

**GENERAL PLAN ADVISORY COMMITTEE OF MONTEREY PARK  
AGENDA**

**SPECIAL MEETING  
Monterey Park City Hall Community Room  
320 West Newmark Avenue**

**Monday  
April 15, 2019  
6:30 PM**

CITY OF MONTEREY PARK

2019 APR - 9 P 5:10

CITY CLERK OFFICE

**MISSION STATEMENT**

**The mission of the City of Monterey Park is to provide excellent services to enhance the quality of life for our entire community.**

Documents related to an Agenda item are available to the public in the Community and Economic Development Department – Planning Division located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at [www.montereypark.ca.gov](http://www.montereypark.ca.gov).

**PUBLIC COMMENTS ON AGENDA ITEMS**

You may speak up to 5 minutes on Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak more than a total of 10 minutes. The Board Chair and Board Members may change the amount of time allowed for speakers.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at (626) 307-1359 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

**CALL TO ORDER**

**ROLL CALL**

Chet Yoshizaki, Lincoln Lee, Nancy Arcuri, Jack Chiang, Michael Schlegel, Dave Jones, Bob Machuca, Joe Reichenberger, Michael Hamner, Paul Isozaki, Yukio Kawaratani, Thomas Wong, Walter Beaumont, Yvonne Yiu, and Rodrigo Garcia

**AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS**

**PUBLIC COMMUNICATIONS.** While all comments are welcome, the Brown Act does not allow the Commission to take action on any item not on the agenda. The Commission may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission's subject-matter jurisdiction, comment on Agenda Items at this time. If you provide public comment on a specific Agenda item at this time, however, you cannot later provide comments at the time the Agenda Item is considered.

**ORAL AND WRITTEN COMMUNICATIONS**

**[1.] PRESENTATIONS – None**

**[2.] CONSENT CALENDAR**

**2-A. APPROVAL OF MINUTES**

It is recommended that the General Plan Advisory Committee:

- (1) Approve the minutes from the meeting of April 1, 2019; and
- (2) Take such additional, related, action that may be desirable.

**[4.] OLD BUSINESS – None**

**[5.] NEW BUSINESS**

**5-A GENERAL PLAN UPDATE WORKSHOP – LAND USE ELEMENT.**

This workshop constitutes the second meeting of the General Plan Advisory Committee (“GPAC”). It is anticipated that the workshop will not result in the GPAC taking any particular action. Instead, City staff and representatives from the City’s land use consultant (MIG) will be reviewing the Focus Areas; Land Use Alternatives for the Focus Areas; Understanding Density and Intensity; Defining Preferred Alternatives; and Cherry Blossom Festival/Earth Day. The GPAC will be reviewing potential updates and revisions to the City’s General Plan including, without limitation, land uses, circulation, and economic development.

**[6.] COMMITTEE COMMUNICATIONS AND MATTERS**

**[7.] STAFF COMMUNICATIONS AND MATTERS**

**ADJOURN**

Next meeting anticipated for April 29, 2019.



# General Plan Advisory Committee

**DATE:** April 15, 2019

**AGENDA ITEM NO:** 2-A

**TO:** General Plan Advisory Committee  
**FROM:** Mark A. McAvoy, Director of Public Works/City Engineer  
**BY:** Samantha Tewasart, Senior Planner  
**SUBJECT:** General Plan Advisory Committee Minutes

**RECOMMENDATION:**

It is recommended that the General Plan Advisory Committee consider:

- (1) Approving the minutes from the special meeting of April 1, 2019; and
- (2) Taking such additional, related, action that may be desirable.

**EXECUTIVE SUMMARY:**

None.

Respectfully submitted,

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Mark A. McAvoy  
Director of Public Works/City Engineer

Attachments:

Attachment 1: April 1, 2019 General Plan Advisory Committee special meeting minutes

# **ATTACHMENT 1**

April 1, 2019 General Plan Advisory Committee special meeting minutes

**UNOFFICIAL MINUTES  
MONTEREY PARK GENERAL PLAN ADVISORY COMMITTEE  
SPECIAL MEETING  
APRIL 1, 2019**

The General Plan Advisory Committee of the City of Monterey Park held a special meeting of the Committee in the Community Room, located at 320 West Newmark Avenue in the City of Monterey Park, Monday, April 1, 2019 at 6:30 p.m.

**CALL TO ORDER:**

The meeting of the General Plan Advisory Committee began at 6:30 p.m.

**ROLL CALL:**

Planner Tewasart called the roll:

Members Present: Lincoln Lee, Nancy Arcuri, Michael Schlegal, Michael Hamner, Yukio Kawaratani, Thomas Wong, Yvonne Yiu, and Rodrigo Garcia

Board Members Absent: Jack Chiang, Dave Jones, Bob Machuca, Joe Reichenberger, Paul Isozaki, Walter Beaumont

**ALSO PRESENT:** Samantha Tewasart, Senior Planner; City Engineer; Frank Lopez, Assistant City Engineer; Tom Welch, Economic Development Project Manager; Jeffrey Rimando, Assistant Planner; Laura Stetson, MIG; Jose Rodriguez, MIG; and Roger Dale, Dale

**AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS:** None

**ORAL AND WRITTEN COMMUNICATIONS:**

[1.] **PRESENTATIONS:** None

[2.] **CONSENT CALENDAR:** None

[3.] **PUBLIC HEARING:** None

[4.] **OLD BUSINESS:** None

[5.] **NEW BUSINESS:**

**5-A GENERAL PLAN UPDATE WORKSHOP – LAND USE ELEMENT**

Consultant Stetson provided an overview of the meeting and presented data on the City. The main focus was to discuss what areas in Monterey Park need to be investigated for change over the next 20 years and what that change would look like. She stated that the committee started to look at change in the first meeting when they were talking about the vision. The goal was to make sure that everyone had a good foundation on some of the market data, demographic data, and other related things. She stated that it is important to understand the many conditions.

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Consultant Stetson stated that before starting the presentation she wanted to bring the committee up to speed on what they have been hearing from the community. She stated that MIG staff had a series of stakeholder interviews including with the city council and asked them what was working well, what is not, and what was the vision of the city. They had the chance to do intercepts, went to the senior center, the library, and this week they are going to go to LA Fitness and ELAC. They are going out to the community asking what they think and giving them surveys. The surveys are available to the committee so that they have information about what is being asked. She stated that she wants to encourage the community to take the survey online and tells the committee that they can take the surveys and use them for their constituencies. Afterwards, bring back the surveys and feedback to the next committee meeting. The surveys are in English, Chinese, and Spanish and the survey can be taken on the city's website. There is also a kiosk at City Hall, the library, and senior center for people to take a paper survey.

Member Thomas Wong inquired if they are going door-to-door to canvas. Consultant Stetson replied no. Member Wong inquired if there is budget for pushing the surveys out digitally. Consultant Stetson replied that they are currently working with city staff. The plan is to use Facebook, Instagram, and other ways to push it out and encouraged the committee to bring up any other ideas.

Member Yiu inquired if the survey is restricted to only Monterey Park residents. Consultant Stetson replied that it is not only limited to Monterey Park residents. On the back of the survey, it asks who you are and that they are interested in who comes to Monterey Park and why they come. The survey is open to anyone who wants to take it.

Member Hamner inquired how they are going to envision their presence in ELAC for outreach. Consultant Stetson replied that next week is financial aid day and they are going to set up by the financial aid people. Member Hamner inquired what time they will be doing the outreach at ELAC. Consultant Stetson replied that they will go around 11-1pm while people are out and about having lunch.

Member Hamner stated that he would like to continue the discussion on the housing issue. In addition, he wants to discuss the homelessness issue. He stated that there are around 3,000 students. He visited Mexico City and ELAC is going to evolve in terms of their play in the overall secondary education system. It is also going to have a true and collaborative relationship with Asia. Housing is going to be a big issue. He stated that the City of Los Angeles has done a great job in creating incentives depending where your apartments are located. He stated that he was never a big fan of the senior housing issue in allowing density and parking. As the seniors pass away, young people move in and then there are parking issues.

Member Lee stated that adding to the previous statement, around that area is only around 5 minutes to the Gold Line and that it is the perfect place to create high densities as residential for the students so that they could take the Gold Line. Consultant Stetson stated

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that she is going to ask Member Lee to pinpoint that location on the map during that part of the meeting tonight.

Consultant Stetson summarized what they discussed at the last meeting. A main theme was the heart of Monterey Park including the people, the hometown feel, and the feeling the people get living in the community. She stated that what was said in the last meeting was echoed by the stakeholders. Affordable housing is a constant topic from the stakeholders. Other topics include planning for driverless cars, looking at different types of jobs on Monterey Pass Road, looking at the medical cluster in the community and how we can build on that. A full list of what they have heard from the community was provided to the committee. A strong sense of community is at the top of the list. The freeway closing in regards to getting in and out of Monterey Park and getting good houses for good value.

Consultant Stetson discussed the challenges that Monterey Park needs to address. She stated that a lot of the comments were on how Monterey Park will look and how it presents itself to people coming into the city. This could be addressed through streetscaping, neighborhood identity, things that would create more of a sense of place. She stated that there is a concern for potholes and the aging infrastructure. This General Plan will address that the infrastructure can support for the new businesses coming into Monterey Park.

Consultant Stetson discussed the vision and opportunities that the stakeholders saw such as the tech corridor and some typing jobs in Monterey Pass Road area and Atlantic could be more mixed-use. As of now it is zoned for commercial; however, are there opportunities to do something with the midsection of Atlantic as well. There were comments about increasing the partnership with ELAC and Cal State LA is something very important with the city's future.

Consultant Stetson stated that she wanted to talk about Monterey Park in general. She stated that LA County's population growth has a very steady increase. Monterey Park's population has been steady because there have not been enough housing developments. The population is growing in age as well. From 2000-2016, the population has gotten older. Not as many school-aged children and more 65 plus people. This will affect demands for shopping and demands for housing. This reflects America's aging population as well.

Member Schlegal inquired about the aging population and if it is possible to predict that the 21-34 aged people will move out and stay in Monterey Park. Consultant Stetson replied if those in the 21-34 ages can afford to stay in the community. The 21-34 is an interesting age group because they are dynamic in terms of staying or moving out of the city. She inquired Consultant Roger Dale would like to say anything regarding educational attainment. Consultant Dale stated that they have used LA County as a point of reference. In LA County, 78% of residents have high school diplomas while Monterey Park's percentage is virtually the same. The state of CA and Pasadena, which is another point of reference, is slightly higher. He stated that they will look at educational attainment as a major attractiveness to different types of industries due to the potential workforce. It is the same implications with bachelor degrees. LA County has a 31% benchmark while Monterey Park is virtually the same with 31.9%. However, Pasadena is much higher which is not surprising due to the types of employment and industries attracted to Pasadena.

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Member Lee inquired if they build more houses for college students if the 31.9% would increase and if the increase of bachelor degrees would increase the attractiveness of the work force for companies to come in. Consultant Dale replied that it would be one possible answer. He stated that if there were office space facilities available to attract companies that would employ college students. He stated that the lower percentage of bachelor degrees does not necessarily say that Monterey Park's school system has got issues. It means that people who are getting educated end up leaving Monterey Park probably for housing. Generally people who do not come back to the community because they cannot afford it or that community do not offer certain jobs. It is the same implications with graduate degrees. Monterey Park's percentage is just about on par with the county while the state is a little bit ahead of the county. Pasadena's percentage is much higher.

Consultant Stetson stated that in regards to Pasadena's percentage being much higher it is probably because Cal Tech is located there. Consultant Dale agreed with Laura that Cal Tech and JPL is located there and stated that Monterey Park and Pasadena in regards to graduate degrees is probably not a fair comparison. Consultant Stetson stated that Pasadena is not too far from Monterey Park. Wholesales for LA County went up 128% over the 16 year period. For Monterey Park, wholesale prices when back up after the crash in 2008. This information is probably not surprising.

Consultant Dale stated that the data is hundreds and thousands of dollars. The Monterey Park median home value in 2017 is \$567,000. States that there have been very few new housing developments therefore, the \$567,000 reflects re-sales of existing or older homes. Pasadena is higher, however it is not that much higher because of the mix of older and newer, more and less expensive homes.

Consultant Stetson discussed the income levels data. Regarding median income level in the state has gone up 37% from the period of 2000-2016. The median household income in Monterey Park is about the same as the county's median income. She stated that the numbers on the data is a little higher. Consultant Dale clarified that the data depicts the averages versus medians. The interesting thing is that income levels are important when you talk about the attractiveness of retail and restaurant. The demographics sometimes do not tell the full story. Monterey Park is at a disadvantage compared to a place like Pasadena who has different types of retail shopping. This is an issue that requires careful attention from a marketing standpoint to sell the strengths to the community despite looking like potential issues on paper.

Member Hamner stated that he knows that all this data comes from census and that the population which hovers around 70,000 is not accurate. We codify way too much in terms of development. Looking at the data, Monterey Park is consistent in relation to the rest of the county and yet, 20 years later, Monterey Park is still suffering from the same issues in terms of investment in retail. They have to use Monterey Park's 30 years of knowledge moving forward. Otherwise, they will not be able to recognize that this community does not always want to participate in these data collections.

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Consultant Dale stated that you need to recognize that the site selection personnel from retail chains and businesses go by the official data. You can make a case for looking at alternative data, but this is where they are going to start.

Member Garcia stated that Alhambra is lower than Monterey Park, but they have a good deal of commercial development there.

Member Hamner stated that back in the day commissioners use to go to Vegas. The corporations do not have faith that the community will shop at their businesses. We deal with a lot of issues in this city including the lack of street parking, businesses that close after 10pm. These retailers have a lack of confidence in doing business. The 60 freeway development is good because of the regional draw.

Consultant Stetson stated that it is important to convince potential investors to look beyond what the data shows and discussed the homeownership patterns. She stated that the city stayed steady over the last 20 years, which is similar to the county and that the housing crisis has increased more rental housing.

Member Wong inquired how the new 2020 census would have the latest data. It will come out in a year or so and would give more data insight. Consultant Stetson replied that the census will come out in 1 year.

Consultant Stetson discussed the land use patterns and showed maps and graphics. The majority of housing units are detached single-family or attached town homes meaning there is not that much multi-family housing. She discussed the existing land use map which shows how the city is developed today and the land use plan which looks forward to what “we” want to see. She stated that the current general plan does encourage change over time. This general plan update is addressing if the previous general plan encouraged enough change. She showed a map that identifies where change could occur and wanted to focus on the development parameters now just in the general plan, but also the zoning code. She used the South Atlantic area’s building height and FAR as an example and discussed the floor are ratios of FAR. She stated that the highest intensity is in the Corporate Center Drive with 2.0 FAR, however, in her opinion, it is not very high given a 100 foot building. The committee may want to look at increasing intensity at Corporate Center Drive.

Consultant Rodriguez stated that usually the parking structure is not included into the FAR. Consultant Stetson confirmed that most cities do not take into account the parking structure. Planner Tewasart replied yes.

Member Hamner stated that we need to somehow enlighten the general public the correlation with FAR and “character.” For example, South Atlantic is commercial and building a tall building would probably not benefit retail since retail and does not usually perform well on higher floors. Need to see the value in that. Project Manager Welch stated that office space is important because it generates decent money and brings jobs to the city. Member Hamner stated that it also increases parking requirements which in turn

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competes with commercial which is already problematic. Project Manager Welch stated that we need to think towards the future, not the past and gave examples of Uber and Lyft.

Member Hamner agreed that you have to think about the future; however, you have to look into the data which says that there are a lot of immigrants with cars. He stated that that is not going to disappear in the future and that students use South Atlantic where a lot of eatery developments are taking place. At certain times of the day, this area could have high density which may not fare well in a mixed-use scenario and inquired about the character and value changes that are going to take place in Monterey Park. Consultant Stetson stated that that is what they are going to bring back next meeting.

Member Kawaratani stated that North Atlantic needs to be shown so that they have something to compare to and inquired what Garvey is zoned for. Consultant Stetson replied MUI. They are presenting what is shown on the general plan and 75 feet is the tallest a building could be. She stated that it depends on how somebody decides what the uses of Atlantic Times Square would be. Atlantic Times square has two floors of retail and commercial and above it is residential. It is six stories.

Member Kawaratani inquired why Garvey is shown expanding on the north side while the south side is not. Consultant Stetson replied that is a great question and clarified that the map shows what the current general plan expresses. The map is displaying the current. She encouraged the committee to find out what is wrong or should be adjusted. She inquired of Project Manager Welch if developers have asked wishing for Monterey Park's development standards to be more flexible.

Project Manager Welch replied yes and described how the cost of land in the city is very expensive and because it is very expensive the only way to justify developing there is building enough units and parking. He stated that the more the developers can get, the more likely they will build.

Consultant Stetson stated that another constraint regarding how many residential units per acre of land can be built. The maximum is 25 units per acre which is pretty low in an urban environment. She used Pasadena as an example stating that they have 60, 70, 80 units per acre and that some cities do not use density as a constraint as they look at the building form itself and as long as the parking works.

Project Manager Welch inquired how those cities are making the parking work. Consultant Stetson replied that they are making it work by underground parking or podium parking. Member Arcuri inquired about the lot size at New Ave School. Planner Tewasart replied that it is about 2 acres, detached and two stories.

Consultant Stetson stated that they will be deviating away from land use for now because it is important to understand some circulation concepts as well. It is important to figure out how people will get around as it correlates with density. She discussed the existing bike network in Monterey Park and how the existing network is not much. She showed a bike map of San Gabriel Valley and discussed the types of bike routes and lanes. She discussed the gold line extension and that people are excited about the gold line extension.

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She stated that the 710 project has been killed and that metro will give cities over 500 million dollars to do things to mitigate the effects of the freeway not going through. She stated that Metro would like to give Monterey Park money to build 3 parking structures, one of the them being at the center of downtown and that would be an exchange for widening Garvey within the existing right-of-way through the city with 3 lanes. This issue is important for a land use perspective because it is going to affect how pedestrians move about downtown.

Member Schlegal inquired about the purpose of the garage. Consultant Stetson stated that there are two purposes. Parking would be removed from the street and to have a centralized location for parking. Member Schlegal stated that the garage has nothing to do with the 710 mediation. Also wonders if it just has to do with increasing parking availability in Monterey Park. Consultant Stetson replied that it is both and it mitigates for the 710. Member Schlegal inquired if it is not going to be a “park and ride” thing. Consultant Stetson replied that it is a parking structure to serve the merchants and its visitors.

Member Arcuri described the traffic light system in Washington D.C. The traffic lights would change depending on the rush hour. Consultant Stetson stated that the Golden Gate Bridge does that as well. The thought would be to try to keep the medians and to try to accommodate the traffic flow because that adds character to the downtown.

Member Kawaratani described how Little Tokyo has a real issue with bike lanes and stated that people have said that Little Tokyo has got to keep the street parking otherwise it will kill all the retail businesses.

Member Hamner inquired about the economic effects on the moms and pops and if we understand what they might do. Consultant Stetson stated that they do not have the answer but that is the feedback she wants to hear from the committee.

Project Manager Welch inquired if the committee shops at these mom and pops as he is curious who is going in there. A few of the GPAC members replied the restaurants. Member Arcuri stated that she buys shoes in Monterey Park.

Member Hamner stated that it is a valuable question since they ask that a lot to commissions. They had a pedestrian plan that failed because they did not have the support of parking. They could not increase density. Consultant Stetson stated that she is looking for comments from the GPAC members regarding this proposal for Garvey Avenue. Member Hamner stated that the important question is what Garvey will be.

Project Manager Welch stated that they need to change the name from Garvey to Main Street. Member Arcuri replied that that is Richard Garvey’s pony express route. Project Manager Welch inquired how many people know that. Member Arcuri stated that at the 2018 Lunar Festival, people were told about the pony express route and that on Garvey Ave there are lots of small businesses in that area.

Project Manager Welch stated that the problem is that there are a lot of individual owners. He spent the weekend at the Lunar New Year and was very interested in each store. When he sees a full store that can survive off of bags of ginseng, wonders how they are paying

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high rent, paying employees, and sales tax. He state that Monterey Park lives off sales tax. Member Arcuri stated that they would have to collect sales tax like they do in Taiwan which is watch the business and just before they close, go and take the money from the cash box. However, you cannot do that in the United States.

Project Manager Welch stated that this could be a good thing because it will wash out who can survive and who cannot. The question is how to keep the charm on Garvey. Consultant Stetson stated that the main question is what the vision of Garvey is.

Member Hamner described how some built out cities have destination areas which actually calm traffic. Engineer Lopez stated that it seems like they're turning the parking situation similar to Mission where there are on-street angle parking. Member Hamner stated that we keep having that dream but it does not work for the property owners here in Monterey Park even though that is what we want.

Project Manager Welch stated that we cannot give up because now is the time due to things changing and he would love to envision walking downtown in the summer eating ice cream, a cup of a coffee, etc. Member Arcuri inquired how the mom and pop restaurants surviving when there is so much competition. For example, one restaurant will charge \$4, next door \$3, next door \$2, and so on.

Member Schlegal explained how metro seem to try to help the community but a lot of times is a bad neighbor. For example, Metro would place a station and leave it up to the city to clean and maintain it and wonders who will be in charge of maintaining the station. Consultant Stetson replied that once the structure is built, Metro will not be an involved partner and that maintenance would probably be the city's responsibility maybe through a business improvement program.

Member Garcia stated that Metro focuses on mobility and inquired what was submitted by Monterey Park. Member Arcuri stated that she was informed that the city owns the property on Lincoln and Garvey. Member Lee stated that he does not like the idea of this because it will create an expressway which will destroy the whole downtown. Member Garcia stated that they need to come up with solutions with Metro in order to help themselves.

Consultant Stetson stated that there may be compromise solutions and asked Assistant City Engineer Frank Lopez if it is possible to have a 6 lane roadway and still slow the traffic in some way so that it does not become an expressway for the city. Engineer Lopez replied that you can do some traffic calming.

Consultant Stetson stated that they want to encourage drivers to stay on the 10 freeway instead of going through Monterey Park. Engineer Lopez stated that they might be able to tweak the project submitted to Metro and will be looking at new signal coordination, adaptive signal coordination, signal timing, to improve traffic flow.

Consultant Stetson stated that the city is interested in pedestrians being able to use the Monterey Pass. Member Yiu inquired how does Monterey Park charge for parking. Consultant Stetson replied that it will be a policy call for the council. Member Yiu inquired if they can make suggestions for now. Consultant Stetson replied yes.

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Member Hamner stated that Monterey Park is landlocked because of Alhambra is not on board then Monterey Park's pathways will be stuck. Consultant Stetson stated that there are some legislators who are trying to think of changing the laws. Member Kawaratani inquired about where there is parking on Atlantic and Garfield and where would you park. Member Arcuri replied that one can still park at some places. Member Kawaratani stated that he is very concern with Garvey. To him, 3 parking structures are not enough.

Member Hamner inquired if there are any concepts to the sidewalks. Wondering who can use the sidewalks. Consultant Stetson replied that from her understanding, it would be working within the existing infrastructure. Engineer Lopez replied that if you want big changes, you got to think outside of the box and inquire if they are trying to save the mom and pop stores and is trying to see and understand the larger picture.

Consultant Stetson stated that the current land use regulation do allow for residential uses along parts of Garvey Ave. The question is why it hasn't happened. She believes that it is because the density is not high enough to give people incentive.

Member Kawaratani stated that he has been here for 50 years and things has not change that much. He stated that things do not change that much in 20 years. Consultant Stetson stated that the question is does the city want change, and if so, what is needed to incentivize change.

Member Schlegal stated that if they are thinking that far down the line, they would have to envision more public transportation because Monterey Park has such a well-defined grid, we should have a combination of the senior ride and bus service. Because of the digital age, we should be able to call an Uber bus through the cell phone that would come pick people up and bring them to their destination. Regarding Garvey, the public transportation needs to be developed because people should not need a car to enjoy Monterey Park. The technology is there if they want to use that Uber system in Monterey Park.

Project Manager Welch stated that Monrovia got rid of the bus and subsidized the Uber rides. As a result, it is cheaper to subsidize the Uber rides then to keep the bus system going. The city is already looking into these types of program and gave the example of going to the marketplace for a dollar or going to In-N-Out for a dollar.

Member Schlegal stated that you would want diversity in regards to the vehicles. For example, if a family was visiting, instead of three Uber cars, a bus could accommodate them. Project Manager Welch stated that Uber offers different size vehicles. Member Schlegal stated that it should be available to the young and old.

Member Kawaratani offered the idea of having lanes during peak hours but the other times, the streets will be open to park for the businesses. Consultant Stetson stated that a lot of cities do that. For example, Los Feliz's major street closes down for businesses.

Consultant Stetson stated that they are going to skip some of the slides regarding physical constraints and wanted to get into the materials that Roger has regarding what can the market absorb.

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Consultant Dale stated that he will talk briefly about the market study that is not finalized yet therefore what they will be talking about tonight will be preliminary. He described the jobs housing ratio which is a way of comparing jobs rich and housing rich a community is in comparison to a larger reference area. He compared the jobs housing ratio to LA County and California. LA County is 1.27 while CA is 1.15 which the numbers should represent a balanced economy. High jobs housing ratio means that people do not have to commute far to their jobs from their homes while low jobs ratio means that people have to commute far. Monterey Park has a job ratio with 1.51 which is higher than most neighboring communities and almost on par with Pasadena. This indicates potential attractiveness to employers. Also, it is a concern of putting upward pressure on housing prices.

Consultant Dale reviewed a chart describing location quotient. The most concentrated industry in Monterey Park is public administration. It is more than four times the statewide average. He discussed the industries that are less concentrated with the statewide average such as retail, wholesale trade, professional scientific and technical services, arts, entertainment and inquired what the committee thought of this data. Member Hamner stated that the location quotient data is spot on. Asks what it means in terms of revenue.

Consultant Dale stated that he wanted to talk about land use before revenue and discussed the data from the presentation. He stated that by in large, the most lucrative land uses for the city are retail, including restaurants and hotels. Office buildings tend to not cost a lot of money but do not make a lot of money. States that conventional wisdom says that residential is a negative fiscal land use. However, it is not necessarily the case.

Member Lee inquired if Youtube and high-tech companies are generally land uses for a city. Consultant Dale replied that they are great in terms of employment; however, they are not necessarily a point-of-sale for sales taxes.

Project Manager Welch inquired if the 20 year forecast will reflect the actual ownership. One of the biggest problems in Monterey Park is that it has so many non-profits that the city is not getting anything from the property taxes. Consultant Dale replied that ownership will be factor into the 20 year forecast.

Speaker Rutherford inquired about the percentage of property does Monterey Park get. Consultant Dale replied that he does not know, but suspects that it is relatively high as an older community. He discussed the question of physical revenues. One of the key questions is what does Monterey Park's retail sales look like. Showing a before and after of Monterey Park to show how things have shifted based on the Marketplace project. In 2017, Monterey Park's total retail sale per capita was around a third below LA County's.

Member Kawaratani stated that a reason for Monterey Park not having the retail is the ramp situation and the restrictive zoning. Consultant Dale replied that they will talk more about that later and inquire about some of the constraints in regards to development. After the addition of the Marketplace, Monterey Park's total retail per capita is almost at the countywide average. Montebello had the Costco before and were above the county average but not is going to go down with the loss of Costco.

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Member Arcuri inquired if Rosemead charging a higher sales tax is reflected in the data. Consultant Dale replied that the data does not deal with the sales tax. It deals with the actual sales that are occurring. He discussed a retail term called GAFO which is an acronym for general merchandise and stated that these are the types of stores that you see in a shopping mall. Before the Marketplace, LA County's was \$4,500 per capita while Monterey Park was a fourth of that. After the Costco, Monterey Park quadrupled and has \$4,300 per capita. After Home Depot, Monterey Park went from non-existent to meeting the county benchmark.

Consultant Dale stated that restaurants have always been a strength in Monterey Park which is above the county sales. The data shows that not only are Monterey Park's restaurant sales strong, they are also maintaining its strength. He discussed hotels and the data regarding transient occupancy tax. Monterey Park, over the last six to seven years, has grown around 67%. However other places have added more hotels and grown faster. Hotel projects in Monterey Park are in the works so it should grow. He inquired from the committee if anyone knows if any new hotels have been built in the last six to seven years. Member Lee replied that all the new hotels are in the San Gabriel area.

Consultant Dale stated that he wanted to go through the market demand forecast and informed the committee that the data is preliminary. A basic data sources used for the forecast are the demographic projections from SCAG. SCAG does a forecast for each city for the whole region. Take the presented data with a grain of salt. In addition to the market demand, other factors that will influence development opportunities will be how much land is here with the zoning capacity, available parcel sizes, and challenges with assembling sites. Since land is very expensive, that affects the financial feasibility of projects.

Consultant Dale stated that he wanted to go over retail. He discussed the existing and projected demographics and at global changes in retail demand, specifically the impact of ecommerce. As a point of reference, currently there is roughly 2,000,000 square feet of retail space in the city. It is projected that in the next 22 year period, the city might add a million square feet.

Consultant Dale reviewed the data on office and industrial. Office and industrial uses are typically more driven where people live than where people work. The demand projections are based primarily on the projections for future climate growth in the SCAG forecast. The amount of space per worker in office facilities are going down due to people working from home and co-working spaces. He stated that the existing amount of office space is about 2.8 million sq ft. in Monterey Park. The overall SGV market area is about an additional 3.8 million sq ft. projected in the next 22 year period.

Member Wong inquired from the committee if anyone knows what the vacancy rating is for Monterey Park. Consultant Dale stated that he does not know what it is for Monterey Park. For the overall SGV, it is about 14% and stated that it is reasonably healthy and that 10% would be the ideal.

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Consultant Dale reviewed the industrial data and stated that there is not much industrial space compared to office space in Monterey Park. The vacancy rate for industrial is virtually none in LA County which is also true for the SGV.

Consultant Dale reviewed the hotel demand, data from room rates to vacancy rates, existing occupancy and vacancy rates, pipeline of anticipated projects, and hotel data of Monterey Park. Member Arcuri inquired why they did not include San Gabriel regarding their two big hotels. Consultant Dale inquired that they could include but does not know if the numbers would change. Member Arcuri inquired what other hotels are in Monterey Park other than Lincoln and thinks that there is a motel.

Consultant Dale reviewed the housing data and stated that he would hesitate to call this part of a market study. The demand of housing in LA County is high. The city of Monterey Park has had a small percentage increase of housing developments. The Atlantic Times Square project and the Cantu Project were the two biggest projects in regards to housing over the past 8 years. Member Wong had a question regarding an earlier slide on the number. Consultant Stetson double-checking in regards to the question and replied it is 21,000.

Consultant Dale reviewed the data of the last 8 years regarding multifamily homes. In Monterey Park, about 64% of units were multifamily. LA County overall is 91%. We would expect most new housing developments to be multifamily units.

Member Arcuri stated that at the last meeting, brought up if mixed-use projects were really worth their while and was wondering if there is any follow-up information regarding this. Consultant Dale replied that he does not. They will look into the financial feasibility of taking a given piece of land and developing different types of projects on it. This will give a starting point for discussion on if mixed-use makes sense or not and that what they are hearing from developers is that mixed-use does make sense under the right circumstances.

Speaker Rutherford wondered if light industrial is included in the industrial topic that Roger was walking about. Consultant Dale replied yes. Speaker Rutherford stated that light industrial is kind of the incubator for small mom and pop. Referring to an area on the presentation, states that he has been hearing that there is a demand for that in this area even though the slide said that there was not much anticipated growth. Consultant Dale replied that the data is driven on employment trends. There is not much employment growth anticipated for Monterey Park.

Member Schlegal stated that it was recently stated that the price of land in Monterey Park is expensive and wants to know in comparison to what other city. Consultant Dale stated that it is expensive in the sense that most of the land already has something on it. Member Schlegal wanted to know the value of land in Monterey Park in comparison to the rest of the SGV. Consultant Dale thinks that Monterey Park is comparable or a little lower than the other cities. Member Schlegal stated that if they have space available, they could be competitive with other cities. Consultant Dale replied that Monterey Park could definitely be competitive but will be relatively competitive for high density projects. The basic challenge

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of getting revitalization in a community that is already mostly built out is that it is expensive to develop.

Consultant Stetson stated that going back to a point that Member Kawaratani made that a number of years ago, voters of the city put in place regulations that require larger projects to go into the voting of people. She stated that developers like certainty. Since larger projects lack certainty, it is harder to convince developers to build. She stated that part of this general plan update process is to see if the community still wants the ability to approve these larger projects. She stated that she wants to identify key areas of the city in terms of the focus areas, and see if they still make sense or needs to be adjusted. Also wants to recognize if there is enough capacity in terms of land use and zoning to encourage turnover to happen. She stated that people want to see change but are unsure how to achieve it and inquired from the committee for feedback regarding south side of Garvey Avenue.

Member Wong stated that with the anticipation of the gold line coming especially for South Garfield, are we vying for more development in those areas. Consultant Stetson stated that the city did recently do a specific plan to South Garfield and development intensities are greater than they were in the past. She stated that because of the Gold Line station, the thought is “has the city thought deeply enough of what those densities could be”. Member Kawaratani stated that some of the residential properties can be made bigger. Member Hamner stated that could but the problem is topography. Both sides of South Garfield are the alleys.

Member Wong mentioned about the college regarding density for housing. Consultant Stetson replied that around the college, there is an area called the disadvantaged community. It is impacted due to its proximity to the freeway and its fumes. Consultant Rodriguez stated that in the surrounding areas of the college, the release of toxic substances is still within the threshold regulated by EPA. It just means that there is a concentration of industrial businesses that are releasing or transporting toxic chemicals. He stated that they will look at contaminated water. The data shown look at the social economic aspects, such as certain population characteristics, including low birth weight, linguistic isolation, and unemployment. These characteristics were rated higher than other neighborhoods.

Consultant Stetson stated that she brought this information up because if you are adding housing, one must look at the areas that could possibly have disadvantaged characteristics. She stated that she likes the idea of trying to find places to put additional housing with an easy access to ELAC. Consultant Rodriguez stated that there are constraints in the ELAC area. It is primarily single family neighborhoods to the south. There is already a band of high density housing that is maxed out. Wondering if some provides for student housing.

Member Hamner stated that although it is high density housing, it does not provide for student housing. This is what is called ding-bat development which is not sufficiently utilized for the density potential. The density potential can increase with incentives and west of ELAC is somewhat of a “bastard” area of the city.

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Consultant Stetson stated that she wants to know what can be done to improve that neighborhood given their disadvantage status. Member Garcia inquired about what the Gold Line says. Consultant Stetson replied that higher intensities to anticipate the Gold Line. It is an area where if the Gold Line were to come, transit oriented development would be produced.

Consultant Rodriguez inquired about the Garfield Specific Plan and believes that the specific plan does provide opportunities for some increase development. Planner Tewart stated that the specific plan was updated about a year ago. The idea of the specific plan was to build on the existing plan that the city had in place from the eighties. It was funded by a TOD grant because of the metro project. They were encouraging any type of facility improvements to potentially accommodate the station within that area. She stated that the area currently has a mixed-use overlay. There are already things in place to encourage increase development but it is more about if the intensity is at the level that it should be.

Member Garcia inquired about the apartments east of Pomona. Consultant Stetson stated that there is a mixed use overlay for part of that area. Member Hamner stated that in 20 years, nothing has happened and wonder if that means that development is not aggressive enough. Consultant Stetson replied that it does seem restrictive. Consultant Rodriguez stated that if it is a residential project by itself, it is looking at 12 dwelling units per acre. If it is a mixed-use development, it could go up to 30 units per acre. Member Garcia inquired how many acres are needed. Consultant Garcia replied that the zoning should have that information, not the general plan.

Member Arcuri provide an example of a city council wanted to use the area for low-income housing. They did that for a while but ran into problems. He asked Samantha if she knows how many fourplexes are there. Planner Tewart replied about eight fourplexes. Member Arcuri inquired if it is for low-income housing. Planner Tewart confirmed that it is subsidized housing.

Consultant Stetson stated that another constraint that she wants to look over is the minimum parcel size to do a mixed-use project. She stated that she wants to jump to Corporate Center. Corporate Center currently allows motels, offices, commercial uses. Consultant Stetson asked the committee what the vision of Corporate Center is and if it working for office. Member Arcuri replied that there have been discussions about hotels, but how would people get to the downtown to eat in there. Member Garcia stated that originally it was supposed to be a corporate center, but now ELAC and more governmental tenants are there. Member Hamner stated that the 4.5 governmental is a very big weight for the city to carry. There are too much governmental tenants.

Member Lee inquired if this is strictly office buildings including existing use right now. Consultant Stetson replied yes. Member Lee inquired if for example, if Youtube or Google wants to come in and take a spot as high-tech, does that zone allow for it or should it be E/T. Consultant Stetson replied that E/T is employment technology. Member Lee inquired what category E/T is under. Consultant Stetson replied that on Youtube and Google, if Google wanted to put a research and development facility there for self-driving cars, they cannot do that on Corporate Center Drive but that can do that on Monterey Pass Road.

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Member Lee stated to make Corporate Center Drive more flexible because the building is ideal in comparison to a project he did for Playa Vista where Youtube was placed there. For that project, Youtube moved in first and then a lot of other high-tech companies followed. He inquired if we want Youtube to land in Monterey Park. Consultant Stetson replied yes to Youtube landing in Monterey Park.

Member Lee inquired if that area allows combined use. Consultant Stetson replied not currently in those areas. Member Lee recommended combining the blue and red areas to become commercial and E/T to be more flexible. The first thing potential tenants would look is where they could land and would be the perfect place for them.

Member Schlegal inquired if Monterey Park has adaptive reuse of buildings. Planner Tewasart replied no. Consultant Stetson stated that she also inquired why haven't building been turn into something more creative on Monterey Pass Road. There are requirements for occupancies.

Member Hamner stated that if you go from industrial use to occupied use, habitable space will change. Consultant Stetson stated that there is nothing that would prevent them from doing that if they are following the code. Member Lee stated that zoning is the first issue. Once zoning is not an issue, then the potential tenant will hire an architect to look at the building and maybe the building is okay after all. Before looking at the building code, wants to look at zoning first and make it easier for companies like Youtube to come in. Member confirmed that it is a zoning issue.

Member Hamner stated that the inventory is there because Monterey Park has the appropriate buildings. Consultant Stetson stated that there is some great character but some folks have not taken care of it over the years. The city has pursued a grant to redo Monterey Pass Road and to put in bike lanes. She asked what else they were trying to do. Planner Tewasart replied sidewalks.

Member Garcia stated that during rush hour, Monterey Pass Road is one of the arteries for the spill out of the 710 and was wondering if the city has approached Metro to improve that whole area. Consultant Stetson stated that they will throw it into the inventory of things for the 710 mitigation project.

Member Lee stated that Google loves designs that have a campus like atmosphere and if Monterey Park would get the area ready for Google, they might come in. Consultant Rodriguez clarified that there is a low vacancy for industrial and the demand for the light industrial in that area. Consultant Dale stated that if the landlord has got a viable tenant and there is no need to invest, they would not be encouraged to change the building if they have got a good deal going on.

Consultant Stetson stated that she would like to get a list of who the tenants are in all those buildings to see what the tenants mix is because that is something that could be addressed through zoning. Member Lee stated that if a big firm comes in and pays twice the original rental price any owner would say yes.

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Member Yiu stated that she likes the idea of getting the list of tenants and was wondering if they could also get a list of the mom and pop businesses on Garvey and also information on how much revenue they are generating. Consultant Stetson stated that the mom and pops will not tell us how much revenue they are generating.

Member Kawaratani was wondering if the large mixed use on the north side has worked. Consultant Stetson replied they do not know. She clarified which large mixed use project. Member Kawaratani replied that he is referring to one on the whole stretch on north side of Garvey and pointed out the General Plan shows mixed-use. Consultant Stetson replied that it is mostly all commercial. Consultant Rodriguez stated that it is a combination of the small lot, the mixed-use of only 230 units per acre, and other factors are leading to keeping it as is.

Speaker Mark Rutherford stated that he is not part of the committee. He is just making comments for the committee to consider. He stated that he has an interest in North Atlantic. He has been on another city council and has been mayor and has been through the general plan update process. He stated that that a lot of times, the general plan consist of a grand plan geared towards big change. However, the reality is that change happens slowly and used Agoura Hills and Thousand Oaks as an example by saying that they were pushing for a big city center or a lot of mixed-use. However, what happens is that there are too many lots and not enough incentives for big developers to come in and do a big project. The committee needs to think of big things but at the same time recognize that the little changes are what are going to slowly make progress. He wants the committee to recognize this and gave the suggestion of inputting overlay plots just in case big things do not happen, allow little changes to still take place. States that this is what happened to North Atlantic where there are pockets that are not zoned appropriately. He stated that the legislature is trying to change the traffic issue. People drive when they are comfortable in their cars. Electric vehicles will encourage driving because you are comfortable inside of those cars and shared the idea to make the lanes narrower in order to improve traffic flow.

Member Kawaratani stated that on North Atlantic, it is shown on the general plan that it goes to the back streets. He stated that he was trying to get it changed so that it would go back to before it was built. Consultant Stetson inquired if was "all the way to Chandler". Member Kawaratani stated that it is too late now. The general plan does not make any sense because it should have gone all the way to Chandler. At that time there was redevelopment but now there isn't. The increments have to be smaller.

Consultant Stetson stated that in addition to the previous statement, if you could get mixed-use to work on a 20,000 square feet site, then that would be great. Member Arcuri inquired how big Atlantic Times Square is. Consultant Stetson replied that Atlantic Times Square must have been at least 2 acres. Planner Tewasart confirmed that it is about 2 acres typically. Consultant Stetson stated that there are projects being proposed that requires 2 acres.

Speaker Rutherford asked the committee if they remember the Ralphs shopping center and the brown house sitting at the center of the parking lot. The house is still there because the developer did not want to spend the money to buy it and the guy did not want to sell it.

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Member Lee stated that at least they would give the developers a chance and opportunity. Speaker Rutherford stated that by developing the dream, there are certain limitations on the development. He suggested not make restrictions if it only applies to the big development. Anticipate that there will be incremental things if you don't get the big dream. He stated that last time those big limitations prevented those incremental changes from happening.

Member Lee stated that he would like to see more mixed-use on Garvey and to allow the current owner to do work on that neighborhood over the existing retail. He stated that if someone buys the 3 lots behind it, they could have a good size project. He inquired if you need 1.5 acres for mixed-use. Planner Tewasart replied that for that area, you need half an acre. Member Kawaratani stated that the main possibilities for mixed-use is at the intersection of Atlantic and Garvey and Garfield and Garvey and that set plans need to be made in order for big development to happen.

Consultant Stetson asked committee their opinion on standalone residential along East Garvey and what they would do with the mom and pops if there were the opportunity to pull out some of the smaller buildings and put 3 lots together. Member Kawaratani replied that it should have a little bit of retail along the street. Member Lee stated that you have to have retail on the ground floor because that will give the home feeling. Member Kawaratani wonder if the area is exclusive residential. Consultant Stetson replied that it is not exclusive residential.

Member Schlegal stated that if you have 2 or 3 of those lots, there would be no place for family members to go and have a meal. Gives the example of Chick-Fil-A having a playground where he saw a lot of mothers with their children and stated that something like Chick-Fil-A where you can attract families are needed.

Member Lee wanted to look into increasing the density of single family homes around the area next to the 60. Member Arcuri stated that Potrero Grande will have another 8 units and asked Samantha to verify if it will have 8 units. Planner Tewasart replied yes. Member Lee asked if it is adjacent to the Olson Company. Planner Tewasart replied yes. Member Lee inquired if that area directly goes into the 60 freeway. Planner Tewasart replied that it does not go into 60 Freeway. Only Pomona goes into the 60 freeway. Member Lee looking at north of the cemetery area, stated that there are a couple lots there with single family homes. He suggested that the area could have potential for more housing. Member Arcuri stated that it is already built single family. Consultant Rodriguez stated that the area close to San Gabriel Boulevard has a flat terrain. There is a little bit of terrain but it is flat along Potrero. Member Lee suggested that this area could have potential for more housing for 2040.

Consultant Stetson stated that the next meeting will be in two weeks. MIG will work on a program called urban footprint that will allow them test different densities in the area. There is an assignment for the committee to take pictures of things that you like from other communities and see if that could work in a certain location in Monterey Park. She is interested in mixed-use types of projects because they are trying to understand intensities in terms of number of stories and email the pictures with descriptions.

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Member Schlegal inquired about the older buildings in Monterey Pass Road. Member Kawaratani questioned if the occupancy in Corporate Center is good. Consultant Dale stated that he does know that yet.

**[6.] COMMITTEE COMMUNICATIONS AND MATTERS:** None

**[7.] STAFF COMMUNICATIONS AND MATTERS:** None

**ADJOURNMENT:**

There being no further business for consideration, the General Plan Advisory meeting was adjourned at 9:20 p.m.

Next regular scheduled meeting on April 15, 2019 at 6:30 p.m. in the Community Room.

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