

Attachment C

Open House Outreach Summary

City of Newport Beach, Corona del Mar Implementation Overlay Zone Commercial Corridor Study Engagement

Resident, Business Owner, and Property Owner Open House Summary

For Public Review

Introduction

The City of Newport Beach (City) is conducting a comprehensive Land Use and Mobility Study (Study) to consider ways to enhance and improve the Corona del Mar (CdM) commercial corridor. The Study will identify strategies and provide recommendations to help create a vibrant, walkable, and connected “main street” destination. The final recommendations will be used to create a Corridor Atlas, a guiding document on proposed actions for the commercial corridor. An open house was hosted to engage CdM residents, business owners, and property owners in reviewing the draft goals, actions, and recommendations from the Study and solicit their input. This summary includes the objectives, notification process, open house schedule and format, and key themes from participant input.

Objectives

The engagement objectives were to:

- Share a snapshot of corridor research and study findings, as of July 2025, with corridor business owners, property owners, and residents.
- Recap business engagement from the corridor canvassing, roundtable discussions, and business outreach.
- Solicit input and feedback on the recommendations for the draft Corridor Atlas.

Notification Process

The open house event was advertised using various notification methods. Invitations were sent over three weeks, beginning the week of July 25th and concluding on the day of the open house, August 12th. Below is a list of the notification methods used by the City:

- **Social Media Posts** on Instagram and Facebook
- **Newport Beach City Managers' Friday Newsletter**
- **Printed Flyer**, distributed to local businesses and the CdM Residents Association
- **Presentation** at the CdM Residents Association
- **Email Blasts** to CdM residents, project interest list, and business engagement participants

In addition, a registration webpage on Eventbrite was launched on Monday, July 25th, to encourage participants to RSVP in advance of the open house. If participants did not register in advance, they could still register at check-in.

Open House Schedule and Format

The open house for the CdM Study was hosted on Tuesday, August 12th, 2025, from 5:30 p.m. to 7:30 p.m., at the Oasis Senior Center on Narcissus Avenue in Corona del Mar. The two-part agenda included a presentation and self-guided activities. In partnership with the City and the technical consultant team from Dudek, Kearns & West facilitated the meeting. The open house was attended by **77 residents, business owners, and property owners**.

Upon arrival at the Oasis Senior Center, participants were invited to sign in, make a name tag, and receive a clipboard, pen, and feedback sheet for the self-guided activities portion of the evening. The project team invited participants to take a seat near the projector and screen, in preparation for the presentation.

The open house presentation began with the agenda, meeting objectives, and introductions from the project team. Following introductions, City staff provided an overview of the Study, including objectives, corridor map boundaries, and timeline (see Appendix A for the presentation slides). Next, the Dudek team and City staff presented a snapshot of corridor research and analysis. They shared information on patterns of visits, business mixes, existing zoning, and permitted land uses. Lastly, they highlighted the four goals and accompanying actions that have been drafted based on business engagement (see below in the next section). After the presentation, the facilitator thanked the open house participants for their time and provided instructions for navigating the self-guided activities.



City staff and the Dudek team are presenting on the corridor study snapshot for community participants.

Each of the four draft recommendations, along with its related goal and actions, was printed on poster boards and placed at the back of the room. Participants were invited to review each recommendation at their own pace and provide feedback using a structured feedback sheet. The feedback sheets included a 5-point scale for each action, ranging from "Less Supportive" to "More Supportive," with a "Neutral" option (see Figure 1). Participants were also invited to provide written feedback for each action. See Appendix B for the blank feedback sheet. In addition, the project team and City staff were available at each poster to answer questions and take notes of verbal comments.

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Less Supportive Neutral More Supportive

Tell us more:

Figure 1. Snapshot of Supportive Scale and Tell Us More on the Feedback Sheet

Open House Input and Key Themes

During the open house, 43 residents, business owners, and property owners used the feedback sheets to provide comments and input on the draft goals and actions proposed by the Study project team. Seven additional completed feedback sheets were submitted to City staff in the Planning Division a week after the open house.

For each goal, input from the feedback sheets is summarized below with detailed comments presented in Appendix C. This includes key themes from written and verbal comments, as well as the average scale response for each action. Feedback from emails and comment cards follows the goal synopsis. The order of key themes does not reflect prioritization.

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

Feedback on Goal 1 included interest in outdoor dining and casual dining options, maintaining the character of CdM, and limiting certain business types (e.g., real estate, banks). Participants expressed mixed views on adding housing to the second floors of buildings, with some noting concerns about the impact on parking, which is already a concern for many residents.

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

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

Participant feedback focused on the cost of parking and the effectiveness of solutions such as neighborhood parking permits, in-lieu parking, valet parking, and employee shuttles. Some expressed

interest in an expanded trolley program, consideration for the pedestrian experience, and how existing lots might be repurposed for other uses.

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

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

Participants expressed a range of feedback on Goal 3, including mixed comments about possible physical improvements (e.g., bulb-outs) and changes to bike routes. Other suggestions included improving walking safety, enforcing speed limits, and adding signs for drivers.

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

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

For Goal 4, feedback centered on updates for wayfinding consistent with CdM character, improvements to landscaping, and coordination with the CdM Chamber of Commerce. Some participants expressed interest in outdoor dining.

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

Email and Comment Card Feedback

Feedback from emails and comment cards touched on a variety of topics, including suggestions for coordinating with residents and real estate brokers, better understanding traffic conditions in the CdM corridor, and creating a commercial tenant directory. Other feedback mentioned specific businesses to consider when updating permitting and zoning codes, as well as maintaining the charm and character of CdM.

Next Steps

The input received from the open house will be incorporated into the draft recommendations for the Corridor Atlas. The project timeline below outlines the proposed review and implementation process with the City Council. For more information on the CdM Commercial Corridor Study, including project resources, visit: www.newportbeachca.gov/cdmstudy

- **Open House Summary – Summer 2025**
 - Residents, Business Owners, and Property Owners
- **Study Session – Fall 2025**
 - Feedback from City Council
- **Updated Implementation Overlay Zone – Fall 2025**
 - Incorporate feedback from open house and study session
- **Public Hearings – Winter 2025**
 - Planning Commission
 - City Council - Adoption



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Tonight's Agenda

- 1 Provide overview of Study objectives, timeline, and process
- 2 Present an existing conditions snapshot of the corridor
- 3 Share the draft goals and actions
- 4 Provide your feedback on the goals and actions at the open house stations



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Study Overview

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Purpose and Context of Study

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

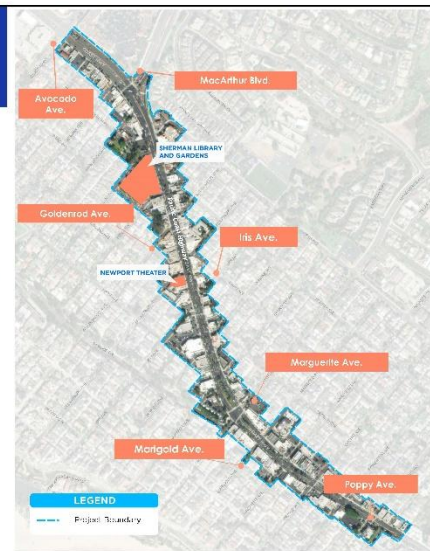
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Study Objectives

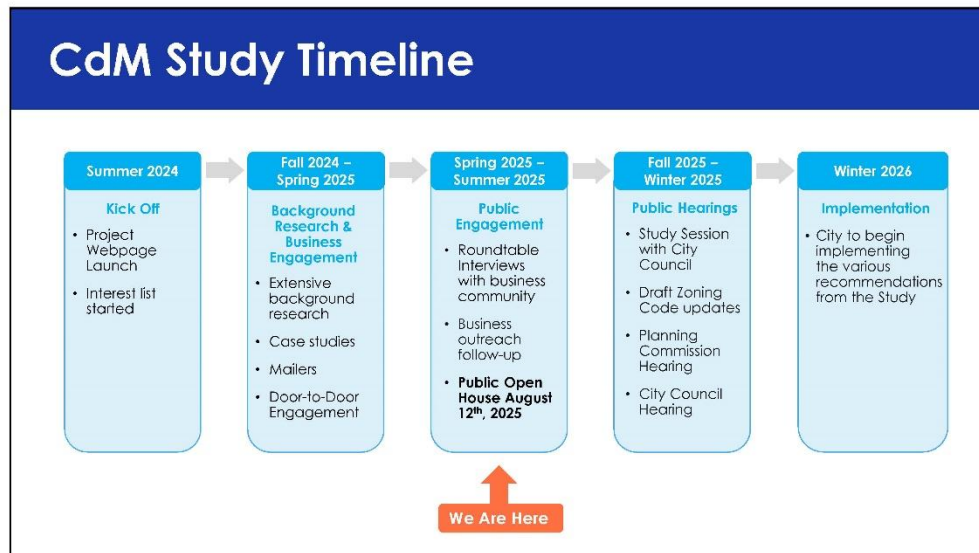
In Summer 2024, the City launched a comprehensive **land use and mobility study** to identify opportunities to enhance and improve the CdM commercial corridor.

Objectives

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



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Visitor Travel Distance

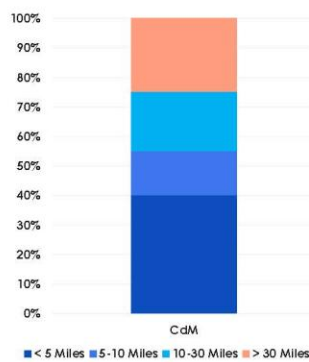


Corridor Visitors:
2.9 million visitors
visit the corridor
annually and
stay 30 minutes
or more.

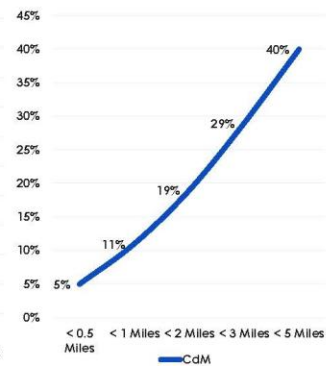
Most visitors are from
Orange County.

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

Visitor Distance from CdM



Local Visitors – A Closer Look



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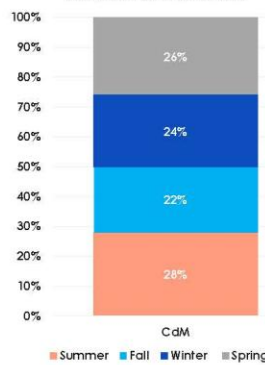
Patterns of CdM Visits

**When do people
visit?**

- Seasons
- Time of Day

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

Season of Visitation



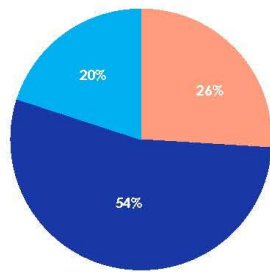
Time of Visitation



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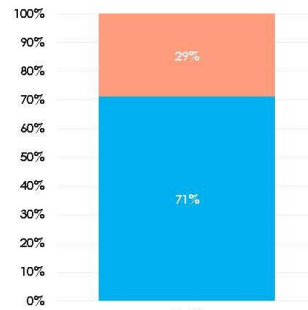
Existing CdM Business Mix

Percent of Businesses by Type



■ General Merchandise, Apparel, Furnishings, and Other (GAFO)
 ■ Neighborhood Goods and Services (NG&S)
 ■ Food and Beverage (F&B)

Independent vs. Chain Uses



■ Independent ■ Chain

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Business Engagement Feedback

What We Heard

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

Opportunities

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

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Draft Goals

G1	Promote a pedestrian friendly and vibrant corridor that supports high quality development and investment	G3	Ensure safe, accessible, and efficient mobility for all users — regardless of mode — along the corridor
G2	Increase parking availability and accessibility along the corridor, and enhance corridor navigability	G4	Develop a clear identity for the corridor and create a sense of place

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Goal #1

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

Land Use

Development

STRATEGY

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

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Recommended Actions

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

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



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Recommended Actions

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

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



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

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Goal #2

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



STRATEGY

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

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Parking Study Findings

City Lots (public)

- 134 spaces + Oasis

Street Parking (public)

- 522 spaces (not counting residential areas)

Off-street (private)

- 970 spaces

Conclusion:

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

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



Old School Lot (near Sherman Gardens)



Bayside Drive Lot (behind Bandera)



Grant Howald Park Lot

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Recommended Actions

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

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

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



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Recommended Actions

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

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

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

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



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Goal #3

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

Mobility

STRATEGY

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

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Recommended Actions

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

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

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

Action 4: Implement buffered bike lanes on Avocado.

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



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Goal #4

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



STRATEGY

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

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Recommended Actions

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

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

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

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

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



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Next Steps

1. Receive feedback tonight on the draft actions

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

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Thank You!

City Contacts

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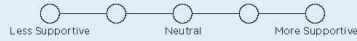
Appendix B – Feedback Sheets

CdM Commercial Corridor Study: Goals and Actions Feedback Sheet

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

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

How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

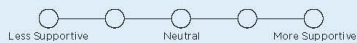
How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

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

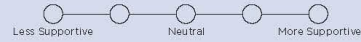
How supportive are you of this action?



Tell us more:

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

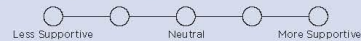
How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

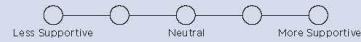
How supportive are you of this action?



Tell us more:

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

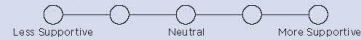
How supportive are you of this action?



Tell us more:

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

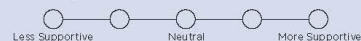
How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



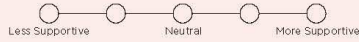
Tell us more:

CdM Commercial Corridor Study: Goals and Actions Feedback Sheet

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

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

How supportive are you of this action?



Tell us more:

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

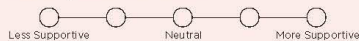
How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

Action 4: Implement buffered bike lanes on Avocado.

How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

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

How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

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

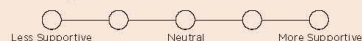
How supportive are you of this action?



Tell us more:

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

How supportive are you of this action?



Tell us more:

Appendix C – Transcribed Feedback

The comments added directly to the feedback sheet are specific to each goal and action. The project team is reviewing the comments during the next phase of the project. The comments are transcribed below, organized by the related goal. They have been edited for spelling and grammar and categorized for clarity. The order does not reflect prioritization.

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

- Interest in outdoor dining as it creates community spirit, with the suggestion to consider noise for residents and limit late hours
- Mixed sentiments on adding housing to the second floors, with some in favor of the option, while others expressed concerns about parking impacts.
- Focus on casual dining, retail, personal services, and limit business types such as real estate, banks, rugs, and lighting.
- Maintain the character of CdM with new and current businesses, such as upgraded facades.
- Focus on quality objective designs and continuity between facades, colors, awnings, signage, etc.
- Clarify land uses that encourage vs prohibit certain types of uses.

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

- Implement parking permits for the neighborhoods that border the CdM corridor.
- Think of the pedestrian experience.
- Interest in the trolley – with considerations to the stops, where users would park to pick up the trolley, and where it would extend outside of CdM.
- Concerns about where funding would come from to run the valet program and where the valet would park the vehicles.
- Interest in repurposed private lots for after-hours use, but suggestions to keep them free or low cost.
- Some participants suggested an employee shuttle may only be effective if the employer mandates it and if parking in neighborhoods is restricted to permits.
- Concerns about the effectiveness of in-lieu parking; more information on implementation and burden on business owners is requested.
- One comment suggested the City should consider buying/leasing the building where Rite Aid was to add retail on the ground floor and parking on the upper levels.

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

- Walking safety is an ongoing concern for drivers and pedestrians.
- Suggested including improved signal timing and adding signs for drivers that a crosswalk is ahead.
- Mixed thoughts on sidewalk extension or bulb outs, concerns on whether it would help with pedestrian safety issues.
- If the speed limit was reduced, a few comments suggested the police need stricter enforcement. Currently, drivers ignore the posted speed limit.

- Mixed interest in changes to bike route; some participants encouraged the protected bike path and reroute to avoid PCH, while others expressed frustration with cyclists taking over the road, and a disinterest in them moving into the neighborhoods.

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

- Participants expressed an overall interest in outdoor dining, with suggestions for a QR code for the Map, considerations on keeping space between walkers and diners, and an invitation to the permitting process to encourage rather than prohibit.
- Support for wayfinding signage only if it aligns with design standards conducive to the CdM character.
- Support for updated landscaping, such as gates for tree wells and frequent maintenance.
- Coordinate the calendar with the CdM Chamber of Commerce calendar and include road work or construction for public awareness.

Email and Comment Card Feedback

- Some participants expressed a desire that residents would have been involved earlier in the process to provide feedback before draft goals were provided.
- A comment suggested creating a commercial tenant directory website to market/brand the commercial corridor businesses.
- A few comments suggested including coordinating with the top brokers in the region on the trends they are seeing, such as residential uses among retail/restaurants.
- Participants expressed a desire to keep the tire shop and dog groomer as they are vital services for the residents; consider this when updating the permitting and zoning codes.
- An emphasis on maintaining the charm and character of CdM.
- Suggestion to conduct a traffic study and review road conditions to understand traffic flow, such as on MacArthur Avenue and Avocado Avenue, to provide safe and reliable access to residents and visitors.