

# General Plan Update & Downtown Montebello Specific Plan

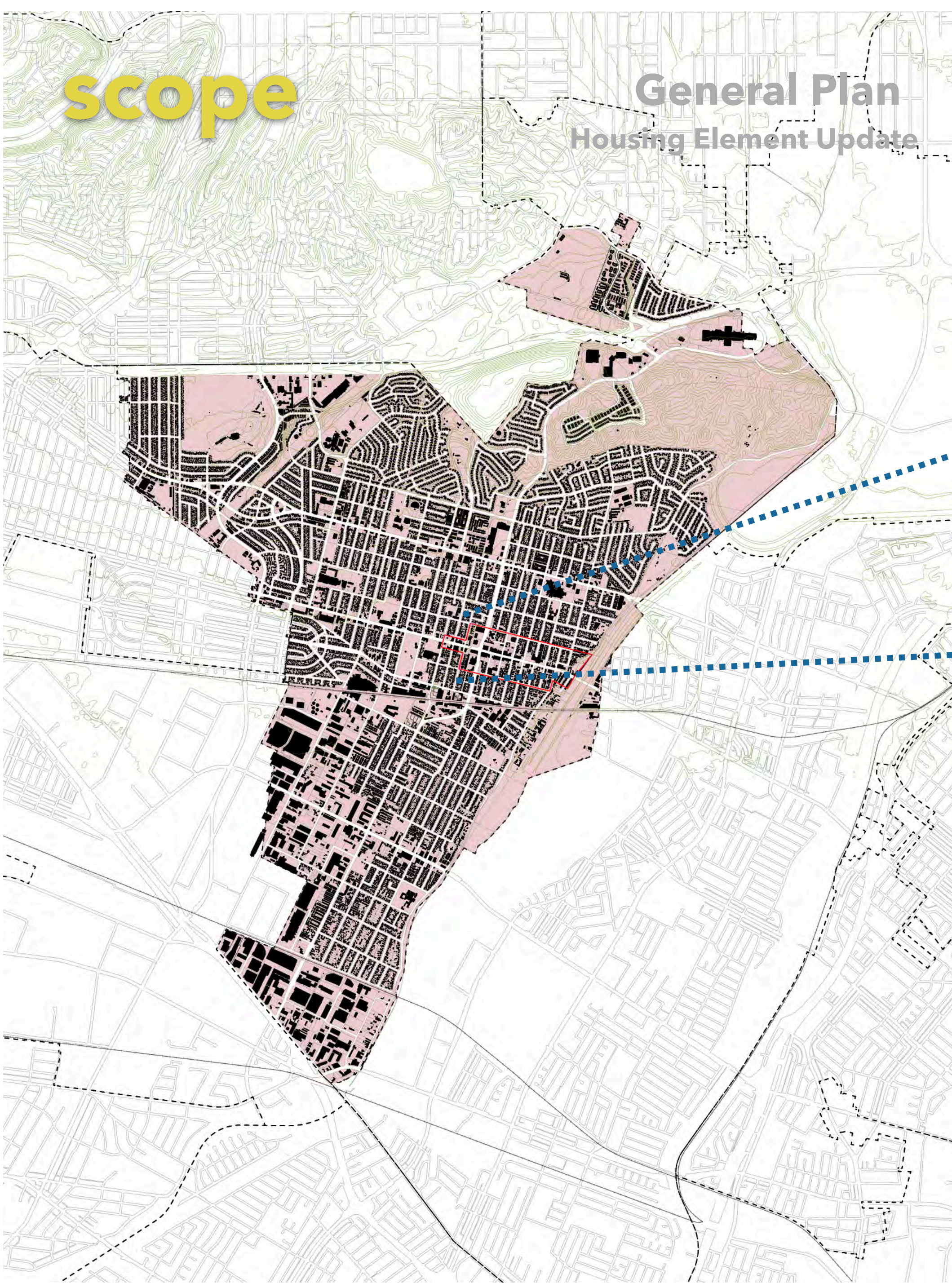
Montebello Chamber of Commerce  
February 29, 2024

CITY OF  
**montebello**



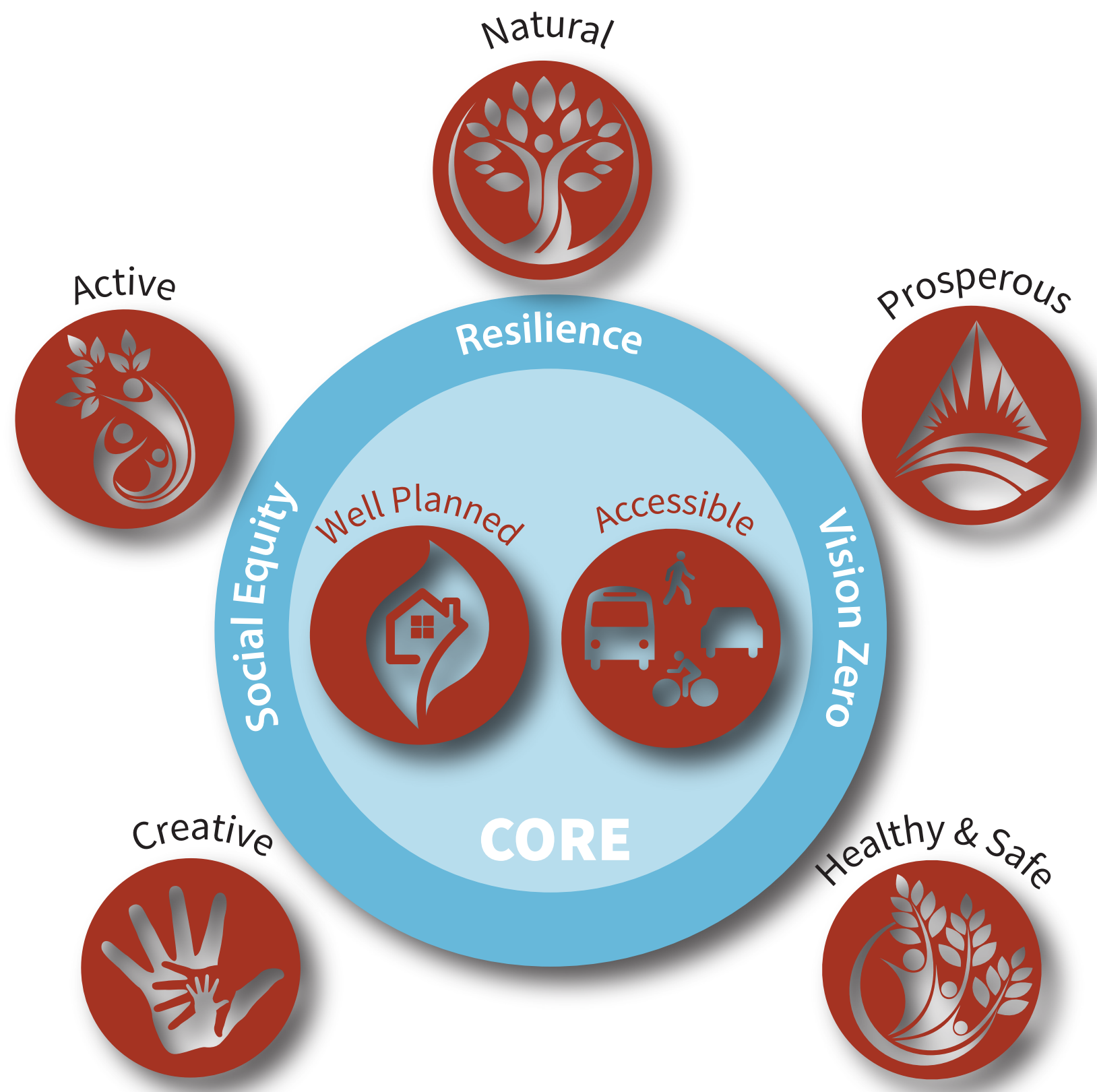
GENERAL PLAN UPDATE 2040







### General Plan & Downtown Specific Plan



**integrated approach**

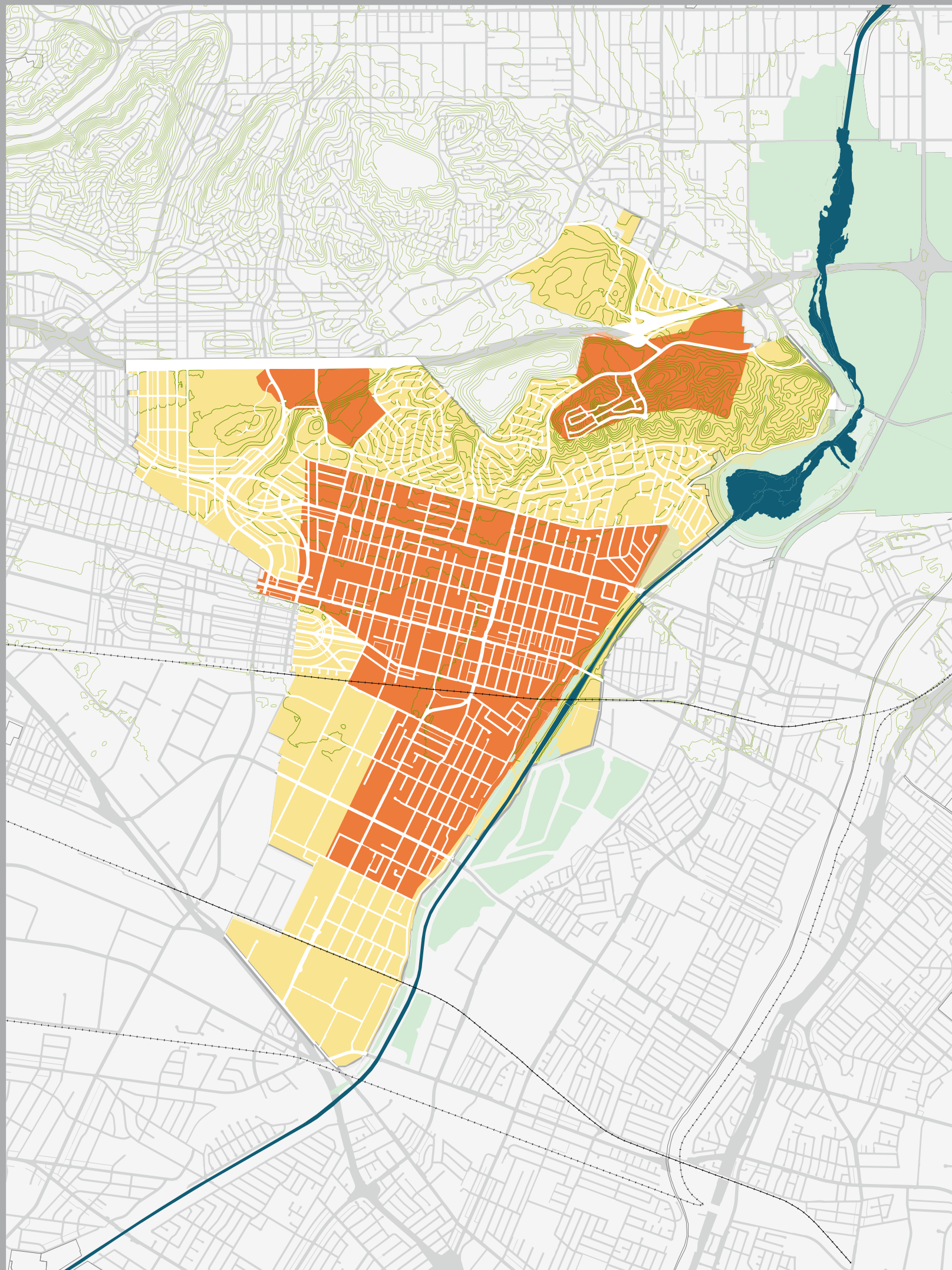
### Housing Element Update



# Vision based



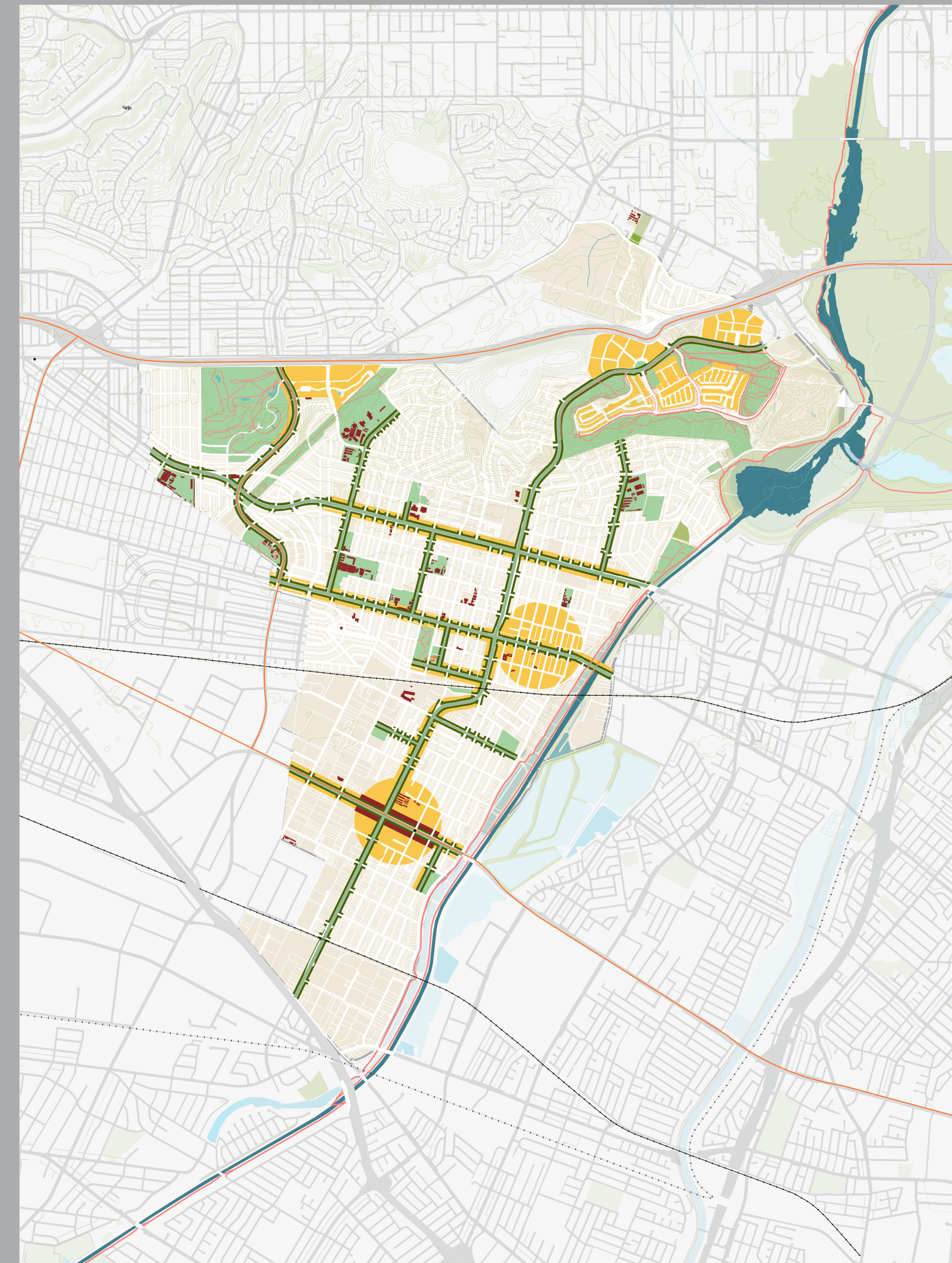
# the Vision



Areas of Stability & Change

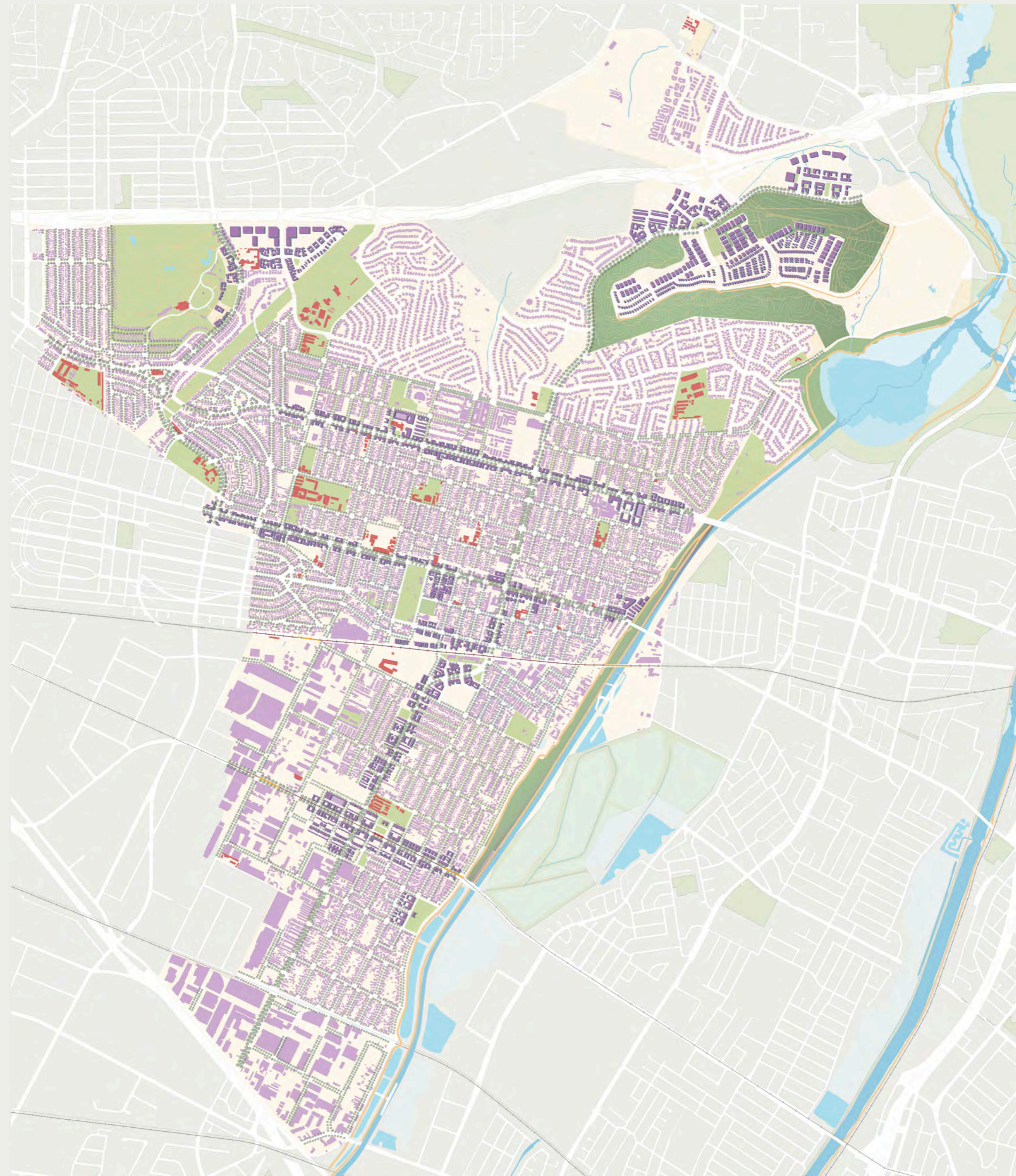
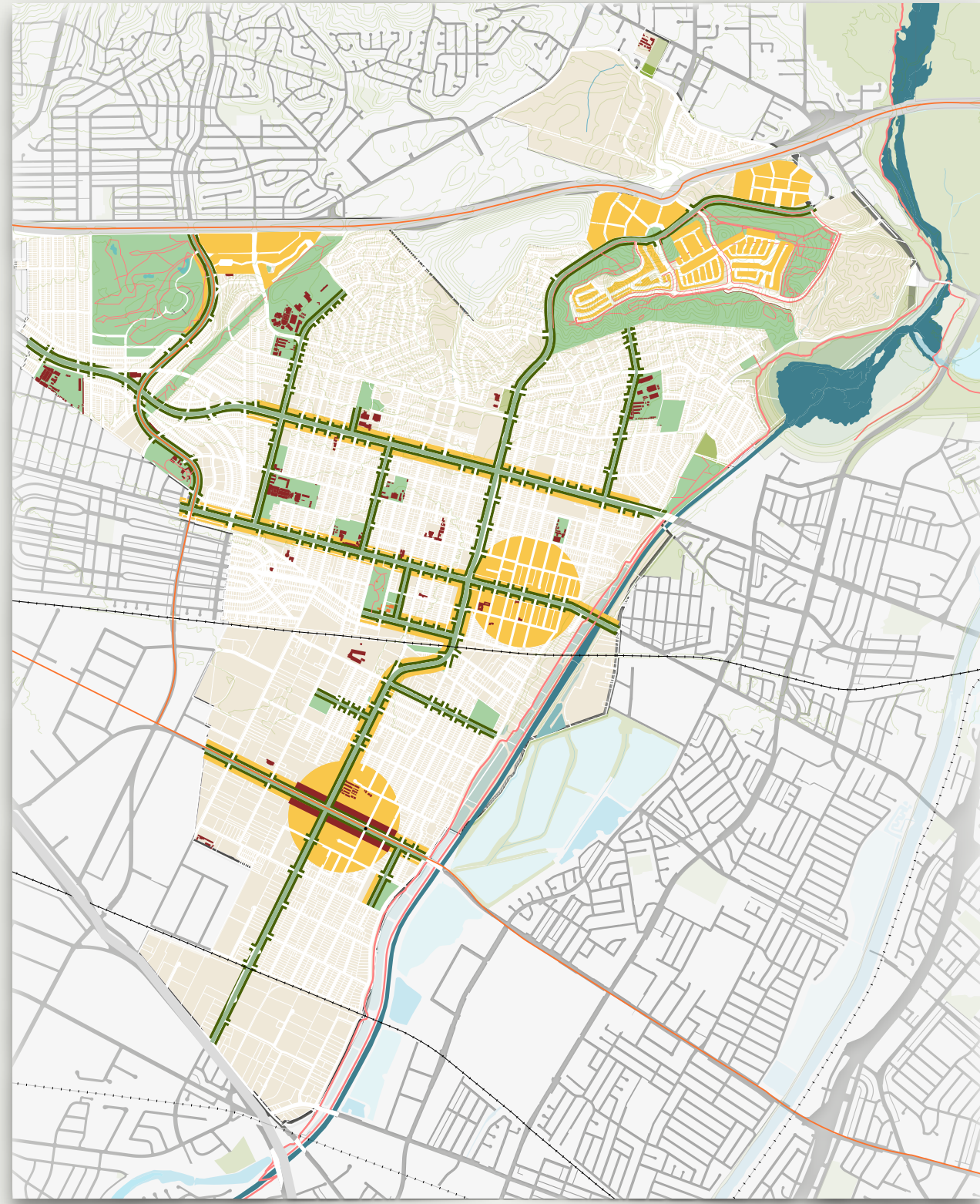


Green Infrastructure

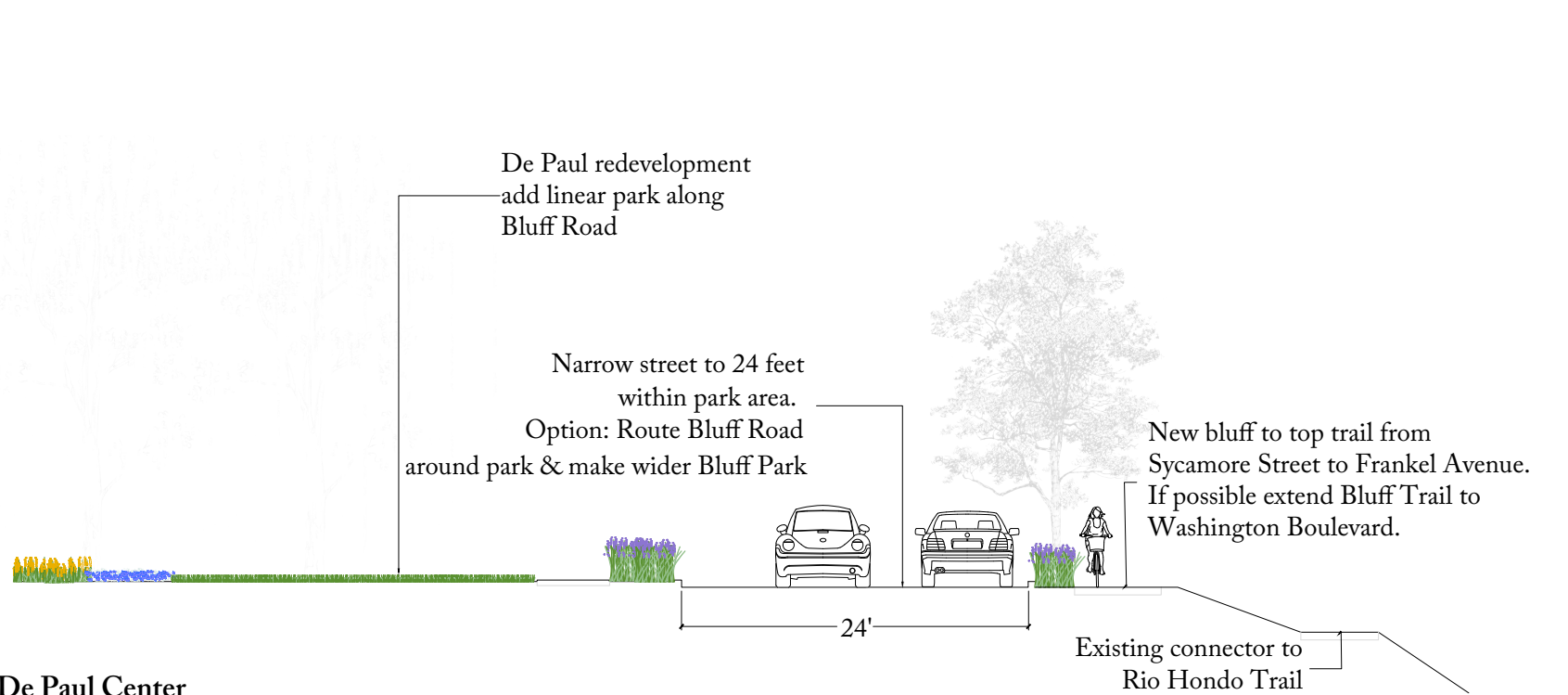
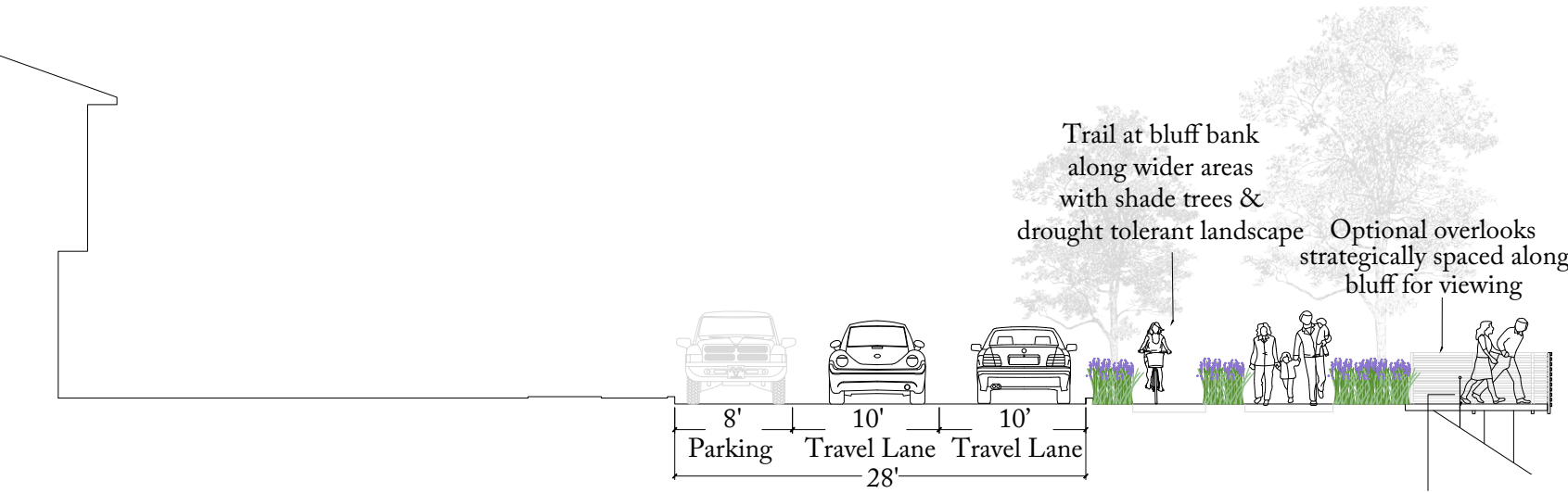
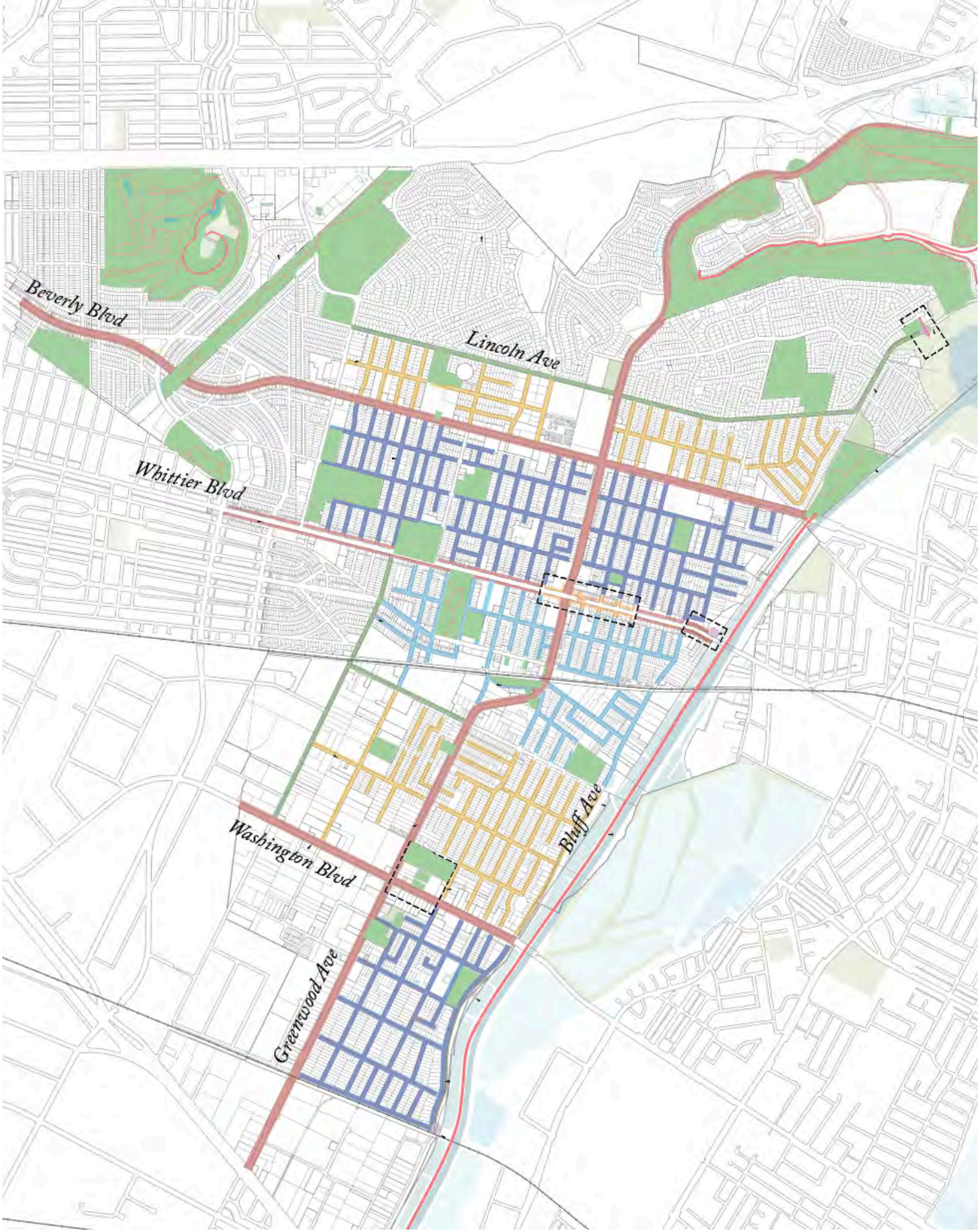


Neighborhood, Corridors & Centers

# the Vision

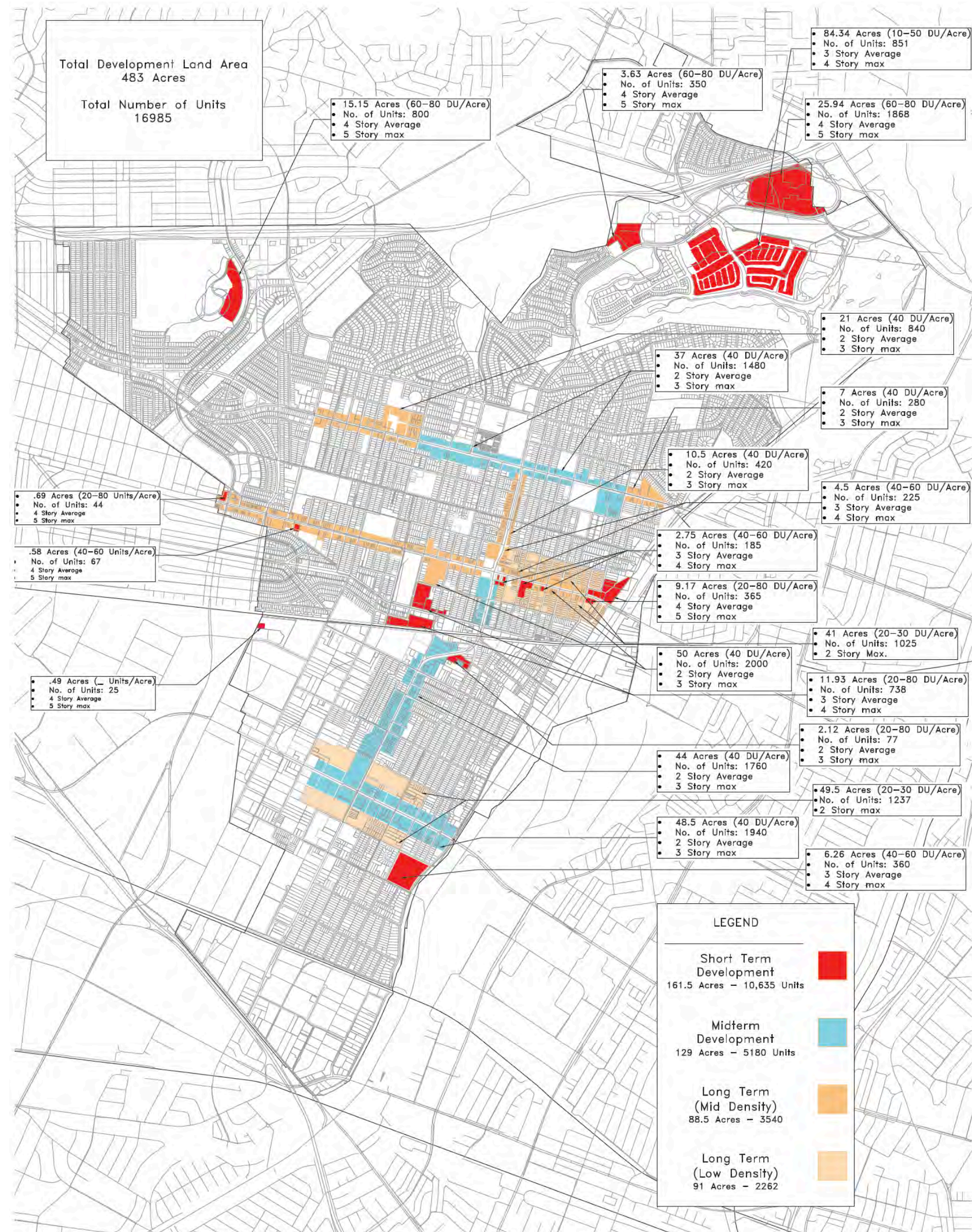


# Green Infrastructure



At De Paul Center

# General Plan

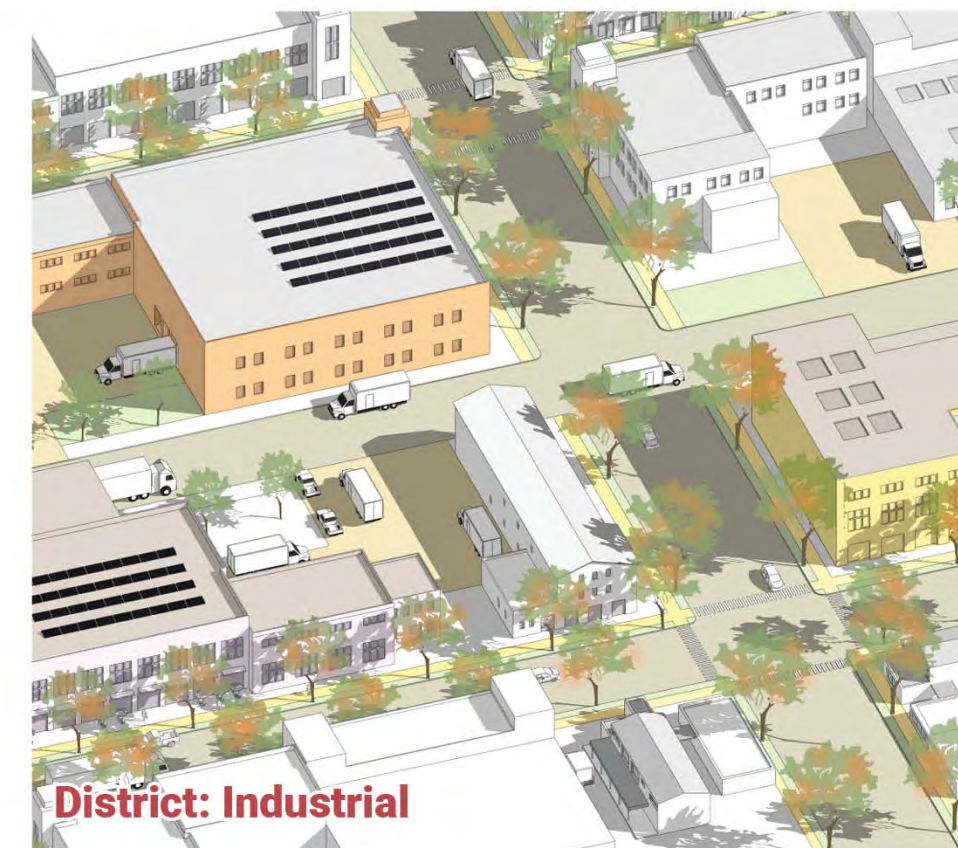
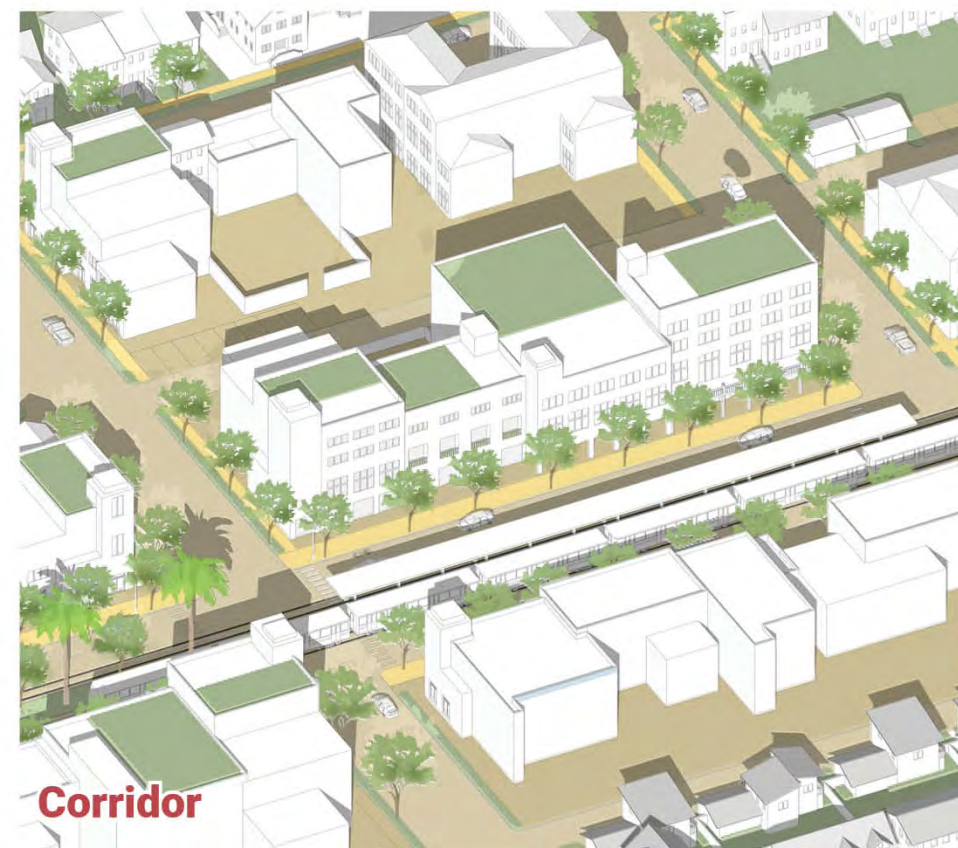
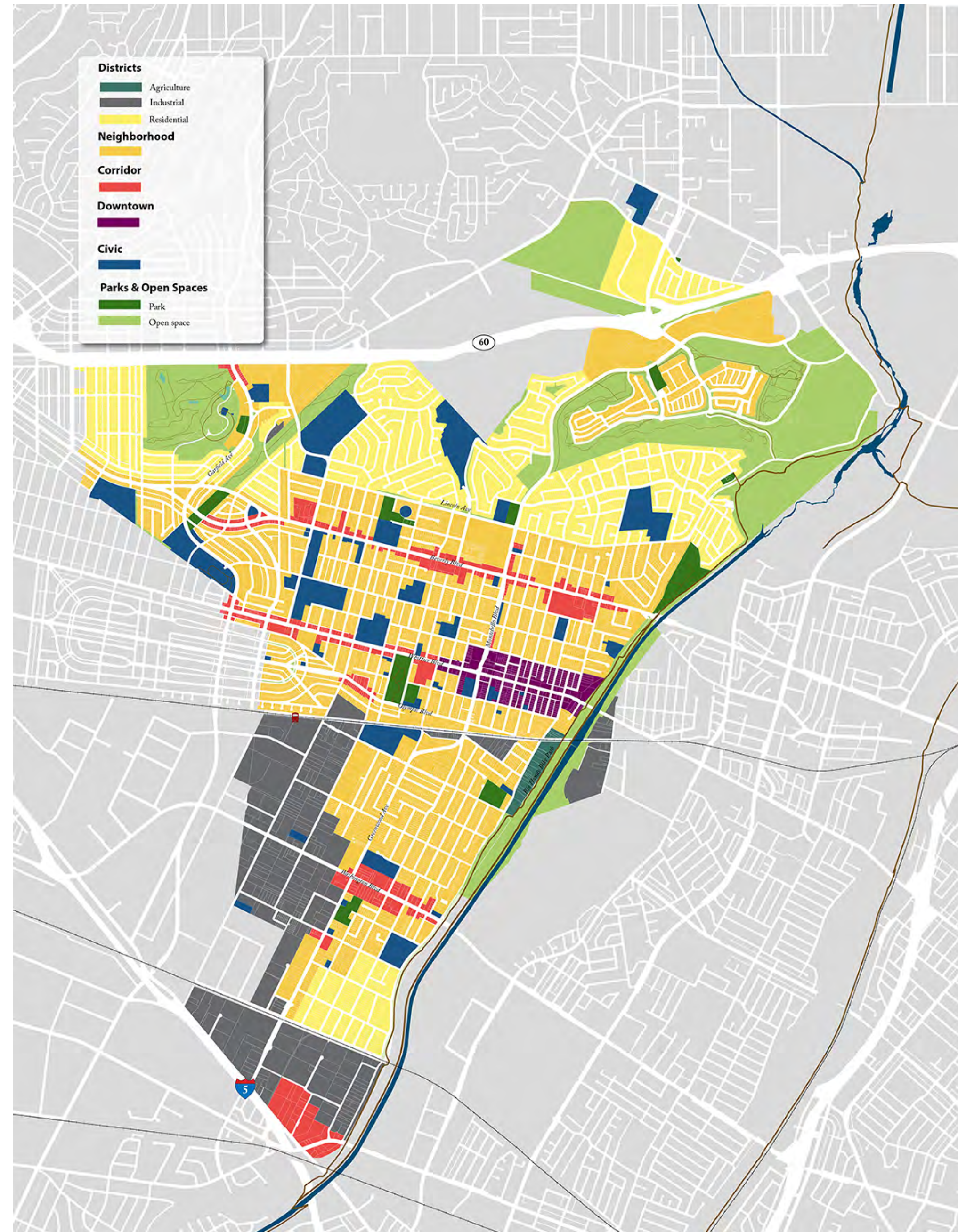


Place Type	Residential (units)	Non-residential	
		Commerce (square feet)	Hotel Rooms
<b>A Downtown</b>	3,536	101,059	
<b>B Corridors</b>			
1 Whittier Boulevard	356	53,579	
2 Beverly Boulevard	2,600	87,556	
3 Washington Boulevard	3,177	49,223	
4 Montebello/Greenwood Boulevard	2,257	16,553	
<b>C Neighborhoods</b>			
1 The Shops at Montebello	1,401	20,038	104
2 Metro Heights	1,798	25,700	
3 Montebello Town Center	332	4,792	
4 Garfield Ave (golf course)	499	6,970	
5 Along Olympic Boulevard	438	3,485	
6 De Paul Center	465	0	
<b>Total</b>	<b>16,893 units</b>	<b>368,955 square feet</b>	<b>104 rooms</b>







# Land Use Plan

# Land Use Categories



# Downtown

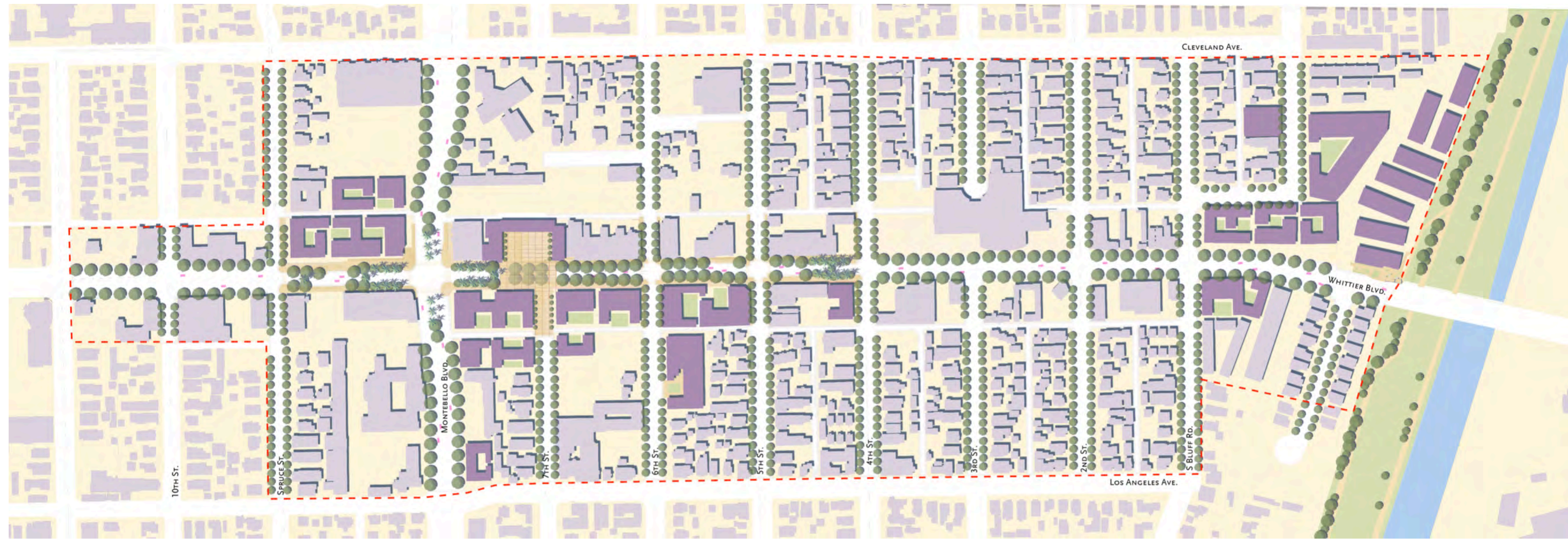
-  Downtown Specific Plan Area
-  Downtown Core
-  Downtown Center Plaza
-  Civic buildings

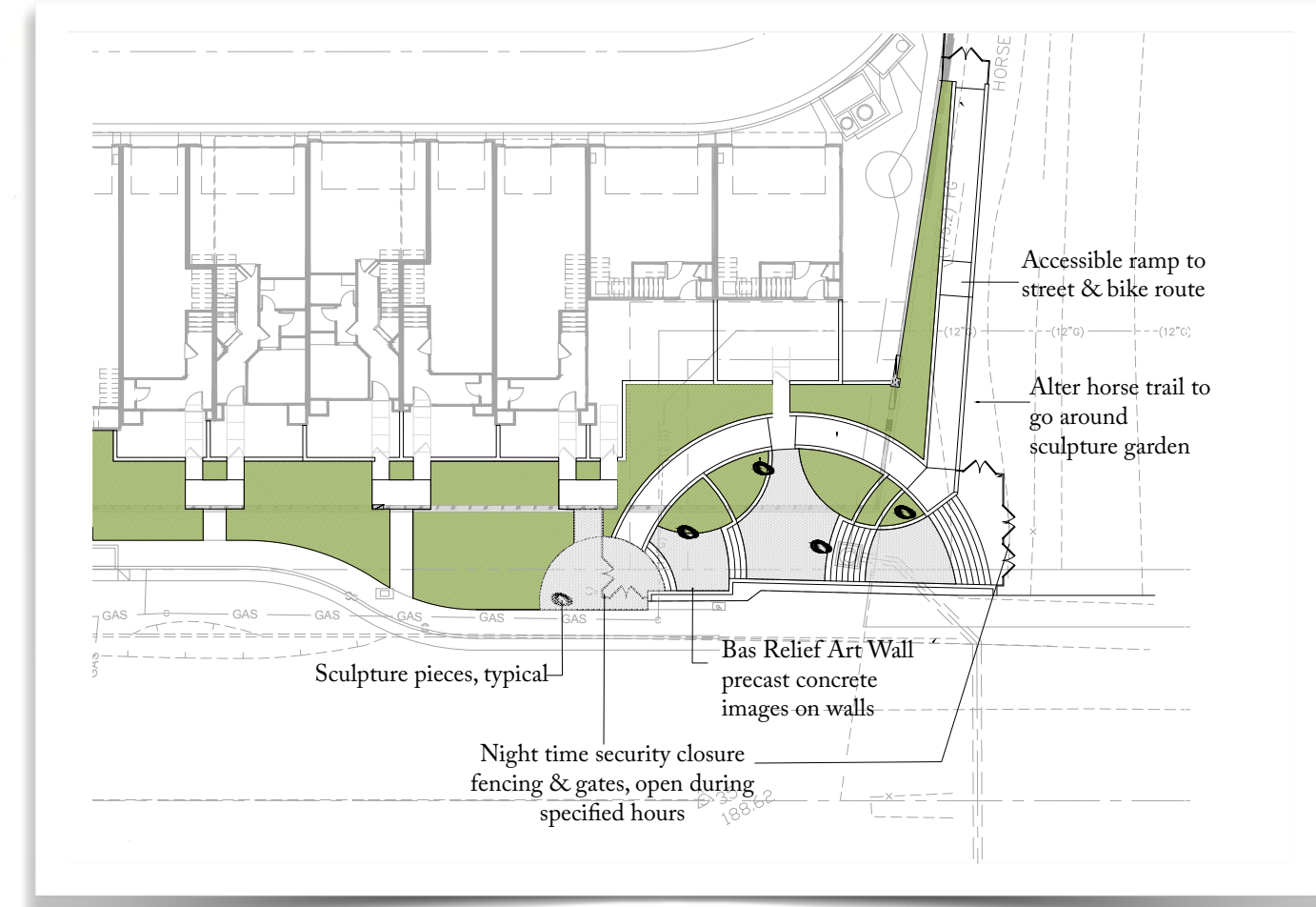
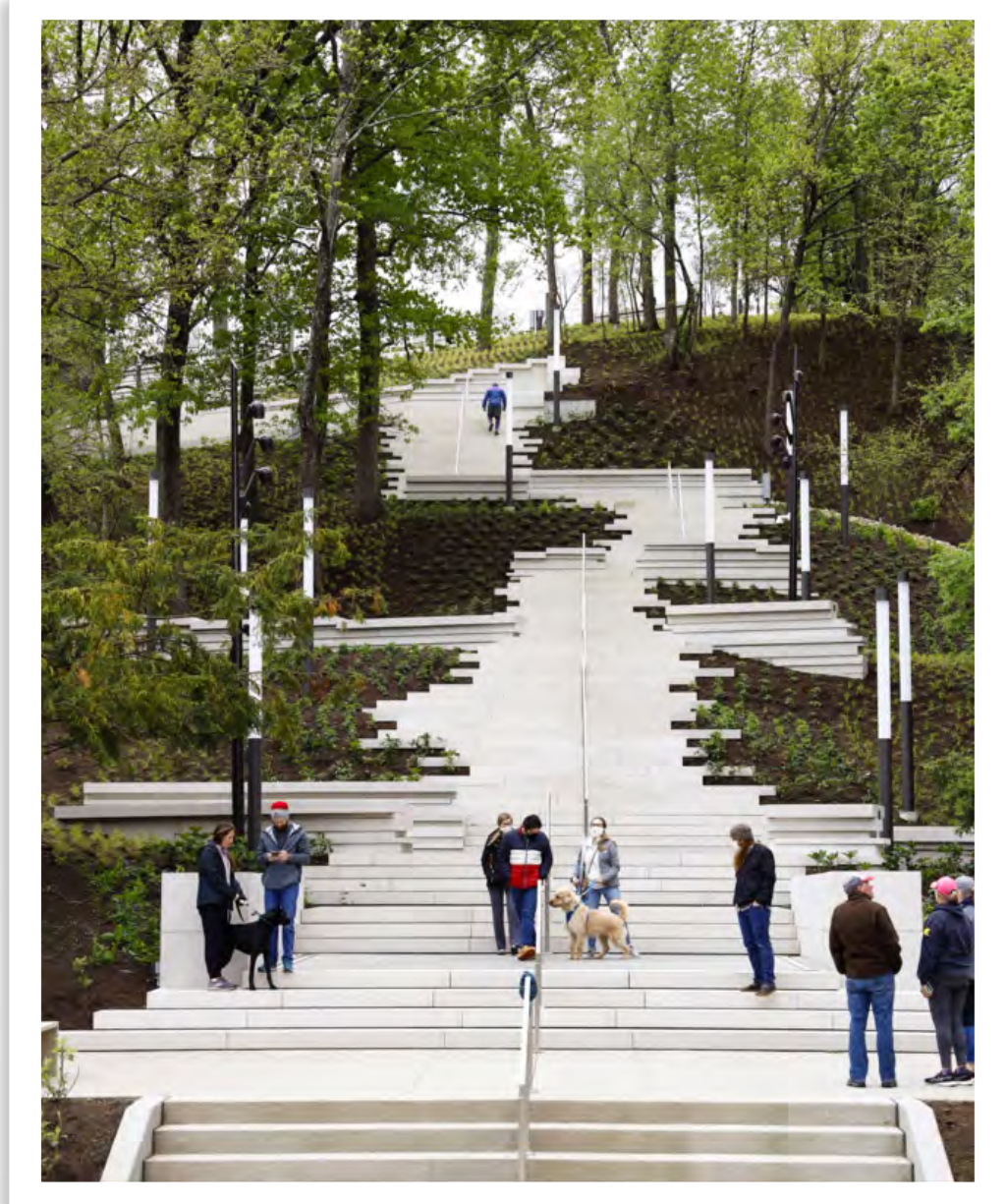
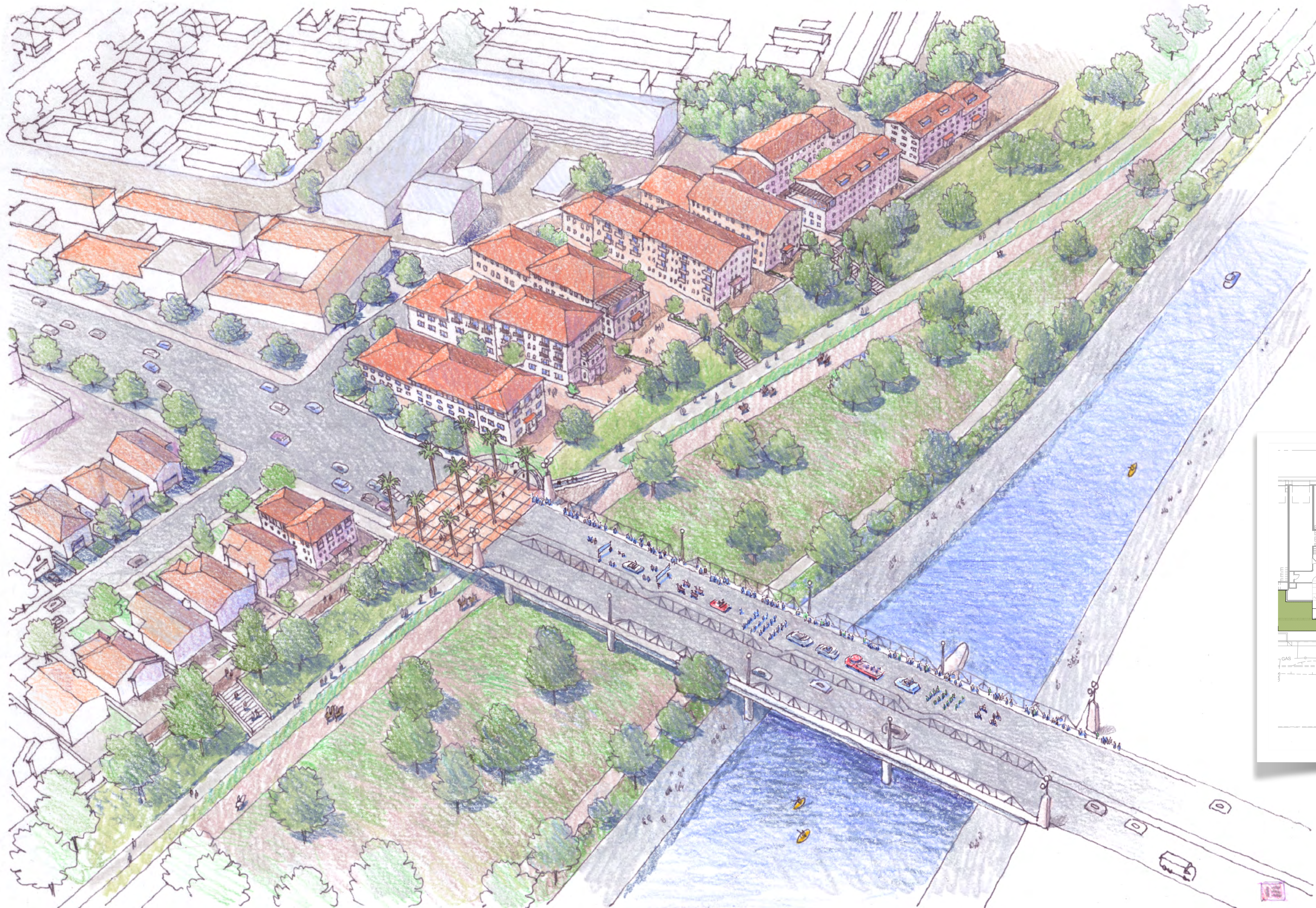




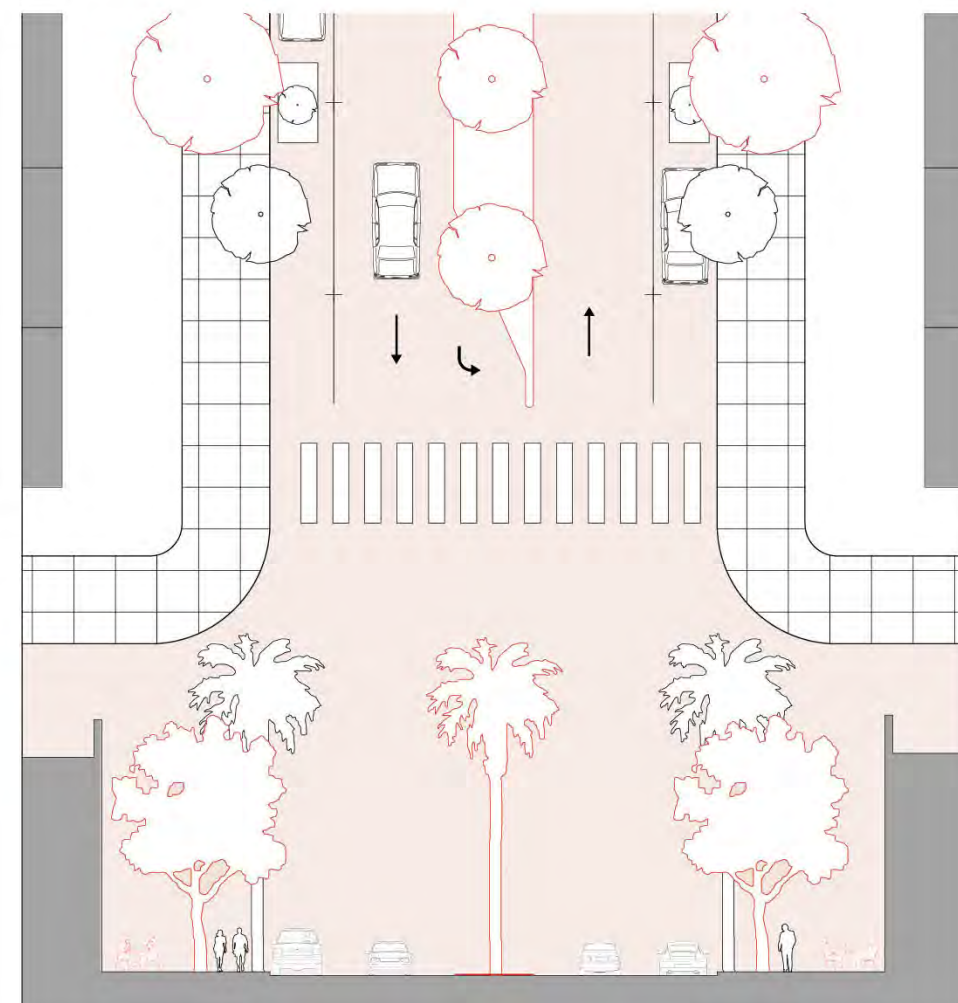
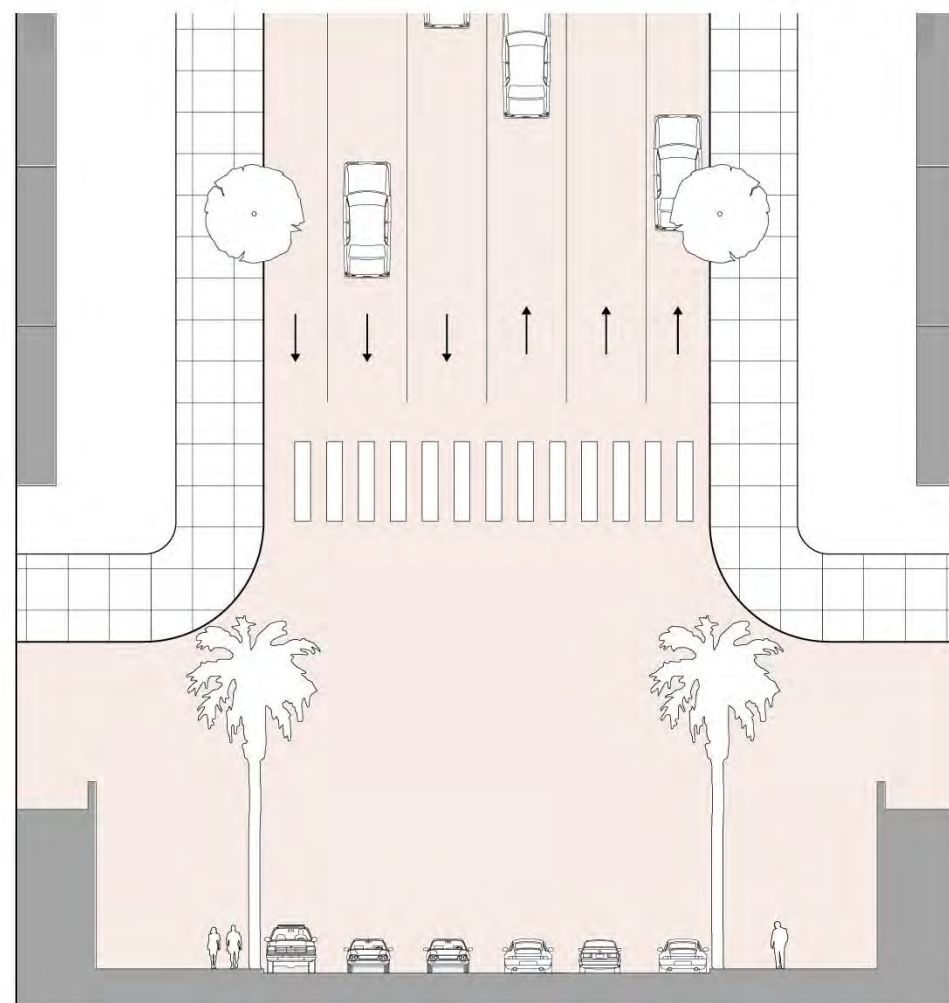
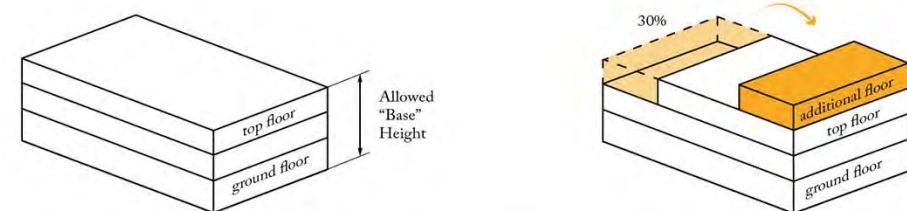
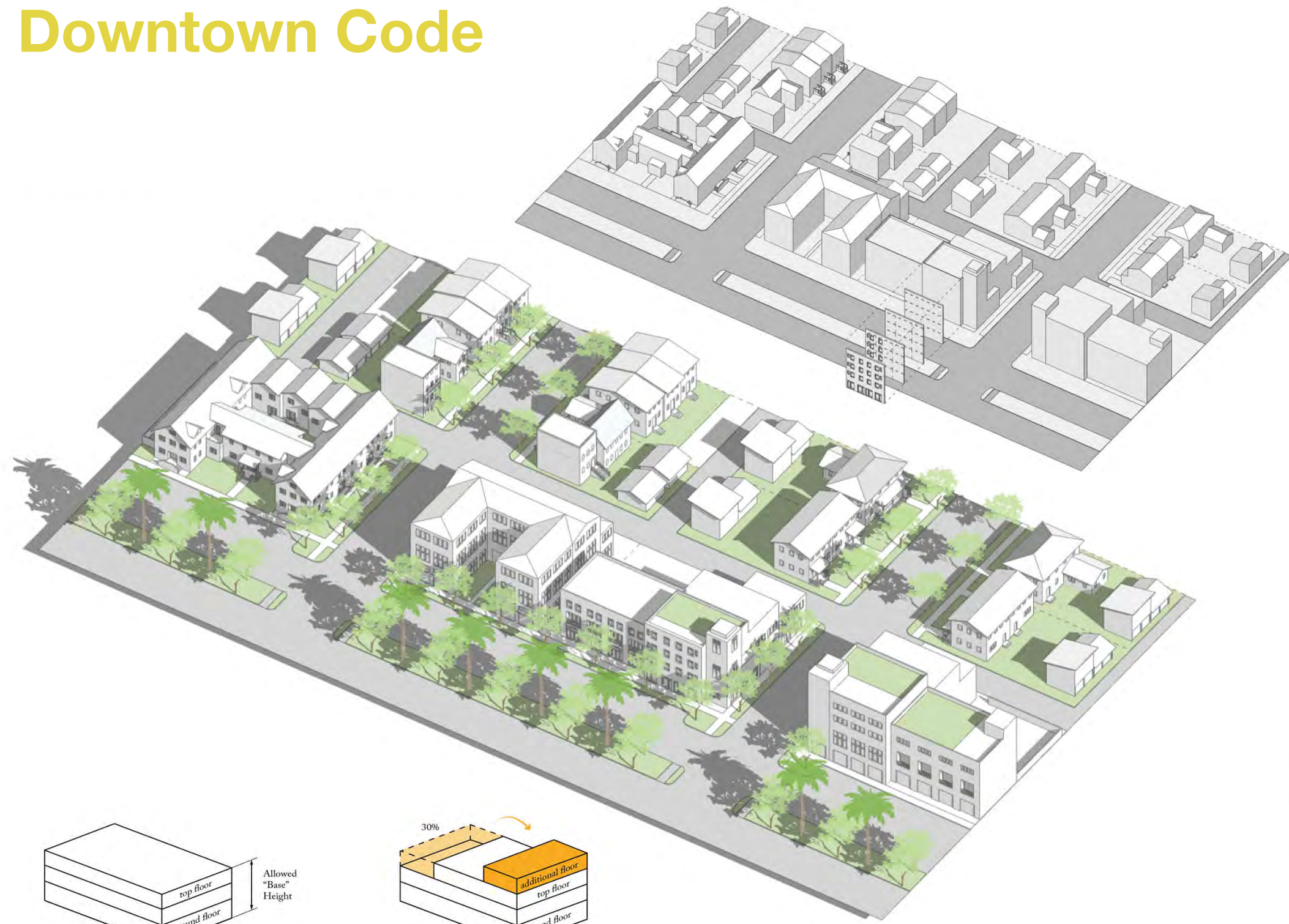
“ City of Flowers



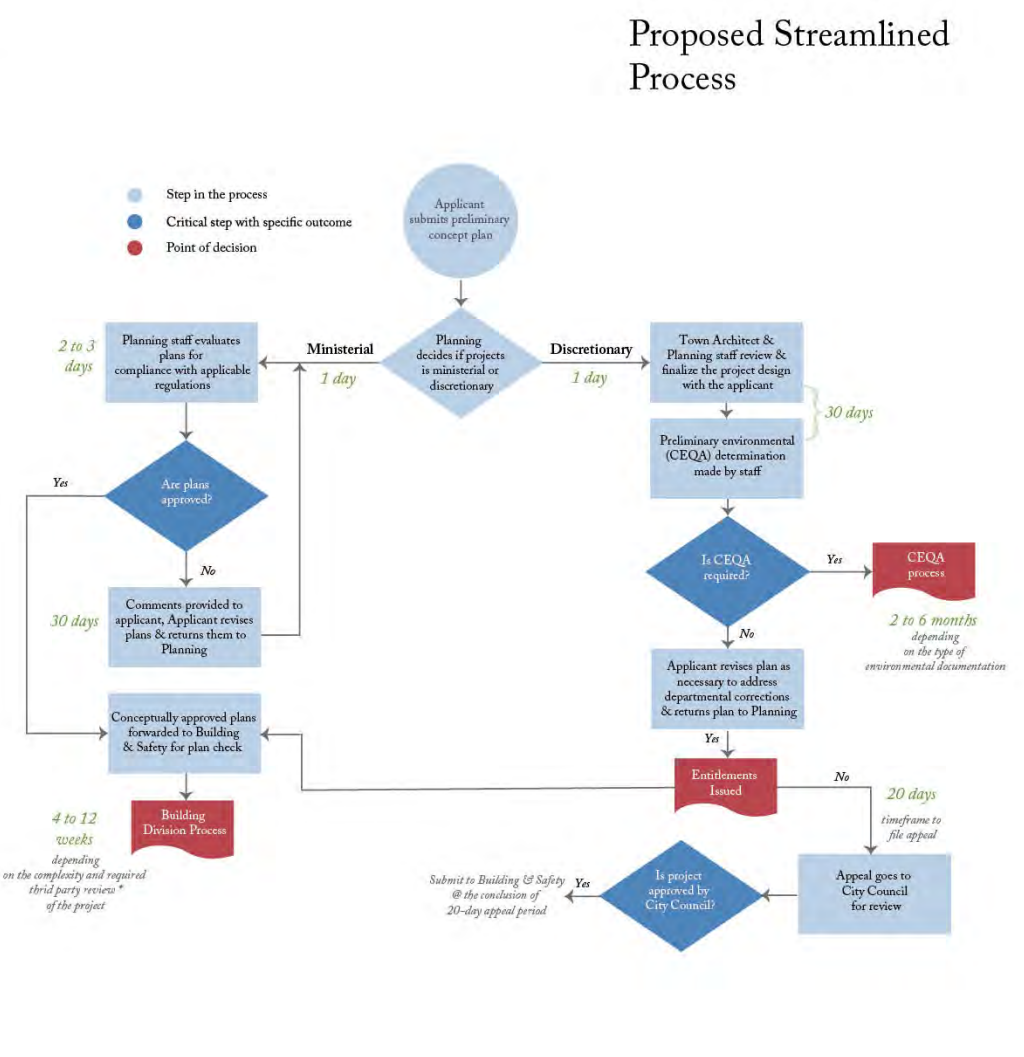
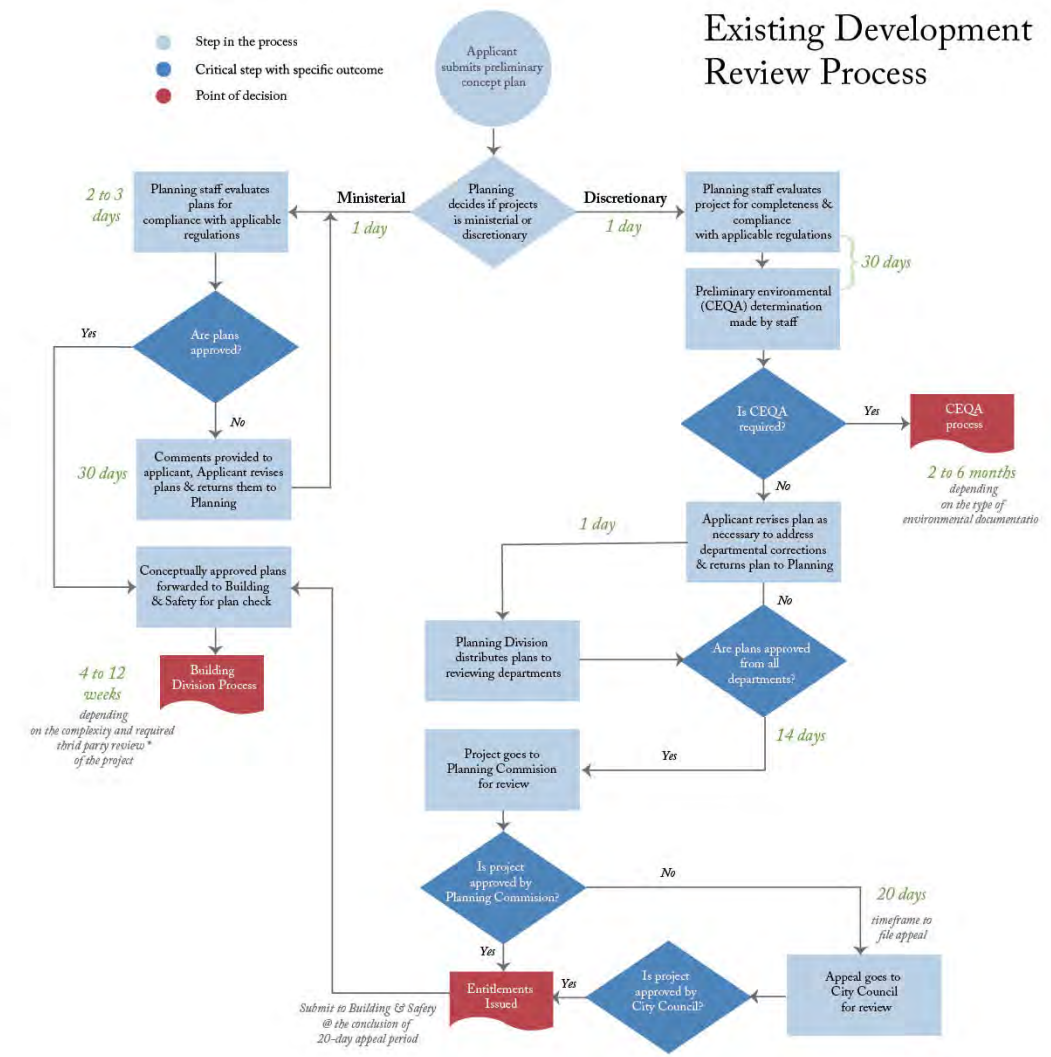




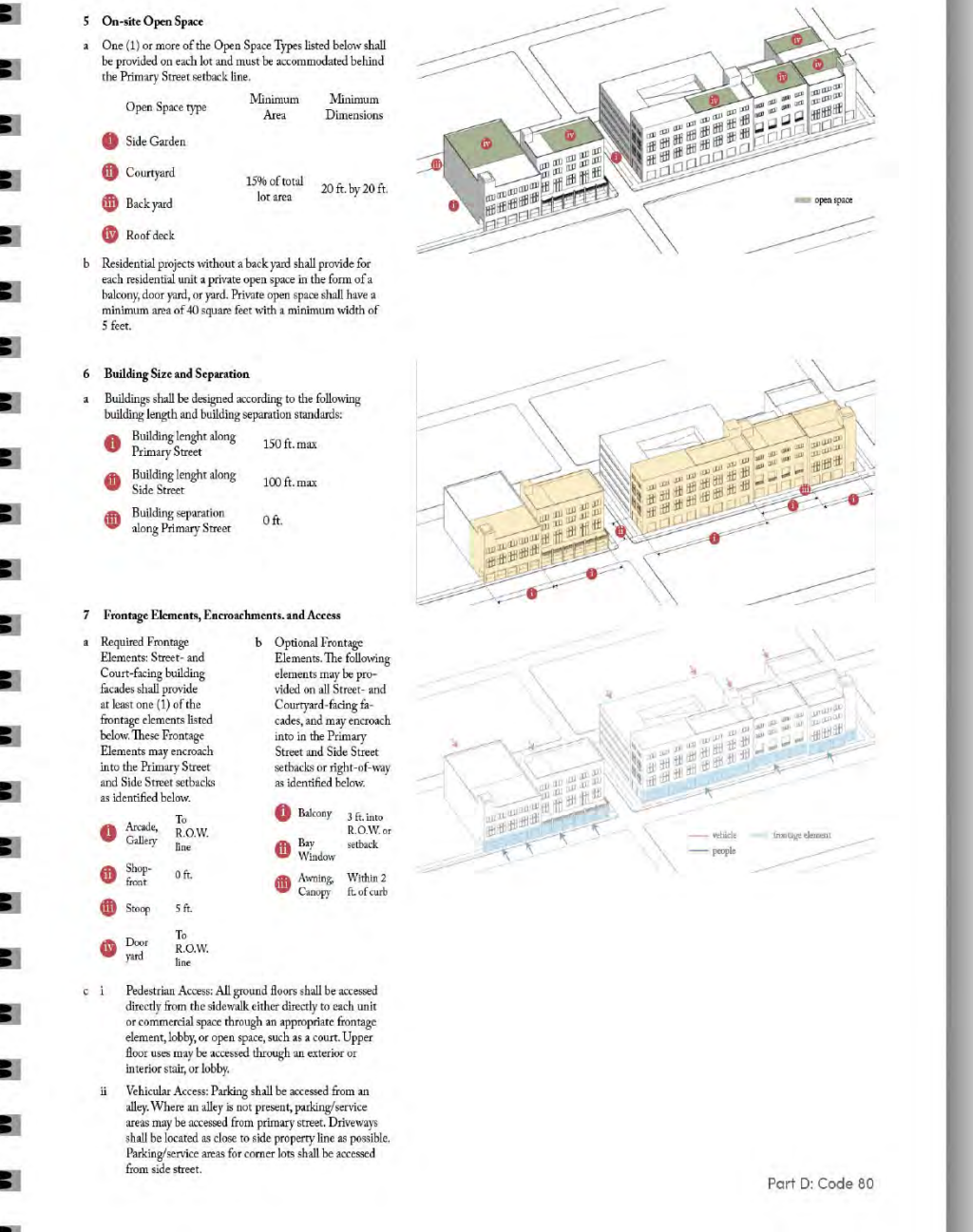
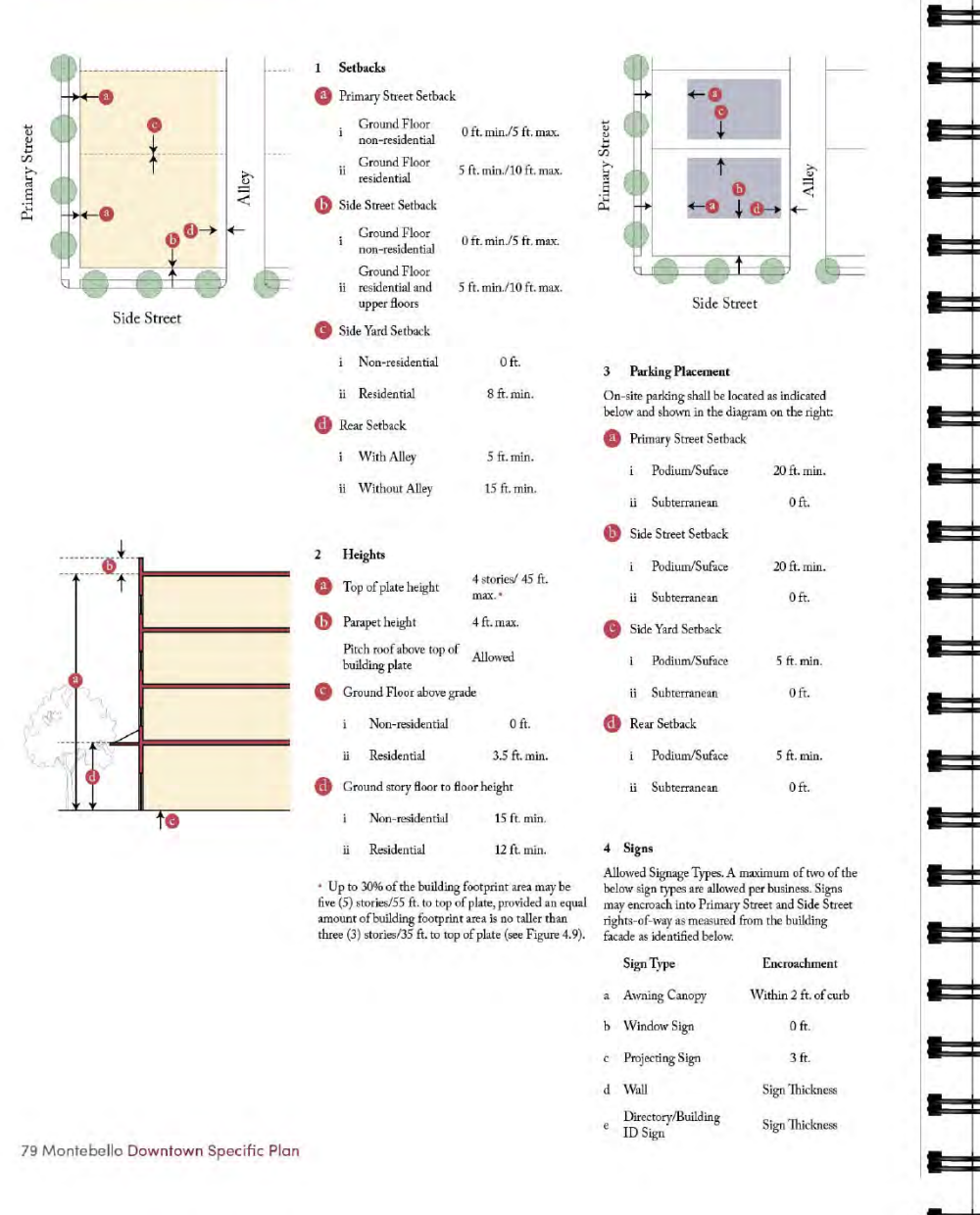
# Downtown Code



Existing (left) and Proposed (right) Whittier Boulevard



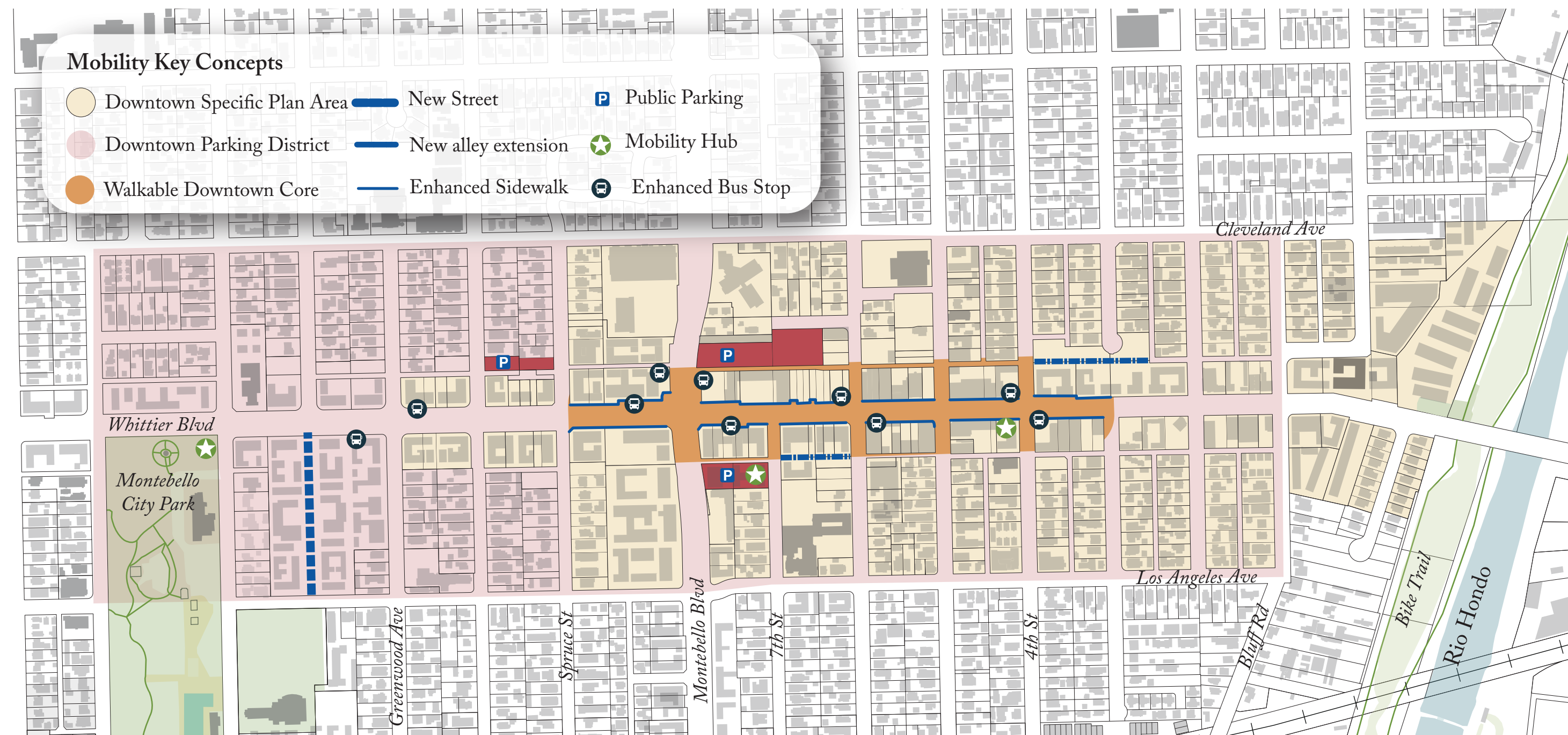
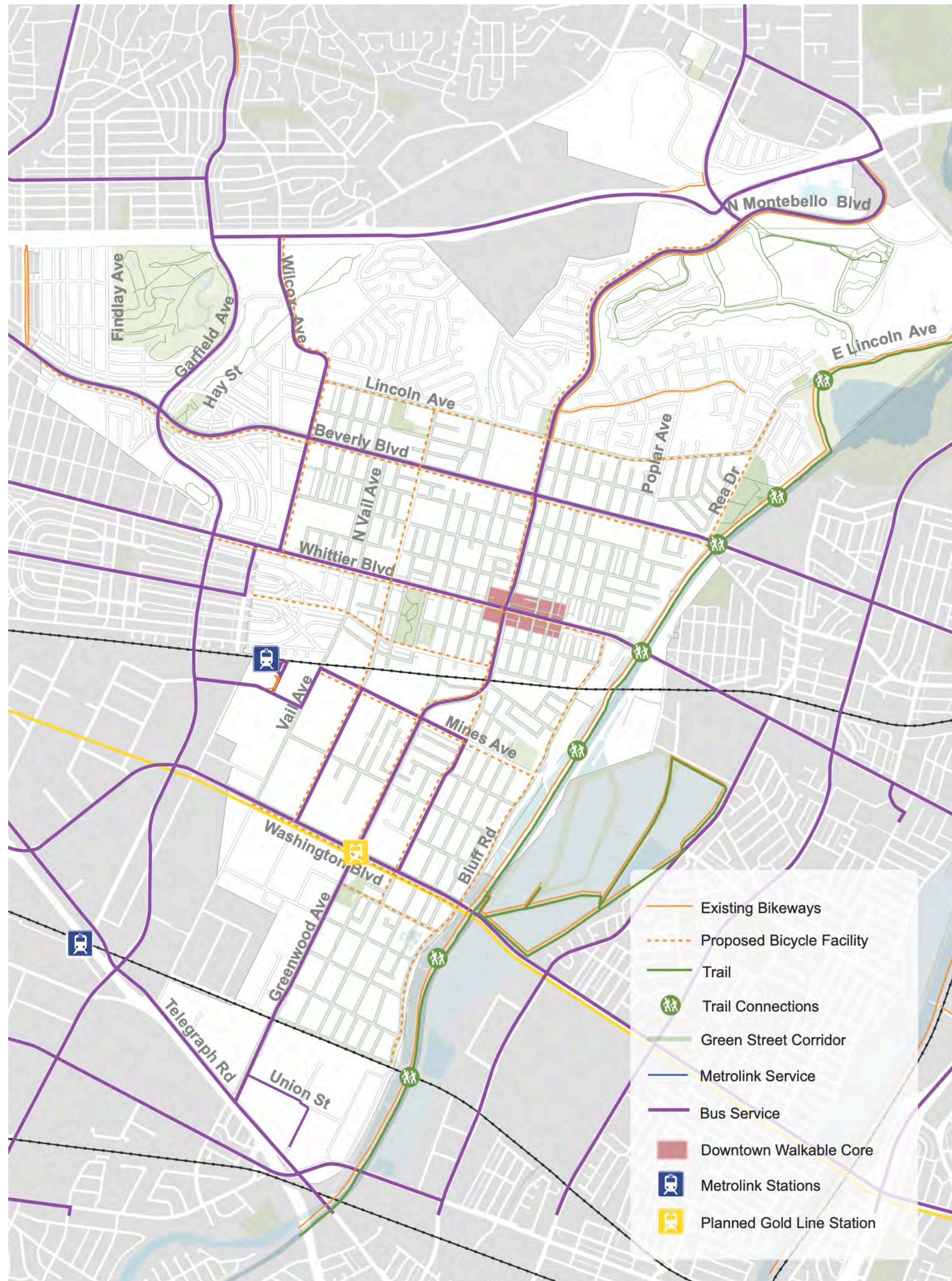
## 4.4D Downtown Core



# Washington Boulevard



# Mobility



- P** Parallel Parking
- B** Bikeshare
- i** Information Kiosk
- B** Bike Racks
- S** Scooter Share
- R** Rideshare
- T** Transit Stop
- C** Carshare
- P** Parallel Parking







**Creative Prosperity**  
**Cultural Tourism**  
**Education for Creativity**  
**Cultural Equity**  
**Historic Preservation**  
**Public Art**  
**Capacity & Leadership**



# Housing Development

Potential Added Value

Short-term  
**+ \$3.1 B**

Longterm (Mid Density)  
**+ \$0.8 B**

Midterm  
**+ \$1.2 B**

Longterm (Low Density)  
**+ \$0.6 B**

**\$5.7 B**

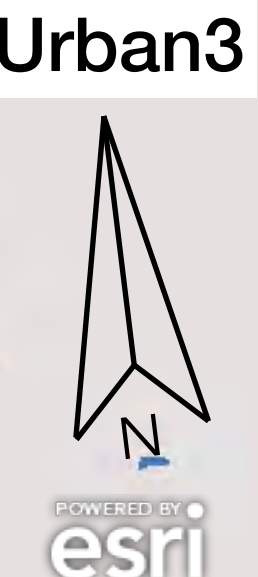
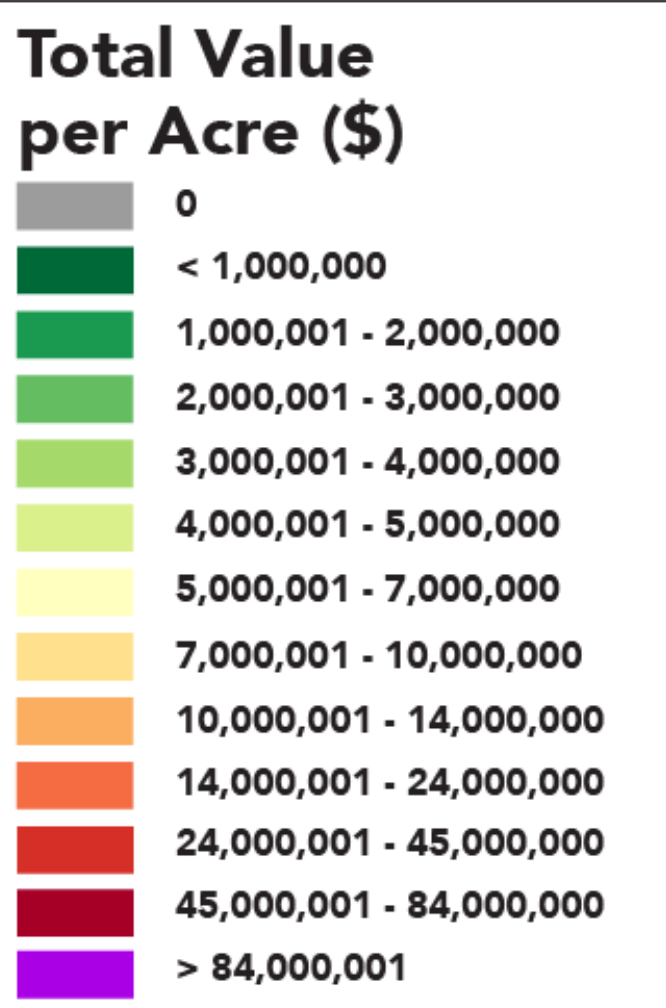
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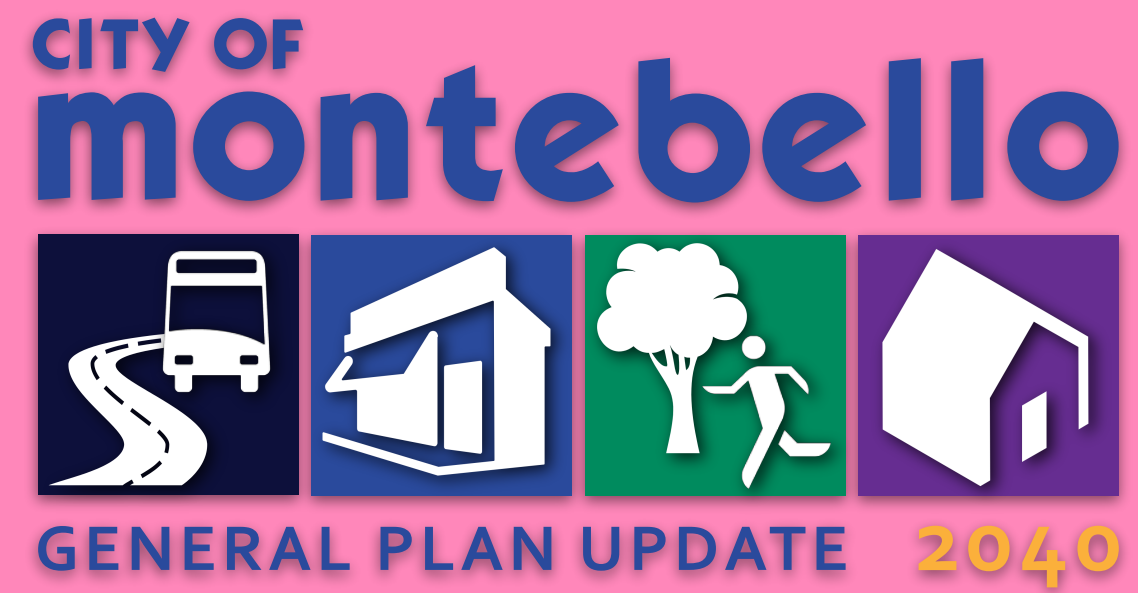
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Rio Hondo Channel

Rosemead Blvd

San Gabriel River





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