

CITY OF MONTEREY PARK

General Plan Update

Land Use, Circulation, and
Economic Development Elements



Monterey Park
2040



General Plan Advisory Group (GPAC)
Meeting #1

March 11, 2019

WELCOME



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Meeting Agenda



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1. Introductions
2. Overview: What Is a General Plan?
3. Project Scope and Schedule
4. GPAC Role and Commitment
5. Discussion: Assets, Challenges and Opportunities
6. Setting Dates for Subsequent Meetings
7. Next Steps
8. Public Engagement
9. Adjourn

Overview



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A General Plan...

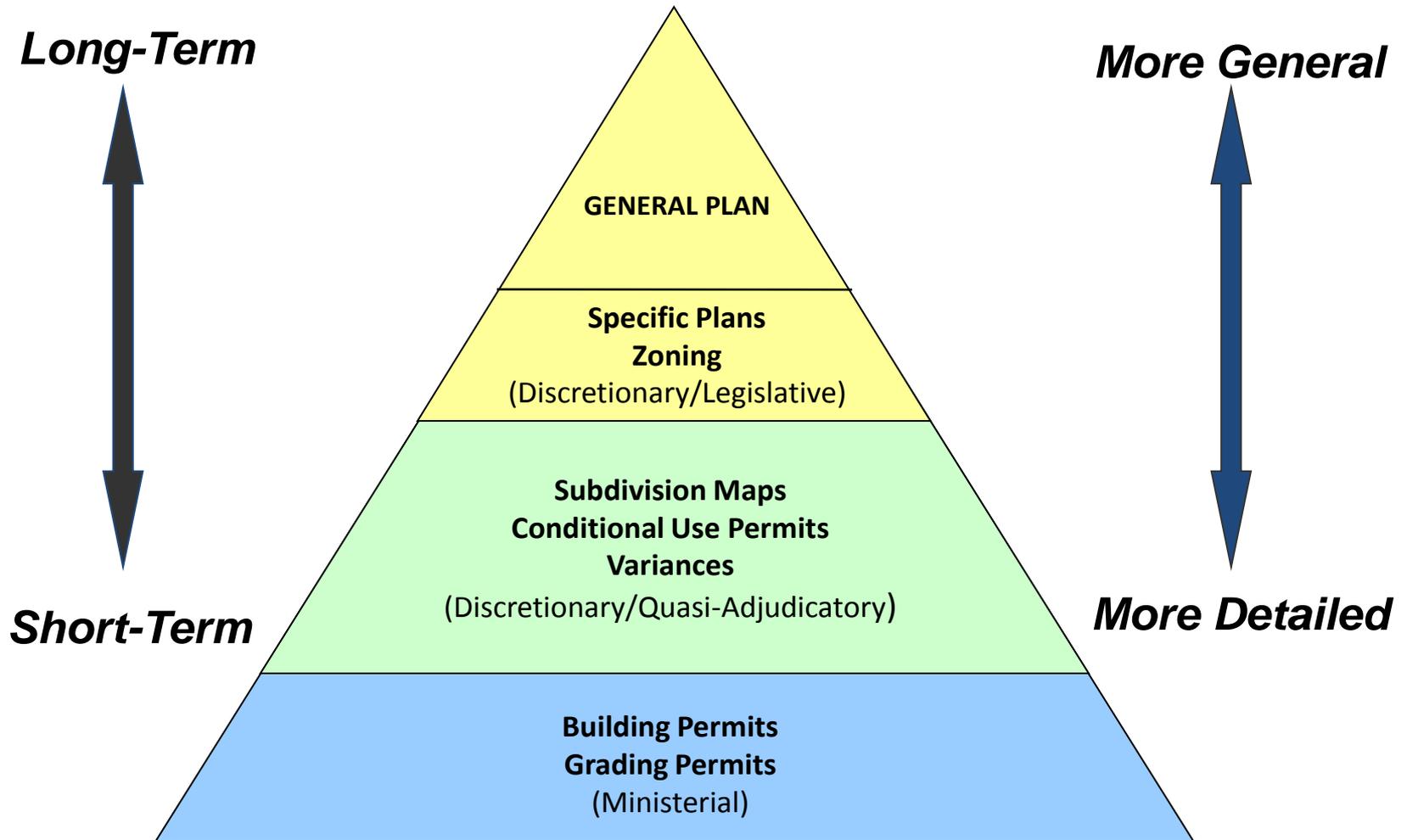


- **Belongs to the community** and reflects local vision and values
- **Long-term plan** for change
- **A “living” document** that can be adjusted over time
- **Comprehensive**
 - Required elements
 - Defined planning area and/or subareas
 - Planning horizon of 15 to 25 years

Land Use Planning Hierarchy



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Current General Plan



Element	Last Updated
Land Use Element*	2001
Economic Development Element	2001
Circulation Element*	2001
Resources Element*	2001
Noise Element*	2001
Safety and Community Services Element*	2001
Housing Element*	2013
Healthy Community Element	2014
Sustainability Element	2014

Being updated as part of this program

*Required by State law

Why Update?



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- **Set new vision**
- **Address current opportunities, challenges, and trends**
- **Changes to demographics and economic environment since 2001**
- **Changes to State law on how cities address housing, mobility, climate change, and environmental justice**
- **Opportunity to connect with the community and reaffirm values and priorities**

Schedule



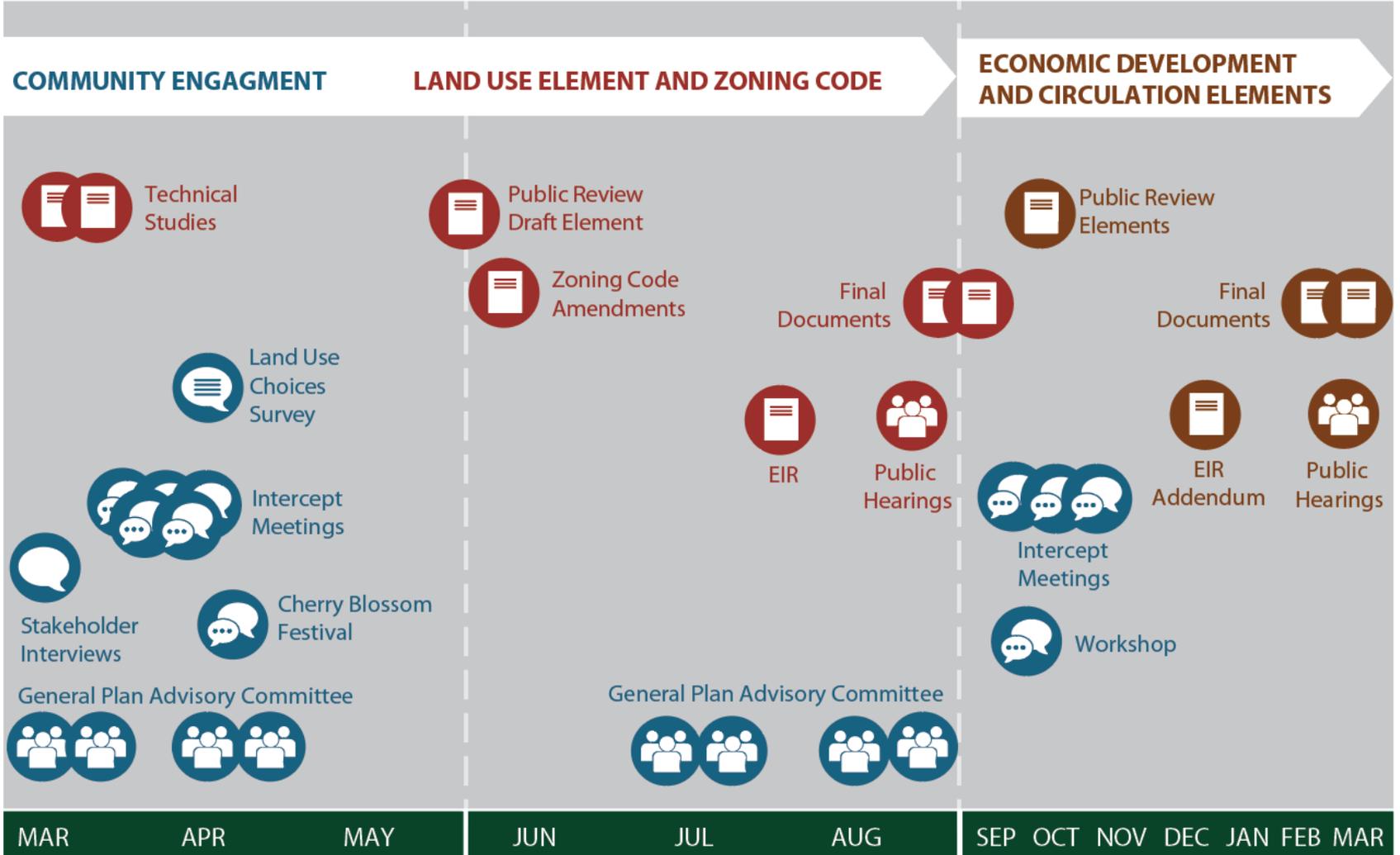
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Schedule



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Team and GPAC Roles



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Project Team



Team Organization



- City Council
- City Management/Staff

MIG PROJECT MANAGEMENT

Laura Stetson, *Principal-in-Charge*
 Lisa Brownfield, *Project Manager*
 José Rodríguez, *Deputy Project Manager*

ENGAGEMENT

Esmeralda García
 Lisa Brownfield
 José Rodríguez
 Ariel Jones
MIG

Sara Johnson
Lazar Translation and Interpreting

GENERAL PLAN & ZONING

Laura Stetson
 Lisa Brownfield
 José Rodríguez
 Bryan Fernandez
 Roman Yanke
General Plan, MIG

Genevieve Sharrow
Zoning Ordinance, MIG

CJ Davis
Urban Design, MIG

Joel Falter
 Carlos Velásquez, AICP
 Ivy Hang
Mobility, KOA

Roger Dale
 Alan Levenson
 Joseph McClure
Economic Development, The Natelson Dale Group

CEQA/EIR

Ray Pendro
 Chris Dugan
 Chris Purtell
 Cameron Hile
MIG

Joel Falter
 Carlos Velásquez, AICP
 Ivy Hang
Traffic Analysis, KOA

Project Management



City Leads



- **Ron Bow, City Manager**
- **Samantha Tewasart, Senior Planner**
- **Jon Turner, Contract Administrator (Phoenix Engineering)**

Consultant Leads



- **Laura Stetson**
- **Lisa Brownfield**
- **Jose M. Rodriguez**
- **Carlos Valasquez (Traffic)**
- **Roger Dale**
The Natelson Dale Group (Economics)



THE NATELSON DALE GROUP, INC.
ECONOMIC AND FINANCIAL CONSULTANTS
www.natelsondale.com

GPAC's Role



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- Be active participants
- Provide feedback to the City staff and consultant team
- Advise and make recommendations to the Planning Commission
- Connect with Monterey Park communities and stakeholders

Expectations of GPAC



- Attend 8 GPAC meetings
- Serve as liaisons to constituent groups
- Encourage participation in public engagement activities

Public Engagement

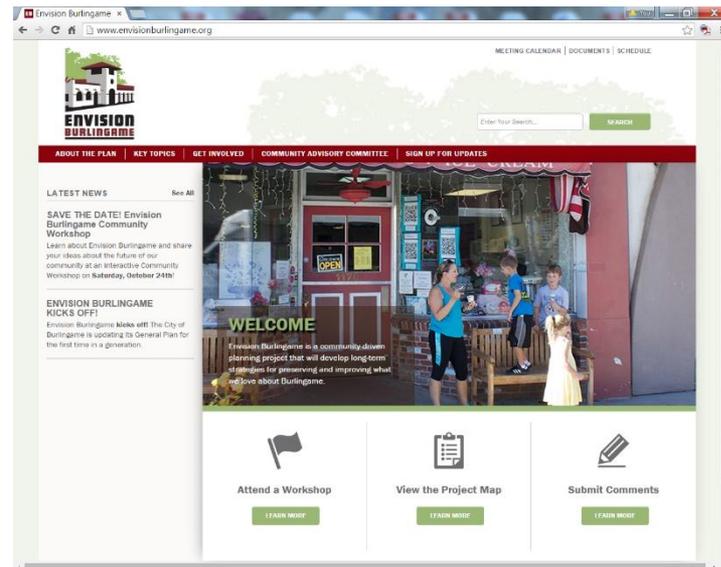


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Engagement Activities

- **General Plan Advisory Committee (8 Meetings)**
- **Stakeholder interviews**
- **Website**
- **Intercepts and kiosks**
- **Cherry Blossom Festival booth/kiosk**



Engagement Activities



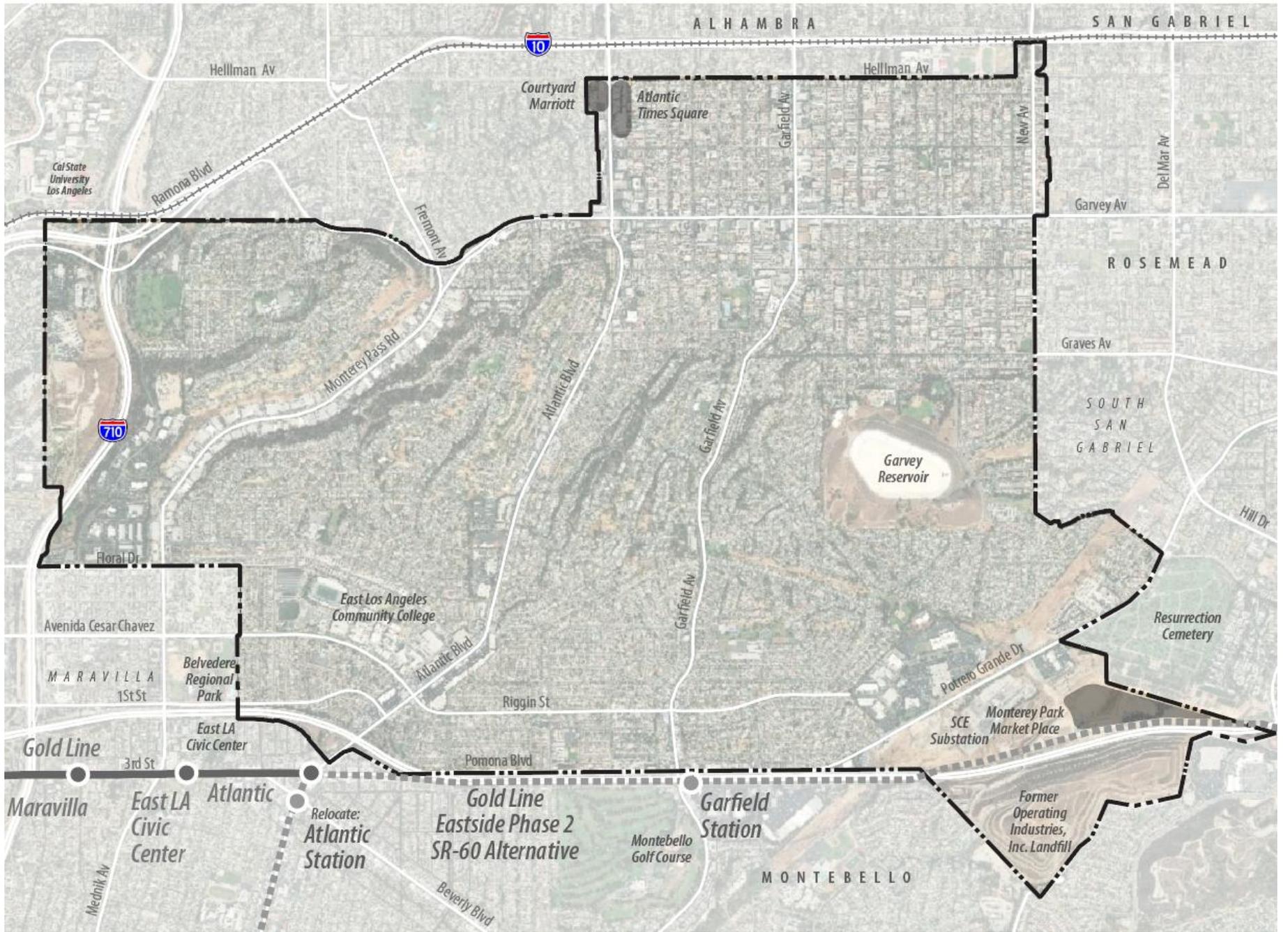
- **Community survey**
- **Community workshops**
- **Multimedia campaign**
- **Committees and Commissions**

Assets, Challenges, and Opportunities



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Next Steps



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Next Steps



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- **Future GPAC Meeting**
- **Cherry Blossom Festival
April 27/28, 2019**

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