



Corona del Mar BUSINESS IMPROVEMENT DISTRICT / City of Newport Beach

November 29, 2018

Dear Newport Beach City Council,

RE: Request for Staff Lead in Parking Changes for CdM Business District

On behalf of the Advisory Board for the Corona del Mar Business Improvement District, we wish to thank Council for approving the annual renewal of the CdM BID for FY 2018-19.

As you are aware, the BID in its advocacy role for the businesses in CdM is very interested in both the current and long term health of the CdM business district as it affects not only our direct constituents, the businesses, but also the adjacent residential neighborhoods and the city at large. Like us, you have probably noted the fairly high number of vacancies in the shop fronts along PCH which is alarming given the overall health of the economy. The rise of online purchasing has changed the way people shop, and specifically changed the kinds of commercial uses they are likely to frequent in their neighborhood. We believe that one of the largest impediments to entry for more local friendly commercial uses is the current parking situation in the village.

To better understand the current parking situation and explore options for both improving the current situation, the BID contracted Walker Consultants to:

Parking Study Objectives

- 1) Quantify current commercial parking demand (on-street and off-street)
- 2) Identify locations of "hot spots" of high on-street demand
- 3) Identify locations of off-street parking available
- 4) Compare city code required parking to observed demand

Please find attached a memorandum from Walker Consultants outlining their findings and recommendations. Those recommendations include:

Recommendations

- 1) Increasing the parking time limit on PCH and side streets from one hour to two hours
- 2) Incorporating underutilized private parking supply into the public parking supply
- 3) Reducing and/or modifying the parking requirements to a blended approach in the CdM business district

The BID has presented these finding numerous times to both the local businesses and residents and received strong support for pursuing these changes. We are seeking council approval for city staff assistance in our efforts on the parking zone changes in the City's upcoming FY projects and priorities.

Thank you in advance.

Bernie Svalstad

Bernie Svalstad, Chairman
CdMBID

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