

## Our Prosperous Focus Group Meeting Notes (4/1/21)

### Prosperous Community (4/1)

- a. What do you think are Montebello's greatest assets?
  - i. Diverse community
  - ii. Great landscape
  - iii. Geography – proximity to DTLA, central location to SoCal attractions, freeway access, central location to many communities, no high rises
  - iv. Ability to attract businesses due to location
  - v. "Small town" sensibility
- b. What are Montebello's greatest challenges?
  - i. Lack of involvement from Community, funds, vision, action, cultural nexus
  - ii. Deterioration of housing
  - iii. Incompatible/outdated land use designations
  - iv. Lack of housing stock and affordable housing production
  - v. Green space
  - vi. Need leaders to lead in a way that will benefit others instead of them
  - vii. Weird zoning with no consideration of homeowners
  - viii. Too many apartments
  - ix. Need to be pro-development to attract businesses and higher income residents
  - x. Need high end housing, multifamily and condo development, deeper lots for retail development, higher density areas, and business friendly atmosphere
  - xi. Graffiti and trash
  - xii. Narrow vision in problem solving
  - xiii. Lack infrastructure
  - xiv. Whittier Boulevard
  - xv. Nothing draws people to Montebello – "Where is Montebello?"
    1. No upscale restaurants, no wine bars, etc.; nothing to attract people
  - xvi. Keeping big developers from congesting our neighborhoods with more traffic
  - xvii. Clear divide between South Side Montebello and the rest of Montebello

- c. What kinds of retail/dining amenities would you like to see more of in Montebello and where? Where do Montebello residents go for entertainment, shopping, and nightlife?
  - i. Al fresco dining
  - ii. Nightlife like Dave & Busters
  - iii. Diverse dining (vegan and clean food)
  - iv. Winery, higher end restaurants, tea rooms
  - v. Boutique shops, artisanal focused food
  - vi. Murals, street art, live music, entertainment
  - vii. Color Me Mine
  - viii. Dining within walking distance of living spaces
  - ix. Locations to add retail/dining:
    - 1. Montebello Blvd.
    - 2. Whittier Blvd.
    - 3. BLVD Market
    - 4. Beverly Blvd.
  - x. Locations where Montebello residents currently go for retail/dining:
    - 1. Orange County
    - 2. Arts District
    - 3. Downtown Whittier
    - 4. DTLA
    - 5. Pasadena
    - 6. Brea
- d. What kind of jobs should the City be able to attract? Where should they be located?
  - i. Industrial or other essential jobs that can function and continue to provide revenue through a pandemic
  - ii. Commercial or restricted manufacturing
  - iii. Creative sector jobs
    - 1. Ex. Clothing designers, tech startup
  - iv. Education sector - university jobs (outpost)
  - v. Locations for New Jobs:

1. Chevrolet property
- e. What types of new multifamily housing are in demand? What is the best area for this type of development?
    - i. Live/work development with common productive use space
    - ii. Condos/lofts
    - iii. Single family homes
    - iv. Duplex
    - v. Locations:
      1. Not the South Side – already congested, parking is a big issue
  - f. What are the opportunities of Whittier Blvd., Beverly Blvd., Washington Blvd., and Montebello Blvd.?
    - i. Working with City to create policies and standards for Downtown
      1. Signage, acceptable uses within Downtown
  - g. What are the challenges of Whittier Blvd., Beverly Blvd., Washington Blvd., and Montebello Blvd.?
    - i. Need green space
    - ii. Obtaining property
    - iii. Parking – need more
      1. Not regulated
    - iv. Not pedestrian friendly
      1. Need a lit crosswalk
  - h. What can improve Downtown?
    - i. Incentives to attract a variety of businesses
    - ii. Parking area (multistory)
    - iii. Fill vacant buildings
    - iv. Seating areas, animal friendly spaces
    - v. Policies and standards for Downtown (acceptable uses, signage, etc.)
      1. Specific Plan
    - vi. Better lighting
    - vii. Less crime and graffiti
    - viii. Slow traffic down to make it safer

ix. Historical locations – registered

- i. The City has a number of industrial locations. Should these be preserved, expanded, or redeveloped into other uses?
  - i. Redevelop to serve an economic purpose
  - ii. Redevelop to accommodate retail, office, and mixed use properties
  - iii. Redevelop to mixed use, including open space
  - iv. Redevelop for multifamily housing and outdoor shopping/eateries (ex. Rancho Cucamonga's Victoria Gardens)