



Corona del Mar Commercial Corridor Study Community Meeting

October 7, 2025

DUDEK

K E A R N S  W E S T

Tonight's Agenda

- 1 Provide brief overview of Study
- 2 Share what we heard at the August 12 Community Open House and how we addressed it
- 3 Provide a preview of the Draft Corridor Atlas
- 4 Next Steps, including November 4 CC Study Session!
- 6 Open Discussion - Q and A



A blue-tinted photograph of a city street scene. In the foreground, a crosswalk is visible with several pedestrians crossing. To the left, there are buildings, including one with a red awning. Tall palm trees line the street, and a traffic light pole stands near the center. In the background, more buildings and palm trees are visible under a clear sky. The overall scene is a typical urban environment.

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- Planning and zoning framework for CdM is outdated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)
 - 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



Draft Goals

G1

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

G3

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

G2

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

G4

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

A blue-tinted photograph of a street scene. In the foreground, there are palm trees and a traffic light. In the background, there are buildings and more palm trees. The text "What did we hear and how was it addressed?" is overlaid in white.

**What did we hear and
how was it addressed?**



Goal 1: Land Use and Design



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

Draft Actions	Average Response
1. Adjust zoning requirements to promote preferred land uses, including outdoor dining on private property.	Somewhat Supportive
2. Offer incentives to encourage lot consolidation and new development, including the integration of new preferred land uses.	Neutral
3. Establish objective development and design standards for new development or large expansions to enhance the pedestrian experience and promote investment in CdM.	Somewhat Supportive
4. Prohibit land uses that are not compatible with an active, pedestrian-oriented corridor.	Neutral



Revised Land Use Table Excerpt

	Existing Zoning	Proposed
Offices - Business, Medical, Dental	Permitted	First Floor: Minor Use Permit Second Floor: Permitted Permitted
Retail Sales	Permitted	Permitted
Automobile Uses – Rental, Washing, Repair, Drive Thru	Permitted/Minor Use Permit	Not Permitted *Existing can remain
Animal Services – Veterinary Services	Conditional Use Permit	Minor Use Permit
Animal Services – Animal Boarding/Kennels	Conditional Use Permit	Not Permitted
Service-Oriented Business		
Personal Services (Nail salons, barber/beauty shop)	Permitted/Minor Use Permit	Minor Use Permit Permitted
Fitness Facility (under 2,000 SF)	Permitted	Minor Use Permit Permitted

*Existing uses can remain (e.g. tire shop), but **new** businesses would be prohibited.



Revised Land Use Table Excerpt

	Existing Zoning	Proposed
Alcohol Sales		
Wine Tasting Room (accessory to retail)	Not Allowed	Accessory (to retail)* Minor Use Permit*
Eating and Drinking Establishments		
Bars, Lounges, and Nightclubs	Conditional Use Permit	Conditional Use Permit
Restaurant (No Late Hours)	Permitted/Minor Use Permit	Permitted** Director Level Review
Fast Casual Restaurant (No Drive-Thru, no alcohol)	Permitted/Minor Use Permit	Permitted** Director Level Review
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) Director Level Review
Residential Uses (Second or Third Floor)	Not Allowed	Permitted***



Reducing Barriers

No parking required for new/expanded pedestrian oriented land uses including:

- Retail
- Restaurants
- Fast Casual restaurants
- Outdoor dining

Other parking standards would remain the same



Goal 2: Parking Management



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

Action	Average Response
1. Select technologies and wayfinding signage to increase access to both public and private parking facilities.	Somewhat Supportive
2. Incorporate beach parking signage and availability within the public right-of-way as part of the CdM signage program.	Somewhat Supportive
3. Expand existing local trolley/local circulator to provide access year-round with new stops along Coast Highway to serve the CdM corridor.	Somewhat Supportive
4. Implement a valet program for private or public property.	Neutral
5. Lease private parking lots to increase public parking supply.	More Supportive
6. Institute an employee shuttle and/or employee parking program.	Somewhat Supportive
7. Establish an in-lieu parking fee program.	Somewhat Unsupportive



Signs



CdM Beach Parking



Technology/Apps



Leased Lots

Leasing Private Lots and Valet

Leasing Private Lots

- Target banks and office buildings
- Unused during peak hours
- City typically pays for cleaning and insurance
- Public or employee parking
- Free or paid parking
- Reduces red tape



Valet

- Valet can be offered by the City OR permitted through the City
 - Queue on side streets vs. Coast Hwy.
- Allows use of less desirable lots
- Double stacking of cars



A street scene with palm trees, shops, and pedestrians crossing a street. The image has a warm, orange-tinted overlay. In the foreground, several pedestrians are crossing a street with a white-striped crosswalk. To the left, there are shops with signs like "THAI DELI BAR" and "HAPPY NAILS". Tall palm trees line the street, and a traffic light is visible in the center. The background shows more buildings and parked cars.

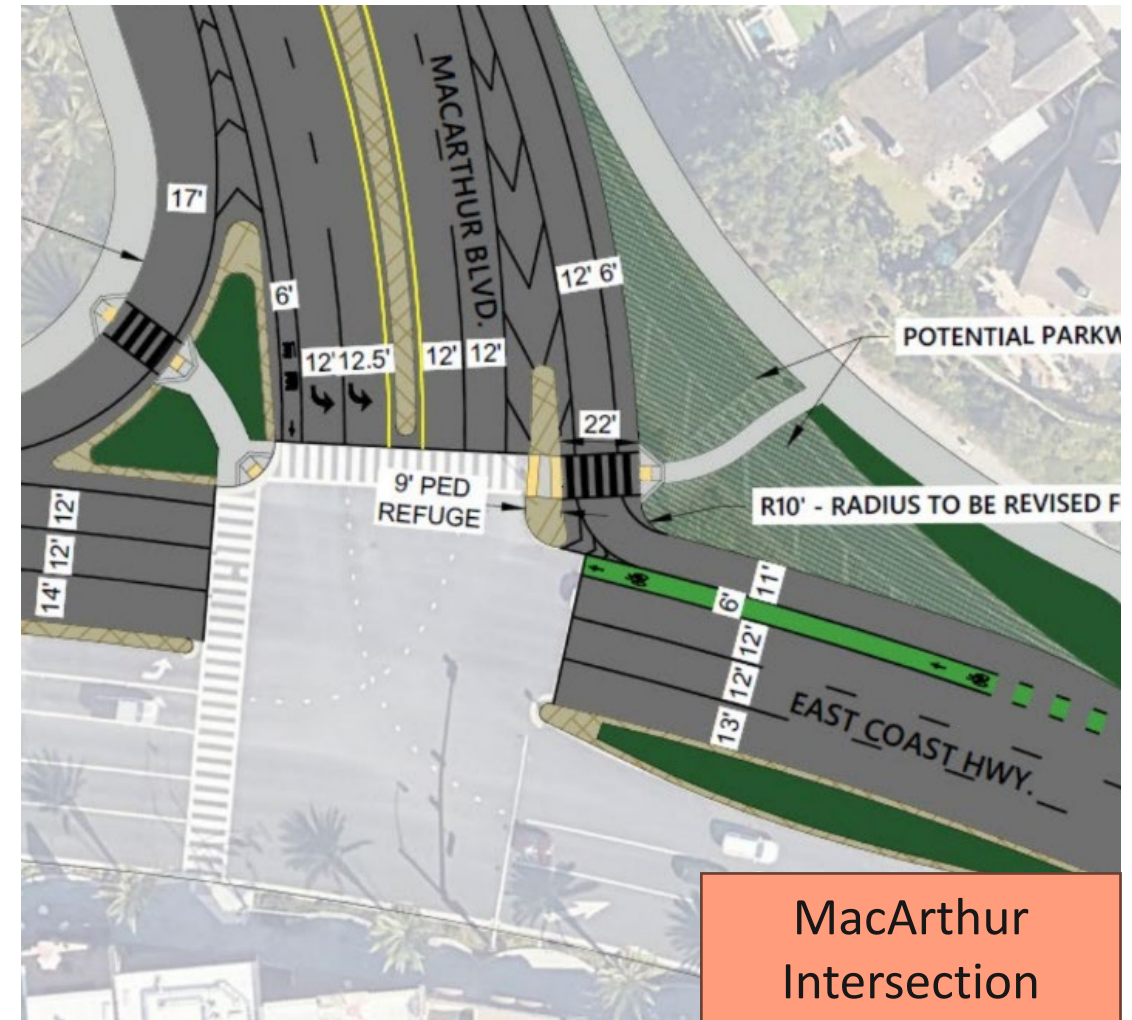
Goal 3: Access and Safety



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

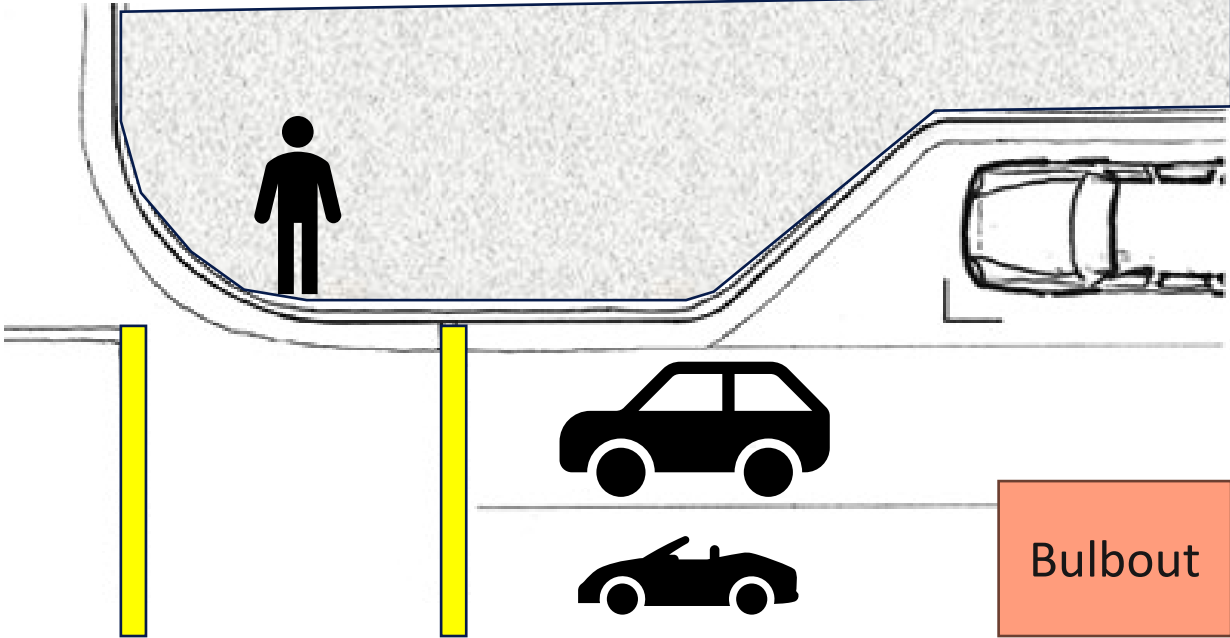
Action	Average Response
1. Implement intersection improvements, including at MacArthur and Coast Highway.	Somewhat Supportive
2. Install infrastructure that supports pedestrian activity and safety along the corridor.	Somewhat Supportive
3. Reduce speed limit on PCH from 35 mph to 30 mph.	Neutral
4. Implement buffered bike lanes on Avocado.	Neutral
5. Add bike infrastructure on Coast Highway and/or bike boulevards to move cyclists from Fifth Avenue bike path to businesses.	Neutral

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





High Visibility
Crosswalk



Goal 4: Sense of Place

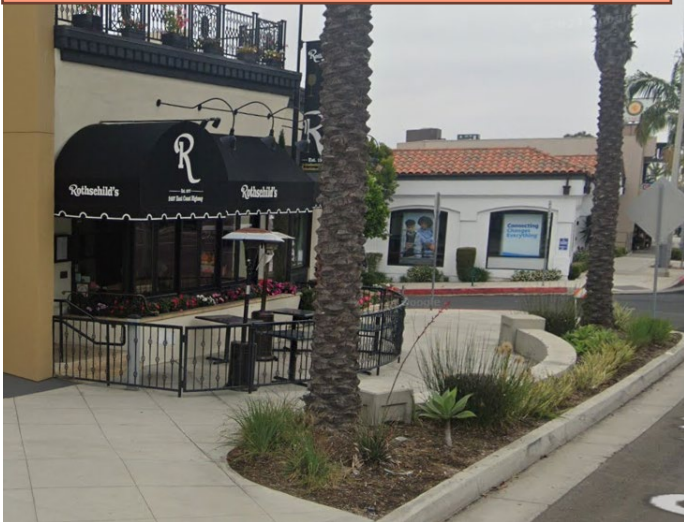




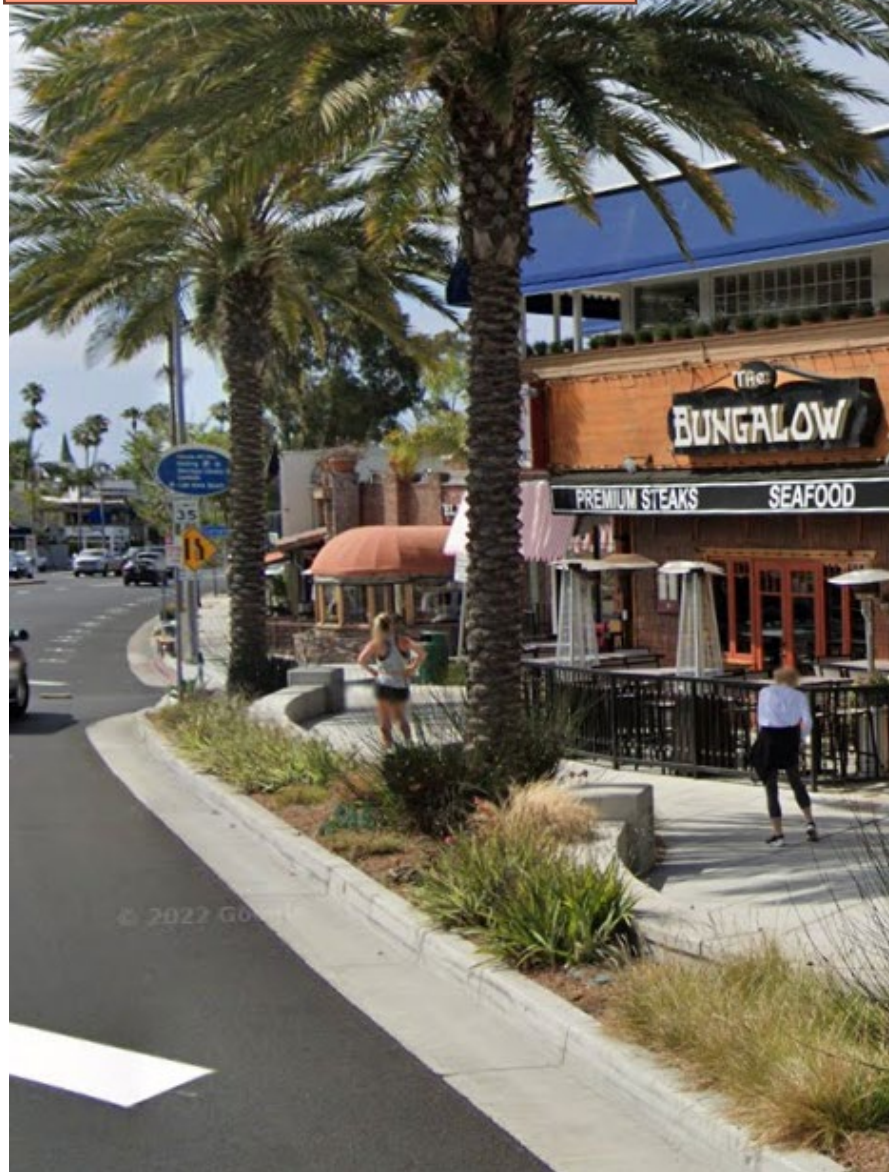
Goal 4: Develop a Clear Identity for the Corridor and Create a Sense of Place

Action	Average Response
1. Map locations within the corridor that can accommodate outdoor dining on public property and enforce the Citywide Sidewalk Encroachment Permit Program.	Somewhat Supportive
2. Identify areas along the corridor that can accommodate sidewalk extensions through a future Public Works initiative.	Somewhat Supportive
3. Establish a wayfinding and signage program for the public realm.	Somewhat Supportive
4. Update zoning code to facilitate private property signage that identifies new or updated requirements to enhance corridor identity.	Neutral
5. Create a calendar of recurring and ongoing events along the corridor.	Somewhat Supportive

Rothschild's sidewalk dining



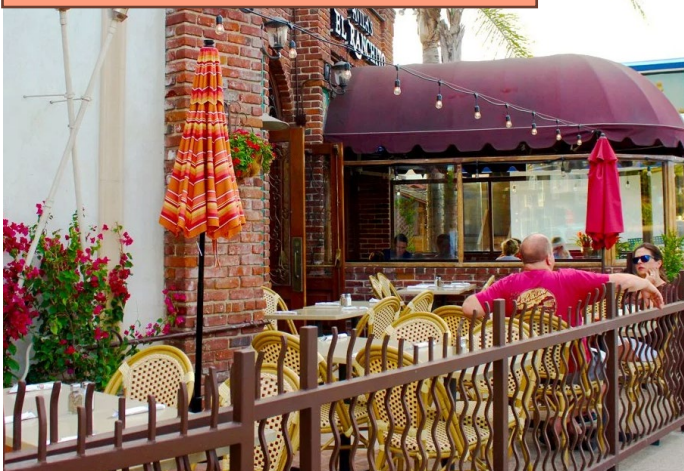
Bungalow's sidewalk dining



Sidewalk Extension



Avila's sidewalk dining



A blue-tinted photograph of a city street scene. In the foreground, a crosswalk is visible with several pedestrians crossing. To the left, there are commercial buildings, one with a sign that partially reads "Jenny". A traffic light pole stands in the middle of the street. The background is filled with tall palm trees and residential-style buildings. The overall scene is bright and sunny, with a clear sky.

Preview of Draft Atlas

Atlas

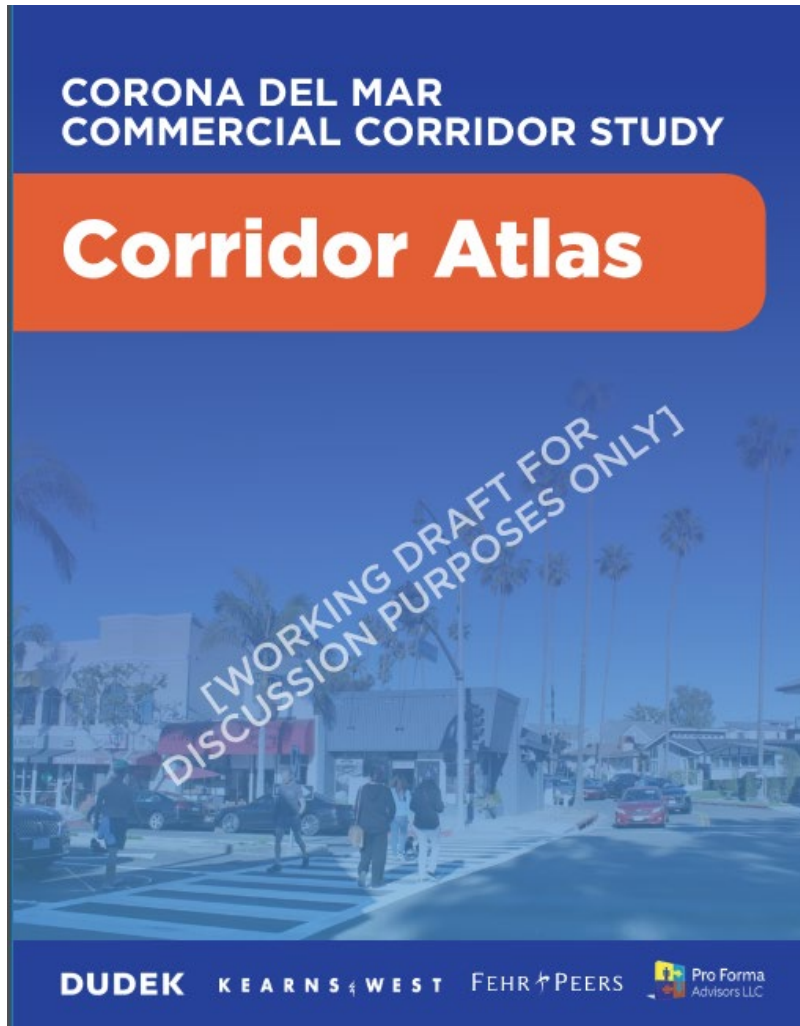
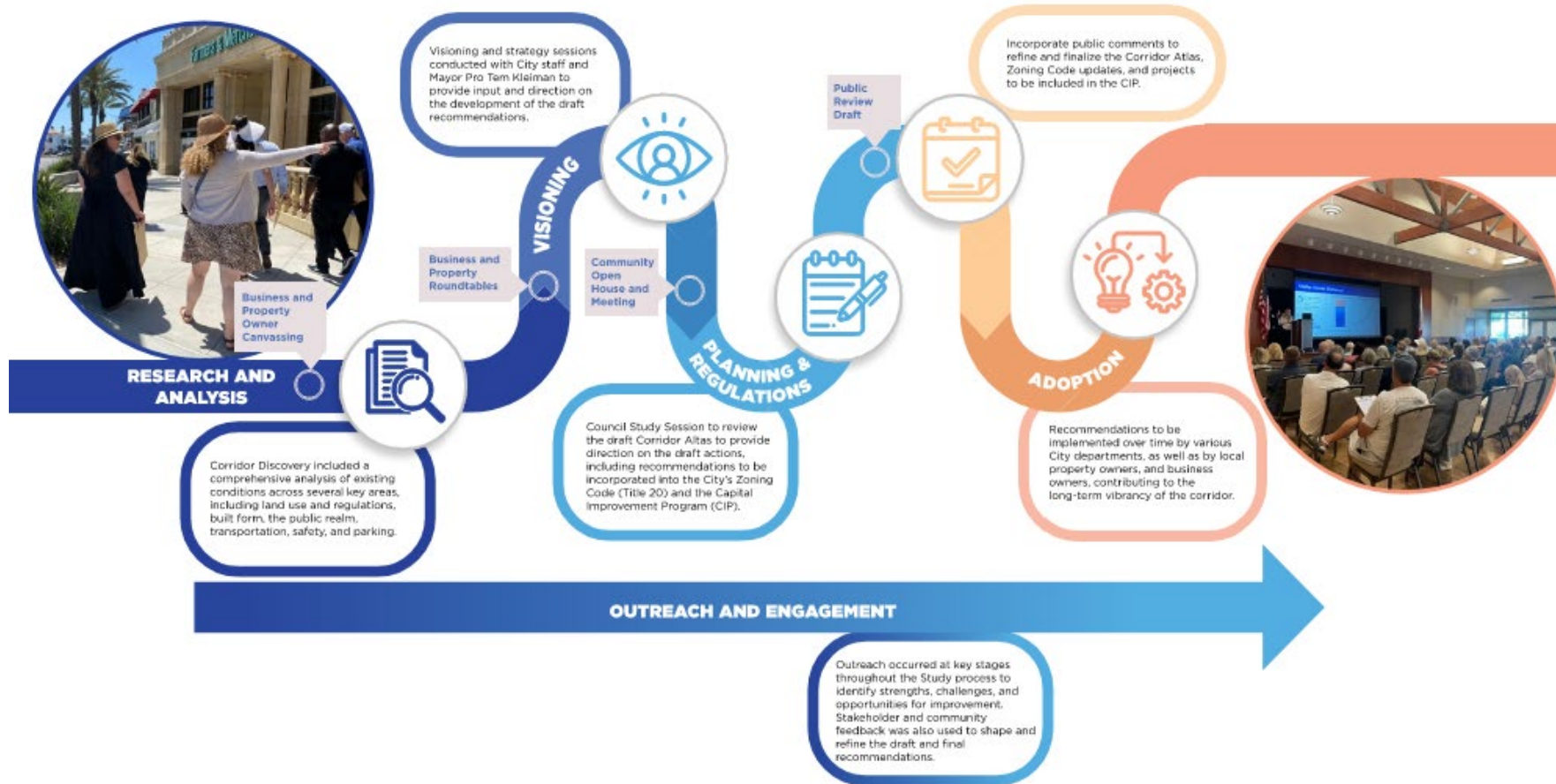


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Atlas

STUDY PROCESS DIAGRAM



Atlas

2.3 BUILT ENVIRONMENT

What We Studied

Existing physical conditions that were analyzed along the corridor included development patterns, observed building height, parcel characteristics, observed ground floor uses, and building façade activation.



KEY FINDINGS

- **Small parcel sizes and building footprints** are the most prevalent development patterns along the corridor, which supports smaller format users.
- **Continuous building edges are present** along various segments of Coast Highway; however, several areas with surface parking lots fronting the corridor disrupt the building edge.
- **Two City-owned parking lots are available along the corridor** – Old School Park Lot and Bayside Drive Lot – which are located to the rear of parcels which front Coast Highway.
- **Existing development is not reaching development potential.** Most existing buildings along the corridor are a single story, with some instances of two-story and three-story buildings (e.g., the Port Plaza and New Port Theater). However, there is opportunity to build approximately up to three stories north of Coast Highway and two stories south of Coast Highway.
- **Average parcel sizes along the corridor are small and many are irregular in shape,** both of which can make redevelopment challenging.
- **Existing ground floor uses are predominately commercial, with a focus on neighborhood goods and services** (e.g. banks, salons, fitness, etc.) (54%). While these services support the needs of CdM residents, they do not encourage longer stays and draw larger audiences. Food and beverage use types that can activate the area beyond 9-5 make up the lowest percentage of retail uses (26%).
- **Building façade activation varies along the corridor, with most facades characterized by dull and/or inactive features,** such as little to no transparency and uniform facades with little to no detail.



Small parcel sizes and building footprints are the most prevalent development patterns along the corridor



The most common observed ground floor use is commercial, with a focus on neighborhood goods & services



Building façade activation varies along the corridor, with some vibrant facades characterized by lots of character, high transparency and facade details, however most facades are characterized by dull and/or inactive features

Atlas

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.

RECOMMENDED ACTIONS

1

Action 1: Map locations within the corridor that can accommodate outdoor dining on public property and identify areas that can accommodate sidewalk extensions for outdoor dining, parklets, or other similar uses through a future Public Works initiative.

The map will consider existing sidewalk widths and Americans with Disabilities (ADA) requirements to ensure a minimum clearance of 4 feet for pedestrians to support compliance with the Citywide Sidewalk Cafe Development Standards. Locations that can accommodate outdoor sidewalk dining adjacent to buildings must meet the minimum clearance requirements and have sufficient space for dining areas.

Identify locations along the corridor where additional street right-of-way is available while accounting for the potential loss of street parking to accommodate sidewalk extensions. Sidewalk extensions can help to reduce vehicular speeds while increasing pedestrian safety and providing amenities.

2

Action 2: Establish a wayfinding and signage program for the public realm.

The program will identify pedestrian-oriented directional signage that is uniquely designed to highlight nearby destinations. Signage can be either be static or digital with opportunities for dynamic updates. Potential signage elements could include CdM gateway signage, wayfinding pylons or kiosks, and branded light pole banners that are consistent with the corridor's existing brand and identity, as well as City signage standards. Signage should be placed in locations to support pedestrian activity and other public realm improvements.



Next Steps

- 1. Receive feedback tonight on the revised draft actions**
- 2. City Council on November 4, 2025 – Study Session**
 - Packet will include Draft Corridor Atlas with actions
 - Receive direction from City Council on actions
3. Finalize Corridor Atlas
4. Draft Zoning Code + Local Coastal Program Amendments
5. Planning Commission – Public Hearing
6. City Council – Public Hearing

A blue-tinted photograph of a city street scene. In the foreground, a crosswalk with white stripes is visible on the road. Several people are walking across the crosswalk. To the left, there are buildings, including one with a red awning that has the word "Johnny" on it. Tall palm trees are scattered throughout the scene, some in the foreground and some in the background. A traffic light pole with multiple lights is visible in the center. The sky is clear and blue. The overall image has a strong blue color cast.

Discussion and Q+A

Thank You!

www.newportbeachca.gov/cdmstudy

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