



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

[cdmvillage.com](http://cdmvillage.com)

### 2008 BID ADVISORY BOARD

Bernie Svalstad  
Chairman

BPS Newport Financial, Inc.

Tom Nicholson  
Vice Chairman  
Nicholson Construction

Sharon Dawson  
Secretary/Treasurer  
Priority Real Estate Services, Inc.

Beverley "B.J." Johnson  
Prudential Real Estate

Mark Schulein  
Crown Ace Hardware, Inc.

Jim Walker  
The Bungalow Restaurant

Ali Zadeh  
Port Restaurant

### BID APPOINTMENTS AND VOLUNTEERS

Scott Palmer  
BID Administration

Katie Bowden  
Economic Development Admin.  
City of Newport Beach

Linda Leonhard  
CdM Chamber of Commerce

Wade Roberts  
Sherman Library & Gardens

Val Skoro  
Parks, Beaches & Recreation

Ron Yeo  
Ron Yeo, FAIA Architect, Inc.

### NEWPORT BEACH CITY COUNCIL

Nancy Gardner  
Councilwoman

Ed Selich  
Mayor

▼  
**For ongoing updates  
from the BID, visit  
[www.cdmvillage.com](http://www.cdmvillage.com)**

## CDM BID TO SURVEY BUSINESS OWNERS' PRIORITIES FOR UPCOMING PHYSICAL IMPROVEMENTS AS PART OF THE COMMUNITY'S VISION PLAN

The Business Improvement District of Corona del Mar is currently working on a survey to be distributed in the next few weeks to all business owners in the Corona del Mar Business District (all BID members). The purpose of the survey will be to get the opinions and priorities of Corona del Mar business owners regarding how they would

like to see funds spent on the physical appearance and the list of physical improvement projects coming down the pike for the overall conceptual Vision Plan.

As part of an outreach effort, the BID Advisory Committee would like the opinions from all business owners as a collective approach to the future physical plans and the

Vision Plan set forth for the community. It is an ideal way to get local businesses in the district to get involved and share their ideas and concepts.

Stay tuned for your survey in the weeks to come and help us gain your feedback as a business owner and BID member of the wonderful community of Corona del Mar.

## CORONA DEL MAR BUSINESS DISTRICT AWAITS MATURING KING PALMS

When the highway medians throughout the CdM business district received lush new landscaping in 2007, it was the backbone and start of the community's Vision Plan. Wherever possible, landscaped medians were installed in such a way as not to impede traffic flow or restrict turning movements. The new medians were landscaped to a much greater intensity and higher quality than the existing medians and included King Palms, larger shrubs, colorful foliage, and up-lighting for evening appeal.

Since this transformation, the BID's Advisory Board has been working with the city to complete the dramatic highway scene with the addition of 18 King Palms included in the original plan. What was

not expected was the shortage of mature King Palms available at the time from local growers due to high demand.

To work around the shortage, the additional King Palms were purchased below the height and maturity that would deliver the anticipated impact

to the overall landscape design. As a result, the palms have found temporary housing at a city lot where they are well cared for until they grow, mature and are ready for their permanent residence in Corona del Mar's Business District.



## CORONA DEL MAR BUSINESS BEAUTIFICATION AWARD PRESENTED TO ROTHSCHILD'S RESTAURANT

Congratulations to Heidi and Jim Patricola, owners and operators of Rothschild's Restaurant, for wowing the community with their newly remodeled fine dining establishment and winning the Corona del Mar Business Beautification Award.

Despite the competition of a list of recent remodels in the CdM Business District, it was by unanimous vote that Rothschild's be honored for such exquisite design and overall contribution to the image and aesthetics of the community. "It was a project we wanted to accomplish for quite some time but wanted to find the correct designers with the right idea and that fell within our budgets," says Heidi. "We wanted to define that we are a fine Italian restaurant and we think we have

accomplished this through the work of both our designer Bill Edwards of Planet Design and our builder, Marcus Nicholson, TEY, Inc. We would also like to personally thank Councilwoman Nancy Gardner and Marcus Puglisi, David Keeley, and Faisal Jurdy of the City of Newport Beach for their assistance."

Rothschild's was established in Corona del Mar in 1931 by Heidi's father, Helmut Reisf, as a delicatessen with just seven tables in the main dining room. Since then, the delicatessen disappeared and the dining rooms have expanded with the addition of seating in the upstairs library and in the wine cellar. The bar features a striking antique mahogany English bar with stained glass that was found and installed in 1984 and sets the scene and ambi-



ance. The Rothschild's menu features an extensive wine list and a variety of signature northern Italian dishes.

The Patricolas took over the establishment approximately 15 years ago and are residents of The Port Streets, with their son Miles attend-

ing CdM High School. Heidi tells us she feels fortunate to be involved in the community and supports both the CdM Vision Plan and the City Hall projects.

Please join Rothschild's at 2407 E. Coast Hwy., Corona del Mar; (949) 673-3750.

### CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT ELECTS OFFICERS FOR FISCAL YEAR 2008-2009

On July 24, 2008 the Advisory Board of the CdM BID elected officers to serve during the 2008-2009 fiscal year term.

#### BID ADVISORY BOARD OFFICERS

Chairman of the Board

Bernie Svalstad – BPS Newport Financial

Vice Chairman

Tom Nicholson – Nicholson Construction

Secretary/Treasurer

Sharon Dawson, Priority Real Estate

#### BID ADVISORY BOARD MEMBERS

B.J. Johnson, Prudential Real Estate  
Mark Schulein, Crown Ace Hardware

Jim Walker, The Bungalow Restaurant  
Ali Zadeh, Port Restaurant

#### **BID MEMBERS:**

*Get Involved,  
Stay Informed!*

Advisory Board  
meetings are open to  
the public: you are  
always welcome!

September 25  
October 23

7:30 - 9:00 a.m.

CdM Chamber Office  
2855 E. Coast Hwy.  
Suite 101

For more information:  
[www.CdMVillage.com](http://www.CdMVillage.com)