COMMUNITY IDEA WORKSHOPS

VACANT-TO-VIBRANT

Hosted by the City of Monterey Park

Live Translation:
Meetings will be translated (transcribed or audio) to the language you select. Instructions are provided below.

即時翻譯：
會議將被翻譯（筆譯或音譯）至您選擇的語言。操作說明如下

Traducción en vivo:
Las reuniones se traducirán (por escrito o por audio) al idioma que seleccione. Las instrucciones se encuentran a continuación.

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Scan QR Code or Go To: 掃描二維碼或前往: Escanee el código QR o visite: https://attend.wordly.ai/join/ERPR-7201	Choose Langauage, Click "Attend" 選擇語言 點擊"Attend"(出席) Seleccione el idioma y haga clic en "Attend"	Read Captions on Device Use Headset for Audio 在設備上閱讀筆譯使用耳機收聽口譯 Lea los subtítulos en su dispositivo y use audífonos para el audio

City Council

Elizabeth Yang
Mayor, District 2

Henry Lo
Mayor Pro Tem, District 4

Thomas Wong
Council Member, District 1

Jose Sanchez
Council Member, District 3

Vinh T. Ngo
Council Member, District 5

City and Support Team – June 24

Inez Alvarez
City Manager

Diana Garcia
Assistant City Manager

Martha Garcia
Director of Finance

Robert Aguirre
Director of Recreation

Laura Borjon
Finance Manager

Shawn Igoe
Director of Public Works

Tim Hou
Director of Community Development

Jason Hing
Fire Chief

Jerry Guevara
Planning Manager

Xochitl Tipan
Public Works Manager

Christine Tomikawa
HR Director

Ryder Todd Smith
Tripepi Smith President

Dana Sovinec
Tripepi Smith Senior Business Analyst

Meeting Agenda

- What Problem Are We Solving?
- What Is the Purpose of This Vacant-to-Vibrant Effort?
- Background and History
- Opportunities for the Future
- Q&A
- Table Breakouts



What Problem Are We Solving?

- There are vacant privately-owned properties throughout the city that need to be spurred into action.
- We need economic development.
- Housing affordability remains a challenge and we need housing supply.

What Is the Purpose of This Vacant-to-Vibrant Effort?

- To engage with residents on the issues and opportunities facing housing and economic development in Monterey Park
- Understand factors affecting development
- Explain role of the City
- Hear resident priorities
- Ideate on the opportunities



Background and History



Important Facts About Land Use

- The City does not build housing or commercial development.
- All commercial and innovation/technology areas being discussed in this conversation are privately owned.
- The City's primary tool for economic development is zoning/design standards.

How Land Use and Zoning Work

Monterey Park voters are ultimately the decision makers for these determinations.

- **General Plan (Community Vision)**
  - **Land Use Element**
    - **Zoning Ordinance and Development Standards**
      - **Zoning Maps**
- **Measure JJ**

Developer/Investor Viewpoints

- **Certainty is a Priority**
  - Do I have a clear pathway to development?
- **Collaboration with the City**
  - Is the City reasonably flexible to help me enable the vision?
- **Financing will Back the Project**
  - Will banks or investors back my vision and do my financial projections pencil out?
- **Market/Demographics**
  - Will the shopping population or consumers make it to my venue?
- **Timing/Speed to Market**
  - How quickly can my project get done and start making money?

Impacts on the City



The environment facing cities today is changing rapidly.

To remain competitive and responsive, cities must be flexible and proactive in evaluating whether existing land use regulations continue to meet community needs.

Here's What We Have Heard So Far:

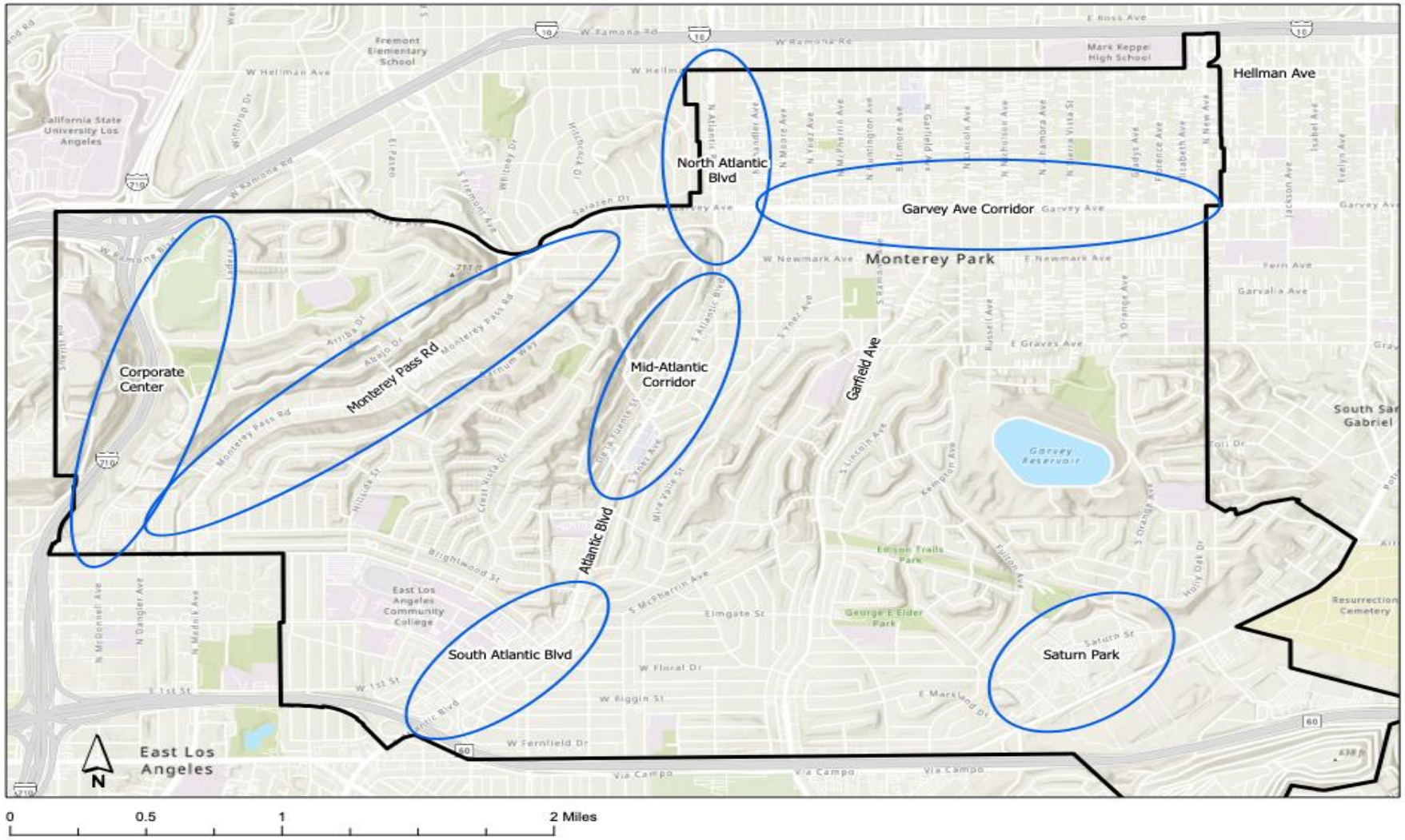
- No data centers
- Address housing affordability to support local intergenerational longevity and community values
- Address or prevent homelessness
- Protect the existing neighborhoods
- Provide economic opportunities that enhance community character
- Expand local services
- Create local jobs, reducing commute times
- Position the City to respond to changing market conditions and State requirements

Need to Address Concerns and Preserve Local Control

Key considerations include:

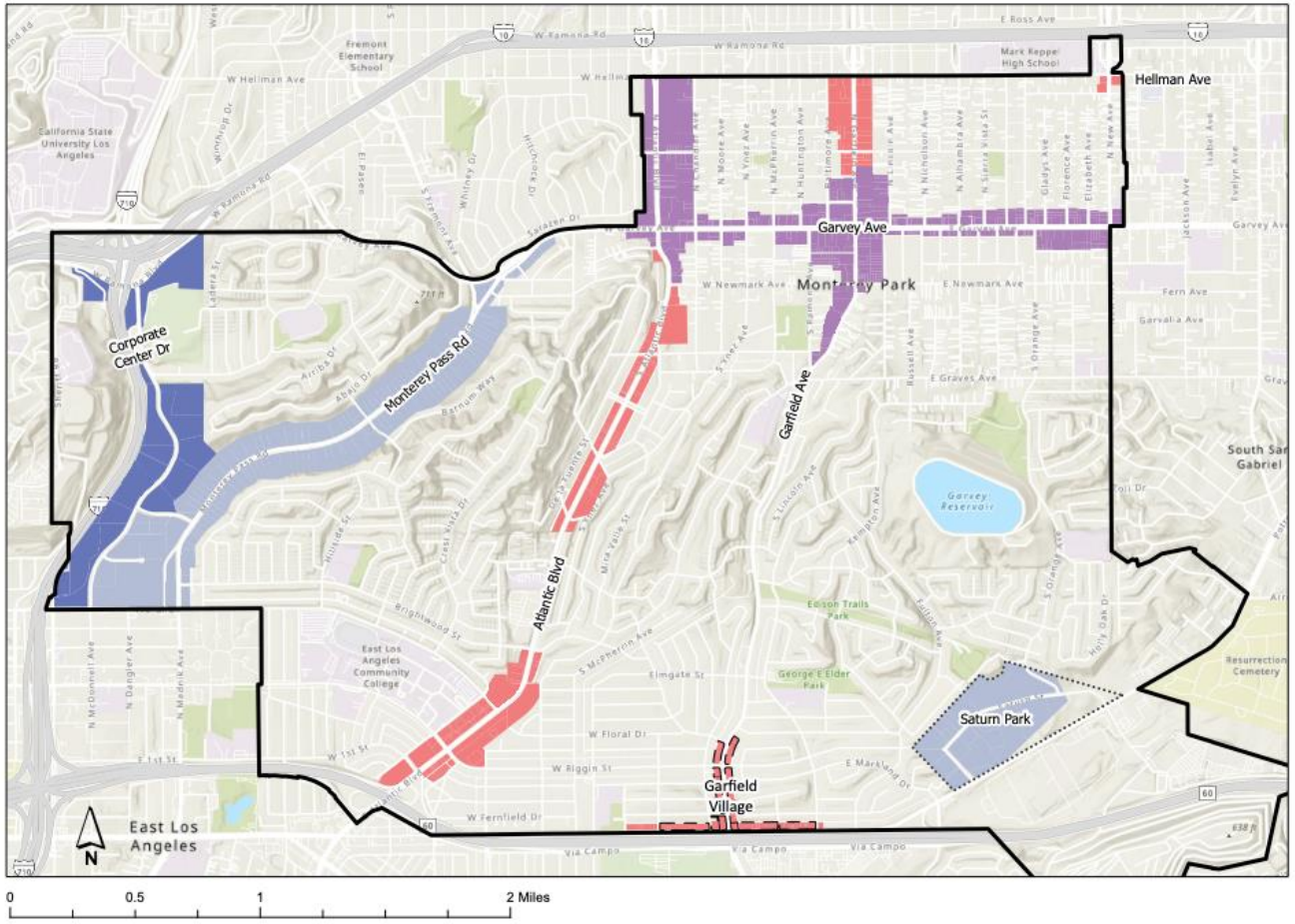
- Ensuring development occurs in locations appropriate for additional growth.
- Preserving established residential neighborhoods and community character.
- Maintaining adequate infrastructure and public services.
- Addressing population/housing growth impacts, such as traffic or parking.
- Providing opportunities for meaningful community engagement and feedback.
- Taking proactive local action rather than having development outcomes dictated solely by State mandates.

Opportunities for the Future



Notable Vacancy Areas

Opportunities for the Future: Potential Investment Areas



Land Use Designation MPK 2040

- Commercial (C)
- Mixed Use (MU)
- Innovation/Technology (I/T)
- Corporate Center (CC)

Opportunities for the Future:
Examples of What Future Development Could Look Like











Q&A

Opportunity to clarify information from the presentation.

This is not the time for feedback. That happens during breakout sessions which we will get to next.



Table Breakouts

We will break into groups. You will designate a scribe to take notes.

All ideas and responses get written down.

Respect diverse opinions and have civil discourse.

After 40 minutes a table spokesperson will report out responses from their table.

Next Steps



THANK YOU

For more information, visit **MontereyPark.CA.gov/VacantToVibrant**

Contact us at **626-307-1458** or **VacantToVibrant@MontereyPark.gov**.