

# Visioning Workshop

Montebello General Plan, Downtown Specific Plan & Housing  
Element Update

6-21-21

Monday

Tuesday

Wednesday

Thursday



Noon talks

*Montebello Economy*

*Vibrant Places*

*Mobility Trends & Parking*

*Great Neighborhoods & Codifying the Vision*



Evening presentations

Concepts

Alternatives

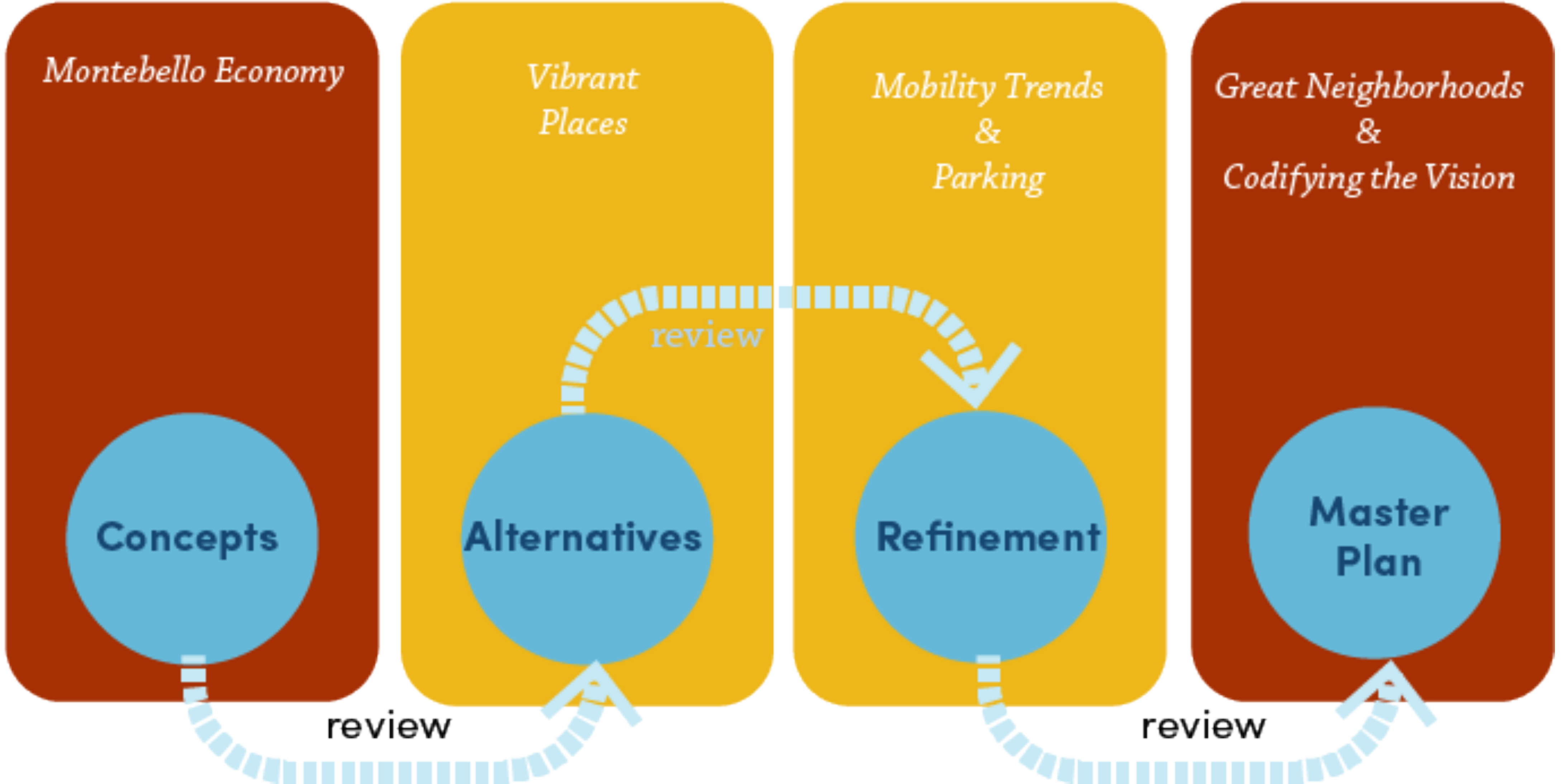
Refinement

Master Plan

review

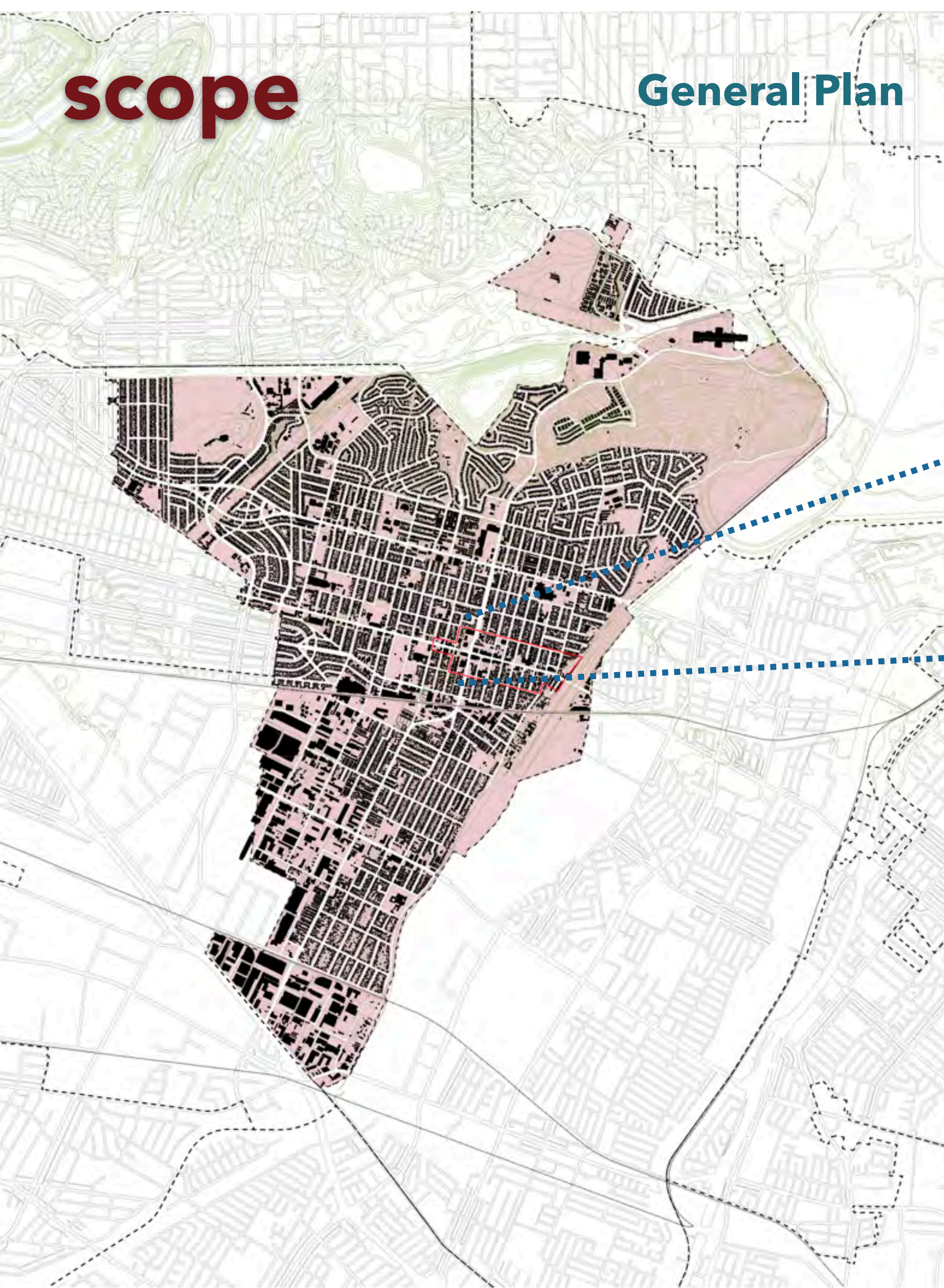
review

review



**scope**

**General Plan**

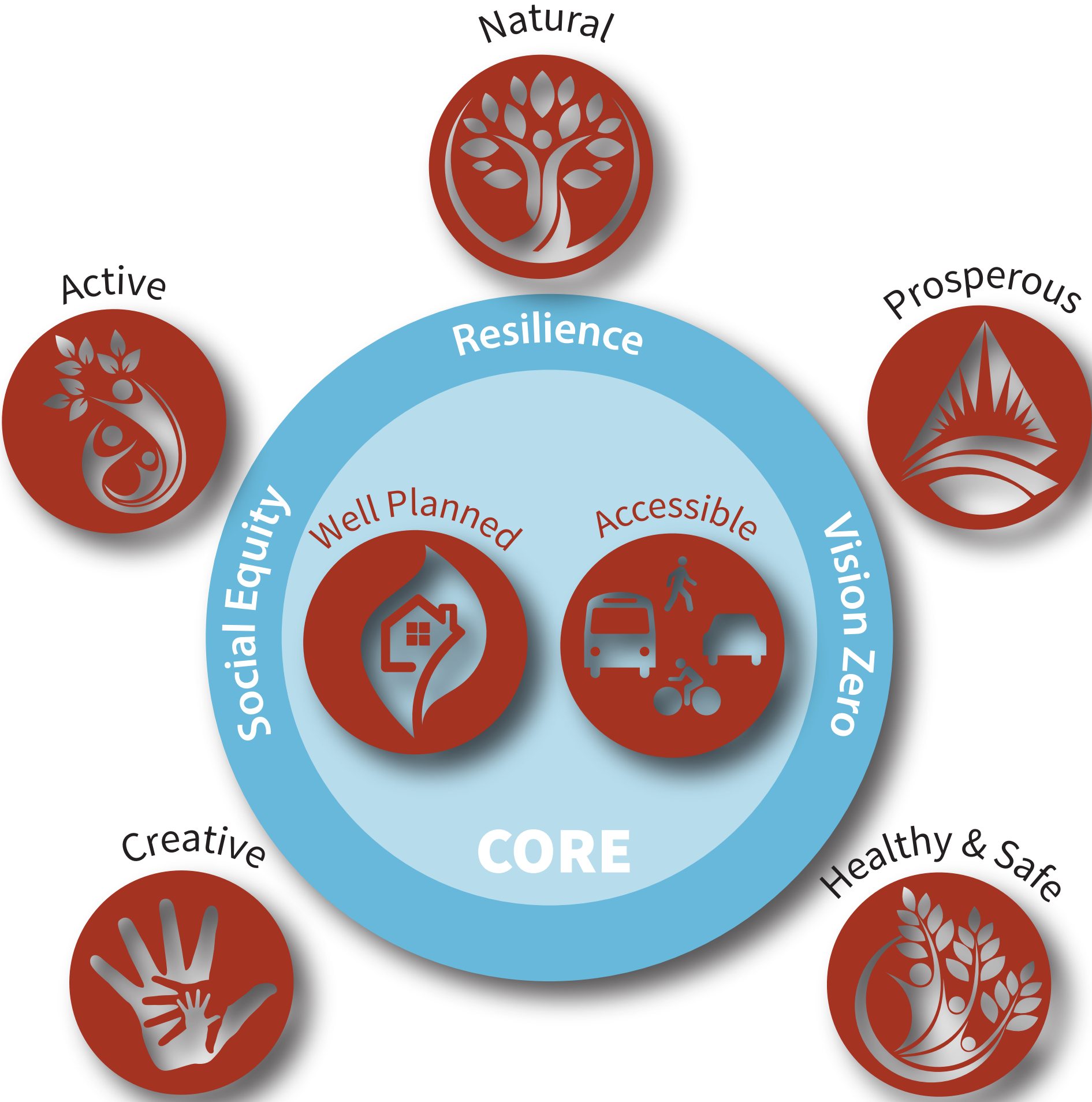


**Downtown Specific Plan**



# Integrated approach

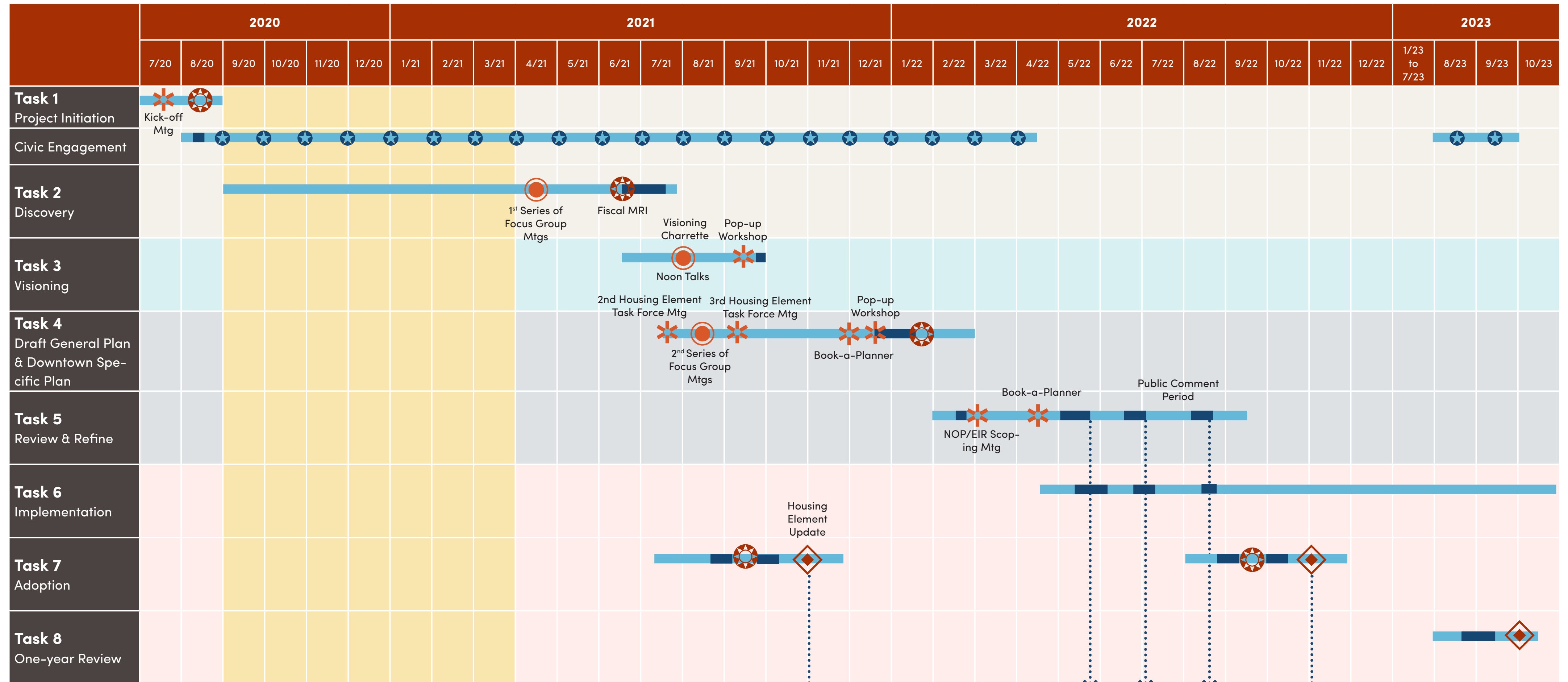
## General Plan & Downtown Specific Plan



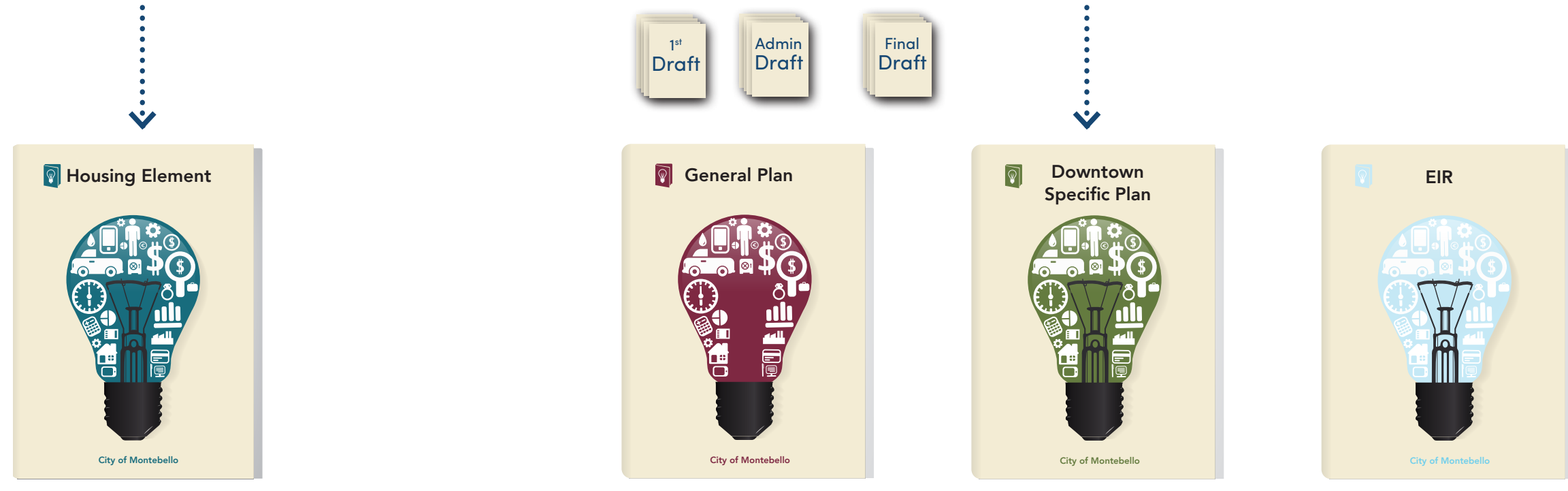
## Housing Element Update



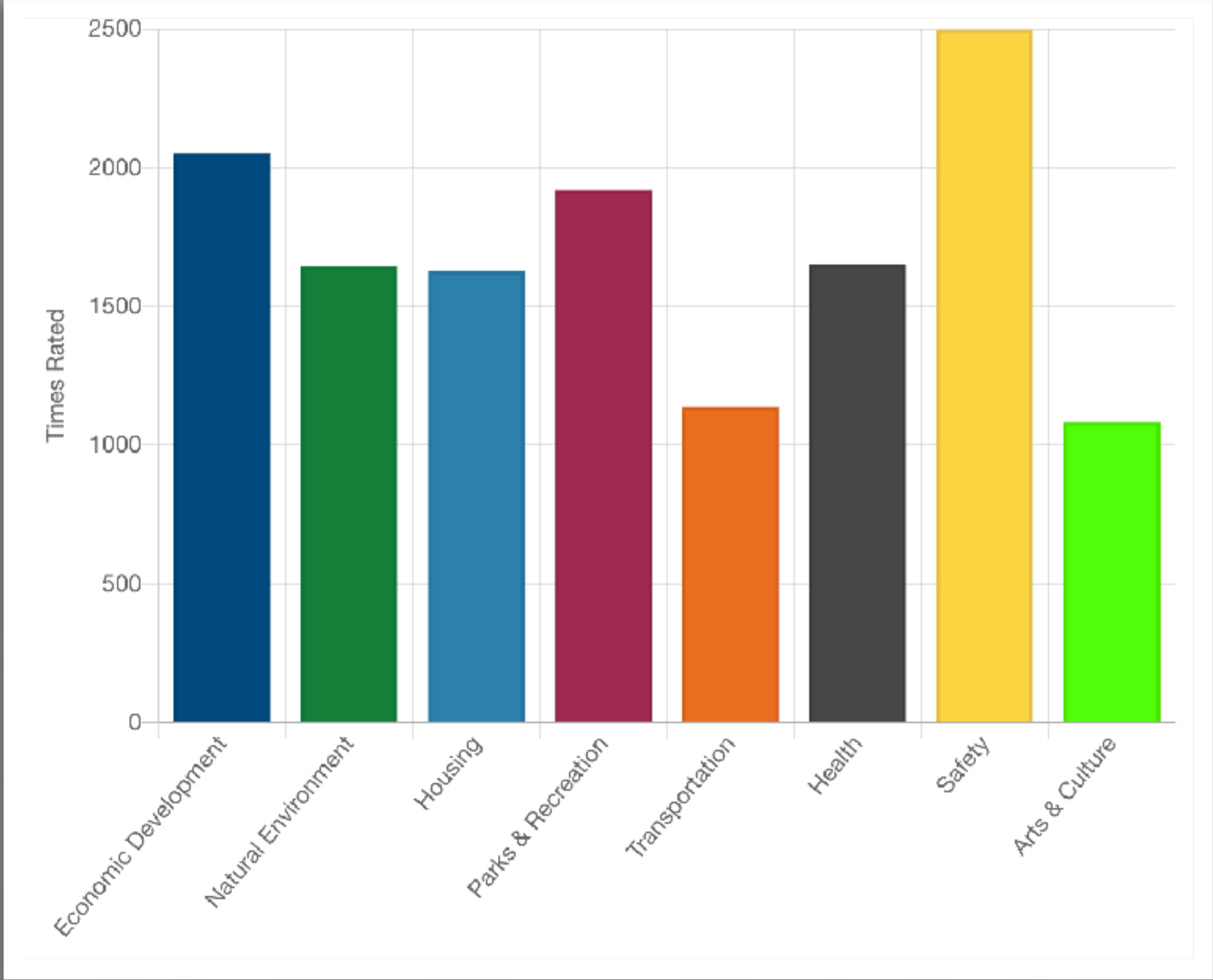
# Project Schedule



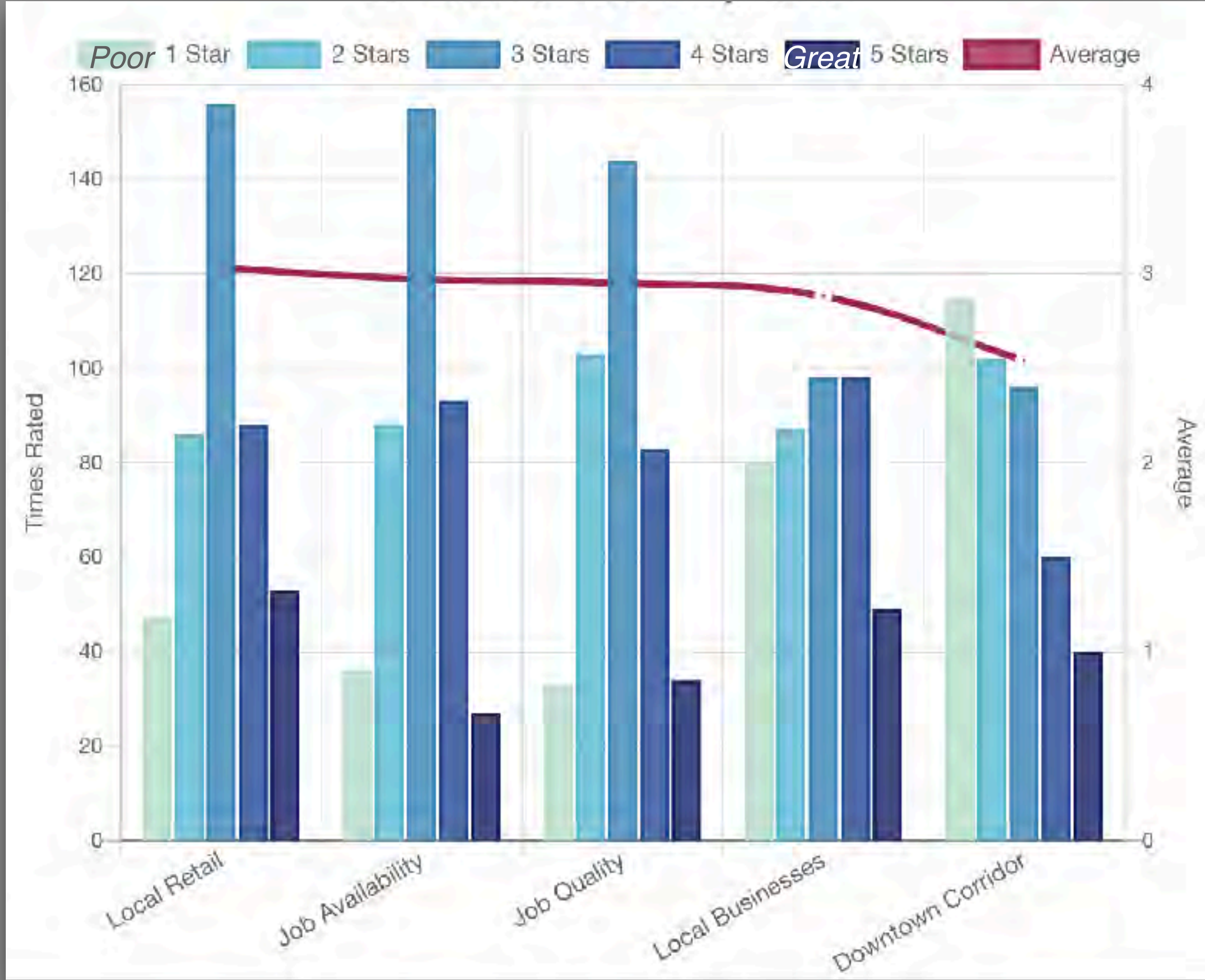
- Joint City Council & Planning Commission Meeting
- Pandemic -- slowdown, no public mtg
- Adoption Hearings
- Focus Group Mtgs/ Visioning Charrette
- Monthly Progress Mtg
- Other Mtgs
- Tasks
- City Review



# Priorities



# Economic Development



Survey



4 What is more important to you?  
Show your position on each tradeoff

Tradeoffs

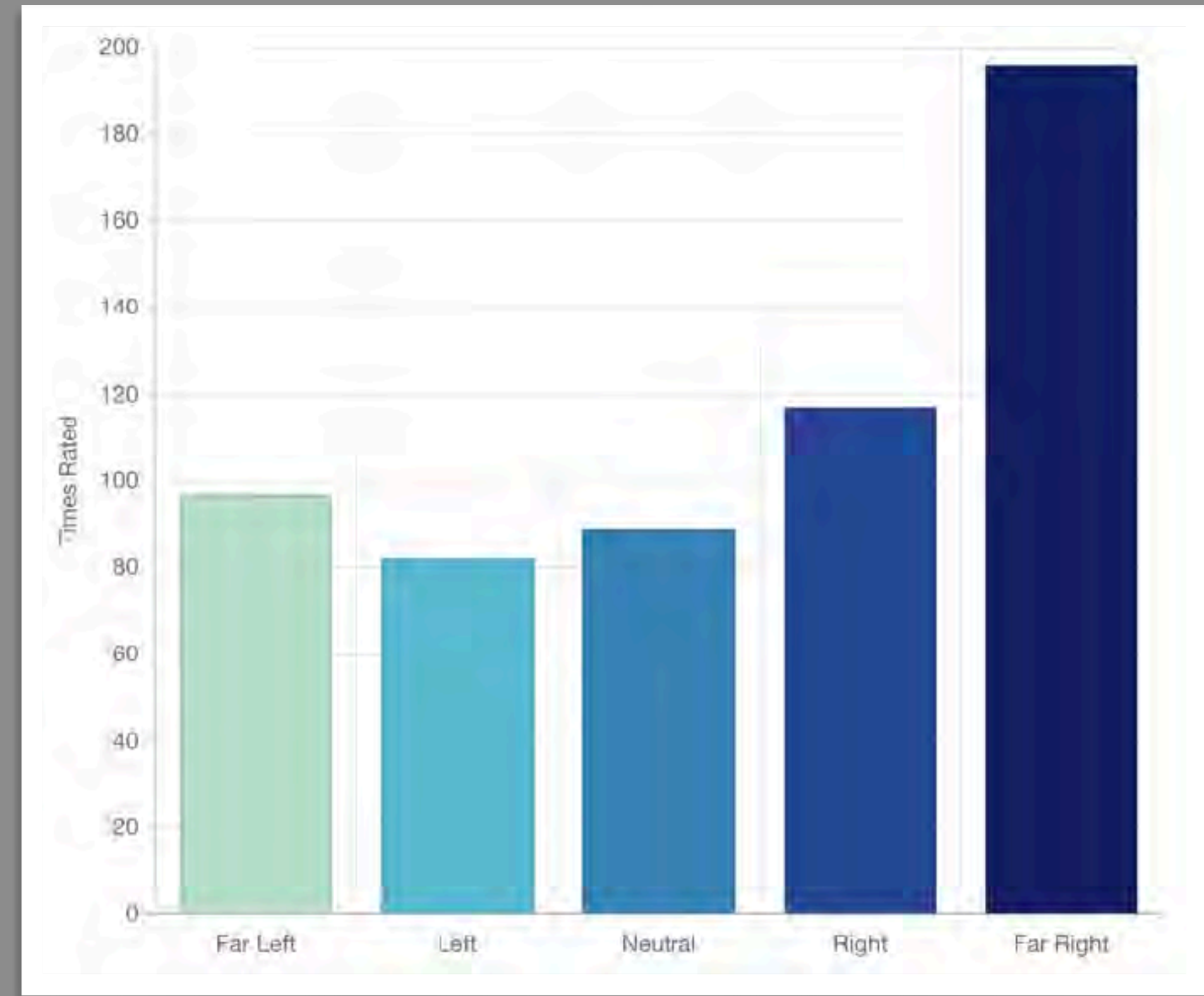
Preference 1 Preference 2 Preference 3

**Housing Variety and Preserving Existing Conditions**  
Choose the option that best shows which tradeoff you prefer

Prioritize the increase of housing availability and the increase of housing diversity

Neutral

Prioritize the preservation of the existing housing mix and maintenance of existing community character



“ I was born & raised here & sadly can not afford to buy a home here. Please make affordable housing available. I'd love to stay here.

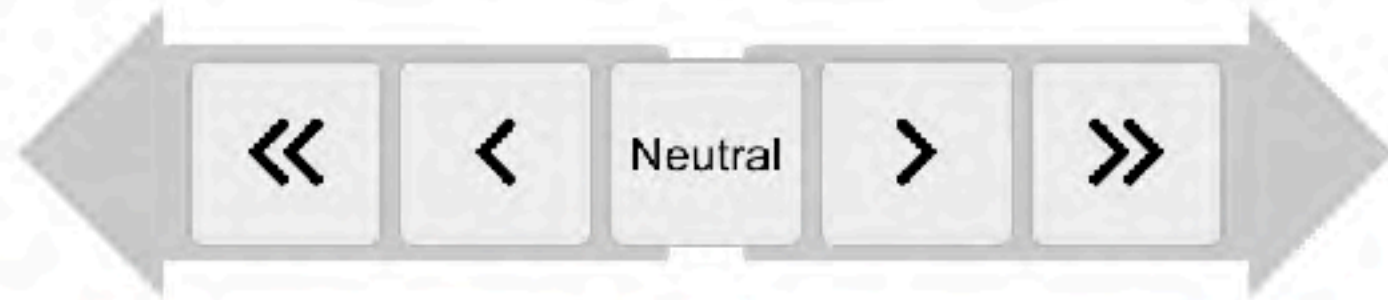
Survey



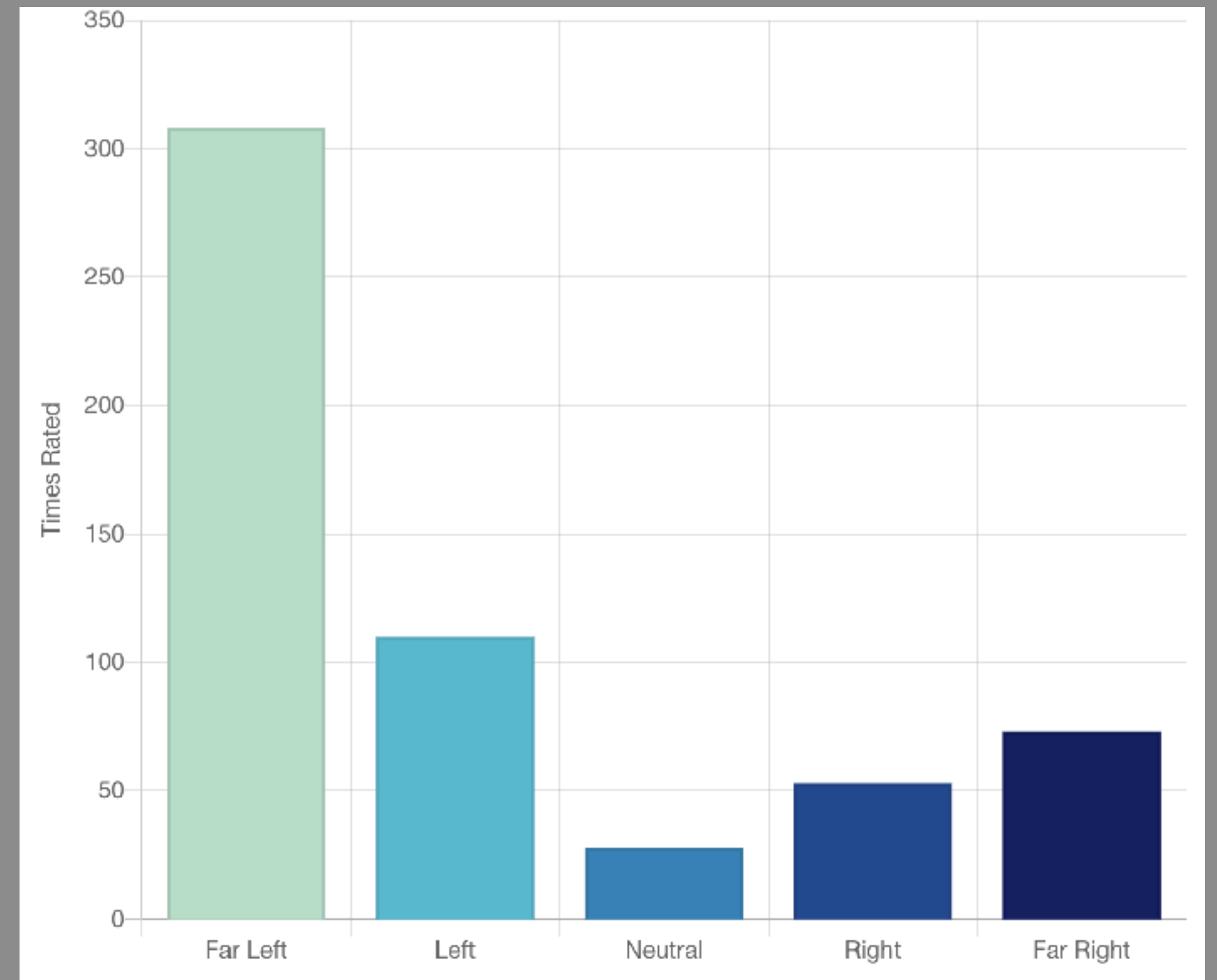
## Economic Growth and Maintained Character

Choose the option that best shows which tradeoff you prefer

Increase the economic vitality of the downtown corridor and other key sites by encouraging new development



Maintain the existing retail and economic character of Montebello



“ Development should be done in an intentional way that doesn't promote displacement of current residents (aka gentrification)- prioritizing small locally-owned businesses that are community-oriented & keep economic benefits in the local community versus chain-corporate stores.

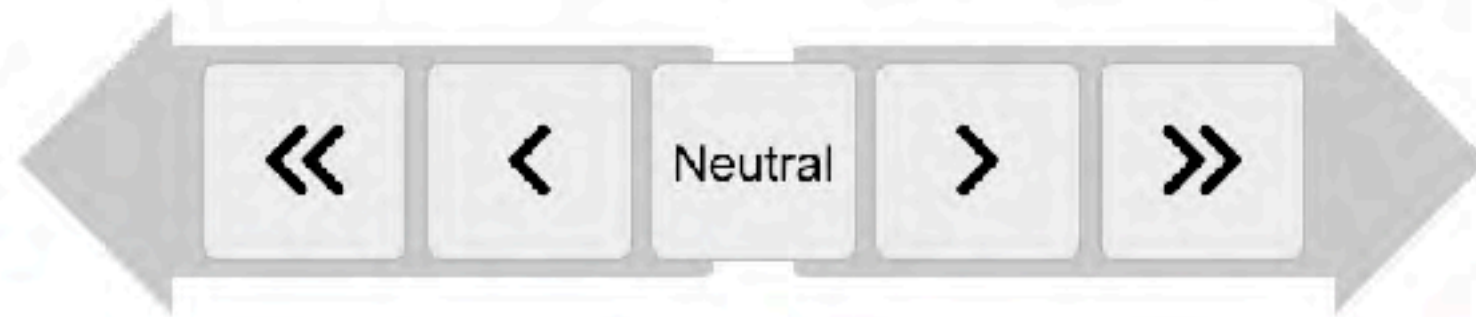
# Survey



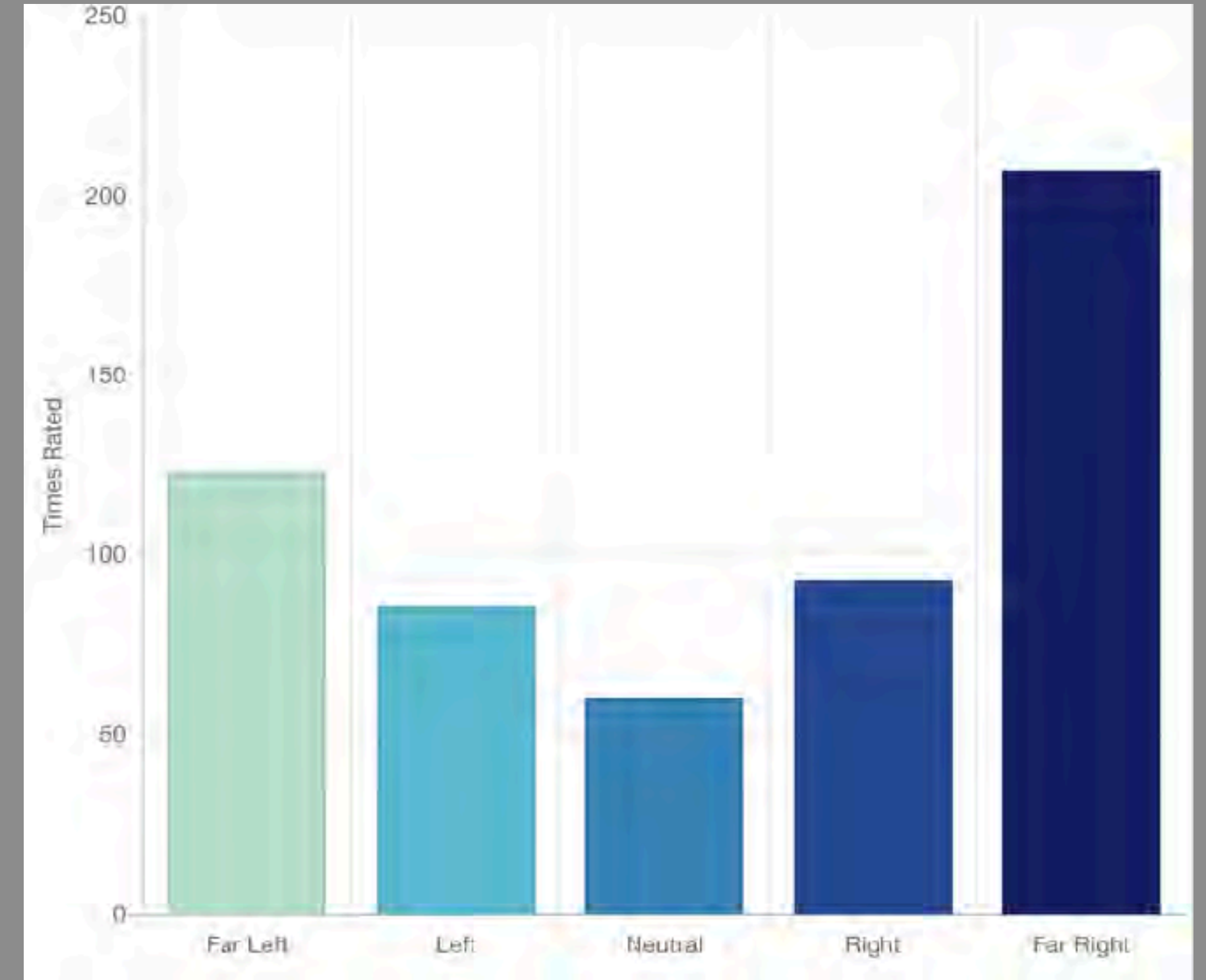
## Street connectivity and active-living networks

Choose the option that best shows which tradeoff you prefer

Prioritize streets for the improvement of vehicular traffic flow.



Prioritize streets for alternative access for people including walking, biking, & public transit.



“Prioritizing pedestrian activities while making the roads safe for vehicular traffic.

“Incorporating both would be great! They both matter greatly.

# Survey

# Development Pattern

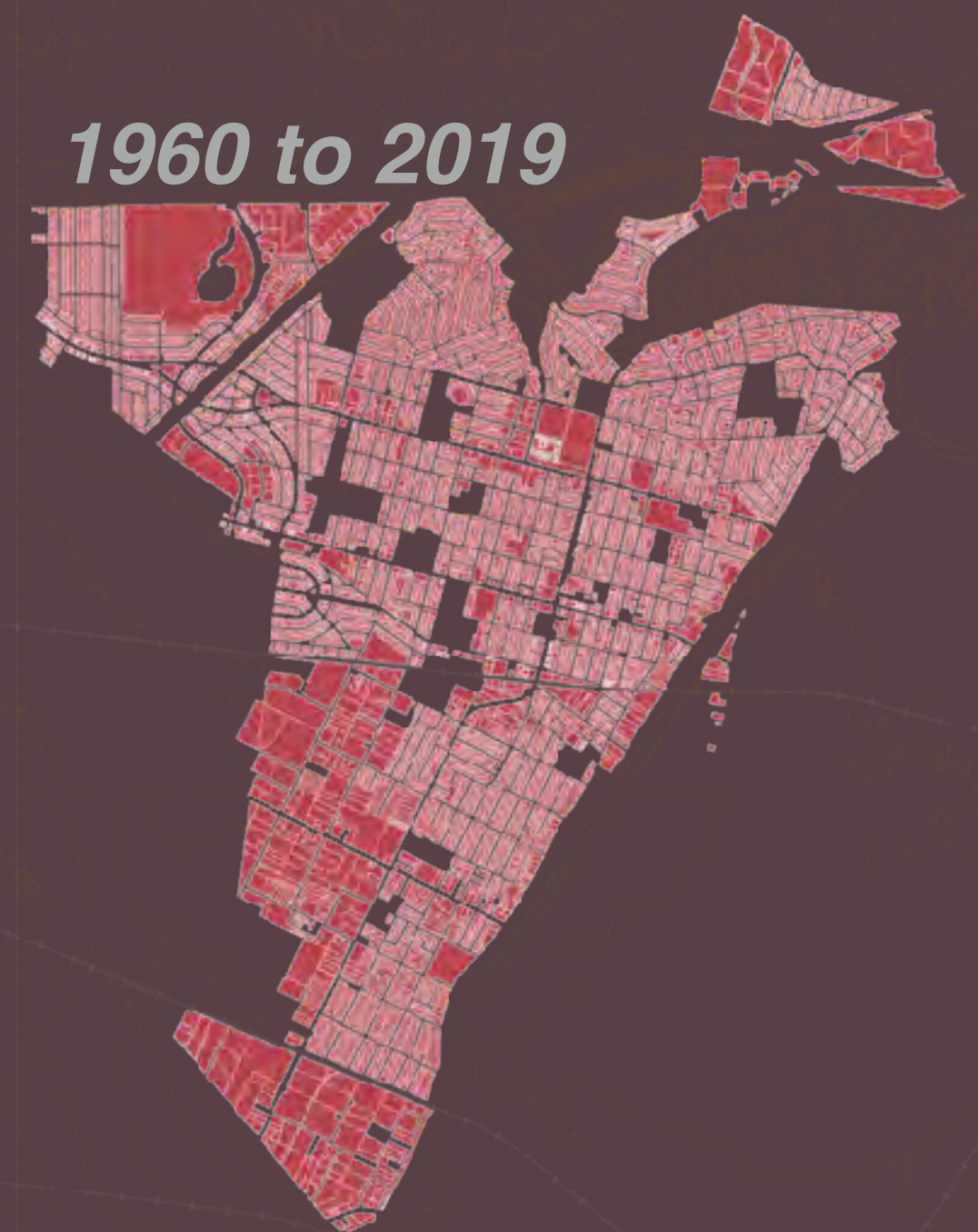
*up to 1930*



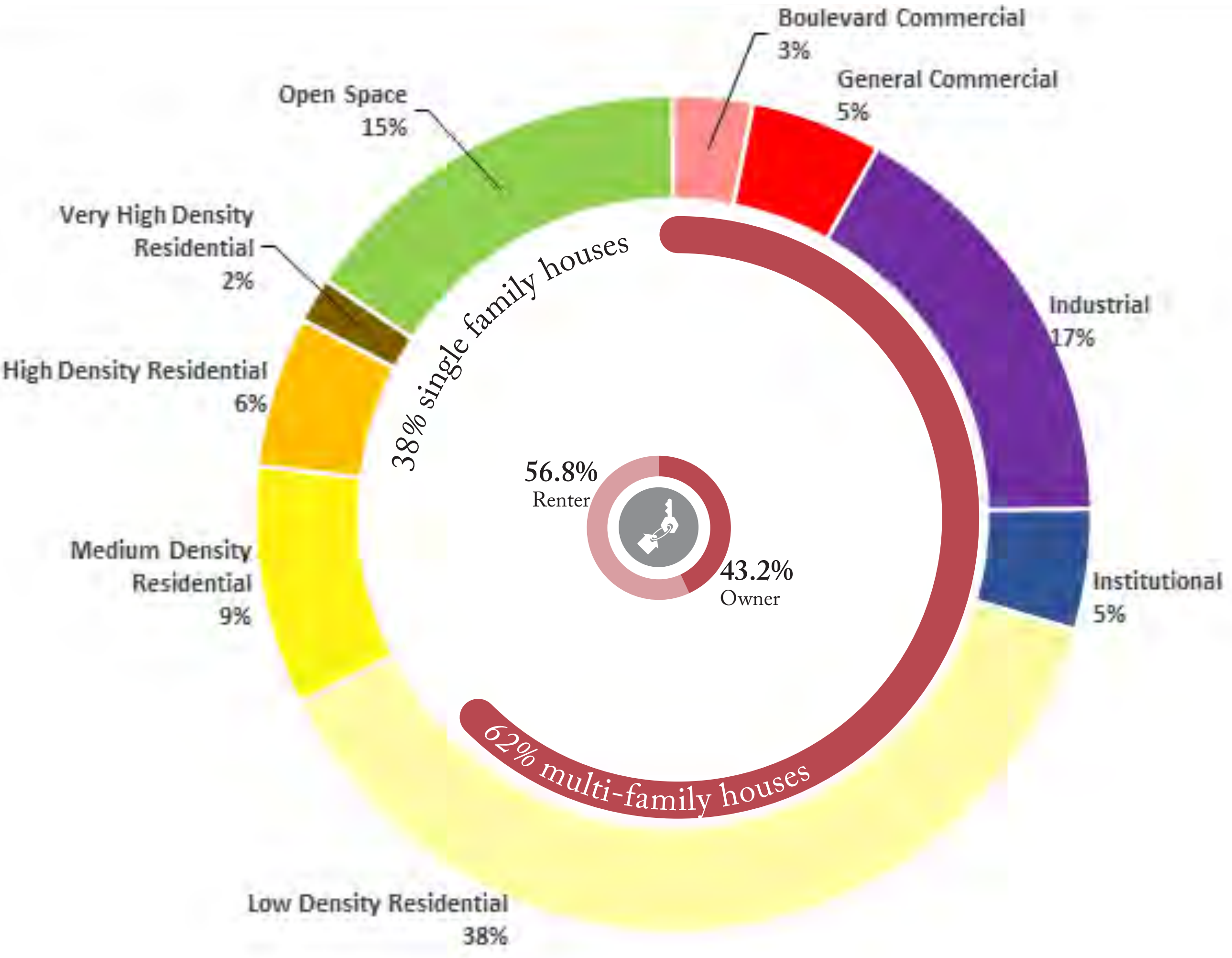
*1930 to 1959*



*1960 to 2019*

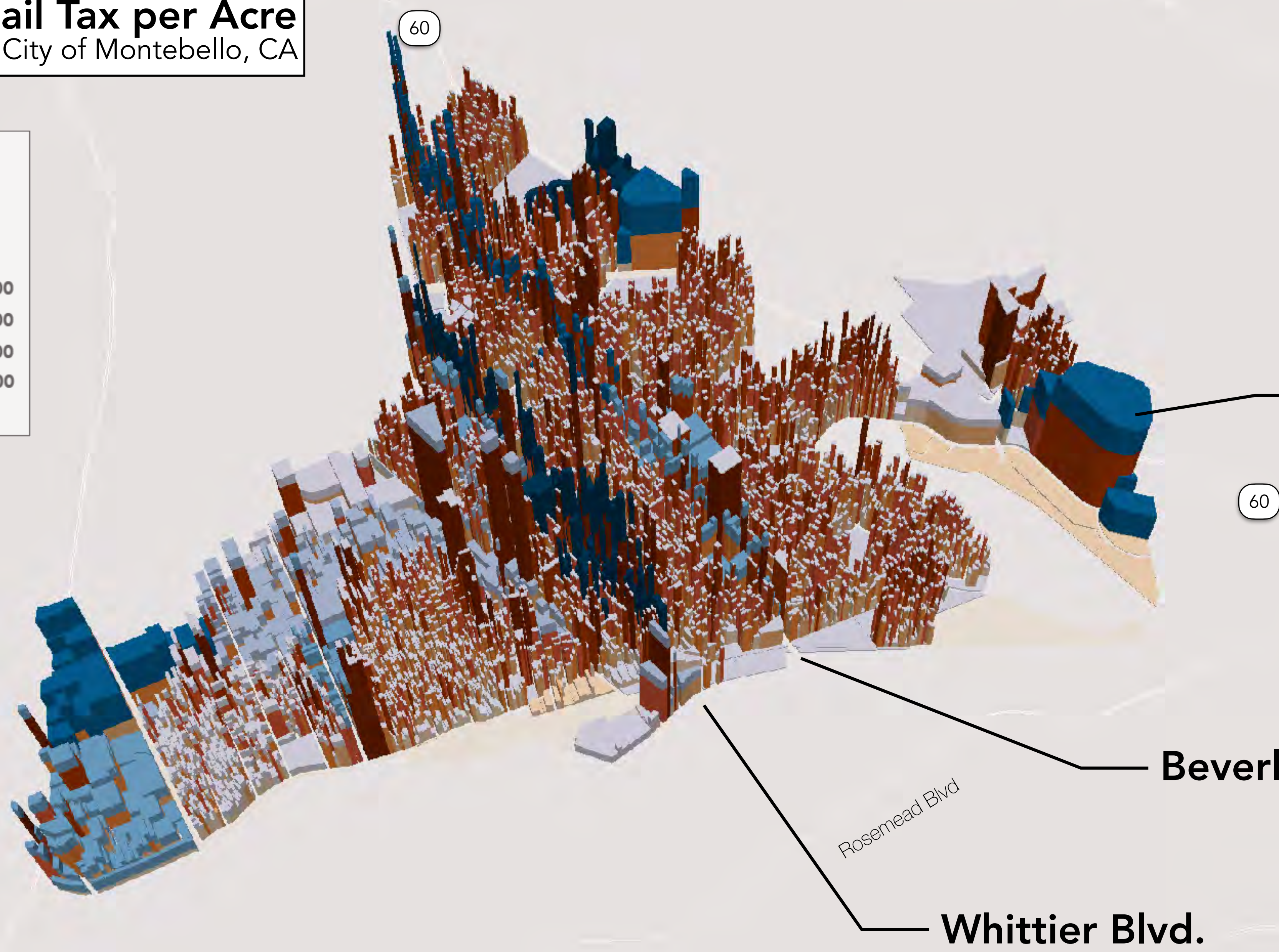
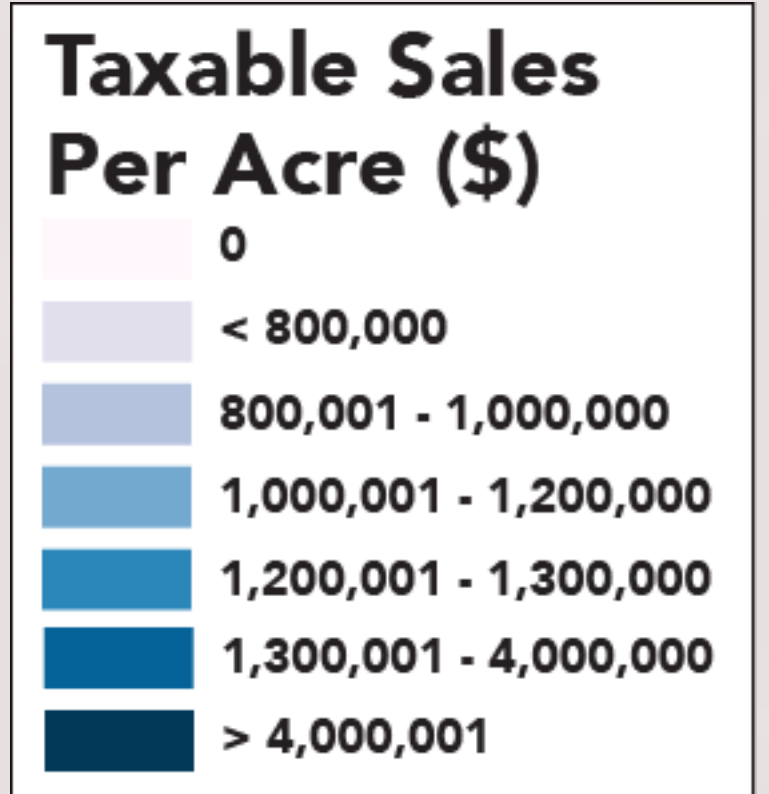
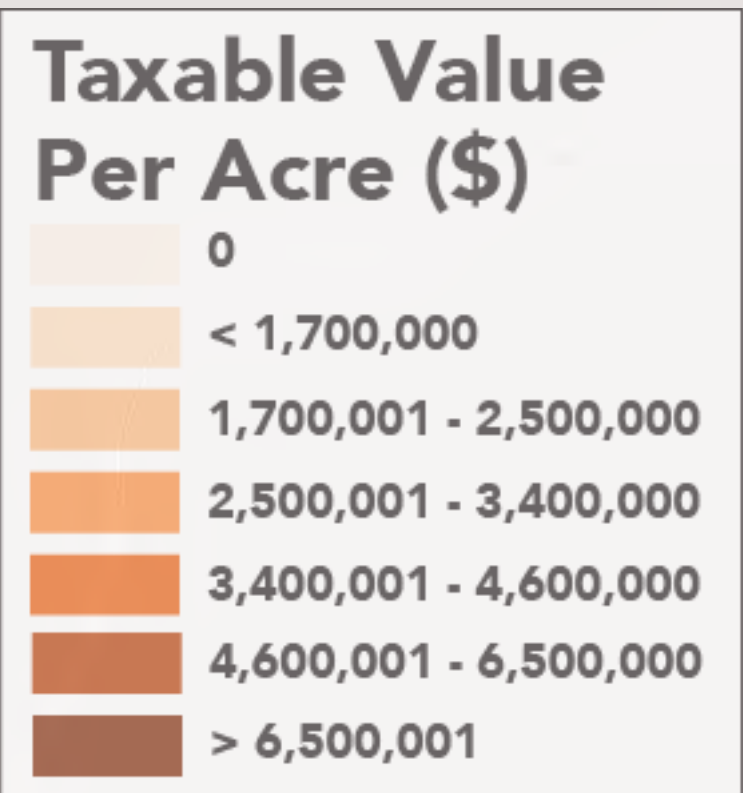


# Land Use



# Retail Tax per Acre

City of Montebello, CA

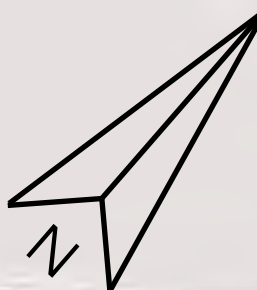


The Shops at Montebello

Beverly Blvd.

Whittier Blvd.

Rosemead Blvd

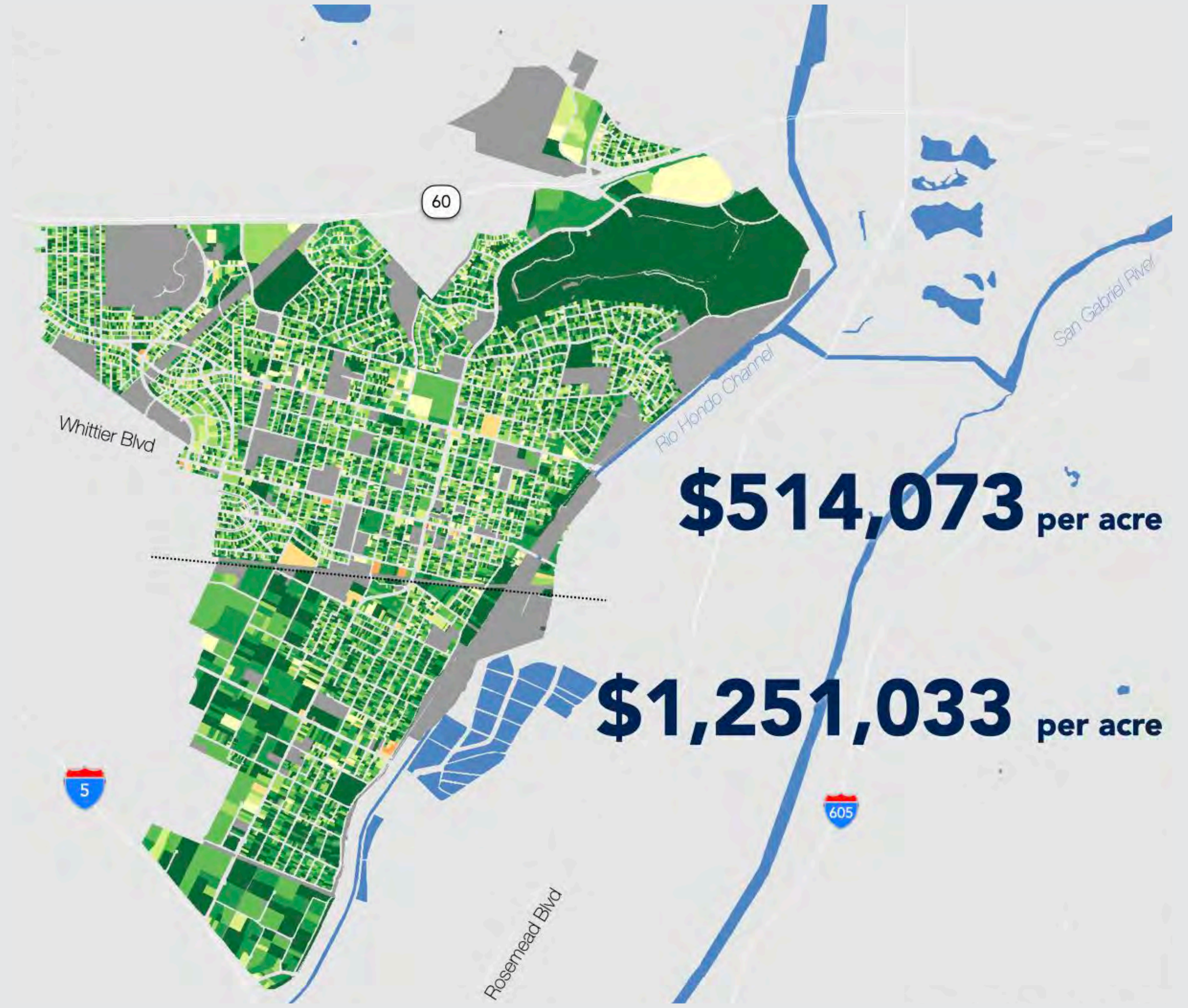


**NORTH**

	Value Per Acre
5 or more apartments	\$3,255,664
4 Units (Any Combination)	\$3,133,140
3 Units (Any Combination)	\$2,453,239
2 Units	\$2,267,944
Single Unit	\$409,251
	<b>\$514,073</b>

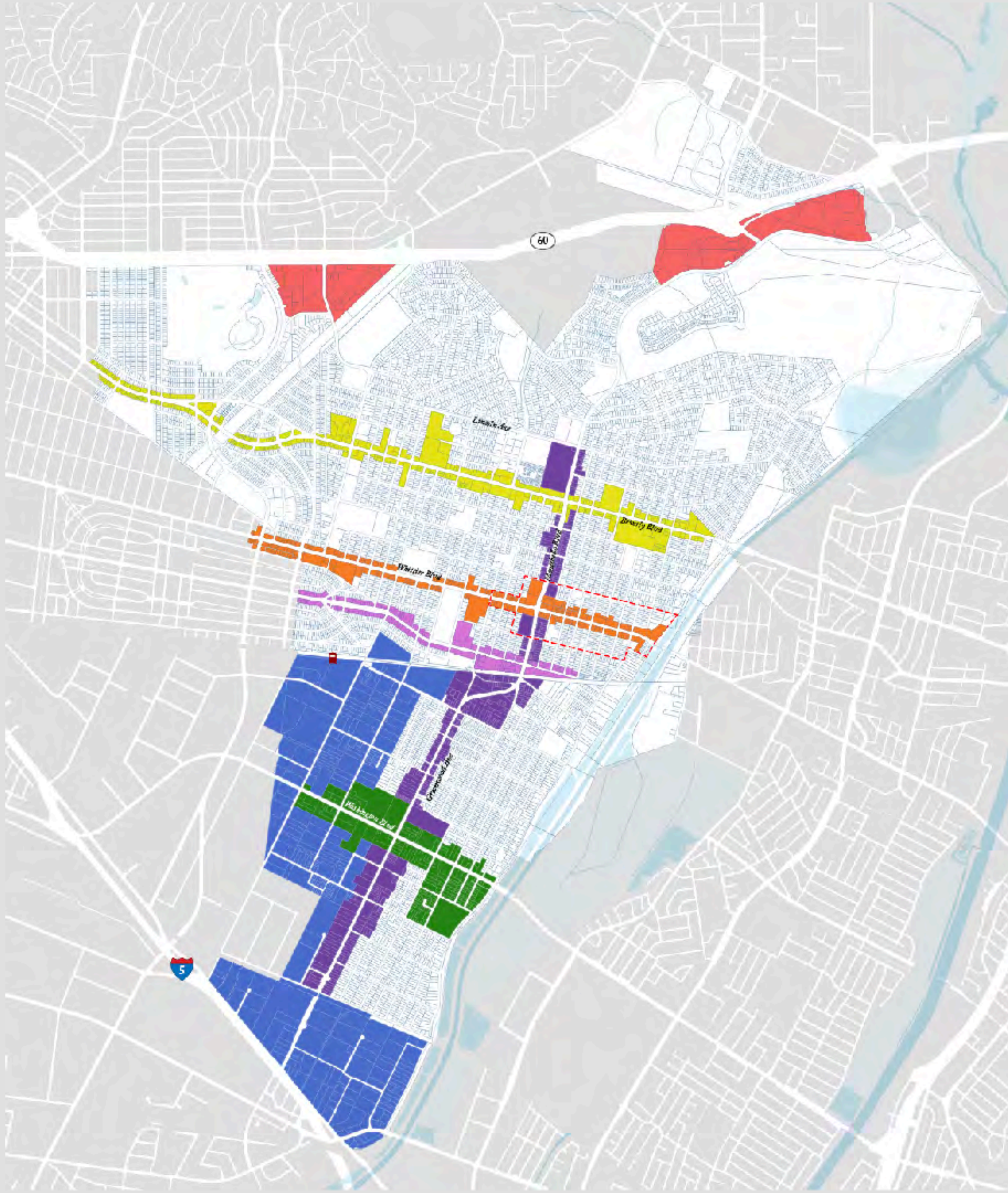
**SOUTH**

	Value Per Acre
5 or more apartments	\$3,060,515
4 Units (Any Combination)	\$2,491,267
3 Units (Any Combination)	\$2,025,119
2 Units	\$1,820,731
Single Unit	\$981,832
Mobile Home Parks	\$803,595
	<b>\$1,251,033</b>



# Focus Areas

5,174 units in 8 years





● AREAS OF STABILITY  
● AREAS OF CHANGE







OPEN SPACE STRATEGY



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