



CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT PARKING SUB-COMMITTEE AGENDA

100 Civic Center Drive, Balboa Island Conference Room, Bay D, First Floor

Tuesday, August 8, 2017 - 10:00 AM

Corona del Mar Business Improvement District Parking Sub-Committee

Members:

Bernie Svalstad, CdM BID
Scott Laidlaw, CdM BID
Edward Hanley, CdM BID
Jerry King, CdM RA
Lauren Kleiman, CdM RA/Planning Commissioner

Staff Members:

Brenda Wisneski, Deputy Community Development Director
Chelsea Crager, Assistant Planner
Mary Locey, Management Analyst

The Corona del Mar Business Improvement District Parking Sub-Committee is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at 949-644-3031 or mlocey@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

- I. **CALL MEETING TO ORDER**
- II. **ROLL CALL**
- III. **PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS**

Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar Business Improvement District Parking Subcommittee. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Subcommittee has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

- IV. **CURRENT BUSINESS**

- A. **Approval of Minutes**

Summary: Subcommittee to review the draft July 11, 2017 meeting minutes.

Recommended Action: Subcommittee to approve the July 11, 2017 meeting minutes.

[Attachment-July 11, 2017 Draft Minutes](#)

B. Proposed Scope of Services for a Parking Study RFP

Summary: Subcommittee to review the proposed scope of services for a Corona del Mar Parking Study Request for Proposals.

Recommended Actions:

- 1) Subcommittee to recommend approval of the scope of services; and
- 2) Subcommittee to recommend that City staff issue a request for proposals for the Corona del Mar Parking Study.

[Attachment-Draft Scope of Services](#)

C. Parking Subcommittee Update

Summary: Discussion of current parking related matters.

Recommended Action: None

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

VI. ADJOURNMENT

Next meeting: Tuesday, September 12, 2017

**Corona del Mar Business Improvement District
Parking Subcommittee Meeting Minutes – July 11, 2017**

City of Newport Beach Civic Center
Balboa Island Conference Room, 1st Floor, Bay D, 100 Civic Center Drive, Newport Beach, CA

I. Call Meeting to Order

Mr. Svalstad called the meeting to order at 10 a.m.

II. Roll Call

Everyone in the room introduced themselves.

Parking Subcommittee Members Present:

Ed Hanley, CdM BID
Scott Laidlaw, CdM BID
Bernie Svalstad, CdM BID
Lauren Kleiman, CdM RA/Planning Commission
Jerry King, CdM RA

City Representatives:

Scott Peotter, Newport Beach Councilmember
Brenda Wisneski, Deputy Community Development Director
Chelsea Crager, Assistant Planner
Mary Locey, Management Analyst

Guests:

Hillary Davis, Daily Pilot

III. Public Comments on Agenda Items

None

IV. Current Business

A. Parking Subcommittee Update

- The subcommittee reviewed the letter sent by the CdM BID to the City Council in which the BID offered to pay for the City to hire a consultant to assist with a new parking study.
- The subcommittee discussed the following:
 - The City has a modification process that could be streamlined.
 - A review of the ability to utilize leased parking verses the parking management plan to satisfy the parking requirements for businesses. The approval process appears to be in a grey area and mixed messages are being sent by the City. Ms. Wisneski will review with her staff.
 - Alternative forms of transportation are not a part of the current parking code and it should be included in the review and proposed study.
 - The first step would be to define a scope of work and conduct an RFP to retain a consultant to conduct a parking analysis.

- The results of the previous 2008 Walker Study and the 2014 Nelson\Nygaard Study were discussed. It was agreed that the proposed new study would have to be more focused and comprehensive to address the modes of transportation; the current parking conditions; and a review of the effects of making changes to current hot spots.
- Various options for highlighting parking in the area were discussed, which included wayfinding signs, mobile app; potentially using other parking lots such as the City's OASIS Senior Center; and reviewing what has been implemented on the Balboa Peninsula and Balboa Island.
- Ms. Wisneski and Mr. Laidlaw will work together to develop a scope of work for review at the next subcommittee meeting.
- A review of using a service such as the Downtowner will be discussed at a later time.

V. **ADJOURNMENT**

Meeting Adjourned: 11 a.m.

Next meeting scheduled for August 8, 2017



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT**

100 Civic Center Drive
Newport Beach, California 92660

949 644-3200
newportbeachca.gov/communitydevelopment

Memorandum

To: CdM Business Improvement District Parking Subcommittee
From: Brenda Wisneski, Deputy Community Development Director
Chelsea Crager, Assistant Planner
Date: August 1, 2017
Re: Parking Consultant Solicitation

At its July meeting, the Subcommittee requested assistance in retaining a consultant to evaluate parking conditions with the intent of justifying modified parking standards and recommending other parking management strategies. Attached is a draft scope of work for your consideration.

The scope details the overall project objectives, while highlighting potential tasks. There may be various approaches for achieving the project objectives, so the consultant can be selected based on experience and the best approach.

I look forward to your feedback at the August 8th meeting.

CORONA DEL MAR PARKING STUDY Scope of Work

Objective:

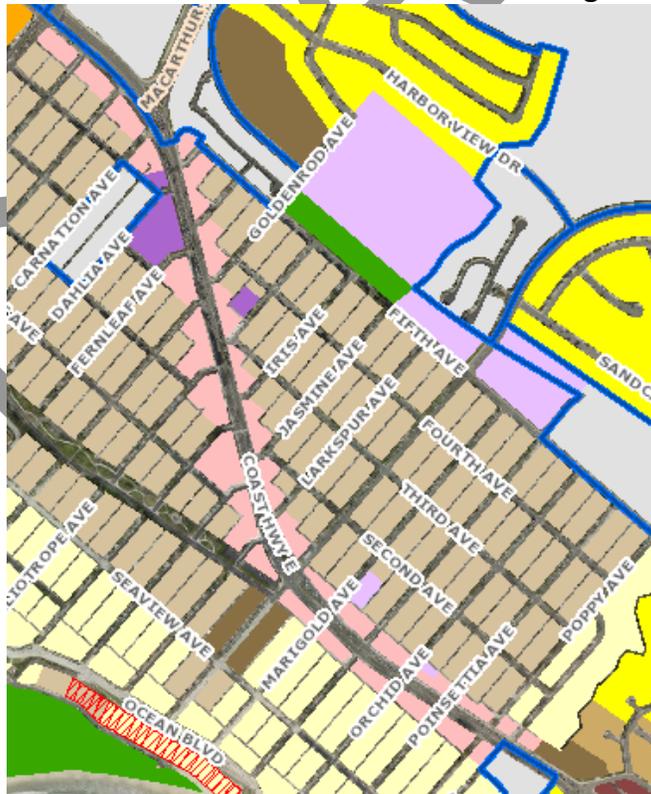
The City of Newport Beach is seeking a qualified firm to assess the parking conditions within the Corona del Mar commercial corridor (Highlighted in pink in Figure 1) and establish justification for modifying the parking standards.

Specific goals of study include:

- Determining the existing parking conditions in the Corona del Mar neighborhood;
- Consider the feasibility and impacts of reducing the required commercial parking standards based on the mixed use conditions and level of nonvehicle trips within Corona del Mar; and
- Identify key strategies to better manage parking.

Figure 1

Corona del Mar Commercial Corridor Zoning District



DRAFT – August 1, 2017

Background:

Parking has been a point of contention a number of years in the Corona del Mar neighborhood. There are a number of commercial areas that experience a shortage of parking, areas that seem to have underutilized parking, and residential neighborhoods that experience impacted on-street parking from commercial uses.

In 2014, a parking management plan was considered by the City Council as an attempt to address some of the ongoing issues, however it was not adopted. Concerns related to reliance on outdated parking data and strategies which were not well received. Due to changes in commercial and transportation trends, a new parking study that determines existing conditions is necessary. It also would be more effective to focus on key strategies to better understand their implementation and impacts on the area.

The City is working with the Corona del Mar Business Improvement District (BID) to improve that parking conditions in the area in a way that will benefit both commercial uses and their residential neighbors.

Scope of Services:

The parking study shall include a parking inventory count, parking demand analysis, and parking management strategies. In particular, the study should consider the March 2014 draft Corona del Mar Parking Policy Plan, which considered a number of parking management strategies. The proposed parking study should narrow these strategies and provide analysis on those that are anticipated to be the most effective. Some strategies to consider may include the value of wayfinding, use of private lots, and an area-wide valet program.

The BID, which meets monthly, will provide a forum for public discussion and review of the parking study and management strategies. Community Development Staff will administer the Consultant agreement and, along with staff from Public Works Department, will provide input to the consultant team.

Resource Materials:

1. Presentation for Annual CdM Town Meeting, April 20, 2017
2. Municipal Parking Study – Corona del Mar, December 18, 2008 (Walker Study)
3. Draft CdM Parking Management Plan – March 2014 (not adopted)
4. Consideration of CdM Parking Plan – City Council Report and Meeting Minutes, 9/9/14
5. Zoning Code Section 20.40 Off-Street Parking