

# Goal #1: Promote a Pedestrian Friendly and Vibrant Corridor that Supports High Quality Development and Investment

## STRATEGY

Enhance the corridor with active uses to complement existing legacy business and support high quality building design. Incentivize active land uses and consider increasing development potential.

**Action 1:** Adjust zoning requirements to promote preferred land uses, including outdoor dining on private property.

*Preferred land uses that encourage pedestrian foot traffic throughout the day, such as restaurants, cafes, wine bars, tasting rooms, etc.*

**Action 2:** Offer incentives to encourage lot consolidation and new development, including the integration of new preferred land uses.

*Incentives to include increased Floor Area Ratio, reduced parking requirements, and allowance of mixed use development.*

**Action 3:** Establish objective development and design standards for new development or large expansions to enhance the pedestrian experience and promote investment in CdM.

*Context specific requirements for new development and/or redevelopment, such as parking, Floor Area Ratio, and building design to facilitate transparent ground floors, entries from the sidewalk, pedestrian lighting, and visually interesting building facades, etc.*

**Action 4:** Prohibit land uses that are not compatible with an active, pedestrian-oriented corridor.

*Land uses that are currently allowed, but are not appropriate for a main street, such as automobile services, animal boarding, drive-thru facilities, etc.*



Mix of ground floor uses that generate pedestrian traffic



Mixed use development with ground floor commercial and upper floor residential



Transparent ground floor with entries



Active restaurant uses



Existing CdM active restaurant use



Existing CdM development



# Draft Land Use Table Excerpt

	CdM Commercial Corridor (Existing)	Proposed
<b>Offices</b> - Business, Medical, Dental	Permitted	<b>First Floor: Minor Use Permit</b> Second Floor: Permitted
<b>Retail Sales</b>	Permitted	Permitted
<b>Automobile Uses</b> - Rental, Washing, Repair, Drive Thru	Permitted/Minor Use Permit	<b>Not Permitted</b>
<b>Animal Sales</b> - Veterinary Services	Conditional Use Permit	<b>Minor Use Permit</b>
<b>Animal Sales</b> - Animal Boarding/Kennels	Conditional Use Permit	<b>Not Allowed</b>
<b>Service-Oriented Business</b>		
Personal Services (Nail salons, barber/beauty shop)	Permitted	<b>Minor Use Permit</b>
Fitness Facility (under 2,000 SF)	Permitted	<b>Minor Use Permit</b>
<b>Alcohol Sales</b>		
Wine Tasting Room (accessory to retail)	Not Allowed	<b>Accessory (to retail)*</b>
<b>Eating and Drinking Establishments</b>		
Bars, Lounges, and Nightclubs	Conditional Use Permit	Conditional Use Permit
Restaurant (No Late Hours)	Permitted/Minor Use Permit	<b>Permitted*</b>
Fast Casual Restaurant (No Drive-Thru, no alcohol)	Permitted/Minor Use Permit	<b>Permitted*</b>
Restaurant (W/late hours, live entertainment, or dancing)	Conditional Use Pemit	<b>Minor Use Permit*</b>
Outdoor Dining	Use Permit Amendment, Administrative Permit	<b>Permitted (until 9pm)* or Director Level (after 9pm)</b>
<b>Residential Uses</b>	Not Allowed	<b>Second Floor: Permitted*</b>

\* Subject to specific standards



# Goal #2: Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

## STRATEGY

Improve parking supply and provide greater access and wayfinding to parking along the corridor.

**Action 1:** Select technologies and wayfinding signage to increase access to both public and private parking to facilitate convenient parking access throughout the corridor.

*To address challenges associated with finding and managing parking, such as “smart parking” systems with real-time data that can be accessed via a mobile app or digital display at key locations to guide drivers to available spots and reduce cruising time.*

**Action 2:** Incorporate beach parking signage and availability within public right-of-way as part of the CdM signage program.

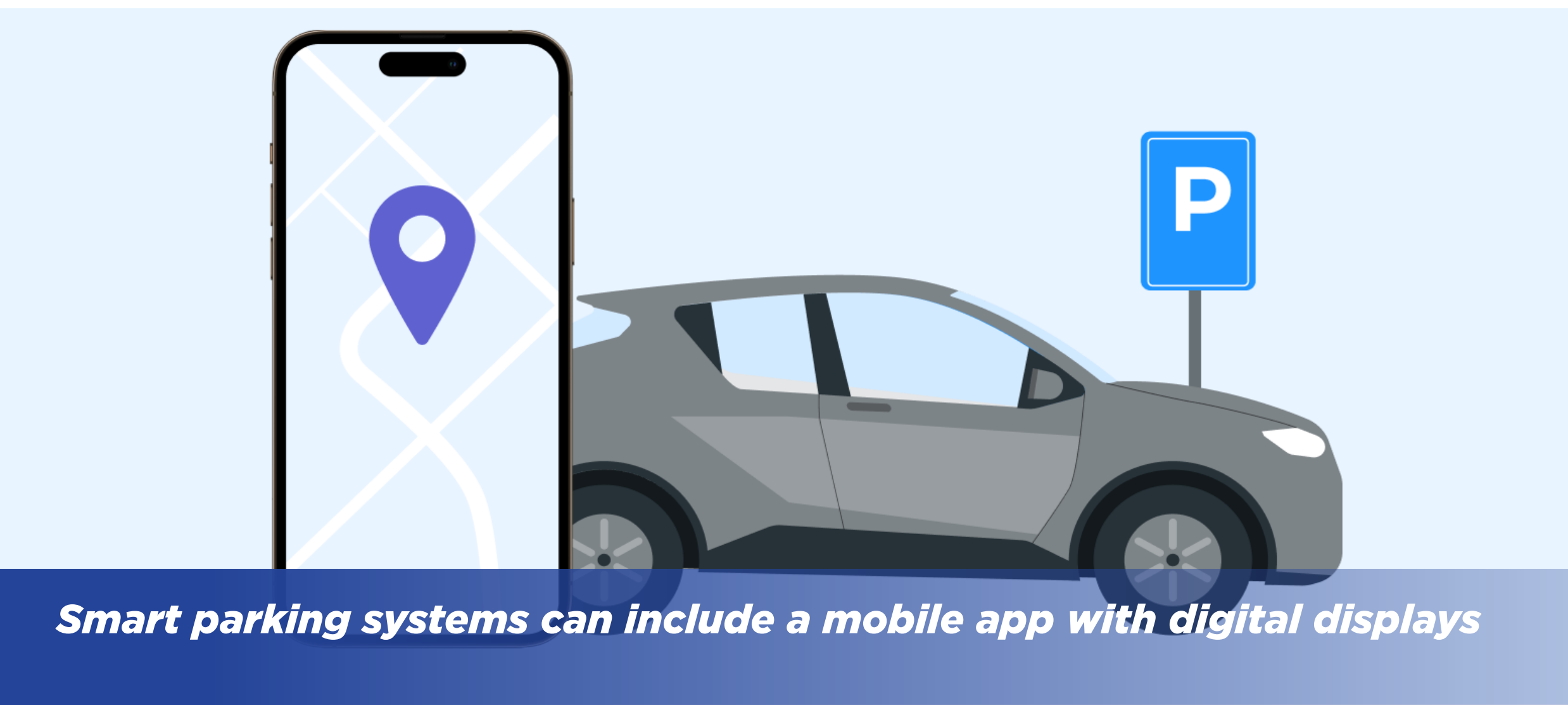
*To provide an efficient route for accessing beach parking adjacent to CdM and discourage beach parking along the corridor.*

**Action 3:** Expand existing local trolley/local circulator to provide access year-round with new stops along Coast Highway to serve the CdM corridor.

*To provide an alternate mode of travel within CdM as well as to connect CdM to other key destinations within Newport Beach.*



Wayfinding signage with real-time parking availability



Smart parking systems can include a mobile app with digital displays



Beach parking signage



Local trolley



# Goal #2: Increase Parking Availability and Accessibility Along the Corridor, and Enhance Corridor Navigability

## STRATEGY

Improve parking supply and provide greater access and wayfinding to parking along the corridor.

**Action 4:** Implement a valet program for private or public property.

*To help manage parking challenges for businesses and visitors, increasing convenience and overall experience, as well as reducing congestion.*

**Action 5:** Lease private parking lots to increase public parking supply.

*To address parking shortages and harness existing parking lots that are underused, including at specific times of day, such as an office or bank parking lot in the evening.*

**Action 6:** Institute an employee shuttle and/or employee parking program.

*To help manage parking availability for employees along the corridor such as through parking permits to allow employees to park in certain areas, such as employee-only lots or areas outside of CdM that can then be accessed via an employee shuttle.*

**Action 7:** Establish an in-lieu parking fee program.

*Allows developers to pay a fee instead of building required parking spaces on-site, which is then used by the City to create public parking options, thereby encouraging infill development and new uses.*



Curbside valet program



Employee shuttle and parking program



# Goal #3: Ensure Safe, Accessible, and Efficient Mobility for All Users — Regardless of Mode — Along the Corridor.

## STRATEGY

Faciliate safer connections and travel options for all modes along Pacific Coast Highway and to/from the corridor.

**Action 1:** Implement intersection improvements, including at MacArthur and Coast Highway.

*Including improved signal timing, curb extensions, special pavement or markings within the intersection to increase pedestrian visibility, and others.*

**Action 2:** Install infrastructure that supports pedestrian activity and safety along the corridor.

*Add curb extensions to shorten the distance for pedestrians while crossing the street. Install leading pedestrian intervals at existing traffic lights to give pedestrians more time to cross the street. Enhance existing crosswalks with highly visible markings to create a safer, more comfortable experience.*

**Action 3:** Reduce speed limit on PCH from 35 mph to 30 mph.

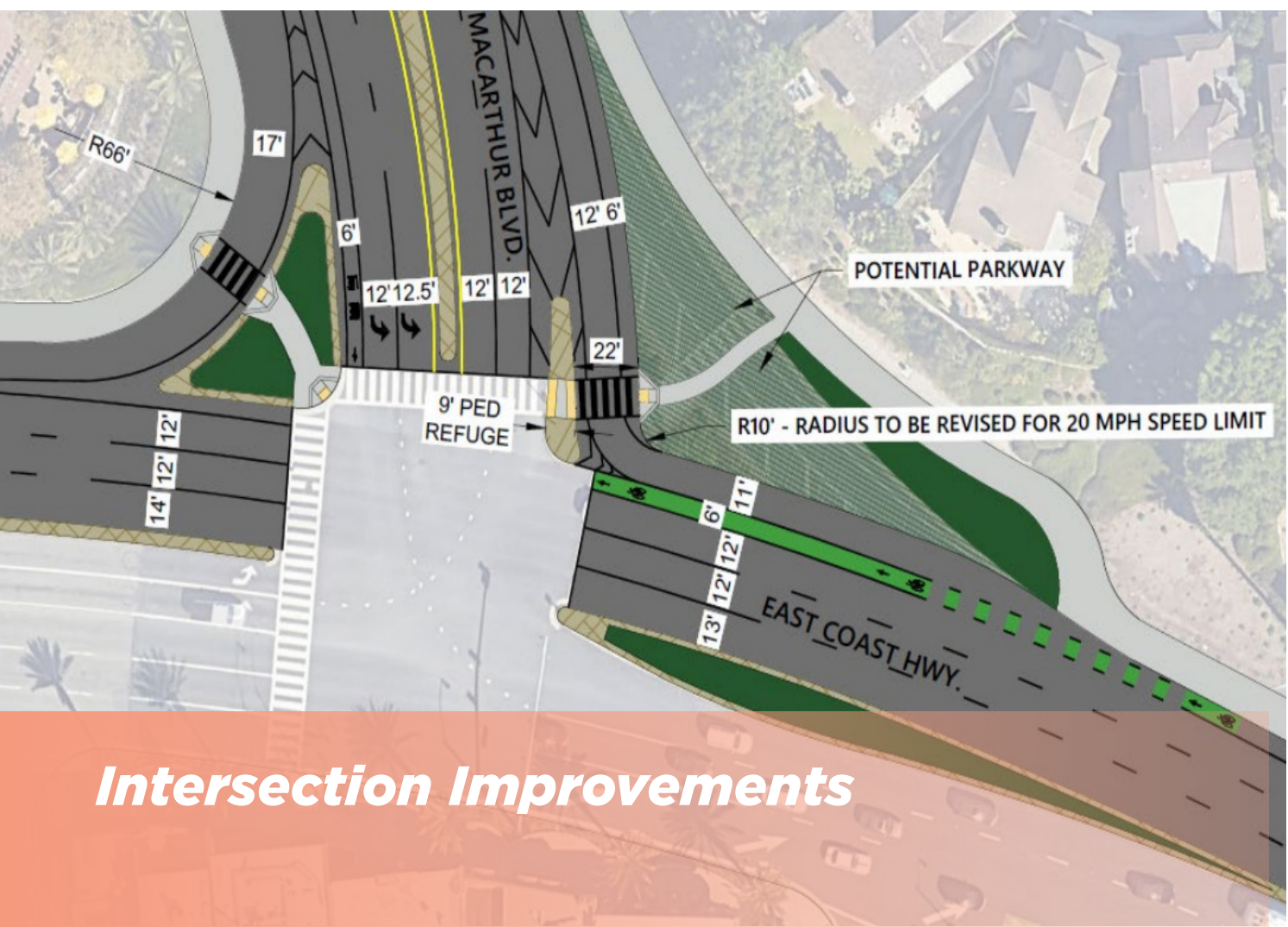
*Slower speeds along PCH within CdM can help slow down drivers to signify a destination, enhance pedestrian safety, and promote use of other modes of travel (e.g. Neighborhood Electric Vehicles).*

**Action 4:** Implement buffered bike lanes on Avocado.

*To enhance safety for cyclists accessing or traveling to the corridor.*

**Action 5:** Add bike infrastructure on Coast Highway and/or bike boulevards to move cyclists from Fifth Avenue bike path to businesses.

*To promote a safe bicycling experience for cyclists along Coast Highway and promote accessing the corridor via bicycling.*





# Goal #4: Develop a Clear Identity for the Corridor and Create a Sense of Place.

## STRATEGY

Promote an active and well managed sidewalk environment; consider facilitating opportunities for wider sidewalks; encourage visitors and residents to come to the corridor; encourage reuse of historical features and signage.

**Action 1:** Map locations within the corridor that can accommodate outdoor dining on public property and enforce the Citywide Sidewalk Encroachment Permit Program.

*A publicly accessible map that identifies portions of the sidewalk along the corridor that have sufficient width to accommodate sidewalk dining.*

**Action 2:** Identify areas along the corridor that can accommodate sidewalk extensions through a future Public Works initiative.

*Identify locations along the corridor where increased sidewalk activity is most likely and where additional street right-of-way is available to accommodate a sidewalk extension for additional landscaping, shade trees, or outdoor dining.*

**Action 3:** Establish a wayfinding and signage program for the public realm.

*Uniquely designed pedestrian-focused signage that highlights nearby destinations and distances.*

**Action 4:** Update zoning code to facilitate private property signage that identifies new or updated requirements to enhance corridor identity.

*To preserve and enhance legacy character along the corridor, including historic signage.*

**Action 5:** Create a calendar of recurring and ongoing events along the corridor.

*Activate the corridor with public programming on an ongoing basis, such as through farmers market, festivals, business grand openings, including temporary street closures for events.*



Outdoor dining along sidewalk



Curb extensions for additional landscaping



Sidewalk extension allows additional outdoor dining and landscaping



Active sidewalk environment



Existing unique signage along corridor



Existing signage program in CdM