

2 – COMMUNITY DESIGN ELEMENT (RED LINED)

Page CD-11 – COMMERCIAL STREETSCAPES

El Monte has often been referred to as “the end of the Santa Fe Trail.” The City has always been a place of passage and a destination and its landscape is defined by its transportation infrastructure. Commercial corridors are one of the most prominent features traversing the community. The condition of the streetscape—its signs, landscaping, lighting, and other aspects—define the image and identity of El Monte. What better way, then, to strengthen community identity than to beautify commercial roadways?

In creating a positive image of ~~the city~~, El Monte, the City must address:

- **Corridor Identity.** The City can enhance the identity of well-known arterials through a thematic approach recognizing its contemporary and historical role. Valley Boulevard is the historic spine of the City; Ramona Boulevard was a corridor for the Red-Line Cable Cars; Garvey Avenue was part of Historic Route 99, known as the “Golden State Highway” connecting Mexico to Canada; Santa Anita Avenue affords some of the City’s best views; and Tyler Avenue links ~~the~~ Downtown to the cultural center.
- **Functional Needs.** Although the auto dominates many roads, many El Monte residents and workers walk to school, work, or shopping and desire a more pleasant street environment. Completing sidewalks and crosswalks, ensuring that walkways can accommodate people of all abilities, providing shade trees, installing quality street furniture, and other projects will create a more positive experience for pedestrians-users.
- **Public Landscaping.** Public landscaping and trees can soften the hardscape of commercial corridors and, if properly designed, invoke El Monte’s image and heritage as a wooded place. However, the majority of corridors lack consistency and quality of green infrastructure. Proper landscaping should take into account roadway function, its characteristics, desired visual image, and maintenance requirements.
- **Signage and Lighting.** El Monte’s streets are dotted with signs and lighting of varying shapes, sizes, and quality. While signage and lighting fulfills a vital informational role, unregulated signs clutter streetscapes and are a blighting influence. Moreover, signs and lighting should be sensitive to their intended use, with careful consideration of height, placement, materials, colors, and consistency.

This Element seeks to improve the image of the City’s ~~its~~ commercial corridors through a comprehensive streetscape program. The following goals and policies establish the framework to build on historical and contemporary qualities of each corridor and institute capital improvements necessary to transform the image of El Monte’s commercial corridors. In this way, major arterials will present an attractive and unified image of El Monte.

Page CD-18 – DOWNTOWN EL MONTE

Downtown El Monte ~~'s Downtown~~ has always been its heart and the gateway to the region. In the late 1800s, Valley Boulevard was the only road and served as the Butterfield Stagecoach stop between Los Angeles and San Bernardino. This early main street gradually evolved into an outdoor shopping district. Today, ~~the~~ Downtown encompasses an area of 200 acres, bordered by the Rio Hondo River, the railroad, and Interstate 10, ~~and Valley Boulevard.~~

~~The Downtown~~ El Monte ~~Downtown today~~ contains five subdistricts that serve distinct functions—civic, business, transit, residential, or other uses:

- **Government Center.** The government center is the eastern gateway to ~~the~~ dDowntown and serves as the governmental core of El Monte. This area is anchored by the El Monte City Hall offices, Los Angeles County Superior Court, educational uses, and police station. Other governmental and public uses also extend into other districts.
- **Main Street Area.** Main Street covers an area bounded by the railroad ~~tracks~~, Santa Anita Avenue Boulevard, and Ramona Boulevard. The subdistrict is anchored by a traditional outdoor shopping street. With several blocks of street-facing frontage and tree-lined sidewalks, it connects the civic center to the transit station.
- **Cultural District.** The cultural district is the heart of the community and is home to the El Monte Community Center, Historic Society Museum, Jack Crippen Senior Center, Aquatic Center, Tony Arceo Memorial Park, and El Monte High School. It is a well-known place for street fairs, concerts, and community gatherings.
- **Neighborhoods.** ~~The d~~Downtown has an eclectic mix of housing projects and small distinct neighborhoods, south of Ramona Boulevard or along Tyler Avenue north of Downtown. The fabric of this area is well established, but could benefit from common design treatments, housing rehabilitation programs, and infrastructure improvements.
- **El Monte Gateway.** The El Monte Gateway Project is a groundbreaking effort to create a 60-acre, regionally significant, mixed-use community that integrates public transit, housing, parks and open space, retail, business, and entertainment. The El Monte Gateway will be a key activity center, linked with the Emerald Necklace.

What makes dDowntown El Monte a special place to live, work, and play is its eclectic environment and unique subdistricts, each of which has a symbiotic relationship with the other subdistricts. Residential neighborhoods provide a customer and job base for ~~the~~ dDowntown. The following graphic illustrates the location of each subdistrict.

As expressed in the Land Use Element, dDowntown El Monte is envisioned as the mixed-use, mixed-income, cultural heart of ~~the City El Monte~~ that epitomizes pride and opportunity. Its historical role is augmented by new housing, retail, office, parks, and cultural facilities. ~~The d~~Downtown takes advantage of transit-oriented development. The

population is diverse, the architecture is human-scaled, and the character is authentic to El Monte.

Downtown El Monte needs a more unified design to reach its potential. The following goal and policies address tangible ways, from a design perspective, to enhance the vibrancy and character of ~~the d~~Downtown.

Goal CD-5 – A vibrant ~~d~~Downtown that is an attractive, accessible, and pedestrian friendly center noted for its wide range of quality shopping, entertainment, and cultural and recreational amenities.

1 – District Identity Policies

CD-5.1 – Specific Plans. Implement the Downtown El Monte Main Street Transit-Oriented Specific Plan and the Gateway Specific Plan. This includes attracting specific land uses, completing mobility and beautification improvements and addressing infrastructure needs. Also, refer to the Specific Plan when implementing Policies 5.2 through 5.11.

CD-5.21 – District Identity. Distinguish ~~the Downtown~~ El Monte ~~downtown~~ in its character, physical appearance, and role by considering edge and entry treatment, architecture, landscape, streetscape, and comparable elements.

CD-5.32 – Subdistrict Identity. Recognize and affirm, through specialized design treatment ~~as may be further defined by a Downtown Specific Plan~~, the following subdistricts:

- Governmental Center
- ~~Valley Mall Main Street Area and Environs~~
- El Monte Gateway
- Residential District
- Cultural Center

CD-5.43 – Cultural Resources. Incorporate the City's heritage in ~~the d~~Downtown design plans in many expressions. Use the cultural resources inventory to start identifying, recognizing, and celebrating El Monte's heritage. Examples include:

- Monuments
- Historic sites
- Infrastructure
- Natural features

CD-5.54 – Entry Statements. Establish highly visible entry statements, specialized pavement colorings, and lush landscaping at key intersections and entries to ~~the d~~Downtown. This include Valley Boulevard/Ramona Boulevard/Main Street, –such as Santa Anita Avenue/Valley Boulevard/Main Street, and Tyler Avenue/Ramona Boulevard, –and other locations to heighten the sense of arrival into downtown.

CD-5.65 – Public Art. Beautify ~~the Downtown~~ El Monte ~~downtown~~ with public and private art (e.g., murals, statues, fountains, monuments, gateways) that reflects El Monte’s heritage; involve public, private, and nonprofit organizations in a public art program.

2 – Circulation Policies

CD-5.76 – Linkages. Establish a stronger link between the cultural center, El Monte Main Street, El Monte Gateway-Valley Mall, transit district, governmental center, and surrounding neighborhoods of the ~~El Monte dDowntown~~ by incorporating unifying streetscape improvements along key roadways, an interconnected and coordinated system of walkways, and improvements to the Emerald Necklace of trails.

CD-5.87 – Streetscape. Develop a comprehensive streetscape improvement plan that uniquely defines the ~~dDowntown~~ El Monte experience, improves the pedestrian experience, and helps make it a special place. Incorporate the following:

- ~~SS~~**Street iLandscape.** ~~p~~Include parkways and planters along sidewalk frontages, with the highest intensity in core pedestrian areas.
- ~~SS~~**Street tTrees.** ~~d~~Provide different street trees to denote ~~the dDowntown~~, provide shade for walking, and beautify the streetscape.
- ~~u~~**Sidewalk and eCrosswalk iImprovements.** ~~d~~Install distinctive paving materials or treatment and sidewalk pullouts at intersections.
- ~~Street f~~**Furniture.** ~~u~~Incorporate consistent use of well-designed benches, trash receptacles, newsracks, and other pedestrian amenities.
- ~~Lighting.~~ ~~p~~Provide pedestrian-oriented lighting fixtures (low height and intensity) in primary pedestrian areas.
- ~~Signage.~~ ~~e~~Create ~~ommon~~ graphic designs s with a unique logo to identify ~~the dDowntown~~.
- ~~Public a~~**Art.** ~~i~~Installations public art (murals, ground paintings, sculptures, banners, etc.) throughout ~~the dDowntown~~.

CD-5.98 – Gathering Places. Design plazas along Main Street and other gathering places in suitable locations throughout ~~dDowntown~~, considering:

- Ample seating space and outdoor dining.
- Proximity to and visibility to and from the street.
- Central focal point such as public art or a fountain.
- Combinations of sun and shade.
- Accessibility for all age groups and abilities.
- Public space framed by surrounding buildings.

CD-5.109 – Pedestrian Plan. Create a ~~dDowntown~~ ~~p~~Pedestrian mMaster pPlan, as specified in the Circulation Element, that is designed to improve the walking experience of pedestrians, shoppers, and residents. The plan should provide well-defined pathways with ample pedestrian amenities and wayfaring signage to encourage walking.

3 – Architecture Policies

CD-5.110 – Mixed-Use and Urban Housing Projects. Pursuant to a Downtown Specific Plan, ~~r~~Require that mixed-use and urban housing projects convey a high level of architectural, design, and landscape quality as follows:

- Design and incorporation of elements to avoid conflicts among functions, such as noise and lighting.
- Visual and physical integration and coherence-coherency of the commercial and residential uses in the project.
- Architectural treatment of building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined entries for commercial uses and residential units.
- Design of parking areas and facilities to be placed behind the structures and integrated with the building use.
- Incorporation of extensive landscaping, where feasible, to soften hardscape and present a domestic living environment.
- Incorporate different architectural styles, variety of rooflines, wall articulation, balconies, window treatments, and varied colors and quality materials on all elevations.

Page CD-23 – FLAIR PARK

Flair Park has a storied past in El Monte, the original site of a World War II airfield and named after the cable address of Fletcher Aviation. Flair Park was originally intended for industry and commerce. With its strategic location along Interstate 10, mountain views, and vast land assets, Flair Park has evolved into the City's professional office district. Wells Fargo, Cathay Bank, East West National Bank, ~~Wells Fargo, the~~ Chinese Cultural Center, and Los Angeles County have all rediscovered the park.

Since its earliest beginnings, El Monte has served as a gateway into the Los Angeles region, where immigrants traveled long distances and settled at the end of the Santa Fe Trail. El Monte's role as a gateway city and burgeoning influence in the region continues with the arrival of banking/finance, cultural, and institutional uses that span the Pacific Ocean.

~~Flair Park is to be El Monte's professional and financial district. It will be identifiable by the agglomeration of mid- and high-rise office buildings fronting Interstate 10, adorned with the logos of the area's most prominent corporate residents. Flanked with signature architecture and iconic skyline, Flair Park will be denoted by its modern architectural design, business amenities, and efficient access to transportation resources. The Flair Park Specific Plan will support the long-term development and design of El Monte's professional and financial district center. Pursuant to an adopted Specific Plan to guide the orderly development and highest and best use, Flair Park is envisioned to have several key districts, described and illustrated below. Since the early part of the 2000s, Flair Park has been envisioned as El Monte's professional and financial district. Numerous high-profile projects have been completed on properties directly adjacent to Interstate 10. Flanked with signature architecture and iconic skyline, Flair Park is known~~

for its modern architecture, business amenities, and efficient access to transportation resources. However, professional offices have become an unstable land use type. While the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses.

Pursuant to new zoning standards, Flair Park is envisioned to have the following districts, described and illustrated below.

- **Finance/Hospitality Row.** The freeway frontage that spans the length of the park will be home to major financial institutions (Cathay Bank, Wells Fargo, East West National, etc.), hotels and other hospitality uses and regional commercial attractions. This frontage will present a striking iconic skyline to Interstate 10.
- **Gateway Midway District.** At the convergence of Rosemead Boulevard and Telstar Avenue the Rio Hondo River, ~~this gateway~~ district will signal the western entry into Flair Park Flair Triangle, with low- to mid-rise buildings transitioning to the high-rise buildings along Interstate 10 frontage and soaring view of the mountains. Uses may include office, creative/incubator and research/development space.
- **Riverfront District.** Flanking the southern edge of the park will be the riverfront district, an area occupied by smaller-scale land uses that provide a transition from the residential areas neighborhoods south of the river to the more intense uses to the north. office uses within Flair Park. Uses may include office, creative/incubator, educational and work-live units.
- ~~**Hospitality District.** The hospitality district will anchor the eastern edge of the district, providing rooms for corporate visitors to have short or extended stays, supporting international business activity and conferences, and further denoting Flair's skyline.~~

Goal CD-6 – The international finance district of the San Gabriel Valley, denoted by its iconic skyline, parks and natural amenities, and highly-amenitized working and living environment that builds on its strengths in finance, banking, government, and institutional uses.

1 – District Identity Policies

CD-6.1 – District Identity. Distinguish Flair Park in its character, physical appearance, and role by considering ~~their~~ its physical and visual separation from adjacent areas, edge and entry treatment, architecture, landscape, streetscape, and comparable elements.

CD-6.2 – Subdistrict Identity. Recognize and affirm, through specialized design treatment, through new zoning standards as may be further defined by a Flair Park Specific Plan, the following subdistricts:

- Finance/Hospitality Row
- Gateway Midway District
- The Riverfront District
- ~~Hospitality~~ Row

CD-6.3 – Cultural Resources. Incorporate the City’s history in the design plans of Flair Park. Utilize the Cultural Resources Inventory as a starting point for identifying, recognizing, and celebrating El Monte’s heritage. Examples include:

- Key businesses
- Infrastructure
- Culture
- Natural features

CD-6.4 – Entry Statements. Establish highly-visible entry statements, specialized pavement, and landscaping at key District entries, such as Rosemead Boulevard and Telstar Avenue, Baldwin Avenue and Interstate 10, and other key locations to heighten the sense of arrival into Flair Park.

CD-6.5 – Public Art. Beautify Flair Park with public and private art (e.g., murals, statues, fountains, monuments, gateways) reflecting El Monte’s heritage; involve public, private, and nonprofit organizations in a public art program.

2 – Architecture Policies

CD-6.6 – Signature Projects. The design of new construction and rehabilitation of buildings along the freeway frontage should establish landmark buildings and an iconic skyline. Buildings should be designed with the following principles:

- Placement of buildings to preserve views of the San Gabriel Mountains from all signature and landmark buildings.
- Architectural treatment of all building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined primary entrances with quality building materials that present a sense of grand entry into a building.
- Highest quality of materials on all building façades that avoid the perception of low-quality, imitation, or flimsy appearance but rather present a highly defined, clean appearance.
- High-rise towers should be relatively slender, with massing divided to reduce the overall bulk and gradual stepdown of building towards lower adjacent structures.
- Delineated rooflines that create a clear demarcation where the building silhouette reaches toward the skyline and its edge defines and complements existing mountain views.

CD-6.7 – Professional Offices. Require that new development of office projects be designed to convey the following principles:

- Architectural treatment of all building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined primary entrances with quality building materials.
- Highest quality of materials on all building façades that avoid the perception of low-quality, imitation, or flimsy appearance but rather present a highly defined, clean appearance.

- Delineated rooflines that create a clear demarcation where the building silhouette reaches toward the skyline and its edge defines and complements existing mountain views.
- Parking areas that are placed to the rear of buildings and structures that are complementary in color, mass, design treatment, and style to the primary office building.
- Incorporation of lush landscaping that provides a tasteful accent to the office structure and its features.
- Well-defined plazas or open spaces in front of buildings, such as the entrance, and between adjacent buildings to provide a high quality experience for employees and visitors.

CD-6.8 – Creative/Incubator and Research/Development Space.

CD-6.9 – Work-Live.

3 – Focal Points Policies

CD-6.108 – Gathering Places. Require the creation of public and private plazas in central park areas, between buildings, and other gathering places which include ample seating space with quality furniture, central focal point such as a park, public space adorned with public art and fountains, and water features.

CD-6.119 – Emerald Necklace. Improve the riverfront experience along the Rio Hondo River through the installation of Emerald Necklace projects. Include the following improvements according to the Emerald Necklace Vision Plan:

- Linear park and trails along the river
- Miniparks at key locations along the river
- Trees and native habitat planted along the way
- Cultural and historical references
- Bicycle paths and multiuse trails

CD-6.120 – Public Parks. Create a series of interconnected public parks that encourage pedestrian interest and activity, equipped with plazas, public art, and fountains, statues, and other features; link the public parks across Telstar Avenue or major streets through a series of landscaped paths that allow for pedestrian movement.

CD-6.134 – Central Park. Create signature central parks, equipped with fountains, landscaping, monuments, cultural and historical markers, public art, and pedestrian amenities as a focal point and landmark serving and symbolizing Flair Park’s role.

4 – Circulation Policies

CD-6.142 – Linkages. Establish a stronger link between the various districts within Flair Park by visually denoting Telstar Avenue as the major spine and incorporating unifying

streetscape improvements along Flair Drive, Rio Hondo Avenue, Aerojet Avenue, and Fletcher Avenue.

CD-6.153 – Freeway On-Ramps. Coordinate with Caltrans to beautify on-ramps and off-ramps to Interstate 10 with coordinated and thematic presentation, evidenced by lush landscaping, carefully placed trees, rock features, and other landscape amenities.

CD-6.164 – Streetscape Improvements. Develop a comprehensive streetscape improvement plan that uniquely defines Flair Park, improves the pedestrian experience, and helps make it a special place. Include:

- **Street Trees.**—~~d~~ Incorporate different street trees to denote Flair Park, provide shade for walking, and beautify streetscape.
- **Sidewalk and Crosswalk Improvements.**—~~d~~ Install distinctive paving materials or treatment at key intersections.
- **Lighting.**— Provide pedestrian-oriented lighting fixtures (low height and intensity) in primary pedestrian areas.
- **Signage.**—Create common graphic wayfaring designs with a unique logos to differentiate Flair Park from other areas in the City.

CD-6.175 – Pedestrian Path System. Create a coordinated system of paths that weave through each district and connect districts separated by internal streets according to the following principles:

- Line paths with public art, small seating areas, street furniture, and pedestrian-scaled lamps that lend an air of informality.
- Paths should be a combination of linear and nonlinear configurations, lending visual interest for the pedestrian.
- Paths should link to major plazas and gathering places; avoid creating paths that simply follow building property lines.
- Include pavement colorings, treatments, and detailed materials (not undifferentiated concrete) that lend a domestic quality while still clearly demarcating high quality non-residential uses.~~a Class A office park.~~
- Include pedestrian-scaled monument signage and wayfaring of quality materials and finishes that withstand weather.

Page CD-33 – COMMUNITY RETAIL CENTERS

Every community has a wide variety of community retail centers and El Monte is no exception. Community retail centers in El Monte provide an important service to residents, businesses, and visitors by providing a range of goods and services, including: groceries; apparel; household items; and larger item purchases. Except for major commercial corridors, community retail centers present the first initial image of El Monte. Ensuring that commercial centers are well-designed is therefore a key goal of El Monte.

The City has a wide variety of community retail centers along major corridors, built at different times over the past decades. Presently, the City's major commercial centers

are along Garvey Avenue, Valley Boulevard, Peck Road, and Lower Azusa Road. The General Plan will establish and regulate three general categories of retail centers in El Monte, each distinguished by their size, function, and location.

Each of El Monte's commercial centers is one of three types—community/regional, neighborhood, and mixed/multiuse nodes:

- **Regional/Community Retail.** These centers provide large-scale commercial uses that serve an area larger than the City. Auto dealers, home furnishings, building materials and hardware, and big-box retail are examples. Major regional/community commercial centers include the Sam's Club, Home Depot, Five Points, and Santa Fe Trail projects.
- **Neighborhood Retail.** Neighborhood commercial centers provide convenient and smaller-scale retail, such as grocers, drug stores, and services that serve the immediate needs of residents of surrounding residential neighborhoods. There are many examples of neighborhood shopping centers throughout El Monte.
- **Mixed-Use/Multiuse and Urban Housing Centers.** The General Plan Land Use Plan Zoning Code includes a Mixed/Multiuse designation provides an overlay zone for portions of Garvey Avenue, Durfee Avenue, and Peck Road to foster the development of a mix of residential and commercial uses. This includes limited retail sales and services that serve surrounding residential neighborhoods (minor node) and, in certain locations, limited retail sales and services that serve the community (major node). Residential densities of 25 to 35 units per acre are permitted. In addition, the Land Use Plan includes an Urban/Multiuse designation for portions of Garvey Avenue and Five Points to foster the development of urban housing and a mix of residential and commercial uses. Here residential densities of up to 50 units per acre are permitted.

The El Monte General Plan contains an implementation program to guide the development, improvement, and rehabilitation of these types of centers. In the meantime, the following goal and policies (in conjunction with the overlay zone) provide the mechanism to approve and condition such projects to achieve the overall goals set forth in the General Plan.

Goal CD-8 – Attractive, vibrant, and convenient commercial centers that convey a quality shopping experience through the careful application of land use, site design, design policies, and architectural standards.

5 – Architecture Policies

CD-8.15 – Commercial Projects. Require that multitenant commercial and office projects be designed to convey a unified and high-quality character in consideration of the following principles:

- Avoid visual perception of single-building volume and mass through modulation, articulation, setbacks, and other techniques.
- Design treatments that create a sense of individualized and personalized storefronts yet still link adjacent storefronts with a consistent theme.

- Articulate exterior façades of buildings to create visual interest on all sides, and consistent architectural design vocabulary with materials and colors that are complementary.
- Link individual storefronts and structures with pedestrian walkways and plazas that provide customer amenities.
- Variation of building heights and rooflines articulated with high-quality materials and façades to avoid uninterrupted planes and promote visual interest.
- Architectural treatment of parking structures consistent and integrated with commercial and business buildings.
- Proper enclosure of trash receptacles to hide trash areas, surrounding with landscaping or other attractive screening.

CD-8.16 – Mixed-Use and Urban Housing/Multiuse Projects. ~~Require all new residential, commercial, and mixed-use projects proposed in minor and major nodes to conform in project design to mixed/multiuse overlay zone or subsequent corridor implementation plan when drafted.~~ Require that mixed-use and urban housing projects convey a high level of visual and physical quality and in consideration the following principles:

- Design flexibility in mixed/multiuse development by allowing row, staked and horizontal uses at a variety of scales and heights. Level of intensity should vary based on location, property size, access to transit and surrounding uses.
- Incorporate different architectural styles, a variety of rooflines, wall articulation, balconies, window treatments, and varied colors and quality materials on all elevations.
- Where a vertical mix of uses occurs, site retail/office uses on the ground floor, with residential and/or office uses above, and require architectural detailing that differentiates uses.
- Locate retail and commercial development close to the street for higher visibility and residential uses behind for convenience and privacy.
- Incorporate of usable and functional private open space for each unit and common open space that creates a pleasant living environment and attractive locations for recreation.
- Incorporate of substantial, lush landscaping that softens the hardscape, presents an attractive street image, and provides for a high-quality living experience.
- Develop shared parking for residential, commercial, office, and transit uses to facilitate greater flexibility in site planning. Ensure mixed/multiuse developments are compatible with adjacent uses through project design, scale, and appropriate buffers and transitions between uses. Taller projects should step down heights as they approach adjacent development.
- Design of parking areas that blend with residential portions of the structures style, materials, colors, and forms.
- Minimize the visual impact of surface parking by providing berms and landscape buffering, and/or locating parking lots behind, to the side of, or below buildings.

Page CD-37 – NEIGHBORHOOD DESIGN FEATURES

El Monte is a collection of neighborhoods representative of its varied past. Each City neighborhood varies depending on its location, architecture, housing types, and history. Because much of the area's city's original development fabric has been erased over time, the preservation, rehabilitation, and restoration of residential neighborhoods is of critical importance.

El Monte's neighborhoods are:

- **Norwood-Cherrylee.** The Norwood-Cherrylee neighborhood contains a mix of single-family homes anchored by Lambert Park. It contains the Rurban Homesteads and Wye Street, built during the 1920s as part of an experimental federal housing program. With its rural ambience, the area is distinguished by its equestrian and agricultural heritage.
- **Arden Village.** Arden Village is bordered by the Rio Hondo River, El Monte Airport, and nonresidential uses in northwest El Monte. Historically the site of labor camps for the agricultural industries, Arden Village is distinguished by small uniform lots, traditional single-family homes, and a distinctive classic identity.
- **Mountain View.** The Mountain View neighborhood, anchored by the Mountain View Park and elementary school, is bordered by the San Gabriel River. This neighborhood has one of the most diverse types and ranges of housing prices for single-family, multiple-family, mobile homes, and other housing.
- **Downtown.** Downtown El Monte is a diverse area of well-maintained homes, high density residential, and senior projects. Established small-lot single-family residential neighborhoods extend south of Ramona Boulevard. This area is denoted by its eclectic mix of housing, street configurations, proximity to historical resources, and shopping.
- **Park El Monte.** Park El Monte, southeast of Flair Park and the Rio Hondo River, is distinguished by curvilinear wide streets, lower scale, single-family homes, and quality housing. Much of the City's original agriculture was in that area. The area is currently in need of housing rehabilitation and improvements.
- **River East.** The River East neighborhood is bordered by the San Gabriel River to the east and Interstate 10 to the south. This neighborhood is made up primarily of residential uses, in particular, multiple-family planned residential developments. The neighborhood is continuing to complete the transition to planned residential uses.

El Monte prides itself on the quality of its residential neighborhoods. Some neighborhoods have a strong identity and tradition. Given the diversity of neighborhoods, the challenges are to: 1) recognize and highlight these distinct neighborhoods within the context of a modern city; 2) restore and enhance neighborhood identities through effective design policies; and 3) put in place policies that will maintain neighborhood character and fabric.

The following goal and policies, in concert with other General Plan Elements, are intended to achieve these objectives.

Goal CD-9 – Quality neighborhoods evidenced by distinct identities; focal points that provide recreation and social opportunities; attractive streetscapes that accommodate autos, pedestrians, and cyclists; and attractive and well-designed residential projects that improve property values.

3 – Architecture Policies

CD-9.7 – Single-Family Housing. Require that single-family detached and attached housing be well designed to assure a high level of neighborhood quality in consideration of the following:

- Avoidance of box-like structures through the articulation and modulation of building elevations, variation of rooflines, and features to create visual interest.
- Quality architectural design treatment of all elevations that are visible from public places and adjacent private residences.
- Minimize paving for driveways and parking areas in front yard setbacks; require well-designed front yards that provide an effective and beautiful transition from homes to the street.
- Encourage street-facing architecture by placing entries, porches, and windows at the front of the residence and connecting them to the sidewalk by a pathway.
- Consider small-lot developments with rear lanes that position the garage and driveway to the back of the site to avoid garage-dominated streetscapes.
- Encourage a blend of compatible architectural styles that contain rich façade detailing, varied rooflines, and quality materials incorporated on all four sides of the residence.

CD-9.8 – Multiple-Family Housing. Require that new multifamily residential projects be designed to convey a high level of visual and physical quality and distinctive neighborhood character in consideration of the following principles:

- Architectural treatment of building elevations and modulation of mass to convey the character of separate units, avoiding the sense of a singular building mass and volume.
- Design of parking areas that blend with the architecture of residential structures style, materials, colors, and forms.
- Incorporation of usable and functional private open space for each unit and common open space that creates a pleasant living environment and attractive locations for recreation.
- Reduce the visual impact of parking through consolidated parking, shared driveways, lane-accessed designs, landscape buffers, and other techniques.
- Incorporation of substantial, lush landscaping that softens the hardscape, presents an attractive street image, and provides for a high-quality living experience.

~~**CD-9.9 – Mixed-Use Projects.** Require that mixed-use projects convey a high level of visual and physical quality and distinctive neighborhood character in consideration of the following principles:~~

- ~~Architectural treatment of building elevations and modulation of mass to convey the character of separate units, avoiding the sense of a singular building mass and volume.~~
- ~~Design of parking areas that blend with residential portions of the structures style, materials, colors, and forms.~~
- ~~Incorporation of usable and functional private open space for each unit and common open space that creates a pleasant living environment and attractive locations for recreation.~~
- ~~Reduction of the visual impact of parking through consolidated parking, shared driveways, lane-accessed designs, landscapes buffers, and other techniques.~~
- ~~Incorporation of substantial, lush landscaping that softens the hardscape, presents an attractive street image, and provides for a high-quality living experience.~~
- ~~Design flexibility in mixed/multiuse development by allowing both vertical and horizontal uses at a variety of scales and heights.~~
- ~~Shared parking for residential, commercial, office, and transit uses to facilitate greater flexibility in site planning. Ensure mixed/multiuse developments are compatible with adjacent uses through project design, scale, and appropriate buffers and transitions between uses. Taller projects should step down heights as they approach adjacent development.~~
- ~~Where a vertical mix of uses occurs, site retail/office uses on the ground floor, with residential and/or office uses above, and require architectural detailing that differentiates uses.~~
- ~~Minimize the visual impact of surface parking by providing berms and landscape buffering, and/or locating parking lots behind, to the side of, or below buildings.~~
- ~~In multiuse development, locate retail and commercial development close to the street for higher visibility and residential uses behind for convenience and privacy.~~
- ~~Incorporate different architectural styles, a variety of rooflines, wall articulation, balconies, window treatments, and varied colors and quality materials on all elevations.~~

2 – COMMUNITY DESIGN ELEMENT (FINAL)

Page CD-11 – COMMERCIAL STREETSCAPES

El Monte has often been referred to as “the end of the Santa Fe Trail.” The City has always been a place of passage and a destination and its landscape is defined by its transportation infrastructure. Commercial corridors are one of the most prominent features traversing the community. The condition of the streetscape—its signs, landscaping, lighting, and other aspects—define the image and identity of El Monte. What better way, then, to strengthen community identity than to beautify commercial roadways.

In creating a positive image of El Monte, the City must address:

- **Corridor Identity.** The City can enhance the identity of well-known arterials through a thematic approach recognizing its contemporary and historical role. Valley Boulevard is the historic spine of the City; Ramona Boulevard was a corridor for the Red-Line Cable Cars; Garvey Avenue was part of Historic Route 99, known as the “Golden State Highway” connecting Mexico to Canada; Santa Anita Avenue affords some of the City’s best views; and Tyler Avenue links Downtown to the cultural center.
- **Functional Needs.** Although the auto dominates many roads, many El Monte residents and workers walk to school, work, or shopping and desire a more pleasant street environment. Completing sidewalks and crosswalks, ensuring that walkways can accommodate people of all abilities, providing shade trees, installing quality street furniture, and other projects will create a more positive experience for pedestrians.
- **Public Landscaping.** Public landscaping and trees can soften the hardscape of commercial corridors and, if properly designed, invoke El Monte’s image and heritage as a wooded place. However, the majority of corridors lack consistency and quality of green infrastructure. Proper landscaping should take into account roadway function, its characteristics, desired visual image, and maintenance requirements.
- **Signage and Lighting.** El Monte’s streets are dotted with signs and lighting of varying shapes, sizes, and quality. While signage and lighting fulfills a vital informational role, unregulated signs clutter streetscapes and are a blighting influence. Moreover, signs and lighting should be sensitive to their intended use, with careful consideration of height, placement, materials, colors, and consistency.

This Element seeks to improve the image of the City’s commercial corridors through a comprehensive streetscape program. The following goals and policies establish the framework to build on historical and contemporary qualities of each corridor and institute capital improvements necessary to transform the image of El Monte’s commercial corridors. In this way, major arterials will present an attractive and unified image of El Monte.

Page CD-18 – DOWNTOWN EL MONTE

Downtown El Monte has always been its heart and the gateway to the region. In the late 1800s, Valley Boulevard was the only road and served as the Butterfield Stagecoach stop between Los Angeles and San Bernardino. This early main street gradually evolved into an outdoor shopping district. Today, Downtown encompasses an area of 200 acres, bordered by the Rio Hondo River, the railroad, and Interstate 10.

Downtown El Monte contains five subdistricts that serve distinct functions—civic, business, transit, residential, or other uses:

- **Government Center.** The government center is the eastern gateway to Downtown and serves as the governmental core of El Monte. This area is anchored by the El Monte City Hall offices, Los Angeles County Superior Court, educational uses, and police station. Other governmental and public uses also extend into other districts.
- **Main Street Area.** Main Street covers an area bounded by the railroad, Santa Anita Avenue, and Ramona Boulevard. The subdistrict is anchored by a traditional outdoor shopping street. With several blocks of street-facing frontage and tree-lined sidewalks, it connects the civic center to the transit station.
- **Cultural District.** The cultural district is the heart of the community and is home to the El Monte Community Center, Historic Society Museum, Jack Crippen Senior Center, Aquatic Center, Tony Arceo Memorial Park, and El Monte High School. It is a well-known place for street fairs, concerts, and community gatherings.
- **Neighborhoods.** Downtown has an eclectic mix of housing projects and small distinct neighborhoods, south of Ramona Boulevard or along Tyler Avenue north of Downtown. The fabric of this area is well established, but could benefit from common design treatments, housing rehabilitation programs, and infrastructure improvements.
- **El Monte Gateway.** The El Monte Gateway Project is a groundbreaking effort to create a 60-acre, regionally significant, mixed-use community that integrates public transit, housing, parks and open space, retail, business, and entertainment. The El Monte Gateway will be a key activity center, linked with the Emerald Necklace.

What makes Downtown El Monte a special place to live, work, and play is its eclectic environment and unique subdistricts, each of which has a symbiotic relationship with the other subdistricts. Residential neighborhoods provide a customer and job base for Downtown. The following graphic illustrates the location of each subdistrict.

As expressed in the Land Use Element, Downtown El Monte is envisioned as the mixed-use, mixed-income, cultural heart of the City that epitomizes pride and opportunity. Its historical role is augmented by new housing, retail, office, parks, and cultural facilities. Downtown takes advantage of transit-oriented development. The population is diverse, the architecture is human-scaled, and the character is authentic to El Monte.

Downtown El Monte needs a more unified design to reach its potential. The following goal and policies address tangible ways, from a design perspective, to enhance the vibrancy and character of Downtown.

Goal CD-5 – A vibrant Downtown that is an attractive, accessible, and pedestrian friendly center noted for its wide range of quality shopping, entertainment, and cultural and recreational amenities.

1 – District Identity Policies

CD-5.1 – Specific Plans. Implement the Downtown El Monte Main Street Transit-Oriented Specific Plan and the Gateway Specific Plan. This includes attracting specific land uses, completing mobility and beautification improvements and addressing infrastructure needs. Also, refer to the Specific Plan when implementing Policies 5.2 through 5.11.

CD-5.2 – District Identity. Distinguish Downtown El Monte in its character, physical appearance, and role by considering edge and entry treatment, architecture, landscape, streetscape, and comparable elements.

CD-5.3 – Subdistrict Identity. Recognize and affirm, through specialized design treatment, the following subdistricts:

- Governmental Center
- Main Street Area
- El Monte Gateway
- Residential District
- Cultural Center

CD-5.4 – Cultural Resources. Incorporate the City’s heritage in Downtown design plans in many expressions. Use the cultural resources inventory to start identifying, recognizing, and celebrating El Monte’s heritage. Examples include:

- Monuments
- Historic sites
- Infrastructure
- Natural features

CD-5.5 – Entry Statements. Establish highly visible entry statements, specialized pavement colorings, and lush landscaping at key intersections and entries to Downtown. This include Valley Boulevard/Ramona Boulevard/Main Street, Santa Anita Avenue/Valley Boulevard/Main Street, and Tyler Avenue/Ramona Boulevard.

CD-5.6 – Public Art. Beautify Downtown El Monte with public and private art (e.g., murals, statues, fountains, monuments, gateways) that reflects El Monte’s heritage; involve public, private, and nonprofit organizations in a public art program.

2 – Circulation Policies

CD-5.7 – Linkages. Establish a stronger link between the cultural center, El Monte Main Street, El Monte Gateway, governmental center, and surrounding neighborhoods of the Downtown by incorporating unifying streetscape improvements along key roadways, an interconnected and coordinated system of walkways, and improvements to the Emerald Necklace of trails.

CD-5.8 – Streetscape. Develop a comprehensive streetscape improvement plan that uniquely defines the Downtown El Monte experience, improves the pedestrian experience, and helps make it a special place. Incorporate the following:

- **Street Landscape.** Include parkways and planters along sidewalk frontages, with the highest intensity in core pedestrian areas.
- **Street Trees.** Provide different street trees to denote Downtown, provide shade for walking, and beautify the streetscape.
- **Sidewalk and Crosswalk Improvements.** Install distinctive paving materials or treatment and sidewalk pullouts at intersections.
- **Street Furniture.** Incorporate consistent use of well-designed benches, trash receptacles, newsracks, and other pedestrian amenities.
- **Lighting.** Provide pedestrian-oriented lighting fixtures (low height and intensity) in primary pedestrian areas.
- **Signage.** Create graphic designs with a unique logo to identify Downtown.
- **Public Art.** Install public art (murals, ground paintings, sculptures, banners, etc.) throughout Downtown.

CD-5.9 – Gathering Places. Design plazas along Main Street and other gathering places in suitable locations throughout Downtown, considering:

- Ample seating space and outdoor dining.
- Proximity to and visibility to and from the street.
- Central focal point such as public art or a fountain.
- Combinations of sun and shade.
- Accessibility for all age groups and abilities.
- Public space framed by surrounding buildings.

CD-5.10 – Pedestrian Plan. Create a Downtown Pedestrian Master Plan, as specified in the Circulation Element, that is designed to improve the walking experience of pedestrians, shoppers, and residents. The plan should provide well-defined pathways with ample pedestrian amenities and wayfaring signage to encourage walking.

3 – Architecture Policies

CD-5.11 – Mixed-Use and Urban Housing Projects. Require that mixed-use and urban housing projects convey a high level of architectural, design, and landscape quality as follows:

- Design and incorporation of elements to avoid conflicts among functions, such as noise and lighting.

- Visual and physical integration and coherence of the commercial and residential uses in the project.
- Architectural treatment of building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined entries for commercial uses and residential units.
- Design of parking areas and facilities to be placed behind the structures and integrated with the building use.
- Incorporation of extensive landscaping, where feasible, to soften hardscape and present a domestic living environment.
- Incorporate different architectural styles, variety of rooflines, wall articulation, balconies, window treatments, and varied colors and quality materials on all elevations.

Page CD-23 – FLAIR PARK

Flair Park has a storied past in El Monte, the original site of a World War II airfield and named after the cable address of Fletcher Aviation. Flair Park was originally intended for industry and commerce. With its strategic location along Interstate 10, mountain views, and vast land assets, Flair Park has evolved into the City’s professional office district. Wells Fargo, Cathay Bank, East West National Bank, the Chinese Cultural Center, and Los Angeles County have all rediscovered the park.

Since its earliest beginnings, El Monte has served as a gateway into the Los Angeles region, where immigrants traveled long distances and settled at the end of the Santa Fe Trail. El Monte’s role as a gateway city and burgeoning influence in the region continues with the arrival of banking/finance, cultural, and institutional uses that span the Pacific Ocean.

Since the early part of the 2000s, Flair Park has been envisioned as El Monte’s professional and financial district. Numerous high-profile projects have been completed on properties directly adjacent to Interstate 10. Flanked with signature architecture and iconic skyline, Flair Park is known for its modern architecture, business amenities, and efficient access to transportation resources. However, professional offices have become an unstable land use type. While the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses.

Pursuant to new zoning standards, Flair Park is envisioned to have the following districts, described and illustrated below.

- **Finance/Hospitality Row.** The freeway frontage that spans the length of the park will be home to major financial institutions (Cathay Bank, Wells Fargo, East West National, etc.), hotels and other hospitality uses and regional commercial attractions. This frontage will present a striking iconic skyline to Interstate 10.
- **Midway District.** At the convergence of Rosemead Boulevard and Telstar Avenue, this district will signal the western entry into Flair Park, with low- to mid-rise buildings transitioning to the high-rise buildings along Interstate 10 and

soaring view of the mountains. Uses may include office, creative/incubator and research/development space.

- **Riverfront District.** Flanking the southern edge of the park will be the riverfront district, an area occupied by smaller-scale land uses that provide a transition from the residential neighborhoods south of the river to the more intense uses to the north. Uses may include office, creative/incubator, educational and work-live units.

Goal CD-6 – The international finance district of the San Gabriel Valley, denoted by its iconic skyline, parks and natural amenities, and highly-amenitized working and living environment that builds on its strengths in finance, banking, government, and institutional uses.

1 – District Identity Policies

CD-6.1 – District Identity. Distinguish Flair Park in its character, physical appearance, and role by considering its physical and visual separation from adjacent areas, edge and entry treatment, architecture, landscape, streetscape, and comparable elements.

CD-6.2 – Subdistrict Identity. Recognize and affirm, through specialized design treatment, through new zoning standards, the following subdistricts:

- Finance/Hospitality Row
- Midway District
- Riverfront District

CD-6.3 – Cultural Resources. Incorporate the City’s history in the design plans of Flair Park. Utilize the Cultural Resources Inventory as a starting point for identifying, recognizing, and celebrating El Monte’s heritage. Examples include:

- Key businesses
- Infrastructure
- Culture
- Natural features

CD-6.4 – Entry Statements. Establish highly-visible entry statements, specialized pavement, and landscaping at key District entries, such as Rosemead Boulevard and Telstar Avenue, Baldwin Avenue and Interstate 10, and other key locations to heighten the sense of arrival into Flair Park.

CD-6.5 – Public Art. Beautify Flair Park with public and private art (e.g., murals, statues, fountains, monuments, gateways) reflecting El Monte’s heritage; involve public, private, and nonprofit organizations in a public art program.

2 – Architecture Policies

CD-6.6 – Signature Projects. The design of new construction and rehabilitation of buildings along the freeway frontage should establish landmark buildings and an iconic skyline. Buildings should be designed with the following principles:

- Placement of buildings to preserve views of the San Gabriel Mountains from all signature and landmark buildings.
- Architectural treatment of all building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined primary entrances with quality building materials that present a sense of grand entry into a building.
- Highest quality of materials on all building façades that avoid the perception of low-quality, imitation, or flimsy appearance but rather present a highly defined, clean appearance.
- High-rise towers should be relatively slender, with massing divided to reduce the overall bulk and gradual stepdown of building towards lower adjacent structures.
- Delineated rooflines that create a clear demarcation where the building silhouette reaches toward the skyline and its edge defines and complements existing mountain views.

CD-6.7 – Professional Offices. Require that new development of office projects be designed to convey the following principles:

- Architectural treatment of all building elevations and visible sides of structures, and modulation of their massing.
- Incorporation of separate and well-defined primary entrances with quality building materials.
- Highest quality of materials on all building façades that avoid the perception of low-quality, imitation, or flimsy appearance but rather present a highly defined, clean appearance.
- Delineated rooflines that create a clear demarcation where the building silhouette reaches toward the skyline and its edge defines and complements existing mountain views.
- Parking areas that are placed to the rear of buildings and structures that are complementary in color, mass, design treatment, and style to the primary office building.
- Incorporation of lush landscaping that provides a tasteful accent to the office structure and its features.
- Well-defined plazas or open spaces in front of buildings, such as the entrance, and between adjacent buildings to provide a high quality experience for employees and visitors.

CD-6.8 – Creative/Incubator and Research/Development Space.

CD-6.9 – Work-Live.

3 – Focal Points Policies

CD-6.10 – Gathering Places. Require the creation of public and private plazas in central park areas, between buildings, and other gathering places which include ample seating space with quality furniture, central focal point such as a park, public space adorned with public art and fountains, and water features.

CD-6.11 – Emerald Necklace. Improve the riverfront experience along the Rio Hondo River through the installation of Emerald Necklace projects. Include the following improvements according to the Emerald Necklace Vision Plan:

- Linear park and trails along the river
- Miniparks at key locations along the river
- Trees and native habitat planted along the way
- Cultural and historical references
- Bicycle paths and multiuse trails

CD-6.12 – Public Parks. Create a series of interconnected public parks that encourage pedestrian interest and activity, equipped with plazas, public art, and fountains, statues, and other features; link the public parks across Telstar Avenue or major streets through a series of landscaped paths that allow for pedestrian movement.

CD-6.13 – Central Park. Create signature central parks, equipped with fountains, landscaping, monuments, cultural and historical markers, public art, and pedestrian amenities as a focal point and landmark serving and symbolizing Flair Park’s role.

4 – Circulation Policies

CD-6.14 – Linkages. Establish a stronger link between the various districts within Flair Park by visually denoting Telstar Avenue as the major spine and incorporating unifying streetscape improvements along Flair Drive, Rio Hondo Avenue, Aerojet Avenue, and Fletcher Avenue.

CD-6.15 – Freeway On-Ramps. Coordinate with Caltrans to beautify on-ramps and off-ramps to Interstate 10 with coordinated and thematic presentation, evidenced by lush landscaping, carefully placed trees, rock features, and other landscape amenities.

CD-6.16 – Streetscape Improvements. Develop a comprehensive streetscape improvement plan that uniquely defines Flair Park, improves the pedestrian experience, and helps make it a special place. Include:

- **Street Trees.** Incorporate different street trees to denote Flair Park, provide shade for walking, and beautify streetscape.
- **Sidewalk and Crosswalk Improvements.** Install distinctive paving materials or treatment at key intersections.
- **Lighting.** Provide pedestrian-oriented lighting fixtures (low height and intensity) in primary pedestrian areas.
- **Signage.** Create graphic wayfinding designs with a unique logo to differentiate Flair Park from other areas in the City.

CD-6.17 – Pedestrian Path System. Create a coordinated system of paths that weave through each district and connect districts separated by internal streets according to the following principles:

- Line paths with public art, small seating areas, street furniture, and pedestrian-scaled lamps that lend an air of informality.

- Paths should be a combination of linear and nonlinear configurations, lending visual interest for the pedestrian.
- Paths should link to major plazas and gathering places; avoid creating paths that simply follow building property lines.
- Include pavement colorings, treatments, and detailed materials (not undifferentiated concrete) that lend a domestic quality while still clearly demarcating high quality non-residential uses.
- Include pedestrian-scaled monument signage and wayfaring of quality materials and finishes that withstand weather.

Page CD-33 – COMMUNITY RETAIL CENTERS

Every community has a wide variety of community retail centers and El Monte is no exception. Community retail centers in El Monte provide an important service to residents, businesses, and visitors by providing a range of goods and services, including: groceries; apparel; household items; and larger item purchases. Except for major commercial corridors, community retail centers present the first initial image of El Monte. Ensuring that commercial centers are well-designed is therefore a key goal of El Monte.

The City has a wide variety of community retail centers along major corridors, built at different times over the past decades. Presently, the City’s major commercial centers are along Garvey Avenue, Valley Boulevard, Peck Road, and Lower Azusa Road. The General Plan will establish and regulate three general categories of retail centers in El Monte, each distinguished by their size, function, and location.

Each of El Monte’s commercial centers is one of three types—community/regional, neighborhood, and mixed/multiuse nodes:

- **Regional/Community Retail.** These centers provide large-scale commercial uses that serve an area larger than the City. Auto dealers, home furnishings, building materials and hardware, and big-box retail are examples. Major regional/community commercial centers include the Sam’s Club, Home Depot, Five Points, and Santa Fe Trail projects.
- **Neighborhood Retail.** Neighborhood commercial centers provide convenient and smaller-scale retail, such as grocers, drug stores, and services that serve the immediate needs of residents of surrounding residential neighborhoods. There are many examples of neighborhood shopping centers throughout El Monte.
- **Mixed-Use and Urban Housing Centers.** The General Plan Land Use Plan includes a Mixed/Multiuse designation for portions of Durfee Avenue and Peck Road to foster the development of a mix of residential and commercial uses. This includes limited retail sales and services that serve surrounding residential neighborhoods (minor node) and, in certain locations, retail sales and services that serve the community (major node). Residential densities of 25 to 35 units per acre are permitted. In addition, the Land Use Plan includes an Urban/Multiuse designation for portions of Garvey Avenue and Five Points to foster the

development of urban housing and a mix of residential and commercial uses. Here residential densities of up to 50 units per acre are permitted.

The El Monte General Plan contains an implementation program to guide the development, improvement, and rehabilitation of these types of centers. In the meantime, the following goal and policies (in conjunction with the overlay zone) provide the mechanism to approve and condition such projects to achieve the overall goals set forth in the General Plan.

Goal CD-8 – Attractive, vibrant, and convenient commercial centers that convey a quality shopping experience through the careful application of land use, site design, design policies, and architectural standards.
5 – Architecture Policies

CD-8.15 – Commercial Projects. Require that multitenant commercial and office projects be designed to convey a unified and high-quality character in consideration of the following principles:

- Avoid visual perception of single-building volume and mass through modulation, articulation, setbacks, and other techniques.
- Design treatments that create a sense of individualized and personalized storefronts yet still link adjacent storefronts with a consistent theme.
- Articulate exterior façades of buildings to create visual interest on all sides, and consistent architectural design vocabulary with materials and colors that are complementary.
- Link individual storefronts and structures with pedestrian walkways and plazas that provide customer amenities.
- Variation of building heights and rooflines articulated with high-quality materials and façades to avoid uninterrupted planes and promote visual interest.
- Architectural treatment of parking structures consistent and integrated with commercial and business buildings.
- Proper enclosure of trash receptacles to hide trash areas, surrounding with landscaping or other attractive screening.

CD-8.16 – Mixed-Use and Urban Housing Projects. Require that mixed-use and urban housing projects convey a high level of visual and physical quality and in consideration the following principles:

- Design flexibility in mixed/multiuse development by allowing row, staked and horizontal uses at a variety of scales and heights. Level of intensity should vary based on location, property size, access to transit and surrounding uses.
- Incorporate different architectural styles, a variety of rooflines, wall articulation, balconies, window treatments, and varied colors and quality materials on all elevations.
- Where a vertical mix of uses occurs, site retail/office uses on the ground floor, with residential and/or office uses above, and require architectural detailing that differentiates uses.

- Locate retail and commercial development close to the street for higher visibility and residential uses behind for convenience and privacy.
- Incorporate of usable and functional private open space for each unit and common open space that creates a pleasant living environment and attractive locations for recreation.
- Incorporate of substantial, lush landscaping that softens the hardscape, presents an attractive street image, and provides for a high-quality living experience.
- Develop shared parking for residential, commercial, office, and transit uses to facilitate greater flexibility in site planning. Ensure mixed/multiuse developments are compatible with adjacent uses through project design, scale, and appropriate buffers and transitions between uses. Taller projects should step down heights as they approach adjacent development.
- Design of parking areas that blend with residential portions of the structures style, materials, colors, and forms.
- Minimize the visual impact of surface parking by providing berms and landscape buffering, and/or locating parking lots behind, to the side of, or below buildings.

Page CD-37 – NEIGHBORHOOD DESIGN FEATURES

El Monte is a collection of neighborhoods representative of its varied past. Each City neighborhood varies depending on its location, architecture, housing types, and history. Because much of the area's original development fabric has been erased over time, the preservation, rehabilitation, and restoration of residential neighborhoods is of critical importance.

El Monte's neighborhoods are:

- **Norwood-Cherrylee.** The Norwood-Cherrylee neighborhood contains a mix of single-family homes anchored by Lambert Park. It contains the Rurban Homesteads and Wye Street, built during the 1920s as part of an experimental federal housing program. With its rural ambience, the area is distinguished by its equestrian and agricultural heritage.
- **Arden Village.** Arden Village is bordered by the Rio Hondo River, El Monte Airport, and nonresidential uses in northwest El Monte. Historically the site of labor camps for the agricultural industries, Arden Village is distinguished by small uniform lots, traditional single-family homes, and a distinctive classic identity.
- **Mountain View.** The Mountain View neighborhood, anchored by the Mountain View Park and elementary school, is bordered by the San Gabriel River. This neighborhood has one of the most diverse types and ranges of housing prices for single-family, multiple-family, mobile homes, and other housing.
- **Downtown.** Downtown El Monte is a diverse area of well-maintained homes, high density residential, and senior projects. Established small-lot single-family residential neighborhoods extend south of Ramona Boulevard. This area is denoted by its eclectic mix of housing, street configurations, proximity to historical resources, and shopping.
- **Park El Monte.** Park El Monte, southeast of Flair Park and the Rio Hondo River, is distinguished by curvilinear wide streets, lower scale, single-family homes, and

quality housing. Much of the City's original agriculture was in that area. The area is currently in need of housing rehabilitation and improvements.

- **River East.** The River East neighborhood is bordered by the San Gabriel River to the east and Interstate 10 to the south. This neighborhood is made up primarily of residential uses, in particular, multiple-family planned residential developments. The neighborhood is continuing to complete the transition to planned residential uses.

El Monte prides itself on the quality of its residential neighborhoods. Some neighborhoods have a strong identity and tradition. Given the diversity of neighborhoods, the challenges are to: 1) recognize and highlight these distinct neighborhoods within the context of a modern city; 2) restore and enhance neighborhood identities through effective design policies; and 3) put in place policies that will maintain neighborhood character and fabric.

The following goal and policies, in concert with other General Plan Elements, are intended to achieve these objectives.

Goal CD-9 – Quality neighborhoods evidenced by distinct identities; focal points that provide recreation and social opportunities; attractive streetscapes that accommodate autos, pedestrians, and cyclists; and attractive and well-designed residential projects that improve property values.

3 – Architecture Policies

CD-9.7 – Single-Family Housing. Require that single-family detached and attached housing be well designed to assure a high level of neighborhood quality in consideration of the following:

- Avoidance of box-like structures through the articulation and modulation of building elevations, variation of rooflines, and features to create visual interest.
- Quality architectural design treatment of all elevations that are visible from public places and adjacent private residences.
- Minimize paving for driveways and parking areas in front yard setbacks; require well-designed front yards that provide an effective and beautiful transition from homes to the street.
- Encourage street-facing architecture by placing entries, porches, and windows at the front of the residence and connecting them to the sidewalk by a pathway.
- Consider small-lot developments with rear lanes that position the garage and driveway to the back of the site to avoid garage-dominated streetscapes.
- Encourage a blend of compatible architectural styles that contain rich façade detailing, varied rooflines, and quality materials incorporated on all four sides of the residence.

CD-9.8 – Multiple-Family Housing. Require that new multifamily residential projects be designed to convey a high level of visual and physical quality and distinctive neighborhood character in consideration of the following principles:

- Architectural treatment of building elevations and modulation of mass to convey the character of separate units, avoiding the sense of a singular building mass and volume.
- Design of parking areas that blend with the architecture of residential structures style, materials, colors, and forms.
- Incorporation of usable and functional private open space for each unit and common open space that creates a pleasant living environment and attractive locations for recreation.
- Reduce the visual impact of parking through consolidated parking, shared driveways, lane-accessed designs, landscape buffers, and other techniques.
- Incorporation of substantial, lush landscaping that softens the hardscape, presents an attractive street image, and provides for a high-quality living experience.

3 – LAND USE ELEMENT (RED LINED)

Page LU-2 – RELATED PLANS AND PROGRAMS

The El Monte General Plan is implemented through a variety of regulatory documents. Described below, these implementation documents are the Municipal Code, Zoning Code, development agreements, redevelopment project areas, specific plans, and the El Monte Airport Land Use Plan.

Municipal Code and Development Code

The City's Municipal Code and Development Code are the primary tools used to implement the goals and policies of the General Plan. The Municipal Code provides a broad variety of regulations necessary to promote the health, safety, and welfare of residents and businesses. It is comprehensive in scope, covering issues such as City administration, subdivision development, business regulations, building and safety standards, and other municipal regulations.

The Development Code provides detailed direction related to land uses. Specifically, the Development Code specifies development standards; permitted, conditionally permitted, and prohibited uses; administrative processes; and other regulations such as parking and sign standards. It is important to note that the General Plan provides broad guidance as to the use of land. The Development Code provides a detailed listing of specific allowable uses within the general designations set forth in the General Plan.

Redevelopment Project Areas

~~California redevelopment law authorizes cities to set aside focused areas for redevelopment activities in order to eliminate physical and economic blight, stimulate economic development, and enhance city aesthetics. These areas, called "redevelopment project areas," have more detailed land use plans that implement the goals and policies of the General Plan. Project area improvements are financed with tax increment revenue, which is the incremental increase in tax revenues generated from the area.~~

~~To create a redevelopment project area, the City of El Monte Planning Commission and City Council must review and adopt a redevelopment plan and make relevant findings in accordance with state redevelopment law. Because of the need for revitalization, the City has adopted 11 redevelopment project areas encompassing approximately 1,233 acres of land—25 percent of the developed land area within the community. The Economic Development Element describes these areas in greater detail.~~

Specific Plans

While the General Plan serves as the general blueprint for the long-term physical development of the community, specific plans are created to provide detailed regulatory guidance for special areas or large developments. Specific plans comprise a land use plan, circulation plan, development standards, design guidelines, phasing plan,

infrastructure plan, and implementation plan. Specific plans are often implemented as customized zoning for a particular area of the City. For example, the City adopted the Gateway Specific Plan in 2007 for development around the El Monte Station, the busiest bus station west of Chicago. In addition, the City adopted the Downtown Main Street Transit-Oriented Specific Plan for the area bounded by the railroad, Santa Anita Avenue and Ramona Boulevard in 2017. ~~The Land Use Plan proposes the creation of specific plans to implement the vision for specific employment districts and residential neighborhoods in the City.~~

El Monte Airport Land Use Plan (name changed to the San Gabriel Valley Airport in 2014)

The County of Los Angeles Airport Land Use Commission is required, in cooperation with affected cities and Caltrans' Division of Aeronautics, to prepare an airport land use plan (ALUP) for each airport (Public Utilities Code §§ 21670 and 21670.1). The ALUP provides for the orderly growth of public-use airports over a 20-year span in a manner that minimizes land use conflicts with the surrounding area. The ALUP may include building height restrictions, specify allowable land uses, and determine building standards within the airport planning area. Los Angeles County adopted its most recent ALUP in 1991. The ~~e~~County subsequently adopted the El Monte Airport Master Land Use Plan (EMAMP) in 1995~~83~~ (name changed to the San Gabriel Valley Airport in 2014). ~~and t~~The City's General Plan is in compliance with the ALUP and EMAMP. ~~the adopted restrictions.~~

Page LU-5 –LAND USE CONTEXT

This section describes each category of land use, summarizes the proposed land uses on the Land Use Plan, and then calculates the City's buildout for population, housing, and employment so that appropriate infrastructure and services can be provided.

Page LU-5 – LAND USE DESIGNATIONS

Land use designations refer to the allowable amount, type, and nature of development in El Monte. Major land use designations include residential (housing), commercial, industrial, public facilities (including parks), and the airport. Each of these land use designations are divided into further subcategories. Each designation allows for different types, intensities, and densities of development that directly correlate to the square footage of building area allowed on land within El Monte.

Each residential land use designation includes a range of allowable densities, calculated as the number of dwelling units allowed per gross acre. The lower threshold figure for each of these categories represents a guaranteed minimum density, expressed as housing units per acre, provided all other required development conditions can be met. The higher figure represents a potential maximum density that could be achieved if the proposed development demonstrates high quality design.

Each commercial and industrial category has a range of allowable intensities of development. Building intensities for nonresidential uses are measured by floor area ratio (FAR). FAR is the ratio of the total net floor area of a building to the total lot area and describes the intensity of the use on a site. FAR calculations do not include areas within parking structures or outdoor open storage areas. The same FAR can be achieved through a variety of building coverage, orientations, and height configurations.

Site considerations, such as topography or location, and City policies and regulations, such as development standards in the Zoning Code, may place additional requirements on a property that could prevent the site from achieving the maximum density established within this General Plan. Actual density and FAR ranges are determined on a parcel-specific basis. Density and FAR are based on adjusted gross acreage, which subtracts acres associated with right-of-way.

Residential Land Use Designations

El Monte offers a wide range of housing densities and types to meet the needs of current and future residents. In addition to the housing types and densities shown below, land uses compatible with neighborhoods are also allowed in the same areas as housing, such as schools, recreation centers, churches, parks, child care facilities, and public and institutional uses.

Low Density Residential

The low density residential designation is the most prevalent land use and represents typical single-family detached homes on 7,200-square-foot lots. The majority of these single-family homes are one- or two-story residences set back from the street and separated by yards. This land use designation is implemented by three One-Family Dwelling zoning districts (R-1Aa, R-1Bb, and R-1Cc) zoning districts, which allow ~~from~~ 0.1 to 6.0 residential dwelling units per acre.

Medium-Low and Medium Density Residential

Medium density allows for attached and detached single-family homes, attached products ~~with four or fewer units~~, and planned developments. ~~This~~ The low-medium density residential land use designation is implemented by ~~a medium-low density classification and the Low-Density Multiple-Family Dwelling (R-2-zone)~~ zoning district, which allows 6.1 to 8.0 housing units per acre. The medium density residential land use designation is intended for apartments and planned residential developments. It is implemented by the Medium-Density Multiple-Family Dwelling (R-3-zone) zoning district, which allows ~~from~~ 8.1 to 14.0 residential dwelling units per acre.

High Density Residential

This land use designation is reserved for town homes, apartments, planned residential developments, and senior housing primarily in downtown, near a mix of transportation, shopping, business, public services, and public facilities. Approved projects are sensitively designed with adequate open space, landscaping, and parking. ~~This land use designation~~ It is implemented by the High-Density Multiple-Family Dwelling (R-4)

~~zoning district-zoning district~~, which allows the highest residential density of 25 units per acre. Senior housing can be built at higher densities with an approved density bonus.

Commercial and Industrial Land Use Designations

Commercial, office, and industrial land uses reflect a wide range of densities and intensities of development and allowable uses of land. While some types of land uses are separated, others may be mixed together, such as housing and nonresidential uses. The Zoning Code provides greater detail on the types of uses allowed within each General Plan land use designation.

Office Commercial

~~The Office Commercial category accommodates low-scale two-story professional offices in areas where such development may serve as a buffer between less compatible uses. Professional, medical, and financial offices and institutions are the intended uses. This land use designation is implemented by the Commercial Office (C-O) zoning district and allows a Floor Area Ratio (FAR) of up to 0.75.~~

Neighborhood Commercial

Areas designated for Neighborhood Commercial provide convenient, smaller-scale retail businesses in close proximity to neighborhoods. Permitted uses include small commercial businesses (grocers, laundromats, drug stores, etc.) that meet the immediate needs of local residents and do not generate substantial volumes of traffic. This land use designation is implemented by the Retail Commercial (C-2) C-1 zoning district and allows an FAR of up to 0.5.

General Commercial

Areas designated for general commercial uses allow a wide range of retail and service commercial uses to serve the community and the region. Permitted uses for this category include a wide range of retail businesses, personal services, food and beverage establishments, hotel and other tourist uses, automotive sales and repair, retail, and professional offices. General commercial uses are primarily located along major corridors. ~~The C-1, C-2, This land use designation is implemented by the General Commercial (C-3) zoning district, and C-4 zones implement this designation, and allows an FAR of~~ up to 0.75-FAR.

Office Commercial

~~The Office Commercial category accommodates low-scale two-story professional offices in areas where such development may serve as a buffer between less compatible uses. Professional, medical, and financial offices and institutions are the intended uses. Presently, less than 1 percent of all land in El Monte is designated for office commercial. The C-O zoning district implements this land use designation, allowing up to 0.75 FAR.~~

Regional Commercial

Regional Commercial areas are intended to provide for large-scale commercial uses that serve an area larger than the City. Auto dealerships that have a regional draw are the primary intended business use, although department stores, theatres, restaurants, and limited office uses are also allowed. These uses are located in areas of the community that benefit from strategic access to the I-10 and I-605 freeways or major arterials. This land use designation is implemented by the General Commercial (C-3) zoning district and allows an FAR ~~for regional commercial uses~~ of up to 1.0.

Mixed/Multiuse

~~This designation allows mixed/multiuse housing along corridors. Mixed/multiuses can be vertically integrated (e.g., commercial frontage with residential and/or office uses above the first floor) or horizontal (housing adjacent to commercial and office uses). The scale, size, and mix of land uses vary based on the location and character of surrounding land uses. Densities of 25 to 35 units per acre and FAR of up to 1.00 are allowed.~~

Industrial Business Park

The Industrial Business Park designation is intended primarily for the Northwest Planning Area. Allowable uses include a mix of sustainable manufacturing, processing, office, warehousing, and distribution uses that generate employment, minimize traffic, and are compatible with residential neighborhoods. Supporting and limited retail uses are also allowed. Industrial uses are allowed an FAR of up to 1.0.

Downtown Core

The Downtown Core allows a range of land uses and development types that create a vibrant mixed-income and multiuse environment. Retail, civic facilities, office, entertainment, transit, hotels, light industrial, high density residential uses, and public and cultural facilities are allowable uses. In 2017, the City adopted the Downtown Main Street Transit-Oriented Specific Plan for the area bounded by the railroad tracks, Santa Anita Boulevard, and Ramona Boulevard. It calls for smaller scale buildings along Main Street, to maintain its small town charm. However, that would transition to higher intensity scaled buildings along Santa Anita Avenue (across from El Monte Gateway) and south of the Metrolink Station. Residential densities of 25 to 80 units per acre and non-residential and residential FARs of up to 3.0 are allowed. The Downtown Core allows residential densities ranging from 0 to 25 units per acre and commercial intensities ranging from 0.0 to 1.5. The areas south and east of the Specific Plan allows residential densities of 0 to 25 units per acre and non-residential FARs of up to 1.0.

El Monte Gateway

The El Monte Gateway Specific Plan Project applies ~~primarily to 60 acres of land around the El Monte Station, the busiest bus station west of Chicago, an area comprised by the MTA Bus Terminal.~~ Pursuant to ~~thea s~~Specific ~~p~~Plan, this area is slated to provide up to 1,850 residential units, up to 1 million square feet of commercial, entertainment uses, and public parkland and open space. ~~This project is intended to complement transit-oriented uses at the MTA station.~~

Multiuse Land Use Designations

Mixed/Multiuse

This designation allows mixed/multiuse housing primarily along Peck Road and Durfee Avenue. Mixed/multiuses can be vertically integrated (e.g., commercial frontage with residential and/or office uses above the first floor) or horizontal (housing adjacent to commercial and office uses). The scale, size, and mix of land uses vary based on the location and character of surrounding land uses. This land use designation is implemented by the Mixed/Multiuse (MMU) zoning district. Residential densities of 25 to 35 units per acre and non-residential FARs of up to 1.0 are allowed.

Urban/Multiuse

This designation allows mixed/multiuse housing primarily along the Garvey Corridor and Five Points area. Intensities would be greater compared to Mixed/Multiuse areas. Larger properties should be reserved for commercial and housing projects vertically integrated (e.g. commercial frontage with residential and/or office uses above the first floor) or housing-only projects (e.g. urban housing). This land use designation will be implemented by the Urban/Multiuse (UMU) zoning district. Residential densities of 25 to 50 units per acre and non-residential FARs of 1.0 to 1.25 are proposed for the UMU district.

Office/Multiuse Professional Office Park

The Professional Office Park designation is intended for Flair Park. This designation applies to the triangular shaped area generally bounded by Interstate 10 to the north, the Rio Hondo River to the southeast and Rosemead Boulevard to the southwest. Uses envisioned along the freeway include national and regional offices, financial institutions, government centers, hospitality and regional commercial. Uses envisioned away from the freeway include supportive retail, office, creative/incubator and research/development space. In addition, work-live units can be introduced along Telstar Avenue and the Rio Hondo River. FARs of up to 2.25 along Interstate 10, 1.5 along Telstar Avenue, and 0.75 along the Rio Hondo River will be allowed. In addition, work-live units along Telstar Avenue and the Rio Hondo River will be allowed with densities of up to 14 units per acre. Typical uses envisioned for this area include national or regional offices, financial institutions, government, Fortune 500 companies, and medical-related office complexes. This area is intended for midrise office buildings with an FAR of up to 1.5 and limited supporting retail, services, hospitality, and other uses. Until a Specific Plan is prepared for the area, the FAR limits are 1.5 for buildings north of Telstar and 0.75 south of Telstar.

Public and Institutional Uses

This land use designation refers to a wide variety of open space, institutional, governmental, educational, and transportation land uses in El Monte that serve residents, visitors, and the business community. This includes public facilities, parks and open space, and the airport.

Public Facilities

The Public Facilities classification pertains to lands and facilities owned and maintained by governmental agencies (federal, state, and local) and public utilities. Public schools, police and fire-related facilities, Superior Courthouse, public libraries, community centers, and the City Hall are all public facilities allowed within this land use designation. Most of these facilities, with the exception of schools, are located near downtown. This land use designation is implemented by the Public Facilities (PF) zoning district and allows an FAR of up to 1.0.~~This land use designation allows for an intensity ranging up to 1.0 FAR.~~

Parks and Open Space

The Parks and Open Space land use designation refers to areas designated for parks, open space, linear parks, trails, and other similar recreational uses. It includes areas as diverse as Peck Water Conservation Park, the Emerald Necklace, pocket parks, plazas, and other gathering places. This land use designation is implemented by the Open Space (OS) zoning district. Since buildings, such as recreational facilities, are sometimes allowed within this land use designation, an FAR of 0.0 to 0.4~~20~~ is permissible. Areas designated as parks and open space are intended to be used solely for such uses.

Airport/Transportation

The Airport land use designation applies solely to the ~~El Monte San Gabriel Valley~~ Airport and encompasses all aviation-related businesses on the airport site. This designation also extends to all areas within the airport influence zone in accordance with the ALUP that was adopted by the Los Angeles County Airport Land Use Commission in 19~~95~~⁸³. This land use designation is implemented by the Airport (AP) zoning district and allows an FAR of up to 1.0, subject to regulations in the ALUP.

El Monte's physical landscape has significant transportation infrastructure. El Monte has many parcels used as rights-of-way that support the railroad and freeway systems. The flood control channels also require significant public right-of-way. Approximately 20 percent of the City's land mass is devoted to transportation, regional flood control channels, and utilities. The General Plan does not contain a designation for such land uses.

Page LU-10 – LAND USE SUMMARY AND BUILDOUT

Figure LU-1 on the following page presents the land use plan for El Monte. Table LU-1 summarizes each of the City's General Plan and use designations, the implementing zone(s), the maximum and realistic density and intensity of development allowed within each land use designation, and the likely buildout associated with these assumptions.

Page LU-13 – GOALS AND POLICIES

This section of the Land Use Element describes land use goals and policies that, in conjunction with the Land Use Plan and accompanying density and intensity standards,

guide development within El Monte consistent with the City's vision. This section is organized into two subsections: first, those goals and policies that apply citywide (land use compatibility, revitalization and redevelopment, distinct and identifiable places, and balance of land uses), and second, those goals and policies that apply to specific community policy areas identified in the earlier section.

Page LU-15 – REVITALIZATION AND REDEVELOPMENT

El Monte is one of the oldest and most established cities in the San Gabriel Valley, so the revitalization and redevelopment of property is a critical concern. Some areas suffer from blight conditions that depress property values and create safety concerns. In others, the City may wish to change fundamental land use to stimulate the economy, improve an area, or encourage investment. As described further, these areas include commercial corridors, industrial areas, and even some residential neighborhoods.

Although El Monte has a range of stable residential areas, revitalization and reinvestment is needed in certain neighborhoods and areas. ~~Some neighborhoods contain incompatible nonresidential uses (industrial uses) or dilapidated properties that are blighting influences in the neighborhood. The City's 11 redevelopment project areas cover more than 1,000 acres of land and have helped to improve neighborhood shopping, enhance commercial business opportunities, and remove blighting influences.~~ This General Plan focuses economic development, revitalization, and reinvestment in other areas through focused land use, transportation, design, and economic development strategies. In addition, the plan focuses on creating distinct, discernible places of varied sizes, functions, and complexity. By these means, economic activity can be stimulated to reinforce itself, achieving greater private sector profit, public benefit, and sustainability. The following goal and policies address general principles for revitalization and redevelopment efforts in the city.

Goal LU-2 – Revitalization and redevelopment of residential, commercial, and industrial areas through the sensitive integration of infill development, elimination of blight, and master planning efforts.

Policies:

LU-2.1 – Underutilized Uses. Facilitate and increase the concentration of commercial and industrial uses to activity centers, major intersections, and other focused areas.

LU-2.2 – Midblock Residential. Introduce midblock residential uses, such as mixed/multiuse housing, condominiums, apartments, and live-work units to stimulate the revitalization and reuse of major corridors and removal of underused and incompatible uses.

LU-2.3 – Reinvestment Incentives. Continue to provide special financial– incentives, regulatory concessions, and improvement programs to revitalize deteriorated housing stock, residential neighborhoods, major business corridors, and employment centers.

~~LU-2.4 – Master Planning. Utilize master planning devices such as specific plans, planned development zoning, and creative site planning to stimulate the desired mix and intensity of development and a comprehensive approach to land use planning and design.~~

~~LU-2.45 – Planning Tools Specific Plan. Require Utilize specific plans, planned developments, and specialized zoning districts to preparation of specific plans that foster cohesive and well-designed residential, mixed-use, commercial, and industrial districts. This ~~requirement shall~~ can be applied to large vacant lands or for the reuse of existing properties or for a district/ subdistrict where it is the intent to establish a cohesive district where there are multiple property owners.~~

LU-2.56 – Blighting Influences. Remove blighting influences wherever they exist through a combination of proactive code enforcement, issuance of citations and enforcement actions, acquisition of sites, and demolition where needed.

LU-2.67 Fiscal Stability – Implement redevelopment and revitalization strategies (e.g., land use, transportation, economic development, parks, etc.) that will achieve, as a major consideration but not the only priority, greater fiscal stability for the City.

Page LU-16 – DISTINCT AND IDENTIFIABLE PLACES

El Monte contains different districts, each with special characteristics due to location, historical character, economic role, or other attributes. Whether they are historical districts, business parks, or downtowns, these areas serve specific purposes and add variety and identity to El Monte. Within this context, El Monte residents have expressed the aspiration to create distinct and identifiable places that inspire pride in the community.

El Monte's major business districts include the greater downtown, characterized by its transit center, government center, ~~Main Street~~the Valley Mall, and a range of housing options. The Flair Park provides a high-profile professional office area situated strategically along I-10. The Northwest Industrial District serves as the industrial heart of the community. And the ~~burgeoning~~ Auto District continues to be the City's revenue engine, anchored by the highest volume car dealership in the nation.

El Monte's residential neighborhoods are each distinguished by history, architecture, street patterns, lot size, and housing. The downtown is denoted by its eclectic mix of housing opportunities. Arden Village is a stable neighborhood of single-family homes. Park El Monte is distinguished by its curvilinear street patterns and single-family homes. Norwood-Cherrylee Village is a stable residential neighborhood. River East anchors the City's eastern border along the Rio Hondo River. And the Mountain View neighborhood anchors the southeast portion of El Monte.

In addition to larger neighborhoods and districts, smaller nonresidential activity centers are located throughout the community and each one plays an important role to

business, residents, and visitors. For instance, the El Monte-San Gabriel Valley Airport has been a long-standing feature of the community, requiring special treatment. The cultural center district, a part of El Monte's downtown separated by Interstate -10, is also a unique hub of activity and focal point for cultural and recreational activities. Numerous commercial centers of activity, such as Main Street-Valley Mall, are frequented activity centers.

The General Plan recognizes the diversity of neighborhoods and business districts, and therefore sets forth as fundamental the goal to create distinct and identifiable places that will provide economic, aesthetic, recreation, cultural, and other benefits. The following goal statement and policies provide broader guidance on creating distinct places. Please refer to the Community Design Element for detailed guidance on specific programs.

Page LU-22 – DOWNTOWN EL MONTE

El Monte's downtown has always been its heart and the gateway to the San Gabriel Valley. In the late 1800s, Valley Boulevard was the El Monte's only significant road and served as the Butterfield Stagecoach stop between Los Angeles and San Bernardino. Nearly a century later, this early Main Street gradually evolved into the Valley Mall in the 1960s, and adjoining shopping areas were added to the downtown. Today, the downtown area encompasses an area of 200 acres, bordered by the San Gabriel River, Interstate -10, and Ramona Boulevard.

The downtown today Today, the districts contains key activity centers that serve distinct functions—civic/governmental, business, transit, or other uses. As shown below, these subareas-districts include the Main Street area, El Monte Gateway, government center, and downtown residential neighborhoods. Each subdistrict plays a unique role, which together support a vibrant downtown experience. The graphic illustration below identifies the location of each subdistrict of the downtown and the following discussion describes key characteristics.

Downtown Vision

Downtown El Monte is a mixed-use, mixed-income, and cultural heart of El Monte that epitomizes pride and opportunity. As the center of the community, its historical role is augmented by new housing, retail, office, parks, and cultural facilities. The Downtown takes advantage of transit-oriented development. The population is diverse, the architecture is human scaled, and the character is authentic to El Monte.

Government

The government center district is the eastern gateway to greater downtown and serves as the governmental core of El Monte. This area is anchored by the El Monte City Hall offices, Los Angeles County Superior Court, educational uses, and police station. Governmental institutions continue to be the primary land uses. The area has significant

growth potential to accommodate additional government uses, with its large surface parking lot areas, single-story buildings, and underutilized land assets.

Main Street Area

Main Street covers an area bounded by the railroad ~~tracks~~, Santa Anita Avenue Boulevard, and Ramona Boulevard. The subdistrict is anchored by Main Street, a traditional outdoor shopping district. With several blocks of street-facing frontage and tree-lined sidewalks, it connects the eCivic eCenter to El Monte Station ~~the transit station~~. With ample surface parking lots and single-story developments, ~~the mall could eventually be ripe for~~ the area is in the beginning stages of a revitalization, with new restaurants, retail stores and housing of all different types. This is anticipated to continue, along with additional opportunities to incorporate additional restaurant and entertainment uses, vertical mixed-use with housing and urban housing, particularly with horizontally and vertically integrated mixed/multiuses along the mall walkway, multistory parking garages on surface parking lots, and enhanced connections to the Emerald Necklace.

Residential Neighborhoods

The downtown has an eclectic mix of housing and distinct neighborhoods. The majority of existing housing is south of Ramona Boulevard and east of Santa Anita Boulevard. This residential neighborhood includes older homes built on smaller lots, connected by narrow streets. The fabric of this area is well established, but could benefit from common design treatments, rehabilitation programs, and infrastructure improvements.

El Monte Gateway

The El Monte Gateway is a groundbreaking effort to create a 60-acre regionally significant, mixed-use community that integrates public transit, housing, parks/open space, retail, business, and entertainment. With the potential for up to 1,850 units in a mixed/multiuse environment, this transit-oriented development will also serve as a key activity center, linked with the Emerald Necklace, which will help revitalize the eCity, create a central gathering place, and strengthen the core of the community.

Cultural Center

The cultural center subdistrict is south of Interstate -10, adjacent to the El Monte Union High School. It contains the El Monte Community Center, Historical Society Museum, Jack Crippen Senior Center, Aquatic Center, and Tony Arceo Memorial Park. The Aquatic Center, a signature facility, also anchors the cultural district. The subdistrict is a well-known place for street fairs, parades, concerts, and community gatherings. The subdistrict is linked to the greater downtown by Tyler Avenue. The cultural center is also enhanced by surrounding neighborhoods that are distinguished by architecture, tree-lined streets, and quality housing. ~~Unlike other subdistricts, the center district will continue in the same role.~~

GOAL LU-5 – Establish the downtown as the mixed-use, mixed-income, and cultural heart of El Monte. Its historical role is augmented by new housing, business, parks, cultural facilities, and transit-oriented development. The

population is diverse, the architecture is human scaled, and the character authentic.

1 – Land Use Policies

LU-5.1 – Land Use Mix. Accommodate retail commercial, office, restaurant, entertainment, civic, cultural, and housing land uses in accordance with the Land Use Plan’s designations and subdistrict boundaries as may be more defined by a specific plan.

LU-5.2 – El Monte Gateway. ~~Facilitate~~ Continue construction of the El Monte Gateway transit-oriented developments around the El Monte Station, with a range of residential, commercial, hotel, and recreational uses. ~~in the Downtown that~~ This will serve as a destination points for the region and a catalyst for ~~the revitalization of and new~~ investment in the downtown.

LU-5.3 – Housing. Facilitate development of mixed ~~use and urban/multiuse~~ housing. This should include ing transit-oriented development that provides housing options for persons of all ages and income levels that enhances the customer base for downtown business and activities.

LU-5.4 Business Association. Engage the Downtown El Monte Business Association to participate in the district’s transition; redefinition of its physical, economic, circulation, and other improvements; and assistance in long-term implementation of its vision.

Page LU-26 – FLAIR PARK

Flair Park has a storied past in El Monte as the original site of a World War II airfield and is named after the cable address of Fletcher Aviation. ~~The p~~ Flair Park was originally ~~was~~ intended for industry, manufacturing, and commerce. The housing and industrial boom of the 1950s and 1960s created a home for a growing aerospace industry in El Monte. For 50 years, many of the parts for space shuttles and rockets were designed or built in El Monte. ~~With the development of the San Gabriel Valley economy and El Monte, Flair Park attracted a mix of manufacturing uses and low-rise offices.~~ In recent decades, Flair Park has become the City’s office district, with a very ~~the~~ highest concentration of employment in government, finance, and business services. Major institutions such as Cathay Bank, East West National Bank, Wells Fargo, and Los Angeles County have rediscovered the park.

Flair Park ~~can again~~ continues to play a pivotal role in the regional economy. Its unparalleled view of the San Gabriel Mountains is sought after. Land assets are significant, with large parcels available for office and other development. Its strategic location along Interstate -10 and its freeway visibility has attracted professional offices and financial institutions ~~businesses~~ seeking a high-profile presence. However, professional offices have become an unstable land use type. While the area will

continue to support professional uses, it can also be host to hospitality, creative/incubator, work-live and other uses.

Pursuant to new zoning standards, Flair Park is envisioned to have the following districts, described and illustrated below.

- **Finance/Hospitality Row.** The freeway frontage that spans the length of the park will be home to professional office uses and major financial institutions (Cathay Bank, Wells Fargo, East West National, etc.), hotels and other hospitality uses and regional commercial attractions. This frontage will present a striking iconic skyline to Interstate 10.
- **Midway District.** At the convergence of Rosemead Boulevard and Telstar Avenue, this district will signal the western entrance into Flair Park, with low- to mid-rise buildings transitioning to the high-rise buildings along Interstate 10 and soaring view of the mountains. Uses may include office, creative/incubator and research/development space.
- **Riverfront District.** Flanking the southern edge of the park will be the riverfront district, an area occupied by smaller-scale land uses that provide a transition from the residential neighborhoods south of the river to the more intense uses to the north. Uses may include office, creative/incubator, educational and work-live residential units.

~~Thus, Flair Park is envisioned as the professional and financial district of El Monte. It will attract business opportunities that build on the financial sector, government offices, Pacific Rim connections, and niche markets in San Gabriel Valley. Its working environment will provide the amenities of a midrise office park.~~

Flair Park Objective (insert)

~~*Flair **Business** Park is continues to be the professional and financial district for El Monte and the San Gabriel Valley. It attracts a variety of businesses that include finance, international trade with Pacific Rim connections, government, and local-regional niche markets. However, while the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses. Its working environment provides the quality amenities demanded of a Class A midrise office park with easy access to regional markets that benefit from unparalleled transit, freeway, and rail access."*~~

Infrastructure/Transportation

Strategically located along Interstate -10 and near the El Monte Transit Station, Metrolink Station and San Gabriel Valley Airport, Flair Park has excellent access to transit, freeway, and rail. Yet, this tremendous asset is also a liability. The Interstate 10 and Baldwin Avenue interchange is significantly undersized, creating level of service issues at peak hours. Heavy congestion on Rosemead Boulevard makes it difficult for employees and transit to access the park. The City will need to work cooperatively with state entities and surrounding cities to address this issue.

Design

The Flair Park represents El Monte emergence in San Gabriel Valley. Since its earliest beginnings, El Monte has served as a gateway community into the Los Angeles region, where immigrants traveled long distances and settled at the end of the Santa Fe Trail. El Monte's role as a gateway community and burgeoning influence in the region continues with the gradual arrival of banking/finance, cultural, and institutional uses that span the Pacific Ocean to Asia. ~~The Flair Park design is buildings, and working environment must reflect the needs of a Class A office park.~~

Flanked with signature architecture and an iconic skyline, Flair Park ~~is will be~~ denoted by its modern architecture real design, business amenities, and efficient access to transportation resources. ~~The Flair Park Specific Plan will support the design of El Monte's professional business park. While the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses. Newly added uses shall incorporate the same high level of architecture, following a modern style. When appropriate, property owners should be encouraged to adaptively reuse older industrial buildings.~~

Environment

Flair Park will benefit from key improvements to its built environment. The Emerald Necklace is envisioned as a key riverfront amenity that will flank the southern boundary of Flair Park, providing an aesthetically pleasing environment for walking. Streets will be lined with trees and setbacks, required of modern business parks today. Green building designs that are ~~aesthetically pleasing~~ attractive, functional, and state of the art are to be encouraged. The City will continue to work with the San Gabriel Basin Water Quality Authority and other regional entities to clean up the underground water pollution and contaminated sites in the park. Plazas and landscaping will also be intertwined to improve the desirability of the park.

GOAL LU-6 – *Establish a first-class ~~professional office~~ district characterized by a diverse mix of financial, government, institutional, hospitality, creative/incubator and work-live and supporting land uses; distinctive architecture and iconic skyline; high-quality ~~business park~~ amenities; and unparalleled access to freeway, rail, and transit options.*

1 – Land Use Policies

~~**LU-6.1 – Flair Park Vision.** Engage Flair Business Park Association to define the physical, economic, and circulation improvements to transition Flair Park into a first-class office district of San Gabriel Valley.~~

LU-6.12 – Mix of Business. Provide incentives for the relocation or expansion of businesses into Flair Park that specialize in finance, ~~banking~~, international trade, hospitality, and supporting businesses in accordance with the Land Use Plan Vision and design standards.

LU-6.23 – Transition. Work with property owners to facilitate the logical transition of underutilized land uses to professional office, hospitality, creative/incubator and work-live uses through new zoning standards. ~~general plan land use designations, redevelopment where appropriate, and financial and regulatory incentives.~~

2 – Physical Design Policies

LU-6.34 – District Design. Create a unique, coherent image for Flair Park through the thoughtful integration of modern and eclectic architecture, attractive streetscapes, internal circulation, wayfaring signage, subdistrict focus, and building designs. When appropriate, property owners should be encouraged to adaptively reuse older industrial buildings.

LU-6.45 – District EntrywaysGateways. Create enhanced district entryways gateways at each corner of Flair Park that are exemplified by colored pavement, entry monuments, wayfaring signage, and street lighting reflective of a modern professional finance district with a mix of professional office, financial, hospitality and supporting uses.

LU-6.56 – Building Design. Require thoughtful building designs that balance functionality, form, durability, aesthetics, and sustainability considerations that produce buildings of lasting quality and convey the image of a modern district with a mix of professional, financial, hospitality and supporting uses ~~midrise office park.~~

3 – Transportation Policies

LU-6.67 – Freeway Access. Support additional improvements to the regional transportation infrastructure in Flair Park pursuant to a feasibility study of Special Study Area 1 consistent with recommendations in the Circulation Element.

LU-6.78 – Circulation. Improve access to and within Flair Park and provide transit service from ~~the El Monte~~ Downtown, the El Monte Gateway ~~Center~~, and Metrolink Station through direct shuttles consistent with recommendations in the Circulation Element.

LU-6.89 – Streetscape Plan. Improve streetscape and internal access through the enhancement of primary roadways with trees and sidewalks, extension of roadways where necessary to ease mobility and transit access, and a distinctive wayfaring system.

4 – Environmental Policies

LU-6.910 – Green Infrastructure. Green the riverbanks along the San Gabriel River through the implementation of Emerald Necklace projects, including linear parks, bicycle trails, and walking paths, and improve green infrastructure within Flair Park.

LU-6.104 – Water Quality. Cooperate with the San Gabriel Water Quality Authority to expedite cleanup and remediation of groundwater pollution in the El Monte Operable Unit; implement best management practices to avoid future contamination.

LU-6.112 – Central Park. Create a signature central park(s) equipped with fountains, landscaping, monuments, cultural and historic markers, public art, and pedestrian amenities as a focal point and landmark serving and symbolizing Flair Park.

LU-6.123 – Brownfield Cleanup. Require property owners to cooperate with local, state, and federal agencies to fund the full cleanup of brownfields of former heavy industrial properties prior to selling or transferring the property, unless the new owner agrees to assume responsibility for full cleanup costs.

Page LU-35 –AUTO DISTRICT

The City of El Monte is perhaps best known for its Auto District. The Auto District, generally located along Peck Road and Valley Boulevard, is anchored by Longo Toyota, the nation's largest dealership; ~~long-standing fixtures such as El Monte RV, and nearly a dozen other auto dealers.~~ The auto industry is not only a major employer, but an economic engine for the City, producing significant revenues for City services. ~~El Monte has the opportunity to capitalize and build on one of the most successful auto districts in the San Gabriel Valley.~~ The ~~d~~Auto District's location near Interstate -10, synergy of existing dealerships, supporting industries of auto-related uses adjacent to the district, large tracts of underutilized ~~and vacant~~ land along Peck Road and Valley Boulevard ~~and Garvey~~, and nearby access to Interstate -605 present ~~an the~~ opportunity to expand and strengthen the district.

~~The El Monte Auto District is a premier location to buy a car and truck, and serve as one of the San Gabriel Valley's primary auto sales hubs, providing a year-round auto show environment with a wide range of vehicle choices—all within an area that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient. The vision for the El Monte Auto District is that it will become the premier location to buy a car, serving as San Gabriel Valley's primary automobile, truck, and recreational vehicle sales and service destination, providing a year-round auto show environment and wide range of automobile choices—all within an environment that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient.~~

Auto District Objective (insert)

~~*The El Monte Auto District is a premier location to buy a car and truck, and serves as one of the San Gabriel Valley's primary auto sales hubs, providing a year-round auto show environment with a wide range of vehicle choices—all within an area that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient. The El Monte Auto District is the premier location to buy a car. The district functions as the San Gabriel Valley's primary automobile sales and*~~

~~service destination, providing a year-round auto show environment and wide range of choices—all within an environment which is modern, attractive, well maintained, and convenient.~~

Land Use/Transportation

A fundamental challenge to maximize the Auto District and ~~the its~~ benefits to the City's economy and tax base is the availability of land. The ~~owners of auto dealerships~~ City will need to acquire and consolidate key parcels within the Auto District. ~~This will allow auto dealerships the ability to acquire land, if needed, for expansion of their operations and relocation of inventory. In some cases, the City can assist in relocation of existing businesses to more competitive locations to facilitate the land acquisition process.~~ Efficient transportation into the Auto District and circulation within around the dAuto District is also important. ~~The City will also need to pursue improvements to access points at the intersection of Garvey Avenue and Durfee Road to allow access into the southern portion of the Auto District. This includes improvements to the Valley Boulevard, Peck Road and Interstate 10 interchange. Improvements to the Santa Anita and I-10 interchange would also improve the Auto District and adjacent transit station. In some cases, road widening is necessary. The City could consider a public parking structure in the Auto District and a shuttle to improve the shopping experience of customers.~~

Design

To serve as a premier location to buy a car and truck ~~the primary auto, truck, and recreational vehicle sales and service destination~~ in the San Gabriel Valley, the structural design of the Auto District is critical. Customers and auto dealers will desire an environment that is modern, attractive, and accessible. Implementing this design strategy will require physical changes to the district. Circulation improvements—both vehicular and pedestrian—must be implemented along Valley Boulevard and Peck Road. Where circulation challenges prevent improvements, transit should be provided. Buildings must be modern in scale and development regulations must be flexible to allow for creative use of space. Landscaping improvements are also needed along the main streets that serve the Auto District and at freeway on- and off-ramps.

Amenities

The Auto District environment and customer experience will be improved. The Auto District will accommodate entertainment and recreational land uses and activities that enhance the customer experience. The Auto dDistrict will also accommodate regional retail uses that will attract additional potential customers ~~to the Auto District~~. The Economic Development Element provides further strategies to preserve the economic viability of this area. The following goal ~~statement~~ and policies are intended to realize the vision for the City's Auto District as at the premier place to buy autos and, trucks , ~~and recreational vehicles~~ in the San Gabriel Valley ~~and greater region~~.

GOAL LU-8 – *Establish the Auto District as at the premier vehicle sales and service destination in sSouthern California, providing a year-round auto show environment with aand wide range of automobile and, truck , and recreational*

vehicle choices—all within an environment that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient.

Policies

LU-8.1 – Auto District. Create a defined El Monte Auto District that encompasses the area occupied by new car dealerships primarily located along Peck Road and Valley Boulevard, north of the I-10 and other auto dealership sites along Valley Boulevard southeast toward Little Five Points.

LU-8.2 – Priority Uses. Give first priority to new auto, truck, and recreational vehicle dealers to locate in the Auto District; second priority to uses directly supporting new sales (e.g., financing, amenities, rentals, service, etc.); and third to all other businesses.

LU-8.3 – Supporting Amenities. Attract, cultivate, and retain auto dealer amenities (theatres, restaurants, shopping, etc.) and necessary automotive support uses (financing, rentals, etc.) that enhance customer experience and support the Auto District.

~~**LU-8.4 – Redevelopment.** Use redevelopment, financial incentives, and regulatory concessions to create the district, acquire land necessary for its coherent expansion, relocate businesses incidental to the auto district to adjacent areas, and relocate/attract auto dealerships to the auto district.~~

LU-8.45 – Circulation. Improve circulation throughout the ~~a~~Auto ~~d~~District with wayfaring and pedestrian signage, shuttle or transit access moving from the northern to southern subdistricts, kiosks, and differentiated pavement colorings to inform visitors.

LU-8.56 – Interstate 10. Work with Caltrans to improve Interstate 10 freeway and ramp access to Stewart Street, Peck Road and Valley Boulevard~~Durfee Avenue, Garvey Avenue, and the I-10~~, consistent with the recommendations in the Circulation Element. This includes improved landscaping and ongoing maintenance.

LU-8.67 – District Visibility. Improve visibility of the Auto District by removing land uses and buildings that block access into the Auto District. Limit freeway-oriented signs to new car dealerships.~~and installing monument signage at points along Interstate 605 and Valley Boulevard.~~

PAGE LU-36 – MAJOR CORRIDORS

~~El Monte is spanned by major roads that front residential neighborhoods. In 1993, the City established a redevelopment project area for Durfee Avenue and portions of Garvey Avenue to facilitate their transition into industrial and commercial corridors similar to adjacent cities. Years later, however, the corridors still contain underused residential, commercial, and industrial uses that have created incompatibilities of land uses.~~The City recognizes the need to revitalize its corridors. Corridors can provide opportunities for quality new housing, accommodating population growth, and protecting

the character of single-family neighborhoods. Corridors can provide a pedestrian-oriented environment, complete with landscaping, parkways, trees, and other amenities. Revitalization can also promote the consolidation of obsolete and inefficient strip commercial corridors into distinct activity nodes and the removal of blighting uses.

Mixed/multiuse and urban housing offers the best opportunity to revitalize corridors in El Monte. Mixed/multiuse is a form of development that mixes housing and commercial/office uses at densities of up to 35 units per acre, while urban housing allows densities of up to 50 units per acre. The products can be stacked (residential above one another), vertically integrated (e.g., continuous commercial street frontage with residential and/or office uses above the first floor) or horizontal (residential units directly adjacent to commercial/office uses). The scale, size, and mix of land uses will vary based on the character of the surrounding development.

Corridor Objectives (insert)

The vision for Peck Road, Durfee Avenue, Garvey Avenue and Five Points, and Peck Road is to provide a highly amenitized living and shopping experience characterized by quality mixed/multiuse and urban housing opportunities and a well-managed street environment: ample greenways, trees, and street medians, and sidewalks that encourage pedestrian activity, commercial activity, and social interaction.

Design

The physical design of mixed/multiuse and urban housing is a critical component of the success of the revitalization strategy for corridors. Mixed-use projects must convey a high level of architectural and landscape quality, and ensure compatibility among commercial and residential uses. Projects should be designed to avoid conflicts among residential and commercial functions, such as noise, lighting, and other factors. Residential and commercial uses must be integrated, visually and physically, into a coherent whole. Architectural treatments of along building elevations and modulation of variations in their massing will stimulate visual interest. Adequate open space consistent with City design guidelines will ensure a livable quality environment.

Streetscapes

Mixed/multiuse housing along major corridors such as Peck Road and Durfee Avenue and urban housing along Garvey Avenue and Five Points are and Garvey Avenue is designed to improve the physical appearance of corridors, offer quality housing, and improve neighborhood pride. In order to achieve these objectives, the physical design of the streetscape is critical. Arterial streets lined with ample sidewalks of adequate width will encourage walking and pedestrian activity. Streets or greenways with a canopy of native species trees will provide shade for pedestrians, improve aesthetics, and complement street-facing residential and commercial uses. Lush greenways and medians will soften the concrete hardscape, encourage slower vehicular speeds, and present a unified image of the street.

Housing Types

Mixed/multiuse housing addresses an important lifestyle segment of the housing market in El Monte. With the high cost of single-family housing, El Monte has a significant need for quality multiple-family and planned residential developments of townhomes, apartments, and senior housing. The Land Use Plan ~~Monte~~ allows mixed/multiuse housing along the Peck Road and Durfee Avenue corridors. Higher density urban housing is allowed in the Downtown, the El Monte Gateway, the Garvey Corridor and Five Points. in many districts—the Downtown, major corridors, El Monte Gateway, and others. Certain housing types in different configurations will be more appropriate in different residential neighborhoods of the community.

El Monte envisions corridor revitalization as a means to facilitate a vibrant and attractive street environment, remove incompatible uses, provide quality housing, and improve air quality and mobility. The City will prepare a corridor implementation plan with the following goal statement and policies to revitalize its corridors.

GOAL LU-9 – Recreate vibrant commercial corridors with the introduction of a mix of higher density residential uses, sensitively integrated commercial uses concentrated at critical nodes, and tree-lined streetscapes that are aesthetically pleasing, encourage walking, and inspire community pride.

1 – Land Use Policies

LU-9.1 – Corridor Reuse. Promote the reuse of strip commercial and industrial corridors by consolidating retail and commercial uses into activity nodes and transitioning intervening areas for midblock residential or mixed/multiuse developments.

LU-9.2 – Housing Types. Sensitively integrate higher density residential uses (e.g., townhomes, stacked units, live-work, ~~planned residential developments~~, etc.) along ~~major corridors consistent with the corridor implementation plan for Peck Road and Durfee Avenue. Incorporate urban density residential uses along~~ and Garvey Avenue and at Five Points.

LU-9.3 – Prohibited Uses. Prohibit industrial and commercial uses along major corridors that detract from residential neighborhoods and adjacent residential uses along the corridors; assist in relocating present incompatible uses to other areas of the City.

2 – Circulation and Streetscape Policies

LU-9.4 – Truck Traffic. ~~Convert Durfee Avenue—from the southern City limits to Valley Boulevard—from a principal arterial to a secondary arterial and d~~Discourage heavy truck through-traffic along Peck Road, Durfee Avenue and Garvey Avenue, to allow for the right-of-way needed to making the streets e it a green corridors.

LU-9.5 – Bicycle Lanes/Walkways. Create a Class 2 bicycle lane along Durfee Avenue, from the south City limits to Ramona Boulevard to provide an exclusive or

semi-exclusive use of bicycles; also line the street with complete sidewalks to encourage pedestrian activity.

LU-9.6 – Streetscape Program. Establish a comprehensive streetscape and landscape program for corridors that include right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street, furniture), and public signage.

3 – Design Policies

LU-9.7 – Housing Design. In concert with expectations for architecture in the Community Design Element and corridor implementation plan, require excellence in residential architecture design and construction practices exemplified by the following principles:

- **Materials.** Use high-quality, natural building materials, such as stucco, plaster, stone, and wood surfaces. Prohibit reflective glass, glossy surfaces, or poor imitation materials.
- **Durability.** Materials and design should evidence high attention to durability (without sacrificing aesthetics) that will withstand weather, use, and the test of time.
- **Aesthetics.** Structural appearance should incorporate thoughtful design in rooflines, facades, entryways, building orientation, and site layout.
- **Functionality.** Residential buildings must be designed in a manner to fulfill the functional needs of housing, including size of units, parking needs, and other accommodations.
- **Sustainability.** Incorporate green building techniques, energy efficiency, and other sustainable building technologies into new housing balanced with the overriding need for aesthetics.

LU-9.8 – Lot Consolidation. ~~Offer, to development projects with lots of one acre or more; progressive~~ Develop a sliding scale of residential densities – i.e. the larger the property or the greater the number of merged parcels, the greater the residential densities under the maximum density, as permitted allowed under per the Land Use Plan for mixed/multiuse and urban/multiuse housing; ~~where lots are smaller, encourage lot consolidation and merges to assemble large enough lots.~~

4 – Environmental Principles

LU-9.9 – Brownfields. Require property owners to ~~fully clean up~~ remediate any brownfields or leaking underground storage tanks as a result of industrial activities prior to recording a sale/transfer of property unless the new owner assumes complete full cleanup responsibility.

LU-9.10 – Green Parkways. Line corridors with green parkways and/or lush landscaped medians, shade-providing canopy trees, and complete sidewalks, wherever possible, to improve the streetscape, add value to properties, and beautify the corridors.

Page LU-42 – EL MONTE SAN GABRIEL VALLEY AIRPORT

The ~~El Monte San Gabriel Valley~~ Airport (the El Monte Airport prior to 2014) encompasses 103 acres adjacent to the Rio Hondo River in the north-central portion of the City and is owned and managed by the County of Los Angeles. The ~~El Monte Airport~~'s role is to provide general aviation services to El Monte and the surrounding communities. ~~The El Monte Airport Master Plan proposes plans to accommodate existing and future needs.~~ The ~~adopted a~~ Los Angeles County Airport ~~Land Use Plan~~ (ALUP) ~~was adopted in 1991.~~ ~~for the El Monte Airport, however, has remained unchanged since 1983.~~ The El Monte Airport Master Plan (EMAMP) (1995) was adopted in 1995 and anticipates that the airport's core functions (primarily recreational and training purposes and to a lesser degree company business, personal business, and governmental uses) will remain.

The ~~Los Angeles County Airport Land Use Compatibility Plan ALUP~~ designates airport influence zones for El Monte and provides a series of proposed policies and compatibility criteria to ensure that both aviation and surrounding uses may continue. The Airport Land Use Commission Law requires cities and counties to amend their general plans to conform with adopted airport land use plans. The El Monte General Plan ~~Land Use Plan~~ is consistent with the ~~EMAMP-ALUP~~, which is consistent with the ALUP.

Goal LU-10 – Support the El Monte San Gabriel Valley Airport's general aviation role in providing opportunities for recreational use, corporate and business use, aviation business, public safety and emergency access, and flight training.

Policies

LU-10.1 – Compatibility. Require that all new development be consistent with the adopted airport land use plan for the airport and prohibit structures or activities that encroach upon or adversely affect navigable airspace.

LU-10.2 – Buildings. Limit the type of development, population density, maximum site coverage, and height of structures as specified in the applicable safety zones in the airport land use plan for the airport, shown in the Public Health and Safety Element.

LU-10.3 – Permitting. Refer any proposed changes to the General Plan, specific plans, zoning ordinance, or building regulations affecting areas covered by the ~~ALUP El Monte Airport Land Use Plan~~ to the Los Angeles County Airport Land Use Commission prior to adoption.

LU-10.4 – Land Uses. Prohibit schools, hospitals, day care facilities, or new residential development from locating in close proximity to the airport or, if already present, from changing or modifying their use in a manner that conflicts with the airport land use plan.

LU-10.5 – Master Plan. Work with Los Angeles County Airport Land Use Commission to update the 1995 Airport Master Plan in a manner that promotes the airport’s value to the community, businesses in the San Gabriel Valley, and recreational interests.

3 – LAND USE ELEMENT (FINAL)

Page LU-2 – RELATED PLANS AND PROGRAMS

The El Monte General Plan is implemented through a variety of regulatory documents. Described below, these implementation documents are the Municipal Code, Zoning Code, development agreements, redevelopment project areas, specific plans, and the El Monte Airport Land Use Plan.

Municipal Code and Development Code

The City's Municipal Code and Development Code are the primary tools used to implement the goals and policies of the General Plan. The Municipal Code provides a broad variety of regulations necessary to promote the health, safety, and welfare of residents and businesses. It is comprehensive in scope, covering issues such as City administration, subdivision development, business regulations, building and safety standards, and other municipal regulations.

The Development Code provides detailed direction related to land uses. Specifically, the Development Code specifies development standards; permitted, conditionally permitted, and prohibited uses; administrative processes; and other regulations such as parking and sign standards. It is important to note that the General Plan provides broad guidance as to the use of land. The Development Code provides a detailed listing of specific allowable uses within the general designations set forth in the General Plan.

Specific Plans

While the General Plan serves as the general blueprint for the long-term physical development of the community, specific plans are created to provide detailed regulatory guidance for special areas or large developments. Specific plans comprise a land use plan, circulation plan, development standards, design guidelines, phasing plan, infrastructure plan, and implementation plan. Specific plans are often implemented as customized zoning for a particular area of the City. For example, the City adopted the Gateway Specific Plan in 2007 for development around the El Monte Station, the busiest bus station west of Chicago. In addition, the City adopted the Downtown Main Street Transit-Oriented Specific Plan for the area bounded by the railroad, Santa Anita Avenue and Ramona Boulevard in 2017.

El Monte Airport Land Use Plan (name changed to the San Gabriel Valley Airport in 2014)

The County of Los Angeles Airport Land Use Commission is required, in cooperation with affected cities and Caltrans' Division of Aeronautics, to prepare an airport land use plan (ALUP) for each airport (Public Utilities Code §§ 21670 and 21670.1). The ALUP provides for the orderly growth of public-use airports over a 20-year span in a manner that minimizes land use conflicts with the surrounding area. The ALUP may include building height restrictions, specify allowable land uses, and determine building standards within the airport planning area. Los Angeles County adopted its most recent

ALUP in 1991. The County subsequently adopted the El Monte Airport Master Plan (EMAMP) in 1995 (name changed to the San Gabriel Valley Airport in 2014). The City's General Plan is in compliance with the ALUP and EMAMP.

Page LU-5 –LAND USE CONTEXT

This section describes each category of land use, summarizes the proposed land uses on the Land Use Plan, and then calculates the City's buildout for population, housing, and employment so that appropriate infrastructure and services can be provided.

Page LU-5 – LAND USE DESIGNATIONS

Land use designations refer to the allowable amount, type, and nature of development in El Monte. Major land use designations include residential (housing), commercial, industrial, public facilities (including parks), and the airport. Each of these land use designations are divided into further subcategories. Each designation allows for different types, intensities, and densities of development that directly correlate to the square footage of building area allowed on land within El Monte.

Each residential land use designation includes a range of allowable densities, calculated as the number of dwelling units allowed per gross acre. The lower threshold figure for each of these categories represents a guaranteed minimum density, expressed as housing units per acre, provided all other required development conditions can be met. The higher figure represents a potential maximum density that could be achieved if the proposed development demonstrates high quality design.

Each commercial and industrial category has a range of allowable intensities of development. Building intensities for nonresidential uses are measured by floor area ratio (FAR). FAR is the ratio of the total net floor area of a building to the total lot area and describes the intensity of the use on a site. FAR calculations do not include areas within parking structures or outdoor open storage areas. The same FAR can be achieved through a variety of building coverage, orientations, and height configurations.

Site considerations, such as topography or location, and City policies and regulations, such as development standards in the Zoning Code, may place additional requirements on a property that could prevent the site from achieving the maximum density established within this General Plan. Actual density and FAR ranges are determined on a parcel-specific basis. Density and FAR are based on adjusted gross acreage, which subtracts acres associated with right-of-way.

Residential Land Use Designations

El Monte offers a wide range of housing densities and types to meet the needs of current and future residents. In addition to the housing types and densities shown below, land uses compatible with neighborhoods are also allowed in the same areas as

housing, such as schools, recreation centers, churches, parks, child care facilities, and public and institutional uses.

Low Density Residential

The low density residential designation is the most prevalent land use and represents typical single-family detached homes on 7,200-square-foot lots. The majority of these single-family homes are one- or two-story residences set back from the street and separated by yards. This land use designation is implemented by three One-Family Dwelling (R-1A, R-1B, and R-1C) zoning districts, which allow 0.1 to 6.0 residential dwelling units per acre.

Medium-Low and Medium Density Residential

Medium density allows for attached and detached single-family homes, attached products, and planned developments. The low-medium density residential land use designation is implemented by the Low-Density Multiple-Family Dwelling (R-2) zoning district, which allows 6.1 to 8.0 housing units per acre. The medium density residential land use designation is intended for apartments and planned residential developments. It is implemented by the Medium-Density Multiple-Family Dwelling (R-3) zoning district, which allows 8.1 to 14.0 residential dwelling units per acre.

High Density Residential

This land use designation is reserved for town homes, apartments, planned residential developments, and senior housing primarily in downtown, near a mix of transportation, shopping, business, public services, and public facilities. Approved projects are sensitively designed with adequate open space, landscaping, and parking. It is implemented by the High-Density Multiple-Family Dwelling (R-4) zoning district, which allows the highest residential density of 25 units per acre. Senior housing can be built at higher densities with an approved density bonus.

Commercial and Industrial Land Use Designations

Commercial, office, and industrial land uses reflect a wide range of densities and intensities of development and allowable uses of land. While some types of land uses are separated, others may be mixed together, such as housing and nonresidential uses. The Zoning Code provides greater detail on the types of uses allowed within each General Plan land use designation.

Office Commercial

The Office Commercial category accommodates low-scale two-story professional offices in areas where such development may serve as a buffer between less compatible uses. Professional, medical, and financial offices and institutions are the intended uses. This land use designation is implemented by the Commercial Office (C-O) zoning district and allows a Floor Area Ratio (FAR) of up to 0.75.

Neighborhood Commercial

Areas designated for Neighborhood Commercial provide convenient, smaller-scale retail businesses in close proximity to neighborhoods. Permitted uses include small commercial businesses (grocers, laundromats, drug stores, etc.) that meet the immediate needs of local residents and do not generate substantial volumes of traffic. This land use designation is implemented by the Retail Commercial (C-2) zoning district and allows an FAR of up to 0.5.

General Commercial

Areas designated for general commercial uses allow a wide range of retail and service commercial uses to serve the community and the region. Permitted uses for this category include a wide range of retail businesses, personal services, food and beverage establishments, hotel and other tourist uses, automotive sales and repair, retail, and professional offices. General commercial uses are primarily located along major corridors. This land use designation is implemented by the General Commercial (C-3) zoning district and allows an FAR of up to 0.75.

Regional Commercial

Regional Commercial areas are intended to provide for large-scale commercial uses that serve an area larger than the City. Auto dealerships that have a regional draw are the primary intended business use, although department stores, theatres, restaurants, and limited office uses are also allowed. These uses are located in areas of the community that benefit from strategic access to the I-10 and I-605 freeways or major arterials. This land use designation is implemented by the General Commercial (C-3) zoning district and allows an FAR of up to 1.0.

Industrial Business Park

The Industrial Business Park designation is intended primarily for the Northwest Planning Area. Allowable uses include a mix of sustainable manufacturing, processing, office, warehousing, and distribution uses that generate employment, minimize traffic, and are compatible with residential neighborhoods. Supporting and limited retail uses are also allowed. Industrial uses are allowed an FAR of up to 1.0.

Downtown Core

The Downtown Core allows a range of land uses and development types that create a vibrant mixed-income and multiuse environment. Retail, civic facilities, office, entertainment, transit, hotels, light industrial, high density residential uses, and public and cultural facilities are allowable uses. In 2017, the City adopted the Downtown Main Street Transit-Oriented Specific Plan for the area bounded by the railroad tracks, Santa Anita Boulevard, and Ramona Boulevard. It calls for smaller scale buildings along Main Street, to maintain its small town charm. However, that would transition to higher intensity scaled buildings along Santa Anita Avenue (across from El Monte Gateway) and south of the Metrolink Station. Residential densities of 25 to 80 units per acre and non-residential and residential FARs of up to 3.0 are allowed. The areas south and east of the Specific Plan allows residential densities of 0 to 25 units per acre and non-residential FARs of up to 1.0.

El Monte Gateway

The El Monte Gateway Specific Plan applies to 60 acres of land around the El Monte Station, the busiest bus station west of Chicago. Pursuant to the Specific Plan, this area is slated to provide up to 1,850 residential units, up to 1 million square feet of commercial, entertainment uses, and public parkland and open space.

Multiuse Land Use Designations

Mixed/Multiuse

This designation allows mixed/multiuse housing primarily along Peck Road and Durfee Avenue. Mixed/multiuses can be vertically integrated (e.g., commercial frontage with residential and/or office uses above the first floor) or horizontal (housing adjacent to commercial and office uses). The scale, size, and mix of land uses vary based on the location and character of surrounding land uses. This land use designation is implemented by the Mixed/Multiuse (MMU) zoning district. Residential densities of 25 to 35 units per acre and non-residential FARs of up to 1.0 are allowed.

Urban/Multiuse

This designation allows mixed/multiuse housing primarily along the Garvey Corridor and Five Points area. Intensities would be greater compared to Mixed/Multiuse areas. Larger properties should be reserved for commercial and housing projects vertically integrated (e.g. commercial frontage with residential and/or office uses above the first floor) or housing-only projects (e.g. urban housing). This land use designation will be implemented by the Urban/Multiuse (UMU) zoning district. Residential densities of 25 to 50 units per acre and non-residential FARs of 1.0 to 1.25 are proposed for the UMU district.

Office/Multiuse

This designation applies to the triangular shaped area generally bounded by Interstate 10 to the north, the Rio Hondo River to the southeast and Rosemead Boulevard to the southwest. Uses envisioned along the freeway include national and regional offices, financial institutions, government centers, hospitality and regional commercial. Uses envisioned away from the freeway include supportive retail, office, creative/incubator and research/development space. In addition, work-live units can be introduced along Telstar Avenue and the Rio Hondo River. FARs of up to 2.25 along Interstate 10, 1.5 along Telstar Avenue, and 0.75 along the Rio Hondo River will be allowed. In addition, work-live units along Telstar Avenue and the Rio Hondo River will be allowed with densities of up to 14 units per acre.

Public and Institutional Uses

This land use designation refers to a wide variety of open space, institutional, governmental, educational, and transportation land uses in El Monte that serve residents, visitors, and the business community. This includes public facilities, parks and open space, and the airport.

Public Facilities

The Public Facilities classification pertains to lands and facilities owned and maintained by governmental agencies (federal, state, and local) and public utilities. Public schools, police and fire-related facilities, Superior Courthouse, public libraries, community centers, and the City Hall are all public facilities allowed within this land use designation. Most of these facilities, with the exception of schools, are located near downtown. This land use designation is implemented by the Public Facilities (PF) zoning district and allows an FAR of up to 1.0.

Parks and Open Space

The Parks and Open Space land use designation refers to areas designated for parks, open space, linear parks, trails, and other similar recreational uses. It includes areas as diverse as Peck Water Conservation Park, the Emerald Necklace, pocket parks, plazas, and other gathering places. This land use designation is implemented by the Open Space (OS) zoning district. Since buildings, such as recreational facilities, are sometimes allowed within this land use designation, an FAR of 0.0 to 0.20 is permissible. Areas designated as parks and open space are intended to be used solely for such uses.

Airport/Transportation

The Airport land use designation applies solely to the San Gabriel Valley Airport and encompasses all aviation-related businesses on the airport site. This designation also extends to all areas within the airport influence zone in accordance with the ALUP that was adopted by the Los Angeles County Airport Land Use Commission in 1995. This land use designation is implemented by the Airport (AP) zoning district and allows an FAR of up to 1.0, subject to regulations in the ALUP.

El Monte's physical landscape has significant transportation infrastructure. El Monte has many parcels used as rights-of-way that support the railroad and freeway systems. The flood control channels also require significant public right-of-way. Approximately 20 percent of the City's land mass is devoted to transportation, regional flood control channels, and utilities. The General Plan does not contain a designation for such land uses.

Page LU-10 – LAND USE SUMMARY AND BUILDOUT

Figure LU-1 on the following page presents the land use plan for El Monte. Table LU-1 summarizes each of the City's General Plan and use designations, the implementing zone(s), the maximum and realistic density and intensity of development allowed within each land use designation, and the likely buildout associated with these assumptions.

Page LU-13 – GOALS AND POLICIES

This section of the Land Use Element describes land use goals and policies that, in conjunction with the Land Use Plan and accompanying density and intensity standards, guide development within El Monte consistent with the City's vision. This section is

organized into two subsections: first, those goals and policies that apply citywide (land use compatibility, revitalization and redevelopment, distinct and identifiable places, and balance of land uses), and second, those goals and policies that apply to specific community policy areas identified in the earlier section.

Page LU-15 – REVITALIZATION AND REDEVELOPMENT

El Monte is one of the oldest and most established cities in the San Gabriel Valley, so the revitalization and redevelopment of property is a critical concern. Some areas suffer from blight conditions that depress property values and create safety concerns. In others, the City may wish to change fundamental land use to stimulate the economy, improve an area, or encourage investment. As described further, these areas include commercial corridors, industrial areas, and even some residential neighborhoods.

Although El Monte has a range of stable residential areas, revitalization and reinvestment is needed in certain neighborhoods and areas. This General Plan focuses economic development, revitalization, and reinvestment in other areas through focused land use, transportation, design, and economic development strategies. In addition, the plan focuses on creating distinct, discernible places of varied sizes, functions, and complexity. By these means, economic activity can be stimulated to reinforce itself, achieving greater private sector profit, public benefit, and sustainability. The following goal and policies address general principles for revitalization and redevelopment efforts in the city.

Goal LU-2 – Revitalization and redevelopment of residential, commercial, and industrial areas through the sensitive integration of infill development, elimination of blight, and master planning efforts.

Policies

LU-2.1 – Underutilized Uses. Facilitate and increase the concentration of commercial and industrial uses to activity centers, major intersections, and other focused areas.

LU-2.2 – Midblock Residential. Introduce midblock residential uses, such as mixed/multiuse housing, condominiums, apartments, and live-work units to stimulate the revitalization and reuse of major corridors and removal of underused and incompatible uses.

LU-2.3 – Reinvestment Incentives. Continue to provide special financial incentives, regulatory concessions, and improvement programs to revitalize deteriorated housing stock, residential neighborhoods, major business corridors, and employment centers.

LU-2.4 – Planning Tools. Utilize specific plans, planned developments, and specialized zoning districts to foster cohesive and well-designed residential, mixed-use, commercial, and industrial districts. This can be applied to large vacant lands or for the reuse of existing properties or for a district/ subdistrict.

LU-2.5 – Blighting Influences. Remove blighting influences wherever they exist through a combination of proactive code enforcement, issuance of citations and enforcement actions, acquisition of sites, and demolition where needed.

LU-2.6 Fiscal Stability – Implement redevelopment and revitalization strategies (e.g., land use, transportation, economic development, parks, etc.) that will achieve, as a major consideration but not the only priority, greater fiscal stability for the City.

Page LU-16 – DISTINCT AND IDENTIFIABLE PLACES

El Monte contains different districts, each with special characteristics due to location, historical character, economic role, or other attributes. Whether they are historical districts, business parks, or downtown, these areas serve specific purposes and add variety and identity to El Monte. Within this context, El Monte residents have expressed the aspiration to create distinct and identifiable places that inspire pride in the community.

El Monte's major business districts include the greater downtown, characterized by its transit center, government center, Main Street, and a range of housing options. The Flair Park provides a high-profile professional office area situated strategically along I-10. The Northwest Industrial District serves as the industrial heart of the community. And the Auto District continues to be the City's revenue engine, anchored by the highest volume car dealership in the nation.

El Monte's residential neighborhoods are each distinguished by history, architecture, street patterns, lot size, and housing. The downtown is denoted by its eclectic mix of housing opportunities. Arden Village is a stable neighborhood of single-family homes. Park El Monte is distinguished by its curvilinear street patterns and single-family homes. Norwood-Cherrylee Village is a stable residential neighborhood. River East anchors the City's eastern border along the Rio Hondo River. And the Mountain View neighborhood anchors the southeast portion of El Monte.

In addition to larger neighborhoods and districts, smaller nonresidential activity centers are located throughout the community and each one plays an important role to business, residents, and visitors. For instance, the San Gabriel Valley Airport has been a long-standing feature of the community, requiring special treatment. The cultural center district, a part of El Monte's downtown separated by Interstate 10, is also a unique hub of activity and focal point for cultural and recreational activities. Numerous commercial centers of activity, such as Main Street, are frequented activity centers.

The General Plan recognizes the diversity of neighborhoods and business districts, and therefore sets forth as fundamental the goal to create distinct and identifiable places that will provide economic, aesthetic, recreation, cultural, and other benefits. The following goal statement and policies provide broader guidance on creating distinct places. Please refer to the Community Design Element for detailed guidance on specific programs.

Page LU-22 – DOWNTOWN EL MONTE

El Monte's downtown has always been its heart and the gateway to the San Gabriel Valley. In the late 1800s, El Monte's only significant road served as the Butterfield Stagecoach stop between Los Angeles and San Bernardino. This early Main Street gradually evolved into Valley Mall in the 1960s, and adjoining shopping areas were added to the downtown. Today, the downtown area encompasses an area of 200 acres, bordered by the San Gabriel River, Interstate 10, and Ramona Boulevard.

Today, the districts contain key activity centers that serve distinct functions—civic/governmental, business, transit, or other uses. As shown below, these subareas include the Main Street area, El Monte Gateway, government center, and downtown residential neighborhoods. Each subdistrict plays a unique role, which together support a vibrant downtown experience. The graphic illustration below identifies the location of each subdistrict of the downtown and the following discussion describes key characteristics.

Downtown Vision

Downtown El Monte is a mixed-use, mixed-income, and cultural heart of El Monte that epitomizes pride and opportunity. As the center of the community, its historical role is augmented by new housing, retail, office, parks, and cultural facilities. The Downtown takes advantage of transit-oriented development. The population is diverse, the architecture is human scaled, and the character is authentic to El Monte.

Government

The government center district is the eastern gateway to greater downtown and serves as the governmental core of El Monte. This area is anchored by the El Monte City Hall offices, Los Angeles County Superior Court, educational uses, and police station. Governmental institutions continue to be the primary land uses. The area has significant growth potential to accommodate additional government uses, with its large surface parking lot areas, single-story buildings, and underutilized land assets.

Main Street Area

Main Street covers an area bounded by the railroad, Santa Anita Avenue, and Ramona Boulevard. The subdistrict is anchored by Main Street, a traditional outdoor shopping district. With several blocks of street-facing frontage and tree-lined sidewalks, it connects the Civic Center to El Monte Station. With ample surface parking lots and single-story developments, the area is in the beginning stages of a revitalization, with new restaurants, retail stores and housing of all different types. This is anticipated to continue, along with additional opportunities to incorporate additional restaurant and entertainment uses, vertical mixed-use with housing and urban housing.

Residential Neighborhoods

The downtown has an eclectic mix of housing and distinct neighborhoods. The majority of existing housing is south of Ramona Boulevard and east of Santa Anita Boulevard.

This residential neighborhood includes older homes built on smaller lots, connected by narrow streets. The fabric of this area is well established, but could benefit from common design treatments, rehabilitation programs, and infrastructure improvements.

El Monte Gateway

The El Monte Gateway is a groundbreaking effort to create a 60-acre regionally significant, mixed-use community that integrates public transit, housing, parks/open space, retail, business, and entertainment. With the potential for up to 1,850 units in a mixed/multiuse environment, this transit-oriented development will also serve as a key activity center, linked with the Emerald Necklace, which will help revitalize the City, create a central gathering place, and strengthen the core of the community.

Cultural Center

The cultural center subdistrict is south of Interstate 10, adjacent to the El Monte Union High School. It contains the El Monte Community Center, Historical Society Museum, Jack Crippen Senior Center, Aquatic Center, and Tony Arceo Memorial Park. The Aquatic Center, a signature facility, also anchors the cultural district. The subdistrict is a well-known place for street fairs, parades, concerts, and community gatherings. The subdistrict is linked to the greater downtown by Tyler Avenue. The cultural center is also enhanced by surrounding neighborhoods that are distinguished by architecture, tree-lined streets, and quality housing.

GOAL LU-5 – Establish the downtown as the mixed-use, mixed-income, and cultural heart of El Monte. Its historical role is augmented by new housing, business, parks, cultural facilities, and transit-oriented development. The population is diverse, the architecture is human scaled, and the character authentic.

1 – Land Use Policies

LU-5.1 – Land Use Mix. Accommodate retail commercial, office, restaurant, entertainment, civic, cultural, and housing land uses in accordance with the Land Use Plan’s designations and subdistrict boundaries as may be more defined by a specific plan.

LU-5.2 – El Monte Gateway. Continue construction of the El Monte Gateway transit-oriented development around the El Monte Station, with a range of residential, commercial, hotel, and recreational uses. This will serve as a destination point for the region and a catalyst for new investment in the downtown.

LU-5.3 – Housing. Facilitate development of mixed-use and urban housing. This should include transit-oriented development that provides housing options for persons of all ages and income levels that enhances the customer base for downtown business and activities.

LU-5.4 Business Association. Engage the Downtown El Monte Business Association to participate in the district's transition; redefinition of its physical, economic, circulation, and other improvements; and assistance in long-term implementation of its vision.

Page LU-26 – FLAIR PARK

Flair Park has a storied past in El Monte as the original site of a World War II airfield and is named after the cable address of Fletcher Aviation. Flair Park was originally intended for industry, manufacturing, and commerce. The housing and industrial boom of the 1950s and 1960s created a home for a growing aerospace industry in El Monte. For 50 years, many of the parts for space shuttles and rockets were designed or built in El Monte. In recent decades, Flair Park has become the City's office district, with a very high concentration of employment in government, finance, and business services. Major institutions such as Cathay Bank, East West National Bank, Wells Fargo, and Los Angeles County have rediscovered the park.

Flair Park continues to play a pivotal role in the regional economy. Its unparalleled view of the San Gabriel Mountains is sought after. Land assets are significant, with large parcels available for office and other development. Its strategic location along Interstate 10 and its freeway visibility has attracted professional offices and financial institutions seeking a high-profile presence. However, professional offices have become an unstable land use type. While the area will continue to support professional uses, it can also be host to hospitality, creative/incubator, work-live and other uses.

Pursuant to new zoning standards, Flair Park is envisioned to have the following districts, described and illustrated below.

- **Finance/Hospitality Row.** The freeway frontage that spans the length of the park will be home to professional office uses and major financial institutions (Cathay Bank, Wells Fargo, East West National, etc.), hotels and other hospitality uses and regional commercial attractions. This frontage will present a striking iconic skyline to Interstate 10.
- **Midway District.** At the convergence of Rosemead Boulevard and Telstar Avenue, this district will signal the western entrance into Flair Park, with low- to mid-rise buildings transitioning to the high-rise buildings along Interstate 10 and soaring view of the mountains. Uses may include office, creative/incubator and research/development space.
- **Riverfront District.** Flanking the southern edge of the park will be the riverfront district, an area occupied by smaller-scale land uses that provide a transition from the residential neighborhoods south of the river to the more intense uses to the north. Uses may include office, creative/incubator, educational and work-live residential units.

Flair Park Objective (insert)

Flair Park continues to be the professional and financial district for El Monte and the San Gabriel Valley. It attracts a variety of businesses that include finance, international trade with Pacific Rim connections,

government, and local-regional niche markets. However, while the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses.

Infrastructure/Transportation

Strategically located along Interstate 10 and near the El Monte Station, Metrolink Station and San Gabriel Valley Airport, Flair Park has excellent access to transit, freeway, and rail. Yet, this tremendous asset is also a liability. The Interstate 10 and Baldwin Avenue interchange is significantly undersized, creating level of service issues at peak hours. Heavy congestion on Rosemead Boulevard makes it difficult for employees and transit to access the park. The City will need to work cooperatively with state entities and surrounding cities to address this issue.

Design

The Flair Park represents El Monte emergence in San Gabriel Valley. Since its earliest beginnings, El Monte has served as a gateway community into the Los Angeles region, where immigrants traveled long distances and settled at the end of the Santa Fe Trail. El Monte's role as a gateway community and burgeoning influence in the region continues with the gradual arrival of banking/finance, cultural, and institutional uses that span the Pacific Ocean to Asia.

Flanked with signature architecture and an iconic skyline, Flair Park is denoted by its modern architecture, business amenities, and efficient access to transportation resources. While the area will continue to support professional uses, it can also be host to hospitality, creative/incubator and work-live uses. Newly added uses shall incorporate the same high level of architecture, following a modern style. When appropriate, property owners should be encouraged to adaptively reuse older industrial buildings.

Environment

Flair Park will benefit from key improvements to its built environment. The Emerald Necklace is envisioned as a key riverfront amenity that will flank the southern boundary of Flair Park, providing an aesthetically pleasing environment for walking. Streets will be lined with trees and setbacks, required of modern business parks today. Green building designs that are attractive, functional, and state of the art are to be encouraged. The City will continue to work with the San Gabriel Basin Water Quality Authority and other regional entities to clean up the underground water pollution and contaminated sites in the park. Plazas and landscaping will also be intertwined to improve the desirability of the park.

GOAL LU-6 – Establish a first-class district characterized by a diverse mix of financial, government, institutional, hospitality, creative/incubator and work-live uses; distinctive architecture and iconic skyline; high-quality amenities; and unparalleled access to freeway, rail, and transit options.

1 – Land Use Policies

LU-6.1 – Mix of Business. Provide incentives for the relocation or expansion of businesses into Flair Park that specialize in finance, international trade, hospitality, and supporting businesses in accordance with the Land Use Plan Vision and design standards.

LU-6.2 – Transition. Work with property owners to facilitate the logical transition of underutilized land uses to professional office, hospitality, creative/incubator and work-live uses through new zoning standards.

2 – Physical Design Policies

LU-6.3 – District Design. Create a unique, coherent image for Flair Park through the thoughtful integration of modern and eclectic architecture, attractive streetscapes, internal circulation, wayfaring signage, subdistrict focus, and building designs. When appropriate, property owners should be encouraged to adaptively reuse older industrial buildings.

LU-6.4 – District Entryways. Create enhanced district entryways at each corner of Flair Park that are exemplified by colored pavement, entry monuments, wayfaring signage, and street lighting reflective of a modern district with a mix of professional office, financial, hospitality and supporting uses.

LU-6.5 – Building Design. Require thoughtful building designs that balance functionality, form, durability, aesthetics, and sustainability considerations that produce buildings of lasting quality and convey the image of a modern district with a mix of professional, financial, hospitality and supporting uses.

3 – Transportation Policies

LU-6.6 – Freeway Access. Support additional improvements to the regional transportation infrastructure in Flair Park pursuant to a feasibility study of Special Study Area 1 consistent with recommendations in the Circulation Element.

LU-6.7 – Circulation. Improve access to and within Flair Park and provide transit service from Downtown, the El Monte Gateway, and Metrolink Station through direct shuttles consistent with recommendations in the Circulation Element.

LU-6.8 – Streetscape Plan. Improve streetscape and internal access through the enhancement of primary roadways with trees and sidewalks, extension of roadways where necessary to ease mobility and transit access, and a distinctive wayfaring system.

4 – Environmental Policies

LU-6.9 – Green Infrastructure. Green the riverbanks along the San Gabriel River through the implementation of Emerald Necklace projects, including linear parks, bicycle trails, and walking paths, and improve green infrastructure within Flair Park.

LU-6.10 – Water Quality. Cooperate with the San Gabriel Water Quality Authority to expedite cleanup and remediation of groundwater pollution in the El Monte Operable Unit; implement best management practices to avoid future contamination.

LU-6.11 – Central Park. Create a signature central park(s) equipped with fountains, landscaping, monuments, cultural and historic markers, public art, and pedestrian amenities as a focal point and landmark serving and symbolizing Flair Park.

LU-6.12 – Brownfield Cleanup. Require property owners to cooperate with local, state, and federal agencies to fund the full cleanup of brownfields of former heavy industrial properties prior to selling or transferring the property, unless the new owner agrees to assume responsibility for full cleanup costs.

Page LU-35 –AUTO DISTRICT

The City of El Monte is perhaps best known for its Auto District. The Auto District, generally located along Peck Road and Valley Boulevard, is anchored by Longo Toyota, the nation's largest dealership. The auto industry is not only a major employer, but an economic engine for the City, producing significant revenues for City services. The Auto District's location near Interstate 10, synergy of existing dealerships, supporting industries of auto-related uses adjacent to the district, large tracts of underutilized land along Peck Road and Valley Boulevard, and nearby access to Interstate 605 present an opportunity to expand and strengthen the district.

The El Monte Auto District is a premier location to buy a car and truck, and serve as one of the San Gabriel Valley's primary auto sales hubs, providing a year-round auto show environment with a wide range of vehicle choices—all within an area that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient.

Auto District Objective (insert)

The El Monte Auto District is a premier location to buy a car and truck, and serves as one of the San Gabriel Valley's primary auto sales hubs, providing a year-round auto show environment with a wide range of vehicle choices—all within an area that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient.

Land Use/Transportation

A fundamental challenge to maximize the Auto District and its benefits to the City's economy and tax base is the availability of land. The owners of auto dealerships will need to acquire and consolidate key parcels within the Auto District. Efficient

transportation into the Auto District and circulation within the Auto District is also important. This includes improvements to the Valley Boulevard, Peck Road and Interstate 10 interchange.

Design

To serve as a premier location to buy a car and truck in the San Gabriel Valley, the structural design of the Auto District is critical. Customers and auto dealers will desire an environment that is modern, attractive, and accessible. Implementing this design strategy will require physical changes to the district. Circulation improvements—both vehicular and pedestrian—must be implemented along Valley Boulevard and Peck Road. Where circulation challenges prevent improvements, transit should be provided. Buildings must be modern in scale and development regulations must be flexible to allow for creative use of space. Landscaping improvements are also needed along the main streets that serve the Auto District and at freeway on- and off-ramps.

Amenities

The Auto District environment and customer experience will be improved. The Auto District will accommodate entertainment and recreational land uses and activities that enhance the customer experience. The Auto District will also accommodate regional retail uses that will attract additional potential customers. The Economic Development Element provides further strategies to preserve the economic viability of this area. The following goal and policies are intended to realize the vision for the City's Auto District as a premier place to buy autos and trucks in the San Gabriel Valley.

GOAL LU-8 – Establish the Auto District as a premier vehicle sales and service destination in Southern California, providing a year-round auto show environment with a wide range of automobile and truck vehicle choices—all within an environment that is modern, attractive, equipped with customer amenities and attractions, well maintained, and convenient.

Policies

LU-8.1 – Auto District. Create a defined El Monte Auto District that encompasses the area occupied by new car dealerships primarily located along Peck Road and Valley Boulevard.

LU-8.2 – Priority Uses. Give first priority to new auto, truck, and recreational vehicle dealers to locate in the Auto District; second priority to uses directly supporting new sales (e.g., financing, amenities, rentals, service, etc.); and third to all other businesses.

LU-8.3 – Supporting Amenities. Attract, cultivate, and retain auto dealer amenities (theatres, restaurants, shopping, etc.) and necessary automotive support uses (financing, rentals, etc.) that enhance customer experience and support the Auto District.

LU-8.4 – Circulation. Improve circulation throughout the Auto District with wayfaring and pedestrian signage, shuttle or transit access moving from the northern to southern subdistricts, kiosks, and differentiated pavement colorings to inform visitors.

LU-8.5 – Interstate 10. Work with Caltrans to improve Interstate 10 ramp access to Stewart Street, Peck Road and Valley Boulevard, consistent with the recommendations in the Circulation Element. This includes improved landscaping and ongoing maintenance.

LU-8.6 – District Visibility. Improve visibility of the Auto District by removing land uses and buildings that block access into the Auto District. Limit freeway-oriented signs to new car dealerships.

Page LU-36 – MAJOR CORRIDORS

The City recognizes the need to revitalize its corridors. Corridors can provide opportunities for quality new housing, accommodating population growth, and protecting the character of single-family neighborhoods. Corridors can provide a pedestrian-oriented environment, complete with landscaping, parkways, trees, and other amenities. Revitalization can also promote the consolidation of obsolete and inefficient strip commercial corridors into distinct activity nodes and the removal of blighting uses.

Mixed/multiuse and urban housing offer the best opportunity to revitalize corridors in El Monte. Mixed/multiuse is a form of development that mixes housing and commercial/office uses at densities of up to 35 units per acre, while urban housing allows densities of up to 50 units per acre. The products can be stacked (residential above one another), vertically integrated (e.g., continuous commercial street frontage with residential and/or office uses above the first floor) or horizontal (residential units directly adjacent to commercial/office uses). The scale, size, and mix of land uses will vary based on the character of the surrounding development.

Corridor Objectives (insert)

The vision for Peck Road, Durfee Avenue, Garvey Avenue and Five Points is to provide a highly amenitized living and shopping experience characterized by quality mixed/multiuse and urban housing opportunities and a well-managed street environment: ample greenways, trees, street medians, and sidewalks that encourage pedestrian activity, commercial activity, and social interaction.

Design

The physical design of mixed/multiuse and urban housing is a critical component of the success of the revitalization strategy for corridors. Mixed-use projects must convey a high level of architectural and landscape quality, and ensure compatibility among commercial and residential uses. Projects should be designed to avoid conflicts among residential and commercial functions, such as noise, lighting, and other factors. Residential and commercial uses must be integrated, visually and physically, into a coherent whole. Architectural treatments along building elevations and variations in their

massing will stimulate visual interest. Adequate open space consistent with City design guidelines will ensure a livable quality environment.

Streetscapes

Mixed/multiuse housing along Peck Road and Durfee Avenue and urban housing along Garvey Avenue and Five Points are designed to improve the physical appearance of corridors, offer quality housing, and improve neighborhood pride. In order to achieve these objectives, the physical design of the streetscape is critical. Arterial streets lined with ample sidewalks of adequate width will encourage walking and pedestrian activity. Streets or greenways with a canopy of native species trees will provide shade for pedestrians, improve aesthetics, and complement street-facing residential and commercial uses. Lush greenways and medians will soften the concrete hardscape, encourage slower vehicular speeds, and present a unified image of the street.

Housing Types

Mixed/multiuse housing addresses an important lifestyle segment of the housing market in El Monte. With the high cost of single-family housing, El Monte has a significant need for quality multiple-family and planned residential developments of townhomes, apartments, and senior housing. The Land Use Plan allows mixed/multiuse housing along the Peck Road and Durfee Avenue corridors. Higher density urban housing is allowed in the Downtown, the El Monte Gateway, the Garvey Corridor and Five Points. Certain housing types in different configurations will be more appropriate in different residential neighborhoods of the community.

El Monte envisions corridor revitalization as a means to facilitate a vibrant and attractive street environment, remove incompatible uses, provide quality housing, and improve air quality and mobility. The City will prepare a corridor implementation plan with the following goal statement and policies to revitalize its corridors.

GOAL LU-9 – Recreate vibrant commercial corridors with the introduction of a mix of higher density residential uses, sensitively integrated commercial uses concentrated at critical nodes, and tree-lined streetscapes that are aesthetically pleasing, encourage walking, and inspire community pride.

1 – Land Use Policies

LU-9.1 – Corridor Reuse. Promote the reuse of strip commercial and industrial corridors by consolidating retail and commercial uses into activity nodes and transitioning intervening areas for midblock residential or mixed/multiuse developments.

LU-9.2 – Housing Types. Sensitively integrate higher density residential uses (e.g., townhomes, stacked units, live-work, etc.) along Peck Road and Durfee Avenue. Incorporate urban density residential uses along Garvey Avenue and at Five Points.

LU-9.3 – Prohibited Uses. Prohibit industrial and commercial uses along major corridors that detract from residential neighborhoods and adjacent residential uses

along the corridors; assist in relocating present incompatible uses to other areas of the City.

2 – Circulation and Streetscape Policies

LU-9.4 – Truck Traffic. Discourage heavy truck through-traffic along Peck Road, Durfee Avenue and Garvey Avenue, making the streets green corridors.

LU-9.5 – Bicycle Lanes/Walkways. Create a Class 2 bicycle lane along Durfee Avenue, from the south City limits to Ramona Boulevard to provide an exclusive or semi-exclusive use of bicycles; also line the street with complete sidewalks to encourage pedestrian activity.

LU-9.6 – Streetscape Program. Establish a comprehensive streetscape and landscape program for corridors that include right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street, furniture), and public signage.

3 – Design Policies

LU-9.7 – Housing Design. In concert with expectations for architecture in the Community Design Element and corridor implementation plan, require excellence in residential architecture design and construction practices exemplified by the following principles:

- **Materials.** Use high-quality, natural building materials, such as stucco, plaster, stone, and wood surfaces. Prohibit reflective glass, glossy surfaces, or poor imitation materials.
- **Durability.** Materials and design should evidence high attention to durability (without sacrificing aesthetics) that will withstand weather, use, and the test of time.
- **Aesthetics.** Structural appearance should incorporate thoughtful design in rooflines, facades, entryways, building orientation, and site layout.
- **Functionality.** Residential buildings must be designed in a manner to fulfill the functional needs of housing, including size of units, parking needs, and other accommodations.
- **Sustainability.** Incorporate green building techniques, energy efficiency, and other sustainable building technologies into new housing balanced with the overriding need for aesthetics.

LU-9.8 – Lot Consolidation. Develop a sliding scale of residential densities – i.e. the larger the property or the greater the number of merged parcels, the greater the residential density, as permitted per the Land Use Plan for mixed/multiuse and urban/multiuse housing.

4 – Environmental Principles

LU-9.9 – Brownfields. Require property owners to remediate any brownfields or leaking underground storage tanks as a result of industrial activities prior to recording a sale/transfer of property unless the new owner assumes complete cleanup responsibility.

LU-9.10 – Green Parkways. Line corridors with green parkways and/or lush landscaped medians, shade-providing canopy trees, and complete sidewalks, wherever possible, to improve the streetscape, add value to properties, and beautify the corridors.

Page LU-42 – SAN GABRIEL VALLEY AIRPORT

The San Gabriel Valley Airport (the El Monte Airport prior to 2014) encompasses 103 acres adjacent to the Rio Hondo River in the north-central portion of the City and is owned and managed by the County of Los Angeles. The airport's role is to provide general aviation services to El Monte and the surrounding communities. The Los Angeles County Airport Land Use Plan (ALUP) was adopted in 1991. . The El Monte Airport Master Plan (EMAMP) was adopted in 1995 and anticipates that the airport's core functions (primarily recreational and training purposes and to a lesser degree company business, personal business, and governmental uses) will remain.

The ALUP designates airport influence zones for El Monte and provides a series of proposed policies and compatibility criteria to ensure that both aviation and surrounding uses may continue. The Airport Land Use Commission Law requires cities and counties to amend their general plans to conform with adopted airport land use plans. The El Monte General Plan Land Use Plan is consistent with the EMAMP, which is consistent with the ALUP.

Goal LU-10 – Support the San Gabriel Valley Airport's general aviation role in providing opportunities for recreational use, corporate and business use, aviation business, public safety and emergency access, and flight training.

Policies

LU-10.1 – Compatibility. Require that all new development be consistent with the adopted airport land use plan for the airport and prohibit structures or activities that encroach upon or adversely affect navigable airspace.

LU-10.2 – Buildings. Limit the type of development, population density, maximum site coverage, and height of structures as specified in the applicable safety zones in the airport land use plan for the airport, shown in the Public Health and Safety Element.

LU-10.3 – Permitting. Refer any proposed changes to the General Plan, specific plans, zoning ordinance, or building regulations affecting areas covered by the ALUP to the Los Angeles County Airport Land Use Commission prior to adoption.

LU-10.4 – Land Uses. Prohibit schools, hospitals, day care facilities, or new residential development from locating in close proximity to the airport or, if already present, from changing or modifying their use in a manner that conflicts with the airport land use plan.

LU-10.5 – Master Plan. Work with Los Angeles County Airport Land Use Commission to update the 1995 Airport Master Plan in a manner that promotes the airport's value to the community, businesses in the San Gabriel Valley, and recreational interests.

Existing Table

Table LU-1 General Plan Buildout Estimates

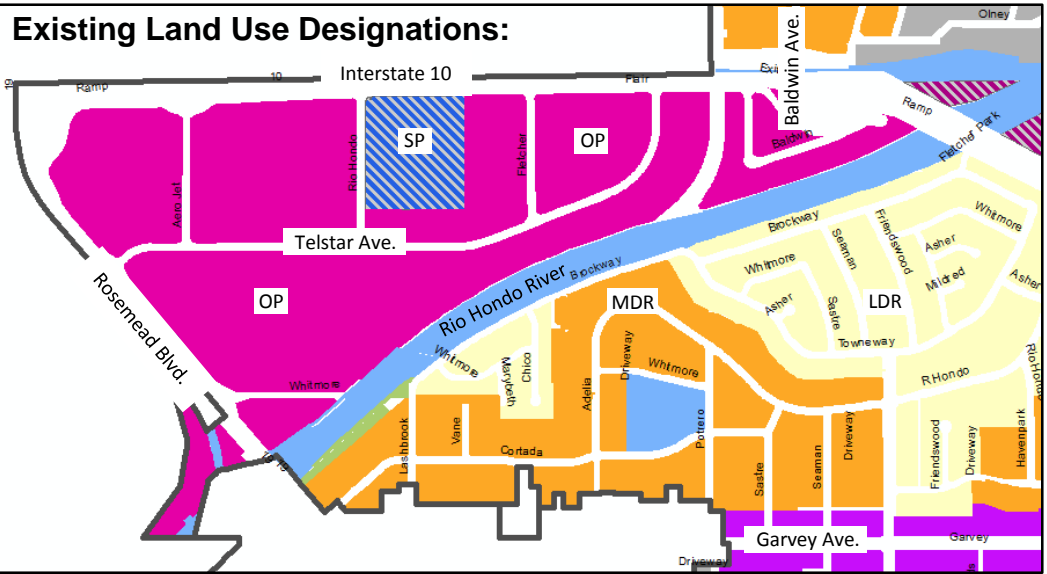
<i>Land Use Designation</i>	<i>Density/Intensity</i>		<i>Acres¹</i>	<i>Units or Sq. Ft.</i>	<i>Population</i>	<i>Jobs</i>
	<i>Max.</i>	<i>Realistic</i>				
RESIDENTIAL						
Low	6.0	6.5	1,717	11,111	50,777	30
Medium Low	11.0	11.0	231	2,527	11,548	4
Medium	14.0	14.0	887	12,559	57,395	13
High	25.0	15.0	89	1,420	6,489	–
MIXED USE						
Mixed/Multiuse	1.00	0.50	200	3,003 2,180,384	13,724	3,634
El Monte Gateway	2.70	2.70	60	1,850 1,123,000	3,700	3,500
Downtown Core	1.50	1.25	159	1,331 2,057,829	6,083	4,267
COMMERCIAL/INDUSTRIAL						
Neighborhood Comm.	0.50	0.40	59	1,023,723	–	1,708
General Commercial	0.75	0.55	121	2,631,004	–	4,385
Office Commercial	0.75	0.55	32	696,123	–	1,740
Regional Commercial	1.00	0.50	183	3,985,287	–	7,971
Industrial Business Park	1.00	0.50	476	10,362,074	–	10,362
Professional Office Park*	1.50	*	181	8,884,494	–	19,028
PUBLIC FACILITIES						
Public Facilities	0.1	0.1	436	1,410,605	–	2,015
Parks and Open Space	0.1	0.0	33	–	–	–
Airport	0.1	0.1	95	10,000	–	150
Right-of-Way			36	32,973	–	47
TOTAL **			5,003	33,802 34,397,496	149,716	58,807

* Professional office park acreage and forecasts assumes achievement of a maximum 1.5 FAR on properties located north of Telstar. For properties located south of Telstar, buildout development intensity is capped at 0.75 FAR until a Specific plan is prepared or more detailed assessments of transportation improvements are completed.





Table LU-1 Updated General Plan Buildout Estimates

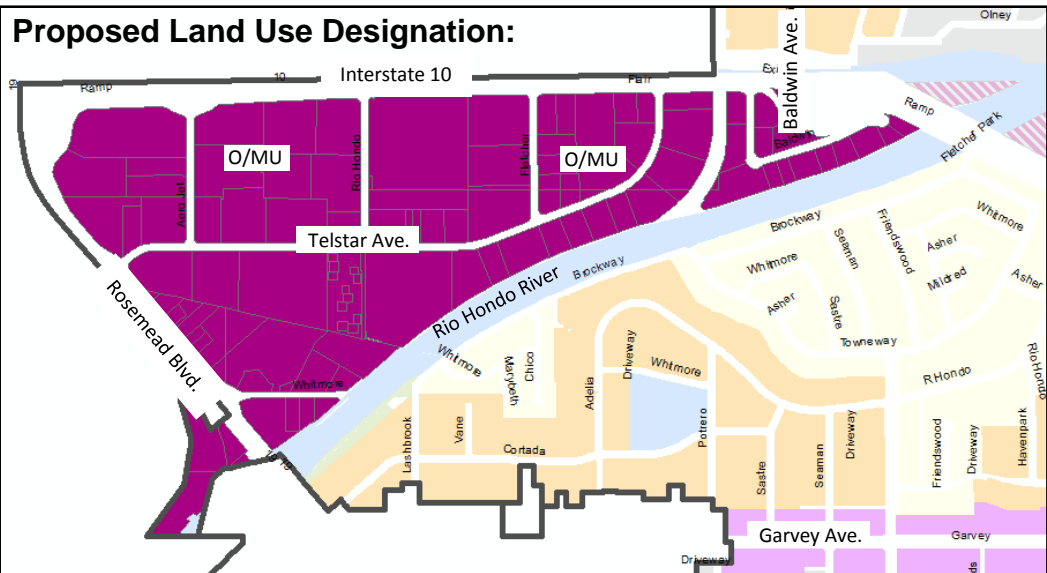
Land Use Designation	Density/Intensity		Acres	Units or Square Feet	Population	Jobs
	Mix.	Likely				
RESIDENTIAL						
Low Density Residential	6.0	5.8	1,717	10,220	54,200	55
Medium Low Density Residential	8.0	7.0	231	1,630	8,340	5
Medium Density Residential	14.0	10.5	887	9,180	43,650	80
High Density and Corridor Residential	25.0	18.5	89	2,530	9,420	--
MIXED USE						
El Monte Gateway	2.70	2.70	60	1,850 1,123,000	3,700	3,500
Downtown Core	4.00	1.50	200	2,300 2,597,000	8,750	5,190
Mixed/Multiuse (Peck and Durfee)	1.00	0.50	387	2,080 1,905,000	7,780	3,810
Urban/Multiuse (Garvey and 5-Points)	2.70	0.75	245	3,850 2,001,000	12,670	4,200
Office/Multiuse (Flair Park)	2.25	1.00	181	580 7,384,000	1,200	11,350
COMMERCIAL/INDUSTRIAL						
Office Commercial	0.75	0.55	24	574,990	--	1,440
Neighborhood Comm.	0.50	0.40	90	1,568,700	--	2,710
General Commercial	0.75	0.50	52	1,132,560	--	1,990
Regional Commercial	1.00	0.45	260	5,096,520	--	10,190
Industrial Business Park	1.00	0.50	476	10,967,280	--	11,860
PUBLIC FACILITIES						
Public Facilities	0.10	0.10	436	1,410,600	--	2,220
Parks & Open Space	0.10	0.00	35	--	--	--
Airport	0.10	0.10	95	10,000	--	150
Right-of-way			36	32,970	--	50
TOTAL:			5,500	33,800 34,350,000	149,710	58,800

Flair Park General Plan Land Use Designation.




Existing Land Use Designations:

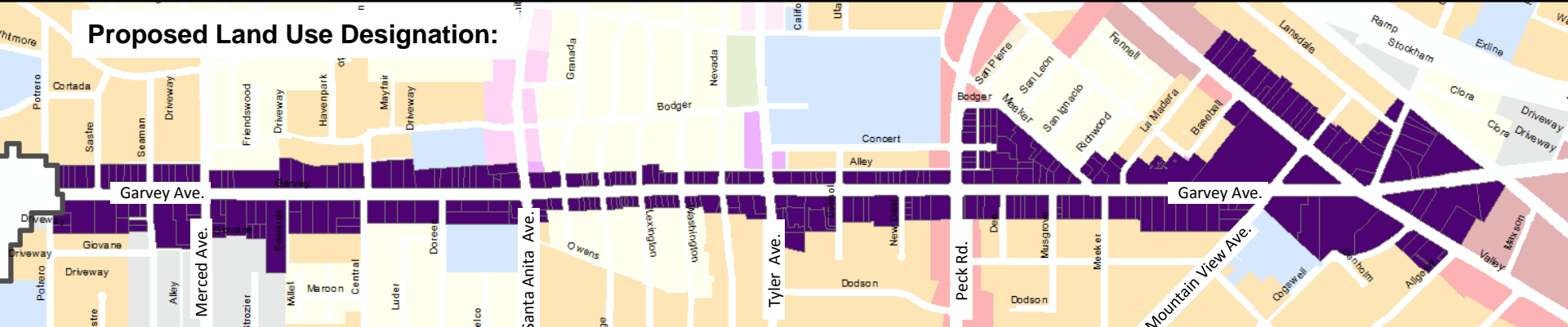
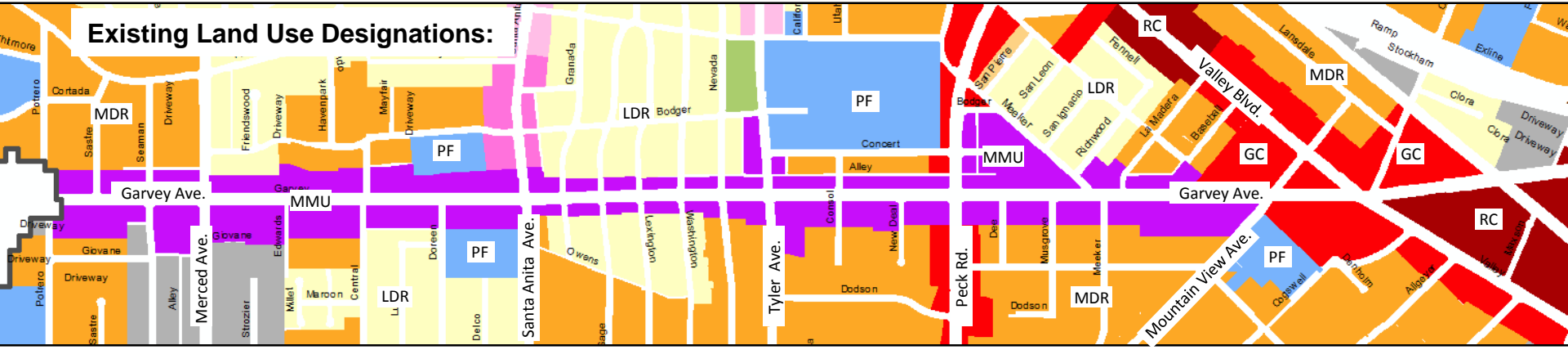
-  OP – Professional Office
-  SP – Flair Park Specific Plan
-  MDR – Medium Density Residential
-  LDR – Low Density Residential



Proposed Land Use Designation:

-  O/MU – Office/Multiuse

Garvey Corridor and 5-Points General Plan Land Use Designation.



Existing Land Use Designations:

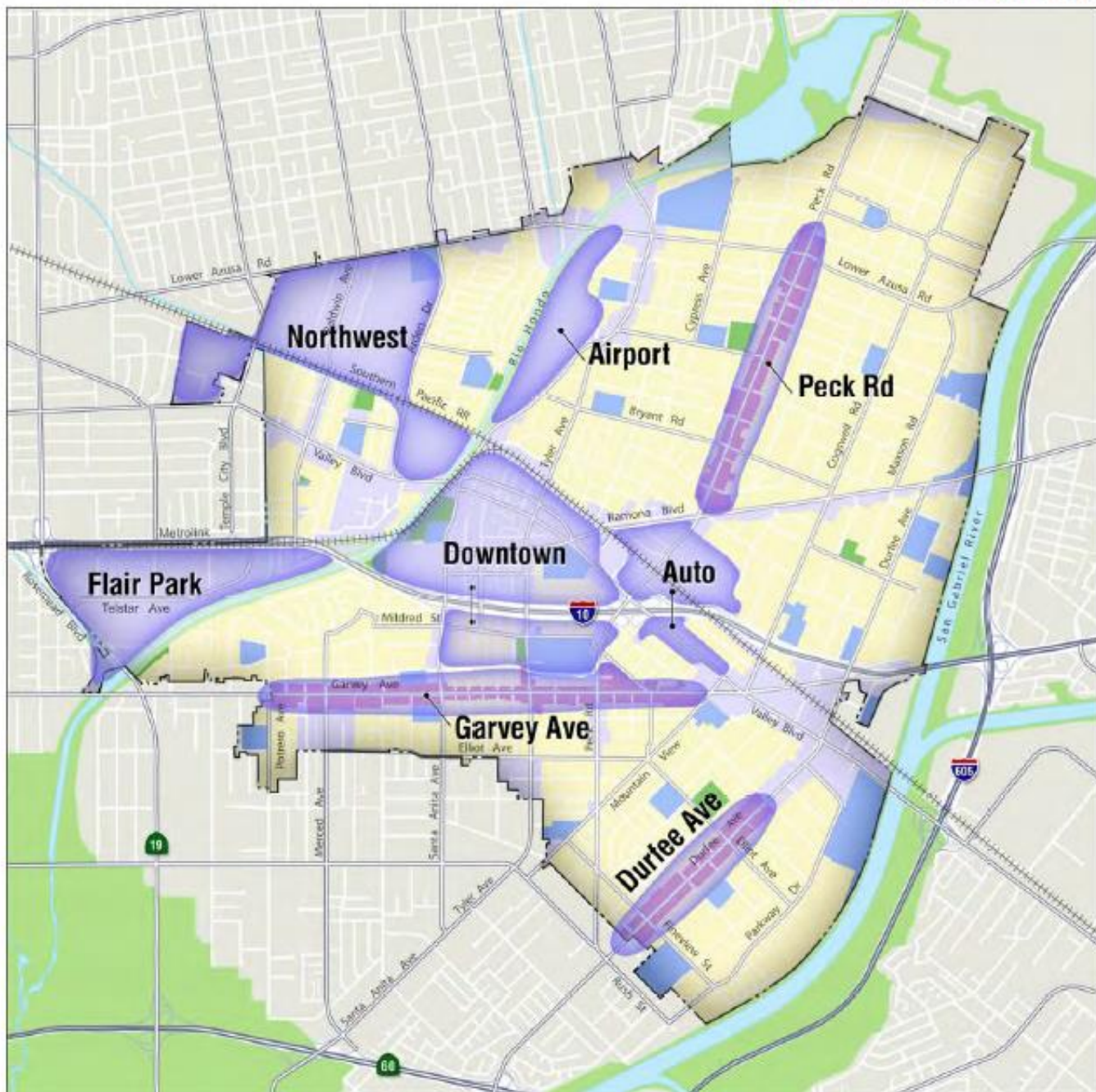
- MMU – Mixed/Multiuse
- MDR – Medium Density Residential
- RC – Regional Commercial
- LDR – Low Density Residential
- GC – General Commercial
- PF – Public Facilities

Proposed Land Use Designation:

- U/MU – Urban/Multiuse

Strategic Areas – Existing Figure

Figure LU-2 Strategic Areas



- Strategic Areas
- Conservation Areas
- Parks
- Schools
- Non-Residential

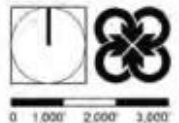


Strategic Areas – Proposed Figure

Figure LU-2 Strategic Areas

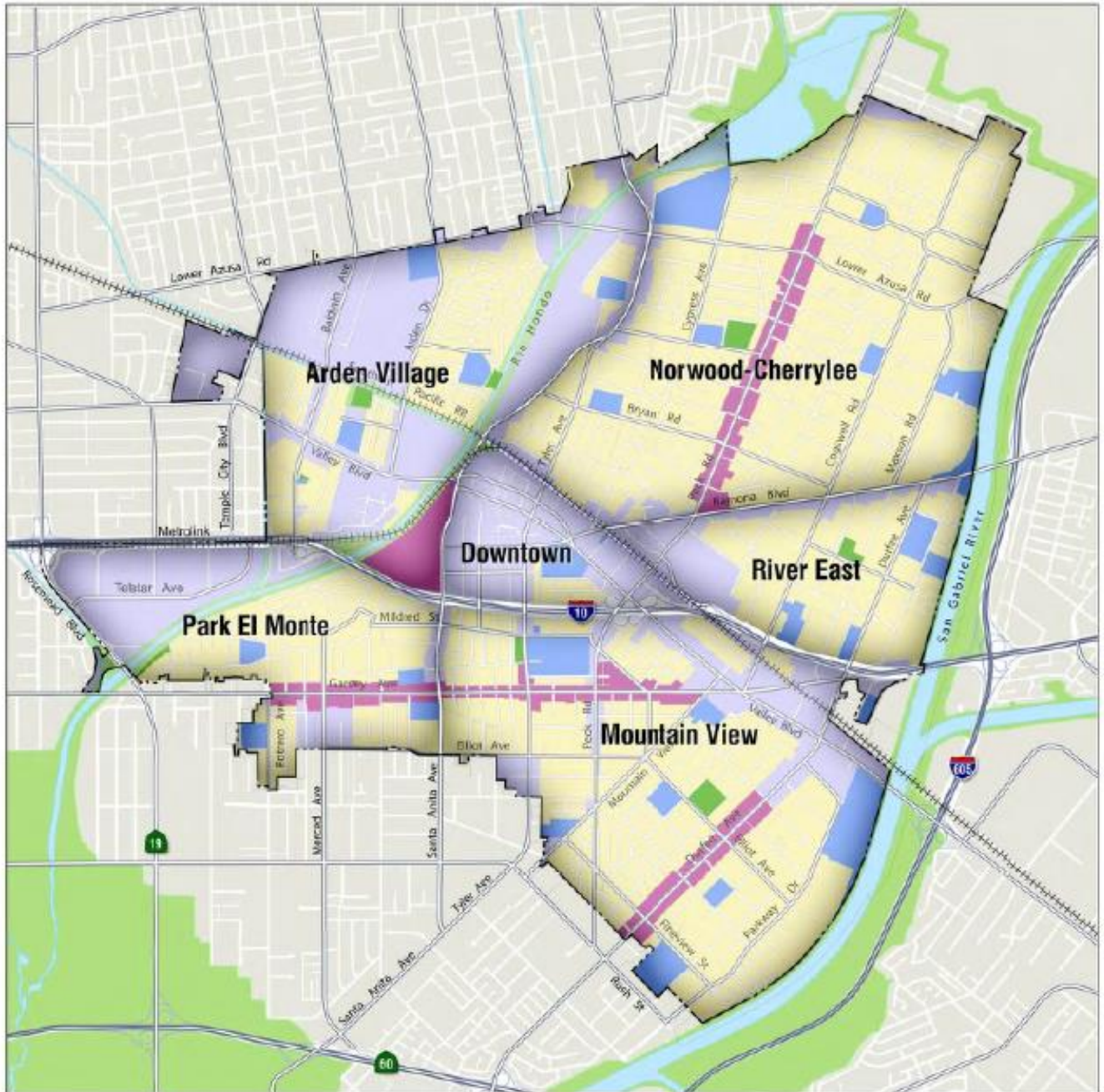


-  Strategic Areas
-  Conservation Areas
-  Parks
-  Schools
-  Non-Residential

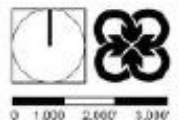


El Monte Neighborhoods – Existing Figure

Figure H-1 El Monte Neighborhoods

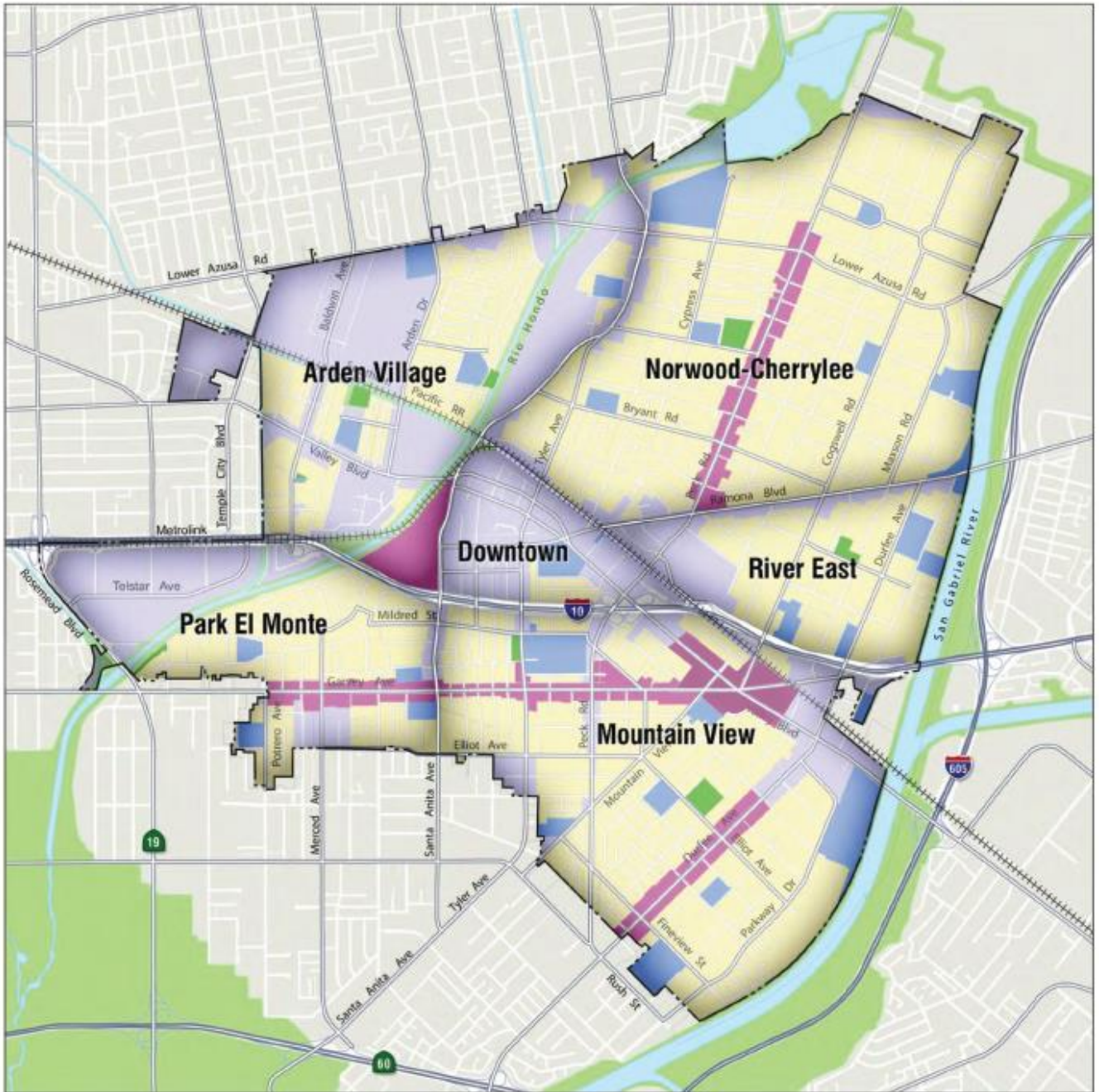


- Mixed/Multi-Use Sites
- Schools
- Parks
- Residential
- Non-Residential

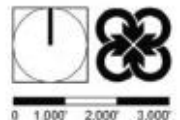


El Monte Neighborhoods – Proposed Figure

Figure H-1 El Monte Neighborhoods



- Multi-Use Areas
- Schools
- Parks
- Residential
- Non-Residential



Auto District – Existing Figure



Auto District – Proposed Figure



6 – CIRCULATION ELEMENT (RED LINED)

Page C-9 – FUNCTIONAL PURPOSE AND PRIMARY LOCAL TRAVEL CORRIDORS

The Circulation Plan is structured to achieve a balance for all transportation modes. Where feasible, streets have been designed to accommodate a variety of modes. However, there will be certain emphases placed on different streets depending on their location, relation to activity centers, and design.

Local travel corridors are defined below:

- **Auto Corridors.** Auto corridors are most frequented by autos. The principal corridors for auto travel in El Monte are Lower Azusa Road, Ramona Boulevard, Valley Boulevard and Garvey Avenue in the east–west direction, and Rosemead Boulevard, Baldwin Avenue, Santa Anita Avenue, and Peck Road in the north–south direction. These streets will also comprise most of the truck route system in El Monte. Other key streets will be secondary corridors for auto travel, and in certain cases will support travel by other modes.
- **Transit Corridors.** Transit corridors refer to streets that are designated for transit (bus) use. Primary transit corridors are expected to carry the highest levels of transit service, particularly regional bus service, with the highest number of bus routes and the highest frequency of service. The most significant transit corridor in El Monte is Garvey Avenue, with direct service to Downtown Los Angeles, Long Beach, Norwalk (Green Line Station to Los Angeles International Airport), and Pomona (California State Polytechnic University). Other important transit corridors include Santa Anita Avenue, Ramona Boulevard and Valley Boulevard. As an alternative, a secondary transit street is expected to carry lower but still significant levels of transit service, probably with a greater orientation to local rather than regional bus routes.
- **Truck Routes.** Truck routes are the primary routes for truck traffic. Truck routes are focused onto principal travel corridors that support commercial and industrial activities. Controlling and limiting trucks help prevent them from intruding into neighborhoods and traveling on streets not designed to accommodate them, reduce diesel and particulate emissions near sensitive land uses, control noise and vibration, and improve quality of life in the community.
- **Bicycle and Pedestrian Corridors.** Two green corridors are proposed in El Monte—one generally parallel to I-10 that connects the Rio Hondo Channel to the San Gabriel River, and a north–south corridor along Tyler Avenue. These two corridors will provide the backbone for bicycle and pedestrian circulation in El Monte and provide good access to downtown El Monte. Connected bike paths and bike routes, defined later in this element, will connect neighborhoods, schools, parks, open space, and retail/commercial and institutional areas.

Page C-13 – FUNCTION OF PRIMARY REGIONAL TRAVEL CORRIDORS

Whereas the local roadway corridors provide the primary mode of travel within the community, the City of El Monte is linked to the greater metropolitan area by other transportation routes. As described below, regional transportation routes include the Metrolink passenger rail lines, El Monte-San Gabriel Valley Airport, Union Pacific Railroad, and freeways.

The following provides a general discussion of each regional travel corridor:

- **Freight Corridors.** A Union Pacific Railroad (UPRR) main line travels east–west through the City, north of Valley Boulevard. Approximately 35 freight trains pass daily through El Monte. With the improvements to the Alameda Corridor, the number and frequency of railroad freight trains are expected to significantly increase in the future. According to the Alameda Corridor–East Project (ACE) region plans, a total of six grade separation crossings are identified for El Monte. The most recent ones completed are the Ramona Crossing (completed in 2008) and the Baldwin Crossing (completed in 2015). grade separations will be at six crossings, and Other mobility improvements are scheduled for the remaining at-grade crossings.
- **El Monte-San Gabriel Valley Airport.** The El Monte-San Gabriel Valley Airport, a general aviation airport, is located in the City of El Monte. The County of Los Angeles owns and operates the airport. As a general aviation airport, the airport supports regional and general aviation operations. The 1995 County of Los Angeles El Monte Airport Master Plan (name changed to the San Gabriel Valley Airport in 2014) (1995) plans calls for the airport to maintain its role as a general aviation airport. Refer to the Land Use Element for discussion of consistency with the county’s airport land use plan and the Public Health and Safety Element for airport safety.
- **Metrolink Line and El Monte Busway.** The Los Angeles to San Bernardino Metrolink commuter rail line runs east–west through the center of the City, with a rail station on the northeast part of downtown El Monte. The City of El Monte also has an elevated and dedicated busway that extends from the El Monte Transit Center to Interstate -10. This transitway is one of the most successful and long-lasting dedicated bus/HOV-lane facilities in the country.
- **Freeways.** The City of El Monte is bisected by Interstate -10 and is accessed at key arterials, namely Valley Boulevard, Durfee/Garvey Avenue, Santa Anita Road, and Peck Road. Interstate -605 frames the City’s eastern border. Rosemead Boulevard, a state highway, borders Flair Park on the City’s western border. These freeways and state highway provide excellent access to destinations through the Los Angeles metropolitan region.

Page C-15 – AIRPORT

El Monte-The San Gabriel Valley Airport, a general aviation airport, is located in El Monte and owned and operated by the County of Los Angeles. The El Monte-San Gabriel Valley Airport is a single-runway airport and primarily used for recreational and

training purposes. Other uses include “touch-and-goes” and, to a lesser extent, company business, personal business, and governmental uses. The airport is surrounded by fully developed sensitive land uses that include residences, schools, and other commercial and industrial uses.

The 1995 County of Los Angeles El Monte Airport Master Plan (name changed to the San Gabriel Valley Airport in 2012) ~~(1995)~~ for the airport indicates that the location of the airport presents problems in terms of land use compatibility and facility expansion potential and restricts both aircraft and airport operation flexibility. Under these constraints, the pMaster Plan anticipates that the operational role of the El Monte Airport will remain primarily for recreational and training purposes and, to a lesser extent, other uses as previously indicated.

Page C-45 – PARKING STRATEGIES

Managing parking is part of traffic management. Parking deficiencies can cause vehicles to recirculate on public streets, increase traffic volumes and congestion, impede economic development goals, and increase safety hazards. The City’s Municipal Code includes parking requirements to ensure there is that adequate onsite parking for ~~most~~ residential, commercial, and industrial areas of the community, and the City will continue to apply these regulations to all proposals for new and modified development projects. However, several areas in El Monte present unique parking challenges.

Customers visiting downtown and Main Street use on-street parking during weekdays. The City (and during its existence, the Redevelopment Agency) have created off-street surface parking lots north and south of behind Main Street for customer use. It is believed that the development of El Monte Gateway will increase customers to Main Street and that existing public surface parking lots can accommodate the off-street parking demand for the foreseeable future. However, as the downtown are intensifies with new retail, restaurants, mixed-use developments and urban housing projects, multilevel parking structures may be needed. ~~there is interest in mixed-use and residential development in the downtown, and such new projects may require consideration of building multilevel parking structures to accommodate such development.~~

Flair Park is envisioned to have mid-rise professional office, financial businesses and hospital uses facing Interstate 10. Additional uses away from the freeway may include supportive retail, office, creative/incubator and research/development. ~~is envisioned as an emerging international finance district, connected to the Los Angeles metropolitan region by Interstate 10. Midrise office buildings will be the predominant use in the district. Large corporations in Flair Park already provide onsite and multilevel parking structures. As land values in the area increase,~~ Flair Park could also benefit from a multilevel parking structure onsite or offsite with a dedicated district shuttle. This would allow more land to be converted to employment- and revenue-generating land uses as opposed to surface and structured parking.

6 – CIRCULATION ELEMENT (FINAL)

Page C-9 – FUNCTIONAL PURPOSE AND PRIMARY LOCAL TRAVEL CORRIDORS

The Circulation Plan is structured to achieve a balance for all transportation modes. Where feasible, streets have been designed to accommodate a variety of modes. However, there will be certain emphases placed on different streets depending on their location, relation to activity centers, and design.

Local travel corridors are defined below:

- **Auto Corridors.** Auto corridors are most frequented by autos. The principal corridors for auto travel in El Monte are Lower Azusa Road, Ramona Boulevard, Valley Boulevard and Garvey Avenue in the east–west direction, and Rosemead Boulevard, Baldwin Avenue, Santa Anita Avenue, and Peck Road in the north–south direction. These streets will also comprise most of the truck route system in El Monte. Other key streets will be secondary corridors for auto travel, and in certain cases will support travel by other modes.
- **Transit Corridors.** Transit corridors refer to streets that are designated for transit (bus) use. Primary transit corridors are expected to carry the highest levels of transit service, particularly regional bus service, with the highest number of bus routes and the highest frequency of service. The most significant transit corridor in El Monte is Garvey Avenue, with direct service to Downtown Los Angeles, Long Beach, Norwalk (Green Line Station to Los Angeles International Airport), and Pomona (California State Polytechnic University). Other important transit corridors include Santa Anita Avenue, Ramona Boulevard and Valley Boulevard. As an alternative, a secondary transit street is expected to carry lower but still significant levels of transit service, probably with a greater orientation to local rather than regional bus routes.
- **Truck Routes.** Truck routes are the primary routes for truck traffic. Truck routes are focused onto principal travel corridors that support commercial and industrial activities. Controlling and limiting trucks help prevent them from intruding into neighborhoods and traveling on streets not designed to accommodate them, reduce diesel and particulate emissions near sensitive land uses, control noise and vibration, and improve quality of life in the community.
- **Bicycle and Pedestrian Corridors.** Two green corridors are proposed in El Monte—one generally parallel to I-10 that connects the Rio Hondo Channel to the San Gabriel River, and a north–south corridor along Tyler Avenue. These two corridors will provide the backbone for bicycle and pedestrian circulation in El Monte and provide good access to downtown El Monte. Connected bike paths and bike routes, defined later in this element, will connect neighborhoods, schools, parks, open space, and retail/commercial and institutional areas.

Page C-13 – FUNCTION OF PRIMARY REGIONAL TRAVEL CORRIDORS

Whereas the local roadway corridors provide the primary mode of travel within the community, the City of El Monte is linked to the greater metropolitan area by other transportation routes. As described below, regional transportation routes include the Metrolink passenger rail lines, San Gabriel Valley Airport, Union Pacific Railroad, and freeways.

The following provides a general discussion of each regional travel corridor:

- **Freight Corridors.** A Union Pacific Railroad (UPRR) main line travels east–west through the City, north of Valley Boulevard. Approximately 35 freight trains pass daily through El Monte. With the improvements to the Alameda Corridor, the number and frequency of railroad freight trains are expected to significantly increase in the future. According to the Alameda Corridor–East Project (ACE), a total of six grade separation crossings are identified for El Monte. The most recent ones completed are the Ramona Crossing (completed in 2008) and the Baldwin Crossing (completed in 2015). Other mobility improvements are scheduled for the remaining at-grade crossings.
- **San Gabriel Valley Airport.** The San Gabriel Valley Airport, a general aviation airport, is located in the City of El Monte. The County of Los Angeles owns and operates the airport. As a general aviation airport, the airport supports regional and general aviation operations. The 1995 County of Los Angeles El Monte Airport Master Plan (name changed to the San Gabriel Valley Airport in 2014) calls for the airport to maintain its role as a general aviation airport. Refer to the Land Use Element for discussion of consistency with the county’s airport land use plan and the Public Health and Safety Element for airport safety.
- **Metrolink Line and El Monte Busway.** The Los Angeles to San Bernardino Metrolink commuter rail line runs east–west through the center of the City, with a rail station on the northeast part of downtown El Monte. The City of El Monte also has an elevated and dedicated busway that extends from the El Monte Transit Center to Interstate 10. This transitway is one of the most successful and long-lasting dedicated bus/HOV-lane facilities in the country.
- **Freeways.** The City of El Monte is bisected by Interstate 10 and is accessed at key arterials, namely Valley Boulevard, Durfee/Garvey Avenue, Santa Anita Road, and Peck Road. Interstate 605 frames the City’s eastern border. Rosemead Boulevard, a state highway, borders Flair Park on the City’s western border. These freeways and state highway provide excellent access to destinations through the Los Angeles metropolitan region.

Page C-15 – AIRPORT

The San Gabriel Valley Airport, a general aviation airport, is located in El Monte and owned and operated by the County of Los Angeles. The San Gabriel Valley Airport is a single-runway airport and primarily used for recreational and training purposes. Other uses include “touch-and-goes” and, to a lesser extent, company business, personal business, and governmental uses. The airport is surrounded by fully developed

sensitive land uses that include residences, schools, and other commercial and industrial uses.

The 1995 County of Los Angeles El Monte Airport Master Plan (name changed to the San Gabriel Valley Airport in 2012) for the airport indicates that the location of the airport presents problems in terms of land use compatibility and facility expansion potential and restricts both aircraft and airport operation flexibility. Under these constraints, the Master Plan anticipates that the operational role of the El Monte Airport will remain primarily for recreational and training purposes and, to a lesser extent, other uses as previously indicated.

Page C-45 – PARKING STRATEGIES

Managing parking is part of traffic management. Parking deficiencies can cause vehicles to recirculate on public streets, increase traffic volumes and congestion, impede economic development goals, and increase safety hazards. The City's Municipal Code includes parking requirements to ensure there is adequate onsite parking for residential, commercial, and industrial areas of the community, and the City will continue to apply these regulations to all proposals for new and modified development projects. However, several areas in El Monte present unique parking challenges.

Customers visiting downtown and Main Street use on-street parking during weekdays. The City (and during its existence, the Redevelopment Agency) have created off-street surface parking lots north and south of Main Street for customer use. It is believed that the development of El Monte Gateway will increase customers to Main Street and that existing public surface parking lots can accommodate the off-street parking demand for the foreseeable future. However, as the downtown are intensifies with new retail, restaurants, mixed-use developments and urban housing projects, multilevel parking structures may be needed.

Flair Park is envisioned to have mid-rise professional office, financial businesses and hospital uses facing Interstate 10. Additional uses away from the freeway may include supportive retail, office, creative/incubator and research/development. As land values in the area increase, Flair Park could also benefit from a multilevel parking structure onsite or offsite with a dedicated district shuttle. This would allow more land to be converted to employment- and revenue-generating land uses as opposed to surface and structured parking.

7 – ECONOMIC DEVELOPMENT ELEMENT (RED LINED)

Page ED-2 – RELATED PLANS AND PROGRAMS

The Economic Development Element is related to several key plans and programs. In 2007, the Chamber of Commerce studied various economic development opportunities in the City, proposing a vision for readily identifiable economic activity areas: the Northwest Industrial District, Flair Park, the ~~greater d~~Downtown, and the ~~a~~Auto ~~d~~District. The Land Use Element further refined many of the concepts expressed in the Chamber of Commerce study with respect to changes in land use, the environment, and infrastructure needs in the strategic areas. The Economic Development Element focuses on the key strategies necessary to revitalize these areas.

Until the dissolution of redevelopment agencies in 2012, California redevelopment law authorized ~~s~~ cities to create focused areas for redevelopment activities in order to eliminate physical and economic blight, stimulate economic development, enhance aesthetics, and provide affordable housing. The City's of El Monte had a very active Redevelopment Agency, ~~has~~ which adopted ~~a~~ five-year redevelopment implementation plans that sets forth broad land use, program, and financing strategies for project areas. Most of the City's economic development success during this period was through the Agency. Despite the dissolution of redevelopment in California, El Monte has continued to see strong economic growth throughout the City.

Page ED-4 – ECONOMIC FOCUS AREA

The City recognizes that the foundation of the local economy lies in job creation (employment), fiscal stability, and diversification, ~~and professional offices~~. Although there are exceptions, each leg of the economy is represented by a different sector/location in El Monte. Figure ED-1 illustrates the major strategic areas in El Monte to facilitate economic development.

Northwest El Monte

The Northwest Industrial District is visioned as a job engine for El Monte, generating a substantial number of well-paying jobs. From the late 1980s through the early 2000s, the area lost numerous defense-oriented businesses and heavy manufactures. To facilitate this vision, To reverse this trend, the City created the 410-acre Northwest El Monte Project Area in 1993. In the years the Redevelopment Agency existing, it ~~in~~ recent years, the Redevelopment Agency has facilitated the development of office buildings, the International Business Incubator, and the Foreign Trade Zone, among others. Additional projects included the new Home Depot and rehabilitation of the Midway Shopping Plaza. This growth continued after the dissolution of redevelopment agencies in California, with the construction of the Magellan Gateway industrial project, the Goodman Logistics Center and the Hickson Industrial Campus. Yet this area continues to be in transition because of the loss of numerous defense-oriented

~~businesses and heavy manufacturers in recent years. This area continues to be in transition as properties revitalize over time.~~

Auto District

The ~~a~~Auto ~~d~~District is the revenue engine of El Monte, generating retail sales of automobiles ~~and~~, trucks, ~~and recreational vehicles. As the strongest sales tax-producing sector, the auto district provides nearly a quarter of El Monte's revenue.~~ The City established the original El Monte Redevelopment Center Project Area in 1983 and added 114 acres of land to the project area in 1989, ~~as part of~~ The combined area stretched along Valley Boulevard from Peck Road to the City's eastern boundary. The original vision was for auto sales to expand to properties farther east along Valley Boulevard. Instead, a significant number of auto dealerships shuttered during the Great Recession. Regardless, a significant and healthy auto presence remains in the Valley Boulevard, Peck Road and Interstate 10 area. As a result, auto and truck sales, combined with other auto related businesses (e.g. auto supply stores) generate nearly half of the City's sales tax revenues. the El Monte Center Amendment Number 1, resulting in establishment of Nissan, Honda, Dodge, and Pontiac-GMC dealerships in the project area. The El Monte Center Amendment area now covers a portion of the auto district, while the Valley-Durfee Redevelopment Project Area, established in 2003, provided additional opportunities for expansion of auto uses.

Downtown El Monte

The Land Use Plan envisions dDowntown as the mixed-use, mixed-income, cultural heart of El Monte that epitomizes community pride and opportunity. Its historical role is augmented by new housing, retail, office, parks, and cultural facilities taking advantage of transit-oriented development. In 1987, The City established the ~~213-acre~~ Downtown El Monte Redevelopment Project Area ~~in 1987. In 2001, the Downtown El Monte Added Area was created~~, containing 231 acres of commercial, residential, and industrial land. ~~This project area was created to help revitalize neighborhoods and provide opportunities for new housing, supporting commercial uses, and transit-oriented development.~~ Despite the dissolution of redevelopment, the City continues to see growth in the Downtown with new retail and restaurant uses, the construction of affordable housing and the completion of infrastructure improvements. Main Street has also solidified its position as the cultural heart of the community.

El Monte Gateway

The El Monte Gateway Center was not part of a redevelopment area. Nonetheless, the Gateway Specific Plan calls for the area to be a mixed-use, mixed-income, transit-oriented center surrounding the El Monte Station, the busiest bus station west of Chicago. In 2012, the station was doubled in size to accommodate increased ridership. The Specific Plan calls for up to 1,850 units ~~Development plans are underway to double the size of the El Monte Transit Station, which is already the busiest such transit center west of Chicago. It will anchor the new TOD (up to 1,850 new homes), up to 1 million square feet of commercial space, and public parkland open space. The project will play an important role in the economic development and revitalization of El Monte, bringing~~

new residents and new businesses to the downtown area, serving as a catalyst project for the City, and improving the public perception and popular image of El Monte.

Major Corridors

~~The Land Use Element visions the revitalization of two major corridors—Garvey Avenue and Durfee Road—with mixed/multiuse housing as a means to protect and preserve adjacent single-family neighborhoods, and revitalize and transition underutilized uses. El Monte is comprised of many older neighborhoods developed prior to being annexed by the City. As a result, there are numerous commercial corridors that need revitalization. To facilitate this growth, In 2003, the City created the 142 acre Valley-Durfee Redevelopment Project Area in 2003, which includes approximately 142 acres of land. The project area presently covers areas redesignated for mixed/multiuse (Durfee Road south of Magnolia Avenue) and a portion of the auto district along Valley Boulevard and Garvey Avenue that extends southeast to Interstate 605. The General Plan Land Use Element identifies three corridors for multiuse activities including mixed-use with housing. This first two are portions of Peck Road and Durfee Avenue, where mixed-use projects can be integrated vertically (e.g., commercial frontage with residential and/or office uses above the first floor) or horizontally (housing adjacent to commercial and office uses). The scale, size, and mix of land uses vary based on the location and character of surrounding land uses. The third is the Garvey Corridor and Five Points area, which has many larger properties that can accommodate commercial centers and urban housing.~~

Flair Park

~~Flair Park was not part of a redevelopment area. Historically, the area was developed with defense related businesses. Since the early 2000s, the vision was for Flair Park to be the professional office and financial district of El Monte. However, because of changes in the office market, implementing that vision is no longer feasible. While the area will continue to support professional uses, a greater mix of use types need to be incorporated in the area. Along the freeway, uses envisioned include national and regional offices, financial institutions, government centers, hospitality and regional commercial. Uses envisioned away from the freeway include supportive retail, office, creative/incubator and research/development space. The General Plan visions the transition of Flair Park into a first-class professional district by attracting businesses that build on the City's emerging financial and trade sector, government offices, international business with Pacific Rim connections, and other specialty niche markets. Flair Park is intended to provide a range of employment opportunities for the City's professional office workforce. Flair Park is not currently within a redevelopment project area, except for a triangular portion in the southern section of Flair Park that is within the Downtown El Monte Added Area.~~

Page ED-10 – INSTITUTIONAL CAPACITY FOR ECONOMIC DEVELOPMENT

The General Plan proposes an aggressive agenda to transform the Northwest Industrial District into a job engine, create a preeminent office, hospitality and incubator environment in Flair Park, ~~triple the size of~~ beautify the auto district, and create a vibrant

downtown. Achieving these economic development goals demands the City have the organizational capacity to implement necessary programs and projects. The City must also target its scarce resources and work with other groups and agencies to do more than the City ~~alone~~ can accomplish alone.

Page ED-18 – BUSINESS ATTRACTION

While business retention and expansion provides the majority of new jobs, business attraction serves important roles. First, bringing new businesses to the community can help diversify the local economy and protect it against shocks affecting individual economic sectors. Second, realizing the City's vision for areas like Flair Park requires attracting new businesses. Finally, the publicity generated by the arrival of a new businesses helps build the City's image as a progressive and dynamic community.

Types of Businesses

Fundamental economic development practice divides the world of businesses into two types, base and non-base. Firms in base economic sectors sell a preponderance of their goods and services outside of the region. ~~Theses~~ These businesses bring new dollars into the community and, through wages paid to their employees, generate new consumer spending to support the community's non-base businesses. In contrast, non-base businesses primarily sell goods and services to those living in the region. These businesses recirculate dollars that are already within the region.

Because cities have limited resources to devote to economic development, economic development programs focus on base-sector businesses. Bringing new dollars into the city, these programs indirectly benefit the non-base businesses. Following conventional economic development practice suggests that the City focus its attraction efforts on manufacturing—not warehousing and distribution—in the Northwest Industrial District and on professional office, Pacific Rim trade and finance and other uses in Flair Park. Although conventional wisdom suggests the City minimize use of its economic resources for enhancing retail activity, the City's fiscal condition suggests the need for immediate efforts to augment sales tax revenues by attracting new auto dealers.

Finally, when evaluating different types of business opportunities to attract to the community, the City must remain committed to its General Plan vision. The Land Use Element has specified the vision for each of the focus areas in the community. This vision reflects countless hours spent with stakeholders, business community, and the Chamber of Commerce. Undoubtedly, many businesses may choose El Monte for other reasons—affordable cheap-land, cash incentives, low operating costs, etc.—that provide short-term profit maximization reasons for being in El Monte, yet may be contrary to the City's long-term vision.

Business Attraction Targets

As the City establishes its economic development program, the new economic development manager will oversee the preparation of a business-attraction-target study. This is a fundamental step that will enable the City to attract businesses that add well-

paying manufacturing and professional jobs; and diversify the retail base., ~~attract Pacific Rim trade and finance, It is equally important that these efforts~~ are conducive to surrounding residential neighborhoods. ~~xpand the revenue base needed nd achieve the long-term vision of the City of El Monte.~~ The business-attraction-target study should be based on periodic SWOT analyses and interviews of El Monte's businesses to learn what makes the City a good business location and what makes it difficult. Building on the SWOT analyses, the second step will be to determine what economic clusters have formed in El Monte and in the San Gabriel Valley, identifying shared resources that make the City and the area a good business location for firms in these sectors. The City's business-attraction-target study can then focus on these clusters and shared resources.

Creating the Environment

Businesses will choose El Monte for business reasons. They will look at the City's environment. Does it have access to the desired local or regional markets? If so, does it have the appropriate infrastructure, sized to accommodate business? Are the City's land use, zoning, and permitting processes conducive to choosing an El Monte business location? Are employees with the right mix of education and job skills in proximity to the business? These and other questions are foremost in the mind of businesses when they evaluate relocation decisions. El Monte must be aware of these business needs as well.

Many factors that businesses consider in making relocation decisions are beyond the control of the City; nonetheless, El Monte does have control over the quality of its physical environment. The City can plan and build the infrastructure and fund the municipal services needed for strong economic development. In their absence, El Monte's (and any city) business attraction strategy is reduced to providing financial incentives or waiving development regulations. This brings in businesses only because they are not required to meet prudent land use and development standards.

Limited Incentives

The use of financial incentives to lure new businesses has become—for better or worse—an expected practice in many cities. Developers and individual businesses often ask for financial concessions, claiming projects will not “pencil out” without them. In reality, the issues may be outdated development codes, uncertain permitting processes, or other factors. Once the City focuses on improving the business reasons for choosing an El Monte location, few businesses will seek concessions. Those that do are probably not strong businesses that can sustain the City's economy.

The City will implement a policy for financial incentives to assure equity in their use and accountability in specific returns on investment. Generally, regulatory and financial incentives will only be offered to firms in economic sectors defined as primary business attraction targets. The level of incentive will reflect the expected return on investment. Recipients will be contractually obligated to provide the appropriate returns on investment—a number of jobs or level of private investment. Finally, the City should not offer new businesses ~~no~~ incentives that are not available to existing businesses.

Communicating

After preparing a business-attraction-target strategy, the City will implement a marketing strategy that communicates the value of an El Monte business location to firms in target sectors. The strategy will include provision to make key economic development information available on the City's Web site and the Chamber of Commerce. The specific firms necessary to communicate the City's messages will become clear once the business-attraction-target study has identified target industries and/or businesses. Finally, the strategy should enable the economic development manager to strengthen the City's ties to commercial and industrial real estate brokers.

Partnering

The City will identify and forge relationships with new partners that can assist in attracting the desired type of businesses to El Monte. In some cases, this will include specific industry or trade associations, while in others this might be new regional economic partnerships. Forging partnerships with international trade associations may also be required. As new industries relocate to El Monte, the City may also establish new partnerships with these businesses. The workforce needs of these businesses can then be communicated to the Workforce Investment Board, Rio Hondo Community College, school districts, and job training programs.

Goal ED-3 – An improved El Monte business environment that attracts new businesses, investment, new jobs, and increased revenues to El Monte.

Policies

ED-3.1 – Business-Attraction-Target Strategy. Prepare and ~~to date~~ regularly update-keep up a business-attraction-target strategy that is based on a SWOT analysis and business interviews and the business reasons supporting an El Monte location.

ED-3.21 – Infrastructure. Plan and provide sufficient infrastructure and municipal services to serve the full buildout of areas designated for office and industry; encourage development that supports the City's business expansion and business attraction targets.

ED-3.34 – Incentives Policy. Create an incentives policy and provide incentives to attract businesses to El Monte if and only if:

- The type of business has been previously identified in the business-attraction-target strategy.
- The business contractually agrees to maintain a minimum investment and a minimum employment level for a term of years as identified in the incentives policy.
- The City also offers the incentive to existing businesses in El Monte.

ED-3.43 – Communications. Prepare and implement a communications and marketing strategy based on the business-attraction strategy.

ED-3.5 – Business Information. Compile and ~~regularly update~~~~keep up to date~~ data typically requested by site-selection consultants (available sites and buildings, etc.) and post the data on the City's website.

ED-3.6 – Economic Partnerships. Build and strengthen relationships with local and regional commercial and industrial brokers and with the City's economic development marketing partners.

Page ED-22 – BUSINESS CREATION

Of the three avenues for expanding the local economy, business creation creates the fewest new jobs and investment, yet does provide value to the community. In today's global economy, the owners of the larger businesses in El Monte—the ones reaping the profits—likely do not live in El Monte. Indeed, their stockholders could conceivably live anywhere in the world. In contrast, efforts to create new businesses will directly target the residents of El Monte. Second, residents who start a new business not only bring new income to El Monte, but, more importantly, create new wealth in El Monte that often is invested locally. ~~Finally, new business leaders have twice the reason to get involved in the management of their community.~~

Creating New Business

Many new businesses do not last for more than two years. However, new businesses that receive proper training have a higher success rate. Training needs can include loan financing and management, cash flow management, employee relations and support, and business practices and accounting. Typically, the local small business development center provides training programs for entrepreneurs. This training includes preparing a business plan, marketing and accounting, and obtaining start-up financing.

For El Monte residents, the small business development center at Mt. San Antonio College provides these types of business assistance and training. The City's role is to help publicize the available training and assistance to El Monte's residents and small business owners. The City economic development manager should be involved with the management and operation of the small business development center, assuring representation of El Monte's needs. ~~The City of El Monte also is home to a corporate training center at the Pacific Place, sponsored by Rio Hondo College.~~

Business Incubators

Business incubators can be an economic development initiative. Incubators typically provide below-market-rate space, common fee-based services (e.g. conference rooms, receptionists), and business management advice (often through the local small business development center or organizations like SCORE—Service Corps of Retired Executives). Traditionally, business incubators assist nonretail business, once again focusing on bringing new dollars into the community rather than just circulating existing dollars.

The Northwest Industrial District and Flair Park offers a good opportunity for the development of an business incubators, focusing on industrial and manufacturing businesses. With the development of new small-scale condo and flex space, grant monies might help secure square footage for an incubators in both geographic areas. For the Northwest Industrial District, the focus can be on industrial and manufacturing business incubators. For the Flair Park area, the focus can be on office, technology and research business incubators. Although Flair Park is aimed at Pacific Rim trade and finance, the types of supporting businesses that will locate there will make it an effective location for a business incubator for any type of office-based business. Finally, Main Street and the downtown area provide a good venue for retailers and thus would can be a good location for a retail and creative arts business incubators.

Local Policies

Given the cost of starting a new business, many businesses start at home. As this business sector continues to grow in economic importance, the City should expect an increasing number of residents to pursue home-based businesses. The City should review the effectiveness of its existing home-based business zoning regulations, balancing the desire to promote economic development and wealth generation with the need to maintain residential neighborhoods. The City should also monitor the availability and costs for business space for small start-up businesses. The City should review its development regulations to minimize undue regulations that limit the availability of business space for small start-ups.

Goal ED-4 – An improved El Monte business environment that fosters opportunities for new businesses, expands job opportunities, and increases City revenues.

Policies

ED-4.1 – Partnerships. Work with the City's business development and educational partners, and publicize the assistance and training available to El Monte residents to start up and grow businesses.

ED 4.2 – Chamber of Commerce. Work with the Chamber of Commerce to identify and address challenges to small and start-up businesses operating in El Monte.

ED-4.3 – Business Locations. Plan sufficient land area to accommodate new businesses; use the City's planning and zoning authority to eliminate locations that handicap the viability of new businesses; ensure that local land use regulations encourage business start-ups.

ED-4.4 – Business Incubator. Support the establishment and operations of an industrial and manufacturing incubator in the Northwest Industrial District, an office, a technology and research-based incubator in Flair Park, and a retail and creative arts incubator dDowntown.

Page ED-24 – DOWNTOWN EL MONTE

The General Plan visions the ~~d~~Downtown as the mixed-use, mixed-income, cultural heart of El Monte built around five subdistricts: Government Center, Cultural Center, Downtown Residential, El Monte Gateway, and Main Street. Within this context, the Economic Development Element focuses on increasing economic activity and new private investment in the city. This section provides guidance and direction for supporting and attracting the businesses that populate three retail nodes.

Types of Retailing

Creating a vibrant retail experience requires an understanding of consumer needs. For the largest part of consumer spending, convenience is the name of the game. Customers want to get in, get what they need, and get out quickly. Strip commercial centers exist because they have optimized convenience. They are most profitable when anchored by a major retailer, since shoppers at the major retailer will spill over and patronize smaller retailers located in the same center.

Another large part of consumer spending is comparison-goods shopping. For larger, more expensive, less common purchases (e.g., furniture), consumers want to compare a potential purchase across several brands. Retailers that can amass many brands compete very well for consumer spending in this category. Comparison shopping typically leads to big-box retailers or the agglomeration of retailers near freeways and major arterials that provide access to a larger number of potential customers.

The third largest portion of consumer spending follows the social and experiential aspects of shopping. These shopping trips provide social interaction and pleasurable experiences of shopping as the primary purpose rather than the particular good or service purchased. Areas that provide for socialization, entertainment, and pleasant shopping experience compete well for this type of consumer spending. This shopping experience is often provided by traditional outdoor main street malls.

Plan for Retailing

The General Plan visions the Downtown Core as a destination whose retailers attract customers from throughout the San Gabriel Valley. To plan for the ~~d~~Downtown, the City needs to understand the most appropriate role for El Monte Main Street-~~El Monte~~, El Monte Gateway, and Santa Fe Trail Plaza. Each should be developed to focus on its particular niche so as not to dilute the cross-selling potential of the other areas. The City should play an active role in coordinating the business and economic development of each area.:-

- ~~• **Santa Fe Trail Plaza.** The Santa Fe Trail Plaza starts with the expansion of an existing auto-dependent convenience center that provides easy in/easy out service. This area should be developed to capitalize on the convenience niche in the downtown area. However, the city may wish to provide linkages to Main Street El Monte to allow for cross-selling as well.~~
- ~~• **El Monte Gateway.** This project is visioned as providing a relaxed socializing, entertainment, and retail experience for a more affluent and upscale clientele than~~

~~presently attracted to Downtown El Monte. To distinguish this area from Main Street and to avoid diluting cross-selling potential, this area should focus on an affluent, upscale clientele.~~

- **El Monte Main Street ~~El Monte~~**. Main Street ~~El Monte~~ provides a mix of hybrid retail, experience, restaurants and community events. with some convenience and comparison shopping but little entertainment. Its layout and design, ~~however,~~ are most conducive to create a shopping-a-socializing and entertainment ~~retail~~ experience. Main Street's retailers primarily serve the local trade area, but the area has the potential to attract consumers from a much larger, regional trade area. In addition, entertainment uses also have the potential to attract people from throughout the area.
- **El Monte Gateway.** This project is envisioned as providing a relaxed socializing, entertainment, and retail experience for a more affluent and upscale clientele than presently attracted to Downtown El Monte. To distinguish this area from Main Street and to avoid diluting cross-selling potential, this area should focus on an affluent, upscale clientele.
- **Santa Fe Trail Plaza.** The Santa Fe Trail Plaza, which opened in 2014, replaced an older movie theater center. It includes a grocery store, nation-brand stores and eateries. However, it retains a high vacancy rate compared to other similar sized centers in the region. This area should capitalize on the convenience niche in the downtown area. In addition, the City may wish to provide linkages to Main Street to allow for cross-selling as well.

The nonretail subareas are relatively built out and do not represent a significant opportunity to attract new commercial development private investment. However, these areas provide a substantial number of stable health-care, education, and government jobs. These jobs provide an opportunity to capitalize on daytime spending to support and enhance the prospects of retail businesses. Thus, the City should work with the above sectors to strengthen them and link them to the purchasing power of employees working in these sectors.

Plan for El Monte Main Street ~~El Monte~~

Transforming Main Street ~~El Monte~~ into a small town retail, restaurant and entertainment destination requires careful planning. In 2017, the City adopted the Downtown Main Street Transit-Oriented Specific Plan, which includes a strong framework for future development. The City also completed economic studies to confirm the Specific Plan's recommendations were feasible. The Specific Plan also includes an Implementation Chapter, which calls for the City to

~~The City should conduct regular market studies to identify gaps in the retail mix, formulate strategies to capitalize on the regional trade area's lifestyle segments, and attract retailers with a broad regional appeal. Main Street, like many downtowns, can offer an authentic retail and social experience that will compete very well for socializing and entertainment retail spending. The City should work with the downtown business association and to help them understand the benefits of creating a warm, welcoming social experience for shoppers, and then create a business improvement district to fund~~

improvements that maximize the shopping experience and the economic success of each downtown business.

Creating the Physical Environment

Creating a vibrant downtown experience will require significant design, infrastructure, and environmental improvements. The Land Use Element and Community Design Element establish the following strategies to achieve the economic planning objectives for the downtown. Many of these items are incorporated in the Downtown El Monte Main Street Transit-Oriented Specific Plan:

- **District Identity.** Distinguish El Monte downtown in its character, physical appearance, and role through specialized design treatments (public art, cultural resources, circulation, architectural guidelines, etc.), ~~as defined by a Downtown Specific Plan.~~
- **Transportation.** Establish a stronger link between the cultural center, El Monte Main Street, El Monte Gateway Project, governmental, and surrounding neighborhoods by incorporating unifying streetscapes and walkways through a comprehensive streetscape improvement plan.
- **Land Use.** Accommodate retail commercial, office, restaurant, entertainment, civic, cultural, educational, health care, and residential land uses in accordance with the Land Use Plan's designations and subdistrict boundaries, which may be more defined by a specific plan.
- **Design Treatment.** Create a warm, welcoming social experience for shoppers. Public spaces, outdoor cafes, generous placement of street furniture, and special events all improve the social experience. Also, support improvement of commercial and residential properties.
- **Emerald Necklace.** Improve the Rio Hondo River through the Downtown with linear parks, gateways, walkways, and native plants, and link pedestrian access with the downtown to create a vibrant and well-traveled path and riverfront experience.

Getting the Word Out

Shopping centers get free publicity by locating next to busy arterials. Shopping mall owners advertise their malls. El Monte Main Street-El Monte, like other downtowns, must also get the word out to the shopping public. Downtown associations and cities often host a series of special events each year to attract visitors to the downtown, exposing them to the quality of the place and the variety of retailers. ~~Communities typically devote a large share of resources to a single event—the signature event that, over time, helps define the public image of the community.~~

The key to any marketing plan is having an active social media presence, using different platforms to reach different segments of the population. Main Street already hosts several popular community events such as the annual Dia de los Muertos Festival, the seasonal Farmers Market and a CicLAvia 626 Golden Streets event. The City should work with the ~~d~~Downtown El Monte Merchants Association (DEMBA) business association to host a calendar of events ~~and create a signature event~~. These events are an important key tool ~~to~~ offer attracting consumer spending from a larger, regional trade

area. The City and DEMBA should also develop a marketing and public relations campaign for Main Street ~~El Monte~~.

Goal ED-5 – Expanding businesses and new businesses will invest in the continued development and improvement of El Monte Main Street ~~El Monte~~, creating a thriving central place that defines the popular image of El Monte.

Policies

ED-5.1 – Retail Sales. Prepare and keep up-to-date market studies for the downtown to identify gaps in the retail mix and distinguish the retail mix along Main Street from the Santa Fe Trail Plaza and El Monte Gateway Project; market Main Street to targeted retailers.

- ~~Focus the Santa Fe Trail Plaza project area on auto-using convenience retail shopping.~~
- ~~Focus the El Monte Gateway area on a socializing and entertaining retail experience targeted to affluent clientele.~~
- Focus El Monte Main Street ~~El Monte~~ on a small town retail, restaurant and entertainment destination. ~~socializing and entertaining retail experience targeted to the regional trade area.~~
- ~~Focus the El Monte Gateway area on a socializing and entertaining retail experience targeted to affluent clientele.~~
- Focus the Santa Fe Train Plaza project on regional serving retail and nation-brand eateries.

ED-5.2 – Business Retention. Strengthen the existing professional business sectors of the downtown:

- Retain and strengthen the governmental/civic employment sector (city, state, and regional) presence in the downtown.
- Strengthen and build the growing healthcare sector, benefiting from senior housing, community care facilities, and other medical facilities in the downtown.
- Retain and strengthen the educational sector (Adult School, Rio Hondo College, local school districts, etc.).

ED-5.3 – Physical Environment. Create an attractive downtown business environment by implementing the land use, design, and environmental strategic actions set forth in the Downtown El Monte Main Street Transit-Oriented Specific Plan and the Land Use, Community Design, Housing, and Parks/Recreation Elements.

- For Main Street, create a welcoming social environment with public spaces, outdoor cafes, generous placement of street furniture, and special events.
- Link together the civic center, cultural center, and downtown residential subdistricts with the retail centers to leverage purchasing power of residents and workforce.
- Introduce mixed-use housing and urban housing to generate both daytime and nighttime spending supportive of retail.

ED-5.4 – Business Improvement District. Create a business improvement district to provide a dedicated funding stream to support downtown improvement, maintenance, and activities that will bring private investment and retail sales into Downtown.

ED-5.5 – Marketing Downtown. Work with the City's civic organizations and DEMBA Downtown El Monte business association to host special events and market Main Street El Monte to trade area residents.

~~ED-5.6 – Signature Event. Develop and implement an annual signature event; work with the City's business association partners and civic groups to host and market the signature event; invest in growing the signature event into a regional attraction.~~

Page ED-29 – FLAIR PARK

~~The Southland's headquarters for Pacific Rim finance and trade—this is the Flair Park of tomorrow. From its historic origins as home to Fletcher Aviation, and a small airstrip during the Korean War and world war industrial base, the Park has broadened into a manufacturing, industrial, and small office center. As Flair Park matures, it has begun to emerge as a center of international finance and commerce in the San Gabriel Valley, capitalizing on the strategic link to Pacific Rim business and key location. Despite the current economic uncertainty, Pacific Rim finance and trade will continue their economic growth over the long term. Flair Park offers an unparalleled office location between downtown Los Angeles and Ontario, with lengthy visibility from the Interstate -10, and an easy commute for a large, skilled, and educated labor force. El Monte's cultural heritage as the destination of Santa Fe Trail migrants and its mix of ethnic groups makes the community a natural fit for international finance and trade firms.~~

Types of Businesses

~~Flair Park The vision for Flair Park in the early 2000s was for it to be the professional office and financial district of El Monte. The area is presently anchored by major employers that include Wells Fargo, Cathay Bank, East-West Bank, the Chinese Cultural Center, and Los Angeles County government offices. However, because of changes in the office market, implementing the full vision is no longer feasible. While the area will continue to support professional uses, a greater mix of use types need to be incorporated in the area.~~

Although the City of El Monte welcomes all businesses that do not detract from the long-term vision for the area, the City's economic development efforts, marketing, and business attraction programs should focus on the primary targets—the offices for firms engaged in international trade and finance. This includes professional offices, financial institutions, government centers, hospitality and regional commercial uses along Interstate 10. In addition, creative/incubator, research/development and education uses can be located in the areas away from Interstate 10.

~~A premium finance district will require a mix of businesses that support a Class A working environment and international finance and trade. To that end, the City of El Monte should interview representative firms in the target sectors to determine the types of supporting businesses that would add value to a Flair Park business location and recruit these businesses. These might include language training or translation services, hospitality services for corporate centers, convention centers, or other uses.~~

~~Most of the businesses currently located in Flair Park are not engaged in international trade and finance. Achieving the vision requires attracting new business to Flair Park. Policies will promote economic development that makes Flair a competitive location for firms in these sectors. To successfully attract new businesses requires making Flair Park a good business location. The City can only build this transformation on a foundation of good business retention and expansion.~~

Plan for Businesses

The public will identify Flair Park by the agglomeration of mid- and high-rise office buildings fronting Interstate -10, adorned with the image-defining logos of the area's most prominent corporate residents. The City envisions tall office buildings as the primary focal point, defining the image of Flair Park. To help make this happen, the City needs to provide the appropriate market-based planning and regulatory environment that incites the desired type and pattern of development.

The City will adopt special zoning-a specific plan that identifies the final development pattern, encourages lot consolidation and redevelopment, and minimizes discretionary regulatory actions for office buildings, hospitality uses, creative/incubator uses and other desired land uses within the appropriate subdistricts. While allowing for economically viable use of parcels in the Flair Park, the plan will prohibit larger investments that do not achieve the vision (e.g., low-rise buildings or manufacturing uses in finance row). The special zoning-specific plan will provide the framework and certainty needed for developers and the City.

In implementing the special zoning-specific plan, some existing businesses may not further the long-term vision of the area-district. In these cases, the City should demonstrate its value for existing businesses by establishing a funding program to relocate such businesses to other areas in the City. Meanwhile, as property values in Flair Park escalate with adoption of the special zoning-plan, property owners stand to gain sizable windfall profits. Thus, it is only fair for the property owners to help fund infrastructure and other the-improvements necessary for Flair Park that will bring demand for office space. The City should establish a property-based business improvement district to help fund redevelopment and revitalization efforts.

Creating the Physical Environment

Business locations that provide the highest quality workplaces will attract the desired development, best companies, and a talented workforce. Corporations will seek a professional office park that is in close proximity to workforce and markets and that contains a wealth of amenities, welcomes business, and reflects a high-profile corporate

image. The Land Use Element and Community Design Element thus establish specific strategies to achieve this working environment, including:

- Transportation. Improve transportation through addressing freeway egress and access, improving internal circulation within Flair Park, and developing an integrated pedestrian trail plan to serve employees.
- Emerald Necklace. Green the San Gabriel River through Emerald Necklace projects, including linear parks, bicycle trails, walking paths, and green infrastructure within Flair Park.
- Parks and Trails. Create a signature central park(s) connected to a series of smaller parks, trails, and pedestrian paths that link the various subdistricts of Flair Park and denote a Class A office park.
- District Identity. Foster a distinct identity for Flair Park through the designation of subdistricts and improvement of these areas with specialized design treatments that reinforce the Park's identity.
- Environmental Cleanup. Accelerate the cleanup of ~~the~~ Superfund sites and any remaining brownfields to reduce developer uncertainty and risk, and improve the appearance of ~~the~~ Flair Park.
- Quality Architecture. Develop high architectural and design standards, including an iconic skyline that is visible along Interstate -10 and the entire San Gabriel Valley.

It is well recognized that vibrant places require both a daytime and nighttime population. Without a nighttime population, business parks become nighttime and weekend ghost towns.

~~Flair Park certainly matches this definition, as it has remained resident-free for decades. Therefore, the vision for Flair Park has been expanded to include work-live residential units in the areas away from Interstate 10. The units will serve two key purposes – they will provide additional places of employment and they will provide a permanent population. Therefore, the specific plan policies will promote residential, retail, and entertainment uses to complement the network of mid- and high-rise office buildings, making Flair a vibrant and enviable office location that can command the rents to support mid- and high-rise office development. The specific plan should thus support a mix of uses, including hospitality, retail, entertainment, as well as consider the potential for residential uses.~~

Selling Flair

The City of El Monte has set forth a compelling vision for Flair Park: an iconic skyline along Interstate -10, adorned with the logos of the area's most prominent corporate residents. The City must now create a brand image that fits the vision. The City must adopt a marketing communications strategy to convey to office brokers and site-selection consultants the value of a Flair Park location for businesses engaged in international finance and trade and other key niche markets. The City can create a marketing communications plan as part of or separate from the specific plan development process. It must, however, coordinate the two projects.

Goal ED-6 – Flair Park will be a major center for professional offices and financial institutions, with supporting uses such hospitality, creative/incubator and work-live uses~~Southern California’s leading firms engaged in international trade and finance will locate major corporate operations in Flair Park.~~

Policies

ED-6.1 – Business Visitation. Interview firms engaged in international trade and finance to identify their business needs and location criteria; at Flair Park, address the locational needs of these firms to create a competitive business location.

ED-6.2 – Financing. Create a property-based business improvement district to help fund the physical, environmental, and design improvements to transform Flair Park into a Class A office park with a mix of hospitality, creative/incubator and research/development uses.

ED-6.3 – Specific Plan. Adopt a special zoning district-specific plan to implement the vision of Flair Park and guide the visioned development in concert with the Land Use and Community Design Elements.

ED-6.4 – Land Use Regulation. Revise land use regulations as necessary to minimize discretionary regulatory actions for speculative mid- and high-rise office developments along Interstate 10 and office-based businesses in Flair Park; prohibit larger development investments that are inconsistent with or do not further the vision for Flair Park.

ED-6.5 – Business Environment. Make infrastructure, streetscape, design, and parks improvements to Flair Park, as specified in the Land Use, Community Design, and Parks and Recreation Elements, to support business reasons for locating and expanding in El Monte.

ED-6.6 – Business Relocation. Establish, fund, and maintain a program to assist the relocation of businesses that are inappropriate for or do not want to remain in the future Flair Park to appropriate areas based on the land use plan.

~~**ED-6.7 – Branding and Marketing.** Create and implement a brand image for Flair and marketing communications plan to communicate the advantages of a Flair Park location to target businesses, brokers, and site-selection consultants.~~

ED-6.78 – Branding and MarketingPartnerships. Work with City economic development marketing partners, including the Flair Park Association, to market Flair Park to target businesses.

Pg. ED-36 – EL MONTE AUTO DISTRICT

The City has planned the El Monte Auto District to maintain ~~and expand~~ its role as a Southern California's preeminent place to buy ~~a new~~ and pre-owned cars and trucks. While ~~new~~ car sales provide important municipal revenues, providing an excellent car-buying experience promotes overall economic development by improving the public image of El Monte.

For most consumer spending, the City loses sales tax revenues to other jurisdictions. New car and truck sales, however, attract significant spending from outside the City. The sales tax revenue that the City gains through new car sales exceeds the leakage for other consumer spending. The City lost several auto dealerships during the Great Recession to other cities. Regardless, a significant and healthy auto presence remains in the Valley Boulevard, Peck Road and Interstate 10 area. The City should continue to support its remaining dealerships. Other nearby communities, however, are attracting auto dealers to sites along I-10. The increasing competition from other cities suggests that the City should begin its efforts to bolster the auto district sooner rather than later.

Types of Business

The City's vision for the aAuto dDistrict focuses on dealerships for new cars and, trucks, ~~and recreational vehicles~~. The City also visions the district providing a range of ancillary services necessary to support the district's primary role of selling new vehicles. Although the City has not yet elaborated a full list of appropriate ancillary services, these might include rental car agencies, auto parts, and after-market customization services. ~~The vision does not include new or expanded used-car dealerships.~~ In addition to new auto sales, the General Plan visions the aAuto dDistrict providing an auto show atmosphere and hosting several auto shows each year. Venues and businesses that support the auto show theme would also be appropriate for the aAuto dDistrict. Auto shows can include design competitions that will not only attract industry watchers and the press, but a significant portion of consumers interested in purchasing automobiles. The City could also sponsor a year-round showroom for the latest technology in automotive, truck, and recreational vehicle design.

Plan for Businesses

The City's interest is to increase the sales of new cars and trucks, thereby increasing sales tax revenues for the City. Auto dealers have a clear, stake in selling more cars, too. However, too often businesses prefer to prevent increased competition, not always appreciating the economic value of agglomeration. When making major purchases, consumers prefer to shop around and compare different products from different manufacturers and different retailers. By increasing the number, and variety and convenience of dealers located close to one another, the City can improve the aAuto dDistrict's overall appeal as a place to car-shop.

The City will partner with auto dealers to create a local business association. Working with this association, the City will help market the El Monte Auto District, creating a new brand and brand image for the district. The City will also work with this association to

better identify the types of supporting services that would improve the district's appeal and enhance the El Monte car-buying experience. As appropriate, the City should revise its land use regulations to promote these ancillary services and to phase out services that detract from the new-car-buying experience.

Creating the Physical Environment

Creating the premier place to buy a car ~~or, truck, or recreational vehicle~~ will require significant design, infrastructure, and environmental improvements. The Land Use Element and Community Design Element establish the following strategies to achieve the economic, environmental, and other planning objectives of the ~~a~~Auto ~~d~~District:

- ~~**Land Use/Transportation.** The owners of auto dealerships will need to acquire and consolidate key parcels within the District. The City will need to improve access into the District and circulation within the Auto District. Improve access by improving the intersections of Valley Boulevard, Durfee Road, and Garvey Avenue at Interstate 10, and improving wayfaring signage to address internal circulation issues.~~
- ~~**Land Use.** Allow for flexibility in land use regulations that will facilitate on-site storage of vehicles and provide a working environment conducive to auto dealerships and supportive services.~~
- **Design.** Facilitate and encourage quality architecture and site design concepts to facilitate a modern and efficient ~~a~~Auto ~~d~~District that is aesthetically compatible with surrounding neighborhoods. Landscaping improvements are also needed along the streets that serve the Auto District.
- ~~**Amenities.** The Auto District will accommodate entertainment and recreational land uses and activities that will assist in drawing customers and enhance the customer experience.~~

Marketing

While the City will benefit from increased auto sales and the attraction of new dealers, the existing dealers and landowners in the district have a stake in the expansion and branding of the district. Each new dealer represents increased local competition but also provides an increased draw, bringing more potential buyers to the district. Because existing dealers and landowners will benefit from the district's growth, they should have a voice in the ~~a~~Auto ~~D~~District's development.

El Monte will facilitate creation of an ~~a~~Auto ~~d~~District business association, represented by key auto dealerships, supporting services, and long-standing businesses in the district. Working with this association and a regular business visitation program, the City can help create a unique joint marketing plan for the district. It can be as simple as signage to create a unified brand image and a Web site presence. It could include common brand images in each dealer's paid advertising or a joint publicity campaign. Finally, it could include a common paid advertising campaign.

Goal ED-8 – Existing auto sales and services firms will prosper and new firms will locate in the ~~a~~Auto ~~d~~District, increasing sales tax revenues for the City.

Policies

ED-8.1 – Business Associations. Work with existing auto dealerships and ancillary businesses to create a formal business association for the ~~a~~Auto ~~d~~District; maintain a liaison with them.

ED-8.2 – Marketing Efforts. Work with the ~~formal auto district~~ business association to brand and market the ~~a~~Auto ~~d~~District to customers throughout ~~s~~Southern California.

ED-8.3 – Partnerships. Work with the City's economic development marketing partners and industry experts to market the ~~a~~Auto ~~d~~District to potential new auto retailers.

ED-8.4 – Supporting Land Uses. Identify, plan for, and attract ancillary uses that support auto dealers and their customers and create a premium car-buying and servicing experience.

ED-8.5 – Business Environment. Make needed infrastructure, streetscape, design, parks, and recreational improvements to the ~~a~~Auto ~~d~~District specified in the Land Use and Community Design Elements to support business reasons for locating and expanding in El Monte.

ED-8.6 – Land Regulations. Revise land use regulations to minimize or eliminate discretionary regulatory actions for new-car retailers and to preclude used-car dealers in the ~~a~~Auto ~~d~~District.

ED-8.7 – Model Signage. Create model signage regulations to create a unified image of the ~~a~~Auto ~~d~~District, both from the freeway and within the district itself.

ED-8.8 – Business Associations. Plan the district to enhance the customer experience of buying a car and improve the public image of El Monte to residents, businesses, and visitors.

7 – ECONOMIC DEVELOPMENT ELEMENT (FINAL)

Page ED-2 – RELATED PLANS AND PROGRAMS

The Economic Development Element is related to several key plans and programs. In 2007, the Chamber of Commerce studied various economic development opportunities in the City, proposing a vision for readily identifiable economic activity areas: the Northwest Industrial District, Flair Park, the Downtown, and the Auto District. The Land Use Element further refined many of the concepts expressed in the Chamber of Commerce study with respect to changes in land use, the environment, and infrastructure needs in the strategic areas. The Economic Development Element focuses on the key strategies necessary to revitalize these areas.

Until the dissolution of redevelopment agencies in 2012, California redevelopment law authorized cities to create focused areas for redevelopment activities in order to eliminate physical and economic blight, stimulate economic development, enhance aesthetics, and provide affordable housing. The City of El Monte had a very active Redevelopment Agency, which adopted five-year redevelopment implementation plans that sets forth broad land use, program, and financing strategies for project areas. Most of the City's economic development success during this period was through the Agency. Despite the dissolution of redevelopment in California, El Monte has continued to see strong economic growth throughout the City.

Page ED-4 – ECONOMIC FOCUS AREA

The City recognizes that the foundation of the local economy lies in job creation (employment), fiscal stability, and diversification. Although there are exceptions, each leg of the economy is represented by a different sector/location in El Monte. Figure ED-1 illustrates the major strategic areas in El Monte to facilitate economic development.

Northwest El Monte

The Northwest Industrial District is visioned as a job engine for El Monte, generating a substantial number of well-paying jobs. From the late 1980s through the early 2000s, the area lost numerous defense-oriented businesses and heavy manufactures. To reverse this trend, the City created the 410-acre Northwest El Monte Project Area in 1993. In the years the Redevelopment Agency existing, it facilitated the development of office buildings, the International Business Incubator, and the Foreign Trade Zone, among others. Additional projects included the new Home Depot and rehabilitation of the Midway Shopping Plaza. This growth continued after the dissolution of redevelopment agencies in California, with the construction of the Magellan Gateway industrial project, the Goodman Logistics Center and the Hickson Industrial Campus. This area continues to be in transition as properties revitalize over time.

Auto District

The Auto District is the revenue engine of El Monte, generating retail sales of automobiles and trucks. The City established the original El Monte Redevelopment Center Project Area in 1983 and added 114 acres of land to the project area in 1989. The combined area stretched along Valley Boulevard from Peck Road to the City's eastern boundary. The original vision was for auto sales to expand to properties farther east along Valley Boulevard. Instead, a significant number of auto dealerships shuttered during the Great Recession. Regardless, a significant and healthy auto presence remains in the Valley Boulevard, Peck Road and Interstate 10 area. As a result, auto and truck sales, combined with other auto related businesses (e.g. auto supply stores) generate nearly half of the City's sales tax revenues.

Downtown El Monte

The Land Use Plan envisions Downtown as the mixed-use, mixed-income, cultural heart of El Monte that epitomizes community pride and opportunity. Its historical role is augmented by new housing, retail, office, parks, and cultural facilities taking advantage of transit-oriented development. In 1987, the City established the Downtown El Monte Redevelopment Project Area, containing 231 acres of commercial, residential, and industrial land. Despite the dissolution of redevelopment, the City continues to see growth in the Downtown with new retail and restaurant uses, the construction of affordable housing and the completion of infrastructure improvements. Main Street has also solidified its position as the cultural heart of the community.

El Monte Gateway

The El Monte Gateway Center was not part of a redevelopment area. Nonetheless, the Gateway Specific Plan calls for the area to be a mixed-use, mixed-income, transit-oriented center surrounding the El Monte Station, the busiest bus station west of Chicago. In 2012, the station was doubled in size to accommodate increased ridership. The Specific Plan calls for up to 1,850 units, up to 1 million square feet of commercial space, and public parkland open space. The project will play an important role in the economic development and revitalization of El Monte, bringing new residents and new businesses to the downtown area, serving as a catalyst project for the City, and improving the public perception and popular image of El Monte.

Major Corridors

El Monte is comprised of many older neighborhoods developed prior to being annexed by the City. As a result, there are numerous commercial corridors that need revitalization. To facilitate this growth, the City created the 142 acre Valley-Durfee Redevelopment Project Area in 2003. The General Plan Land Use Element identifies three corridors for multiuse activities including mixed-use with housing. This first two are portions of Peck Road and Durfee Avenue, where mixed-use projects can be integrated vertically (e.g., commercial frontage with residential and/or office uses above the first floor) or horizontally (housing adjacent to commercial and office uses). The scale, size, and mix of land uses vary based on the location and character of surrounding land uses. The third is the Garvey Corridor and Five Points area, which has many larger properties that can accommodate commercial centers and urban housing.

Flair Park

Flair Park was not part of a redevelopment area. Historically, the area was developed with defense related businesses. Since the early 2000s, the vision was for Flair Park to be the professional office and financial district of El Monte. However, because of changes in the office market, implementing that vision is no longer feasible. While the area will continue to support professional uses, a greater mix of use types need to be incorporated in the area. Along the freeway, uses envisioned include national and regional offices, financial institutions, government centers, hospitality and regional commercial. Uses envisioned away from the freeway include supportive retail, office, creative/incubator and research/development space.

Page ED-10 – INSTITUTIONAL CAPACITY FOR ECONOMIC DEVELOPMENT

The General Plan proposes an aggressive agenda to transform the Northwest Industrial District into a job engine, create a preeminent office, hospitality and incubator environment in Flair Park, beautify the auto district, and create a vibrant downtown. Achieving these economic development goals demands the City have the organizational capacity to implement necessary programs and projects. The City must also target its scarce resources and work with other groups and agencies to do more than the City can accomplish alone.

Page ED-18 – BUSINESS ATTRACTION

While business retention and expansion provides the majority of new jobs, business attraction serves important roles. First, bringing new businesses to the community can help diversify the local economy and protect it against shocks affecting individual economic sectors. Second, realizing the City's vision for areas like Flair Park requires attracting new businesses. Finally, the publicity generated by the arrival of a new businesses helps build the City's image as a progressive and dynamic community.

Types of Businesses

Fundamental economic development practice divides the world of businesses into two types, base and non-base. Firms in base economic sectors sell a preponderance of their goods and services outside of the region. These businesses bring new dollars into the community and, through wages paid to their employees, generate new consumer spending to support the community's non-base businesses. In contrast, non-base businesses primarily sell goods and services to those living in the region. These businesses recirculate dollars that are already within the region.

Because cities have limited resources to devote to economic development, economic development programs focus on base-sector businesses. Bringing new dollars into the city, these programs indirectly benefit the non-base businesses. Following conventional economic development practice suggests that the City focus its attraction efforts on manufacturing—not warehousing and distribution—in the Northwest Industrial District and on professional office, finance and other uses in Flair Park. Although conventional wisdom suggests the City minimize use of its economic resources for enhancing retail

activity, the City's fiscal condition suggests the need for immediate efforts to augment sales tax revenues by attracting new auto dealers.

Finally, when evaluating different types of business opportunities to attract to the community, the City must remain committed to its General Plan vision. The Land Use Element has specified the vision for each of the focus areas in the community. This vision reflects countless hours spent with stakeholders, business community, and the Chamber of Commerce. Undoubtedly, many businesses may choose El Monte for other reasons—affordable land, cash incentives, low operating costs, etc.—that provide short-term profit maximization reasons for being in El Monte, yet may be contrary to the City's long-term vision.

Business Attraction Targets

As the City establishes its economic development program, the new economic development manager will oversee the preparation of a business-attraction-target study. This is a fundamental step that will enable the City to attract businesses that add well-paying manufacturing and professional jobs and diversify the retail base. It is equally important that these efforts are conducive to surrounding residential neighborhoods. The business-attraction-target study should be based on periodic SWOT analyses and interviews of El Monte's businesses to learn what makes the City a good business location and what makes it difficult. Building on the SWOT analyses, the second step will be to determine what economic clusters have formed in El Monte and in the San Gabriel Valley, identifying shared resources that make the City and the area a good business location for firms in these sectors. The City's business-attraction-target study can then focus on these clusters and shared resources.

Creating the Environment

Businesses will choose El Monte for business reasons. They will look at the City's environment. Does it have access to the desired local or regional markets? If so, does it have the appropriate infrastructure, sized to accommodate business? Are the City's land use, zoning, and permitting processes conducive to choosing an El Monte business location? Are employees with the right mix of education and job skills in proximity to the business? These and other questions are foremost in the mind of businesses when they evaluate relocation decisions. El Monte must be aware of these business needs as well.

Many factors that businesses consider in making relocation decisions are beyond the control of the City; nonetheless, El Monte does have control over the quality of its physical environment. The City can plan and build the infrastructure and fund the municipal services needed for strong economic development. In their absence, El Monte's (and any city) business attraction strategy is reduced to providing financial incentives or waiving development regulations. This brings in businesses only because they are not required to meet prudent land use and development standards.

Limited Incentives

The use of financial incentives to lure new businesses has become—for better or worse—an expected practice in many cities. Developers and individual businesses often ask for financial concessions, claiming projects will not “pencil out” without them. In reality, the issues may be outdated development codes, uncertain permitting processes, or other factors. Once the City focuses on improving the business reasons for choosing an El Monte location, few businesses will seek concessions. Those that do are probably not strong businesses that can sustain the City’s economy.

The City will implement a policy for financial incentives to assure equity in their use and accountability in specific returns on investment. Generally, regulatory and financial incentives will only be offered to firms in economic sectors defined as primary business attraction targets. The level of incentive will reflect the expected return on investment. Recipients will be contractually obligated to provide the appropriate returns on investment—a number of jobs or level of private investment. Finally, the City should not offer new businesses incentives that are not available to existing businesses.

Communicating

After preparing a business-attraction-target strategy, the City will implement a marketing strategy that communicates the value of an El Monte business location to firms in target sectors. The strategy will include provision to make key economic development information available on the City’s Web site and the Chamber of Commerce. The specific firms necessary to communicate the City’s messages will become clear once the business-attraction-target study has identified target industries and/or businesses. Finally, the strategy should enable the economic development manager to strengthen the City’s ties to commercial and industrial real estate brokers.

Partnering

The City will identify and forge relationships with new partners that can assist in attracting the desired type of businesses to El Monte. In some cases, this will include specific industry or trade associations, while in others this might be new regional economic partnerships. Forging partnerships with international trade associations may also be required. As new industries relocate to El Monte, the City may also establish new partnerships with these businesses. The workforce needs of these businesses can then be communicated to the Workforce Investment Board, Rio Hondo Community College, school districts, and job training programs.

Goal ED-3 – An improved El Monte business environment that attracts new businesses, investment, new jobs, and increased revenues to El Monte.

Policies

ED-3.1 – Business-Attraction-Target Strategy. Prepare and regularly update a business-attraction-target strategy that is based on a SWOT analysis and business interviews and the business reasons supporting an El Monte location.

ED-3.2 – Infrastructure. Plan and provide sufficient infrastructure and municipal services to serve the full buildout of areas designated for office and industry; encourage development that supports the City’s business expansion and business attraction targets.

ED-3.3 – Incentives Policy. Create an incentives policy and provide incentives to attract businesses to El Monte if and only if:

- The type of business has been previously identified in the business-attraction-target strategy.
- The business contractually agrees to maintain a minimum investment and a minimum employment level for a term of years as identified in the incentives policy.
- The City also offers the incentive to existing businesses in El Monte.

ED-3.4 – Communications. Prepare and implement a communications and marketing strategy based on the business-attraction strategy.

ED-3.5 – Business Information. Compile and regularly update data typically requested by site-selection consultants (available sites and buildings, etc.) and post the data on the City’s website.

ED-3.6 – Economic Partnerships. Build and strengthen relationships with local and regional commercial and industrial brokers and with the City’s economic development marketing partners.

Page ED-22 – BUSINESS CREATION

Of the three avenues for expanding the local economy, business creation creates the fewest new jobs and investment, yet does provide value to the community. In today’s global economy, the owners of the larger businesses in El Monte—the ones reaping the profits—likely do not live in El Monte. Indeed, their stockholders could conceivably live anywhere in the world. In contrast, efforts to create new businesses will directly target the residents of El Monte. Second, residents who start a new business not only bring new income to El Monte, but, more importantly, create new wealth in El Monte that often is invested locally.

Creating New Business

Many new businesses do not last for more than two years. However, new businesses that receive proper training have a higher success rate. Training needs can include loan financing and management, cash flow management, employee relations and support, and business practices and accounting. Typically, the local small business development center provides training programs for entrepreneurs. This training includes preparing a business plan, marketing and accounting, and obtaining start-up financing. For El Monte residents, the small business development center at Mt. San Antonio College provides these types of business assistance and training. The City’s role is to help publicize the available training and assistance to El Monte’s residents and small business owners.

The City economic development manager should be involved with the management and operation of the small business development center, assuring representation of El Monte's needs.

Business Incubators

Business incubators can be an economic development initiative. Incubators typically provide below-market-rate space, common fee-based services (e.g. conference rooms, receptionists), and business management advice (often through the local small business development center or organizations like SCORE—Service Corps of Retired Executives). Traditionally, business incubators assist nonretail business, once again focusing on bringing new dollars into the community rather than just circulating existing dollars.

The Northwest Industrial District and Flair Park offer good opportunities for the development of business incubators. With the development of new small-scale condo and flex space, grant monies might help secure square footage for incubators in both geographic areas. For the Northwest Industrial District, the focus can be on industrial and manufacturing business incubators. For the Flair Park area, the focus can be on office, technology and research business incubators. Finally, Main Street and the downtown area can be a good location for retail and creative arts business incubators.

Local Policies

Given the cost of starting a new business, many businesses start at home. As this business sector continues to grow in economic importance, the City should expect an increasing number of residents to pursue home-based businesses. The City should review the effectiveness of its existing home-based business zoning regulations, balancing the desire to promote economic development and wealth generation with the need to maintain residential neighborhoods. The City should also monitor the availability and costs for business space for small start-up businesses. The City should review its development regulations to minimize undue regulations that limit the availability of business space for small start-ups.

Goal ED-4 – An improved El Monte business environment that fosters opportunities for new businesses, expands job opportunities, and increases City revenues.

Policies

ED-4.1 – Partnerships. Work with the City's business development and educational partners, and publicize the assistance and training available to El Monte residents to start up and grow businesses.

ED 4.2 – Chamber of Commerce. Work with the Chamber of Commerce to identify and address challenges to small and start-up businesses operating in El Monte.

ED-4.3 – Business Locations. Plan sufficient land area to accommodate new businesses; use the City’s planning and zoning authority to eliminate locations that handicap the viability of new businesses; ensure that local land use regulations encourage business start-ups.

ED-4.4 – Business Incubator. Support the establishment and operations of an industrial and manufacturing incubator in the Northwest Industrial District, an office, a technology and research incubator in Flair Park, and a retail and creative arts incubator Downtown.

Page ED-24 – DOWNTOWN EL MONTE

The General Plan visions the Downtown as the mixed-use, mixed-income, cultural heart of El Monte built around five subdistricts: Government Center, Cultural Center, Downtown Residential, El Monte Gateway, and Main Street. Within this context, the Economic Development Element focuses on increasing economic activity and new private investment in the city. This section provides guidance and direction for supporting and attracting the businesses that populate three retail nodes.

Types of Retailing

Creating a vibrant retail experience requires an understanding of consumer needs. For the largest part of consumer spending, convenience is the name of the game. Customers want to get in, get what they need, and get out quickly. Strip commercial centers exist because they have optimized convenience. They are most profitable when anchored by a major retailer, since shoppers at the major retailer will spill over and patronize smaller retailers located in the same center.

Another large part of consumer spending is comparison-goods shopping. For larger, more expensive, less common purchases (e.g., furniture), consumers want to compare a potential purchase across several brands. Retailers that can amass many brands compete very well for consumer spending in this category. Comparison shopping typically leads to big-box retailers or the agglomeration of retailers near freeways and major arterials that provide access to a larger number of potential customers.

The third largest portion of consumer spending follows the social and experiential aspects of shopping. These shopping trips provide social interaction and pleasurable experiences of shopping as the primary purpose rather than the particular good or service purchased. Areas that provide for socialization, entertainment, and pleasant shopping experience compete well for this type of consumer spending. This shopping experience is often provided by traditional outdoor main street malls.

Plan for Retailing

The General Plan visions the Downtown Core as a destination whose retailers attract customers from throughout the San Gabriel Valley. To plan for the Downtown, the City needs to understand the most appropriate role for El Monte Main Street, El Monte Gateway, and Santa Fe Trail Plaza. Each should be developed to focus on its particular

niche so as not to dilute the cross-selling potential of the other areas. The City should play an active role in coordinating the business and economic development of each area:

- **El Monte Main Street.** Main Street provides a mix of retail, restaurants and community events. Its layout and design are most conducive to create a shopping and entertainment experience. Main Street's retailers primarily serve the local trade area, but the area has the potential to attract consumers from a much larger, regional trade area. In addition, entertainment uses also have the potential to attract people from throughout the area.
- **El Monte Gateway.** This project is visioned as providing a relaxed socializing, entertainment, and retail experience for a more affluent and upscale clientele than presently attracted to Downtown El Monte. To distinguish this area from Main Street and to avoid diluting cross-selling potential, this area should focus on an affluent, upscale clientele.
- **Santa Fe Trail Plaza.** The Santa Fe Trail Plaza, which opened in 2014, replaced an older movie theater center. It includes a grocery store, nation-brand stores and eateries. However, it retains a high vacancy rate compared to other similar sized centers in the region. This area should capitalize on the convenience niche in the downtown area. In addition, the City may wish to provide linkages to Main Street to allow for cross-selling as well.

The nonretail subareas are relatively built out and do not represent a significant opportunity to attract new commercial development. However, these areas provide a substantial number of stable health-care, education, and government jobs. These jobs provide an opportunity to capitalize on daytime spending to support and enhance the prospects of retail businesses. Thus, the City should work with the above sectors to strengthen them and link them to the purchasing power of employees working in these sectors.

Plan for El Monte Main Street

Transforming Main Street into a small town retail, restaurant and entertainment destination requires careful planning. In 2017, the City adopted the Downtown Main Street Transit-Oriented Specific Plan, which includes a strong framework for future development. The City also completed economic studies to confirm the Specific Plan's recommendations were feasible. The Specific Plan also includes an Implementation Chapter, which calls for the City to work with the downtown business association and create a business improvement district to fund improvements that maximize the shopping experience and the economic success of each downtown business.

Creating the Physical Environment

Creating a vibrant downtown experience will require significant design, infrastructure, and environmental improvements. The Land Use Element and Community Design Element establish the following strategies to achieve the economic planning objectives for the downtown. Many of these items are incorporated in the Downtown El Monte Main Street Transit-Oriented Specific Plan:

- **District Identity.** Distinguish El Monte downtown in its character, physical appearance, and role through specialized design treatments (public art, cultural resources, circulation, architectural guidelines, etc.).
- **Transportation.** Establish a stronger link between the cultural center, El Monte Main Street, El Monte Gateway Project, governmental, and surrounding neighborhoods by incorporating unifying streetscapes and walkways through a comprehensive streetscape improvement plan.
- **Land Use.** Accommodate retail commercial, office, restaurant, entertainment, civic, cultural, educational, health care, and residential land uses in accordance with the Land Use Plan's designations and subdistrict boundaries, which may be more defined by a specific plan.
- **Design Treatment.** Create a warm, welcoming social experience for shoppers. Public spaces, outdoor cafes, generous placement of street furniture, and special events all improve the social experience. Also, support improvement of commercial and residential properties.
- **Emerald Necklace.** Improve the Rio Hondo River through the Downtown with linear parks, gateways, walkways, and native plants, and link pedestrian access with the downtown to create a vibrant and well-traveled path and riverfront experience.

Getting the Word Out

Shopping centers get free publicity by locating next to busy arterials. Shopping mall owners advertise their malls. El Monte Main Street, like other downtowns, must also get the word out to the shopping public. Downtown associations and cities often host a series of special events each year to attract visitors to the downtown, exposing them to the quality of the place and the variety of retailers.

The key to any marketing plan is having an active social media presence, using different platforms to reach different segments of the population. Main Street already hosts several popular community events such as the annual Dia de los Muertos Festival, the seasonal Farmers Market and a CicLAvia 626 Golden Streets event. The City should work with the Downtown El Monte Merchants Association (DEMBA) to host a calendar of events. These events are an important tool to attract consumer spending from a larger, regional trade area. The City and DEMBA should also develop a marketing and public relations campaign for Main Street.

Goal ED-5 – Expanding businesses and new businesses will invest in the continued development and improvement of El Monte Main Street, creating a thriving central place that defines the popular image of El Monte.

Policies:

ED-5.1 – Retail Sales. Prepare and keep up-to-date market studies for the downtown to identify gaps in the retail mix and distinguish the retail mix along Main Street from the Santa Fe Trail Plaza and El Monte Gateway Project; market Main Street to targeted retailers.

- Focus El Monte Main Street on a small town retail, restaurant and entertainment destination.
- Focus the El Monte Gateway area on a socializing and entertaining retail experience targeted to affluent clientele. Focus the Santa Fe Train Plaza project on regional serving retail and nation-brand eateries.

ED-5.2 – Business Retention. Strengthen the existing professional business sectors of the downtown.

- Retain and strengthen the governmental/civic employment sector (city, state, and regional) presence in the downtown.
- Strengthen and build the growing healthcare sector, benefiting from senior housing, community care facilities, and other medical facilities in the downtown.
- Retain and strengthen the educational sector (Adult School, Rio Hondo College, local school districts, etc.).

ED-5.3 – Physical Environment. Create an attractive downtown business environment by implementing the land use, design, and environmental strategic actions set forth in the Downtown El Monte Main Street Transit-Oriented Specific Plan and the Land Use, Community Design, Housing, and Parks/Recreation Elements.

- For Main Street, create a welcoming social environment with public spaces, outdoor cafes, generous placement of street furniture, and special events.
- Link together the civic center, cultural center, and downtown residential subdistricts with the retail centers to leverage purchasing power of residents and workforce.
- Introduce mixed-use housing and urban housing to generate both daytime and nighttime spending supportive of retail.

ED-5.4 – Business Improvement District. Create a business improvement district to provide a dedicated funding stream to support downtown improvement, maintenance, and activities that will bring private investment and retail sales into Downtown.

ED-5.5 – Marketing Downtown. Work with the City’s civic organizations and DEMBA to host special events and market Main Street to trade area residents.

Page ED-29 – FLAIR PARK

From its historic origins as home to Fletcher Aviation and a small airstrip during the Korean War, the Park broadened into a manufacturing, industrial, and small office center. As Flair Park matured, it began to emerge as a center of international finance and commerce in the San Gabriel Valley. Flair Park offers an unparalleled location between downtown Los Angeles and Ontario, with lengthy visibility from the Interstate 10, and an easy commute for a large, skilled, and educated labor force.

Types of Businesses The vision for Flair Park in the early 2000s was for it to be the professional office and financial district of El Monte. The area is presently anchored by major employers that include Wells Fargo, Cathay Bank, East-West Bank, the Chinese

Cultural Center, and government offices. However, because of changes in the office market, implementing the full vision is no longer feasible. While the area will continue to support professional uses, a greater mix of use types need to be incorporated in the area.

Although the City of El Monte welcomes all businesses that do not detract from the long-term vision for the area, the City's economic development efforts, marketing, and business attraction programs should focus on the primary targets. This includes professional offices, financial institutions, government centers, hospitality and regional commercial uses along Interstate 10. In addition, creative/incubator, research/development and education uses can be located in the areas away from Interstate 10.

Plan for Businesses

The public will identify Flair Park by the agglomeration of mid- and high-rise office buildings fronting Interstate 10, adorned with the image-defining logos of the area's most prominent corporate residents. The City envisions tall buildings as the primary focal point, defining the image of Flair Park. To help make this happen, the City needs to provide the appropriate market-based planning and regulatory environment that incites the desired type and pattern of development.

The City will adopt special zoning that identifies the final development pattern, encourages lot consolidation and redevelopment, and minimizes discretionary regulatory actions for office buildings, hospitality uses, creative/incubator uses and other desired land uses within the appropriate subdistricts. While allowing for economically viable use of parcels in the Flair Park, the plan will prohibit larger investments that do not achieve the vision (e.g., low-rise buildings or manufacturing uses in finance row). The special zoning will provide the framework and certainty needed for developers and the City.

In implementing the special zoning, some existing businesses may not further the long-term vision of the area. In these cases, the City should demonstrate its value for existing businesses by establishing a funding program to relocate such businesses to other areas in the City. Meanwhile, as property values in Flair Park escalate with adoption of the special zoning, property owners stand to gain sizable profits. Thus, it is only fair for the property owners to help fund infrastructure and other improvements necessary for Flair Park. The City should establish a property-based business improvement district to help fund revitalization efforts.

Creating the Physical Environment

Business locations that provide the highest quality workplaces will attract the desired development, best companies, and a talented workforce. Corporations will seek a professional office park that is in close proximity to workforce and markets and that contains a wealth of amenities, welcomes business, and reflects a high-profile corporate image. The Land Use Element and Community Design Element thus establish specific strategies to achieve this working environment, including:

- Transportation. Improve transportation through addressing freeway egress and access, improving internal circulation within Flair Park, and developing an integrated pedestrian trail plan to serve employees.
- Emerald Necklace. Green the San Gabriel River through Emerald Necklace projects, including linear parks, bicycle trails, walking paths, and green infrastructure within Flair Park.
- Parks and Trails. Create a signature central park(s) connected to a series of smaller parks, trails, and pedestrian paths that link the various subdistricts of Flair Park and denote a Class A office park.
- District Identity. Foster a distinct identity for Flair Park through the designation of subdistricts and improvement of these areas with specialized design treatments that reinforce the Park's identity.
- Environmental Cleanup. Accelerate the cleanup of Superfund sites and any remaining brownfields to reduce developer uncertainty and risk, and improve the appearance of Flair Park.
- Quality Architecture. Develop high architectural and design standards, including an iconic skyline that is visible along Interstate 10 and the entire San Gabriel Valley.

It is well recognized that vibrant places require both a daytime and nighttime population. Without a nighttime population, business parks become nighttime and weekend ghost towns. Flair Park certainly matches this definition, as it has remained resident-free for decades. Therefore, the vision for Flair Park has been expanded to include work-live residential units in the areas away from Interstate 10. The units will serve two key purposes – they will provide additional places of employment and they will provide a permanent population.

Selling Flair

The City of El Monte has set forth a compelling vision for Flair Park: an iconic skyline along Interstate 10, adorned with the logos of the area's most prominent corporate residents. The City must now create a brand image that fits the vision. The City must adopt a marketing communications strategy to convey to office brokers and site-selection consultants the value of a Flair Park location for businesses engaged in international finance and trade and other key niche markets. The City can create a marketing communications plan as part of or separate from the specific plan development process. It must, however, coordinate the two projects.

Goal ED-6 – Flair Park will be a major center for professional offices and financial institutions, with supporting uses such hospitality, creative/incubator and work-live uses.

Policies:

ED-6.1 – Business Visitation. Interview firms engaged in international trade and finance to identify their business needs and location criteria; at Flair Park, address the locational needs of these firms to create a competitive business location.

ED-6.2 – Financing. Create a property-based business improvement district to help fund the physical, environmental, and design improvements to transform Flair Park into a Class A office park with a mix of hospitality, creative/incubator and research/development uses.

ED-6.3 – Specific Plan. Adopt a special zoning district to implement the vision of Flair Park and guide the visioned development in concert with the Land Use and Community Design Elements.

ED-6.4 – Land Use Regulation. Revise land use regulations as necessary to minimize discretionary regulatory actions for speculative mid- and high-rise developments along Interstate 10 in Flair Park; prohibit larger development investments that are inconsistent with or do not further the vision for Flair Park.

ED-6.5 – Business Environment. Make infrastructure, streetscape, design, and parks improvements to Flair Park, as specified in the Land Use, Community Design, and Parks and Recreation Elements, to support business reasons for locating and expanding in El Monte.

ED-6.6 – Business Relocation. Establish, fund, and maintain a program to assist the relocation of businesses that are inappropriate for or do not want to remain in the future Flair Park to appropriate areas based on the land use plan.

ED-6.7 – Branding and Marketing. Work with City economic development marketing partners, including the Flair Park Association, to market Flair Park to target businesses.

Pg. ED-36 – EL MONTE AUTO DISTRICT

The City has planned the El Monte Auto District to maintain its role as a preeminent place to buy new and pre-owned cars and trucks. While car sales provide important municipal revenues, providing an excellent car-buying experience promotes overall economic development by improving the public image of El Monte.

For most consumer spending, the City loses sales tax revenues to other jurisdictions. New car and truck sales, however, attract significant spending from outside the City. The sales tax revenue that the City gains through new car sales exceeds the leakage for other consumer spending. The City lost several auto dealerships during the Great Recession to other cities. Regardless, a significant and healthy auto presence remains in the Valley Boulevard, Peck Road and Interstate 10 area. The City should continue to support its remaining dealerships.

Types of Business

The City's vision for the Auto District focuses on dealerships for new cars and trucks. The City also visions the district providing a range of ancillary services necessary to support the district's primary role of selling new vehicles. Although the City has not yet

elaborated a full list of appropriate ancillary services, these might include rental car agencies, auto parts, and after-market customization services. In addition to new auto sales, the General Plan visions the Auto District providing an auto show atmosphere and hosting several auto shows each year. Venues and businesses that support the auto show theme would also be appropriate for the Auto District. Auto shows can include design competitions that will not only attract industry watchers and the press, but a significant portion of consumers interested in purchasing automobiles. The City could also sponsor a year-round showroom for the latest technology in automotive, truck, and recreational vehicle design.

Plan for Businesses

The City's interest is to increase the sales of new cars and trucks, thereby increasing sales tax revenues for the City. Auto dealers have a clear stake in selling more cars, too. However, too often businesses prefer to prevent increased competition, not always appreciating the economic value of agglomeration. When making major purchases, consumers prefer to shop around and compare different products from different manufacturers and different retailers. By increasing the number, variety and convenience of dealers located close to one another, the City can improve the Auto District's overall appeal as a place to car-shop.

The City will partner with auto dealers to create a local business association. Working with this association, the City will help market the El Monte Auto District, creating a new brand and brand image for the district. The City will also work with this association to better identify the types of supporting services that would improve the district's appeal and enhance the El Monte car-buying experience. As appropriate, the City should revise its land use regulations to promote these ancillary services and to phase out services that detract from the new-car-buying experience.

Creating the Physical Environment

Creating the premier place to buy a car or truck will require significant design, infrastructure, and environmental improvements. The Land Use Element and Community Design Element establish the following strategies to achieve the economic, environmental, and other planning objectives of the Auto District:

- **Land Use/Transportation.** The owners of auto dealerships will need to acquire and consolidate key parcels within the District. The City will need to improve access into the District and circulation within the Auto District. **Design.** Facilitate and encourage quality architecture and site design concepts to facilitate a modern and efficient Auto District that is aesthetically compatible with surrounding neighborhoods. Landscaping improvements are also needed along the streets that serve the Auto District.
- **Amenities.** The Auto District will accommodate entertainment and recreational land uses and activities that will assist in drawing customers and enhance the customer experience.

Marketing

While the City will benefit from increased auto sales and the attraction of new dealers, the existing dealers and landowners in the district have a stake in the expansion and branding of the district. Each new dealer represents increased local competition but also provides an increased draw, bringing more potential buyers to the district. Because existing dealers and landowners will benefit from the district's growth, they should have a voice in the Auto District's development.

El Monte will facilitate creation of an Auto District business association, represented by key auto dealerships, supporting services, and long-standing businesses in the district. Working with this association and a regular business visitation program, the City can help create a unique joint marketing plan for the district. It can be as simple as signage to create a unified brand image and a Web site presence. It could include common brand images in each dealer's paid advertising or a joint publicity campaign. Finally, it could include a common paid advertising campaign.

Goal ED-8 – Existing auto sales and services firms will prosper and new firms will locate in the Auto District, increasing sales tax revenues for the City.

Policies

ED-8.1 – Business Associations. Work with existing auto dealerships and ancillary businesses to create a formal business association for the Auto District; maintain a liaison with them.

ED-8.2 – Marketing Efforts. Work with the formal business association to brand and market the Auto District to customers throughout Southern California.

ED-8.3 – Partnerships. Work with the City's economic development marketing partners and industry experts to market the Auto District to potential new auto retailers.

ED-8.4 – Supporting Land Uses. Identify, plan for, and attract ancillary uses that support auto dealers and their customers and create a premium car-buying and servicing experience.

ED-8.5 – Business Environment. Make needed infrastructure, streetscape, design, parks, and recreational improvements to the Auto District specified in the Land Use and Community Design Elements to support business reasons for locating and expanding in El Monte.

ED-8.6 – Land Regulations. Revise land use regulations to minimize or eliminate discretionary regulatory actions for new-car retailers and to preclude used-car dealers in the Auto District.

ED-8.7 – Model Signage. Create model signage regulations to create a unified image of the Auto District, both from the freeway and within the district itself.

ED-8.8 – Business Associations. Plan the district to enhance the customer experience of buying a car and improve the public image of El Monte to residents, businesses, and visitors.