

Attachment A

Draft Study Session Presentation

RESULTS OF THE CORONA DEL MAR COMMERCIAL CORRIDOR STUDY

Community Development Department

November 4, 2025



CITY OF
NEWPORT BEACH

BACKGROUND AND PURPOSE OF STUDY

Identified Concerns from the Community:

- Planning and zoning framework for CdM is outdated
- Barriers resulting in limited private investment
- Parking concerns for residents and businesses

August 22, 2023, A-1 Item to discuss CdM Commercial Corridor

September 26, 2023, Study Session to discuss possible study and its content

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

PROJECT AREA AND 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

STUDY PROCESS

Summer 2024

Kick Off

- Project Webpage Launch
- Interest list started

Fall 2024-Spring 2025

Background Research & Business Engagement

- Extensive background research
- Case studies
- Mailers
- Door-to-Door Engagement

Spring – Fall 2025

Public Engagement

- Roundtable Interviews with business community
- Business outreach follow-up
- Public Open House August 12th, 2025
- Follow up Community Meeting October 7, 2025

Fall 2025 – Winter 2026

Public Hearings

- **Study Session with City Council**
- Draft Zoning Code updates
- Planning Commission Hearing
- City Council Hearing

Winter 2026

Implementation

- City to begin implementing the various recommendations from the Study



CITY OF
NEWPORT BEACH



We Are Here

EXISTING CONDITIONS: WHO VISITS THE CDM CORRIDOR?



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



Income: Average household income of the captured market is \$153,100



Median Age: 38



Frequency: Average of 3.3 times per year



Consistent visitation throughout the year



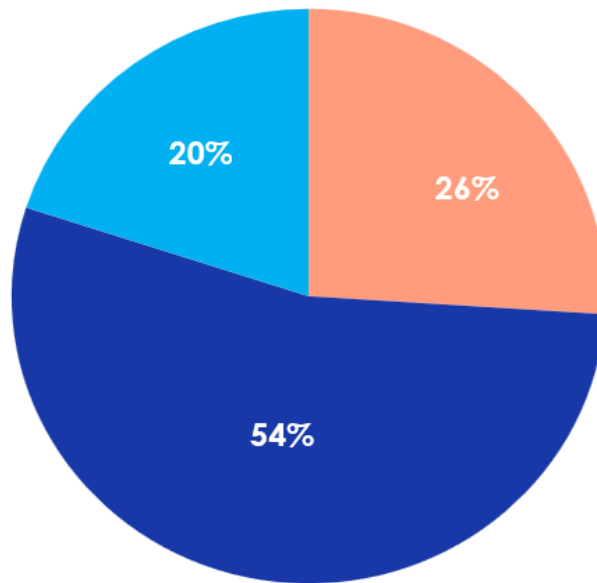
Local-Serving Corridor: A total of 846,129 visitors live within 30 miles of the corridor.

40% (353,600) of which live within 5 miles



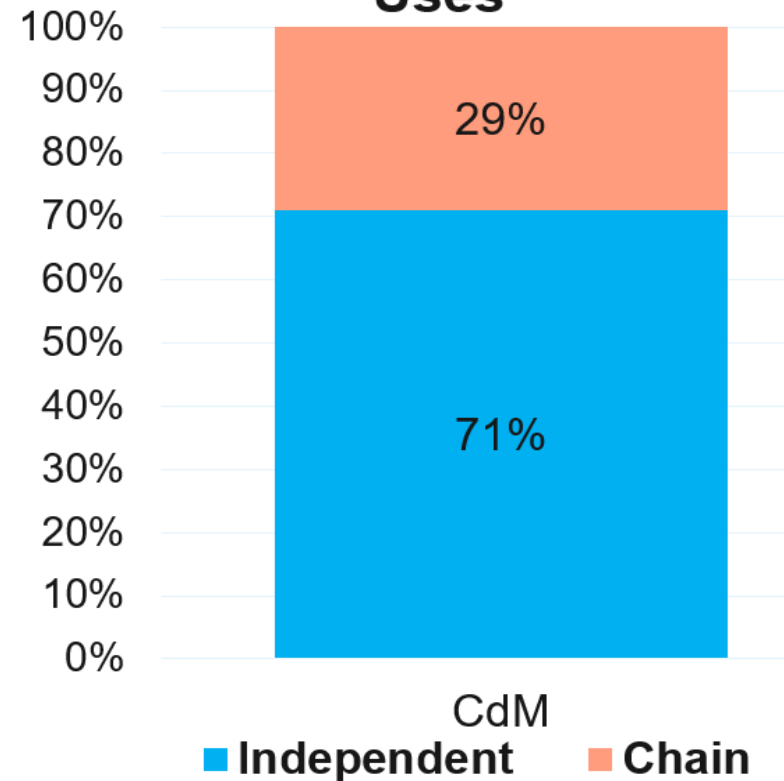
EXISTING CONDITIONS: CDM CORRIDOR BUSINESS MIX

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



CASE STUDIES

Main Street Santa Monica



Coast Hwy. Laguna Beach



Belmont Shore Long Beach



Key Takeaways:

- CdM has a much lower percentage of food and beverage uses
- Active uses like restaurants and entertainment encourage longer stays
- Streetscape improvements foster a pedestrian environment
- Land use regulations should be specific to the area and be pedestrian oriented
- Suite of parking and mobility strategies is critical

GOAL 1: LAND USE AND DESIGN



Action 1:

- Streamline preferred land uses (inc. outdoor dining)
- Consider residential opportunities



Action 2:

- Waive parking for preferred land uses (restaurants/retail)
- Incentivize lot consolidation



Action 3:

- Establish design guidelines to set minimum standard (not style)



Action 4:

- Prohibit uses that are not compatible with pedestrians or residential
 - Carwashes, vehicle repair, drive-thru's

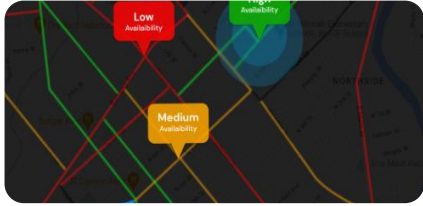
ACTION DETAILS FOR GOAL 1

	Existing Zoning	Proposed
Offices - Business, Medical, Dental	Permitted	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 Permitted
Service-Oriented Business		
Personal Services (Nail salons, barber/beauty shop)	Permitted/Minor Use Permit	Permitted/Minor Use Permit
Fitness Facility (under 2,000 SF)	Permitted	Permitted

ACTION DETAILS FOR GOAL 1

	Existing Zoning	Proposed
Food and Beverage		
Wine Tasting Room	Not Allowed	Minor Use Permit
Bar, Lounges, Nightclubs	Conditional Use Permit	Conditional Use Permit
Restaurant (no late hours)	Permitted/Minor Use Permit	Director Level
Fast Casual Restaurant (no alcohol)	Minor Use Permit	Director Level
Restaurant (w/late hours/live entertainment/dancing)	Conditional Use Permit	Minor Use Permit
Outdoor Dining	Use Permit Amendment/Admin Permit	Director Level
Residential Uses (2 nd /3 rd Floor)	Not Allowed	Permitted ²⁻¹⁷

GOAL 2: PARKING AND ACCESS TO CORRIDOR



Action 1:

- Leverage technology to access available parking



Action 2:

- Lease private parking lots



Action 3:

- Expand local trolley/circulator to CdM year round



Action 4:

- Employee parking/shuttle



Action 5:

- Valet program for public or private property

ACTION DETAILS FOR GOAL 2

Action 2: Lease Private Parking Lots

- Target banks and office buildings
 - Unused during peak hours
- City typically pays for cleaning and insurance
- Can be for public or employees
- Free or paid
- Reduces red tape for businesses

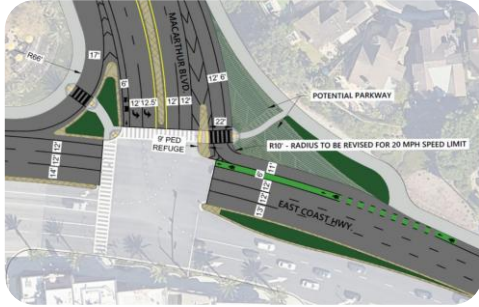


Action 5: Valet

- Valet can be offered by the City or permitted through the City
 - Queue on side streets
 - Allows use of less desirable lots
- Double stacking of cars



GOAL 3: SAFETY AND MOBILITY



Action 1:

- Intersection safety improvements
 - MacArthur Boulevard/PCH and Orchid Avenue/PCH



Action 2:

- Bulbouts and crosswalk markings



Action 3:

- Bike Infrastructure
- Get cyclists and E-Bikes off sidewalks and Coast Highway

GOAL 4: CORRIDOR IDENTITY AND SENSE OF PLACE



Action 1:

- Map locations where outdoor dining is allowed and find new areas for sidewalk extensions



Action 2:

- Wayfinding signage

OUTREACH AND ENGAGEMENT

December 5, 2024, Business canvassing

February 24, 2025, Business roundtable

February 26, 2025, Business roundtable

July 17, 2025, CdM Residents' Association presentation

July 29, 2025, Follow-up business roundtable

August 12, 2025, Community Open House

October 7, 2025, Follow-up community meeting



RESULTS OF OUTREACH

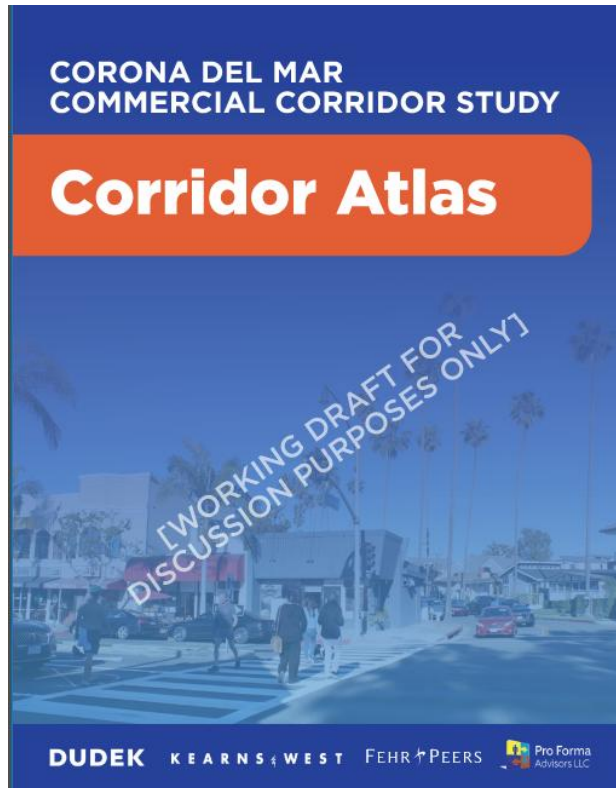
Business Feedback:

- **Parking is challenging for employees and customers**
- **Desire to streamline proposals and support food and beverage**
- Pedestrian safety
- Love the location and community events
- Concerns with limiting certain uses

Broader Community Feedback:

- Interest in outdoor dining and restaurants if compatible
- **Not supportive of housing on upper floors**
- **Afraid of losing existing businesses like tire shop/personal services**
- Reduce/prohibit drive-thrus and real estate offices
- **Want potential parking impacts to residential addressed**
- Unsure about valet but really like private lot lease idea
- Like bike infrastructure and pedestrian improvements

CORRIDOR ATLAS



- Atlas is a master plan for the commercial corridor
- Includes:
 - Background research
 - Case studies
 - Outreach
 - Recommendations
 - How to implement
- Implement recommendations over time
 - Code amendments
 - Designing infrastructure improvements

COUNCIL DIRECTION SHOULD STAFF PURSUE:

Code Amendments

1. Change land use permissions
2. Allow residential
3. Waive parking for preferred uses
4. Incentives for lot consolidation
5. Design guidelines
6. Valet ordinance for public ROW

Programs

1. Private parking lot leases
2. Signage and technology solutions
3. Expansion of trolley/local circulator

Public Improvements

1. Improving intersections and crosswalks
2. Sidewalk extensions and bulbouts
3. Designing bike infrastructure to/along 5th Avenue



THANK YOU

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