmented street frontage and public realm. Buildings along the north side of Coast Highway, particularly toward the west end of the project area, tend to be oriented to the street, creating a more consistent street frontage. Buildings on the bay side of Coast Highway are generally oriented and positioned closer to the water, often separated from Coast Highway by surface parking lots. However, a small number of bay-side buildings near the intersection of Tustin Avenue and Coast Highway are oriented toward the street, providing a uniform street front in the center of the corridor.



FIGURE 2.11 EXISTING BUILDINGS



City of Newport Beach
Mariner's Mile



0 500 Feet

CNB - 18.0
10/4/2016

Building Heights

Building heights throughout the Mariners’ Mile corridor range from one-story commercial buildings to an eight-story residential tower. As displayed in Figure 2.12, the majority of buildings are two to three stories, which allow views to the water from properties on top of the bluffs. The two tallest buildings in the project area are at either end of the corridor—the eight-story residential tower to the west and the six-story Balboa Bay Club to the east.



FIGURE 2.12 BUILDING HEIGHTS

- 1 Story
- 2 Stories
- 3 Stories
- 4 Stories
- 5 Stories
- 6 Stories
- 8 Stories



City of Newport Beach
Mariner's Mile



0 500 Feet

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10/4/2016

Existing Viewshed

General Plan Figure NR-3 designates the stretch of Coast Highway passing through Mariners' Mile as a Coastal View Road. However, views of the water are opportunistic—through surface parking lots along the bay side, between buildings, or through drive aisles. Viewsheds from Coast Highway are blocked by buildings or street walls, with the most impeding along the perimeter of Balboa Bay Club resort. Views from the bluffs to the bay are generally preserved by the predominantly low building heights throughout the corridor. Figure 2.13 displays viewsheds to the bay from Coast Highway.

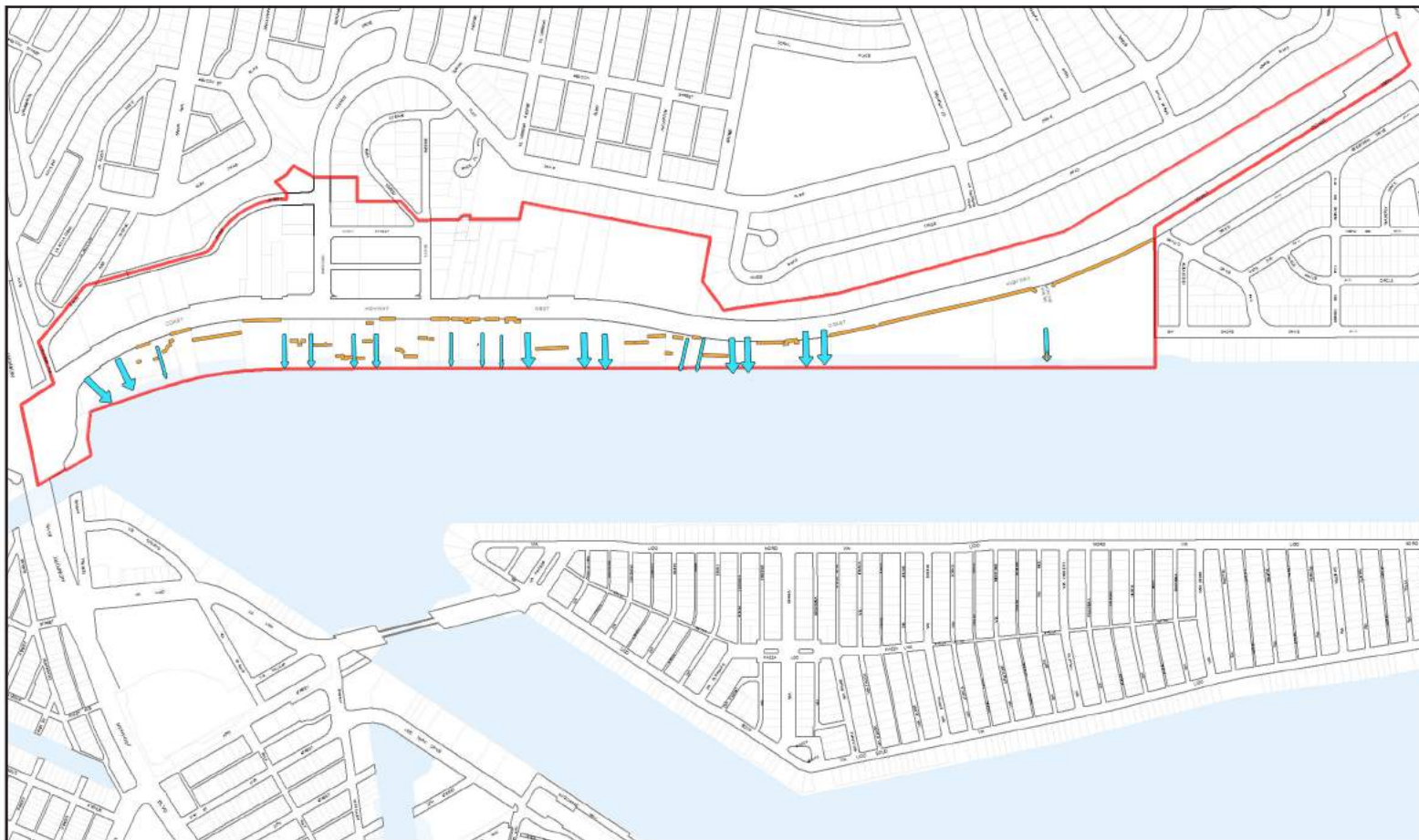






FIGURE 2.13 VIEWSHED

-  Major
-  Minor
-  Small
-  Wall



City of Newport Beach
Mariner's Mile



0 500 Feet

CNB - 18.0
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Building Relationship to Street

Buildings that produce a positive relationship to the street—creating an environment that is comfortable for pedestrians—are generally close to the street frontage, include transparent windows, and are occupied by uses such as retail and eating and drinking establishments. Buildings that moderately contribute to street life are typically set back from the street frontage and separated from the street and adjacent sidewalk by surface parking lots, generally providing a less comfortable pedestrian experience. Finally, buildings with large expanses of blank walls built directly adjacent to the sidewalk or set back a large distance from the street do not provide a positive contribution to street life.

As displayed in Figure 2.14 the largest concentration of properties providing a positive contribution to the street are on either side of Coast Highway in the general vicinity of Riverside Avenue and Tustin Avenue. Properties providing a moderate contribution to the street are dispersed throughout the plan area. Finally, as indicated in Figure 2.14, the large wall traveling the length of the Balboa Bay property creates a negative impact on the street environment, particularly for pedestrians and bicyclists

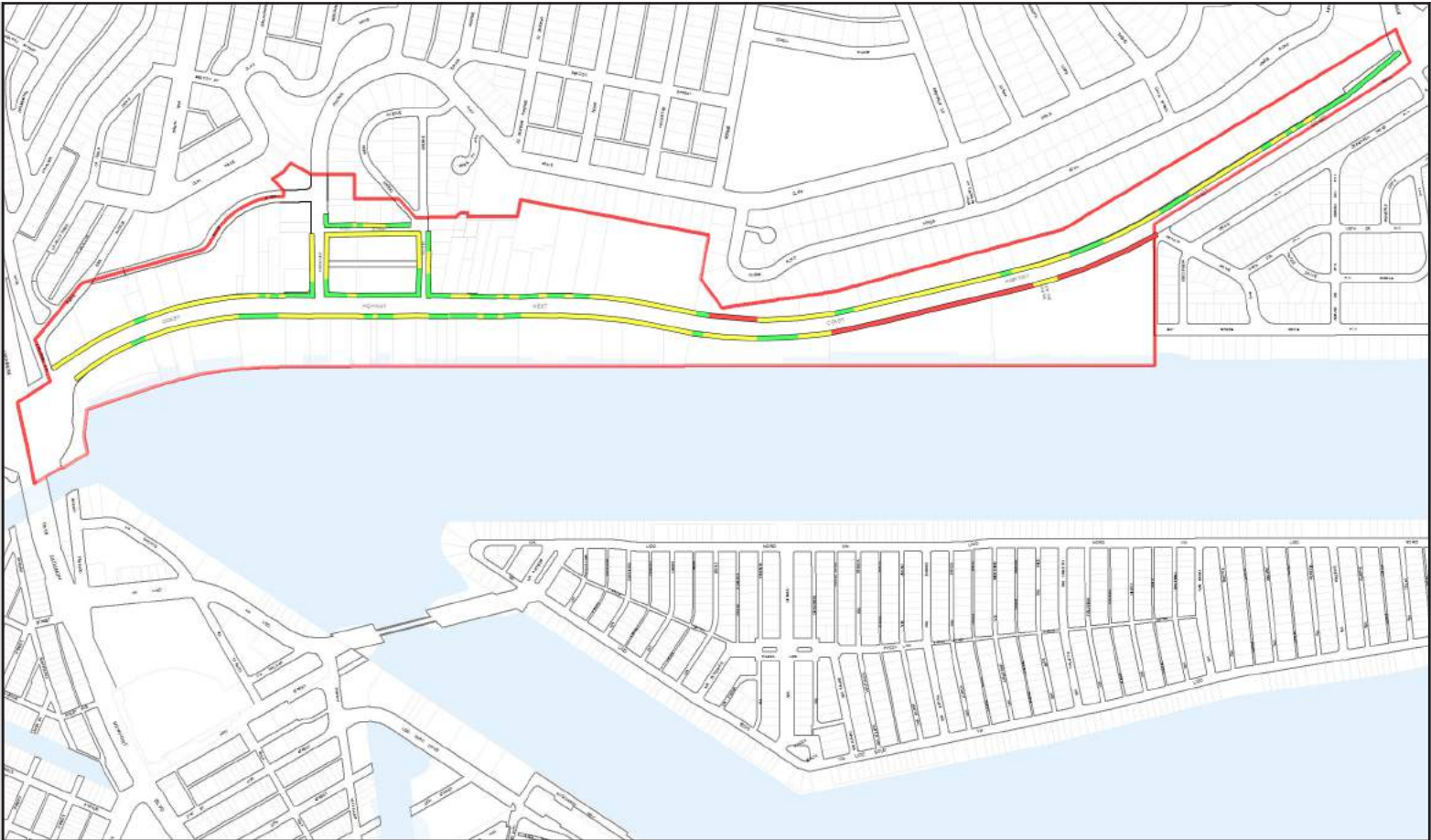


FIGURE 2.14 BUILDING RELATIONSHIP TO STREET

- Positive
- Fair
- Negative



City of Newport Beach
Mariner's Mile



0 500 Feet

CNB - 18.0
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Streetscape

Mariners' Mile is bounded by both natural and manmade edges, including Newport Boulevard to the west, Dover Drive to the east, the bluffs to the north, and the bay to the south. Gateway entrances at Newport Boulevard and Dover Drive provide access through the project area, and minor gateways at Riverside Avenue and Tustin Avenue provide local access in and out of the Avon strip commercial center on the inland side.

Activity nodes are dispersed throughout the corridor and include the Balboa Bay Club, the Newport Sea Base, the Holiday Inn Express Newport Beach, the Avon commercial center, and other commercial and retail uses along the inland edge, where residents and visitors live, shop, eat, and congregate.






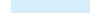





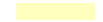






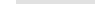



The existing streetscape presents many challenges for pedestrians and bicyclists traveling through and across the area. Sidewalks throughout the project area vary in width, but the majority are less than eight feet wide. Frequent curb cuts along the sidewalks provide access for vehicles, but create an undulating and unsafe walking experience for pedestrians, especially where sidewalks are narrow. Additionally, street lights placed within the sidewalk create physical conflicts for pedestrians and are especially harmful for those with disabilities and families with strollers. Additionally, there is no signage or formal pathway that indicates or provides public access to the boardwalk, and pedestrians must pass through numerous surface parking lots to access the boardwalk. Finally, the limited number of north-south pedestrian crossings and the long distances between them make it difficult for pedestrians to safely access uses along

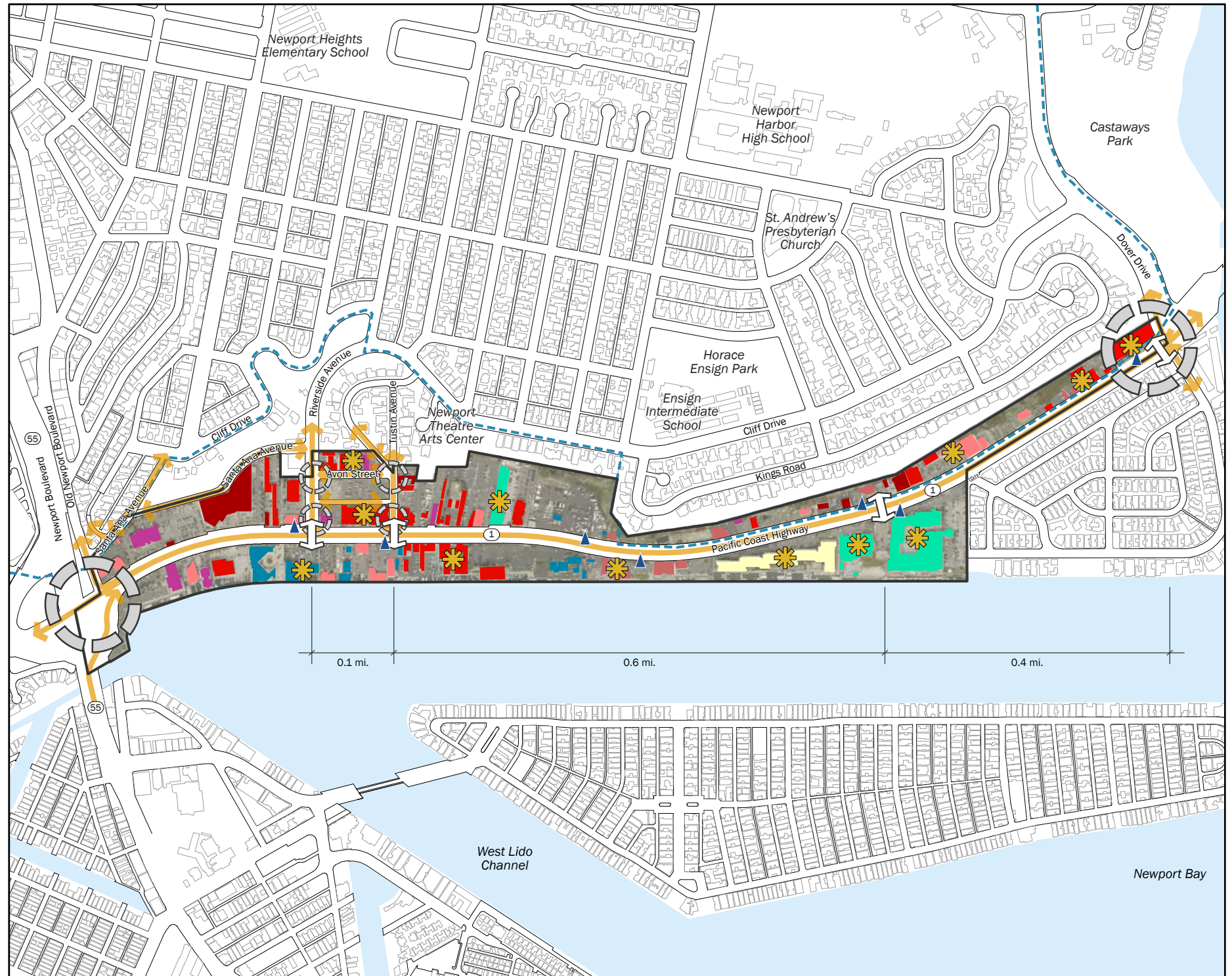
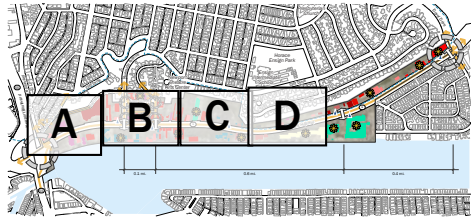


both sides of Coast Highway. This condition is exacerbated by the fact that off-street parking for many bayside businesses is on inland properties, requiring patrons to cross Coast Highway.

Parking, including surface parking lots and auto/yacht sales yards, dominate the land area of parcels fronting Coast Highway, which creates an inactive ground level and limited visual appeal. Although the surface parking lots fronting Coast Highway help preserve view corridors to the bay, the lack of active commercial uses has a negative impact on the visitor experience.

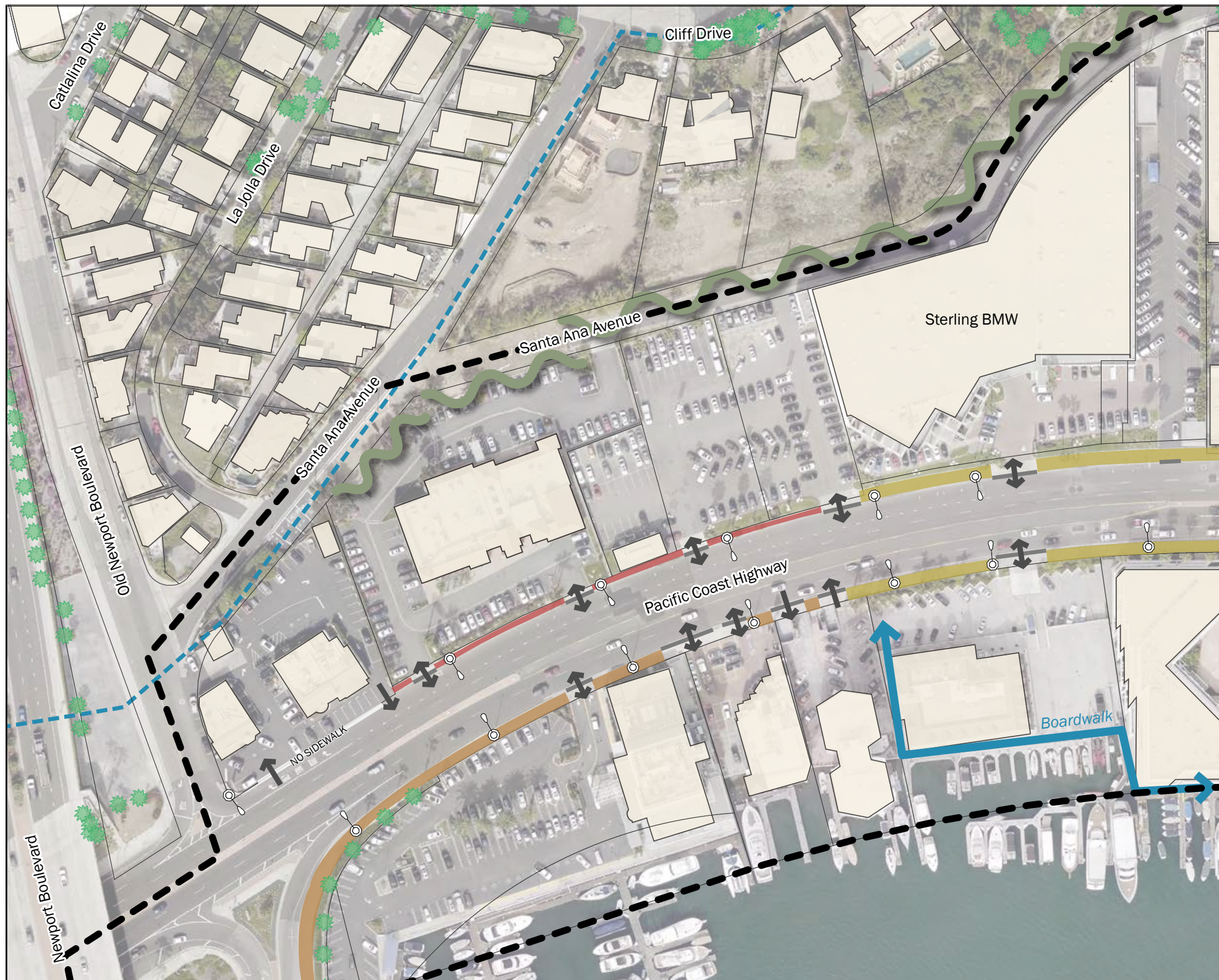
FIGURE 2.15 EXISTING STREETScape CONDITIONS (PROJECT SITE)




















-  **Project Boundary**
-  **Coastal Zone Boundary**
-  **Parcels**
-  **Water**
-  **Gateway**
-  **OCTA Bus Stop**
-  **Activity Node**
-  **Vehicular Circulation**
-  **PCH Crossing**
- Building Footprint Showing Land Use**
-  **Residential**
-  **Eating/Drinking**
-  **General Retail**
-  **Multi-Tenant Commercial**
-  **Auto Sales/Service**
-  **Hotel/Lodging**
-  **Marine Sales/Service**
-  **Office**
-  **Parking**
-  **Utilities**
-  **Vacant**

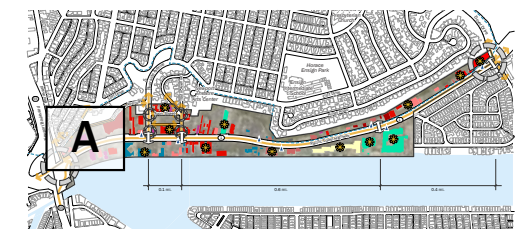


Source: City of Newport Beach, 2016

FIGURE 2.16 EXISTING STREETScape CONDITIONS (FOCUS AREA A)

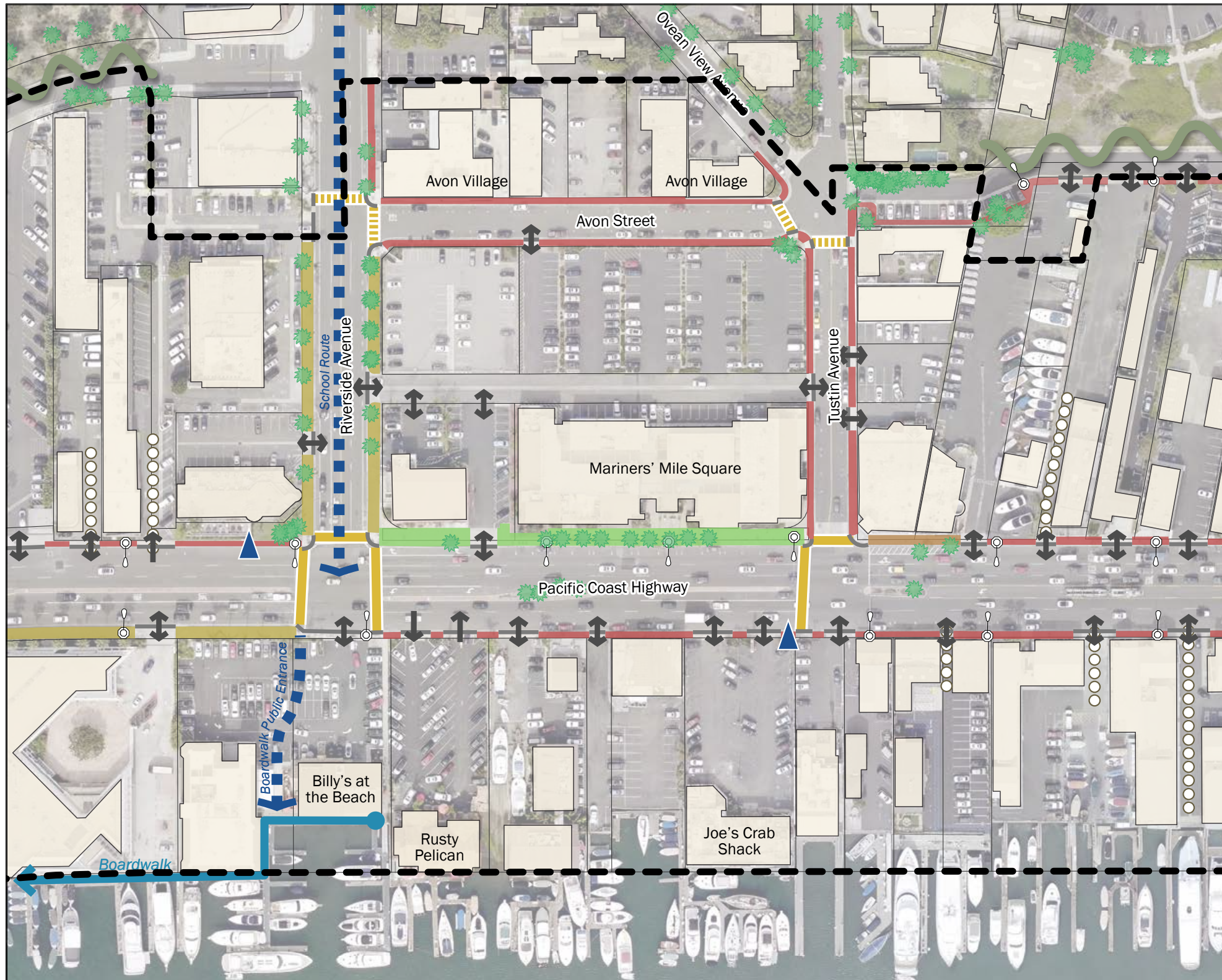





















-  **Project Boundary**
-  **Coastal Zone Boundary**
-  **Parcels**
-  **Building Footprint**
-  **Cliff Side**
-  **Street Tree**
-  **Street Light**
-  **OCTA Bus Stop**
-  **Curb Cut**
-  **Vehicular Access**
-  **Driveway/Alley**
-  **Pedestrian Pathway Circulation**
-  **Boardwalk**
- Crosswalk**
-  **Standard Crosswalk**
-  **Ladder Crosswalk**
- Sidewalk Width**
-  **Less than 8 feet**
-  **8 to 10 feet**
-  **11 to 12 feet**
-  **More than 12 feet**



Source: City of Newport Beach, 2016

FIGURE 2.17 EXISTING STREETScape CONDITIONS (FOCUS AREA B)



-  **Project Boundary**
-  **Coastal Zone Boundary**
-  **Parcels**
-  **Building Footprint**
-  **Cliff Side**
-  **Street Tree**
-  **Street Light**
-  **OCTA Bus Stop**
-  **Curb Cut**
-  **Vehicular Access**
-  **Driveway/Alley**
-  **Pedestrian Pathway Circulation**
-  **Boardwalk**
- Crosswalk**
-  **Standard Crosswalk**
-  **Ladder Crosswalk**
- Sidewalk Width**
-  **Less than 8 feet**
-  **8 to 10 feet**
-  **11 to 12 feet**
-  **More than 12 feet**

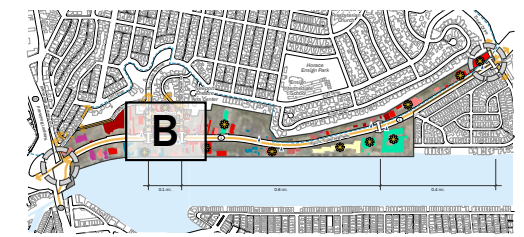


















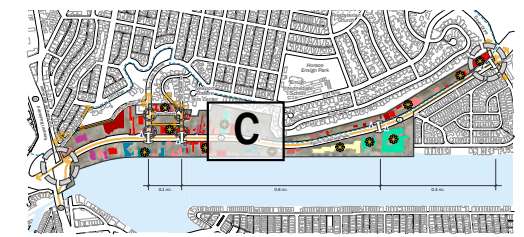


FIGURE 2.18 EXISTING STREETScape CONDITIONS (FOCUS AREA C)

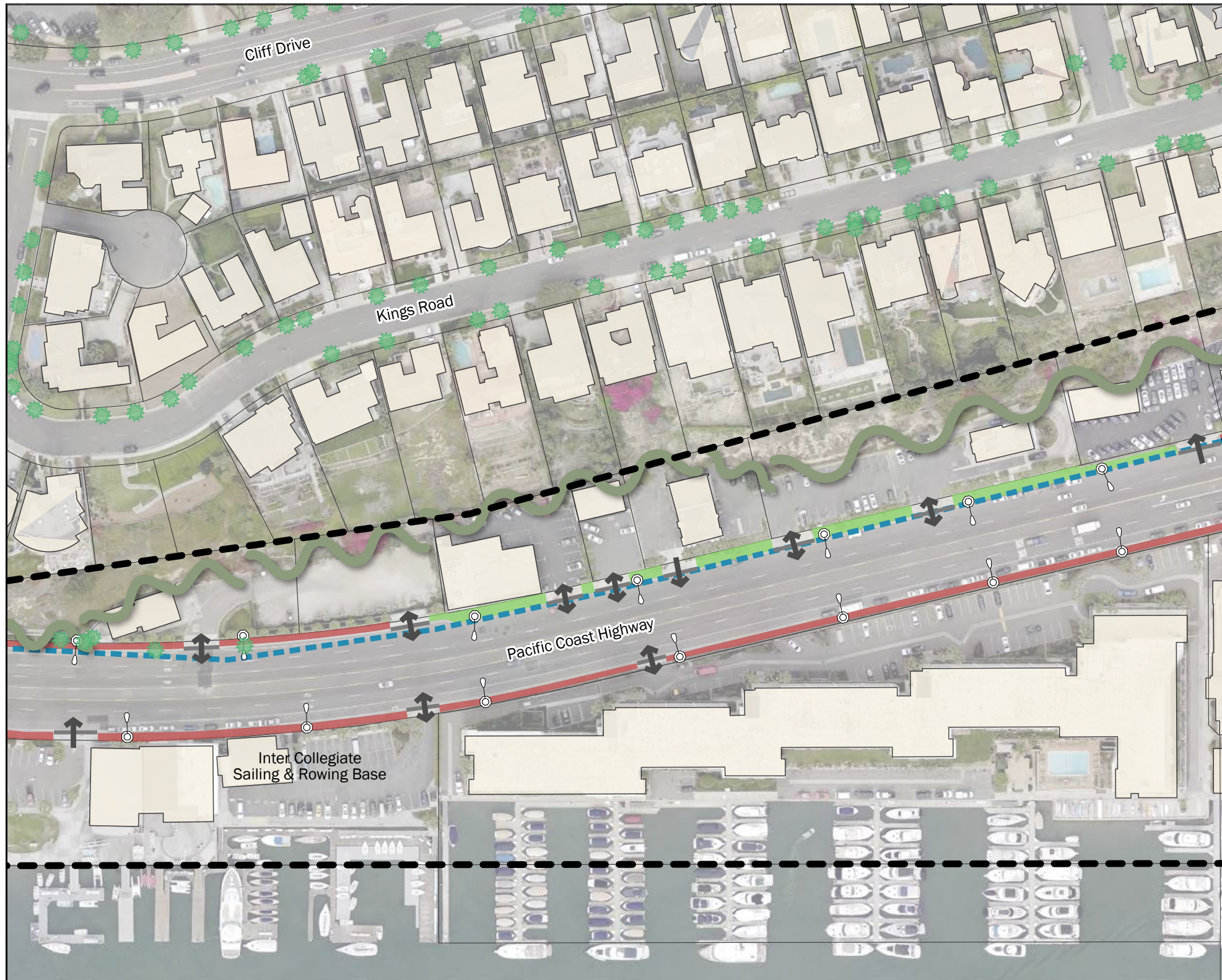





















-  **Project Boundary**
-  **Coastal Zone Boundary**
-  **Parcels**
-  **Building Footprint**
-  **Cliff Side**
-  **Street Tree**
-  **Street Light**
-  **OCTA Bus Stop**
-  **Curb Cut**
-  **Vehicular Access**
-  **Driveway/Alley**
-  **Pedestrian Pathway Circulation**
-  **Boardwalk**
- Crosswalk**
-  **Standard Crosswalk**
-  **Ladder Crosswalk**
- Sidewalk Width**
-  **Less than 8 feet**
-  **8 to 10 feet**
-  **11 to 12 feet**
-  **More than 12 feet**

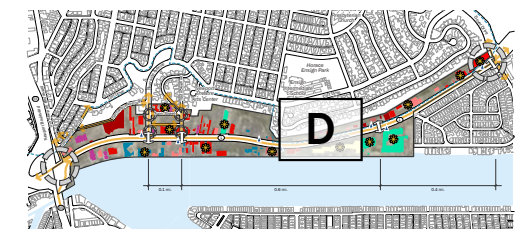


Source: City of Newport Beach, 2016

FIGURE 2.19 EXISTING STREETScape CONDITIONS (FOCUS AREA D)



-  **Project Boundary**
-  **Coastal Zone Boundary**
-  **Parcels**
-  **Building Footprint**
-  **Cliff Side**
-  **Street Tree**
-  **Street Light**
-  **OCTA Bus Stop**
-  **Curb Cut**
-  **Vehicular Access**
-  **Driveway/Alley**
-  **Pedestrian Pathway Circulation**
-  **Boardwalk**
- Crosswalk**
-  **Standard Crosswalk**
-  **Ladder Crosswalk**
- Sidewalk Width**
-  **Less than 8 feet**
-  **8 to 10 feet**
-  **11 to 12 feet**
-  **More than 12 feet**



Source: City of Newport Beach, 2016

3

PARKING



PARKING PLANS, POLICIES, AND REGULATIONS

GENERAL PLAN LAND USE ELEMENT

Overview

The General Plan and Zoning Code are the primary documents that guide and regulate the provision and distribution of off-street parking. The General Plan provides parking policies and implementation programs intended to ensure there is an adequate supply of parking throughout the City.

Policies

Parking Policies and Implementation Programs specifically related to Mariners' Mile include the following:

- **CE 7.1.5 Avon Street Municipal Parking Lot Relocation.** Consider relocation of the Avon Street municipal lot to better serve commercial uses in Mariners' Mile.
- **Implementation Program 16.10, Improve Parking Supply and Management.**
 - › Consider parking management programs for commercial and residential areas of the City with inadequate onsite parking,
 - › Consider the development of public parking lots or structures and permit street parking, valet programs, and similar techniques as feasible.
 - › Existing public parking lots should be evaluated for their accessibility, utilization, and proximity to the uses they support. Possible relocation should be considered where they do not effectively support surrounding land uses.
 - › Funding for public parking facilities may be derived from the establishment of parking districts, supported by local businesses and organizations, including business improvement districts.
 - › Work with commercial, office, and institutional property owners to encourage the use of parking areas on weekends and holidays in conjunction with transit services.
- **LU 6.19.5 Parking.** Require adequate parking and other supporting facilities for charters, yacht sales, visitor-serving uses, and other waterfront uses for the Mariners' Mile area.
- **LU 6.19.14 Parking Lot Relocation.** Consider options for the relocation of the City parking lot on Avon Street to better support the corridor's retail uses in the Mariners' Mile area.
- **LU 6.19.16 Parking and Supporting Facilities for Waterfront Uses.** Explore additional options for the development and location of parking and other supporting facilities for charters, yacht sales, and other waterfront uses.

ZONING CODE (CHAPTER 20.40)

Overview

Off-street parking standards are provided in Chapter 20.40, Off-Street Parking, of the zoning code. The chapter requires that each use, including any expansion or change of use, provide appropriately maintained off-street parking and loading areas in compliance with Table 3-10, Off-Street Parking Standards, of the chapter. Table 3-10 provides use-specific, minimum off-street parking standards, generally expressed as a ratio of the number of spaces required per square feet of gross floor area. Table 3.A includes the parking requirements of a representative sample of key existing and permitted land uses in the Mariners' Mile area.

Standards and Regulations

In addition to the off-street parking requirements of Table 3-10, Chapter 20.40 includes the following standards and regulations.

- **20.40.070, Development Standards for Parking Areas.** Design standards for parking lots and parking spaces, including minimum setbacks and parking space size.
- **20.40.100, Off-Site Parking.** A conditional use permit (CUP) is required for a parking facility not on the same site it is intended to serve. The parking facility would have to be within a convenient distance and would not create undue traffic hazards or impacts in the area. A long-term parking agreement would be required.
- **20.40.110, Adjustments of Off-Street Parking.** A reduction of the parking requirement may be granted given certain conditions. This section also provides standards and procedures for joint use of parking facilities and for the development of a parking management plan.
- **20.40.120, Parking Management Districts.** Properties in a parking management district established through the parking management overlay district may be exempted from the off-street parking requirements in Table 3-10.
- **20.40.125, Commercial In-Lieu Parking Fees.** Commercial businesses may pay an annual fee in lieu of providing off-street parking pursuant to requirements in Title 20 of the City's municipal code.
- **12.44, Stopping, Standing and Parking Restrictions.** This section of the municipal code establishes parking meter zones and fees, time restrictions, in-lieu parking fees, and parking prohibitions.

TABLE 3.A PARKING REQUIREMENTS BY LAND USE

| LAND USE | ZONING DISTRICTS | PARKING SPACES REQUIRED |
|-------------------------------------------------------------------|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Retail Sales | CG, MU-MM, MU-W1 | 1 per 250 sq. ft. |
| Visitor-Serving Retail | CV, MU-W1 | 1 per 250 sq. ft. |
| Marine Retail Sales | CG, CV, MU-MM, MU-W1 | 1 per 250 sq. ft. |
| Vehicle/Equipment Rentals and Sales | CG, MU-MM | 1 per 1,000 sq. ft. of lot area |
| Boat Rentals and Sales | CG, CV, MU-MM, MU-W1 | 1 per 1,000 sq. ft. of lot area, plus 1 per 350 sq. ft. of office area |
| Offices—Medical and Dental Offices | CG, CV, MU-W1 (above 1st flr only), MU-MM | 1 per 200 sq. ft. |
| Financial Institutions and Related Services | CG, CV, MU-MM, MU-W1 | 1 per 250 sq. ft. |
| Bars, Lounges, and Night-clubs | CG, CV | 1 per each 4 persons based on allowed occupancy load or as required by CUP |
| Food Service with/without alcohol, with/without late hours | CG, CV, MU-MM | 1 per 30–50 sq. ft. of net public area, including outdoor dining areas exceeding 25% of the interior net public area or 1,000 sq. ft., whichever is less. 25% of the interior net public area or 1,000 sq. ft., whichever is less. |
| Food Service—Fast food | CG, CV, MU-MM, MU-W1 | 1 per 50 sq.ft. and 1 per 100 sq. ft. for outdoor dining areas |
| Hotels and Accessory Uses | CG, CV, MU-MM, MU-W1 | As required by CUP |
| Marinas | N/A | 0.75 per slip or 0.75 per 25 feet of mooring space |
| Multiunit Dwelling, 4+ units (above 1st floor) | MU-MM, MU-W1 | 2 per unit covered plus 0.5 guest parking spaces per unit |

• Source: Zoning Code Chapter 20.40, Table 3-10



EXISTING CONDITIONS

According to the 2008 Mariner’s Mile Parking Study, a total of 2,981 parking spaces are in the project area, of which 514 (17 percent of the total) are on street. Curbside parking is provided along most portions of Coast Highway and along public streets in Mariners’ Mile, including Tustin Avenue, Avon Street, Ocean View Avenue, Cliff Drive, Old Newport Boulevard, and Santa Ana Avenue. Just east of Tustin Avenue, parking spaces along Coast Highway are generally free and with no time limits. Coin-operated parking meters are on Coast Highway just west of Tustin Avenue up to Newport Boulevard and along a short segment of Tustin Avenue.

Avon Street has parking time restrictions, as does a portion of Tustin Avenue just south of Avon Street. Two public off-street parking lots are on Avon Street east of Tustin Avenue, with a total of 125 metered parking spaces. In addition, several private lots with public parking access are in the study area, with access driveways from Coast Highway and local roads.

The City has several parking permit programs to accommodate the needs of residents, businesses, and visitors. The most popular are the Annual Permit, which allows parking at selected meters and public parking lots without further payment, and the Master Parking Permit, which allows parking at almost any public parking location in the City without further payment.

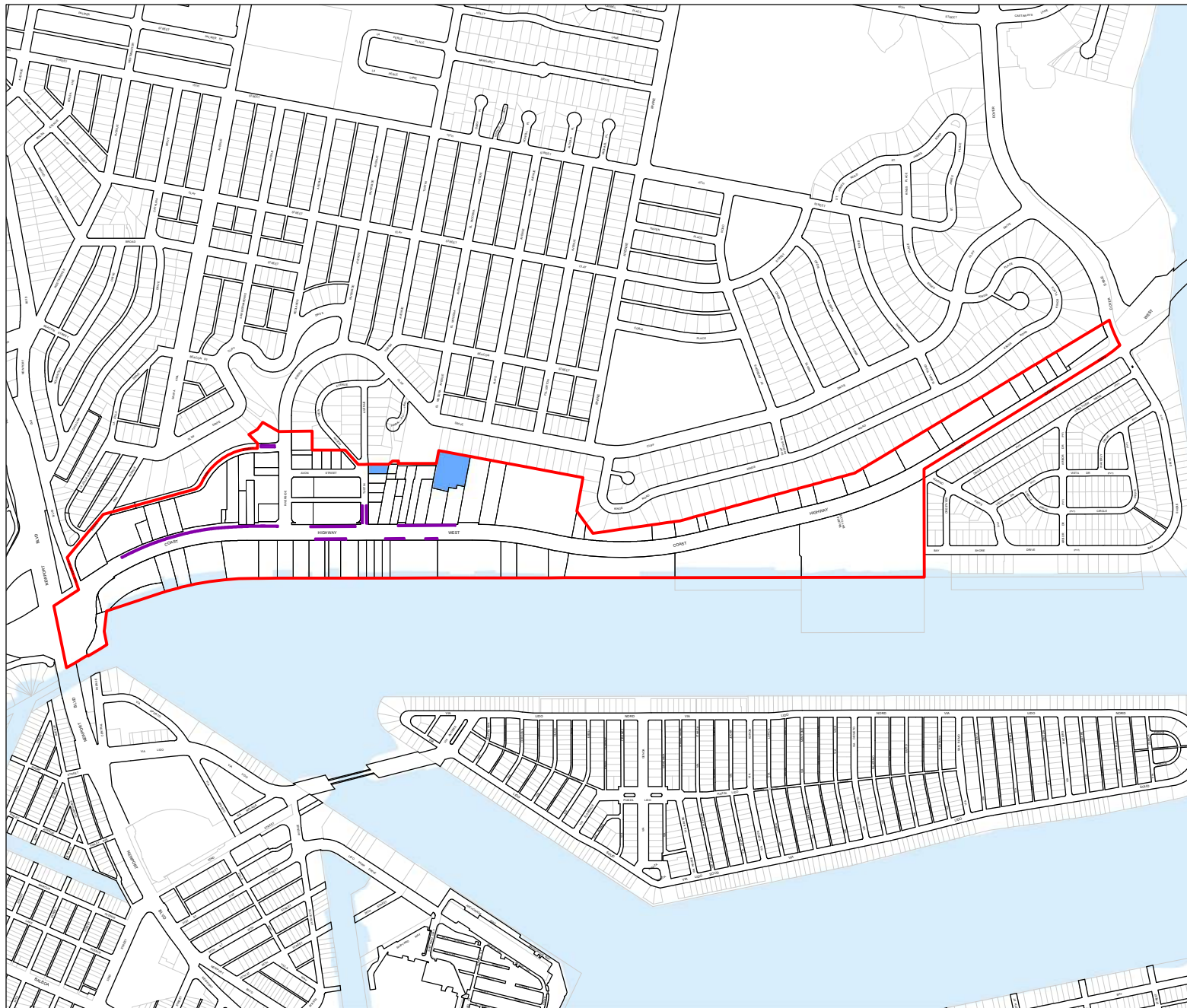
Based on various site visits and the 2008 Parking Study, parking is generally underutilized in the Mariners’ Mile area. The highest occupancy

in the study area was observed on a weekday, with weekends never surpassing 43 percent occupancy. Although the overall occupancy in the entire Mariners’ Mile area is below 50 percent, certain areas were observed to have much higher occupancy, and some areas approach full occupancy. The highest parking demand is generally at on-street spaces along Coast Highway from Old Newport Boulevard to approximately ½ mile to the east, and on the segment of Avon Street between Tustin Avenue and Riverside Avenue. High parking demand in these areas is driven by patrons of restaurants that are mostly on the bay side of Coast Highway and commercial businesses in the core shopping area between Tustin Avenue and Riverside Avenue. The 2008 Parking Study also concluded that a significant number of vehicles stayed in a space for most of the day, suggesting that employees were using many of the desirable and convenient public on-street parking spaces.

In comparison, at peripheral commercial areas such as the western half of Coast Highway and Santa Ana Avenue, Avon Lot 2, parking remains underutilized since it is not conveniently located for those visiting Mariners’ Mile, especially for restaurant patrons on the bay side of Coast Highway. The disparity in parking availability in the area can also be attributed to the presence or lack of parking meters and restrictions on certain blocks. Users park more frequently along areas without time or cost restrictions, including Avon Street and on Coast Highway just east of the segment with parking meters.

Existing surface lots and meters are displayed in Figure 3.1.





Existing Surface Lots & Meters

- City Owned Public Parking
- Metered Parking
- Mariners Mile Project Boundary



City of Newport Beach
Mariner's Mile



0 500
 Feet

CNB - 18.0
 3/27/2017



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MOBILITY & CIRCULATION



MOBILITY AND CIRCULATION PLANS, POLICIES, AND REGULATIONS

GENERAL PLAN CIRCULATION ELEMENT

Overview

The Circulation Element presents a series of mostly high-level policies to guide multimodal mobility planning in the City. An overarching goal of the Circulation Element is to maintain the character of the community by focusing on planning roadways for the “shoulder season” rather than the heavily utilized summer season, thereby avoiding oversized roads and excess capacity. In terms of active transportation, the Circulation Element incorporates goals, policies, and implementation programs related to the enhancement of areas with higher pedestrian activity, such as Mariners' Mile. The element also addresses an objective for quality bicycle facilities and a cohesive bicycle network. The Circulation Element includes network maps for the proposed roadway network (Master Plan of Streets and Highways) and the proposed bicycle network (Master Plan of Bikeways). The Bicycle Master Plan was updated in August of 2014.

Policies

Key policies in Circulation Element specifically target or mention Mariners' Mile:

- **CE 2.1.2 - Street and Highway Network.** Construct the circulation system described on

the map entitled Newport Beach Circulation Element - Master Plan of Streets and Highways.

- **CE 2.2.4 - Driveway and Access Limitations.** Limit driveway and local street access on arterial streets to maintain a desired quality of traffic flow. Wherever possible, consolidate driveways and implement access controls during redevelopment of adjacent parcels.
- **CE 2.3.1 - Coast Highway Ownership.** Pursue ownership of Coast Highway throughout Newport Beach, as opportunities arise, so that Coast Highway can be improved to its ultimate width in Mariners' Mile consistent with the City's vision and to provide the City with more opportunities to increase operational efficiencies.
- **CE 3.1.3 - Regional Consistency.** The City of Newport Beach Master Plan of Streets and Highways (shown on figure CE1) shall be consistent with the Orange County Master Plan of Arterial Highways. (Imp 16.5),
- **CE 5.1.12 - Pedestrian Street Crossings.** Implement improved pedestrian crossings in key high volume areas such as Corona del Mar, Mariners' Mile, West Newport, Airport Area, Newport Center/Fashion Island, and the Balboa Peninsula.
- **CE 5.1.14 - Newport Harbor Trails and Walkways.** Develop and implement a long-range plan for public trails and walkways to access all appropriate commercial areas of the harbor, as determined to be physically and economically feasible, including the following:

- › Provide a walkway connecting the Lido Village area with Mariners' Mile
- › Provide a continuous walkway along the Mariners' Mile waterfront from the West Coast Highway/Newport Boulevard Bridge to the Balboa Bay Club.



BICYCLE MASTER PLAN (2014)

Overview

The Bicycle Master Plan (Bike Plan) best reflects the City's current objectives and approaches to active transportation planning. The plan presents a broad policy framework as well as targeted strategies for implementing the City's vision of an integrated, high-quality bicycle network. The plan's policies are general in nature, addressing topics such as facility design, bicycle parking, bicycle education/encouragement programs, bike share, etc.

Strategies

In addition to the policy framework, the Bike Plan makes specific recommendations for adding new bicycle facilities and enhancing existing facilities.

- 1.4-mile Class II lanes on West Coast Highway between Newport Boulevard and Dover Drive.
- 0.2-mile Class III route on Santa Ana Avenue between Old Newport Boulevard and Cliff Drive.
- 0.3-mile Class III route on Avon Street between Riverside Avenue and Avon Street's western terminus, with a new Class I segment (approximately 180 feet) connecting the western terminus of Avon Street with Santa Ana Avenue / Old Newport Boulevard.
- "Bicycle Boulevards" on Tustin Avenue and Fullerton Avenue, adjacent to the Mariners' Mile study area. These provide opportunities for bicycle facilities, signage, and wayfinding in Mariners' Mile that guide people bicycling to these safe, neighborhood-friendly routes (which are also routes to schools).

The Bike Plan also recommends "spot improvements" to enhance particular areas for pedestrian and bicycle mobility; these provide general guidance rather than address specifics such as roadway configuration or street geometries. Recommendations for the Mariners' Mile area are:

- **Coast Highway / Riverside Avenue intersection.** Improve signage, markings, and wayfinding (working with Caltrans).
- **Coast Highway between Newport Boulevard and Riverside Drive.** Improve signage, markings, and wayfinding to guide cyclists using sidewalks designated for bicycling; review sidewalks to remove and relocate utilities and posts.
- **Dover Drive / West Coast Highway intersection.** Improve signage, markings and wayfinding.



CORRIDOR STUDY FOR PACIFIC COAST HIGHWAY (ORANGE COUNTY TRANSPORTATION AUTHORITY AND CALTRANS, 2016)

Overview

The Pacific Coast Highway (PCH) Countywide Corridor Study identifies mobility needs and potential improvement strategies for PCH in Orange County's six coastal cities, with the primary objective of enhancing safety and efficiency for all modes. The study recognizes the need for multiagency cooperation, especially between local jurisdictions and Caltrans. Mariners' Mile is in Subarea 3, which spans Newport Beach from the Santa Ana River to Pelican Point Drive. The study's seven-step process included identifying potential improvement options; developing possible alternatives; and evaluating the alternatives in terms of benefits, costs, and feasibility, which are to be covered in later analysis.

The corridor study recognizes the following existing key issues/needs relevant or specific to the Mariners' Mile area:

- Heavy traffic volumes, high pedestrian crossing activity, constrained capacity, bicycle activity, and on-street parking friction delaying travelers along Coast Highway, limiting mobility through the Mariners' Mile area, and creating conflicts between cars and other transportation modes.
- General delays throughout the entire Mariners'

Mile corridor.

- Bicyclists using Coast Highway face potential conflicts when traveling between parked cars and moving vehicles (SR-55 to Dover Drive).
- The constrained right-of-way through most of the corridor limits improvement opportunities.

EXISTING CONDITIONS

In general, Coast Highway prioritizes vehicles over people walking, bicycling, and riding transit. It generally has narrow sidewalks that put pedestrians in close proximity to the roadway, although pedestrians are often buffered from vehicular traffic by curbside parking lanes. Due to the proximity of physical development to the street, there are limited opportunities to expand the right-of-way to accommodate multimodal opportunities. Any enhancements will take place within the existing rights-of-way and future dedications.

COAST HIGHWAY CONFIGURATION

The eastern section of Coast Highway has a slightly narrower existing right-of-way, accommodating two vehicle travel lanes westbound and two eastbound, a center turn lane, and sections of curbside parking on both sides. The western half has three westbound vehicle travel lanes, two eastbound vehicle travel lanes, a center turn lane, and sections of curbside parking on both sides.

BICYCLING AND WALKING ON COAST HIGHWAY

Coast Highway is a popular route for local residents, tourists, and long-distance recreational cyclists; however, there are no designated bicycle facilities or roadway markings along Coast Highway between Newport Boulevard and Dover Drive. The lack of designated facilities poses challenges to both motorists and bicyclists as they maneuver the shared roadway space. Westbound bicyclists ride between vehicle traffic and parked vehicles, interspersed with sections where the absence of street parking provides a wider (but still undesignated) bicycle travel area. On the eastbound side, solid striping separates the vehicle travel lane from the curbside parking lane, providing quasi-markings to separate bicyclists from vehicle traffic but no inner striping to provide a designated bicycle lane. There are even sections near Newport Boulevard where riding on the sidewalk is allowed—even preferred—due to vehicle travel lanes that abut the curb.

The Coast Highway pedestrian environment is characterized by narrow sidewalks that put pedestrians in close proximity to the roadway, although pedestrians are often buffered from vehicular traffic by curbside parking lanes. There are two long stretches without pedestrian crossings, although there is generally not a lot of demand for crossing Coast Highway along these stretches—an approximately 0.6-mile stretch between Tustin Avenue and Balboa Bay Club, and an approximately 0.4-mile stretch between the Balboa Bay Club and Dover Drive. In addition to the narrow sidewalks, obstacles such as light poles and parking signs are often located in the sidewalk.

Finally, Coast Highway lacks pedestrian amenities, such as shade trees and street furniture.

BICYCLING AND WALKING ON RIVERSIDE AVENUE, AVON STREET, AND TUSTIN AVENUE

Class II bicycle lanes on Riverside Drive provide a valuable connection to residential neighborhoods, Ensign Intermediate School, and Newport Harbor High School, via Cliff Drive and Irvine Avenue bicycle lanes. The lanes lack “best practice” enhancements such as painted buffers, markings through driveway crossings and intersections, or green paint. Riverside Avenue, Avon Street, and Tustin Avenue are generally more pedestrian in scale, with narrower widths (34 feet for Avon Street and Tustin Avenue, 56 feet for Riverside Avenue). Vehicle traffic volumes and speeds on Avon Street and Tustin Avenue are low. Traffic speeds and volumes are higher on Riverside Avenue, which has four lanes from Coast Highway to a short distance north of Avon Street, where it is reduced to two lanes. These conditions contribute to a positive pedestrian environment on Tustin Avenue, Avon Street, and Riverside Avenue and offer an opportunity to improve pedestrian connections between the bluff neighborhoods to the north and the commercial areas of Mariners’ Mile.



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LA TAVOLA

OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES AND CHALLENGES

The opportunities and challenges to the revitalization of Mariners' Mile were identified based on the existing conditions in the corridor today.

LAND USE AND URBAN DESIGN

Opportunities

- There are a number of underutilized parcels with surface parking lots along the corridor that have infill and redevelopment potential.
- The corridor is between two attractive natural environments—the bay to the south and the bluffs to the north.
- The adjacent residential neighborhood provides an important base of customers to support neighborhood-serving retail and services. Vehicle traffic on Coast Highway provides an important base of customers to support visitor-serving retail and services.
- Location on the bay is conducive to preservation and enhancement of marine-related uses.
- General Plan land use designations and zoning code use standards and regulations allow for development that is aesthetically and functionally compatible with existing development.

Challenges

- Coordination among multiple property owners in the area.
- A fragmented mix of retail, restaurant, and office uses that do not provide a unified theme or character for the area.
- High land and property values inhibit desired marine-related and marine-dependent uses such as boat building and services.
- Highway-oriented commercial nature inherently prioritizes cars over people.
- Buildings are generally interspersed throughout Mariners' Mile without a consistent building orientation or placement on parcels. Parking lots and garden walls occupy more than 70 percent of the street frontage, resulting in an inconstant building wall and fragmented street public realm.
- Competing interests between various stakeholder and resource groups.
- Inadequate existing right-of-way for Master Plan of Arterial Highways designated 6-lane facility.



PARKING

Opportunities

- The City-owned parking lot at Avon Street has a large area that could be used for a parking structure to improve parking efficiency.
- The high supply of private parking spaces could provide an opportunity to work with property owners to consider time limits in private street lots to work in conjunction with a parking strategy for the area.
- Parking in the northern portion of the Mariners' Mile area is convenient. The intersections of Coast Highway at Riverside Avenue and Tustin Avenue are signalized, with marked crosswalks on all approaches and pedestrian signal heads and push buttons.
- The current parking conditions may present opportunities for the City to allow additional building and context-appropriate development to take advantage of surplus parking.

Challenges

- Long-term plans for Coast Highway would remove curbside parking. The California Coastal Commission is normally against removal of parking in coastal areas because it considers parking an access issue. The removal of parking along Coast Highway may require the City to replace the lost parking spaces, which may have cost and land use implications.
- Violation of time limits and payment at parking meters is common because of a lack of enforcement. Visitors and employees often

violate the time limits and/or do not pay parking meters, occupying the most desirable parking spaces that should allow for high turnover.

- Inadequate parking on the bay side of Coast Highway requires the use of valuable inland property to provide parking.
- If parking regulations are modified (time and cost restrictions), parking could spill over into surrounding residential neighborhoods.
- The layout and distribution of private parking lots are inefficient and do not serve supporting uses to their highest potential.
- A lack of unified parking program and wayfinding signage may inhibit ease and comfort of visitor parking.



MOBILITY AND CIRCULATION

Opportunities

- The Tustin Avenue / Avon Street / Ocean View Avenue intersection provides an opportunity to better connect the residential neighborhood with the commercial district.
- The City has an easement in line with Avon Street behind the Holiday Inn Express, potentially allowing extension of Avon Street eastward.
- On the bay side, a currently discontinuous boardwalk or pathway can be made continuous, as required by land use policy, through new dedications as properties are redeveloped.
- The low traffic volumes and speeds on Tustin Avenue and Avon Street make walking convenient and attractive, with plenty of opportunities to cross streets and link parking to the uses they serve.
- The potential removal of vehicle parking lanes would open up considerable space for Class II bicycle lanes along Coast Highway.
- Avon Street west of Riverside Avenue (behind Sterling BMW) could be extended as an east-west alternative to Coast Highway for bicyclists and pedestrians and a valuable connection to the retail district. The City would have to work with a couple of property owners to complete the connection west of Santa Ana Avenue's dead end to Old Newport Boulevard.

Challenges:

- There are few locations for pedestrians to cross Coast Highway, limiting the ability and/or desirability to park and walk to destinations.
- The intersection of Coast Highway and Newport Boulevard poses many challenges for pedestrians and bicyclists, and existing infrastructure, especially on the north side, does not address connectivity through the underpass.
- Businesses may oppose the removal of on-street parking on Coast Highway (valet parking and customer parking spaces).
- The existing rights-of-way on Coast Highway do not accommodate the desired right-of-way widths in the Master Plan of Streets. Any roadway widening would require further dedications.
- Sidewalk widening would likely require costly utility relocation.
- Lack of local transit limits mobility options for a large segment of the community, including children, some elderly residents, and those without access to a car.
- Traffic volumes on Coast Highway, particularly through-traffic, impacts local trips and internal circulation.



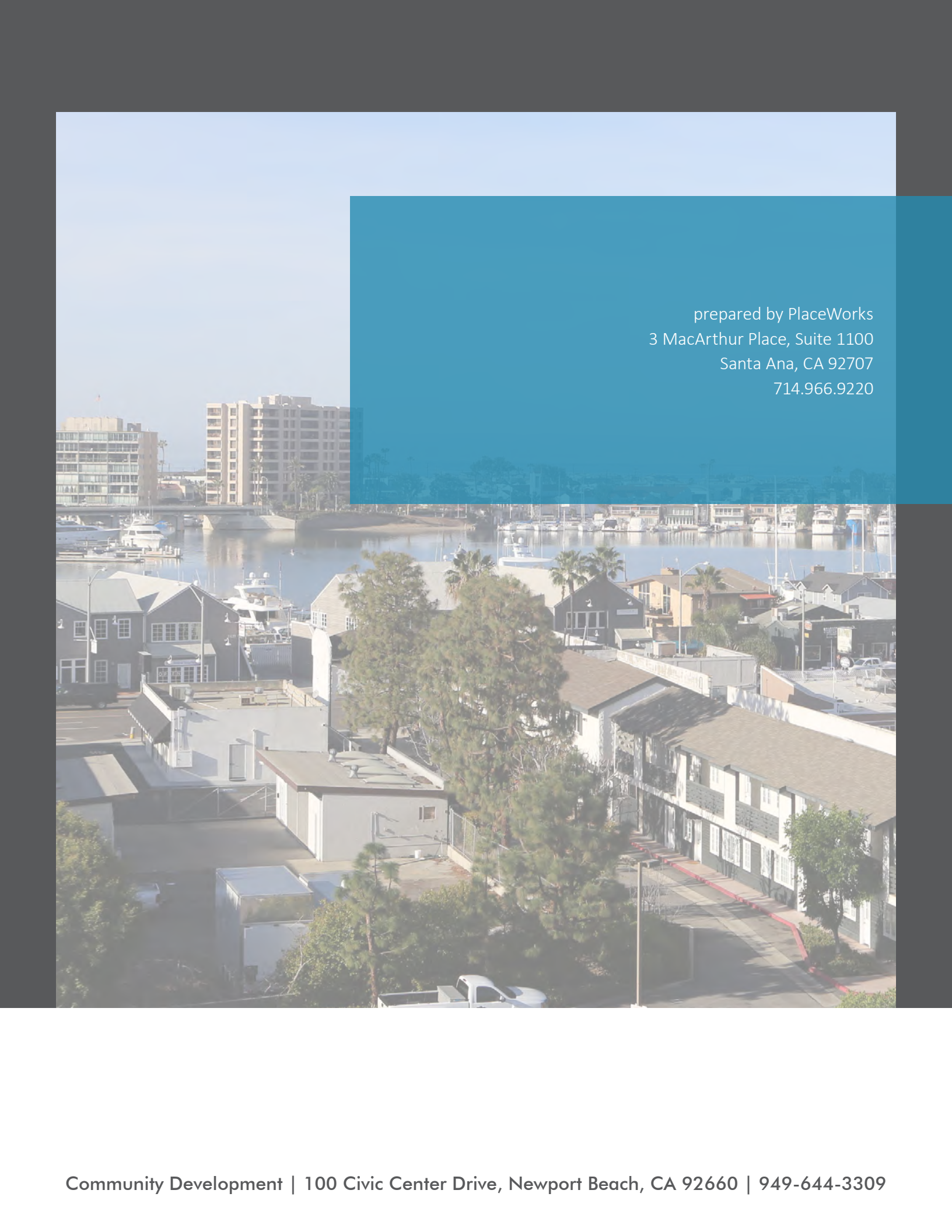
LACK OF LOCAL TRANSIT SERVICES



LIMITED DESIRABILITY TO WALK ON PCH



TRAFFIC VOLUMES ON COAST HIGHWAY



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