



INTRODUCTION:

Patterns of land use are the most visible and most definitive characteristic of the urban environment. According to how many and what kinds of homes, businesses, and industries we see, we know whether we are in the country or the city; if we are in the city, we know whether we are in a primarily residential, commercial or industrial neighborhood.

These different types of neighborhoods require different locations and different types of services. Industrial and commercial areas, for example, must be located on flat lands and be easily accessible to both people - workers and shoppers - and goods via the railroad and street systems; residential areas required neither the topography nor the access of the others and in fact are better located away from major traffic routes. Industrial and commercial areas require more parking facilities and more utility services than do residential; they must also be located near residential areas for labor force and market support.

The Land Use Element recommends locations and extent of the various uses to be allowed in the city. It also recommends standards for population density and building intensity for each use.

PURPOSE:

To comply with California law (Government Code Section 65301) by formulating a plan designating the proposed general distribution and general location and extent of land uses.

GOALS:

1. To formulate a plan which is responsive to the needs of the community and which permits the orderly arrangement of land uses, permitting sufficient areas for reasonable development.
2. To develop and apply residential density standards which will limit the total population while providing single family development and still provide for a variety of housing types controlled by location to complement single family residential areas.

3. To provide for development and location of commercial shopping areas within the community in a manner compatible with other land uses.
4. To provide for growth and development of an industrial ^{existing Comm. bldg.} area in a manner compatible with other uses.

OBJECTIVES:

1. That freeway frontage land of 40 to 100 acres be allocated for a Regional Shopping Center.
2. That sufficient land in close freeway proximity be allocated for an Auto Center.
3. That "cluster" type commercial development is preferential to proliferation of strip commercial.
4. That the portions of the present strip commercial that would not be part of the clustered general commercial areas be redeveloped into other specialized clustered land uses, such as medical and professional offices and other compatible uses.
5. That development of the hill areas be designed to accommodate a variety of housing types (e.g., single family; townhouse-condominiums and multiple family units.
6. That the older portion of the City, bounded by Beverly Boulevard on the north, the Union Pacific Railroad on the south, Vail Avenue on the west, and Bluff Road on the east, be permitted to redevelop into a medium density residential area.
7. That a minimum of 200 additional acres of recreation/open space be provided within the Montebello City boundaries.

CONSTRAINTS:

1. Land use patterns and community identities are already largely defined in the 68 percent of the City that is developed; existing structures and uses are difficult to recycle. The best opportunity areas for comprehensively planned development exist in the Montebello Hills.

2. Flat land needed for industrial and commercial locations exists in the portion of Montebello located south of Lincoln Avenue. The hill area except for that area immediately adjacent to the Pomona Freeway would require extensive grading before these land demanding uses could be developed on it; it would therefore probably be more suitable for predominately residential development or open space uses.
3. The existing transportation and utilities infrastructure could constrain potential intensities and locations of various types of development; for example, the hill area can support an additional 14,000 people under current utilities conditions. The circulation system would be seriously underdesigned if the community were to develop according to what existing zoning will permit.
4. Attempts to acquire parks and open space may be constrained by high purchase prices and the highly developed nature of the City.

POLICIES:

Residential

1. Residential development should aim for the density standards outlined in the Housing Element of the General Plan.
2. Residential development of varying densities and housing types should be compatible among themselves and with adjacent commercial and industrial development.
3. Opportunities for a variety of living needs should be available in various locations throughout the City.
4. The existing medium density residential area characterized by mixed housing types in the central portion of Montebello should be retained.
5. Large concentrations of high and very high density residential development should be avoided.
6. The City's supply of older housing which is in good condition should be preserved.
7. Residential neighborhoods should be quiet, safe, and pleasant areas in which to live. They should be free from through traffic movements and encroachment of incompatible land uses.

8. Building intensity in residential areas should not exceed the following maximum lot coverages:

Low density areas	40%
Medium density areas	50%
High density areas	60%
Very high density areas	60%

Commercial

1. Commercial development in the City should be sited in appropriate locations according to need.
2. City should contain a variety of types of commercial development, including regional and community shopping facilities, local neighborhood convenience centers, highway oriented development and professional office type areas.
3. Strip commercial developments on Whittier Boulevard, Beverly Boulevard and Washington Boulevard should be clustered into functional areas.
4. The City's major commercial streets, Beverly Boulevard and Whittier Boulevard, are in need of a major beautification and improvement program. This program should include street landscaping, provision of ample off-street parking, and some lot unification.
5. The City should contain ample commercial facilities to meet the needs of its residents as well as provide taxable revenues to the City.
6. Frontage areas along the Pomona and Santa Ana Freeways with good accessibility should be preserved for future commercial and industrial development.
7. Building intensity in commercial areas may approach 100% lot coverage, less required setback and parking requirements.

Industrial

1. The City's industrial area should be preserved and maintained.

2. Adequate community infrastructure, including streets and utilities, should be developed to support and service the City's industrial development.
3. The City of Montebello should work with the City of Commerce to assist in solving circulation problems caused by industrial traffic in South Montebello and adjacent City of Commerce.
4. Frontage along Santa Ana Freeway should be preserved for industrial and compatible commercial development.
5. Building intensity in industrial areas may approach 100% lot coverage, less required setback and parking requirements.

DESCRIPTION OF THE PLAN:

The land use plan is generally characterized by intensification and some clustering of urban uses in the flatlands and development of a variety of urban uses - including several types of residential, commercial, and open space uses - in the Montebello Hills. It proposes retention of the overall residential character of the community with development of a regional town center, to include shopping and housing facilities, in the northeast part of the hill, clustering of commercial areas in the flatlands, and maintenance of the industrial section in the south. A park/open space belt system would wind through the City, including existing parks as well as, possibly, the Southern California Edison Company Right-of-Way in the north and west and land along the Rio Hondo Channel along the eastern limit of the City.

Residential areas in the developed portion of the City would undergo little change. Land north of Beverly Boulevard would be predominantly occupied by single family homes; exceptions would be multiple-family dwellings located in clusters adjacent to shopping areas, generally found between Garfield Avenue and the Southern California Edison Company Right-of-Way, at the northeast corner of Wilcox Avenue and Beverly Boulevard, between Lincoln Avenue and Beverly Boulevard in the vicinity of Taylor Avenue and Howard Avenue.

Residential uses would also continue to occupy most of the land between Beverly Boulevard and the Union Pacific Railroad tracks. Single family homes would remain in the western portion and the northern portion bounded generally by Madison and Cleveland Avenues on the south and 5th Street on the east. Mixed single

and multiple family dwellings would occupy the areas from the bluff on the east to Vail Avenue on the west and south of the single family area just described. A high density cluster would be located generally between Whittier Boulevard and Olympic Boulevard west of Vail Avenue.

Residential uses in the southern part of the City would also remain substantially as they are. Single family homes would occupy almost the entire area east of Greenwood Avenue between Mines Avenue and the AT&SF Railroad in addition to the area west of Greenwood Avenue to Taylor Avenue and from Mines Avenue south past Beach Street. Medium density, mixed residential uses would occupy most of the area between Mines Avenue and the Union Pacific tracks east of Montebello Boulevard. High density multiple family units would be located along the west side of Greenwood Avenue between Date Street and the AT&SF tracks.

Residential uses in the hills would be of several types and densities. Low density development would be located on most of the slopes facing the City, an extension of existing development in this area. Medium density development - perhaps townhouses, patio homes, or low density apartments - would be located in several areas closer to the Pomona Freeway and to a planned commercial center in the northeastern hills. High and very high density development would be located adjacent to this planned commercial area in order to provide support for it and lend the atmosphere of a regional town center.

Commercial development, according to the plan, would generally be clustered into centers throughout the City. Neighborhood centers would be located at the northwest corner of Wilcox Avenue and Beverly Boulevard and the northwest corner of Montebello Avenue and Beverly Boulevard. Community shopping facilities would be available in the present downtown core area as well as at the southeast corner of Wilcox Avenue and Via Campo. Across Wilcox Avenue would be a highway commercial site. The planned commercial center in the northeast portion of the hills would include a regional shopping center, an auto center, and restaurants in a 40-100 acre area. Existing strip commercial development along the major east-west arterials - Beverly Boulevard, Whittier Boulevard, and Washington Boulevard - would be clustered into commercial, office, and residential areas.

Industrial uses in Montebello would continue to be focused in the southwest part; that is, south of the Union Pacific tracks and west of Greenwood, and south of the AT&SF tracks the full breadth of the City. Additional industrial uses would continue to occupy the portion of the City east of the Rio Hondo Channel, between Whittier Boulevard and Mines Avenue.

Park and open lands would be located in areas throughout the City. Opportunities for land acquisition are limited in the central and southern developed parts of Montebello; resulting shortages may be somewhat alleviated by providing recreationally oriented facilities in areas where land is more available or where school recreational facilities may be used. In addition to currently existing parks, two hundred acres in the Montebello Hills would be set aside for open space. The remaining Southern California Edison Right-of-Way could be developed into parkland similar to Ashiya Park. An 8-10 acre park site would be acquired and developed in the southeast portion of the City, probably in the vicinity of Mines Avenue.

MONTEBELLO GENERAL PLAN PROGRAM
LAND USE ELEMENT

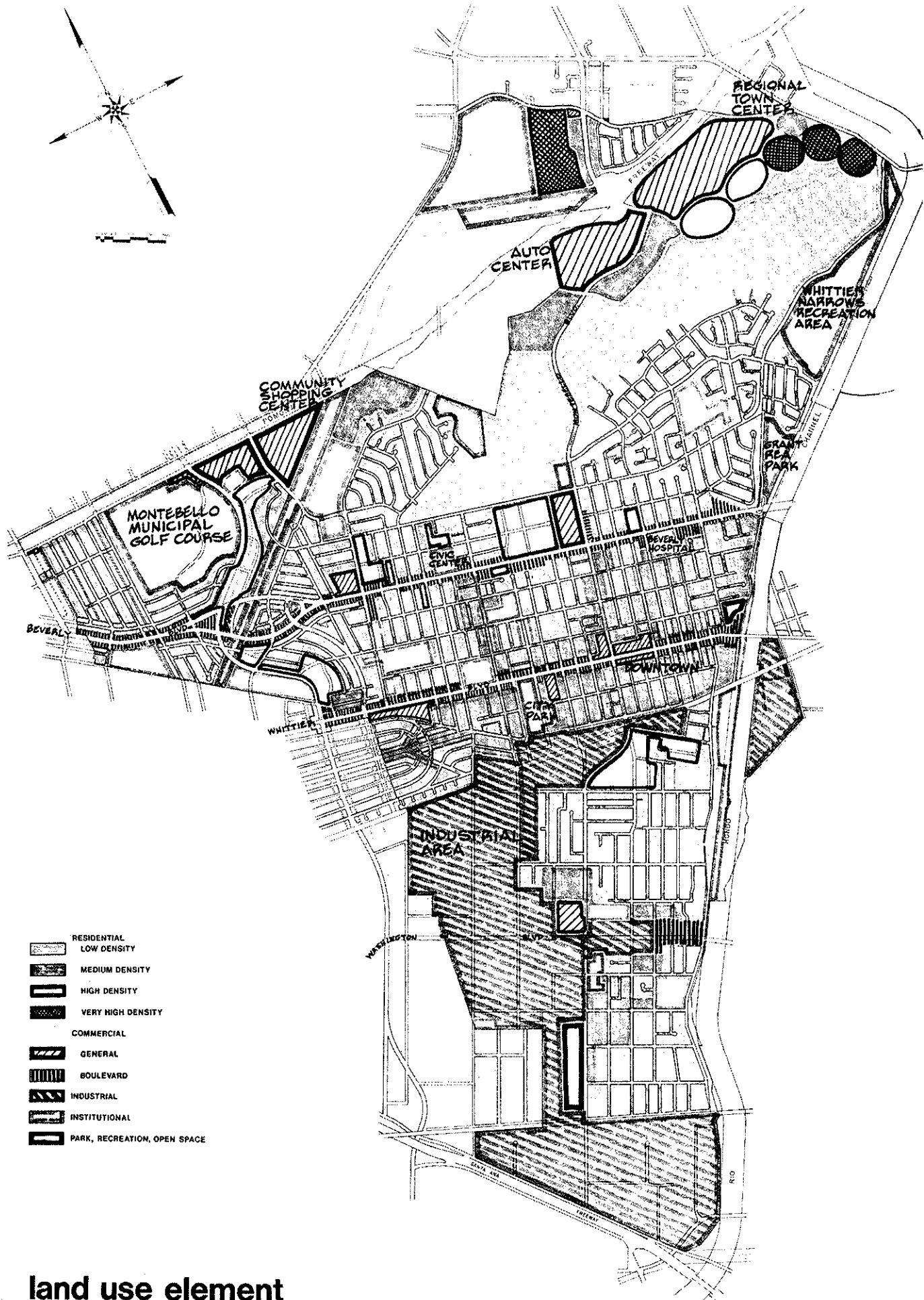
PROPOSED LAND USE DISTRIBUTIONS

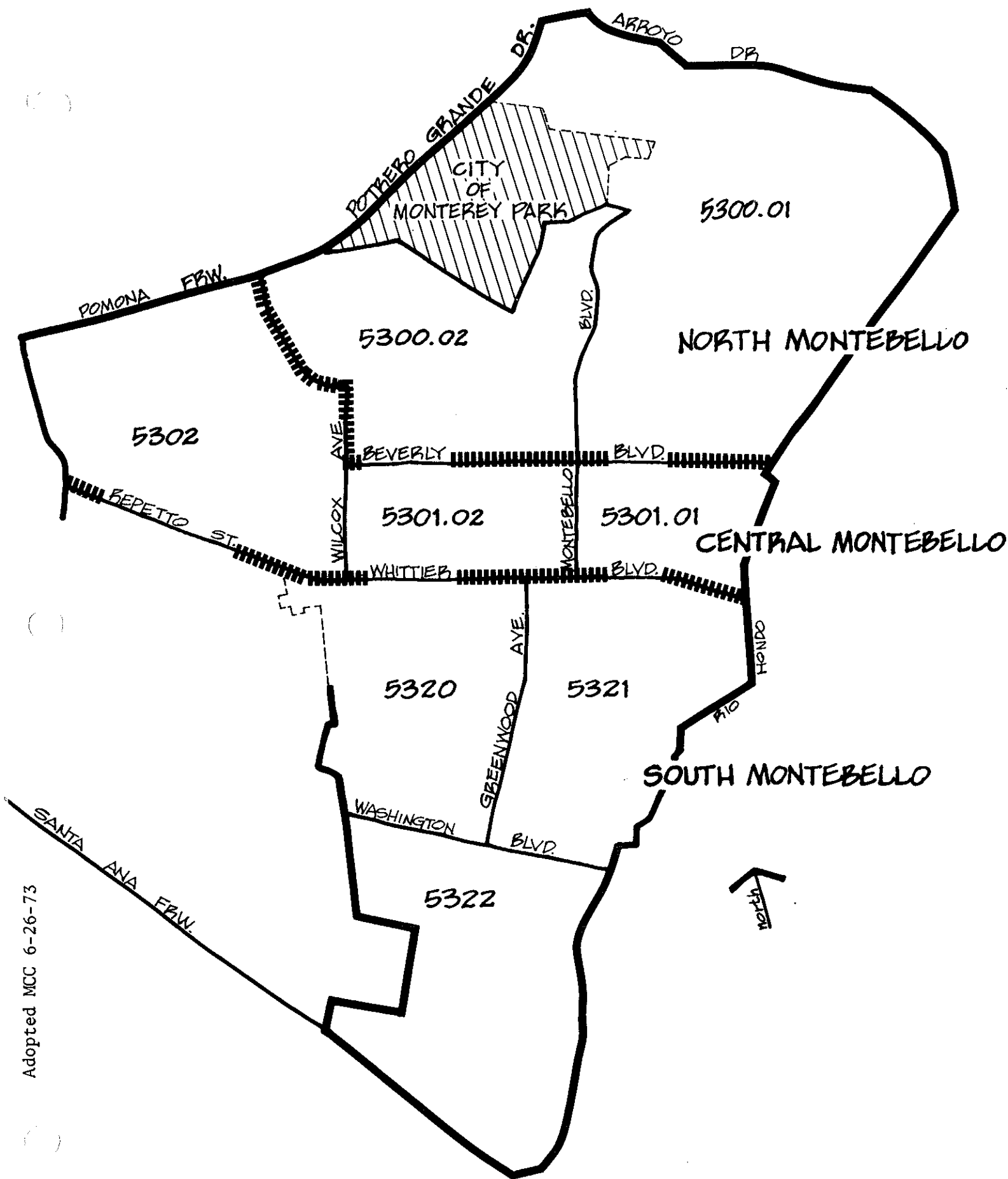
Sub-Areas	Residential Densities				Commercial		Indus- trial	Institu- tional	Parks/Rec./ Open Space	Total Acres
	Low	Medium	High	Very High	Gen'l	Blvd.				
<u>North:</u>										
Acreage	1173.3	119	89.8	89.5	165.6	19.8	--	70.1	301.0	
% of Sub-area	57.9	5.9	4.4	4.4	8.2	1.0	--	3.5	14.8	2028.1
									*(27.1)	
									179.0	
<u>Central:</u>										
Acreage	469.0	218.1	65.3	--	78.8	80.1	--	125.0	206.1	
% of Sub-area	37.7	17.6	5.3	--	6.3	6.4	--	10.1	16.6	1242.4
									*(45.1)	
									62.4	
<u>South:</u>										
Acreage	413.5	259.1	61.0	--	31.4	31.2	823.3	35.0	107.5	
% of Sub-area	23.5	14.7	3.5	--	1.8	1.8	46.7	2.0	6.1	1762.0
TOTAL ACRES:	2055.8	596.2	216.1	89.5	275.8	131.1	823.3	230.1	614.6	5032.5
% OF TOTAL:	40.9	11.8	4.3	1.8	5.5	2.6	16.4	4.6	12.2	

*Other Channel

Source: Koebig & Koebig, Inc.
City of Montebello Planning Division

Adopted MCC 6-26-73





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1970 CENSUS TRACTS & SUB-AREAS OF MONTEBELLO