



CITY OF NEWPORT BEACH NEIGHBORHOOD REVITALIZATION COMMITTEE

ORGANIZATIONAL MEETING

AGENDA

Newport Beach City Hall
Council Chambers

Wednesday, April 6, 2011

4:00 p.m. to 5:30 p.m.

Mike Henn – Chair
Rush Hill, Ed Selich – Council Members

1. Welcome, Committee Purpose and Introductions (Mayor Henn)
2. Organizational Issues (Henn)
 - a. What's the best day and time for the Committee to meet?
 - b. What's the best location?
 - c. Advisory Group/Panel – how many, method of selection, should the members vary by geographic area?
3. Review of the Committee's Workplan (Smith, Campbell, Badum)
 - a. Are there any potential changes to the early draft of the scope that Council approved? See the pages that follow for the *Purpose and Responsibilities* and *Recommended Implementation Steps*. Key items are:
 - i. Review and determine the list of potential revitalization areas;
 - ii. Establish a weighted criteria selection process. Suggested process to include:
 1. Physical area in poor condition, including infrastructure needs and nuisance abatement needs;
 2. Need for focused economic development efforts (e.g. storefront improvements, retail attraction strategy, repositioning of businesses, improved parking strategies);
 3. Land use and zoning issues and/or inconsistencies with land use potential;
 4. Area includes a signature Gateway to the City in need of enhancements; and
 5. Estimated costs for major infrastructure deficiencies.

iii. Make a recommendation to the full City Council as to what area to address first.
Proposed areas (in no particular order):

1. Current City Hall Site/Lido Marina Village (what's next in this process – timing, deliverables, more).
2. Balboa Village (produce a new vision plan, including parking solutions).
3. Mariner's Mile (includes a vision plan and acquisition of West Coast Highway).
4. Corona Del Mar entry – East Coast Highway and MacArthur (CDM Chamber's request to move where PCH narrows to 2 from 3 lanes closer to Avocado, to increase sidewalk space. Gain better understanding of the project, the community's wishes, traffic impacts, costs).
5. Bristol Road South in Santa Ana Heights (a beautification project, including gaining an understanding of pending redevelopment projects, where City's resources could assist. Old Kline Drive should be included in this update, too).
6. West Newport Beach – Balboa Boulevard, West Coast Highway (may primarily be an infrastructure project – medians, parkways, other beautification. Could include nuisance abatement i.e. the Beach and Bay Mobile Home Park).

iv. Establish general strategic outcomes for each area;

v. Propose a budget estimate (based on staff input) for consideration by the full Council. Should City staff do the work or consultants?

vi. Select a Citizens Advisory Panel (CAP) of up to seven (7) people to provide their expertise on key subject areas, including but not limited to economic development, land use planning, past community interest, representatives of local HOAs or community groups, and more. The advisory panel may change depending on the geographic area(s) that the Committee intends to prioritize.

b. What current resources are available (General Plan, previous visioning documents) and what additional information is necessary?

c. What additional resources (staff or consultant) are needed for each item?

d. What City Council "Check-In" times are appropriate within the workplan?

e. What is the anticipated conclusion date for the Committee or individual phases of work?

4. Roundtable or Additional Public Comments

5. Set Next Meeting – *TBD*

6. Adjournment

NEIGHBORHOOD REVITALIZATION COMMITTEE

PURPOSE & RESPONSIBILITIES:

- A. To identify and then prioritize those areas of the community that should have an investment of time, thought, and resources to bring the areas up to “Newport Beach” standards. This may include, but not be limited to:
 - a. Land use planning and visioning;
 - b. Economic development;
 - c. Code enforcement and nuisance abatement; and
 - d. New infrastructure.
- B. Following the prioritization’s approval by the City Council, the Committee shall identify desired outcomes, develop a plan to achieve them, and recommend a budget appropriation to be approved by the City Council.
- C. Identify and establish a Citizens Advisory Panel (CAP) to guide and implement the revitalization strategy for each specific area, encouraging public input throughout the process. The CAP may be different for each specific area.
- D. Meetings of the Committee that involve the CAP shall be noticed, open to the public, and shall be collaborative with all persons attending the meeting and contributing in a positive way.

RECOMMENDED IMPLEMENTATION STEPS:

The Committee shall generally be guided by these Implementation Steps, which were reviewed by the City Council on February 22, 2011:

1. Establish that the City Council is the oversight body that would approve the final priorities, the strategies, and funding for each area.
2. Review and determine the list of potential revitalization areas, establish a weighted criteria selection process, and make a recommendation to the full Council as to prioritization. Potential areas to review include, but are not limited to (in no particular order):
 - Current City Hall Site/Lido Marina Village
 - Balboa Village
 - Mariner’s Mile
 - Corona Del Mar entry at MacArthur
 - Bristol Road South in Santa Ana Heights
 - West Newport Beach – Balboa Boulevard, West Coast Highway

Weighting and Prioritization. Prioritization (what goes first) and a budget amount are needed to set realistic expectations. A simple way to set the relative order of the projects is to prioritize based on agreed upon criteria. Below are some suggested criteria that the committee could use along with input from key city departments (CDD, Public Works, Police and City Manager's Office) who can provide important information (need and cost of public improvements, crime statistics, vacancy rates, land use and nuisance conflicts and more) to assist the Council Committee in developing a suggested priority list. Potential criteria could include:

- Physical area in poor condition, including infrastructure needs and nuisance abatement needs;
- Need for focused economic development efforts (e.g. storefront improvements, retail attraction strategy, repositioning of businesses, improved parking strategies);
- Land use and zoning issues and/or inconsistencies with land use potential;
- Area includes a signature Gateway to the City in need of enhancements; and
- Estimated costs for major infrastructure deficiencies.

The Committee should identify and prioritize the project areas, establish general strategic outcomes for each area, and propose a budget estimate (based on staff input) for consideration by the full Council.

3. Depending upon the area of interest and the prioritization, select a Citizens Advisory Panel (CAP) of up to seven (7) people specifically invited to attend Committee meetings and to provide their expertise on key subject areas, including but not limited to economic development, land use planning, past community interest, representatives of local HOAs or community groups, and more. The advisory panel may change depending on the geographic area(s) that the Committee intends to prioritize.
4. Based on the project type and need of the areas to be addressed first, City staff should then assess how many project areas can be addressed each year. The staff should prepare for Council consideration a project scope, budget, community outreach and involvement process, and schedule for the project area(s).