

CITY OF MONTEREY PARK

General Plan Update

Land Use Element



Monterey Park
2040



Update to the City Council

May 7, 2019

Agenda



1. Overview of General Plan Work Program
2. Review of Public Input
 - Stakeholder Interviews
 - Community Survey
 - Cherry Blossom Festival
3. GPAC Work and Recommendations
4. EIR Scoping
5. Next Steps

General Plan Work Program Overview



Monterey Park
2040



General Plan Work Program Overview



Monterey Park
2040

CITY OF MONTEREY PARK

Focused General Plan Update

M I G

PROCESS SCHEDULE

2019

2020

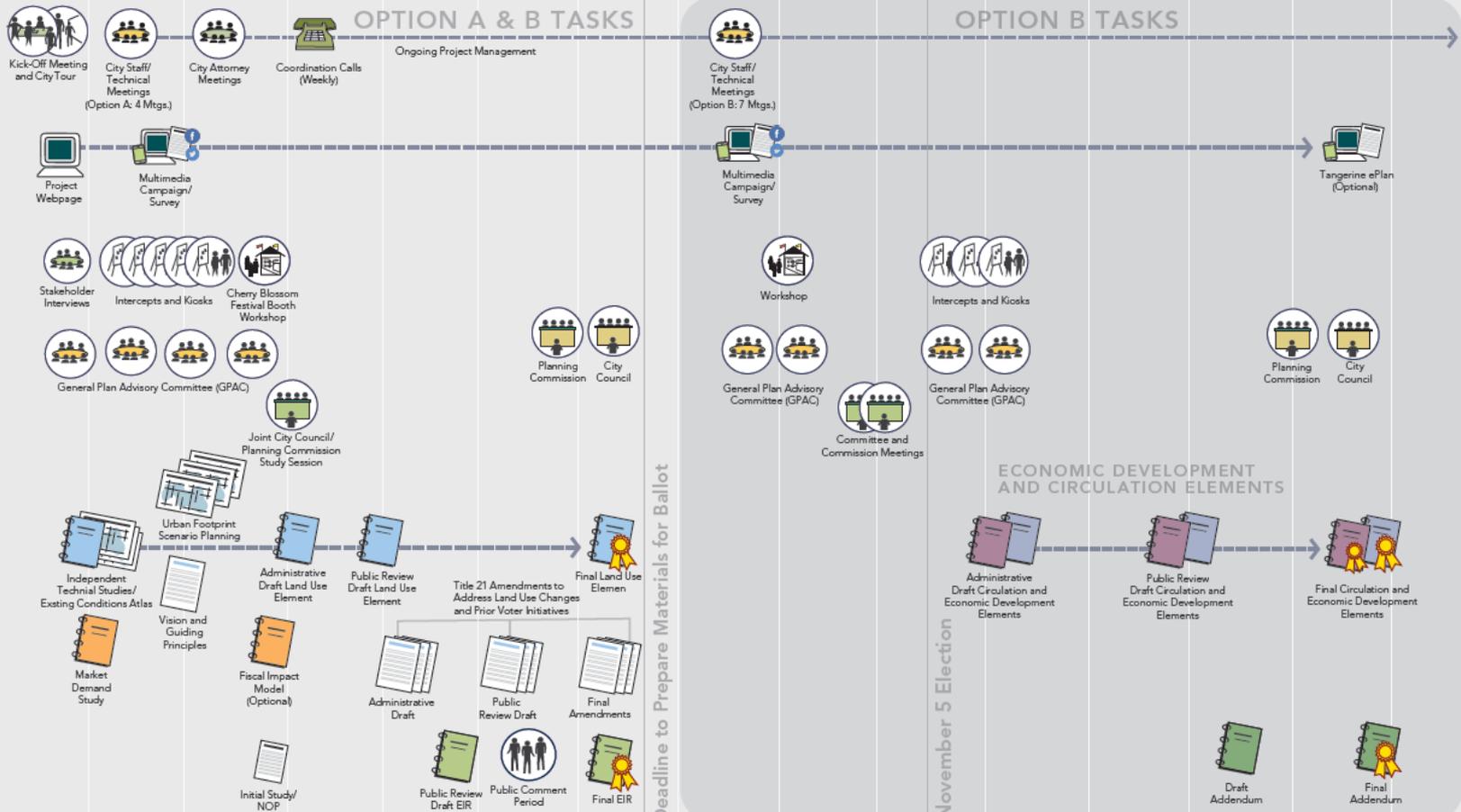
February March April May June July August September October November December January February March April May

MEETINGS AND MANAGEMENT

PUBLIC ENGAGEMENT

GENERAL PLAN / ZONING

CEQA



Kick-Off Meeting and City Tour

City Staff/ Technical Meetings (Option A: 4 Mtgs.)

City Attorney Meetings

Coordination Calls (Weekly)

Ongoing Project Management

City Staff/ Technical Meetings (Option B: 7 Mtgs.)

OPTION B TASKS

Project Webpage

Multimedia Campaign/ Survey

Multimedia Campaign/ Survey

Tangerine ePlan (Optional)

Stakeholder Interviews

Intercepts and Kiosks

Cherry Blossom Festival Booth Workshop

Workshop

Intercepts and Kiosks

General Plan Advisory Committee (GPAC)

Planning Commission
City Council

General Plan Advisory Committee (GPAC)

General Plan Advisory Committee (GPAC)

Planning Commission
City Council

Joint City Council/ Planning Commission Study Session

Committee and Commission Meetings

ECONOMIC DEVELOPMENT AND CIRCULATION ELEMENTS

Independent Technical Studies/ Existing Conditions Atlas

Urban Footprint Scenario Planning

Administrative Draft Land Use Element

Public Review Draft Land Use Element

Title 21 Amendments to Address Land Use Changes and Prior Voter Initiatives

Final Land Use Element

Administrative Draft Circulation and Economic Development Elements

Public Review Draft Circulation and Economic Development Elements

Final Circulation and Economic Development Elements

Market Demand Study

Vision and Guiding Principles

Fiscal Impact Model (Optional)

Administrative Draft

Public Review Draft

Final Amendments

November 5 Election

Initial Study/ NOP

Public Review Draft EIR

Public Comment Period

Final EIR

Draft Addendum

Final Addendum

Review of Public Input



Monterey Park
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Website



Monterey Park
2040

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[GET INVOLVED](#)

[LATEST NEWS](#)

[TRANSLATION](#)

[DOCUMENTS](#)



Developing long-term strategies for preserving and improving what we love about Monterey Park.



[Attend an Event](#)



[Read Project Documents](#)



[Share Your Comments](#)

Latest News

[SEE ALL](#)

THANK YOU!

Thank you to all participants who joined us at the Cherry Blossom Festival over the April 27 & 28 weekend. Many of you participated at the Monterey Park 2040 booth's interactive displays and told us about your ideas for possible changes in Monterey Park business districts.

FILL OUT OUR SURVEY

The City wants to hear from you. Fill out a survey to help establish a vision for Monterey Park's future.

GET INVOLVED

We want to hear your thoughts and ideas! This will be your opportunity to provide input and be actively involved in the General Plan update. Plan to attend upcoming events!

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 Avenue
- Lack of neighborhood identity
- Limited housing options for lower-income households
- Loss of green space in higher-density neighborhoods
- Limited “new economy” jobs
- Aging streetscapes and infrastructure

Stakeholder Interviews



OPPORTUNITIES

- Housing in/along Garvey Avenue and Corporate Center
- Tech or design corridor along Monterey Pass Road
- Partnerships with ELAC and CSULA
- Parking districts
- Atlantic Avenue as a mixed-use corridor
- Monterey Park as a tourist destination



Community Survey

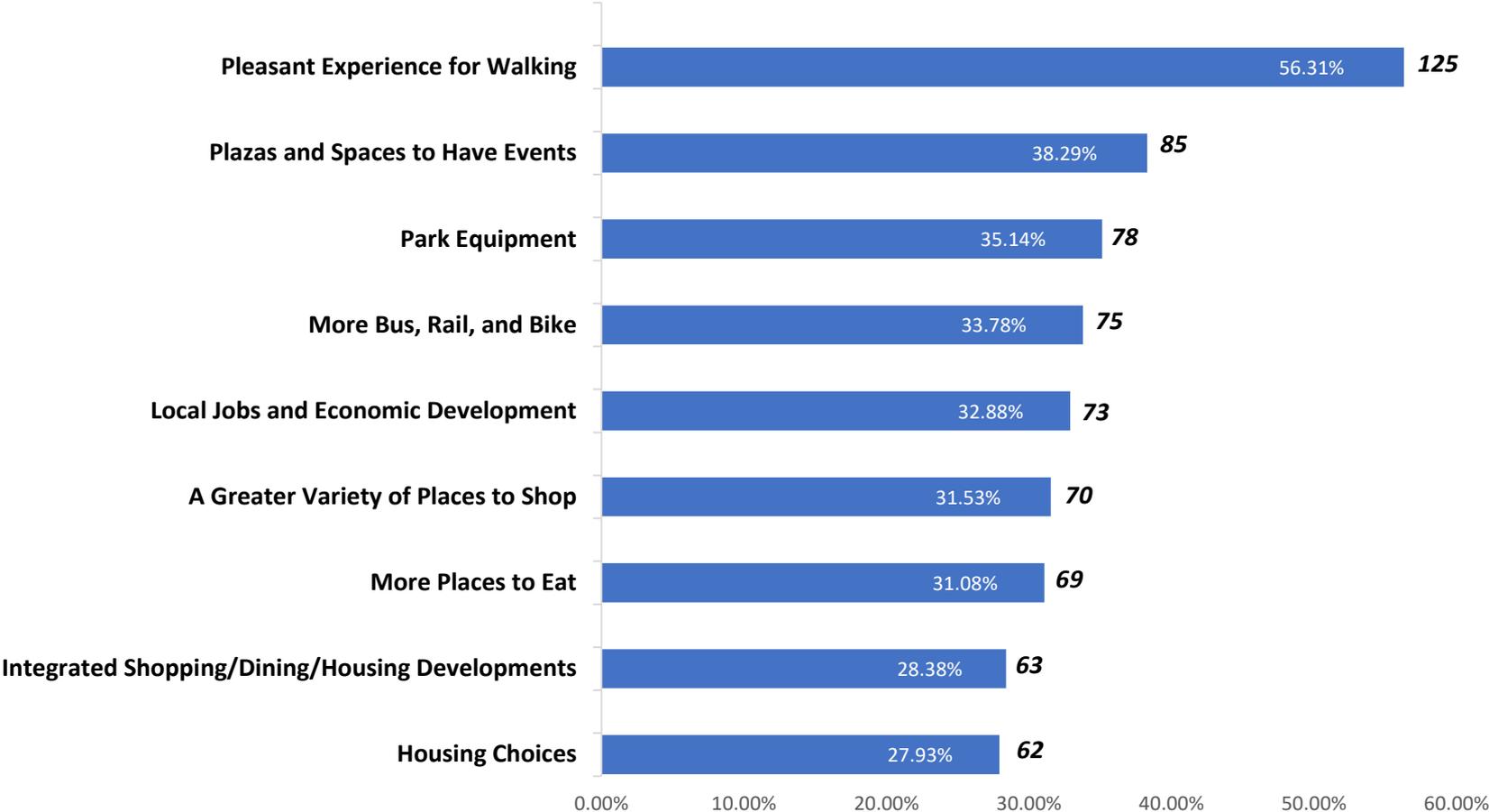
- In English, simple Chinese, and Spanish
- Paper and on-line
- Multiple choice and open-ended question
- 229 responses to date
- Key questions:

What is your favorite place in Monterey Park? And why?



Community Survey

What would you like to see more of in Monterey Park? (Choice of 3)





Monterey Park
2040

Community Survey

What does Monterey Park look like in the future?

family affordable housing housing live friendly will look Monterey Park beautiful
safe place live clean Modern better community city green
place lots Park time go town shop future people environment

Cherry Blossom Festival



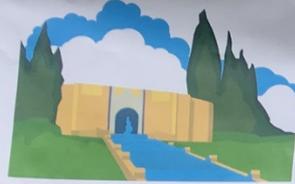
- Cherry Blossom Festival
 - April 27 & 28
 - Land Use interactive boards
 - Chinese/Spanish materials and translators available
 - Large crowds with residents and visitors (nearly 500 responses)
 - Residents: "Thanks for asking!"



MPK RECREATION



MPK RECREA



Monterey Park
2040

Welcome!





MPK RECREATION

City Park **Welcome!**



Do you h
Are you ex

The wan from

**What's
the Plan?**

The plan is to engage all residents and business owners in thinking about changes and how to use Monterey Park to create new housing, grow the local economy and improve our transportation system. How do we do that? By integrating your ideas into the City's General Plan.

**Get
Invol**

Your ideas will influence and prioritize the City's plan. We will preserve the qualities that make Monterey Park a special place to live, work and enjoy life.

Every city in California prepares a General Plan to guide decisions about new development, parks, transportation, public safety, and community services. A General Plan provides a vision for the years ahead - and for the next 20 to 30 years. Monterey Park is currently updating its General Plan. You are invited to share your ideas and help shape the future of Monterey Park. Visit the website for more information.

2 Fill out the Survey
Provided at:
www.montereypark2016.org
Check the website for upcoming events.


Monterey Park 2040
General Plan Update
 Cherry Blossom Festival | April 27-28, 2019
 Contact: Community Dev. Int. | Senior Planner | (951) 352-7115 | www.ci.montereypark.ca.gov

Focus Area: North Atlantic
 For each Focus Area, place one dot on either 😊, 😐, or 😞

		😊
		😊
		😊
		😊
		😊
		😊

Atlantic Boulevard
 Los Angeles College
 student housing
 eastside



WEEKEND
 including #1

WALLEY

Do you have big ideas?
 Are you excited about...

The way forward
 What's the Plan?



WINTER MONTEREY PARK
NUMBER OF COMMENCE

General Plan
Monterey Park
2040
Cherry Blossom Festival |
Focus Area: Downtown Core



Informational brochures and documents on a table. One brochure prominently displays the text 'Monterey Park 2040' and 'General Plan'. There are also some papers and a pen on the table.



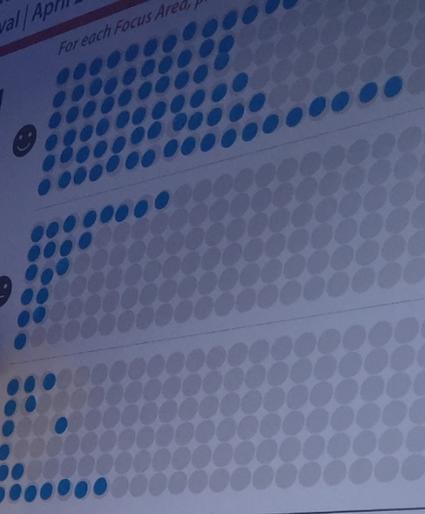
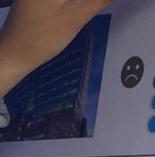


General Plan Update Cherry Blossom Festival | April 27-28, 2019

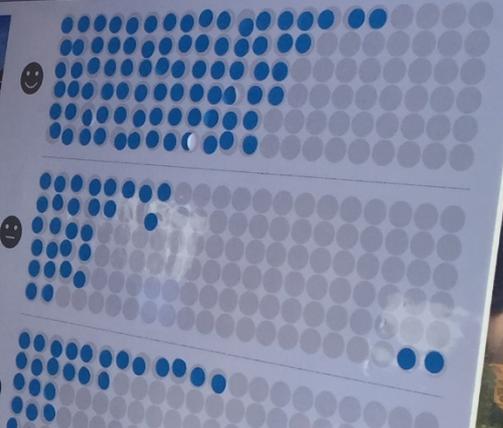
Monterey Park 2040 Focus Area: Corporate Center



- Maintain and expand corporate office uses
- Integrate hospitality uses such as hotels, commercial centers, and restaurants
- Allow mid-rise, but redevelop adjoining properties
- Buildings up to 10 stories in height



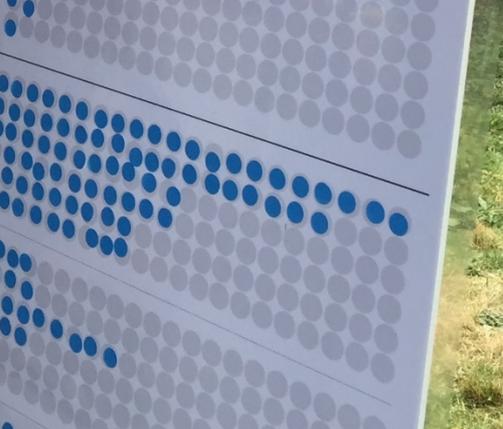
- Allow creative office and industrial businesses
- Incubator space for new businesses
- Buildings up to 4 stories in height



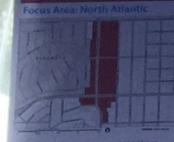
Focus Area: Monterey Pass



- Allow creative office and industrial businesses
- Incubator space for new businesses
- Buildings up to 4 stories in height



Monterey Park 2040 General Plan Update Cherry Blossom Festival | April 27-28, 2019







Monterey Park 2040

General Plan Survey

What makes it special?

Pick Your Top Three

- Pleasant Experience for Walking
- More Bus, Rail, and Bike
- Parks and Spaces to Have Events
- More Fun, Walk, and Bike
- A Greater Variety of Places to Shop
- Housing Choices
- More Jobs and Economic Development
- Park Equipment

Monterey Park 2040

Monterey Park General Plan Survey

This survey helps establish a vision for Monterey Park's future.

1. What is your favorite place in Monterey Park? What makes it special?

Blank space for handwritten response.

2. What would you like to see more of in Monterey Park? (Pick Your Top Three)

- Pleasant Experience for Walking
- More Fun, Walk, and Bike
- Parks and Spaces to Have Events
- A Greater Variety of Places to Shop
- Housing Choices
- More Jobs and Economic Development
- Park Equipment

Monterey Park 2040



蒙特利公园总体规划更新

您可以如何参与?

什么是总体规划更新?
为什么要更新总体规划?

- 参与公共会议
- 参加问卷调查
- 访问网站
- 联系工作人员

Monterey Park 2040

- Pleasant Experience for Walking
- More Bus, Rail, and Bike
- Parks and Spaces to Have Events
- More Fun, Walk, and Bike
- A Greater Variety of Places to Shop
- Housing Choices
- More Jobs and Economic Development
- Park Equipment

Monterey Park 2040

Actualización del Plan General

¿Qué es el Plan General?

El Plan General establece el marco operativo para la toma de decisiones con respecto al uso del terreno, servicios, transporte, infraestructura, conservación, recreación, parques y recreación, seguridad pública y equidad.

¿Estamos actualizando el Plan General?

Monterey Park se actualizó por primera vez en 1972. Desde entonces, el Plan General se ha actualizado en forma de un proceso continuo de actualización y ajuste a las necesidades y condiciones cambiantes de la comunidad.

Monterey Park General Plan Update

The General Plan establishes the framework for decision-making regarding land use, housing, transportation, infrastructure, resource conservation, parks and recreation, public safety, and equity.

Why are we updating the General Plan?

Monterey Park's General Plan was last updated nearly 20 years ago. Given the rapid changes in how people shop and work, combined with pressures on the housing market, it is appropriate to revise the community's needs and adjust the plan to respond to changed conditions. Input from the community is essential to creating a successful General Plan.

How can you get involved?

We want to hear what you think as we work through issues to address and prepare to enhance the quality of life in Monterey Park. Over the next twelve months, the General Plan team will be hosting public meetings to provide opportunities for you to share your ideas.

- Cherry Blossom Festival - April 17 & 26
- General Plan Advisory Committee meetings
- Booths and activities at local events
- Website and online survey coming soon.

Visit www.montereypark.ca.gov/generalplanupdate for updates on upcoming events.



Focus Area: Downtown Core



- A mix of restaurant, retail, service, and residential
- Residential units on upper floors and retail and commercial services on lower floors
- Buildings up to 7 stories in height
- Pedestrian-focused streetscape along Garvey and Garfield Avenues



For each Focus Area, place one dot on either 😊, 😐, or ☹️

😊

☹️

☹️



Focus Area: Downtown Perimeter



- A mix of retail, service, and residential uses
- Residential units on upper floors and commercial uses on lower floors
- Allow for stand-alone residential uses (except on Garvey and Garfield Avenues)
- Buildings up to 4 stories in height



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☹️



Focus Area: East Garvey



- Lively pedestrian-focused streetscape along Garvey Avenue
- Mixed-use development and commercial services with focus on local businesses
- Residential units on upper floors only
- Retail, commercial services, and restaurants on ground floors
- Buildings up to 4 stories in height



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☹️



Focus Area: North Atlantic



- A mix of shops, restaurants, services, and residences
- Residential uses on the upper floors
- Commercial on ground floor
- Lively streetscape
- Buildings up to 7 stories in height

For each Focus Area, place one dot on either 😊, 😐, or ☹️

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Focus Area: South Atlantic



- Pedestrian-focused streetscape along Atlantic Boulevard
- Improve connections between East Los Angeles College (ELAC) and Atlantic Gold Line Station
- Allow residential development, including student housing (see hatched area)
- Buildings up to 4 stories on westside, 2 stories on eastside

😊

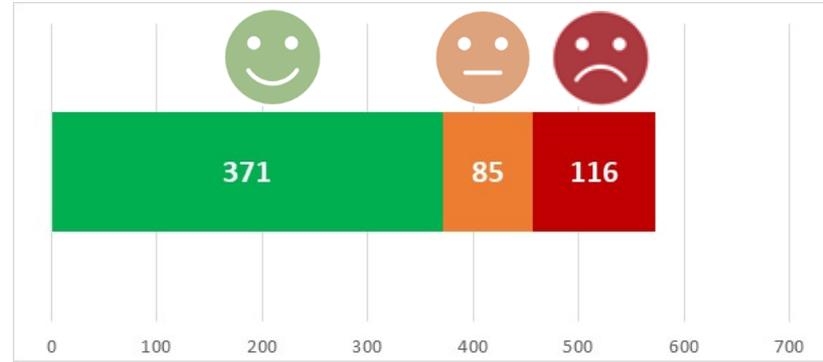
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Focus Area: Saturn Park



- Allow residential development to expand workforce housing (see hatched area)
- Locate housing development within parking areas
- Maintain and expand corporate office uses
- Buildings up to 4 stories in height

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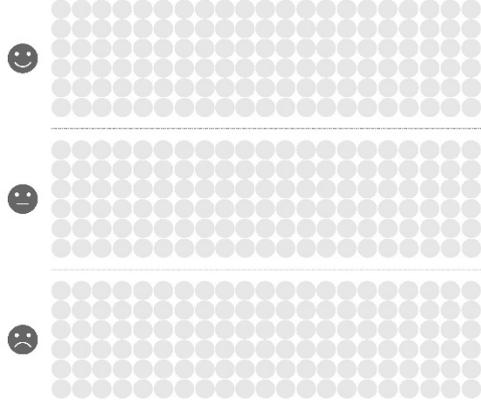


Focus Area: Corporate Center



- Maintain and expand corporate office uses
- Integrate hospitality uses such as hotels, commercial services, and restaurants
- Keep golf course but redevelop adjoining restaurants properties
- Buildings up to 10 stories in height

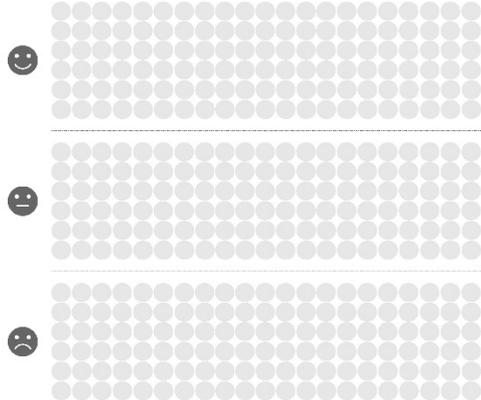
For each Focus Area, place one dot on either 😊, 😐, or ☹️



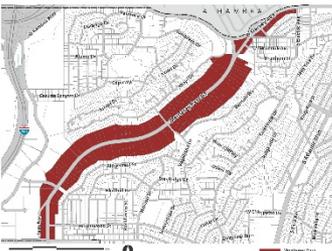
Focus Area: Corporate Place



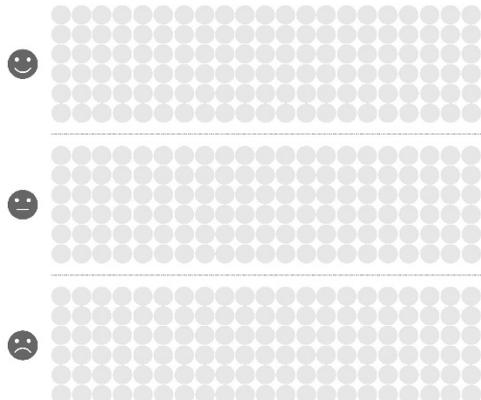
- Allow creative office and industrial businesses
- Incubator space for new businesses
- Buildings up to 4 stories in height



Focus Area: Monterey Pass



- Gradually transition out truck-intensive businesses
- Allow flexibility with light industrial uses and creative office space
- Interesting new uses such as breweries, creative arts industries, and technology
- Buildings up to 3 stories in height



GPAC Work and Recommendations



GPAC Meeting #1, March 11



Vision for Monterey Park

- ✓ Sustainable development practices
- ✓ Improved mobility
- ✓ Attract people, investment, and ideas
- ✓ Employment centers
- ✓ Medical and high-tech clusters
- ✓ Quality development and urban design
- ✓ Live, work, play

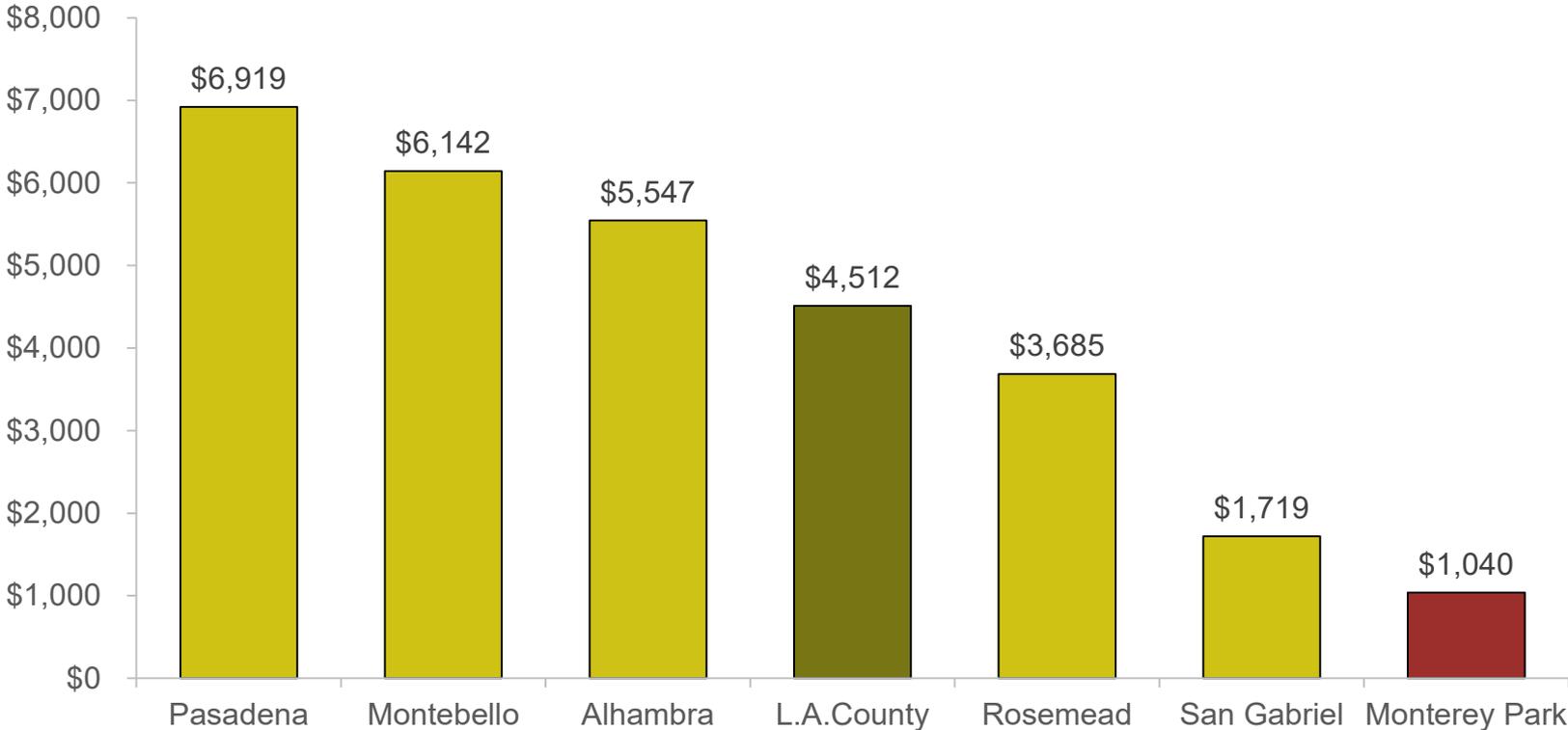
GPAC Meeting #2, April 1

Overview of current conditions and trends

- Demographics and community profile
- Economic analysis
- Existing land use patterns
- Regional and environmental influence
- Preliminary market demand study

Economic Analysis

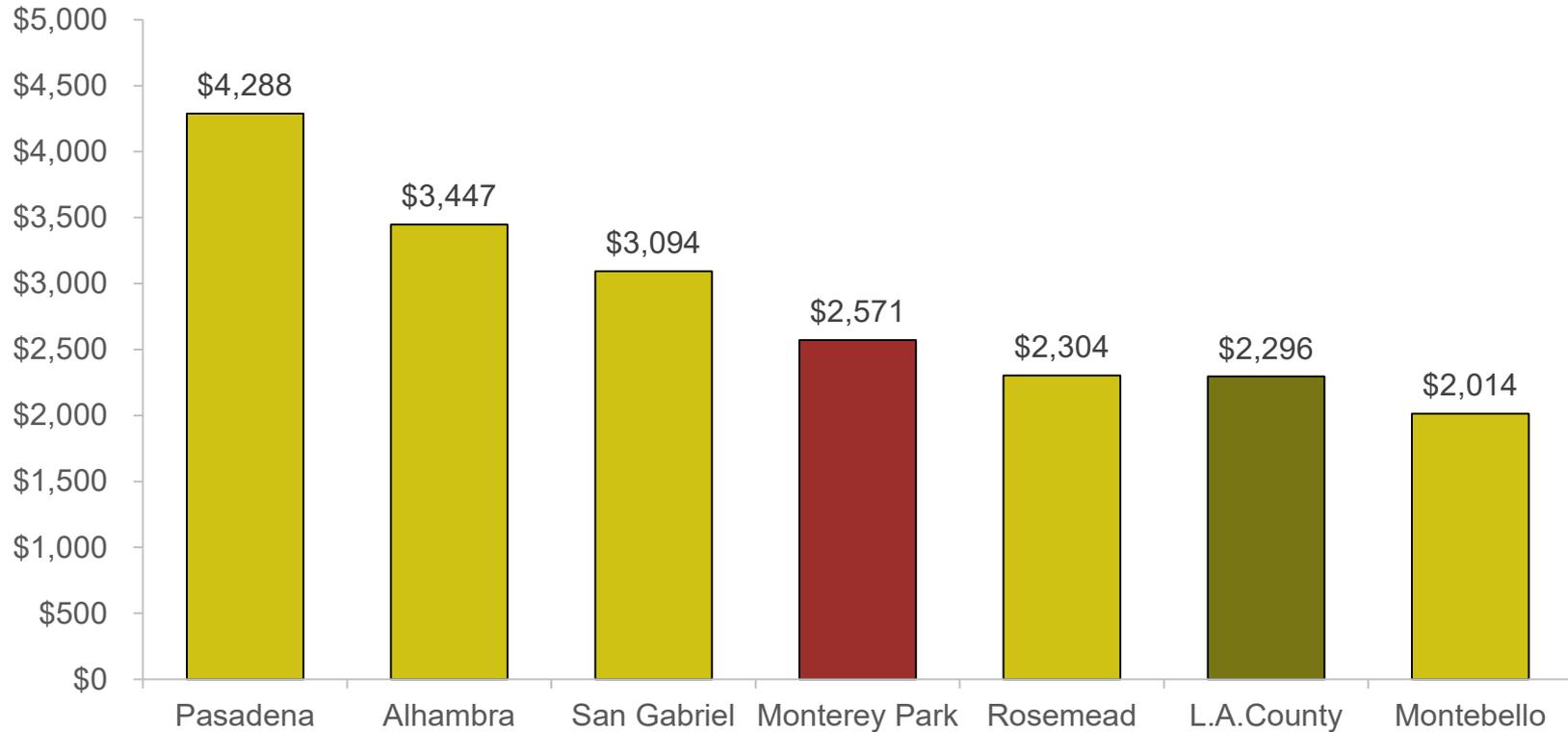
2017 GAFO Retail Sales per Capita



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

Economic Analysis

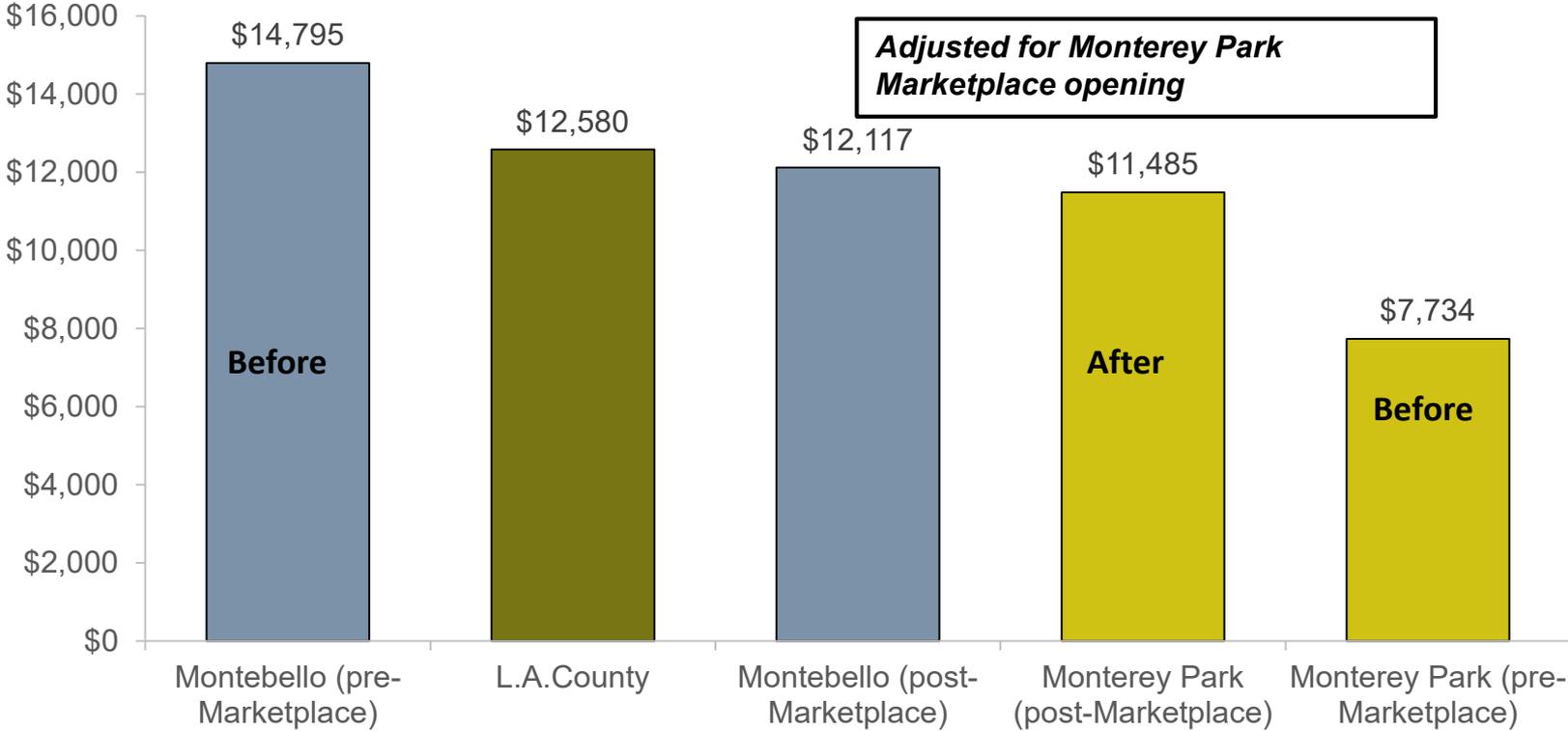
2017 Restaurant Sales per Capita



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

Economic Analysis

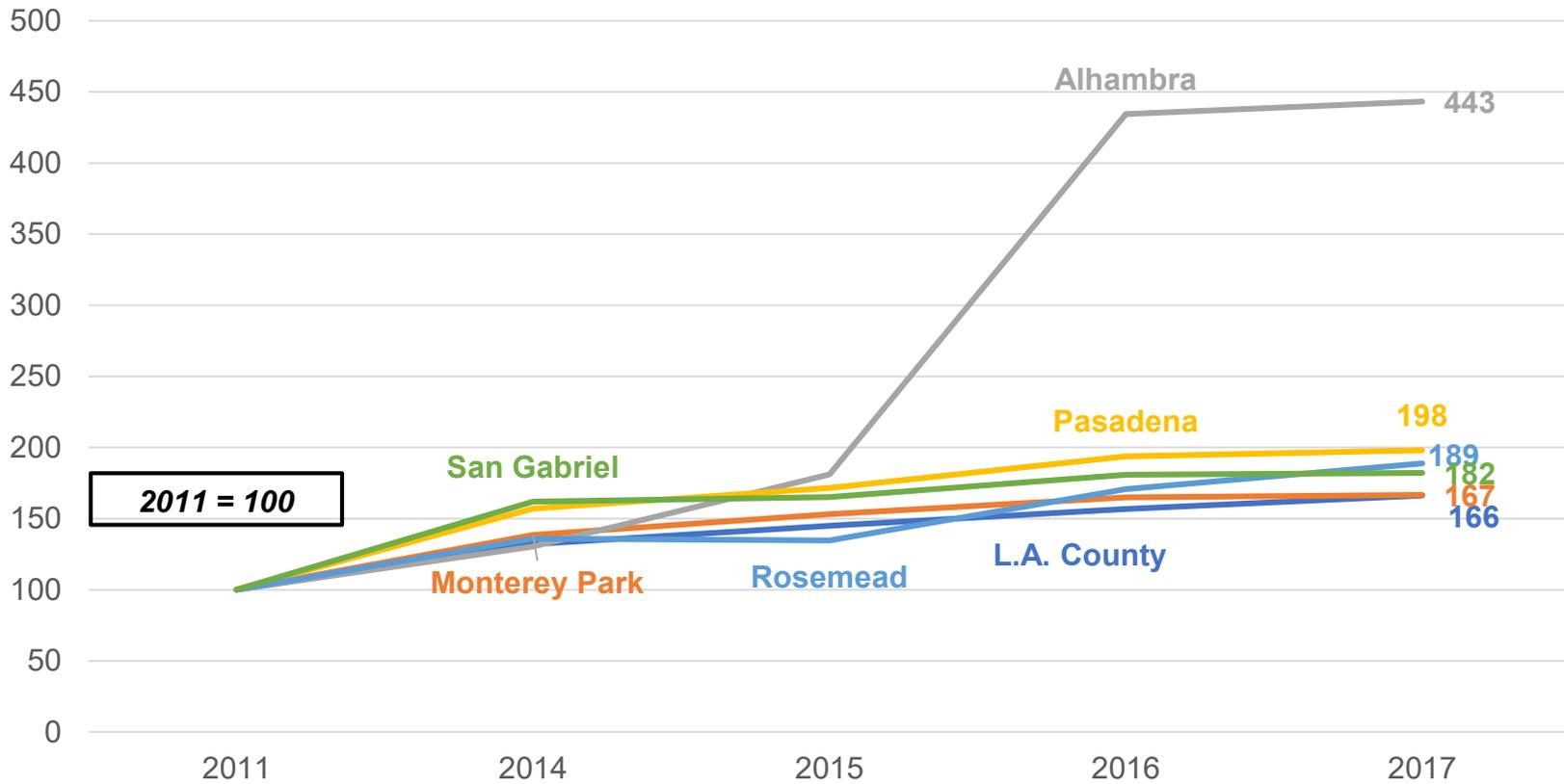
2017 Total Retail Sales per Capita



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

Economic Analysis

Transient Occupancy Tax for Selected Areas



Economic Analysis

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

Economic Analysis

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

Economic Analysis

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

Economic Analysis

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

Economic Analysis

Demand for Housing Development (2018-2040)

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

GPAC Meeting #2, April 1



Identified potential areas of change

(Focus Areas)

1. Corporate Center
2. Corporate Place
3. East Garvey
4. Downtown Core
5. Downtown Perimeter
6. Mid Atlantic
7. Monterey Pass
8. North Atlantic
9. North Garfield
10. Saturn Park
11. South Atlantic
12. South Garfield

GPAC Meeting #3, April 15

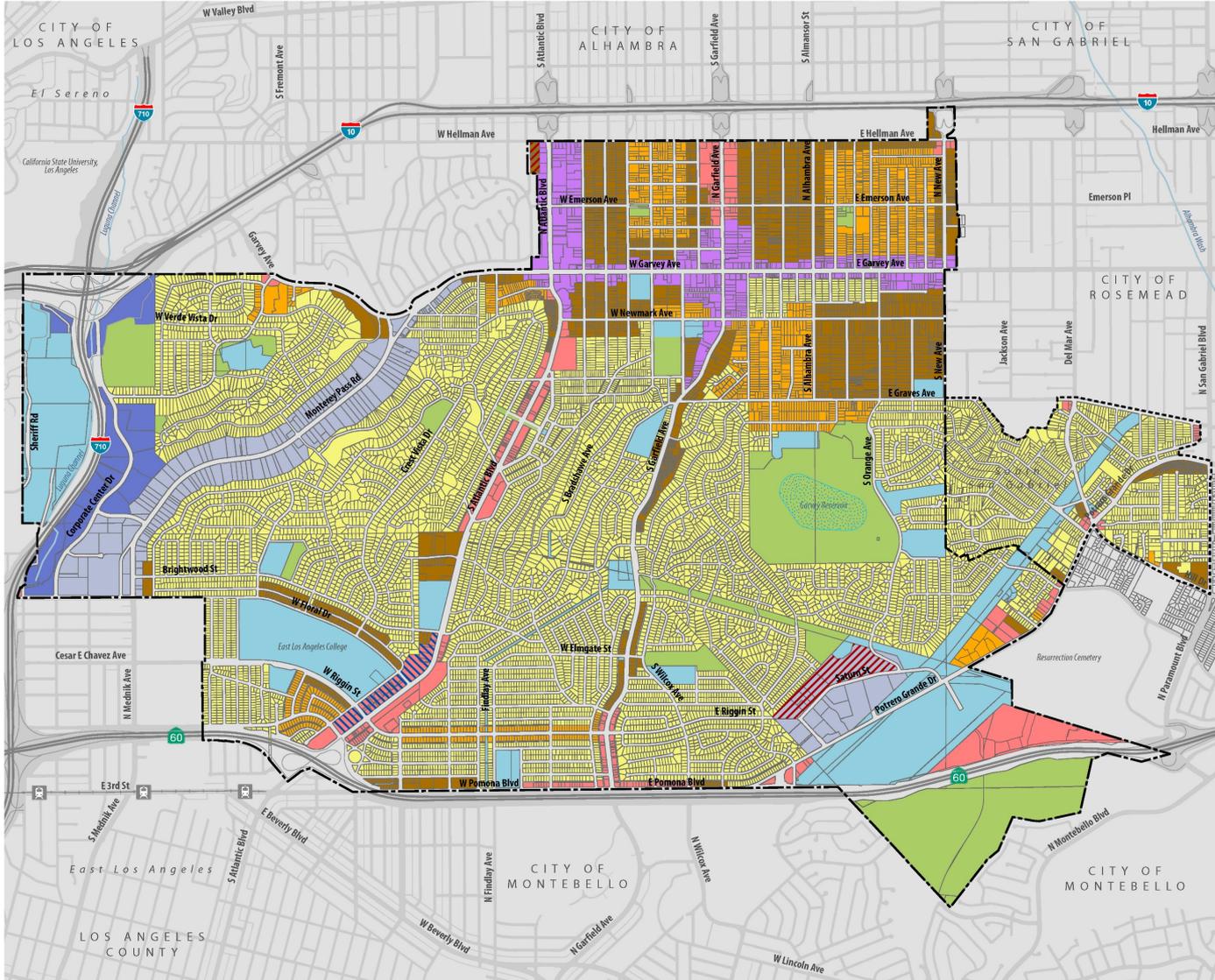
Themes

- Allow higher development intensities than currently allowed by existing General Plan policies and zoning regulations
- Encourage residential development throughout all Focus Areas
- Require that new development match existing character and context
- Particularly ensure building height is sensitive to surrounding residential neighborhoods
- Ensure land use policies provide flexibility, today and over time
- Protect the existing character of single-family residential neighborhoods
- Build housing options to accommodate a wide range and variety of needs

GPAC Meeting #4, May 6 – Draft Land Use Plan



Figure 1:
DRAFT Land Use Plan



Draft Land Use Plan

-  Low Density Residential (0-8 DU/AC)
-  Medium Density Residential (8.1-16 DU/AC)
-  High Density Residential (16.1-30 DU/AC)
-  Commercial (0.50-1.50 FAR)
-  Mixed Use (1.50-2.50 FAR)
-  Corporate Center (2.00-4.00 FAR)
-  Employment/Technology (0.65-1.50 FAR)
-  Public Facilities and Utilities
-  Open Space and Recreation
-  Housing Overlay I (60 DU/AC, 50 Feet Height)
-  Housing Overlay II (30 DU/AC, 45 Feet Height)

Base Map Features

-  Monterey Park Boundary
-  Sphere of Influence Boundary
-  Metro Gold Line and Stations
-  Watercourses and Channels
-  Garvey Reservoir

Note: Also see Regulatory Plan

May 2019
Sources: City of Monterey Park and MIG, 2019.



GPAC Meeting #4, May 6 – FAR and Height Map

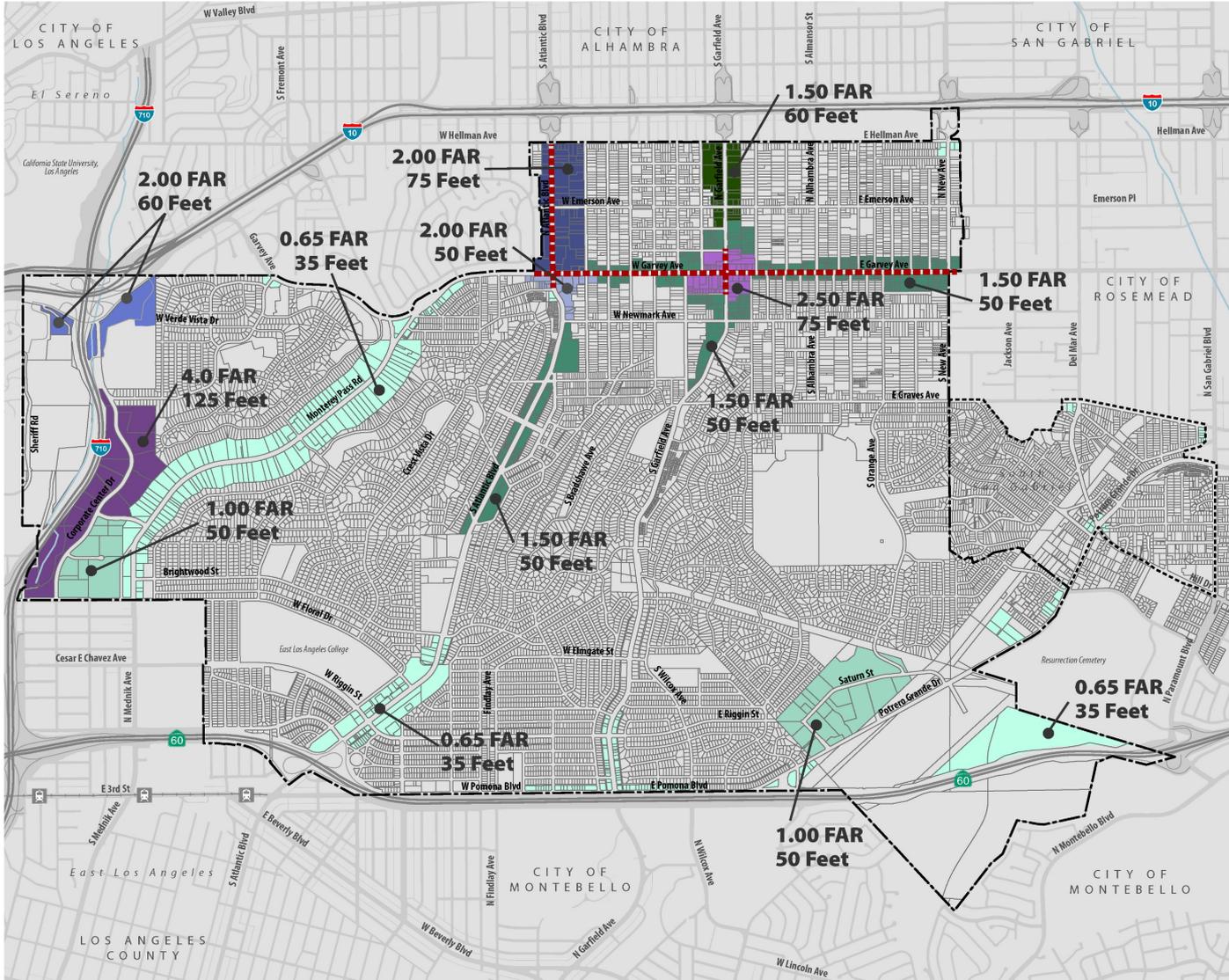


Figure LU-2:
Regulatory Plan

Mixed Use and Non-Residential Intensity (Floor-Area Ratio)

Lightest Green	0.65 FAR/35 Feet
Light Green	1.00 FAR/50 Feet
Medium Green	1.50 FAR/50 Feet
Dark Green	1.50 FAR/60 Feet
Light Purple	2.00 FAR/50 Feet
Medium Purple	2.00 FAR/60 Feet
Dark Purple	2.00 FAR/75 Feet
Very Dark Purple	2.50 FAR/75 Feet
Black	4.0 FAR/125 Feet

Streetscape

- Red dashed line: Commercial Frontage Requirement

Note:
For South Atlantic and Saturn Park, the FARs and height limits show apply only to nonresidential uses. For residential uses, refer to land use designation descriptions for Housing Overlay.

- Base Map Features**
- Black dashed line: Monterey Park Boundary
 - Black dotted line: Sphere of Influence Boundary
 - Grey square with 'M': Metro Gold Line and Stations
 - Blue line: Watercourses and Channels
 - Blue wavy line: Waterbodies

May 2019
Sources: City of Monterey Park and MIG, 2019.



Focus Area	Current GP FAR/Height	Proposed GP FAR/Height
Corporate Center	2.0/100'	4.0/125' 2.0/60' (north end)
Corporate Place	0.60/40' (commercial only)	1.0/50' (added industrial)
Monterey Pass Road	0.65/zoning controls	0.65/35'
North Atlantic	2.0/75'	2.0/75'
Mid Atlantic	0.75/50' Mixed use	1.5/50' Commercial only
South Atlantic	0.65/40' No housing	0.65/40' Housing overlay @60 du/ac, 50'
North Garfield	1.0/60'	1.5/60'
Downtown Core	1.0/75'	2.5/75'
Downtown Perimeter	0.65/55'	1.5/50'
East Garvey	0.5/zoning controls With housing 0.75	1.5/50' Stand-alone residential okay on nonarterial streets
Saturn Park	0.60/40' No housing	1.0/50' With housing @30 du/ac, 45'
MarketPlace	0.5-2.0 based on lot size/50'	0.65/35'

Scoping Meeting



Monterey Park
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Topics Covered in the Draft EIR

- Aesthetics
- Agricultural and Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Energy
- Geology and Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation
- Tribal Cultural Resources
- Utilities and Service Systems
- Wildfire

Next Steps



Monterey Park
2040



Next Steps

Phase I: May - November 2019

- Prepare Land Use Element
- Prepare EIR; EIR public review period
- Public hearings for the Land Use Element
- November ballot

Phase II: September 2019 – April 2020

- Prepare Circulation and Economic Development Elements
- Zoning code update to implement Land Use Element
- CEQA documentation
- Public hearings

CITY OF MONTEREY PARK

General Plan Update

Land Use Element



Monterey Park
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Update to the City Council

May 7, 2019