

CITY OF MONTEREY PARK

General Plan Update

Land Use, Circulation, and
Economic Development Elements



Monterey Park
2040



General Plan Advisory Committee
Meeting #2

April 1, 2019

Agenda



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1. Highlights from March 11th GPAC Meeting
2. Overview of Stakeholder Interviews
3. Understanding Conditions Influencing Planning
 - Community Profile
 - Land Use Patterns
 - Regional Considerations
 - Local and Regional Market Trends – Current and Evolving
 - Environmental Considerations
 - Other Considerations
4. Group Exercise: Areas of Stability and Areas of Potential Change
5. Looking Ahead to April 15th Meeting: Land Use Alternatives
6. Public Comment
7. Adjourn

GPAC Meeting #1: Key Ideas



What's working well?

- "Home town" feel
- New development
- Public services
- The people

What needs attention?

- Greater variety of restaurants and shops
- Better pedestrian accommodations
- More robust economic development
- Affordable housing

GPAC Meeting #1: Vision



- Driverless cars = Fewer cars/garages
- Improved mobility
- Balanced housing, including live/work in Downtown and increased density around ELAC
- High tech along Monterey Pass Road
- Sustainable development practices
- Quality development: raise the bar
- Medical cluster
- Attract people, investment, and ideas

Stakeholder Interviews: Strengths



Strong sense of community

Locally owned businesses that give back

Good home value

Diversity of shops: local and national

Investments in parks and open spaces

Access to education

Freeway close: benefit to residents and visitors

Stakeholder Interviews: Challenges



Cultural divides

Cut-through traffic

Appearance of businesses along Garvey

Lack of neighborhood identity

Limited housing opportunities for lower-income households

Loss of green space in higher density neighborhoods

Limited “new economy” jobs

Aging streetscapes and infrastructure: how to fund?

Stakeholder Interviews: Opportunities



Housing: Garvey Avenue and Corporate Center

Tech or design corridor on Monterey Pass Road

Partnerships with ELAC and CSULA

Parking districts

Atlantic as a mixed-use corridor

Monterey Park as a tourist destination

Community Profile



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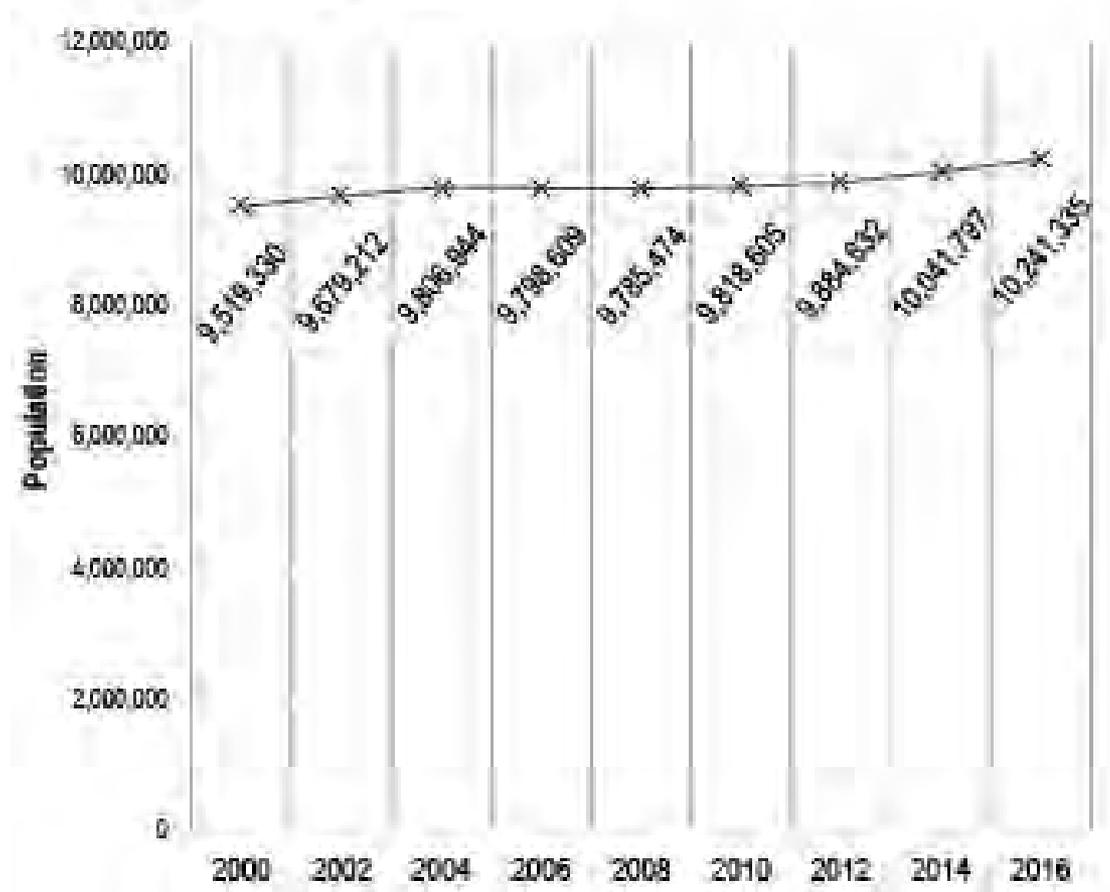




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Population Growth – LA County

Population Growth: 2000 - 2016



Source: SCAG Los Angeles County Local Profile, 2017

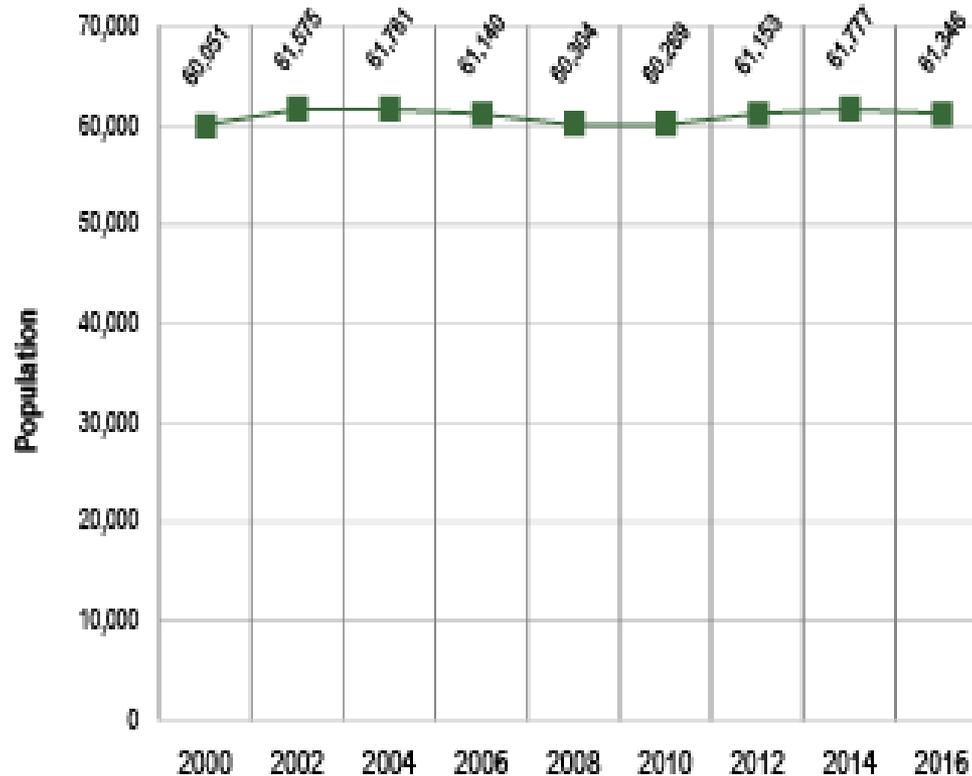


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Population Growth – Monterey Park

Monterey Park

Population Growth: 2000 - 2016



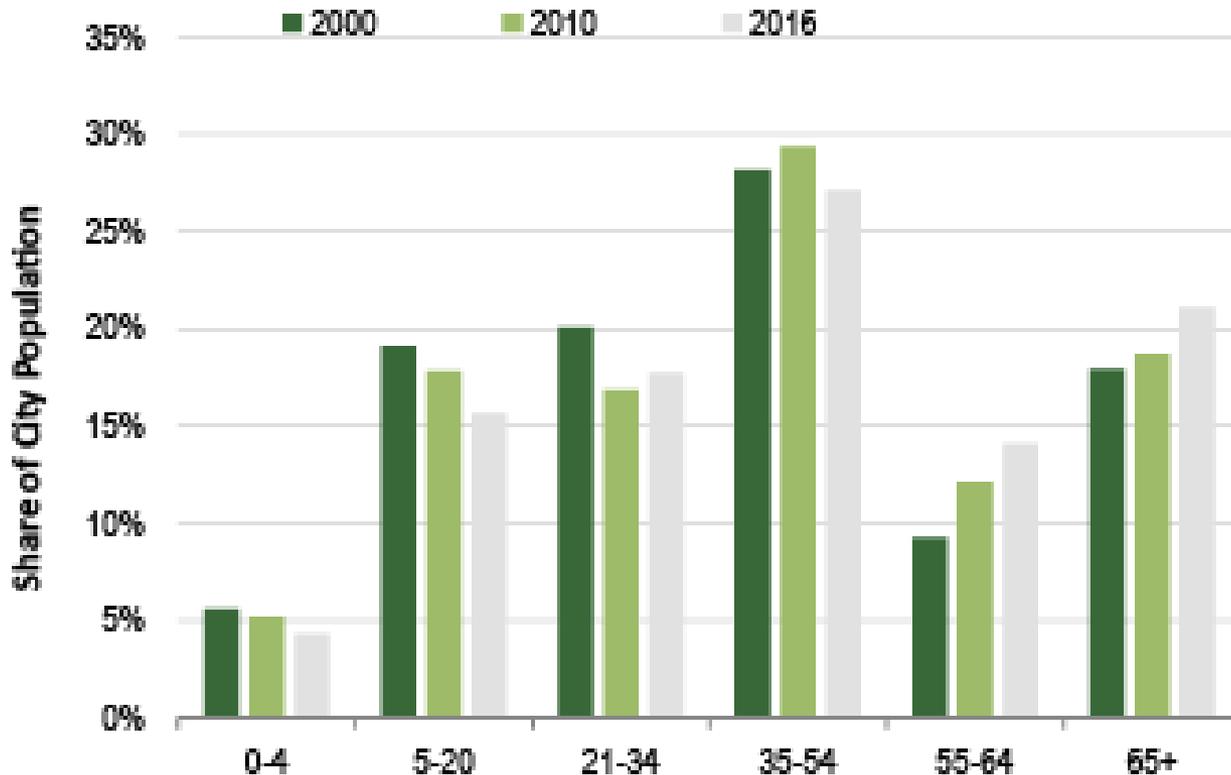


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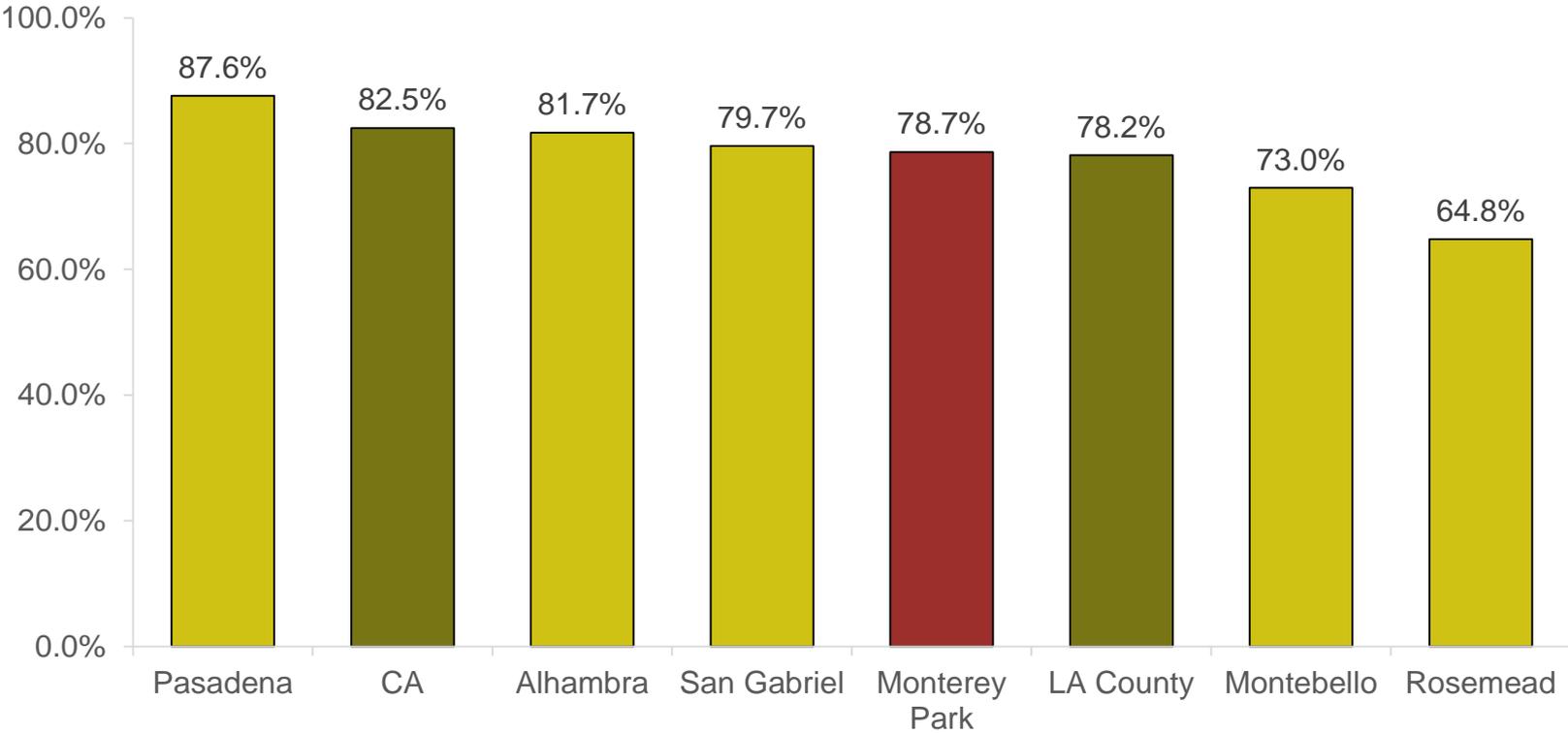
Age Distribution over Time

Monterey Park

Population Share by Age: 2000, 2010, and 2016

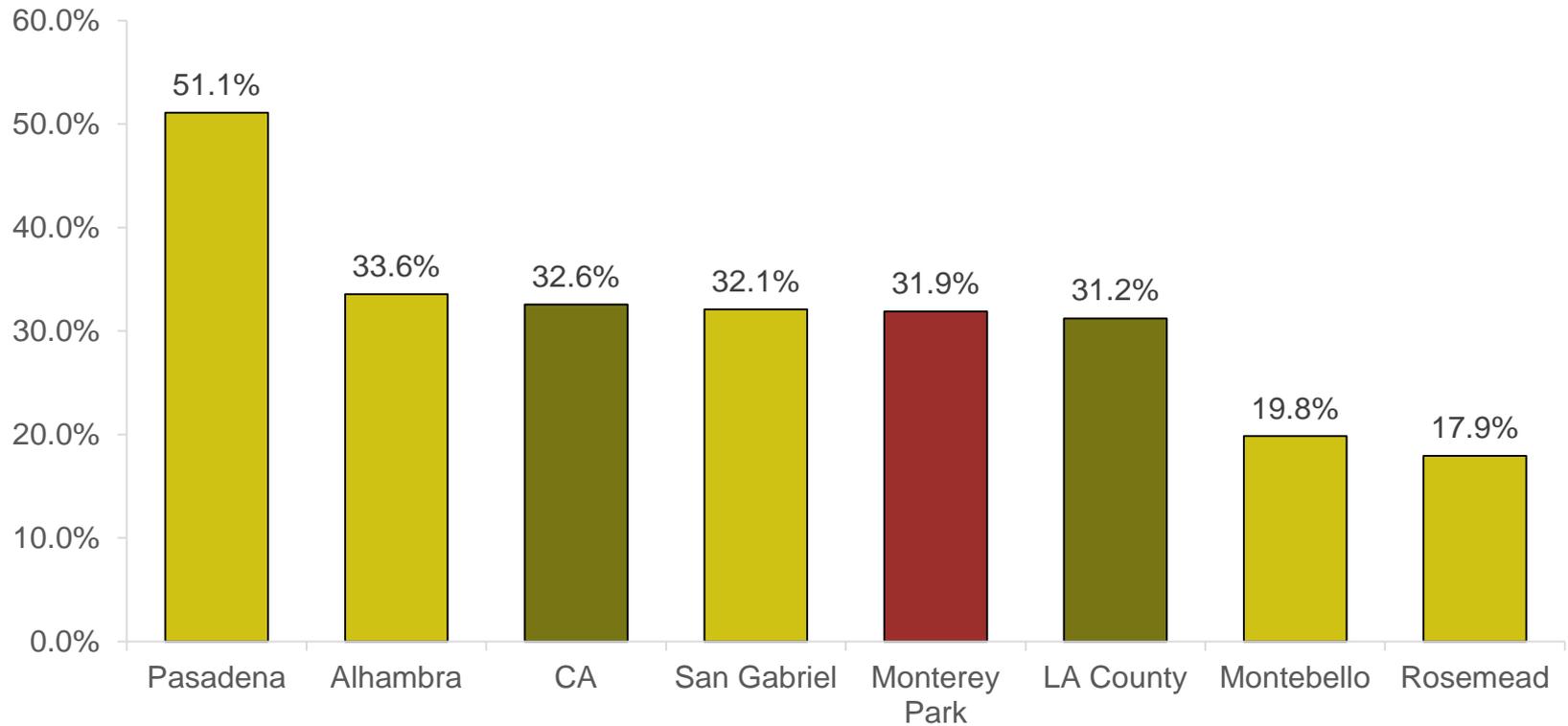


Educational Attainment for Selected Areas: High School or Higher



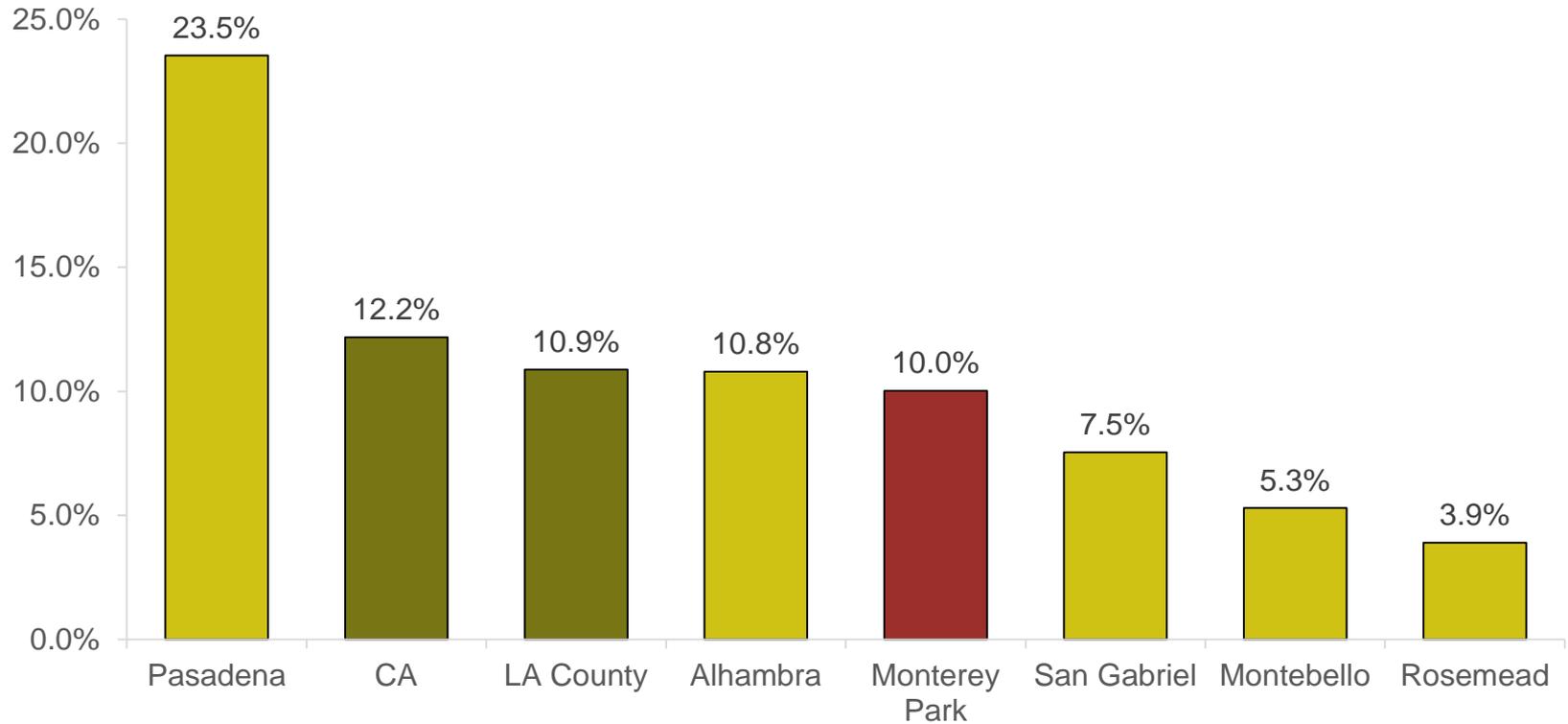
Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.

Educational Attainment for Selected Areas: Bachelor's Degree or Higher



Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.

Educational Attainment for Selected Areas: Graduate or Professional Degree



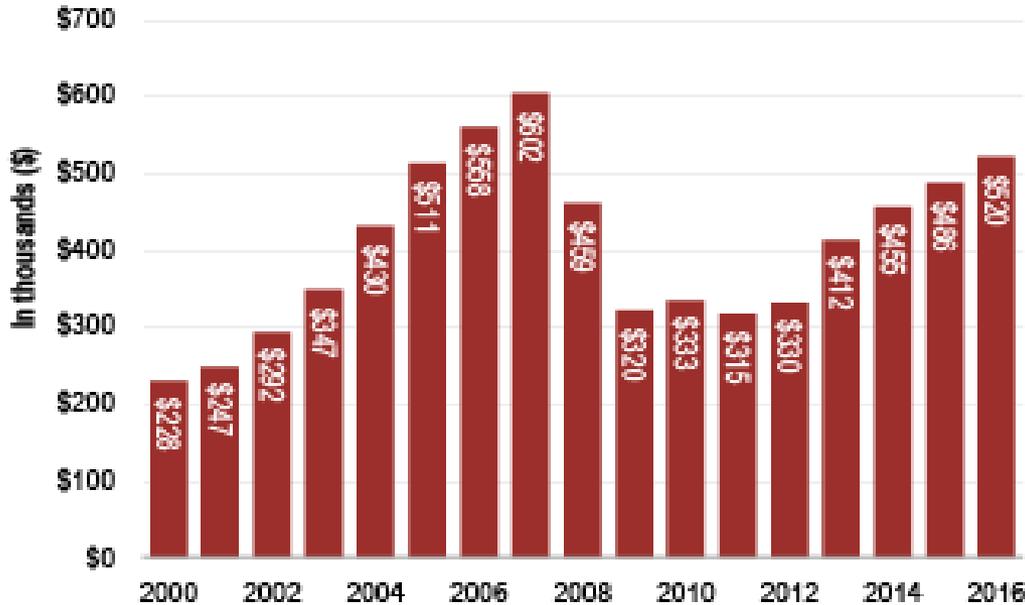
Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.



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Increasing Housing Costs

Median Home Sales Price for Existing Homes: 2000 - 2016 (in \$ thousands)

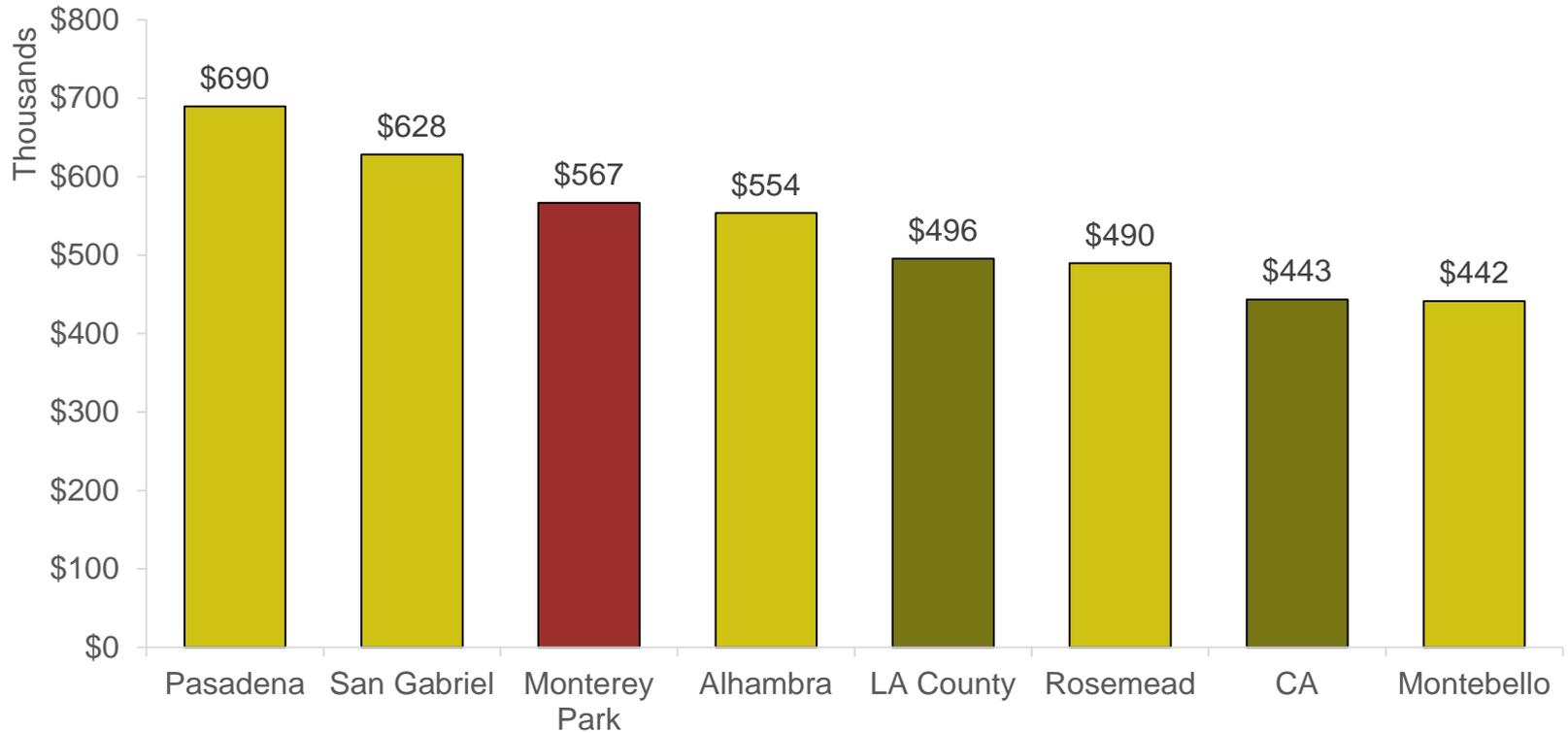


MEDIAN HOME SALES PRICE
in LA County has
by **128%**
since 2000



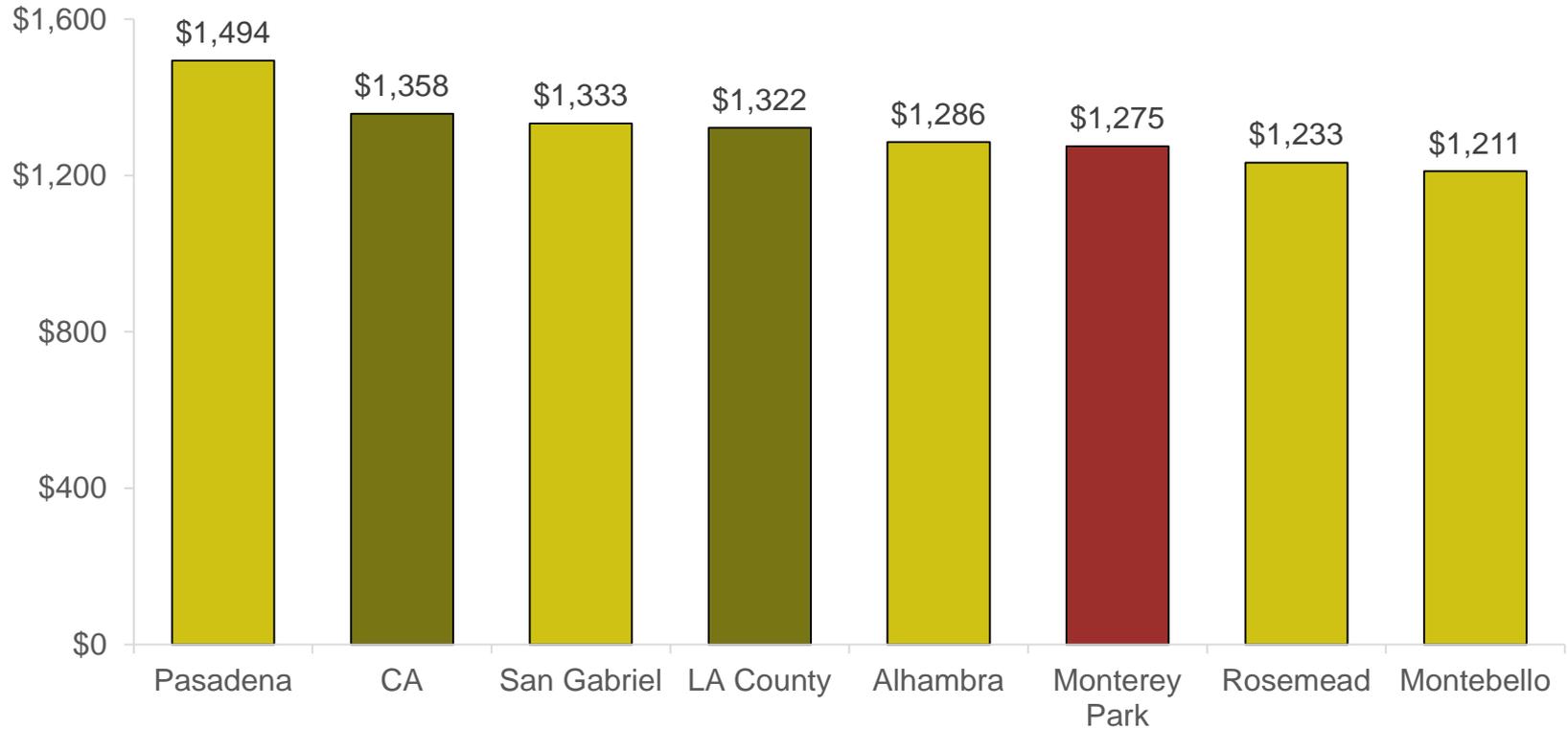
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Median Home Values for Selected Areas



Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.

Median Residential Rents for Selected Areas



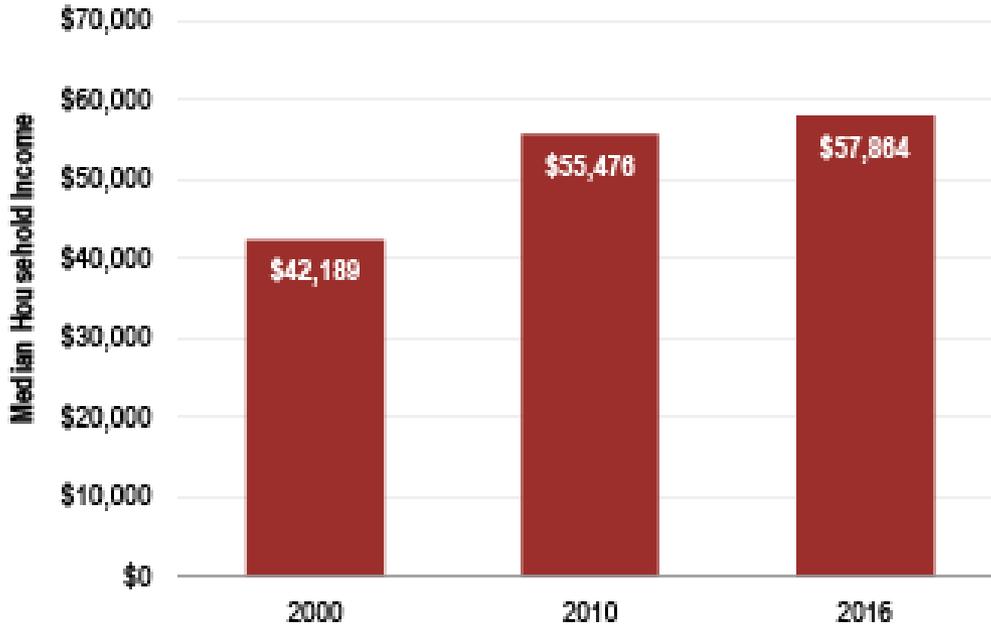
Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.



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Increasing Income Levels

Median Household Income: 2000, 2010, and 2016

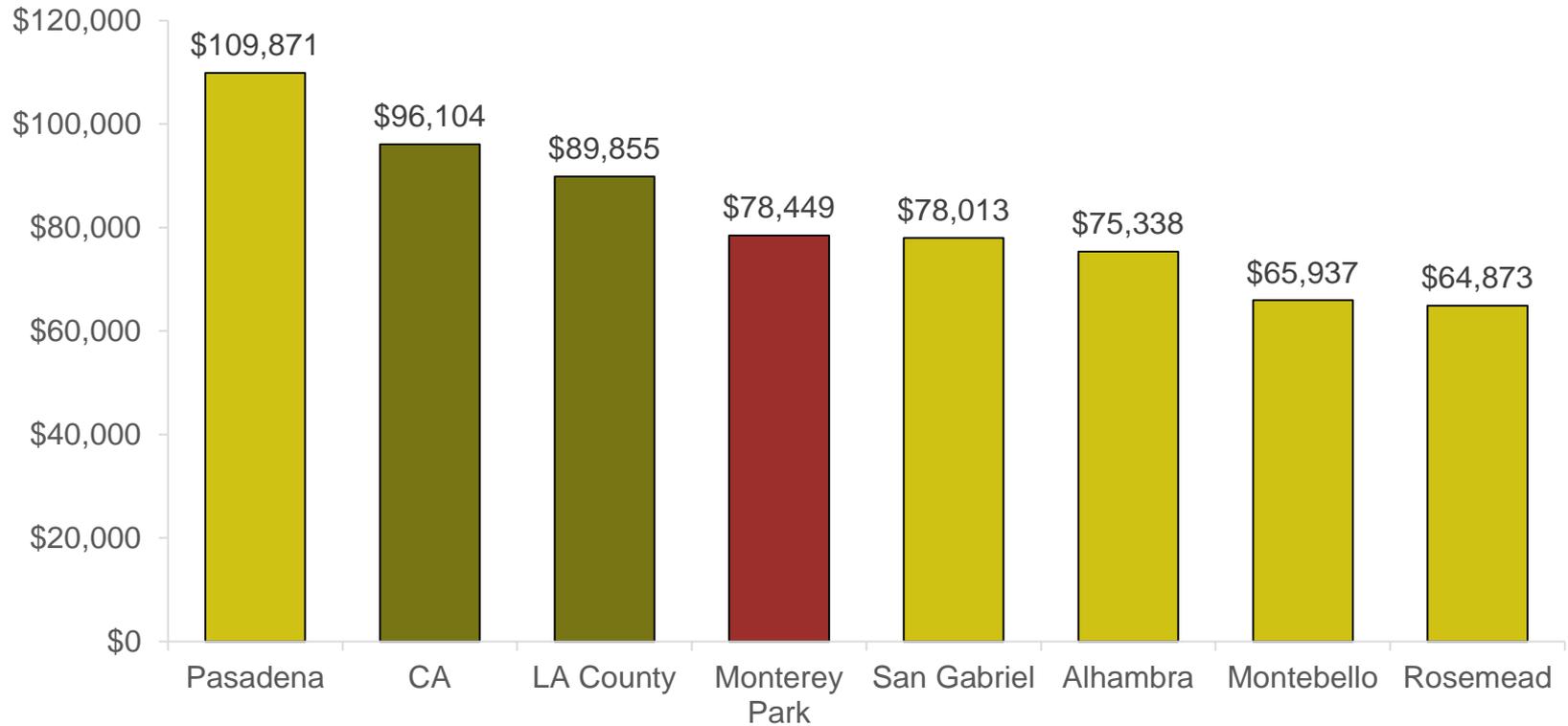


MEDIAN HOUSEHOLD INCOME
in LA County has



Monterey Park

Average Household Income Levels for Selected Areas



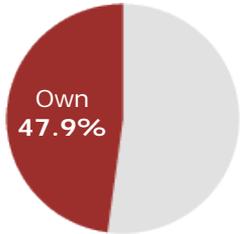
Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey.



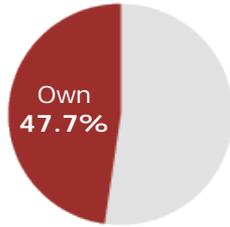
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Ownership Patterns

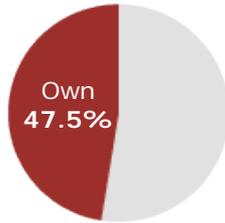
LA County



2000



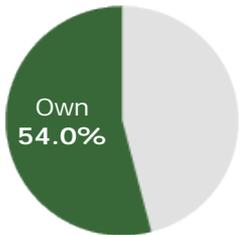
2010



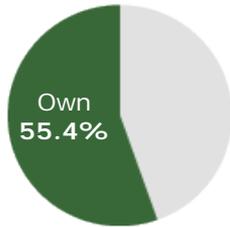
2016



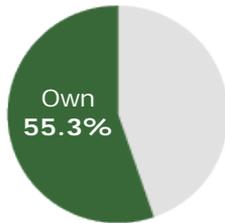
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2000



2010



2016



Land Use Patterns



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Majority Single Family

Housing Type by Units: 2016

LA County

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	1,722,821	49.2 %
Single Family Attached	230,228	6.6 %
Multi-family: 2 to 4 units	286,298	8.2 %
Multi-family: 5 units plus	1,206,417	34.4 %
Mobile Home	58,297	1.6 %
Total	3,504,061	100 %

Monterey Park

Number of Units	Percent of Total Units
87,355	63.3 %
8,902	6.5 %
12,388	9.0 %
23,593	17.1 %
5,672	4.1 %
137,910	100 %

Source: SCAG Los Angeles County Local Profile, 2017; www.dof.ca.gov/Forecasting/Demographics/Estimates/E-5/

Existing Land Use

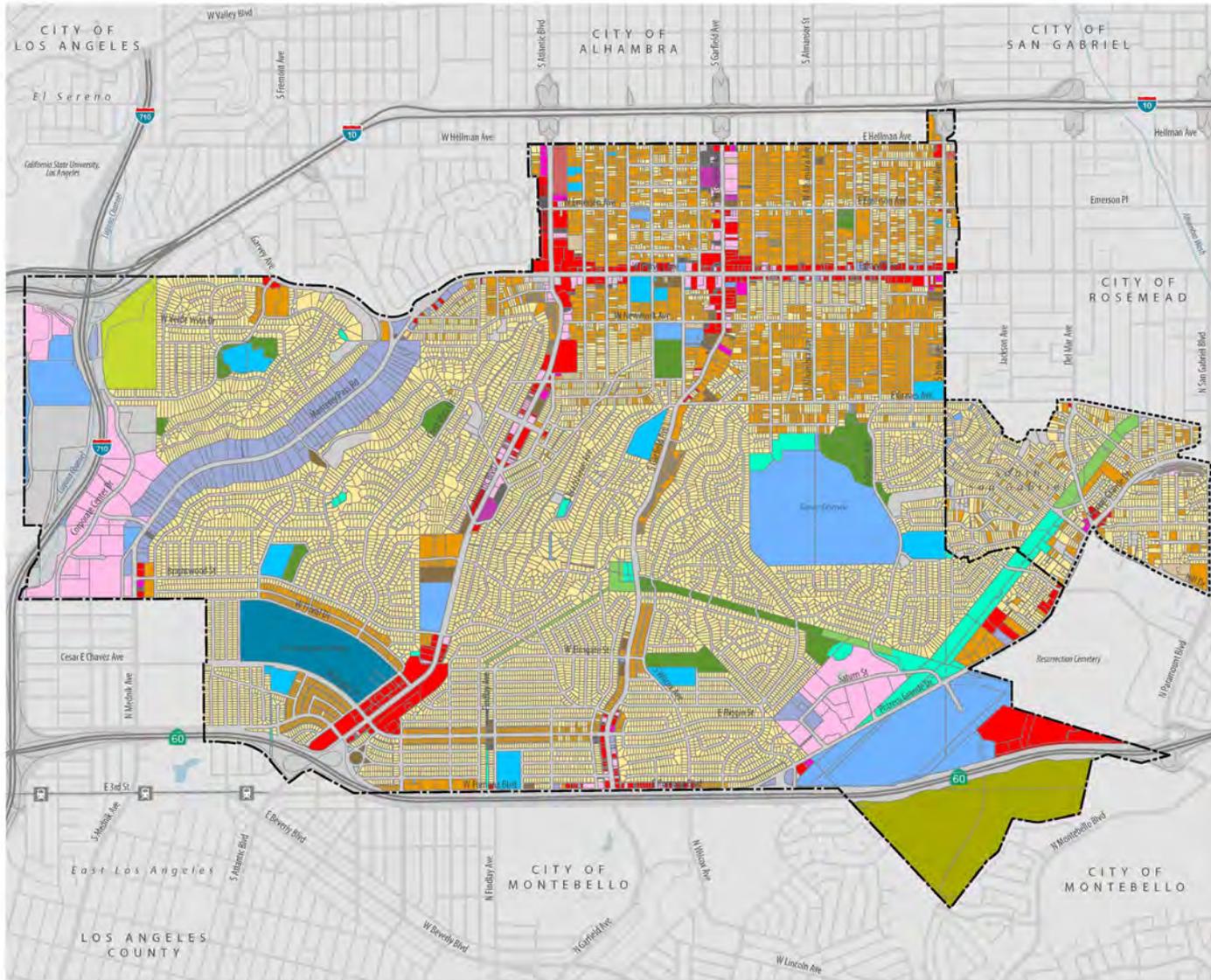


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Figure 5
Existing Land Use (2019)



Existing Land Use (2019)

- Single-Family
- Mobile Home Park
- Multi-Family
- Residential Care Facility
- General Commercial
- Office
- Mixed Use
- Hotel/Motel
- Light Industrial
- Hospital
- Government and Public Facility
- Water Facilities and Utility Corridors
- Public Schools
- Community College
- Nursery
- Golf Course
- Park
- Former Landfill
- Religious Institution
- Parking
- Vacant

Base Map Features

- Monterey Park Boundary
- Sphere of Influence Boundary
- Metro Gold Line and Stations
- Water Courses
- Waterbodies

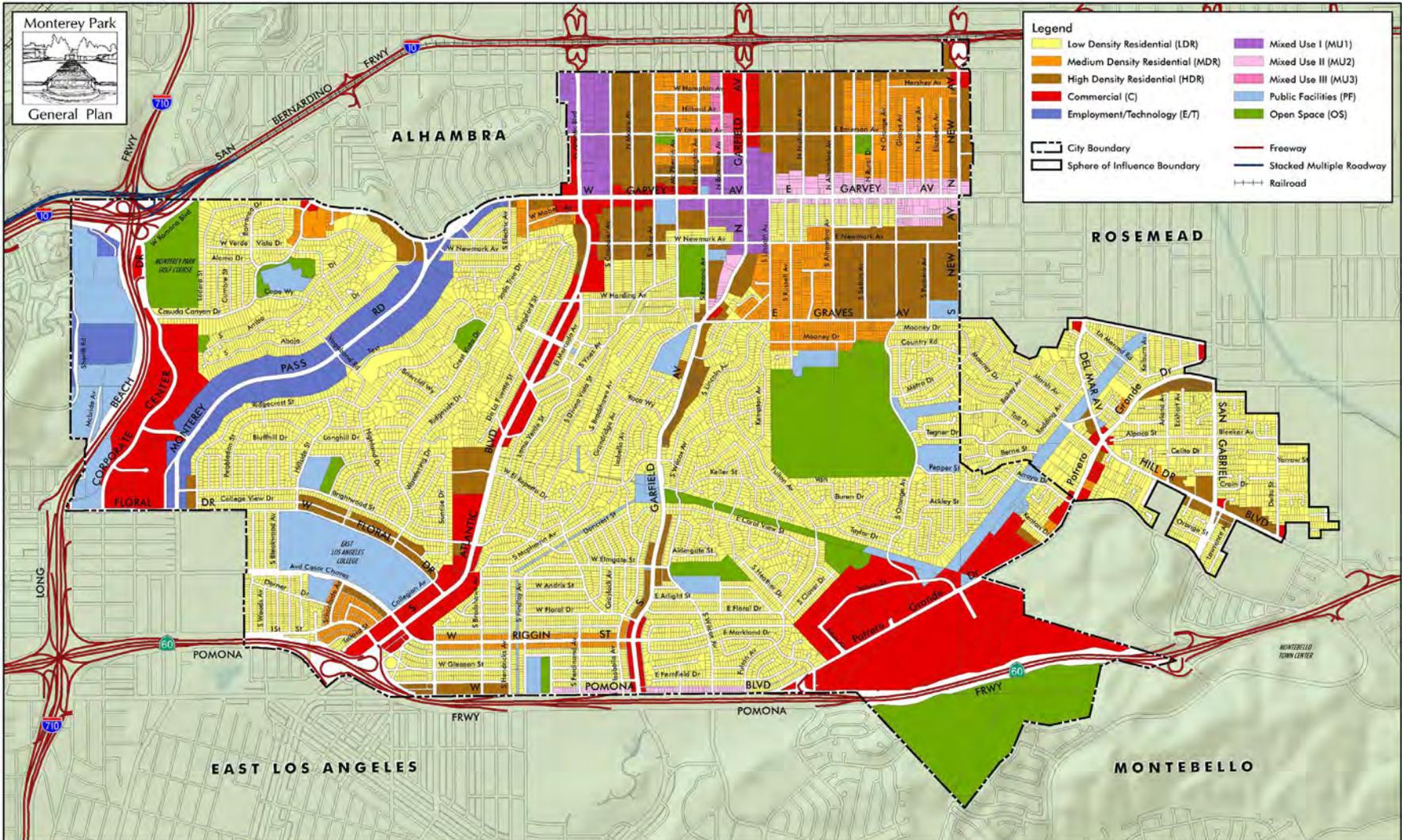
March 2019
Sources: City of Monterey Park, Los Angeles County, 2019.



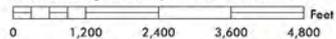
Land Use Plan



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Source: Los Angeles County Assessor Data, 2007.



City of Monterey Park
Land Use Policy Map



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General Plan Land Use Categories

- Residential
 - Low Density Residential (0-8 units/acre)
 - Medium Density Residential (0-16 units/acre)
 - High Density Residential (0-25 units/acre)
- Commercial (FAR intensity based on subareas)
- Mixed Use
 - Downtown Mixed Use
 - East Garvey Mixed Use
 - Baltimore Avenue Mixed Use
- Employment/Technology (0.65 FAR)
- Public Facilities (0.75 FAR)
- Open Space



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Land Use Focus Areas

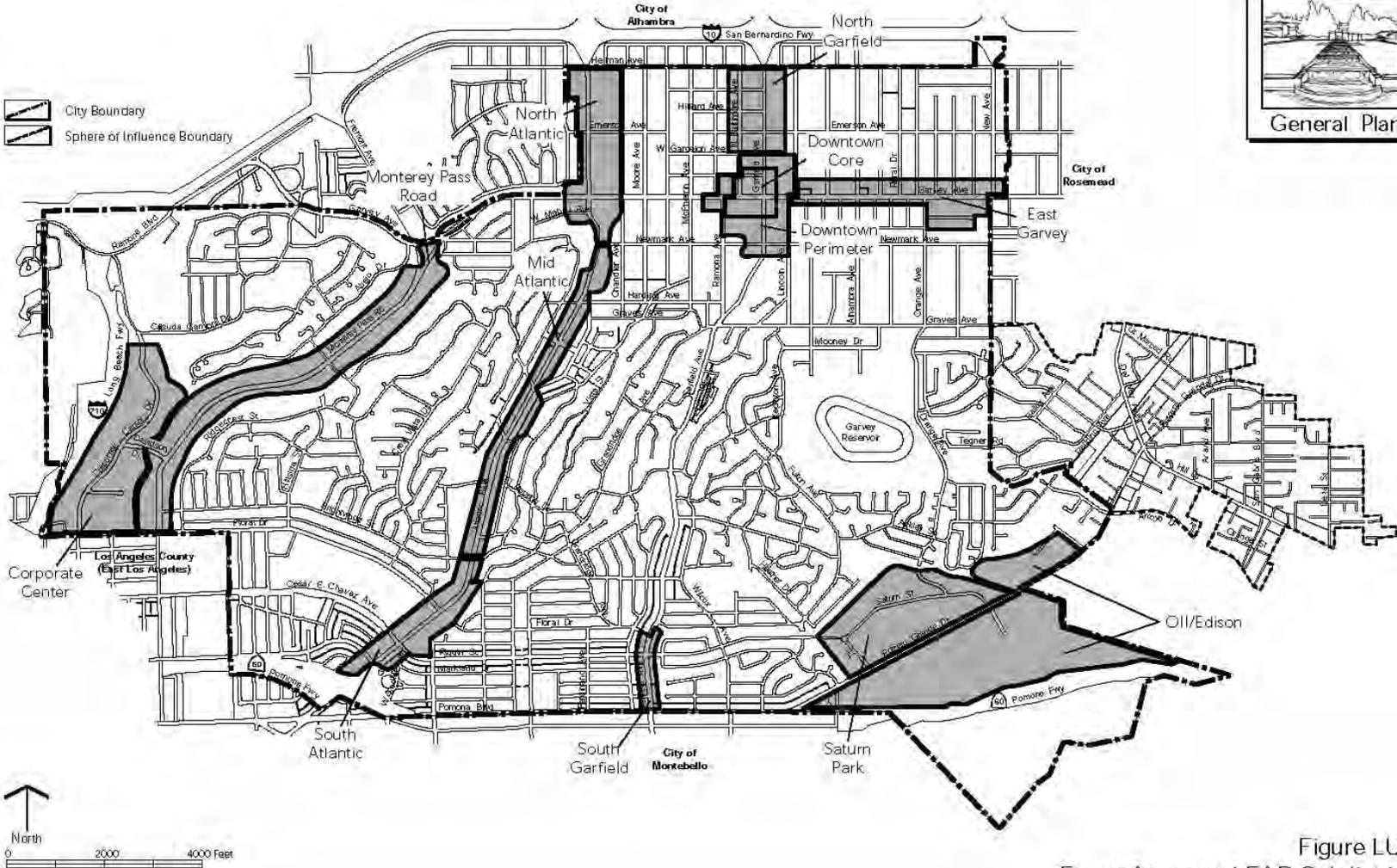
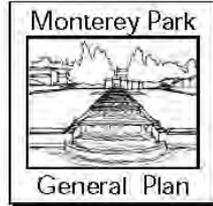


Figure LU-3
Focus Areas and FAR Subdistricts

Source: www.montereypark.ca.gov/265/Residential-Land-Use

General Plan Subareas

Sub-district	Maximum FAR	Maximum Building Height
Mid Atlantic	0.75	50 feet
South Atlantic	0.65	40 feet
North Garfield	1.00	60 feet
Corporate Center	2.00	100 feet
South Garfield	0.40	28 feet
Saturn Park	0.60	40 feet
All Others	0.35	25 feet

Note: S. Garfield Specific Plan increased building height to 40 feet for lots not adjacent to single-family residential.

General Plan Subareas

Mixed Use

- Downtown Mixed Use (MU I)
- East Garvey Mixed Use (MU II)
- Baltimore Avenue Mixed Use (MU III)

Sub-district	Maximum FAR	Maximum Building Height
North Atlantic	2.00	75 feet
Downtown Core	1.00	75 feet
Downtown Perimeter	0.65	55 feet

Regional Considerations



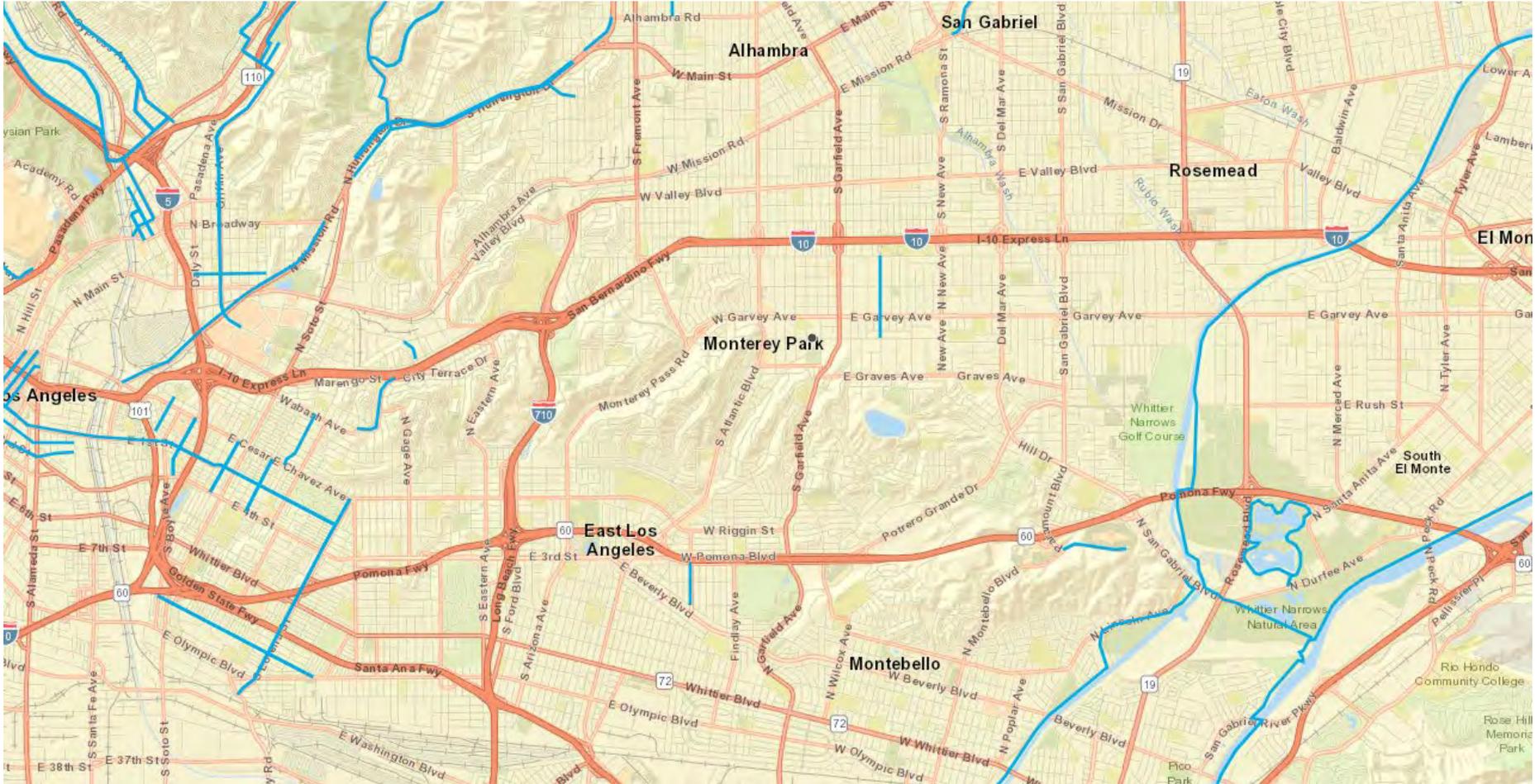
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Existing Bike Network



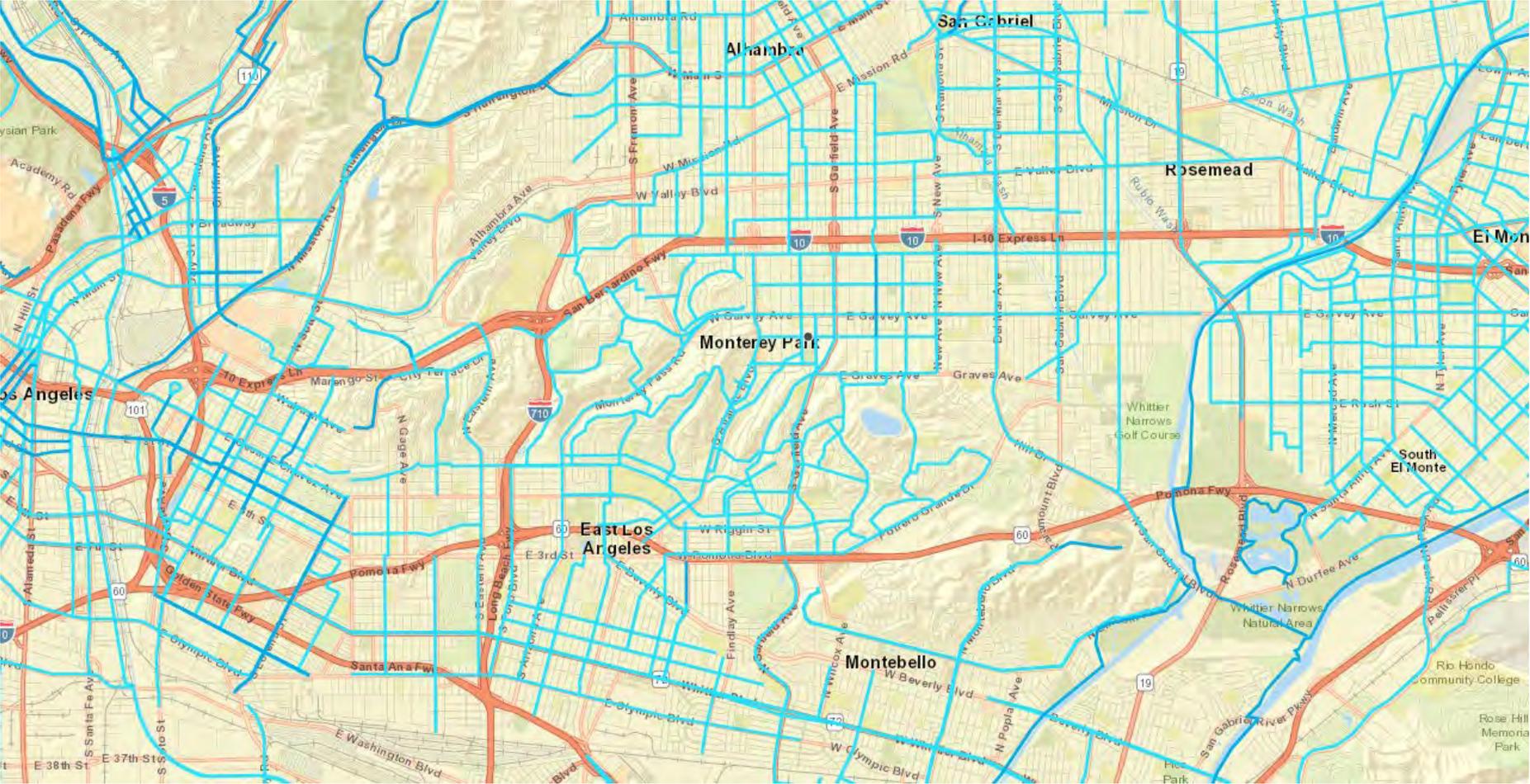
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Proposed Bike Network

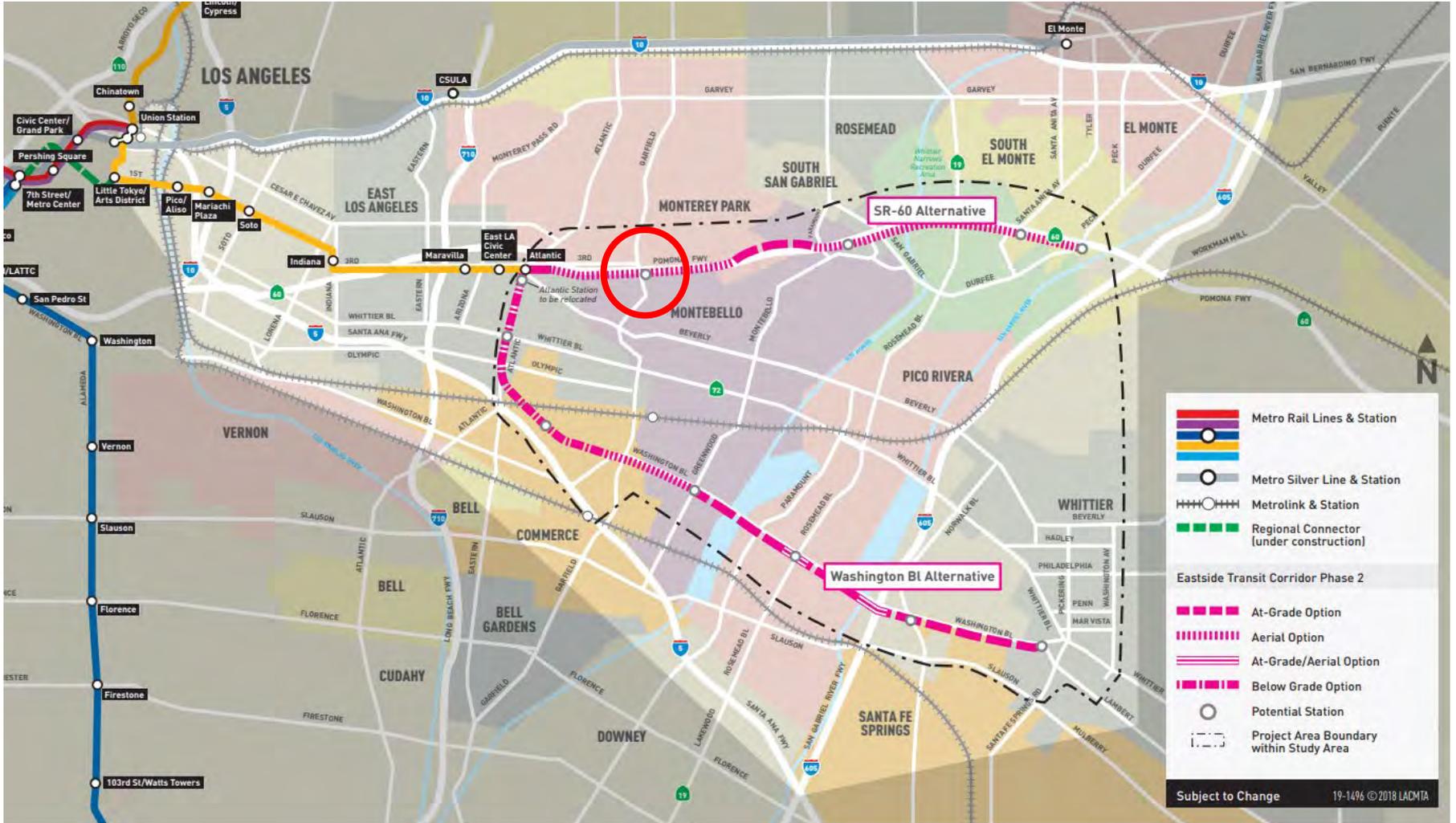


Source: Metro Active Transportation Strategic Plan (ATSP), 2016; <http://gis.fehrandpeers.com/metroatstp/>



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Metro Gold Line Extension

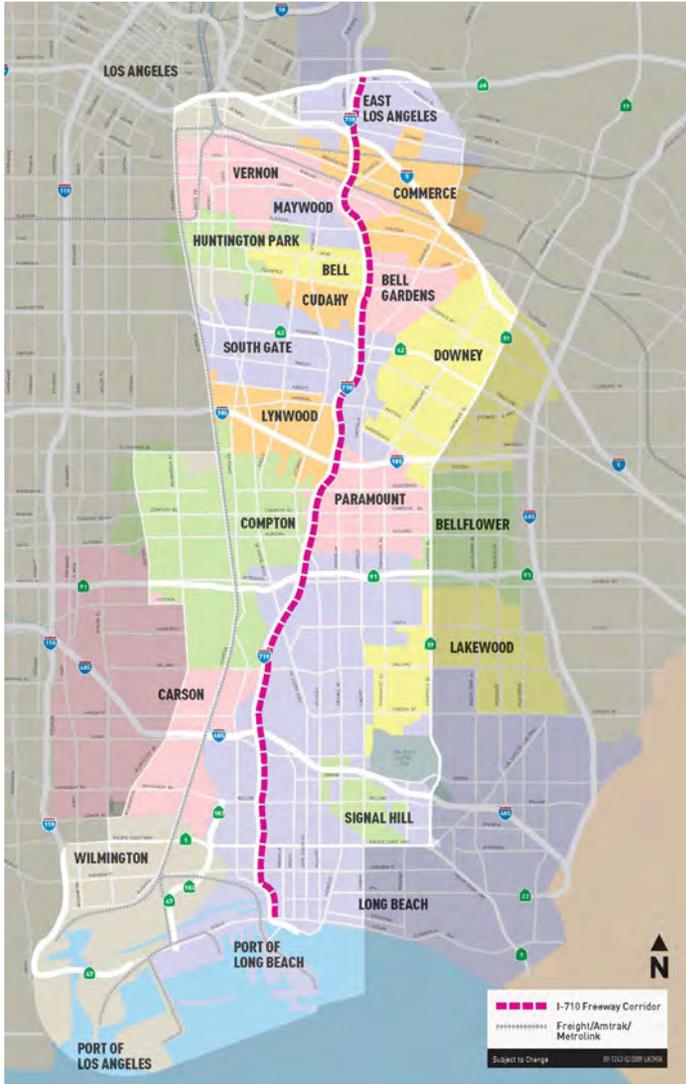


Source: Metro Eastside Transit Corridor Phase 2; www.metro.net/projects/eastside_phase2/



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I-710 Project



2008
Measure R

2018
34 projects, \$515M

Alhambra

Monterey Park

South Pasadena

San Gabriel

San Marino

Los Angeles County

Los Angeles





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Monterey Park Projects



Widening of Ramona Rd, Garvey Ave, Garfield Ave and Atlantic Ave
(\$31.3 million)



Adding three parking structures on Garvey Ave
(\$60 million)



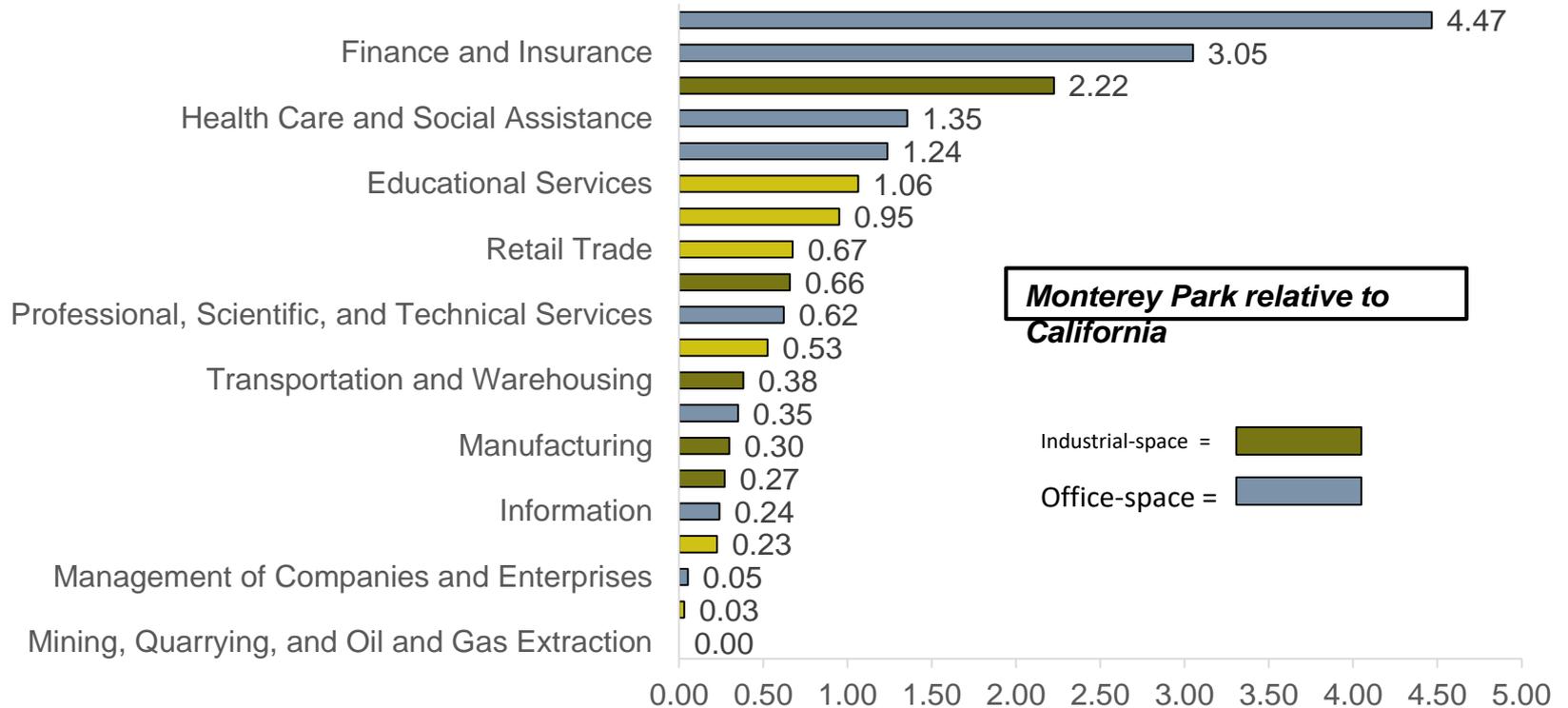
Local and Regional Market Trends



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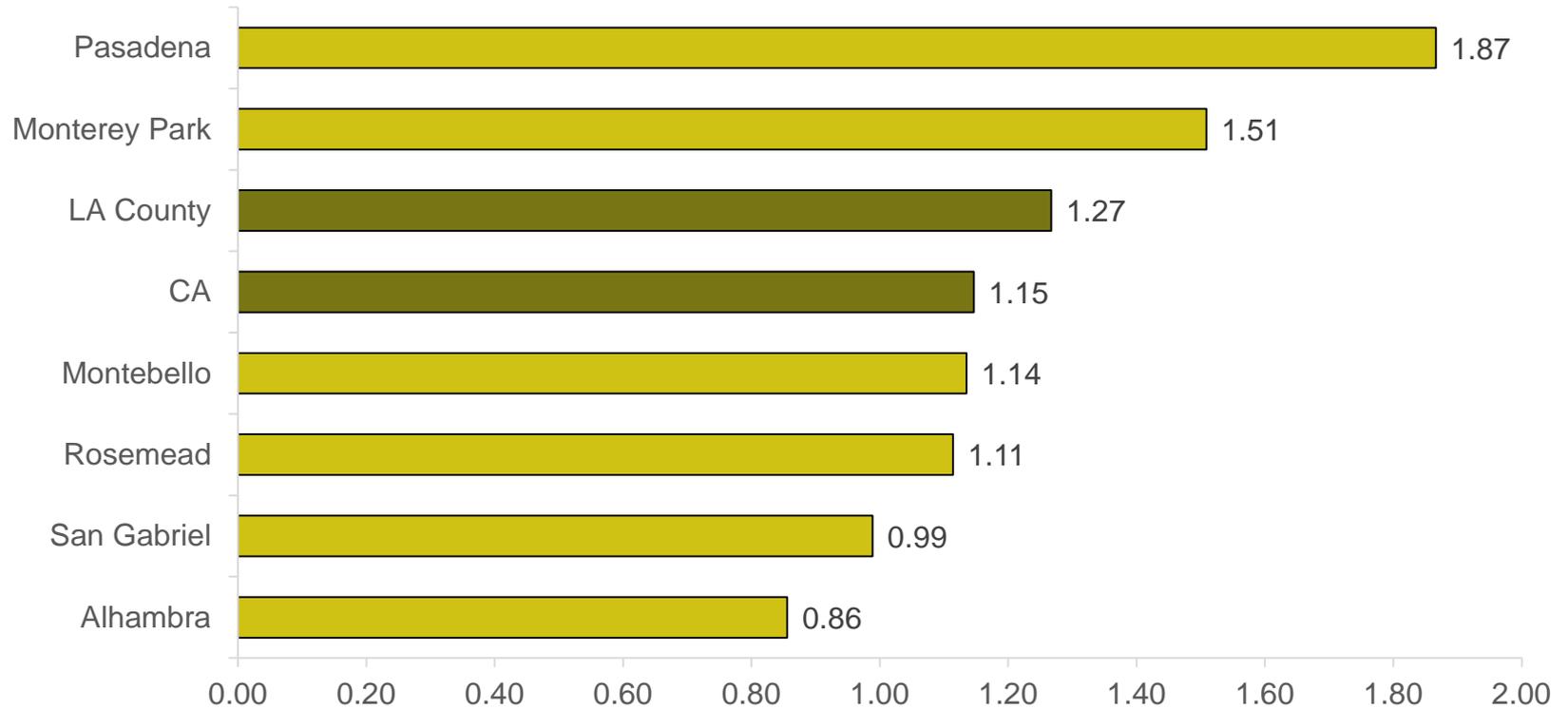


Location Quotients by Major Industry Group – Monterey Park



Source: U.S. Census Bureau, OnTheMap; TNDG.

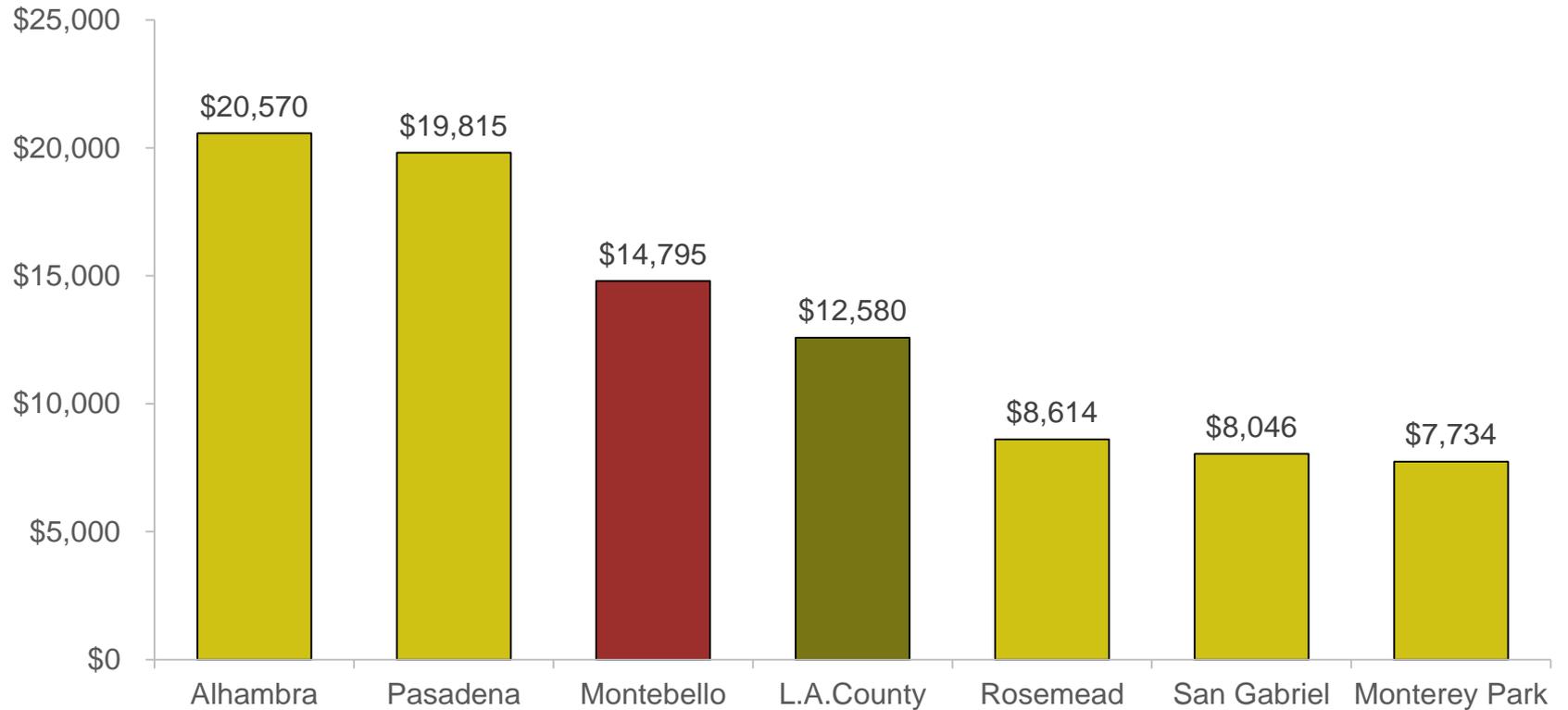
Jobs/Housing Ratio for Selected Areas



Source: U.S. Census Bureau, OnTheMap and 2013-2017 5-Year American Community Survey; TNDG.

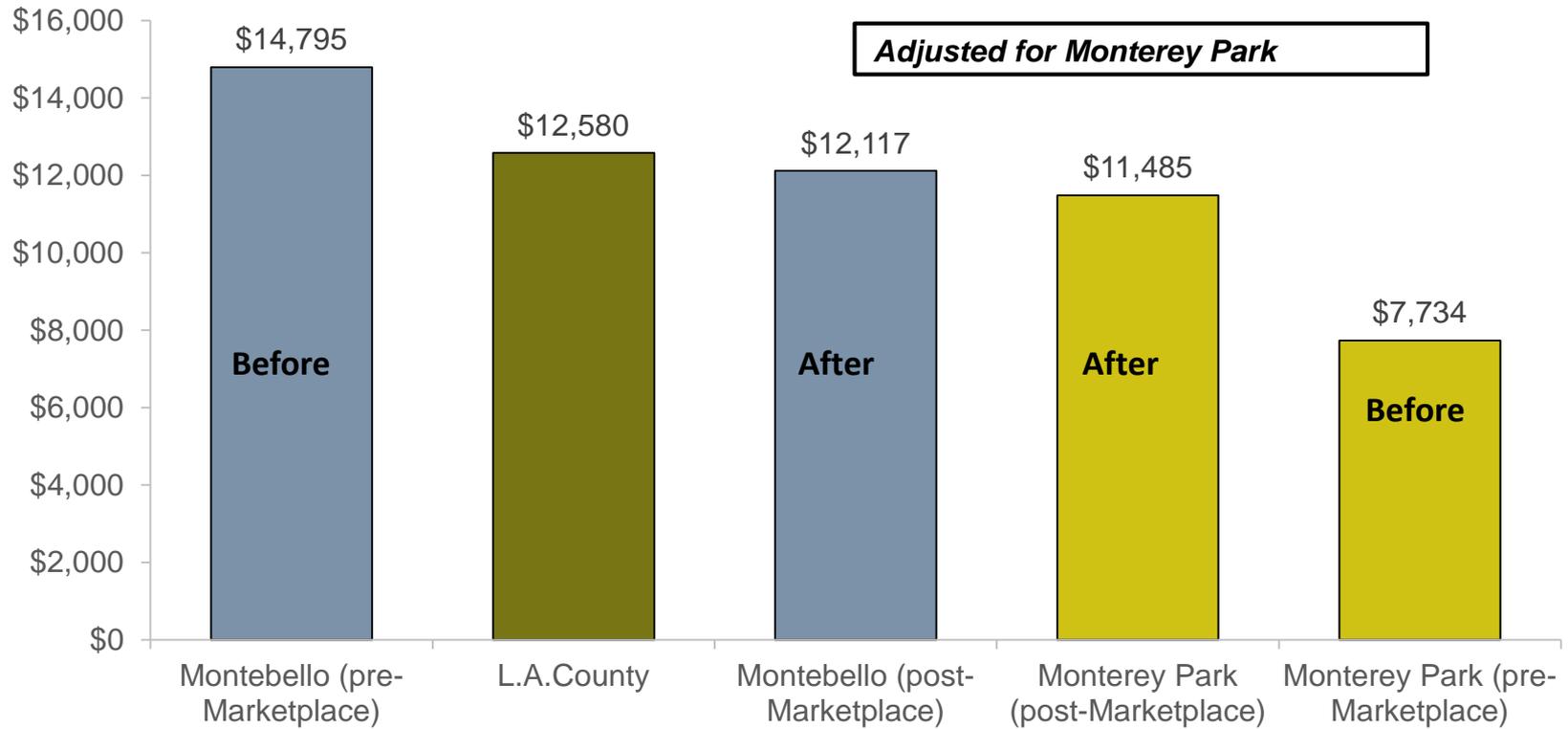
Retail Sales Trends

2017 Total Retail Sales per Capita



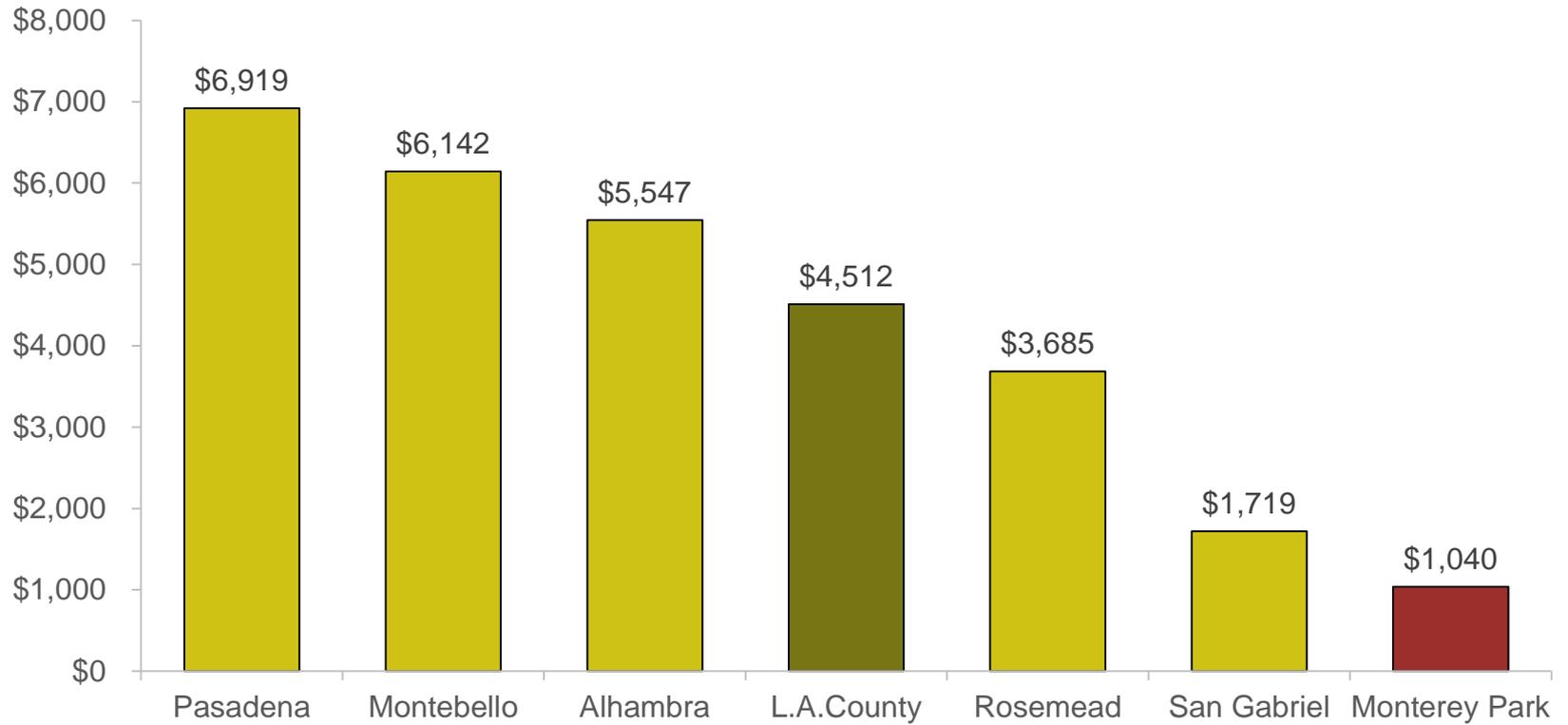
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

2017 Total Retail Sales per Capita



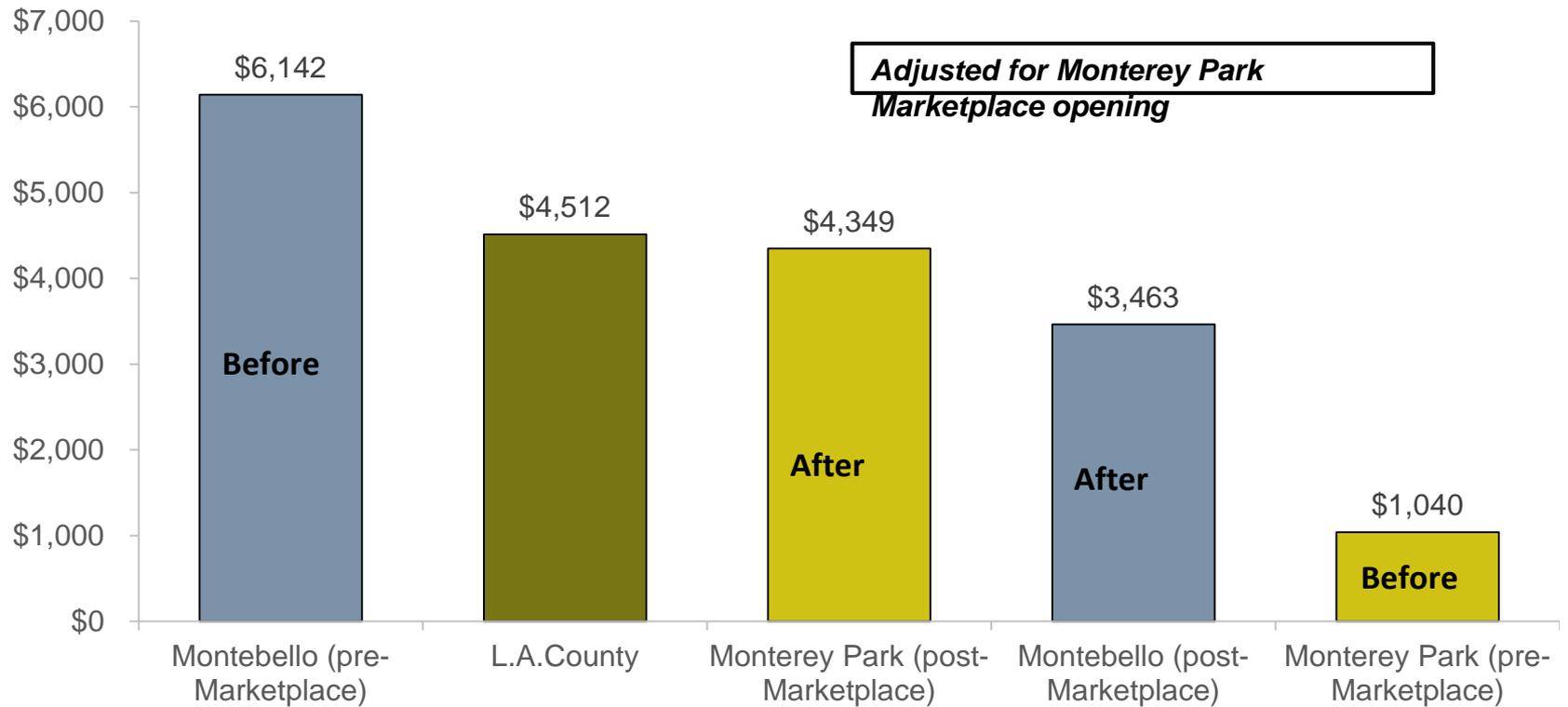
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

2017 GAFO Retail Sales per Capita



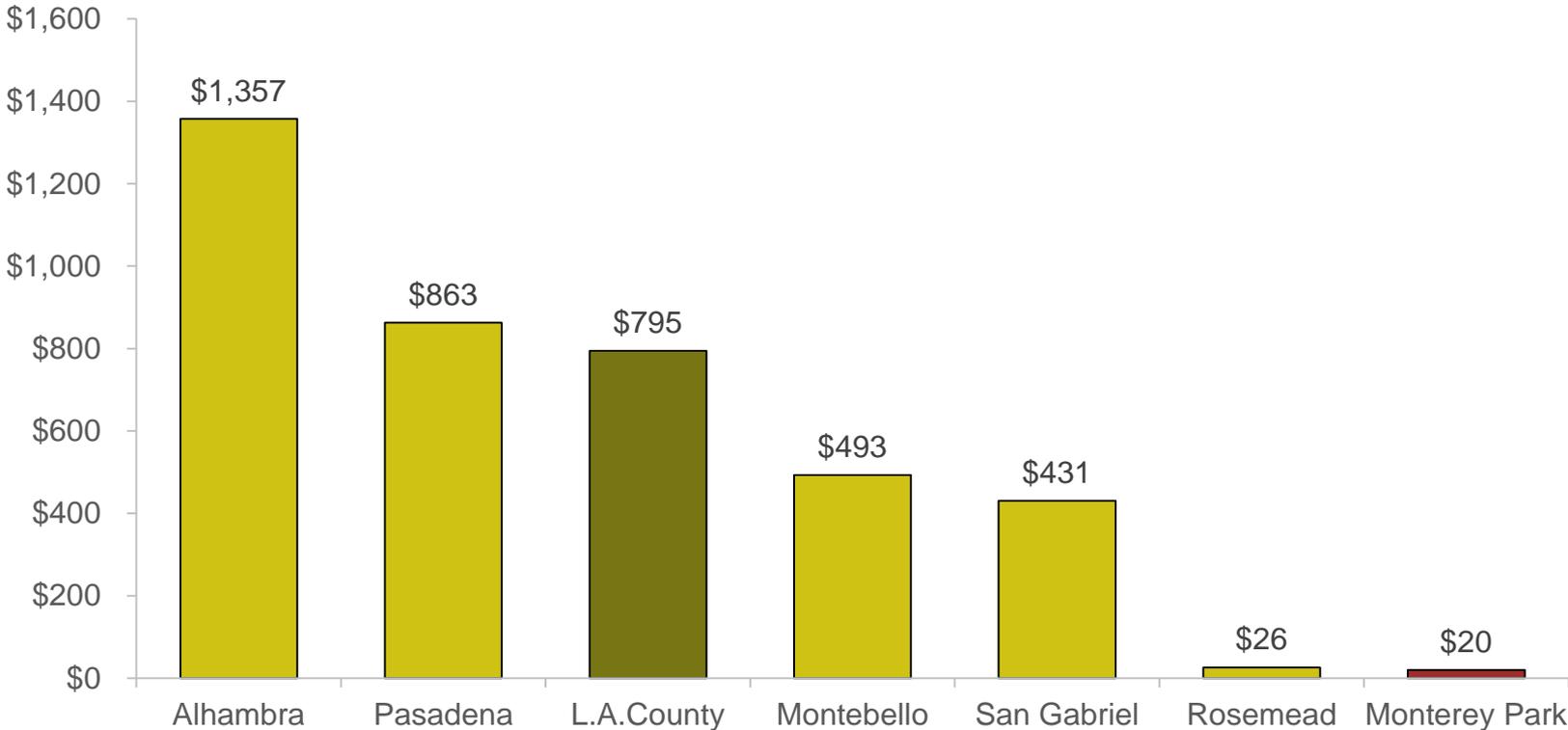
Note: GAFO = General Merchandise, Apparel, Furniture/Appliances, Other/Specialty
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau;
TNDG.

2017 GAFO Retail Sales per Capita



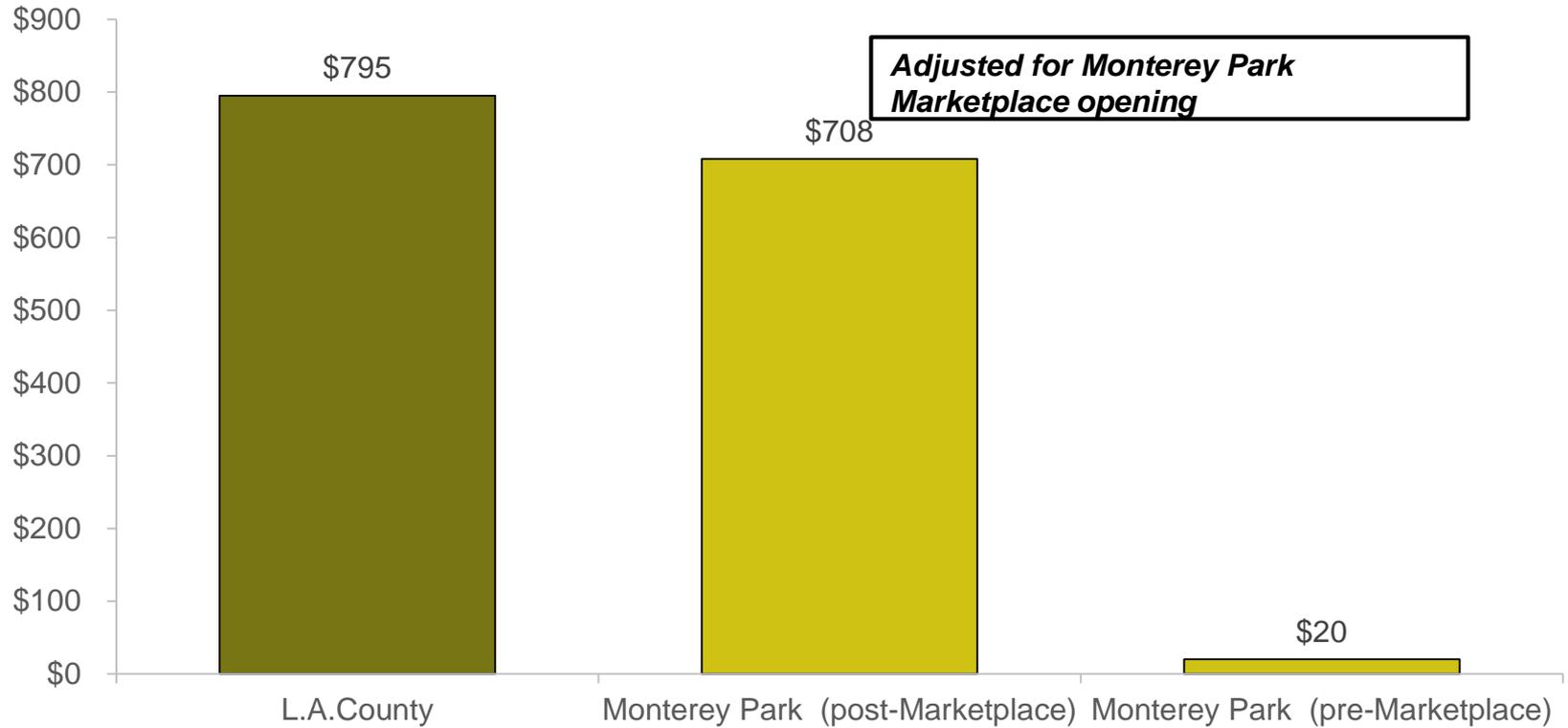
Note: GAFO = General Merchandise, Apparel, Furniture/Appliances, Other/Specialty
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau;
TNDG.

2017 Building Materials Retail Sales per Capita



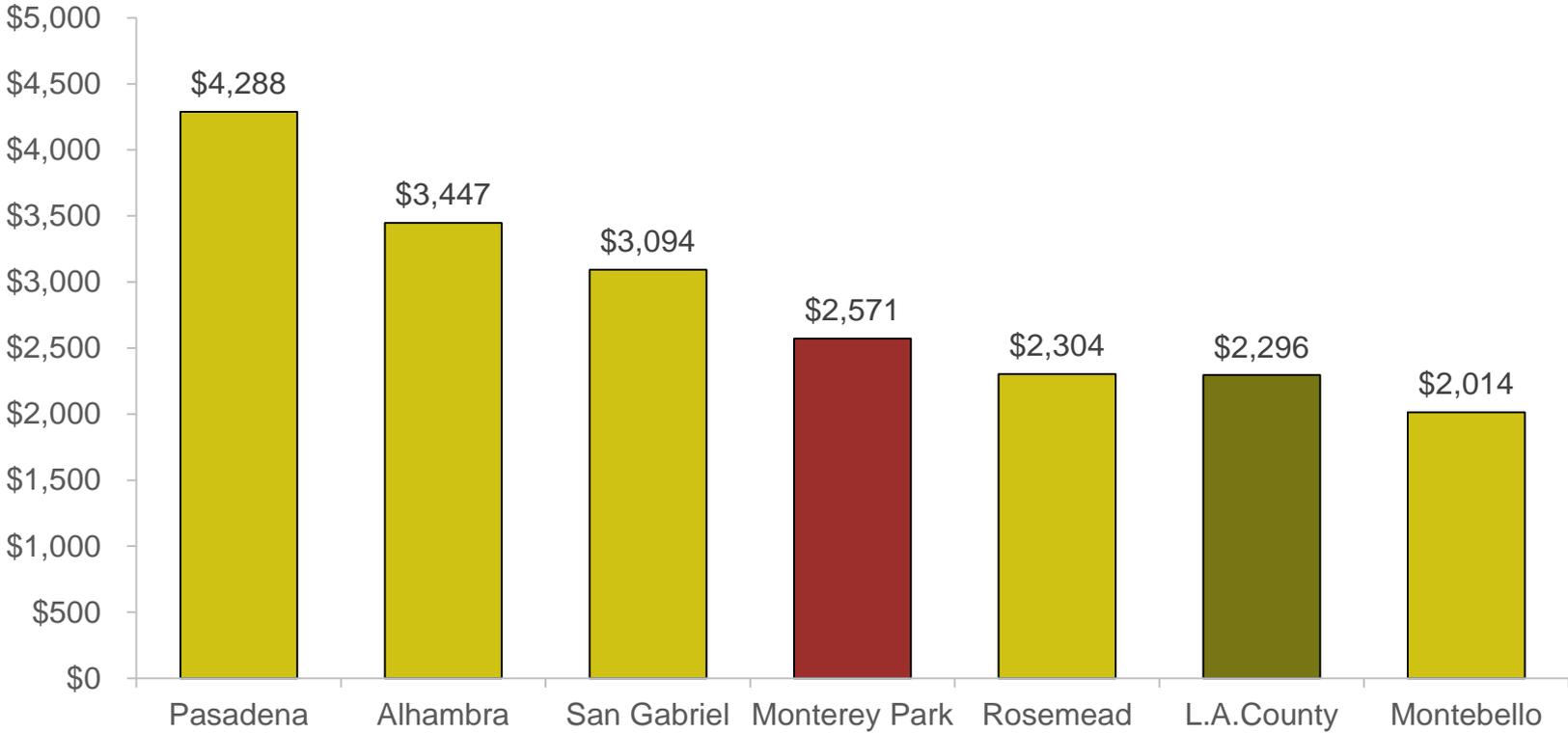
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

2017 Building Materials Retail Sales per Capita



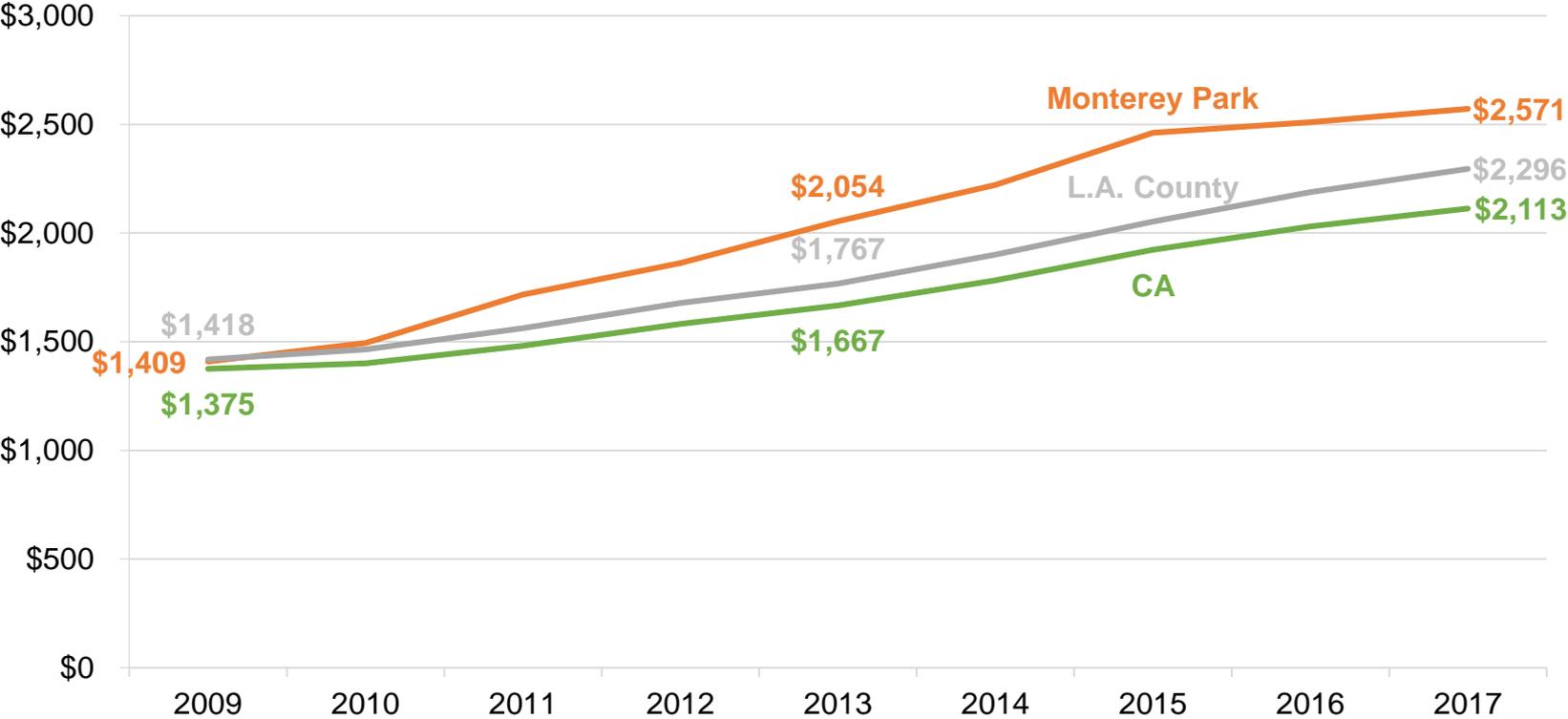
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

2017 Restaurant Sales per Capita



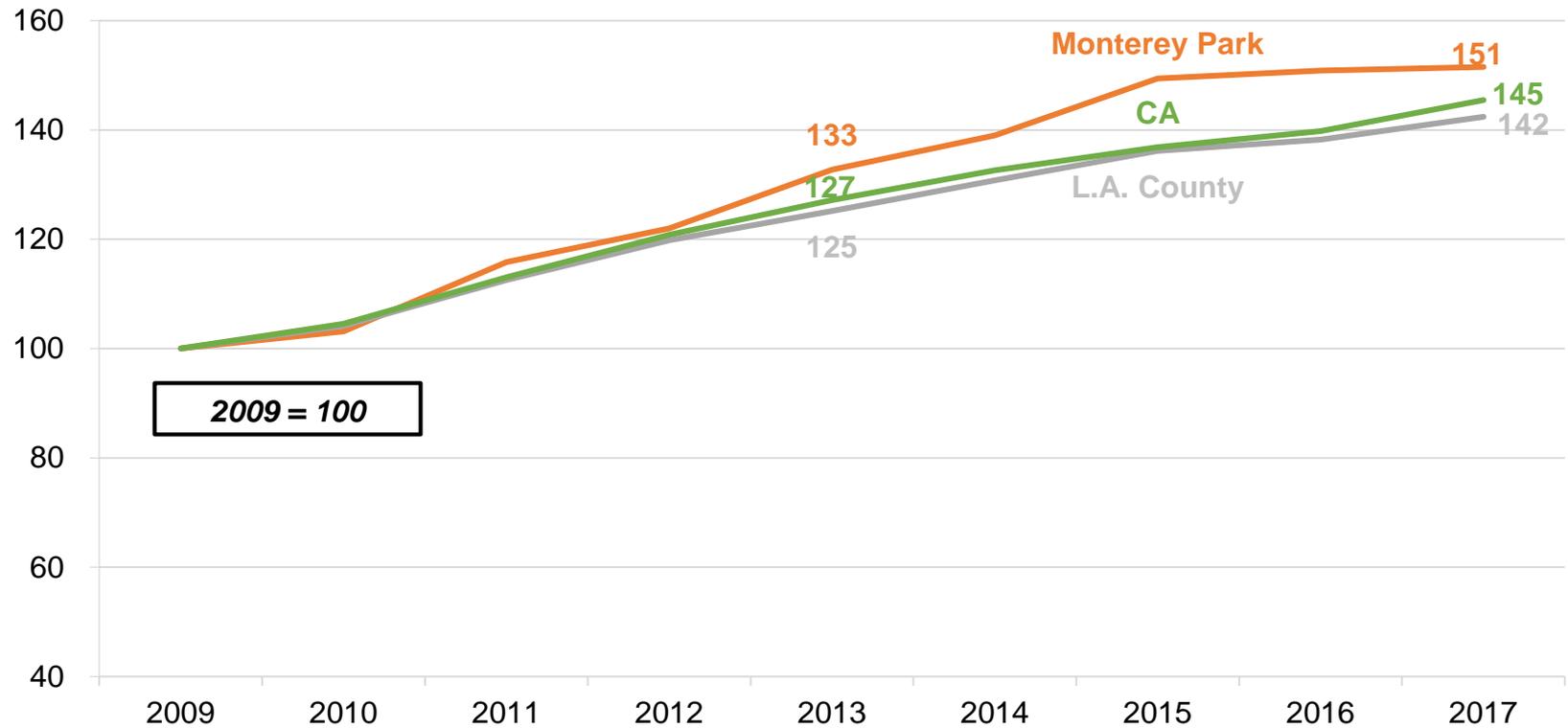
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

Restaurant Sales per Capita: Monterey Park, L.A. County, and CA (2009-17)



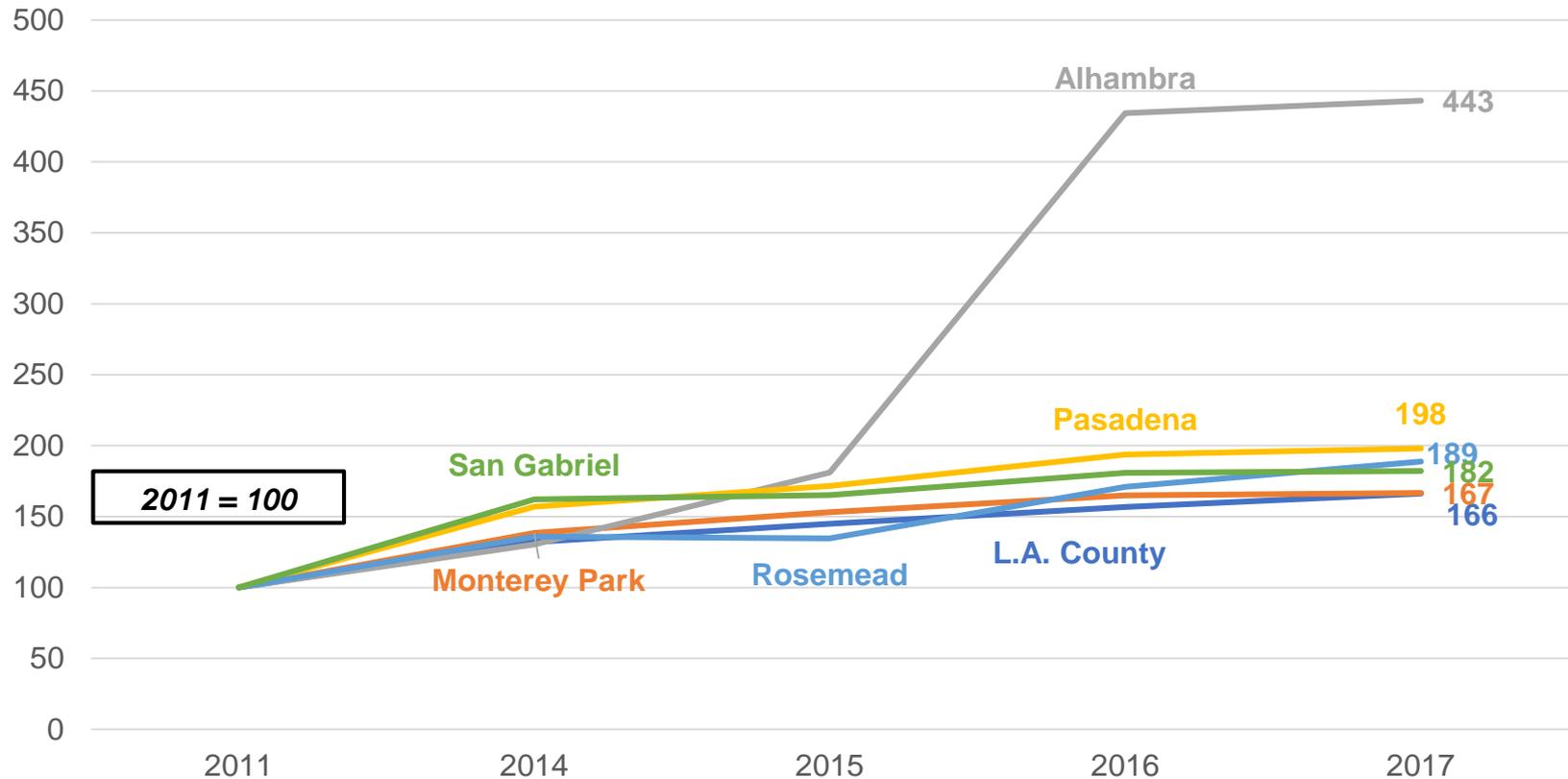
Source: California Dept of Tax and Fee Administration (CDTFA); U.S. Census Bureau; TNDG.

Total Retail Sales Index: Monterey Park, L.A. County, and CA (2009-17)



Source: California Dept of Tax and Fee Administration (CDTFA); TNDG.

Transient Occupancy Tax for Selected Areas



Source: Dean Runyan and Associates, California Travel Impacts 2000-2017, May 2018.

Preliminary Real Estate Demand Forecasts

Market Study Caveats

- Projections are preliminary and have not been adjusted for capacity constraints
- Future development opportunities will be influenced by:
 - Land/zoning capacity
 - Available parcel sizes and site assembly challenges
 - Financial feasibility

Retail Demand – Market Study Factors

- Trade Area: Monterey Park and portions of Alhambra, Rosemead, San Gabriel, Montebello, East Los Angeles
- Existing and projected demographics
- Existing “leakage”
- Trade area/visitor/ELAC demand
- Global changes in retail demand

Demand for Retail Development (2018-2040)

<i>Existing Retail Space in City:</i>	2,000,000
<i>Potential Future Demand:</i>	
-- MP residents	500,000
-- Regional market	400,000
-- Future population growth	<u>100,000</u>
<i>Total</i>	<i>1,000,000</i>
Deduct: MP Marketplace	<u>(500,000)</u>
<i>Remaining Potential Demand:</i>	500,000

Office and Industrial Demand – Market Study Factors

- Region: San Gabriel Valley
- Projected employment growth by industry (based on SCAG forecasts)
- Existing space and vacancy levels
- Historic absorption trends
- Changing demand / space utilization trends

Demand for Office Development (2018-2040)

<i>Existing Office Space in Monterey Park:</i>	2,800,000
<i>Projected Demand for New Space in SGV:</i>	3,800,000
<i>Monterey Park Share of SGV Demand:</i>	
-- Baseline forecast	5%
-- Aggressive forecast	10%
<i>Projected Demand for New Space, MP:</i>	
-- Baseline forecast	190,000
-- Aggressive forecast	380,000

Demand for Industrial Development (2018-2040)

<i>Existing Industrial Space in Monterey Park:</i>	1,900,000
<i>Projected Demand for New Space in SGV:</i>	18,800,000
<i>Monterey Park Share of SGV Demand:</i>	
-- Baseline forecast	1%
-- Aggressive forecast	2%
<i>Projected Demand for New Space, MP:</i>	
-- Baseline forecast	188,000
-- Aggressive forecast	376,000

Hotel Demand – Market Study Factors

- Region: “3-City Area” (MP, Rosemead, Alhambra)
- Existing industry metrics (especially occupancy rate)
- Historic demand growth trends
- Reflects current/anticipated construction

Demand for Hotel Development (2018-2040)

<i>Existing Hotel Rooms in Monterey Park (includes 288 currently under construction):</i>	849
<i>Projected Net Demand for New Rooms in MP/Rosemead/Alhambra:</i>	1,699
<i>Monterey Park Share of 3-City Demand:</i>	25-35%
<i>Projected Demand for New Rooms, MP:</i>	
-- Conservative forecast	425
-- Aggressive forecast	595

Housing Demand – Market Study Factors

- Region: “3-City Area” (MP, Rosemead, Alhambra)
- Historic demand growth trends
- SCAG population and household forecasts
- Multi-family/single-family shares

Demand for Housing Development (2018-2040)

Total Existing Housing Units (2018):	21,179
Units Added, 2010-2018:	
-- Total	329
-- Average Annual	41
Projected New Demand, 2018-2040:	
-- Total	1,020
-- Average Annual	46

Multi-family Housing Trend (2010-2018)

Multi-family as % of All New Housing:

-- Monterey Park	64%
-- MP/Rosemead/Alhambra	81%
-- L.A. County	91%

Environmental Considerations



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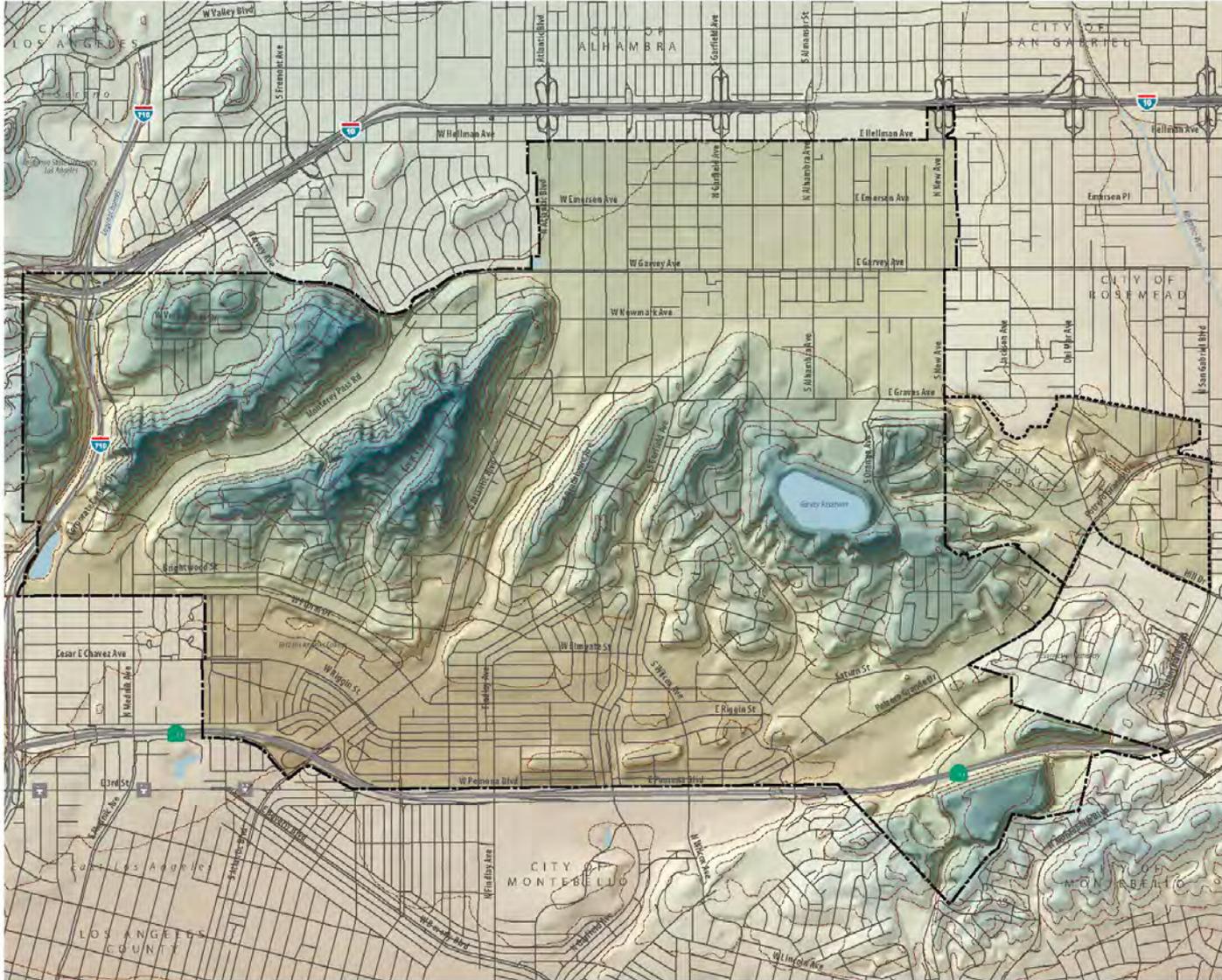
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Monterey Park Elevation



Monterey Park
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Figure 19
Elevation and Topography



Elevation
High: 915 Feet
Low: 67 Feet
50-Foot Contours

Base Map Features
Monterey Park Boundary
Sphere of Influence Boundary
Metro Gold Line and Stations
Water Courses
Waterbodies

March 2019
Sources: City of Monterey Park, Los Angeles County, 2019.



Monterey Park Seismic Hazards

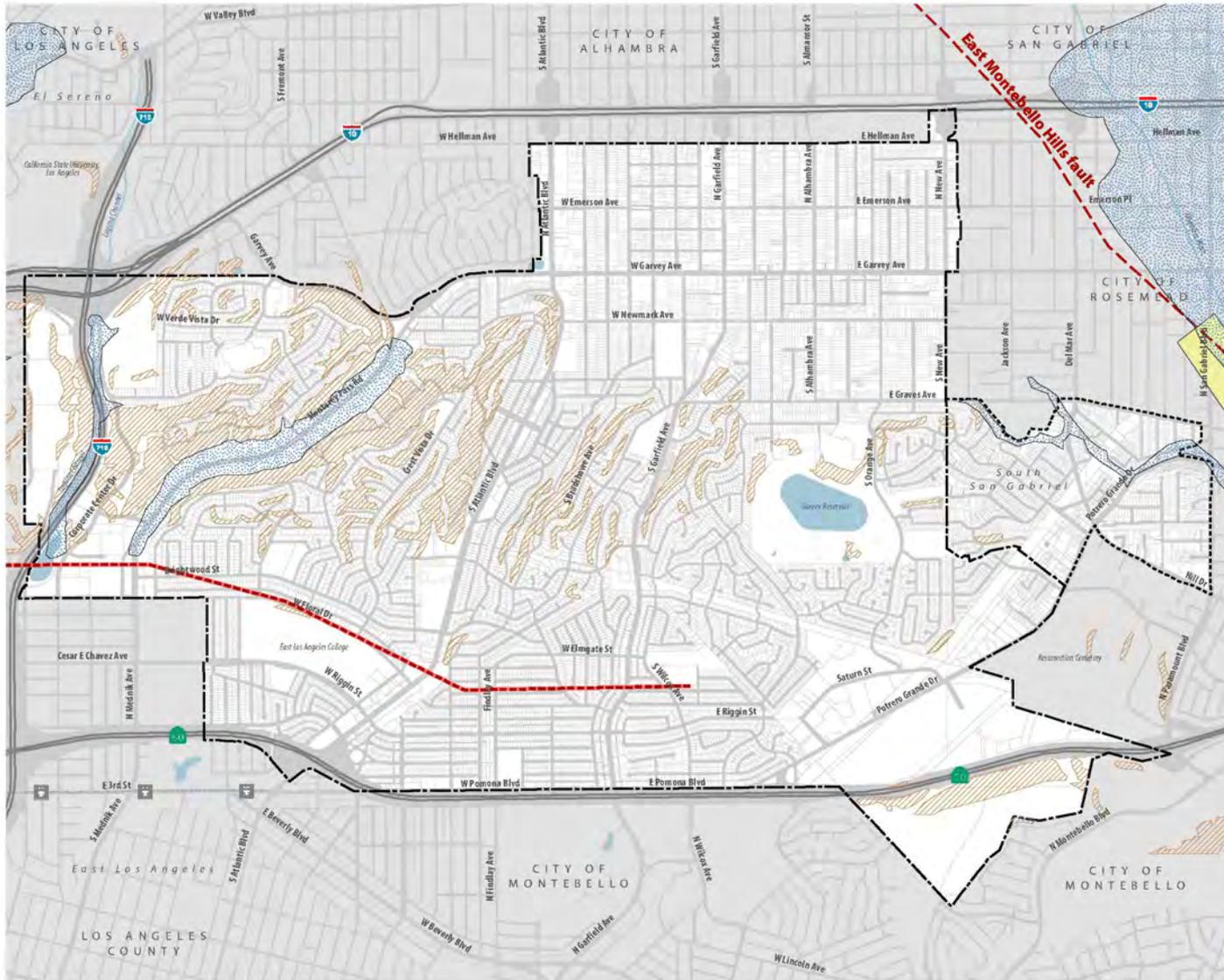


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Figure 19
Seismic Hazards



Liquefaction and Landslide

- Liquefaction
- Landslides

Faults

- Accurate Location
- Approximate Location
- Inferred Location
- Fault Zone

Base Map Features

- Monterey Park Boundary
- Sphere of Influence Boundary
- Metro Gold Line and Stations
- Water Courses
- Waterbodies

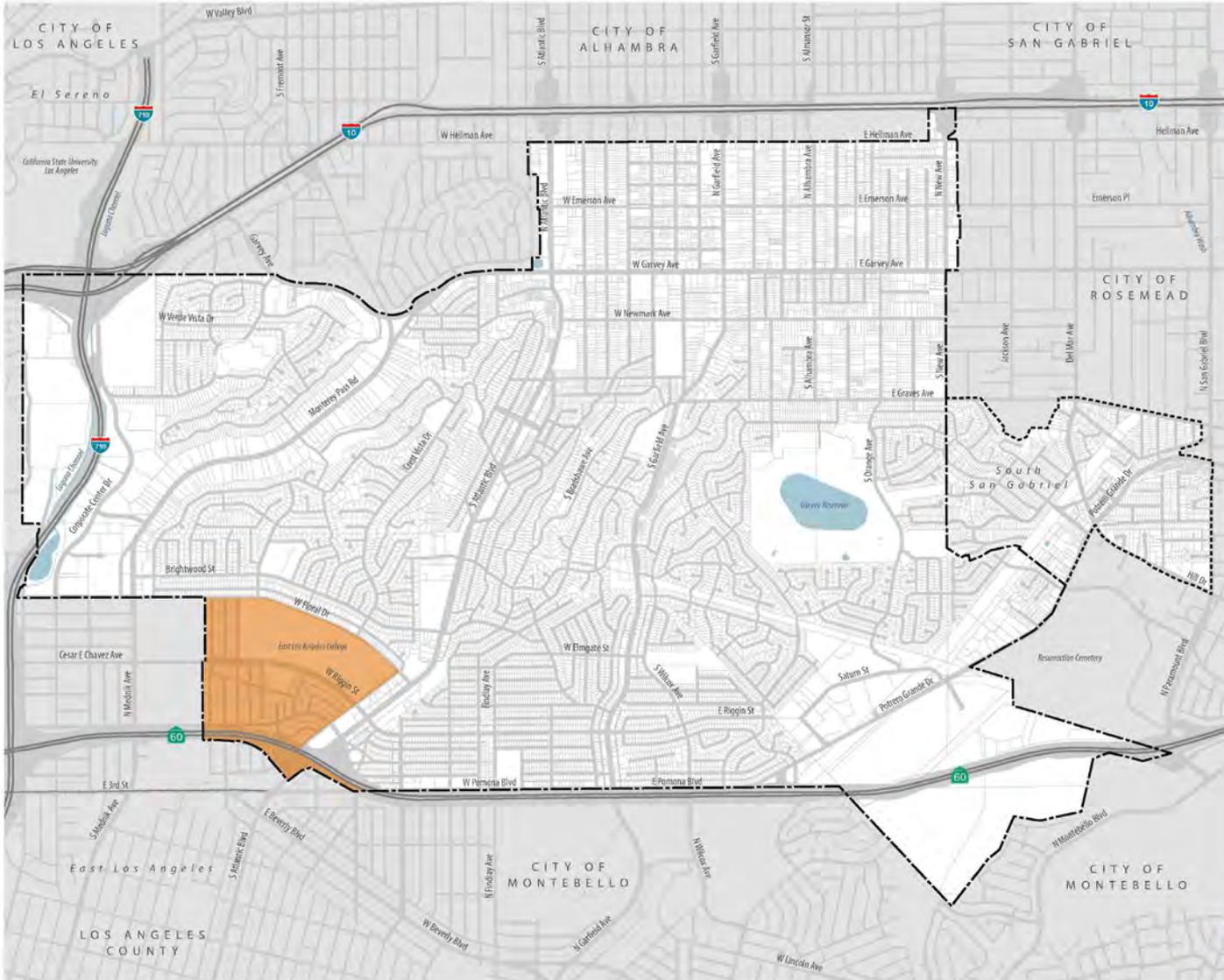
Map by: City of Monterey Park, State of California, Office of Emergency Services, 2018; Alquist-Priolo, California Department of Conservation, 2018.





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Monterey Park CalEnviroScreen Score



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Figure 21
Disadvantaged Communities

Disadvantaged Communities

Above 75th Percentile
This map shows the disadvantaged communities designated by CalEPA for the purpose of SB 535. These areas represent the 25th highest scoring census tracts in CalEnviroScreen 3.0, along with other areas with high amounts of pollution and low populations.

Base Map Features

- Monterey Park Boundary
- Sphere of influence Boundary
- Metro Gold Line and Stations
- Water Courses
- Waterbodies

March 2019
Source: City of Monterey Park, Los Angeles County, 2019;
Office of Environmental Health Hazard Assessment (OEHHA), 2018



Other Considerations



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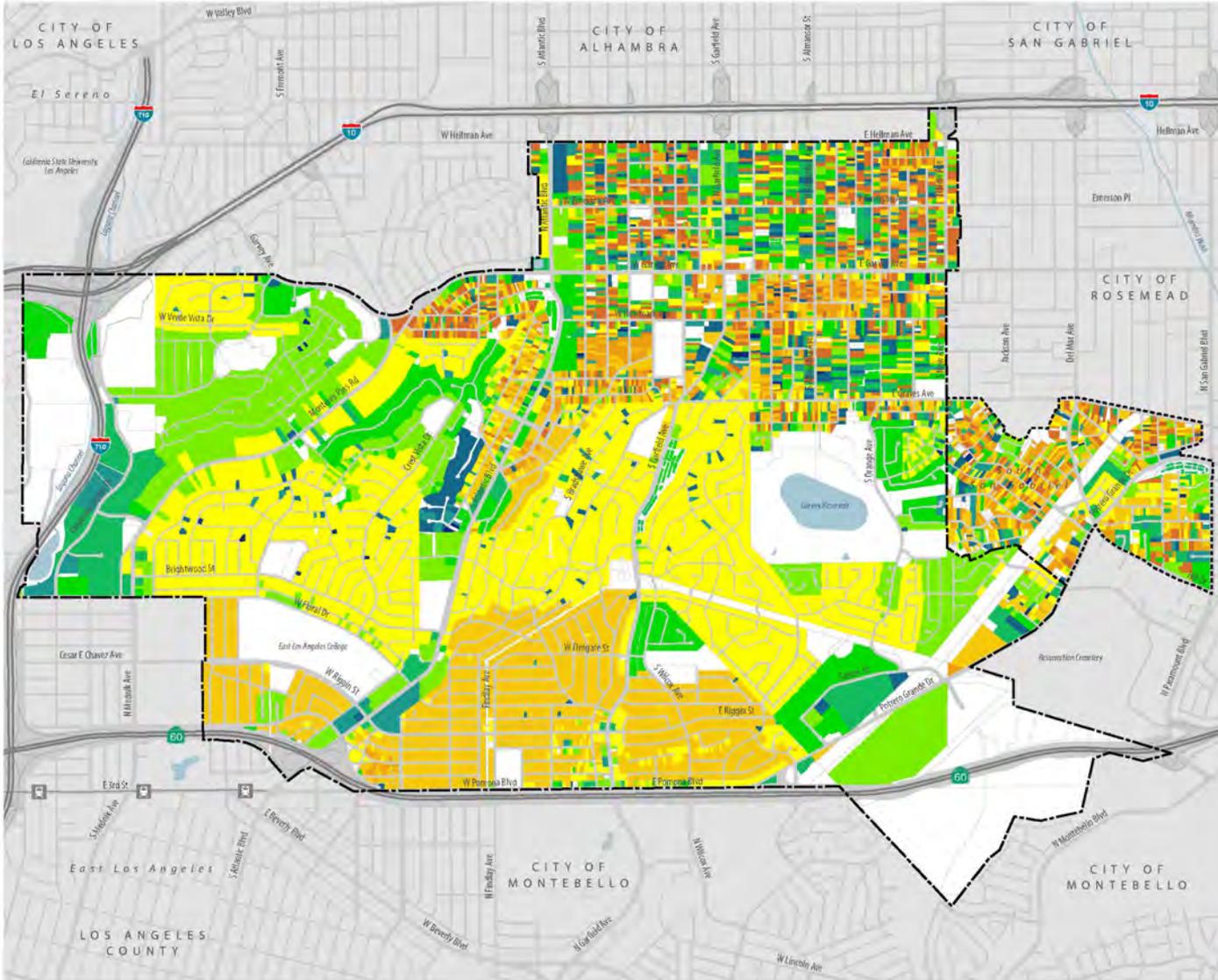
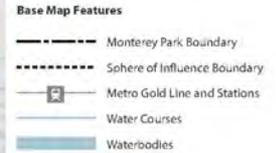
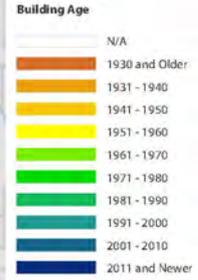
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Monterey Park Building Age



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Figure 12
Building Age



March 2019
Sources: City of Monterey Park, Los Angeles County, 2019.



Areas of Stability, Areas of Change



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Next Steps



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Next Steps



- GPAC #3: April 15, 2019, 6-8 PM
Discussion: Land Use Alternatives
- Homework: Use and Intensities in Focus Areas
- Volunteers for Cherry Blossom Festival: April 27-28
- GPAC #4: May 6, 2019: Confirm Land Use Plan

CITY OF MONTEREY PARK

General Plan Update

Land Use, Circulation, and
Economic Development Elements



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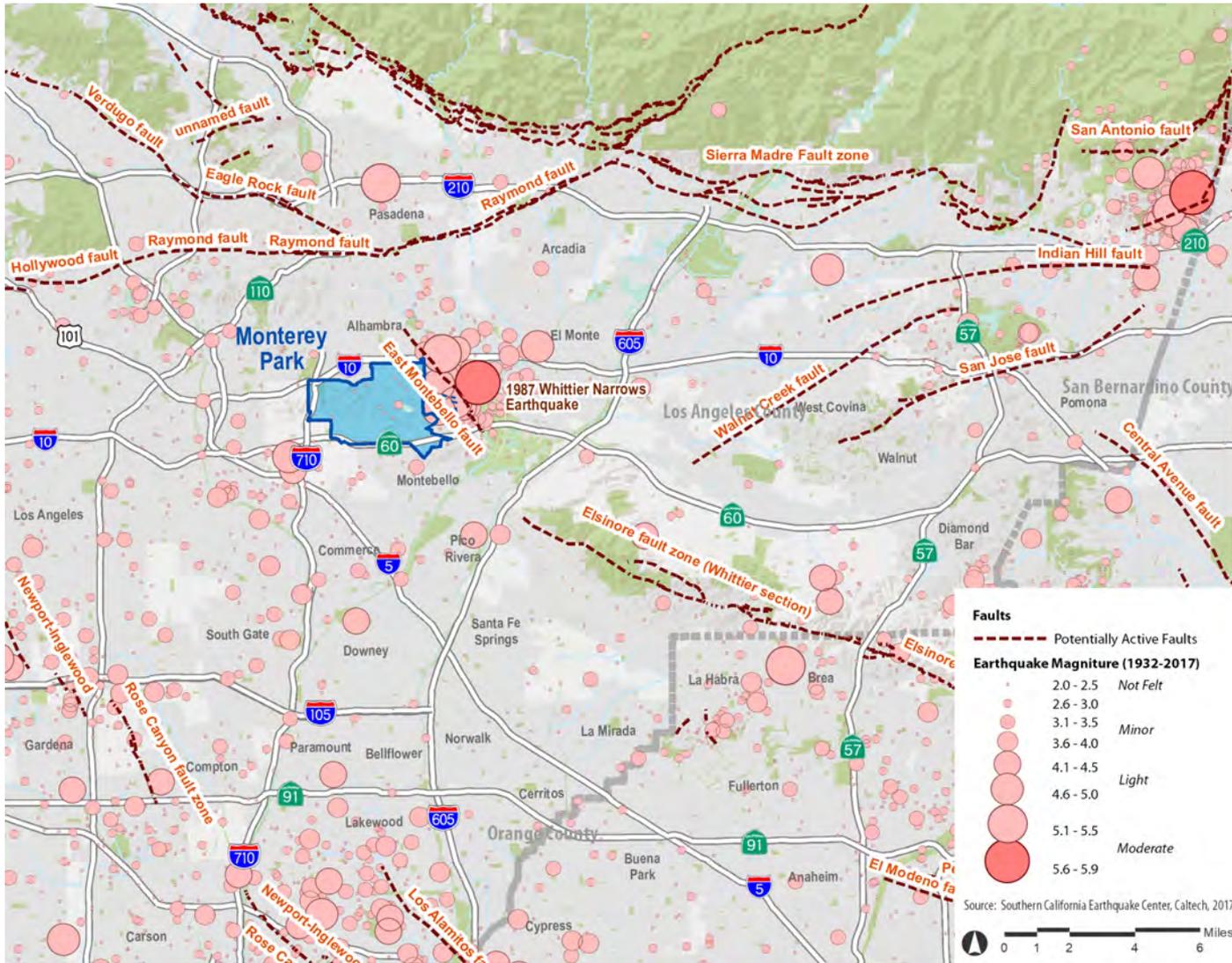
General Plan Advisory Group (GPAC)
Meeting #2

April 1, 2019

Regional Faults



Monterey Park
2040





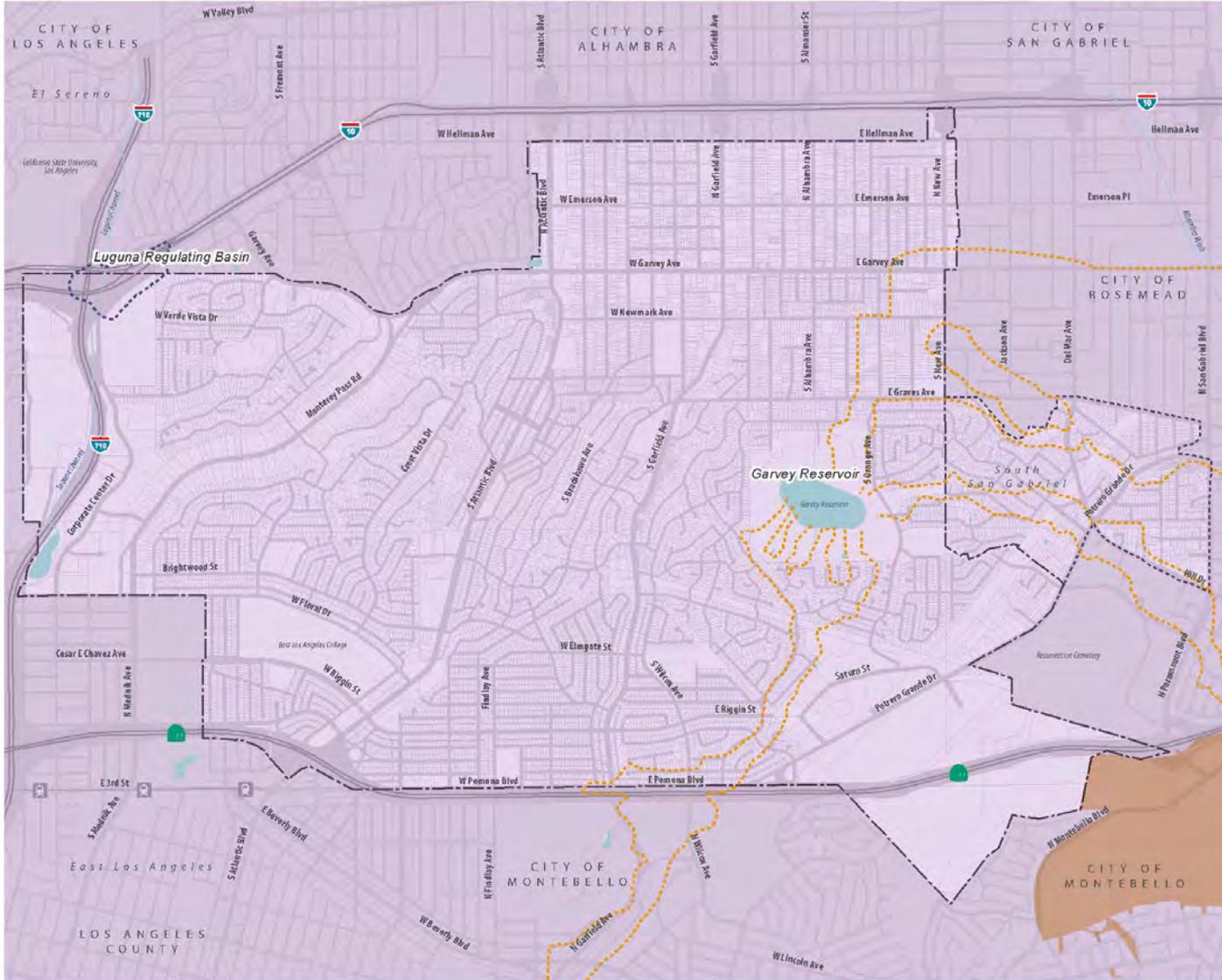
Monterey Park
2040

Monterey Park Flood Zones



Monterey Park
2040

Figure 1
**Flood Zones and
Dam Inundation**



- FEMA Flood Zones**
- D Possible but Undetermined Flood Hazards
 - X Area of Minimal Flood Hazard
- Dam Inundation Lines**
- Garvey Reservoir
 - Luguna Regulating Basin
- Base Map Features**
- Monterey Park Boundary
 - Sphere of Influence Boundary
 - Metro Gold Line and Stations
 - Water Courses
 - Waterbodies

March 2019
Sources: FEMA National Flood Hazard Layer, 2015; California Department of Water Resources, Division of Safety of Dams, 2010.





Monterey Park
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Monterey Park Land Value Ratio



Monterey Park
2040

Figure 13
Building-to-Land Value Ratio



Building to Land Value Ratio

- 0.0 - 0.5
- 0.6 - 1.0
- 1.1 - 1.5
- 1.6 - 2.0
- 2.1 and Higher

Base Map Features

- Monterey Park Boundary
- Sphere of Influence Boundary
- Metro Gold Line and Stations
- Water Courses
- Waterbodies

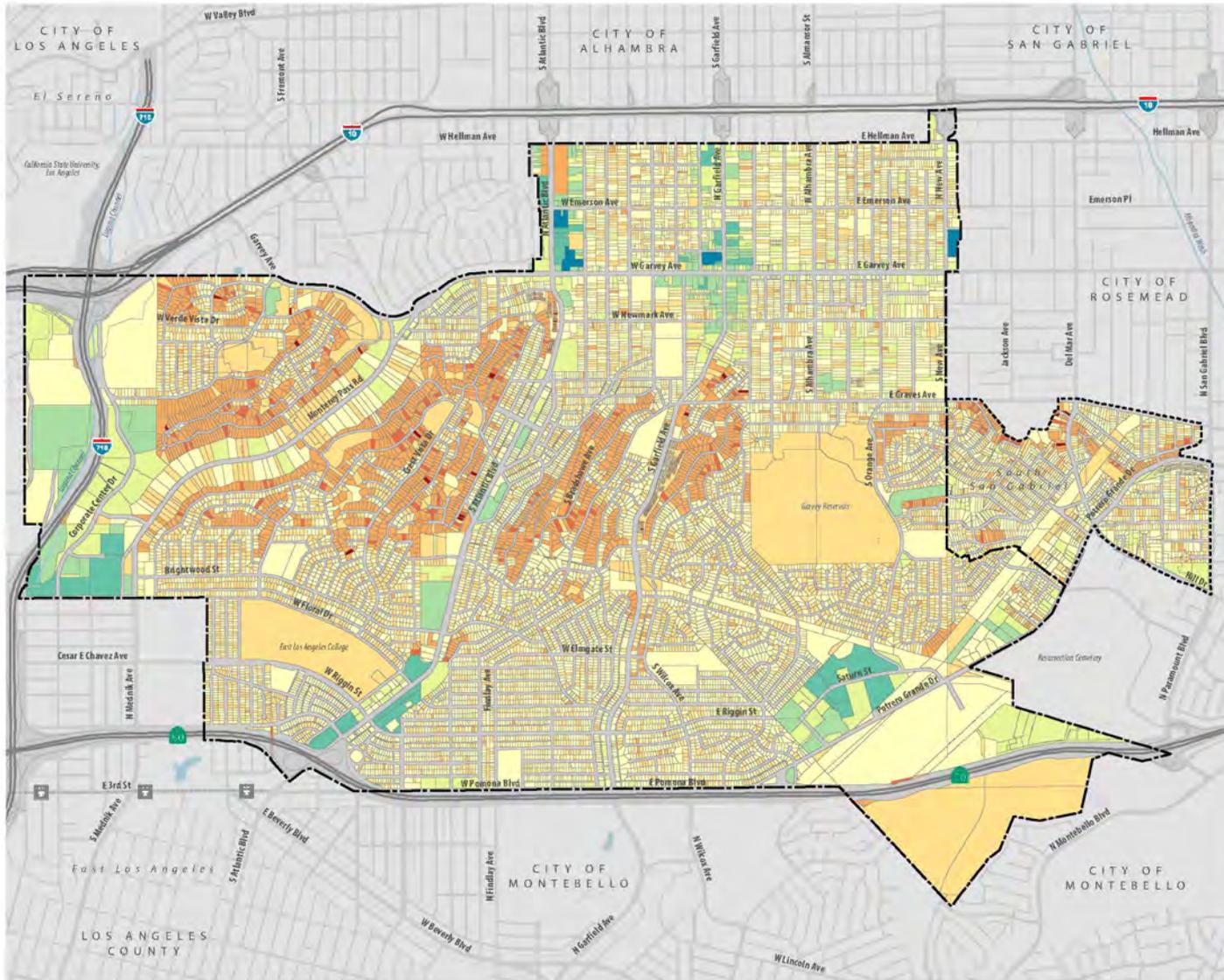
March 2019
Sources: City of Monterey Park, Los Angeles County, 2019.



Monterey Park Opportunity Sites



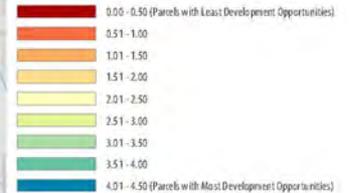
Monterey Park
2040



Monterey Park
2040

Figure 14
Development Opportunity Sites

Development Opportunity Sites (Scores)



Each parcel is given a development opportunity score based on the following factors:

- Parcel Size
- Building-to-Land Value Ratio
- Environmental Constraints (Landslide, Liquefaction, and Slope)
- Existing Land Use
- Potential for Residential and Commercial Development (Based on Zoning)

Base Map Features

- - - - - Monterey Park Boundary
- - - - - Sphere of Influence Boundary
- Metro Gold Line and Stations
- Water Courses
- Waterbodies

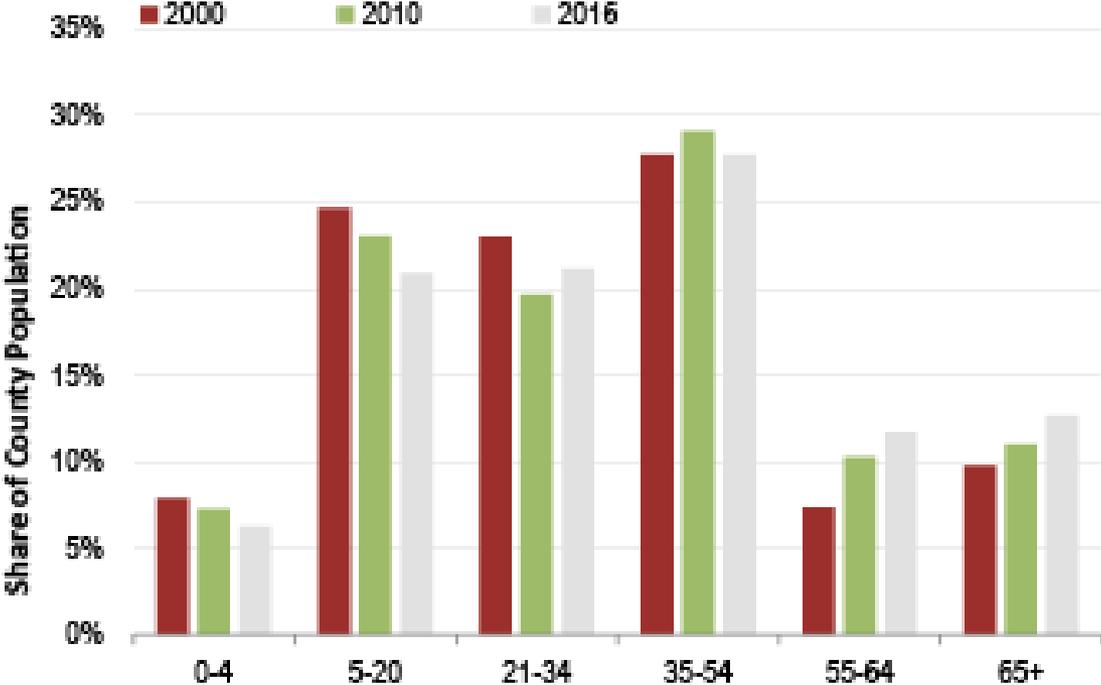
March 2019
Sources: Los Angeles County Assessor Parcels 2015 and MIG, 2019.





Aging Population

Population Share by Age: 2000, 2010, and 2016



Source: SCAG Los Angeles County Local Profile, 2017