



GOAL 19 Dynamic pedestrian-oriented mixed-use districts that provide vibrant uses, spaces, buildings, and experiences

Policy 19.1

Diversified Uses. Attract diversified uses, including urban housing options, a mix of cultural and entertainment uses, a variety of businesses and restaurants, and places for people to connect.

Policy 19.2

Pedestrian Activity and Experiences. Create pedestrian-friendly activity and experiences by requiring active uses on the ground floor, with storefronts providing ample window space along street frontages.

Policy 19.3

Attractive Streetscape. Create attractive streetscape environments by using thematic design that integrates landscaping, street furniture, outdoor dining, lighting, wayfinding signage, public art, and other amenities and improvements.

Policy 19.4

Mixed-Use Compatibility. Promote design solutions and construction techniques to ensure that new development is compatible with established uses, taking into account noise and other pre-existing conditions.

ALL MIXED USES/AREAS

Policy 19.5

Transition. Transition mixed-use areas that border low-density residential neighborhoods to minimize visual and shade impacts by stepping down building heights, creating landscape buffers, and creating larger setbacks.

Policy 19.6

Parking. Develop parking management strategies for mixed-use corridors that include shared parking lots and structures and park-once-and-walk districts to provide adequate and convenient parking for customers and employees.

Policy 19.7

Enhanced Character. Incentivize property owners to renovate and improve tired and outdated buildings along mixed-use corridors to improve their aesthetic appearance, create readily identifiable places, utilize cohesive architectural design, and enhance the streetscape character.

Policy 19.8

Meeting the City and Community Needs. Encourage a diverse mix of uses that are innovative, competitive, entrepreneurial, local, and sustainable, thereby promoting economic development, increasing City revenues, expanding job growth, increasing property values, and meeting residents' and visitors' desires and needs.

Policy 19.9

Housing. Accommodate a variety of housing options, including medium- and high-density apartments and condominiums, live/work units, and mixed-use buildings with a residential component.

Policy 19.10

Undergrounding of Utilities. Strive to place utilities underground in conjunction with new development projects and/or as comprehensive undergrounding programs within mixed-use districts.

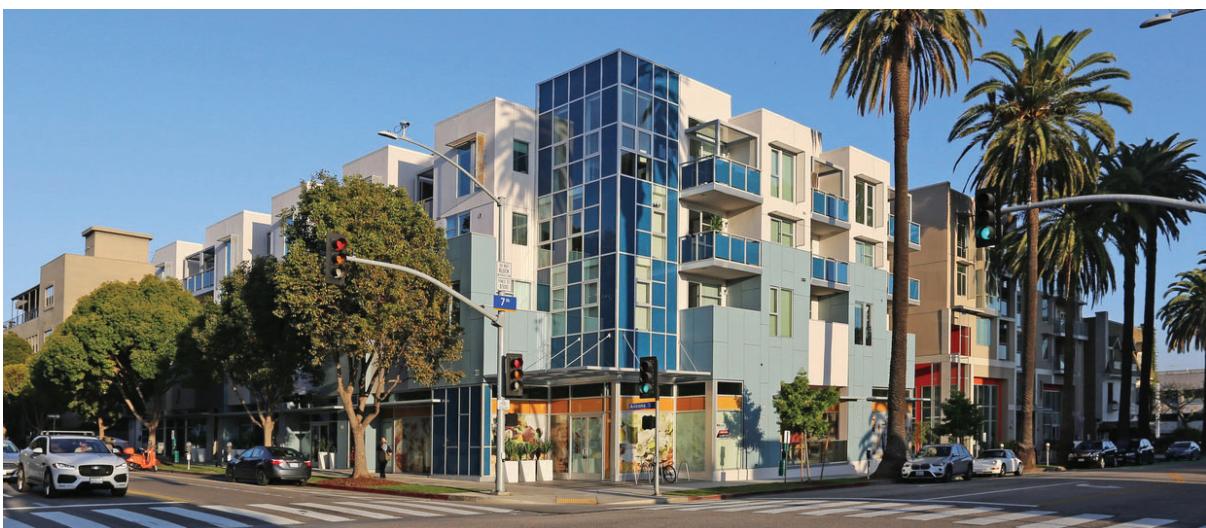


FOCUS AREA: DOWNTOWN

Downtown is the urban core of Monterey Park, located at the intersection of Garvey and Garfield Avenues. Downtown's urban form is compact in character, with more intense infill development and pedestrian connections to the Civic Center and Barnes Park, the Garvey Avenue corridor, and medical uses along Garfield Avenue.

GOAL 20 A vibrant urban core that accommodates high-quality residential, entertainment, commercial, hospitality, civic, and public spaces

- Policy 20.1** **Community Focal Point.** Establish Downtown as the center for local businesses, public amenities, and public space experiences.
- Policy 20.2** **Destination.** Create a destination that includes uses and spaces for public gathering areas, community events, and local activities.
- Policy 20.3** **Pedestrian Connections.** Create pedestrian connections from Downtown to the Civic Center, Garvey Corridor, and Garfield Avenue medical uses using urban design and landscaping approaches.
- Policy 20.4** **Identity.** Strengthen the identity and character of Downtown through design, landscaping, public art, branding, and signage using consistent themes.
- Policy 20.5** **Wayfinding.** Establish a wayfinding program to assist in identifying location of Barnes Park, Monterey Park Bruggemeyer Library, the Garfield Medical Center, and other surrounding landmarks and uses.



FOCUS AREA: NORTH ATLANTIC

Located at the northern boundary of the City along Atlantic Boulevard, the North Atlantic Mixed Use District serves a gateway that combines hospitality, retail and commercial services, culture and arts, entertainment, and residential uses. Development along this corridor is urban and compact and, while Atlantic Boulevard is a heavily traveled vehicular corridor, encourages people to walk and frequent businesses and uses on both sides of the corridor.

GOAL 21 A vibrant, urban gateway that integrates commercial, hospitality, entertainment, and residential uses

Policy 21.1

Gateway Identity and Urban Design. Establish a focal northern gateway into Monterey Park that welcomes visitors and identifies the district as a key destination. Incorporate gateway signage, wayfinding, and landscaping to create a sense of arrival. Extend similar treatments within the district to identify the district visually.

Policy 21.2

Tourism and Entertainment. Expand upon mixed-use activities that support tourism and complement economic success, vibrancy, and livability, with a special focus on hospitality, cultural events and institutions, retail, public spaces, and arts and entertainment.

Policy 21.3

Encourage Activity. Encourage the development of uses that are active in the evenings and on weekends, such as restaurants, commercial services, retail stores, and performance spaces.

Policy 21.4

Active Streetfront. Require new development fronting Atlantic Boulevard to be clearly oriented toward the street, with buildings near the front lot line and parking either underground or to the rear of a lot.

Policy 21.5

Design Approaches. Require design approaches that provide for façade articulation vertically and horizontally, transition appropriately to abutting lower-scale residential uses in residential zones, incorporate pedestrian-oriented design on the ground floor (such as ample windows and inviting entrances), make use of plazas, and incorporate interesting roof forms.



FOCUS AREA: DOWNTOWN PERIMETER

The Downtown Perimeter encompasses properties around the urban core, extending to the Civic Center and Barnes Park and north and south along Garfield Avenue. The goal is to extend the mixed-use character of the Downtown core but at lower development intensities and to allow stand-alone residential uses.

GOAL 22 A Downtown-core-adjacent district of high-quality residential, commercial, civic, and public spaces

- Policy 22.1** **Integration of Civic Center with Mixed-Use District.** Allow for a mix of compatible residential and commercial uses that connect the Civic Center to the Downtown Core.
- Policy 22.2** **Transitions.** Ensure development within the Downtown Perimeter transitions in scale to the adjacent low-density residential neighborhoods.



FOCUS AREA: GARVEY CORRIDOR

The Garvey Corridor, stretching from Atlantic Boulevard to New Avenue, is a lower-intensity mixed-use corridor that emphasizes commercial businesses on the ground floor, integration of residential and/or office uses on the upper floors, and restaurants, retail services, and convenience goods for residents and visitors. New development is encouraged to provide opportunities for people to live and work in the same building. Many of the single-story buildings will transition to multi-story buildings, with interfaces to adjacent low-density residential neighborhoods respected by increased building setbacks and rear building forms that step down toward the neighborhoods. Incentives and procedural enticements are provided to encourage consolidating smaller lots to allow for complete developments.

To address parking needs at a district level, the City envisions construction of one or more public parking garages at central locations, thus allowing visitors to park once to patronize numerous businesses (and to have employees park, thus freeing up spaces adjacent to business for less mobile visitors).

GOAL 23 A modest-intensity, pedestrian-friendly, mixed-use corridor that provides active street frontage with a mix of retail, commercial services, restaurants, and residential uses

Policy 23.1

Active Street Front. Encourage pedestrian activity along Garfield Avenue by requiring active street frontage commercial uses, buildings, and entrances oriented to the street and sidewalks, outdoor dining, and transparent building frontages.

Policy 23.2

Balance. Encourage pedestrian-oriented specialty retail shops offering quality goods, a diverse range of restaurants, and service businesses. Attract a balance of locally owned businesses and franchise or corporate enterprises.

Policy 23.3

Incentives for Lot Consolidation. Develop financial and procedural incentives for property owners to consolidate smaller lots for larger development projects.

Policy 23.4

Building Façade Renovations. Encourage the renovation and updating of older building façades.

Policy 23.5

Parking. Promote a variety of parking opportunities that take advantage of alleyways

and parking structures that promote park-once-and-walk strategies.

Policy 23.6

Transition. Maintain established alleyways and use landscaped buffers, building step-downs, and setbacks to transition mixed-use buildings to adjoining low-density residential neighborhoods.

Policy 23.7

Parklets. Considering using side streets that intersect Garvey Avenue for adding parklets to expand outdoor dining options and add public gathering and urban green spaces.



INNOVATION/ TECHNOLOGY USES



INTENSITIES

MONTEREY PASS

FAR: 0.65

HEIGHT (FT.): 35

SATURN PARK

FAR: 0.60

HEIGHT (FT.): 40

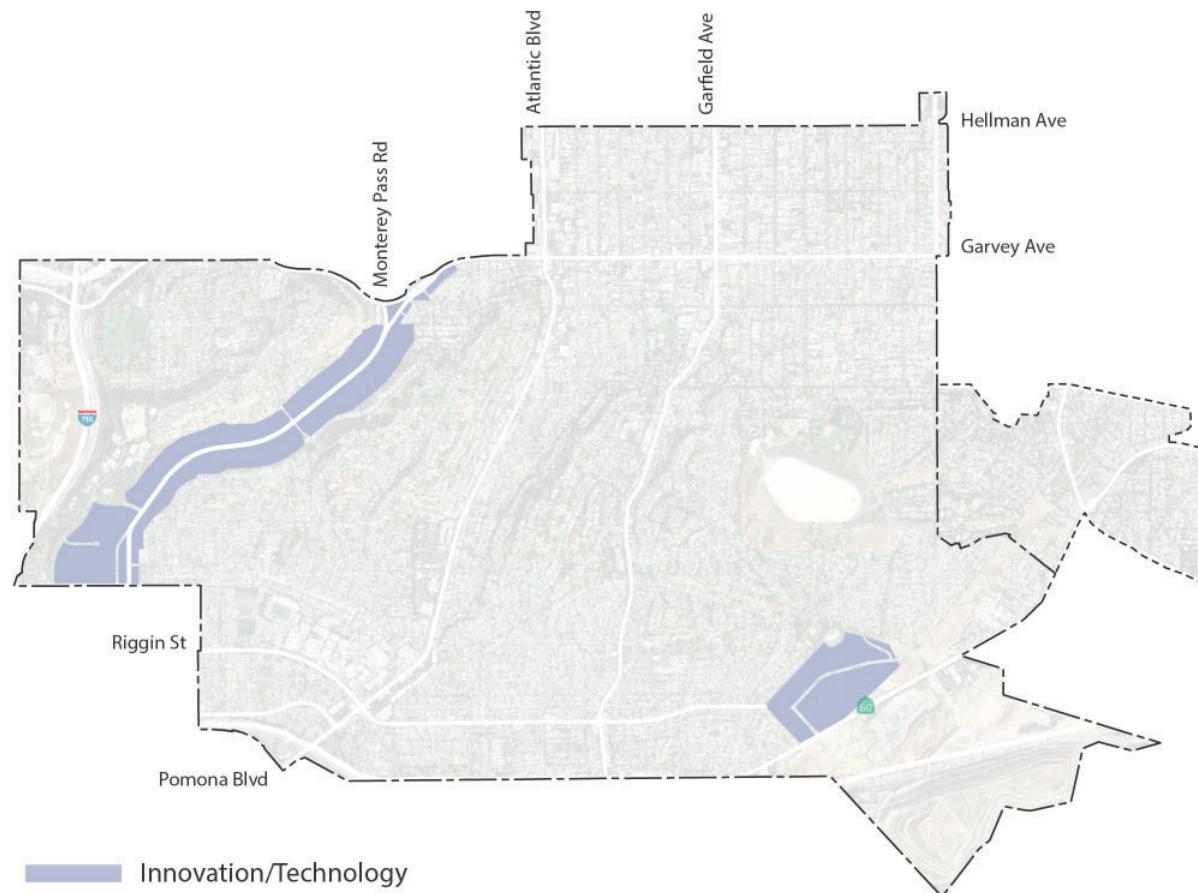
CORPORATE PLACE

FAR: 1.00

HEIGHT (FT.): 50

A list of all land use designated
DENSITIES & INTENSITIES is
provided in Table LU-1.





Technology will continue to evolve rapidly, changing how people work and do business. The City aims to accommodate and encourage new businesses that promote innovation and advances in technology, creating places for high-skilled and knowledge workers. The Monterey Pass Road corridor and Saturn Park district (on Saturn Street) provide prime properties, easy access to arterial roadways and freeways, and locations near housing perfect for new, clean technology, and creative industries.

The Monterey Pass Road corridor and Saturn Park district historically have been areas where a range of industrial businesses—including intensive manufacturing operations—have thrived. However, in Saturn Park, uses transitioned in the latter 1990s to lighter industrial and office enterprises in response to public concerns about the proximity of heavy industrial uses to residential neighborhoods. Along Monterey Pass Road, warehousing, trucking, and auto repair uses increased because of the distance from neighborhoods and relatively easy freeway access. While these uses have provided service-oriented jobs, the City is interested in attracting industries that offer higher-paying jobs and attract people of diverse interests, incomes, and talents who wish to both live and work in Monterey Park.

Properties along Monterey Pass Road and south of Davidson Drive between Monterey Pass Road and Corporate Center Drive have interesting and unique industrial buildings that can be retrofitted for creative office, research and development, and even commercial space such as breweries. The City's goal is to phase out trucking-intensive uses in favor of more environmentally sensitive businesses. Also, the City aims to improve the physical appearance of the corridor with increased landscaping, improved signage, identity lighting, and other public realm interventions. Finally, to provide for better interaction among land uses along the corridor, the City will provide better accommodations for pedestrians and cyclists and control cut-through traffic, as described in the Mobility Element.

Saturn Park will continue to function as a business park, focused on office-type and research and development uses, with supportive commercial businesses. Private reinvestment in properties will be encouraged through higher development intensity allowances. In turn, the City will require greater attention to landscaping, creative site design, and building quality.



GOAL 24 Monterey Pass Road as a prime location for new technology-oriented, creative-industry, and emerging-trends businesses

Policy 24.1

Zoning. Ensure that zoning regulations applicable to the Monterey Pass Road corridor permit the range of uses necessary to achieve land use goals. Prohibit uses that conflict with those goals, including prohibition of warehousing and trucking-related uses.

Policy 24.2

Amortization. Consider limited use of amortization provisions in the zoning ordinance to eliminate businesses incompatible with long-term land use objectives for the Monterey Pass Road corridor.

Policy 24.3

Identity. Create a distinct physical identity for the Monterey Pass Road Innovation/Technology district.

Policy 24.4

Market. Market the premier location of the Monterey Pass Road Innovation/Technology district relative to its proximity to California State University Los Angeles and East Los Angeles College for incubator businesses and public/private partnerships and investments.



GOAL 25 Saturn Park as a destination business park for high-quality service industry, research and development, and emerging industry jobs

Policy 25.1

Zoning. Ensure that zoning regulations applicable to Saturn Park permit the range of uses necessary to achieve land use goals, including prohibition on uses involving the storage and use of hazardous materials having a Class 4 ranking (UFC Standard 79-3 or succeeding ranking). Prohibit uses that conflict with the goals.

Policy 25.2

Market. Market the Saturn Park district as a premier location in the San Gabriel Valley for emerging technology businesses.

Policy 25.3

Identity. Create a distinct physical identity for the Saturn Park district.

CORPORATE CENTER USES



INTENSITIES

CORPORATE CENTER N

FAR: 2.00

HEIGHT (FT.): 60

CORPORATE CENTER S

FAR: 4.00

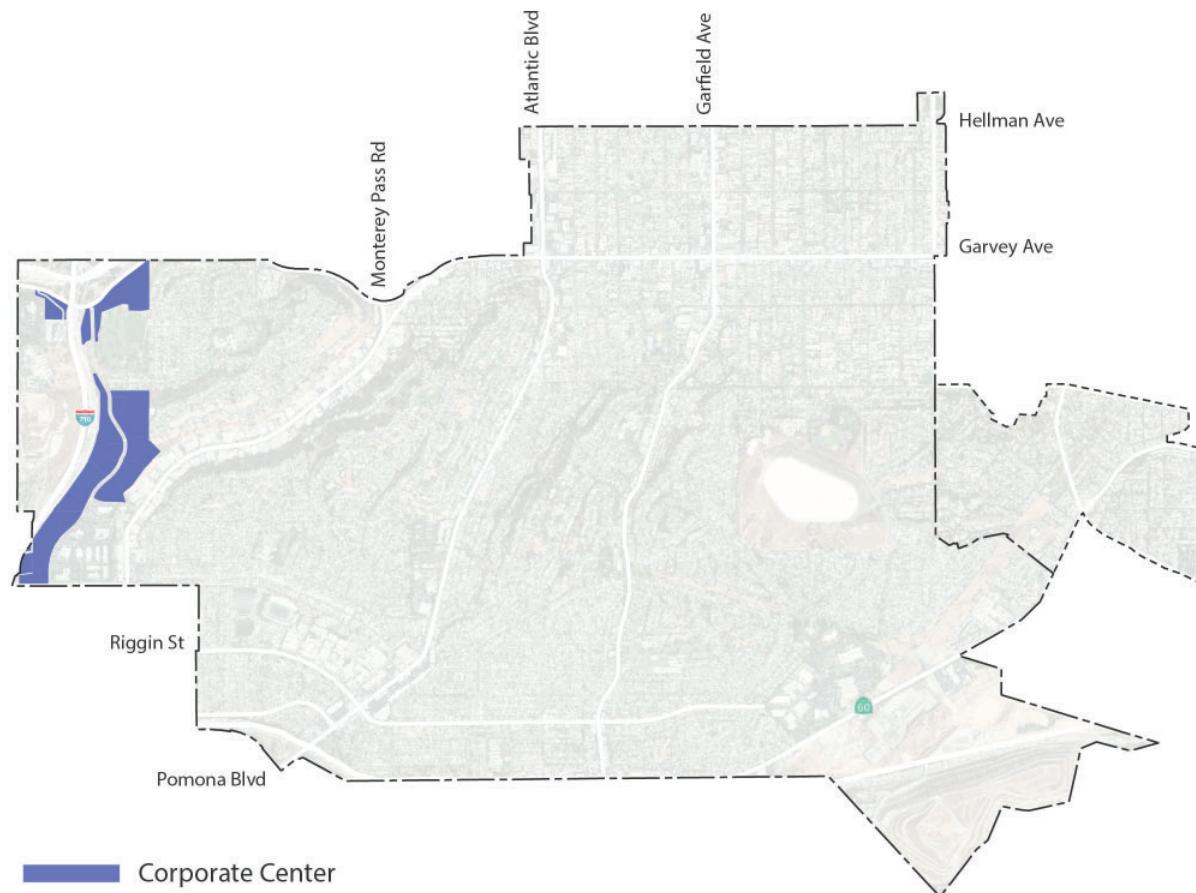
HEIGHT (FT.): 125

See Figure LU-3 and Table LU-1.



A list of all land use designated
DENSITIES & INTENSITIES is
provided in Table LU-1.





Corporate Center Drive winds along the west side of Monterey Park, parallel to I-710 and up a steep south-to-north grade that terminates at Ramona Boulevard, adjacent to the City-owned Monterey Park Golf Club. The hilly terrain provides tremendous views to the west. City land-use policy has long recognized that topography in this area and its relative separation from the rest of Monterey Park provide opportunity to allow more intense, high-rise development approaches. Also, City-owned properties adjacent to the golf course offer sites for hospitality businesses that can take advantage of views and proximity to I-710 and I-10. With downtown Los Angeles a short drive west along I-10 and California State University Los Angeles just across the freeway, the Corporate Center Drive district is well located to offer a market for corporate office, hotel, and support uses.

This district is divided into two subdistricts to reflect location-appropriate FAR and building height limits. The

district will continue to provide places for higher intensity office uses, as well as hotels, conference facilities, and ancillary restaurant and retail businesses. Building intensities will be allowed consistent with Figure LU-4 (Regulating Plan).

Regarding the golf course-adjacent properties, the City's aim is to maximize revenue-generating businesses that attract tourist and business visitor dollars.

New investment consisting of taller buildings may incorporate multi-story parking structures. Design standards will require design approaches that well integrate parking facilities into overall site design and architectural treatments. Ample landscaping will be required. Where multi-story structures abut residentially zoned properties, project design will make use of increased setbacks and building tiering and stepbacks to minimize shadow and privacy impacts on residential uses.

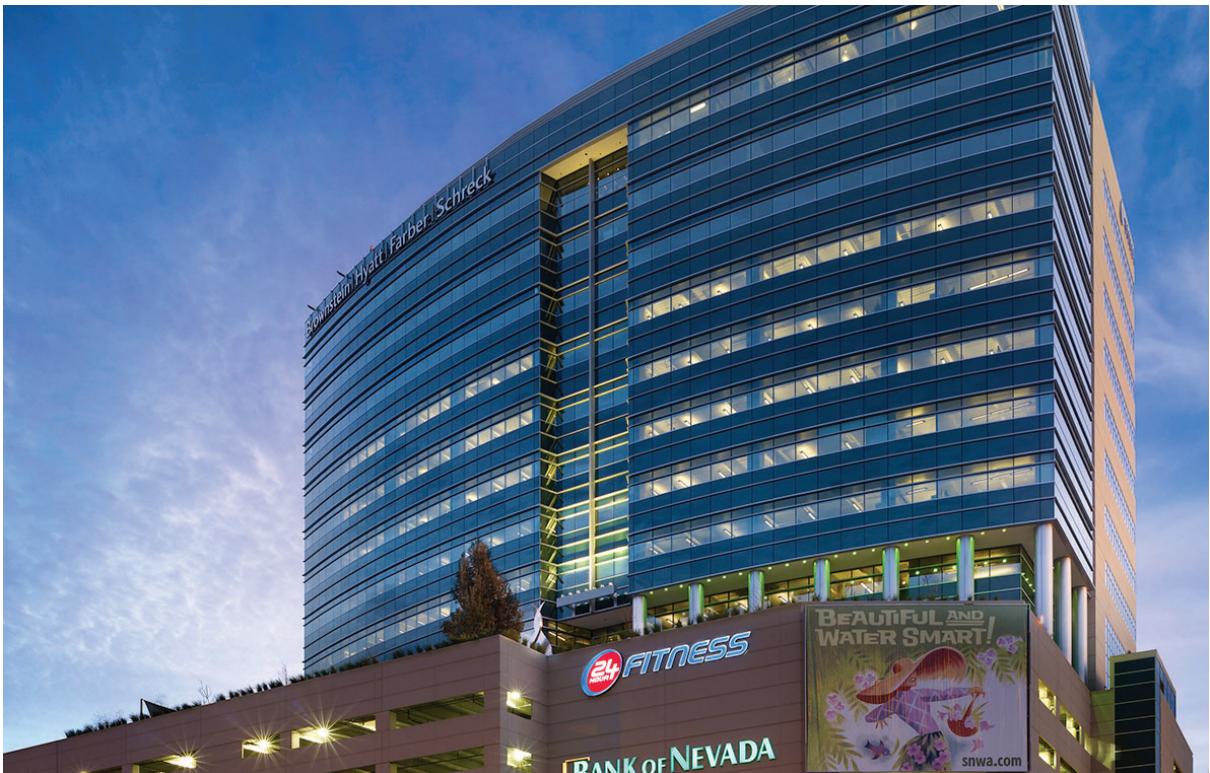
ALL CORPORATE CENTER USES

GOAL 26 Corporate Center corridor as a premier regional location for high-rise office, hospitality, and complementary uses

Policy 26.1 **Zoning.** Ensure that zoning regulations applicable to Corporate Center properties permit the range of uses necessary to achieve land use goals. Prohibit uses that conflict with those goals.

Policy 26.2 **Market.** Market the premier location of the Corporate Center district relative to its proximity to downtown Los Angeles, California State University Los Angeles, and East Los Angeles College for corporate headquarters, research and development facilities, hotels, conference facilities, and related uses.

Policy 26.3 **Maximize Use of City Properties.** Actively seek users for City-owned properties adjacent to the Monterey Park Golf Club that maximize use of the properties and generate reliable revenue streams.



PUBLIC FACILITIES

INTENSITIES

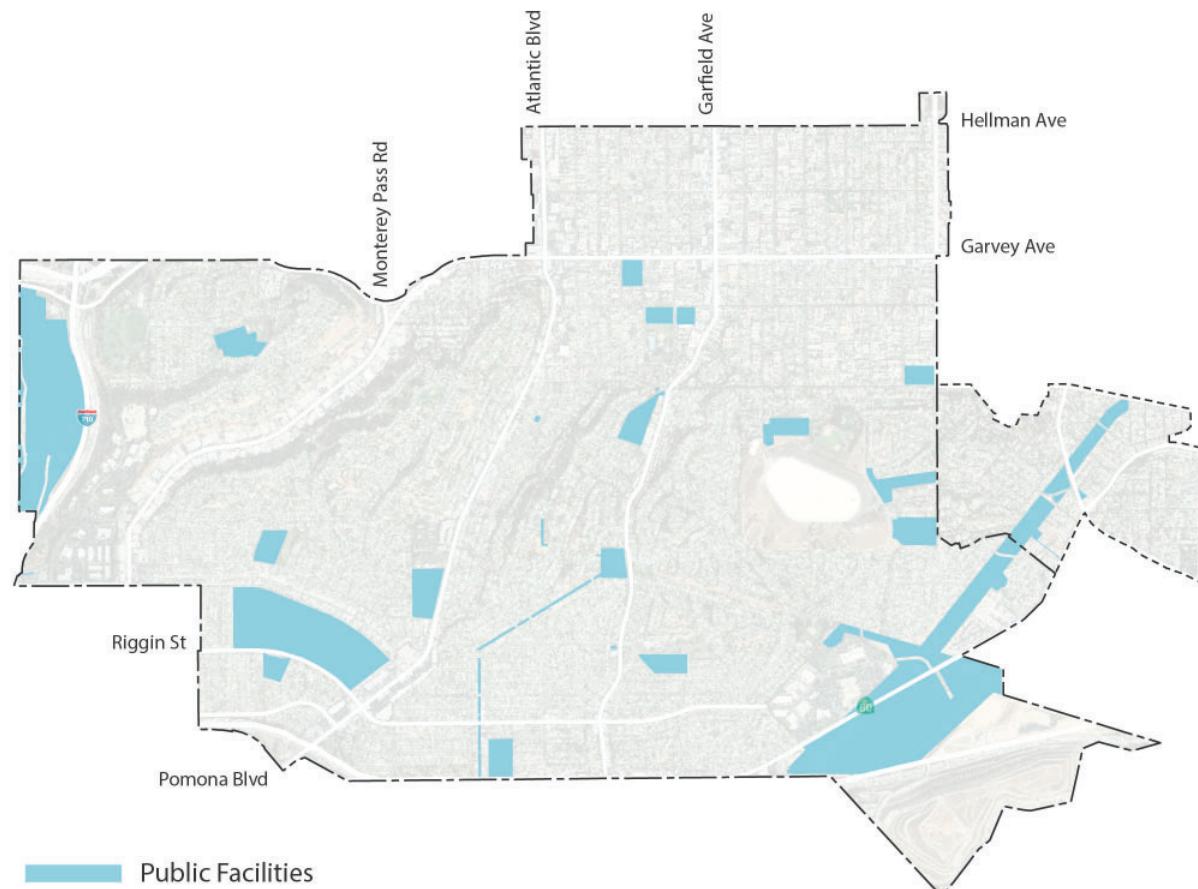
All Public Facilities

FAR: 0.75

HEIGHT (FT.): Per Zoning

A list of all land use designated **DENSITIES & INTENSITIES** is provided in Table LU-1.





The Public Facilities designation encompasses government, civic, cultural, public school, and infrastructure uses that support community needs. Monterey Park has well-used community facilities and a library that provide important places for gathering and education. Programs at these facilities contribute significantly to community life; residents have expressed the importance of upgrading these facilities in response to heavy use.

Regarding public schools, four distinct school districts serve City students, which is unusual, as well as a bit chaotic and confusing for residents. Often home values can be affected by the school district's quality, which in turn affects neighborhood quality. While the land use plan recognizes the location of established schools, it does not and cannot address the influences of school district boundaries. However, the City is supportive of efforts to consolidate districts or redraw district boundaries.



GOAL 27 State-of-the-art community facilities that support established programs, accommodate future needs, and are accessible to all community members

Policy 27.1

Functional and Flexible.

Maintain multi-functional, flexible, and complementary space at Monterey Park's community buildings and spaces.

Policy 27.2

Maximize Use. Maximize

public facility use by sharing with nonprofit organizations, school districts, and community organizations.

Policy 27.3

New Facilities. Locate

new community facilities in neighborhoods and centers where they will serve populations of the greatest needs. Look for opportunities to create joint-use community space at facilities owned by private organizations such as faith-based groups, service groups, and hospitals.

Policy 27.4

Library. Maintain a state-of-

the art library collection in an attractive and inviting facility capable of accommodating users of all ages and abilities.



GOAL 28 Utility infrastructure that minimize adverse visual impacts

Policy 28.1

New Facilities. Locate and design new capital-intensive potable water storage and distribution facilities, particularly storage tanks, in a manner that minimizes visual, cost, and environmental impacts on the surrounding areas.

Policy 28.2

Reduce Visual Impact. Reduce visual impact of aboveground and overhead utilities, including electric lines, by working with local providers to maximize opportunities to place utilities underground.

Policy 28.3

Utilities Placement. Continue to require the placement of utilities underground within new development.

Policy 28.4

Undergrounding. Strengthen requirements for underground utilities in older sections of the City as part of private redevelopment projects to improve the aesthetic quality of streets and neighborhoods.

Policy 28.5

Alternative Energy. Accommodate alternative energy infrastructure as new technology evolves.

OPEN SPACE

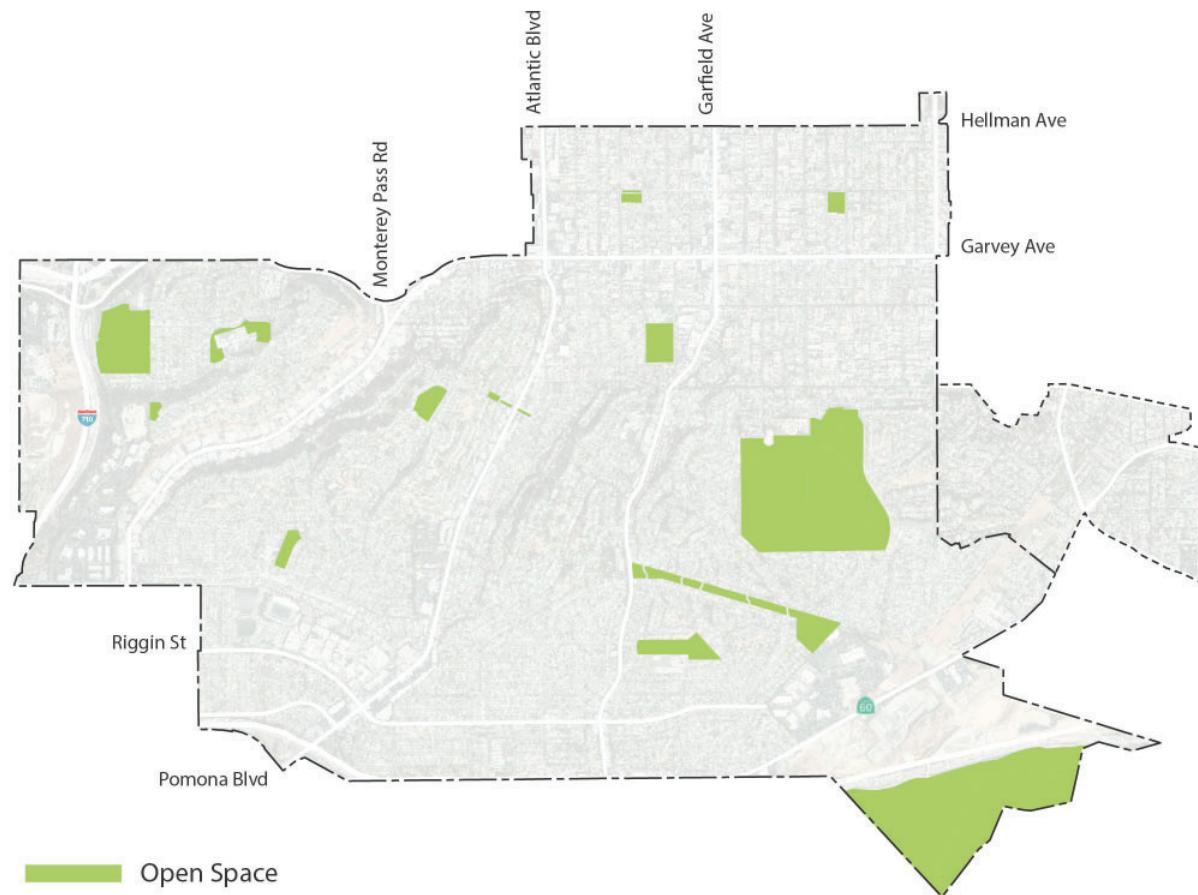


INTENSITIES

All Open Space
FAR: 0.35
HEIGHT (FT.): Per Zoning

A list of all land use designated
DENSITIES & INTENSITIES is
provided in Table LU-1.





Natural open spaces and urban recreation areas contribute to a healthy and environmentally sustainable community.

While Monterey Park has well-used parks, establishing new green space will be difficult given the community's built-out character. The General Plan features traditional concepts for open space, as well as innovative open space such as parklets, public right-of way conversions, and urban recreation/plazas/facilities.

Other open spaces include a former landfill and the Monterey Park Golf Club. While the portion of the former landfill north of SR-60 has been remediated and developed as the Market Place commercial center, the 145-acre portion south of SR-60 remains a Superfund site (as designated by the U.S. Environmental Protection Agency)

and is thus unavailable for development or even passive open space use due to extensive contamination. The Monterey Park Golf Club, a City-owned nine-hole facility, is available for general public use.

Given the very limited opportunities to create new open space, focused creative solutions to meet demands of new residents include:

- Creating mini green spaces in conjunction with roadway enhancements
- Creating urban recreation spaces through public plazas and linear greenways
- Supporting urban agriculture and community gardens

GOAL 29 Unique new open spaces to complement the City's established and well-used park and trails systems

- Policy 29.1** **Trails System.** Create and maintain a system of trails, sidewalks, linear parks, and other connections that provide residents of all abilities with opportunities to exercise, enjoy nature, and access recreation facilities within a five-minute walk from home. Activate and encourage discovery along urban trails.
- Policy 29.2** **Green Space.** Consider the development of new park land or green space through the repurposing of excess street rights-of-way.
- Policy 29.3** **Gardens.** Pursue the use of Edison Trails Park for community gardens and urban agriculture.
- Policy 29.4** **Public Spaces.** Develop guidelines for commercial and mixed-use development projects to incorporate accessible plazas, paseos, and other public spaces into project design.
- Policy 29.5** **Community Gathering Spaces.** Design, construct, and program community gathering spaces, plazas, and an outdoor stage/amphitheater in the Downtown Core, Garvey Corridor, North Atlantic, and South Atlantic focus areas.
- Policy 29.6** **Parkland.** Require parkland dedications and/or provision of usable on-site public space for significant development projects involving new residential construction.
- Policy 29.7** **Surplus Land.** Consider the acquisition of surplus land owned by public agencies for future open space.
- Policy 29.8** **Urban Agriculture.** Create urban agriculture areas to encourage property owners of vacant parcels to convert them into community gardens through the incentives made available through the Urban Agriculture Incentive Zones Act (Sections 51040-51042 of Chapter 6.3 of the California Government Code).
- Policy 29.9** **Recreational Space.** Enhance street corridors, parkways, and public property between buildings to serve as green space and functional recreation space (e.g., community gardens, parklets, play spaces, public seating).

GOAL 30 Public places evolve to meet the needs of changing demographics and public interests

- Policy 30.1** **Flexible Design.** Incorporate flexible design characteristics into the renovation of existing and development of new parks and community facilities.
- Policy 30.2** **Environmental Responsibility.** Continue to build, renovate, and maintain parks and community facilities in a manner that is environmentally responsible.



**“Now and in the future, our
city will offer a comfortable
and modern environment
with plenty of job
opportunities.”**

- Monterey Park resident



IMPLEMENTATION PLAN



TABLE LU-2 IMPLEMENTATION PLAN TABLE**Procedures, Permits, Agreements, and Ordinances**

PROGRAM 1: AMEND ZONING REGULATIONS	
Program Description	<p>Amend the zoning regulations and zoning map to reflect General Plan land use policy and design standards. In particular:</p> <ul style="list-style-type: none"> • Require active storefronts in Mixed Use designated areas • Provide flexibility to accommodate emerging new uses, markets, and business practices over time • Implement development incentives geared toward land assembly • Accommodate transit-oriented districts and uses around future (planned and proposed) Gold Line stations • Match development standards, including maximum densities, intensities, FAR, du/ac, building heights, to General Plan land use designation standards • Include standards that address building massing and front façade transparency • Create standards for transition areas to ensure new development is compatible with established uses • Allow housing as part of mixed-use development projects along the west side of Atlantic Boulevard • Ensure compliance with California law as to affordable housing, density bonuses and inclusionary housing requirements • Allow for urban agriculture, community gardens, and gathering spaces
Related Land Use & Urban Design Element Policies	1.1, 1.2, 1.5, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3, 3.4, 3.7, 3.9, 6.1, 6.2, 6.4, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 9.1, 9.2, 10.1, 10.2, 11.1, 12.1, 14.1, 14.4, 15.1, 16.3, 17.1, 17.2, 17.3, 17.7, 18.1, 19.1, 19.4, 19.5, 19.8, 19.9, 21.5, 23.6, 24.1, 25.1, 26.1
Time Frame	After LUE approval
Responsibility	Planning, Community and Economic Development
Funding Source(s)	General Fund

PROGRAM 2: ACCESSORY DWELLING UNIT (ADU) LAW COMPLIANCE

Program Description	Update accessory unit requirements and regulations to comply with current California law.
Related Land Use & Urban Design Element Policies	6.3, 7.8
Time Frame	Short Term
Responsibility	Planning, Building and Safety, Code Enforcement
Funding Source(s)	General Fund

PROGRAM 3: DEVELOPMENT STANDARDS AND GUIDELINES

Program Description	Create and codify development standards and guidelines to direct site and building design in accordance with the Land Use and Urban Design Element. Standards and guidelines should address: <ul style="list-style-type: none"> • Private and public realm standards requirements that reflect a distinctive community character • Pedestrian circulation and safety • Parking • Building materials, massing and orientation • Architectural character, drawing design inspiration from historical influences (i.e. Cascades fountain) • Landscaping and public art • Pedestrian amenities (e.g., benches, trash receptacles, street trees, and lighting)
Related Land Use & Urban Design Element Policies	1.3, 1.4, 1.6, 8.2, 8.3, 8.4, 8.5, 8.6, 10.4, 13.1, 14.3, 15.3, 15.4, 16.2, 17.4
Time Frame	Short Term and Ongoing
Responsibility	Planning
Funding Source(s)	General Fund

PROGRAM 4: AMORTIZATION

Program Description	Conduct an investigation of uses throughout nonresidential designated areas to determine which are inconsistent with the policy direction outlined in sections 2.7 through 2.14 of the Land Use and Urban Design Element. Establish a program for the gradual relocation, or elimination, of specific nonconforming uses.
Related Land Use & Urban Design Element Policies	24.2
Time Frame	Intermediate Term
Responsibility	Planning
Funding Source(s)	General Fund

PROGRAM 5: DEVELOPMENT APPLICATION PROCESS AND DESIGN REVIEW

Program Description	Examine the current plan review, permitting, and design review processes to ensure: <ul style="list-style-type: none"> • Comprehensive review of all new commercial and industrial development • Dependable, transparent, and on schedule processing of all applications
Related Land Use & Urban Design Element Policies	12.2
Time Frame	Short Term and Ongoing
Responsibility	Planning
Funding Source(s)	General Fund, Application Fees

PROGRAM 6: PLAN CONSISTENCY

Program Description	<ul style="list-style-type: none">• Repeal the North Atlantic, Mid Atlantic, and Garvey-Garfield specific plans and replace them with zone districts. As needed, develop streetscape plans for these areas.• Review the Pedestrian Linkages Plan and update as necessary to implement land use and urban design policies.
Related Land Use & Urban Design Element Policies	16.1, 20.3
Time Frame	Short Term
Responsibility	Community and Economic Development
Funding Source(s)	General Fund

Plans and Studies

PROGRAM 7: STREETSCAPE PLAN

Program Description	Create and implement a citywide streetscape plan that: <ul style="list-style-type: none"> • Enhances streetscapes with aesthetic treatments that also contribute to the comfort and safety of pedestrians • Creates well-defined, recognizable districts and neighborhoods • Provides consistent design themes • Requires integrated street and pedestrian amenities such as landscaping, street furniture, outdoor dining, lighting, wayfinding signage, public art • Uses the public realm to connect places and districts citywide • Includes durable pedestrian and bicycle facilities including trails, sidewalks, bike lanes, and linear parks • Incorporates design strategies that encourage flexibility and a range of uses and users • Provides residents and visitors with functional and flexible spaces at and around the City's public community buildings and facilities
Related Land Use & Urban Design Element Policies	1.3, 1.4, 1.6, 19.2, 19.3, 21.4, 23.1, 24.3, 25.3, 27.1, 29.1, 29.9, 30.1
Time Frame	Intermediate to Long Term
Responsibility	Planning, Engineering, Public Works
Funding Source(s)	CIP Funds, Grants

PROGRAM 8: ECONOMIC DEVELOPMENT PLAN

Program Description	As part of the City's ongoing economic development efforts: <ul style="list-style-type: none">• Seek well-known, economically proven hospitality users for City-owned properties within the Corporate Center district• Consider land acquisition as a way to create larger, marketable properties• Promote and market the City's assets and opportunities• Ensure access between residential and nonresidential uses, services, and public facilities
Related Land Use & Urban Design Element Policies	5.1, 5.2, 10.3, 24.4, 25.2, 26.2, 26.3, 29.7, 29.8, 29.5
Time Frame	Ongoing
Responsibility	Planning, Community and Economic Development, City Council
Funding Source(s)	General Fund, BID Funds, Grants

PROGRAM 9: GATEWAY AND WAYFINDING PLAN

Program Description	Develop a citywide gateway and wayfinding plan to: <ul style="list-style-type: none"> Help identify major activity areas, landmarks, key businesses, and community facilities Create a sense of arrival Foster a sense of community and identity Welcome visitors and increase tourism revenue
Related Land Use & Urban Design Element Policies	13.2, 19.3, 20.4, 20.5, 21.1
Time Frame	Intermediate Term
Responsibility	City Manager, Public Works, Community and Economic Development
Funding Source(s)	General Fund, Grants

PROGRAM 10: PARKING MANAGEMENT PLAN

Program Description	Develop a parking management plan to address: <ul style="list-style-type: none"> Traffic flow Parking lot circulation (including landscaping and pedestrian passageways) Vehicular and pedestrian circulation and safety New development requirements (including parking needs along Garvey Avenue)
Related Land Use & Urban Design Element Policies	14.2, 15.2, 19.6, 23.5
Time Frame	Short Term
Responsibility	Public Works
Funding Source(s)	General Fund

PROGRAM 11: CLIMATE CHANGE ACTION PLAN

Program Description	Develop a Climate Change Action Plan to address: <ul style="list-style-type: none">• Sustainable development best practices and new development requirements• Reducing environmental burdens, particularly in identified disadvantaged communities• Mitigating urban heat island effect and increased tree canopy coverage• Approaches to decrease vehicle miles traveled and increase active transportation (walking, bicycling)
Related Land Use & Urban Design Element Policies	4.1, 4.2, 4.3, 4.4, 4.5, 4.6
Time Frame	Intermediate Term
Responsibility	Planning
Funding Source(s)	General Fund, Grants

Physical Improvements

PROGRAM 12: EXPAND RECREATIONAL AND OPEN SPACES

Program Description	Encourage active living, physical activity, health, and wellness by creating and maintaining a green network that provides ready access to parks, open space, trails, gardens, plazas, and public spaces.
Related Land Use & Urban Design Element Policies	3.6, 3.8, 27.1, 27.2, 29.1, 29.2, 29.3, 29.4, 29.5, 29.6, 29.7, 30.1, 30.2
Time Frame	Ongoing
Responsibility	Planning, Recreation and Community Services
Funding Source(s)	General Fund, Grants

PROGRAM 13: COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

Program Description	Identify financial incentives that will encourage property and business owners to improve the exterior appearance of their buildings and storefronts.
Related Land Use & Urban Design Element Policies	19.7, 23.4
Time Frame	Intermediate Term and Ongoing
Responsibility	Community and Economic Development
Funding Source(s)	General Fund, Grants, BID Fees, Loans

PROGRAM 14: PARKLET PROGRAM

Program Description	Develop a parklet program that identifies potential locations and the permitting process to allow businesses, property owners, and other groups to install parklets in public rights-of-way.
Related Land Use & Urban Design Element Policies	21.4, 23.1, 23.7
Time Frame	Short Term and Ongoing
Responsibility	Planning, Public Works
Funding Source(s)	General Fund

PROGRAM 15: BUSINESS IMPROVEMENT DISTRICT (BID)

Program Description	Continue to consult with the Business Improvement District to: <ul style="list-style-type: none"> Promote event programming Prioritize and fund public and capital improvement projects
Related Land Use & Urban Design Element Policies	19.4, 19.7, 20.1, 20.2, 20.4, 20.5, 21.2, 21.3, 21.4, 23.1, 23.4, 23.7
Time Frame	Ongoing
Responsibility	Community and Economic Development
Funding Source(s)	General Fund, BID Fees

PROGRAM 16: SERVICE PROVIDER COORDINATION

Program Description	Consult and coordinate with local service providers (such as Southern California Edison, AT&T, etc.) to: <ul style="list-style-type: none">Underground overhead utility lines concurrent with new developmentMaximize use of existing public facilities and utilitiesStrategically locate new public facilities and utilities to minimize cost, and mitigate visual and environmental impactsIncentivize alternative energy infrastructure, technology, and use
Related Land Use & Urban Design Element Policies	12.3, 19.4, 28.1, 28.2, 28.3, 28.4, 28.5
Time Frame	Ongoing
Responsibility	Public Works
Funding Source(s)	General Fund, Grants, Development Agreements

Special Programs and Projects

PROGRAM 17: LOT CONSOLIDATION PROGRAM	
Program Description	Develop a lot consolidation program that identifies regulatory and financial incentives to encourage lot consolidation to achieve the scale and quality of development envisioned in the Land Use and Urban Design Element.
Related Land Use & Urban Design Element Policies	23.3
Time Frame	Short Term
Responsibility	Community and Economic Development
Funding Source(s)	General Fund
PROGRAM 18: COMPLETE STREETS AND NEIGHBORHOODS	
Program Description	<p>Develop and implement a Complete Streets and Neighborhoods program that:</p> <ul style="list-style-type: none"> • Accommodates all modes of travel (e.g. walking, bicycling, scooting, driving) • Integrates schools, childcare and community centers, green spaces and parks, and public amenities <p>Consult with developers and project applicants to require publicly accessible urban public spaces—such as plazas, courtyards, parklets, mini-parks, and similar public spaces—to be integrated into mixed-use projects.</p>
Related Land Use & Urban Design Element Policies	7.1, 17.5, 20.1, 20.2, 21.2, 21.3
Time Frame	Intermediate Term and Ongoing
Responsibility	Planning, Engineering, Recreation and Community Services, Community and Economic Development
Funding Source(s)	General Fund, Grants, Development Agreements

Education and Outreach

PROGRAM 19: ONGOING COMMUNITY EDUCATION AND ENGAGEMENT

Program Description	Encourage diverse participation in local planning and decision-making processes by: <ul style="list-style-type: none"> • Targeting outreach events to accommodate populations that are typically underserved and/or underrepresented • Publishing outreach and meeting materials in English, Spanish, and other languages, as appropriate • Engaging the public early and often throughout planning and design processes
Related Land Use & Urban Design Element Policies	5.3, 5.4, 7.2
Time Frame	Ongoing
Responsibility	City Manager, Planning
Funding Source(s)	General Fund, Grants

PROGRAM 20: EDUCATIONAL BROCHURE OR MANUAL

Program Description	Develop a graphic brochure or manual that includes illustrations and images to identify zoning standards and design approaches that effectively transition the massing and scale of taller buildings adjacent to existing Low Density residential.
Related Land Use & Urban Design Element Policies	19.5, 21.5, 22.2, 23.6
Time Frame	Short Term
Responsibility	Community and Economic Development
Funding Source(s)	General Fund

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2040

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