



Corona del Mar Commercial Corridor Study Community Open House

August 12, 2025

DUDEK

K E A R N S  W E S T

CdM Commercial Corridor Project Team



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Tonight's Agenda

1

Provide overview of Study objectives, timeline, and process

3

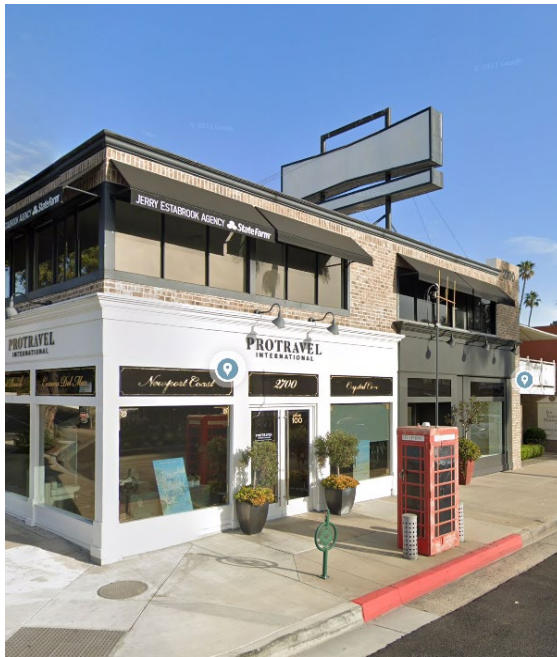
Share the draft goals and actions

2

Present an existing conditions snapshot of the corridor

4

Provide your feedback on the goals and actions at the open house stations



A blue-tinted photograph of a city street scene. In the foreground, several pedestrians are walking across a crosswalk. The street is lined with palm trees and modern buildings. A traffic light pole is visible in the center. The overall atmosphere is urban and sunny, with a clear blue sky.

Study Overview

Purpose and Context of Study

- Planning and zoning framework for CdM is outdated
- Limited private investment in the corridor
- **Substantial barriers to investment in CdM**
 - Land use restrictions - Permitted vs. not permitted land uses
 - Limitations due to development standards (low Floor Area Ratio, setbacks)
 - High parking requirements
- **Parking concerns for residents and businesses**
 - Parking studies have been completed over the years, but limited changes

Study Objectives

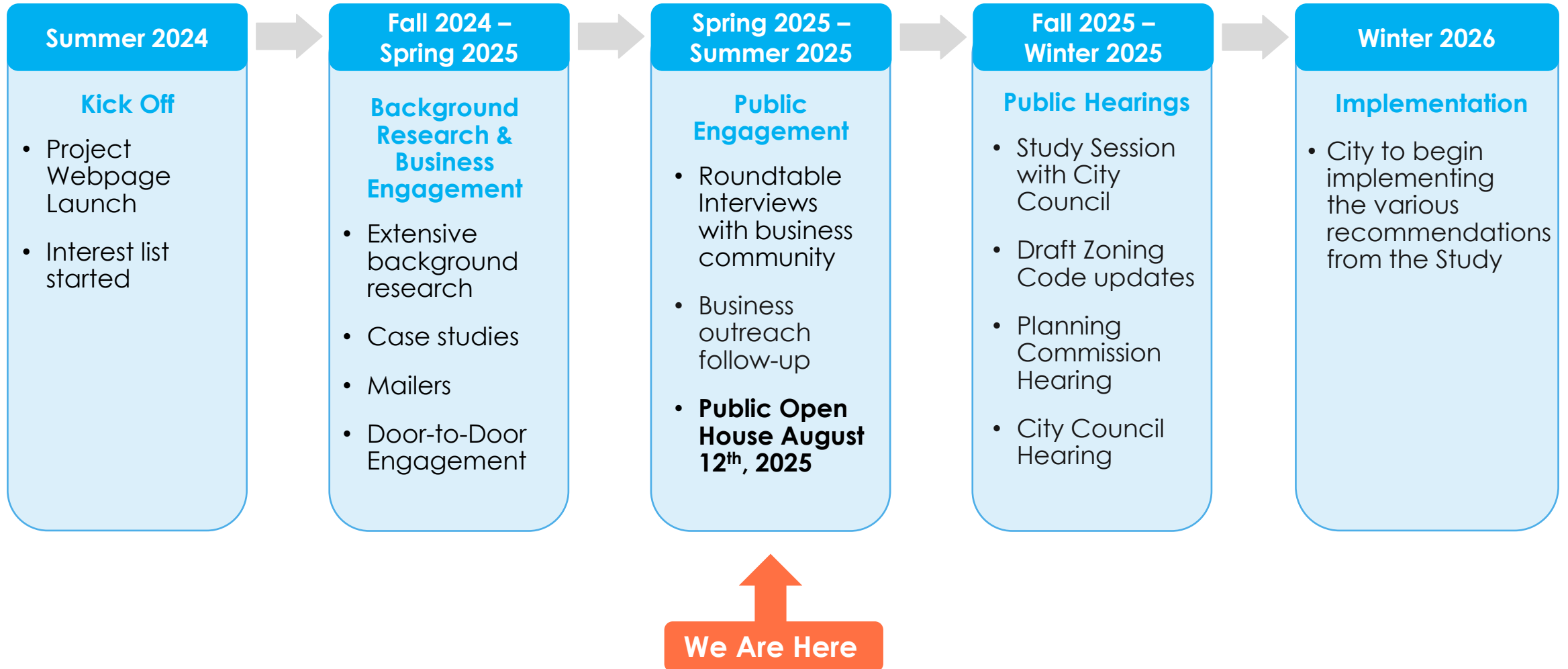
In Summer 2024, the City launched a comprehensive **land use and mobility study** to identify opportunities to enhance and improve the CdM commercial corridor.

Objectives

- Develop zoning regulations unique to CdM
- Reduce barriers to investment
- Implement parking solutions that balance all users
- Enhance walkability & safety
- Determine feasibility of other development opportunities



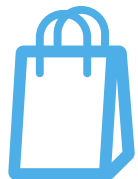
CdM Study Timeline



A photograph of a street scene, likely in a coastal or tropical area, featuring several tall palm trees, modern buildings, and a few cars. The image is overlaid with a semi-transparent blue gradient. The text "Corridor Snapshot" is written in a large, white, sans-serif font across the lower half of the image.

Corridor Snapshot

Visitor Travel Distance

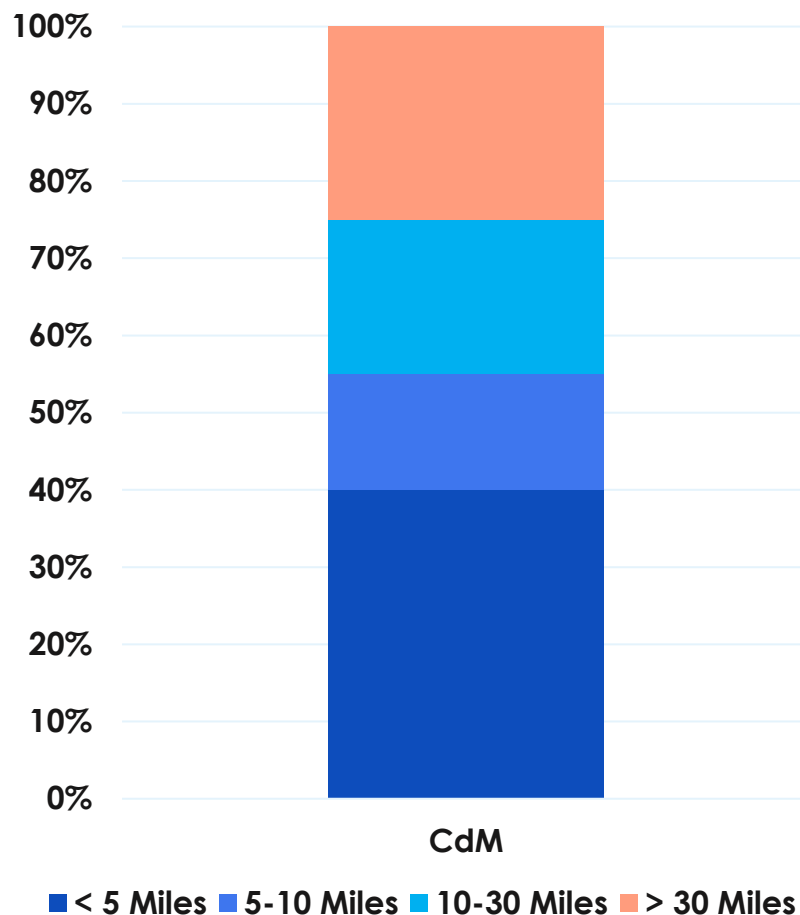


Corridor Visitors:
2.9 million visitors
visit the corridor
annually and
stay 30 minutes
or more.

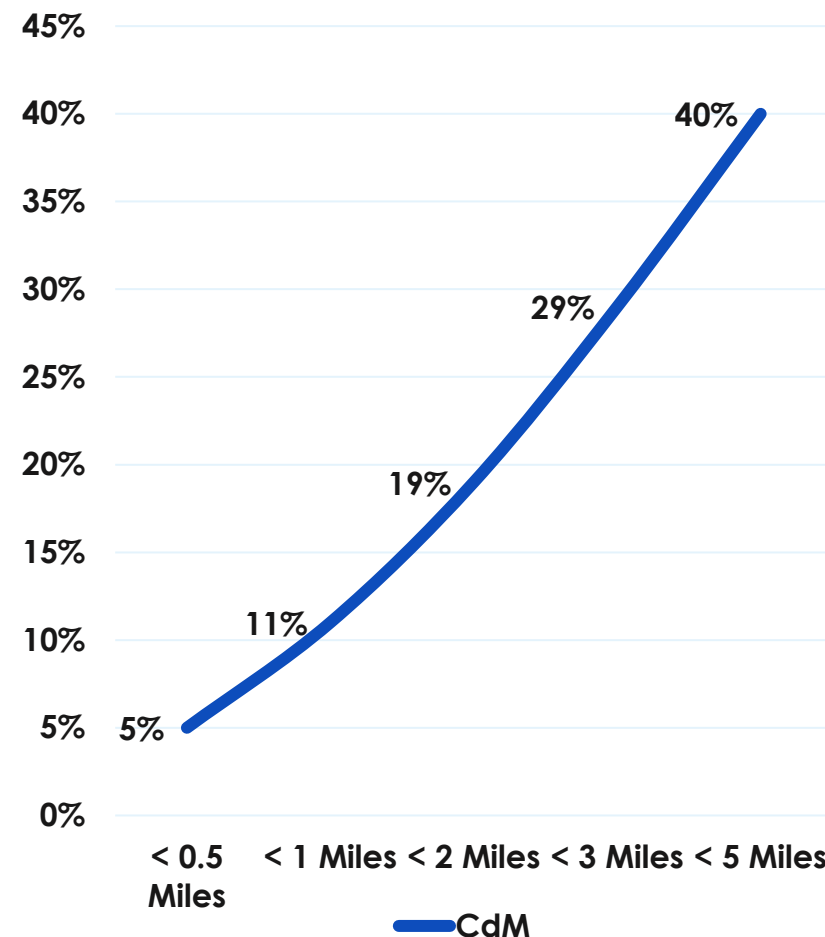
Most visitors are from
Orange County.

40% of visitors are
Newport Beach locals,
less than 5 miles away.

Visitor Distance from CdM



Local Visitors – A Closer Look

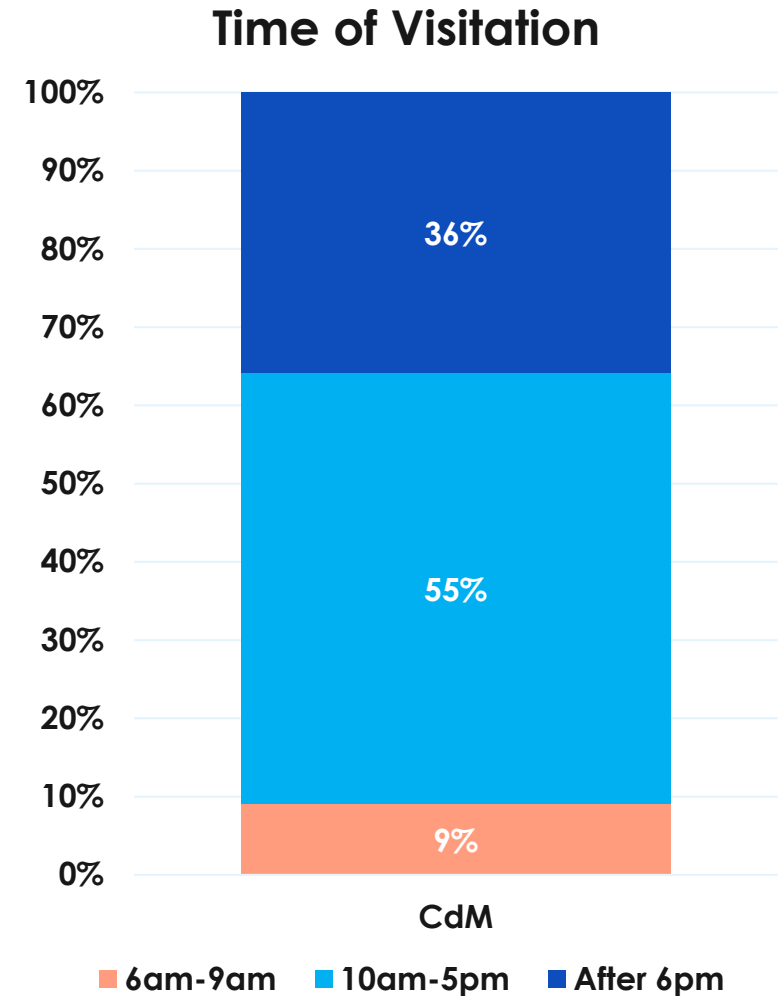
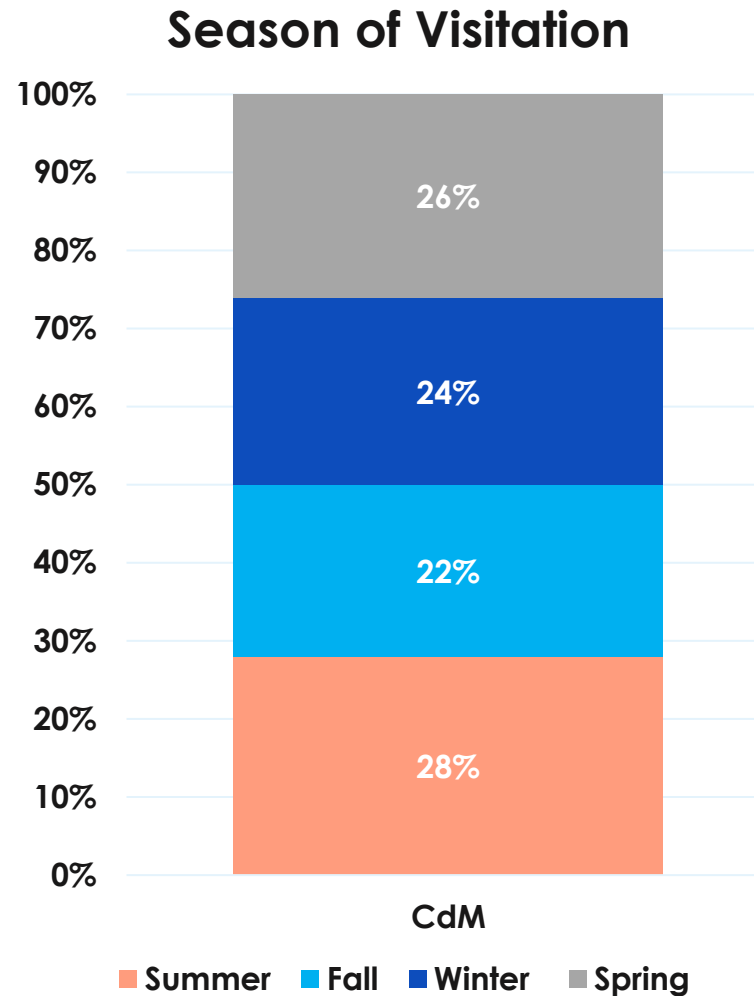


Patterns of CdM Visits

When do people visit?

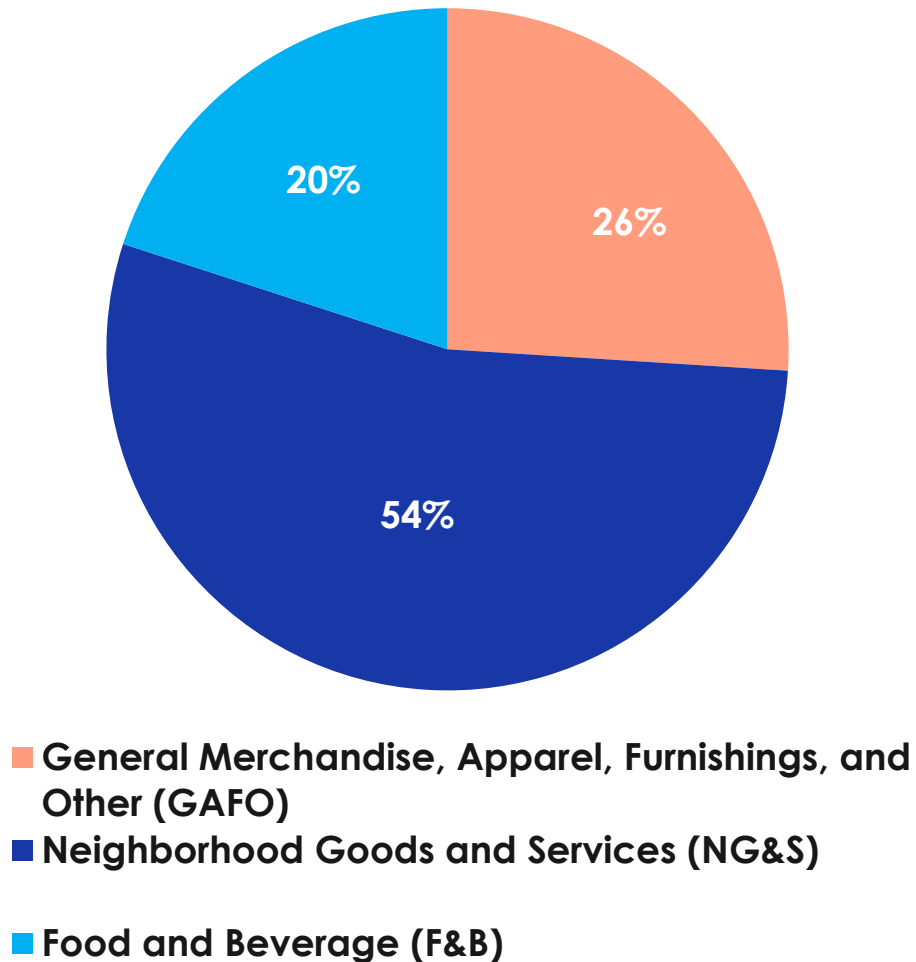
- Seasons
- Time of Day

49% of visitors come during the weekdays and the remaining 51% come during the weekends.

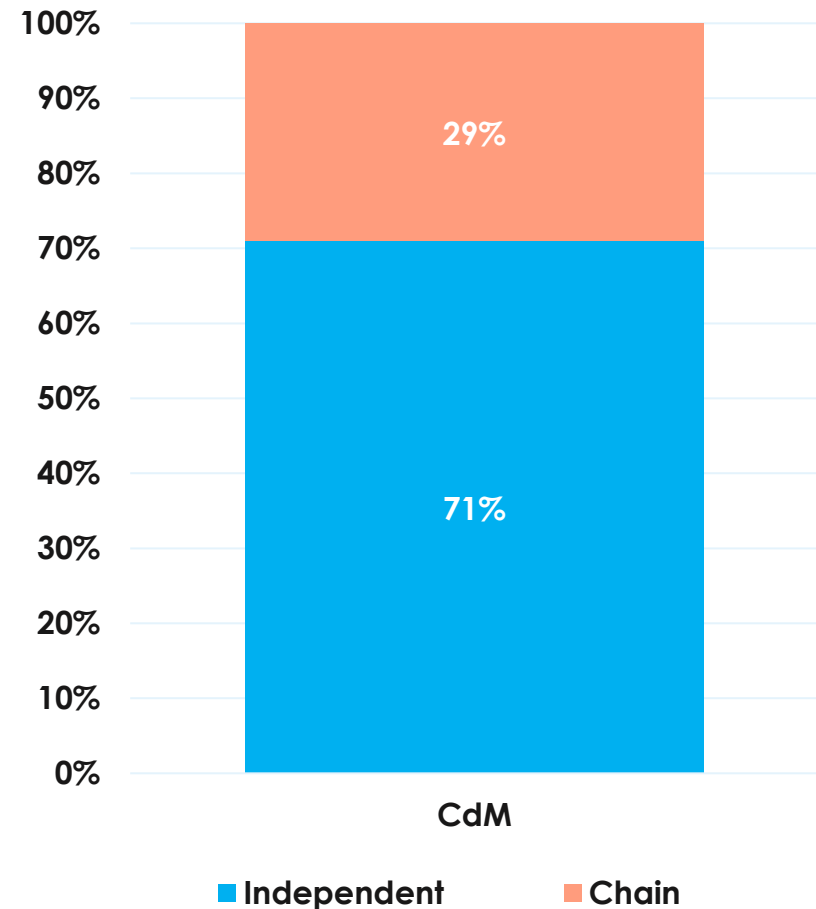


Existing CdM Business Mix

Percent of Businesses by Type



Independent vs. Chain Uses



Business Engagement Feedback

What We Heard

- **Positives:** Great location, walkability, local and community events
- **Existing Challenges:** Significant barriers to reinvestment and redevelopment, including current zoning regulations and outdoor dining, parking, traffic safety, and pedestrian safety

Opportunities

- **Corridor vibrancy and land use diversity**
- **Incentives and policy adjustments**
- **Parking and transportation management**
- **Access and safety improvements**
- **Community identity and sense of place**

A blue-tinted photograph of a city street scene. In the foreground, several pedestrians are walking across a crosswalk. The street is lined with palm trees and buildings. A traffic light is visible on the left side of the street. The overall atmosphere is urban and sunny, with a clear blue sky.

Draft Goals

Draft Goals

G1

Promote a pedestrian friendly and vibrant corridor that supports high quality development and investment

G2

Increase parking availability and accessibility along the corridor, and enhance corridor navigability

G3

Ensure safe, accessible, and efficient mobility for all users — regardless of mode — along the corridor

G4

Develop a clear identity for the corridor and create a sense of place

Open House Stations



Goal #1

Promote a pedestrian friendly and vibrant corridor that supports high quality development and investment



Land Use

Development

STRATEGY

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

Recommended Actions

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

Action 2: Offer incentives to encourage lot consolidation and new development, including the integration of new preferred land uses. (*FAR, parking, mixed use*)



Recommended Actions

Action 3: Establish objective development and design standards for new development or large expansions to enhance the pedestrian experience and promote investment in CdM.
(Set minimum design standards, not a specific architectural style)

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



Draft Land Use Table Excerpt

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

Goal #2

Increase parking availability and accessibility along the corridor, and enhance corridor navigability



Parking

STRATEGY

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

Parking Study Findings

City Lots (public)

- 134 spaces + Oasis

Street Parking (public)

- 522 spaces (not counting residential areas)

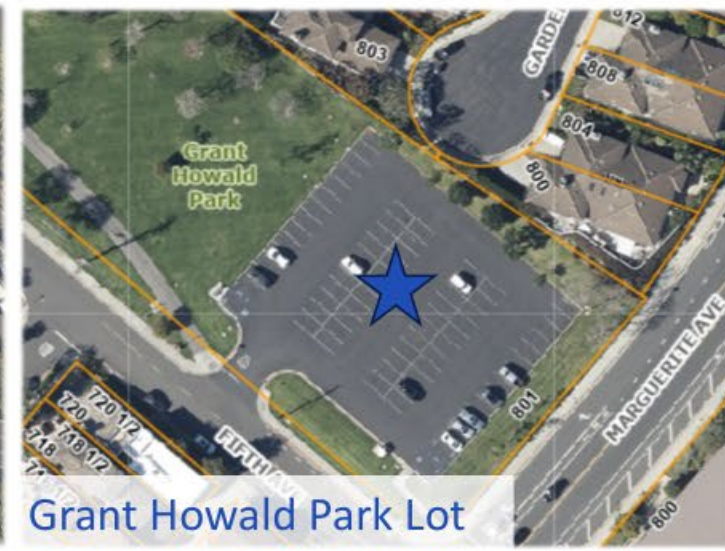
Off-street (private)

- 970 spaces

Conclusion:

- Even at peak times, **over 600 spaces available**

There is enough parking, but it's not accessible or in the places we need it



Recommended Actions

Action 1: Select technologies and wayfinding signage to increase access to both public and private parking facilities.

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

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



Recommended Actions

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

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

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

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



Goal #3

Ensure safe, accessible, and efficient mobility for all users — regardless of mode — along the corridor

A blue circular icon with a white border, containing the word "Mobility" in white text.

Mobility

STRATEGY

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

Recommended Actions

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

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

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

Action 4: Implement buffered bike lanes on Avocado.

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



Goal #4

Develop a clear identity for the corridor and create a sense of place



Programming

Identity

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.

Recommended Actions

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

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

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

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

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



Next Steps

- 1. Receive feedback tonight on the draft actions**
2. Prepare draft Corridor Atlas (i.e. Guide to the Future of CdM)
3. Make the draft Corridor Atlas public and receive comments
4. Receive direction from City Council on Draft Corridor Atlas
5. Finalize Corridor Atlas
6. Implement the various actions

Open House Stations





Thank You!

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