



News From Your CdM

BUSINESS IMPROVEMENT DISTRICT

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For ongoing updates
from the BID, visit
www.cdmvillage.com

CORONA DEL MAR RECEIVES APPROVAL FOR STREETLIGHT IMPROVEMENT PROJECT

The Corona del Mar Business Improvement District has great news to start the new year!

The City of Newport Beach has confirmed the scope and conditions of another major component of the Vision Plan for Corona del Mar. The proposed Streetlight Improvement Project has received a targeted project timeline and will make a dramatic difference in the village atmosphere of Corona del Mar.

Basically, The Corona del Mar Streetlight Project will include work on 35 city-owned streetlights along East Coast Highway between Avocado and Hazel Drive. Seven streetlight poles between Avocado Avenue and MacArthur Boulevard will be completely removed and replaced with a new pole that will match the other poles within the project limits. Decorative fir green-colored mast arm and



light fixtures will be installed on these streetlight poles. Twenty-eight streetlight poles will remain in their existing state. The existing cobra mast arm and light fixture on these existing poles will be replaced with decorative fir green mast arms and light fixtures.

The City and the CdM BID will each assume 50 percent of the design and the construction costs for the project. The BID has plans for upcoming accessory items such as decorative flower baskets, banner brackets and donation plaques where folks among the community can acknowledge loved ones

through sponsorship.

Below is the tentative 2009 project schedule, assuming no new items are added to the project scope.

Stay tuned for more project information from the Corona del Mar Business Improvement District.

More information visit www.CDMVillage.com.

Request for Proposal
January 1 to January 31

Consultant Selection & Award
February 1 to March 31

Design
April 1 to June 30

Bid
July 2 to July 23

Construction Award
August 11

Construction
September 7 to November 30

BID MEMBERS: GET INVOLVED & STAY INFORMED!

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

JANUARY 22 • FEBRUARY 26
7:30 - 9:00 a.m.

CdM Chamber Office: 2855 E. Coast Hwy. Suite 101

For more information: www.CdMVillage.com

CORONA DEL MAR BUSINESS BEAUTIFICATION AWARD PRESENTED TO STEVE FISCHER, REAL ESTATE INVESTOR, 3600 E. COAST HIGHWAY

Congratulations to property owner Steve Fischer and project architect Gary Wiggle for being selected to receive the prestigious Corona del Mar Business Beautification Award.

The Advisory Board of the CdM Business Improvement District unanimously recognizes 44-year-old Los Angeles Real Estate Investor Steve Fischer for his successful Corona del Mar building development located at 3600 East Coast Highway, home to Wachovia Bank and Clickbrand.

Although a native of Los Angeles County, Fischer is no stranger to Orange County, having spent weekends growing up in the family's Laguna Niguel "weekend home."

Fischer's first commercial real estate investment in Corona del Mar began in 2003 with the purchase of the building located at 3321 East Coast Highway, currently housed by Bliss Linens. Fischer's love of architecture, the Corona del Mar village, and his support of the CdM Vision Plan has inspired future plans to become

a full-time CdM resident.

Fischer purchased the old Shell Station lot at the Corner of PCH and Orchid in late 2003 and hired local architect Gary Wiggle of Keisker & Wiggle to draw up original plans for a walking plaza, street-facing units and subterranean parking. After working with the Planning Commission and becoming more familiar with the Vision for Corona del Mar, plans were changed and finally approved, taking the project five years to complete. Fischer recognized

his architectural firm's talents and professionalism in working with the City as a true asset to the development.

The building includes a beautiful upstairs office unit sporting a lovely outside deck, fireplace, plasma TV and a village rooftop view. Although Fischer would have preferred a more modern architecture for the building, in working with the governing factors, the finished project reflects a mix of modern/classical architecture complimenting the CdM village atmosphere.



INSTALLATION OF IRIS TRAFFIC SIGNAL PROVIDES SAFETY FOR CORONA DEL MAR PEDESTRIANS

The intersection of Coast Highway and Iris has needed a safer means of crossing for pedestrians for a very long time. In November the long-awaited installation of a traffic signal was completed, and the folks of Corona del Mar are very pleased!

The Corona del Mar Business Improvement District has

been working diligently on working through the red tape, budget concerns and public outreach in seeing this project through. Even a traffic control consultant hired to analyze citywide traffic agreed that a signal at Iris was highly recommended.

Just in time for the Corona del Mar annual Christmas

Walk, where thousands of folks crossed the highway, the new Iris signal was used with frequency and without fear for both pedestrians and drivers.

The beauty of the signal installation is that it ironically occurred in conjunction with the city's implementation of the new traffic synchronization system. This system will

allow traffic to flow easily and pedestrians to cross with a special synching technology to prevent any negative impact on traffic.

The signal at Iris also seems to add to that "pedestrian friendly" village atmosphere that is such an important feature to the overall Vision Plan.