IV. PROJECT OBJECTIVES

A. PRIMARY OBJECTIVE

The developer of the Monterey Park Towne Centre proposes to redevelop the 95,428 square foot site in Downtown Monterey Park, into a pedestrian oriented mixed-use lifestyle center. The Precise Plan is prepared in accordance with the Central Business Zone. As a permitted use, the project will take advantage of the downtown location to stimulate economic growth by attracting consumers and businesses while preserving the environment and public safety. The project will create and maintain a clear design identity that will promote and preserve community identity.

B. SPECIFIC OBJECTIVES

The proponents of the Monterey Park Towne Centre, in addition to fulfilling General Plan and Pedestrian Linkage Program goals, have developed the following as the project's objectives:

1. Economy - Redevelopment of the Downtown site to stimulate the local economy, create jobs and remove blight, thus enhancing the city's tax base.

2. Economy - Create a downtown that accommodates specialty and national brand shops and services through consolidation of small parcel lots.

3. Economy - Provide additional housing opportunities for residents.

4. City Identity – Strengthen the unique city identity by renewing Downtown Monterey Park. The Monterey Park Towne Centre should represent the heart of Downtown Monterey Park and the city as a whole.

5. City Identity – Unify downtown and city image in compliance with General Plan and Pedestrian Linkage Plan.

6. Design Concept - Develop a comprehensive residential/commercial mixed-use complex, oriented toward a lifestyle retail center that is pedestrian friendly. Architecture, signs, lighting, walks and landscaping shall be coordinated to achieve a harmony of all elements in the development area.

7. Design Criteria - Design elements shall be used to promote the highest level of quality possible while maintaining some flexibility. In this case, variations and flexibility in design criteria will be considered by the City to meet specific objectives of the Precise Plan.

8. Design Treatment - Architectural and landscape treatment shall be designed to provide an attractive environment to residents and motorists living and traveling in the downtown area on both the local streets and arterial roadways, while providing visual and acoustic buffering between development area and adjacent developments.

9. Incentive - Intensity and development standards incentives may be authorized and approved so as to encourage unique, innovative and imaginative architectural design, site planning, development schemes and development consistent with the General Plan.

10. Circulation - The design and control of pedestrian and vehicular circulation shall be coordinated in order to provide safe and convenient access to all facilities within the area.

11. Safety - Ingress and egress shall be established and pedestrian areas separated from vehicular traffic. Illumination for the purposes of safety shall be established throughout the project. Also, proper measures shall be established to ensure no cross-ground contamination potential exists.

12. Public Loading - Provisions shall be made for the public transit passenger loading and unloading within the development area. Individual retail and loading and unloading for goods shall be shielded from all public view.

C. GARVEY-GARFIELD SITE SPECIFIC PLAN

In 1987, Monterey Park City Council adopted a specific plan for the Garvey /Garfield Boulevard commercial area. The council's aim was to implement the provisions of the Monterey Park General Plan and the Redevelopment Plan for the Central Commercial and Development Projects. Since the adoption of the 2001 New General Plan, the Garvey/Garfield Specific Plan has not been revised. The Specific plan is therefore not consistent with the New General Plan or the Pedestrian Linkage Plan.

At the present time, according to the Specific Plan standards, any lot development over 20,000 square feet requires off-site parking. This standard would need to be modified in the case of the Monterey Park Towne Centre due to the mixed-use nature of the project. As a result, sections of the Garvey/Garfield Specific Plan need to be updated, and, in some cases, completely removed, so that the policies reflect the change in city objectives.

The objectives of the site specific plan are as follows:

1. Eliminate and prevent the spread of blight;
2. Provide retail facilities and services to meet the needs of local residents;
3. Encourage central commercial nodes, rather than sprawl or strip commercial venues;
4. Establish a distinct identity for each commercial district in the city;
5. Minimize intrusions into residential areas by non-compatible uses.