II. GENERAL PLAN GOALS

In 2001, the City of Monterey Park revised its General Plan to express the community's commitment and desire to implement a long-term strategy for enhancing the city's physical, economic, and human resources. The updated General Plan set forth goals and policies addressing issues to improve the quality of life in Monterey Park: retaining the character of existing neighborhoods, creating innovative housing solutions for the changing demographic of the city, plans for sustained economic health, and a desire for distinct commercial districts.

One of the major ambitions of the New General Plan was to revitalize Downtown Monterey Park as a vibrant mixed-use district that would include the pedestrian as priority in the City's urban design decisions. In 2004, the City commissioned Gruen Associates to draft the Downtown Monterey Park Mixed-Use Pedestrian Linkage Plan in order to integrate these policies with the current framework of potential public investment, private development, and community involvement in the downtown area.

The Monterey Park Towne Centre is the first downtown, mixed-use, lifestyle project that complies with every aspect of the General Plan and Downtown Mixed-Use Pedestrian Linkage Plan. The project realizes the "livable communities' vision" for Downtown as established by the General Plan.

The following sections identify the General Plan and Monterey Park Mixed-Use and Pedestrian Linkage Plan provisions that this project achieves:

A. NEW GENERAL PLAN & COMMUNITY GOALS

1. Revitalize Downtown as a distinct and vibrant mixed-use district, thus realizing new commercial and residential opportunities in Downtown Monterey Park;
2. Maintain and enforce the city's unique identity within San Gabriel Valley while stimulating private investment;
3. Preserve the character of residential neighborhoods while directing new housing development close to an urban center;
4. Strive for a balanced community which ensures that revenue generated matches the city's ability to provide a high-level urban service.
5. Create a Downtown that serves as community focus and provides opportunities for economic development.

B. DOWNTOWN MONTEREY PARK MIXED-USE AND PEDESTRIAN LINKAGE PLAN GOALS

1. Establish improved pedestrian linkages;
2. Address other transportation issues including bicycles, transit, traffic and parking;
3. Improve upon existing streetscape, signage, and public amenities;
4. Reinvigorate the commercial base with new uses such as mixed-use development;
5. Bring a sense of togetherness to the community while maintaining the focus of revitalizing downtown;
6. Encourage others to invest in additional projects in Downtown Monterey Park.