



C1. Entries to shops directly from the pedestrian realm.

C. BUILDING ENTRIES AND SERVICE ACCESS

1. Entries oriented to street frontage: To promote active, pedestrian-friendly streets, each individual tenant or business establishment and residential lobbies should be oriented to and accessible from the major street frontage and directly from the public sidewalk.
2. Entries emphasized: Sidewalk pedestrian entries to shops and residential lobbies should be prominently highlighted with a two story height, unique awnings, overhangs trellises, or other distinctive features. Shop and major building entries may be recessed to create a gracious entry provided that the continuity of the street wall along the street frontage is continued.

3. Service areas concealed: Where possible, services area should be located at the rear of the building unless these areas can be concealed within the interior of the building design.
4. Screening of services areas: Loading docks, service and storage areas, should be screened from public streets and neighborhoods.

D. COMPATIBILITY WITH SURROUNDING DEVELOPMENT AND BETWEEN USES ON THE SITE

1. Privacy between land uses: The design of the structures should address privacy between residential units and other non-residential uses on the site and on adjacent properties.
2. Private development to complement the public realm: The design of the structures and landscaping should complement the street pedestrian realm with plazas, pocket parks, public gathering spaces, street furniture and landscaping.
3. Public spaces distinguished from private spaces: The design should provide visual and physical cues that demark the public space from the private space.



D2. This mixed-use block has townhouse uses with stoops along one street frontage and units above retail along another frontage.



D3. A residential project that separates the public and private spaces.

4. Passageways for light and air: To integrate new buildings with the surrounding area, new buildings are encouraged to provide passageways through new buildings that allow for light and air to adjacent buildings and connect to the pedestrian realm.
5. Address odors and rubbish from food service uses: To prevent nuisance odors, food service uses shall provide appropriate ventilation and air filtration systems, and rubbish containers and storage areas shall be covered and located away from residential windows and ventilation
6. Noise mitigation adjacent to arterials: Noise insulation techniques such as double pane glass should be used in residential units adjacent to heavily traveled corridors.
7. Shield exterior lighting: Exterior lighting should be shielded from adjacent private projects and the public realm.

E. TREATMENT ADJACENT SINGLE-FAMILY RESIDENTIAL ZONE

1. Privacy of adjacent residential: To provide privacy for adjacent single-family, windows in mixed-use projects directly facing single-family zones within 15 feet of the property line, should be designed either as translucent, louvered, offset from existing single-family windows, located at least five feet above the floor of each level or another solution achieving this intent.
2. Minimize traffic intrusion into residential neighborhood: Mixed-use projects should be designed to minimize motor vehicle circulation through local single-family neighborhood streets.
3. Convenient Guest Parking: Guest parking areas should be located and designed to be convenient in order to minimize parking in residential neighborhoods.



D4. Passageways provide opportunities for light and air.



E2. Small medians and curb bump-outs can reduce traffic in adjacent neighborhoods.

Chapter 5. Private Realm Recommendations

4. Facades facing existing residential: Façades and garages that face existing single-family should be designed to be comparable with the scale of the existing development by using transitions in building height, variety in roof forms, architectural features and landscape elements such as trellis and planters.
5. Sensitive transitions: To respond to the scale of adjacent neighborhoods, new projects should sensitively transition the massing and scale such as stepping back the building height or minimizing the building mass adjacent to existing residential.

F. PARKING

1. Location of parking: To emphasize the pedestrian realm, on-site parking should not be located adjacent to the sidewalk but



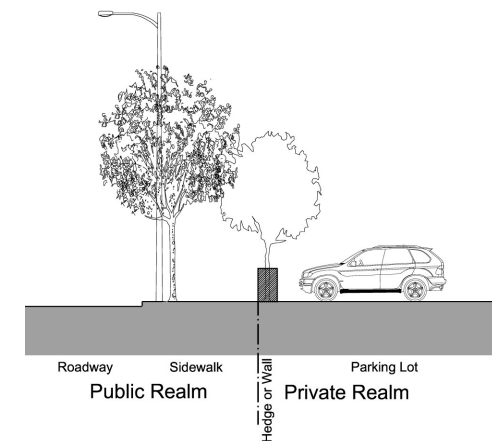
E4. New buildings should transition in scale adjacent to residential.

instead should be located underground or at the rear of the parcels with convenient pedestrian access to non-residential and residential uses. New parking lots should not be built adjacent to the pedestrian realm on Garvey, Garfield, or Atlantic Boulevard.

2. Screening of Parking: Existing or new parked cars in lots which face a street should be screened from view from the street by a hedge or a low masonry wall and vines. Parking garages should be designed with generous landscaping and canopy trees.
3. Parking access: When available access to parking should be from side streets and from alleys. To minimize traffic congestion and breaks in the pedestrian realm multiple parking access points along major corridors are discouraged.
4. Parking garage design: The design of parking structures should be compatible with the design of the main building. A parking structure should not exceed the height of the building on the site it serves.



F2. Parking structure screened from view of adjacent residential with landscaping and architectural treatments.



F2. Parking lots can be screened from the public realm with a combination of landscaping and attractive masonry walls.

Downtown Monterey Park Mixed-Use and Pedestrian Linkages Plan



F5. Parking structures on major corridors should have ground-floor commerce.

5. Parking structures located away from corridor frontage: Above ground parking structures should not front on major corridors unless there is no feasible alternative. If parking structures are located on a corridor, the ground floor should be devoted pedestrian-friendly retail, service and restaurant uses, and visual interest.
6. Interconnected parking: Where possible, link the new parking lots with those of adjacent development to facilitate arterial movements, especially when streets are congested.
7. Shared use of parking: If feasible that shared parking spaces in common at different times of the day or on weekend should be included in a new mixed use projects to minimize traffic congestion and parking demand.

8. Drop-off and valet: Spaces for drop-off and valet parking should be provided in major projects.
9. Avoid visible sloping floors: An above-grade parking structure should not have sloping floors visible from adjacent streets.

G. ACCESS

1. Shared driveway access: To minimize the number of curb cuts thereby making the streetscape more walkable and attractive for new mixed-use projects, consolidation of building sites should be encouraged to reduce the number of access drives from the major arterials. Shared driveway access between lots is permitted and encouraged to further reduce driveways cuts from the arterials.
2. Access from side streets and alleys: Vehicular access should be provided from the side streets, adjacent alleys, and parallel streets, and traffic calming techniques should be provided to minimize intrusion of traffic into adjacent neighborhoods. Where side street, alleys, or parallel streets are not available, driveways access should be limited to no more than one 20-foot wide driveway per 200 feet of building frontage.

3. Pedestrian amenities at street crossings: Pedestrian crossings at arterials should include items such as curb extensions at intersections, decorative crosswalk paving, shortened turning radii for cars, complementary plant materials, and pedestrian lighting, public art and bus shelters.



G2. This garage access from an alley includes variation in color, variation in massing, landscaping in setbacks, and a passageway through to live-work units.



G3. Curb extension, special paving, and pedestrian amenities at street crossings add to a pedestrian-friendly environment.

Chapter 5. Private Realm Recommendations

H. LOT CONSOLIDATIONS

1. Lot consolidation for efficient sites: As many of the lots are smaller than 10,000 square feet, lot consolidation is encouraged along the corridors to leave more space along the pedestrian realm for streets trees, other pedestrian amenities and on-street parking, as well as providing more efficient private development sites.
2. Respect scale of historic patterns: When consolidating lots, new development should respect the existing fabric of the community by reflecting historic development patterns through the use of building indentations, breaks in buildings for open space, changes in color, or other methods.

I. SIGNAGE

1. Clear distinctive signage: Signage should be distinctive and clear, and uniformly and consistently applied. Signage may operate at three scales: identification of individual stores, restaurants, entertainment centers, and offices; identification of a “project,” or group of such businesses and identification of residential units.
2. Individual Business Signage: Store, or individual building signage should be located directly on the building. Signage should be located within a horizontal band above awning height. Adherence to a

uniform typeface for all stores is not as important as uniform letter height, in a common horizontal band. Business signage shall be limited to the following standards, notwithstanding other requirements of Chapter 21.50 of the Zoning Ordinance. No freestanding signage is allowed. Signage above awning or display window height shall be no larger than 25 square feet, with one such sign allowed for businesses over 80 linear feet along the storefront. The 25 square feet area requirement may not be combined for the two signs. It is desirable that the height of individual letters be consistent for all businesses along a block front, ranging between 12 and 18 inches. In general, signage should be placed within a consistent sign band 10-15 feet above sidewalk elevation however creative signage that depicts uses in an innovative fashion is encouraged. Building signs shall not project beyond 6 feet from the face of building. Letters should be individually illuminated, rather than back-lit in sign boxes.

3. Awning Signage: Awning signage should be displayed on the vertical face of an awning in letters no higher than 8 inches, with words/characters no wider than 10 linear feet. Only one such awning sign shall be allowed per business, and such awning should be placed over the business entrance.



11. Project signage at ground level aids visitors in locating destinations.



12. Attractive business signage at or above awning height.

Downtown Monterey Park Mixed-Use and Pedestrian Linkages Plan



12. Simple business sign above awning.



12. Simple business sign with logo.

4. Under Canopy Signage: Under-canopy signs, or under-arcade signs, shall be permitted as described in Chapter 21.50 of the Zoning Ordinance. Such hanging signs are desirable when hung under second-story projections over the required 5- to 10-foot setbacks at street level.
5. Window Signage: Window signs shall be permitted as described in Chapter 21.50 of the Zoning Ordinance, not to exceed 25 per cent of the window area. Letters placed directly on a window are preferred over signs with background that blocks window transparency.

6. Project Signage: Project signage should give identity to a collection of businesses, through the use of logo, consistent signage, or other graphic device. Locations for project signage include street corners (e.g., Garvey/Garfield corner plazas), and entrances to off-street parking for mixed use projects with residential on the upper floors all project signage should be limited to the non-residential floors. The area of project signage should be limited to two such signs along a block face, between streets. Freestanding pylon-type signs are not encouraged with the exception of freestanding signs identifying off-street project parking lots or a large project. The surface area of any freestanding sign no higher than 20 feet in height shall not exceed 200 square feet for all sides. The

maximum width of any face of a pylon, tower, or other freestanding sign shall not exceed 6 feet. Signs identifying off-street project parking shall not exceed 12 square feet in surface area on one side, of a maximum of two sides. Such signs shall not exceed a height of 10 feet.

7. Residential unit signage: Residential signage should be limited to signage on the ground floor identify the residential lobby a main pedestrian entry for visitors and residents and visitor parking entries. Signs should not exceed 25 square feet and be limited to two per project.



16. Pylon signs permitted for public parking.

5.3 Prototype Projects

In order to assist members of the community and potential developers in envisioning how the development standards and guidelines for mixed-use development can be successfully implemented, two prototype projects have been developed which reflect these recommendations. The two prototype projects selected are located at actual locations and are based on knowledge of economic conditions and housing needs in the San Gabriel Valley and the regional as a whole.

The two prototype projects are located at opposite ends of Downtown Monterey Park and reflect the fact that mixed-use development can take many forms. The two projects are:

- *Major Mixed Use Project Concept at Garvey/Atlantic* – This prototype is a large commercial development with high-density multifamily housing at the northeast corner of Garvey Avenue and Atlantic Boulevard.
- *Mixed-Use Concept on East Garvey and Pro Forma* – This prototype is for live-work townhouse units along Garvey Avenue at Sefton Avenue. This concept addresses the small lots and less intense commercial character of East Garvey. A pro forma was also developed for this concept.

For both prototype projects, actual sites were used in order to give community members and developers a real context for implementation of the mixed-use standards and guidelines. However, the selection of these specific sites to

does not imply that development is pending or must occur on these sites. Decisions about precise locations for new mixed-use development have not been made as a part of this Plan.

5.3.1 Major Mixed-Use Concept at Garvey/Atlantic

The mixed-use development concept proposed for the northeast corner of Garvey Avenue and Atlantic Boulevard illustrates the type of major commercial and residential project that can function both as a regional shopping destination and as a new focal point for the community. This prototype has been represented in plan, in Figure 5-1.

The characteristics of this project are:

- 5 level development with public gathering space and shops along the street frontage
- 220,000 square feet of commercial development
- Floor-Area Ratio – 1.9
- 31 units / acre @ 1,500 square feet per unit
- Parking located below grade and in above-ground structure

The concept has been designed to emphasize its pedestrian- and community-orientation. Wide sidewalks, a minimum of 15' wide along Garvey and 12' wide along Atlantic and Chandler, have a decorative paving pattern which should be coordinated with surrounding streetscape plans. A large outdoor space opens off of Garvey into the heart of the development, providing a community gathering spaces as well as seating for restaurant patrons. This two-level outdoor

space makes use of the site's sloping grade. The two-level space provides the opportunity for establishing private open space for residents above and public space below for visitors. In addition, the project concept includes a wireless internet "hot spot" in the open space.

As a mixed-use project, this development should be similar in quality to other major up-scale outdoor shopping centers built recently in Southern California, including Paseo Colorado in Pasadena and the Grove at the Farmer's Market in Los Angeles. Also similar to Paseo Colorado, residential units would be located above the commercial development, with separate residential entrances for pedestrians and parking.

Based on community input and economic analysis, the project would retain important uses from the existing development on site and add new uses that are lacking in the area. Both the existing Ranch 99 Market and drugstore would be retained and upgraded. These uses are both ideal in that they would serve residents of the project and in the surrounding community.

Potential uses on the site include a bookstore, a fitness center, and a mix of restaurants. The community has mentioned that bookstores and fitness centers are largely absent in the area, and both would complement a mixed-use development well. The mix of restaurants envisioned would include multiple types of international cuisine, including the potential for high-quality national chain restaurants.

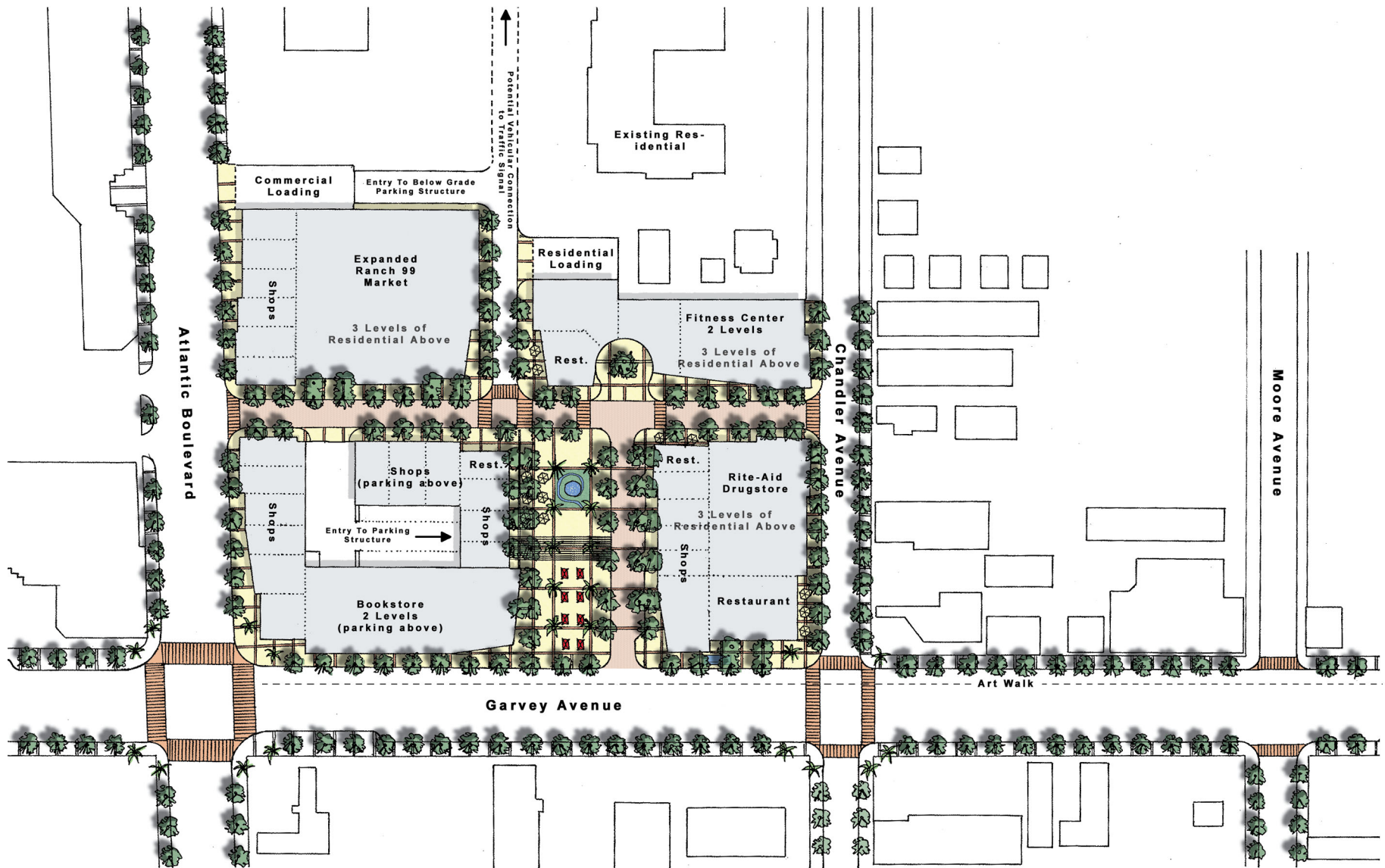


Figure 5-1. Prototype concept plan for major mixed-use development at the northeast corner of Garvey Avenue and Atlantic Boulevard.