Downtown

Montebello

Specific Plan

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in association with

Moule & Polyzoides

Rincon

Pro Forma Advisors LLC

Urban3

Kittelson

MetroQuest

... and thanks to numerous members of City Staff & Montebello residents & businesses

A

04

INTRODUCTION

History, community profile, and planning process.

B

18

VISION

A shared future for preservation and growth.

C

40

POLICIES AND ACTIONS

Policies and actions to carry out the vision.

D

54

CODE

Partners, timeframes, and funding sources.

E

118

IMPLEMENTATION

Partners, timeframes, and funding sources.

A Introduction

Siting & Context

Downtown Montebello is the physical and historic center of the City that provides a wide array of shopping, dining, working, living, entertainment and cultural opportunities within a short walking distance. Whittier Boulevard is the city's historic main street that links Montebello to downtown Los Angeles.

The larger downtown area is bounded by the City Park to the west and the Rio Hondo Channel to the east, with a walkable core area around the Montebello Boulevard intersection.

The Downtown area is predominantly developed with low-scale commercial buildings that are oriented toward the boulevard and were built between the early- and mid-twentieth century. These buildings are largely flush with the street and have a strong pedestrian orientation. Moving past the boulevard and toward the north and south edges of the Downtown Area, development largely consists of one- and two-story residential buildings. Downtown contains a series of unique residential, commercial, and mixed-use neighborhoods. The many gaps in Downtown's streetscapes that have sat empty as parking lots are increasingly being filled by urban development, while many existing buildings have been adaptively reused.

The car has long played a pivotal role in shaping the physical context of Downtown Montebello. Its key thoroughfare - Whittier Boulevard - was once a major state highway connecting Downtown Los Angeles with Orange County and San Diego prior to the construction of modern-day freeways. The enduring influence of the car is expressed in the scale and orientation of buildings along the boulevard.

Origins

Early Development

Much of the earliest development within Montebello was concentrated in the blocks in and around the Downtown Area, as this was where the community originated at the turn of the twentieth century.

Through the late nineteenth century, the Downtown Area – like all of Montebello – was entirely undeveloped aside from a handful of sheep and cattle ranches.

In 1885, much of what now is now Montebello and East Los Angeles was sold to a consortium of Los Angeles businessmen including banker Isaias Hellman and wholesale grocer Harris Newmark. The businessmen purchased the land from the estate of Alessandro Repetto, an Italian American sheep rancher, for $60,000, or approximately $12 per acre. Approximately 1,200 acres of the Repetto land was given to Newmark and his nephew, Kaspare Cohn. Interested in developing the land, Newmark and Cohn enlisted the help of noted hydraulic engineer William Mulholland to build a water system that would bring much-needed irrigation to the area.

MONTEBELLO LAND & WATER COMPANY
MONTEBELLO
Land and Water Company
Established 1900

Completion of the water system circa 1899 rendered the area suitable for development. Newmark, Cohn, Mulholland, and their associates incorporated the Montebello Land and Water Company in 1900. It was at the behest of Mulholland that the name "Montebello" was bestowed upon the new tract, invoking the Italian word for "beautiful hill" and referencing the hills that framed its northern boundary.

Most of the Downtown Area fell within the boundaries an early town site that was originally known as Newmark. Bounded by Cleveland Avenue (north), Los Angeles Avenue (south), First Street (east), and Fifth Street (west), Newmark encompassed 40 acres of Newmark and Cohn's land, and included 192 parcels of roughly equal size that were marketed as ideal sites for new suburban houses. The town was bisected by Whittier Avenue (now Boulevard), then the main road between Los Angeles and Whittier (and later a major state highway). Consistent with prevailing patterns of development at the time, streets, blocks, and lots comprising the town were oriented around a standard orthogonal grid. The rest of the tract was subdivided into five- and ten-parcels that were marketed as sites for agriculture.

Shortly after the town's inception, the name Newmark was scrubbed from the local vernacular. The decision to re-name the town allegedly came at the behest of Mulholland, who told Newmark – who was of Jewish lineage – that "no one would buy lots in a town if they thought it was Jewish." Both the town and its agricultural environs were therefore referred to as Montebello.

The town (and thus, the Downtown Area) witnessed its earliest development during the 1900s and 1910s. Though Montebello lacked good transportation infrastructure at the time – "its development has been retarded because of its poor roadway connections," noted the Los Angeles Times in 1907 – it nonetheless began to develop as agriculture took root in the vicinity. In the very early twentieth century, a smattering of small, modest houses were built on parcels within the town, generally on blocks to the north and south of its main street, Whittier Boulevard.

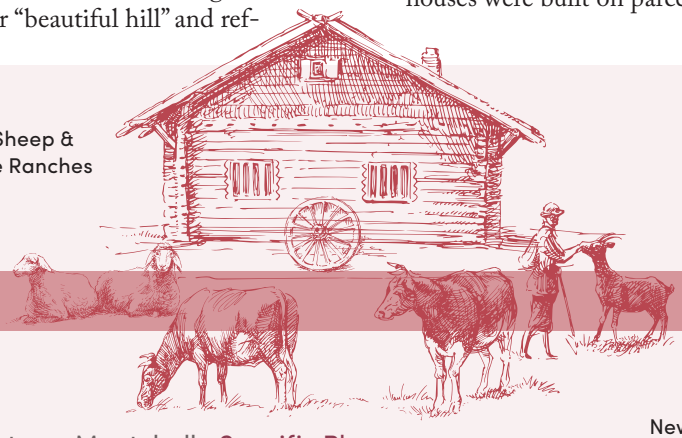
Security Trust and Savings Bank, Whittier Boulevard, ca. 1924.

A business district comprising small stores and the town's first public buildings emerged along Whittier Boulevard, sowing the seeds of what eventually evolved into a thriving downtown. Montebello's first public building – a schoolhouse – was constructed in 1902 at Whittier Boulevard and Cedar Street (now Montebello Boulevard). By late 1902 a store and post office were in operation nearby. A large new high school opened in 1909 (located slightly outside the Downtown Area), and by the early 1910s a bustling business district had emerged along Whittier Boulevard, the epicenter being near the intersection of Whittier and Fifth Street. An anchor of the business district was the Montebello State Bank, a two-story brick edifice that was constructed in 1912.

Montebello Oil Fields

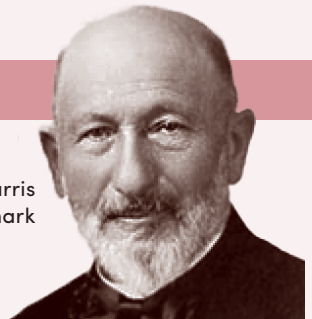
Circa 1917, the Standard Oil Company discovered underground oil reserves in the

1885 Sheep & Cattle Ranches

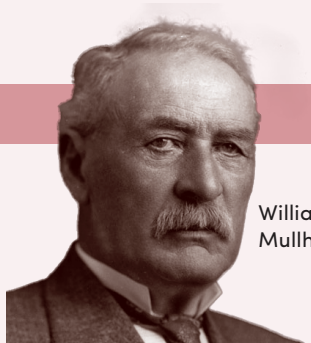


1885 Newmark enlists Mullholland to bring irrigation to the area

1800



Harris Newmark



William Mullholland

hills north of Montebello, on land that had once been part of Rancho La Merced and by this time was owned by the locally prominent Baldwin and Temple families. The discovery of oil was a boon to Montebello. Along with agriculture, oil production became one of the community's foremost economic engines, ushering in a significant wave of new development that paved the way for its eventual incorporation in 1920. The city continued to be concentrated in and around the original town site, with Whittier Boulevard functioning as a linear anchor.

Growth, Maturation, and the Influence of the Automobile

The advent of the personal automobile, and a network of roads and highway connecting key destinations, played an important role in development patterns within the Downtown Area by the 1920s and ushered in a new chapter of growth for the Downtown Area.

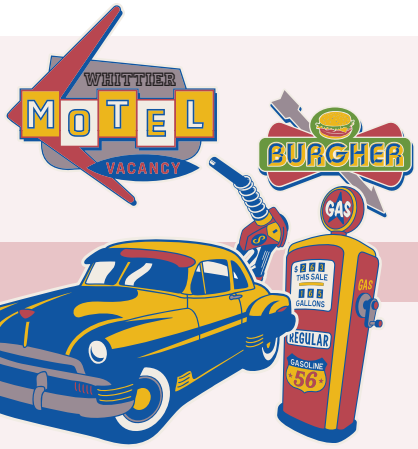
Once a luxury item out of reach to the average consumer, the personal car had become much more widely available by the 1920s, as advances in mass production allowed for cars to be produced in mass quantities and rendered them more affordable. As cars became more commonplace, state officials directed resources toward the construction of roads and highways. One such highway – billed as Highway 101 in 1926 – connected Los Angeles and San Diego via a somewhat circuitous route that passed through a number of communities in Southeast Los Angeles and Orange counties. Whittier Boulevard was designated part of Highway 101 and passed directly through the main commercial district of Montebello.

By the 1920s, Whittier Boulevard in Montebello was peppered with businesses that catered to the motoring public. In addition to grocers, butchers, barbers, sundries, banks, and other typical businesses, the boulevard featured a variety of commercial uses – motels, strip malls with ample on-site parking, and businesses with bold, eye-catching forms and signage – that were oriented to the car and were deliberately designed to attract the attention of passersby. Sanborn fire insurance maps dated 1926 show that within the Downtown Area, both sides of Whittier Boulevard were flanked by a variety of businesses including garages, repair shops, service stations, and other auto-oriented enterprises.

Reflecting its emergent role as an important commercial artery, Whittier Boulevard was enhanced with ornamental streetlights and other improvements. Reporting on development in Montebello, the Los Angeles Times remarked that "there are twenty miles of improved streets, and a splendid ornamental lighting system graces eight blocks of the business district."

In 1927, a large new fraternal lodge operated by the Independent Order of Odd Fellows opened at the corner of Whittier Boulevard and 10th Street (the building is currently used as a dance hall).

In addition to itinerant motorists, Whittier Boulevard was an important node of activity for those who lived in Montebello and became the center of public life among area residents. In 1937, architect S. Charles Lee converted an existing commercial building into a motion picture venue called the Vogue Theatre, which became a popular destination and an anchor of the Whittier Boulevard business district



1922 Installation of ornamental street-light

1928 Diner Shaped like an oil can

1900

1917 Oil discovered in Montebello

(located at 712 W. Whittier Boulevard, the building is extant, but is no longer used as a theater).

The Downtown Area – and specifically Whittier Boulevard – continued to serve as the commercial and institutional hub of Montebello through the 1930s and '40s and into the early post-World War II period.

Post-World War II Development

Like many communities in Southern California, Montebello witnessed an unprecedented wave of growth after World War II, transforming it from an agricultural community peppered with oil fields into a sprawling postwar suburb. Rapid development in the postwar period is typically attributed to a variety of factors including a heightened demand for new and housing, particularly among military veterans who had recently returned from World War II; federal policies and programs that promoted homeownership and the mass construction of detached, single-family dwellings; proliferation of the car and rapid expansion of a regional network of roads and highways; and pent-up consumer demand.

Freeway construction hastened patterns of suburbanization in the area. Ground was broken on the Santa Ana Freeway/ Interstate 5 through the communities of southeast Los Angeles County in the mid-1940s. Interstate 5 was completed in segments between 1947 and 1956, and reached as far south as Montebello in 1953. The Pomona Freeway/SR-60 was constructed between the mid- and late-1960s.

The construction of freeways significantly improved connectivity across the Southern California region. It also affected commercial development patterns by diverting traffic away from established downtown business districts, which had long thrived on passing motorists. The completion of Interstate 5 in particular affected Montebello and other communities that were located along the alignment of Highway 101 – which was decommissioned upon the construction of freeways. Downtown Montebello continued to cater to the local populace but was no longer traversed by a steady stream of commuters.

As the trajectory of residential development in Montebello moved away from the downtown core and into more peripheral suburban areas, so too did businesses and institutions. In the 1960s, most of the city's local institutions were moved from Whittier Boulevard to a new civic center on Beverly Boulevard. Businesses also followed suit, moving into suburban shopping centers that were located in closer proximity to new housing tracts. Notably, in the 1980s a new regional shopping mall was built along the Pomona Freeway/ SR-60, which unequivocally shifted the locus of commercial activity away from the city's established business district along Whittier Boulevard and into more suburban settings.

Postwar suburbanization took its toll on the Study Area, as new commercial and institutional development patterns eclipsed the downtown commercial core as the preeminent business district of Montebello. However, it did not render the area totally obsolete. In the second half of the twentieth century, this stretch of Whittier Boulevard became the domain of small, locally owned, mom-and-pop businesses– many of which were housed within existing commercial buildings dating to the decades prior to World War II. Reflective of changing demographics in Montebello, many of these businesses were (and continue to be) owned by those of Mexican American descent. A large development project within the Study Area was approved by the City Council in November 2021 and entails a large mixed-use complex on the south side of Whittier Boulevard between 5th and 6th streets. If built as approved, the complex would contain 132 dwelling units and 10,100-square feet of commercial space within multiple multi-story buildings. It would be by far the largest development in this area of Montebello, and backers of the project posit that it would have a transformative effect on the area.

The 132 potential housing units will include 61 very low income units, 33 low income units, 13 moderate income units and 25 above moderate income units. To assist with supportive services for the victims of domestic violence residential population, Cesar Chavez Foundation will partner with the Downtown Women's Center.

1930

1937 Vogue Theatre on Whittier Boulevard

1950

1953Interstate 5 opens

INTERSTATE CALIFORNIA 5

CALIFORNIA 60

1960

1960s (mid-late) California State Route 60 opens

Downtown Architecture

Downtown Montebello contains a range of architectural styles that collectively define its built environment. Since Whittier Boulevard once served as a major state highway connecting Montebello with Downtown Los Angeles, many of the styles represented along the boulevard include architectural features that were intended to draw the attention of passing motorists. A summary of each style is included below.

Beaux Arts: The Beaux Arts style sought to improve urban environments through monumental buildings and civic beautification projects. Common features include a formal presence, symmetrical massing, flat roofs with cornices, brick and terra cotta exteriors, and Classical details. Examples include a handful of early commercial and institutional buildings that are generally sited along the Whittier Boulevard corridor. Most examples of the Beaux Arts style in Montebello have been altered.

Moderne: Moderne architecture was popular in the 1930s and '40s. Its aesthetic evinced a sense of modernity through the use of aerodynamic building forms and new materials like stainless steel, enamel, and glass blocks. Common features include flat roofs, curved walls, projecting pylons, horizontal moldings (called "speedlines"), and steel windows with bezeled surrounds. Most examples consist of commercial buildings on Whittier Boulevard, though there are some institutional and industrial buildings rendered in the style.

Mid-Century Modern: The term "Mid-Century Modern" is used to describe the various iterations of Modern architecture that matured in the post-World War II period. Common features include simple building forms, flat roofs, stucco wall cladding used in combination of brick, stone, or concrete block; metal windows; and a lack of excessive ornament. The style was popular in the post-World War II period, between the late 1940s and '70s. Examples can be found throughout the Downtown area.

Contemporary: Housing in the Downtown area built in the late 1970s and beyond is best classified as "contemporary" in style. Contemporary houses are typically located in large housing tracts and adhere to one of several standardized plans, though they exhibit some variation in façade details to provide a semblance of variety. These details often incorporate elements of historical architectural styles.

Commercial and institutional buildings in Downtown Montebello that date to the late 1970s and beyond are best classified as "contemporary." These contemporary-styled buildings are typically simple in form, are clad in economical materials like stucco, and have large on-site parking lots and signage that cater to motorists. Sometimes – but not always – these contemporary buildings include some loose references to past architectural styles. Most examples of the style are located along Downtown's major vehicular corridors and are expressed in the form of strip malls and other commercial and institutional developments.

Fiscal Health

The total assessed value of real property in the City of Montebello exceeded $7 billion in 2021. Downtown value of real property is 171 million.

In 2021, property tax revenue represented over 23% of the City's General Fund– making the property tax the second largest source of revenue for the City. This revenue is used to fund important public services that support the quality of life for Montebello residents and business owners– including police and fire services, public works, community development and parks and recreation.

The City of Montebello's incorporated land area is roughly 5,300 acres. The Downtown area is roughly 2% of total taxable area. Certain types of land uses produce more in public revenue (i.e. property tax) than they consume in land area— referred to as 'highly productive land uses', while others consume more in public services (i.e. infrastructure) than they produce in public revenue– referred to as 'minimally productive land uses'. Since the Downtown area is build out and has a finite land area– an important strategy to support long-term financial health is to promote redevelopment of highly productive land uses that generate public revenue.

For example, in 2021 the average single family residential home in the City carried an assessed value of roughly $2.1 million dollars for every acre of land consumed. The average four-unit multi-family building carried an assessed value of $3.5 million. New multi-family residential developments like Rio Walk, Montebello Collection, and Jade Place topped out at over $13.5 million in assessed value for every acre of land consumed. Therefore, multi-family residential style developments provide greater value to public revenue, while consuming less of the finite land area of the City.

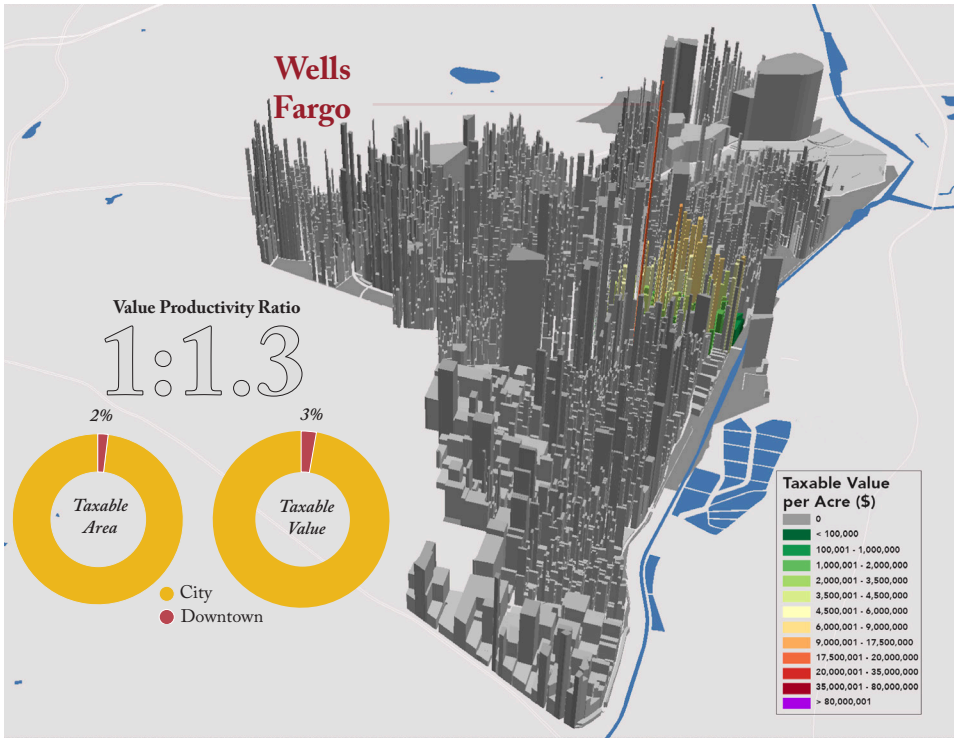


Figure A.1. Downtown Montebello is 2% of the entire taxable land area in the City and represents 3% of the total taxable value in the City. Wells Fargo in the Downtown Area is the most productive building in the City.

The most productive buildings in Montebello are in the downtown area. For example: the Well Fargo building in the downtown area has taxable value of $18 million per acre. Smaller parcels with modest two to three-storey buildings in the Downtown area are worth much more in value per acre than any large stores within the city with large parking lots.

Property taxes tend to be the primary source of funding for many public services—like public safety, parks and recreation, trash collection, libraries, etc. Where we place our efforts in planning, designing, and building Montebello is going to affect its basic functionalities in a multitude of ways, property taxes only being one. Mixed-use buildings within a walkable Downtown Montebello has a far greater potential to build wealth within the community than large, single-use buildings.

Wells Fargo Value per Acre: $18,042,213.

Fantasy & Glamorous Decorations Value per Acre: $7,294,547.

Shops at Montebello Value per Acre: $5,370,549.

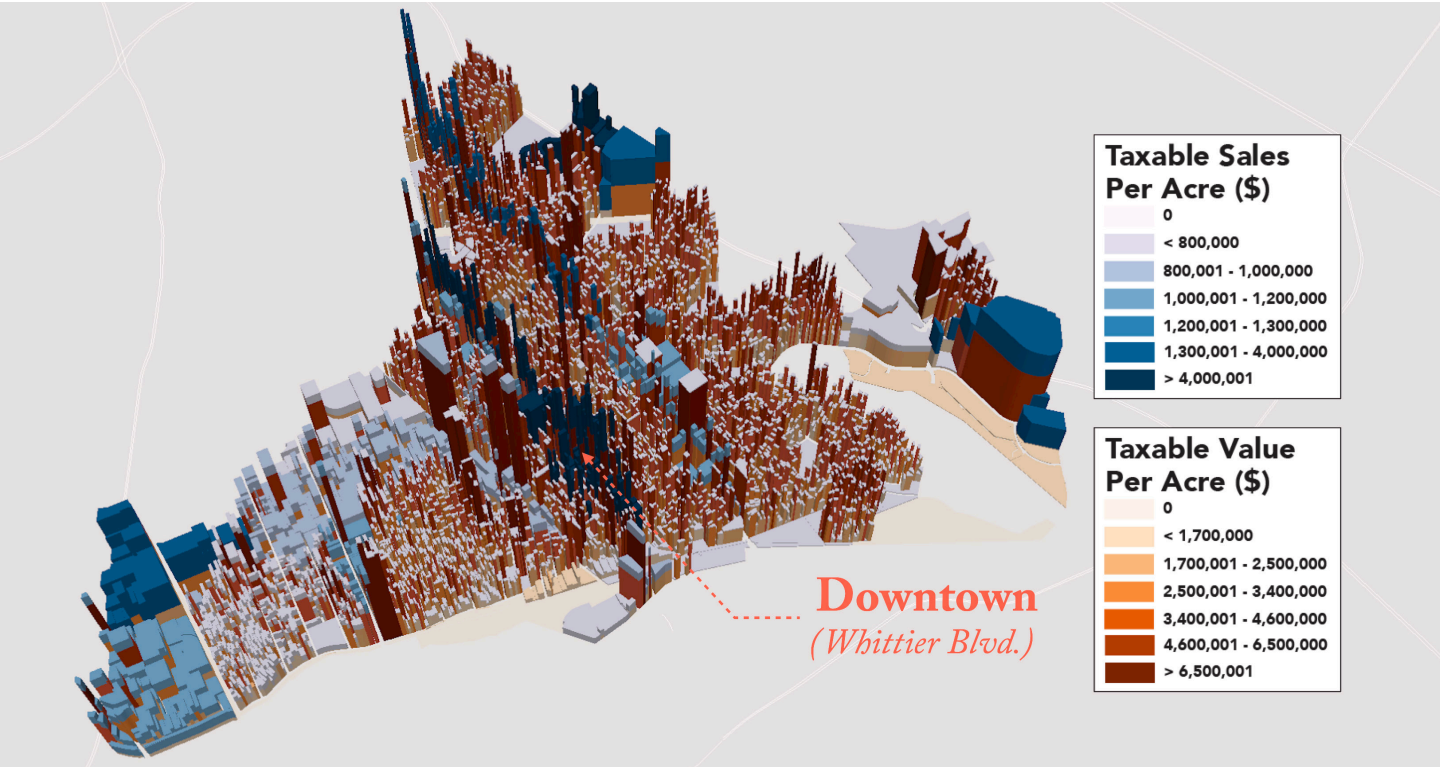


Figure A.2. Productivity model showing property tax and sales tax per acre. Whittier Boulevard corridor in the Downtown area is the most productive area in Montebello.

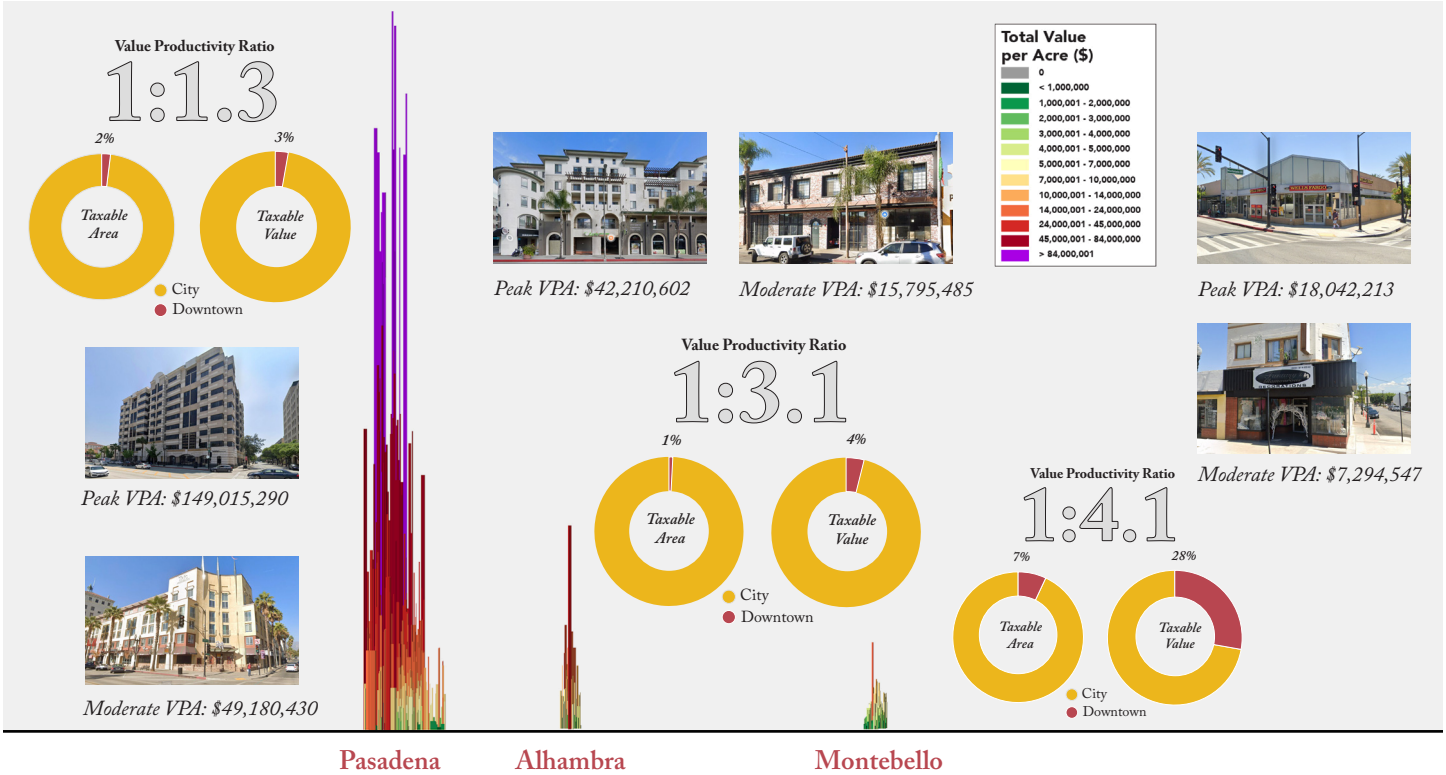
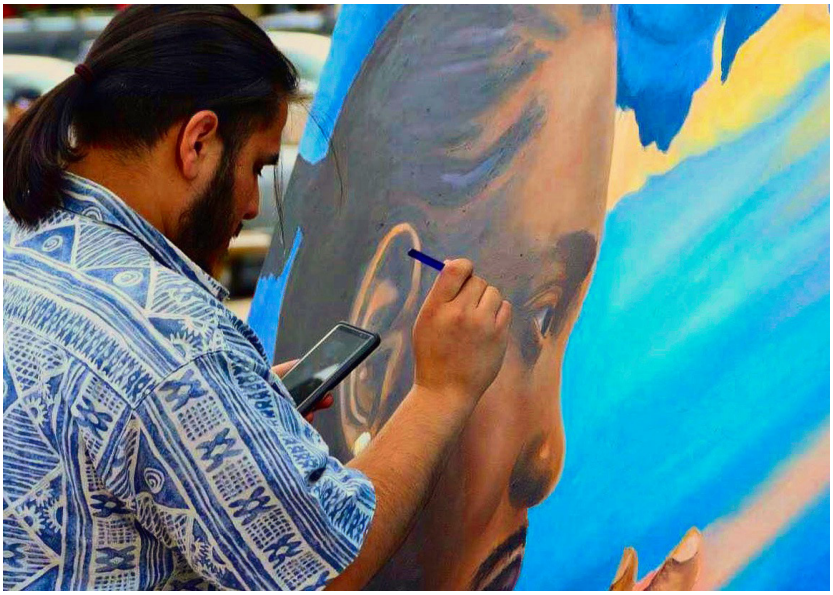


Figure A.3. Compartively, Pasadena and Alhambra Downtowns use their land more productively than Montebello. This suggests that Montebello land use patterns in the downtown area has potential to support far more fiscally productive development.

Parade on Whittier Boulevard features live performances, food, games, and art and craft vendors.

Creative Downtown

Downtown Montebello showcases the diverse multicultural population with numerous arts and cultural activities throughout the year. The City's creative industries and businesses that serve the region are all unique features of the Downtown Montebello arts and cultural environment.



Montebello ArtFest features a unique blend of local art, music, and food.

Getting Around Montebello

The Downtown Area has been blessed with a nearly perfect grid of streets. The grid is perhaps the most flexible and resilient in operation and the delivery of mobility solutions regardless of speed and technology. The Downtown's network has a tremendous capacity to not only move cars and trucks efficiently, but also transit, bicyclists, scooters, pedestrians, and whatever other technology is on the horizon.

Streets

Montebello Boulevard is a north-south Major Roadway that runs from Greenwood Avenue north to Montebello Town Center near SR-60. Montebello Boulevard generally has two travel lanes in each direction with a varied posted speed limit of 25 mph to 40 mph. A two-way center left-turn lane is present for much of the corridor, with raised medians present at several intersections.

Whittier Boulevard is an east-west Major Roadway that runs through the center of the City, stretching from the Los Angeles River in the west to Whittier and La Habra in the east. Within Montebello, Whittier Boulevard has two travel lanes in each direction with a posted speed limit of 30 mph. East of Greenwood Avenue, the road narrows as it enters downtown Montebello.

No bicycle facilities are provided on either streets.

Walkable

Downtown is largely walkable. A large senior population residing in the downtown area benefits from a walkable downtown. The City has made streetscape improvements with landscaping and lighting to encourage walking.

Over the years, automobile oriented development has impacted safety while reducing the comfort associated walkability. Large parking areas in the front, driveway cuts, blank walls associated with such development compromise the walking experience downtown. Recently entitled projects offer the promise of enhancing safety and comfort while the street level human scale detailing adds visual interest.

The downtown area includes wide sidewalks which are buffered by palm trees (which provide limited shade) and parallel on-street parking. Curb extensions (often consisting of trees planted within the parking lane) and high-visibility ladder crosswalks aid in crossing the four lanes of traffic; however, the crossings at 7th Street, 6th Street, and 3rd Street are uncontrolled.

Parking: In Downtown Montebello, on-street parking is free but with some time restrictions. At locations with higher activity levels, there have been observations of localized parking demand exceeding the available supply during peak periods (e.g., lunchtime, weekday evenings, and weekends). During these periods, visitors to these downtown businesses often utilize on-street parking on- street parking to the north and south of Whittier Boulevard. To support the downtown area, the City operates a public parking area at Newmark Mall with 2-hour time limits. Additionally, several shopping centers within the Downtown Area provide off-street parking and are typically restricted to employees or customers of the center.

Transit

In the Downtown area, Line 10 on Whittier Boulevard provides east-west service between East Los Angeles College and Whittwood Town Center. The route already operates with high service frequency, carries the most passengers, and has strong on-time performance.

Line 20 is an average ridership route with high on-time performance. Ridership is highest in downtown Montebello.

DIAL-A-TAXI In addition to the fixed-route system, Montebello Bus Lines offers a Dial-A-Taxi service for Montebello residents ages 62 and older and/or with a disability. Qualifying residents may apply through a paper application and a physician's form submitted to the city. Dial-A-Taxi service provides transportation within the City of Montebello for any trip purpose and within a larger service area for medical trips only. Dial-A-Taxi service is available 24 hours per day and 7 days per week, including holidays.

MONTEBELLO LINK MBL offers a contracted service known as Montebello Link that provides feeder service to Metrolink commuter rail service. Montebello Link is a semi-fixed-route service that uses a reservation-based system to provide flexible service between the Montebello Metrolink Station and employment centers in Bell, Commerce, Montebello, and Monterey Park.

Montebello Bus Lines' (MBL) expansive service area supports regional connectivity by providing transfer opportunities with nine transit providers. MBL connects to various modes including local bus, express bus, light rail, and commuter rail.

Purpose

The Downtown Montebello Specific Plan is an integrated plan that implements the community driven vision, direction, and policy guidance set in the Montebello General Plan.

The Downtown Montebello Specific Plan will guide decisions to achieve a future that is responsive to community needs and desires; far-sighted and pragmatic in grappling with trends; resilient to respond to future shocks and stresses; and system-based, bridging the practice gaps within different fields, departments, or organizations.

The Downtown Montebello Specific Plan establishes the City's long-range vision and serves the following purposes:

- Sets forth the principles, goals, policies, and actions to help achieve the community vision, establishing the basis for evaluating choices and making near- and long-term decisions;
- Defines integrated strategies for environmental stewardship, economic development, placemaking, housing, mobility, resilience, health, safety, recreation, and culture to help achieve the community's vision; and
- Prioritizes actions to advance on-going implementation.

Implementation: The Downtown Montebello Specific Plan guides the City Council and Planning Commission's decisions to shape Downtown's built environment through zoning and subdivision regulations, and other land development decisions; coordinated review of changes in public rights-of-way, facilities, or utilities; and capital improvements. Other plans, including other Departments' operating and capital improvement budget, provide more detailed guidance on these decisions.

Maintenance and Update of the Downtown Montebello Specific Plan: It is not possible to forecast with certainty all possible situations that may arise over the 2045 planning horizon. Therefore, the City Council should periodically review the implementation of this Specific Plan. The Planning Department is responsible for maintaining the information in this Specific Plan and its Implementation Program in between periodic updates.

Relationships to Other Plans

Montebello General Plan: As the Downtown Montebello Specific Plan and the General Plan were prepared and adopted simultaneously, the two documents are entirely consistent with each other.

Zoning Ordinance Consistency: To ensure consistency between the Downtown Montebello Specific Plan and the Montebello Zoning Code and Map, the Zoning Code and Map will be amended concurrent with the adoption of this Plan. Where land use regulations and/or development standards of the Montebello Zoning Code are inconsistent with this Specific Plan, the standards and regulations of the Downtown Montebello Specific Plan shall prevail. Any issue not specifically covered in the Specific Plan shall be subject to the regulations in the Zoning Code and/ or Municipal Code. Interpretations may be made by the Planning and Community Development Director if not specifically covered in the City's existing regulations.

Sustainable Communities Strategy (SCS): Senate Bill 375, requires each metropolitan planning organization to prepare a SCS that includes the most recent planning assumptions from local general plans. The Southern California Association of Government (SCAG) has developed a SCS that seeks to integrate land use and transportation strategies to meet emissions reduction targets. City of Montebello acknowledges the need to address issues within its control that contribute to greenhouse gas emissions. As such Downtown Montebello Specific Plan includes policies to guide the City's actions and to comply with the requirements of AB 32, SB 375 and SCS.

Process

The Downtown Montebello Specific Plan was developed in conjunction with the General Plan Update. This allowed a wider dialogue about linkages and the role of downtown within the larger city framework. The planning process for Downtown Montebello, which began in September 2020, was designed around extensive, thoughtful input from the local community. The process to develop the Downtown Montebello Specific Plan together with the General Plan update consisted of eight steps spanning a period of 36 months.

Team Organization

The project team consisted of an executive team and eight topical focus groups.

Executive Team: The Executive Team included City Management, Project Manager, and Department heads from the City staff and the consulting team. The key responsibility was to review schedule and budget, logistical planning, and to facilitate the process. The Executive Team discussed and finalized work program objectives, project team member roles, civic engagement strategy, and identified a list of focus group members. By including decision makers and department heads throughout the entire process, the City has underscored the importance and role of the Downtown Montebello Specific Plan throughout all aspects of City Management, budgeting, and operations, and created stronger internal coordination.

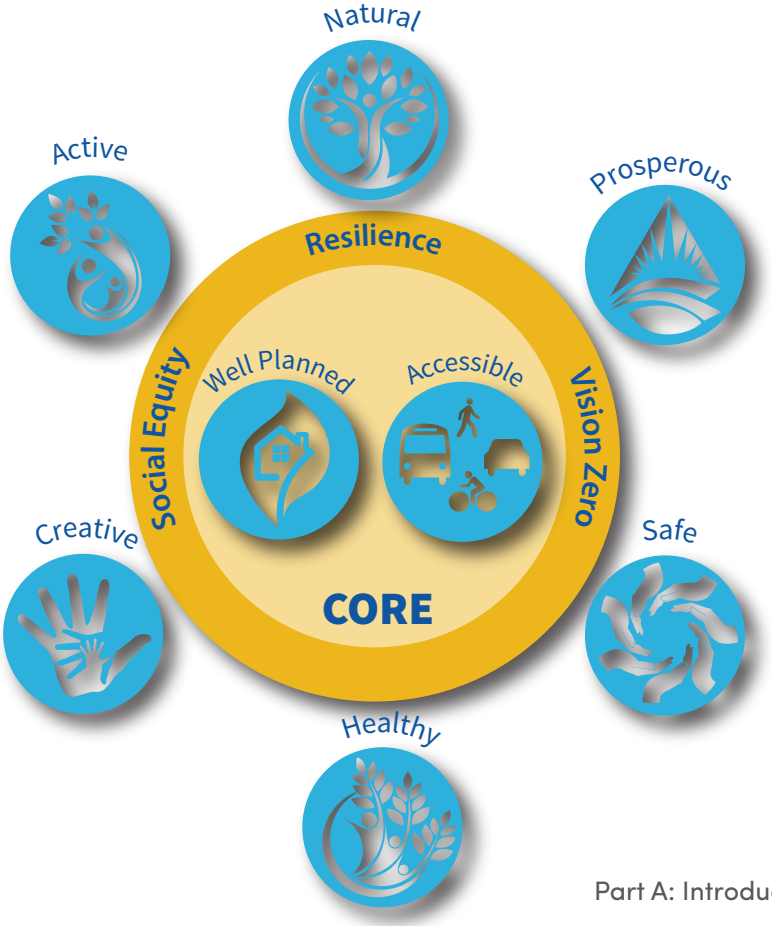
Focus Groups: Eight Focus Groups supported the process for developing policy options for the public to consider and actions to implement the public's vision. The Focus Groups included members of the consulting team, City staff, civic leaders, and local volunteers with interest or expertise in each focus group topic.

The Well-Planned and Accessible focus groups formed the CORE focus group that considered Montebello's approach to growth and preservation, incorporating perspectives from the other six groups. The CORE group developed and assessed alternate land use, circulation, and infrastructure scenarios. The Focus Groups' work occurred in three phases:

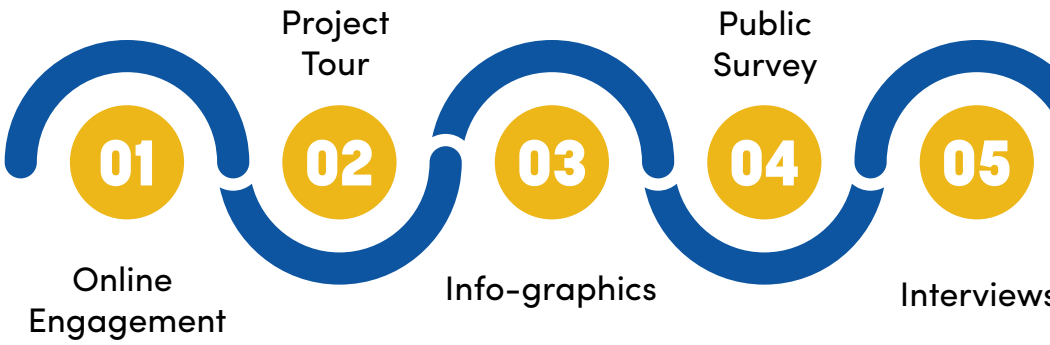
Driving Forces: (Spring 2021): The Focus Groups identified key issues, needs, opportunities, trends and outside forces shaping Montebello's future.

Scenarios (Summer 2021): The Focus Groups developed and assessed alternate land use and transportation scenarios for the City, specifically for the aging commercial corridors and centers.

Policies and actions (Spring 2022). The Focus Groups created a preferred scenario and refined their goals and policies based on the public's review. They recommended a set of immediate, short and long term concrete actions to begin implementing the policies.



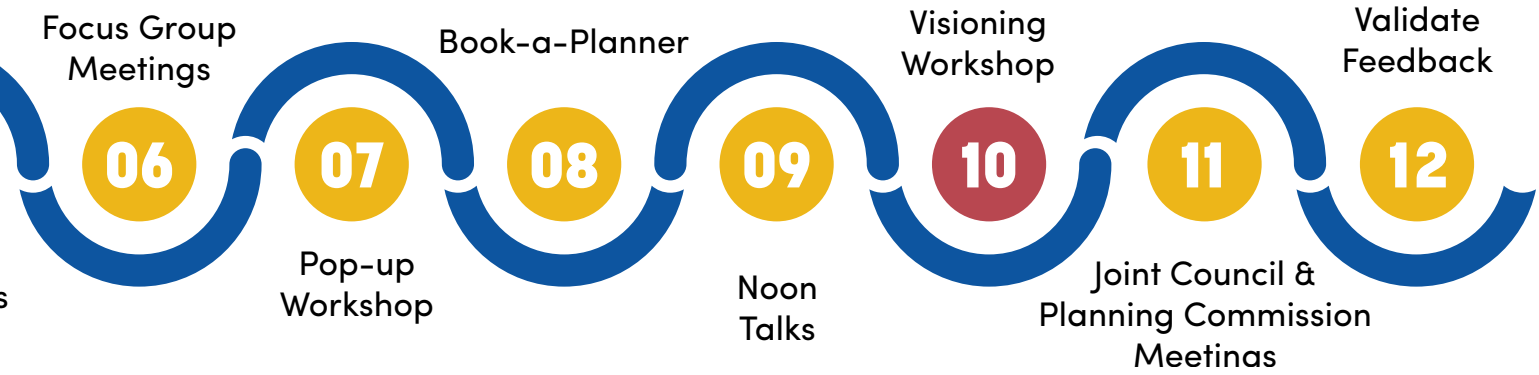
Civic Engagement



The Downtown Montebello Specific Plan was developed in conjunction with the General Plan update. The public engagement process included new and trusted techniques to encourage a diverse group of citizens to contribute to the Downtown Montebello Specific plan, including a four-day visioning charrette, over 10 Focus Group meetings, a robust online presence to help guide the process. The Speaker Series during the charrette brought national experts to provide perspective, present alternatives, and stimulate community dialogue.

Opportunities to participate included large public meetings to small stakeholder roundtables, surveys, project web page updates, social media engagement, email notifications, and Facebook posts. Each method encouraged the public to learn and convey their opinions on what was important for the city to consider over the next two decades.

Civic Engagement Strategies



Downtown Montebello Specific Plan Format

The document is organized into four parts.

Part A features existing conditions in the Downtown Area and the planning process.

Part B features the shared community vision for Downtown Montebello.

Part C includes measurable policies and actions to accomplish the community vision. Policies establish basic courses of action for the Planning Commission and City Council to follow in working to achieve the goals, by directly guiding the response of elected and appointed officials to development proposals and related community actions. Actions are specific steps the City must undertake to implement the policies.

Each policy has been additionally reviewed with three lenses: Resilience, Social Equity, and Vision Zero.

The Downtown Montebello Specific Plan is designed to be implemented over the next 20 years by residents, business and property owners, non-profit organizations, community groups, city and county agencies, and elected and appointed officials.

Part D of the Downtown Montebello Specific Plan identifies necessary actions, and includes details on their timing, responsibility, approximate cost, potential funding source(s) and status.

B Vision

Downtown Montebello will restore and leverage its natural, built, and social assets to build resilient prosperity with a focus on quality of place as a key competitive advantage.

Downtown Montebello will collaborate with stakeholders to stimulate investment and interest in downtown, connect resources and steward initiatives that allow commerce and culture to thrive. Montebello Downtown will to create great places and equitable urban experiences. It will provide a framework where people are empowered to do great things, and enrich their lives.

Walkable and mixed-use development in the downtown area produces far more revenue per acre than larger format big box and malls with large areas dedicated to parking. Besides retail and restaurants, small-scale and local manufacturing businesses can fill storefronts on Whittier Boulevard and attract foot traffic. Successful local small-scale manufacturing businesses help people feel valued and help sustain the values and cultural practices of the existing residents and businesses.

The city is committed to preserving and adding to the existing supply of affordable and supportive housing. Recently entitled projects in the downtown area will increase housing that will further charge activation of the downtown core.

Proximity to daily necessities within a reasonable pedestrian journey will create streets that are active and adjacent to porous, inviting, buildings that are buffered from vehicles.

By introducing more organic and less ordered spaces, opportunities for discovery in the city can be enjoyed along the Rio Hondo Channel. Downtown will strive to become a multimodal environment, offering variety of public spaces that can pivot to a variety of uses. With modest incremental investment in streets and open spaces, a connective tissue will weave together current and proposed assets, community park, Downtown core area, and the Rio Hondo channel. A distinct and equitable downtown will emerge within a landscape that takes advantage of Montebello's mild climate with parklets, bicycle lanes, and passive and active outdoor recreation.

Strategic mobility hubs throughout Downtown area will offer more choices to move around. Enhanced walking, biking, and public transit together with shared micro-mobility solutions like scooters and e-bikes, individuals can become less reliant on private automobiles. Enhanced connections, facilities, and amenities will interconnect localized mobility choices with the broader regional transit that will further connect Montebello to the rest of the Los Angeles Metroplex and provide access to even more people.

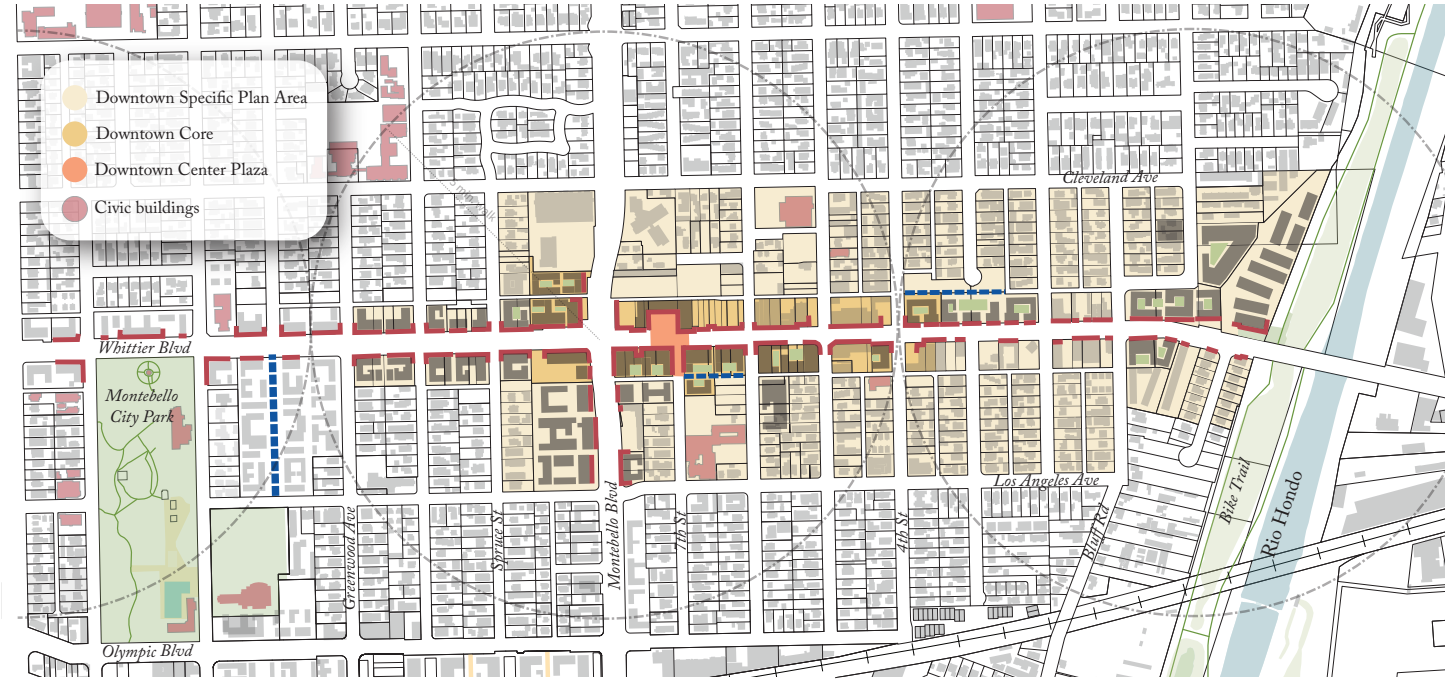


Figure B.1. Key concept map.

The larger Downtown area spans three distinctive walkable neighborhoods along Whittier Boulevard:

1. A vibrant downtown core, with a proposed distinctive square for gathering and events and people friendly streetscape. The successful Boulevard Market and recent entitled 132 units walkable and mixed-use development will spark renewed energy in the core. The City owns many parcels in the core and can leverage a significant place-maker in the downtown area.

2. On the western edge, the Montebello City Park is the center of the neighborhood and the larger community for a variety of active and passive recreation activities with playgrounds, senior center, gymnasium and youth center, an outdoor pool, tennis courts, skate park & amphitheater. The Montebello City Park also hosts a variety of cultural events and festivals throughout the year. The frontage along Whittier Boulevard, particularly the parcels facing the park and the large Superior Grocers parking lot offer future redevelopment opportunities.

3. On the eastern edge, the Rio Hondo Channel connects many neighborhoods in Montebello and is part of the visionary Emerald Necklace — a 17-mile loop of river-adjacent bike- and greenways, which connects 10 cities and nearly 500,000 residents. A new stepped sculpture park will link the downtown to the Rio Hondo Channel. Redevelopment of key parcels along Whittier Boulevard and unique streetscape improvements will create a signature entry to the Downtown and the City.

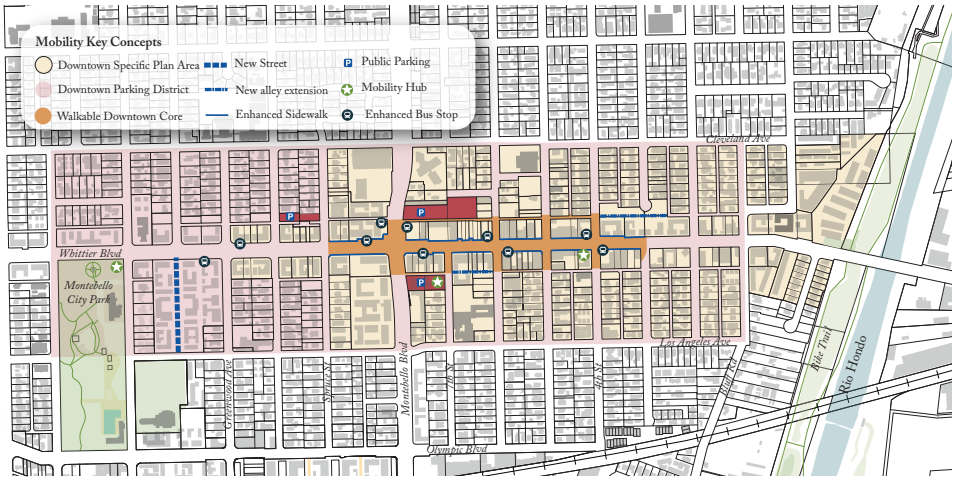


Figure B.2. Key mobility concept map.

Mobility

Walking and biking is the preferred mode of getting around within the downtown area. Downtown Montebello will restore and reconnect the downtown street grid through new street segments and retrofit existing streets to create safe, pedestrian- and storefront-oriented, bikeable streets.

Strategically located mobility hubs at key downtown locations will allow switches between different transportation services, including shared and micro-mobility, in a seamless manner.

In the downtown area, a park-once approach will allow visitors to park at one parking facility and walk, ride, or take transit between destinations instead of driving and re-parking. This decreases vehicle trips, congestion, delays to transit, and conflicts with pedestrian activity.

focus

each focus in this symbiotic system is made stronger by its relationship to other focuses.

Figure B.3. Illustrative Plan.

The Downtown vision includes physical, programmatic, and organizational recommendations to reimagine the future of downtown. The vision is organized under three interrelated focuses:

1. People-based
2. Place-making
3. Prosperous

1. PEOPLE-BASED

The heart and soul of the Downtown area are the people coming together for collaboration, commerce, entertainment, and comfort. Downtown is where we come to understand Montebello's shared purpose and values that in turn inspire us to belong and do great things. The Vision is to reinvent the downtown area as a people-centric, more vibrant, healthy and culturally rich space. The people-centric approach provides an integrated focus on the wholistic experience of downtown and explores the relationships between design, processes, spaces and people.

The Plan seeks to preserve, restore if necessary, and leverage unique existing assets in the downtown, while attracting new and distinctive assets that enhance or emphasize people's lives.

Public spaces in the downtown will be a curated canvas that cultivates a new wave of place-based art. Murals to installations to sculptures will attract people to downtown spaces and share, celebrate, and contribute to the cultural and aesthetic quality of the neighborhood.

Rendering of downtown core.

2. PLACE-MAKING

Placemaking is a people-centric approach to the planning, design and management of public spaces. The public spaces include downtown streets, parks, Rio Hondo Channel, and public frontages of buildings.

The Vision capitalizes on existing assets, community desires, and the latent potential of downtown with the intention of creating public spaces that promote people's health, happiness, and well-being. Public space as a system (a network of spaces) delivers exponential benefits. In a network approach, infrastructure and landscape become an inextricable green infrastructure recommended by the Montebello General Plan.

Good access is fundamental for people to reap the numerous social, health, cultural, environmental and economic benefit of the downtown area. Access may be delivered in many ways but the most humane is pedestrian access. Key to this is the design of a public space network that is safe, comfortable, and enjoyable, where walking is done by choice. Recognizing the existing assets of the downtown area, the vision is centered on converging phased public and private investments and activating public streets and open spaces.

Aerial rendering of downtown area.

A. Green Infrastructure

The Montebello General Plan identifies an integrated and connected Green Infrastructure (GI) system that will draw people to the Rio Hondo Channel and create a green network that connects neighborhoods, parks, schools, and other amenities within the City. The Downtown Montebello Specific Plan seeks to weave together the Downtown plaza, parks, open spaces, green streets and paths to the revitalized Rio Hondo Channel to the east and the Montebello City Park to the west. The GI components are:

Major corridors: Maximize shade trees to increase pedestrian activity and calming roadway speeds.

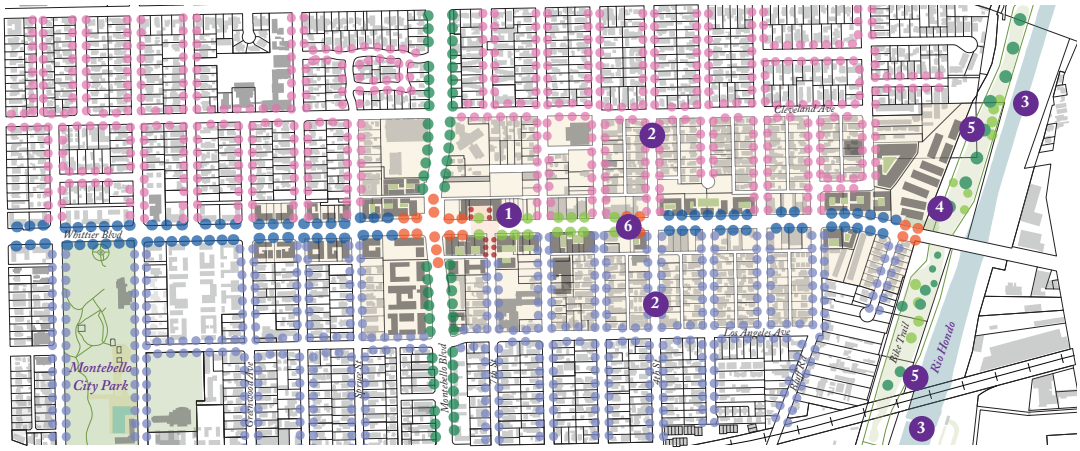
Neighborhood Streets: Flowering shade tree districts that encourages neighborhood identity and connections.

Downtown: Establish Downtown as a pedestrian friendly area with wide sidewalks, shaded street trees, street art, and iconic plazas. Allow for street closures for various events, holiday festivities, farmers market, lively arts and entertainment.

Trail Systems: Increase linkages to the Rio Hondo trail. Encourage urban pedestrian trails within neighborhoods connecting open space and other points of interest.

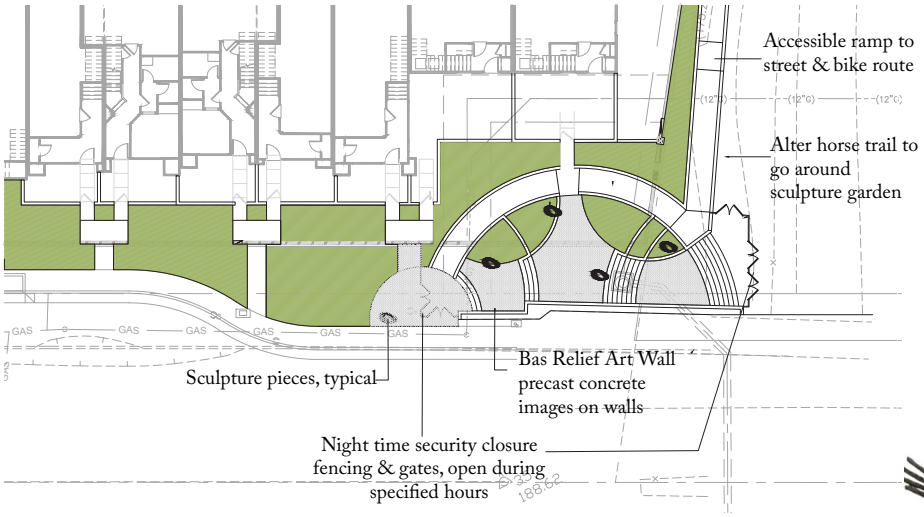
1 *Downtown Pedestrian Core. The Specific Plan proposes to narrow Whittier Boulevard from 4 lanes to 2, widen sidewalks, and add two urban plazas. Cross streets are proposed to enhanced by promoting flex parking or parklets from Whittier Boulevard to the alleys.*

City Center Plaza: Just east of the intersection of Montebello Boulevard on Whittier Boulevard is the proposed City Center Plaza. The plaza will be a gateway to the central core of the downtown. The plaza arrival will be accented by a mix of strong vertical Italian Cypress trees and Date Palms at the intersection of Montebello and Whittier Boulevards. The plaza open space will be carved in the urban building fabric to be used for community events, celebrations and social gatherings. The plaza paving flows across Whittier Boulevard to Seventh Street Paseo tying together the downtown neighborhoods with easy access to public parking to the north and south. Existing alleys can serve as alternate vehicular routes for those special events when the City chooses to close the Downtown Core for major block party events and celebrations. Vase form trees line the central core of the district that allows for storefront and signage visibility, while providing a shaded canopy above. Special lighting within the core and plaza can be added on festive occasions.



2 *Street trees provide human scale, shade, character, and encourage neighborhood identity.*

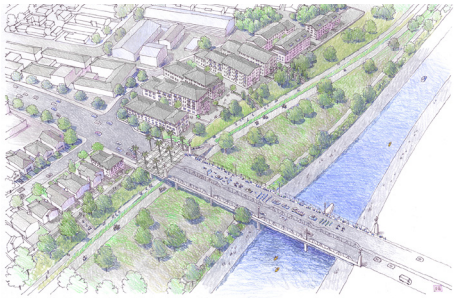
5 *Rio Hondo trail system with enhanced pedestrian and bicycling connectors to neighborhoods.*



4 *Steps and ramps within a sculpture park setting link downtown to the Rio Hondo Channel.*

4 *Stairs, ramps, and public art in the Sculpture Park leading to the Rio Hondo Channel.*

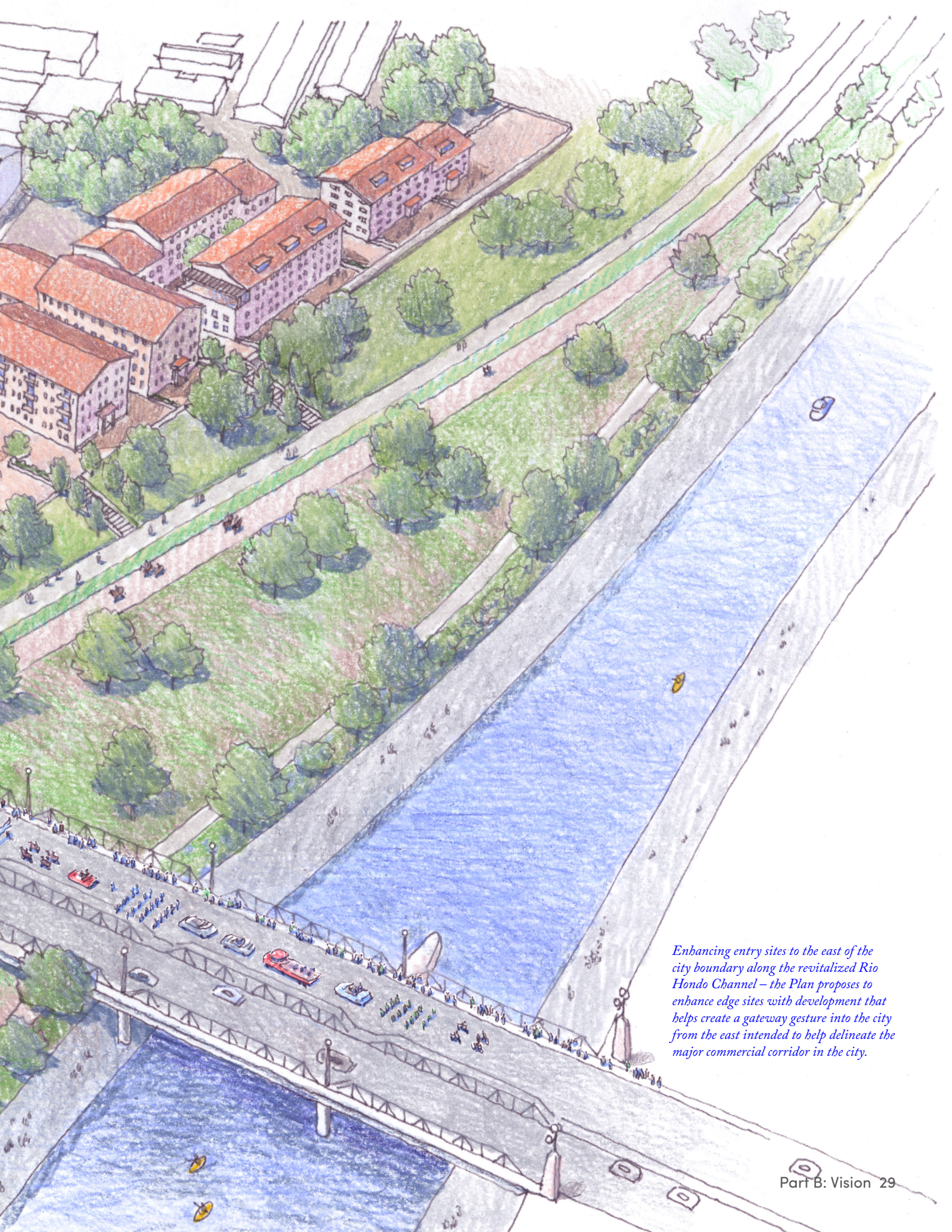
6 *Parklets on Whittier Boulevard introduce new streetscape features such as seating, planting, bicycle parking, or elements of play.*



3 *Revitalized Rio Hondo Channel.*

Located adjacent to the Whittier Boulevard Bridge crossing of the Rio Hondo this connecting space brings accessibility of the downtown to the water amenity. Gentle curving ramps and stairs meander thru the space that is envisioned to have community works of art accenting the river walk connector experience.

Bridge abutments are cladded with bas relief art works and sculptures and other environmental art elements are dotted along the walk. The connecter park space reinforces the daily commuter entry arrival into Montebello from the east. California Sycamore trees meander through the lush native riparian plantings of the connector walk and ramps. The space is secured at night with decorative functional art fences and gates and well-lit spaces.



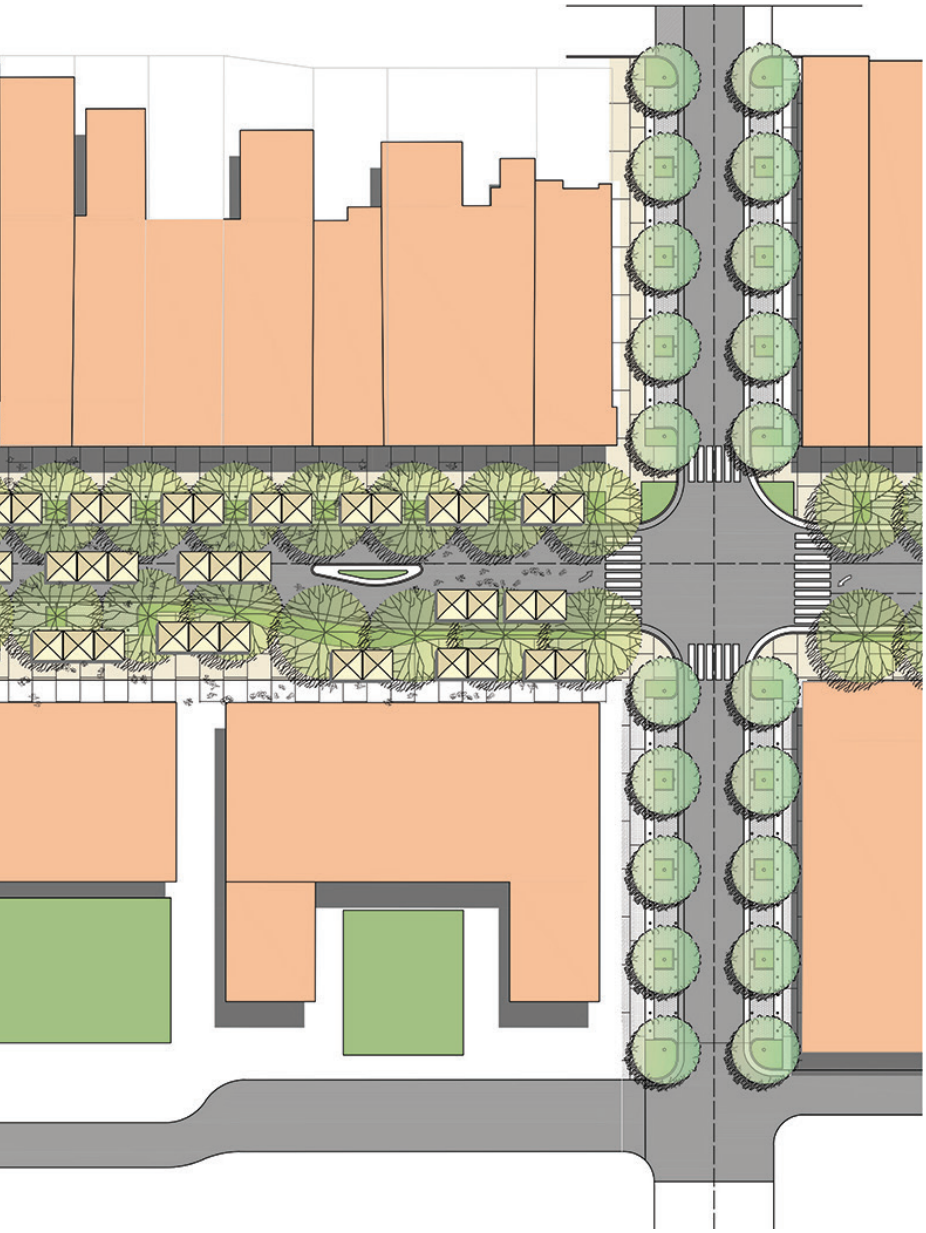
Enhancing entry sites to the east of the city boundary along the revitalized Rio Hondo Channel – the Plan proposes to enhance edge sites with development that helps create a gateway gesture into the city from the east intended to help delineate the major commercial corridor in the city.

B. Vibrant Downtown

Figure B.4. Temporary Street Fair along Whittier Boulevard.

Figure B.5. Temporary public event at the urban plaza.

Enhancing Whittier Boulevard – The historic Main Street along Whittier Boulevard east of 11th Street has the makings of a memorable downtown. The Downtown Montebello Specific Plan developed in conjunction with the General Plan proposes to enhance the street through selective market supported infill development with two and three-story buildings that will augment the character and quality of the street as well as activate the street giving new energy to the area through unique, local, and high-quality experience-based retail opportunities.



The mid-block large, urban plaza will magnify the downtown's energy and activity, and also provide rest and relaxation in an urban context.

The paved surface of the plaza would extend into the street and along seventh street drawing people into the plaza while slowing down the traffic to create a safe and comfortable pedestrian priority zone in the downtown area.

Three-story building along Whittier Boulevard with a four-story building element towards the rear provide spatial enclosure and intensity and variety of land uses necessary to activate the plaza. Arcade on the ground level can provide shade and sheltered space for outdoor cafes.

The shape, design, and proportion of the plaza is ideal for hosting large and small community gatherings, celebrations, and events.

C. Great Streets

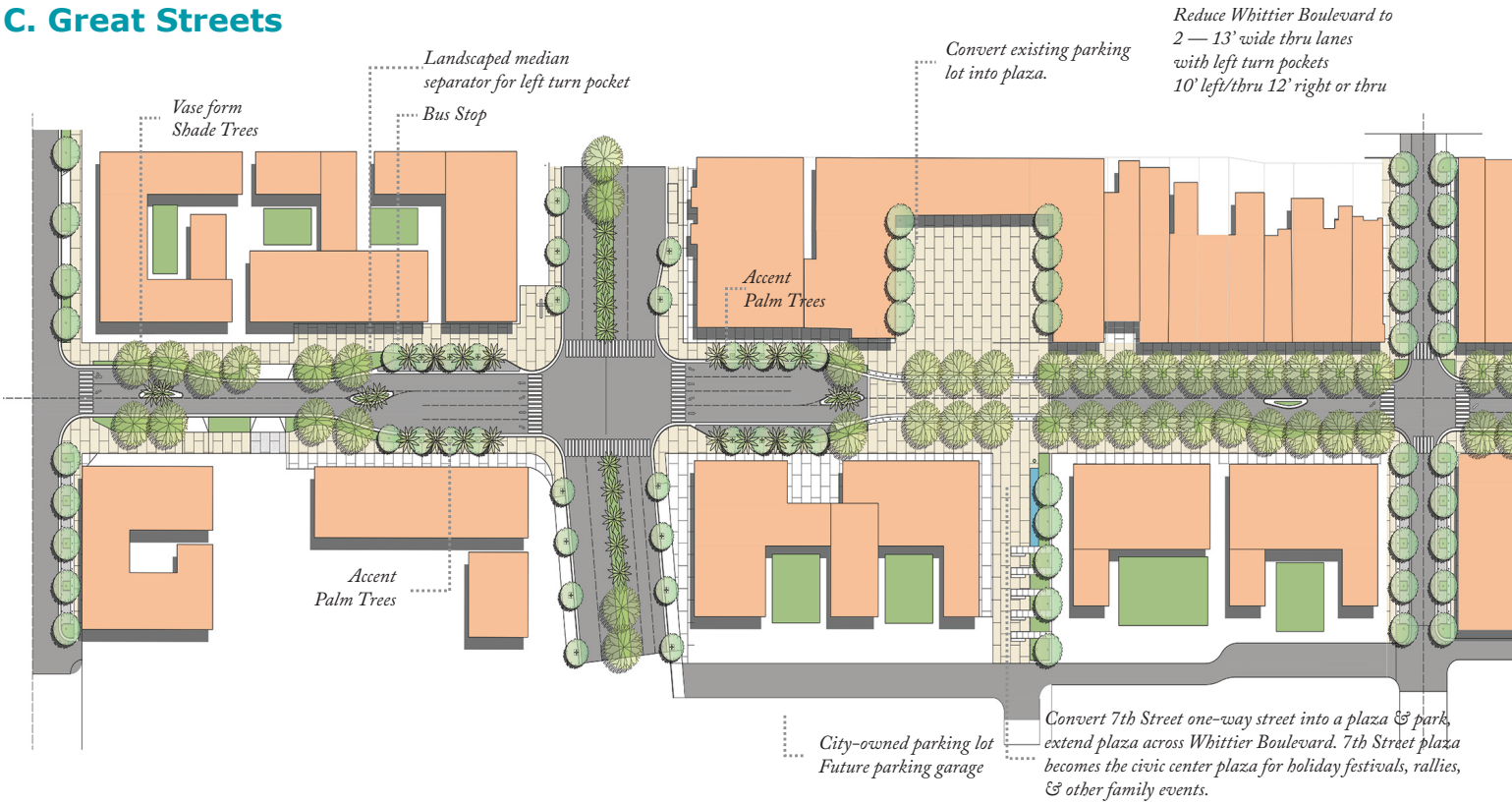


Figure B.6. Whittier Boulevard streetscape improvements.

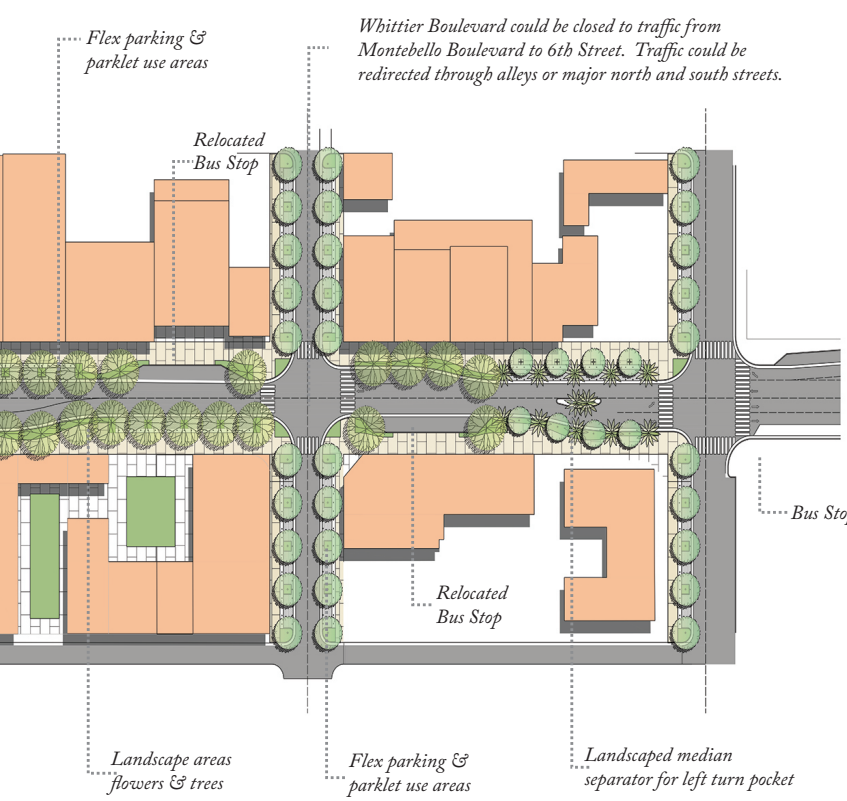
The General Plan recommends enhancing the City's principal streets as part of an open space and development scaffold. The grid of streets are the city's most ubiquitous public space. This vision proposes the enhancement of the city's main north-south and east-west arterials. These enhancements will include streetscape improvements with landscape and appropriate navigation to make these streets identifiable routes within the overall city grid. These landscaped streets along with new proposed parks, and plazas will create a large open space scaffold around which development will be planned and designed.

Figure B.7. Whittier Boulevard, gateway location.

Figure B.9. Whittier Boulevard, west of Spruce Street.

Figure B.8. Whittier Boulevard, within the Downtown Core area.

Whittier Boulevard — The historic core of the City. The General Plan recommends two larger activity anchors at either end of the downtown: 1) on the western edge, new mixed-use development anchored by a public plaza closer to Montebello Boulevard; 2) and on the eastern edge, a new mixed-use development with a sculpture park that links downtown to the Rio Hondo Trail system. The two anchors are connected by continuous row of smaller existing and new infill buildings along the way. West of Montebello Boulevard, new mixed-use infill on Whittier Boulevard could generate new housing and also help connect the Main Street environment westward as public realm of comparable quality, with a different character and use based on various residential development typologies.



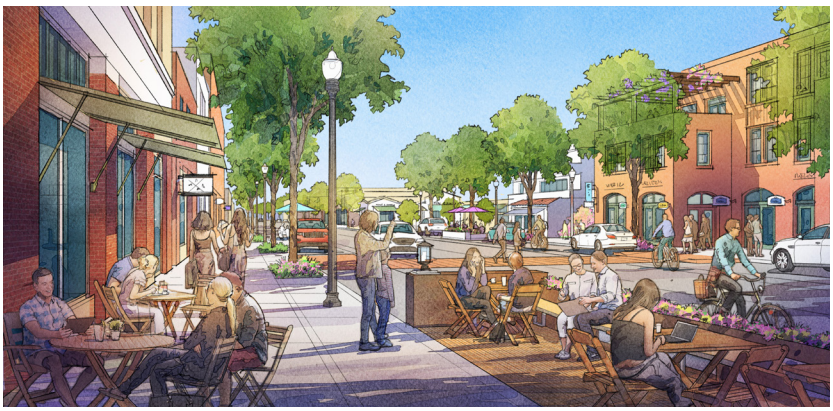


Figure B.10. Parklet illustration.

Figure B.11. Montebello Boulevard, north of Whittier Boulevard.

Montebello Boulevard — This plan proposes new infill along North Montebello between Washington Boulevard and Whittier Boulevard as means to connect the historic main street and new transit-district. This portion of the street could be designed to be bicycle-friendly and walkable to accord a seamless connection between the two east-west streets.

"The street is the river of life of the city, the place where we come together, the pathway to the center." —William H. Whyte

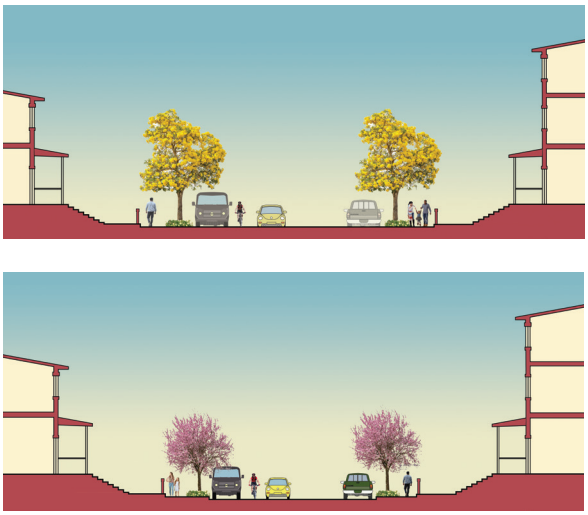


Figure B.12. Typical Residential Streets.

Residential Streets — *Flowering street trees harken back to the Montebello's moniker as the "City of Flowers" while encouraging neighborhood identity.*

D. More Choices for Getting Around

The City of Montebello's vision is to provide safe and convenient multimodal travel options for residents, employees, and visitors of all ages and abilities. The City's aspirational transportation network is one that encourages users to switch from driving alone to other modes such as walking, biking, riding transit, carpooling, and taking rideshare. It is also a network that manages the City's resources in balance with its land use context and built environment. By providing a multimodal network of complete streets, the City can shift the current driving-dominant mode split towards alternative modes that can bring about public and environmental health benefits.

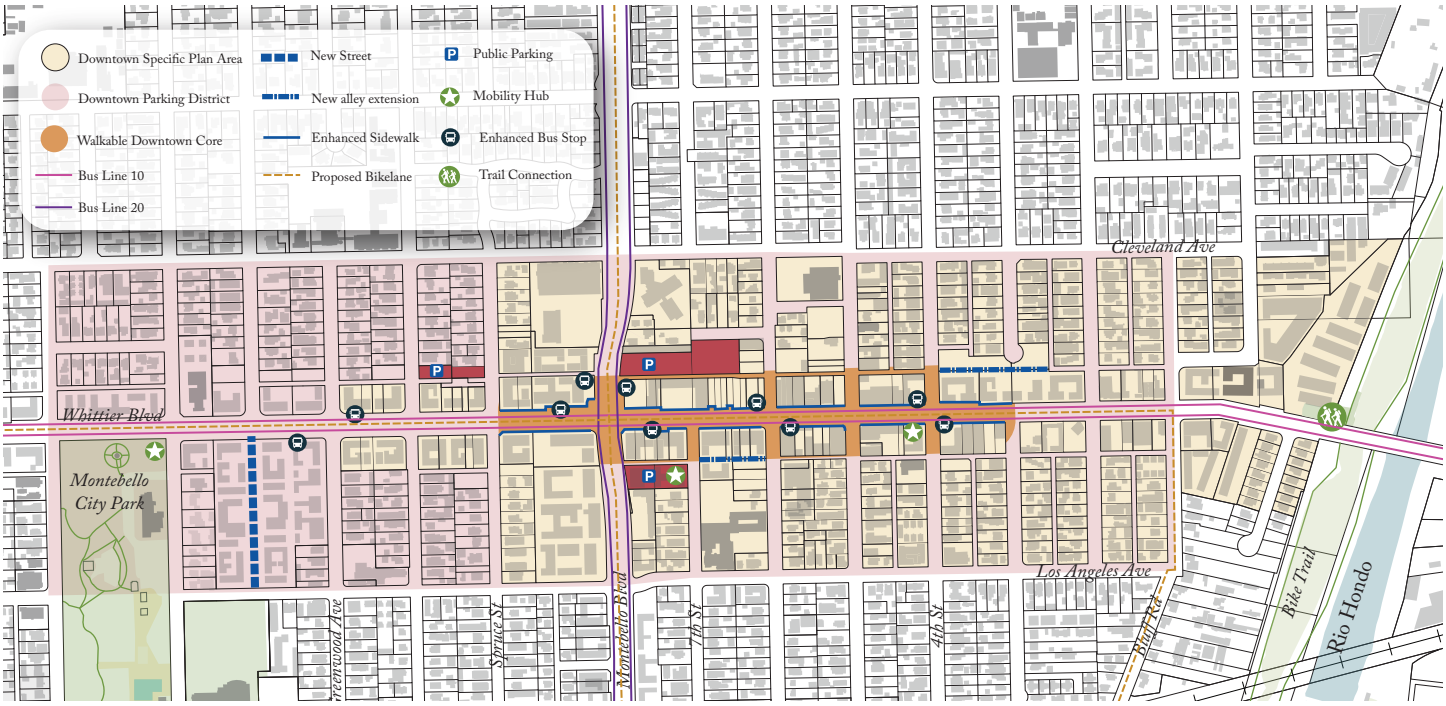


Figure B.13. Mobility vision.

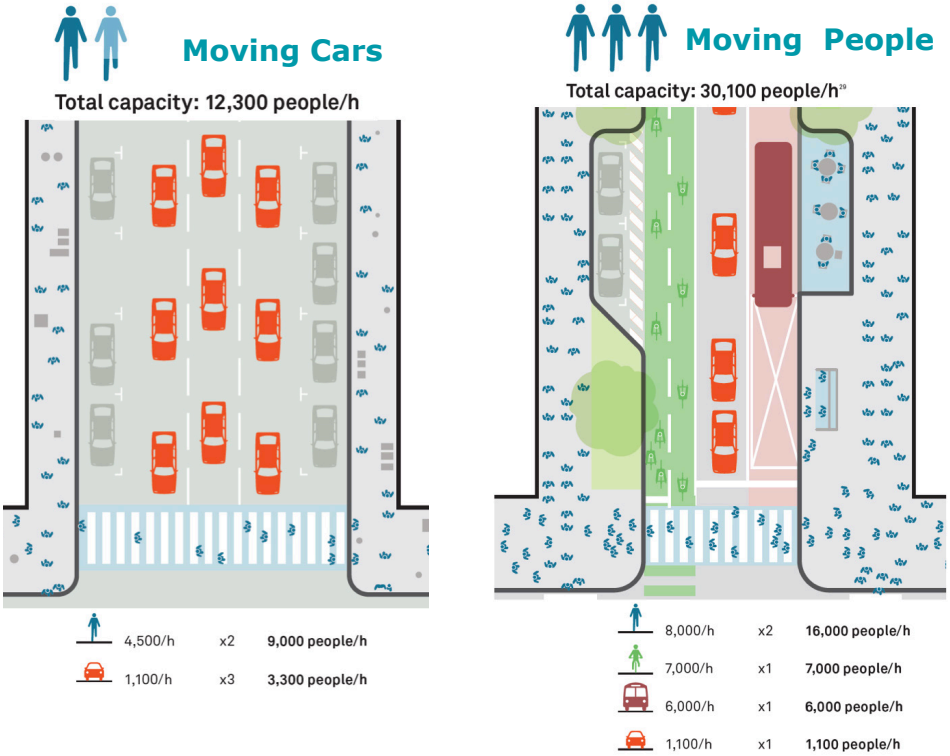


Figure B.14. Prioritize moving people over cars. Downtown Streets will invite people to walk, bike, scoot, and take reliable, high-frequency public transit.

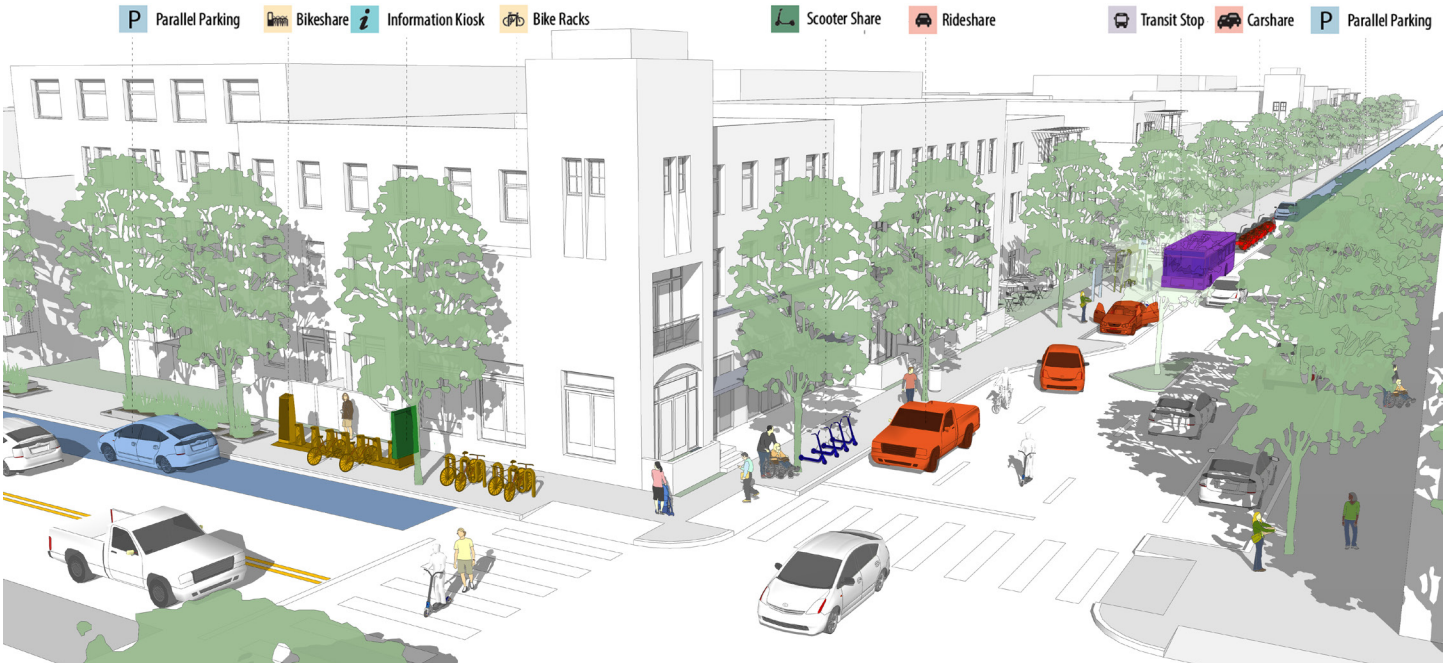


Figure B.15. Mobility Hub at Whittier Boulevard and 4th Street would provide mobility options to residents, employees, and visitors in the Downtown Area and provide connectivity to transit. As shown in the mobility hub illustration, improvements could include providing bus shelters, informational signage, bike parking, and designated loading/unloading curb-space for TNCs.

Montebello will enhance different transport options to get around by focusing on mobility strategies that revolve around the movement of people with sustainable and environmentally friendly modes of transportation. Partially shifting private vehicles to other transport modes like cycling, public- and shared transport has several benefits like improving public health and is an essential step towards improving air quality. This can also be economically beneficial as traffic congestion holds back our economy through lost time and productivity.

To facilitate this shift from private vehicles, Montebello will invest in and prioritize convenient, efficient, affordable, and appealing alternative forms of transport infrastructure and ensure multi-modal network connectivity.

Comfortable bicycle facilities along these roadways can help improve access to local destinations (such as downtown Montebello), improve access to regional destinations such as the Rio Honda Trail, and facilitate connections to major transit hubs.

The General Plan encourages walkable urban development around transit hubs and corridors. Shaping a more walkable Montebello involves redesigning the space to reduce car dominance and marks the pedestrian re-appropriation of the street in portions of downtown and the corridors. Space for pedestrians, bikes, and transit created by right-sizing the travel lanes for projected vehicular capacity fosters new opportunities for unprecedented urban transformation. Shade trees on major corridors and residential streets with accessible wide sidewalks, enhanced crosswalks, and where feasible reduced number of travel lanes will facilitate walking connections to open space, parks, schools, and other destinations.

Montebello will improve walking/biking access to transit, address gaps in connectivity between transit and destinations through local shuttles, demand responsive services such as Uber or Lyft with appropriate management of curb space for ride-share providers. The Montebello Moves Study will review existing transit services and propose service improvements to improve efficiency and accommodate future growth.

3. PROSPEROUS

Historically, Whittier Boulevard has been Montebello's Main Street where the wealth of the community has accumulated over generations. Even today, the small and local businesses in walkable downtown support local business activity, generate greater tax revenue per acre and offer a higher return on investment than any auto-oriented development elsewhere in the City. Downtown Montebello is also economically significant because of their incredibly high return on public investment. Investment in people-oriented places downtown creates lasting value that will continue to benefit local residents and businesses for decades and even centuries to come.

Adding more building and less parking drives productivity up fastest. As building is added, and downtown grows, multiple factors can continue to boast functionality, private wealth growth, and public productivity:

a. Design and construction for more people (over cars) enables much more land to be used for productive buildings.

b. Mixing of uses on multiple floors improves productivity (value per acre), supports local businesses and makes downtown an enjoyable and safe place for walking.

c. Additional housing types can also improve affordability.

What is productive growth?

Assessing how much a property owner owes in property tax depends largely on the building with little value placed on the land beneath as compared to the building itself. Therefore, if a developer constructs a cheaper building, they actually benefit by lower tax value. The result is that the City loses, both in terms of the property tax it collects and the long-term legacy of cheap single-use buildings.

Large-format suburban pattern of buildings surrounded by acres of parking generate less revenue per acre than a smaller infill mix-use building in a walkable setting. This urban infill pattern of productive growth that is fiscally prodcutive and produces mixed-use and walkable urbanism is desirable in Montebello's downtown and corridors and the newly planned neighborhoods.

Prioratize Productive Growth

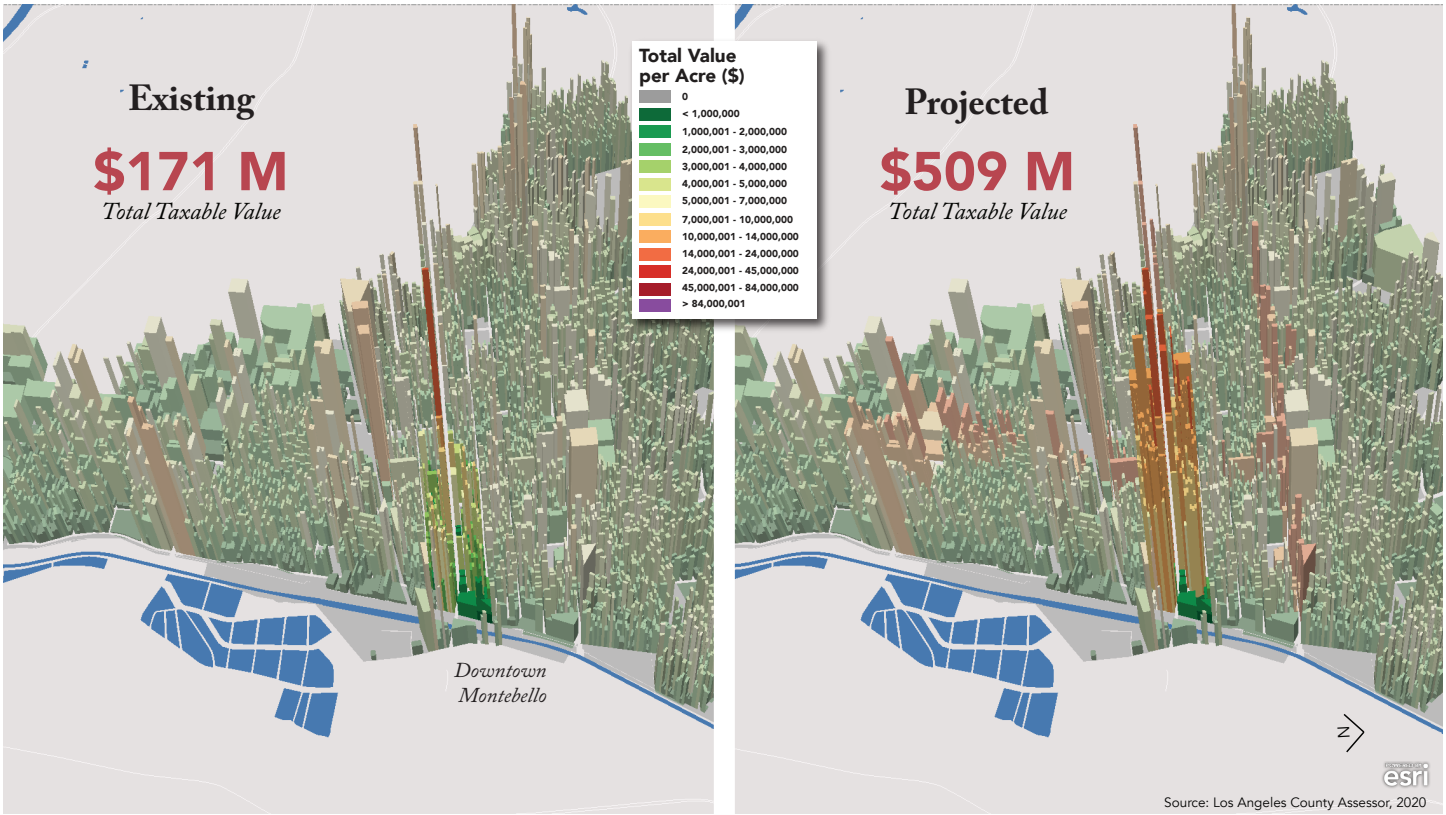


Figure B.16. Productive and contextual infill growth proposed in the Downtown Montebello Specific Plan has the potential to tripple the total taxable value of downtown area.

The General Plan envisions a Montebello that supports and encourages highly productive and efficient land use development as a path towards long-term financial sustainability. By reinforcing the productivity of downtown, the total assessed value of taxable property will increase and will generate additional public revenue. With the expanded property tax revenue, Montebello will be financially capable of making investments that improve the quality of life for the City's residents, business owners and visitors. The housing priorities and opportunities identified in this plan have the potential to not only increase the stock of available housing, but to do so in ways that generate sustainable public wealth. By prioritizing a diverse portfolio of residential developments, including multi-family and mixed-use opportunities, the short and long term housing priorities will be good stewards of the finite resource of available land in the City. Specifically, the short-term housing objectives have the potential to add between $1-3 billion in additional taxable value to the City. Collectively, the short-, mid-, and long-term objectives could add an additional $5.7 billion to the property tax base for the City. Infill development along downtown corridors has the potential to tripple the total taxable value in the downtown area from $171 million to $509 million.

Figure B.17. Coordinated and phased public and private improvements.

Downtown is build out and the opportunities are limited to smaller infill redevelopment opportunities. This smaller infill scale is more contextual with existing development. The infill scale also lowers the barrier to entry and provides a competitive advantage to small local developers.

The preferred approach is to prioritize the funding and development of public realm improvements in areas where private development is proposed. Public funding for public realm improvements could be combined with areawide/private sector funding as might be provided through an assessment district in the area (e.g.: Enhanced Infrastructure Financing District, Business Improvement District, Community Finance District, or Community Benefit District).

The public realm projects are prioritized based on their ability to kick-start or facilitate orderly implementation of the overall vision. These include short-term improvements and programs that require a short timeline and a small budget, but builds momentum, partnership, and trust to do bigger and longer term projects. Periodic evaluation must occur on a regular basis with adjustments made to keep the vision fresh and relevant.

A. Public Projects

Enhance Whittier Boulevard

1a Reduce Whittier Boulevard to two 13 foot though Lanes with left turn pockets of 10 feet.

1b Flex parking and parklet use areas. Due to street crown and sidewalk slope make parking areas flush with sidewalks. Provide warning band and moveable bollards. Move bollards for merchant or restaurant use to increase sidewalk use.

1c Landscape areas flowers and trees.

- Vase form shade trees; and
- Accent palm trees at entry to downtown

Enhance Whittier Boulevard with paving and new streetscape within the downtown core:

1di • From half a block west of Montebello Boulevard to half a block east of 4th Street; and

1dii • The intersection of Whittier Boulevard and Montebello Boulevard.

1e Enhance Whittier Boulevard from 3rd Street to Rio Hondo Channel with new streetscape.

1f Introduce new street from Whittier Boulevard to Los Angeles Avenue.

Downtown Center Plaza

2 Terminate 7th Street into a plaza and park and extend the plaza across the street. 7th Street Plaza becomes the City Center Plaza for holiday festivals, rallies, and other events. During events Whittier Boulevard could be closed to traffic from Montebello to 6th Street and traffic could be redirected through alleys or major streets north and south.

B. Public-Private Projects

- **B1** Develop city identified parcels on Whittier Boulevard.
- **B2** Develop mixed use with street retail on Whittier Boulevard from Montebello Boulevard to 3rd Streeet for a half block.
- **B3** Develop special sites on Whittier Boulevard at gateway locations.
- **B4** Develop mixed use with street retail on Whittier Boulevard from Montebello Boulevard to Spruce Street for half a block.
- **B5** Develop mixed use on Whittier Boulevard from Spruce Street to Taylor Avenue.
- **B6** New infill on corridor from Whittier Boulevard to Los Angeles Avenue.
- **B7** Develop special sites on Whittier Boulevard around park.
- **B8** Develop mixed use on Whittier Boulevard from Park Avenue to Maple Avenue for a half block.
- **B9** Develop mixed use on Whittier Boulevard from 4th Street to Rio Hondo Channel.

Lean and Local Urbanism

Majority of Downtown Montebello businesses are small with fewer than 20 employees. The small and local businesses return majority of their revenue to the local community as compared to larger nationally owned enterprises. The Downtown Montebello Specific Plan represents Montebello preference to retain and grow small, locally owned enterprises that build cultural, social, built, and financial capital. The locally generated, or "place-based," and sustains assets at home. The finer grain aids good urbanism, walkability, housing affordability, and stronger tax base by contributing significantly more property and sales tax, while keeping wealth local. Small scale infill development allows more people to participate in building their homes and businesses that leads to inclusive community building and shared prosperity, while avoiding displacement and dramatic changes to established community character. Unleashing the power of small projects and small actors enables community-driven growth and revitalization, with residents and business owners not only participating in but also leading and benefitting from the efforts.

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C Goals & Policies

The Downtown Specific Plan consolidates the interrelated eight General Plan elements into three focuses for the Downtown area:

1. People-based,
2. Place-based, and
3. Prosperous.

This section features policies and actions for these three focuses.

Policies describe context & rationale of desired outcomes. Policies are focused & specific.

Actions are specific proactive steps to achieve the goals. They are the critical link between long-range planning & current-decision making.

1. PEOPLE-BASED

A. Inviting People

1) Walkable

People react to cues in the environment. If a space is designed for people — if it's welcoming, safe and comfortable — they will walk. If a place is designed for cars, people will drive if they can. Walkability is an intuitive and core measure of Downtown success and resiliency. Walkability emerges from the mix and density of land uses, the placement and orientation of buildings, the safety and quality of streets, the accessibility of transit, and the design and interconnection of parks and open spaces. Strong edge conditions also support walkability as they provide interactivity, visual interest, and series of destinations along an axial path.

Policies and Actions

P1.1 Make walking safe, comfortable, and enjoyable.

A1.1a Create a fine-grained pedestrian circulation within Downtown. VZ SE R

Provide links across large blocks, and way-finding signage. Wide sidewalks with streetscape elements like trees, lighting, street furniture and public art are the connective tissue that links all Downtown assets.

A1.1b Orient buildings to streets and open spaces. VZ SE R

Buildings should be placed right at the edges of streets and public spaces, rather than being set back behind parking lots or expanses of landscaping. These built edges provide a sense of definition to streets and other spaces, which helps makes the environment more legible and coherent. Place parking behind or below buildings.

A1.1c Organize land uses along Whittier Boulevard and Montebello Boulevard to support public activity. VZ SE R

The way uses are arranged along major pedestrian routes has a huge impact on the level of activity, vitality, security and identity of Downtown. Active uses such as retail, restaurant, lobbies and event spaces should be placed strategically along pedestrian routes to engage the public and should be designed for transparency and interest.

A1.1d Adopt form-based codes within the Downtown area to facilitate a rich public realm and enable high-value walkable development. VZ SE R

2) Human-Scale Design

For Downtown to be inviting to people, the walking experience must be also be interesting. Human scale environment means making sure that the built environment of streets, buildings, and open spaces that we interact with every day are of a size and shape that is reasonable for an average person to use. People experience the built environment at the scale of their own bodies in space. Buildings should meet and engage people at that scale, with awnings, façade elements, lighting, signage and other features along sidewalks. Building forms can be broken down or subdivided visually to lighten the sense of mass. Even very large buildings can meet the human scale in a gracious and accommodating manner.

One of Downtown's most precious attributes is the pedestrian-friendly character of its public realm and the human scale of its buildings. People-oriented environment is achieved by providing access to buildings and courtyards directly from the street through appropriate frontages and prominent entries.

Building frontages, when continuously arrayed, provide a continuity of fabric that gives distinctive character to the street, while also contributing to the specific form of each building. They are the means of access into buildings and consequently visually reinforce their human scale.

Policies and Actions

P1.2 Address the human scale with building and landscape details.

A1.1a Adopt form-based codes within the Downtown area to facilitate human scale built environment. VZ SE R

New buildings should relate to the Public Realm through architectural frontage types that provide direct access into them and a transition between their private realm and the public realm of the street. A new residential building's formal rooms (living room, dining room, etc.) should help establish its human scale to the street by being placed to face the street.

A1.1b Avoid blank walls. SE R

If blank walls cannot be avoided, then they should be detailed, painted, or landscaped in a manner that renders the walls attractive to pedestrians.

VZ Vision Zero SE Social Equity R Resilience

3) Safe

Downtown Montebello is a safe area with low property and violent crime rate. However, personal and community safety and security in Downtown area is a complex issue. The perception of safety or danger does not always relate directly to the actual incidence of crime. We feel comfortable and confident using areas where there is good visibility and effective lighting, where we can be seen and heard by other people. Thoughtful design, good management, and involvement from downtown merchants and residents is an important instrument in enhancing sense of well being and making places more user-friendly, easy to understand, and secure. The key design principles that promote personal safety and property security are:

a) Natural Surveillance

The objective is to provide surveillance opportunities from buildings and public streets to discourage anti-social activity. For example: shopfront windows, balconies, entries, allow building occupants and passersby to observe on-site and street activities for the purpose of informal informal surveillance. Mix uses, particularly at street level, add vitality at different times of the day and night.

Policies and Actions

P1.3 **Reduce opportunities for criminal activity through physical design standards, recreation opportunities, educational programs, and counseling services.**

A1.3a For new infill development and major rehabilitation, incorporate natural surveillance principles and best practices into development codes and review processes. SE R

A1.3b Amend the development codes to require building designs that promote safety by providing active street frontages. SE R

b) Pedestrian and Bicycle Safety

We should protect our most vulnerable road users, including children, older adults, and people walking and bicycling. Wide multi-lane streets with larger block lengths in the Downtown area result in streets that are both difficult to cross and easier to speed on. The Downtown Vision calls for pedestrian and bicycle safety enhancements for Downtown streets. Mid-block crossings on Whittier Boulevard help break the longer block lengths and encourage pedestrian activity along and across the street. A clear and safe alley system could encourage exploration of the Downtown area, and more enjoyable routes, while allowing a finer grain network that is more comfortable for pedestrians.

Policies and Actions

P1.4 **Downtown Montebello envisions safe streets designed for people.**

A network of safe and slow speed streets in the Downtown area will serve pedestrians, transit users, and cyclists, while allowing vehicular access.

A1.4 Carry out the safety enhancements recommend by the Downtown Vision for Whittier Boulevard and Montebello Boulevard. VZ SE R

c) Lighting

To overcome issues such as safety, navigation and visibility – light installations can effectively be used to welcome people in dark public spaces. Improving street lighting can reduce the prevalence and incidence of crime. Besides street lamps, lighting can be mounted on buildings and where appropriate light the facade, or can be integrated into bollards, feature lights, and streetscape elements. Lighting levels should be achieved by increasing the number of lights, not the height or wattage. Rather than be everywhere, lighting levels respond to the context. In downtown area, street lights should be frequent and support nighttime activity. In residential areas, lighting can be limited with well-lit intersections. Light streaming from storefront windows can make a significant contribution to the feeling of security at night. Mixed-uses along downtown streets, particularly upper level housing as a crime prevention strategy, increases the feeling of safety. Along Whittier Boulevard, upper-floor housing provides "eyes on the street" that follow what is going on in the street and deter crime.

Policies and Actions

P1.5 **Employ a range of contextual lighting options to promote safety and security on downtown streets.**

A1.5a Identify downtown public streets and open spaces that are poorly lit and install context sensitive street lights. VZ SE R

A1.5b Install string lights in alleys that provide connections to destinations. VZ SE R

A1.5c Require new development to demonstrate on a lighting plan appropriate level of direct and indirect lighting in the public and private realm. VZ SE R

VZ Vision Zero SE Social Equity R Resilience

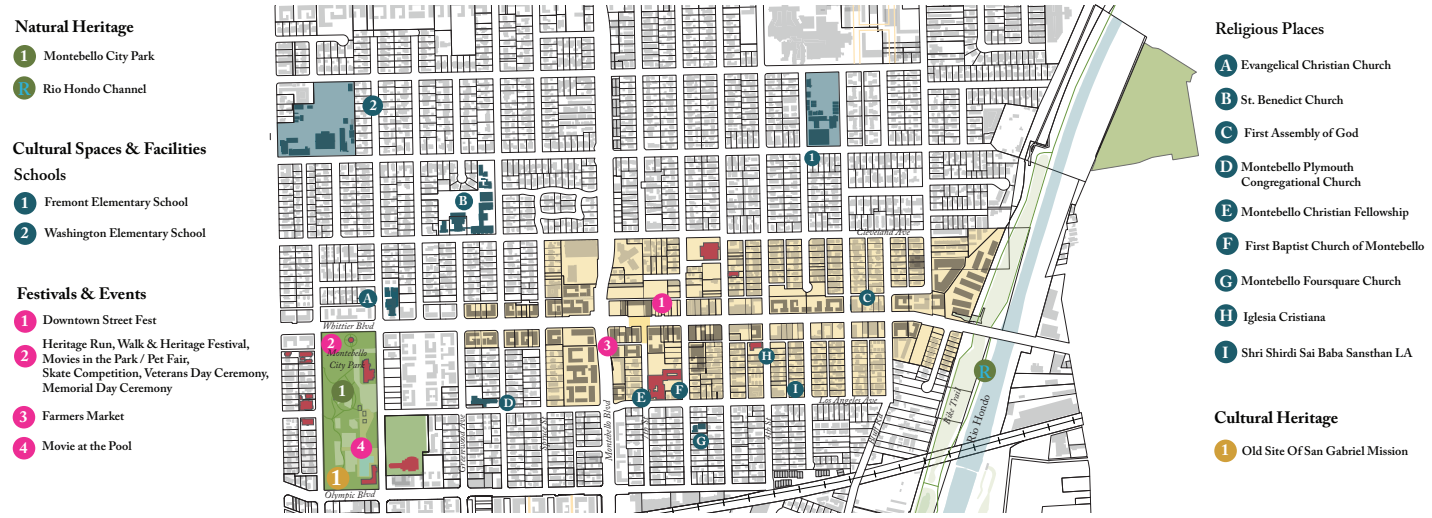

Figure C.1. Downtown Creative Assets Map

B. Inspiring People

1) Arts and Cultural Programming

Art and cultural experiences cultivate a rich quality of life in Downtown Montebello. Many cultural assets, events, and activities take place in Downtown area, which spotlights art, culture, and entertainment for Montebello. It is an area where residents and tourists can experience the unique character of Montebello.

Downtown has an opportunity to celebrate existing cultural resources, as well as expand existing uses and activities and add new ones to make Downtown an attractive destination with a sense of place.

The Vision is to weave art and culture into the fabric of everyday life in Downtown through the growth and expansion of cultural institutions and by nurturing creative and artistic expression in the public realm. The Vision focuses on authenticity and a desire to nurture Montebello's unique identity. Part of this emphasis on authenticity includes a comprehensive approach to culture, one that weaves together the broad fabric of the community – artists, architecture, culture, history, and the environment. Through implementation of policies that support the preservation of Montebello's local heritage while encouraging artistic development, the City is actively pursuing the integration of art, architecture, culture and history to restore and enhance the unique identity of Downtown. Downtown is a signature cultural space for people to gather and reflects the best of what Montebello has to offer. The high quality urban design is achieved through vibrant civic open spaces, streets that support people activity, and architecturally significant buildings.

2) Public Art

Integrate high-quality, unique public art throughout Downtown to highlight Montebello's eclectic culture. Encourage public art that is sensitive to its context and contributes to Downtown's identity.

Streets as Canvas — Art is incorporated into the fabric of the street by using wider sections of a sidewalk as performance space. Temporary art element could be installed along a blank wall of a building or vacant lot fence. The sidewalks along Whittier Boulevard and Montebello Boulevard are all sites for continuous art interventions, whether temporary, permanent, or rotating.

Downtown Central Plaza — The proposed Central Plaza in the Downtown Core provides a fertile canvas for public art.

Parklets — A series of parklets are proposed to be distributed throughout Whittier Boulevard. The Parklet could be a venue for public art. Rotating public art installations could be designed by local artists.

Sculpture Garden and the Rio Hondo Corridor —The sculpture garden links the Downtown area to the Rio Hondo Corridor. The steps and ramps can host a range of sculptures with bas relief art wall precast concrete images on the walls.

Gateway Elements — Gateway elements would establish a sense of arrival into Downtown. "Gateway" elements could include streetscape features, public art, and landmark buildings. Installations should be scaled for both pedestrians and drivers, and incorporate maintenance considerations and be resistant to vandalism.

Policies and Actions

P1.6 **Downtown will be re-established as the entertainment and cultural heart of the city by creating a central space in Downtown for community gathering, supported by complementary uses and activities.**

A1.6a Activate the proposed Central Plaza and Sculpture Garden with arts and cultural programming and events. SE

A1.6b Enhance existing, and introduce new activities and events that will lead to greater activation and use of public spaces by people of all ages and abilities. SE R

P1.7 **Creative businesses have places to work, live, gather, and promote their art in Downtown.**

A1.7a Work to ensure Montebello's creative sector has adequate and inviting spaces to create, sell their products, and network. SE R

A1.7b Develop and market spaces for artists including studios, affordable housing, and live/work studios. SE R

A1.7c Establish an arts incubator/accelerator spaces to provide office space, management assistance, technology, and access to funding opportunities. SE R

P1.8 **Facilitate use of vacant retail space by arts and cultural groups.**

A1.8a Facilitate artists' temporary and opportunistic use of such spaces and venues as vacant walls, storefronts, empty buildings, open spaces, etc. SE R

A1.8b Provide building owners with tax incentives, grants, loans, and streamlined permitting process to renovate buildings that can be used as live/work spaces by artists. SE R

A1.8c Work with the owners and the developers to put a variety of pop-up art events, exhibits, performances, and temporary retail in their empty spaces will enliven the street. SE R

P1.9 **Integrate public art into the development review and capital improvement program.**

A1.9 Embed artists in planning projects and initiatives in City agencies, such as Public Works, and the Planning and Community Development Departments. SE

C. Supporting People

1) Increase Food Quality and Security

Food is as essential to health and well-being. People choose among foods that are readily available. Information about nutrition helps residents make healthier food choices. The Downtown area has access to several grocery stores located on Whittier Boulevard and Montebello Boulevard. Every Thursday evening, the Famers Market gives all people access to fresh fruits and vegetables.

Policies and Actions

P1.10 **Support efforts to expand access to affordable and nutritious food for all people in Montebello.**

A1.10a Encourage the use of vacant lots for community gardens. SE R

A1.10b Encourage new building construction to incorporate green roofs, and encourage conversions of existing roof space to green roofs. R

P1.11 **Encourage local food production, processing, and distribution to the greatest extent possible.**

A1.11a Continue to support farmers' market, fresh food stands, community gardens, community kitchens, and other collaborative initiatives to provide healthy foods, promote food security, and build community. SE R

A1.11b Encourage restaurants to serve locally sourced foods and provide nutritional information. Support businesses that offer healthy foods. SE R

P1.12 **Avoid a concentration of unhealthy food providers within the Downtown area.**

A1.12a Ban drive-through food outlets within Downtown area. SE R

A1.12b Restrict approvals of new liquor stores or retailers that sell alcohol for off-site consumption. SE R

SE Social Equity R Resilience

A. Network of Parks and Open Spaces

1) Access to Nature

Trees produce oxygen, provide shade and cooling, encourage walking, filter out air pollution, slow traffic, absorb rainwater and noise, improve property value and reduce people's stress levels.

Whittier Boulevard redesign includes a tree-lined intimate Main Street with commercial buildings and parklets. Montebello Boulevard is re-designed as grand tree lined north-south arterial. The adjacent neighborhood streets will be planted with flowering trees consistent with Montebello's historic "City of Flowers" moniker.

Improving the urban forest and significantly increasing tree canopy in Downtown will require years of investment in infrastructure improvements and many new trees. Once adequate soil volumes are in place, and coordinated with private development and smart stormwater management strategies, the Downtown urban forest will be a sustainable amenity that delivers numerous social, environmental and economic benefits for generations to come.

Recently planted trees, including drought tolerant species, are dependent upon supplemental irrigation until established, typically for two to three years. The method and amount that is applied may vary depending upon soil composition, heat, wind, planted in turf or ground cover, periods of abnormal rainfall or in poorly drained soils. A water audit should be performed to set watering patterns and timing to minimize waste.

The proposed Property-based Business Improvement District (PBID) could provides funds for planting and maintaining street trees in the Downtown area.

Policies and Actions

P2.1 Preserve, manage, and grow the Downtown tree canopy.

A2.1a Preserve the existing Downtown canopy with continued maintenance and protection against tree removal. R

A2.1b Replace the dead, diseased, declining, or poorly structured, street trees. R

A2.1c Plant at a minimum 50 new trees annually on Downtown streets and parks. R

A2.1d Craft appropriate incentives that encourage property owners to add green infrastructure on private property, including trees, living walls and green roofs. R

A2.1e Require smart irrigation controls for newly planted trees that adequately water the trees without wasting water. R

A2.1f Require new development to plant street trees along the property frontages. R

A2.1g Support BID as a funding source for maintaining trees in the Downtown area. R

2) Social and Inclusive Public Spaces

Downtown's public streets and parks will be places for everyone to enjoy.

Policies and Actions

P2.2 Downtown will provide a variety of opportunity for gathering and physical activity.

A2.2a Create a new central plaza in the Downtown Core that is programmatically different from City Park, with supporting retail, civic, and cultural uses and activities. SE R

A2.2b Introduce additional public spaces, such as pocket parks, plazas, and parklets on public land. SE R

A2.2c Encourage private developers to contribute to the improvement of the existing public realm, or to provide new publicly accessible spaces in their development projects. SE R

A2.2d Incorporate universal design principles in the public realm, encouraging its use by people of all ages and abilities. SE R

A2.2e Design streets to be places for social interaction in addition to mobility, acting as venues for special events and activities. SE R

SE Social Equity R Resilience

B. Distinctive

Downtown has many of the physical attributes considered necessary to make a destination successful: an advantageous location, great access by car, bus. and rail, a diverse population, good climate; and a walkable downtown that has considerable small town charm, with eclectic architecture and independent stores. Downtown has tremendous potential to develop as a major regional destination. It needs a distinct identity and a mix of uses that would give it a competitive edge over other downtowns in the region and attract visitors from the greater Los Angeles area.

1) Contextual

Downtown has an opportunity to establish a hierarchy and a visual order through the form-based design of buildings and streetscapes.

The built form, character, and development patterns in Downtown will evolve and improve, reinforcing its unique character through architecture, landscape and streetscape design. Downtown will comprise of walkable neighborhoods, each with a distinct function and physical character; with the intensity of uses and activity increasing from the periphery of Downtown to the core.

Policies and Actions

P2.3 Enhance Downtown's character with compact and walkable infill development.

Introduce new buildings and renovate existing buildings in a manner that preserves and promotes Downtown's walkable urbanism of interconnected streets lined by pedestrian-friendly buildings that engage, frame, and activate the street.

Ensure that new buildings fit into their existing context in a way that contributes to Downtown's architectural and cultural traditions. This entails relating well to the public realm as well as to neighboring private and public buildings.

New buildings over two stories in height should respect adjacent buildings by responding to their massing, scale, and need for light, natural ventilation, and views.

A2.3a The building and public realm standards will reflect the intended use, intensity, and eclectic character of Downtown's different neighborhoods. SE R

A2.3b Adopt clear and precise form-baed standards for the Downtown neighborhoods. R

A2.3c Target façade-improvement incentives in walkable-development focus areas. R

2) Mixed-use, Integrated, and Inclusive

Benefits of additional housing in Downtown are many, including higher levels of safety, with more people present at all times of the day, and a more stable economy, due to a larger and more diverse consumer base. This a valuable opportunity for the City to add more housing in a prime location to help meet local and regional housing needs and affordability goals.

Policies and Actions

P2.4 Promote quality Downtown housing that serves a broad spectrum of households.

A2.4a Invite development proposals on publicly owned sites under public/quasi-public control, per defined plan goals. SE R

A2.4b Activate street-level storefronts with visually interesting active uses. SE R

A2.4c Manage retail tenant mix with a targeted retail recruitment program. SE R

SE Social Equity R Resilience

C. Moving People

Downtown has the required foundation for a sustainable transportation system, including a well-connected street grid, and local bus services. Most daily needs in Downtown can be met without a car — walking, cycling, and transit are preferred modes of travel. The Specific Plan will build on these strengths by prioritizing pedestrians, transit and cyclists, and enact measures that will give employees, residents, and visitors better transportation and parking choices.

A well-connected transportation network reduces network distances traveled to reach destinations and increases alternative options for traveling. A multimodal network increases physical activity and access to opportunities that includes jobs, housing, education, recreation, and healthcare.

1) Transit

Montebello Bus Lines' (MBL) provides transportation services to Downtown Montebello. Downtown is served by 10-Whittier Boulevard bus line that operates east-west along Whittier Boulevard, and the 20-San Gabriel bus line that operates north-south on Montebello Boulevard. Montebello Dial-A-Taxi (DAT) provides transportation services for seniors over 62 in age and qualified disabled residents of any age and their attendants. The service utilizes vehicles equipped with wheelchair lifts upon request at the time of scheduling. DAT provides transportation service within Montebello and medical trips within the designated DAT boundary service area. MBL is also responsible for the operation of "Montebello LINK,"which offers curb-to-curb shuttle service to and from the Montebello Metrolink Station and employment centers in neighboring cities.

While bus services provide their services on fixed routes, most people rely on other modes to reach bus stops. This may include walking, biking, micro-transit, etc. Mobility hubs provide seamless connections to and between different mobility services. The options range from a small bus shelter, bike parking, Transportation Network Company (Uber, Lyft, and Zipcar) drop-offend pick up spaces, bike share,, micro-transit, bike-share, etc. In Downtown Montebello, identifying key connections to bus stops and policies that would support implementation of mobility hubs will provide better access to transit services for the community. Potential hub locations include near the intersections of Whittier Blvd and 4th St, Whittier Blvd and Montebello Blvd (potentially in combination with a future parking garage at the Parking District site), and Whittier Boulevard and Taylor Ave near Montebello City Park.

Policies and Actions

P2.5 Improve transit service and similar modes to make Downtown travel accessible and comfortable for people of all ages and abilities.

A2.5a Create well-designed mobility hubs for a high-quality user experience. VZ SE R

Mobility Hub Design: Encourage high-quality architecture and public realms that are sensitive to the surrounding built context and Downtown vision.

Wayfinding: Create well-designed mobility hubs that are easy to navigate through, complemented by clear wayfinding.

A2.5b Establish seamless integration of modes at the mobility hub. VZ SE R

Transfers: Create clear, direct, and short transfers between different modes and routes.

Pedestrian and Bicycle Access: Create safe pedestrian and bicycle access to mobility hubs from major destinations.

Parking: Provide secure commuter parking, bicycle parking and locker options at station entrances.

A2.5c Establish amenities and support services for all modes. VZ SE R

Transit Amenities: Enhance transit amenities for safe and comfortable access to transit including waiting area, seating, landscaping, lighting, shade and rain cover, trash receptacles, passenger loading zones, complimentary Wi-Fi, daily schedule information, and real-time transit arrival alerts.

Pedestrian Amenities: Enhance pedestrian amenities to and from transit and other services by providing wide sidewalks, landscaping, pedestrian scale lighting, enhanced paving, high visibility crosswalks, and other urban design improvements.

Bicycle Amenities: Enhance bicycle amenities to and from transit and other services by providing bikeway facilities, landscaping, bicycle parking, bike share, etc.

Motorized Infrastructure: Consider enhancing infrastructure for motorized services including dedicated transit lanes, car share, EV charging stations, smart parking, on-demand rideshare, flexible curb space, etc.

VZ Vision Zero SE Social Equity R Resilience

2) Walking and Biking

A clear hierarchy of streets will balance vehicular traffic with the needs of pedestrians and cyclists, prioritizing different modes based on the physical context. The ability to walk among destinations within the Downtown area will be improved, facilitating walking as a replacement for driving short distances. In addition to wider sidewalks and bulb-outs at intersections, improvements such buffers and pedestrian-scale lighting will be incorporated into the streetscape. To improve the connectivity along the corridor, crosswalks can feature decorative paving or treatments, dedicated pedestrian signals or other safety elements.

Policies and Actions

P2.6 Redesign Whittier Boulevard in the Downtown Core to prioritize pedestrian safety and comfort.

A2.6 Reduce Whittier Boulevard to two lanes of traffic in the Downtown Core with wider sidewalks, pavers, street trees, and parklets. VZ SE R

P2.7 Connect Whittier Boulevard to the Rio Hondo Channel.

A2.7a Provide an outdoor sculpture garden with ramps and steps to the Rio Hondo Channel. R

A2.7b Encourage new development with frontage along the channel to provide links to the Rio Hondo Channel. R

P2.8 Reconnect streets and alleys to form a network.

Frequent and densely interconnected pedestrian routes are fundamental to walkability, shortening both actual and perceived distances. This can be accomplished by making downtown blocks smaller or by providing access through blocks via publicly accessible alleys, pathways or paseos coupled with frequent crosswalks.

A2.8 When superblocks are redeveloped, new streets and alleys can reconnect the mobility network, while keeping the blocks smaller. VZ SE R

Smaller blocks with frequent intersection are safer for walking, offering more choices to vary path between destinations.

Alleys are the capillaries of Downtown's circulation system — the smallest unit, where movement is the slowest and exchange the highest. Beyond the utility of loading, parking and rear access, alleys subdivide blocks into shorter segments, providing shortcuts and frequent route choices.Alleys provide connectivity throughout downtown and to adjacent neighborhoods. Super-block development over the years have clipped the network of alleys. When these superblocks are redevelopment, the alley should be reconnected back into the network.

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3) Parking

Downtown parking options include on-street parallel parking, and public and private parking lots. These parking options are strategically located throughout the Downtown Area to provide convenient access to the various amenities providing opportunities for the community to park only once and enjoy the Downtown area on foot. The park once approach will decrease vehicle trips, which would result in less congestion, delays to transit, and conflicts with pedestrian activity.

The City current owns and operates three off-street parking lots that could be used for this program:

- Approximately 52-space lot north of Whittier Boulevard between 10th Street and Spruce Street
- Approximately 69-space lot south of Whittier Boulevard between Montebello Boulevard and 7th Street (Parking District 2)
- Approximately 135-space lot north of Whittier Boulevard between Montebello Boulevard and 6th Street (Newmark Mall)

The park once approach would be supported by a parking management plan, which could include elements such as:

- **Shared Parking:** Current and future parking facilities shared between uses. For instance, private parking at a bank could be used overnight by nearby residents.
- **Off-Site Parking:** New developments are able to build parking facilities away from the downtown for the use of their residents, employees and/or visitors.
- **In-Lieu Parking:** New developments are able to pay into a city-operated fund that is used to construct new parking facilities in the area.

In combination, these plan elements would help reduce the amount of parking that needs to be supplied within the Downtown.

The boundaries of the parking management plan and the Park Once district would generally extend one block to the north and south of Whittier Boulevard (Cleveland Avenue to the north and Los Angeles Avenue to the south) for the width of the Downtown area.

In the future, if parking demand increases due to new development or the supply of parking is reduced due to the redevelopment of private or public parking lots, the City can construct a multi-level parking garage on one or more of the off-street parking lots. In addition, it may be possible for these new garages to be multi-use with ground-floor retail and/or residential uses on the top or along the sides. Given its location and potential for redevelopment, the Parking District 2 lot would likely be the first parking facility to be upgraded.

Along both Whittier Boulevard and the north/south cross-streets within the Downtown area, on-street parking is typically provided. This parking is unmetered and generally have two-hour time limits. With the plan, these on-street curb parking spaces will be dedicated to short-term parking (such as with 30-minute limits along major commercial areas), with long-term parking accommodated at the City-owned off-street parking facilities. Limiting the on-street spaces to short-term parking would increase turnover and optimize the usage of the spaces. In addition, limiting the number of on-street parking spaces and establishing short time limits can affect how people travel: walking, biking and riding transit can be a more efficient than circling and looking for available parking.

4) Loading/Deliveries

To accommodate rideshare services and to minimize the potential for double-parking, portions of the curbside space will be designated as passenger loading zones. At these locations, drop-off and pick-up activities will be allowed. Passenger loading zones will be provided throughout the Downtown corridor, including locations near major destinations.

In addition, deliveries to the adjacent businesses and residential uses may occur from the street; these could be accommodated within designated delivery spaces or could be shared during off-peak hours with the passenger loading zones. It should be noted that larger deliveries (such as move-in/move-out activities for residential units or daily grocery store deliveries) should be accommodated within off-street facilities to minimize the potential for double-parking along Whittier Boulevard and the side streets.

Policies and Actions

P2.9 Public parking facilities will be managed and operated to serve Downtown.

A2.9a Require new development to prepare a Parking Management Plan. R

A Parking Management Plan will ensure efficient sharing of parking between land uses with different parking peak demand times.

A2.9b Short-term improvements, such as better lighting, cleaning, signage, and landscaping, should be considered in City-operated lots. R

A2.9c Suitable incentives for converting underused private parking into shared public parking should be considered. R

The City can require the parking facility to be made available to the public (at some or all hours) as a condition of approval of a new development or change of use. Incentives can include the City taking on the liability insurance, maintenance, operation, and enforcement.

P2.10 Develop a system of incentives and regulations for new development to improve mobility choices and reduce parking demand.

A2.10 Require new development to develop a Transportation Demand Management (TDM) Plan. VZ SE R

TDM Plan will include incentives, programs, outreach, education, and marketing and communications methods to shift travel behavior and trips in ways that optimize the use of existing infrastructure.

P2.11 Manage curb space effectively for different users.

A2.11a Prioritize curb space for reliable transit and safe bicycling infrastructure first, followed by other important uses of the curb like deliveries, passenger pick-ups, green stormwater infrastructure, and small public spaces—including short term parking. VZ SE R

A2.11b Curb parking should be managed with the objective of ensuring that curb parking is well-used but readily available, by achieving a target occupancy range of approximately 65 to 85 percent on each block. R

In the short term, time limits can help manage curb parking. In the longer term, performance based prices for curb parking can be explored for the Downtown area.

VZ Vision Zero SE Social Equity R Resilience

3. PROSPEROUS

This section lays out specific economic development initiatives to deploy in the Downtown area. This section aligns with the 20-year timeframe of the Montebello General Plan and seeks to complement the Specific Plan with initiatives to help bring a unique, and coherent identity to the Downtown area.

Downtown Montebello offers a range of services and amenities to serve the needs and wants of both residents and visitors alike. Downtown can be a vibrant community for entrepreneurs, local businesses, culinary venues, residential and office space, and cultural and arts enterprises. There is opportunity to fill in some of the amenity gaps by attracting new business to locate through incentive programs, marketing tactics, and support for catalysts, incubators and testing grounds. The three driving focus for Downtown's economic development strategy are: local, productive, and resilient.

A. Local

1) Promote Local Business Development

Existing Downtown businesses provide jobs, revenue and services that add value to the local and regional economy.

Policies and Actions

P3.1 Continue to nurture small, independently-owned businesses.

A3.1a Engage with the Chamber of Commerce or future Downtown BID (if implemented) to better connect local entrepreneurs with US Small Business Administration loans and other Federal or State assistance programs. R

The Montebello Chamber of Commerce already offers a number of services for potential small business owners. Facilitating access to other funding assistance programs can help to build the City's retail tax base while ensuring that home-grown entrepreneurship may be nurtured within City limits.

A3.1b Engage with successful Farmers' Markets tenants in locating them in retail space in Downtown Montebello. R

The City can engage the broker community to help the most popular vendors to find permanent storefronts within Downtown Montebello. This will enhance the retail mix of Specific Plan Area while strengthening the retail tax base of the City.

P3.2 Retain existing and attract small, unique, and locally-owned entrepreneurial and creative businesses that reinforce Downtown's identity.

The potential to create a brick and mortar or virtual incubator space where small scale manufacturing, which is unique and authentic to Montebello, should be fostered and encouraged. These entrepreneurial activities would be driven by leveraging the talents of existing residents. The entrepreneurship program can combine goals of equity while furthering other goals, such as adaptive reuse. The vacant space created by temporary or permanent retail and office vacancies occurring as a result of COVID-19 offers opportunities for new businesses to develop.

A3.2a Establish an incubator space to grow local start-up businesses in target industries. SE R

The City can establish an incubator space for businesses in targeted industries to help cement the Downtown's relationship along these industries' pipelines. The City should take care to consider how it may want to acquire and establish space for an incubator – for instance, it could negotiate community benefits with large scale developers to provide funding (or physical space) for the incubator. Alternatively, it could purchase its own site for the incubator, or launch it in partnership with an existing property owner, before scaling up. The City should also consider how it can ensure space for local start-ups in the incubator, through (for instance) preferential selection to local businesses, or hosting events tailored to local business outreach.

A3.2b Develop a Tenant Mix Incentive Program based on business gap analysis to incent specific business types to locate within the Downtown area. SE R

To entice a diverse and creative array of retail to activate vacant tenant spaces, the City can offer access to a variety of incentives. These may include (but are not limited to) discounted licensing taxes, waived business fees, or fast-tracked permitting. While they may require additional partnerships, the City could also provide extra business support and technical assistance, or discounted space at the Downtown incubator (once established).

A3.2c Allow temporary retail, pop-up shops, culinary space and cultural enterprise to test the market. SE R

Build upon examples such as BLVD MRKT and create a plan to promote and support future retail that helps improve the attractiveness of the area. This can be accomplished by promoting retail uses that encourage pedestrian oriented activities as well as retail uses that enhance the sense of place characteristics of a traditional downtown area. Attracting a new or potentially relocating existing businesses, potential locally-owned, small-scale, ethnic and/or quick-service restaurants, comparable to other smaller downtown areas, would add to the overall vibrancy of the downtown area and keep economic benefits in the local community.

SE Social Equity R Resilience

P3.3 **Promote higher levels of foot traffic with activities and events.**

A3.3a Encourage property owners to collaborate on new "pop-up" events to make use of vacant storefronts or parcels and to generate greater interest in Downtown as a unique retail destination. SE R

Pop-up events will bring more activity in the area while demonstrating the viability of the area for additional retail and businesses. The strategy should include food trucks and seasonal festivals or other temporary uses in vacant spaces such as temporary art exhibitions or eating and drinking experiences.

A3.3b Create a coordinated calendar of events for different organizations to allow for combined marketing of events. SE R

Greater coordination in marketing of existing events will allow for more consistent messaging, while strengthening the brand of Downtown Montebello. Greater coordination could also foster more collaboration between event organizers and local businesses. For example, to complement already scheduled movie or concert nights at Montebello City Park, businesses could offer extended hours or pre-event specials, which could potentially boost attendance and attract a wider audience, setting the area apart as a singularly compelling destination in the region.

B. Productive

Walkable urban environment produces more wealth (net revenue per acre from land) than auto-oriented development and is more fiscally resilient.

1) Encourage Mixed-Use Development

While keeping the existing character of the downtown, encourage the addition of higher density residential development (single or mixed use) that will add to the vitality of the Downtown Specific Plan area. Housing development should be done in an intentional way, that doesn't displace current businesses, on select sites that will increase the overall activity of the area.

Policies and Actions

P3.4 **Encourage mixed-use infill and compact development.**

Vacant or underutilized sites that currently detract from the Downtown's pedestrian environment by breaking with retail frontages and provide no or little street activation, and do not fully capitalize on the City's fiscal opportunity.

Introduce new infill buildings and renovate existing buildings in a manner that preserves and enhances Downtown's walkable urbanism of interconnected streets lined by buildings that engage, frame, and activate the street. The infill building design should respect the existing small and fine-grain context and enrich the public realm.

A3.4a Engage the development community and property owners to promote infill development on underutilized sites that increase the productive value per acre in the Downtown area. R

A3.4b Ensure that new infill development is not a fiscal burden to the City. R

A3.4c Remove regulatory and procedural barriers to fiscally productive land uses and good design. R

A3.4d Amend development standards to allow more intensive uses while being respectful to the contextual setting. R

A3.4e Support and facilitate reinvestment through streamlined regulatory processes. R

A3.4f Explore incentives such as unbundling parking from housing costs to stimulate the production of more housing units. SE R

A3.4g Encourage diversity in housing sizes and types to cater to diverse income groups. SE R

SE Social Equity R Resilience

C. Resilient

1) Property-based Business Improvement District (PBID)

PBIDs are a self-imposed, self-governed financing mechanism used to provide revenue for improvements and activities, such as safety, maintenance, economic vitality and image enhancements, that are in addition to those provided by local government. Local business investments via a self-imposed tax can help ensure their role in the downtown vision and commitment to future improvements. The enhanced services provided by the PBID, relate directly to the priorities identified by Downtown stakeholders and will enhance the Downtown experience for property owners, businesses, residents, employees, and visitors.

Policies and Actions

P3.5 Gauge participation in a Property-based Business Improvement District (PBID) to provide high-quality district services.

Local investment in minor and major District improvements, via the establishment of a Business Improvement District, can go a long way in supporting public funding and initiatives in the area. However, to assure support for such a self-imposed tax, local landowners must have an active role in its visioning and be committed to making the investment work.

A3.5a Build a coalition of Downtown property owners to coordinate with the Downtown vision. R

Without first rallying a set of landowning stakeholders behind a unified vision for the district, a PBID is not likely to succeed.

A3.5b Establish the Property-based Business Improvement District (PBID) for Downtown. R

P3.6 Explore un-tapped opportunities for value capture and revenue generation.

A3.6a Use developer agreements to support the Downtown's public realm improvement goals. R

New development projects in the Downtown Area should be leveraged to further public realm improvement goals through the use of developer agreements. Such agreements provide certainty to the developer that development standard will remain fixed for a particular site, while contracting the developer to provide benefits to the City, such as infrastructure improvements, public open space, or other public realm improvements.

A3.6b Fortify the City's existing Development Impact Fee regime. R

To most effectively leverage the positive impact of new development, the City must develop a rational nexus between desired public realm improvements and the scale of development that City will allow. Given the relatively high performance of real estate in the City, the City should consider significantly increasing the fees levied on new development.

SE Social Equity R Resilience

D Code

4.0 INTRODUCTION

The Code will facilitate orderly implementation of the Downtown Vision.

Downtown Montebello provides a range of living, working, and recreational options to suit diverse needs. The form and character of the different human habitats is conceived as a geography of diverse place types such as districts, neighborhoods, and corridors.

The Downtown is built out with commercial and residential areas. Some of the vacant and underutilized sites in the Downtown area offers the greatest potential for preserving commercial development and attracting new growth.

Community preferences and directions throughout the visioning process guide the coding of the built environment — from a broad, citywide scale, to a detailed scale of individual downtown neighborhoods, blocks, buildings and physical character, consistent with the history and desired future of the place.

Many of the downtown improvements will be carried out by the private sector. Providing clear and precise standards promotes objectivity and allows for a streamlined development review process.

This section outlines a number of plans, regulations, processes, and incentives that will be applied in implementing the Downtown Montebello Specific Plan.

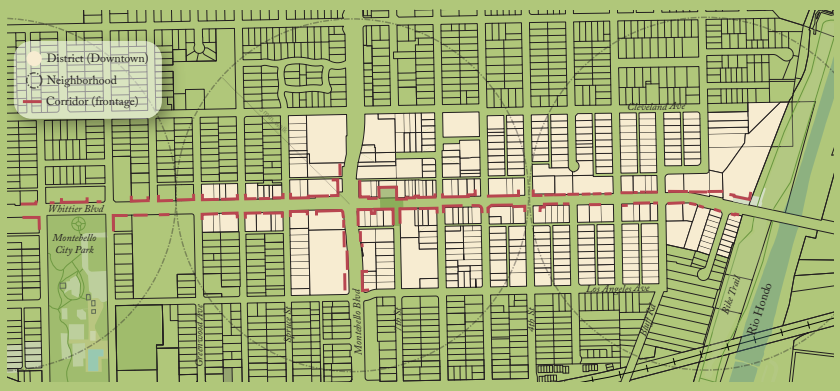


Figure D.1: Downtown Montebello Urban Form Concept.

Form-Based Code

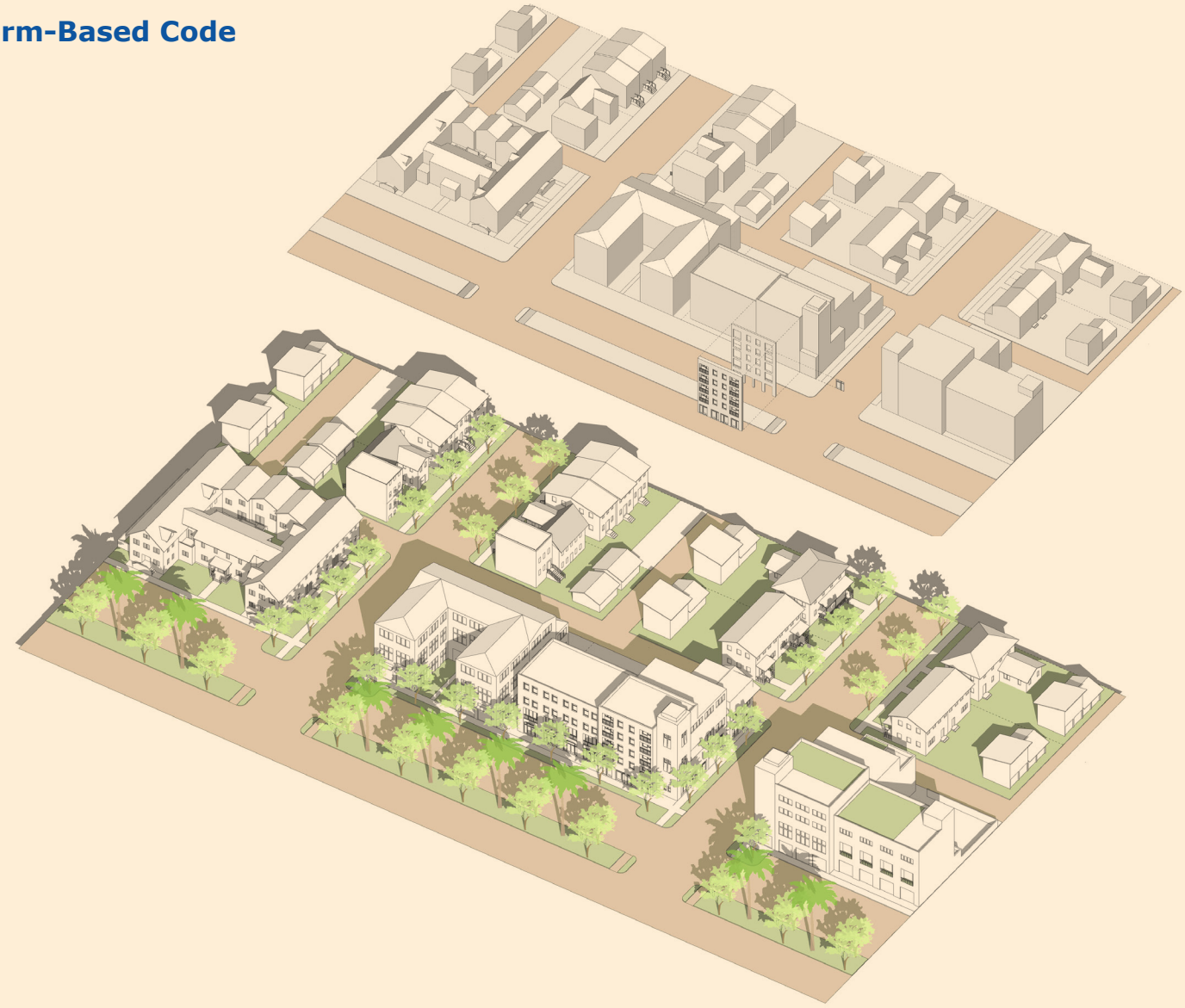


Figure D.2: The standards are carefully calibrated for varying context offering a rich public realm and a variety of living and working environments.

The Downtown Montebello Code is a form-based code (FBC). FBCs are an alternative to conventional zoning regulations. FBCs are purposeful place-based regulations with an increased focus on the design of the public realm: the public space defined by the exterior of buildings and the surrounding streets and open space.

FBCs are used to protect and preserve stable areas from incompatible development and to attract appropriate (re) development to transform areas at risk. This FBC reinforces the historical form patterns with the use of streets, frontages, buildings, and open spaces that are appropriate for Downtown Montebello context.

A key difference between conventional use-based and FBCs is that FBCs do not determine entitlements through FAR or floor units per acre. The conventional density controls have failed to produce diversity in living and working arrangements in a contextual manner. Overly restrictive use and density regulations are common barriers to small-scale development.

The focus of this code is on the few but critically important urban standards that shape the public realm. These include design of streets and open spaces, setback, building height, building frontage at street level, parking, and access.

The properties in Downtown Montebello are build-out. The vision for Downtown Montebello calls for incremental and contextual infill development.

The regulations in this code focus on creating a unifying public realm and is intended to be lean and less regulatory on the private side. The Downtown Montebello area is distinctively different than neighboring downtown or residential areas. The area will develop incrementally and more organically.

This code intentionally encourages improvisation and innovative infill development that creates a rhythmic patterns of existing and new buildings unified by a distinctive, vibrant, and walkable public realm.

4.1 PURPOSE AND APPLICATION

4.1A Purpose

1.1A Intent

The Development Code implements the Downtown Montebello Specific Plan's Vision, Goals and Policies. This Development Code is intended to facilitate the continuing evolution of the Plan Area into a place where:

1. A mixture of land uses including shops, workplaces, and residences are within walking distance of one another and produce an urban form that is inviting, comfortable, safe, and ecologically resilient;

2. Streets and open spaces promote vibrant, safe, healthy, and prosperous place; and

3. New infill and remodeled buildings work together with existing buildings to define the pedestrian-oriented space of the public streets within the Specific Plan area, and are harmonious with each other and the desired character of the Specific Plan area.

1.1.B Relationship to the Montebello General Plan

The Downtown Montebello Specific Plan Code is consistent with the Montebello General Plan currently in effect, as required by Government Code 65000, et seq., California Statute. The Downtown Montebello Specific Plan Code implements the General Plan's community supported goal to 'direct new growth to downtown, corridor, and neighborhoods in need of reinvestment where viable infrastructure is already in place."

1.1.C Relationship to the Municipal Code

Title 17, Chapter 17.040.110 of the Montebello Municipal Code (MMC) shall be referred to as the "Downtown Code." The Dowtown Code provides all requirements for development and land use activity within the boundaries identified in Figure D.3. Except as specifically referenced within the Downtown Code, the Montebello Municipal Code requirements in place prior to the adoption of the Downtown Code are hereby replaced by Chapter 17.040.110.

Figure D.3: Downtown Boundary Map.

4.1B Use and Applicability

1.2A Use of Downtown Code

The Downtown Code shall be administered by the Montebello City Council, hereafter referred to as the "Council;" the Planning Commission, hereafter referred to as the "Commission;" the City Planner; and the Montebello Planning Division, hereafter referred to as the "Planning Division."

1. **Responsibility for Administration:** The Planning Division shall be the primary body responsible for administering the Downtown Code subject to the provisions of Title 17.

1.2.B Applicability to Municipal Code

Property, including structures, land uses and physical improvements such as signs, landscaping, and lighting within the boundaries of the Downtown Code (Figure D.3) shall comply with all applicable requirements of the Downtown Code as follows:

1. **Zoning District(s) Requirements:** All property subject to the Downtown Code shall comply with the relevant requirements of the applicable zoning district(s).

2. **Conflicting Requirements:** Where a requirement exists for the same topic, in both the Downtown Code and other sections of the Montebello Municipal Code, the requirement of the Downtown Code shall prevail unless otherwise specified.

1.2.B 3. Permit Approval Requirements: Each structure and land use shall be constructed, reconstructed, enlarged, altered, or replaced in compliance with the following requirements:

a. **Allowable Use:** The land use must be allowed in the zoning district where the site is located (see Table D.3).

b. **Permit and Approval Requirements:** Any and all permits or other approvals required by the Downtown Code shall be obtained before the issuance of any required grading, building, or other construction permit, and before the proposed structure is constructed and land use established or otherwise put in operation.

c. **Development Standards and Conditions of Approval:** Each land use and structure shall comply with the applicable development standards of the Downtown Code for the zoning district in which the site is located.

4 Improvements, Modifications, or Expansions of Sites or Structures

a. **Improvements to Conforming Structures or Sites:** Applicants that involve an improvement to a conforming site, an existing conforming structure(s), or a modification/expansion of an existing conforming structure(s), sign(s) are subject to the applicable requirements of the Downtown Code.

b. **Improvements to Non-Conforming Structures or Sites:** Applicants that involve an improvement to a non-conforming site, an existing non-conforming structure(s), or a modification/expansion of an existing non-conforming structure(s), or sign(s) shall comply with the applicable requirements of Section 1.2C.

c. **Civic Buildings:** Applications that involve a civic building as defined by the Downtown Code shall comply with Section 1.2B.7.

5 Modification or Subdivision of Existing Parcel(s): Applications involving the modification of an existing parcel or the subdivision of an existing parcel shall comply with the applicable requirements of the applicable zoning district(s) and Section 4.3 Public Realm (Subdivision, Streets, and Block Standards).

6 Approved Entitlements: Entitlements approved prior to the adoption of the Downtown Code that have yet to be constructed are not subject to the Downtown Code. The entitlement(s) may not be extended beyond the four-year approval period and upon expiration, the owner must demonstrate substantial completion in constructing the approved structure(s) or the property shall then comply with the Downtown Code. Substantial completion means at least 90% completion of the approved structure(s) as determined by the Building Official.

1.2.B 7 Civic Buildings: Applications involving the modification or construction of a building for civic purposes as defined in Section 10.0 "Glossary," shall comply with the following:

a. Section 4.4 Development Standards and Section 4.5 Frontage Standards are not required of civic buildings.

b. All other sections of the Downtown Code apply.

1.2.C Non-conforming Lots, Uses, and Structures

1 Intent: The regulations of this section are intended to:

a Recognize the interests of property owners in continuing to use their property for uses that were lawfully established.

b. Promote maintenance, reuse, and rehabilitation of existing buildings.

c. Place reasonable limits on nonconformities that have the potential to adversely affect adjacent properties.

2 Non-conforming Lots: Lots which are non-conforming as to lot area or lot width may be adjusted or subdivided provided the resulting re-configuration brings the non-conforming lot into, or closer to conformity with the requirements of current applicable regulations.

3 Non-conforming Use: Non-conforming uses are those that were legally established but that are not currently listed as permitted or conditionally permitted in the zoning district in which they are located or those that currently require a conditional use permit but at the time of their initiation did not require a conditional use permit. The following provisions shall apply to legal Non-conforming uses:

a. No Non-conforming use shall be expanded or moved in whole or part to any portion of the lot or parcel upon which it is located or other structure other than that occupied by such use at the time it was established.

b. No Non-conforming use shall be changed to a different Non-conforming use.

c. If a Non-conforming use is discontinued or abandoned for a continuous period of 180 days or more, such use shall be deemed to have lost its Non-conforming status and shall not be reestablished.

4 **Non-conforming Structures:**

a. **Additions:** A Non-conforming building or other structure may be added to, provided that an addition of 50% or more of the floor area existing as of the adoption of this Downtown Code shall trigger compliance with all Downtown Code provisions for the portion of the building or structure comprising the addition.

b. **Repairs and Maintenance:** General non-structural repairs and normal maintenance necessary to keep a nonconformity in sound condition are permitted. Structural repairs to a legal non-conforming structure may be authorized by the Building Official if it is determined that said repairs are necessary to protect the health and safety of the occupants, public at-large, or adjacent property and the cost does not exceed 50% of the replacement cost of the legal non-conforming structure. Structural improvements required to strengthen unreinforced masonry structures in compliance with seismic safety standards shall be permitted without replacement cost limitations.

c. **Replacement of Non-conforming Structures:** Any non-conforming structure that is involuntarily damaged by fire or other catastrophic event may be restored or reconstructed to its original condition provided that the cost of such restoration/reconstruction does not exceed 50% of the replacement value of the structure and that the restoration shall commence within one year from the date the damage occurred.

4.2 Zones and Regulating Plan

4.2A Zoning Districts and Overlays

4.2A.1 Purpose and Establishment of Zoning Districts and Overlays

This section establishes the zoning districts and overlays to implement the Downtown Montebello Specific Plan for property and rights-of-way within the Downtown Code boundaries. Property and rights-of-way subject to the Downtown Code shall be divided into the following zones and overlays, which shall be applied to all property as shown on Figure D.4.

4.2A.2 Zoning Districts and Overlays

The Downtown Code is consistent with the Montebello General Plan currently in effect, as required by Government Code 65000, et seq., California Statute. The Downtown Code implements the General Plan's community supported goal to direct majority of the new infill growth to downtown in a contextual manner.

4.2B Regulating Plan

4.2B.1 Purpose and Establishment of Regulating Plan

This section establishes the regulating plan, Figure D.4, as the map that identifies and implements the various intentions and principles of the Downtown Plan. Table D.1 defines the zoning districts, overlays and standards for site development, design and land use through the following:

a **Zoning Districts:** Each zoning district is allocated standards in the following areas:

- Building Placement
- Allowed Development Standards
- Allowed Frontage Types
- Building Height and Size
- Allowed Encroachments into Required Yards
- Parking Placement and Site Access
- Required Parking
- Allowed Land Uses

b **Shopfront Frontage Overlay:** This overlay requires buildings to have shopfront frontage and a minimum floor-to-ceiling height. This requirement is to accommodate ground floor live-work, commercial, retail or other such non-residential activity on streets where the vision expects active, pedestrian-oriented streetscapes.

c **Spatial Enclosure Frontage:** Spatial enclosure is the three dimensional alignment of facades with one another in a coherent manner so as to define the public realm and create a sense of place. The spatial enclosure also projects the unique geometry of the streets and traffic flow vertically around the uniquely shaped parcels thereby promoting safe driving. This overlay requires the frontages of the parcels to be lined with building facades to shape and enclose the streets or open spaces.

d **Regulating Plan Diagram:** Each zoning district and overlay established by the Downtown Code is identified on Figure D.4 to show the boundaries of each zoning districts, overlay, and the parcels within each boundary. Figure D.4 is established as the zoning atlas for all property within the Downtown Code boundaries.

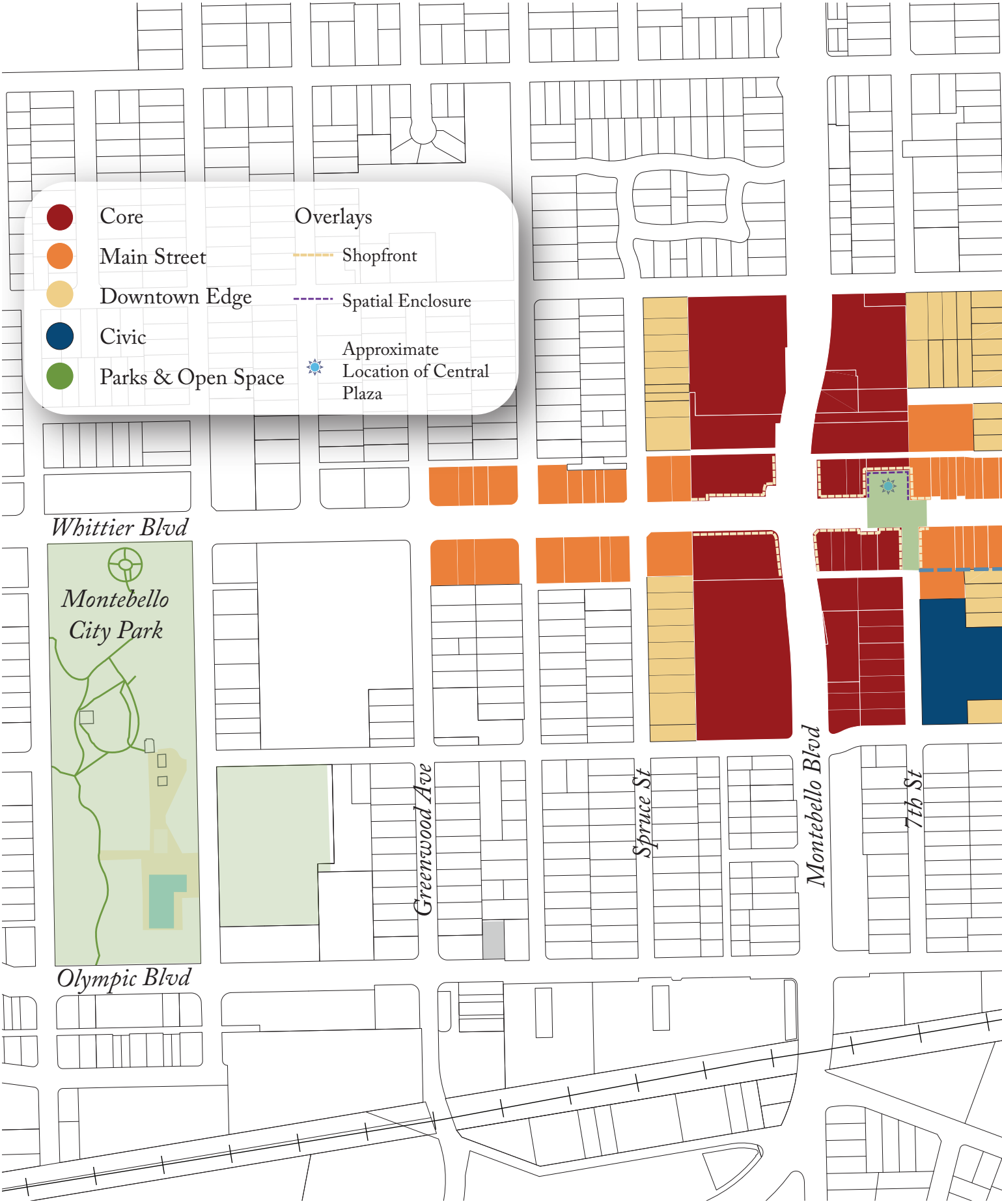
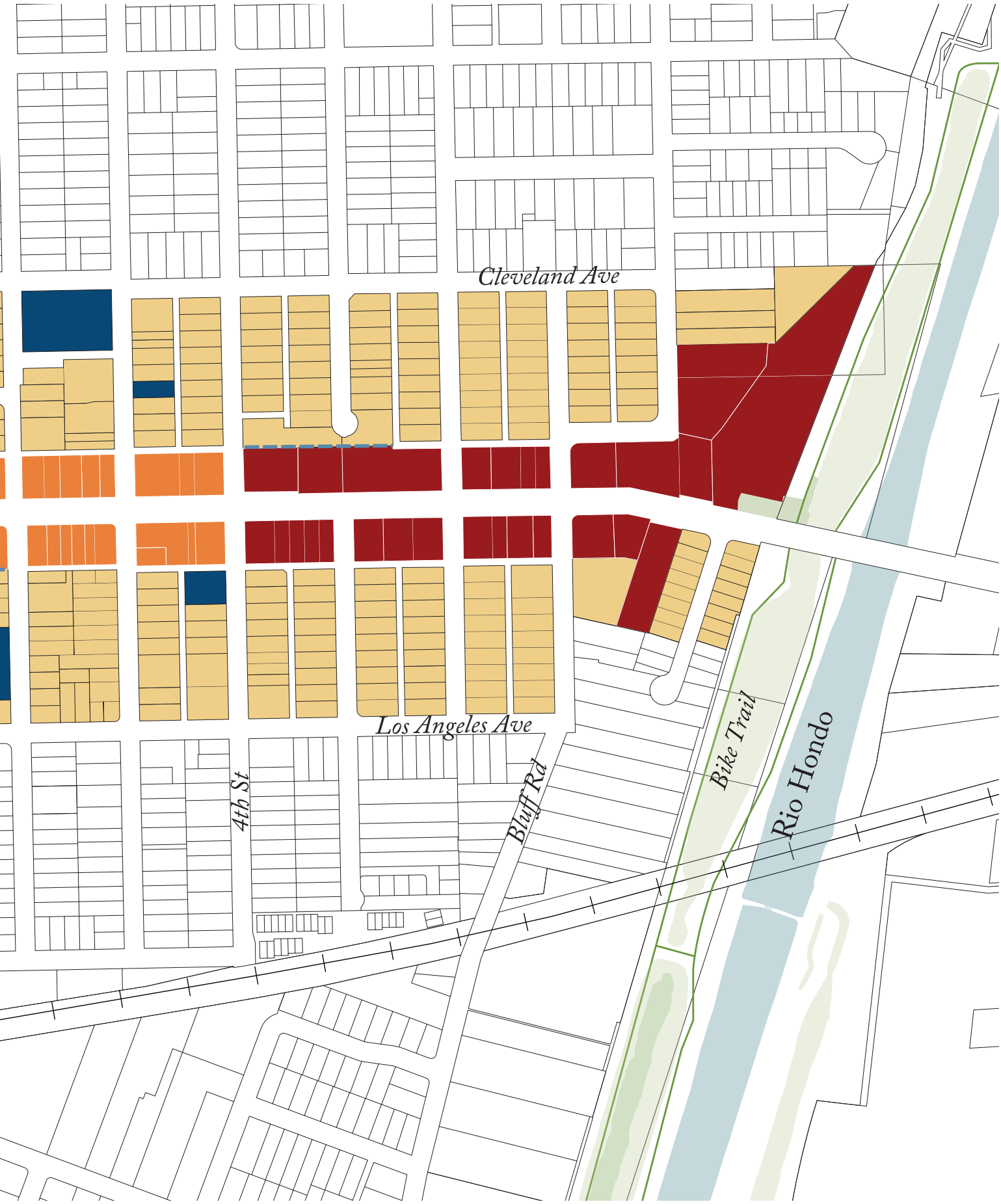


Figure D.4: Regulating Plan.


Cleveland Ave
Los Angeles Ave
4th St
Bluff Rd
Bike Trail
Rio Hondo

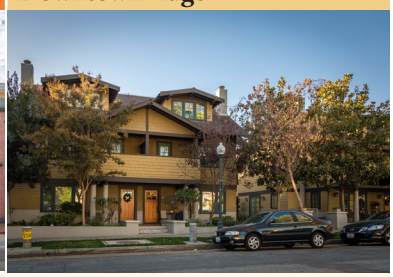
Zoning District	Downtown Core	Main Street	Downtown Edge
Intent			
Desired Form	New buildings are block scale, four stories (up to 45 feet) with provision for five stories element (up to 55 feet), buildings close to property line, and active ground floor commercial activities on key intersections.	New buildings are block scale, up to 3 stories (up to 35 feet) with provision for four stories element (up to 45 feet), buildings close to property line, and active ground floor commercial activities on Whittier Boulevard.	New buildings are house scale up to 2 stories (up to 25 feet) with provision for three stories element (up to 35 feet), buildings close to property line.
Streetscape and Public Realm Improvements	Active streetscapes on Whittier Boulevard and Montebello Boulevard provide continuity with adjacent areas. Commercial frontages such as shopfronts, arcades, or galleries; wide sidewalks; and street trees encourage interesting, safe, and comfortable walking environment.	Whittier Boulevard is envisioned to be configured as a grand tree-lined main street with active frontages, wide sidewalks, slower traffic on 2 travel lanes in the Core area, and parklets and on-street parking on both sides. Mobility hubs facilitate transit, bicycle, and other options to get around downtown.	Active streetscape providing continuity with adjacent areas. Flowering trees give distinctive character to the neighborhoods. Residential frontages and street trees encourage interesting, safe, and comfortable walking environment.
Parking	Parking consists of on-site spaces located either behind buildings or in above- or underground parking structure. On-street public parking spaces are provided. Parking ratios are lower due to available transit and shared parking options.	Parking consists of on-site spaces located either behind buildings or in above- or underground parking structure. On-street public parking spaces are provided. Parking ratios are lower due to available transit and shared parking options.	Parking consists of on-site spaces located either behind buildings or in above- or underground parking structures. On-street public parking spaces are provided.
General Use	Buildings are occupied with ground floor retail, cultural, entertainment, and office activity. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, lodging, or housing uses.	Buildings are occupied with ground floor commercial, retail, office, and entertainment activity. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, lodging, and housing uses.	Buildings are occupied with residential uses with live-work uses if desired.

Table D.1: Zoning District Characteristics.

4.3 Public Realm

4.3A Blocks

4.3A.1 Purpose

The design of blocks influence the type of street network, building types, and the quality of urban space. Smaller blocks produce more intersections, therefore more human scale buildings, greater public realm and superior street network system. All blocks shall be designed per the applicable requirements identified in Table D.2 to ensure that new and modified blocks result in walkable, interconnected streetscapes aligned by appropriately scaled buildings.

4.3A.2 Applicability

The standards shall apply to all new or modified blocks in the Downtown area.

4.3A.3 Streetscape Standards

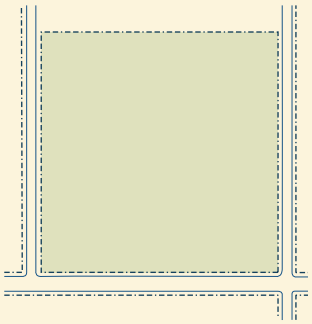
a New or modified blocks shall front a street (public or private).

b New or modified blocks shall be subdivided to generate individual lots for buildings or open space as required by the applicable zoning district(s) and overlay(s) and in compliance with Section 4.4 Development Standards.

c New or modified blocks may be designed in a variety of shapes. Individual block faces and the total block perimeter shall follow the standards established in the Table D.2 below.

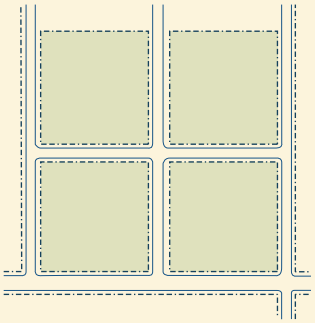
Zone	Face Length	Perimeter Length
Core	400 ft. max.	1,600 ft. max.
Corridor	600 ft. max.	1,800 ft. max.
Neighborhood	600 ft. max.	2,000 ft. max.

Table D.2: Block standards.



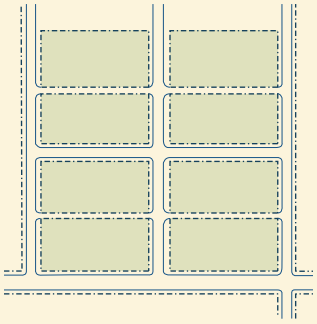
Step 1: Existing Site

Sites that are 4 acres or larger in size or existing blocks with 700 feet of frontage on any side shall be subdivided further to create additional blocks per the requirements of Table 4.2.



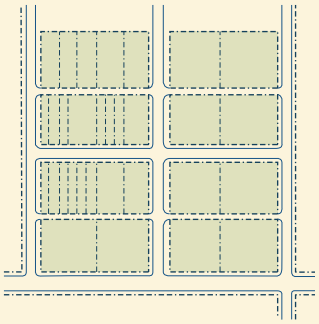
Step 2: Introduce Streets

Sites being subdivided into additional blocks shall introduce streets as allowed in the applicable zoning district(s) and comply with the applicable block-size requirements of Table 4.2.



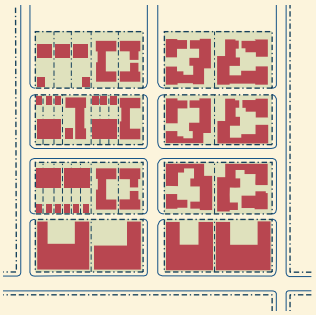
Step 3: Introduce Alleys

Access to new blocks and their individual lots is allowed primarily by alley or, side street, with a certain portion of lots allowed to access the lot via the primary street. The intent of limiting access to the rear or side of lots is to maintain the continuity of the streetscape without interruptions such as driveway access.



Step 4: Introduce Lots

Lots are introduced on each block to correspond with the selected building type(s) allowed by each zoning district.



Step 5: Introduce Projects

Each lot is to receive no more than one main building. The main building is then designed per the requirements of the applicable zoning district along with the allowed frontages and arranged to suit the particular organization of buildings desired for the block.

4.3B Streets

4.3B.1 Intent

The key to transforming the Downtown into walkable area is the introduction of an interconnected street network with streets that are sized appropriately for intended volume and safe traffic speeds. The principal characteristics and strategies of this kind of network are:

a. Interconnected streets that serve all modes of travel, including walking, biking, taking transit, or driving.

b. A diversity of context based street types, each designed according to the adjacent building intensities and uses and each with its own unique character.

c. Streets that accommodate two-way traffic, facilitating navigation and safe traffic speeds, while eliminating traffic-related fatalities.

d. On-street parking that provides convenient parking in front of businesses and residences, reduces the amount of required off-street parking, provides a barrier between vehicles in the travel lane and pedestrians on sidewalks, and provide a presence on the street that helps calm vehicular speeds.

e. Approrpiate lane widths, tight curb radii, and narrow street crossings that calm traffic and provide a more comfortable and safe environment for pedestrians, cyclists, and automobiles.

f. Ample sidewalks, crosswalks, street trees, and generous streetscapes that provide shady, comfortable, and inviting places for pedestrians to walk, while defining the Montebello Downtown's unique and memorable sense of place.

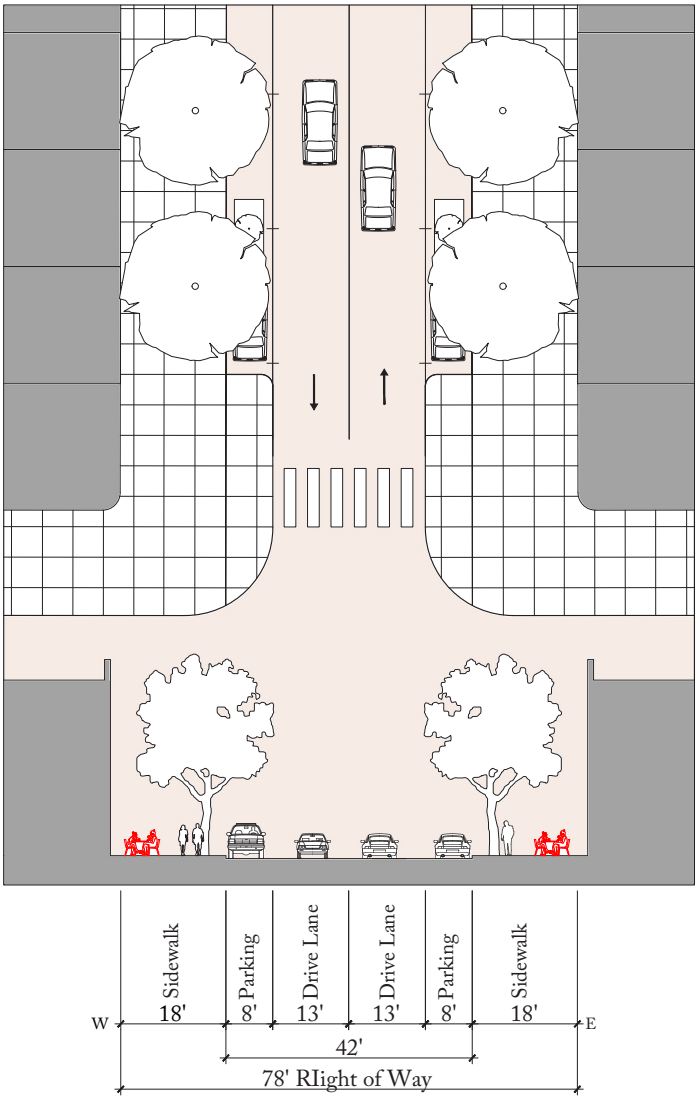
g. Streets that result in a reduced quantity and improved quality of stormwater runoff, and a diminished heat island effect.

h. Energy-efficient, pedestrian-oriented lighting that generates an inviting and safe environment for pedestrians, cyclists, and commerce.

4.3B.2 Applicability

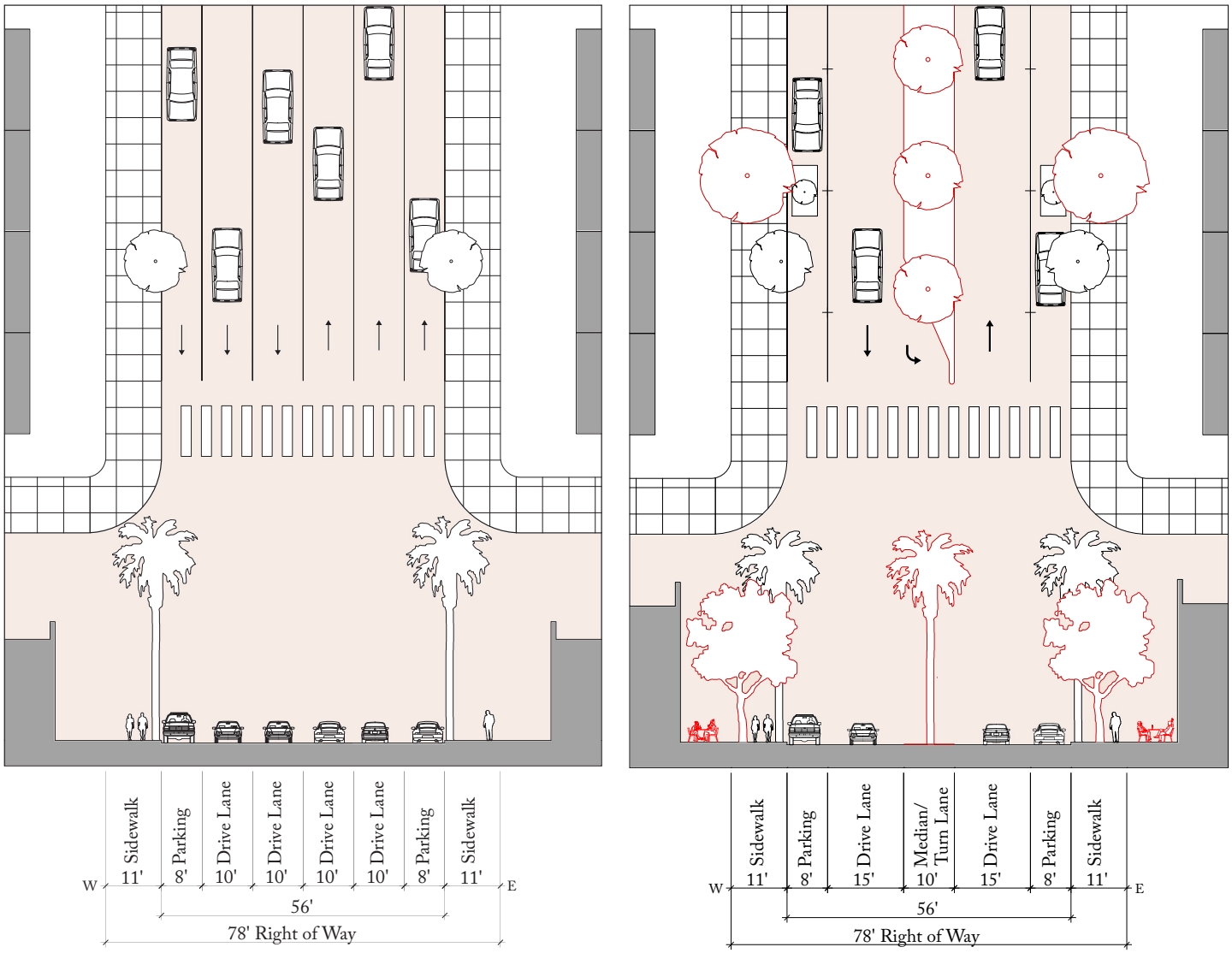
a. The standards in this section apply to all new streets and to the substantial improvement of an entire block length of an existing street, subject to the review and approval of Public Works Director.

b. Figure D.5 shows the proposed street and block network applied to the entire Plan Area. Additionally, Figure D.10 shows specific landscape characteristics for each street, differentiating it from other streets within the Plan Area, and contributing to the richness of the Downtown area's sense of place.

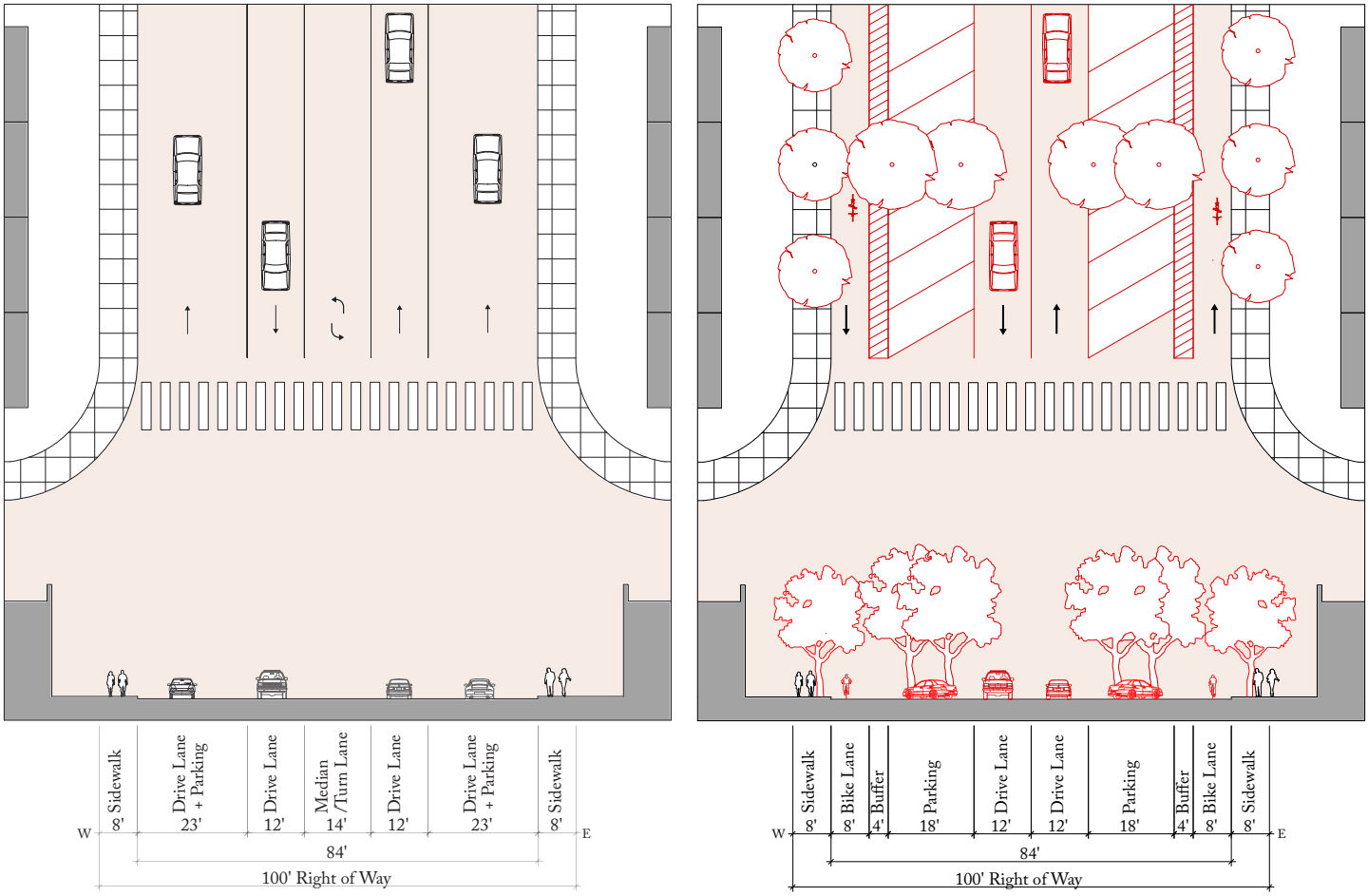


1 *Figure D.6. Proposed Whittier Boulevard within the Downtown Core.*

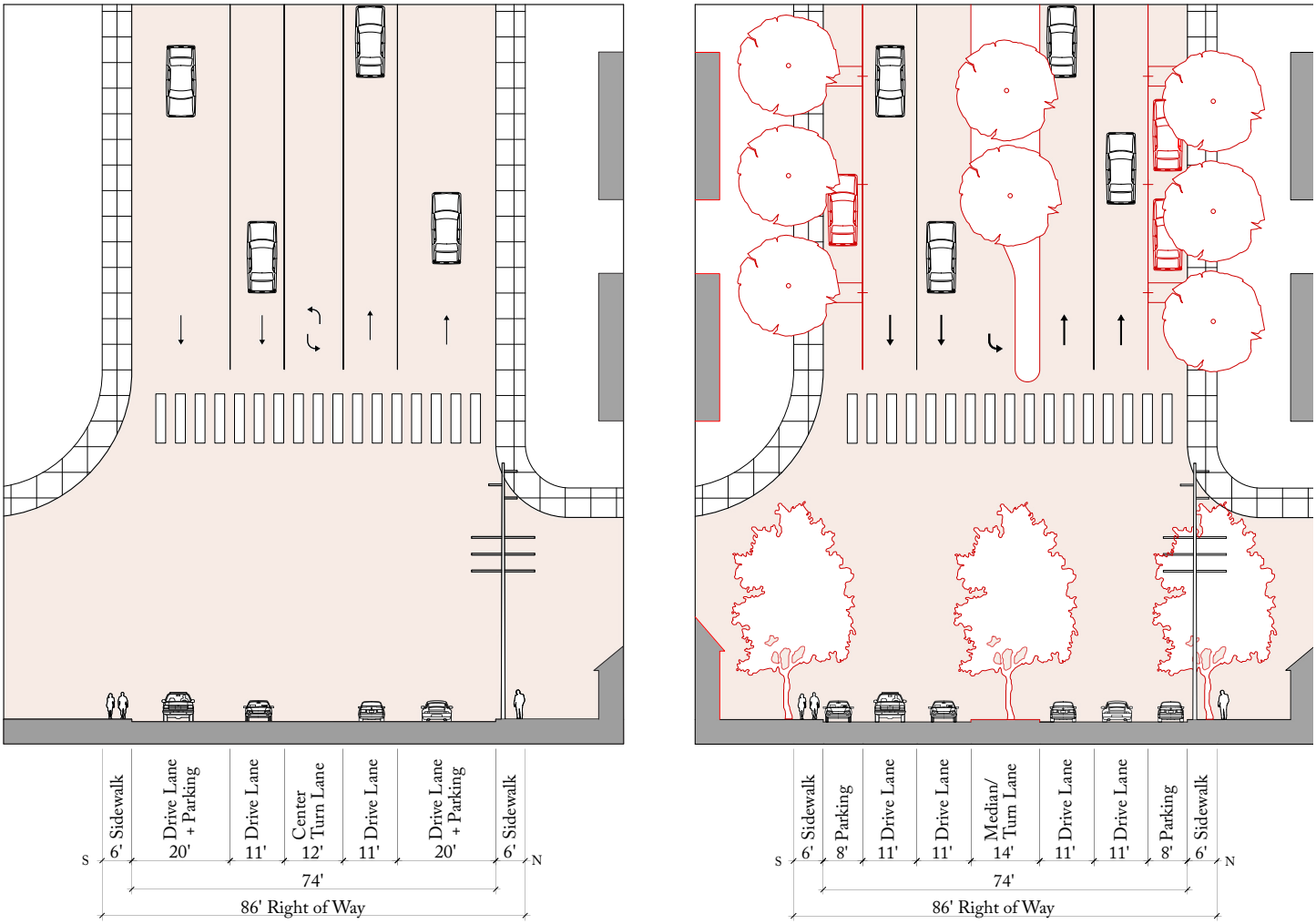
Figure D.5. Proposed street and block network.



2 *Figure D.7. Existing (left) and Proposed (right) Whittier Boulevard, Gateway Locations to the Downtown Core.*



3 *Figure D.8. Existing (left) and Proposed (right) Whittier Boulevard, West of Spruce Street.*



4 *Figure D.9. Existing (left) and Proposed (right) Montebello Boulevard north of Whittier Boulevard.*

4.3C Street Trees

4.3C.1 Intent

The intent of Street Trees is to provide a comfortable, rich pedestrian experience with shade, planted edges in the public right of way, and increase environmental performance with low impact development strategies that absorb and clean urban runoff.

The Street Tree Master Plan (see Figure D.10) locates specific tree species amongst the public realm's street network, open spaces, and greenways. Tree species are chosen for each type of thoroughfare and open spaces to support its unique aesthetic character, spatial quality, and environmental value. Tree selection considerations included the tree's shape, color, seasonal change, scent, size at maturity, drought tolerance, and resilience.

The numerous qualitative benefits from selecting a diverse street tree palette include shade for pedestrians walking along the sidewalk, a visual rhythm to reduce driving speeds along vehicular streets, and overall balance of the built environment. A street tree's environmental benefits include cooling the immediate area, local air quality improvement through carbon sequestration, and stormwater management which contribute toward pedestrian friendly urban character of Downtown Montebello.

The street tree species shown in Figure D.10 (Street Tree Master Plan) are conceptual and may be adjusted subject to Public Works Director and/or Planning and Community Development Director approval.

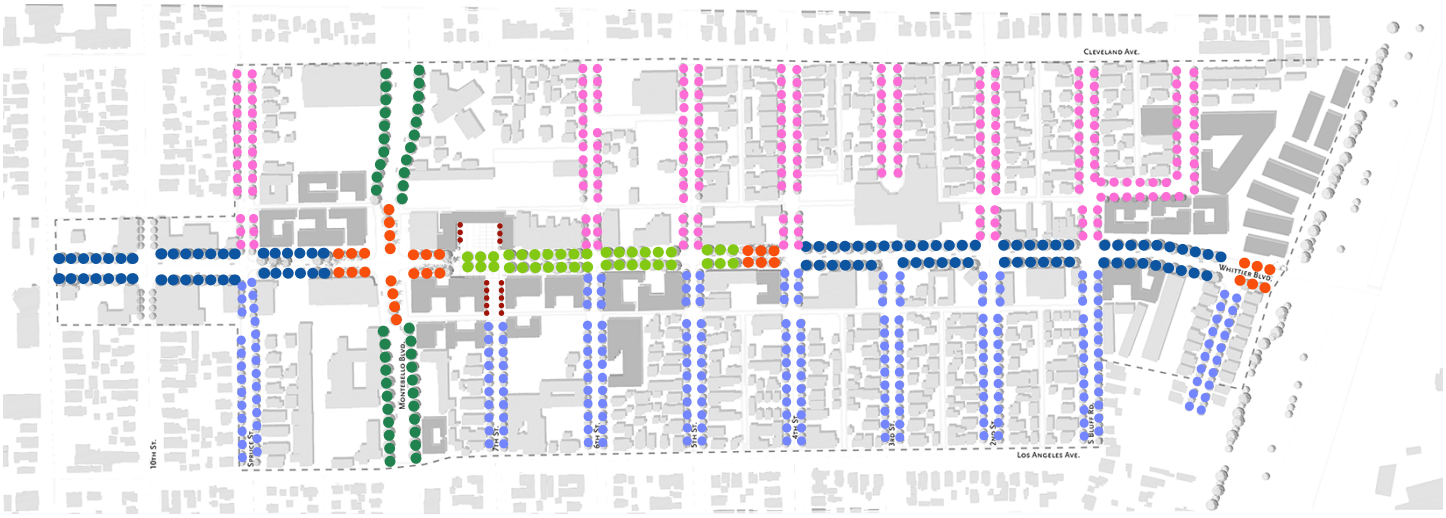


Figure D.10. Street Tree Master Plan.

Whittier Boulevard

Platanus acerfolia
London Plane Tree
30-35 ft on center

Downtown Core
Zelkova serrata 'Green Vase'
Japanese Zelkova
30-35 ft on center

Entry Accent
Phoenix dactylifera
Date Palm
30-35 ft on center
Alternating with Cupressus sempervirens
Italian Cypress

Montebello Boulevard

Magnolia grandiflora
Southern Magnolia
30-35 ft on center
Alternates:
Quercus agrifolia
Coast Live Oak
30-35 ft on center
Pinus torreyana
Torrey Pine

Downtown Plaza

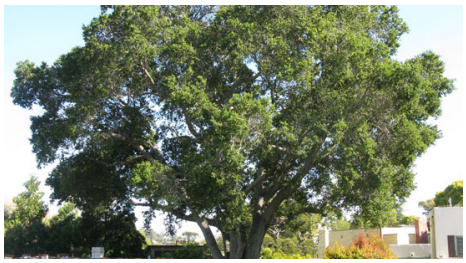
Pyrus calleryana
(Chanticleer)
Chanticleer Pear'
Alternates
Ginkgo biloba (Sky Tower)
Sky Tower Ginkgo Tree
Liriodendron tulipifera
(Fastigatum)
Columnar Tulip Tree

Residential Streets South of Whittier Boulevard, Blue/Purple Flowering Trees

Bauhinia Spp
Orchid Tree
Calodendron capense
Cape Chestnut Tree
Chilopsis linearis
Desert Willow
Jacaranda mimosifolia
Jacaranda
Robina ambigua
(Purple Robe)
Purple Robe Locust

Residential Streets North of Whittier Boulevard, Red/Pink Flowering Trees

Cercis canadensis
Eastern Redbud
Chitalpa x tashkentensis
(Pink Dawn)
Pink Dawn Chitalpa
Chilopsis linearis
Desert Willow
Eucalyptus ficifolia
Red Flowering Gum
Erythrina coralloides
Naked Coral Tree
Handroanthus heptaphyllus
Pink Trumpet Tree
Koelreuteria bipinnata
Chinese Flame Tree
Tabebuia impetiginosa
Pink Trumpet Tree

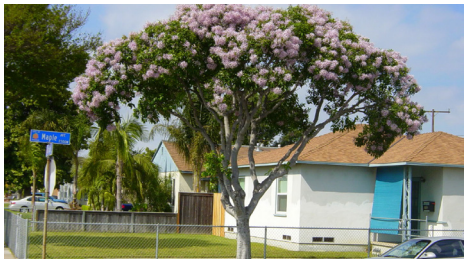

Quercus Agrifolia

Robinia Purple Rose

Tabebuia Impetginosa

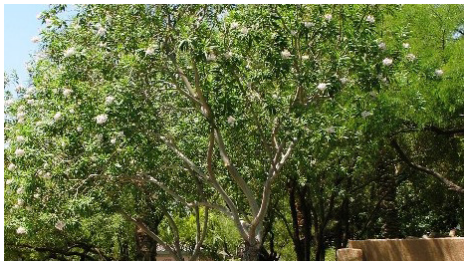
Zelkova Serrata

Bauhinia Spp


Calodendron Capense

Chilopsis Linearis

Cercis Canadensis


Chitalpa Tashkentensis

Cupressus Sempervirens

Erythrina Coralloides

Eucalyptus Ficifolia

Gingko Biloba 'Sky Tower'

Handroanthus Heptaphyllus

Jacaranda Mimosifolia

Liriodendron Tulipifera 'Fastigatum'

Koelreuteria Panniculata

Magnolia Grandiflora

Phoenix Dactylifera

Pinus Torreyana

Platanus Acerfolia

Pryus Calleryana Spp

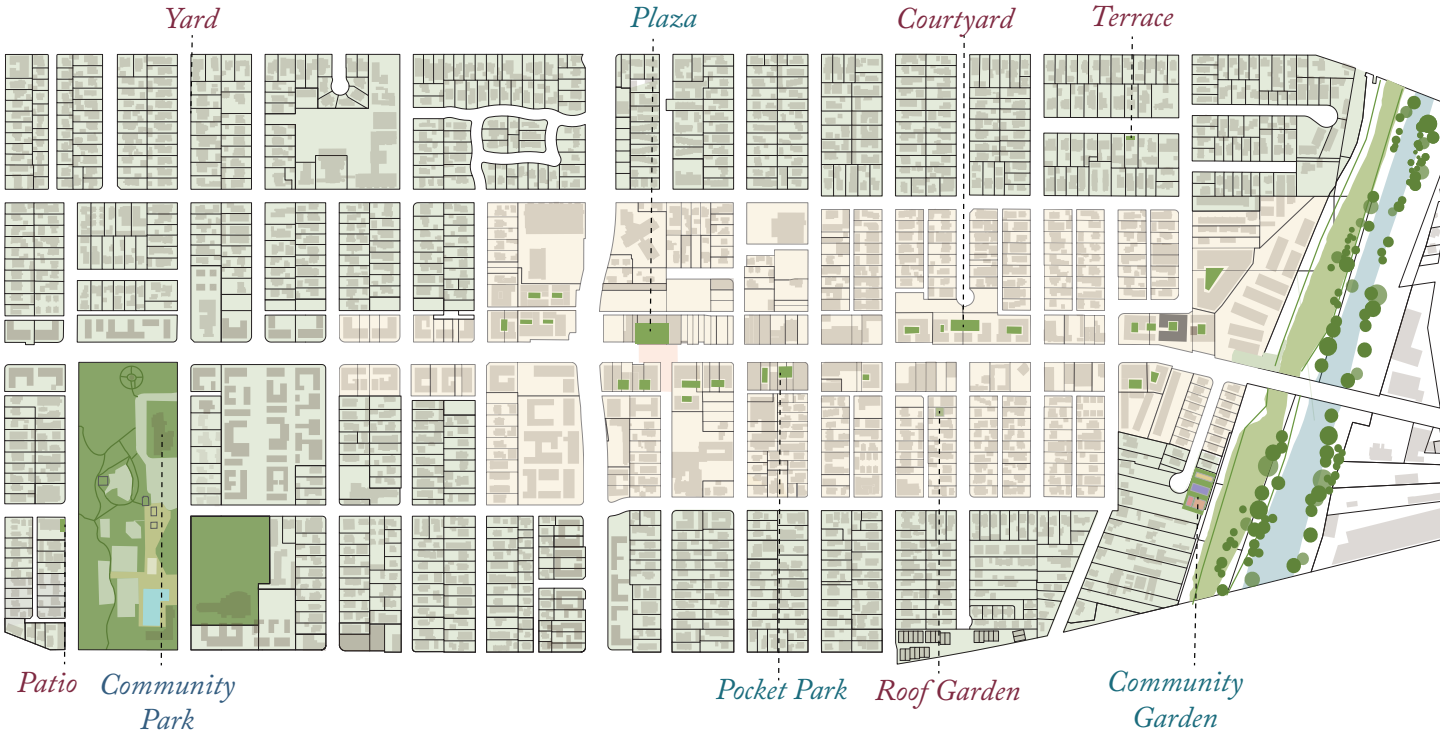


Figure D.11. Range of Public Parks and Open Spaces.

4.3D Parks and Open Space

4.3D.1 Intent

This section establishes a range of open spaces specified based on location and characteristics such as size, landscaping, access, and frontage conditions needed to implement the intended form and character for Downtown. The Downtown Specific Plan vision seeks to establish a seamless weave of public and private open spaces at the regional, neighborhood, block, lot, and building level. The Development Standards include private open space requirements for different building types.

The intent of this section is to:

a. To improve quality of life, instill civic pride, and sense of community.

b. Provide places for diverse people to meet and interact thereby increasing social capital of the neighborhood.

c. Increase property values and helps attract and retain knowledge workers and businesses.

d. Provide venues for many arts and cultural programs which also promotes tourism.

e. Through informal play and shared experiences with peers, open spaces inspire children to explore, discover, learn and become better stewards of the about natural environment.

f. Promote walking, biking, and other physical activities essential for fitness and well being and to reduce diabetes, and heart and mental illness.

g. Reduces the urban heat island effect. Trees in parks and open spaces sequester carbon and other pollutants from the area.

4.3D.2 Applicability

The standards shall apply to all new or modified blocks in the Downtown area. Additional Public Open Spaces can be integrated into this section as they are approved by the City.

I Rio Hondo Channel Greenway

a Description

The Greenway is a linear open space intended to provide extensive opportunities for recreation. The Greenway corridor would connect many neighborhoods, existing parks, schools, and other regional parks and open spaces along the Rio Hondo Channel. It would also connect the wildlife habitat and reducing the heat island effect.

b Standards

i Size: The greenway would be variable width and span the entire city. The greenway is part of a regional trail network.

ii Design:

a) The landscape along the greenway shall consist of unobstructed lawns, planting beds, naturalistically arranged trees. Hardscape is minimal in the form of access pathway and peripheral connections.

b) Pedestrian amenities such as benches, picnic tables, drinking fountains, excercise equipment, bike racks and playground equipment may be located at appropriate intervals along the greenway.

II Central Plaza

a Description

Plaza is an urban public space that serves as a public gathering place or a place for celebratory events.

b Standards

i **Size:** 0.25 acre to 0.5 acre

ii **Design:**

a) Plazas are highly visible located at the intersection of important streets and enclosed by active building frontages.

b) Plazas are hardscape with little or no vegetation, usually requiring minimal maintenance.

c) Amenities may include pergolas, flexible gathering and event spaces, benches, chairs, tables (movable recommended), bike racks, and public art.

d) Infrastructure for special events, including water, power, and data, should be designed into the layout of select plazas.

IV Rio Hondo Connector Park

a Description

This park connects the Downtown area to the Rio Hondo Channel. The connecter park space reinforces the daily commuter entry arrival into Montebello from the east.

b Standards

i **Size:** Variable linear space.

ii **Location:** Located adjacent to the Whittier Blvd Bridge crossing of the Rio Hondo this connecting space brings accessibility of the downtown to the river amenity.

iii **Design:**

a) Gentle curving ramps and stairs meander thru the space that is envisioned to have community works of art accenting the river walk connector experience.

b) Bridge abutments are cladded with bas relief art works and sculptures and other environmental art elements are dotted along the walk.

c) California Sycamore trees meander through the lush native riparian plantings of the connector walk and ramps.

d) The space is secured at night with decorative functional art fences and gates and well-lit spaces.

V Parklet

a Description

A parklet is a sidewalk extension into parking spaces that provides more space and amenities for people using the street.

b Standards

i **Size:** Variable linear space that includes one or more on-street parking spaces.

ii **Location:** Parklets must be located at least one parking space away from an intersection or street corner.

iii **Design:**

a) Parklets are permitted on streets with speed limits of 25 mph or less.

b) Parklets must include a platform/deck that is flush with the sidewalk, unless the parklet is designed to be terraced. Parklets must end at the sidewalk and parklet furniture, heaters, and landscaping may not spill onto sidewalk.

c) Stable and sturdy traffic barriers must be installed on all three sides open to the roadway traffic. The barrier must have a minimum height of 36 inches and maximum height of 42 inches.

d) To allow for water flow, parklets must provide a drainage channel that is a minimum of 3 inches tall and 2 feet wide, along the entire length of the parklet, adjacent to the curb.

e) Parklets design and construction will be subject to Public Works approval. The design must be flexible to allow for any roadway or utility maintenance. Public Works has the right to close a parklet from use to perform maintenance work on adjacent infrastructure.

IV Pocket Park

a Description

Pocket parks are urban open spaces on a small-scale and provide a safe and inviting environment for surrounding community members. They also meet a variety of needs and functions, including: small event space, play areas for children, spaces for relaxing or meeting friends, taking lunch breaks, etc.

b Standards

i **Size:** Up to 0.25 acre

ii **Design:**

a) The parks shall be accessible by both foot and bike.

b) Pocket parks shall strive to accommodate as many different users as possible, prioritizing the needs of surrounding neighborhoods. Pocket parks may include seating, play or fitness equipment, open lawn space, dog runs, community gardens, ecological/educational displays, and community bulletin boards.

c) Pocket parks may be designed to serve as stormwater retention and infiltration areas.

VI Paseos

a Description

Paseos are pedestrian-only pathways that make the block porous, and provide opportunities to create unique public spaces.

b Standards

i **Size:** Variable linear space

ii **Design:**

a) Paseos create short cuts through long blocks, and may connect interior courtyards to street frontages.

b) Use native plants to provide new bird and insect habitats, strengthening Montebello's urban ecosystems. Edible paseo gardens can also be planted, incorporating herbs and vegetables. The simplest solutions are potted plant gardens and window boxes.

c) Well-lit paseos discourage crime, encourage pedestrians, and can introduce artful elements. Adding softer lights, creating spaces with lighting, and playing with lighting temperature can bring new life and atmosphere to an alley.

d) Amenities may include pergolas, flexible gathering and event spaces, benches, chairs, tables (movable recommended), bike racks, and public art.

e) Paseoes need to ensure emergency and maintenance vehicle access as appropriate.

VII Private Open Spaces

a Lot Level

Each building type shall prescribe private open space. For example the open space for single dwelling is provided in yards, courtyard buildings includes courts, and flex buildings and tower may provide terraces.

b Within the building

In urban areas where private yard is not an option, balconies, patios, and roof garden allow residents access to open space, area for small-scale cultivation, recreation, and entertaining.

4.4 Development Standards

4.4A Purpose and Intent

This section establishes standards to ensure that development within the Downtown area promotes a safe, comfortable, and interesting walkable environment along the street by:

- Placing the buildings in the front and locating the parking behind the building;
- Providing access to adequate public and private parks and open space; and
- Providing contextual building scale and mass, and pedestrian access and visibility that establish a human scale to the street.

4.4B Applicability

All proposed buildings and related improvements shall be designed in compliance with the development standards of this Section for the applicable zone, except for public and institutional buildings, which because of their unique disposition and application are not required to comply with these requirements.

4.4C Average Building Height

Building within the Downtown Core, Main Street, and Downtown Edge zones may exceed the maximum allowed base building height by one story for up to 30% of the building footprint area provided an equal amount of building footprint area is one story shorter than the maximum allowed base building height (see Figure D.12).

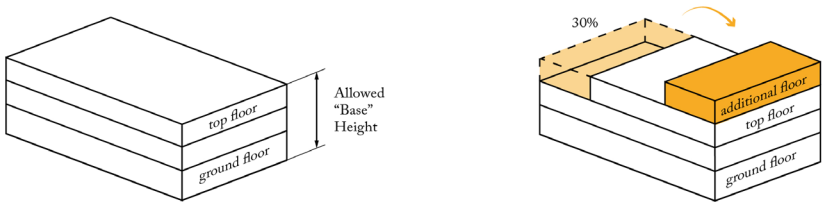
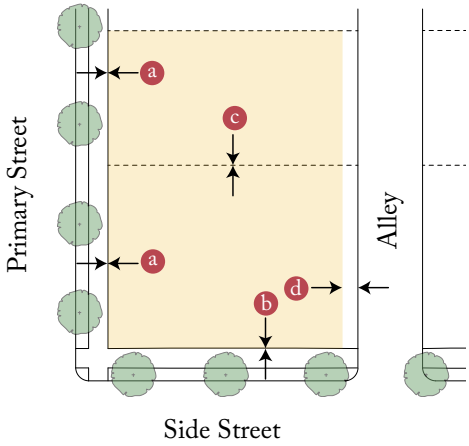


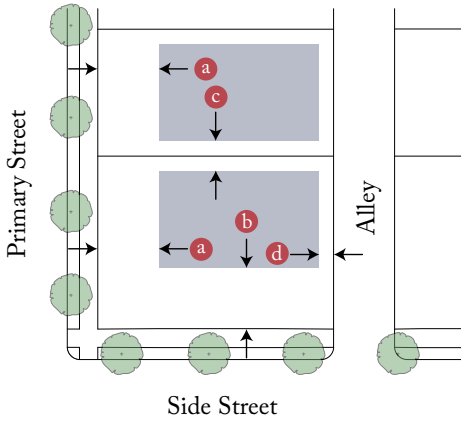
Figure D.12. Average Building Height.

4.4D Downtown Core



1 Setbacks

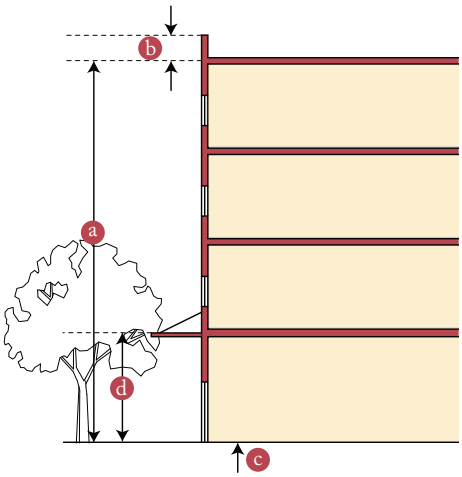
a	Primary Street Setback	
i	Ground Floor non-residential	0 ft. min./5 ft. max.
ii	Ground Floor residential	5 ft. min./10 ft. max.
b	Side Street Setback	
i	Ground Floor non-residential	0 ft. min./5 ft. max.
ii	Ground Floor residential and upper floors	5 ft. min./10 ft. max.
c	Side Yard Setback	
i	Non-residential	0 ft.
ii	Residential	8 ft. min.
d	Rear Setback	
i	With Alley	5 ft. min.
ii	Without Alley	15 ft. min.



3 Parking Placement

On-site parking shall be located as indicated below and shown in the diagram on the right:

a	Primary Street Setback	
i	Podium/Suface	20 ft. min.
ii	Subterranean	0 ft.
b	Side Street Setback	
i	Podium/Suface	20 ft. min.
ii	Subterranean	0 ft.
c	Side Yard Setback	
i	Podium/Suface	5 ft. min.
ii	Subterranean	0 ft.
d	Rear Setback	
i	Podium/Suface	5 ft. min.
ii	Subterranean	0 ft.



2 Heights

a	Top of plate height	4 stories/ 45 ft. max. •
b	Parapet height	4 ft. max.
	Pitch roof above top of building plate	Allowed
c	Ground Floor above grade	
i	Non-residential	0 ft.
ii	Residential	3.5 ft. min.
d	Ground story floor to floor height	
i	Non-residential	15 ft. min.
ii	Residential	12 ft. min.

• Up to 30% of the building footprint area may be five (5) stories/55 ft. to top of plate, provided an equal amount of building footprint area is no taller than three (3) stories/35 ft. to top of plate (see Figure 4.9).

4 Signs

Allowed Signage Types. A maximum of two of the below sign types are allowed per business. Signs may encroach into Primary Street and Side Street rights-of-way as measured from the building facade as identified below.

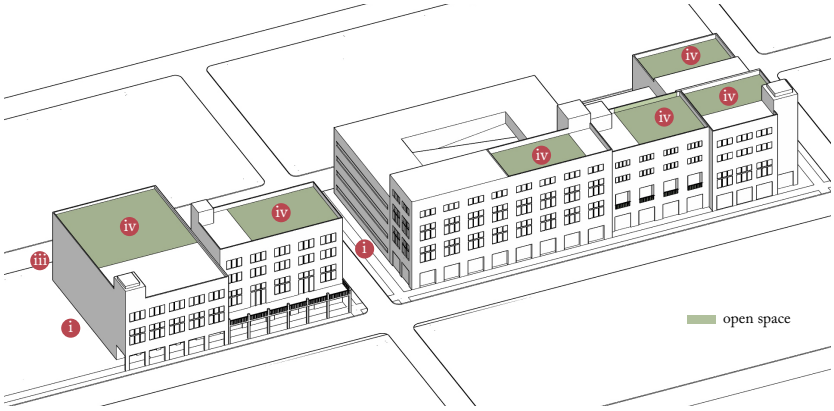
	Sign Type	Encroachment
a	Awning Canopy	Within 2 ft. of curb
b	Window Sign	0 ft.
c	Projecting Sign	3 ft.
d	Wall	Sign Thickness
e	Directory/Building ID Sign	Sign Thickness

5 On-site Open Space

a One (1) or more of the Open Space Types listed below shall be provided on each lot and must be accommodated behind the Primary Street setback line.

	Open Space type	Minimum Area	Minimum Dimensions
i	Side Garden		
ii	Courtyard	15% of total lot area	20 ft. by 20 ft.
iii	Back yard		
iv	Roof deck		

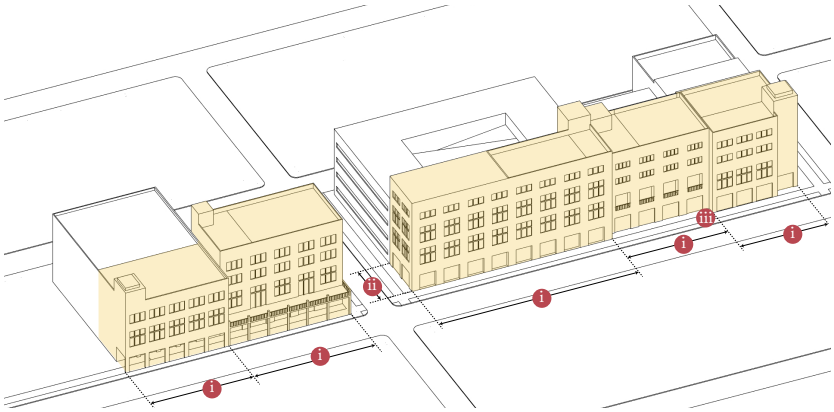
b Residential projects without a back yard shall provide for each residential unit a private open space in the form of a balcony, door yard, or yard. Private open space shall have a minimum area of 40 square feet with a minimum width of 5 feet.



6 Building Size and Separation

a Buildings shall be designed according to the following building length and building separation standards:

i	Building lenght along Primary Street	150 ft. max
ii	Building lenght along Side Street	100 ft. max
iii	Building separation along Primary Street	0 ft.



7 Frontage Elements, Encroachments. and Access

a Required Frontage Elements: Street- and Court-facing building facades shall provide at least one (1) of the frontage elements listed below. These Frontage Elements may encroach into the Primary Street and Side Street setbacks as identified below.

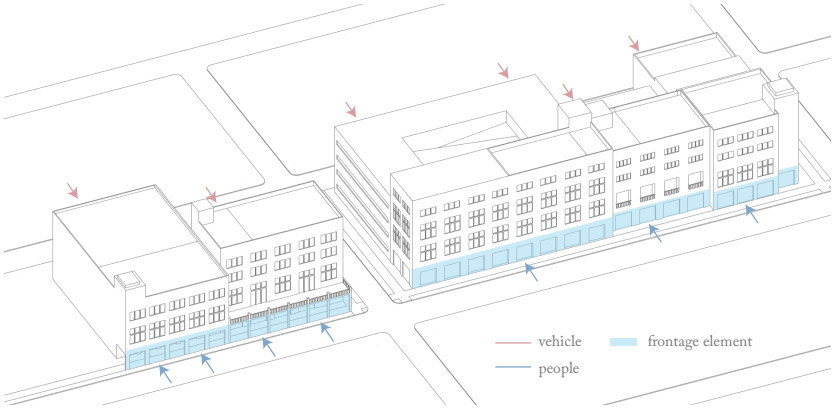
i	Arcade, Gallery	To R.O.W. line
ii	Shop-front	0 ft.
iii	Stoop	5 ft.
iv	Door yard	To R.O.W. line

b Optional Frontage Elements. The following elements may be provided on all Street- and Courtyard-facing facades, and may encroach into in the Primary Street and Side Street setbacks or right-of-way as identified below.

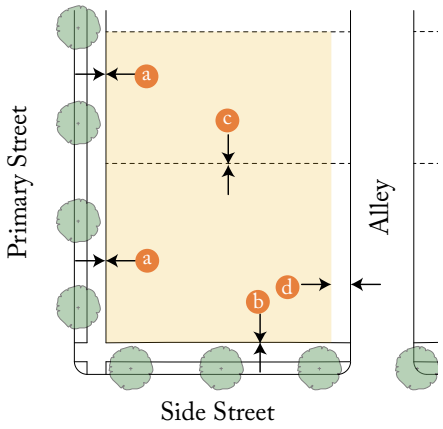
i	Balcony	3 ft. into R.O.W. or setback
ii	Bay Window	
iii	Awning, Canopy	Within 2 ft. of curb

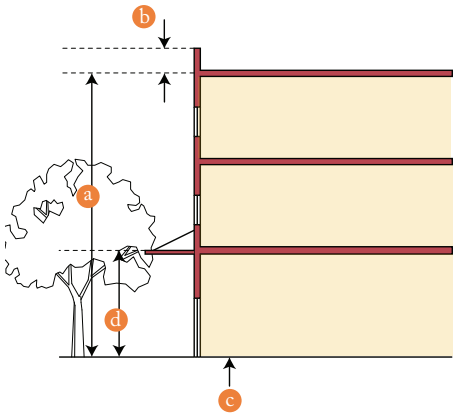
c i Pedestrian Access: All ground floors shall be accessed directly from the sidewalk either directly to each unit or commercial space through an appropriate frontage element, lobby, or open space, such as a court. Upper floor uses may be accessed through an exterior or interior stair, or lobby.

ii Vehicular Access: Parking shall be accessed from an alley. Where an alley is not present, parking/service areas may be accessed from primary street. Driveways shall be located as close to side property line as possible. Parking/service areas for corner lots shall be accessed from side street.



4.4E Main Street





1 Setbacks

a Primary Street Setback

i	Ground Floor non-residential	0 ft. min./5 ft. max.
ii	Ground Floor residential	10 ft. min./15 ft. max.

b Side Street Setback

i	Ground Floor non-residential	0 ft. min./5 ft. max.
ii	Ground Floor residential and upper floors	10 ft. min./15 ft. max.

c Side Yard Setback

i	Non-residential	0 ft.
ii	Residential	8 ft. min.

d Rear Setback

i	With Alley	5 ft. min.
ii	Without Alley	15 ft. min.

2 Heights

a	Top of plate height	Average 3 stories/ 35 ft. max. •
b	Parapet height	4 ft. max.
	Pitch roof above top of building plate	Allowed

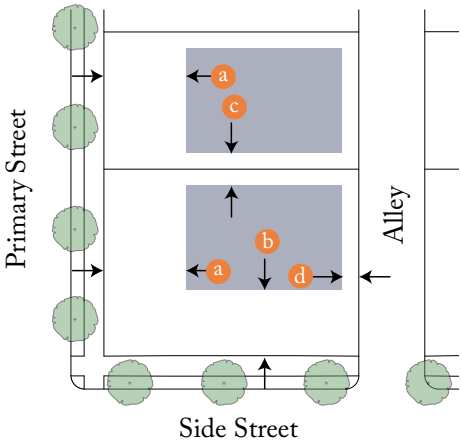
c Ground Floor above grade

i	Non-residential	0 ft.
ii	Residential	3.5 ft. min.

d Ground story floor to floor height

i	Non-residential	15 ft. min.
ii	Residential	12 ft. min.

• Up to 30% of the building footprint area may be four (4) stories/45 ft. to top of plate, provided an equal amount of building footprint area is no taller than two (2) stories/25 ft. to top of plate (see Figure 4.9).



3 Parking Placement

On-site parking shall be located as indicated below and shown in the diagram on the right:

a Primary Street Setback

i	Podium/Suface	25 ft. min.
ii	Subterranean	0 ft.

b Side Street Setback

i	Podium/Suface	20 ft. min.
ii	Subterranean	0 ft.

c Side Yard Setback

i	Podium/Suface	5 ft. min.
ii	Subterranean	0 ft.

d Rear Setback

i	Podium/Suface	5 ft. min.
ii	Subterranean	0 ft.

4 Signs

Allowed Signage Types. A maximum of two of the below sign types are allowed per business. Signs may encroach into Primary Street and Side Street rights-of-way as measured from the building facade as identified below.

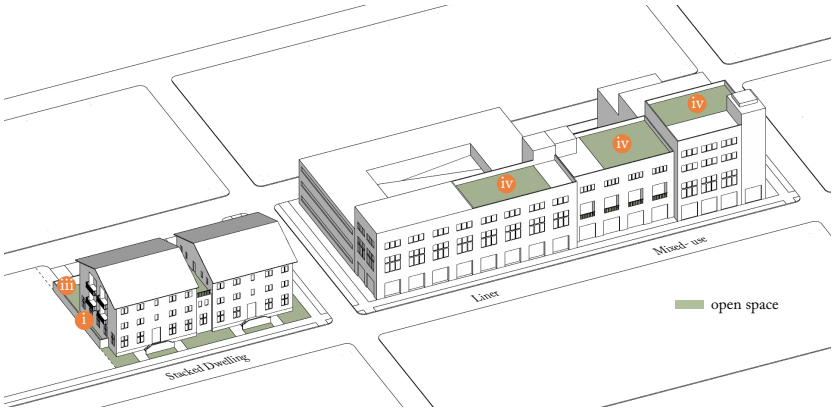
	Sign Type	Encroachment
a	Porch Sign	0 ft.
b	Yard Sign	0 ft.
c	Awning Canopy	Within 2 ft. of curb
d	Window Sign	0 ft.
e	Projecting Sign	3 ft.
f	Wall	Sign Thickness
g	Directory	Sign Thickness

5 On-site Open Space

a One (1) or more of the Open Space Types listed below shall be provided on each lot and must be accommodated behind the Primary Street setback line.

	Open Space type	Minimum Area	Minimum Dimensions
i	Side Garden	15% of total lot area	20 ft. by 20 ft.
ii	Courtyard		
iii	Back yard		
iv	Roof deck		

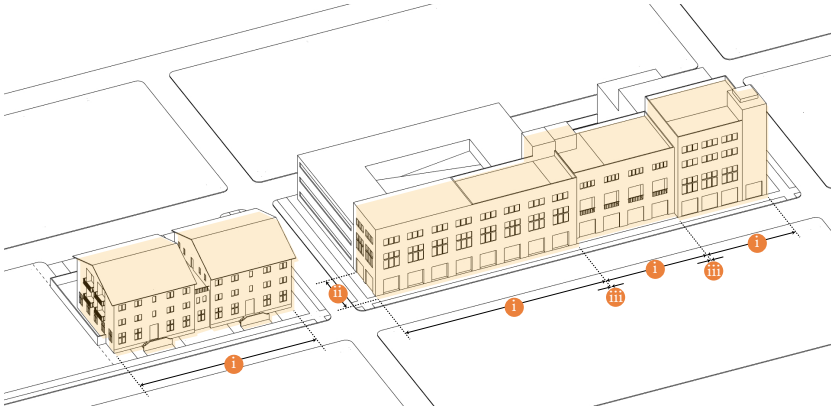
b Residential projects without a back yard shall provide for each residential unit a private open space in the form of a balcony, door yard, or yard. Private open space shall have a minimum area of 40 square feet with a minimum width of 5 feet.



6 Building Size and Separation

a Buildings shall be designed according to the following building length and building separation standards:

i	Building lenght along Primary Street	280 ft. max
ii	Building lenght along Side Street	120 ft. max
iii	Building separation along Primary Street	15 ft.



7 Frontage Elements, Encroachments. and Access

a Required Frontage Elements: Street- and Court-facing building facades shall provide at least one (1) of the frontage elements listed below. These Frontage Elements may encroach into the Primary Street and Side Street setbacks as identified below.

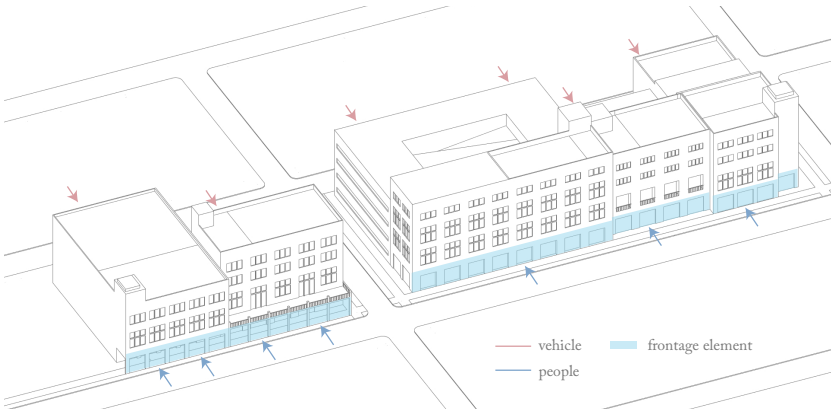
i	Arcade, Gallery	To R.O.W. line
ii	Shopfront	n/a
iii	Stoop	5 ft.
iv	Door yard	To R.O.W. line

b Optional Frontage Elements. The following elements may be provided on all Street- and Courtyard-facing facades, and may encroach into in the Primary Street and Side Street setbacks or right-of-way as identified below.

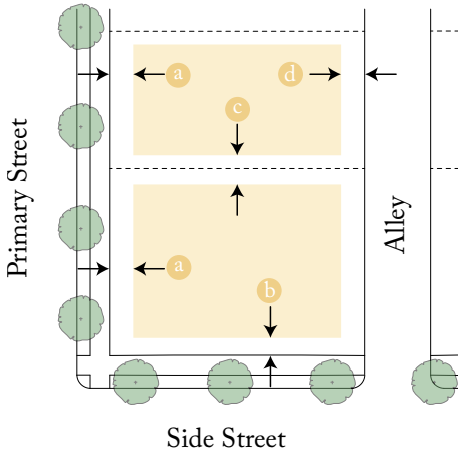
i	Balcony	3 ft. into R.O.W. or setback
ii	Bay Window	
iii	Awning, Canopy	Within 2 ft. of curb

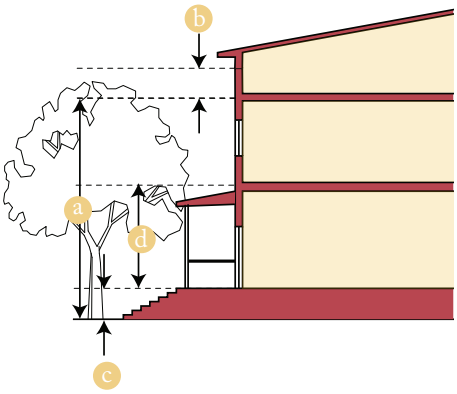
c i Pedestrian Access: All ground floors shall be accessed directly from the sidewalk either directly to each unit or commercial space through an appropriate frontage element, lobby, or open space, such as a court. Upper floor uses may be accessed through an exterior or interior stair, or lobby.

ii Vehicular Access: Parking shall be accessed from an alley. Where an alley is not present, parking/service areas may be accessed from primary street. Driveways shall be located as close to side property line as possible. Parking/service areas for corner lots shall be accessed from side street.



4.4F Downtown Edge





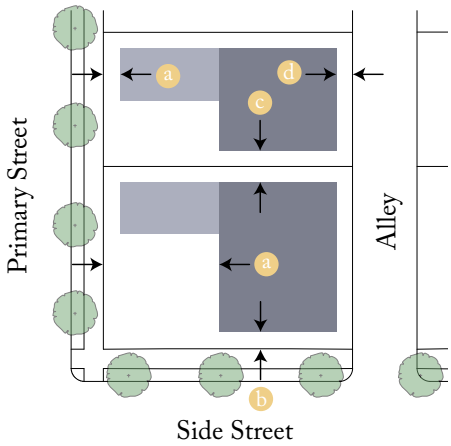
1 Setbacks

a	Primary Street Setback	
i	Ground Floor non-residential	10 ft. min./25 ft. max.
ii	Ground Floor residential	10 ft. min./25 ft. max.
b	Side Street Setback	
i	Ground Floor non-residential	5 ft. min.
ii	Ground Floor residential and upper floors	10 ft. min.
c	Side Yard Setback	
i	Non-residential	5 ft. min.
ii	Residential	5 ft. min.
d	Rear Setback	
i	With Alley	10 ft. min.
ii	Without Alley	15 ft. min.

2 Heights

a	Top of plate height	Average 2 stories/ 25 ft. max. •
b	Parapet height	4 ft. max.
	Pitch roof above top of building plate	Allowed
c	Ground Floor above grade	
i	Non-residential	0 ft.
ii	Residential	3.5 ft. min.
d	Ground story floor to floor height	
i	Non-residential	12 ft. min.
ii	Residential	10 ft. min.

• Up to 30% of the building footprint area may be three (3) stories/35 ft. to top of plate, provided an equal amount of building footprint area is no taller than one (1) stories/15 ft. to top of plate (see Figure 4.9).



3 Parking Placement

On-site parking shall be located as indicated below and shown in the diagram on the right:

a	Primary Street Setback	
i	Suface	5 ft. min. for 34% max. of lot width; 50% of lot depth for remaining 66% of lot width; parking prohibited on corners.
ii	Podium	50% of lot depth
iii	Subterranean	10 ft. min.
b	Side Street Setback	
i	Suface	5 ft. min.
ii	Podium	25 ft. min.
iii	Subterranean	5 ft. min.
c	Side Yard Setback	
i	Suface	5 ft. min.
ii	Podium	15 ft. min.
iIi	Subterranean	5 ft. min.
d	Rear Setback	
i	Suface	5 ft. min.
ii	Podium	20 ft. min.
iii	Subterranean	5 ft. min.

4 Signs

Allowed Signage Types. A maximum of two of the below sign types are allowed per business. Signs may encroach into Primary Street and Side Street rights-of-way as measured from the building facade as identified below.

	Sign Type	Encroachment
a	Porch Sign	5 ft. in conjunction with Porch or Stoop
b	Yard Sign	Within 3 ft. of R.O.W.
c	Awning Canopy	To R.O.W. in conjunction with Awning

5 On-site Open Space

a One (1) or more of the Open Space Types listed below shall be provided on each lot and must be accommodated behind the Primary Street setback line.

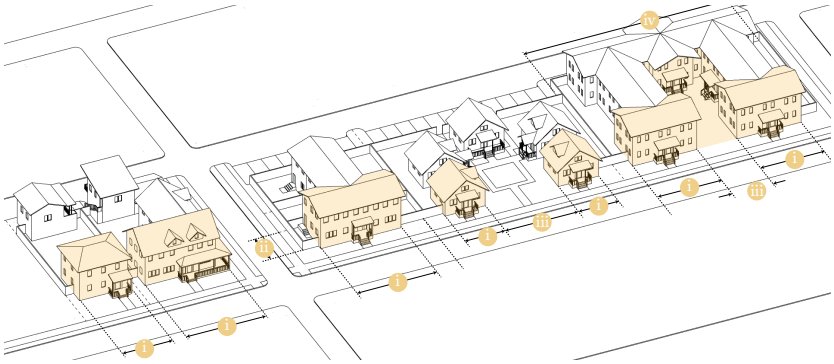
	Open Space type	Minimum Area	Minimum Dimensions
i	Side Garden	15% of total lot area	20 ft. by 20 ft.
ii	Courtyard		
iii	Back yard		

b Residential projects without a back yard shall provide for each residential unit a private open space in the form of a balcony, door yard, or yard. Private open space shall have a minimum area of 40 square feet with a minimum width of 5 feet.

6 Building Size and Separation

a Buildings shall be designed according to the following building length and building separation standards:

i	Building lenght along Primary Street	60 ft. max.
ii	Building lenght along Side Street	75 ft. max.
iii	Building separation must extend entire lot depth or width or lead to Courtyard.	15 ft. min.
iv	Building length along rear property line.	150 ft. max.



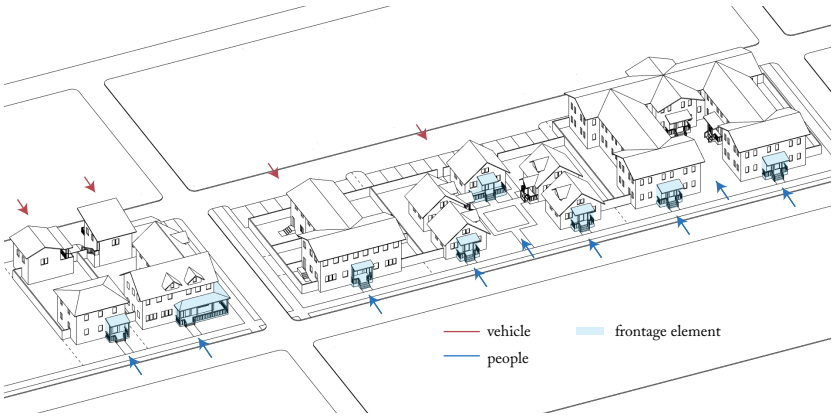
7 Frontage Elements, Encroachments. and Access

a Required Frontage Elements: Street- and Court-facing building facades shall provide at least one (1) of the frontage elements listed below. These Frontage Elements may encroach into the Primary Street and Side Street setbacks as identified below.

i	Shop-front	n/a
ii	Stoop	5 ft. max.
iii	Door yard	To R.O.W. line
iv	Porch	5 ft. max.
i	Front yard	n/a

b Optional Frontage Elements. The following elements may be provided on all Street- and Courtyard-facing facades, and may encroach into in the Primary Street and Side Street setbacks or right-of-way as identified below.

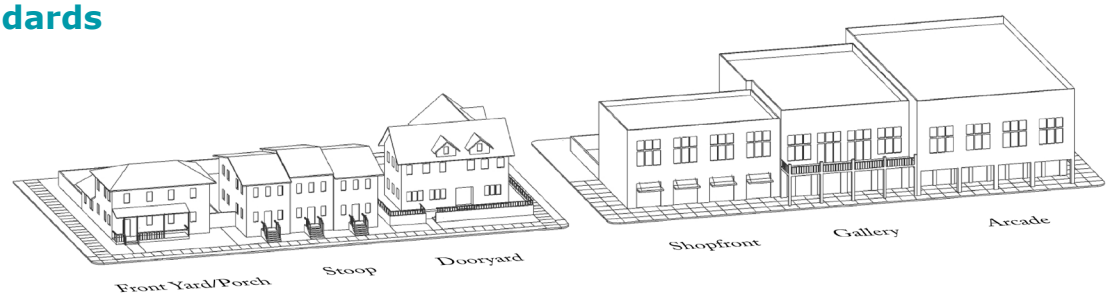
i	Balcony	3 ft. max.
ii	Bay Window	
iii	Awning, Canopy	To R.O.W. line



c i Pedestrian Access: All ground floors shall be accessed directly from the sidewalk either directly to each unit or commercial space through an appropriate frontage element, lobby, or open space, such as a court. Upper floor uses may be accessed through an exterior or interior stair, or lobby.

ii Vehicular Access: Parking shall be accessed from an alley. Where an alley is not present, parking/service areas may be accessed from primary street. Driveways shall be located as close to side property line as possible. Parking/service areas for corner lots shall be accessed from side street.

4.5 Frontage Standards



Front Yard

Porch

Stoop

Dooryard (residential)

Dooryard (non-residential)

Shopfront

Gallery

Arcade

Balcony

Bay Window

Awning

Canopy

4.5A Purpose and Intent

This Section establishes standards to ensure proposed development promotes a walkable environment along the street through the provision of street-facing windows, entries, and appropriately designed frontages; and commercial ground floors that support pedestrian activity through maximum ground floor transparency. Frontages consist of the street facade of the building(s), including any projecting elements, and any landscape, hardscape, walls, and fences between the building facade and the back of sidewalk. They provide a transition between the public environment of the street and the semi-private and private environments of the building interior. They also signal the location of the building entrance and provide a semi-public space within which neighbors and visitors can interact.

4.5B Applicability

The requirements of this Section apply to all new buildings within the Downtown area.

4.5C Frontage Types

This Section identifies the frontage types allowed within the Downtown area, and for each type provides a description and design standards to ensure that proposed development is consistent with this Specific Plan's goals for building form, character, and quality. Frontage types are divided into two categories, Required (Porch, Stoop, Dooryard, Shopfront, Gallery, and Arcade) and Optional (Balcony, Bay Window, Awning, Canopy). The provisions of this Section work in combination with the underlying Zone as identified on the Regulating Plan. Refer to Sections 4.4D, 4.4E. and 4.4F for required and optional frontage types within each zone and allowed encroachments into the setback or right-of- way.

4.5Di Front Yard

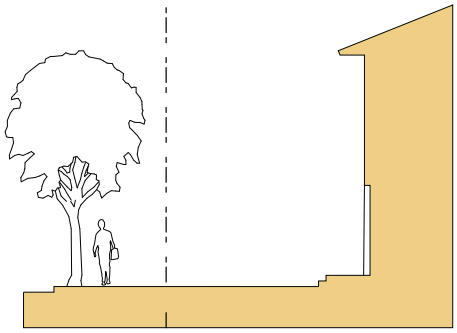
a) **Description:** The area between the building facade and the property line. Front Yards may be visually continuous with adjacent yards with a common landscape, or enclosed by a low fence, wall, or hedge. On sloping sites, front yards may be raised above the level of the adjacent sidewalk and supported by a low retaining wall at the property line with steps providing access between the sidewalk and the yard. Porches, stoops, balconies, and bay windows may encroach into Front Yards.

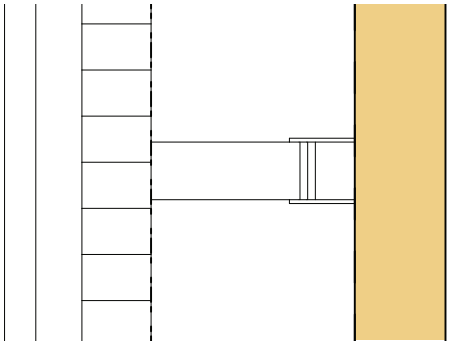
b) **Design Standards**

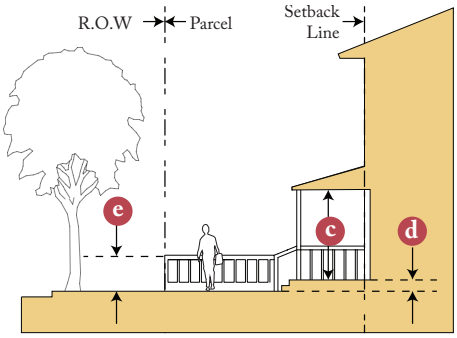
i) Front yards and continuous planters between the curb and sidewalk along the primary and side streets shall be landscaped.

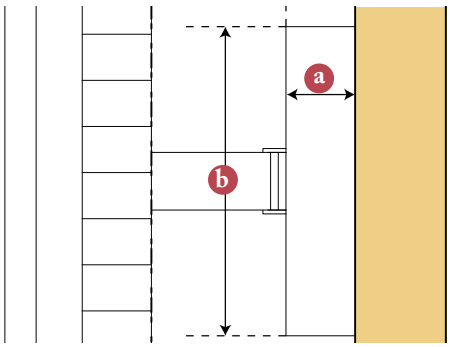
ii) Paved areas shall be limited to walks and driveways, where present.

iii) Fences defining the front yard shall not exceed four (4) feet as measured from the adjacent sidewalk.









4.5Dii Porch

a) **Description:** A roofed, unenclosed room attached to the exterior of a building that provides a physical transition between the sidewalk and the building. Porches may be provided on buildings that are set back from the Primary and/or Side Street property lines and may encroach into the front yard and side street yard.

b) **Design Standards**

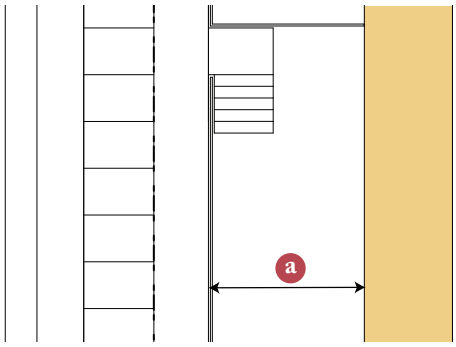
i) Porches may be enclosed with insect screens if recessed from the exterior wall plane and if visibility is maintained from the sidewalk.

ii) Porches shall be designed according to the following dimensional requirements:

	Dimensions	Min.	Max.
a	Depth (clear)	6 ft.	-
b	Width (clear)	12 ft.	-
c	Height: ceiling (clear)	8 ft.	12 ft.
d	Height: floor above grade	12 in.	3 ft.
e	Height: fence or hedge	-	3 ft.

4.5Diii Dooryard

a) **Description:** An elevated or at-grade garden or terrace that is located in the front yard setback and that is enclosed by a low wall located at or near the property line. For elevated Dooryards, access from the sidewalk to the Dooryard is via a stair or ramp. The Dooryard can accommodate a variety of activities, ranging from dining patios for commercial uses to patios for residential uses. In addition, the interior building spaces are separated from the adjacent sidewalk by the depth of the Dooryard and in the case of raised Dooryards, by the terrace height.

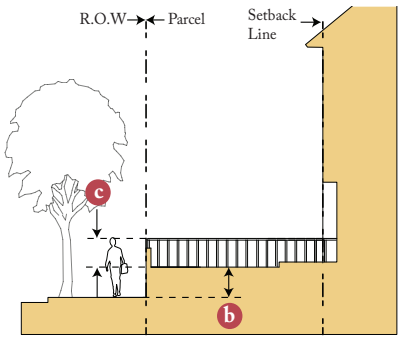


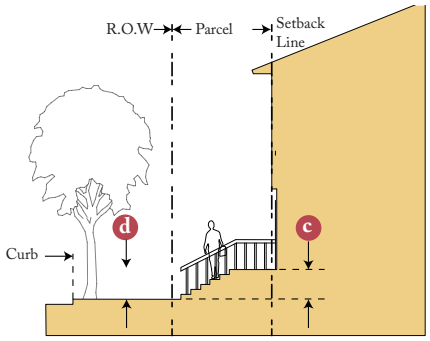
b) **Design Standards**

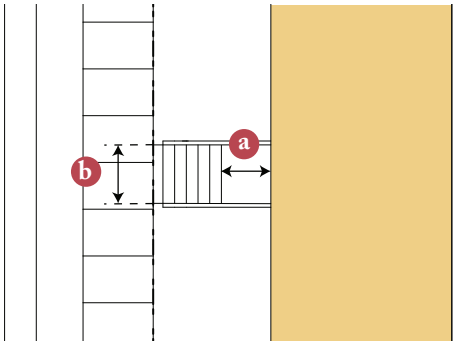
i) Walls and/or fences shall be consistent with the architectural style of the building in their design, materials, and finishes.

ii) Dooryards shall be designed according to the following dimensional requirements:

Dimensions	Min.	Max.
a Depth (clear)	7 ft.	-
b Height above grade	0 ft.	3 ft.
c Fence or railings may extend to height required by building code.	-	-







4.5Div Stoop

a) **Description:** A stair and landing leading directly from the sidewalk to a building entrance. The ground floor of the building is typically raised to provide increased privacy for the rooms facing the public street. Accordingly, stoops are ideal frontage types for ground floor housing that is near the street.

b) **Design Standards**

i) The exterior stairs may be perpendicular or parallel to the adjacent sidewalk. The landing may be covered or uncovered. Landscaping shall be placed on the sides of the stoop.

ii) Stoops shall be designed according to the following dimensional requirements:

	Dimensions	Min.	Max.
a	Depth: Landing (clear)	4 ft.	10 ft.
b	Width (clear)	4 ft.	10 ft.
c	Height: floor above grade	12 in.	3 ft.
d	Height: Fence or hedge	-	3 ft.

4.5Dv Shopfront

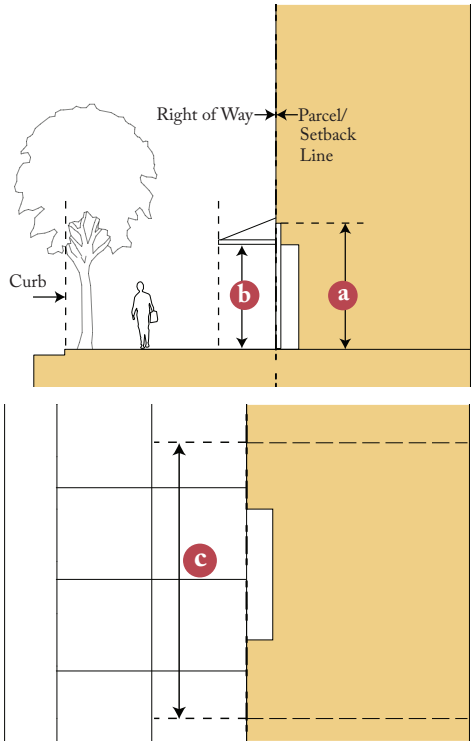
a) **Description:** Shopfronts are large openings in a building facade that are enclosed with large transparent windows and doors that provide direct, at-grade access to ground floor commercial/retail uses. The basic required architectural elements of shopfronts include large windows, doors with glass, transom windows, and a solid base (bulkhead). Optional elements include awnings, canopies, signage, lighting, and cornices.

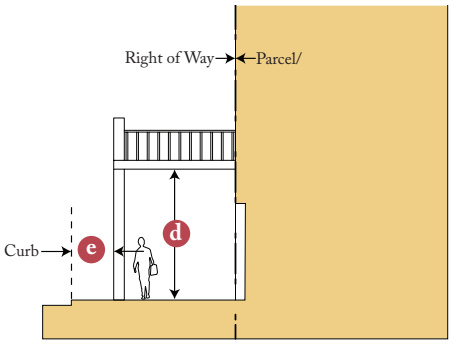
b) **Design Standards**

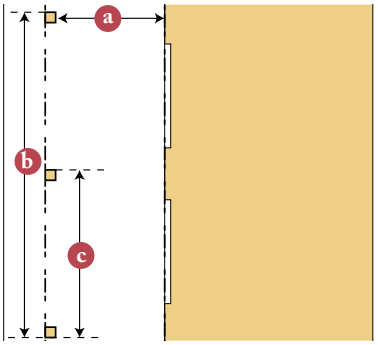
i) Storefront glass shall be clear without reflective coating or dark tinting. Lightly tinted glazing less than 15%, low emissivity, solar) is acceptable.

ii) Shopfront shall be designed according to the following dimensional requirements:

	Dimensions	Min.	Max.
a	Height (clear)	10 ft.	16 ft.
b	Distance to bottom of awning	8 ft.	10 ft.
c	Width of storefront bay(s)	10 ft.	15 ft.
	Glass area % of ground floor wall	70	90







4.5Dvi Gallery

a) **Description:** Galleries are facades with ground floor colonnades that support a cantilevered shed roof or a deck that covers the sidewalk. Galleries contain ground floor storefronts, making them ideal for retail use. Railing on top of the gallery is only required if the gallery roof is accessible as a deck.

b) **Design Standards**

i) Along primary frontages, the Gallery columns shall correspond to Shopfront openings. Galleries shall be a minimum of two (2) bays wide.

ii) Galleries shall be designed according to the following dimensional requirements:

Dimensions	Min.	Max.
a Depth (clear)	10 ft.	16 ft.
b Width (clear)	20 ft.	80 ft.
c Width: single bay (clear)	10 ft.	16 ft.
d Height (clear)	12 ft.	16 ft.
e Distance from face of curb (clear)	2 ft.	-

4.5Dvii Arcade

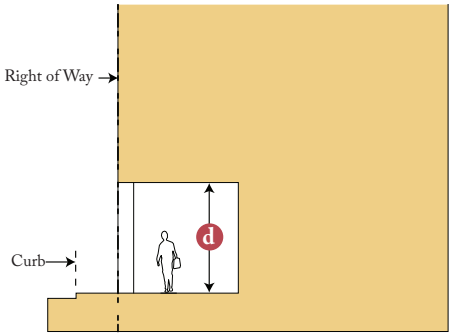
a) **Description:** Arcades are facades with a ground floor colonnade that supports the upper stories of the building, or for one-story buildings, the roof. Arcades contain ground-floor shopfronts, making them ideal for retail or restaurant use, as the arcade shelters the pedestrian while shading the storefront glass, preventing glare that might obscure views of merchandise.

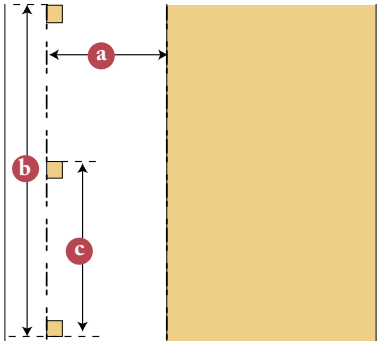
b) **Design Standards**

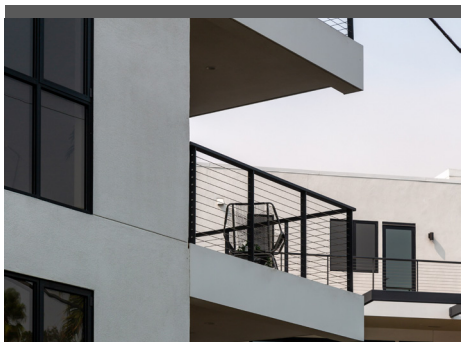
i) Along primary frontages, the Arcade shall correspond to Shopfront openings. Arcades shall be a minimum of two (2) bays wide.

ii) Arcades shall be designed according to the following dimensional requirements:

	Dimensions	Min.	Max.
a	Depth (clear)	10 ft.	16 ft.
b	Width (clear)	20 ft.	80 ft.
c	Width: single bay (clear)	10 ft.	16 ft.
d	Height (clear)	12 ft.	16 ft.
e	Distance from face of curb (clear)	2 ft.	-







4.5Dviii Balcony

a) **Description:** A platform enclosed by a wall or balustrade on the outside of a building, with access from an upper-floor door.

b) **Design Standards**

i) Balcony design character, palette of materials, and approach to detailing shall be consistent and compatible with the building's style.

ii) Balconies of traditionally styled buildings shall have visible supports in the form of projecting beams or braces. Balcony railings on traditional buildings shall be made of wood, wrought iron, steel bar or tube faithfully simulating true wrought iron. Balconies on modern styled buildings may simply project. Modern buildings may also use galvanized or painted steel, aluminium, and cable railing components. Vinyl substitutes shall be avoided.

4.5Dix **Bay Window**

a) **Description:** A large window or series of windows projecting from the outer wall of a building and forming a recess within.

b) **Design Standards**

i) Bay windows shall be a maximum of ten (10) feet wide and shall have a height that is equal to or greater than their width.

ii) Bay windows shall be placed a minimum of two (2) feet from any building corner and a minimum of three (3) from any other bay window.

iii) Bay windows shall consist of at least 75% transparent fenestration.

4.5Dx Awning

a) **Description:** A cloth cover fastened to a building or structure and supported by a frame that is used to protect pedestrians from the sun or rain.

b) **Design Standards**

i) Awnings shall be of a simple shed form, made of code-compliant fire-resistant canvas or materials of similar appearance; materials which are shiny, stiff, and synthetic shall be avoided.

ii) Each awning shall correspond to a storefront.

iii) Upper floor awnings may be provided. Each individual awning shall cover no more than one Shopfront or window opening. Signage is not permitted on upper floor awnings.

iv) Awnings shall be positioned so that signage is not obstructed.

v) Awning color(s) and pattern(s) shall be coordinated with the overall design of the building. As appropriate awning colors may vary between adjacent businesses.

vi) Internally illuminated and backlit awnings and any associated light diffusers are prohibited.

4.5Dxi **Canopy**

a) **Description:** A flat, metal awning that extends perpendicular from the building and parallel to the sidewalk. The canopy's frame is connected to the wall and spanned by a variety of materials, including metal lattice, glass, and metal slats.

b) **Design Standards**

i) Canopies shall be of a simple form, made of metal and/or glass.

ii) Canopies shall be supported either from below by metal brackets, or from above by rods, wires, or chains that affix to the wall.

iii) Canopies may extend across multiple storefronts.

iv) Upper floor awnings may be provided. Each individual canopy shall cover no more than one window opening. Signage is not permitted on upper floor canopies.

v) Canopies shall be positioned so that signage is not obstructed.

vi) Canopies shall be coordinated with the overall design of the building; all canopies on a single building shall be consistent in their design, color, and material.

4.6 Land Uses

4.6A Allowable Land Uses

A parcel or building within the specific plan area shall be occupied by only the land uses allowed by Table D.3 within the zones specified within the Regulating Plan. Land uses are defined in Section 4.10B.ii (Glossary).

a Use not listed. When a use is not specifically listed in Table D.3, the Planning and Community Development Director or his/her designee, shall have the authority to determine whether the proposed use is permitted based on the finding that the use is similar to, and no more detrimental than, those permitted in the zone. Uses not listed, or otherwise determined by the Planning and Community Development Director or his/her designee to be permitted, are prohibited.

4.6.B Permit Requirements

a Permitted subject to compliance with all applicable provisions of this Development Code, and a Site Plan in compliance with Zoning Code Title 17. These are shown as "P" uses in the tables;

b Allowed subject to the approval of a Conditional Use Permit in compliance with Zoning Code Chapter 17.70, and shown as "CUP" uses in the tables; and

c Not allowed in particular zones, and shown as a "—" in the tables.

		Downtown Core	Main Street	Downtown Edge
1	**Commerce, Manufacturing, Processing**			
	Artisan/craft manufacturing, commercial kitchen printing and publishing	P	P	—
	Research and Development	P	P	—
	Warehouse and Distribution	—	—	—
	Personal storage facility	—	—	—
	Makers Space	P	P	P
2	**Retail**			
	Supermarket, home improvement center	P	P	—
	Neighborhood market, pharmacy	P	P	P
	Restaurants	P	P	P
	Retail businesses	P	P	P
	Retail Pop-Ups	P	P	P
	Restaurant with dancing, live entertainment, craft brewery and winery (including retail sales), nightclub	CUP	CUP	CUP
	Medical Marijuana cultivation, manufacturing, sales, delivery, and distribution	—	—	—
3	**Services**			
	Personal Services: Personal Services, such as barber and beauty shops, dry cleaning pick-up stores, home electronics and small appliance repair, nail shops - manicure, pedicure, and tailors	P	P	P
	Personal Services (restricted): Banquet facility/catering, accessory massage (licensed, therapeutic, and in conjunction with primary businesses such as day spa, beauty salon, barber shop or similar uses) and tanning salons	CUP	CUP	CUP
	Professional Services: Includes professional offices for banks, commercial art and design, counseling services, scientific and research organizations, media post production and news services, urgent care clinic, and medical clinic (doctor, dentist)	P	P	P
4	**Accessory Commercial Uses**			
	Drive-through facility	—	—	—
	Incidental entertainment	P	P	—

Table D.3. Land Use Table

		Downtown-Core	Main Street	Downtown Edge
	Outdoor cafe (Dining)	P	P	P
	Outdoor display	CUP	CUP	CUP
	Outdoor storage	—	CUP	—
5	**Automobile Related**			
	Vehicle Sales and associated vehicle service and parts	—	CUP	—
	Vehicle parts, maintenance, or repair, detailing, painting, service stations	—	—	—
	Drive-through establishments including car wash	—	—	—
6	**Utility, Transportation**			
	Mobility hub	P	P	P
	Parking facility (public or commercial)	P	P	—
	Utility Facilities and Infrastructure	—	CUP	CUP
	Wireless telecommunication facility	CUP	CUP	CUP
7	**Residential Uses**			
	Dwelling, single-family attached	—	—	P
	Dwelling, multi-family	P	P	P
	Live/work Unit	P	P	P
	Transitional housing	P	P	P
	Emergency shelter	—	—	—
	Lodging: Hotel, B&B inn	CUP	CUP	—
8	**Accessory Residential Uses**			
	Accessory dwelling unit	P	P	P
	Home occupation	P	P	P
9	**Recreation, Education, Public Assembly**			
	Museums, art galleries, and libraries	P	P	P
	Athletic club/gymnasium, religious facility, and recreational centers	CUP	CUP	CUP
	Open Space	P	P	P
	Studios for arts, dance, music, martial arts	P	P	P
	Health/fitness facility	CUP	CUP	CUP
	Community garden	—	P	P
	School, public	P	P	P
	School, private (trade schools, colleges)	CUP	CUP	CUP
	Theater, cinema, performing arts, outdoor community events	CUP	CUP	CUP
	Art lounges or theaters with alcohol sales	CUP	CUP	—
	Recreation, entertainment uses	CUP	CUP	—
	Bowling allies, billiards parlors, indoor racquetball/pickleball courts.	CUP	CUP	—
	Farmers market, certified	P	P	P
10	**Other Uses**			
	Alcohol sales (on-and off-sale outlets)	CUP	CUP	CUP
	Vending machine (regular and reverse)	P	P	P
	Secondhand stores	—	—	—
	Day care center — child	CUP	CUP	CUP

Key to Table

P	Permitted
CUP	Conditional Use Permit
—	Not Permitted

Table D.3. Land Use Table

4.7 Signs

4.7A Sign Standards

4.7A.1 Purpose

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the Downtown area, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

a Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;

b Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of Downtown as a place to live, work, and shop; and

c Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically designed and proportioned in relation to adjacent structures and the structures to which they are attached.

4.7A.2 Applicability

a Section 4.7 applies to all signage within the Downtown Code boundaries except for the following which are subject to the requirements of Chapter 17.62 of the Municipal Code:

1. Real estate signs, special event signs, directional signs; and

2. Billboard or other off-premise sign regulated by Chapter 17.62.105 of the Municipal Code, and any sign located in the public right-of-way and installed or maintained by the City or by any other public entity having legal authority to maintain signs.

b Applicability to sign content. The provisions of this Section do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.

c Sign permit requirements. Installation of signs shall require approval of a sign permit:

1. Wall, window, awning/canopy, and sidewalk signs shall be processed ministerially by the Planning and Community Development Director; and

2. All other sign types shall be subject to Chapter 17.62 of the Municipal Code.

4.7B Sign Types

Each proposed sign or existing sign to be modified shall be designed as one of the signage types allowed for the zoning district as identified in Table 4.4

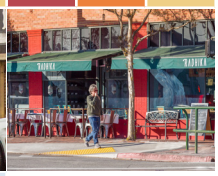
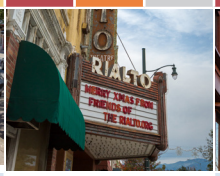
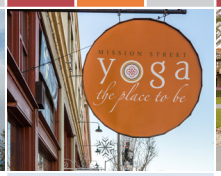
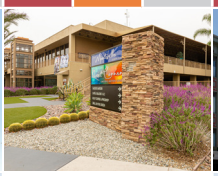
Wall			Window			Awning/Canopy		
Core	Main Street	Edge	Core	Main Street	Edge	Core	Main Street	Edge
								
A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.			A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.			A sign that is integral to the awning or canopy above a shopfront. This type of sign may be located either on the valence face of the awning that faces the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.		

Table D.4. Sign Types

Sidewalk	Marquee	Projecting	Monument	Roof	Pole
Core / Main Street / Edge	Core / Main Street	Core / Main Street	Core / Main Street	Core / Main Street	Core / Main Street
					
A two-sided, non-illuminated, portable sign that is placed outside of the shopfront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food-oriented businesses, theaters and other such activities.	A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.	A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range.	A sign that is located within front and side yards where the building is setback substantially from the sidewalk and the sign is to be viewed from a distance along the street. **Wall-integral:** Occurs as part of site-defining landscape, in the form of a low wall that may include a gateway that encloses outdoor dining or open space. **Freestanding:** Occurs as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.	A sign that is for use on block-scale buildings at least 3 stories in height such as hotels, conference centers, and certain civic building. This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive.	A vertically-oriented sign that is detached from the main building, located along the primary frontage within the front setback, consisting of a structural support with the sign mounted at the top. This type of sign is for use on property that has a certain amount of street frontage and if intended for viewing from a distance to identify a business set back and not readily visible from the street.

4.7B1 Wall Sign

1	Description A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.		
2	Size	Height	24 in. max.
		Width (as % of facade width)	60%
		Features (allowed beyond sign area)	6 ft. max.
3	Design Standard a. Maximum of 1 wall sign per storefront bay along frontage of building; b. Multi-story buildings qualify for a building identification sign located on the uppermost story; c. Maximum thickness of sign as measured from the wall shall not exceed 4 inches; d. Minimum of 24 inches between sign and any opening or edge of the building facade; e. Minimum of 12 inches between sign and an eave or parapet; and f. If illuminated, individual letters required and shall be either internally illuminated or externally illuminated with decorative lamps mounted to maintain visual integrity of the sign.		

4.7B2 Window Sign

1	Description A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.		
2	Size	Height	18 in. max.
		Width (as % of storefront width)	40%
		Features (allowed beyond sign area)	2 ft. max.
3	Design Standard a. Maximum of 1 window sign per storefront; b. Minimum of 75% of window sign shall be independent of contrasting background; c. Sign inside the shop-space is not allowed within 4 feet of the window; and d. Storefront width is measured between walls or columns of at least 8 inches in width.		

4.7B3 Awning/Canopy Sign

1	Description A sign that is integral to the awning or canopy above a shopfront. This sign may be located either on the valence face of the awning facing the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.		
2	Size	Height awning valance	6 in. min.; 12 in max.
		Height canopy valance	2 ft. max.
		Width (as % of awning/canopy width)	75%
		Features (logo) for awning main panel	2 sq.ft.
		Feature (beyond canopy sign area)	3 sq.ft.
		Encroachment	within 2 ft. of curb
3	Design Standard a. Maximum of 1 sign per awning / canopy; b. Each awning / canopy shall correspond to a storefront; c. The main panel of awnings shall only be used for a logo feature and shall not be for additional signage area; d. Internal illumination of awning(s) is prohibited; e. Canopy sign may extend up to 24 inches above the top of the canopy; and f. Encroachment permit required.		

4.7B4 Sidewalk Sign

1	Description A two-sided, non-illuminated, portable sign that is placed outside of the shopfront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food- oriented businesses, theaters and other such activities.		
2	Size	Height	18 in. min.; 3 ft. max.
		Width	18 in. min.; 2 ft. max.
		Thickness on each side	4 in. max.
		Horizontal clearance from adjacent curb	18 in. max.
3	Design Standard a. Maximum of 1 sign per business with a minimum distance of 25 feet from the nearest sidewalk sign; b. Sign shall be vertically oriented and have no more than 2 sides; c. Sign shall be placed as close as possible to the business storefront/edge of outdoor seating or along the street edge of the adjacent sidewalk; d. Encroachment permit required within the r.ow. Adequate pedestrian access shall be maintained; and e. Materials shall not include vinyl or plastic. Lighting shall be from ambient sources.		

4.7B5 Marquee Sign

1	Description A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.		
2	Size	Height single-story building	max. 35% of facade height
		Height multi-story building	max. 75% of facade height
		Height above eave or parapet	10 ft. max
		Width of each sign face (up to 3 max.)	20 ft. max
		Distance from wall	18 in.
		Thickness	4 in. max.
		Feature (allowed beyond sign area)	6 sq. ft.
		Encroachment	within 3 ft. of curb
3	Design Standard a. Maximum of 1 marquee sign per building; b. Sign shall be vertically-oriented and placed within the top half of single-story buildings and on the upper floor(s) of multi-story buildings; and c. Encroachment permit required.		

4.7B6 Projecting Sign

1	Description A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range.		
2	Size	Height	2 ft. max.
		Width	3 ft. max.
		Thickness	3 in. max.
		Feature (allowed-beyond sign area)	1.5 sq.ft.
		Vertical clearance from sidewalk	8 ft. min.
		Encroachment	within 3 ft. of curb
3	Design Standard a. Maximum of 1 projecting sign per business along frontage; b. If illuminated, shall not be internally illuminated cabinet sign; c. Supporting hardware such as brackets shall be architecturally compatible with the building facade; d. Not allowed under an awning or horizontally within 10 feet of another projecting sign; and e. Encroachment permit required.		

4.7B7 Monument Sign

1	Description A sign within front and side yards where the building is setback from the sidewalk and the sign is to be viewed from a distance along the street. Wall-integral: Occurs as part of site-defining landscape, in the form of a low wall that may include a gateway that encloses outdoor dining or open space. Freestanding: Occurs as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.		
2	Size	Height of wall or freestanding panel	3 ft. min. 5 ft. max.
		Height of sign area	18 in. max.
		Width (freestanding)	2 ft. min., 7 ft. max.
		Thickness	18 in.
		Feature (allowed beyond sign area)	2 sq. ft.
		Distance from adjacent curb	5 ft. min.
		Encrochment into setbacks	within 3 ft. of property line
3	Design Standard a. Wall-integral: Maximum 1 sign may be placed at each end of the wall if there is at least 50 feet between each sign; b. Freestanding: Maximum of 1 sign and minimum of 75 feet horizontal separation from another monument sign; c. Not allowed in any required visibility area, right-of- way, or private street; d. Colors and materials shall match the building style and details; and e. Lighting shall be from external or ambient sources.		

4.7B8 Roof Sign

1	Description A sign that is for use on block-scale buildings at least 3 stories in height such as hotels, conference centers, and certain civic building. This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive.		
2	Size	Height	7 ft. min., 15 ft. max. max.
		Length	10 ft. min., 30 ft. max.
		Thickness	18 in. max.
		Features (allowed beyond sign area)	25 sq.ft. max.
3	Design Standard a. Maximum of 1 roof sign per building; b. Minimum building height of 3 stories and minimum site frontage along primary street of 150 feet; c. Signs shall not encroach into right-of-way or private street; d. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign; and e. Supporting hardware such as brackets shall be architecturally compatible with the main building.		

4.7B9 Pole Sign

1	Description A vertically-oriented sign that is detached from the main building, located along the primary frontage within the front setback, consisting of a structural support with the sign mounted at the top. This type of sign is for use on property that has a certain amount of street frontage and is intended for viewing from a distance to identify a business set back and not readily visible from the street.		
2	Size	Height to top of the sign	25 ft. max.
		Width of sign	15 ft. max.
		Height of sign area	10 ft. max.
		Thickness	12 in. max.
		Feature (allowedbeyond sign area)	25 sq.ft.
		Distance from r.o.w.	min. 2 ft.
3	Design Standard a. Maximum of 1 pole sign per site; b. If illuminated, illumination shall maintain visual integrity of the sign; and c. Supporting hardware such as brackets shall be architecturally compatible with the architectural style of the main building.		

4.8 Other Development Standards

4.8A Parking Design

4.8A.1 Applicability

a **Parking required.** Every use, including change or expansion of a use, or structure, shall have appropriately maintained parking and loading spaces or areas in compliance with the regulations identified in this section.

b **Number of parking spaces**

i **Off-Street Parking Spaces.** Off-street parking spaces shall be provided for each land use per the below standards:

a) Residential: 1 space per unit (minimum).

b) Residential Guest: 1 space for every 4 units (minimum)

c) Lodging: 1 space per room (minimum).

d) Live/Work: 1 space per unit under 1500 s.f.; if unit is greater than 1500 sq. ft.: 1 space for every 400 gross s.f.

e) Office, Retail, Civic: 1 space per 300 gross s.f. of building area.

f) Restaurants, Cafes, or similar: 1 space per 200 gross s.f. of building area.

c **On-Street Parking**

i On-street parking located along the development's frontage may be counted towards fulfilling the minimum number of spaces for the commercial component within the development up to twenty-five percent (25%) of the minimum required number of off-street parking spaces.

ii In no case shall on-street parking be used for meeting minimum residential parking requirements within a mixed-use development.

iii Where street parking spaces are counted toward meeting required on-site parking as allowed by this section, all such on street spaces must remain available for common use and not be exclusively assigned or reserved to any individual use.

4.8A.2 Parking Reduction Requirements

a Shared Parking

Shared parking may be utilized as an effort to promote an overall reduction in parking. The amount of off-street parking required for a mixed use development may be reduced up to fifteen (15) percent as determined by the Planning and Community Development Director and approved by the Planning Commission when it can be demonstrated through a Parking Demand Study that sufficient parking is or can be met by the subject uses through a shared parking arrangement. Said study should explain the parking demands of the land uses within the development and how business practices or hours of operation impact the demand for parking at different times of the day.

b Waiver of Parking

Any project site where it can be demonstrated that the land use thereon will not utilize the required number of parking spaces due to the nature of the specific land use, or the manner in which the specific land use is conducted, the number of parking spaces required may be reduced pursuant to the following:

i Approval Required. A parking reduction based upon low parking demand may be allowed upon the approval of a Low Demand Parking Reduction Agreement by the City.

ii Alternate Parking Plan. In approving a parking reduction, the City may require the preparation of an Alternate Off-Street Parking Plan, which demonstrates that additional parking spaces can be provided on-site, as necessary, to accommodate future land use changes or intensifications in land use. Furthermore, a restrictive covenant that runs with the land may be required by the City, which restricts the use of the subject property for the duration of the parking reduction.

iii Low Demand Parking Reduction Agreement. A Low Demand Parking Reduction Agreement by and between the City, the applicant, and all other affected property owners, shall be executed and recorded with the County Recorder, which, at a minimum, shall:

a) provide confirmation that the parking supply proposed will be adequate during periods of maximum demand,

b) confirm that the parking demand is provided within a reasonable walking distance to the use it serves, and

c) identify parking management strategies that are necessary to ensure the availability of the necessary number of parking spaces for the duration of the current use and future users of the project site. The Low Demand Parking Reduction Agreement shall be subject to City Attorney review and approval as to form and content.

iv Parking Analysis. The City may require the applicant to submit a parking analysis, prepared by a person/firm experienced in preparing such analyses, to assist the City in determining the appropriate reduction.

4.8A.3 Parking Design and Development Standards

Required parking areas shall be designed and constructed as follows. The standards of this Section may be modified by the review authority where it determines that alternative parking designs and standards will more appropriately relate to the operating characteristics of the proposed development or new land use, while being equally effective in providing parking areas that are safe, convenient, use land efficiently, and are aesthetically attractive.

a Access to Parking

i Within the Specific Plan area, no new parking shall be placed between a building and a street, except where allowed adjacent to a side street in the residential zone.

ii Parking, including parking garages, shall be accessed from an alley or secondary frontage when possible. The opening of a parking lot or garage on a frontage shall not exceed two lanes in width.

b Tandem Parking. Tandem parking may be allowed at the discretion of the City:

i Non-Residential Uses.

a) The use of tandem parking for non-residential uses shall require that the operator of the parking facility provide a valet or attendant at all times that the parking is accessible to users, except where the City determines that the nature of the use and its operation will not require attended parking.

b) Tandem parking shall be a maximum of two (2) parking spaces in depth.

c) Vehicle movements necessary to move cars parked in a tandem configuration shall not take place on any public street.

ii Residential Development. Tandem parking is allowed within multi-family projects and the residential component of mixed-use projects subject to the following standards:

a) Up to thirty (30) percent of the total required off-street parking spaces may be provided in a tandem configuration. The maximum number of spaces permitted in a tandem configuration refers to the total individual spaces, not the total number of tandem spaces. For example, if twenty (20) total residential spaces are required, three (3) tandem space with two (2) cars in the tandem space for a total of six (6) individual spaces may be provided.

b) Tandem parking shall be a maximum of two (2) parking spaces in depth.

c) Both tandem spaces shall be assigned to the same dwelling unit.

d) Vehicle movements necessary to move cars parked in a tandem configuration shall not take place on any public street.

e) Guest parking spaces shall not be provided in a tandem configuration.

f) When tandem parking spaces are used in private garages or other parking facilities with more than two (2) parking spaces, they shall be assigned and marked for resident use.

c Disabled Parking Spaces. Parking spaces for the disabled shall be provided in compliance with the requirements of State Law (California Administrative Code [Title 24, Part 2, Chapters 2B71]. Disabled spaces required by this Section shall count toward fulfilling off-street parking requirements.

d Loading Spaces

i A minimum of one (1) off-street loading space shall be provided for every non-residential or mixed use building over 3,000 sq.ft. in gross area.

ii Loading spaces shall be generally located at the rear of a building or along the alley when present in a fashion that allows for adequate maneuvering, loading, or unloading of vehicles without interfering with the orderly movement of traffic or pedestrians on the street.

iii Off-street loading spaces may be striped "loading zone" by the City of Montebello as approved by the Planning and Community Development Director.

e Parking space and lot dimensions. Parking lots and stalls shall be designed with the following minimum dimensions.

Angle of Parking	Length of Parking Stall	Width of Parking Stall	Aisle Width
60⁰ or less (one-way) 90⁰ (one-way)	18 ft	8.5 ft or 9 ft	18 ft
90⁰ (two-way)	18 ft	8.5 ft or 9 ft	24 ft
90⁰ (tandem)	36 ft	9 ft	24 ft

f Landscaping. Parking areas shall be landscaped in compliance with the following requirements.

i Surface parking areas shall be planted with shade trees at a minimum ratio of one tree for every four spaces in an orchard planting arrangement.

ii Parking areas adjacent to a street or sidewalk shall be screened with landscaping and a decorative wall between 36 and 48 inches in height as approved by the review authority.

g Lighting. Parking lot lighting shall comply with the following requirements:

i Outdoor light fixtures shall be limited to a maximum height of 15 feet or the height of the nearest building, whichever is less.

ii Lighting shall be energy-efficient, and shielded or recessed. Each light fixture shall be directed downward and away from adjoining properties and public rights-of-way.

h Surfacing.The City desires to reduce stormwater run-off and water pollution, and to allow for the replenishment of groundwater. For parking areas, the goal is to reduce the amount of run-off generating surface area. Therefore, permeable surfaces for parking and maneuvering areas are encouraged. Acceptable permeable surfaces include:

i Pervious pavers (products such as Unipaver, Eco-stone and SF Rima or an approved equivalent).

ii Gravel, bark or grass when reinforced to provide adequate load-bearing (including geotechnical structures such as Invisible Structures' Grasspave and Gravelpave products, or an approved equivalent).

iii Other permeable surfaces may be approved by the Public Works Director.

i Passenger Loading and Unloading Zones. On-street, curb-side passenger loading and unloading zones, including for transit network companies (such as Uber and Lyft) are permitted as approved by the Planning and Community Development Director.

4.8B Solid Waste Standards

4.8B.1 Purpose

A successful solid waste collection and removal strategy will include appropriate accommodations for the collection, storage, access, and removal of solid waste and recyclable materials from the project site. Early planning to meet this requirement is essential to avoid major redesign of the project during later design phases and to ensure compliance with the standards and requirements of this Section.

4.8B.2 Location, Access and Design Criteria

The location of all solid waste collection and/or storage spaces shall meet the following requirements:

a To the extent possible, collection/storage locations shall be accessed from an alley. Where an alley is not present, collection/storage locations may be accessed from the street. Collection/storage locations for corner lots shall be accessed from the Side Street.

b The collection/storage space shall be located to minimize visual, noise, and odor impacts to adjacent building occupants both on the subject lot and on adjacent lots.

c Outdoor trash enclosures or collection rooms within a structure shall not be located on a street-facing facade of the structure. Outdoor trash enclosures shall not be located between the building faced and the street.

d The design of outdoor trash enclosures and exterior facing elements of a collection/storage area attached to, or within a building/structure, shall complement the architectural features of the building or development that they serve. The incorporation of landscaping around trash enclosures is encouraged as part of a successful design. All outdoor trash enclosures shall include a solid roof to minimize or prevent spilled or trash contaminants from entering the stormwater system.

e The property owner or manager shall maintain both the interior spaces and surrounding exterior areas and keep them clean and free of graffiti, trash, residue, debris, and leaks.

4.8C GHG Emissions Reductions Standards

The following design features shall be incorporated for all new development:

a. Gas or propane fireplaces shall not be allowed in residential development.
b. All residential development will provide outdoor electrical outlets to accommodate the use of electric landscape equipment.
c. New development shall install at least one electric vehicle charging station on the specific project site, or through coordination with the City in other public parking areas within the City.

4.8D Other Municipal Code Standards

All other requirements of the Municipal Code not specifically provided in the Downtown Montebello Specific Plan apply including, but not limited to, screening (i.e. rooftop mechanical equipment), trash enclosures, the installation of underground utilities.

4.8E Landscape and Outdoor Lighting Standards

4.8E.1 Landscape Materials: Context appropriate landscaping shall be provided for each project and designed to achieve an attractive "urban" landscape setting. Landscaping is also instrumental in creating and delineating public and private spaces. Appropriate landscaping will depend on factors such as the setbacks, shape, size, and orientation of the building.

a Proposed developments shall incorporate site amenities such as linear planting beds or seat walls, street furniture, enhanced paving surfaces, public art, lighting, etc, where appropriate. These features should be architecturally compatible with the styles, materials and colors of the principal building on the lot and those in the immediate area.

b Plant species should be selected based on their suitability for an urban environment, for their cleanliness, and for their ability to survive in a healthy state despite constrained growing conditions. Ease of maintenance should also be considered.

c The majority of plant materials shall consist of drought tolerant and/or native plants with minimum water requirements.

d The use of canopy trees for shading and cooling is encouraged where appropriate, particularly in publicly accessible open spaces and plazas, to mitigate the urban heat island effect. Where canopy trees are used, site design should provide sufficiently sized tree pits or planting beds and appropriate planting medium to provide for healthy tree growth.

e Decorative water features shall use re-circulating water and, where available, shall use recycled water.

4.8E.2 Sustainable Storm Water Management: The intent of this Downtown Specific Plan is to create an urban walkable community. When fully implemented, the development of the Downtown planning area will result in an urban setting characterized by commercial, residential, and mixed use buildings, and structured or underground parking on sites with minimal to no landscape areas available at grade. In some cases, buildings could approach 100 percent coverage of the site. As part of the development review process, developers and their landscape architects will need to focus on tailoring each project to provide stormwater treatment facilities that are functional and visually attractive and that avoid the use of surface infiltration basins, which are not conducive to an urban setting. In preparing mandated Water Quality Management Plans (WQMPs) the following design guidelines shall be considered and implemented to the greatest extent possible:

a Consider the range of BMP alternatives for drainage, infiltration, and stormwater quality for the site, including drainage from roofs, plazas, courts, and any surface parking areas.

b Utilize Low Impact Development (LID) design principles and practices to address infiltration of runoff through the use of:

i Pervious surfaces in lieu of impermeable surfaces in plazas, courtyards, and surface parking areas where technically feasible. Acceptable pervious surfaces include: landscaping; pervious pavers including pervious interlocking pavers and permeable concrete; etc.; as approved by the Planning and Community Development Director and Public Works Director.

ii Landscaped areas integrated into the drainage design where runoff can be directed into planters with subsurface features to further enhance storage or towards permeable surfaces where technically feasible. Amended soils shall be utilized where technically feasible to enhance infiltration, to provide water quality improvement, and to maintain healthy plant life.

c Surface infiltration basins are not allowed, unless:

i They are accommodated within an active or passive park or open space that can be closed during flood events.

ii They are not visible from a street or public open space and they are in addition to the required on-site open space.

4.8E.3 Site Lighting

a Site lighting should be shielded by permanent attachments to light fixtures so that light sources are not visible from a public way and to prevent off-site glare.

4.9 Administration

4.9A Review Authority

The standards and other requirements of this Development Code shall be administered and enforced by the Planning Division of the Montebello Planning and Community Development Department, the Planning Commission, and City Council in the same manner as the provisions of the City's Zoning Code.

a Chapter 17.74 of the Municipal Code specifies standards for Site Plan Review application. The following types of applications shall be reviewed and acted upon by the identified body or individual:

i. Ministerial Applications: The Planning and Community Development Director review shall be the Review Authority for ministerial applications as listed in Table 4.5.

ii. Discretionary Applications: Discretionary application shall be reviewed as listed in Table D.5.

4.9.B Minor Deviations

a A Minor Deviation permits a design solution that is not consistent with a specific provision of this Development Code, but is justified by its ability to fulfill this Specific Plan's intent while not compromising its vision and intent.

b All development standards within this Development Code may deviate up to a maximum of ten percent (10%).

c Minor Deviations are subject to Planning and Community Development Director review prior to Planning Commission consideration.

4.9.C Compatibility and Architectural Review

For the purposes of maintaining consistency with this Specific Plan; establishing a high standard of architectural quality and design variety; and maintaining compatibility with adjoining properties, all development applications within the Downtown Specific Plan area will be subject to an external peer review. Such a review will be conducted by an architect, urban designer, or planner in private practice, as chosen by the review authority (City). The review authority shall establish fees and procedures for such review.

	Planning and Community Development Director	Planning Commission	City Council
Ministerial			
Zoning clearance	Approve		
Outdoor dining in r.o.w.	Approve		
Outdoor display	Approve		
Discretionary			
Site plan (Design Review)	Final Decision	Review Appeal	Review Appeal
Conditional use permit (CUP)		Final Decision	Review Appeal
Zoning change		Recommend	Final Decision
Subdivision		Final Decision	
Variance		Final Decision	Review Appeal
Specific Plan Amendment		Recommend	Final Decision

Table D.5 Review Authority.

4.9DTreatment of Potential Historic Resource

a Prior to completion of the Historic Resource Survey, applications for all demolition permit and development proposals involving structures over 50 years in age will include a historic, technical assessment or "Phase I" prepared by a City-designated historic professional.

b Upon reviewing a "Phase I" historic assessment, the Planning and Community Development Director may request additional documentation in the form of a Phase II study.

c Planning and Community Development Department staff shall evaluate the Phase I and/or Phase II to determine whether the application involves a Historic Resource as defined by CEQA.

d If the Director determines a potential Historic Resource is present, but not formally designated as a landmark or already on a State or Federal register, the development proposal shall be reviewed by the Planning Commission for compliance with the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties.

4.10 Glossary

4.10A Purpose

This Section provides definitions of terms and phrases used in this Development Code that are technical or specialized, or that may not reflect common usage. If any of the definitions in this Section conflict with definitions in the Zoning Code or other provisions of the Municipal Code, these definitions shall control for the purposes of this Development Code. If a word is not defined in this Section, or in other provisions of the Montebello Municipal Code, the Planning and Community Development Director shall determine the correct definition.

4.10B Definitions of Specialized Terms and Phrases

As used in this Development Code, each of the following terms and phrases shall have the meaning ascribed to them in this Section, unless the context in which they are used clearly requires otherwise.

4.10Bi Definitions of General Terms

Access, Building — The physical point(s) and type of pedestrian access to a building from the public sidewalk. Also see building access.

Access, Site — The physical point(s) of vehicular access from a street or other right-of-way to a site.

Access, Lot — The physical point(s) of access to an individual lot for vehicles and pedestrians from a street, other right-of-way or sidewalk.

Accessory Structure — A subordinate building such as garages, carports, storage sheds, shelters, pools or similar structures, the use of which is incidental to that of the main building (residential, commercial, or industrial) on the same lot and/or building site.

Alley — A low capacity thoroughfare with one shared lane and no parking lanes, designed and intended for service and/or secondary access purposes.

Block — All property fronting on one side of a street between intersecting and intercepting streets, or between a street and a right-of-way, end of an existing cul-de-sac, or city boundary.

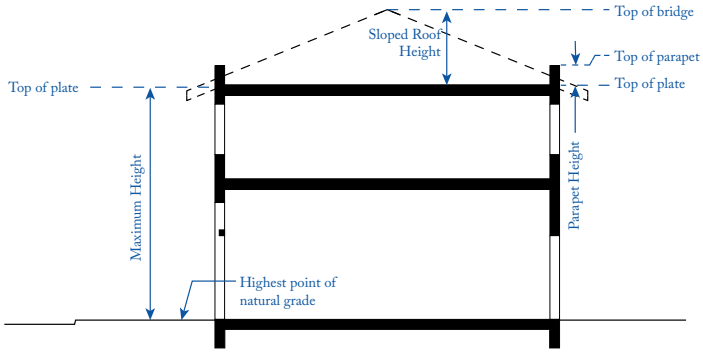
Block-scale Building — The physical appearance when a building by its physical length and overall size is massed and organized to be larger than a house in its footprint.

Building Access — Buildings are accessed in either of two ways: walk-up or point access.

Walk-up access means when an individual suite or dwelling is accessed by the pedestrian directly from a public sidewalk or private open space directly accessed by the public sidewalk. House-scale buildings are accessed only by walk-up access.

Point access means when individual suites or dwellings are accessed by the pedestrian through a common lobby. Block-scale buildings are accessed by either walk-up or point-access, or through a combination of the two.

Building Accessory — Building(s) which are in support of the main building on the lot and subject to the building placement standards for accessory buildings.



Building Height — The vertical extent of a building measured in stories to the eave of the highest story, not including a raised basement or a habitable attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, and similar structures. Building height shall be measured from the average grade of the fronting thoroughfare.

Building Type — A structure defined by the combination of configuration, placement and function.

- Mixed-Use Block. A building designed for occupancy by retail, service, and/ or office uses on the ground floor, with upper floors also configured for service, office, and/or residential uses as allowed by each zone's use requirements. The upper floor may be accessed directly from the street via a stair or through a street-level lobby.
- Court. A group of attached dwelling units arranged to share one or more common courtyards, with pedestrian visitor access taken from the courtyard, Front Street, and/or Side Street. The courtyard is intended to be a semi-public outdoor area that is visible from and accessed from the Primary Street. Courtyard buildings may accommodate housing as well as ground floor commercial uses in either a live-work configuration or as commercial/ retail space that directly faces the Primary Street, if and as allowed by the zone.
- Liner. A building that conceals a larger building such as a public garage, theater, or "big box" store that is designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors also configured for those uses or for residences.

Building Type (continued)

- Rowhouse. Two or more detached two- or three-story dwellings arrayed side by side with zero lot line side setbacks. The building is located at the front of the lot, with the garage at the rear of the lot, separated from the primary building by a rear yard. An integrated housing unit and working space, occupied and utilized by a single household in a structure, either single-family or multi-family, that has been designed or structurally modified to accommodate joint residential occupancy and work activity.
- Stacked Dwelling. A building comprised typically of single-floor dwellings usually accessed from a central lobby that provides access to individual units via corridors. Ground floor dwellings facing the street may additionally take direct access via stoops or semi-private dooryards.
- Flex Shed. A building designed for occupancy by light manufacturing, workshop, and warehouse uses.
- Live-work. An integrated housing unit and work space, occupied and utilized by a single household in a structure, either single family or multi-family, that has been designed to accommodate ground floor work uses and ground floor and/or upper floor residential uses.
- Quad/Triplex/Duplex. Duplexes, triplexes, and quadplexes are multiple dwelling forms that are architecturally presented as large single family houses. Each dwelling unit is accessed directly from the street.
- Single-family residence. A structure occupied by one primary residence that also accommodates commercial uses as allowed.
- Carriage House. A Carriage House is an attached or detached residence, also known as an accessory dwelling, which provides complete independent living facilities and which is located or established on the same lot on which a single-family residence is located. Such dwellings may contain permanent provisions for living, sleeping, eating, cooking, and sanitation.

Civic
The term defining not-for-profit organizations dedicated to the arts, culture, education, government, transit and municipal parking facilities.

Civic Building
A structure operated by governmental or not-for-profit organizations and limited to civic uses.

Civic Space
An outdoor area dedicated for civic activities.

Courtyard
An unroofed area that is completely or partially enclosed by walls or buildings.

Driveway
A vehicular lane within a lot, or shared between two lots, usually leading to a garage, other parking or loading area.

Encroachment
Any architectural feature or structural element, such as a fence, garden wall, porch, stoop, balcony, bay window, terrace or deck, that breaks the plane of a vertical or horizontal regulatory limit extending into a setback, beyond the build-to-line, into the public frontage, or above a height limit.

Frontage
A strip or extent of land abutting a thoroughfare, civic space or other public right-of-way.

a. Frontage, Private. The area between the building facade and the shared lot line between the public right-of-way and the lot.
b. Frontage, Public. The area between the curb of the vehicular lanes and the edge of the right-of-way.

House-scale
The physical appearance when a building is massed and organized similar to a single-family house.

Infill
A site developed within existing urban fabric, balancing, completing and/or repairing the surrounding area.

Lot
A parcel of real property shown on a plat recorded in the office of the county recorder.

Massing
The overall shape or arrangement of the bulk or volume of buildings and structures.

Overlay
The method for addressing additional topics such as certain types of commercial frontage.

Parapet
A low wall along the edge of a roof or the portion of a wall that extends above the roof line.

Parkway (planting strip)
The landscaped area between the sidewalk and the curb which is reserved for trees which are intended to shade the sidewalk and provide spatial definition to the streetscape.

Paseo	A public place or path designed for walking that is often within a block, between buildings or along the edge of a public open space.
Pedestrian Shed	An area centered on a major destination. Its size is limited by an average distance that may be traversed at an easy walking pace in a given amount of time from its center to its edge. Pedestrian sheds are useful for planning walkable areas.
Podium	A continuous projecting base or pedestal under a building.
Setback	The area of a lot measured from a lot line to a building facade or elevation that must be maintained clear of permanent structures excepting galleries, fences, garden walls, arcades, porches, stoops, balconies, bay windows, terraces and decks (that align with the first floor level) which are permitted to encroach into the setback.
Setback line, front yard (frontage zone).	The line which defines the depth of the required front yard for the lot to generate and support the intended public realm of the zoning district.
Setback line, rear yard or side yard.	The line which defines the width or depth of the required rear or side yard. Said setback line shall be parallel with the property line, removed therefrom by the perpendicular distance prescribed for the yard in the zoning district.
Story	A habitable level within a building from finished floor to finished ceiling.
Non-conforming Buildings	A building or portion thereof which was lawful when established but which does not conform to subsequently established zoning or zoning regulations.
Non-conforming Use	A land use lawful when established but which does not conform to subsequently established zoning regulations.
Yard	The area between the Buildable Area on a lot and a lot line. a. Yard, Front. The area between the Buildable Area on a lot and the front lot line. b. Yard, Side. The area bounded by the Building Area on a lot, a side lot line, the front lot line and the rear lot line. c. Yard, Rear. The area between the Buildable Area on a lot and the rear lot line.

4.10B.ii Definitions Of Land Use Terms

Art Gallery	A building or space, accessible to all, for the display or production of art from or for a public or private art collection typically having public or private ownership. Art galleries may have some limited restrictions in place.
Auto Service Station	Retail sale, from the premises, of vehicle fuel which may include the incidental sale of other petroleum products, tires, batteries, and replacement items, and the incidental minor repairs and lubricating services.
Bank/Financial Services	Financial institutions, including, but not limited to: banks and trust companies, credit agencies, holding (but not primarily operating) companies, lending and thrift institutions, other investment companies, securities/commodity contract brokers and dealers, security and commodity exchanges, and vehicle finance (equity) leasing agencies. Does not include check-cashing stores.
Civic Building	A building that is operated by not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking.
Cultural Institution	A nonprofit institution engaged primarily in the performing arts or in the display or preservation of objects of interest in the arts or sciences that are open to the public on a regular basis. This classification includes performing arts centers for theater, dance and events, museums, art galleries, and libraries.
Day Care Center	Any child day care facility, licensed by the State of California, other than a family day care home, and includes infant care centers, preschools, and extended day care facilities.
Display, Outdoor	Refers to the use of outdoor space in which goods are placed outside a building for display or sale purposes, and in conjunction with permanent commercial uses located inside adjacent buildings.
Drive-through Services	Facilities where food or other products may be purchased or services may be obtained by motorists without leaving their vehicles. Examples of drive-through sales facilities include fast-food restaurants, drive-through coffee, photo stores, pharmacies, bank teller windows and ATMs, dry cleaners, etc., but do not include gas station or other vehicle services.
Dwelling	A room or group of internally connected rooms that have sleeping, cooking, eating, and sanitation facilities, but not more than one kitchen, which constitute an independent housekeeping unit, occupied by or intended for one household on a long-term basis.
Dwelling Accessory	An auxiliary dwelling unit located within an accessory structure of a primary dwelling on the lot. Includes, but is not limited to dwelling units in guest houses, pool houses and carriage houses, above or beside a garage.

Fitness Studio	Establishments offering individual or small group physical exercises and health-related fitness activities, including, but not limited to, yoga, meditation, pilates, aerobics, martial arts, and self-defense training in facilities under 25,000 square feet.
Group Homes	A dwelling in which persons reside in a group occupancy setting, but not including a hotel, motel, fraternity, sorority, rooming and/or boarding house. Residents of a facility may also receive medical treatment in addition to any non-medical supportive services in a residential or congregate care setting, as opposed to a hospital.
Health/Fitness Facility	Establishments offering participant sports within an enclosed building. Typical uses include health or fitness clubs larger than 25,000 square feet, indoor ice- or roller-skating rinks, indoor skate parks, indoor batting cages, and other recreational sports or fitness activities not expressly listed within "Table D.3. Land Use Table."
Home Occupation	Residential premises used for the transaction of business or the supply of professional services. Home occupation shall be limited to the following: agent, architect, artist, broker, consultant, draftsman, dressmaker, engineer, interior decorator, lawyer, notary public, teacher, and other similar occupations, as determined by the Director. No external employees are allowed.
Home Office	Residential premises used for the transaction of business or the supply of professional services which employ up to three external employees. Home office shall be limited to: agent, architect, artist, broker, consultant, draftsman, dressmaker, engineer, interior decorator, lawyer, notary public, teacher, and other similar occupations, as determined by the Director.
Hotel, Motel	Establishments containing six or more rooms or suites for temporary rental and which may include incidental food, drink, and other sales and services intended for the convenience of guests.
Maker Space	A makerspace is a collaborative workspace inside a public or private facility for making, learning, exploring and sharing that could utilize high tech equipment and tools to limited or no equipment and tools. These spaces are open to kids, adults, and entrepreneurs and have a variety of maker equipment including 3D printers, laser cutters, CNC machines, hand tools, audio-visual equipment, soldering irons and sewing machines. A makerspace, however, doesn't need to include all or any of these machines to be considered a makerspace. One of the primary goals of the makerspace is to allow for the creative expression of tangible objects and activities.
Medical Services, Clinic	A facility other than a hospital where medical, mental health, surgical and other personal health services are provided on an outpatient basis. Examples of these uses include: medical offices with five or more licensed practitioners and/or medical specialties, outpatient care facilities, urgent care facilities, other allied health services. These facilities may also include incidental medical laboratories. Counseling services by other than medical doctors or psychiatrists are included under "Offices - Professional."
Medical Services, Doctor's Office	A facility other than a hospital where medical, dental, mental health, surgical, and/or other personal health care services are provided on an outpatient basis, and that accommodates no more than four licensed primary practitioners (for example, chiropractors, medical doctors, psychiatrists, etc., other than nursing staff) within an individual office suite. A facility with five or more licensed practitioners is instead classified under "Medical Services – Clinic, Urgent Care." Counseling services by other than medical doctors or psychiatrists are included under "Office – Professional."
Meeting Facility	Consisting of group gatherings conducted indoors. Typical uses include churches, synagogues, mosques, temples, bingo halls, private clubs, fraternal, philanthropic and charitable organizations, and lodges. Does not include theaters.
Neighborhood market/convenience store	A neighborhood serving retail store of 5,000 square feet or less in gross floor area, which carries a range of merchandise oriented to daily convenience shopping needs.
Offices —Professional	Office-type facilities occupied by businesses that provide professional services, or are engaged in the production of intellectual property. Examples of these uses include: accounting, advertising agencies, attorneys, commercial art and design services, counseling services, urgent care clinic, and medical clinic, scientific and research organizations, financial management and investment counseling, literary and talent agencies, management and public relations services, media postproduction services, news services, and photography studios.
Parking Facility, Public or Private	Parking lots or structures operated by the City or a private entity, providing parking either for free or for a fee. Does not include towing impound and storage facilities.
Personal Services	Establishments providing non-medical services for the enhancement of personal appearances, cleaning, alteration, or reconditioning of garments and accessories, and similar non-business related or non-professional services. Typical uses include reducing salons, barber shops, tailors, shoe repair shops, self-service laundries, and dry cleaning shops, but exclude uses classified under the Office and Trade School.

Personal Services (Restricted)	Personal services that may tend to have adverse effects upon surrounding areas and which may need to be dispersed to minimize their adverse impacts. Examples of these uses include: bail-bonds, check cashing stores, massage (licensed, therapeutic, non-sexual), pawnshops, spas and hot tubs for hourly rental, tattoo and body piercing services, and tanning salons.
Production, Artisan	Establishments primarily engaged in on-site production of goods by hand manufacturing, involving the use of hand tools and small-scale equipment.
Restaurants	A commercial establishment where food is prepared for and served to the customer, for consumption on or off the premises. It shall be operated as a bona fide eating place that maintains approved and permitted suitable kitchen facilities within the establishment, thereby making actual and substantial sales of meals. A restaurant may provide entertainment for the customer by performers of the arts (music, dance, comedy, readings, etc.), and differs from a Night Club in that it does not provide floor space for customer dancing and dancing is prohibited. A restaurant differs from a Tavern because it must prepare and serve food at all times during business hours and the sale of alcoholic beverages is secondary to the sale of food. As allowed by the Downtown Code, a restaurant may operate on the sidewalk or open space adjacent to the main building in which the restaurant is located.
Retail	Stores and shops engaged in the sale of goods and merchandise such as antiques or collectibles, art galleries, art supplies, including framing services, bicycles, books, magazines, and newspapers, cameras and photographic supplies, clothing, shoes, and accessories, department stores, drug stores and pharmacies, dry goods, fabrics and sewing supplies, florists and houseplant stores, hobby materials, jewelry, luggage and leather goods, musical instruments, parts and accessories, orthopedic supplies, small wares, specialty shops, sporting goods and equipment, stationery, thirft shop (second hand store), toys and games, variety stores, videos, DVDs, records, CDs, including rental stores.
Retail Pop-Up	A retail shop or store that is deliberately temporary in providing a lease for a limited period to achieve a particular retail goal and is typically set up in areas with high foot traffic such as busy streets, malls, and city centers.
School	Elementary, Middle, Secondary. A public or private academic educational institution, including elementary (kindergarten through 6th grade), middle and junior high schools (7th and 8th grades), secondary and high schools (9th through 12th grades), and facilities that provide any combination of those levels. May include any of these schools that also provide room and board.
School — Business, Trade Schools, Colleges	A school that provides education and/or training, including tutoring, or vocational training, in limited subjects. Examples of these schools include art school, ballet and other dance school, business, secretarial, and vocational school, computers and electronics school, drama school, driver education school, establishments providing courses by mail, language school, martial arts, music school, professional school (law, medicine, etc.), seminaries/religious ministry training facility.
Studio — Art, Dance, Martial Arts, Music (School)	Small scale facilities, typically accommodating no more than two groups of students at a time, in no more than two instructional spaces. Examples of these facilities are individual and group instruction and training in the arts; production rehearsal; photography, and the processing of photographs produced only by users of the studio facilities; martial arts training studios; gymnastics instruction, and aerobics and gymnastics studios with no other fitness facilities or equipment. Larger facilities are included under the definition of "Schools. Business, Trade Schools, Colleges."
Supermarket	A grocery market having 15,000 or more square feet of floor area devoted principally to the sale of food.
Taverns	An establishment whose primary business is the sale of alcoholic beverages to customers for consumption on the premises. This does not include on-site manufacturing of alcoholic beverages. While a Tavern may have facilities for performers of the arts (music, comedy, etc.) for the entertainment of the customer, it differs from a Night Club in that customer dancing is prohibited. A Tavern differs from a Restaurant in that it is not required to prepare and serve food.

515
NEXGEN
STAFFING

E Implementation

The Downtown Montebello Specific Plan vision, guiding principles, policies, actions, and development code will drive: budget priorities; capital investments; and operational decisions.

Downtown Montebello Specific Plan Consistency in Implementation: The Downtown Montebello Specific Plan serves as a tool to align City decisions and actions with the General Plan and community's vision for the Downtown area. The Downtown Montebello Specific Plan will be implemented through municipal policy decisions, ordinances and regulations, and future actions that are consistent with the Downtown Plan.

Conformance with the Downtown Montebello Specific Plan will be assessed for public and private investment items placed on the agenda before the City Council and Planning Commission. This Section describes the steps and actions to implement the Downtown Montebello Specific Plan based on collaboration with community members, City decision makers, and City Staff. The Downtown Montebello Specific Plan guides decision-making, therefore it must be updated periodically and provide accountability for implementing it over time.

Forge a Healthy Private/Public Partnership: The City will need to develop robust partnerships with Downtown businesses, residents and other public agencies to fully implement the vision outlined for Downtown Montebello. The City can combine its efforts with private sector efforts to improve public service delivery, manage public sector assets, or leverage private sector investment. By expanding the role of the private sector, the City can use its technical, management, and financial resources in creative ways to achieve objectives of the Downtown Montebello Specific Plan. These partnerships will be crucial to ensuring the most important actions are being implemented, and the most pressing community needs are being addressed.

Most actions include one or more City Departments. In some cases, however, the action is entirely within the private or non-profit sector. The Lead for an action item represents the agency or partner most likely to take a leadership role in the measure. The leadership may shift to a new department depending on circumstances needed for the issue, and resources available at the time.

Establish Business Improvement Districts: One of the leading ways the private/public process is implemented is through business improvement districts (BID). The BID is the quasi-government for the downtown, the "keeper of the flame" of the downtown vision and strategy. A downtown BID is funded by property owners who voluntarily increase their property taxes to pay for BID functions. The BID's operational role is usually (1) increasing the perceived and actual safety of downtown; (2) making the place cleaner; (3) creating festivals and events to encourage suburbanites to come downtown, and; (4) improving downtown's image. The BID acts as downtown's management team—ensuring its many complex elements work together to create a safe, attractive, unique, and well-functioning place.

Time frames: The Downtown Montebello Specific Plan is designed to be implemented over the next 20 years (2024—2044) by residents, business and property owners, non-profit organizations, community groups, city and county agencies, and elected and appointed officials. Some actions are straightforward and relatively easy to achieve, others will demand significant investment of time and resources and will require steadfast commitment on numerous levels.

Each action includes a time frame, within which the action should be carried out. These are intended to provide a general sense of how long it will take to implement the action.

Ongoing	Some actions require continuous monitoring or effort. These are identified as ongoing actions.
Immediate	Begin work immediately.
Short term	Begin work within 1 to 4 years.
Mid term	Begin work within 4 to 8 years.
Long term	Begin work within 8 to 10 years.

At the time of adoption, the time frames set in the Downtown Montebello Specific Plan and the city's approved Capital Improvement Program may not be in complete agreement. Over time, a stronger link should be established so that the two documents are synchronized and eventually are in full agreement.

Periodic Progress Report and Updates: Periodically a monitoring report will be prepared and presented to the Montebello Planning Commission and City Council. This report will review the progress made in implementing the Downtown Montebello Specific Plan. This is a vital part of keeping the Downtown Montebello Specific Plan implementation process open, transparent, and responsive. The public will be kept up to date as implementation actions are completed over time, i.e., checking off completed actions and reprioritizing remaining actions, reporting back to elected and/or appointed officials regarding progress, and periodically updating the plan. Providing regular updates on implementation actions and opportunities to participate in implementation activities are ways to engage the community on an ongoing basis.

Funding and Resources: Given the constrained fiscal environment and competing priorities under that are typical of local governments, identifying funding, staffing, and other resources are critically important for successful implementation. It is particularly important to establish their availability for short-term actions that generate momentum for further progress. However, financial feasibility should not constrain the ambition and potential of the Downtown Montebello Specific Plan to realize the community vision and goals. The strong plan with a compelling vision can be used to secure grants, philanthropic funding, leverage resources from external partners, and attract private investment.

Some actions may not be feasible in the short term, but could have a high impact if resources become available in the future.

The cost estimates are identified into three categories:

- Actions primarily involving internal staff time with limited outside funding required ($);
- Actions requiring outside consulting services or relatively minor ($100,000 to $1 million) investment in infrastructure or project development ($$);
- Actions requiring significant investment in infrastructure or project development ($$$).

Potential funding sources are identified for each action item.

FUNDING SOURCES

To carry out the actions recommended in this Plan, a variety of Federal, State, regional, local, and private funding sources have been identified:

FEDERAL

Community Development Block Grant
This fund accounts for activities of the Community Development Block Grant received from the U.S. Department of Housing and Urban Development, including monies received from this agency as part of the federal stimulus program.

Low Income Housing Tax Credit

The Low Income Housing Tax Credit (Housing Credit) is designed to encourage private sector investment in the new construction, acquisition, and rehabilitation of rental housing affordable to low-income households. The Housing Credit offers a dollar-for-dollar reduction in a taxpayer's income tax liability in return for making a long-term investment in affordable rental housing. State agencies award Housing Credits to developers, who then sell the Credits to private investors in exchange for funding for the construction and rehabilitation of affordable housing. The 4% tax credit (30% subsidy) is for the acquisition of existing buildings for rehabilitation and new construction financed by tax-exempt bonds. The 9% tax credit (70% subsidy) is usually for new construction and substantial rehabilitation without federal subsidies.

National Endowment for the Arts Grants for Arts Projects

The NEA Grants fund institutions whose projects are vehicles for any of the following: the portfolio of American Art is expanded, Americans throughout the nation experience art, and Americans of all ages acquire knowledge or skills in the arts, and American communities are strengthened through the arts.

Highway Safety Improvement Program

The Highway Safety Improvement Program (HSIP) is a core Federal-aid program with the purpose to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including non-State-owned roads and roads on tribal land.

STATE

Enhanced Infrastructure Financing District (EIFD)

An EIFD is a governmental entity established by a city that carries out a plan within a defined area (boundaries of which do not need to be contiguous) to construct, improve and rehabilitate infrastructure; construct housing, libraries, and parks; remediate brownfields, etc.

Active Transportation Program (ATP)

ATP taps both state and federal funds for bike and pedestrian projects across California. The program allows cities to compete for grants to build bicycle/pedestrian paths, install bike racks, and other projects or programs that make walking or biking easier, safer and more convenient.

Caltrans Transportation Planning Grant

The Caltrans Sustainable Transportation Planning Grants seek to fund projects that ensure consideration of sustainability, preservation, mobility, safety, innovation, economy, health, and equity in transportation planning.

California Strategic Growth Council (CSGC)

The CSGC provides grants to cities to promote sustainable community planning and natural resource conservation. The grant program supports development, adoption, and implementation of various planning elements in three focus areas: Local Sustainable Planning, Regional SB 375 Plus, and Regional Planning Activities with Multiple Partners.

California Arts Council (CAC)

CAC offers grants as well as provides a great resource to search for other grants by applicant type and field.

Proposition 68

Authorizes $4 billion in general obligation bonds for: creation and rehabilitation of state and local parks, natural resources protection projects, climate adaptation projects, water quality and supply projects, and flood protection.

Proposition 41

Authorizes $600 million in general obligation bonds for affordable multifamily supportive housing to relieve homelessness, affordable transitional housing, affordable rental housing, or related facilities for veterans and their families.

Highway Users Tax Account (HUTA)

The HUTA, also known as the Gas Tax, can be used for any street or road purpose including new construction, bikeways, curbs, landscaping, signs, signals etc.

REGIONAL

Prop A

The Proposition A requires that Local Return (LR) funds be used exclusively to benefit public transit. Expenditures related to fixed route and paratransit services, Transportation Demand Management, Transportation Systems Management and fare subsidy programs that exclusively benefit transit are all eligible uses of Proposition A LR funds. Proposition A LR funds may also be traded with other Jurisdictions in exchange for general or other funds.

Prop C

The Proposition C directs that Local Return funds also be used to benefit public transit, and provides an expanded list of eligible project expenditures including Congestion Management Programs, bikeways and bike lanes, street improvements supporting public transit service, and Pavement Management System projects.

Measure M

Measure M was approved by the voters of Los Angeles County in 2016 to improve

transportation and ease traffic congestion consistent with the LosAngeles County The Measure M Ordinance specifies that Local Retrun funds be used exclusively for transportation purposes.

Measure R

Measure R is a half-cent sales tax increase to fund mass transit projects in the county like new light rail lines,

Measure W

Los Angeles County Stormwater Fee

Transportation Development Act Article 3 Fund

Transportation Development Act Article 3 (TDA 3) provides funding annually for bicycle and pedestrian projects.

AQMD Program

The AB 2766 Motor Vehicle Subvention Program is a funding source for cities to encourage the development of measures or projects that result in the reduction of motor vehicle emissions. Projects include alternate fuels/electric vehicles, vehicle emissions abatement, land use strategies that encourage people to walk, bike or use public transit, traffic management, transportation demand management, effective bike expenditures, PM reduction strategies, and public education.

SCAG Sustainable Planning Grant

The Southern California Association of Government (SCAG) offers direct funding of innovative planning initiatives for member cities through the Sustainability Planning Grants program. The Sustainability Planning Grants Program provides direct technical assistance to SCAG member jurisdictions to complete planning and policy efforts that enable implementation of the regional Sustainable Communities Strategy. Grants are available in the following three categories:

Integrated Land Use – Sustainable Land Use Planning, Transit Oriented Development (TOD) and Land Use & Transportation Integration;

Active Transportation – Bicycle, Pedestrian and Safe Routes to School Plans;

Green Region – Natural Resource Plans, Climate Action Plans (CAPs) and Green House Gas (GHG) Reduction programs.

Local

Capital Improvement Program (CIP)

The CIP identifies all of the major projects to be undertaken to improve facilities and infrastructure within the city. During the fiscal year, a separate CIP document that reflects the current year program and proposes a program of prioritized projects for the next four to five years is prepared. City Departments submit all proposed projects in the foreseeable future, along with their best cost-estimate. The request includes the year a project will commence, any funding sources that may be available with either future sources or ones which might have been previously designated, justification for the project, and on-going costs expected to occur after the project has been completed. The CIP budget team then compiles the information and presents a draft CIP program to the City Council. Projects are prioritized, based on City Council and staff input.

General Fund

The General Fund is the City's largest single fund type used to account for basic City services such as police, fire, public works, parks and recreation, community development, information technology, and general administration. The two major sources of revenue are property and sales taxes. For the 2023-2024 budget, the breakdown is as follows:

Total Revenue [$XX,XXX,XXX.]

Sales Tax [$XX,XXX,XXX] or [XX%] of the total.

Property Tax [$XX,XXX,XXX] or [XX%] of the total.

Property Business Improvement District

A Property and Business Improvement District (PBID) is a mechanism of funding improvements through assessments to businesses and real property within the established PBID boundaries. Under the Property and Business Improvement District Law of 1994, revenues from PBID assessments may be used to fund capital improvements and maintenance costs for projects such as parking facilities, street furniture, public restrooms, art, parks, street and streetscape enhancements, and plazas. A PBID formation petition, which is initiated by property owners, requires the signature of more than 50 percent of the property owners, weighted by assessment liability.

Park Dedication Fees

The City receives fees from developers to fund recreation facilities. These funds are used for qualified recreational purposes throughout the City.

Various Grant Funds

Various Federal, State, and regional grant programs distribute funding for public improvements. Because grant programs are typically competitive, grant funds are an unpredictable funding source.

Developer Contributions

Development Impact Fee

The City charges one-time impact fees on new private development to offset the cost of improving or expanding City facilities to accommodate the project. Impact fees are used to help fund the construction or expansion of needed capital improvements.

Development Agreements

Development agreements are contracts negotiated between project proponents and public agencies that govern the land uses that may be allowed in a particular project. Development agreements provide a developer with assurances for a specified length of time that the proposed project may proceed as originally approved, and not be affected by future changes in land use regulations. In exchange for this assurance, the landowner/developer may agree to public improvements, land dedications, or in-lieu fees, as negotiated with the City, as a condition of the agreement.

Community Facilities District

The Mello-Roos Community Facilities Act of 1982 allows any county, city, special district, school district, or joint powers authority to establish a Mello-Roos Community Facilities District (a "CFD") which allows for financing of public improvements and services. The services and improvements that Mello-Roos CFD can finance include streets, sewer systems and other basic infrastructure, police and fire protection, ambulance services, schools, parks, libraries, museums, and other cultural facilities. By law, the CFD is also entitled to recover expenses needed to form the CFD and administer the annual special taxes and bonded debt.

1. People-based

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
Walkable					
P1.1	**Make walking safe, comfortable, and enjoyable.**				
A1.1a	Create a fine-grained pedestrian circulation within Downtown. VZ SE R	Mid-term	PCD, PW / Developer	$	General Fund, Developer
A1.1b	Orient buildings to streets and open spaces. VZ SE R	On-going	PCD / Developer	$	General Fund, Developer
A1.1c	Organize land uses along Whittier Boulevard and Montebello Boulevard to support public activity. VZ SE R	On-going	PCD / Developer	$	General Fund, Developer
A1.1d	Adopt form-based codes within the Downtown area to facilitate a rich public realm and enable high-value walkable development. VZ SE R	Immediate	PCD / Consultant	$$	General Fund, Grants
Human-Scale Design					
P1.2	**Address the human scale with building and landscape details.**				
A1.2a	Adopt form-based codes within the Downtown area to facilitate human scale built environment. VZ SE R	Immediate	PCD / Consultant	$$	General Fund, Grants
A1.2b	Avoid blank walls. SE R	On-going	PD	$	General Fund
Safe					
P1.3	**Reduce opportunities for criminal activity through physical design standards, recreation opportunities, educational programs, and counseling services.**				
A1.3a	For new infill development and major rehabilitation, incorporate natural surveillance principles and best practices into development codes and review processes. SE R	Immediate	PCD / Consultant	$	General Fund, Grants
A1.3b	Amend the development codes to require building designs that promote safety by providing active street frontages. SE R	Immediate	PCD / Consultant	$	General Fund
P1.4	**Downtown Montebello envisions safe streets designed for people.**				
A1.4	Carry out the safety enhancements recommend by the Downtown Vision for Whittier Boulevard and Montebello Boulevard. VZ SE R	Mid-term	PD, PW / Consultant	$$	Developer, Grants, CIP
P1.5	**Employ a range of contextual lighting options to promote safety and security on downtown streets.**				
A1.5a	Identify downtown public streets and open spaces that are poorly lit and install context sensitive street lights. VZ SE R	On-going	PD, PW / Businesses	$	Businesses, General Fund
A1.5b	Install string lights in alleys that provide connections to destinations. VZ SE R	Long-term	PD, PW	$	Businesses, Grants
A1.5c	Require new development to demonstrate on a lighting plan appropriate level of direct and indirect lighting in the public and private realm. VZ SE R	On-going	PD / Businesses	$	Developer
Arts, Cultural Programming, and Public Art					
P1.6	**Downtown will be re-established as the entertainment and cultural heart of the city by creating a central space in Downtown for community gathering, supported by complementary uses and activities.**				
A1.6a	Activate the proposed Central Plaza and Sculpture Garden with arts and cultural programming and events. SE	Mid-term	PCD, RCS / PW	$$	General Funds, Grants
A1.6b	Enhance existing, and introduce new activities and events that will lead to greater activation and use of public spaces by people of all ages and abilities. SE R	Long-term	RCS / PCD	$$	Grants, General Funds

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
P1.7	**Creative businesses have places to work, live, gather, and promote their art in Downtown.**				
A1.7a	Work to ensure Montebello's creative sector has adequate and inviting spaces to create, sell their products, and network. SE R	On-going	PCD	$	Grants, General Funds
A1.7b	Develop and market spaces for artists including studios, affordable housing, and live/work studios. SE R	Short-term	PCD	$$	Grants, General Funds
A1.7c	Establish an arts incubator/accelerator spaces to provide office space, management assistance, technology, and access to funding opportunities. SE R	Short-term	PCD CM, RCS, MBL, Consultant	$$	Grants, General Funds
P1.8	**Facilitate use of vacant retail space by arts and cultural groups.**				
A1.8a	Facilitate artists' temporary and opportunistic use of such spaces and venues as vacant walls, storefronts, empty buildings, open spaces, etc. SE R	On-going	PCD Businesses	$	Grants, General Funds
A1.8b	Provide building owners with tax incentives, grants, loans, and streamlined permitting process to renovate buildings that can be used as live/work spaces by artists. SE R	On-going	PCD	$$	Grants, General Funds
A1.8c	Work with the owners and the developers to put a variety of pop-up art events, exhibits, performances, and temporary retail in their empty spaces will enliven the street. SE R	On-going	PCD	$$	Grants, General Funds
P1.9	**Integrate public art into the development review and capital improvement program.**				
A1.9	Embed artists in planning projects and initiatives in City agencies, such as Public Works, and the Planning and Community Development Departments. SE	On-going	PCD PW	$	General Funds

Increase Food Quality and Security

P1.10	**Support efforts to expand access to affordable and nutritious food for all people in Montebello.**				
A1.10a	Encourage the use of vacant lots for community gardens. SE R	On-going	RCS PD	$	Grants, General Fund
A1.10b	Encourage new building construction to incorporate green roofs, and encourage conversions of existing roof space to green roofs. R	On-going	PD Developer	$	General Fund
P1.11	**Encourage local food production, processing, and distribution to the greatest extent possible.**				
A1.11a	Continue to support farmers' market, fresh food stands, community gardens, community kitchens, and other collaborative initiatives to provide healthy foods, promote food security, and build community. SE R	On-going	RCS	$	Grants, General Fund
A1.11b	Encourage restaurants to serve locally sourced foods and provide nutritional information. Support businesses that offer healthy foods. SE R	On-going	PCD	$	Grants, General Fund
P1.12	**Avoid a concentration of unhealthy food providers within the Downtown area.**				
A1.12a	Ban drive-through food outlets within Downtown area. SE R	Short-term	PD	$	General Funds
A1.12b	Restrict approvals of new liquor stores or retailers that sell alcohol for off-site consumption. SE R	Short-term	PD	$	General Funds

2. Place-based

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
Acces to Nature					
P2.1	Preserve, manage, and grow the Downtown tree canopy.				
A2.1a	Preserve the existing Downtown canopy with continued maintenance and protection against tree removal. R	On-going	PW PD	$	General Funds
A2.1b	Replace the dead, diseased, declining, or poorly structured, street trees. R	On-going	PW	$$	CIP, General Funds
A2.1c	Plant at a minimum 50 new trees annually on Downtown streets and parks. R	On-going	PW	$$	Grants, General Fund, Developer
A2.1d	Craft appropriate incentives that encourage property owners to add green infrastructure on private property, including trees, living walls and green roofs. R	Short-term	PD Developer	$	Developer, General Fund
A2.1e	Require smart irrigation controls for newly planted trees that adequately water the trees without wasting water. R	On-going	PD, PW Developer	$$	CIP, General Fund, Developer
A2.1f	Require new development to plant street trees along the property frontages. R	On-going	Developer PD	$	Developer
A2.1g	Support BID as a funding source for maintaining trees in the Downtown area. R	Mid-term	PCD, MCC, Consultant	$$	Grants, General Fund
Social and Inclusive Public Spaces					
P2.2	Downtown will provide a variety of opportunity for gathering and physical activity.				
A2.2a	Create a new central plaza in the Downtown Core that is programmatically different from City Park, with supporting retail, civic, and cultural uses and activities. SE R	Mid-Term	PD RCS, Businesses, MCC	$$	Grants, General Fund
A2.2b	Introduce additional public spaces, such as pocket parks, plazas, and parklets on public land. SE R	Mid-Term	PD RCS, PW	$$	CIP, General Fund, Grants
A2.2c	Encourage private developers to contribute to the improvement of the existing public realm, or to provide new publicly accessible spaces in their development projects. SE R	On-going	PD Developer	$$	Grants, General Fund
A2.2d	Incorporate universal design principles in the public realm, encouraging its use by people of all ages and abilities. SE R	On-going	PD RCS	$$	Grants, General Fund
A2.2e	Design streets to be places for social interaction in addition to mobility, acting as venues for special events and activities. SE R	On-going	PD PW, MBL, MFD, MPD	$$	Grants, General Fund
Contextual					
P2.3	Enhance Downtown's character with compact and walkable infill development.				
A2.3a	The building and public realm standards will reflect the intended use, intensity, and eclectic character of Downtown's different neighborhoods. SE R	On-going	PD	$	General Fund
A2.3b	Adopt clear and precise form-baed standards for the Downtown neighborhoods. R	On-going	PD Consultant	$$	Grants, General Fund
A2.3c	Target façade-improvement incentives in walkable-development focus areas. R	On-going	PD Developer	$$	General Funds, Developer
Mixed-use, Integrated, and Inclusive					
P2.4	Promote quality Downtown housing that serves a broad spectrum of households.				
A2.4a	Invite development proposals on publicly owned sites under public/quasi-public control, per defined plan goals. SE R	On-going	EDD PD	$	Grants, General Fund
A2.4b	Activate street-level storefronts with visually interesting active uses. SE R	On-going	EDD PD	$	General Fund
A2.4c	Manage retail tenant mix with a targeted retail recruitment program. SE R	On-going	EDD PD	$	General Fund

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
Transit					
P2.5	**Improve transit service and similar modes to make Downtown travel accessible and comfortable for people of all ages and abilities.**				
A2.5a	Create well-designed mobility hubs for a high-quality user experience. VZ SE R	Short-term	MBL PCD, PW	$$	Grants, General Fund
A2.5b	Establish seamless integration of modes at the mobility hub. VZ SE R	Short-term	MBL PCD, PW	$$	Grants, General Fund
A2.5c	Establish amenities and support services for all modes. VZ SE R	Short-term	MBL PCD, PW	$$	Grants, General Fund
Walking and Biking					
P2.6	**Redesign Whittier Boulevard in the Downtown Core to prioritize pedestrian safety and comfort.**				
A2.6	Reduce Whittier Boulevard to two lanes of traffic in the Downtown Core with wider sidewalks, pavers, street trees, and parklets. VZ SE R	Mid-term	PCD, PW MBL	$$$	Grants, ATP, General Fund
P2.7	**Connect Whittier Boulevard to the Rio Hondo Channel.**				
A2.7a	Provide an outdoor sculpture garden with ramps and steps to the Rio Hondo Channel. R	Mid-term	PCD	$$	Grants, General Fund
A2.7b	Encourage new development with frontage along the channel to provide links to the Rio Hondo Channel. R	Mid-term	PCD	$$	Grants, General Fund
P2.8	**Reconnect streets and alleys to form a network.**				
A2.8	When superblocks are redeveloped, new streets and alleys can reconnect the mobility network, while keeping the blocks smaller. VZ SE R	Mid-term	PCD PW	$$	Grants, ATP, General Fund
Parking					
P2.9	**Public parking facilities will be managed and operated to serve Downtown.**				
A2.9a	Require new development to prepare a Parking Management Plan. R	On-going	PD Developer	$	Developer, General Fund
A2.9b	Short-term improvements, such as better lighting, cleaning, signage, and landscaping, should be considered in City-operated lots. R	On-going	PD Developer	$	Developer, General Fund
A2.9c	Suitable incentives for converting underused private parking into shared public parking should be considered. R	On-going	PD Developer	$	Developer, General Fund
P2.10	**Develop a system of incentives and regulations for new development to improve mobility choices and reduce parking demand.**				
A2.10	Require new development to develop a Transportation Demand Management (TDM) Plan. VZ SE R	On-going	PD Developer	$	Developer, General Fund
P2.11	**Manage curb space effectively for different users.**				
A2.11a	Prioritize curb space for reliable transit and safe bicycling infrastructure first, followed by other important uses of the curb like deliveries, passenger pick-ups, green stormwater infrastructure, and small public spaces—including short term parking. VZ SE R	On-going	PD PW, MBL	$$	Grants, General Fund
A2.11b	Curb parking should be managed with the objective of ensuring that curb parking is well-used but readily available, by achieving a target occupancy range of approximately 65 to 85 percent on each block. R	On-going	PD PW, MBL	$$	Grants, General Fund

VZ Vision Zero SE Social Equity R Resilience

3. Prosperous

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
Promote Local Business Development					
P3.1	Continue to nurture small, independently-owned businesses.				
A3.1a	Engage with the Chamber of Commerce or future Downtown BID to better connect local entrepreneurs with US Small Business Administration loans and other Federal or State assistance programs. R	On-going	EDD MCC	$$	SBA, Grants, General Fund
A3.1b	Engage with successful Farmers' Markets tenants in locating them in retail space in Downtown Montebello. R	On-going	PCD RCS	$	Grants, General Fund
P3.2	Retain existing and attract small, unique, and locally-owned entrepreneurial and creative businesses that reinforce Downtown's identity.				
A3.2a	Establish an incubator space to grow local start-up businesses in target industries. SE R	Short-Term	PCD	$$	EIFD, Grants
A3.2b	Develop a Tenant Mix Incentive Program based on business gap analysis to incent specific business types to locate within the Downtown area. SE R	Short-Term	PCD Consultant	$$	General Fund
A3.2c	Allow temporary retail, pop-up shops, culinary space and cultural enterprise to test the market. SE R	On-going	PCD MCC	$	General Fund
P3.3	Promote higher levels of foot traffic with activities and events.				
A3.3a	Encourage property owners to collaborate on new "pop-up" events to make use of vacant storefrons or parcels and to generate greater interest in Downtown as a unique retail destination. SE R	On-going	PCD MCC	$$	Grants, General Fund
A3.3b	Create a coordinated calendar of events for different organizations to allow for combined marketing of events. SE R	Short-Term	PCD RCS, PW, MFD, MPD	$$	General Fund
Encourage Mixed-Use Development					
P3.4	Encourage mixed-use infill and compact development.				
A3.4a	Engage the development community and property owners to promote infill development on underutilized sites that increase the productive value per acre in the Downtown area. R	On-going	PCD Developer	$$	Grants, Developer, General Fund
A3.4b	Ensure that new infill development is not a fiscal burden to the City. R	On-going	PCD	$	General Fund
A3.4c	Remove regulatory and procedural barriers to fiscally productive land uses and good design. R	Immediate	PCD	$	Grants
A3.4d	Amend development standards to allow more intensive uses while being respectful to the contextual setting. R	Immediate	PCD	$	General Fund
A3.4e	Support and facilitate reinvestment through streamlined regulatory processes. R	Immediate	PCD	$	General Fund
A3.4f	Explore incentives such as unbundling parking from housing costs to stimulate the production of more housing units. SE R	On-going	PCD	$	General Fund
A3.4g	Encourage diversity in housing sizes and types to cater to diverse income groups. SE R	On-going	PCD	$	General Fund

	Policies/Actions	Time-frame	Responsible Party Lead / Other Partners	Cost	Funding Source
Property-based Business Improvement District (PBID)					
P3.5	Gauge participation in a Property-based Business Improvement District (PBID) to provide high-quality district services.				
A3.5a	Build a coalition of Downtown property owners to coordinate with the Downtown vision. R	On-going	EDD	$	General Fund
A3.5b	Establish the Property-based Business Improvement District (PBID) for Downtown. R	Mid-term	EDD PD	$$	Grants, General Fund
P3.6	Explore un-tapped opportunities for value capture and revenue generation.				
A3.6a	Use developer agreements to support the Downtown's public realm improvement goals. R	Short-term	PCD	$$	General Fund
A3.6b	Fortify the City's existing Development Impact Fee regime. R	On-going	PCD	$	General Fund

ACE	Army Corps of Engineers
MCC	Montebello Chamber of Commerce
EDD	Economic Development Division
FO	Food Organizations
HD	Health Department
LAEOWDD	County LA Department of Economic Opportunity Workforce Development Division
MBL	Montebello Bus Lines
MFD	Montebello Fire Department
MSD	Montebello School District
PAIT	Public Affairs and Information Technology
MPD	Montebello Police Department
PCD	Planning and Community Development
PD	Planning Division
PW	Public Works
RCS	Parks and Community Services
RMC	Rivers and Mountains Conservancy
SBA	US Small Business Administration
SCAQMD	South Coast Air Quality Management District
SD	LA County Sanitation District
WP	Water Purveyors

Lists

Figures

Figure		Page #
A1	Downtown value productivity ratio -- property tax.	10
A2	Downtown value productivity ratio -- property and sales tax.	11
B1	Key concept map.	20
B2	Key mobility concept map.	20
B3	Illustrative plan.	22
B4	Temporary street fair along Whittier Boulevard.	30
B5	Temporary public event at the urban plaza.	30
B6	Whittier Boulevard streetscape improvements.	32
B7	Whittier Boulevard, gateway location.	32
B8	Whittier Boulevard, within the Downtown Core area.	32
B9	Whittier Boulevard, west of Spruce Street.	32
B10	Parklet illustration.	33
B11	Montebello Boulevard, north of Whittier Boulevard.	33
B12	Typical residential streets.	33
B13	Mobility vision.	34
B14	Prioritize moving people over cars.	34
B15	Mobility Hub at Whittier Boulevard and 4th Street.	35
B16	Productive and contextual infill growth proposed in the Downtown Specific Plan.	37
B17	Coordinated and phased public and private improvements.	38
D1	Downtown Montebello utban form concept.	55
D2	Massing model as allowed by the code.	56
D3	Downtown boundary map	58
D4	Regulating plan	62
D5	Proposed street and block network.	67
D6	Proposed Whittier Boulevard within the Downtown Core.	66
D7	Existing and proposed Whittier Boulevard, gateway locations to the downtown core.	67
D8	Existing and proposed Whittier Boulevard, west of Spruce Street.	68
D9	Existing and Proposed Montebello Boulevard north of Whittier Boulevard.	69
D10	Street Tree Master Plan.	72
D11	Range of public parks and open spaces.	74
D12	Average building height.	81

Tables

Table		Page #
D1	Zoning District characteristics.	64
D2	Block standards	65
D3	Land use table	100
D4	Sign types	102
D5	Review authority	112

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Downtown Specific Plan