

**CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES**

Marina Park – 1600 West Balboa Boulevard
Wednesday, March 20, 2019 – 4:00 p.m.

[The recording of this meeting begins with Item 3, Streetscape Improvement Update.]

I. CALL MEETING TO ORDER

Chair Dixon called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Balboa Village Advisory Committee Members:

Diane Dixon, Council Member (Chair)
Gloria Oakes, Balboa Peninsula Point Association
Marcel Ford, Balboa Village Merchants Association
Grace Dove, Central Newport Beach Community Association
Colleen D'Aluisio, OceanQuest Representative
Jim Stratton, At-Large Representative

Staff Members:

Seimone Jurjis, Community Development Director
Jim Campbell, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Mike Sinacori, Assistant City Engineer
Benjamin Zdeba, Associate Planner

II. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS

III. ITEMS FOR REVIEW

- 1. MINUTES OF NOVEMBER 7, 2018**
Recommended Action: Approve November 7, 2018 Minutes
- 2. REVENUE DIVISION PARKING UPDATES**
Recommended Action: No Action Required

[This item followed Item 4.]

Fiscal Specialist Caryl Bryant reviewed the master permit, annual permit, and Balboa Pier overnight permit for parking in the City of Newport Beach. Staff proposes to eliminate the annual permit because the blue poles are being removed. A zone permit would allow vehicles to park in the Balboa Pier lot, the Corona del Mar lot, and the purchaser's choice of a third zone. A decal would not be needed because the permit would be associated with the vehicle's license plate. The cost would be approximately the same as the annual permit. Purchasers could add one additional zone for an additional fee. Zones can be excluded from the zone permit, *i.e.* vehicles with a zone permit could not park in specific zones. In addition, the number of permits sold for each zone can be limited. Staff proposes a new mini master permit, which would be effective for two days, a week, or two weeks. Vehicles with a mini master permit could park anywhere in the City.

Feedback included people with annual permits will object to it being replaced with a zone permit; parking areas will need to be excluded from the zone permit; and vehicles with a mini master permit will park in prime commercial parking spaces.

Chair Dixon continued Items 2 and 5 to the April meeting.

3. STREETScape IMPROVEMENT UPDATE

Recommended Action: No Action Required

Assistant City Engineer Mike Sinacori reported rains have delayed work, but the project is about half complete. The streetscape project covers most of Balboa Village. Curbs and gutters and the irrigation system are complete; benches have been replaced; some hanging baskets with faux plants have been installed; and trash bins and bike racks have been replaced. The total contract amount is \$672,000. Even with change orders, the project may come in under budget. All work should be complete by Memorial Day. Most of the eucalyptus trees have died, and an appropriate species will be planted.

Kelly Carlson suggested the Committee hold another walking tour in April with merchants to view the streetscape improvements and to consider areas needing code enforcement.

4. WAYFINDING SIGNAGE UPDATE

Recommended Action: Discuss and Provide Direction on Design

City Traffic Engineer Tony Brine advised that staff is trying to keep the signage simple and legible. Signage has been proposed for five locations.

Brian Hannegan, RRM Design Group, reviewed locations, options, and sizes of signage. Much of the existing signage is repetitious and does not have a consistent design. Signage can be coated with a resin material to make graffiti removal easier and to prevent damage.

After discussion of a "right turn to ferry" sign located at the intersection of Palm and Balboa Boulevard, the need for signage indicating long-term parking, use of the letter "P" versus the word "parking," use of the word "pier" versus "beach," the Committee chose the letter "P" for parking signage, use of the word "beach," and Option 2C with royal blue at the top.

Following review of options for the kiosk, the Committee directed staff to use the full logo, to ensure the kiosk complies with standards for graphics, to replicate the gateway sign for the kiosk, to include a slot on the kiosk to hold printed maps, to use a map of the Peninsula with a "you are here" insert, to replace the word "commercial" with "shops and restaurants," to use a brighter color, to delete the Catalina Flyer, and to add two boat icons without words to the map.

Chair Dixon recommended staff prepare signage with the chosen designs and circulate copies to Visit Newport Beach and the Merchants Association for comment. City Traffic Engineer Brine indicated staff will attend the next meeting of the Merchants Association to present the designs.

[The Committee returned to Item Number 2.]

5. MASTER PLAN IMPLEMENTATION MATRIX REVIEW

Recommended Action: No Action Required

IV. ADJOURNMENT

The meeting ended at 5:30 p.m.

Next meeting Date: April 17, 2019 at 4:00 p.m. in the Bay Island Room at Marina Park