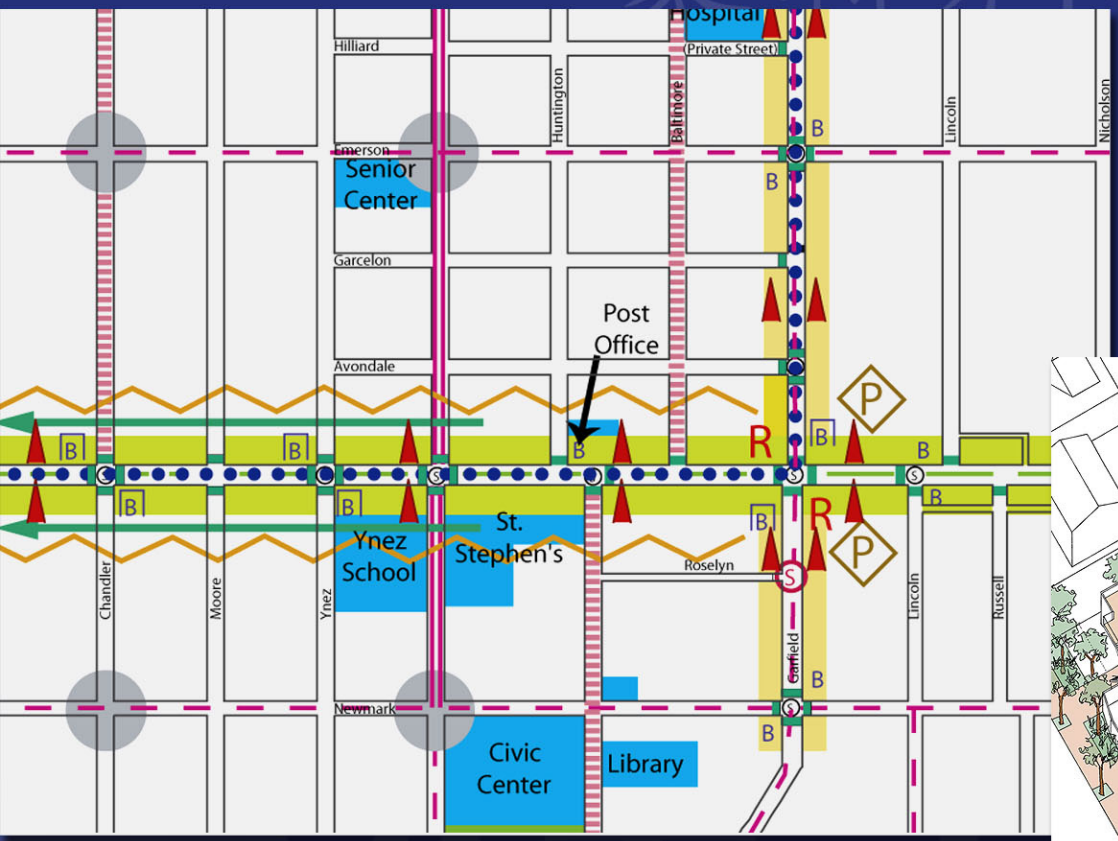
DOWNTOWN MONTEREY PARK

MIXED-USE AND PEDESTRIAN LINKAGES PLAN



GRUEN ASSOCIATES

ARCHITECTURE • PLANNING • INTERIORS

Downtown Monterey Park

Mixed-Use and Pedestrian Linkages Plan

August 9, 2004

prepared for:
The City of Monterey Park
320 W. Newmark Avenue
Monterey Park, CA 91754

prepared by:
Gruen Associates
6330 San Vicente Boulevard, Suite 200
Los Angeles, CA 90048

in association with:
Meyer Mohaddes Associates
Murakawa Communications
Keyser Marston Associates, Inc.

Contents

Chapter 1 Introduction and Plan Summary 1
1.1 Livable Communities Vision 1
1.2 Plan Objectives 1
1.3 Project Area 2
1.4 Project Funding 2
1.5 Planning Approach and Community Outreach Process . 2
1.6 Structure of the Report 3
1.7 Summary of Recommendations 4

Chapter 2 Existing Conditions and Issues, Opportunities, and Constraints 13
2.1 Elements of the Existing Conditions Analysis 13
2.2 Regional, Socio-Economic, and Market Setting 14
2.3 Public Realm Inventory 15
2.4 Private Realm Inventory 15
2.5 Current Plans 23
2.6 Stakeholder Comments 27
2.7 Issues, Opportunities, and Constraints 27

Chapter 3 Overall Vision and Development Strategy ... 35
3.1 Overall Vision for Downtown Monterey Park 35
3.2 Development Strategy 40

Chapter 4 Linkages – Public Realm Recommendations 45
4.1 Overall Linkages Concept 45
4.2 Pedestrian 45
4.3 Bicycle 50
4.4 Transit 52
4.5 Parking 53
4.6 Wayfinding 54
4.7 Public Space 55
4.8 Streetscape: Corridor Design Concepts 56
4.9 Traffic 65
4.10 Traffic Calming 67
4.11 Traffic Analysis for Development Scenarios 69

Chapter 5 Private Realm Recommendations 71
5.1 Mixed-Use Land Use Regulations and Development Standards 71
5.2 Design Guidelines for Mixed-Use Development 78
5.3 Prototype Projects 90
5.4 Application of Design Guidelines to New Commercial Development 95
5.5 Recommendations for Existing Commercial Development 95

Appendix A Acknowledgements
Appendix B Traffic Analysis
Appendix C Pro Forma Analysis of East Garvey Prototype Project

Chapter 1. Introduction and Plan Summary

What is mixed use?
Mixed-use development is the combination of two or more uses in one development. Generally, mixed use means commercial development combined with multifamily residential. Mixed-use development is becoming an increasingly important way to energize existing commercial areas like Downtown Monterey Park and create new, quality housing.

What are pedestrian linkages?
Pedestrian linkages are the connections between the numerous destinations in a neighborhood, including homes, commercial development, public facilities, and parks. The "linkages" concept includes not just the physical connection but places value on the quality of that connection. In urban neighborhoods, pedestrian linkages are mainly provided by the sidewalk network and associated amenities like landscaping, street furniture and signage. Conceptually, pedestrian linkages also include other portions of the transportation infrastructure that are dependent on a high-quality pedestrian environment for their own usefulness, including bicycle routes, transit service, and public parking.

The Downtown Monterey Park Mixed-Use and Pedestrian Linkages Plan provides a direction for future public investment, private development, and community action in Downtown. The Plan builds upon the General Plan's vision for Downtown and Monterey Park's existing strengths and unique character. This Plan establishes a positive trajectory for the Downtown area in terms of public amenities, transportation infrastructure, new and existing development, and community cohesion.

1.1 Livable Communities Vision

In 2001, the City of Monterey Park adopted an updated *General Plan* – the principal planning document guiding future development and infrastructure improvements in the City. The *General Plan* describes the City's priorities. One major goal it lists is:

> *"To revitalize Downtown as a vibrant mixed-use district that provides many opportunities for new commercial development in a pedestrian environment."*

This goal mirrors the *livable community* concept which guides this Mixed-Use and Pedestrian Linkages Plan. A livable community can be described by the following five principles:

- Mixed-use activity areas in walking distance of residences.
- A compact urban form with a variety of residential types and densities, combined with retail, employment centers, and public uses.
- A pedestrian-friendly environment that includes a street/sidewalk network that connects destinations and emphasizes a lively street life.
- An approach to development that provides attractive public spaces and places value on design detail.
- Provision of alternatives to the automobile, including transit, bicycling, walking, and centralized parking facilities.

While these are general principles, the Mixed-Use and Pedestrian Linkages Plan has tailored these overall goals to the unique circumstances of Downtown Monterey Park through a program of specific improvements, standards, and guidelines for public investment and private development.

1.2 Plan Objectives

In order to realize the livable communities vision for Downtown established by the General Plan, the following objectives have been established for this Mixed-Use and Pedestrian Linkages Plan:

- Establishing improved pedestrian linkages,
- Addressing other transportation issues including bicycles, transit, traffic, and parking,
- Improving upon existing streetscape, signage, and public amenities,

- Reinvigorating the commercial base with new uses such as mixed-use development,
- Providing standards and guidelines for mixed-use development, and
- Bringing the community closer together with Downtown as the focus.

1.3 Project Area

The Circulation Plan project area is shown in Figure 1-1. The Plan is focused on the three main streets of Downtown:

- Garvey Avenue (from Atlantic Boulevard to New Avenue)
- Atlantic Boulevard (from Hellman Avenue to Garvey Avenue)
- Garfield Avenue (from Hellman Avenue to Newmark Avenue)

Some portions of the Plan also refer to a "Downtown study area" within a half-mile of Garvey Avenue roughly from Atlantic Boulevard to New Avenue, within the City of Monterey Park. This study area is the zone within which these three project corridors are pedestrian accessible.

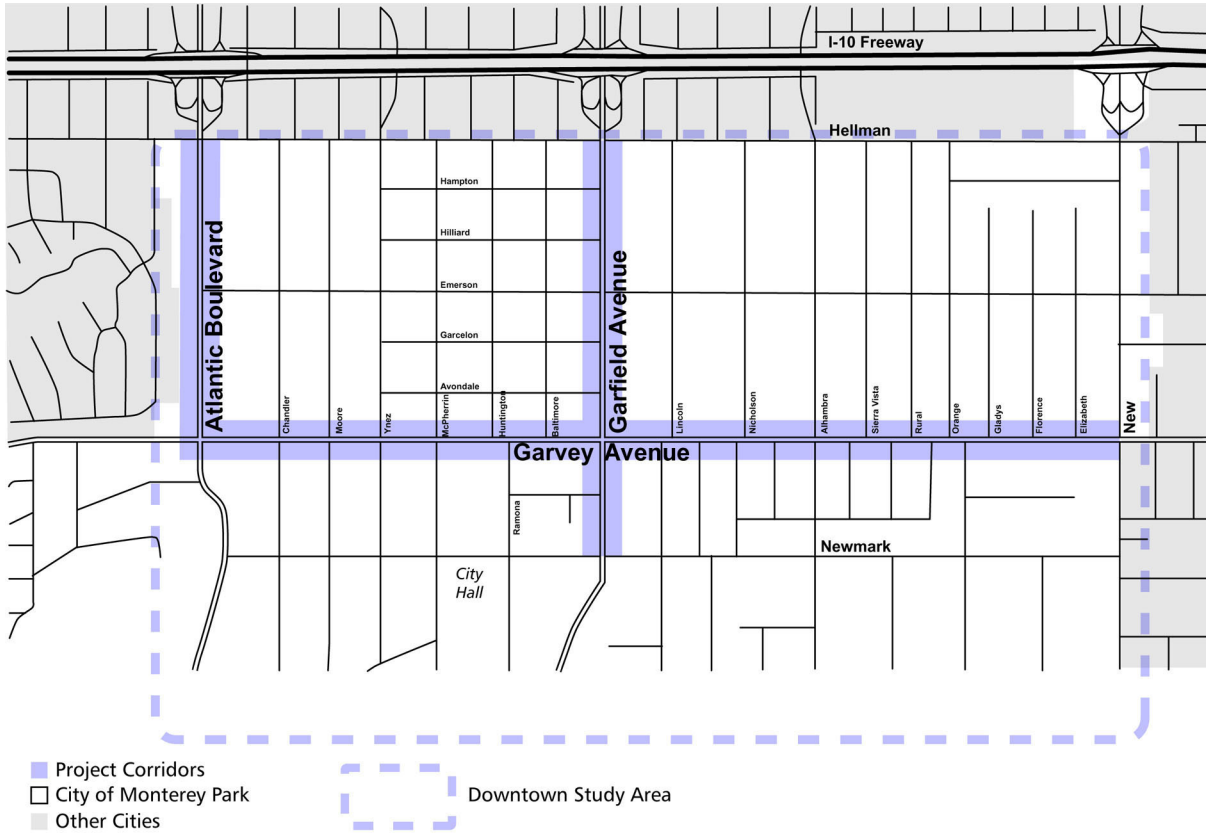


Figure 1-1. Downtown Monterey Park Project Area

1.4 Project Funding

The development of this Plan has been completed as a part of the Downtown Monterey Park Mixed-Use and Pedestrian Linkages Project. Funding for this project has been provided by a Caltrans grant for a study of pedestrian linkages and mixed-use development in Downtown Monterey Park. As a part of this funding, this Mixed-Use and Pedestrian Linkages Plan also fulfills the role of Circulation Plan for Downtown Monterey Park.

1.5 Planning Approach and Community Outreach Process

Throughout the planning process, the Gruen Associates team, as well as planning staff, has placed an emphasis on community outreach and establishing an integrated approach to land use and transportation planning.

1.5.1 Planning Milestones Linked to Community Input

Community outreach sits at the core of the planning process for the Mixed-Use and Pedestrian Linkages Plan. In order to ensure that the community – including local residents, business owners, and property owners – would be able to provide meaningful input to the development of this Plan, public input has been sought before the completion of each step in the planning process:

- *Stakeholder meetings* – The project began with "stakeholder meetings," small, focused meetings with a varied, knowledgeable cross-section of the community. These meetings provided critical insights into key issues and opportunities in the Downtown area which fed directly into the compilation of Issues, Opportunities, and Constraints described in Chapter 2.

- *Steering Committee* – A steering committee of community members was established to guide the planning process. Committee members represented a wide range of interests in Downtown and included members of various City commissions including the Downtown Business Improvement District, the Economic Development Advisory Committee, the Design Review Board, the Planning Commission, and the Traffic Commission. The Gruen team and City staff met with the steering committee to gain their comments and perspective prior to each major milestone in the project, including development of the Existing Conditions Memorandum, project alternatives, and this Plan.

- *Public Meetings* – Along with the steering committee meetings, each major milestone in the project was accompanied with a large public meeting open to the community (see Figure 1-2). The three workshops provided invaluable comments at each project milestone. Noticing for public meetings and translation services at each meeting were available in three languages, English, Chinese, and Spanish, in order to include all interested parties.

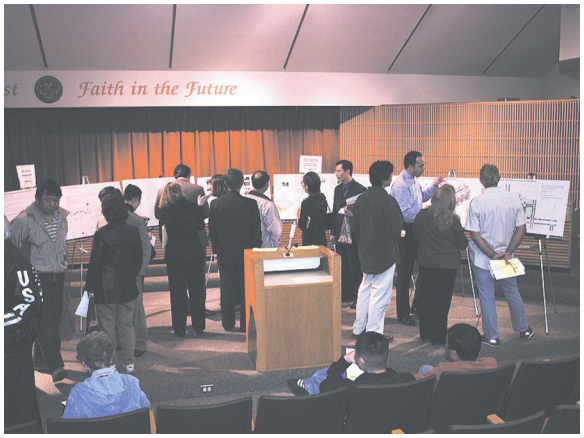


Figure 1-2. Images from Public Workshops

1.5.2 Integrated Approach to Transportation and Land Use

This Plan takes a holistic look at transportation together with development – an integration of the public and private realms. Throughout this Plan, recommendations have been based on the principle that transportation improvements and surrounding development are inextricably linked. Improvements to either the public realm or the private realm reinforce the success of the other. Therefore, the Plan recommends courses of action for improving both transportation and land use in tandem.

1.6 Structure of the Report

This report has been organized into five chapters:

- *Chapter 1.* Introduction and Plan Summary
- *Chapter 2.* Summary of Existing Conditions and Issues, Opportunities, and Constraints
- *Chapter 3.* Overall Vision and Development Strategy
- *Chapter 4.* Linkages – Public Realm Recommendations
- *Chapter 5.* Private Realm Recommendations

In addition, two appendices provide additional detail on two portions of the planning process, the existing conditions inventory and the traffic analysis.

1.7 Summary of Recommendations

This section summarizes key recommendations in the Plan. Greater detail is provided in the body of the Plan, and when developing in Downtown, the entire Plan should be reviewed.

1.7.1 Public and Private Realm

One of the unique features of the Mixed-Use and Pedestrian Linkages Plan is that it contains recommendations for both the public and private realm. The public realm is typically thought of as the streets and sidewalks, those parts of a neighborhood that are shared by all people. The private realm is typically thought of as private property, including commercial and residential development. In this Plan, both the public and private realms have been considered as parts of a whole, the livable community.

1.7.2 Recommendations for Many Types of Development

The Mixed-Use and Pedestrian Linkages Plan addresses multiple types of development and investment in downtown Monterey Park. Therefore, the Plan includes several types of recommendations. For the various types of development and investment which will occur in downtown Monterey Park, different sections of the Plan contain the key relevant recommendations for that development type. Table 1-1 lists the various types of recommendations included in the plan and their applicability to the different kinds development and investment which can occur in downtown.

Table 1-1: Types of Development and Applicable Sections of the Plan

			New Mixed-Use / Residential-Only Development	New Commercial Development	Existing Commercial Development	Public improvements
Overall Vision and Development Strategy		Chapter 3	✓	✓	✓	✓
Public Realm	Pedestrian-oriented and other circulation improvements	Sections 4.1 – 4.7	✓	✓		✓
	Streetscape enhancements	Section 4.8	✓	✓		✓
	Traffic-related measures	Sections 4.9 – 4.11	✓	✓		✓
Private Realm	Mixed-use development standards	Section 5.1	✓			
	Design guidelines	Section 5.2	✓	✓		
	Prototype projects	Section 5.3	✓	✓		
	Recommendations for existing commercial development	Section 5.5	✓	✓	✓	

1.7.3 Public Realm Recommendations

Chapter 4 includes a wide variety of recommendations for improvements to the public realm. Most of them can be considered "linkages" – improvements which increase the connectivity between destinations in downtown Monterey Park. While many of these linkages improvements are focused on the pedestrian, recommendations also address other circulation issues in downtown such as parking, traffic, and visual appeal. Table 1-2 list some of the key recommendations for the public realm, by category. Figure 1-3 illustrates how recommended public realm improvements would be distributed throughout Downtown Monterey Park.

The improvements to the public realm in downtown Monterey Park recommended in this Plan will be implemented several ways:

- As a requirement for private developers wishing to build in downtown,
- As an incentive allowing greater intensity or density for private developers,
- Using public funds.

Table 1-2: Summary of Public Realm Recommendations	
Pedestrian Recommendations:	▪ Widen the public realm (sidewalks and landscaping) to 15' along Garvey Avenue and 12' along Atlantic Boulevard and Garfield Avenue. ▪ Add landscaping and street furniture to create a comfortable and pleasant pedestrian environment. ▪ Install curb bump-outs at some crosswalks to reduce the distance and time for pedestrians to cross the street. ▪ Install decorative crosswalks to improve pedestrian visibility. ▪ Embed flashing lights in crosswalks at non-signalized intersections to add pedestrian visibility. ▪ Install beeping crosswalk signals and crosswalk count-down timers to improve pedestrian safety. ▪ Make collector streets more pedestrian-oriented.
Bicycle Recommendations:	▪ Provide bicycle parking along major streets to provide cyclists with improved access to destinations along Downtown's corridors. ▪ Consider traffic calming on bicycle routes. ▪ Consider installation of Class II bicycle lanes along McPherrin Avenue.
Transit Recommendations:	▪ Provide circulator shuttle service to connect portions of downtown that are too far apart to walk. ▪ Improve bus stops with curb bump-outs where feasible. ▪ Improve regional access via proposed Metro Rapid bus on Atlantic Boulevard and Garvey Avenue.
Parking Recommendations:	▪ Develop a centralized public parking facility near Garvey/Garfield intersection. ▪ Generate funds for additional parking improvements.
Wayfinding:	▪ Design a parking signage program. ▪ Provide kiosks with information on street networks, surrounding businesses and community events. ▪ Provide an "Art Walk" along Garvey Avenue. ▪ Make the Internet available in public spaces using wireless technology.
Public Space:	▪ Provide additional public gathering spaces along streets in the Downtown.
Streetscape Corridor Design Concepts:	▪ Extend the existing Garvey streetscape already implemented in the Business Improvement District. ▪ Create a shady, relaxed streetscape along East Garvey. ▪ Establish new streetscape concepts for Atlantic and Garfield.
Traffic Recommendations:	▪ Install new traffic signals on Atlantic (between Hellman and Emerson) and at the Garfield/Roslyn intersection as new development occurs at these locations. ▪ Make intersection improvements such as street restriping as new development occurs. ▪ Make signal timing enhancements to improve traffic flow.
Traffic Calming Recommendations:	▪ Consider increased enforcement of speed limits in residential areas. ▪ Install neckdown or curb extensions to reduce crossing distance for pedestrians. ▪ Install speed humps where feasible to slow traffic. ▪ Install raised crosswalks to increase pedestrian visibility. ▪ Control cut-through traffic from the freeway.

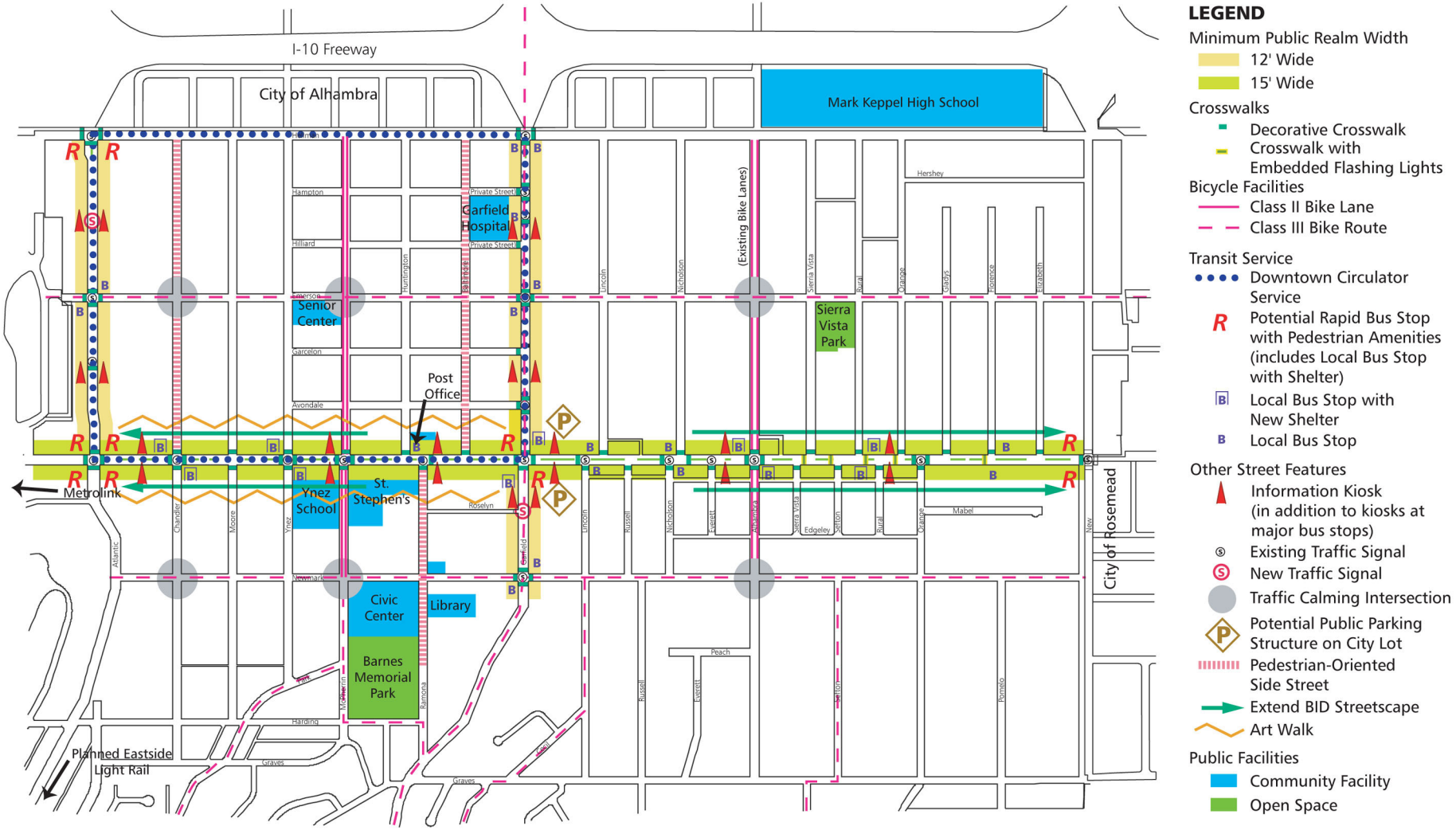


Figure 1-3. Overall linkages concept for Downtown Monterey Park.

1.7.4 Private Realm Recommendations for New Mixed-Use and Commercial Development

New development in downtown Monterey Park will be guided by recommendations which promote the livable community vision for downtown. Mixed-use development should respond to the standards and guidelines included in this Plan. New commercial development should respond to most of the standards and guidelines in the Plan, other than those relating specifically to residential aspects of development. Table 1-3 summarizes key development standards. Table 1-4 summarizes key design guidelines.

The recommendations for new development will be implemented through two mechanisms already used for new development in the City of Monterey Park:

- *The Zoning Code*
  The Mixed-Use Land Use Regulations and Development Standards (Section 5.1), will be incorporated into the City's Zoning Code, in the "PD (Planned Development)" overlay zone which complement and supercedes underlying zoning. The Planning Division will review and approve new mixed-use projects based on the requirements of these development standards. This will include the requirements and incentives for investment in the public realm as a part of new development in downtown.
- *Design Review*
  The Design Guidelines for Mixed-Use Development (Section 5.2), will be adopted for use by the City's Design Review Board when considering new projects in downtown, both mixed use and commercial. While the guidelines are not absolute requirements like development standards, they are used by the Design Review Board and other City bodies to evaluate and approve proposed development.

1.7.5 Private Realm Recommendations for Existing Commercial Development

While much of the Mixed-Use and Pedestrian Linkages Plan is focused on new development and investment, existing development will continue to comprise the bulk of the built environment in downtown. Nevertheless, existing development can also help further the livable community vision. The following recommendations for existing development focus largely on signage and maintenance:

- Attractive window displays oriented towards the passing pedestrian.
- Avoid blocking windows with storage, furniture, and signs.
- Signage should not fill more than 15% of window area.
- Clear signage to identify what's inside.
- Unifying architectural elements along street frontage.
- Remove trash and spills area in front of business.
- Periodically wash grime from walls and windows.
- Repaint and update façade architecture periodically.
- Install landscaping between sidewalk and parking lot.
- Ensure that clear pathways exist though the parking lot between the sidewalk and store entries.

Table 1-3: Summary of Private Realm Mixed-Use Regulations and Standards

Mixed-use Land Use Regulations and Development Standards will be included in the PD (Planned Development) overlay zone in the City of Monterey Park Zoning Code. Once these standards are included in the Zoning Code, the Code will take precedence over this summary table and Section 5.1 of this Plan. See Figure 2-3 for the location of MU-I, MU-II, and MU-III land uses.

Mixed-Use Land Use Regulations	1. All uses and accessory uses of the underlying zone and residential uses listed in the R-3 zone shall be permitted unless modified as follows: ▪ The MU classifications shall allow for commercial uses on the ground floor that generate pedestrian activity. ▪ Residential only and live/work uses are permitted on the ground floor of MU-II and MU-III classifications. ▪ Residential units are not permitted on the ground floor in the MU-I zone, except lobbies and entries to residential units on upper floors.	
	2. MU-I and MU-II classifications prohibit uses such as drive through businesses, vehicle service and repair, wholesaling activities, warehousing and storage facilities, and bars not associated with restaurants. Vehicle sales and medical facilities are prohibited in the MU-I zone.	
	3. All commercial activities shall be conducted wholly within an enclosed building, except outdoor seating for restaurants, retail kiosks, wireless computer services, special events such as Farmer's markets and community cultural fairs.	
	4. The ground floor frontage is intended to be devoted to retail, restaurant and other pedestrian friendly uses.	
	5. Live/work units with working space above the ground floor shall follow the home occupations requirements of the City.	
Development Standards	*1. Building intensity and residential development density:*	▪ Maximum FARs by sub-districts are shown in the General Plan. ▪ As an incentive to include certain amenities, up to an additional 0.75 FAR may be permitted. Amenities include additional parking spaces for public use, provision of a major public gathering space, provision of a major transit improvement, inclusion of unique retail tenants, and construction of major transportation improvements. ▪ The maximum residential density in the MU-I zone may be increased from 30 units/acre up to 55 units/acre at certain key nodes as an incentive to include certain amenities listed above. ▪ The overall intent of the graduated density requirement based on lot size should guide development concepts but need not be followed precisely in order to encourage innovative mixed-use building types. ▪ FARs do not distinguish between non-residential and residential development.
	2. Pedestrian orientation and front setbacks:	▪ 15' pedestrian realm width on Garvey, and 12' on Atlantic and Garfield. ▪ Ground floor residential only projects shall have a minimum setback of 5' and a maximum setback of 10'. ▪ Non-residential and commercial uses shall be located at or within 5' of the exterior edge on the public realm. ▪ Additional front setbacks beyond 10' are permitted for a public gathering space, pocket parks, or open spaces. ▪ Entrances to non-residential and commercial uses and mixed-use projects shall be directly from the adjoining sidewalks. ▪ In a new development, parking is not permitted on private property adjacent to the public realm. ▪ Windows and doors of clear glass shall be provided in 50% of the linear ground floor building frontage along streets. ▪ Clear and well marked pedestrian connections shall be provided between various uses.
	3. Side and rear setback and minimum lot development standards:	▪ For side and rear setbacks- no side yards are required when adjacent to street. When adjacent to an R-zone, the rear yard shall be at least 15' in depth. When the lot is separated by an R-zone by an alley, a rear setback of 15' shall be provided. ▪ The minimum lot size for mixed-use projects in the PD zone shall be 1.5 acres for the MU-I zone, 1.0 acre for MU-II zone and 0.5 acre for MU-III zone.

Table 1-3: Summary of Private Realm Mixed-Use Regulations and Standards, cont.		
Development Standards	*4. Building height development standards:*	▪ Maximum building height permitted is 75′ for the North Atlantic subareas and for the Downtown core, 60′ for North Garfield, 55′ for Downtown Perimeter, and 40′ for East Garvey. ▪ Building height shall transition from the maximum building height permitted in the General Plan to a lower building height adjacent to an area designated in the General Plan as Low Density Residential. ▪ The building height of buildings shall vary to provide human scale, contribute to community image and improve the pedestrian experience of mixed-use connections. ▪ To create a human scale adjacent to the public realm along Garvey and Garfield Avenues, the building height at the edge of the public realm shall not be greater than 40′ and step back at a 45-degree angle for a maximum distance of 20′ at which point the General Plan height will govern. ▪ Unoccupied towers, elevators, stairwells, and similar architectural features may project an additional 10′ beyond these height limits and should be placed to create variety in massing.
	5. Open space development standards:	▪ The required minimum amount of open space for a mixed-use project is 200 square feet per unit. However, greater amounts of open space are encouraged. ▪ The requirement for open space may not be satisfied through the utilization of parking areas, driveways, service areas, or unusable slopes. ▪ 50% of the open space area required may be provided in private open space such as patios and balconies; however, such private open space must have a minimum area of 75 square feet and a minimum dimension of 7′. ▪ A minimum of 25% of the common open space shall be planted area with trees, shrubs, and gardens. ▪ Common open space shall require a minimum width of 10 feet and be a minimum area of 200 square feet. ▪ For 5 residential units or less, 100% of the open space requirement may be satisfied by private open space.
	6. Parking and service area development standards:	▪ For parking requirements for non-residential uses, refer to the Zoning Code, Chapter 21.40 Off-street parking including regulations for shared parking analysis for mixed use and joint use development, except for certain conditions discussed in Chapter 5, Section III.F of this report. For example, the residential portion of a project shall provide 2 space/unit.
	7. Landscaping, trash facilities and lighting development standards:	▪ All open areas except driveways, parking areas, walkways, utility areas, improved decks, patios, porches, or play areas shall be maintained with appropriate vegetative landscaping. ▪ A solid perimeter masonry wall 6′ in height may be provided along the side and rear lot lines. A landscaping strip not less than 3′ in width shall be placed adjacent to the wall. ▪ A planting strip not less than 18 inches in width shall be installed and maintained along both sides of a driveway located between two residential buildings on the same lot, except at entrances, garages or parking spaces. ▪ A permanent automatic sprinkler system shall be installed and maintained for all landscaped areas, unless an alternative sustainable non-irrigated design is approved by the Planner. ▪ Landscaping shall consist of combinations of evergreen and deciduous trees, shrubs, and ground cover. ▪ Landscaping shall be designed to be an integral part of the overall project and compatible with the landscaping in the public realm. ▪ All outside trash and garbage collection areas shall be enclosed within a building or by a view-obscuring decorative masonry wall, not less than 5 feet in height with a view-obscuring door which shall be kept closed except when in use. ▪ All outdoor lighting shall be located and shielded so to prevent direct spillage of light and glare onto adjacent lots and streets.

Table 1-4: Summary of Private Realm Design Guidelines for Mixed-Use Development	
1. Architectural character and massing:	▪ Create visual interest at street level. ▪ Use articulated building facades. ▪ Provide equal design treatment on facades. ▪ Emphasize each street as an urban space. ▪ Create variety in building facades. ▪ Use materials and colors to unify building appearance. ▪ Utilize arcades at the street edge to provide shade and places for outdoor dining. ▪ Use contemporary timeless pedestrian-friendly design. ▪ Provide awnings for sun protection, a distinctive identity and visual interest. ▪ Shape buildings at corners. ▪ Make architectural features integral to the overall design. ▪ Screen from view mechanical ventilating and security equipment. ▪ Consider energy efficient designs such as passive solar and ventilation techniques.
2. Outdoor open space:	▪ Create a network of open spaces. ▪ Location and character of common open spaces to consider its function, the size of the project and the surrounding environment. ▪ Create pedestrian connections through building to pedestrian realm. ▪ Provide human-scale walkway design. ▪ Provide special features such as public art and water elements.
3. Building entries and service access:	▪ Orient building entries to the street. ▪ Emphasize entries. ▪ Conceal service areas. ▪ Screen service areas from public streets and neighborhoods.
4. Compatibility with surrounding development and between uses on site:	▪ Design structures to address privacy between land uses. ▪ Private development should complement the public realm. ▪ Distinguish public spaces from private spaces. ▪ Provide passageways for light and air. ▪ Address odors and rubbish from food service uses. ▪ Provide noise mitigation adjacent to arterials. ▪ Shield exterior lighting from adjacent private projects and the public realm.
5. Treatment of adjacent single-family zone:	▪ Provide for privacy of adjacent residential development. ▪ Minimize traffic intrusion into residential neighborhood. ▪ Provide convenient guest parking areas. ▪ Design facades facing existing residential to be comparable with the scale of the existing development. ▪ Sensitively transition massing and scale of new development to respond to the scale of adjacent neighborhoods.

Table 1-4: Summary of Private Realm Design Guidelines for Mixed-Use Development, cont.	
6. Parking:	▪ Locate parking underground or at the rear of parcels. ▪ Screen parking from street. ▪ Provide parking access from side streets and alleys. ▪ Make parking garage design compatible with main building. ▪ Locate parking structures away from corridor frontage. ▪ Provide interconnected parking. ▪ Include shared parking spaces to minimize traffic congestion and parking demand. ▪ Provide spaces for drop-off and valet parking. ▪ Avoid visible sloping floors.
7. Access:	▪ Encourage shared driveway access. ▪ Provide access from side streets and alleys. ▪ Provide pedestrian amenities at street crossings.
8. Lot consolidations:	▪ Encourage lot consolidation for efficient sites ▪ Respect scale of historic patterns
9. Signage:	▪ Provide clear distinctive signage. ▪ Locate individual Business Signage directly on the building. ▪ Display awning signage on the vertical face of the awning. ▪ Provide under canopy signage according to Chapter 21.50 of Zoning Ordinance. ▪ Provide window signage according to Chapter 21.50 of Zoning Ordinance. ▪ Design project signage to give identity to a collection of businesses through the use of a logo, consistent signage or other graphic device. ▪ Limit residential unit signage to the ground floor.

1.7.6 Using this Report when Improving Property

This Plan affects numerous aspects of the development process in Downtown Monterey Park (for both mixed-use and traditional commercial development). Together with City's General Plan and Zoning Code, this Plan provides developers and other members of the community with information on what types of development are permitted where in Downtown, as well as requirements for the size, layout, and uses allowed for new development.

In addition, this Plan provides helpful guidelines and examples so that new development can better meet the intent of a livable, pedestrian-oriented community set forth in the Plan. The specific portions of this Plan which are especially critical for potential property developers to read and understand are:

- *Chapter 3.* Overall Vision and Development Strategy
- *Chapter 5.* Private Realm Recommendations

In Chapter 5, Sections 5.1 and 5.2, the standards and guidelines which potential developers must follow for new mixed-use and commercial (as applicable) development, are especially important to know. Section 5.3 provides examples of prototypical developments that can assist the potential developer in envisioning how the requirements of this Plan should be implemented.

For those with existing commercial development in Downtown, Section 5.5 provides recommendations for how existing properties and businesses can make improvements to better fit within the livable community vision espoused by this Plan.