TECHNICAL MEMORANDUM

CITY OF NEWPORT BEACH – LIDO/MCFADDEN

WALKER PARKING CONSULTANTS

DATE:	October 16, 2009
TO:	Leigh De Santis
COMPANY:	City of Newport Beach
FROM:	Mark Linsenmayer Steffen Turoff
PROJECT NAME:	City of Newport Beach
PROJECT NUMBER:	37-7990.00
SUBJECT:	Municipal Parking Study – Cannery/Lido/McFadden

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EXECUTIVE SUMMARY

In the Lido/Cannery/McFadden area, the blend of residential, recreational, and commercial areas mix with an influx of restaurant and beach visitors to create a shortage of parking in a number of locations. On-street parking in particular is significantly congested during afternoon and evening demand periods. The numbers for off-street parking suggest that parking is adequate in most areas to support existing demand. However, on-street spaces and public off-street lots are busy throughout the week and throughout much of the year. More efficiently using the existing parking resources in this area is necessary to help alleviate on-street congestion. However, increasing efficiency in this area will be difficult because of the many competing interests and relative distances between where the existing parking supply can be found and where the demand for parking indicates additional supply should be located.

Part of the congestion problem in the Lido/Cannery/McFadden area is the tremendous impact the beach has on parking. There are also a significant number of restaurant and business establishments in the McFadden Square area that generate a considerable amount of parking demand. To accommodate demand in the McFadden area, we recommend expanding blue pole parking meters (or an equivalent type meter) into the residential areas to distribute parking demand over a larger area. This will allow residents convenient and relatively inexpensive parking through the use of the City-issued permits and it while creating a method to manage turnover for visitors. We also recommend expanding the use of public parking lots in Lido to help accommodate more employees and patrons of the restaurants and bars in the McFadden area when capacity in those lots is available. Operating a shuttle between Lido and McFadden Square to accommodate this opportunity should be evaluated. A shuttle operation could be financed with increased meter revenue, user fees, or a combination of the two methods.

OVERVIEW

The Cannery/Lido/McFadden study area is the fifth area examined as part of the study of parking in designated commercial and residential districts located within the City of Newport Beach.

The Cannery/Lido/McFadden community of Newport Beach is located on the northern portion of the Balboa Peninsula. The Cannery/Lido/McFadden area is primarily composed of residential areas, but contains some entertainment, commercial, retail shops, and restaurants. City Hall is also located in this area and is the focal point for many community and business events. The channel side of the area also has significant maritime activities including charter fishing excursions and moorage for commercial and private watercraft.

Public parking in Cannery/Lido/McFadden is available at several public lots, including the Newport Pier lot. There are also numerous private lots for business patrons and a significant number of on-street parking spaces. This demand for public parking and mix of private parking creates some inefficiency since the public parking is rapidly consumed and the private parking or parking associated with specific land uses is not as actively used; the temptation for the public to park in private parking facilities is great and the owners of such facilities must be vigilant in order to prevent this from occurring.

Beach and coastal visitors, including charter excursionists departing the Cannery/Lido area also park their vehicles on the Peninsula, sometimes for extended periods of time, creating significant impacts on the amount of available parking.

Given the high demand for parking in the Cannery/Lido/McFadden area, we hope to develop in a paradigm shift when it comes to driving and parking near the beach. Our quantitative and qualitative observations of behavior suggest that many people simply get in their car, drive to the Cannery/Lido/McFadden area and circle until they find a space. With proper economic cues, signage, and alternatives to driving, we hope to modify the behavior of a small percentage of people so that demand for parking during peak hours and peak times will be reduced without reducing the overall number of people visiting Newport Beach. If done successfully the proper policies will increase the overall attractiveness of the area by increasing parking choice.

The Cannery/Lido/McFadden study area includes the northern and western portion of the Balboa Peninsula. A map of the study area is shown in Figure 1.

Figure 1: Study Area

Source: Google Earth Pro, Accessed October 5, 2009.

PROJECT METHODOLOGY

Walker relied on data from a number of sources to develop the recommendations put forth in this document. The bulk of our data and information comes from field surveys conducted in Cannery/Lido/McFadden by Walker Parking on July 10, and July 12, 2008. In addition, we reviewed previous traffic and parking studies prepared for the City of Newport Beach and the Cannery/Lido/McFadden neighborhood.

Currently, on-street parking in Cannery/Lido/McFadden is managed by parking meters in the commercial areas, but is unrestricted in much of the residential neighborhoods. In the Newport Pier beach lot and surrounding spaces, hourly metered parking ($1 per hour) is used throughout the year. In areas around Cannery and Lido parking is typically 50 cents per hour. The time limit while parking in the beach lot is six hours; however, most meters are two hours. Figure 2 shows where parking meters are located throughout the Study Area. All other on-street spaces are free.

Figure 2: Study Area – Parking Meters

Legend

- Blue Pole
- Silver Pole
- Green Pole (Time Limited)

Source: City of Newport Beach, 2009.

IMPROVING THE EFFICIENCY OF THE EXISTING PARKING SUPPLY

Walker performed the following analysis and developed the recommendations contained in this report based on a combination of our experience with parking in residential, commercial and beach areas as well as phone calls with city staff in coastal cities throughout California conducted to gain insight for this report. We then proceeded with the analysis using the following assumptions:

1) The population of the entire region continues to increase while Cannery/Lido/McFadden and the City of Newport Beach continue to be popular local, regional and even international destinations, while the amount of available on-street parking remains constant. On a practical level, spatial and financial constraints will almost certainly make it impossible to provide a parking space for every driver who wishes to park, often in a vehicle occupied solely by one person, for free, particularly if the character and design of an older commercial district is to be maintained.

2) "Turning" spaces provides more drivers with access to parking. ("Turning" is the reuse of a vacated space by a new car.) One parking space occupied by a car left all day may serve one employee or long term beach visitor. In the same eight hour period, eight or more customers are often able to park and transact business.

3) Free or inexpensive on-street parking encourages drivers to leave vehicles on the street that they might otherwise park or store in their garages, or driveways, or maybe not keep at all.

4) Managing parking demand in Cannery/Lido/McFadden will involve trade-offs. In order for a commercial and residential district to function properly, certain parking user groups will likely have priority over others. For example, customers are not willing to walk as far as employees to a business and need to have access to the closest spaces. A beach lover or local resident who lives a few blocks away may desire a convenient parking space near certain businesses or the beach throughout the summer, but that parking space may be far more valuable to the family of four spending one day at the beach on their once in a lifetime vacation to Newport Beach and Southern California.

5) The use of parking meters or other forms of paid parking, if enforced, are far more effective at creating turnover than are time limits. The enforcement of time limits is also significantly more labor intensive, and therefore more expensive than is the enforcement of parking regulations using parking meters. The decision to use paid parking should be addressed as it relates to creating turnover and increased parking availability in those areas that need it.

BASELINE SUPPLY AND DEMAND

For the purpose of this report, we define *Baseline Supply and Demand* as the conditions that were observed during our inventory and occupancy counts. Note that we do not refer to these counts as "existing conditions" because in many instances, inventories and the demand for parking in an area can change between the time the data is collected and the time the report is completed.

It is also important to note that inventory and occupancy data is a limited sample of actual conditions. For example, the occupancy numbers for the two study days could vary from typical conditions. These variances could result in higher utilization of the parking supply, or lower utilization. Over the study area as a whole, we assume that small positive and negative variations in specific areas tend to balance out and return toward an average (mean).

In order to estimate the baseline utilization of the existing parking system within the study area, Walker field staff collected inventory and occupancy data on Thursday, July 10 and Saturday, July 12, 2008. The days of the week were selected in consultation with City staff and community members. In Walker's experience Thursday often represents the peak weekday for parking demand in a commercial district while Saturday is typically the busiest weekend day.

Counts were completed three times during the day: at 10:00 AM, 1:00 PM, and 7:00 PM in order to observe the typical morning, afternoon and evening hours for peak parking demand. The weather during the counts was sunny and warm; we note that, with the input of City staff, we chose survey days that did not represent the absolute peak parking demand days of the summer (i.e. Fourth of July), but appeared to represent busy non-summer days. Detailed inventory and occupancy information throughout the study area is included in Appendix A.

Within the study area, we counted a total of 4,372 parking spaces available to the public – 1,481 spaces were located on-street, and 2,891 were located in various off-street private and public parking facilities. In addition, there are several private spaces located in "lots" of fewer than five spaces scattered throughout the commercial core. These spaces are often reserved for private tenants of nearby buildings. We do not consider these areas to be useable parking lots for the general public and therefore have omitted them from this analysis.

Table 1 illustrates the breakdown of parking between on-street and off-street supply. As seen, the on-street parking represents approximately 34 percent of the total supply, while the off-street parking represents approximately 66 percent of the total supply. Approximately 46 percent of vehicles parked in Cannery/Lido/McFadden use on-street parking during peak periods.

Table 1: Parking Inventory

	Total Inventory	% Total Supply
On-Street Parking	1,481	34%
Off-Street Parking	2,891	66%
Total	**4,372**	**100%**

Source: Walker Parking Consultants, 2008

The overall peak demand was observed at 7:00 PM on Saturday when a total of 2,957 parking spaces were occupied (1,333 cars parked on-street and 1,624 cars parked in off-street lots and garages). We will refer to this peak as the *Baseline Peak Demand*.

A majority of the off-street parking in Cannery/Lido/McFadden is found in various lots scattered throughout the area including the Newport Pier Lot, Lido Marina Village Garage, and the Via Lido Plaza Lot.

During the weekday count, the observed on-street demand was slightly lower during the evening peak but was actually higher than the weekend count during the morning and afternoon periods. This is unlike other areas of Balboa Peninsula where weekend beach activity dominates weekday activity. The peak for Thursday, July 10 occurred at 1:00 PM. At this time, there were 2,820 parking spaces occupied (1,624 cars parked off-street and 1,196 cars parked on-street). Table 2 profiles the occupancy demand during both the weekday and weekend periods. Peak weekday occupancy is 4.6 percent lower than peak weekend occupancy, indicating that the beach area is not as dominant of a parking generator in this area of the Peninsula as in the Village.

Table 2: Occupancy Summary for Cannery/Lido/McFadden

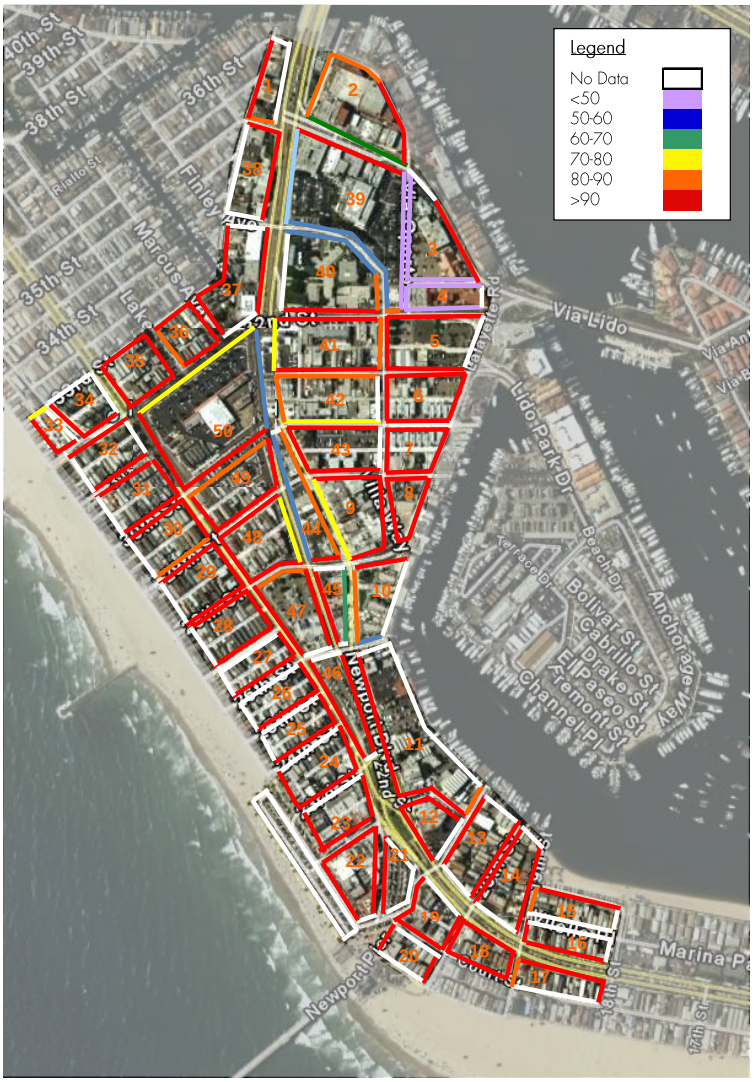
		10:00 AM	1:00 PM	7:00 PM
Thursday, July 10				
On-Street Occupancy	1,481	1,036	1,196	1,255
Off-Street Occupancy	2,891	1,530	1,624	1,291
Total Occupancy	4,372	2,566	2,820	2,546
% Total Supply		59%	65%	58%
Saturday, July 12				
On-Street Occupancy	1,481	1,081	1,176	1,333
Off-Street Occupancy	2,891	1,222	1,570	1,624
Total Occupancy	4,372	2,303	2,746	2,957
% Total Supply		53%	63%	68%

Source: Walker Parking Consultants, 2008

During the peak weekend demand, over 90 percent of the on-street parking spaces area occupied. This is well above the recommended occupancy level of 85 percent. During the same time period, approximately 63 percent of the spaces in off-street lots are occupied, and less the 50 percent of the private off-street lots.

Although the study area overall does not necessarily suffer from a parking shortage, at certain times there is a mismatch between where available parking is located and where parking demand is highest. Figure 3 highlights the areas that have impacted on-street parking. This figure illustrates the peak on-street parking demand and highlights the areas that experienced significant parking occupancy during our survey period. The numbers on the map help identify and reference the various blocks. Appendix B provides detailed maps that illustrate parking occupancy demand for peak on-street and off-street for both weekday and weekend survey periods.

Figure 3: Peak Parking Occupancy Demand – On-Street (Weekend)



Source: Google Earth Pro, Accessed September 2009, Walker Parking Consultants, 2009

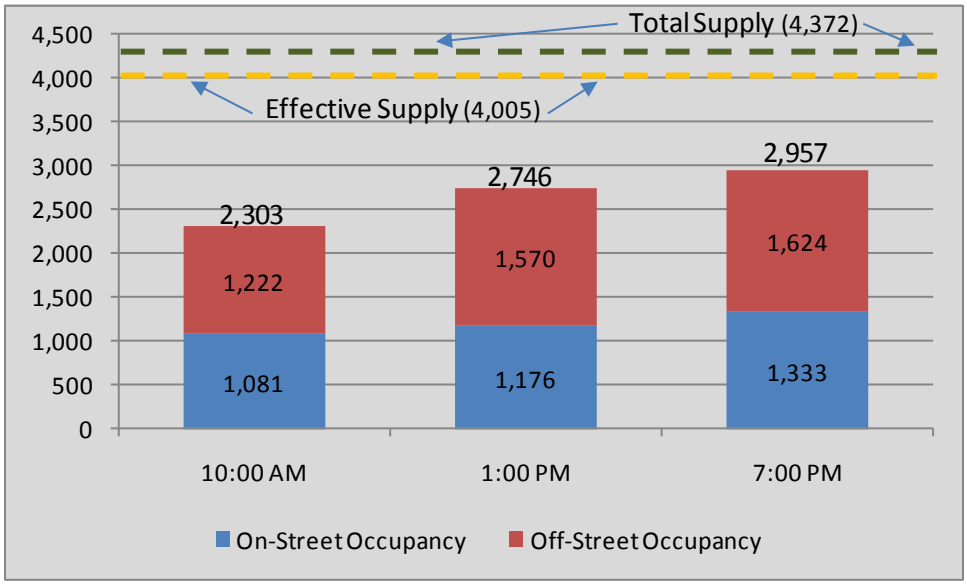
EFFECTIVE PARKING SUPPLY

When discussing the utilization of a parking system, it is important to consider the concept of an effective supply. Effective supply is the maximum number of parking spaces that can realistically be used within a given system. An effective supply cushion of spaces helps to protect against the inevitable loss of spaces resulting from temporary disturbances such as mis-parked cars, construction, broken glass, or other disruptions to the supply. This cushion also helps to decrease traffic congestion by minimizing the amount of time visitors must spend looking for an empty space.

For on-street parking in a commercial district we generally recommend an effective supply equal to 85% of the total capacity. This allows a sizable cushion of spaces so that traffic does not back up on surface streets. Off-street parking requires less of a cushion – generally 90% to 95% of the full supply, depending on the type of facility and the anticipated user group. Smaller cushions are needed for long-term parking, since employees and frequent visitors to the area tend to be familiar with the facilities and their spaces are not subject to frequent turnover. For the off-street facilities in Cannery/Lido/McFadden, with a large number of tourists, restaurant guests, and beach visitors, we expect that much of the traffic will be generated by people less familiar with the area than the residents, but willing to circle and find spaces and therefore use an on-street effective supply rate of approximately 85% of the total capacity, and 95% of capacity for off-street parking facilities. A weighted average of those effective supplies in the Cannery/Lido/McFadden parking system is approximately 92% of the total supply. This is somewhat misleading since not all of the off-street is available for all vehicles. As discussed earlier, many off-street spaces are reserved for employees or visitors of specific businesses or land uses and not available for all area users who want to park.

Figure 4 illustrates the hourly demand observed on Saturday, June 12 as compared to the total Cannery/Lido/McFadden supply and the total area effective supply.

Figure 4: Peak Parking Demand (Saturday, June 12)



Source: Walker Parking Consultants, 2008

In Cannery/Lido/McFadden there is a perception that there is not available parking in the study area. This is likely because of two phenomena in this part of the Newport Beach: 1) Spatial mismatch between where the majority of off-street parking is located and the areas where demand is greatest; and 2) Many large lots are privately controlled and are only made available to tenants and guests of the property.

The quantitative analysis indicates there is available private off-street parking; however, there is a distinct shortage of on-street and public off-street parking. Our occupancy data indicates that even during the weekdays the public lots and on-street parking are quickly consumed; whereas many private off-street lots have available spaces even during the busy summer weekends. As we have seen in other areas, summer weekends present an intensive and seemingly insatiable demand. As a result of the intensity of demand for public parking, a market-rate pricing mechanism may be necessary to manage the area. Market rate pricing can be used to efficiently allocate parking in a busy beach or commercial area. For Cannery/Lido/McFadden, we believe that public parking is in high demand and the lots and the metered street parking should reflect this high demand. A market-rate payment system along with an expansion of the colored meter parking permits will be discussed under the Parking Management section of this report.

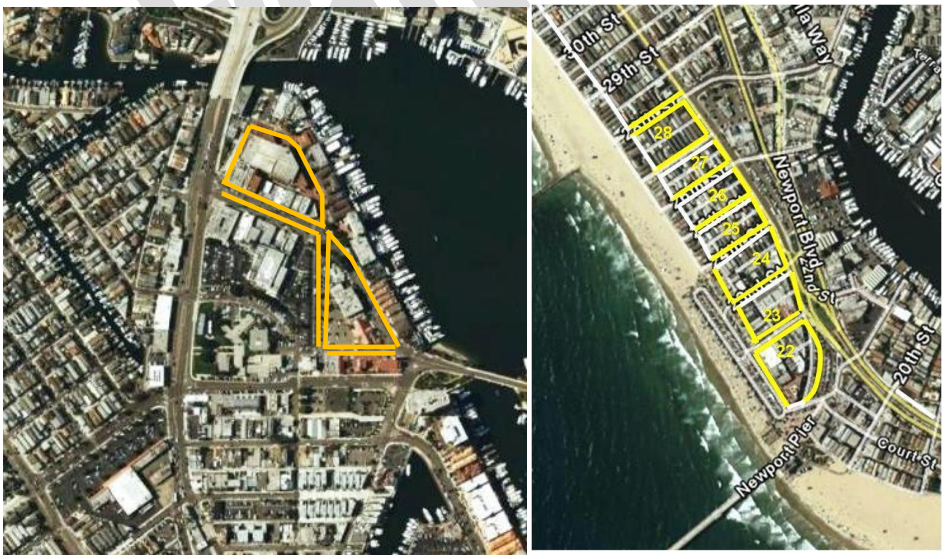
This area of the peninsula can become very busy with little room for accommodating additional vehicles in the public parking areas. During busy weekend days and when large events are scheduled in this part of the Peninsula, the parking system will likely need to be managed like an event with remote parking areas and a shuttle service, and not exclusively through general parking management techniques.

We examined several areas to determine if developing additional supply is viable. Parking around McFadden Square is extremely congested during the evenings and throughout the weekends. Parking is generally more available in the evenings and on weekends in the Cannery/Lido area. As a result, we feel that redistributing available parking toward Cannery/Lido may provide some relief to the congestion around McFadden Square. Parking in the residential areas is also extremely busy as access to the beach throughout the year is desired. We will explore the possibility of expanding metered parking in the area, and possibly developing a shuttle to transport employees and restaurant/bar patrons to and from off-site parking areas to help manage parking better. As with many parking management options, our preference is to effectively manage the existing supply as this is more efficient and often more cost-effective than adding costly additional inventory.

LICENSE PLATE INVENTORY AND TURNOVER ANALYSIS

TBD

Table 3: License Plate Inventories



Source: Walker Parking Consultants, 2008

TBD

UTILIZATION OF SPECIFIC PARKING SUPPLIES

During the evening hours, the majority of all on-street spaces where above their effective supply threshold. However, during the morning and afternoon counts on Thursday and on Saturday, while still busy, our counts indicate that spaces were generally available throughout the study area. In fact, afternoon and evening counts on both the weekday and weekend were comparable. Table 4 shows an overview of the parking demand for on-street spaces (observed on Thursday and Saturday) for all areas.

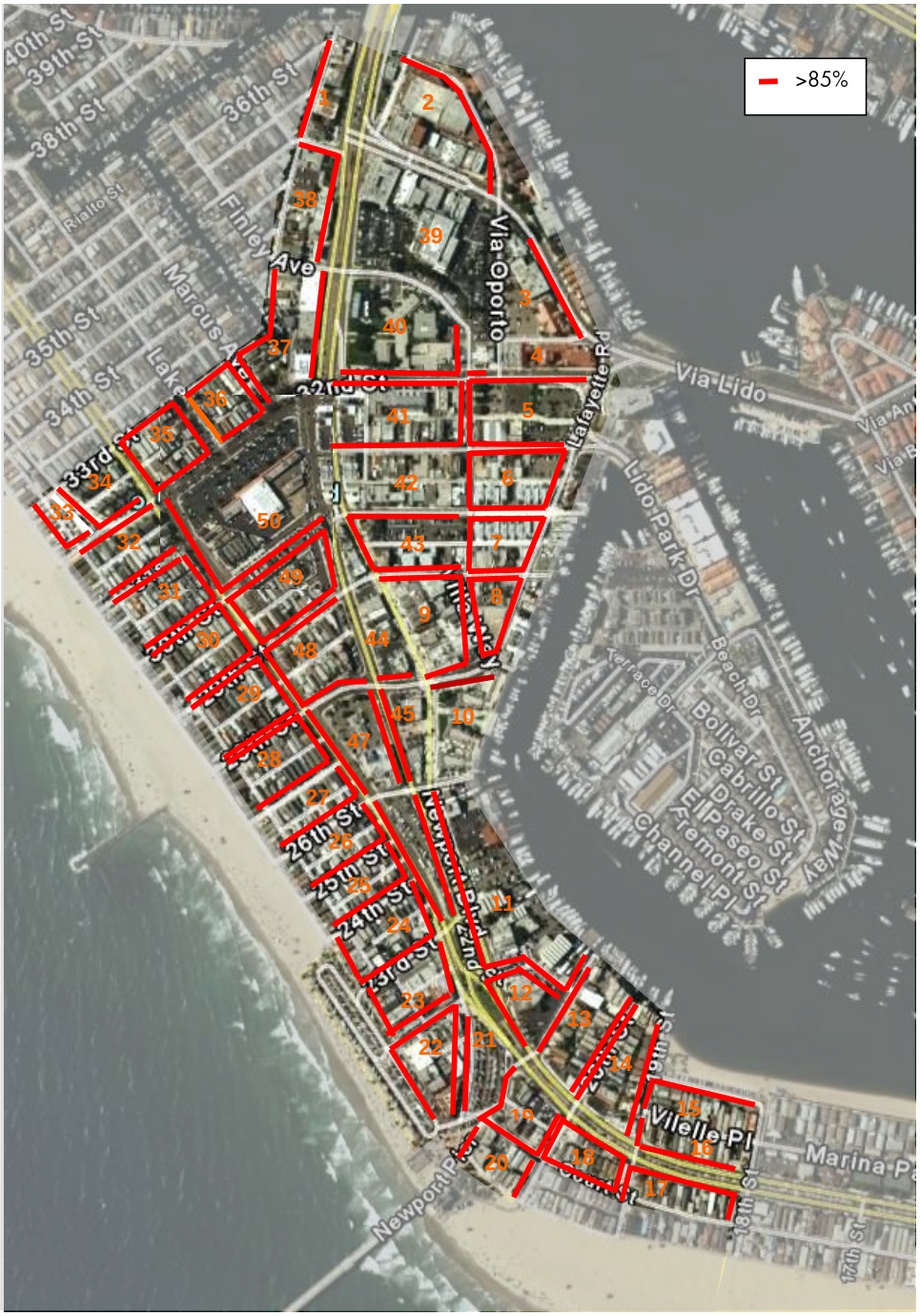
Table 4: Combined Peak Occupancies (as % of supply)

	Weekday	Weekend
Number of Block Faces with Parking	153	153
# of Block faces with Occupancy > 85%		
10:00 AM	67	86
1:00 PM	92	101
7:00 PM	107	122

Source: Walker Parking Consultants, 2008

As illustrated in Figure 5, there are several blocks that exceed 85% occupancy during the peak hour period. Figure 5 shows only those streets with greater than 85% occupancy. This does not necessarily mean there is an overall parking shortage throughout the day, but it does suggest that parking demand is greater than the effective supply in some areas during the peak hour period. Appendix D provides greater detail on the block-by-block occupancy and ratios during the weekday and weekend study periods. The blocks outlined in dark red illustrate the areas with the greatest demand. In essence, these areas have significant congestion.

Figure 5: 85% Occupancy

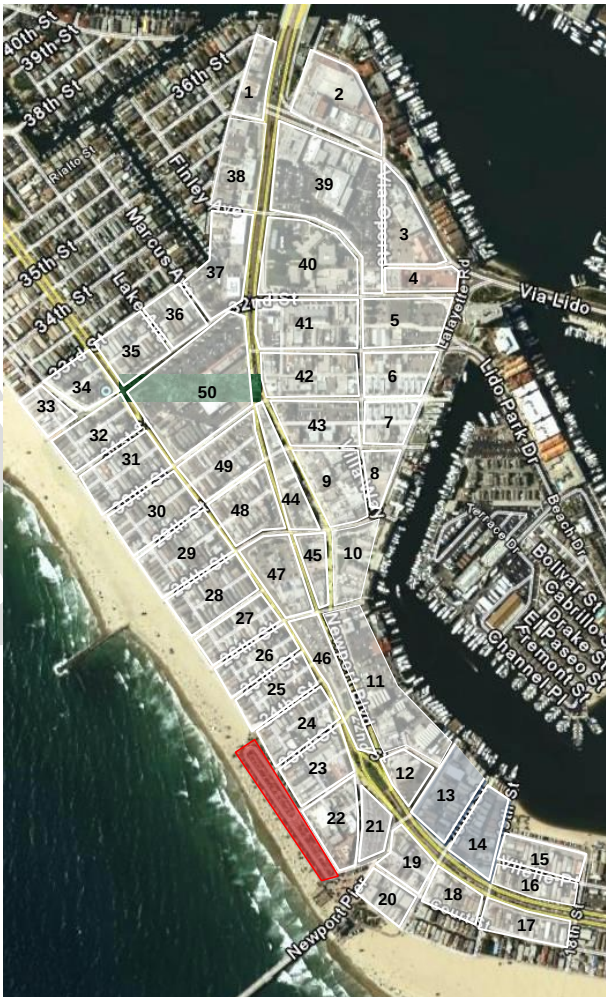


Source: Walker Parking Consultants, 2008

For comparison, Table 5 highlights occupancy during the weekday and weekend peak demand period in all areas of Cannery/Lido/McFadden (the map to the right is a reference for identifying parking ID areas).

Table 5: Peak Occupancy by Block

	Inventory		Weekday		Weekend	
	On-Street	Off-Street	On-Street Peak	Off-Street Peak	On-Street Peak	Off-Street Peak
1 Total	8	NA	8	NA	7	NA
2 Total	33	372	22	91	26	301
3 Total	40	58	21	21	27	32
4 Total	25	NA	14	NA	6	NA
5 Total	20	168	14	98	21	38
6 Total	25	64	13	28	25	37
7 Total	20	6	15	4	21	6
8 Total	19	46	13	18	19	10
9 Total	33	45	20	38	30	19
9A Total	3	NA	1	NA	3	NA
10 Total	12	93	9	75	10	13
11 Total	36	197	32	98	33	80
11A Total	6	NA	5	NA	6	NA
12 Total	15	80	14	14	15	70
13 Total	12	51	10	25	12	4
14 Total	20	15	20	4	20	4
15 Total	53	NA	35	NA	49	NA
15A Total	5	NA	3	NA	5	NA
16 Total	21	12	21	4	20	13
16A Total	12	NA	12	NA	12	NA
16B Total	24	NA	22	NA	24	NA
17 Total	26	NA	26	NA	26	NA
18 Total	28	NA	28	NA	26	NA
18A Total	23	NA	23	NA	23	NA
19 Total	11	75	9	50	11	67
20 Total	17	15	15	9	16	10
21 Total	31	68	31	68	31	68
22 Total	58	NA	55	NA	56	NA
23 Total	18	24	18	13	18	13
24 Total	29	22	26	11	28	16
25 Total	20	NA	19	NA	20	NA
26 Total	20	NA	20	NA	21	NA
27 Total	20	NA	20	NA	20	NA
28 Total	39	NA	37	NA	37	NA
29 Total	38	NA	36	NA	39	NA
30 Total	37	NA	36	NA	37	NA
31 Total	34	NA	33	NA	35	NA
32 Total	14	NA	14	NA	14	NA
33 Total	7	NA	7	NA	6	NA
34 Total	8	NA	8	NA	8	NA
35 Total	34	NA	31	NA	35	NA
36 Total	31	NA	29	NA	30	NA
37 Total	19	45	15	32	18	34
38 Total	10	27	5	10	10	16
39 Total	82	298	60	152	38	97
40 Total	47	51	39	56	33	32
41 Total	59	104	34	51	56	41
42 Total	25	66	16	36	20	22
43 Total	23	128	19	73	22	66
44 Total	38	73	10	28	27	21
45 Total	23	27	10	10	19	18
46 Total	25	60	25	60	25	60
47 Total	25	82	17	54	24	26
48 Total	40	24	33	22	39	18
49 Total	41	39	33	37	40	36
50 Total	39	232	35	114	34	112
Beach Lot	NA	224	NA	220	NA	224
Total	1,481	2,891	1,196	1,624	1,333	1,624



Source: Walker Parking Consultants, 2009

DEVELOPING PARKING SUPPLY

Parking is extremely expensive to build, and rarely earns enough income to offset its operating expenses and debt service obligations. In examining overall parking occupancy and demand from our survey data, it indicates that there is not significant demand to justify adding parking supply in Cannery/Lido/McFadden to meet projected non-peak demand.

Currently in Southern California we are seeing garage construction costs starting at approximately $18,000 per space depending on façade, geological considerations, and other construction issues. These costs do not include soft costs (another 20%) or land acquisition. Using an estimate of $18,000 per space, a 220-space garage would cost approximately $3.96 million plus an additional estimated $800,000 for soft costs. The annual debt service for a $4.76 million garage would be approximately $405,000 excluding land costs.[1] In an area like Cannery/Lido/McFadden, the land costs could easily double the construction costs and debt service numbers. For a 220-space garage to cover the construction only debt service it would need to generate approximately $7.90/space, 300 days per year, excluding Sundays and Holidays.[2] Again, this assumes a construction cost of $18,000 per space plus $500 per year in operating costs and an estimated 20% for soft costs. That number could double to $15.00 or more per day if land costs are included.

[1] This assumes a 20-year bond with 6% interest and level bi-annual payments.
[2] 220 spaces multiplied by 300 days, multiplied by $7.90 equals $405,000.

PARKING MANAGEMENT

Parking Management includes any of myriad strategies aimed at making better use of the available parking supply in any defined area. Parking management strategies include pricing cues, trip reduction strategies, incentives for modes of transportation other than the single occupancy automobile, preferential parking or price discounts for carpools, and disincentives for those contributing more to congestion.

PAID PARKING

Paid parking is one alternative that can shift the cost of parking from the residents to the visitors. In the Cannery/Lido/McFadden area, we recommend expanding the paid parking system to include new meter technology and we recommend expanding the metered area into some of the residential blocks north of 24th Street.

We recommend several changes to the current system. First, we recommend increasing the price of meters in the McFadden area where occupancy is generally above 85 percent from $1.00 per hour to $2.00 per hour. The meters currently have a six hour time limit which could be reduced if the City wants to increase turnover; otherwise six hour time limits are acceptable for beach parking. Public lots and meters in Cannery/Lido do not appear to have the same demand intensity. Unless demand in these areas exceeds 85 percent during a majority of the day, the demand does not justify a rate increase at this time. Alternatively, some of the lots in the Cannery/Lido area could be used as a remote parking area for employees after 6:00 PM or on weekends. A shuttle between the two areas could be developed for use during busy periods. The increased meter revenue from the area could help offset the cost of operating the shuttle.

We also suggest expanding the current blue pole meters into some of the residential areas between the beach and Newport Boulevard and allow residents to purchase blue pole permits. This will promote greater turnover in the residential areas while still allowing residents access to on-street parking. If this alternative is considered we recommend reviewing the pricing structure for meter permits as the current price of these permits do not reflect the demand for parking in the area or the value that the permits offer.

Finally, the quantitative data indicates that evening parking has the greatest demand. This is likely the combined results of residents returning home in the evening, and the area's bars and restaurants being busy. To help manage parking during this high demand period, we recommend extending the meter time until 10:00 PM.

MECHANISMS FOR CHARGING FOR ON-STREET PARKING

PARKING METERS

In reviewing the parking issues on Lido/McFadden, it appears that there are areas with significant congestion that may benefit from time limit parking or parking meters to help alleviate congestion and increase turnover during high occupancy periods. Meters will help ensure that all areas of Cannery/Lido/McFadden have parking available throughout the day and it may encourage some residents use their garage spaces for parking rather than storage. Single-head, coin operated meters are aesthetically unpleasing and require the visitors/patrons to know how long their beach visit, shopping or dining experience will be and ensure that they have enough coins with them to satisfy their trip requirements. Alternatively, many cities are using smart meters or pay-by-phone systems.

Pros
- Efficiently allocates parking
- Creates availability for shops and restaurants
- Increases turnover

Cons
- Expensive to set up and maintain
- Additional enforcement will be required
- Education will be necessary to support meters
- Aesthetically unpleasant

MULTISPACE PARKING METERS

In an area like Lido/McFadden, alternatives to the single-head meter would be well received. Rather than cluttering the sidewalk and streetscape with traditional coin meters, Cannery/Lido/McFadden should evaluate installing multi-space, or pay-and-go meters. Multi-space meters are typically easy to use and easy to install. They are much less obtrusive than single head meters and can be less expensive depending on how wide an area is covered. With two ways to pay, coins or credit card, their use is fairly simple.

City of Berkeley, CA

Pros
- Multiple forms of payment
- Receipt for all transactions
- Reduced street clutter
- Reliable

Cons
- May push parking into residential areas
- More expensive than single head meters
- Potentially creates litter

We have found multi-space meters to be effective and reliable in a variety of settings. We recommend installing multi-space meters in the beach lots to help with peak staffing demands and to assist with revenue collection during the non-peak months when the lots may not justify full-time staff. The City can still employ full-time parking personnel to the beach lots in the summer if they feel there is a significant benefit to providing assistance to beach patrons that are not familiar with multi-space meters or to assist with other beach "ambassador" services that are currently provided.

PARKING SIGNAGE

Walker staff reviewed signage directing traffic towards Cannery/Lido/McFadden or to beach parking. Walker identified a number of directional and wayfinding signs to the Balboa Pier Lot or other municipal lots. Increased visibility and sign location may help wayfinding for parking along Newport Avenue and Balboa Boulevard. Signs with pricing information or space availability will help visitors identify parking locations. Ideally, on-street availability and pricing could be displayed along with pricing and availability for the public lots. This would likely reduce the amount of vehicles cruising for available on-street spaces and direct more vehicles into the public lots earlier than without wayfinding and signage.

Pros

- Helps visitors navigate to appropriate areas
- May reduce congestion because drivers won't have to cruise for parking
- Helps visitors navigate to appropriate areas

Cons

- May add visual clutter to pristine area
- May be confusing if directions are not clear
- More expensive than not providing any information

PARKING GUIDANCE SYSTEMS

Another enhancement to signage is a parking guidance and information (PGI) system, which presents drivers with dynamic information on parking in a controlled area, such as Cannery/Lido/McFadden. The systems combine traffic monitoring, communication, and electronic message sign technologies to provide parking information using simple electronic sensors and monitors.

PGI systems are designed to aid in the search for vacant parking spaces by directing drivers to lots or areas where occupancy levels are low. This can be done with convenient and aesthetically pleasing electronic signs located throughout the commercial core or near parking structure entrances. The ultimate objective of this technology is to increase convenience and satisfaction by reducing search time, which in turn reduces congestion on the surrounding roads.

Pros
- May reduce congestion because drivers would not have to cruise for parking
- Enhances City's image as technology innovator
- Helps visitors navigate and parking in appropriate areas

Cons
- More expensive than not providing any information or using traditional signs
- May add visual clutter to pristine area
- Unproven technology
- May be confusing if directions are not clear

PARKING BENEFIT DISTRICT

A Parking Benefit District (PBD) is a combination of residential permit parking and traditional paid parking. In the case of the Lido/McFadden/Cannery area, a parking benefit district would likely be created by metering the on-street parking and dedicating the net revenue towards neighborhood improvements that promote alternatives to parking. This may include increased facilities for walking, cycling and transit use, such as sidewalks, curb ramps, and bicycle lanes. Charging for parking and promoting alternatives can help reduce the number of people parking in the neighborhood, but for those that do park and pay the meter, the neighborhood benefits.

The meaning of "Parking Benefit District" (PBD) often changes based on the city where it is put into place. However, in general it is a mechanism which can greatly increase the efficiency with which it funds, manages and makes decisions with regard to parking in a designated area (the district). A PBD typically charges for parking in the District, but with the stipulation that all or a set percentage of the revenue stay in the district to fund improvements. A board or body is created in order to make the decisions regarding how much to charge and how to manage the parking system. The creation of the PBD and governing body then typically sets off a positive chain of events for the area:

1) A specific body is created whose responsibility it is to maximize the efficiency of the parking system in the district. As a result there is also a political constituency that will defend parking rate increases if necessary while keeping in mind the overall health of the district.
2) Parking is managed to maximize the efficiency of the parking system, increasing turnover and increasing the utilization of parking spaces, which allows for an increase in visitors to the area.
3) An incentive is potentially created for charging for parking in residential areas (either through the selling of a designated number of on-street parking permits or even metering streets) as residents can see the money going to direct improvements on their block, such as repaired sidewalks, landscaping or other benefits.
4) The by-product of increased parking revenue throughout the district occurs.
5) The PBD governing body makes decisions as to how to allocate the additional revenue through such projects as contributing to the funding of off-street parking if necessary, neighborhood beautification projects (such as street trees or attractive benches), or potentially creating funding for employees and others to encourage the use alternate forms of transportations such as bicycles, carpools, or transit. This can ultimately reduce the demand for parking in the neighborhood.

ADVANTAGES OF PBDs

Promotes Alternatives. Many PBDs promote alternatives to driving and parking for all trips, this may help provide an incentive for more people to evaluate alternative transportation to move in and around the area.

Existing supply. Many PBDs are not developed to provide revenues for additional lots or structures, rather they seek to maximize their existing supply or provide alternatives to unsafe, unsightly lots and structures.

Improvements and amenities. PBDs provides revenue that can be used for neighborhood improvements or amenities. A PBD can help ensure that funds that are created from visitors and patrons using the meters or public lots stay in the area to help with improvements, landscaping, safety or lighting.

DISADVANTAGES OF PBDs

Administrative burden. There is some administrative burden and expense to set up and maintain a PBD.

Requires active neighborhood participation. This type of organization typically requires active neighborhood participation to effectively maintain the PBD. If there is a sufficient base of enthusiastic and knowledgeable proponents this is not a problem, but in areas without a champion of PBDs, this type of structure loses its ability to effect change.

RESIDENTIAL PARKING PERMITS

Residential Parking Permits are permits for residents whose neighborhoods are impacted by certain public facilities or land uses (such as beaches or adjacent commercial areas) that result in non-residents parking on neighborhood streets. There are many different ways to develop a residential permit system and the City of Newport Beach currently has some areas that already provide such a program to residents.

For Cannery/Lido/McFadden we believe an effective parking permit system will be difficult to develop and manage given the likely restrictions that the California Coastal Commission will place on establishing such a program. If residential parking permit system is developed we recommend strict enforcement and price-appropriate fees for the permits. An alternative may be to expand the blue pole meters to allow Cannery/Lido/McFadden residents to obtain blue pole permits.

To ensure that this type of system engenders the appropriate use of parking (and the use of real estate) in the Cannery/Lido/McFadden area, the City would need to charge a meaningful fee for the parking permits. Ideally, the parking permits should at least cover the administrative and enforcement costs that the City must bear plus encourage residents to use their off-street spaces. Since current annual Blue Pole meters fees are $100 and Master Permit fees are $648, residential parking permits (or the residential version of a blue pole meter) on Cannery/Lido/McFadden should probably fall somewhere between these two fees, perhaps $300 per annum ($25/month). A graduated system that allows the first two permits to be $300 and the next two permits to be $600 may discourage abuse or over use of the permits. Existing homes that were built before

the advent of contemporary zoning that requires off-street residential parking could obtain two permits at the approximate cost of the appropriate administrative fee (with confirmation from code enforcement). We would also recommend that a very limited number of daily guest passes be provided to all residents (perhaps as few as 10 passes per year). If more daily passes are required they could be purchased from the City or PBD for a fee.

The advantage of residential parking permits or expanded blue pole meter permits in Cannery/Lido/McFadden is that they allow residents and guests to park near their homes while providing increased access for beach patrons.

A disadvantage of residential parking permits is the administrative and enforcement burden that will be placed on the City and the residents. For permits to truly be an effective parking management tool they need to have a meaningful cost associated with their use and this may not be agreeable with many residents. While permits may help alleviate some of the current parking constraint, the amount of enforcement and additional administrative requirements are likely to be overly burdensome to many residents and visitors to the area. As mentioned, the California Coastal Commission may need to be consulted to ensure that this type of permit program complies with their mission. Finally, there is the possibility that by making more parking available, some residents would have less incentive to park their cars off street resulting in few if any net new parking spaces actually are being made available.

INCREASE BICYCLE/PEDESTRIAN FACILITIES

Demand for parking can be reduced by providing bicycle and pedestrian facilities and amenities that make it easier and more pleasant to bicycle or walk to nearby destinations. This strategy could prove to be particularly valuable in an area like Cannery/Lido/McFadden. While bicycle facilities are not be a panacea for parking, first-class facilities can influence some driving decisions, particularly on shorter trips; if facilities are sufficient and desirable, some visitors may elect to ride their bicycle to the beach rather than drive. We have seen this behavior shift in a number of studies.[3] We would encourage Newport Beach to be a regional leader in this endeavor as it has ideal climate, geography and population density for such a program.

In other areas of Newport Beach we have made recommendations regarding improved bicycle facilities and other alternative forms of transportation. In Cannery/Lido/McFadden, Walker advocates that an attractive and well placed bicycle facility could be an important amenity within a transportation demand management program that reduces parking demand in Cannery/Lido/McFadden.

To help establish a more bicycle friendly area, Newport Beach could evaluate adding additional bicycle lanes, bike racks, maps, and even create a bike plan that helps direct future bicycle growth.

The American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities (1999) provides an overview of what type of bikeways are appropriate for different uses. End of trip facilities are also an important component. There are three types of bike lockers and facilities that we are familiar with:

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[3] Makovsky, Paul (2002, August/September), Pedestrian Cities. *Metropolis Magazine*, (http://www.metropolismag.com/html/content_0802/ped/index.html)

- U-lock acceptable bike racks
- Crank case security racks
- Bicycle storage enclosures

Each type works well and is adaptable to a multitude of uses. For temporary storage in a commercial area we recommend a u-lock acceptable rack. In an office area or parking structure area we recommend a security rack. For commuters or in unattended areas we recommend bicycle storage enclosures.

Two Types of U-lock acceptable bike racks

Some cities have also begun experimenting with full-service bike lockers near destinations that provide lockers, changing rooms and showers for bicycle commuters. Full-service bike lockers include secure, indoor bicycle parking available to members with a membership pass. In the Seattle Bikestation® there is free attendant-assist bicycle parking during operating hours. Bicycle repair services and commuter retail items are also available at this facility, as well as public transportation schedules, bike maps, and a personalized service matching new bicycle commuters with experienced cyclists who can help them plan a commute route, provide tips on bicycle commuting, and generally serve as mentors. While we do not necessarily believe that Newport Beach has the overall bicycle commuter numbers to support a full-service bike station, we do encourage Newport Beach to evaluate increasing the number and type of bicycle facilities it offers.

PARIS VÉLIB


Source: Stationnement de Montreal

Vélib (or "vélo liberté", English: bicycle freedom) is a public bicycle rental program in Paris, France. Ten thousand bicycles were introduced to the city with 750 automated rental stations each with 15 or more bikes/spaces. This number has since grown to 20,000 bicycles and 1,450 stations, about 1 station every 300 yards throughout the city center, making Vélib the largest system of its kind in the world.[4]

Each Vélib station is equipped with an automatic rental terminal and spots for dozens of bicycles. Maps showing the station locations are available at all kiosks. The rental terminals display the locations and numbers of available bicycles and free spots of the neighboring Vélib stations. If a user arrives with a rented bicycle at a station without available spots, the terminal grants another 15 minutes of free rental time. Vans and trucks are used at night to redistribute bicycles to high-demand stations.

In order to use the system, users need to take out a subscription, which allows the subscriber an unlimited number of rentals. Subscriptions can be purchased by the day, week or year from approximately $2 to $40. With a subscription, bike rental is free for the first half hour of every individual trip; an unlimited number of such free trips can be made per day. A trip that lasts longer than 30 minutes incurs a charge of one to five dollars for each subsequent 30-minute period.[5] The variable price scale is intended to keep the bikes in circulation, much like variable rate pricing at parking meters is meant to keep the parking meters turning over.

A credit card or debit card with personal identification number (PIN) is required to sign up for the program and to rent bikes. The credit/debit card will be charged the equivalent of $250 if a rented bike is not returned. In Paris, the credit card is required to contain an EMV-chip (this chip is not currently available on most credit cards issued in the US, although the security standard was developed by MasterCard and Visa).

Paying for Bicycle Sharing

The Vélib system is financed by the JCDecaux advertising corporation, in return for the City of Paris signing over rights from a substantial portion of on-street billboard advertising located near the stations. JCDecaux won the contract over a rival bid from US-based Clear Channel Communications.

The company paid start-up costs of about $115 million and employs the equivalent of about 285 people full time to operate the system and repair the bikes for 10 years. The city receives all revenue from the program as well as a fee of about $4.3 million a year.[6]

[4] http://www.parisinfo.com/professionnels/100313/velib-
[5] Ibid.
[6] Anderson, John Ward. "Paris Embraces Plan to Become City of Bikes", The Washington Post, pp. A10. Retrieved December 6, 2008.

Some North American cities have also expressed interest in a Vélib-style bicycle program. Montreal recently started its own bike sharing program in April 2009. The program, named Bixi (short for Bike Taxi), is run by Stationnement de Montreal, a subsidiary of the Board of Trade of Metropolitan Montreal. Representatives from Bixi, with the help of the Brandenburger foundation in Newport Beach, held a demonstration in Newport Beach in July to preview how a public bike sharing system could work in Newport Beach.

A bike sharing program has the potential to reduce parking in a dense commercial district. Most of the public bicycle sharing programs with which we are familiar are located in dense commercial areas. A pubic bicycle sharing service in a residential and beach area may have some unique challenges that will need to be addressed. Provided these issues are not insuperable a public bicycle sharing program in Cannery/Lido/McFadden could create a positive alternative transportation image and help mitigate some of the seasonal parking demand that Cannery/Lido/McFadden currently experiences.

PARKING POLICY AND THE STATUS QUO APPROACH

Cannery/Lido/McFadden is an attractive and compelling place to live, work, and visit. These qualities bring an influx of vehicles to the area. Throughout much of the year, parking does present challenges but does not constrain the area to the point where it is completely gridlocked. Nearly all of the remedies that we have outlined previously have some shortcomings or implementation difficulties that do not always outweigh their benefits. While some of these recommendations may elicit a change in behavior for a small group of visitors to the area they are not expected to change the overall behavior enough to dramatically alleviate parking congestion in the area during peak demand periods. With that in mind, the decision to not make any of the proposed changes is understandable.

ZONING

Changes in the City's current zoning code may foster new uses and a redevelopment of some parts of the Cannery/Lido/McFadden. Walker has prepared a separate report evaluating the zoning requirements related to parking throughout Newport Beach. As with many areas in Newport Beach, Cannery/Lido/McFadden has unique land uses and parking demands. Some of these issues are addressed in this report; others are more systemic and are addressed in the zoning document. A special parking district or business district that addresses parking will help facilitate and may be necessary for redevelopment. In terms of financing and justifying a new structure, a policy such as that which allows new development to pay a fee in lieu of providing its own parking and then relies on a public parking structure to meet its parking needs may be an important ingredient for building a new parking structure.

POTENTIAL BUILD OUT/INTENSIFICATION OF CURRENT LAND USES

Seeing as Cannery/Lido/McFadden largely functions as a shared parking district, there are two important factors to take into account when considering additional development or the conversion of existing land uses in the area. The first is the amount of parking demand that a new land use will generate. The second is the time at which the new use will be generating a demand for parking The time at which any new parking demand

in the area will peak is critical to consider given the enormous demand for parking that is generated by the beach and other coastal uses on summer weekend days.

CONCLUSION AND RECOMMENDATIONS

Parking in Cannery/Lido/McFadden is often difficult and during much of the year, finding available parking can be nearly impossible. Creating a parking system that is responsive to the needs of the residents, merchants, customers and visitors is difficult. As we have mentioned before, any solution will result in trade-offs between the different groups. How palatable some of these trade-offs are to the various groups is hard to predict. Our initial recommendation considers how providing economic cues (i.e. pricing) may help shape how to best serve the disparate groups. During peak demand periods the system is severely impacted and parking is in short supply. That is to say, the value of the parking system in Cannery/Lido/McFadden may not meet its current demand, creating inefficiency between price and demand. To address this disparity we suggest that the City develop a market rate pricing system in the area. Initially, we believe that a flexible pricing system may be beneficial in the beach lots to help mollify evening and weekend demand. Additional metered pricing of the on-street parking, particularly north of 24th street may also be required to ensure that there is some parity between the on-street pricing and the beach lots so that "cruising" for a free or lower-priced on-street space does not become the norm. The map below indicates the initial area where we suggest metered parking be implemented. If successful, this area could expand to other parts of Cannery/Lido/McFadden.

If parking remains congested, we recommend using some of the public lots in the Cannery/Lido area as de facto remote parking for McFadden Square. If necessary, a shuttle system between some of the lots in Cannery/Lido and McFadden Square could be developed. The shuttle could be used primarily to encourage employees to park in the more remote areas around Cannery/Lido but it may be beneficial for some beach visitors and restaurant patrons as well.

Any pricing system used in Newport Bach should seek to rebalance the system based on likely seasonal or daily demand. We also suggest that alternative transportation modalities should be developed to help mitigate vehicle parking demand in the area. In Cannery/Lido/McFadden we believe that the installation of safe and reliable bicycle facilities should be part of the overall parking system. This may not dramatically reduce the amount of parking required but it may begin to shift the default alternative of driving for short trips onto a different mode of transportation for some users. Finally, we believe that improved signage can help direct vehicles off the Balboa Boulevard and into the public lots and beach lots more effectively.

The following are our primary recommendations for improving the parking system in the Cannery/Lido/McFadden area of Newport Beach:

- Market Rate Pricing
- Expand Blue Meter System
- Develop a shuttle between McFadden Square and Cannery/Lido for employees
- Provide Travel Alternatives

APPENDIX A:


40th St
39th St
38th St
36th St
35th St
34th St
Rialto St
Finley Ave
Marcus Ave
Lake Ave
32nd St
Via Oporto
Lafayette Rd
Via Lido
Via An
Via B
Lido Park Dr
Terrace Dr
Beach Dr
Bolivar St
Gabrillo St
Drake St
El Paseo St
Fremont St
Channel Pl
Anchorage Way
Villa Way
Newport Blvd
Newport Pier
Marina Pa
17th St
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Balboa Peninsula - On-Street Inventories

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
1	N	0						**0**	Triangular Block	
	E	0						**0**	Newport Beach	No Parking Anytime
	S	0	5					**5**	Short Street	No Parking Monday
	W	0	3					**3**	Clubhouse	No Parking Friday
2	N	10						**10**	Via Oporto (alley)	(10) 2 hr. Metered. Every day. 7am-midnight.
	E					4		**4**	Via Oporto (turns into north)	20 minutes loading only 7am-6pm.
	S	9		3		1		**13**	Via Lido	(9) 2hr. Metered. (3) Green Metered. 30 min. 7am-6pm. (1) yellow 20min loading only 7am-6pm
	W	4				2		**6**	Central Ave.	(4) 2 hr. Metered. (1) yellow 20 min 7a-6p
3	N	0						**0**	Triangular Block	
	E	15		1		2		**18**	Via Lido	(15) 2hr. Metered. (1) Green Metered. 7am-6pm. (2) yellow 20min loading only 7am-6pm
	S	7						**7**	Via Malaga	(7) 2 hr. metered. (3) 12hr. metered
	W	14		1				**15**	Via Oporto	(14) 2 hr. Metered. (1) Green Metered 30 min. 7am-6pm.
4	N	9		1				**10**	Via Malaga	(19) 12 hr. Metered. (2) Green Metered 30 min.
	E	0						**0**	Via Lido	No Parking Anytime
	S	12						**12**	32nd. St.	(12) 2hr. Metered.
	W	2				1		**3**	Via Oporto	(2) 2hr. Metered. (1) 20 min. 7am-6pm.
5	N	5						**5**	32nd. St.	(5) 12hrs. Metered.
	E	0						**0**	Lafayette ave.	No Parking Anytime
	S	9						**9**	31st. St	(9) 2hr. Metered.
	W	6						**6**	Villa Way	(6) 12hr. Metered.
6	N	12						**12**	31st. St	(12) 2hr. Metered. 8am-6pm every day
	E	5						**5**	Lafayette	(4) 2hr. Metered. (1) 12 hr. Meretered. 8am-6pm every day
	S	2						**2**	30th St.	(2) 2hr. Metered. 8am-6pm every day.
	W	6						**6**	Villa Way	(6) 12hr. Metered. 8am-6pm every day.
7	N	5						**5**	29th St.	(1) 2hrs. Metered.(4) 1hr. Metered
	E	7						**7**	Lafayette ave.	(4) 2hr. Metered. (3) 12 hr. Metered. 8am-6pm every day.
	S	4						**4**	28th st.	(4) 12hrs. Metered 8am-6pm every day.
	W	4						**4**	Villa Way	(4) 12hrs. Metered 8am-6pm every day.
8	N	2						**2**	30th St.	(2) 2hr. Metered. 8am-6pm every day.
	E	7						**7**	Lafayette ave.	(7) 2hr. Metered. 8am-6pm every day
	S	4						**4**	29th St.	(2) 2hr. Metered. (1) both 2hrs. & 12hrs. (1) 12hrs. Metered. 8am-6pm every day
	W	6						**6**	Villa Way	(6) 12hr. Metered. 8am-6pm every day.
9	N	7						**7**	29th St.	(6) 2hr. Metered. (1) 12 hr. Metered. 8am-6pm every day.
	E	6						**6**	Villa Way	(5) 2hr. Metered. (1) 12 hr Meretered. 8am-6pm every day
	S	6						**6**	28th st.	(2) 12hr. Metered. (4) 1 hr Meretered. 8am-6pm every day
	W	9		5				**14**	Newport Blvd.	(2) 1hr. Metered.(7) 2hr. Metered 8am- 6pm every day. (5) 30m. Metered 7am-6-pm

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
9A	N	0						**0**	29th St.	No Parking Anytime
Island	E	0						**0**	Villa Way	No Parking Anytime
	S	0						**0**	Triangular Block	No Parking Anytime
	W	3						**3**	Villa Way	(3) 2hr. Metered. 8am- 6pm every day.
10	N	5						**5**	28th st.	(5) 1hr. Metered. 8am-6pm every day
	E	0						**0**	Water front	
	S	2						**2**	26th St.	(2) 12hrs. Metered
	W	4		1				**5**	West Newport Blvd.	(4) 1 hr. Metered. (1) Green Metered 30 min 7a-6p
11	N	0						**0**	26th St.	No Parking Anytime
	E	0						**0**	Water front	
	S	17	5	2				**24**	21st. St. & 22nd. St.	(17) 1hr. Metered.(2) 2hr. Metered. No parking 8:30 to 12:30 Thursday only.
	W	10		2				**12**	Newport Blvd.	(10) 1 hr. Metered. Every day. (2) Green Metered 30 min 7a-6p
11A	N	0						**0**	Triangular Block	No Parking Anytime
Island	E	0						**0**	W. Balboa Blvd.	No Parking Anytime
	S	0						**0**	22nd. St	No Parking Anytime (walkway)
	W	6						**6**	Newport Blvd.	(6) 1 hr. Metered.
12	N	4						**4**	22nd. St.	(4) 1 hr. Metered. Every day.
	E		8					**8**	21st. St	No Parking 8:30 to 12:30 Thursday.
	S	0						**0**	Triangular Block	
	W	3						**3**	W. Balboa Blvd.	(3) 1 hr. Metered. Every day.
13	N	0						**0**	Water front	
	E		7					**7**	20th st.	No Parking 8:30 to 12:30 Thursday.
	S	0						**0**	W. Balboa Blvd.	No Parking Anytime
	W		3	2				**5**	21st. St	(2) Green Metered 30 min. No parking 8:30 to 12:30 Wednesday.
14	N	0						**0**	Water front	
	E	0	8					**8**	19th St.	No Parking 8:30 to 12:30 Thursday.
	S	0						**0**	W. Balboa Blvd.	No Parking Anytime
	W	0	12					**12**	20th st.	No Parking 8:30 to 12:30 Wednesday.
15	N	42			2			**44**	W. Bay Ave.	(42) 6hr. Metered. 8am-6pm every day. (2) blue. No Park 8:30 to 12:30 Wednesday.
	E	0						**0**	18th St.	No Parking Anytime
	S	0						**0**	Villele place	No Parking Anytime
	W	5	4					**9**	19th St.	(5) 6hr. Metered. No parking 8:30 to 12:30 Wednesday.
15A	N	n/a						**0**		Out of Boundry
	E	n/a						**0**		Out of Boundry
	S	n/a						**0**		Out of Boundry
	W	5						**5**	18th St.	
16	N	0						**0**	Villele place	No Parking Anytime
	E	0						**0**	18th St.	No Parking Anytime
	S		19					**19**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Monday. No stopping 9am-6pm Sat. & Sun. 5/15/08 thru 7/15/08 Memorial day, 7/4/08 and Labor day.
	W		2					**2**	19th St.	No Parking 8:30 to 12:30 Wednesday.
16A	Med	12						**12**	19th-20th	6 hour time limit; $1.00 per hour; 8a-6p
16B	Med	24						**24**	18th -19th	6 hour time limit; $1.00 per hour; 8a-6p

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
17	N		12					**12**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	E		7					**7**	18th St.	No Parking 8:30 to 12:30 Thursday.
	S		0					**0**	Court Ave.	No Parking Anytime
	W		7					**7**	19th St.	No Parking 8:30 to 12:30 Wednesday.
18	N		10					**10**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	E		3					**3**	19th St.	No Parking 8:30 to 12:30 Thursday.
	S		10					**10**	Court Ave.	No Parking 8:30 to 12:30 Thursday.
	W		5					**5**	20th st.	No Parking 8:30 to 12:30 Wednesday.
18A	N		13					**13**	Court Ave.	No Parking 8:30 to 12:30 Wednesday.
Island	E		5					**5**	19th St.	No Parking 8:30 to 12:30 Thursday.
	S	0						**0**	W. Oceanfront	No Parking Anytime
	W		5					**5**	20th st.	No Parking 8:30 to 12:30 Wednesday.
19	N	0						**0**	W. Balboa Blvd.	No Parking Anytime
	E		4					**4**	20th st.	(3) No parking 8:30 to12:30 Thursday. (1) green 30min. 7am-6pm
	S	5						**5**	Court Ave.	(5) 1hr. Metered. 8am-6pm every day
	W	2						**2**	Mcfadden Pl.	(2) 1hr. Metered. 8am-6pm every day
20	N		0					**0**	Court Ave.	No Parking Anytime
	E		3					**3**	20th st.	No Parking 8:30 to 12:30 Thursday.
	S	0						**0**	Ocean Front	No Parking Anytime
	W	3	1	8	2			**14**	Mcfadden Pl.	(3) 1 hr. Metered. Every day. (1) Police vehicle only on green (8) Green Metered, there of which are valet after 6pm to 12am.
21	N	0						**0**	Triangular Block	
	E	0						**0**	W. Balboa Blvd.	
	S	0						**0**	Mcfadden Pl.	
	W	31						**31**	W. Balboa Blvd.	(31) 2hr. Metered. 8am-6pm Every day.
22	N	8						**8**	22nd. St	(8) 1hr. Metered. 8am-6pm Every day.
	E	19	0	4	1	1		**25**	W. Balboa Blvd. & 21st pl.	(19) 2hr. Metered. 8am-6pm every day. (4) green 30min. 7am-6pm. (1) Yellow 20 min. 7am-6pm.
	S	0	0	0	0	0		**0**	Triangular Block	
	W	19	3	1	1	1		**25**	W. Oceanfront	(19) 1hr. Metered. 8am-6pm every day. (3) white 3min. passanger loading only (1) green 30min. 7am-6pm. (1) Yellow 20 min. 7am-6pm.
23	N	0						**0**	23rd St.	No Parking Anytime
	E	1		2				**3**	W. Balboa Blvd.	(3) No Parking Tuesday from 8:30 to 12:30. (3) green 30min. 7am-6pm.
	S	6						**6**	22nd. St	(6) 1hr. Metered. No parking Wednesday.
	W	7			2			**9**	W. Oceanfront	(7) 1hr. Metered. (2) blue
24	N							**0**	24th St.	No Parking Anytime
	E		3	3				**6**	W. Balboa Blvd.	(1) No parking Wednesday 8:30 to 12:30. (3) green 30min. 7am-6pm.
	S	8		1				**9**	23rd St.	(8) 1hr. Metered. No parking Wednesday. (1) Green 30min. 7am-6pm.
	W	11	3					**14**	W. Oceanfront	(11) 1hr. Metered. 8am-6pm every day. (3) white 3min. passanger loading only.
25	N	0						**0**	25th St.	No Parking Anytime
	E		6					**6**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		14					**14**	24th St.	No Parking 8:30 to 12:30 Thursday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
26	N	0						**0**	26th St.	No Parking Anytime
	E		4					**4**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		16					**16**	25th St.	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
27	N	0						**0**	27th St.	No Parking Anytime
	E		5					**5**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		15					**15**	26th St.	No Parking 8:30 to 12:30 Thursday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
28	N		15					**15**	28th St.	No Parking 8:30 to 12:30 Thursday.
	E		8					**8**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		16					**16**	27th St.	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
29	N		17					**17**	29th St.	No Parking 8:30 to 12:30 Thursday.
	E		5					**5**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		16					**16**	28th St.	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
30	N		15					**15**	30th St.	No Parking 8:30 to 12:30 Thursday.
	E		6					**6**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		16					**16**	29th St.	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
31	N		15					**15**	31st. St	No Parking 8:30 to 12:30 Thursday.
	E		5					**5**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
	S		14					**14**	30th St.	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
32	N		3					**3**	32nd. St.	No Parking 8:30 to 12:30 Thursday.
	E	0						**0**	W. Balboa Blvd.	No Parking Anytime
	S		11					**11**	31st. St	No Parking 8:30 to 12:30 Wednesday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
33	N		4					**4**	33rd. St	No Parking 8:30 to 12:30 Wednesday.
	E	0						**0**	Seashore Dr.	No Parking Anytime
	S		3					**3**	32nd. St.	No Parking 8:30 to 12:30 Monday.
	W	0						**0**	W. Oceanfront	No Parking Anytime (walkway)
34	N	0						**0**	33rd. St	No Parking Anytime
	E	0						**0**	W. Balboa Blvd.	No Parking Anytime
	S		3					**3**	32nd. St.	No Parking 8:30 to 12:30 Monday.
	W		5					**5**	Seashore Dr.	No Parking 8:30 to 12:30 Monday.
35	N		13					**13**	33rd. St	No Parking 8:30 to 12:30 Wednesday.
	E		8					**8**	Lake Ave.	No Parking 8:30 to 12:30 Tuesday.
	S		10					**10**	32nd. St.	No Parking 8:30 to 12:30 Wednesday.
	W		3					**3**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Monday.
36	N		10					**10**	33rd. St	No Parking 8:30 to 12:30 Wednesday.
	E		6					**6**	Marcus Ave.	No Parking 8:30 to 12:30 Tuesday.
	S		6					**6**	32nd. St.	No Parking 8:30 to 12:30 Wednesday.
	W		9					**9**	Lake Ave.	No Parking 8:30 to 12:30 Tuesday.

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
37	N	0						**0**	Finley Ave.	No Parking Anytime
	E	6		3				**9**	Newport Blvd.	(6) 2hr. Metered. (3) Green metered. 7am-6pm.
	S	0						**0**	32nd. St.	No Parking Anytime
	W		10						Clubhouse Ave. / Marcus Ave.	(5) On Clubhouse Ave. No Parking 8:30 to 12:30 Monday. / (5) On Marcus ave.
								10		No parking 8:30 to 12:30 Wednesday.
38	N		4					**4**	Short St.	No Parking 8:30 to 12:30 Monday.
	E	4		2				**6**	Newport Blvd.	(4) 2 hr. Metered. (2) Green Metered 30 min 7a-6p
	S	0						**0**	Finley Ave.	No Parking Anytime
	W	0						**0**	Clubhouse Ave.	No Parking Anytime
39	N	8		3		1		**12**	Via Lido	(8) 2hr. Metered. (3) Green Metered 30 min. 7am-6pm. (1) yellow
	E		24					**24**	Via Oporto	(6) 4hr Metered. (18) 2hr Metered
	S		40				2		Finley Ave.	(18) Reserved for St. James Church. (17) Reserved City Hall 9am - 3pm; 2 hr Max.
								42		(5) Reseved for 503 32nd St.
	W	2		2				**4**	Central Ave.	(2) 2hr Metered. (2) Green Metered 30 min.
40	N / E		30					**30**	Finley Ave.	Reserved for St. James Church and Permit parking
	S	14		2	1			**17**	32nd. St.	(14) 2hr Metered. (2) Green Metered 30 min. (1) ADA
	W	0						**0**	Newport Blvd	No Parking Anytime
41	N	36						**36**	32nd. St.	(33) 1 hr. Metered. (3) white 30min. Metered
	E	8						**8**	Villa Way	(4) 2 hr. Metered. (4) 12hr. Metered
	S	11						**11**	31st. St	(11) 2 hr. Metered.
	W	4						**4**	Newport Blvd.	(2) 2 hr. Metered.
42	N	10		1				**11**	31st. St	(10) 2 hr. Metered. (1) Green Metered 30 min 7a-6p
	E	0						**0**	Via Lido	No Parking Anytime
	S	9						**9**	30th St.	(9) 2hrs. Metered.8am-6pm every day.
	W	5						**5**	Newport Blvd.	(2) 1hr. Metered. 8am-6pm every day
43	N	13						**13**	30th St.	(2) 2 hr. Metered. (11) 12hr. Metered. 8am-6pm every day.
	E	0						**0**	Villa Way	No Parking Anytime
	S	5						**5**	29th St.	(2) 2 hr. Metered. (3) 12hr. Metered. 8am-6pm every day.
	W	5						**5**	Newport Blvd.	(5) 1hr. Metered. 8am-6pm Every day.
44	N	0						**0**	Triangular Block	Three sided block
	E	13		8				**21**	Newport Blvd. (northbound)	(13) 1 hr. Metered. 8am-6pm every day. (8) Green Metered 30 min 7a-6p
	S		3					**3**	28th St.	
	W	14						**14**	Newport Blvd. (southbound)	(14) 1hr Metered
45	N	0						**0**	28th St.	No Parking Anytime
	E	12						**12**	Newport Blvd. (northbound)	(12) 1 hr. Metered. 8am-6pm every day.
	S	0						**0**	Triangular Block	
	W	11						**11**	Newport Blvd. (southbound)	(11) 1hr. Metered. 8am-6pm every day.
46	N	0						**0**	26th St.	No Parking Anytime
	E	17						**17**	Newport Blvd.	(17) 6hr. Metered 8am-6pm every day
	S	0						**0**	23rd St.	No Parking Anytime
	W	8						**8**	W. Balboa Blvd.	(8) 6 hr. Metered. No parking 8:30-12:30 Tuesday.
47	N	6						**6**	28th St.	(6) 6 hr. Metered. No parking 8:30-12:30 Thursday.
	E	12						**12**	Newport Blvd.	(12) 1hr. Metered.
	S	0						**0**	26th St.	No Parking Anytime
	W	7						**7**	W. Balboa Blvd.	(7) 6 hr. Metered. No parking Tuesday.

Block	Face	Metered	Unmetered	Green Metered	Blue	Yellow	Motorcycle	Total Inv	Notes	Parking Restrictions
48	N		13					**13**	29th St.	No Parking 8:30 to 12:30 Thursday.
	E	10						**10**	Newport Blvd.	(6) 6hr. Metered. 8am-6pm every day.
	S		8					**8**	28th St.	No Parking 8:30 to 12:30 Wednesday.
	W		9					**9**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
49	N		15					**15**	30th St.	No Parking 8:30 to 12:30 Thursday.
	E	6						**6**	Newport Blvd.	(6) 6hr. Metered. 8am-6pm every day.
	S		14					**14**	29th St.	No Parking 8:30 to 12:30 Wednesday.
	W		6					**6**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
50	N	18						**18**	32nd. St.	(18) 2 hr Metered.
	E	2						**2**	Newport Blvd.	(2) 2 hr. Metered.
	S		13					**13**	30th St.	No Parking 8:30 to 12:30 Wednesday.
	W		6					**6**	W. Balboa Blvd.	No Parking 8:30 to 12:30 Tuesday.
C										
Totals:								**1,481**		

Cannery/Lido/McFadden: Off-Street Inventory

Block	Letter	Type / Description	Address	Inventory	Notes
2	A	Lido Marina Village/Garage	3434 Via Lido	372	
3	A	First Church of Christ Scientist/The Lido Bussiness Complex Building	3355 Via Lido	58	
5	A	Pacific Avalon Yacht Charters	3366 Via Lido	72	
	B	Public Parking / Meters Only		82	
	C	Sand Mountain Inc	501 Villa Way	3	
	D	Susie Mann Physical Therapist / Hair Salon	101 & 102 31st Street	11	
6	A	The Cannery Resturant	3110 Lafayette	25	
	B	Alta Café	506 31st Street	7	
	C	Comercial /Residential Bldg	501 - 519 30th Street	32	Mixed Use
7	A	Graphic Arts Building	510 29th Street	3	
	B	The Archies	508 29th Street	3	
8	A	No Name	501 29th Street	5	
	B	Clothing Store	500 30th Street	4	
	C	Madison	502 30th Street	4	
	D	No Name	504 30th Street	4	
	E	No Name	506 30th Street	4	
	F	Arnold Construction Company	508 30th Street	4	
	G	Gallery West	510 30th Street	4	
	H	No Name	512 30th Street	4	
	I	No Name	514 30th Street	4	
	J	RGGL Corporation	511 30th Street	9	Tandem spaces
9	A	Rossetti Jorgensen	2800 Lafayette Ave.	14	
	B	Avilas El Ranchito Mexican Food	2800 Lafayette Ave.	13	
	C	Nautical Décor	2810 Newport Blvd	4	
	D	No Name	2815 Villa Way	8	
	E	No Name	2814 Newport Blvd	2	
	F	Hair West Salon	2817 Villa Way	4	
10	A	Pacific Coast Architiects	2600 26th Street	3	
	B	28th Street Marina Biz Complex	2700 Newport Blvd	90	
11	A	Ten Sushi Steaks	2406 Newport Blvd	40	
	B	Woody's Wharf	2318 Newport Blvd	21	
	C	Edge Water Power Boats	2312 Newport Blvd	71	
	D	Waste By Inc / Petro Marine Services	Newport Blvd	65	
12	A	Old Spaghetti Factory	2110 Newport Blvd	80	
13	A	Balboa Fitness	2000 W. Balboa	18	$20.00 all Day *at this time they have double parked and parked on driveways.
	B	Newport Bay Villa	227 - 233 20th Street	11	
	C	Lyon Studios	222 21st	7	
	D	Sea Spray Boat Yard	226 21st	15	Lot was closed to public. No access to counts.
14	A	7-Eleven / Cleaners	1920 W Balboa	15	
16	A	Bay Shore Pennisula Hotel	1800 W. Balboa Blvd	12	
19	A	Cannery Realty	2025 W Balboa Blvd	12	Charging on Saturday
19	A	Sharky's	W Balboa Blvd	10	
19	B	Balboa Newport Realty	2001 Balboa	5	
19	C	Beach Parking	between Cannery & Balboa Newport	48	$20.00 all day. Infinity Valet
20	A	Shop's Pier / Jane's	Corner Mcfadden & Court	15	
21	A	Public Parking	Entire Block	68	6 hour time limit; 15 minute @ 25 cents; 8a-6p everyday
23	A	Forgit Buildig	22nd Street	24	
24	A	Stephanie Hair Salon	23rd Street	8	
24	B	Newport Beachwalk Hotel	23rd Street	14	
37	A	Wachovia	3201 Newport Blvd	19	
37	B	Las Fajitas Mexican Grill	3305 Newport Blvd	16	

Cannery/Lido/McFadden: Off-Street Inventory

Block	Letter	Type / Description	Address	Inventory	Notes
37	C	Pescado Bistro	3341 Newport Blvd	10	
38	A	Carnitas La Villa Restaurant	3418 Newport Blvd	19	
38	B	Harold Properties	3415 Newport Blvd	8	
39	A	Via Lido Plaza	3400 Via Lido	298	
40		City Hall	3300 Newport Blvd	51	
41	A	California Cuisine	3112 Newport Ave	6	
41	B	Rudy	Newport Blvd	26	
	C	Fresh Fish	407 31st Street	26	
	D	Newport Club	414 32nd Street	8	
	E	Country Wide / Carewest	424 32nd Street	20	
	F	Acupuncture Network	430 32nd Street	11	
	G	Dobbie Design Group	423 31st Street	3	
	H	Villa Rentals	427 31st Street	4	
42	A	Mama D's Italian Kitchen	3012 Newport Blvd	17	
	B	American Institute of Architects	3000 Newport Blvd	11	
	C	Cannery Village Shops	416-420 31st Street	8	
	D	Turley Emmit Studio	417 30th Street	8	
	E	Trinity Bay Center	419 30th Street	4	
	F	Summer Dreams Salon	31st Street	4	
	G	Faulconer Design / Development	411 30th Street	11	
	H	Prestige Builders	415 30th Street	3	
43	A	Newport Beach Brewing Company	2920 Newport Blvd	42	
	B	Public Parking	Corner of Villa Way & 30th Street	46	Meters; (4) 2 hour limt, (40) 12 hour limit.
	C	Small Office Building	417 29th Street	3	
	D	Small Gated Lot	between 415 & 417 29th Street	12	
	E	Peninsula Retail Partners & Offices	409 415 29th Street	12	
	F	Abe Restaurant Sushi & Seafood	2900 Newport Blvd	13	
44	A	McDonald's	2807 Newport Blvd	28	
	B	Best Cleaners	2815 Newport Blvd	8	
	C	13th St Arch	2817 Newport Blvd	4	
	D	Arch	2821 Newport Blvd	2	
	E	Bikes / Seacrest Cleaners / Shoes & Boots	2823 / 2825 Newport Blvd	10	
	F	Burr White Realty	2901 Newport Blvd	15	
	G	Paw Spa / Art Nails / One Step Cleaners	2903 -2905 Newport Blvd	6	
45	A	Little In By the Bay	2627 Newport Blvd	17	
	B	Sportsman Liquor	2627 Newport Blvd	10	
46	A	Public Parking		60	Meters; 6 hours, .25 each 15 minutes
47	A	Newport Penn Center	2727 Balboa Blvd	82	
48	A	Public Parking		24	
49	A	Public Parking	Corner of 30th & Newport	35	Meters; 6 hours, .25 each 15 minutes
	B	Laundrymat	200 30th Street	4	
50	A	Albertson's Shopping Mall		207	
	B	Malarky's Bar & Grill		22	
	C	Newport Nails		3	
Beach Lot		Beach Lot		224	(3) 30 min, (2) 15 min, (2) ADA, (217) 6 hrs 8am to 6pm (4) motorcycle; (5) Valet after 6:00pm
		Total:		2891	

Balboa Peninsula - On-Street Occupancy

Block	Face	Inv.	Weekday Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Weekend Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
1	N	0						
	E	0						
	S	5	5	5	1	5	5	4
	W	3	3	3	3	1	3	3
2	N	10	7	6	7	9	6	8
	E	4	0	4	4	1	1	4
	S	13	11	9	9	9	10	9
	W	6	4	3	5	0	2	5
3	N	0						
	E	18	8	4	18	5	8	18
	S	7	7	7	1	3	2	3
	W	15	9	10	11	5	3	6
4	N	10	8	8	2	3	2	2
	E	0						
	S	12	6	4	12	0	0	4
	W	3	2	2	2	0	1	0
5	N	5	4	4	4	3	2	5
	E	0						
	S	9	4	5	10	6	8	10
	W	6	3	5	5	6	3	6
6	N	12	8	6	12	9	8	11
	E	5	1	3	5	0	0	5
	S	2	0	2	2	0	0	2
	W	6	4	2	7	6	3	7
7	N	5	2	4	5	0	1	5
	E	7	3	4	6	3	7	8
	S	4	3	3	4	2	4	4
	W	4	3	4	3	3	4	4
8	N	2	1	1	2	0	0	2
	E	7	3	4	5	1	1	7
	S	4	1	3	4	0	1	4
	W	6	2	5	6	2	0	6
9	N	7	6	2	5	5	3	7
	E	6	4	6	6	2	4	6
	S	6	1	3	6	4	5	6
	W	14	6	9	10	3	10	11
9A	N	0						
	E	0						
	S	0						
	W	3	0	1	2	2	2	3
10	N	5	3	4	5	2	4	5
	E	0						
	S	2	1	2	2	1	2	1
	W	5	0	3	3	4	4	4
11	N	0						
	E	0						
	S	24	5	23	24	11	23	21
	W	12	1	9	12	8	12	12

Block	Face	Inv.	Weekday Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Weekend Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
11A	N	0						
	E	0						
	S	0						
	W	6	0	5	6	5	6	6
12	N	4	0	4	4	2	4	4
	E	8	6	8	8	7	8	8
	S	0						
	W	3	2	2	3	3	3	3
13	N	0						
	E	7	3	6	7	7	7	7
	S	0						
	W	5	4	4	4	3	5	5
14	N	0						
	E	8	6	8	8	8	8	8
	S	0						
	W	12	12	12	12	11	11	12
15	N	44	29	27	43	44	44	41
	E							
	S							
	W	9	6	8	7	9	9	8
15A	N	0						
	E	0						
	S	0						
	W	5	1	3	5	5	5	5
16	N	0						
	E	0						
	S	19	19	19	18	NP	NP	18
	W	2	2	2	1	2	2	2
16A		12	12	12	11	12	12	12
16B		24	15	22	12	25	24	24
17	N	12	12	12	12	12	12	13
	E	7	7	7	7	7	7	7
	S	0						
	W	7	7	7	7	7	6	6
18	N	10	10	10	9	10	11	9
	E	3	3	3	3	3	3	3
	S	10	10	10	10	10	10	9
	W	5	5	5	5	5	5	5
18A	N	13	13	13	12	13	12	13
	E	5	5	5	5	5	5	5
	S	0						
	W	5	5	5	5	5	5	5
19	NE	0						
	SE	4	4	2	4	4	4	4
	SW	5	0	5	5	5	5	5
	NW	2	2	2	2	2	2	2
20	N	0						
	E	3	3	3	3	3	3	3
	S	0						
	W	14	12	12	12	13	13	13

Block	Face	Inv.	Weekday Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Weekend Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
21	N	0						
	E	0						
	S	0						
	W	31	31	31	31	31	31	31
22	N	8	8	8	8	8	8	8
	E	25	25	25	24	23	24	25
	S	0						
	W	25	23	22	19	22	25	23
23	N	0						
	E	3	3	3	3	2	3	3
	S	6	6	6	6	6	6	6
	W	9	9	9	9	9	9	9
24	N	0						
	E	6	6	5	6	2	6	6
	S	9	9	9	7	9	9	9
	W	14	12	12	12	12	11	13
25	N	0						
	E	6	6	6	5	6	6	6
	S	14	12	13	14	14	14	14
	W	0						
26	N	0						
	E	4	4	5	5	5	5	5
	S	16	15	15	15	15	16	16
	W	0						
27	N	0						
	E	5	5	5	5	5	5	5
	S	15	13	15	15	16	16	15
	W	0						
28	N	15	15	14	16	16	14	14
	E	8	7	8	7	8	8	8
	S	16	15	15	15	15	15	15
	W	0						
29	N	17	10	15	16	17	17	17
	E	5	5	5	5	5	5	6
	S	16	16	16	14	16	16	16
	W	0						
30	N	15	15	15	15	15	16	16
	E	6	7	7	7	7	7	7
	S	16	13	14	14	14	14	14
	W	0						
31	N	15	15	15	15	14	14	16
	E	5	5	5	5	5	5	5
	S	14	13	13	13	15	15	14
	W	0						
32	N	3	1	3	3	3	3	3
	E	0						
	S	11	10	11	10	11	11	11
	W	0						

Block	Face	Inv.	Weekday Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Weekend Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
33	N	4	4	4	4	3	3	3
	E	0						
	S	3	3	3	3	3	3	3
	W	0						
34	N	0						
	E	0						
	S	3	3	3	3	3	3	3
	W	5	5	5	5	5	5	5
35	N	13	11	12	13	13	13	13
	E	8	6	6	8	7	7	8
	S	10	10	10	9	10	10	11
	W	3	3	3	3	3	3	3
36	N	10	7	8	10	10	9	9
	E	6	6	6	6	5	6	6
	S	6	5	6	6	7	6	7
	W	9	6	9	8	8	8	8
37	N	0						
	E	9	5	8	9	4	6	9
	S	0						
	W	10	7	7	10	9	10	9
38	N	4	3	4	4	4	4	4
	E	6	4	1	4	5	5	6
	S	0						
	W	0						
39	N	12	8	8	10	9	9	10
	E	24	17	15	13	8	2	7
	S	42	33	37	20	20	19	21
	W	4	0	0	3	1	1	0
40	N/E	30	30	30	6	1	2	16
	S	17	12	9	15	5	10	17
	W	0						
41	N	36	21	23	33	10	12	34
	E	8	8	8	7	3	1	7
	S	11	6	3	11	3	8	12
	W	4	2	0	4	3	4	3
42	N	11	8	10	11	6	12	9
	E	0						
	S	9	4	5	8	3	6	7
	W	5	0	1	3	0	5	4
43	N	13	10	12	11	2	10	12
	E	0						
	S	5	3	4	6	4	2	5
	W	5	0	3	1	0	4	5
44	N	0						
	E	21	5	4	2	7	12	17
	S	3	3	3	3	3	3	3
	W	14	4	3	9	4	5	7
45	N	0						
	E	12	0	6	10	4	13	8
	S	0						
	W	11	0	4	7	5	11	11
46	N	0						
	E	17	0	17	17	15	17	17
	S	0						
	W	8	2	8	6	8	8	8

Block	Face	Inv.	Weekday Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Weekend Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
47	N	6	1	6	3	6	6	5
	E	12	0	4	7	11	12	12
	S	0						
	W	7	6	7	5	7	7	7
48	N	13	2	12	8	13	13	13
	E	10	0	3	0	10	10	7
	S	8	9	9	12	8	8	10
	W	9	9	9	7	9	9	9
49	N	15	6	12	14	15	13	13
	E	6	1	1	3	5	5	6
	S	14	13	14	13	13	14	14
	W	6	6	6	6	7	7	7
50	N	18	7	16	17	17	17	13
	E	2	3	0	2	1	0	1
	S	13	14	12	12	12	12	13
	W	6	7	7	6	7	7	7
Totals:		**1481**	**1,036**	**1,196**	**1,255**	**1,081**	**1,176**	**1,333**

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

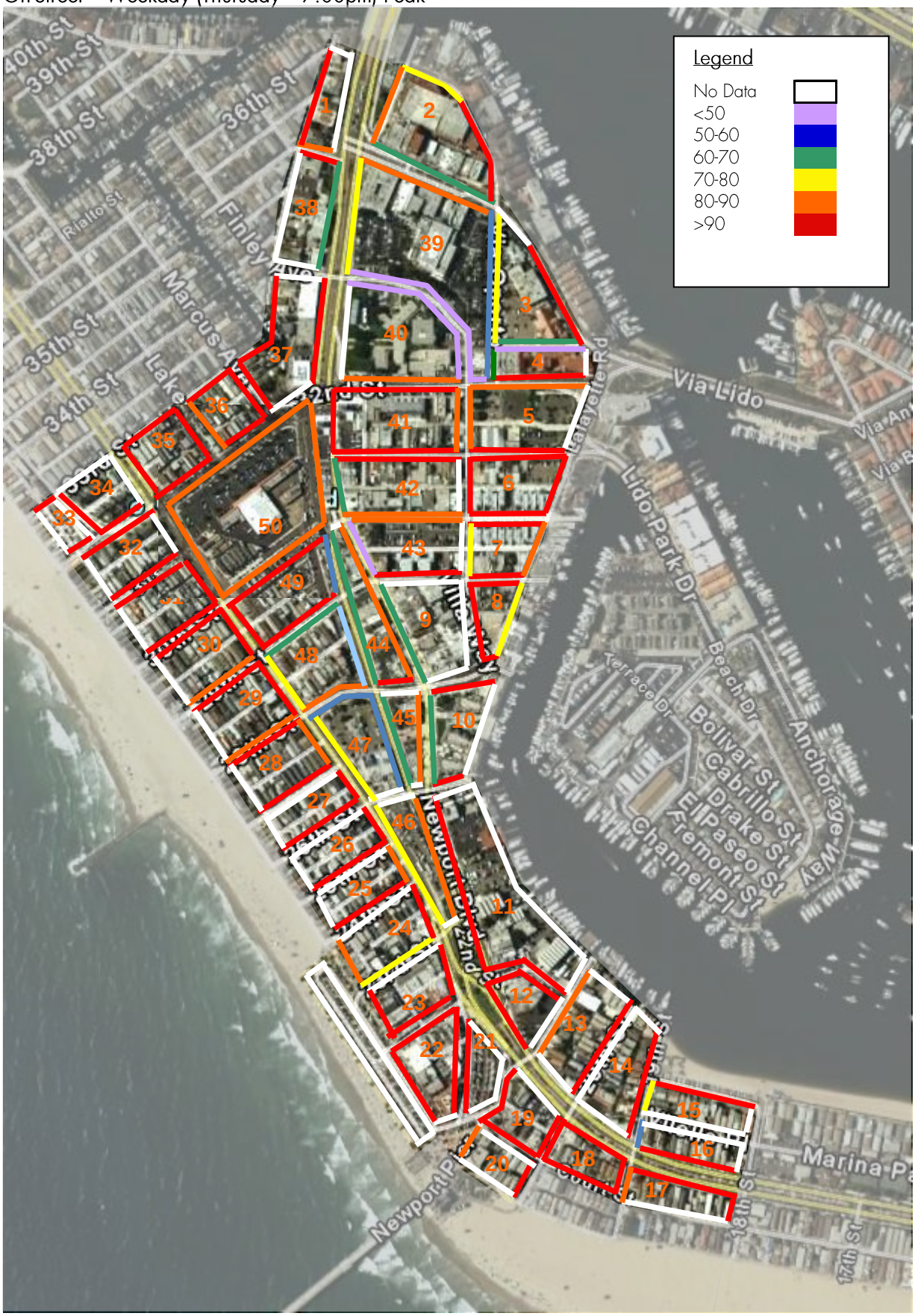
Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
2	A	Lido Marina Village/Garage	3434 Via Lido	372	89	91	137	76	120	301
2 Total				372		91				301
3	A	First Church of Christ Scientist/The Lido Bussiness Complex Building	3355 Via Lido	58	21	21	24	13	8	32
3 Total				58		21				32
5	A	Pacific Avalon Yacht Charters	3366 Via Lido	72	43	40	43	14	17	10
5	B	Public Parking / Meters Only		82	51	49	22	5	7	27
5	C	Sand Mountain Inc	501 Villa Way	3	2	2	0	1	1	0
5	D	Susie Mann Physical Therapist / Hair Sa	101 & 102 31st Street	11	7	7	1	4	3	1
5 Total				168		98				38
6	A	The Cannery Resturant	3110 Lafayette	25	11	15	33	13	14	25
6	B	Alta Café	506 31st Street	7	5	5	0	5	7	4
6	C	Comercial /Residential Bldg	501 - 519 30th Street	32	13	8	10	8	7	8
6 Total				64		28				37
7	A	Graphic Arts Building	510 29th Street	3	2	2	0	1	2	0
7	B	The Archies	508 29th Street	3	0	2	5	1	1	6
7 Total				6		4				6
8	A	No Name	501 29th Street	5	5	4	0	1	1	1
8	B	Clothing Store	500 30th Street	4	1	1	0	1	1	3
8	C	Madison	502 30th Street	4	3	4	0	0	1	1
8	D	No Name	504 30th Street	4	2	2	1	0	0	0
8	E	No Name	506 30th Street	4	2	2	3	3	3	3
8	F	Arnold Construction Company	508 30th Street	4	1	1	0	0	0	0
8	G	Gallery West	510 30th Street	4	1	0	0	0	0	0
8	H	No Name	512 30th Street	4	0	0	0	2	4	2
8	I	No Name	514 30th Street	4	0	0	0	0	0	0
8	J	RGGL Corporation	511 30th Street	9	1	4	0	1	1	0
8 Total				46		18				10
9	A	Rossetti Jorgensen	2800 Lafayette Ave.	14	13	14	0	1	0	5
9	B	Avilas El Ranchito Mexican Food	2800 Lafayette Ave.	13	1	12	13	6	15	12
9	C	Nautical Décor	2810 Newport Blvd	4	1	2	0	1	1	0
9	D	No Name	2815 Villa Way	8	4	4	1	1	0	0
9	E	No Name	2814 Newport Blvd	2	2	2	1	1	1	1
9	F	Hair West Salon	2817 Villa Way	4	4	4	2	2	3	1
9 Total				45		38				19
10	A	Pacific Coast Architiects	2600 26th Street	3	1	2	1	1	1	0
10	B	28th Street Marina Biz Complex	2700 Newport Blvd	90	67	73	10	14	14	13
10 Total				93		75				13
11	A	Ten Sushi Steaks	2406 Newport Blvd	40	5	8	10	8	12	16
11	B	Woody's Wharf	2318 Newport Blvd	21	4	12	12	5	23	19
11	C	Edge Water Power Boats	2312 Newport Blvd	71	64	50	9	63	53	7
11	D	Waste By Inc / Petro Marine Services	Newport Blvd	65	30	28	14	14	28	38
11 Total				197		98				80
12	A	Old Spaghetti Factory	2110 Newport Blvd	80	9	14	61	0	61	70
12 Total				80		14				70
13	A	Balboa Fitness	2000 W. Balboa	18	3	15	4	5	29	3
13	B	Newport Bay Villa	227 - 233 20th Street	11	2	5	3	11	7	1
13	C	Lyon Studios	222 21st	7	4	5	0	1	0	0
13	D	Sea Spray Boat Yard	226 21st	15	0	0	0	0	0	0
13 Total				51		25				4
14	A	7-Eleven / Cleaners	1920 W Balboa	15	4	4	2	4	8	4
14 Total				15		4				4
16	A	Bay Shore Pennisula Hotel	1800 W. Balboa Blvd	12	5	4	9	5	8	13
16 Total				12		4				13
19	A	Cannery Realty	2025 W Balboa Blvd	12	3	7	4	0	11	11
19	A	Sharky's	W Balboa Blvd	10	5	5	7	7	10	12
19	B	Balboa Newport Realty	2001 Balboa	5	3	5	0	2	3	1
19	C	Beach Parking	between Cannery & Ball	48	3	33	16	8	37	43
19 Total				75		50				67
20	A	Shop's Pier / Jane's	Corner Mcfadden & Co	15	5	9	8	13	12	10
20 Total				15		9				10
21	A	Public Parking	Entire Block	68	68	68	68	68	68	68
21 Total				68		68				68
23	A	Forgit Buildig	22nd Street	24	16	13	4	8	20	13
23 Total				24		13				13

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

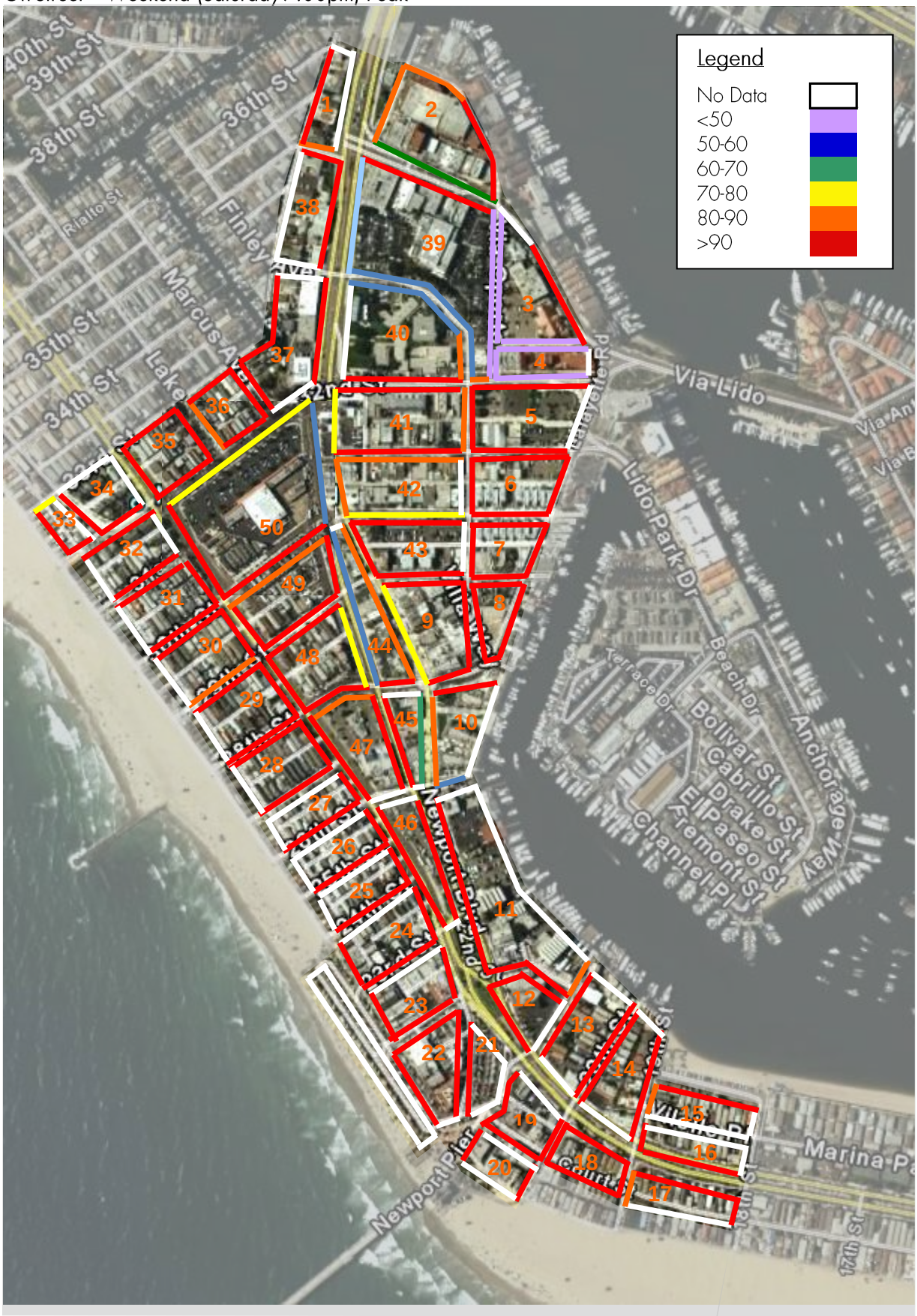
Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008 10:00 AM	1:00 PM	7:00 PM	Occupancies Saturday, July 12, 2008 10:00 AM	1:00 PM	7:00 PM
24	A	Stephanie Hair Salon	23rd Street	8	3	8	6	4	5	7
24	B	Newport Beachwalk Hotel	23rd Street	14	2	3	5	12	12	9
24 Total				22		11				16
37	A	Wachovia	3201 Newport Blvd	19	7	10	4	5	6	10
37	B	Las Fajitas Mexican Grill	3305 Newport Blvd	16	8	15	10	5	10	15
37	C	Pescado Bistro	3341 Newport Blvd	10	3	7	9	6	9	9
37 Total				45		32				34
38	A	Carnitas La Villa Restaurant	3418 Newport Blvd	19	7	5	5	15	13	12
38	B	Harold Properties	3415 Newport Blvd	8	6	5	3	7	8	4
38 Total				27		10				16
39	A	Via Lido Plaza	3400 Via Lido	298	202	152	81	120	132	97
39 Total				298		152				97
40		City Hall	3300 Newport Blvd	51	42	56	47	20	22	32
40 Total				51		56				32
41	A	California Cuisine	3112 Newport Ave	6	5	5	5	3	3	5
41	B	Rudy	Newport Blvd	26	15	19	23	16	25	22
41	C	Fresh Fish	407 31st Street	26	13	10	7	5	12	8
41	D	Newport Club	414 32nd Street	8	3	3	3	1	0	2
41	E	Country Wide / Carewest	424 32nd Street	20	9	9	0	2	3	0
41	F	Acupuncture Network	430 32nd Street	11	0	2	0	1	1	0
41	G	Dobbie Design Group	423 31st Street	3	3	1	3	1	2	2
41	H	Villa Rentals	427 31st Street	4	3	2	1	3	5	2
41 Total				104		51				41
42	A	Mama D's Italian Kitchen	3012 Newport Blvd	17	11	10	15	0	3	14
42	B	American Institute of Architects	3000 Newport Blvd	11	8	6	2	1	0	2
42	C	Cannery Village Shops	416-420 31st Street	8	8	8	2	2	2	1
42	D	Turley Emmit Studio	417 30th Street	8	3	1	0	1	1	1
42	E	Trinity Bay Center	419 30th Street	4	2	2	1	2	0	1
42	F	Summer Dreams Salon	31st Street	4	2	3	5	3	4	0
42	G	Faulconer Design / Development	411 30th Street	11	3	4	0	3	3	3
42	H	Prestige Builders	415 30th Street	3	1	2	0	1	1	0
42 Total				66		36				22
43	A	Newport Beach Brewing Company	2920 Newport Blvd	42	21	22	31	32	37	21
43	B	Public Parking	Corner of Villa Way & 3	46	42	39	25	14	23	31
43	C	Small Office Building	417 29th Street	3	2	2	0	0	0	0
43	D	Small Gated Lot	between 415 & 417 29	12	1	1	0	0	0	0
43	E	Peninsula Retail Partners & Offices	409 415 29th Street	12	3	2	4	3	3	2
43	F	Abe Restaurant Sushi & Seafood	2900 Newport Blvd	13	3	7	8	1	0	12
43 Total				128		73				66
44	A	McDonald's	2807 Newport Blvd	28	10	9	3	5	11	16
44	B	Best Cleaners	2815 Newport Blvd	8	3	2	1	1	2	0
44	C	13th St Arch	2817 Newport Blvd	4	0	0	0	0	0	1
44	D	Arch	2821 Newport Blvd	2	0	2	0	0	0	0
44	E	Bikes / Seacrest Cleaners / Shoes & Boots	2823 / 2825 Newport	10	3	4	0	6	5	3
44	F	Burr White Realty	2901 Newport Blvd	15	9	9	1	9	9	1
44	G	Paw Spa / Art Nails / One Step Cleaners	2903 -2905 Newport B	6	3	2	1	2	4	0
44 Total				73		28				21
45	A	Little In By the Bay	2627 Newport Blvd	17	9	8	13	11	10	16
45	B	Sportsman Liquor	2627 Newport Blvd	10	1	2	3	2	2	2
45 Total				27		10				18
46	A	Public Parking		60	60	60	52	60	60	60
46 Total				60		60				60
47	A	Newport Penn Center	2727 Balboa Blvd	82	53	54	29	30	45	26
47 Total				82		54				26
48	A	Public Parking		24	24	22	19	24	24	18
48 Total				24		22				18
49	A	Public Parking	Corner of 30th & Newp	35	33	34	30	35	35	33
49	B	Laundrymat	200 30th Street	4	2	3	3	4	4	3
49 Total				39		37				36
50	A	Albertson's Shopping Mall		207	76	106	75	118	155	99
50	B	Malarky's Bar & Grill		22	10	8	6	17	14	13
50	C	Newport Nails		3	0	0	0	0	0	0
50 Total				**232**		**114**				**112**
Beach Lot				**224**	**207**	**220**	**212**	**211**	**222**	**224**
Grand Total				**2,891**	**1,530**	**1,624**	**1,291**	**1,222**	**1,570**	**1,624**

APPENDIX B:

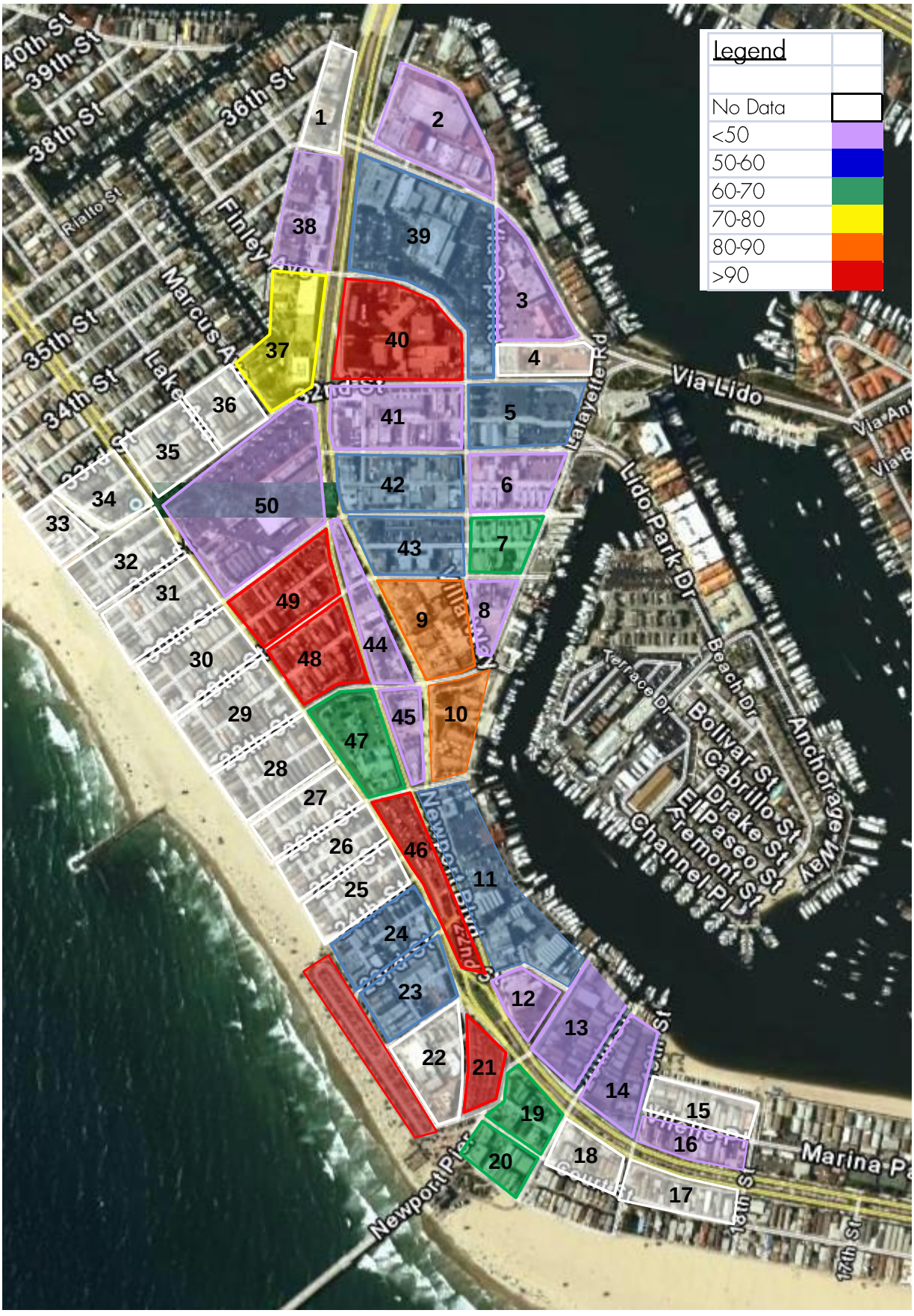
On-Street – Weekday (Thursday – 7:00pm) Peak



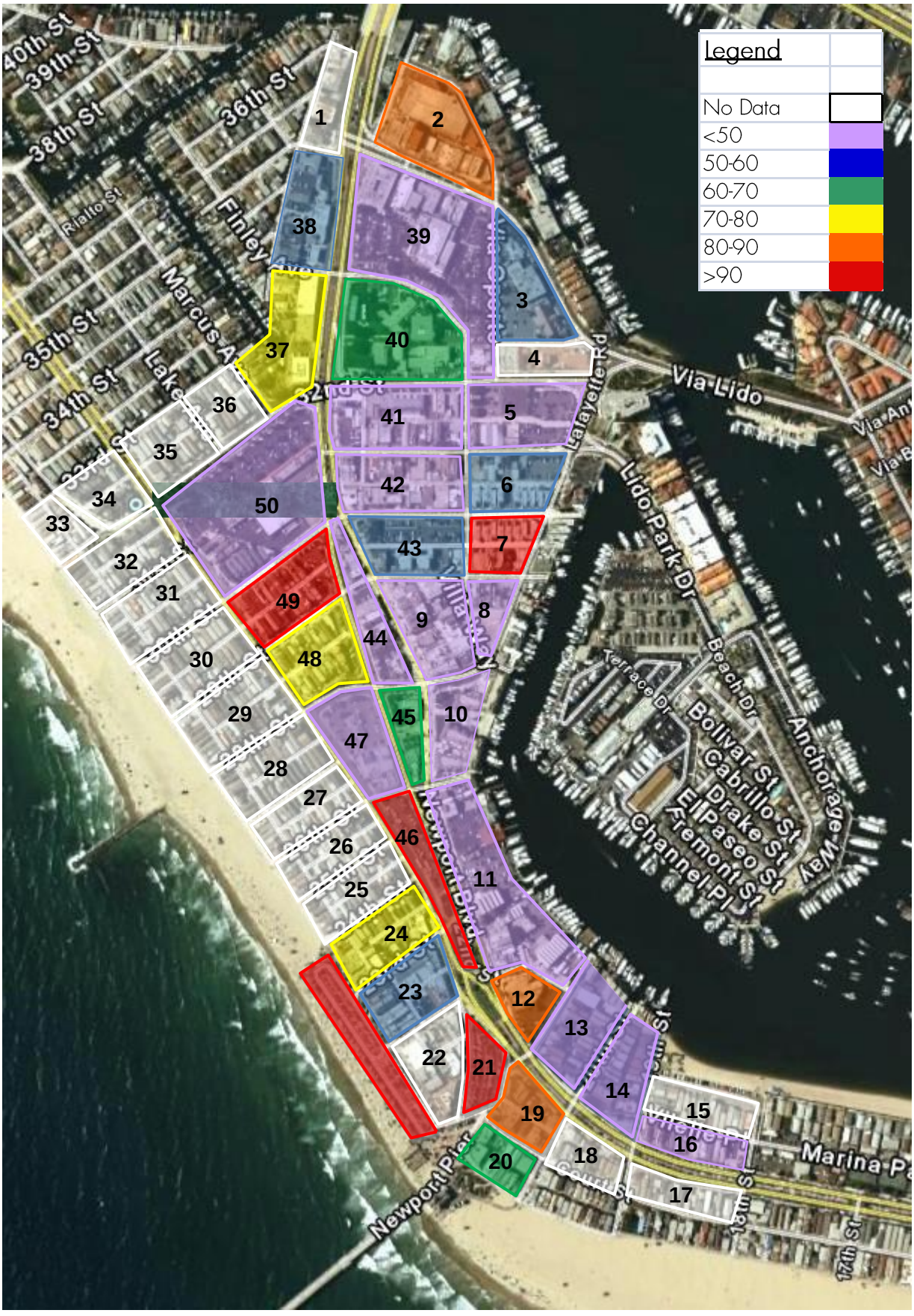
On-Street – Weekend (Saturday-7:00pm) Peak



Off-Street Weekday (1:00 PM)



Off-Street Weekend (7:00 PM)



APPENDIX C:

Appendix C -- LPI/Turnover Analysis

TBD

APPENDIX D:

			Weekday			Weekend		
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM	10:00 AM	1:00 PM	7:00 PM
1	N	0						
1	E	0						
1	S	5	100%	100%	20%	100%	100%	80%
1	W	3	100%	100%	100%	33%	100%	100%
1 Total								
2	N	10	70%	60%	70%	90%	60%	80%
2	E	4	0%	100%	100%	25%	25%	100%
2	S	13	85%	69%	69%	69%	77%	69%
2	W	6	67%	50%	83%	0%	33%	83%
2 Total								
3	N	0						
3	E	18	44%	22%	100%	28%	44%	100%
3	S	7	100%	100%	14%	43%	29%	43%
3	W	15	60%	67%	73%	33%	20%	40%
3 Total								
4	N	10	80%	80%	20%	30%	20%	20%
4	E	0						
4	S	12	50%	33%	100%	0%	0%	33%
4	W	3	67%	67%	67%	0%	33%	0%
4 Total								
5	N	5	80%	80%	80%	60%	40%	100%
5	E	0						
5	S	9	44%	56%	111%	67%	89%	111%
5	W	6	50%	83%	83%	100%	50%	100%
5 Total								
6	N	12	67%	50%	100%	75%	67%	92%
6	E	5	20%	60%	100%	0%	0%	100%
6	S	2	0%	100%	100%	0%	0%	100%
6	W	6	67%	33%	117%	100%	50%	117%
6 Total								
7	N	5	40%	80%	100%	0%	20%	100%
7	E	7	43%	57%	86%	43%	100%	114%
7	S	4	75%	75%	100%	50%	100%	100%
7	W	4	75%	100%	75%	75%	100%	100%
7 Total								
8	N	2	50%	50%	100%	0%	0%	100%
8	E	7	43%	57%	71%	14%	14%	100%
8	S	4	25%	75%	100%	0%	25%	100%
8	W	6	33%	83%	100%	33%	0%	100%
8 Total								
9	N	7	86%	29%	71%	71%	43%	100%
9	E	6	67%	100%	100%	33%	67%	100%
9	S	6	17%	50%	100%	67%	83%	100%
9	W	14	43%	64%	71%	21%	71%	79%
9 Total								
9A	N	0						
9A	E	0						
9A	S	0						
9A	W	3	0%	33%	67%	67%	67%	100%
9A Total								

			Weekday				Weekend	
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM	10:00 AM	1:00 PM	7:00 PM
10	N	5	60%	80%	100%	40%	80%	100%
10	E	0						
10	S	2	50%	100%	100%	50%	100%	50%
10	W	5	0%	60%	60%	80%	80%	80%
10 Total								
11	N	0						
11	E	0						
11	S	24	21%	96%	100%	46%	96%	88%
11	W	12	8%	75%	100%	67%	100%	100%
11 Total								
11A	N	0						
11A	E	0						
11A	S	0						
11A	W	6	0%	83%	100%	83%	100%	100%
11A Total								
12	N	4	0%	100%	100%	50%	100%	100%
12	E	8	75%	100%	100%	88%	100%	100%
12	S	0						
12	W	3	67%	67%	100%	100%	100%	100%
12 Total								
13	N	0						
13	E	7	43%	86%	100%	100%	100%	100%
13	S	0						
13	W	5	80%	80%	80%	60%	100%	100%
13 Total								
14	N	0						
14	E	8	75%	100%	100%	100%	100%	100%
14	S	0						
14	W	12	100%	100%	100%	92%	92%	100%
14 Total								
15	N	44	66%	61%	98%	100%	100%	93%
15	E							
15	S							
15	W	9	67%	89%	78%	100%	100%	89%
15 Total								
15A	N	0						
15A	E	0						
15A	S	0						
15A	W	5	20%	60%	100%	100%	100%	100%
15A Total								
16	N	0						
16	E	0						
16	S	19	100%	100%	95%	NA	NA	95%
16	W	2	100%	100%	50%	100%	100%	100%
16 Total								
16A		12	100%	100%	92%	100%	100%	100%
16A Total								
16B		24	63%	92%	50%	104%	100%	100%
16B Total								

			Weekday				Weekend	
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM	10:00 AM	1:00 PM	7:00 PM
17	N	12	100%	100%	100%	100%	100%	108%
17	E	7	100%	100%	100%	100%	100%	100%
17	S	0						
17	W	7	100%	100%	100%	100%	86%	86%
17 Total								
18	N	10	100%	100%	90%	100%	110%	90%
18	E	3	100%	100%	100%	100%	100%	100%
18	S	10	100%	100%	100%	100%	100%	90%
18	W	5	100%	100%	100%	100%	100%	100%
18 Total								
18A	N	13	100%	100%	92%	100%	92%	100%
18A	E	5	100%	100%	100%	100%	100%	100%
18A	S	0						
18A	W	5	100%	100%	100%	100%	100%	100%
18A Total								
19	NE	0						
19	SE	4	100%	50%	100%	100%	100%	100%
19	SW	5	0%	100%	100%	100%	100%	100%
19	NW	2	100%	100%	100%	100%	100%	100%
19 Total								
20	N	0						
20	E	3	100%	100%	100%	100%	100%	100%
20	S	0						
20	W	14	86%	86%	86%	93%	93%	93%
20 Total								
21	N	0						
21	E	0						
21	S	0						
21	W	31	100%	100%	100%	100%	100%	100%
21 Total								
22	N	8	100%	100%	100%	100%	100%	100%
22	E	25	100%	100%	96%	92%	96%	100%
22	S	0						
22	W	25	92%	88%	76%	88%	100%	92%
22 Total								
23	N	0						
23	E	3	100%	100%	100%	67%	100%	100%
23	S	6	100%	100%	100%	100%	100%	100%
23	W	9	100%	100%	100%	100%	100%	100%
23 Total								
24	N	0						
24	E	6	100%	83%	100%	33%	100%	100%
24	S	9	100%	100%	78%	100%	100%	100%
24	W	14	86%	86%	86%	86%	79%	93%
24 Total								
25	N	0						
25	E	6	100%	100%	83%	100%	100%	100%
25	S	14	86%	93%	100%	100%	100%	100%
25	W	0						
25 Total								

			Weekday			Weekend		
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM	10:00 AM	1:00 PM	7:00 PM
26	N	0						
26	E	4	100%	125%	125%	125%	125%	125%
26	S	16	94%	94%	94%	94%	100%	100%
26	W	0						
26 Total								
27	N	0						
27	E	5	100%	100%	100%	100%	100%	100%
27	S	15	87%	100%	100%	107%	107%	100%
27	W	0						
27 Total								
28	N	15	100%	93%	107%	107%	93%	93%
28	E	8	88%	100%	88%	100%	100%	100%
28	S	16	94%	94%	94%	94%	94%	94%
28	W	0						
28 Total								
29	N	17	59%	88%	94%	100%	100%	100%
29	E	5	100%	100%	100%	100%	100%	120%
29	S	16	100%	100%	88%	100%	100%	100%
29	W	0						
29 Total								
30	N	15	100%	100%	100%	100%	107%	107%
30	E	6	117%	117%	117%	117%	117%	117%
30	S	16	81%	88%	88%	88%	88%	88%
30	W	0						
30 Total								
31	N	15	100%	100%	100%	93%	93%	107%
31	E	5	100%	100%	100%	100%	100%	100%
31	S	14	93%	93%	93%	107%	107%	100%
31	W	0						
31 Total								
32	N	3	33%	100%	100%	100%	100%	100%
32	E	0						
32	S	11	91%	100%	91%	100%	100%	100%
32	W	0						
32 Total								
33	N	4	100%	100%	100%	75%	75%	75%
33	E	0						
33	S	3	100%	100%	100%	100%	100%	100%
33	W	0						
33 Total								
34	N	0						
34	E	0						
34	S	3	100%	100%	100%	100%	100%	100%
34	W	5	100%	100%	100%	100%	100%	100%
34 Total								
35	N	13	85%	92%	100%	100%	100%	100%
35	E	8	75%	75%	100%	88%	88%	100%
35	S	10	100%	100%	90%	100%	100%	110%
35	W	3	100%	100%	100%	100%	100%	100%
35 Total								

			Weekday			Weekend		
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM	10:00 AM	1:00 PM	7:00 PM
36	N	10	70%	80%	100%	100%	90%	90%
36	E	6	100%	100%	100%	83%	100%	100%
36	S	6	83%	100%	100%	117%	100%	117%
36	W	9	67%	100%	89%	89%	89%	89%
36 Total								
37	N	0						
37	E	9	56%	89%	100%	44%	67%	100%
37	S	0						
37	W	10	70%	70%	100%	90%	100%	90%
37 Total								
38	N	4	75%	100%	100%	100%	100%	100%
38	E	6	67%	17%	67%	83%	83%	100%
38	S	0						
38	W	0						
38 Total								
39	N	12	67%	67%	83%	75%	75%	83%
39	E	24	71%	63%	54%	33%	8%	29%
39	S	42	79%	88%	48%	48%	45%	50%
39	W	4	0%	0%	75%	25%	25%	0%
39 Total								
40	N / E	30	100%	100%	20%	3%	7%	53%
40	S	17	71%	53%	88%	29%	59%	100%
40	W							
40 Total								
41	N	36	58%	64%	92%	28%	33%	94%
41	E	8	100%	100%	88%	38%	13%	88%
41	S	11	55%	27%	100%	27%	73%	109%
41	W	4	50%	0%	100%	75%	100%	75%
41 Total								
42	N	11	73%	91%	100%	55%	109%	82%
42	E	0						
42	S	9	44%	56%	89%	33%	67%	78%
42	W	5	0%	20%	60%	0%	100%	80%
42 Total								
43	N	13	77%	92%	85%	15%	77%	92%
43	E	0						
43	S	5	60%	80%	120%	80%	40%	100%
43	W	5	0%	60%	20%	0%	80%	100%
43 Total								
44	N	0						
44	E	21	24%	19%	10%	33%	57%	81%
44	S	3	100%	100%	100%	100%	100%	100%
44	W	14	29%	21%	64%	29%	36%	50%
44 Total								
45	N	0						
45	E	12	0%	50%	83%	33%	108%	67%
45	S	0						
45	W	11	0%	36%	64%	45%	100%	100%
45 Total								

			Weekday				Weekend		
Block	Face	Inv.	10:00 AM	1:00 PM	7:00 PM		10:00 AM	1:00 PM	7:00 PM
46	N	0							
46	E	17	0%	100%	100%		88%	100%	100%
46	S	0							
46	W	8	25%	100%	75%		100%	100%	100%
46 Total									
47	N	6	17%	100%	50%		100%	100%	83%
47	E	12	0%	33%	58%		92%	100%	100%
47	S	0							
47	W	7	86%	100%	71%		100%	100%	100%
47 Total									
48	N	13	15%	92%	62%		100%	100%	100%
48	E	10	0%	30%	0%		100%	100%	70%
48	S	8	113%	113%	150%		100%	100%	125%
48	W	9	100%	100%	78%		100%	100%	100%
48 Total									
49	N	15	40%	80%	93%		100%	87%	87%
49	E	6	17%	17%	50%		83%	83%	100%
49	S	14	93%	100%	93%		93%	100%	100%
49	W	6	100%	100%	100%		117%	117%	117%
49 Total									
50	N	18	39%	89%	94%		94%	94%	72%
50	E	2	150%	0%	100%		50%	0%	50%
50	S	13	108%	92%	92%		92%	92%	100%
50	W	6	117%	117%	100%		117%	117%	117%
50 Total									
Grand Total		1,481							

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008						Occupancies Saturday, July 12, 2008				
					10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM	7:00 PM	10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM
2	A	Lido Marina Village / Garage	3434 Via Lido	372	89	24%	91	24%	137	37%	76	20%	120	32%	301
2 Total				372											
3	A	First Church of Christ Scientist / The Lido Bussiness Complex Building	3355 Via Lido	58	21	36%	21	36%	24	41%	13	22%	8	14%	32
3 Total				58											
5	A	Pacific Avalon Yacht Charters	3366 Via Lido	72	43	60%	40	56%	43	60%	14	19%	17	24%	10
5	B	Public Parking / Meters Only		82	51	62%	49	60%	22	27%	5	6%	7	9%	27
5	C	Sand Mountain Inc	501 Villa Way	3	2	67%	2	67%	0	0%	1	33%	1	33%	0
5	D	Susie Mann Physical Therapist / Hair Salon	101 & 102 31st Street	11	7	64%	7	64%	1	9%	4	36%	3	27%	1
5 Total				168											
6	A	The Cannery Resturant	3110 Lafayette	25	11	44%	15	60%	33	132%	13	52%	14	56%	25
6	B	Alta Café	506 31st Street	7	5	71%	5	71%	0	0%	5	71%	7	100%	4
6	C	Comercial / Residential Bldg	501 - 519 30th Street	32	13	41%	8	25%	10	31%	8	25%	7	22%	8
6 Total				64											
7	A	Graphic Arts Building	510 29th Street	3	2	67%	2	67%	0	0%	1	33%	2	67%	0
7	B	The Archies	508 29th Street	3	0	0%	2	67%	5	167%	1	33%	1	33%	6
7 Total				6											
8	A	No Name	501 29th Street	5	5	100%	4	80%	0	0%	1	20%	1	20%	1
8	B	Clothing Store	500 30th Street	4	1	25%	1	25%	0	0%	1	25%	1	25%	3
8	C	Madison	502 30th Street	4	3	75%	4	100%	0	0%	0	0%	1	25%	1
8	D	No Name	504 30th Street	4	2	50%	2	50%	1	25%	0	0%	0	0%	0
8	E	No Name	506 30th Street	4	2	50%	2	50%	3	75%	3	75%	3	75%	3
8	F	Arnold Construction Company	508 30th Street	4	1	25%	1	25%	0	0%	0	0%	0	0%	0
8	G	Gallery West	510 30th Street	4	1	25%	0	0%	0	0%	0	0%	0	0%	0
8	H	No Name	512 30th Street	4	0	0%	0	0%	0	0%	2	50%	4	100%	2
8	I	No Name	514 30th Street	4	0	0%	0	0%	0	0%	0	0%	0	0%	0
8	J	RGGL Corporation	511 30th Street	9	1	11%	4	44%	0	0%	1	11%	1	11%	0
8 Total				46											
9	A	Rossetti Jorgensen	2800 Lafayette Ave.	14	13	93%	14	100%	0	0%	1	7%	0	0%	5
9	B	Avilas El Ranchito Mexican Food	2800 Lafayette Ave.	13	1	8%	12	92%	13	100%	6	46%	15	115%	12
9	C	Nautical Décor	2810 Newport Blvd	4	1	25%	2	50%	0	0%	1	25%	1	25%	0
9	D	No Name	2815 Villa Way	8	4	50%	4	50%	1	13%	1	13%	0	0%	0
9	E	No Name	2814 Newport Blvd	2	2	100%	2	100%	1	50%	1	50%	1	50%	1
9	F	Hair West Salon	2817 Villa Way	4	4	100%	4	100%	2	50%	2	50%	3	75%	1
9 Total				45											

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008						Occupancies Saturday, July 12, 2008				
					10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM	7:00 PM	10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM
10	A	Pacific Coast Architiects	2600 26th Street	3	1	33%	2	67%	1	33%	1	33%	1	33%	0
10	B	28th Street Marina Biz Complex	2700 Newport Blvd	90	67	74%	73	81%	10	11%	14	16%	14	16%	13
10 Total				93											
11	A	Ten Sushi Steaks	2406 Newport Blvd	40	5	13%	8	20%	10	25%	8	20%	12	30%	16
11	B	Woody's Wharf	2318 Newport Blvd	21	4	19%	12	57%	12	57%	5	24%	23	110%	19
11	C	Edge Water Power Boats	2312 Newport Blvd	71	64	90%	50	70%	9	13%	63	89%	53	75%	7
11	D	Waste By Inc / Petro Marine Services	Newport Blvd	65	30	46%	28	43%	14	22%	14	22%	28	43%	38
11 Total				197											
12	A	Old Spaghetti Factory	2110 Newport Blvd	80	9	11%	14	18%	61	76%	0	0%	61	76%	70
12 Total				80											
13	A	Balboa Fitness	2000 W. Balboa	18	3	17%	15	83%	4	22%	5	28%	29	161%	3
13	B	Newport Bay Villa	227 - 233 20th Street	11	2	18%	5	45%	3	27%	11	100%	7	64%	1
13	C	Lyon Studios	222 21st	7	4	57%	5	71%	0	0%	1	14%	0	0%	0
13	D	Sea Spray Boat Yard	226 21st	15	0	0%	0	0%	0	0%	0	0%	0	0%	0
13 Total				51											
14	A	7-Eleven / Cleaners	1920 W Balboa	15	4	27%	4	27%	2	13%	4	27%	8	53%	4
14 Total				15											
16	A	Bay Shore Pennisula Hotel	1800 W. Balboa Blvd	12	5	42%	4	33%	9	75%	5	42%	8	67%	13
16 Total				12											
19	A	Cannery Realty	2025 W Balboa Blvd	12	3	25%	7	58%	4	33%	0	0%	11	92%	11
19	A	Sharky's	W Balboa Blvd	10	5	50%	5	50%	7	70%	7	70%	10	100%	12
19	B	Balboa Newport Realty	2001 Balboa	5	3	60%	5	100%	0	0%	2	40%	3	60%	1
19	C	Beach Parking	between Cannery & Balboa Newport Realty	48	3	6%	33	69%	16	33%	8	17%	37	77%	43
19 Total				75											
20	A	Shop's Pier / Jane's	Corner Mcfadden & Court	15	5	33%	9	60%	8	53%	13	87%	12	80%	10
20 Total				15											

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008						Occupancies Saturday, July 12, 2008				
					10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM	7:00 PM	10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM
21	A	Public Parking	Entire Block	68	68	100%	68	100%	68	100%	68	100%	68	100%	68
21 Total				68											
23	A	Forgit Buildig	22nd Street	24	16	67%	13	54%	4	17%	8	33%	20	83%	13
23 Total				24											
24	A	Stephanie Hair Salon	23rd Street	8	3	38%	8	100%	6	75%	4	50%	5	63%	7
24	B	Newport Beachwalk Hotel	23rd Street	14	2	14%	3	21%	5	36%	12	86%	12	86%	9
24 Total				22											
37	A	Wachovia	3201 Newport Blvd	19	7	37%	10	53%	4	21%	5	26%	6	32%	10
37	B	Las Fajitas Mexican Grill	3305 Newport Blvd	16	8	50%	15	94%	10	63%	5	31%	10	63%	15
37	C	Pescado Bistro	3341 Newport Blvd	10	3	30%	7	70%	9	90%	6	60%	9	90%	9
37 Total				45											
38	A	Carnitas La Villa Restaurant	3418 Newport Blvd	19	7	37%	5	26%	5	26%	15	79%	13	68%	12
38	B	Harold Properties	3415 Newport Blvd	8	6	75%	5	63%	3	38%	7	88%	8	100%	4
38 Total				27											
39	A	Via Lido Plaza	3400 Via Lido	298	202	68%	152	51%	81	27%	120	40%	132	44%	97
39 Total				298											
40		City Hall	3300 Newport Blvd	51	42	82%	56	110%	47	92%	20	39%	22	43%	32
40 Total				51											
41	A	California Cuisine	3112 Newport Ave	6	5	83%	5	83%	5	83%	3	50%	3	50%	5
41	B	Rudy	Newport Blvd	26	15	58%	19	73%	23	88%	16	62%	25	96%	22
41	C	Fresh Fish	407 31st Street	26	13	50%	10	38%	7	27%	5	19%	12	46%	8
41	D	Newport Club	414 32nd Street	8	3	38%	3	38%	3	38%	1	13%	0	0%	2
41	E	Country Wide / Carewest	424 32nd Street	20	9	45%	9	45%	0	0%	2	10%	3	15%	0
41	F	Acupuncture Network	430 32nd Street	11	0	0%	2	18%	0	0%	1	9%	1	9%	0
41	G	Dobbie Design Group	423 31st Street	3	3	100%	1	33%	3	100%	1	33%	2	67%	2
41	H	Villa Rentals	427 31st Street	4	3	75%	2	50%	1	25%	3	75%	5	125%	2
41 Total				104											
42	A	Mama D's Italian Kitchen	3012 Newport Blvd	17	11	65%	10	59%	15	88%	0	0%	3	18%	14
42	B	American Institute of Architects	3000 Newport Blvd	11	8	73%	6	55%	2	18%	1	9%	0	0%	2
42	C	Cannery Village Shops	416-420 31st Street	8	8	100%	8	100%	2	25%	2	25%	2	25%	1
42	D	Turley Emmit Studio	417 30th Street	8	3	38%	1	13%	0	0%	1	13%	1	13%	1
42	E	Trinity Bay Center	419 30th Street	4	2	50%	2	50%	1	25%	2	50%	0	0%	1
42	F	Summer Dreams Salon	31st Street	4	2	50%	3	75%	5	125%	3	75%	4	100%	0
42	G	Faulconer Design / Development	411 30th Street	11	3	27%	4	36%	0	0%	3	27%	3	27%	3
42	H	Prestige Builders	415 30th Street	3	1	33%	2	67%	0	0%	1	33%	1	33%	0
42 Total				66											

Cannery/Lido/McFadden: Off-StreetOccupancy Counts

Block	Letter	Type / Description	Address	Inventory	Occupancies Thursday, July 10, 2008						Occupancies Saturday, July 12, 2008				
					10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM	7:00 PM	10:00 AM	10:00 AM	1:00 PM	1:00 PM	7:00 PM
43	A	Newport Beach Brewing Company	2920 Newport Blvd	42	21	50%	22	52%	31	74%	32	76%	37	88%	21
43	B	Public Parking	Corner of Villa Way & 30th Street	46	42	91%	39	85%	25	54%	14	30%	23	50%	31
43	C	Small Office Building	417 29th Street	3	2	67%	2	67%	0	0%	0	0%	0	0%	0
43	D	Small Gated Lot	between 415 & 417 29th Street	12	1	8%	1	8%	0	0%	0	0%	0	0%	0
43	E	Peninsula Retail Partners & Offices	409 415 29th Street	12	3	25%	2	17%	4	33%	3	25%	3	25%	2
43	F	Abe Restaurant Sushi & Seafood	2900 Newport Blvd	13	3	23%	7	54%	8	62%	1	8%	0	0%	12
43 Total				128											
44	A	McDonald's	2807 Newport Blvd	28	10	36%	9	32%	3	11%	5	18%	11	39%	16
44	B	Best Cleaners	2815 Newport Blvd	8	3	38%	2	25%	1	13%	1	13%	2	25%	0
44	C	13th St Arch	2817 Newport Blvd	4	0	0%	0	0%	0	0%	0	0%	0	0%	1
44	D	Arch	2821 Newport Blvd	2	0	0%	2	100%	0	0%	0	0%	0	0%	0
44	E	Bikes / Seacrest Cleaners / Shoes & Boots	2823 / 2825 Newport Blvd	10	3	30%	4	40%	0	0%	6	60%	5	50%	3
44	F	Burr White Realty	2901 Newport Blvd	15	9	60%	9	60%	1	7%	9	60%	9	60%	1
44	G	Paw Spa / Art Nails / One Step Cleaners	2903 -2905 Newport Blvd	6	3	50%	2	33%	1	17%	2	33%	4	67%	0
44 Total				73											
45	A	Little In By the Bay	2627 Newport Blvd	17	9	53%	8	47%	13	76%	11	65%	10	59%	16
45	B	Sportsman Liquor	2627 Newport Blvd	10	1	10%	2	20%	3	30%	2	20%	2	20%	2
45 Total				27											
46	A	Public Parking		60	60	100%	60	100%	52	87%	60	100%	60	100%	60
46 Total				60											
47	A	Newport Penn Center	2727 Balboa Blvd	82	53	65%	54	66%	29	35%	30	37%	45	55%	26
47 Total				82											
48	A	Public Parking		24	24	100%	22	92%	19	79%	24	100%	24	100%	18
48 Total				24											
49	A	Public Parking	Corner of 30th & Newport	35	33	94%	34	97%	30	86%	35	100%	35	100%	33
49	B	Laundrymat	200 30th Street	4	2	50%	3	75%	3	75%	4	100%	4	100%	3
49 Total				39											
50	A	Albertson's Shopping Mall		207	76	37%	106	51%	75	36%	118	57%	155	75%	99
50	B	Malarky's Bar & Grill		22	10	45%	8	36%	6	27%	17	77%	14	64%	13
50	C	Newport Nails		3	0	0%	0	0%	0	0%	0	0%	0	0%	0
50 Total				232											
Beach Lot				224	207		220		212		211		222		224
Grand Total				**2,891**	**1,530**		**1,624**		**1,291**		**1,222**		**1,570**		**1,624**

	Inventory		Weekday				Weekend			
	On-Street	Off-Street	On-Street Peak		Off-Street Peak		On-Street Peak		Off-Street Peak	
1 Total	8	NA	8	100%	NA		7	88%	NA	
2 Total	33	372	22	67%	91	24%	26	79%	301	81%
3 Total	40	58	21	53%	21	36%	27	68%	32	55%
4 Total	25	NA	14	56%	NA		6	24%	NA	
5 Total	20	168	14	70%	98	58%	21	105%	38	23%
6 Total	25	64	13	52%	28	44%	25	100%	37	58%
7 Total	20	6	15	75%	4	67%	21	105%	6	100%
8 Total	19	46	13	68%	18	39%	19	100%	10	22%
9 Total	33	45	20	61%	38	84%	30	91%	19	42%
9A Total	3	NA	1	33%	NA		3	100%	NA	
10 Total	12	93	9	75%	75	81%	10	83%	13	14%
11 Total	36	197	32	89%	98	50%	33	92%	80	41%
11A Total	6	NA	5	83%	NA		6	100%	NA	
12 Total	15	80	14	93%	14	18%	15	100%	70	88%
13 Total	12	51	10	83%	25	49%	12	100%	4	8%
14 Total	20	15	20	100%	4	27%	20	100%	4	27%
15 Total	53	NA	35	66%	NA		49	92%	NA	
15A Total	5	NA	3	60%	NA		5	100%	NA	
16 Total	21	12	21	100%	4	33%	20	95%	13	108%
16A Total	12	NA	12	100%	NA		12	100%	NA	
16B Total	24	NA	22	92%	NA		24	100%	NA	
17 Total	26	NA	26	100%	NA		26	100%	NA	
18 Total	28	NA	28	100%	NA		26	93%	NA	
18A Total	23	NA	23	100%	NA		23	100%	NA	
19 Total	11	75	9	82%	50	67%	11	100%	67	89%
20 Total	17	15	15	88%	9	60%	16	94%	10	67%
21 Total	31	68	31	100%	68	100%	31	100%	68	100%
22 Total	58	NA	55	95%	NA		56	97%	NA	
23 Total	18	24	18	100%	13	54%	18	100%	13	54%
24 Total	29	22	26	90%	11	50%	28	97%	16	73%

25 Total	20	NA		19	95%	NA			20	100%	NA	
26 Total	20	NA		20	100%	NA			21	105%	NA	
27 Total	20	NA		20	100%	NA			20	100%	NA	
28 Total	39	NA		37	95%	NA			37	95%	NA	
29 Total	38	NA		36	95%	NA			39	103%	NA	
30 Total	37	NA		36	97%	NA			37	100%	NA	
31 Total	34	NA		33	97%	NA			35	103%	NA	
32 Total	14	NA		14	100%	NA			14	100%	NA	
33 Total	7	NA		7	100%	NA			6	86%	NA	
34 Total	8	NA		8	100%	NA			8	100%	NA	
35 Total	34	NA		31	91%	NA			35	103%	NA	
36 Total	31	NA		29	94%	NA			30	97%	NA	
37 Total	19	45		15	79%	32	71%		18	95%	34	76%
38 Total	10	27		5	50%	10	37%		10	100%	16	59%
39 Total	82	298		60	73%	152	51%		38	46%	97	33%
40 Total	47	51		39	83%	56	110%		33	70%	32	63%
41 Total	59	104		34	58%	51	49%		56	95%	41	39%
42 Total	25	66		16	64%	36	55%		20	80%	22	33%
43 Total	23	128		19	83%	73	57%		22	96%	66	52%
44 Total	38	73		10	26%	28	38%		27	71%	21	29%
45 Total	23	27		10	43%	10	37%		19	83%	18	67%
46 Total	25	60		25	100%	60	100%		25	100%	60	100%
47 Total	25	82		17	68%	54	66%		24	96%	26	32%
48 Total	40	24		33	83%	22	92%		39	98%	18	75%
49 Total	41	39		33	80%	37	95%		40	98%	36	92%
50 Total	39	232		35	90%	114	49%		34	87%	112	48%
Beach Lot	NA	224		NA		220	98%		NA		224	100%
Total	**1,481**	**2,891**		**1,196**	**81%**	**1,624**	**56%**		**1,333**	**90%**	**1,624**	**56%**