



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

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 2008 SURVEY RESULTS

The Board of Directors of the CdM Business Improvement District would like to send a special note of thanks and appreciation to those BID members who took the time to share their opinions and feedback on the recent 2008 BID survey.

As part of an outreach effort, the BID sends each member an annual survey to gather data on what business owners and operators would like to see improved within the village business district of Corona del Mar. The survey gives members a chance to review existing plans and share their concerns within their respective areas.

Below are members' top two areas of concern and comments:

### Concern #1: Parking

Members expressed their concerns about the overall lack of parking and difficulty of finding adequate parking in the CdM business district.

**BID at Work:** The CdM BID is currently working with the city on results of the recent parking study conducted in Corona del Mar to gather more information.

City Councilwoman Nancy Gardner and BID Chairman Bernie Svalstad are conducting a series of parking meetings for short- and long-term planning to assist in remedying the parking problems in CdM.

### Concern #2: Physical Improvements

Members would like to continue with the Vision Plan and see street décor such as hanging flower boxes, benches and trash receptacles, matching street lights, and decorative sidewalk paving.

**BID at Work:** The CdM BID is currently working on all of the above physical improvements including a maintenance plan for each improvement. (Stay tuned for continued implementation of improvement phases.)

### Testimonials: Member feedback on the BID's efforts to improve the CdM business district

Great job on  
Vision Plan so far!

Keep up the good work.

Getting better:  
I really like the idea of  
flowering plants and  
crosswalk lighting.

Solving parking is a must.

Landscape looks great.

All improvements are  
well done.

We always need to  
"see" results.

Keep orchid trees trimmed.

Stay the course you are on.  
I think the money is being  
well spent.

Proceed with the  
Vision Plan.

### >> BID MEMBERS: Get Involved, Stay Informed! <<



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

December 4\* • 7:30 - 9:00 a.m.  
CdM Chamber, 2855 E. Coast Hwy., Suite 101

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

\*Due to the holidays, the regular schedule for November and December has been modified. The regular schedule will resume in January.

## FESTIVE VILLAGE LIGHT POLE BANNERS ARRIVE IN TIME FOR THE HOLIDAYS

The Corona del Mar BID has recently finalized a long-awaited physical improvement item that will dramatically add to the village business



district—just in time for the holidays!

The BID's Advisory Board has been working with Dekralite, the holiday design firm, to implement seasonal hanging banners on each light pole throughout the CdM village business district. The BID will be installing hanging brackets and banners, alternating seasons

and working with the Chamber on annual event banners. Details on timelines and logistics on banner change-outs are yet to be finalized, but for the 2008 holiday season we shall see a festive streetscape.

In addition to the new banner program, the light poles themselves will receive a heritage look with the installation of new components adding old-world charm and décor to the existing light poles and matching the existing street furniture.

Also in the development stages are the implementa-

tion of hanging flower boxes to hang just below the new light pole banners designed to complement the existing landscape up and down Coast Highway throughout the CdM village.

These improvements have been approved in the fiscal budget and details for final implementation are currently being worked out. Please keep in touch for timelines and additional information on the Corona del Mar village by visiting [www.cdmvillage.com](http://www.cdmvillage.com).

### NOMINATE A BUSINESS FOR THE CORONA DEL MAR BEAUTIFICATION AWARD

The Corona del Mar Beautification Award is designed to encourage and honor business owners in the CdM business district for upgrades made to the physical appearance of their storefronts. The atmosphere and aesthetics of the village is a project all business owners should take pride in, and by working together, with your involvement, we all contribute to the success of our community and become that much closer to achieving the overall Vision Plan. To nominate a business for recent upgrades, small or large, please visit [www.cdmvillage.com](http://www.cdmvillage.com) or email [marketing@cdmvillage.com](mailto:marketing@cdmvillage.com).

### THE CORONA DEL MAR BID SUPPORTS NEWPORT BEACH RESTAURANT WEEK

Newport Beach dining has never been so inviting! In response to this exciting culinary trend, the Newport Beach Restaurant Association (NBRA) has announced the 2009 Restaurant Week date set for January 18th - 22nd. Spanning five days in late January, Restaurant Week is a citywide culinary celebration produced by the Restaurant Association to attract local patrons, visitors and "foodies" to new and classic restaurants to sample a variety of the exceptional dishes being prepared by the hottest chefs in Newport Beach.

The community is invited to celebrate its love of food during Restaurant Week, which offers great deals on outstanding culinary delights with bargain three-course *prix-fixe* lunches and dinner menus prepared especially for this event.

Participating restaurants in the Corona del Mar village are listed below. For a full listing of participating restaurants or for more information, please visit the NBRA's Web site at [www.NewportBeachDining.com](http://www.NewportBeachDining.com).

**Avila's El Ranchito**  
2744 E. Coast Hwy.

**Café Jardin  
Sherman Gardens**  
2647 E. Coast Hwy.

**Five Crowns**  
3801 E. Coast Hwy.

**Landmark Steakhouse**  
3520 E. Coast Hwy.

**Mayur Cuisine of India**  
2931 E. Coast Hwy.



**SAVE THE DATE!**

**Oysters Restaurant**  
2515 E. Coast Hwy.

**Port Restaurant & Bar**  
440 Heliotrope Avenue

**Rothschild's Restaurant**  
2407 E. Coast Hwy.

**The Bungalow**  
2441 E. Coast Hwy.

**Tommy Bahama's**  
854 Avocado Avenue  
(in Corona del Mar Plaza)