Vote Yes on Measure XX

Monterey Park must update its Land Use Element to meet the changing needs of our community and provide the flexibility to respond to future opportunities. Measure XX supports a safe, livable city where families can thrive and future generations can continue to call Monterey Park home.

In 2020, voters approved Measure JJ, modernizing the City's General Plan. Since then, our community has experienced significant changes, including the COVID-19 pandemic and the passage of Measure NDC, which made clear that residents want development that prioritizes quality of life and housing over data centers.

During the City's Vacant to Vibrant community engagement process, residents consistently expressed a desire for land use policies that better serve families, young adults, and future housing needs.

Measure XX would amend the Land Use Element and Land Use Policy Map to allow the City Council to establish a housing overlay program in designated commercial and industrial areas only. Existing residential neighborhoods—including R-1, R-2, and R-3 zones—would not be affected.

Importantly, Measure XX does not approve any housing projects or change zoning by itself. Instead, it creates a framework that allows the City Council to consider future zoning regulations establishing standards and procedures for a housing overlay. Property owners would still need to apply for the overlay on a parcel-by-parcel basis, and every proposal would remain subject to the City's discretionary review and approval process. The City Council would retain full authority to approve or deny any overlay or development proposal.

Measure XX provides the flexibility to revitalize underutilized commercial and industrial properties while preserving existing neighborhoods and maintaining local control over future development.

Vote Yes on Measure XX for a vibrant, livable, and family-friendly Monterey Park.

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